



Welcome to UK News 22<sup>nd</sup> June 2017  
your weekly update from around CEMEX UK

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## BEING THE BEST FOR FAMILIES

### Help Stop The Bad Trend



With four employee LTIs so far this year, our employee rolling 12 months lost time injury rate has gone up from 0.1 back in June 2016 to 1.5 in June 2017. This highlights how severe our negative wave of incidents we have been suffering in CEMEX UK during the past 12 months is. The last time our rate was this high was in 2009.

More importantly, every injury results in pain and suffering for the person it happens to and impacts on their families too. Imagine if you couldn't walk for six weeks due to a broken toe? How could you drive your car with an injured hand? Some injuries don't just finish after the wound has healed they can also have long term affects.

How would you feel if a colleague fell and slipped a disc all because you hadn't reported an uneven surface or loose hand rail?

Nothing is worth compromising your own or others safety.

Jesus sends this message: "After reviewing the learnings from previous incidents, **I'm concerned about the quality of our permit to work and worksafe assessments.** These documents are not just paper work that it is filled out in the canteen, it has been designed to help us to identify hazards and put in place measures to eliminate or reduce risks and eventually avoid people getting injured.

It is very important that our front line employees and contractors dedicate enough time to discuss and prepare these documents. Also as Managers, it is our responsibility to check for the quality of risk assessments and permits to work."

### ZERO Is Possible



On a positive note.... CEMEX Floors are now 1 year TRI free as well as reaching 10 years LTI free last August. Congratulations to the team for their hard work and vigilance.



## Take Care Of Your Skin



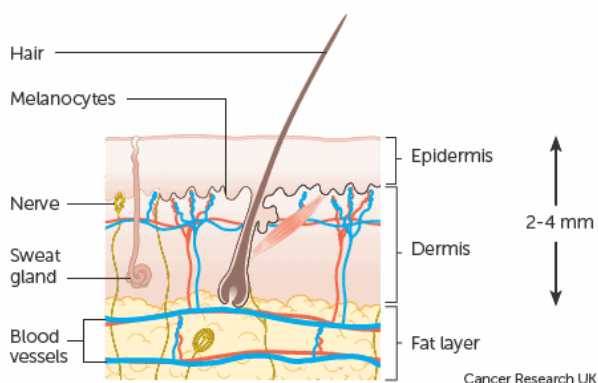
Taking care of our skin is part of our 12 health essentials.

As the sun comes out it is a particularly pertinent time to think about how we look after our body's largest vital organ!! Here are some key facts:

### WHAT IS THE SKIN?

The skin is the largest human organ and it plays a vital role as your body's first line of defence against physical, chemical and microbiological hazards. It does several jobs for us, it:

- protects the inside of the body from damage
- helps to keep our body temperature more or less the same
- gets rid of some body waste products through sweat



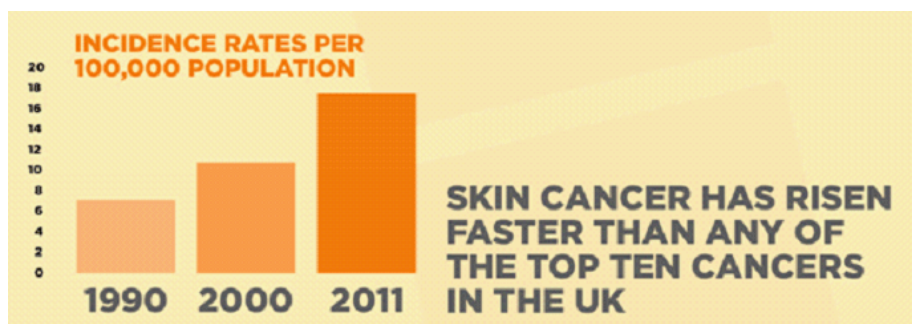
### SKIN PROBLEMS

There are two main problems with the skin which we can help eliminate or reduce the risk of:

- Skin Cancer
- Dermatitis

### SKIN CANCER

With summer on our doorstep we need to consider the controls we put in place to protect our skin from harmful exposure to the sun.



