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ConcreteDirect: The new Lafarge mobile app that modernizes and simplifies concrete orders

The ConcreteDirect app allows users to have complete control over their concrete orders, from submission to delivery

True to its commitment to seek and offer innovative solutions focusing on the actual needs of its customers and partners, **Lafarge, a member of HERACLES Group**, is launching **ConcreteDirect**. A pioneering mobile app that revolutionizes the digital transformation of the building materials industry, offering multiple benefits to all parties involved, including customers, production plants, and truck drivers.

With Lafarge's ConcreteDirect, users can now enjoy unparalleled flexibility as they effortlessly monitor their concrete orders in real-time, ensuring precise and consistent updates directly on their smartphones. The app advantages include the possibilities to place, amend and confirm orders 24/7 from any location; track trucks in real time; chat live with the dispatch department; review the progress of ongoing deliveries; and keep a digital record of all orders. In addition, users can receive push-notifications of their order progress, such as the time of arrival of the truck.

Mr. Vassilis Iakovou, Concrete Business Director, HERACLES Group, stated: "At Lafarge, we continue to pioneer and spearhead advancements within our industry, consistently delivering cutting-edge solutions that are perfectly aligned with the present needs and demands of the market. Lafarge's new innovative mobile app, ConcreteDirect, is yet another proof that for all of us, innovation and the continuous improvement of customer experience are at the heart of our actions. We are confident that those who adopt this innovative app into their daily lives will find it extremely useful and will be completely satisfied with the benefits it offers."

Interested parties can obtain Lafarge's ConcreteDirect app by downloading it for free from Google Play, the App Store or by scanning the QR code:

