

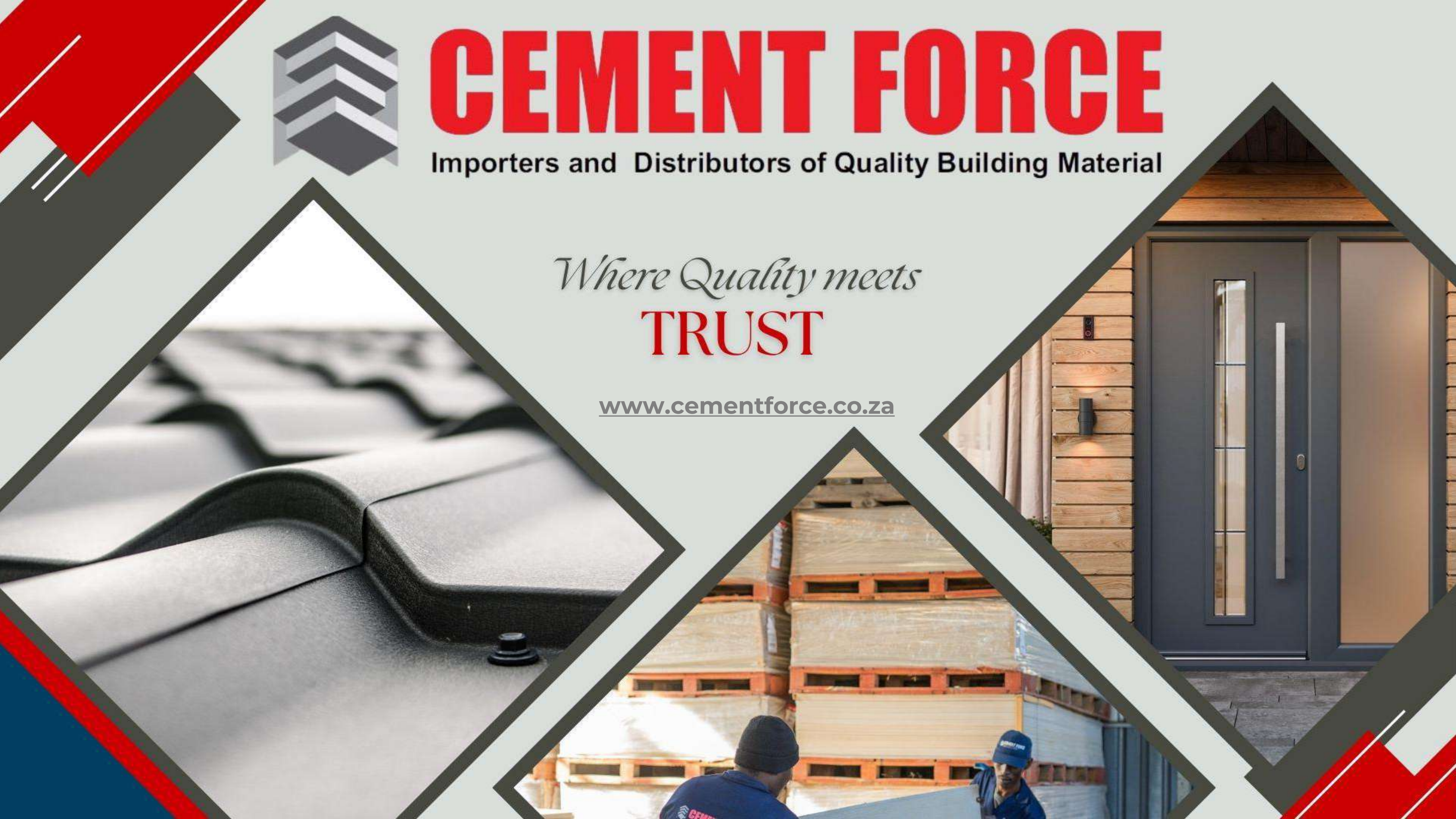


CEMENT FORCE

Importers and Distributors of Quality Building Material

Where Quality meets
TRUST

www.cementforce.co.za



WELCOME TO CEMENT FORCE

Established in 2013

Cement Force was established in 2013, with a team that brings over 35 years of combined industry expertise. Our objective is to understand our customers' businesses and provide customised solutions that include market-related pricing, service excellence, and a proactive approach that consistently exceeds expectations.

As a proudly family-oriented business, we believe in hands-on involvement, attention to detail, and building long-term relationships with our customers. Our dedicated team ensures reliable deliveries and personalised service at all times.

Through our sister company, JFM Logistics, we are able to provide efficient transport solutions, including 8-ton loads, tri-axles, and link combinations for larger-volume deliveries.



High Quality Building Materials

Cement Force is an importer and distributor of high-quality building materials, based in Port Elizabeth. We specialise in providing a niche range of trusted building products, supported by reliable service and efficient distribution.

Our distribution corridor extends throughout the Eastern Cape and Western Cape regions, enabling us to service customers across South Africa with consistent supply solutions.

WITH OVER 12 YEARS OF EXPERIENCE, CEMENT FORCE HAS ESTABLISHED ITSELF AS A TRUSTED SUPPLIER OF INNOVATIVE BUILDING SOLUTIONS, BUILT ON A FOUNDATION OF QUALITY, RELIABILITY, AND STRONG CUSTOMER RELATIONSHIPS.

Our Journey

DRIVEN BY INNOVATION AND INDUSTRY EXPERTISE, WE CONTINUE TO PROVIDE MODERN BUILDING MATERIALS THAT SUPPORT EFFICIENT, SUSTAINABLE, AND FUTURE-FOCUSED CONSTRUCTION.

2013

Established as building materials supply company.

2017

Established our footprint in the Eastern Cape Regions and proudly listed with Build It Group.

2019

Moved to a bigger premises with bigger warehousing capacity.

2020

Partnered with Everest and became the sole-distributor in the Eastern Cape for their products.

2022

Progress in the Western Cape allowed us to open a warehouse in Airport Industria.

2024

Became the sole distributor for Everest in Western Cape. Both of our warehouses in Eastern and Western Cape are filling up and our company is continuing to grow.

2014

Introduced asbestos-free fiber cement products.

2018

Expanded our variety of products within our supply.

2019

Cement Force got their first listing with the Buco group.

2021

Planning begun to begin distribution in the Western Cape with our existing products.

2023

Cement Force gained another successful listing with the MICA group.

QUALITY PRODUCTS. RELIABLE SERVICE. TRUSTED PARTNERSHIPS.

THE FOUNDATION BEHIND OUR SUCCESS

At Cement Force, our vision and core values guide every decision we make. They shape the way we serve our customers, manage our operations, and continuously improve our solutions.

Through a commitment to reliability, quality, integrity, and service excellence, we strive to deliver building material solutions that support our customers and strengthen long-term partnerships.





MISSION

To uphold our reputation as a reliable and trusted building material distribution company by conducting business with integrity, strong values, and ethical principles. We strive to build long-term, mutually beneficial partnerships with our customers by delivering service excellence, cost-effective solutions, quality products, and personalised support. Through our commitment and dedication, we aim to become our customers' preferred supplier.



VISION

To be recognised as a reliable, efficient, and innovative building material distribution company, providing customers with an honest, transparent, and professional service experience. Through continuous diversification, strategic growth, and a customer-focused approach, we aim to deliver complete solutions that meet the unique requirements of every client.



OBJECTIVES

Our objectives are focused on continuous improvement, sustainable growth, and maintaining the highest standards of service delivery.

We are committed to:

- Continuously improving our service standards and customer experience
- Strengthening and restructuring our business to support ongoing growth and operational excellence
- Encouraging staff development through training, support, and skills enhancement
- Promoting open communication, teamwork, and a positive working environment
- Adapting to technological advancements to improve efficiency and remain competitive

Continuously developing innovative solutions to meet evolving customer and industry needs

MISSION.

VISION.

OBJECTIVES.



EXPECTATIONS

Quality & Reliability

Our business has been built on quality, reliability, and attention to detail. We employ experienced and qualified staff who are committed to maintaining the highest standards across our operations.

All products supplied by Cement Force meet recognised quality standards, with products carrying either SABS approval or European standard approvals where applicable. Our fibre cement products are proudly asbestos-free, with supporting documentation available to verify compliance.



