



The better way



^{2nd} **global**
cement & concrete
CONFERENCE AND EXHIBITION SAUDI ARABIA 2011

**“Reducing expenses while increasing performance:
Elogic - full service in Saudi Arabia”**

Tuesday, 22. March 2011, 4:30 pm
Konrad Meyr, Managing Director

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The cement industry in the Kingdom of Saudi Arabia is undergoing rapid changes that trigger a wide range of tasks.

These tasks can only be handled by acting as partners both by customers and (foreign) suppliers.

This leads to a different collaboration between supplier and customer.

Saudi Arabian cement industry in the last years was undergoing rapid changes and will continue to change in the near future:

1. Growth

For the past years and also for the next years to come the annual production of cement in Saudi Arabia increased and will further increase substantially.

2. Quality

Challenging construction projects like skyscrapers or train lines increase the need of high quality cement.

3. Company structure

The cement companies grow bigger in production volume and staff.

4. Organizational structure

Due to a very promising demographic development there is a great potential of well educated young experts that step by step take over responsibility from former foreign management. This is also backed by the Saudification law.

5. Commercial scope

There is an ongoing call on the companies for higher profits. Thus despite ongoing high level market requests there is pressure on the prices which need to be covered by higher productivity.

6. Environment

In the Kingdom of Saudi Arabia there is a continuous movement towards awareness for safety and health. This topic is especially interfering with cement production and its dust emission.

The overall goal is to enable
the Saudi Arabian cement industry
focusing on producing cement most profitable
and at the same time
handling all the surrounding tasks most efficient.

Starting point:

- ❖ Plant is old and depreciation is down to zero.
- ❖ End of plant life within midterm period.
- ❖ Old ESP is worn out. Emissions too high.
- ❖ Replacement will not be approved due to investment issues.

**As much as necessary,
as few as possible**

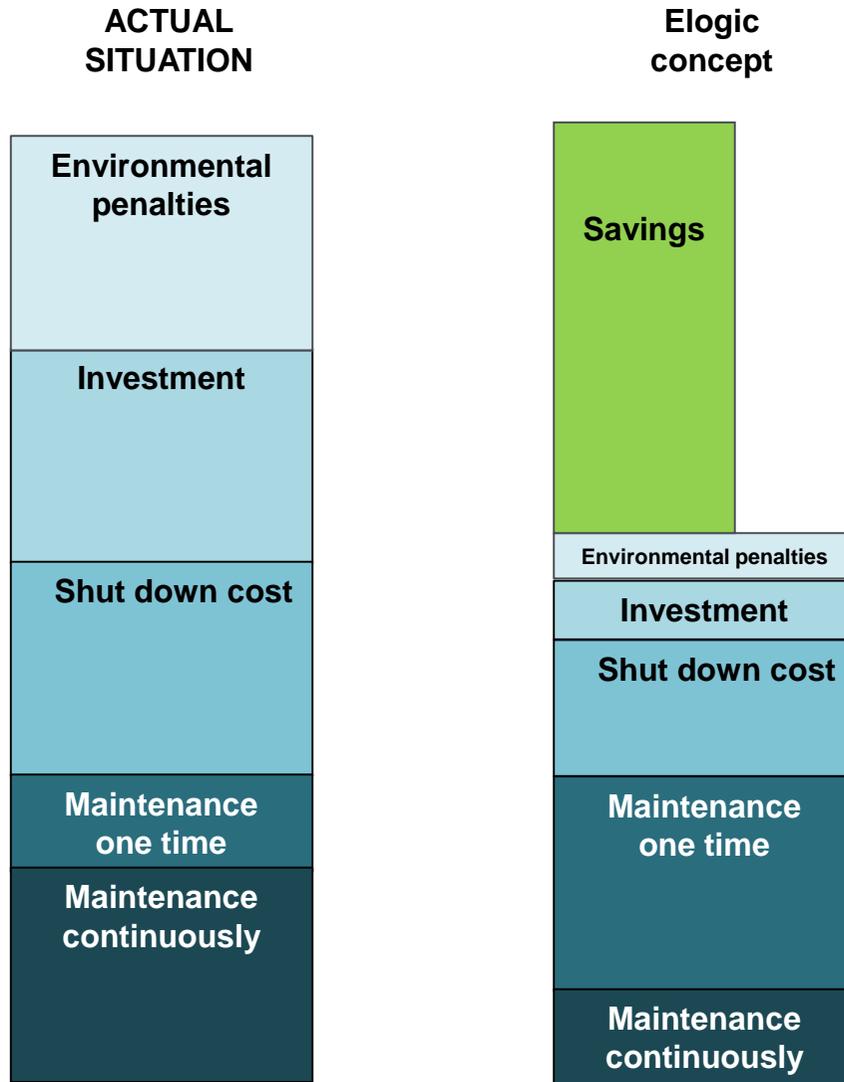
Elogic solution:

- ❖ Optimizing the existing equipment.
- ❖ Using maintenance budget.

