



# GMA and KAEFER Saudi Arabia Strengthen Collaboration on Sustainability Initiatives



Mohammed Alasfour, Director - HR, Legal & Administration - KAEFER Saudi Arabia (left), receives the Platinum Member Award from Cameron Sargeant, Group People & Sustainability Manager - GMA Garnet Group (right).

## Overview

Location	Saudi Arabia
Volume of Garnet Recycled	Approximately 7,750 tons during 2023 & 2024 combined
Cost Savings	Approximately SAR 2.3 Million (EUR 0.53 Million)

At GMA, we take pride in building partnerships that drive meaningful environmental change. Our recent engagements with KAEFER Saudi Arabia exemplify this commitment, as we work together to implement cost-effective and environmentally friendly used garnet disposal solutions for KAEFER’s projects in Saudi Arabia. Two key milestones in our collaboration were celebrated in 2024 and early 2025, highlighting our shared progress toward a more sustainable future.

## Recognizing Excellence in Sustainability

In September 2024, Cameron Sargeant, Group People & Sustainability Manager at GMA Garnet Group, presented the Platinum Award under GMA’s Used Garnet Return Rewards Program to KAEFER Saudi Arabia. This award, accepted by Shaid Corol, KAEFER Saudi Arabia’s Assistant General Manager – Procurement & Material, acknowledges their outstanding efforts in diverting used garnet from landfills via Garnet Arabia Company (GAC) – a local subsidiary of GMA Garnet Group.



“The Platinum Award is a reflection of KAEFER’s dedication to sustainability,” said Cameron Sargeant. “By prioritizing responsible waste management, they are setting a strong example in the industry and demonstrating how circular economy principles can be successfully integrated into daily operations.”

“We truly value our partnership with KAEFER and their commitment to sustainable practices. This ongoing collaboration allows us to enhance resource efficiency and ensure that used garnet is managed responsibly, benefiting both the environment and the industry.”

## A Longstanding Commitment to Circular Economy

KAEFER Saudi Arabia's collaboration with GMA dates back to 2010, marking over a decade of shared environmental commitment. A key highlight of this partnership is KAEFER's active participation in the Used Garnet Return Rewards Program, which supports circular economy goals by reprocessing used garnet instead of disposing of it in landfills. Over the past two years alone, 7,750 metric tonnes (MT) of used garnet have been returned by KAEFER to GAC's reprocessing facilities: 3,869 MT in 2023 and 3,881 MT in 2024. This initiative not only promotes waste diversion but also demonstrates a practical, scalable model of sustainable industrial operations.

Through GAC's closed-loop reprocessing system, up to 80% of the garnet can be recovered and repurposed for ancillary applications. This reduces the demand for natural resources and extends the life of every grain of garnet that is mined. Furthermore, this effort has potentially saved approximately SAR 2.3 million in landfill disposal costs over the past 2 years.



L to R: Mohammed Alasfour, Director - HR, Legal & Administration (KAEFER); Shaïd Corol, Asst. General Manager - Procurement & Material (KAEFER); Soni John, General Manager (GMA); Flynn Cowan, General Manager International Sales & Marketing (GMA).



L to R: Flynn Cowan, General Manager International Sales & Marketing (GMA); Soni John, General Manager (GMA); Hauke Janssen, Global Category Manager (KAEFER); Shaïd Corol, Asst. General Manager - Procurement & Material (KAEFER).

## Advancing the Dialogue on Garnet Recycling

In January 2025, Flynn Cowan, GMA's General Manager for International Sales & Marketing, visited KAEFER Saudi Arabia to further the conversation around the used garnet disposal solutions offered by GAC. During the visit, Flynn met with KAEFER's local team, building on the foundation laid during Cameron's visit.

The meeting also included a virtual conference call with Hauke Janssen, KAEFER's Global Category Manager, who joined from the company's headquarters in Germany. This session strengthened ties and opened doors for deeper operational and commercial collaboration across various markets where both companies operate.

*"By responsibly returning used garnet to GAC for recycling and reprocessing, companies like KAEFER not only prolong the life of our garnet mines but also minimize the negative impact on the environment by reducing the region's waste footprint," said GMA's General Manager for International Sales & Marketing, Flynn Cowan.*

## A Shared Vision for a Greener Future

These milestones underline the importance of fostering relationships that champion sustainability. GMA's Used Garnet Return Rewards Program demonstrates how businesses in the abrasive blasting and surface preparation industries can collaborate to reduce waste, promote recycling, and make a tangible impact on environmental conservation.

As a global leader in sustainable business practices, GMA remains dedicated to helping companies meet their Environmental, Social, and Governance (ESG) goals. With over 40 years of commitment to sustainability, we continue to evolve our strategies to support responsible resource management and circular economy initiatives.

*"Having worked with KAEFER Saudi Arabia for many years, it's inspiring to see their consistent commitment to sustainability. Our ongoing collaboration on environmentally friendly used garnet disposal reflects the strength of our partnership and shared vision for a greener future," said Soni John, General Manager, Garnet Arabia Company.*

Disclaimer: Recycling rates and environmental savings are subject to material quality and processing efficiency. Actual results may vary.