

# Lafarge South Africa launches Binastore

Lafarge South Africa has launched a new home building service called Binastore. Its first store opened late last month with the rebranding of the company's Orlando East Service Centre. Further Binastores are scheduled to be opened throughout Gauteng.



“We recognised that bringing the dream of a new house to reality, or even doing an extension to your existing home can be a complicated, time-consuming and often stressful experience,” says Sibongile Sibanda, Lafarge South Africa’s country marketing director. “Binastore is a one-stop service centre that is the solution to making any home building project a straightforward and enjoyable experience.”

Binastore will also be launched as an interactive web platform, providing access to a range of house designs options, immediate budget cost estimates, links to information on obtaining finance and how to obtain planning permission, as well as the selection of an approved local building contractor.

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