



Photo: Protex manufacturing facility (Credit: Procrete Argentina)

CEMENTOS AVELLANEDA

Cementos Avellaneda acquired a majority stake in Procrete Argentina

Cementos Avellaneda, which is a company jointly owned by Molins and Votorantim Cimentos, has acquired a 70% majority stake in construction products company Procrete Argentina. The company's Protex brand covers a wide spectrum of specialized construction chemicals: waterproofing agents, concrete admixtures, joint sealants, industrial flooring and coatings, as well as repair mortars, anchoring and grouting products, and decorative coatings and flooring. The company has a presence in more than 10 countries in Latin America. Protex's prior owners will remain as minority shareholders with board representation. Molins, formerly Cementos Molins, implements

a comprehensive vertical integration strategy that spans the entire construction value chain, allowing the company to control costs, optimize supply chains, and advance its circular economy initiatives.

With a history spanning over 40 years in Argentina and a presence in more than 10 countries across the region, Protex is involved in everything from the continent's largest-scale construction projects to the essential needs of small-scale builds or home maintenance tasks. Backed by certified processes and a commitment to excellence, Protex products are a guarantee of quality.

SPOTLIGHT