Elogic execution:

Elogic field expert of ESPs doing:

- ❖ Analysis and working out action plan.
- ❖ After approval revamping current equipment.



As much as necessary,
as few as possible

Starting point:

- Filter bags are surrounding business in the plant.
- Know-how focus on cement production.
- Continuously changes in requirement (capacity, quality, environment).
- No capacity to follow on new developments in filter bag technology.

**Savings on life cost,
not savings on purchase**

Elogic solution:

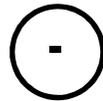
- Supplying a filter bag package not only material.
- Providing real guarantee including broken bag replacement.

Elogic execution:

- Filling out Elogic filter bag check list by customer.
- Analysis and configuring tailor made material.
- Supervision during change of bags.
- Frequent check of filter plant parameters.

**Savings on life cost,
not savings on purchase**

Expenses



Purchasing

Savings / Added value



Competitor

Elogic

Purchasing	Real warranty	Improved emission	Extended warranty	Supervision plant	Shut down cost
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Flyer to be picked up or for download



Elogic
Clean solutions

Ask for **MORE** than just **FILTER BAGS**

Are other bags the better bag?	Today	Elogic
Evaluation of filter media fitting best by German specialists at your plant	NO	YES
Country of production of filter bags	7	GERMANY
Delivery of filter bags	YES	YES
Filter bag change by supervisor to German specialists	NO	YES
Filter bag change by turnkey to German specialists	NO	OPTIONAL
Frequent check of components and status by German specialists	NO	YES
Warranty of filter bags	NO	YES
Estimated warranty providing added value	NO	OPTIONAL
German technicians always available in KSA	NO	YES

Elogic (KSA), an international, privately owned German group, has established plants in the Middle East. Our German headquarters are in Düsseldorf and our production plants are in Germany, Spain, and the USA. We have a long-term partnership and are on the look-out for additional customer locations. More information on the filter at: www.elogic.com

For all your needs we will get back to you with a tailor-made solution.

If you are interested, please contact us:

Germany	Middle East
Elogic GmbH	Elloghayan of Saudi Arabia
Elloghayan GmbH	Elloghayan of Oman
Elloghayan of India	Elloghayan of Pakistan
Elloghayan of Mexico	Elloghayan of Turkey
Elloghayan of USA	Elloghayan of UAE
Elloghayan of China	Elloghayan of Egypt
Elloghayan of Brazil	Elloghayan of Indonesia
Elloghayan of Russia	Elloghayan of South Africa
Elloghayan of Thailand	Elloghayan of Vietnam
Elloghayan of Philippines	Elloghayan of Malaysia
Elloghayan of Singapore	Elloghayan of Hong Kong
Elloghayan of Australia	Elloghayan of New Zealand
Elloghayan of South Korea	Elloghayan of Taiwan
Elloghayan of Japan	Elloghayan of Korea
Elloghayan of India	Elloghayan of Bangladesh
Elloghayan of Sri Lanka	Elloghayan of Nepal
Elloghayan of Cambodia	Elloghayan of Laos
Elloghayan of Myanmar	Elloghayan of Brunei
Elloghayan of Timor-Leste	Elloghayan of East Timor
Elloghayan of Papua New Guinea	Elloghayan of Vanuatu
Elloghayan of Solomon Islands	Elloghayan of Fiji
Elloghayan of Tonga	Elloghayan of Samoa
Elloghayan of Tokelau	Elloghayan of Niue
Elloghayan of Cook Islands	Elloghayan of New Caledonia
Elloghayan of French Polynesia	Elloghayan of Wallis and Futuna
Elloghayan of Pitcairn Islands	Elloghayan of Tokelau
Elloghayan of Christmas Island	Elloghayan of Norfolk Island
Elloghayan of Phoenix Islands	Elloghayan of Northern Mariana Islands
Elloghayan of American Samoa	Elloghayan of Guam
Elloghayan of Northern Mariana Islands	Elloghayan of Puerto Rico
Elloghayan of Virgin Islands	Elloghayan of U.S. Virgin Islands
Elloghayan of British Virgin Islands	Elloghayan of Cayman Islands
Elloghayan of Anguilla	Elloghayan of Antigua and Barbuda
Elloghayan of Aruba	Elloghayan of Barbados
Elloghayan of Bahamas	Elloghayan of Barbados
Elloghayan of Belize	Elloghayan of Bermuda
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Elloghayan of Cambodia	Elloghayan of Canada
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Elloghayan of Central African Republic	Elloghayan of Colombia
Elloghayan of Chad	Elloghayan of Costa Rica
Elloghayan of Comoros	Elloghayan of Cuba
Elloghayan of Congo	Elloghayan of Cyprus
Elloghayan of Congo (Kinshasa)	Elloghayan of Czech Republic
Elloghayan of Congo (Brazzaville)	Elloghayan of Denmark
Elloghayan of Costa Rica	Elloghayan of Dominican Republic
Elloghayan of Cote d'Ivoire	Elloghayan of Ecuador
Elloghayan of Croatia	Elloghayan of Egypt
Elloghayan of Czech Republic	Elloghayan of El Salvador
Elloghayan of Denmark	Elloghayan of Equatorial Guinea
Elloghayan of Djibouti	Elloghayan of Estonia
Elloghayan of Dominica	Elloghayan of Ethiopia
Elloghayan of Dominican Republic	Elloghayan of Finland
Elloghayan of Ecuador	Elloghayan of France
Elloghayan of Egypt	Elloghayan of Gabon
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Elloghayan of Sri Lanka	Elloghayan of Trinidad and Tobago
Elloghayan of Sweden	Elloghayan of Tunisia
Elloghayan of Switzerland	Elloghayan of Turkey
Elloghayan of Taiwan	Elloghayan of Uganda
Elloghayan of Thailand	Elloghayan of Ukraine
Elloghayan of Timor-Leste	Elloghayan of United Kingdom
Elloghayan of Trinidad and Tobago	Elloghayan of United States of America
Elloghayan of Tunisia	Elloghayan of Uzbekistan
Elloghayan of Turkey	Elloghayan of Venezuela
Elloghayan of Uganda	Elloghayan of Vietnam
Elloghayan of Ukraine	Elloghayan of West Bank
Elloghayan of United Kingdom	Elloghayan of Yemen
Elloghayan of United States of America	Elloghayan of Zambia
Elloghayan of Uzbekistan	Elloghayan of Zimbabwe
Elloghayan of Venezuela	

Starting point:

- ◆ Goals for profit are continuously rising.
- ◆ Pressure on maintenance cost increasing.
- ◆ Requirements from environmental laws increasing.
- ◆ Main plant know-how on producing cement.
- ◆ High risk of shut down when failure of filter plants.

**Focussing on
core business**

Elogic solution:

- ◆ Focusing on core business.
- ◆ Outsourcing surrounding tasks.

Elogic execution:

- ◆ Taking care of complete maintenance issues for fixed price.
- ◆ Responsibility for performance of filter plants at Elogic.

Reduced head count

Reduced product loss

Reduced emission

Reduced maintenance cost

Fixed Budgets

Reduced working capital

Reduced cleaning cost

Minimized shut down cost

Leading in environmental issues

Escaping increasing pressure by PME

Focussing on core business

Flyer to be picked up or for download



Elogic®
Always available

Maintenance of filter plants
is costs more if you don't do it properly

Common believe is that maintenance costs money.
Please find below that reality is different.

Data and calculations for a 1,000 ton cement plant

Category	Value	Unit
Operating Costs	1,000,000	SAR/year
Energy Costs	500,000	SAR/year
Water Costs	100,000	SAR/year
Waste Disposal	50,000	SAR/year
Maintenance Costs	100,000	SAR/year
Total	1,750,000	SAR/year

Loss saved by poor maintenance

Category	Value	Unit
Product Loss	1,000,000	kg/year
Energy Loss	500,000	kg/year
Water Loss	100,000	kg/year
Waste Loss	50,000	kg/year
Total	1,650,000	kg/year

Total loss 2,009,548 SAR/year

Maximum emissions allowed
 Cement kiln: 0.25 kg of product results 10 mg/m³
 Clinker cooler: 0.02 kg of product results 10 mg/m³
 Dust collector: See next page



