



ALAS

ألس لمواد البناء

CONSTRUCTION MATERIALS





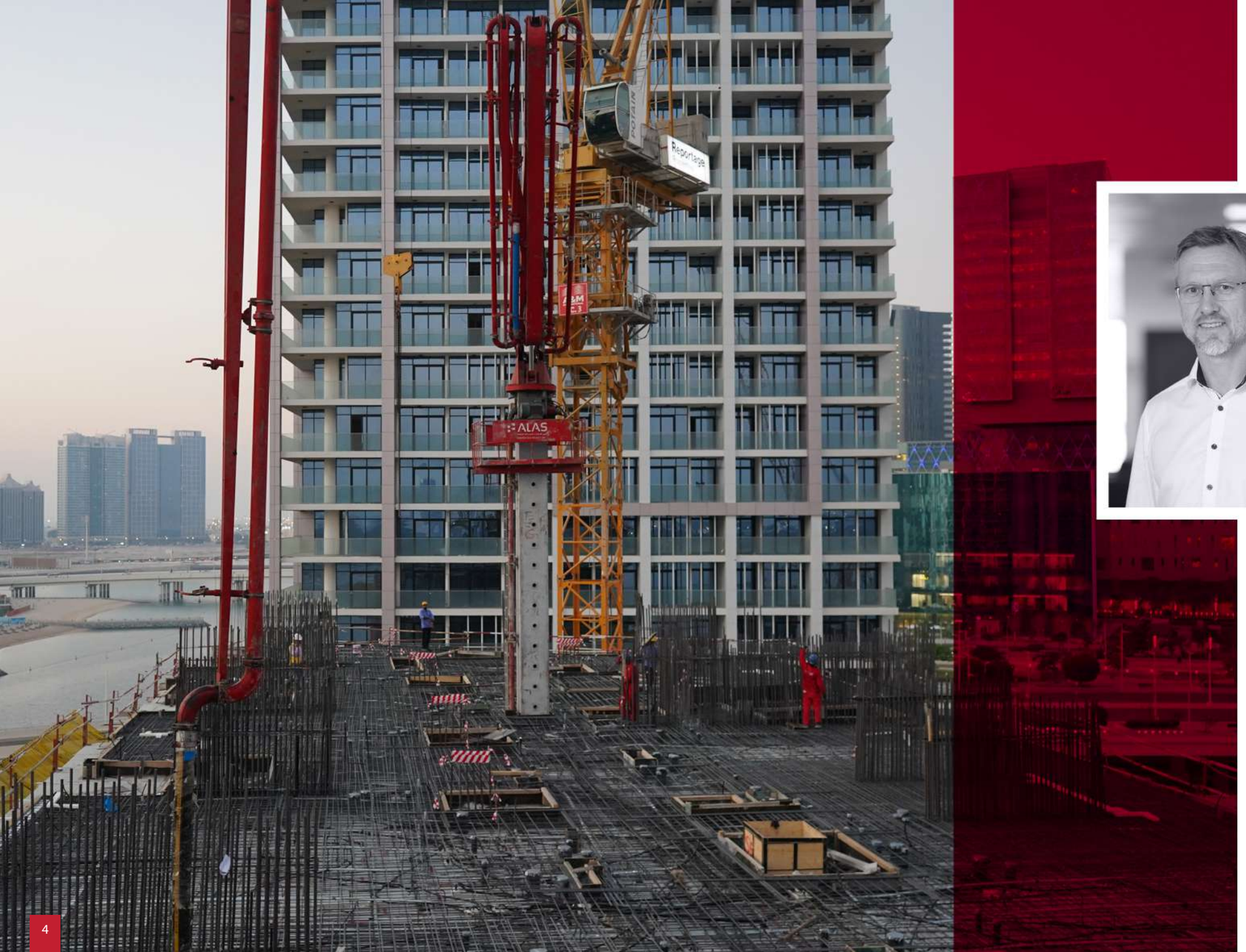
READY-MIX CONCRETE
PRECAST
CONCRETE BLOCKS
CEMENT



SUCCESS THROUGH TRUST

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CEO MESSAGE

Over the past three decades, our company has grown from a modest yet forward-looking local ready-mix concrete supplier into a leading division providing a wide range of high-quality construction materials for projects of all sizes. Through persistence, innovation, and an unwavering commitment to excellence, we have built a reputation for reliability and superior service.

At ALAS, we believe in “Success Through Trust”. Building long-term relationships with our clients and suppliers is at the core of our values. We are dedicated to understanding and achieving our partners’ ambitions through impeccable service, specialized solutions, and a commitment to quality in every aspect of our work. By fostering collaboration and partnership, we ensure that every project benefits from our expertise and innovation.

We strive to continuously develop and deliver the best solutions in construction materials, helping transform our clients’ ideas into reality. As we move forward, we remain focused on quality, sustainability, and meeting the evolving needs of the industry.

Thank you for your trust in ALAS – we look forward to building the future together.



Eng. Petr Celis
CEO, ALAS Construction Materials

WHO WE ARE

ALAS Construction Materials is the largest division of Bin Fadel Holding, a proudly local UAE group and one of the region's fastest-growing enterprises. Based in the UAE capital, ALAS stands as a leading supplier and manufacturer of high-quality building materials, serving the construction industry with reliability, expertise, and innovation. With a customer-oriented mindset and a strong focus on service excellence, we build long-term partnerships based on trust, reliability, and mutual success.



Our expertise spans four business segments:

READY-MIX CONCRETE

Our ready-mix companies are leading concrete suppliers in the UAE, with a strong presence throughout the Abu Dhabi Emirate. Thanks to a strategically located network of plants and operational flexibility, we efficiently serve customers in both urban centres and remote areas. Our technical expertise allows us to support a wide range of projects – from small-scale works to major developments – including specialty applications and challenging site conditions. ALAS ready-mix concrete is also represented in Saudi Arabia.

CONCRETE BLOCKS

Our concrete block production offers a wide range of high-quality building blocks and paving stones, designed for strength, durability, and versatility. These products are suitable for various construction and landscaping applications – from walls and driveways to pathways and outdoor features – delivering reliable performance for both residential and commercial projects.



PRECAST

Our Precast segment focuses on the production of prefabricated concrete elements, with a specialization in solutions for marine construction. A successful example of our expertise, backed by long-standing experience in ready-mix concrete, is the production of acropodes: large, durable units designed to protect coastlines and marine infrastructure from erosion and wave impact.

CEMENT

As an integral part of our division's supply chain, our cement production delivers reliable Portland cement solutions for a variety of applications, including concrete, mortar, masonry structures, and screed. Available in both bulk and bags, our premium products are engineered to meet the specific demands of the Middle Eastern market.

OUR JOURNEY

ALAS Construction Materials division was built on the strong foundation of Bin Fadel Al Mazrouei Ready Mix, established in 1995. In 2008, a new chapter began as Bin Fadel Holding introduced a highly advanced Austrian ready-mix brand ALAS and brought its expertise to the region. Later, the holding broadened its presence in the construction sector through the acquisition of the block (2017) and cement (2019) factories.

In 2023, all companies involved in construction sector within BFH were integrated into the newly formed division, ALAS Construction Materials, to efficiently coexist, leverage synergies in processes and manpower, and meet all customer needs more effectively. Both national and international expansion marks the next step in the division's commitment to growth.

1995 – Bin Fadel Al Mazrouei Ready Mix established with its first batching plant in Al Ain.

2005 – Existing batching plant modernized into a fully automated system.

2008 – ALAS Emirates Ready Mix established as an advanced Austrian brand in partnership with Bin Fadel Holding.

2009 – First ALAS Emirates Ready Mix batching plants established in Abu Dhabi, Mafraq, followed by Sila, Western Region.

2010 – Began supply to the prestigious Barakah Nuclear Power Plant project, the first and only nuclear facility in the UAE (500,000 m^3 of concrete, completed in 2025).

2014 – Delivered 225,000 m^3 of special concrete for the Qusahwira Military Airbase project.

-

ALAS became a fully local business when BFH acquired 100% ownership.

2016 – After acquiring Aldar RMC, ALAS became the largest ready-mix company in the Abu Dhabi Emirate.

2017 – Acquired Fort Block Factory, now operating as ALAS Emirates Blocks.

2018 – Became key concrete supplier for Khalifa Port and KIZAD, strategic industrial and logistics hubs in the UAE.

2019 – Acquired Abu Dhabi National Cement Factory, now operating as Albarq Cement Industry.

-

Supplied 70,000 m^3 of long-haul concrete to the offshore Hail & Ghasha Islands project (transported over 24 hours – the longest haul in UAE history at the time).

2021 – Began supply to the Taweelah Desalination Plant project, the world's largest seawater reverse osmosis facility (280,000 m^3 of concrete, completed in 2023).

2023 – Construction companies within BFH integrated into ALAS Construction Materials division.

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Dedicated Precast business line established.

2024 – Commenced operations in the Kingdom of Saudi Arabia.

2025 – Expansion of operations to Dubai initiated.