- Sun provides warmth, energy and vitamin D, but repeated exposure to ultraviolet radiation in sunlight can cause brown spots, sun burn, wrinkles and potentially skin cancer.



- Avoid tanning and UV tanning booths. According to the Skin Cancer Foundation, one indoor tanning session increases Melanoma (severe skin cancer) risk by 20 percent.
- Check your skin regularly. Pay attention to odd freckles, moles, and growths on your skin, and consult your doctor if you notice any changes for an early diagnosis of skin diseases and its treatment.
- Protect your children from the sun. Keep babies younger than 6 months old completely covered and in the shade.
- Positive lifestyle behaviours keep your skin healthy. Eat a well-balanced diet, drink lots of water, practice exercise and keep a regular sleep schedule. Avoid smoking, abuse of alcohol and caffeine because they cause dry skin conditions.

See the '[5 Simple Steps Poster](#)' to see how you can eliminate sun burn

## **DERMATITIS**

Dermatitis is the term used to describe skin inflammation. Contact Dermatitis (also known as Eczema) occurs as a result of repeated contact with substances that can cause either irritation or specific sensitisation.

Irritants and sensitising agents can be chemical (detergents, soaps, medications, solvents), biological (bacteria, viruses, fungi), mechanical (friction, shearing, pressure) or physical (ultraviolet radiations, extremes temperature, dry atmosphere, moisture). Protect yourself at all times. Use your personal protective equipment and ensure you wash your hands thoroughly – see the [HSE Guide to Hand Washing](#).

Pay special attention to the skin on your hands. Proper glove selection is essential. Be aware that some people may be allergic to material used in gloves, e.g. latex. Wearing gloves for long periods can make the skin hot and sweaty leading to skin problems; using separate cotton inner gloves can help prevent this.

Barrier creams may sometimes be used where gloves can't practicably be used; they are designed to prevent and reduce the penetration or absorption of several hazardous substances into the skin. Ensure its correct use.

AND finally, please display the three posters below:

- [5 Simple Steps Poster](#)
- [HSE Guide to Hand Washing](#)
- [Health Essential Poster on Taking Care of your Skin](#)



## New CEMEX Low Entry Cab Trucks Take To The Road



Two new CEMEX low entry cab tippers have taken to London roads, helping to protect vulnerable road users such as pedestrians and cyclists.

The low entry cab aggregate tippers will be part of the London fleet of 33 tippers transporting aggregates from Quarries and Wharves to Readymix Concrete Plants and customers' construction sites.

CEMEX was the first company to own and operate a low entry cab tipper in the country and invested in its first vehicle because of the unparalleled visibility, increased by up to 90% over a standard

tipper, and the lower driving position which allows eye-to-eye contact with cyclists. The increased visibility with the standard safety features has done much to ensure that drivers can see cyclists and pedestrians, and prevent incidents.

We have also invested in a new video on the Econic and its features highlighting to the audience the possible dangers around HGVs (heavy goods vehicles). The video will be a focal point of the on-going training programme for all CEMEX drivers and in addition, it is hoped that cycling groups and organisations will use it to further educate their members.

The video can be found at: <http://bit.ly/2tlxeNr>

## Winner Of Our Q1 Haulier Safety Award



We are pleased to announce that the winner of the Quarter 1 2017 CEMEX Haulier Health & Safety Award is Taylor & Morrison.

They won the award in recognition of their innovative Mobile Inclinator Testing machine, and their recent investment in safety equipment. These include passenger door windows; in body cameras; battery isolation units and a new Brake Disc lathe ensuring regular checks on integrity and reliability.



It is vitally important to encourage the efforts made to improve the Health & Safety culture of our haulier companies. The incidents over the past months only serve to highlight that safety has no memory and





we have to be vigilant every day. With this in mind, we applaud Taylor & Morrison for taking measures to improve their driver and vehicle safety and this is a comment from them:

“We have designed a bespoke system that checks all areas of the inclinometer systems installed in all of our Artics. It is designed to allow both independent checks on trailers AND incab Inclinometer Equipment, and can be easily attached using the standard fittings. This also supports driver training, regular maintenance tests (every service) and gives us the ability to fault find very quickly and rectify them. We believe that inclinometers and the regular checking, calibration and functioning of them, are paramount to eliminating rollovers within our operations.