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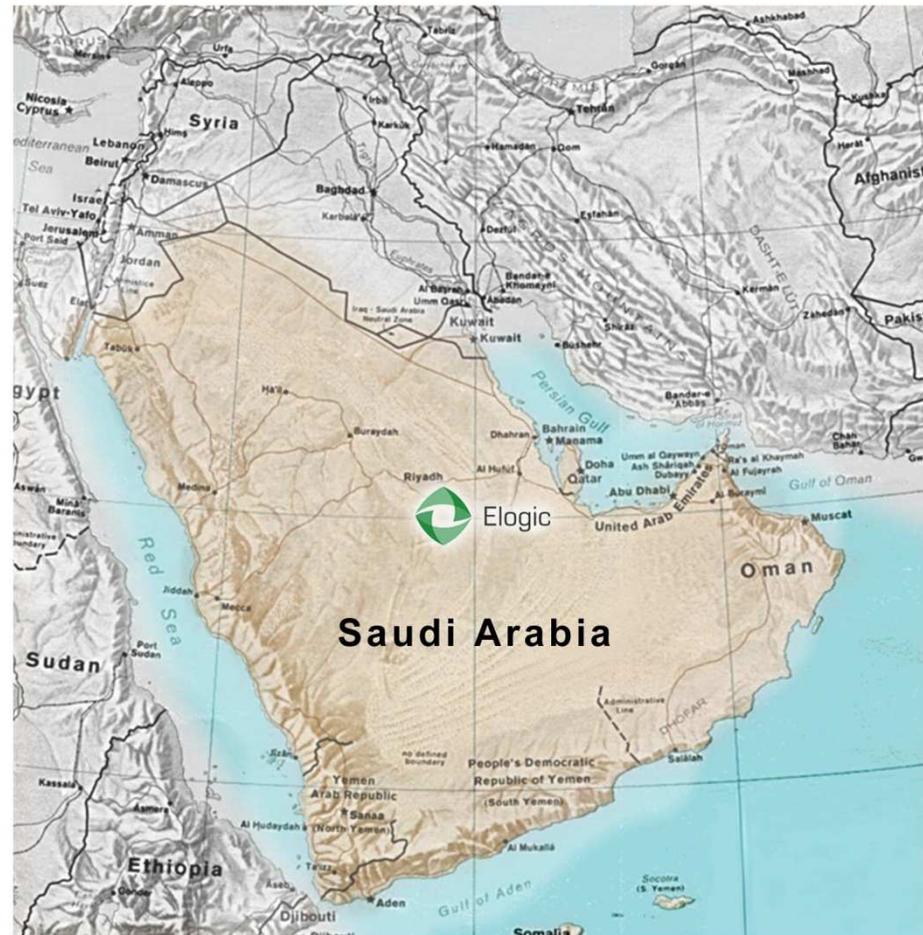
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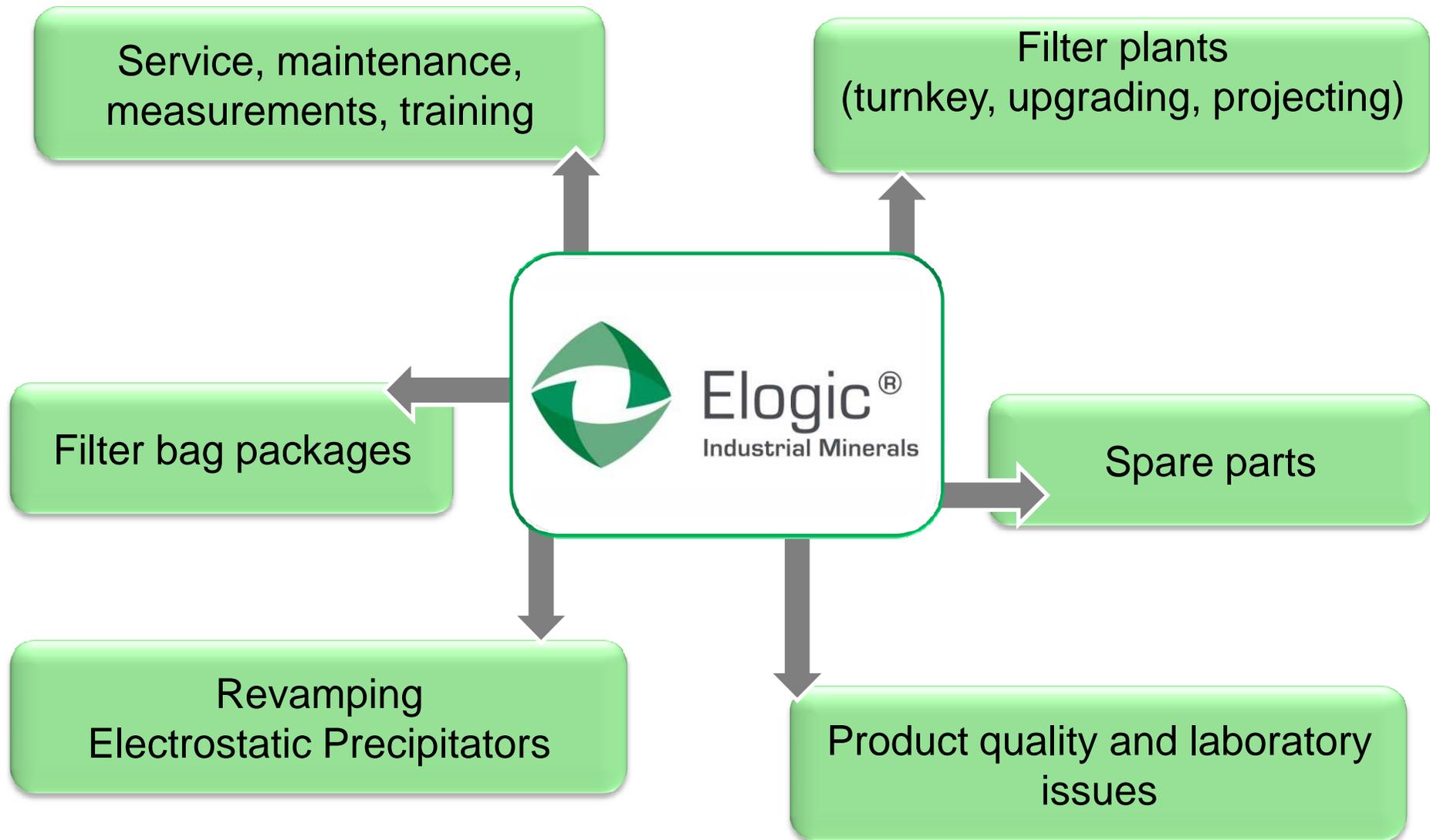
Permanently there!