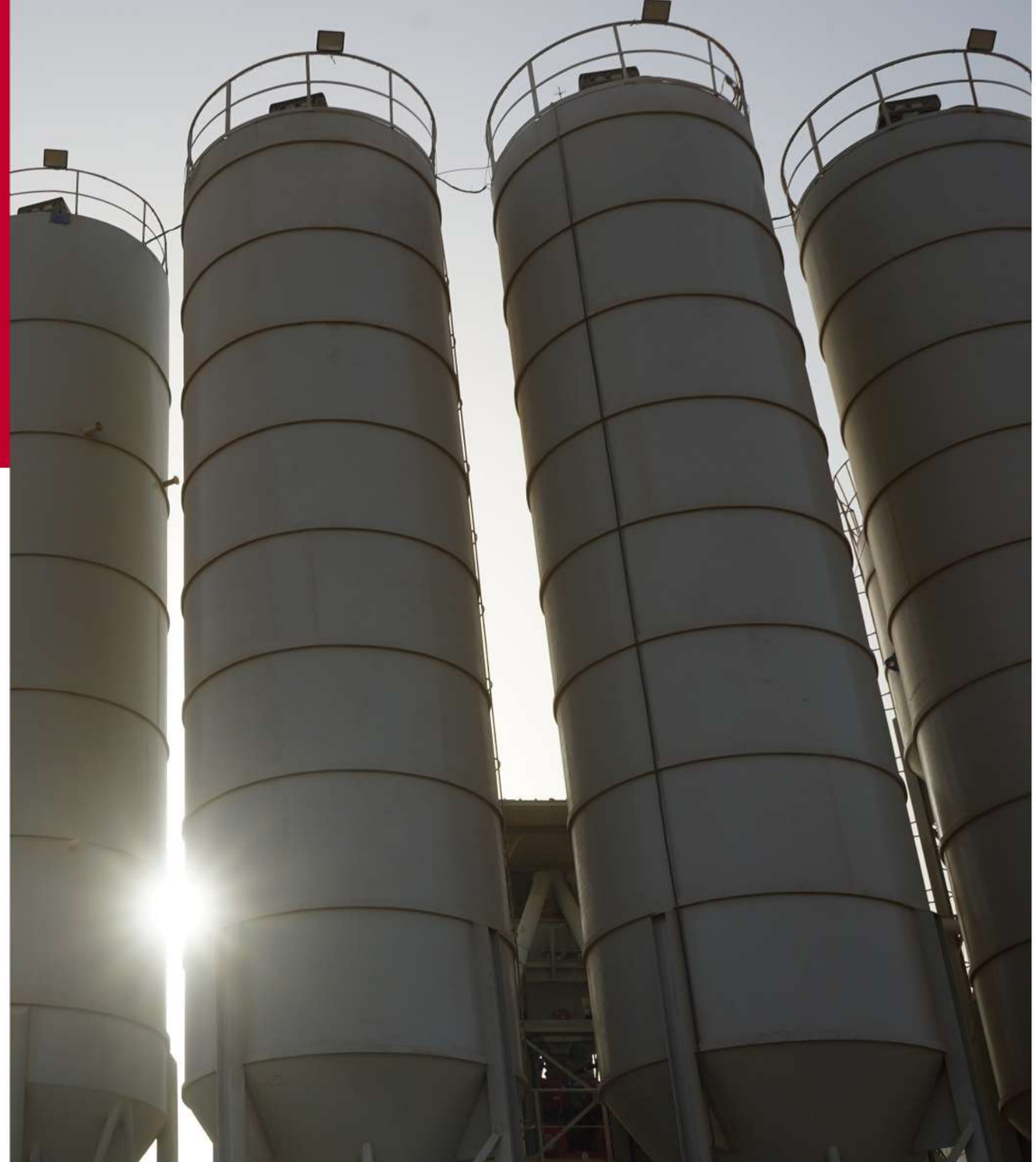
See the Projects section or visit our website for details on key projects.

VISION

To drive a sustainable development, paralleled with strong business ethics, and strengthen our position as the leading supplier of construction materials in the GCC and North Africa by exceeding expectations in terms of product quality and customer satisfaction.

MISSION

- To provide our clients with superior products through continuous innovation and the use of advanced technology.
- To build long-term relationships with our clients by providing excellent service and exceeding expectations.
- To remain a reliable and flexible partner in terms of product and service delivery, regardless of our clients' project tenure and value.
- To enhance our mobility, allowing us to serve our clients wherever they need us, offering the best solutions at the most competitive prices.



VALUES

At ALAS, we are dedicated to upholding our core values, ensuring that every employee is focused on delivering the highest level of service and satisfaction.

1. Trust & Integrity – We build long-term relationships based on transparency, reliability, and ethical business practices.

2. Quality & Excellence – We continuously improve our products and services to meet the highest industry standards.

3. Innovation & Growth – We embrace new technologies and solutions, always seeking opportunities to drive progress and growth.

4. Customer Commitment – We prioritize our clients' needs, delivering customized solutions and outstanding service.

5. Sustainability & Responsibility – We operate with environmental and social responsibility to create a better future.

6. Welcoming Workplace – We create an inclusive, family-like environment where everyone feels valued and respected, no matter their background.

7. Local Engagement – We emphasise local resources and actively contribute to national development by supporting Emiratisation.

OUR COMPANIES

ALAS
ألس الإمارات للخرسانة الجاهزة
EMIRATES READY MIX

Leading supplier of ready-mix concrete and precast in the UAE



ALAS
ألس الإمارات للخدمات
EMIRATES SERVICES

Maintenance & logistic support for Bin Fadel Holding



ALAS
ألس للخرسانة الجاهزة ذ.م.م
ALAS READY MIX L L C

Ready-mix concrete supplier based in Riyadh, KSA

BFRM
مؤسسة بن فاضل المزروعي للخرسانة الجاهزة
BIN FADEL AL MAZROUEI READY MIX EST.

Top ready-mix concrete supplier in the Emirate of Abu Dhabi



ALAS
ألس الإمارات للطابوق
EMIRATES BLOCKS

High-quality building blocks and paving stones manufacturer



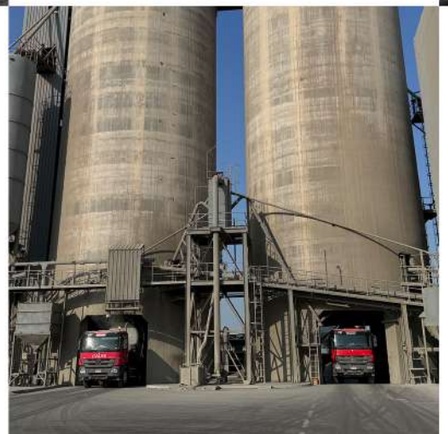
Each company within the ALAS Construction Materials division brings unique expertise – united by a shared commitment to quality, innovation, and a customer-focused approach.





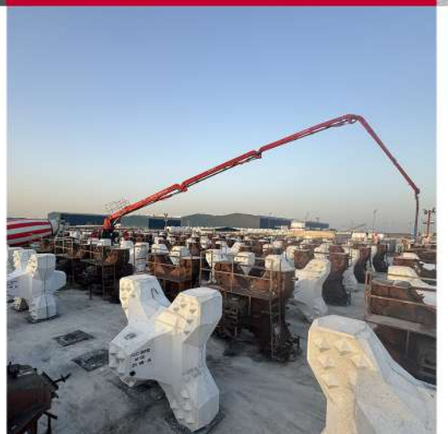
Albarq
cement industry l.l.c
البرق لصناعة الأسمنت ذ.ذ.م

Premier manufacturer of Portland cement, both bulk and bags



ALAS
ألس لمواد البناء
CONSTRUCTION MATERIALS

A progressive division integrating the construction materials business within BFH

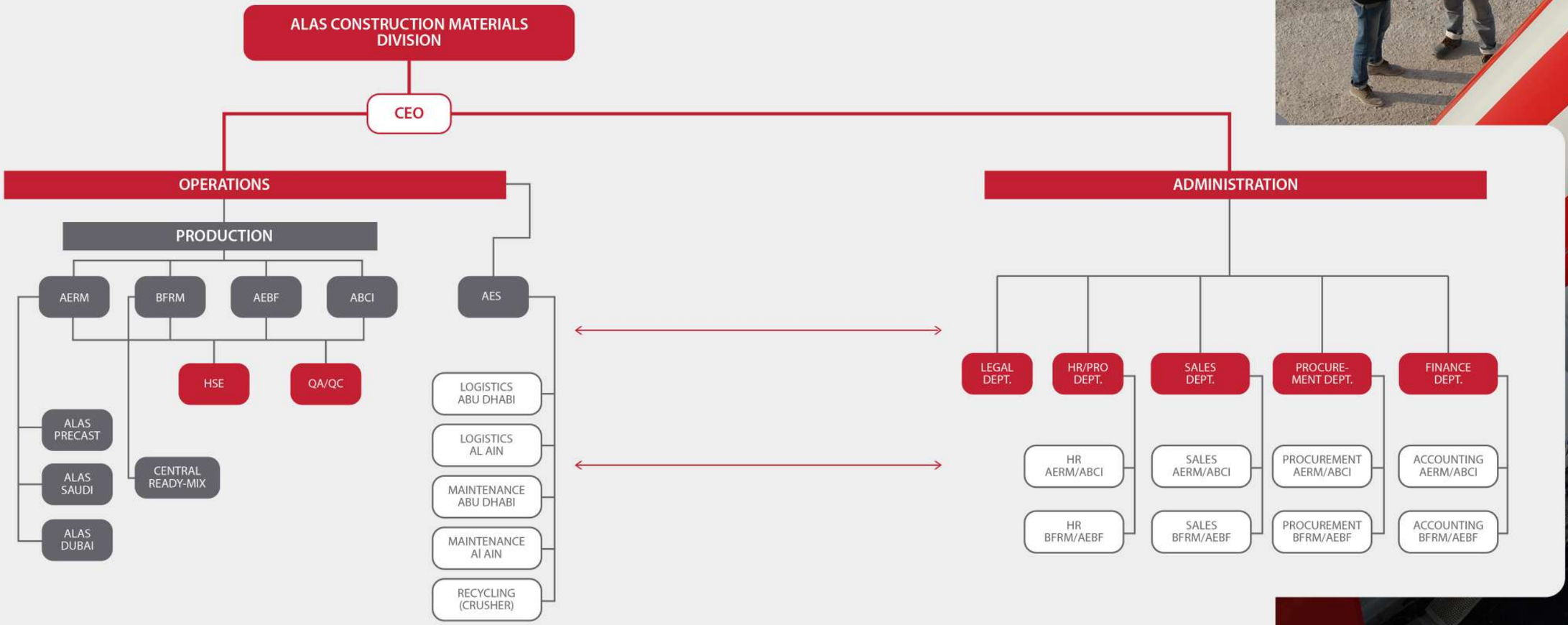


BFH
BIN FADEL HOLDING L.L.C. بن فاضل القابضة ذ.م.م

A dynamic business enterprise headquartered in Abu Dhabi, the parent company

ORGANIZATION CHART





SENIOR MANAGEMENT PROFILE

Petr Celis, CEO
ALAS Construction Materials
Master of Science in Civil and
Structural Engineering, Czech Republic



25 years of extensive experience in operations and top-level management in the construction industry across Central Europe, Russia, and the Middle East, with strong expertise in managing ready-mix concrete companies & concrete technology.

Chris Meyrick, General Manager
ALAS Emirates Ready Mix
Bachelor of Science (Hons) in Geology,
United Kingdom



20 years of robust experience in project and operations management, with a focus on logistics and the ready-mix industry across the Middle East.

Ekrema Ershed, Executive Manager
ALAS Emirates Services
& Albarq Cement Industry
Bachelor of Chemical Engineering, Jordan



30 years of broad experience in managerial positions within the cement and mineral industries across the Middle East.

Abdalmenem Alnamoora,
CCO / Deputy General Manager
ALAS Construction Materials
Bachelor of Civil Engineering, Jordan



Certified Concrete Professional with 20 years of expertise in the UAE's materials and ready-mix concrete industry, specialising in operations, engineering, and business leadership.

