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LAFARGE TARMAC

Flexiblend

Lafarge Tarmac is the UK's largest bulk cement manufacturer, producing a wide range of cement for various applications including sustainable cements containing waste products from other industries.

Our vision is to be our customers' preferred choice for sustainable construction solutions.

In 2012, a market audit showed our market position was under threat from cheaper competing offers. We created a new offer called **flexiblend**™ comprising two components: Eco Phoenix and PCRM, allowing us to protect our profit margin as we didn't have to compete on price with our existing product.

This new package offer also meant we avoided direct, price-led competition, making **flexiblend**™ peerless as a commercial proposition.

The strategic positioning of **flexiblend**™ allowed us to compete in a target segment of the market we had previously avoided. By identifying a list of target customers and using a direct sales approach, we managed to protect our existing business.

The launch and introduction of flexiblend™ has been a success and has exceeded our projected 12-months EBITDA contribution in only 7 months since its launch in March 2014.
The campaign had an ROI of 5410%. We are currently working on a business case to start production at our other manufacturing locations and making flexiblend™ available throughout the UK.

www.lafargetarmac.com