

# COMPANY PROFILE



REEM READYMIX CO. L.L.C.  
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## Company Background

Reem Readymix is a leading supplier of all types of readymix concrete and cementbased plastering materials. We use the latest technology and equipment, and our experienced personnel have expertise in all concrete-related services, from production to final product placing.

An affiliate of RAK Cement and one of the top readymix producers in Abu Dhabi, Reem Readymix has consolidated its position in the demanding construction market through a strong and integrated supply chain. Six fully-automated, state-of-the-art batching plants produce 600 cubic meters of concrete per hour, together with five ice-producing plants, with a production capacity of 400 tons per day and a fully integrated laboratory equipped with the latest technology and testing facilities.



**RAK**



## Royal Group

Royal Group is a conglomerate of 60 large and medium-size companies based in the United Arab Emirates (UAE). Launched in the late 1990s, Royal Group currently employs over 10,000 people from a wide variety of countries and cultures and is supported through its head office in Abu Dhabi, the capital of the UAE.

In just over a decade, Royal Group has grown exponentially to become one of the largest business and investment holding companies in the UAE today. It has a significant and growing presence internationally with a broad spectrum of investments and partnerships throughout the Middle East, Asia, USA and South America.

## RAK Cement

Ras Al Khaimah Cement Company was established in 1995 as part of the continuing economic and social development policy being implemented by the Emirate of Ras Al Khaimah.

The plant takes advantage of the prime quality raw materials available in the Emirate of Ras Al Khaimah and has been designed and built using the latest technology. This ensures our customers are supplied cement of the highest and most consistent quality.

## Capital Investment

From its beginnings in 1999 as a company investing in real estate and local capital markets, Capital Investment LLC has grown rapidly to become a leading investment house in the region with diversified business interests across numerous sectors. Capital Investment's continued success stems from its ability to adapt, and its reputation for providing excellent investment returns to its principal shareholders.



## Our Vision

To promote readymix concrete products with our strong knowledge base and technical expertise, in order to maintain superior quality and environmentally friendly and sustainable construction in order to improve the standard of living and quality of assets in the region.

## Our Mission

We aspire to be the supplier of choice in the markets we serve through genuine longterm partner relationships. We seek to bring significant value to our clients and their projects through superior technical product knowledge and support. We stand for consistent quality, reliability and responsiveness. We believe in fairness in business and market practices and specifically want to achieve strategic and profitable growth in a pragmatic manner while maintaining Reem Ready-Mix's long-term financial stability. We also look to exercise our corporate citizenship as a community builder in the markets we serve, which includes managing our business with sensitivity to current cultural values and priorities. Ultimately, our mission is to provide quality readymix products on time, every time, with as little impact on the environment as possible.

## Customer Satisfaction

Customer service drives every aspect of our business. Our primary goal is to provide our customers with the most efficient and effective building solutions regardless of the nature of their construction project. We do more than listen to our clients' needs; we involve them in the development and refinement of our integrated products and services to ensure they suit their needs.

## Commitment to Quality

At Reem Readymix, maintaining high standards of quality, health, safety & environment is paramount to the way we conduct our business. We are committed to performing our activities in a physically safe, effective, efficient, timely and environmentally responsible manner through expertise and leadership. By doing so, we strive to provide the best products to our valued customers and to create value for our stakeholders.

Quality control is a top priority at Reem Readymix; so much so that production has been organized in a manner to ensure the required grades and quality of concrete through various stages of work, starting from material selection and compliance right down to the delivery of the concrete to the point of pour.

We've incorporated the pursuit of quality into our routine activities, including daily planning and other associated processes and we continually monitor and improve our processes and performance to stay ahead of the times.

In addition to the in-house quality control of materials and the concrete product, Reem Readymix employs the services of reputable external laboratories for independent testing and continuous monitoring of the materials quality on a yearly contract basis. This helps ensure that we are consistently held responsible for achieving the highstandards we promise.

Health and safety and the environment are also key drivers for us, and especially so in our factories and production units. We are committed to the efficient use of natural resources and energy, reducing and preventing pollution and promoting waste avoidance and recycling measures. We also adopt strong policies across the organization with a dynamic process oriented approach towards eliminating defective products, non-conforming services, injuries, ill health and negative impact on the environment. To ensure that we are all working towards the same goals, we involve every member of our team, from entry-level personnel to senior management in all levels of the work process, from idea-generation, planning and preparation to implementation.

Our commitment to Quality, Health, Safety and Environment are demonstrated through continual improvement process we have subscribed through International certifications viz. ISO 9001: 2015, ISO 14001: 2015 and ISO 45001:2018