As well as the above, we currently install in body cameras in the majority of fleet, battery isolators to prevent electrical fires, side sensors, quicksilver linings in the majority of trailers to promote quick discharge of material, additional side indicators and retrofitting of nearside viewing window on passenger door.

Taylor & Morrison now feel that a positive Health & Safety culture is being embraced rather than becoming a ‘tick box’ exercise.”

The main picture is the red letter prize being presented by Ronnie Simpson to Driver, Neil Thomson (left). The right picture is of Ronnie Simpson (left) presenting the certificate to George Taylor (owner of Taylor & Morrison).

## BEING THE BEST FOR CUSTOMERS

### ‘Ice Job Done On The Mersey Gateway



Late last Wednesday evening saw the Mersey Gateway team complete the last 1,100m<sup>3</sup> MSS pour on the project in 26 hours. Rob Preston from Merseylink rang to thank the team for their efforts in delivering the final section in a seamless fashion from their perspective.



Paul Cheeseman commented: “I would like to thank all the team involved over the past few days, where we have addressed and overcome issues arising during the pour without the client noticing any impact. Another much appreciated great effort.

The team even had enough time to enjoy an ice cream in the afternoon!”

### Superior Customer Experience Software Rollout



CEMEX has announced the global rollout of Microsoft dynamics customer relationship management software; the market's top ranked tool for CRM (Customer Relationship Management)



activities. This will be a place where our sales force will manage customer relationships, opportunities and day to day activities; pricing for our products and complaint/case management.

It is an improvement on our current systems and will give our Sales Teams the tools they need to give our customers superior experience everywhere, every time. It is anticipated that this will be deployed in the UK at the end of Q1 2018.

For more information please see the letter at the end of this edition of UK News from Juan Romero.

## Thinking Out Loud



Brian McCarthy, Sales Rep for Cluster 24 SE RMX, put this thought provoking blog on Shift about customer service... it's well worth a read!

"I met with a customer yesterday whilst out with my local Representative, Glyn Blake, and he made a point about how "everyone is a Rep for the company we work for". This got me thinking.

Our behaviours and actions at any one particular moment can have an immediate impact on our relationships with our customers. In this customer's example, their business was in its infancy. They had secured 90 slab pours of 60m<sup>3</sup> each and on the third pour **an employee of theirs had a moment and spoke in a derogatory manner to their client. Just like that they were off the job.** Ouch. All that hard work and effort gone because of two words said in the heat of the moment.

On the flip side of that example, our Shipping Office in Cluster 24 has been doing an excellent job recently. Complaints have been minimal and we have received feedback from customers thanking the office staff for the efforts and their willingness to solve problems. This week **P J Browns awarded us with a 3,000m<sup>3</sup> order based solely on the relationship that Jack Comley (Shipper) has with the guy on site. This is down to the mutual level of respect and understanding which has been built between the two parties.**

We need to be mindful that in business, relationships and reputations are only as good as the effort we collectively make. **Whether it's delivering concrete, answering the telephone or selling a solution, we are all important cogs in the machine and we are all responsible for determining successes."**

## BEING THE BEST FOR SHAREHOLDERS

### Another Record Week For Dove Holes.....



Well done to everyone in the Aggs team at Dove Holes for another record tonnage week sold by rail and road. This was all possible because of the great teamwork from the likes of Operations, Supply Chain, Sales and Logistics. More importantly all done safely.



## BEING THE BEST FOR COMMUNITIES

### Clucktastic CEMEGGS!



A long while ago we reported that innovative Plant Supervisor, Lee Cattell at our Cannock RMX Plant, was keeping free range chickens on site and selling their eggs. The money raised was for the Stroke Association.

Lee's chickens are still laying and he has raised a whopping £500 so far!!



Well done Lee and well done to the hens on laying for such a worthy cause!

### It's In Our Nature....



CEMEX Logistics & Supply Chain had a great day supporting the Cumbria Wildlife Trust at their South Walney Nature Reserve for their Lend-A-Hand day.

The task in hand was to construct a new pathway and safe access steps to allow the reopening of an observation hide.

