

# INSEE Cement Introduces 'Innovation To Industry'



*Jan Kunigk, Executive Vice President of Marketing, Sales and Innovations, INSEE Cement Sri Lanka.*



*Dr Moussa Baalbaki, Head of Products and Solutions Portfolio, INSEE Cement Sri Lanka.*

INSEE Cement Sri Lanka has created a commendable milestone in its corporate journey by introducing an i2i (innovation to industry) open collaboration space to upgrade the national construction industry.

This initiative aims to meet emerging needs in a market that is changing rapidly with academics and professional bodies moving towards performance based designs.

Jan Kunigk, Executive Vice President – Marketing, Sales and Innovation, INSEE Cement Sri Lanka said, “As a market leader it is our corporate responsibility to provide training and a knowledge space for new concepts, innovation and share our best practices with the industry stakeholders such as young academics, developers, designers, engineers, masons, building constructors, and yes, even our competitors.”

He further elaborated, “It is noteworthy that our initiative will provide an open collaboration space that would be available for everyone related to the industry. They can use the space for developing innovative and sustainable concrete and cement based solutions products, share, learn and do testing. Our specialised functional spaces provide more than 40 different types of test modules for the industry. Out of 40 tests we offer, around 15 are new to the industry and to the

construction market and over 10 are comprehensive in leading industrial perspectives.”

The i2i collaboration space will operate from Monday to Saturday as a walk-in-space comprising a laboratory, auditorium, sitting and working space benefitting university students, young engineers, influencers and architects who could use the facility as a learning space bringing innovation to the construction industry.

The different specialised spaces will provide opportunity to prototype and test lively innovative ideas to assess their in-built concrete performance to assure successful market launch.

INSEE i2i comprises a range of valuable collaboration spaces termed: durability, chemistry and rheology, aggregate and strength and wet. The INSEE i2i initiative will be led by Dr Moussa Baalbaki, Head of Product and Solutions Portfolio INSEE Cement Sri Lanka who reiterated, “Our aim is to become the leader in providing innovative and efficient sustainable solutions based on Superior Blended Cements.”

Speaking at the media tour at i2i Collaboration Spaces, Jan Kunigk said: “The world is facing several environmental, economic, and social challenges. Our future depends on sustainable solutions driving resources efficiency that improve our lives. As a leading cement manufacturer, INSEE is focused on producing sustainable business development models based on the triple bottom line.”

Elaborating further he stated: “Being the first recognized low carbon emission cement product of Sri Lanka, we have proved that INSEE is always the leader in protecting our environment through our Superior Blended Cement product portfolio such as Sanstha and Mahaweli Marine Plus cement, as well as by our waste management business of INSEE Ecocycle. Recently we were awarded two gold awards at the Presidential Environment Awards 2019. One was for our Puttalam Cement Plant and the other for our Ecocycle Pre-processing plant in Katunayake in recognition of our contribution to environmental conservation.”