

Asia Pacific Fibre Cement



“We will use our low cost advantage and superior fibre cement technology to grow the market for fibre cement.”

JOHN MOLLER, EXECUTIVE VICE PRESIDENT

Regional business

We manufacture fibre cement products in Australia, New Zealand and the Philippines and sell these throughout the Asia Pacific region. Our products are used for external cladding and internal lining applications in residential and commercial construction.

In Australia, we also manufacture fibre reinforced concrete pipes for industrial and commercial use, and fibre cement columns for residential and commercial use.

Regional strategy

- Promote the use of fibre cement products by targetting segments that value durability, fire resistance and aesthetics.
- Reduce costs through further manufacturing and supply chain efficiencies to improve our competitive position domestically and in export markets.
- Introduce new, differentiated products to increase the level of market penetration in existing and new markets.
- Establish a best-practice development capability.
- Grow the demand for fibre cement in Asia through the use of distribution partners.
- Capitalise on demand for fibre cement as an alternative to asbestos-containing products that are being banned in the region.

Regional highlights

- Export sales continued to grow due to better coordination of manufacturing capacity in the region and more aggressive sales and marketing.
- A concerted effort has been launched to grow demand for fibre cement, through better alignment of marketing, R&D and product development activities.
- An Innovation Program was launched to systematically develop new ideas for products and business improvements.
- A new information system was implemented to integrate key functions with the aim of improving the quality of information for decision-making and increasing the speed and cost efficiency of business processes.
- Manufacturing costs were significantly reduced due to the closure of the West Australian plant, and manufacturing efficiencies in all plants.

Plant and Office Locations Asia Pacific