Naseer Al Shimmary, Executive Manager
Bin Fadel Al Mazrouei Ready Mix
Master of Science in Civil Engineering &
Certified DM Materials Engineer, Iraq



30 years of valuable experience in the ready-mix concrete industry, with a strong background in operations and technical management.

Akram Abd El Kawy, Executive Manager
ALAS Emirates Blocks
Bachelor of Economics, Egypt



20 years of comprehensive experience in operations and executive management within the manufacturing field across the UAE and Egypt.

Hesham Mesbah,
Group Admin & HR Manager
Bin Fadel Holding
Bachelor of Science in Commerce, Egypt



20 years of solid experience in administration and human resource management across the UAE and the Middle East.



Ibrahim Levent Dervisoglu,
Commercial Director
ALAS Construction Materials
Bachelor of Science in Economics, Turkey



20 years of strong experience in sales, marketing, and customer relationship management across Turkey, the USA, and the UAE.

Abdul Sathar Assainar,
Division Technical Manager
ALAS Construction Materials
Bachelor of Civil Engineering, India



35 years of extensive experience in management and the ready-mix concrete industry in the UAE, with specialized expertise in concrete technology.

Gerald Njah, QHSE Manager
ALAS Construction Materials
Bachelor of Environmental Science / L.L.B,
Cameroon



15 years of experience managing quality, health, safety, and environmental principles and practices, including corporate sustainability, in Africa and the UAE.

Jeevan Wilson Rego, Finance Manager
ALAS Construction Materials
FCCA, CMA, Bachelor of Commerce, India



30 years of extensive managerial and financial experience, including financial oversight and strategic planning, in companies across IMENA Region.

Muhammad Abbas Khan, Procurement Manager
ALAS Construction Materials
Bachelor of Arts & Certified International Procurement Manager (IPSCMI), Pakistan



15 years of broad experience in procurement and stores management in the UAE, with a focus on construction industry equipment, and heavy machinery.

Ahmed Elkalyouby,
Legal Advisor
ALAS Construction Materials
Master of Laws, Egypt



15 years of experience managing the legal responsibilities of companies in the UAE and the Middle East, including legal support for ALAS's international branches.



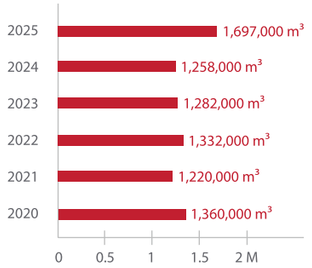
ECONOMIC HIGHLIGHTS

As our business continues to grow, we remain committed to delivering consistent quality with no compromises. Year after year, our progress is driven by the dedication of our teams, the trust of our partners, and a shared focus on long-term success. This section highlights key economic indicators – including annual turnover and total production – that demonstrate our steady growth and the strength of our operations across the region.

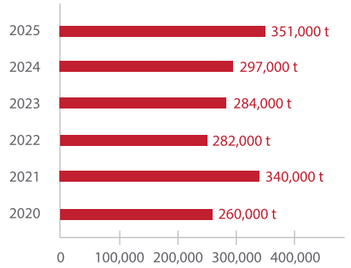


ANNUAL PRODUCTION

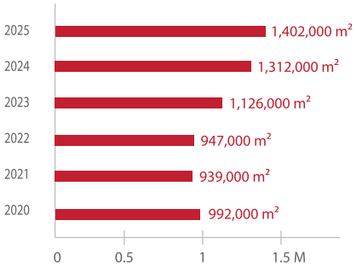
Ready-Mix Concrete



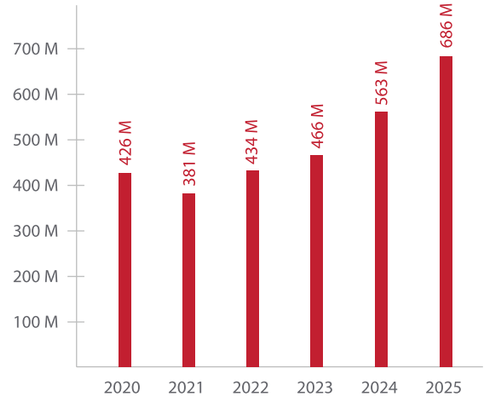
Cement



Concrete Blocks



ANNUAL TURNOVER



Figures refer to UAE operations only.



READY-MIX CONCRETE

The ready-mix concrete companies within the ALAS family have earned a strong reputation as one of the UAE's most reliable, consistent, and professional suppliers. Our success is built on a commitment to uncompromising quality, responsive customer service, and a broad product portfolio that includes a wide range of standard and specialised concrete mixes.

Our strengths have been proven across numerous high-importance and prestigious projects throughout the region. Notable examples include the Barakah Nuclear Power Plant, the three terminals of Khalifa Port, major developments at Abu Dhabi and Al Ain airports, and several sensitive military projects, such as the demanding Qusahwira Military Airbase. We have also contributed to large-scale infrastructure, including the Taweelah Desalination Plant, oil and gas facilities in the Western Region, and expansive residential developments across the country.

As a trusted supplier for numerous high-profile government projects – and an approved partner of the UAE's most critical government entities – ALAS proudly brings this top-tier expertise and reliability to every client we serve.

Our concrete is produced to the highest industry standards, ensuring strength, durability, and workability. In addition to standard concrete solutions, we have demonstrated expertise in producing special concrete and in challenging conditions. One example is our work on offshore projects, where we deliver long-haul concrete that remains workable for up to 48 hours – without compromising on quality.

Thanks to our world-class equipment and capacity, we efficiently handle large and complex projects with ease. Our operations span multiple locations within the Abu Dhabi Emirate. Additionally, ALAS offers the flexibility to provide site batching plants for larger projects, even in remote areas.

Our high standards also extend to operations, aligning with ALAS's project management approach. With a customer-oriented mindset, we prioritise building strong relationships before, during, and after each successful project. This is why customers choose to return to us time and time again.

www.alas-emirates.ae
www.binfadel.ae

READY-MIX CONCRETE PRODUCTS

Our product portfolio features an extensive range of market-leading concrete mixes, tailored to meet requirements of every application. ALAS is more than just a concrete supplier – we provide complete solutions, combining expertise, experience, and cutting-edge technology.

Our product range complies with American (ASTM), British (BS), and European concrete standards, alongside with the additional local requirements.

Ordinary Mixes		
C 5	C 40	K 335
C 10	C 45	K 415
C 15	C 50	K 455
C 25	C 55	K 500
C 30	K 140	K 550
C 35	K 250	

High Performance Concrete – HPC		
C 60	C 70	C 80
C 65	C 75	C 120

Lightweight Concrete – LC		
LC 700	LC 1200	LC 1700
LC 800	LC 1300	LC 1800
LC 900	LC 1400	LC 1900
LC 1000	LC 1500	LC 2000
LC 1100	LC 1600	





Special Concrete / Mortars / Development
Long Hauling Concrete – Retention up to 48 hours
Long Hauling CBM – Retention up to 48 hours
SCC (Self Compacting Concrete)
Environmentally Friendly Concrete – Reduced Carbon Dioxide Emissions (CarbonCure)
PQC (Pavement Quality Concrete)
Foam Concrete
Early Strength Concrete
Air Entrained Concrete
Coloured / Architectural Concrete
Low Heat of Hydration Development – Concrete for Massive Construction
Fire Resistant Concrete
Grout / Mortar / Plaster
Shotcrete (Sprayed Concrete)
Screed / Lean Concrete
Dewatered Concrete / Underwater Concrete
Additives / Admixtures for Concrete
GGBFS / Fly Ash / Micro Silica
Fibers (Polypropylene / Glass / Steel)
Superplasticizers / Corrosion Inhibitors
Waterproof / Anti-washout Agents
Retarders / Accelerators / Viscosity Agents / Stabilizers

BATCHING PLANTS

Advanced technology and dedicated professional teams at each plant empower us to produce concrete with precision, reliability, and consistent quality.

ALAS utilizes state-of-the-art technology from leading global manufacturers, ensuring top performance and excellence in the industry. All of our fully automated batching plants are sourced from leading European brands – including SBM, CIFA, and MERKO – and are equipped with BHS mixers. Software from industry leaders such as Command Alcon, Onyma, and Martek Electronic provides high-tech, tailor-made solutions for ready-mix concrete processing. We also standardize the use of German KTI concrete cooling systems across our plants to ensure optimal temperature control.

A key advantage of our mobile and semi-mobile batching plants is their independence from both electricity and water supplies, providing flexible and efficient solutions for construction sites.

All batching plant locations are equipped with on-site laboratories, fully outfitted with essential testing equipment and staffed by skilled lab technicians to ensure comprehensive quality assurance.



BATCHING PLANTS CAPACITY

Location	1 Batch	CP / HR	Ice Plant	Chiller
Abu Dhabi, Mafraq	2 x 2.25 m^3	2 x 90 m^3	100 t/day	336 m^3/day
Abu Dhabi, Zayed Port	2 x 3 m^3	2 x 120 m^3	2 x 88 t/day	244 m^3/day
Abu Dhabi, Riyadh City	3 m^3	120 m^3	80 t/day	244 m^3/day
KIZAD	5 m^3	200 m^3	2 x 88 t/day	244 m^3/day
Habshan	3 m^3	120 m^3	2 x 88 t/day	244 m^3/day
Hail & Ghasha	3 m^3	120 m^3	88 t/day	180 m^3/day
Jebel Dhanna	3 m^3	120 m^3	42 t/day	186 m^3/day
Sila	2.25 m^3	90 m^3	20 t/day	96 m^3/day
Madinat Zayed	3 m^3	120 m^3	42 t/day	186 m^3/day
Liwa	3 m^3	120 m^3	20 t/day	96 m^3/day
Dubai Industrial City	2 x 4 m^3	2 x 160 m^3	100 t/day	336 m^3/day
Al Ain, Sanaya	2 x 2 m^3	2 x 80 m^3	42 t/day	176 m^3/day
Al Ain, Al Saad	3 m^3	130 m^3	42 t/day	176 m^3/day
Sweihan	3 m^3	120 m^3	20 t/day	176 m^3/day
Al Ain, Gharaba	3 m^3	130 m^3	23 t/day	216 m^3/day

Note: As we frequently use flexible mobile and semi-mobile solutions and consistently adapt to customer needs, the locations and specific equipment of our batching plants may vary depending on project requirements and operational considerations.

