

A TOUGH DOUBLE ACT TO FOLLOW

Your complete guide to Multicem



BETTER BAGS FOR BETTER BUILDERS



What is Multicem?

Multicem is premium cement, which can be used in mortar, concrete, render and screed. It contains a special air-entrainment additive, which provides the following benefits:

- Produces a more workable mortar, which flows more easily on the trowel than a mortar made with General Purpose cement.
- Mortar which is more resistant to frost and less likely to crack in freeze-thaw conditions.
- No need to add any more air-entrainer when using Multicem, as the dosage has already been carefully formulated.
- Available in 25kg bags for easy transport and handling.

Multicem in paper

The toughest paper bag on the market

We're replacing Multicem in regular paper with a NEW, tougher paper bag, meaning fewer spills and less wastage:

- **50% stronger** than traditional paper cement bags.*
- **50% more resistant** to snags and tears.*
- Bag contains 95% less plastic content.
- Seams and seals demonstrate far greater resilience when dropped.
- Fewer tears and holes, means less wasted product and time spent cleaning up cement dust.
- Suitable for short-term outdoor storage.



*As shown in independent testing.
For details see hanson.co.uk

Multicem in plastic

The toughest of the tough

Multicem in plastic partners the great performance of premium cement, with robust, site-proof and weatherproof packaging.

It provides all of the benefits of Multicem in paper, with the added advantages for users who need:

- Greater water-resistance than paper.
- Tougher packaging than paper.
- Longer-term use – 12-month shelf-life.
- Outdoor storage on site.



How do our cements stack up?

Our comprehensive range means we have a packed cement to meet all your customer's needs:



General Purpose Cement	Multicem in paper	Multicem in plastic
Type: General Purpose CEM II	Type: Premium CEM II	Type: Premium CEM II
Strength: 32,5R	Strength: 32,5R	Strength: 32,5R
Usage: Concrete, mortar, render and screed	Usage: Mortar, concrete, render and screed	Usage: Mortar, concrete, render and screed
Packaging: Regular paper	Packaging: NEW tough paper	Packaging: Extra tough, weatherproof plastic

Want to know more about our range?

Get with the programme and take the Hanson Merchant Academy cement module. Sign up at hanson-academy.co.uk



To find out more or place an order

Call **0330 123 4525**

Visit hanson-packedproducts.co.uk

Introducing our other packed cements...



Sulfate-Resisting

A specialist cement which resists attack from sulfates present in clay soils and contaminated land.

Recommended for:

- Concretes and mortars below ground
- All brickwork below the damp-proof course
- Available in paper packaging for indoor storage only



High Strength 52,5N

A high strength cement suitable for repair works and cold weather working, when a high strength is required quickly after mixing.

Recommended for:

- Concrete (particularly precast)
- Mortars
- Renders
- Screeds
- Available in paper packaging for indoor storage only



Quickcem

A fast-setting and hardening cement ideal for repair work in various conditions.

Recommended for:

- Below ground work
- Filling potholes
- Repairing outdoor steps
- Drains
- Setting posts and brackets
- Grouting bolts
- Available in paper packaging for indoor storage only



White Cement

A lighter-coloured, high strength cement that provides architectural quality.

Recommended for:

- Lighter-coloured concrete
- Coloured concrete (when mixed with pigments)
- Mortars and renders where aesthetics are important
- Available in paper packaging for indoor storage only

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Multicem marketing support

Communicating the benefits of Multicem to your customers is a quick and easy way to boost sales. To help you with this, we provide a full package of eye-catching point of sale materials and advertising.

Press advertising

A TOUGH DOUBLE ACT TO FOLLOW

Multicem is a premium cement with an air-entrainer that makes fluffier, more workable mortar with greater frost resistance. It's now available in two durable bags – waste-reducing blue paper, and extra tough weatherproof plastic, so you can be sure of a high performance cement that lasts longer, in a bag that won't let you down.

For more information, or to place an order, call Customer Services on **0330 123 4525** or visit hanson.co.uk

BETTER BAGS FOR BETTER BUILDERS

Hanson
HEIDELBERGCEMENT Group

MULTICEM

50% STRONGER THAN STANDARD PAPER

- New waste-reducing blue paper bag
- Cement with added workability
- Suitable for use in mortar, concrete, render and screed

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Pallet boards

MULTICEM

EXTRA TOUGH WEATHERPROOF PLASTIC

- Cement with added workability
- Suitable for use in mortar, concrete, render and screed

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A TOUGH DOUBLE ACT TO FOLLOW

Multicem now comes in either tough blue paper or weatherproof plastic... and is available right here.

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Fence banner

To find out more or place an order

Call **0330 123 4525** or visit hanson-packedproducts.co.uk

We're proud to offer our customers:

- The broadest range of packed building products in the industry – from cement and concrete, to decorative and base aggregates.
- Products that are durable, reliable and guaranteed to give you the perfect finish.
- Cement with low CO₂, achieved through the extensive use of alternative energy sources during production, coupled with highly efficient kilns.

Find out more at **hanson-packedproducts.co.uk**

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