The team had a great sense of achievement on completing the task and in supporting public access to

this key coastal wild life sanctuary. Sarah Dalrymple, the Reserve Warden, was delighted with the result and commented on the great positive attitude of the team.

The willing volunteers for a day of hard work, plenty of fresh air, exercise and a bit of fun were: Paula Sedgwick, Jane Walsh, Dave Rogers, Julie Welch, Dave Hart, Carl Milton, Ian Claridge, Rob Wilkinson and Scott Jones.

### 5\* Badger Accommodation At Hyndford



Last week at Hyndford Quarry three members of staff were busy building a new artificial sett for our resident badger family with help from Local Ecologist, John Derbyshire. The Badgers needed to be relocated away from our planned excavation site.

It was a great opportunity to get the staff involved and learn about the badger's habitat and they are now experts in identifying a Willow Warbler and a Yellow Hammer by bird song!





## Enraptured By Raptors.....



It's good to see Raptors continue to flourish with breeding pairs returning for another year. The RSPB have located all the Peregrine Falcon chicks and placed identification rings on each one.

These birds do not always find life easy in the area due to the tourist industry drawing in shooting parties for game birds, the young of which are seen to be predators and therefore are not welcomed by the game-keeping fraternity. The site teams, however, see them as a special addition to site diversity and do whatever they can to protect them in the hope they will return the following year - to date they have.

Long may it continue!

## Truck And Child Safety - Catch Them Early, Catch Them All!



In conjunction with the local haulier, Steve Fairley, who operates out of Temple Quarry, CEMEX held a Safety Day with all of the 100 children of Moorfoot Primary School aged 5 to 12 years. This comprised of a presentation on cycle safety, the risks and what to look out for, as well as a guided "changing places" tour around a vehicle and in cab.

All of the children were issued with takeaway packs including CEMEX activity booklets on

safety, hi-vis, CEMEX water bottles and various other related safety items supplied by the haulier and Scania. The Headmaster, Steven Wood, was presented with a model CEMEX Readymix truck to remind the children of the event and key messages.



The day was a complete success (including the weather!) and extremely rewarding and fulfilling - core to our Best For Families strategy and the staff highly praised the initiative. The feedback from the children was equally positive and engaging.

Thanks go to S Fairley Transport for providing the vehicle, Scania for the Mirror Mat, all of the staff and children of Moorfoot Primary, and in particular, Shirley Fairley for

professionally pulling the event together over the past few months - a challenge in its own right!





The main picture is of Ronnie Simpson presenting to the entire school at Assembly time. The right picture is Ronnie Simpson presenting the CEMEX Model truck to Headmaster Steven Wood. The picture below is of the children being shown around the vehicle by Steven Fairley.

## Lending Hands To Bikeability Wales



It was the perfect day for some of the Logistics team to help at the Bikeability Wales Family Fun day in Swansea.

Assessor, Clive Pike, and Lead driver, Ceri Evans, drove trucks from Taffs Well Quarry to the event and encouraged those attending the day to get into the cab and talk about safe cycling. The trucks and involvement in the day was co-ordinated by Mike Fowler, Area Logistics Manager.

Bikeability Wales was started in 2004 and the charity aims to provide bikes (both for hire and having lessons) for local people, particularly those with disabilities.

A slightly different mode of transport for Ceri Evans (right) and Clive Pike (centre) and ensuring they don't exceed the speed limit Mike Fowler (left).

## Concrete – One Of Britain's Greatest Inventions



Some of you may have seen the BBC 2 programme called Britain's Greatest Inventions last Thursday where viewers got to 'vote' between several British inventions for which one was the best. Amongst the selection was: antibiotics, the fridge, the jet engine, the mobile phone, the steam engine and the television.

Our product, often an unsung hero or even seen as a blight, was also one of the hopefuls. Joseph Aspdin's invention of Portland Cement in 1824 - *The invention that shaped the horizon* - was nominated and championed by DIY SOS's Nick Knowles. Although beaten to the title by antibiotics, the show is well worth a view - especially after a hard day at work when you wonder if it's all worth it!? You can even see a CEMEX mixer in the background half way through!!

