



## SUCCESS STORY

### MODERNIZATION OF A BRICKS MANUFACTURER

Faced with increasing energy prices, Briqueterie Sidi Kacem, a bricks manufacturer approached MorSEFF for technical assistance and financing of its investment project consisting of the replacement of its kiln tunnel cars coatings, made of inefficient material, with highly efficient coating.

This new coating is characterized by low heat capacity with ultra-light components made of cordierite materials, featuring both high thermal resistance and mechanical strength. This coating is expected to reduce energy consumption from the cars by reducing its weight and by insulating the cars, which in turn reduces the thermal conductivity between the different levels of the coating. This new coating will also help reduce maintenance of cars due to longer coating life.

As a result of this 6 million dirham investment, the average energy consumption will decrease by 581 MWh/year (38 %) and the production will increase through a 3% reduction in breakage. In addition, 153 tCO<sub>2</sub>equiv of emissions should be avoided each year. The payback period of this investment is expected to be less than 4 years.



### THE COMPANY

Brick manufacturer  
Location – Sidi Kacem



### INVESTMENTS

MAD 6 000 000  
Efficient car coating



### PROJECT GOALS

Reduction of energy consumption  
Reduction of greenhouse gas emissions  
Modernization of the unit



### RESULTS

Energy savings: 581 445 kWh/year (38%)  
Reduction in CO<sub>2</sub> emissions: 153 tCO<sub>2</sub>equiv/year  
IRR: 28.62 %  
SPBP: 3.9 years