EQUIPMENT

Our ready-mix operations rely on a modern, well-maintained fleet of vehicles and specialised machinery – reflecting the best standards the industry offers. All equipment is carefully selected for performance, reliability, and efficiency, ensuring smooth operations both at the plant and on site. Whether it's handling materials like aggregates or cement, or delivering concrete directly to our customers, we are equipped to perform with precision and consistency.

Fleet in Operation		
Transit Mixers	10–12 m^3	252 units
Cement Bulkers	45–80 t	13 units
Aggregate Trailers	48 m^3	35 units
Concrete Pumps	28–56 m	49 units



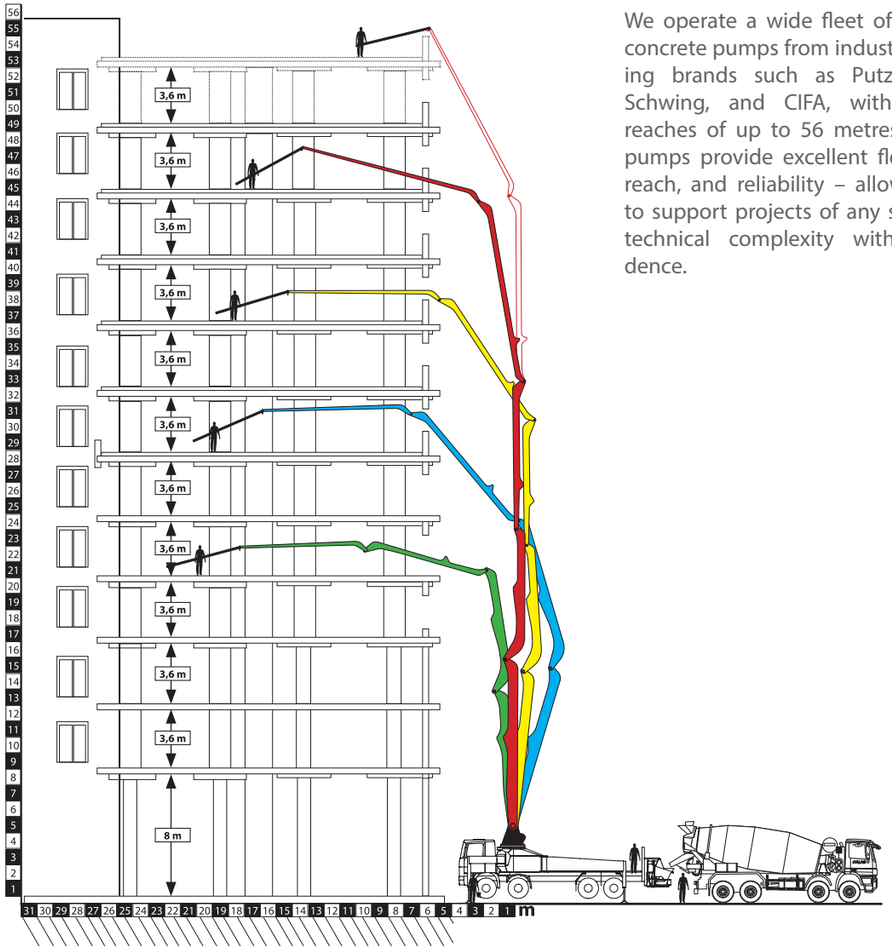


TRANSIT MIXERS

Our fleet includes 252 Mercedes-Benz transit mixers with drum capacities of 10 and 12 m^3, designed for optimal mixing and transportation of concrete while maintaining quality throughout the journey. We take pride in regularly renewing our fleet and maintaining all mixers in excellent technical condition and clean appearance.

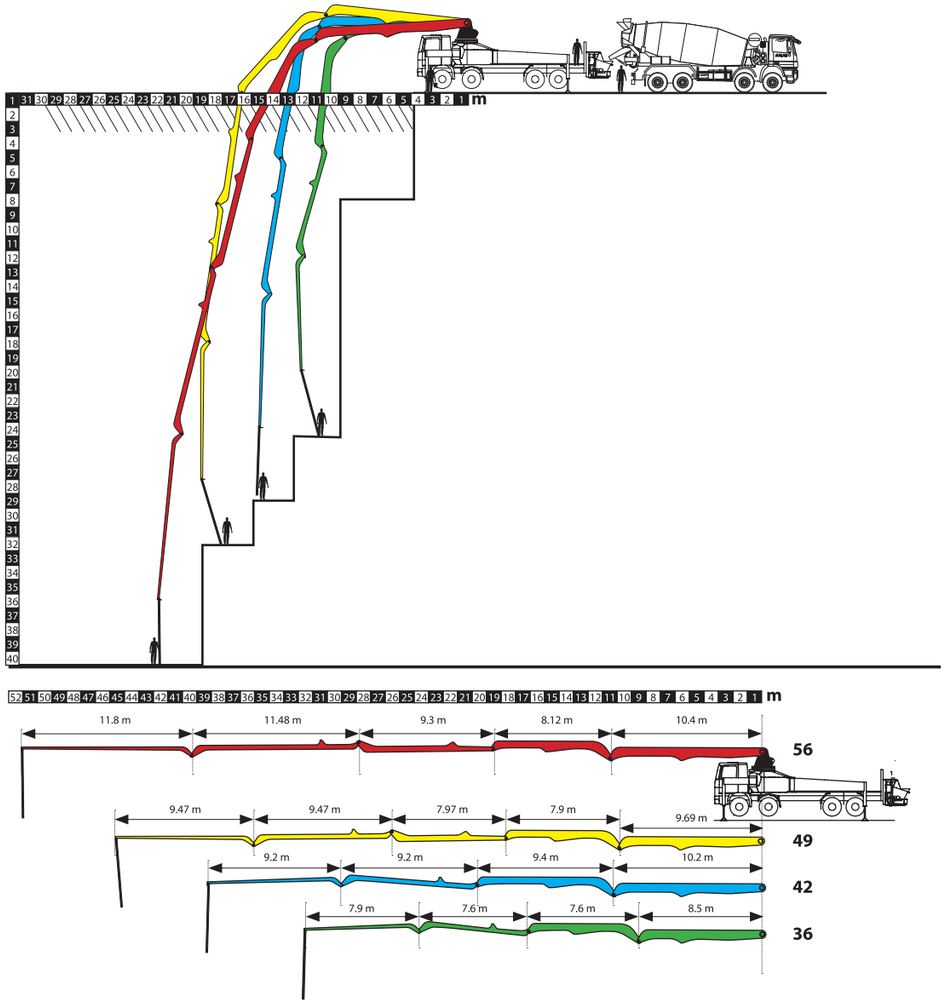
CONCRETE PUMPS

REACH INFORMATION DIAGRAM



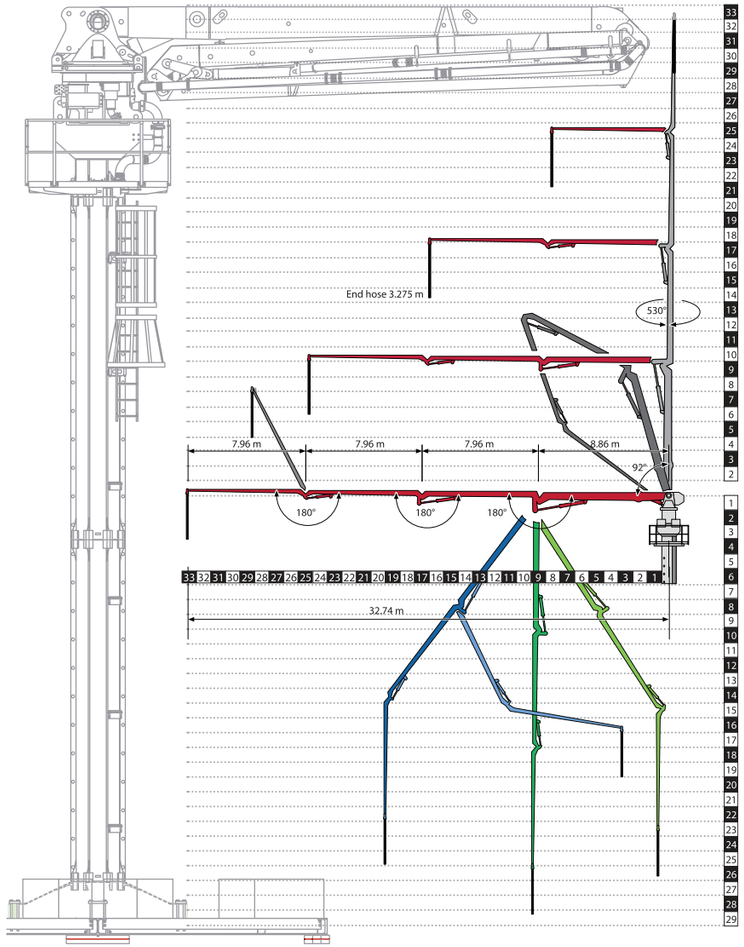
We operate a wide fleet of mobile concrete pumps from industry-leading brands such as Putzmeister, Schwing, and CIFA, with boom reaches of up to 56 metres. These pumps provide excellent flexibility, reach, and reliability – allowing us to support projects of any size and technical complexity with confidence.

REACH INFORMATION DIAGRAM



PLACING BOOMS & STATIONARY PUMPS

For large-scale and high-rise developments, we deploy stationary concrete pumps and placing booms that deliver powerful, continuous concrete placement with precise control. Our experienced technical team works closely with the client to ensure optimal installation and anchoring – maximising reach, safety, and efficiency across the entire construction project.



REACH INFORMATION DIAGRAM















Our precast line specializes in marine construction solutions, such as acropodes, while remaining flexible and responsive to market demand.

PRECAST

Rooted in our long-standing expertise in ready-mix concrete, our expansion into precast production reflects our drive to grow, innovate, and respond to evolving market needs. Prefabricated concrete units play an essential role in modern construction – and ALAS is fully equipped to meet this demand with capability and confidence. We are placing particular focus on precast elements for marine construction.

Concrete units for coastal and marine applications represent a growing area of importance as shoreline development accelerates across the UAE. These include structural and protective solutions such as quay wall blocks, Core-Loc, and acropode units – each designed to support marine infrastructure, stabilise coastal environments, control erosion, and withstand the forces of water and wave impact.

ALAS Precast benefits from strong synergy with our ready-mix operations, ensuring seamless coordination and quality control throughout the production process. One standout example is a project featuring ACCROPODE™ II units. Acropodes – uniquely shaped concrete components – are used to protect coastlines and marine infrastructure. Their interlocking design ensures long-term stability and exceptional resistance to wave forces, without the need for additional fastening.