It will make you appreciate the value of what we produce daily and that the world as we know it wouldn't exist without it! Below is a summary of the pitch and you can catch the whole programme on the BBC 2 i-player by following this link: [www.bbc.co.uk/bbctwo](http://www.bbc.co.uk/bbctwo)

**Summary:** This is the most used man-made material on Earth. Each year we produce around three tonnes of it for every person in the world - that's enough to cover the surface of the Moon in an inch of it in just 100 years.

Now, 70% of the global population live in homes made with concrete, and without it the world would be stuck in the 18th Century.

Concrete has given us sewage systems, modern hospitals capable of dealing with a rapidly growing populations, stadiums and skyscrapers. It has given us affordable housing and it formed the foundations of the welfare state.



It helped us win WW2 by allowing the D-Day landings and was crucial for launching man into space as one of the only materials capable of tolerating the thrust of a rocket launch.

Its impact can be seen in every part of your life - look around your living room and concrete will almost certainly play a role, and if you look out your window, chances are that the horizon you see is completely shaped by it.

### Catch The Moment.....



The MPA has launched Nature Photo Competition 2017 for all employees and volunteers at Restored Mineral Sites. Celebrate the summer by taking photos of the nature on your operational Quarries, partly or fully restored sites or any site Plant. There are plenty of opportunities to send in your images and compete for a range of prizes and inclusion in the MPA Quarries and Nature event.

Entering could not be easier. Just send your images (up to 5 - between 1MB and 5MB each in size) which should be sent as separate emails, direct to MPA at: [naturephotos17@mineralproducts.org](mailto:naturephotos17@mineralproducts.org)

These can be images of species (both fauna and flora) and habitats (including their landscape setting) found on operational Quarries, partly or fully restored sites.

The competition is open until 1 SEPTEMBER 2017 and any photos entered must have been taken between 1 January 2016 and 31 August 2017. Winners will be announced and showcased at the MPA Quarries and Nature event on 19 October 2017.

For further information on contact Elizabeth Clements:  
email: [elizabeth.clements@mineralproducts.org](mailto:elizabeth.clements@mineralproducts.org)  
Telephone: 0207 963 8000 / Mobile: 07775 894 285

### Scunthorpe Maternity Bereavement Suite Appeal



Pete Jackson, South Ferriby employee, and his family have launched an appeal to help fund a new Maternity Bereavement Suite at Scunthorpe Hospital for parents who lose a baby or experience difficulties in childbirth.

Pete and his wife suffered the very sad loss of their daughter, Alicia, who was stillborn. Scunthorpe Hospital do not have a bereavement suite so there was nowhere private for them and their family to spend the time they needed with their daughter before they said goodbye to her. They feel that a bereavement suite would have made a difference to them so they have launched a fundraising appeal to make this happen.

Pete's brother-in-law is going to buy a cheap motorcycle and with Pete riding alongside, they will attempt to ride the 874 miles from John O'Groats to Lands' End in 24 hours.

If you would like to contribute to this appeal, click on the link below to sponsor Pete and his brother-in-law Allwyn.



## BEING THE BEST FOR EMPLOYEES

### Thanks For Your Effort May Winner Is Rory Clark



You may recall a story about Rory a few weeks ago in UK News. Rory, who is an HGV bulk cement tanker driver out of Tilbury, 'stepped in' to help a lorry driver who had passed out behind the wheel whilst driving on the M25. Following his actions Rory averted a major traffic crash in the M25.

CEMEX also received a letter of thanks from the third parties' CEO commenting on the commendable actions of Rory: "who through smart and excellent reactive driving probably saved the lives of the lorry driver and his passenger, and maybe other drivers who would have been involved in the RTA".



Thank you Rory for your calm and quick thinking. Enjoy spending your voucher!

### More Thanks For Your Effort Heroes



There was an impressive twelve nominations for May's award all of whom went above and beyond their daily remit. Thank you to you all for your fantastic efforts. They were:

**Dave** – Batcher at Scarborough Plant, for helping a customer who was deaf and could not speak. Dave's manner was friendly, helpful and he went out of his way to ensure the customer was helped and got what he needed whilst also taking a

delivery at the time!