Growing Nationwide Presence

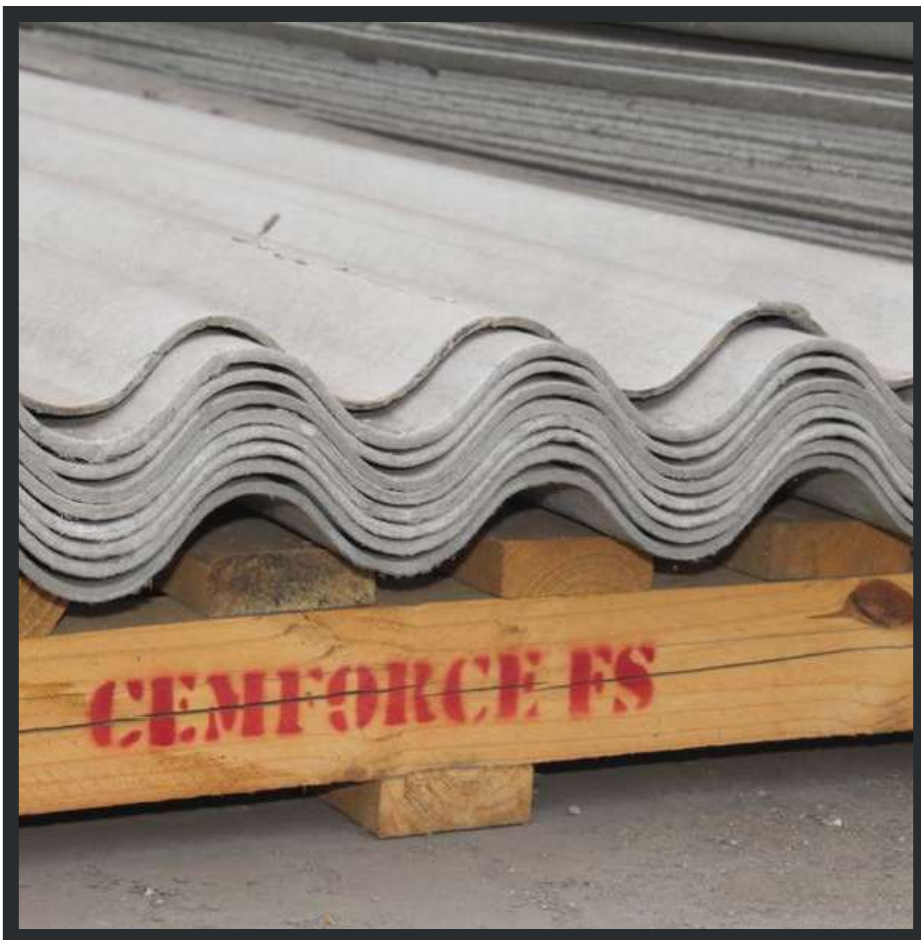
Cement Force has established a strong reputation within the Eastern Cape and currently supplies leading retail supply chains and DC drop-shipment accounts.

With the opening of our Cape Town branch, we have expanded our operations into the Western Cape, allowing us to strengthen our service offering and continue growing our footprint across South Africa.



A NEW AGE BUILDING SOLUTION

- Cement Force is a leading Fibre Cement Board distributor serving customers across the Eastern and Western Cape, providing innovative, reliable, and sustainable building solutions.
- Our range of Cement Force Boards and Panels is trusted by architects, builders, and industry professionals who value the perfect balance of functionality, aesthetics, durability, and sustainability.
- Driven by quality products and exceptional service, Cement Force continues to support modern construction with solutions designed for today's building needs and tomorrow's innovations.