With over a hundred moulds, ALAS can produce more than 150 acropodes per day; however, we are always ready to tailor production and specifications to each customer's project requirements. Manufacturing directly at a sea-accessible location – or even on the project site – enables us to significantly reduce transportation costs and support faster, more efficient construction timelines. With an eye on future opportunities, ALAS is ready to expand its precast portfolio in line with customer demand.

www.alas-emirates.ae/precast





ALAS provides a diverse range of high-quality building blocks and paving stones for all types of construction projects.

CONCRETE BLOCKS

The production of blocks is a natural extension of ALAS's long-standing expertise in concrete, further strengthening the brand's presence in the construction materials sector. Our wide range of premium building blocks and paving solutions is designed to meet the growing demands of modern construction projects across the UAE.

Originally established in 2008 in the New Industrial Area of Al Ain, the block factory entered into a joint venture with Bin Fadel Holding in 2016, marking the rebirth of ALAS Emirates Blocks LLC with a complete revamp. As a premium manufacturer of high-quality cement blocks and interlock paving stones, the company serves residential, commercial, and industrial construction projects with efficiency, reliability, and a commitment to excellence.

Operating with state-of-the-art equipment, including the advanced Quadra manufacturing plant from France, we have significantly enhanced the quality and variety of products available for the construction sector.

Thanks to the vast production storage and display yard at the factory, we can efficiently meet even the tightest delivery schedules. With our dedicated fleet of trucks and trailers, we ensure reliable delivery, even to the most remote areas of the country.

www.alasblocks.ae



CONCRETE BLOCK PRODUCTS

Cement blocks (Concrete Masonry Units, CMU) are widely used for walls, foundations, and other structural elements, offering strength, durability, and stability. Their versatility, cost-effectiveness, and structural benefits make them an essential component of modern construction.

Interlock paving stones (pavers, paving slabs) provide durable, visually striking outdoor surfaces for a variety of landscape and infrastructure projects.

Our professional team is available to assist in selecting the perfect solution & design based on customer's specific needs.



Hollow Blocks

A lightweight yet strong building material, used primarily in the construction of walls, partitions, and load-bearing structures. Ideal for cost-effective constructions. Types:

- H10 L400 W100 H200 mm (4")
- H15 L400 W150 H200 mm (6")
- H20 L400 W200 H200 mm (8")
- H25 L400 W200 H200 mm (10")
- H30 L400 W300 H200 mm (12")

Hourdi Blocks

A versatile, lightweight, and cost-effective building material, used in a variety of construction applications, including walls, floors, and ceilings. It offers excellent thermal and sound insulation, fire resistance, and eco-friendly benefits. Types:

- HRDB24 L420/380 W240 H200 mm (9.4")
- HRDB30 L400/370 W300 H200 mm (12")

Interlock Paving UNI

A durable and easy-to-install paving solution designed for high-traffic areas such as driveways, parking lots, sidewalks, and commercial walkways. Its interlocking design ensures a long-lasting, stable surface with excellent load-bearing capacity. Types:

- Standard UNI blocks manufactured in thickness of 6, 8, and 10 cm
- The coverage: 39,5 stones/m^2
- Available colours: grey, black, yellow, red

Solid Blocks

A reliable, durable building material with high compressive strength, fire resistance and excellent sound insulation – ideal for load-bearing walls, foundations, and critical structural elements. Types:

- S10 L400 W100 H200 mm (4")
- S15 L400 W150 H200 mm (6")
- S20 L400 W200 H200 mm (8")
- S25 L400 W250 H200 mm (10")
- S30 L400 W300 H200 mm (12")

Thermo Blocks

High-performance, lightweight concrete blocks infused with expanded polystyrene (EPS) for enhanced thermal insulation. Designed to reduce energy consumption in buildings, they help maintain stable indoor temperatures, improving energy efficiency and comfort. Ideal for walls, roofs, and partitions. Types:

- TH20/6 (8") U-value = 0.47 W/m^2k
- TH25/11 (10") U-value = 0.32 W/m^2k
- TH30/16 (12") U-value = 0.21 W/m^2k

Interlock Paving 3D

A versatile paving solution offering endless design possibilities by combining stones of different colours and shapes. Ideal for creating functional and aesthetically pleasing outdoor areas such as patios and walkways. Types:

- Available in various shapes and sizes, including Square, Trapez, Romba, Vario (Quadro, Octagonal, Cube), Rectangular, Magnum (please see our website for technical details).
- Available colours: grey, black, yellow, red



Consistent, reliable, and high-performing – Albarq cement supports the region's most ambitious construction projects.

CEMENT

Cement production has become an integral part of our operational structure, giving us full control over the quality of one of construction's core materials. Albarq cement is valued for its strength, reliability, and durability, serving not only companies within the ALAS family, but also a growing number of external clients.

Albarq Cement Industry LLC was integrated into Bin Fadel Holding in 2019 and quickly became a strategic part of our operations within the ALAS Construction Materials division. As a trusted manufacturer of premium Portland cement, Albarq secured our independence from external suppliers and provided full control over the quality of one of our most essential materials. Its integration created valuable synergies across the operations of ALAS companies – enhancing coordination, improving efficiency, and supporting consistent quality throughout the value chain.

Our high-quality cement products deliver strength, reliability, and durability – supporting landmark structures, strengthening the infrastructure that drives commerce, and bringing comfort and security to residential projects across the UAE. Because we use Albarq cement in our own concrete production, we take exceptional care to ensure it meets the highest standards. That same level of quality is extended to all Albarq customers, allowing them to benefit from the consistent performance we rely on ourselves.

To ensure efficient and reliable cement production, we operate a top-tier facility equipped by world-renowned manufacturers – including Thyssenkrupp, Christian Pfeiffer, Heko, and Beumer. With advanced Siemens automation technologies in place, the entire plant is continuously monitored and controlled to uphold continuous excellence in both quality and performance.

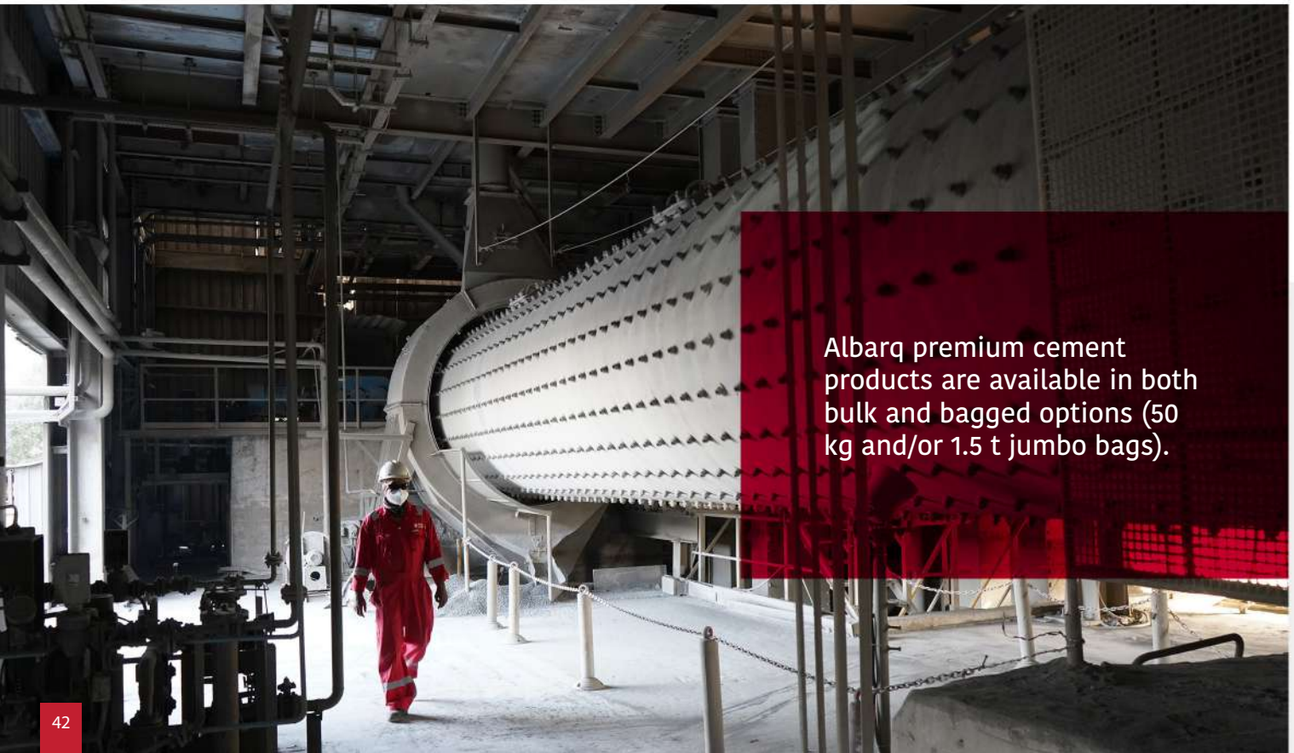
www.albarqcement.ae



CEMENT PRODUCTS

Our cement products are specially designed to meet the demands of the GCC's climate and weather conditions. Manufactured to exceed global standards, they are tailored for the unique needs of the Middle Eastern market. Cement production follows British/European (BS EN) and American (ASTM) specifications.

Albarq cement grinding unit capacity is 400,000 tons per year. Our Beumer Technologies packing plant operates at a loading capacity of 1,800 bags per hour.



Albarq premium cement products are available in both bulk and bagged options (50 kg and/or 1.5 t jumbo bags).

Ordinary Portland Cement (OPC), 42.5MPa

- Complies with BS EN 197-1:2011 or ASTM C150 Type I.
- A high-strength, general-purpose cement with fine grind and low alkali content, ideal for reinforced concrete, buildings, bridges, and precast elements in normal conditions.

Sulphate Resisting Cement (SRC)

- Complies with BS EN 197-1:2011 or ASTM C150 Type V.
- Features low C_3A content for high sulphate resistance, suitable for foundations, sewage systems, marine structures, and sulphate rich environments.

Moderate Sulphate Resisting Cement (MSRC)

- Complies with BS EN 197-1:2011 or ASTM C150 Type II.
- Offers moderate sulphate resistance and reduced heat of hydration, ideal for piers, retaining walls, and concrete exposed to moderate sulphate conditions.



Portland Limestone Cement 32.5 MPa

- Complies with to BS EN 197-1:2011 (CEM II/A-L or CEM II/B-L).
- This blended cement with added limestone provides moderate strength, enhanced work-ability, and reduced CO_2 footprint, suitable for general construction, plastering, and non-structural concrete.