**Andy Beresford** – Quarry Operative at Dove Holes. Andy offered to come into work on a Bank Holiday Monday to make sure that there was sufficient stone on the surge pile to cover trains for the Monday night. Not many people would be willing to do that! Thank you Andy.

**Jenna Swain** – Submissions Manager, for her pivotal role in organising and running the recent Asphalt Conference which was the best one ever according to feedback from the attendees. Much of her work goes on behind the scenes unnoticed and without her efforts the conference wouldn't have been such a success.

**Noel Dixon and Tony Connolly** - Technical Systems Manager and Process and Automation Manager. Noel and Tony are always at the end of a phone for help and advice no matter what time of day you call them. IT and SAP issues can be very frustrating but it is always good to know that there is help a phone call away.



**Michael McGrath and Stephen Cuthbert** – Wharf Operative and Assistant Wharf Manager at Jarrow. Due to a 'perfect storm' of circumstances beyond their control, of the usual five site Operatives in work there was only Michael and





Steve on Monday 15<sup>th</sup> May. By amazing team work and careful planning they were able to work the site together and continue to serve customers safely. Just short of 2,000 tonnes was dispatched that day which was one of the busiest days of 2017 so far! Well done to a great team.

**Karen Jamieson and Simeon Winston** – Aggregate Sales. Due to staff resignations the team was really short staffed and Karen and Simeon have both stepped up to the plate brilliantly by taking on extra responsibilities so much so that customers have remarked how well they did. Both have had a really positive attitude and remained cheerful throughout whilst recruitment took place.

**Elizabeth Dixon, Danielle Cullinane, David Rogers, Emma Broome, George Davison, Bradley Attwood, Scott Gedrim and Alistair Smith** – East Customer Service & Planning Team, Aggregates Supply Chain. Earlier this year we announced that the Aggregates Customer Service & Planning office in Thorpe would close and this function for the South East would move to our Rugby office to consolidate with our Midlands, East and South West team. After much planning, recruitment and preparation, this move went live on 2 May. The move was seamlessly managed with no impact on our internal or external customers. Since then we have continued to deliver great service and have received some excellent feedback from our customer base. Our new staff continue to go from strength to strength and the existing staff now part of this team have showed all their expertise and experience supporting the move and helping train those around them. It is a great example of how a complex and sensitive change project should be delivered.

**Nicola Drabble and Nicholas Watson** – Aggregates Supply Chain. Nick Watson and Nicola are the core of the Rail Team coordinating over 2.5 mt pa. They both work together quietly and conscientiously. Working together since 2012 rail volumes have grown 35%. Last year was a record 2,539,546 tonnes and their detailed coordination, tenacity and good humour has continued to see records being broken this year in March and week 20 seeing a record week. These two unsung heroes constantly challenge our methods of work and seek out where the next tonne is coming from.

**Melissa Whitby** – Next Day Planner – Aggregates. We were having continuous issues handling the orders of our biggest Asphalt customer, Resurf. They have many jobs each day and make many amendments so mistakes are easy to make. Melissa has taken on the role of “Key Account Manager” for their orders in addition to her normal transport planning duties, and things have gone a lot better since – in terms of fewer mistakes, reducing our costs, and keeping the customer happy.

**Gary Morton** – Plant Supervisor, Readymix Cluster 4. A spot environmental audit at the Asphalt Plant left the unit short staffed during a busy day as the Unit Manager had to attend. Gary Morton volunteered to help on the loading shovel at the Asphalt Plant once his own work was completed to ensure that the Asphalt Plant could continue to supply without interruption.

**Carl Milton and Paula Sedgwick** – Regional Logistics Manager and HR Business Partner. Carl and Paula have truly demonstrated leadership, passion and commitment in delivering this successful third intake of DGV Apprentices whilst undertaking their normal day to day roles and responsibilities. Throughout the process Carl and Paula have worked tirelessly. They also delivered an excellent presentation to the UK Senior Team at the UK Projects Meeting outlining the process, the benefits and updating everyone on the scheme.

## Skelmersdale Shiny New Facilities



Skelmersdale Plant has recently benefited from the Welfare Fund with the



HELPING TO BUILD A **GREATER BRITAIN**

replacement of their existing canteen and toilet with a single designed compact unit.

