

## CEMENT

# Get the Best Build

*At the core of any successful project is getting the materials right. As the foundation of any solid structure, cement is possibly one of the most important material specifications a builder will make.*

**W**hen SA Affordable Housing recently encountered Jan Breytenbach of BB Cement, his advice to the industry is simple. "Choose the best proven quality product and develop a business partnership with your supplier to ensure availability, reliable service delivery and the best possible pricing."

BB Cement's general purpose Best Build CEM cement is a tertiary blend made up by homogenising Slagment, Ash and ordinary Portland Cement in controlled proportions. It is manufactured according to SABS and EN 197 CEM V/A 32.5N standards and is accredited by SABS under permit number 7862. The company's products are verified both by the company and its growing customer base.

### Durability

With the focus on cement as part of a well-constructed building, durability is a vital factor. BB Cement addresses a variety of concerns from this perspective. For instance, pure cement expands due to free lime and magnesium content.

BB Cement minimises this risk by ensuring that all products blended into its mix are inert and do not contribute to expansion, which has resulted in an expansion rate of 50% less than pure cement.

Cement is also susceptible to attack from sulphates of the sort often found in sewage or in some soil conditions. The reaction between the sulphate and the alumina content of cement results in considerable deterioration over time.

BB Cement's alumina content is 50% lower than pure cement, thereby reducing the possibility of sulphate attack by half. Chloride is another obstacle to cement durability. Chloride attack occurs when salts in the sand or water migrate via ionic transfer to the steel reinforcing bars in the concrete, causing rusting. As the rust builds up, the concrete around it cracks and disintegrates. The addition of slagment and fly ash to Best Build Cement significantly slows down the rate of migration of chloride ions which will reduce the rate of steel corrosion and extend the life of the concrete.

Also an issue when considering the lifespan of cement is the very process by which it is created. Cement strength development is an exothermic reaction which results in heat build-up. This, in



*Cement being loaded*



*Pallets being wrapped*



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*BB Cement used to build low cost houses*

turn, causes expansion, which results in cracking. By adding slagment and fly ash, BB Cement reduces the heat of hydration significantly and thus is able to reduce the expansion of the concrete.

In spite of these interventions, the cement has not been compromised in terms of other product expectations; Best Build Cement has been technically designed to be a true general purpose cement.

It is ideally suited for use in concrete pavements, floor slabs, plaster, mortar and concrete bricks, and it caters for the needs of the contract builder, home builder and brick maker.

"Our aim is not to get into a pricing war, but to supply a high quality product with a proven track record," Jan concludes. "Steady product availability is of primary concern, particularly during periods when demand for building materials is at a peak. Our relationship with our clients is paramount."



*Stacked cement bags*



## 32.5N General Purpose Cement



Our cement is ideally suited for use in:

- concrete pavements
- floor slabs
- plaster
- mortar
- and concrete bricks

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**Quality and Service Delivery is our Motto!**

BB Cement is an **ENVIRONMENTALLY FRIENDLY** product with a **50% reduced Co2 emissions**