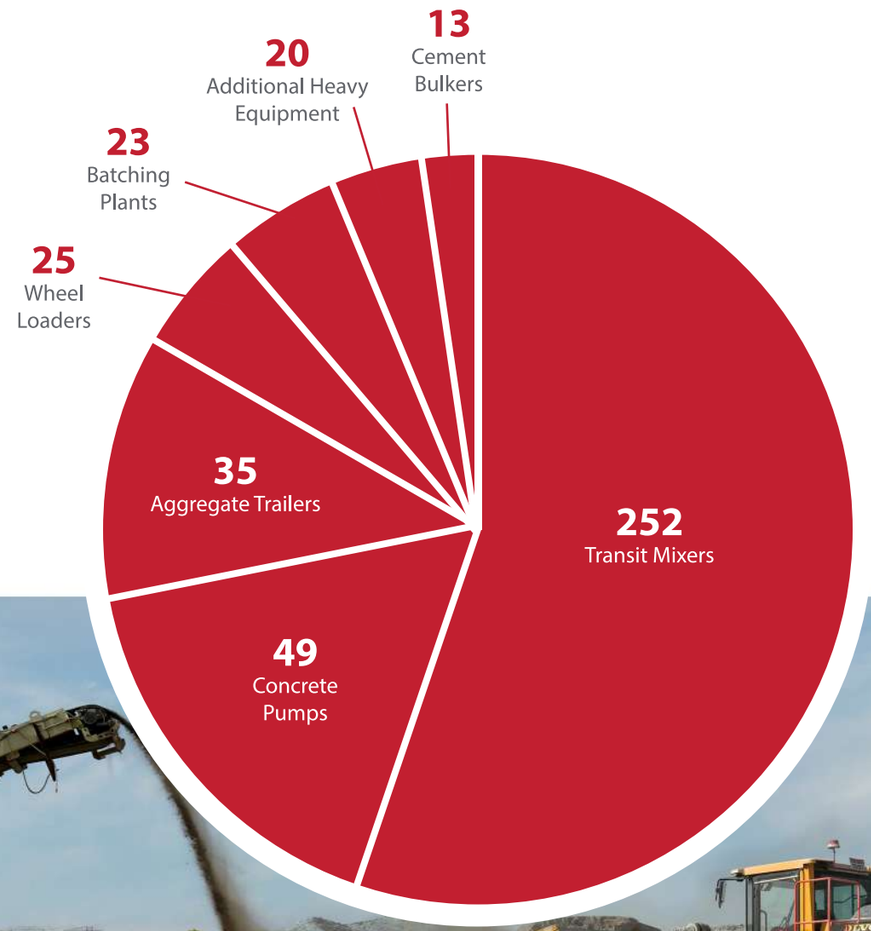
Masonry Cement

- Complies with BS EN 413-1:2011, BS EN 197-1:2011 or ASTM C91 (Type M/S).
- Factory-blended cement for enhanced work-ability, water retention, and adhesion; ideal for mortar, plastering, and non-structural masonry applications with excellent surface quality.

FLEET & MACHINERY

At ALAS, we take pride in our modern, efficient, and well-maintained fleet. In addition to the specialised machinery required for the ready-mix business (see pages 22–33), our extensive fleet supports a wide range of operations across multiple plants. From trailers, bulkers, and loaders to other heavy equipment, we rely on industry-leading brands such as Mercedes, Komatsu, Putzmeister, Schwing, and Caterpillar – ensuring superior performance, durability, and efficiency at every site.

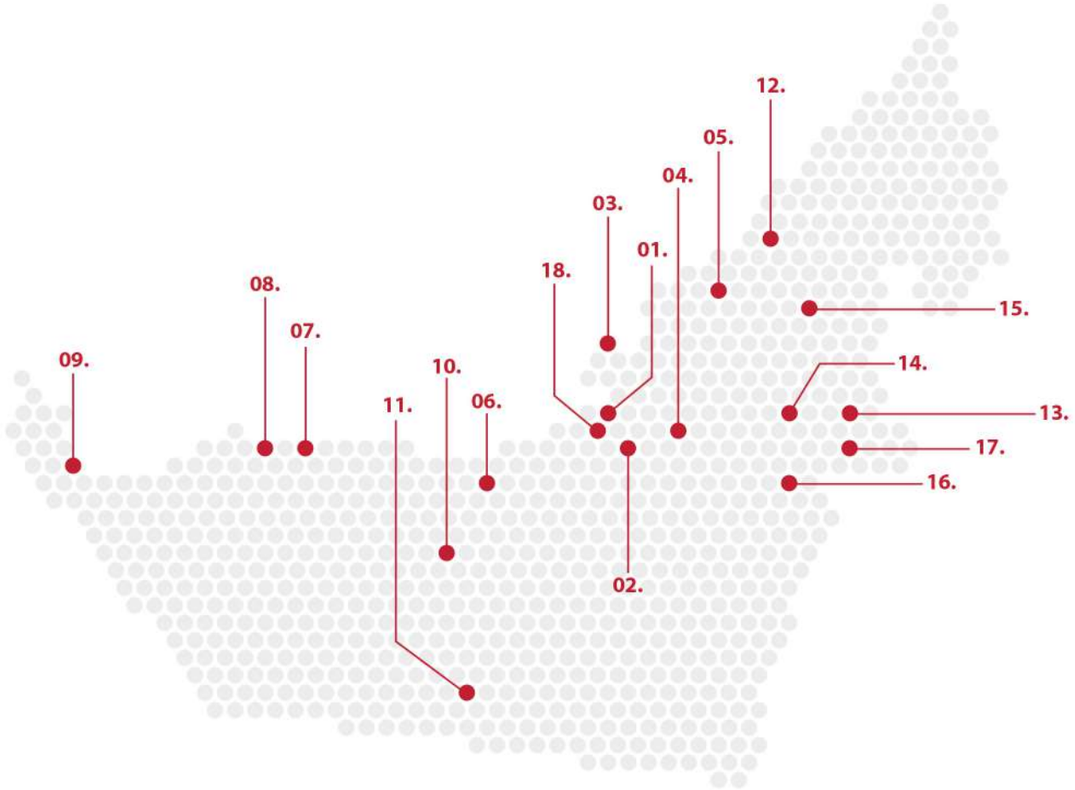
To guarantee reliability, safety, and operational excellence, ALAS places strong emphasis on the regular maintenance and impeccable technical condition of all machinery. Our equipment and fleet are professionally maintained by **ALAS Emirates Services** – a dedicated subsidiary established to support all companies under Bin Fadel Holding. With central workshops in Abu Dhabi and Al Ain, and a fully equipped logistics and maintenance team, AES provides tailored workshop services, technical upkeep, and procurement solutions to keep our operations running at peak performance.

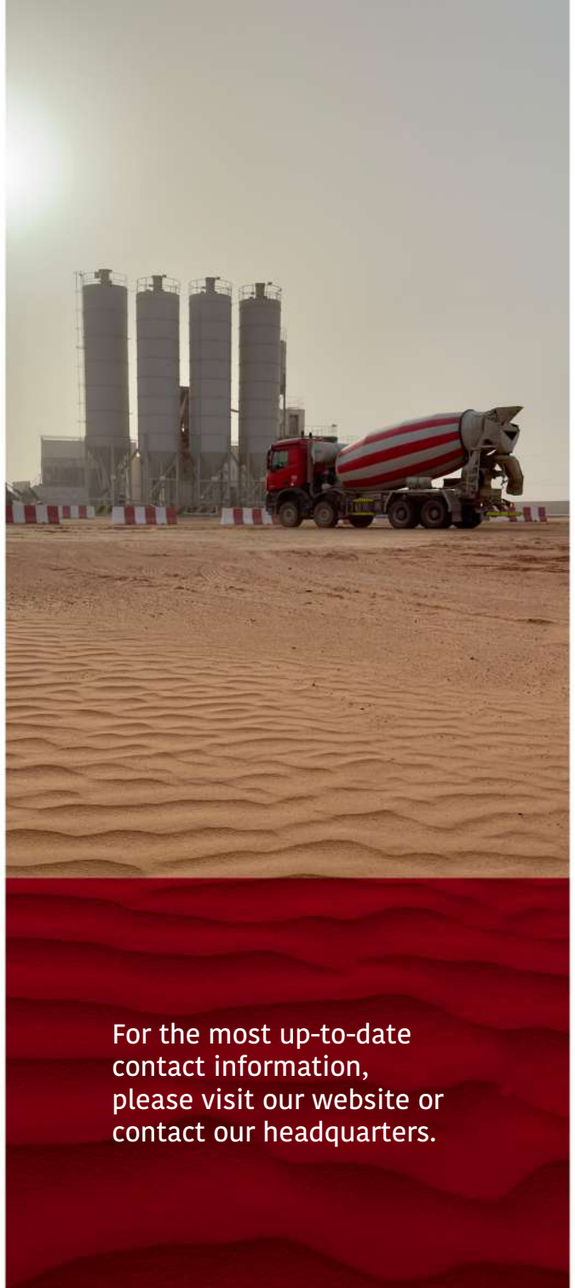




LOCATIONS

ALAS Construction Materials division is headquartered in Abu Dhabi, however our operations extend across the UAE. We currently run ready-mix batching plants in 15 locations, always prepared to expand with our mobile and semi-mobile batching plants to meet customer demand. Our international branch in the Kingdom of Saudi Arabia reflects our commitment to growth. Additionally, ALAS Emirates Blocks in Al Ain and Albarq Cement Industry in Abu Dhabi complete our operational network.





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Albarq
cement industry l.l.c
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ALAS READY MIX LLC

ALAS Ready Mix LLC
Riyadh, KSA
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E: info@alas-readymix.sa

QUALITY

At ALAS, quality is a deliberate commitment – driven by our responsibility to stakeholders and our aim to meet the highest international standards in every product we deliver.

CERTIFICATION

Each company within the ALAS Construction Materials division has implemented its own Quality Management System in accordance with ISO 9001:2015 standards. Regular internal and external audits are conducted to ensure ongoing compliance and a consistent focus on high-quality performance.

Our facilities, equipment, and products are also fully compliant with the requirements of the Abu Dhabi Quality and Conformity Council (ADQCC).

These certifications reflect our ongoing commitment to providing safe, reliable, and high-performance construction materials that meet or exceed the UAE's strict regulatory benchmarks.









QUALITY CONTROL

All ALAS companies follow a defined set of control procedures to ensure the quality of our products. Quality control begins with the pre-testing of all materials to confirm compliance with specifications and regulations. We place strong emphasis on proper storage, and the entire supply chain is continuously monitored to maintain consistent quality.