As you can see from the photos (before below and after) the new unit is cleaner, brighter, more spacious and a massive improvement.

It is much more motivational to come in to work and well worth the investment in our staff and drivers.



### Internal Vacancies

IVC Ref	Position	Company	Location	Closing date
175-06-2017	Plant Manager	Readymix Southern	Moreton Valence	30/06/2017
176-06-2017	Plant and Field Technician	Readymix Northern	York	30/06/2017
177-06-2017	Tilbury Day Driver – Bulk Tanker Mon-Fri one in three Saturdays x 2	Cement	Tilbury Works	30/06/2017
178-06-2017	Rugby Day Driver – Bulk Tankers Mon-Fri one in three Saturdays x 3	Cement	Rugby Works	30/06/2017
179-06-2017	National Sales Administrator	UK Services	Rugby Office	26/06/2017
180-06-2017	Operative	Concrete Products	Hyndford Block Plant	29/06/2017

For further details on other roles and a full listing of other vacancies, together with information on how to apply, please log on to CEMEX Shift > My Services > Internal Vacancies>New IVCs.

### **We would love to hear from you for the next edition**

To send us a story: either click on 'submit a story' on the UK News website or email

[gb-communicationsandpublicaffairs@cemex.com](mailto:gb-communicationsandpublicaffairs@cemex.com)

or call us on 01932 583 217/006



If you can, please include a photo too (taken in super fine landscape setting and saved as a jpeg.) Thank you.







Dear Colleagues,

The pace of change in the construction industry is faster than ever. At our company, we closely monitor trends affecting our business and now, in our constant pursuit of excellence, we are **enabling our Sales Teams with the latest digital technologies**, in order to improve how we interact and do business with our customers.

Starting on the 2nd semester of 2017, CEMEX will commence the **global implementation of Microsoft Dynamics**, the market's top ranked tool for CRM (Customer Relationship Management) activities.

CEMEX's vision is to create a Superior Customer Experience, Everywhere and Every Time, and this initiative is an essential part of it.

### **What will change?**

In order to deliver a global sales and quoting process, the following applications will be replaced by Microsoft Dynamics:

- SAP CRM: Current standard tool used to track leads and sales opportunities
- Easy Quote: Current in-house developed quotation tool
- Other non-standard tools for sales and quoting activities across the globe

Microsoft Dynamics is a complete CRM suite which provides modules for Sales Opportunity Management, Quoting and Service (Complaint or Case Management), which are considered in this project's first deployment phase.

### **How will it be implemented?**

Proper communication and training efforts will be performed across all participating countries.

### **When will it begin?**

The first release of this new tool will be deployed on July 2017, to be tested firstly in Mexico (Monterrey-Builders Segment) and USA (Houston-all BUs). The rest of the rollout will be communicated in advance.

**Be aware of all project communications and events scheduled for your team.**



The use of this tool will enable our Sales Teams to have more discipline in the pursuit of sales opportunities, capture the fair value of our products and services, and increase our service levels to our customers. This project is supported by all global networks including Customer Centricity, Ready Mix, Aggregates and Grow the Pie.

I thank you in advance for your support and commitment to this global initiative. Please remember that success will only be achievable through our most valuable asset: YOU.

Sincerely,

Juan Romero

P.S. Please share this message with your commercial teams in your respective countries. Direct any questions or suggestions about the CRM to Luis Miguel Cantu / Ernesto Garza (Customer Centricity Global Network) or Eber Garzon (P&IT).



# 5 SIMPLE STEPS

Apply generous amounts of water resistant sunscreen of at least SPF 30, to clean, dry skin before going out in the sun. Make sure you re-apply regularly throughout the day

When the sun's rays are strongest between 11am and 3pm, where possible, find a shady spot to avoid sun burn.

Throw on a long sleeved top and also protect your legs. Don't forget to protect the back of your neck.