OUR FACILITIES

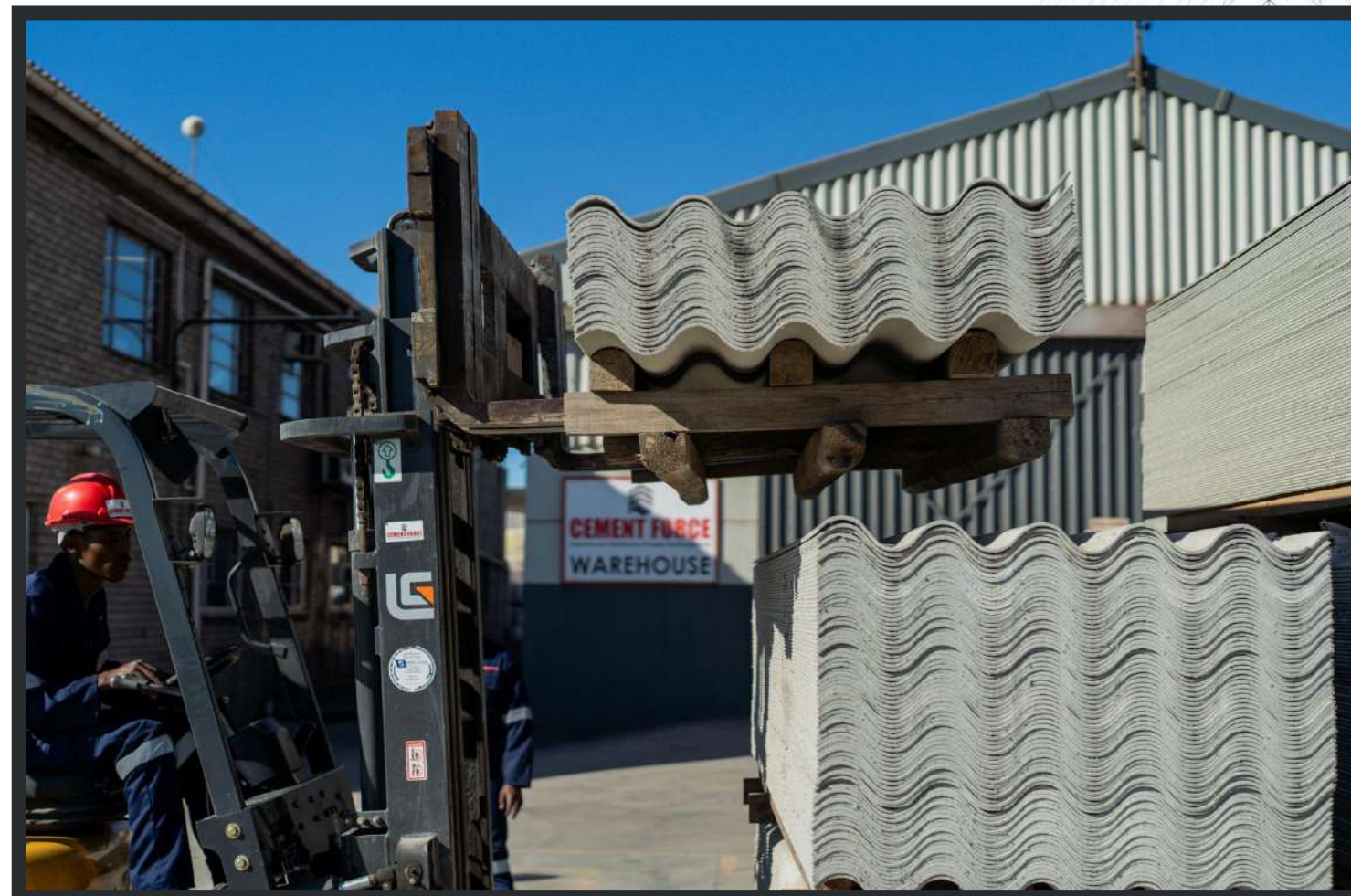
Cement Force operates strategically from Cape Town and Port Elizabeth, enabling us to efficiently service customers nationwide.

Our strategically located facilities support seamless distribution, efficient stock movement, and reliable delivery solutions across South Africa.

Through our strong operational footprint and commitment to service excellence, we ensure consistent supply, convenience, and dependable support for our customers' building material requirements.

Warehouse Facility:

11 Chevrolet Street
Markman Industrial
Port Elizabeth, 6002



Warehouse Facility:

25 & 27 Rand Street
Blackheath
Cape Town, 7581



MEET THE DIRECTORS



Michael-Anthony Shadiack
CEO
michael@cementforce.co.za



Belinda Brunsdon
National Sales Director
belinda@cementforce.co.za



Michelle Erasmus
Financial Director
michelle@cementforce.co.za

Our experienced and dedicated team is committed to delivering exceptional service, industry expertise, and innovative solutions to our customers across South Africa.