Detailed quality control continues throughout the entire production process, with procedures tailored to each product category.

Our **block and cement factories** are supported by fully equipped laboratories, featuring state-of-the-art technology that enables both ongoing and final product testing.

For our **ready-mix concrete** production, we operate fully equipped central laboratories in Abu Dhabi (Mafraq) and Al Ain, along with dedicated site laboratories at each batching plant. We strive to ensure uncompromising quality, achieve required strength values, and meet all client specifications by following these key steps:

- Mix design development & testing above standards
- Cooperating with accredited laboratories
- Applying on-site concrete testing
- Providing technical support before and after concrete placement
- Monitoring of concrete placement and quality
- Performing trial mixes for all types of concrete
- Evaluating and recommending solution to concrete problems

PEOPLE FIRST

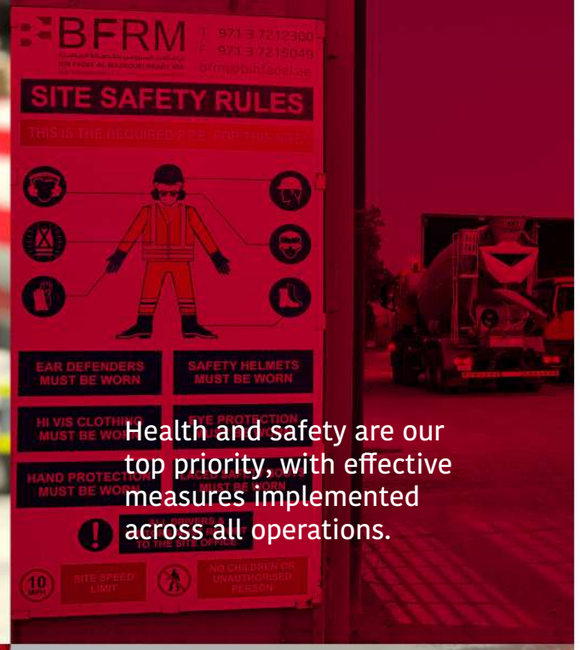
The ALAS Construction Materials division employs nearly 1,000 people, with over 80% of our workforce engaged in labour roles. We are proud of the dedicated efforts of our team, where every individual plays a vital role in our success. We are committed to ensuring fair working conditions and creating a respectful, supportive environment for all.

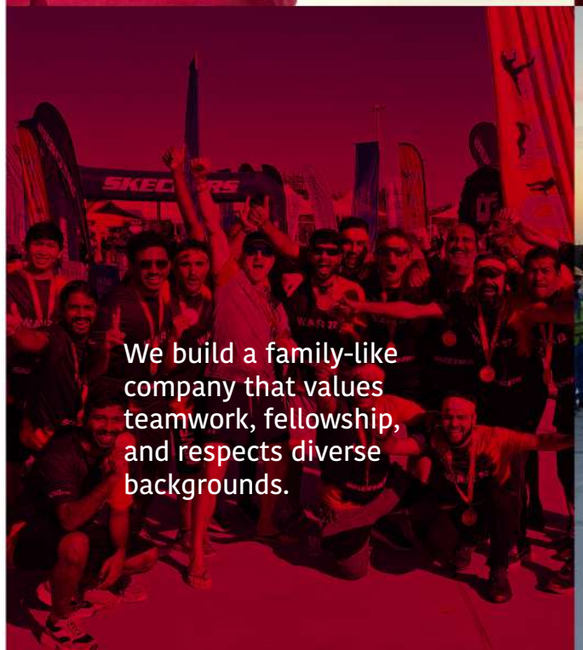
HEALTH & SAFETY

At ALAS, we prioritize the health, safety, and overall well-being of our employees. We uphold the highest standards of health and safety awareness across all operations, ensuring fair and ethical treatment of all workers and maintaining a strict zero-tolerance policy toward any form of exploitation.

By implementing robust risk management measures, preventive strategies for occupational illness and injury, and a proactive approach to aligning tasks with individual capabilities, ALAS continues to foster a safe, healthy, and compliant work environment in accordance with Abu Dhabi regulatory standards.









Our key focus areas include:

- Prevention of Lost Time Injuries (LTI) and reduction of incident reports
- Regular training on site-specific procedures, safety drills, and toolbox talks
- Routine site inspections & quarterly safety audits
- 100% PPE compliance across all plants
- Annual dust and noise assessments in line with HSE requirements
- Zero-tolerance policy on unsafe behaviour and shortcuts
- Implementation of Safe Work Method Statements for all high-risk tasks
- Active near-miss and hazard reporting culture
- Enforced Lockout/Tagout (LOTO) procedures during maintenance

CERTIFICATION

To reinforce commitment to workplace safety, we have implemented a comprehensive Occupational Health and Safety Management System in accordance with ISO 45001:2018 across all companies within the division. This system supports proactive risk management, continuous improvement, and consistent safety performance across all sites.

In addition, both our ready-mix and cement operations are conducted in full compliance with the Abu Dhabi Occupational Safety and Health System (ADOSH, formerly OSHAD).

ENVIRONMENT

Our team at ALAS is fully aware of the growing environmental challenges our planet faces. As a result, we are committed to taking serious and steady steps toward implementing effective environmental precautionary measures.

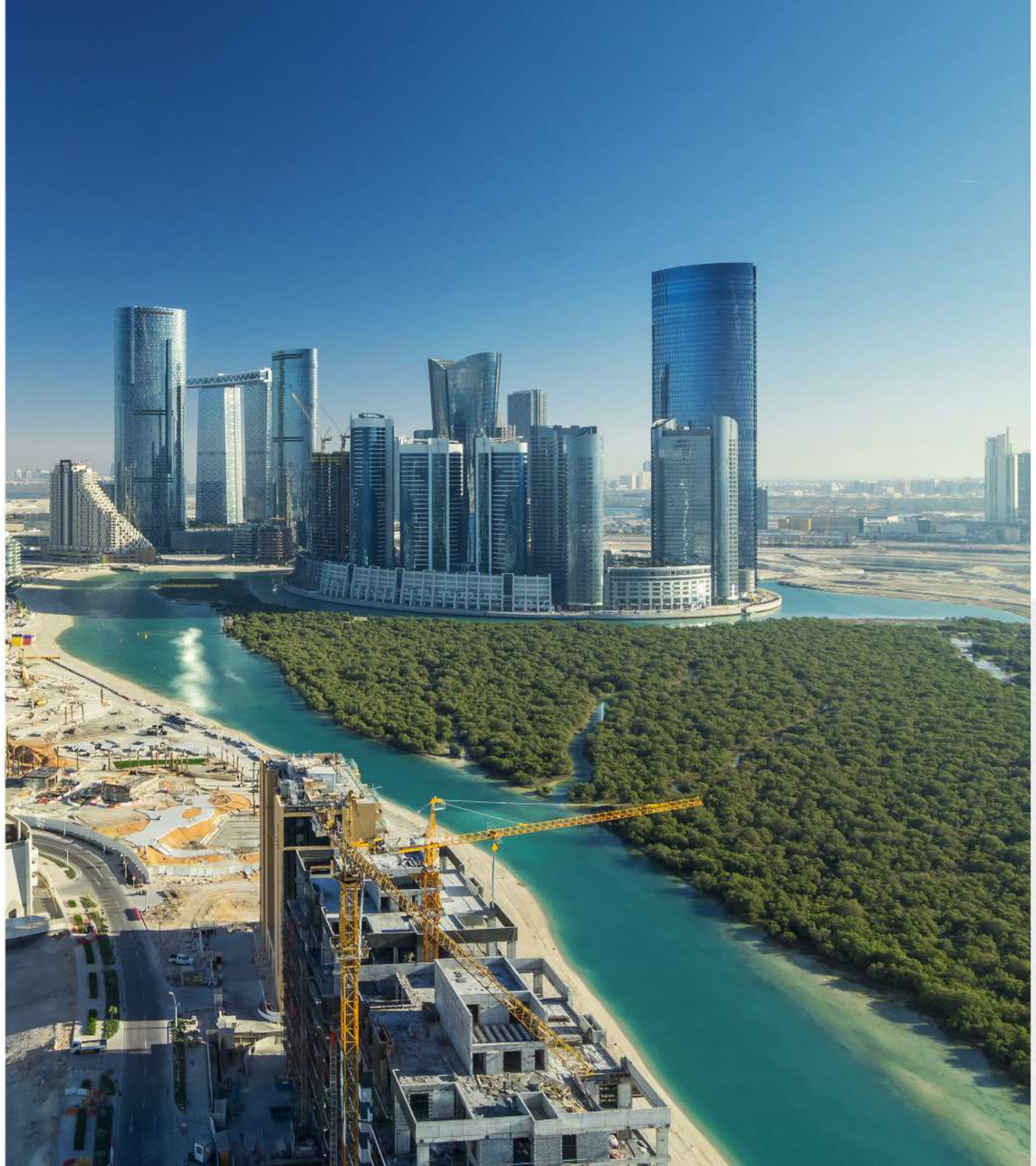
We are proud to be among the global advocates of "**green concrete**", not just in words but through meaningful actions – conserving natural resources, minimizing and managing waste, and making significant investments in pollution prevention.

A great example of our commitment to sustainable and environmentally friendly practices is the use of **innovative CarbonCure Technology**, which reduces the carbon footprint of concrete production by capturing and utilizing CO_2 that would otherwise be released into the atmosphere.

We have also made notable progress by integrating **solar energy** into some of our batching plant operations through a partnership with Clean Grid Technology.

By harnessing renewable power instead of relying on traditional fossil fuels, we actively reduce CO_2 emissions and contribute to a carbon-free future.

Another key step in ALAS's commitment to sustainable waste management is **concrete recycling**. This innovative process transforms hardened concrete waste into valuable alternative aggregates, fostering environmentally responsible practices within the industry.



In the cement industry, we align with the global trend toward **decarbonization** – a journey we began even before it was widely recognized. Our efforts focus on reducing power consumption at our plant, as well as optimizing fuel and water usage.

In parallel, we introduced Portland Limestone Cement and Masonry Cement as environmentally friendly products, along with other innovations that emphasise better control of the clinker factor in cement production and the reduction of carbon emissions. As a result, we are proud to have achieved the lowest clinker factor across the UAE and the GCC region, while also delivering a 20% improvement in quality above standard requirements.

CERTIFICATION

Reflecting our environmental responsibility, all companies within ALAS Construction Materials have implemented a comprehensive Environmental Management System (EMS) across their facilities, achieving full certification under the ISO 14001:2015 standard.

