



cemteQ

Innovation with Purpose

 2 Blumberg Street,
Industria West, JHB,
Gauteng, RSA

 +27 11 473 0440

 victor@cemteq.com

 www.cemteq.co.za

 Victor Bouguenon
Managing Director



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CemteQ Building Solutions (Pty) Ltd



About Victor

Victor Bouguenon is the founder and Managing Director of CemteQ Building Solutions and CemteQ Technologies, companies which focus on developing, manufacturing and distributing smart, world-class, sustainable cementitious products for the building industry. He has been directly involved in the development, manufacture and business development of various ranges of “smart”, sustainable building materials, some of which are cutting edge and already market leaders. Prior to that, he headed up group marketing for AfriSam, one of southern Africa’s leading cement and concrete producers, which immersed him deeply in the construction and building materials sector. He is a qualified Chartered Marketer and, whilst he has held various executive marketing positions in the industrial, technology and FMCG sectors both locally and in the UK, his specialty is business-to-business marketing and sales in the industrial and technology segments. He is an active participant in Golf, Gym, Swimming, Squash, Tennis, 4x4, motorcycling and Scuba Diving, with a passion for most sports as well as the stock market, the game of business, properties, classic and current cars, travel, art, music and the outdoors.

About Victor's Role

Developing a unique and remarkable brand and continuously managing the product innovation and improvement process. Developing and managing the vision for the business and providing direction and inspiration to get us there. Making sure that we have the relevant skills, systems, products, customers, partners, know-how and attitude to move forward rapidly in a tough environment.

About CemteQ

CemteQ specialises in sustainable lightweight building technology. CemteQ strives to offer the highest quality, most consistent lightweight building materials, products and systems on the market at competitive pricing. We develop and produce innovative sustainable materials and products and actively seek to repurpose waste materials with suitable properties into green buildings.

What makes CemteQ unique?

Products are significantly lighter than conventional materials which provides the inherent benefits of excellent thermal efficiency and a low embodied energy. Focus on re-engineering materials that are waste or bi-products of other industries and also ensure end-of-life recyclability. High quality exfoliated perlite products and blends which are used as an aggregate in composite cementitious formulations to produce unique and bespoke lightweight, insulating solutions for the building industry. Sustainability and innovation have always been at the heart of the business and have led to combine cement, designer admixtures and post-industrial recycled polystyrene, plastics and other waste products that otherwise end up in landfills as input materials into their sustainable lightweight composite concrete products.

Products

Perlite, ScreedLite, PlasterLite, CoreLite, Lightweight Concrete, Lightweight Blocks, Lightweight Walling , PlasterterQ

Favourite thing about working in the Building & Construction Industry?

It's a dynamic, down-to-earth industry.