Local needs.
Local support



German technology.
Saudi Arabian presence

Also for you!!!



Elogic GmbH is a worldwide acting private owned group.

We understand ourselves as a partner being able to ground on vast experience of our people.

- ◆ Experience in small private owned enterprises as well as in public trusts.
- ◆ Experience in Germany as well as world wide.
- ◆ Experience in specific fields as well as in strategic general management.

Our overall goals are:

- Entrepreneurial sustainable reality instead of short term appearance.
- Long lasting partnership rather than short time profit maximization.

We accomplish our goals by:

- The unconditioned customer orientation.
- The respectful interacting with all persons involved.
- The continuous improvement of the company.

Our most important tools are:

- An integrated quality management with no compromises.
- A sustainable personnel management including maximum self responsibility.
- A common sense.

Elogic can back on highly qualified team members having a vast experience in the producing and environmental industry.

All team members are between 35 and 50 years old and hold academic degrees. Former employers were world leading companies like GEA Group, ABB, Knauf, Siemens. The experts have over ten years experience in the targeted industries each. They also have long experience in handling major projects.

In the Industrial Minerals industry and especially for dedusting purposes Elogic can provide with well experienced personnel, recruited from Intensiv-Filter, Knauf, Polysius.

Respecting the needs of the Saudi Arabian customers Elogic is investing in foreign experts dedicated solely to Saudi Arabia.

Elogic covers

- ◆ More than 30 years personal experience in cement quality control.
- ◆ More than 30 years personal experience in cement laboratories.
- ◆ More than 25 years personal experience in the area of maintenance.
- ◆ More than 25 years personal experience with ESPs.
- ◆ More than 20 years personal experience with dedusting equipment.
- ◆ More than 4 years personal experience in Kingdom of Saudi Arabia.

In order to convince you about our performance we offer:

- ◆ **FREE** analysis of your product quality and the status of your laboratory including a report stating the current status and recommending measures needed.
- ◆ **FREE** examination of your filter bags used configuring a tailor made material including guarantee and service.
- ◆ **FREE** check of your filter plants including a report stating the current status and recommending measures needed.
- ◆ **FREE** examination of your spare parts stock including a report stating the current status and recommending measures needed.



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During conference
we'll welcome you at
exhibition stands No. 1+2



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