Each site also holds a valid Environmental Permit issued by the Environment Agency Abu Dhabi, ensuring compliance through regular monitoring, internal audits, and strict adherence to all statutory and regulatory requirements.

PARTNERS & PROJECTS

ALAS companies are approved vendors and suppliers for key government institutions and major enterprises. Our prestigious clients, valued contractors, and completed projects demonstrate the quality of our products and services and the scope of our expertise. We remain committed to supporting our partners in driving growth and development across the United Arab Emirates.

ديوان الرئاسة
PRESIDENTIAL COURT

وزارة الداخلية
MINISTRY OF INTERIOR

وزارة الدفاع
MINISTRY OF DEFENCE

قيادة الأشغال العسكرية
Command of Military Works

دائرة البلديات والنقل
DEPARTMENT OF MUNICIPALITIES AND TRANSPORT

دائرة المالية
DEPARTMENT OF FINANCE

هيئة أبوظبي للإسكان
Abu Dhabi Housing Authority

أدنوك
ADNOC

ENEC
الإمارات للطاقة النووية

بروج
Borouge

مصدر
MASDAR

مجموعة موانئ أبوظبي
AD PORTS GROUP

مطارات أبوظبي
ABU DHABI AIRPORTS

الاتحاد للقطارات
ETIHAD RAIL

KIZAD
مدينة خليفة الصناعية
KHALIFA INDUSTRIAL ZONE

تعزيز
TAZIZ

MUBADALA

مساندة
Musanada

ALDAR

ميرال
MIRAL

MODON

إمكان
IMKAN

ريبورتاج العقارية
Reportage Properties

ADCE

TAQA
Distribution
طاقة للتوزيع

TRANSCO
شركة أبوظبي للنقل و التحكم
Abu Dhabi Transmission & Despatch Company

EWEC
Emirates Water & Electricity Co.

NMDC GROUP

sepco III

TECNIMONT

WBG

TARGET

ACC
ARABIAN CONSTRUCTION CO.

شركة سيف بن درويش ذ.م.م
SAIF BIN DARWISH CO. L.L.C.

HILALCO
PAVING THE WAY FORWARD

ترايستار للهندسة والانشاءات ذ.م.م
Tristar Engineering & Construction L.L.C.

TROJAN
CONSTRUCTION GROUP

CSCEC

HEC 中国港湾
CHINA HARBOUR

FIBREX
Construction Group since 1972

MEC

PROJECTS



Barakah Nuclear Power Plant

Infrastructure and facilities, core-locs. Special approval to erect a batching plant directly on the site (as the only UAE-based company approved for the project).

Duration: 2011–2025 | **Quantity:** 500,000 m³

Client/Contractor: ENEC / NMDC, Hyundai Samsung JV, ACC, IMECO, WBG

Qusahwira Military Airbase

Aircraft Apron. Special concrete, on-site batching plant operated 24/7, completed in 5 months without a single failure.

Duration: 2014 | **Quantity:** 225,000 m³

Client/Contractor: CMW, UAE Air Force / Al Sahraa General Contracting

Hail & Ghasha Islands

Offshore, construction of 11 artificial islands. Long-haul concrete transported by barge over 24 hours, using specialized concrete mix solutions.

Duration: 2019 | **Quantity:** 70,000 m³

Client/Contractor: ADNOC / NMDC



West Yas Development

Concrete supply for 1017 residential villas from the newly acquired batching plant, strategically located on Yas Island.

Duration: 2016–2023 | **Quantity:** 350,000 m³

Client/Contractor: Aldar Properties / Arabtec Construction, Trojan General Contracting



Taweelah Desalination Plant

Development for Taweelah IWP Project, one of the world's largest seawater reverse osmosis (RO) desalination plants.

Duration: 2021–2023 | **Quantity:** 280,000 m³

Client/Contractor: Taweelah RO Desalination Company / SEPCO III

Al Ain Airport

Aircraft Aprons Construction. Special concrete, on-site batching plant established.

Duration: 2015 | **Quantity:** 80,000 m³

Client/Contractor: ADAC / Bin Hafeez General Contracting

Borouge 4 Project in Ruwais

Concrete supply for the expansion of the Borouge petrochemical complex (Borouge 4, Package). On-site batching plant established.

Duration: 2023–ongoing | **Quantity:** 85,000 m³

Client/Contractor: Borouge 4 / NBTC



Khalifa Port

Expansion of container Terminal 1 at Khalifa Port, Abu Dhabi. On-site batching plant established.

Duration: 2020–2022 | **Quantity:** 200,000 m³

Client/Contractor: AD Ports Group / NMDC, China Harbour Engineering Company

PROJECTS



Etihad Railway

Concrete supply for Etihad Railway Development – Stage 2, Package A.

Duration: 2018–2020 | **Quantity:** 60,000 m^3

Client/Contractor: ADQ / China State Construction Engineering Corporation, S. K. Engineering and Construction

MERAM Project in Habshan

Concrete Supply for the MERAM Project (Maximizing Ethane Recovery & Monetisation). On-site batching plant established.

Duration: 2025–ongoing | **Quantity:** 75,000 m^3

Client/Contractor: ADNOC Gas / Target Engineering Construction Company

Villas in Sweihan and Al Saad

Concrete supply for infrastructural work and construction of 510 villa houses in Sweihan and Al Saad.

Duration: 2018–2020 | **Quantity:** 210,000 m^3

Client/Contractor: Abu Dhabi Housing Authority, Musanada / Al Jaber Building & Al Jaber Trans. & Gen. Cont.



Ruwais LNG Terminal

Concrete supply for the development of the first LNG export facility in the MENA region.

Duration: 2025–ongoing | **Quantity:** 100,000 m^3

Client/Contractor: ADNOC / NMDC Energy



Al Ain Courts & Prosecution Complex

Construction of the new Prosecution complex, supply of ready-mix concrete and blocks (hollow, solid, thermal).

Duration: 2023–2025 | **Quantity:** 34,000 m^3 (concrete), 1,000,000 pcs (blocks)

Client/Contractor: Presidential Court / Masri Engineering & Contracting

TA'ZIZ Project in Ruwais

Concrete supply for the precasting of quay blocks for the TA'ZIZ industrial development, Ruwais (Western Region).

Duration: 2025–ongoing | **Quantity:** 20,000 m^3

Client/Contractor: ADNOC / NMDC, Al Geemi Contracting

ADEK Schools in Mohammed Bin Zayed

Supply of hollow, solid, and thermal blocks for the construction of four schools in Mohammed Bin Zayed Area.

Duration: 2024–2025 | **Quantity:** 2,000,000 pcs

Client/Contractor: ADEK / Construction General Contracting House



Nurai Island

Caisson casting. Continuous casting for 3 days using a specialized Slip form mix.

Duration: 2015 | **Quantity:** 27,000 m^3

Client/Contractor: Aldar Properties / NMDC

PROJECTS



Artificial Island Al Omairah

Acropode units for sea walls and breakwaters protection. Type ACCROPODE™ II, volume: 4 m³, weight: 10 tonnes.

Duration: 2023–2025 | **Quantity:** 36,000 pcs

Client/Contractor: ADNOC / ADNOC Logistics & Services, Jan De Nul Engineering and Construction

Etihad Railway Housing Complex

Concrete supply for the infrastructure works of a residential housing complex.

Duration: 2024–ongoing | **Quantity:** 80,000 m³

Client/Contractor: Aldar Properties, Etihad Rail / Tristar Engineering & Construction

Louvre Abu Dhabi Residences

Supply of hollow, solid, and thermal blocks for the construction of a residential development at The Grove, Saadiyat Island.

Duration: 2023–2025 | **Quantity:** 2,500,000 pcs

Client/Contractor: Aldar Properties / Innovo Build LLC



Vista 2 Tower

Concrete supply for the construction of a 32-floor residential tower on Al Maryah Island, Abu Dhabi.

Duration: 2023–2026 | **Quantity:** 65,000 m³

Client/Contractor: Reportage Properties / A&M Contracting



Riyadh City South Phase 3

Large-scale residential development at Madinat Al Riyadh – concrete supply for infrastructure and streetscape works, supply of 60 × 80 cm interlock pavers.

Duration: 2023–2025 | **Quantity:** 120,000 m³ (concrete), 300,000 m² (blocks)

Client/Contractor: MODON Properties, Abu Dhabi Housing Authority / Tristar Engineering & Construction, Asqalan Construction and Development, Nurol Construction

Majlis in Al Ain Hili and Towaya

Concrete supply for the construction of two majlises with underground multi-use facilities.

Duration: 2025–ongoing | **Quantity:** 25,000 m³

Client/Contractor: e7 Group / China National Aero-Technology Int. Eng. Corp.

Al Mu'tarid Lifestyle Center

Supply of hollow, solid, and thermal blocks for the construction of the shopping mall in Al Ain.

Duration: 2023–2025 | **Quantity:** 1,000,000 pcs

Client/Contractor: Scope Properties / TAK Construction



Reeman Living

Supply of ready-mix concrete and blocks (hollow, solid, and thermal) for the construction of residential buildings in Al Shamkha.

Duration: 2023–2025 | **Quantity:** 1,000,000 pcs (blocks), 120,000 m³ (concrete)

Client/Contractor: Aldar Properties / Tristar Engineering & Construction, Pivot Engineering & Gen. Contr. Comp.

SHAPING THE FUTURE

ALAS has gained a strong position in the market and the industry – yet our focus remains firmly on what lies ahead. Our ambition goes beyond today's success, driving us to build a more innovative, efficient, and sustainable future.

At the core of our progress is a commitment to **Research & Development (R&D)** and **Innovation**. As a leading construction materials group, we recognise that our industry is evolving rapidly, driven by growing demand for sustainable solutions, higher performance standards, and more efficient construction practices.

To meet these challenges, we have established a dedicated R&D function that continuously explores new technologies, product formulations, and advanced production methods.

Our R&D efforts focus on enhancing the quality, durability, and sustainability of our products. We invest in developing innovative concrete mixes, environmentally friendly additives, and optimised production processes that reduce our carbon footprint and improve energy efficiency. By combining advanced laboratory testing, data-driven analysis, and collaboration with leading technical experts, we ensure our products meet international benchmarks while addressing the specific needs of regional markets.

Through R&D and innovation, we position ourselves not only as a supplier of construction materials, but also as a strategic partner in building the future. By anticipating industry trends and delivering practical, high-performance, and sustainable solutions, we ensure that our division remains at the forefront of the construction materials sector – creating long-term value for our clients, partners, and communities.



ALAS

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