

Main differences between white and grey cement

White cement	Grey cement
<ul style="list-style-type: none">☐ Special / «Niche» product☐ Consumption mainly driven by renovation and restructuring or specific applications in residential/commercial.☐ High purity limestone needed: scarce raw materials☐ Commercial push to «create and grow the market»☐ Mid-high value, small quantities☐ Consistency, whiteness, brand and technical after-sale service matter☐ Driven by tailored needs of more «sophisticated customers»☐ «Export led» product with global market reach:<ul style="list-style-type: none">☐ Production only in 41 countries worldwide☐ Distribution costs relevant but it is still economically viable long distance transportation	<ul style="list-style-type: none">☐ «Commodity» like☐ Consumption mainly driven by infrastructure & residential/commercial☐ Widespread presence of basic raw materials☐ Pulled by the market demand☐ Low value, high volumes☐ Driven by international and local «standards»☐ Mainly «Local for local» product: less than 5% volumes traded<ul style="list-style-type: none">☐ Price levels cannot justify and cover for logistic costs for long distances☐ It can be produced almost everywhere