

# CUSTOMER HIGHLIGHT: ASL

Lafarge and Agrodrain Systems Limited (ASL) have cultivated a partnership spanning over 15 years, characterized by mutual support and collaboration. ASL, founded in 1975, has evolved from its beginnings as a specialized tile drainage plow operation to a comprehensive service provider in the residential development and ICI (industrial, commercial, and institutional) sectors.

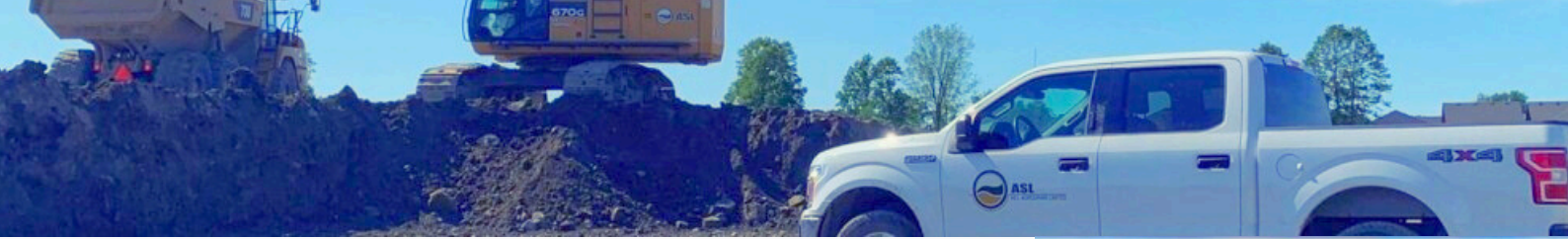
ASL's history involves significant growth and diversification, including ventures into international markets such as India and Pakistan, where they collaborated with regional governments. Back in Canada, the company expanded into earthworks and golf course construction, later partnering with major land developers in Ottawa for the construction of residential subdivisions. Today, ASL offers a unique combination of services in six sectors, showcasing innovation, a service-centric approach, and a commitment to safety.



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SANDRO RICCI  
PRESIDENT OF ASL



Looking ahead, ASL envisions further development as a service-centric company over the next five years, aiming to be a one-stop shop for clients. Lafarge, recognized as a neutral third party in the market, plays a crucial role in supporting ASL's strategic objectives, particularly as the company expands geographically.

The safety culture at ASL revolves around the core principle of "Always Stop & Look," emphasizing a commitment to safety in daily operations. Lafarge's alignment with safety standards and key performance indicators is acknowledged, reflecting a shared dedication to ensuring a safe workplace.

Sustainability holds significant value for ASL, demonstrated through environmental projects, partnerships with conservation authorities, and investments in innovative, sustainable practices such as hybrid and electric equipment. Noteworthy projects, like Brewer Pond and Baxter Pond, showcase ASL's commitment to environmental reconstruction and education, leaving a lasting impact on the community.

The relationship between ASL and Lafarge is characterized by growth and consistency. Despite personnel changes, Lafarge has consistently provided support and service, contributing to ASL's success. Lafarge's role as an equalizer in the market and a reliable partner during project execution has been instrumental.

In defining Lafarge in three words—consistent, scalable, and friendly—ASL emphasizes the company's reliability, adaptability, and positive working relationship. The suggestion to further joint efforts for mutual growth includes sharing information on upcoming projects, fostering collaboration in a vertically integrated market, and recognizing Lafarge's pivotal role as an independent third party.