Travis Wheeler
Business Development Manager
travis@cementforce.co.za

Carlien Claasen
Accounts Manager
carlien@cementforce.co.za

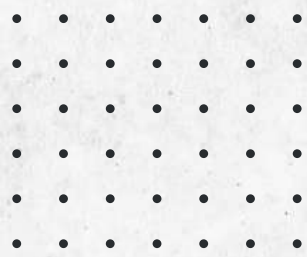
Marc Brunsdon
Senior Sales Representative & Technical Advisor
marc@cementforce.co.za

Eldre' van Stade
Cape Town Sales Representative
salescpt@cementforce.co.za

Maritza de Beer
Junior Accounts Administrator
admin@cementforce.co.za

Linda Teyise
Junior Accounts Administrator

Charles Larsen
Sales Representative – Doors Division
charles.doorsec@gmail.com



SECURITY OVERVIEW

At Cement Force, the safety and security of our employees, customers, stock, vehicles, equipment, and operational infrastructure remain a key priority. With strategically located facilities in Cape Town and Port Elizabeth, our security framework supports reliable operations and the efficient national distribution of building materials.

To ensure a secure working environment, Cement Force has implemented a comprehensive security solution incorporating physical security measures, advanced surveillance technology, access control procedures, and continuous monitoring across our facilities.

Our sites are supported by 24/7 CCTV surveillance, providing continuous visibility across warehouses, yards, loading areas, access points, and operational zones. Live monitoring enables the early detection of unusual activity and allows for immediate response to potential security risks, ensuring protection during both operational and non-operational hours.

Dedicated on-site security personnel provide a visible security presence and manage critical access points. Security procedures include visitor management, vehicle and personnel monitoring, access control, incident reporting, and coordination with monitoring teams to ensure effective response when required.

Cement Force's surveillance infrastructure has been strategically positioned to enhance coverage and reduce blind spots throughout our facilities. Advanced monitoring capabilities assist with identifying unauthorised access, suspicious activity, and perimeter breaches, supporting a proactive approach to site protection.

Our facilities are further protected through controlled perimeter security measures designed to safeguard stock, equipment, and infrastructure. These systems provide an additional layer of protection and contribute to maintaining a safe and secure operating environment.

Through our integrated security approach, Cement Force ensures that our customers receive dependable service, secure handling of materials, and consistent supply chain support. Our commitment to safety, reliability, and operational excellence allows us to maintain trusted partnerships while delivering building materials efficiently across South Africa.



WAREHOUSE STORAGE & OPERATIONAL EXCELLENCE

At Cement Force, our warehouse and storage strategy is designed to ensure operational efficiency and product integrity,

Our facilities incorporate structured storage areas, controlled access procedures, safety protocols, and effective risk management measures to maintain a secure and efficient operating environment. Through disciplined warehouse practices and dedicated operational processes, we ensure building materials are stored, handled, and dispatched in a manner that protects product quality and supports customer requirements.

Product integrity is maintained through standardized handling procedures, trained personnel, and strict adherence to safe storage practices. Our teams are focused on correct packaging methods, careful product handling, and continuous improvement initiatives to reduce damage, minimize waste, and ensure consistent service delivery.

Cement Force utilizes effective inventory management processes to provide visibility and control throughout the storage and distribution cycle. Stock movements are monitored through systematic inventory controls, enabling accurate stock management, improved planning, and efficient order fulfilment.

Regular facility inspections, housekeeping standards, and operational checks support a clean, organized, and compliant warehouse environment. These practices ensure our facilities remain suitable for the secure storage of a wide range of building materials while maintaining accessibility and efficiency.

Our distribution operations are supported by reliable transport partners who operate according to defined service expectations, safety requirements, and delivery standards. Through effective coordination and contingency planning, Cement Force ensures continuity of supply and dependable deliveries to customers nationwide.

Risk management remains a key focus, with appropriate protection measures in place to safeguard inventory, assets, and operations. By combining structured warehouse management, skilled personnel, and reliable transport processes, Cement Force continues to provide customers with efficient, secure, and dependable building material solutions.



CONTACT US

At Cement Force, we are committed to providing reliable service, quality building materials, and efficient delivery solutions nationwide.

Whether you require product information, pricing, assistance with your order, or support with your building material requirements, our team is ready to assist you.

Contact Cement Force today and experience dependable service, competitive solutions, and nationwide delivery support.

Belinda Brunsdon
National Sales Director
+27 71 190 3010

Travis Wheeler
Business Development
Manager
+27 64 049 3693