Whether it's a stylish fedora, a trilby or a baseball cap (hard hat at work) – all can help to keep the heat off your head, face, neck and ears

Slip on those sunglasses to make sure your eyes are protected from the strong rays of the sun



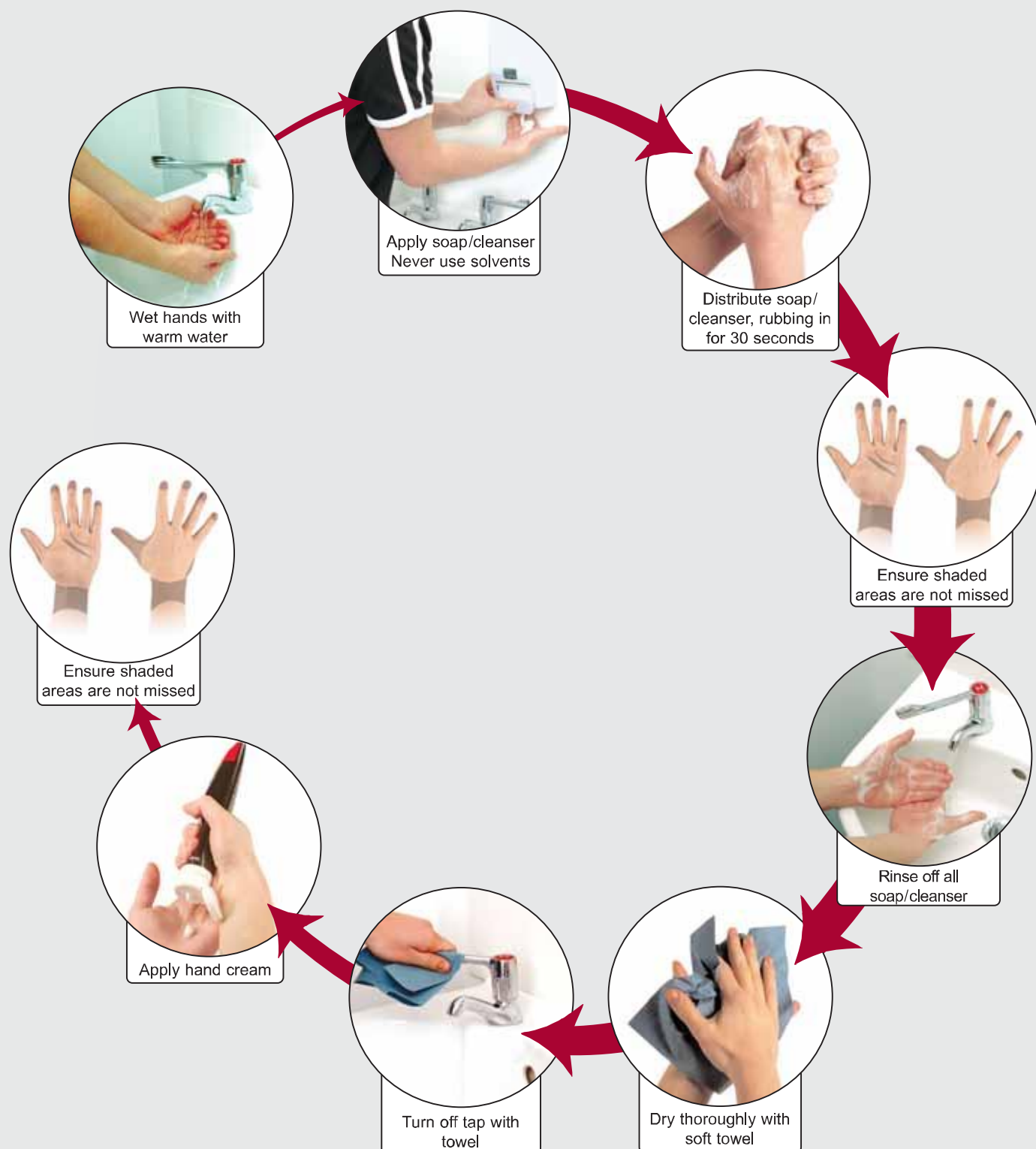
Take care of your skin



# Skin care

## Hand washing and applying hand cream

Follow the steps shown



# TAKE CARE OF YOUR SKIN

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**Skin is the largest human organ and it plays a vital role as your body's first line of defence against physical, chemical and microbiological hazards. Learn and apply good habits to take care of your skin.**