



# T H E WHITE SITE

## Contents:

Page 2

**Two presidents visit Building and Construction Exhibition in Poland**

**The Lady from the Sea**

Page 3

**Light, welcoming spaces with white pavings**

**Videoconferencing now possible ...**

**Guide to handling Big Bags**

**Keep your eyes open**

Page 4

**AALBORG WHITE A/S New company name for all white cement activities**

**Opening of AALBORG WHITE® Philippines Sales Office**

AALBORG WHITE® is white cement – a product of nature's own raw materials, refined with unparalleled technology, for use in the creation of beauty and functionalism.

## NEWSLETTER FROM AALBORG WHITE®



# AALBORG WHITE® was chosen in restoring one of the world's most famous monuments

*Written by Jørgen Norup, Executive Vice President, Sales and Marketing, Aalborg Portland A/S*

Everyone knows the Parthenon, perched on top of the Acropolis, high above the roofs of Athens. It is not surprising that the ancient Greeks chose this site to build the Parthenon. The location offers a full-circle panorama of the surrounding hills and distant sea. But the ravages of time have not been kind to the famous Pentelikon marble that would have been brilliantly white when the temple was inaugurated in 432 BC. The building of the Parthenon was commissioned by Pericles and carried out by the famous architect Pheidias. It was severely damaged in the 17th century when an Ottoman ammunition dump exploded.

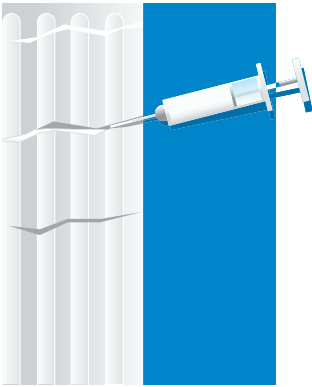
According to the leader of current restoration work, Mrs E. Papakonstantinou, restoration of the Parthenon has been an on-going enterprise throughout the 20th century. Rebuilding the Acropolis in its original form is not intended, but what is left is to be preserved. Even that is a tall order, for the severe pollution in and around Athens is rapidly eating away at the marble. In addition, previous restoration work has merely worsened the situation. In the 1840's many of the columns were reconstructed haphazardly,

and in the 1920's, steel clamps were hammered into the stones to keep them together. The steel clamps have since corroded and severely damaged the marble. But, as Mrs Papakonstantinou explains, in the light of the technical know-how of the time, it was the best available solution.

Four of the Parthenon columns, as well as marble in the adjoining shrines and the main entrance to the Acropolis, are currently being restored - surgery at the highest level. "In fact we order lots of hypodermic needles, syringes and tubing from the pharmaceutical industry," says Mrs Papakonstantinou, "and the suppliers often think we are a large hospital when we phone them to place an order. Which we are in a way, but it is our cultural heritage that is at risk, not human lives."

The first step in restoring the columns, which are approximately 10 metres high, is to ultrasonically scan every millimetre. This provides an "X-ray" image of each and every flaw in the columns. A column might have a thousand cracks, both visible and invisible.

*...continues on page 2*



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On the basis of this analysis, invisible flaws can be repaired and holes effectively "plugged" by inserting plastic tubing into the column, attaching a syringe and injecting a mortar mixed with **AALBORG WHITE®** cement. Visible flaws on the column surface are restored using bricklayer's trowels, most often no bigger than ice-lolly sticks.

Why is **AALBORG WHITE®** cement the obvious choice? Well, it is very important that the mixture of cement and mortar sets very rapidly in the columns. Within 25 seconds in fact, otherwise the hole will not be effectively closed. "In this respect, **AALBORG WHITE®** cement works

best in our experience," says Mrs Papakonstantinou, "even though we use our local cement for other purposes."

Another reason for choosing **AALBORG WHITE®** is its high sulphate resistance, which is particularly relevant given the high level of air pollution from heavy traffic.

"We also use **AALBORG WHITE®** cement in restoration work on the column surface because the whiteness and purity of the cement makes it easier to choose the right coloured aggregates so that the mixture of cement and mortar matches the colour of the marble. It is therefore impossible to see the difference between old and new," concludes Mrs Papakonstantinou.

## Two presidents visit Building and Construction Exhibition in Poland

*Written by Audrius Svencionis, AALBORG WHITE® Sales Team*

BUDMA is the biggest and most important building and construction exhibition in Poland. Since 1991 it has taken place every year in the middle of January in Poznan.

The exhibition was visited by the Polish president Alexander Kwasniewski accompanied by his Russian opposite number, Vladimir Putin, who at the time was on an official visit to Poland. This created a fair amount of publicity for the exhibition and necessitated the establishment of extensive security measures at the exhibition site, which on the day of the visit kept most ordinary members of the public away.

This was the sixth time that Aalborg Portland Polska participated in the exhibition together with the **AALBORG WHITE®** sales team from Denmark.

Despite the economic slowdown in the construction business, the exhibition is still the place to meet customers and to observe the latest trends in the business. It is reassuring to see new companies – both foreign and Polish – starting production in Poland based on white cement. It also seems that the demand for white cement in Poland is not affected by the slowdown to the same extent as grey cement.



## The Lady from the Sea

*Written by Gurli Brogaard, Marketing Coordinator*

This more than 6-metre high concrete sculpture, made using **AALBORG WHITE®** cement, stands at the entrance to Sæby Harbour in Denmark and is illuminated at nightfall. The sculpture is double-sided so that it gazes over the land as well as the sea.

The form of the sculpture was first cut from polystyrene. This was then covered with stainless steel netting onto which concrete was sprayed. Reinforcement bars were inserted through the polystyrene and cast firmly into the concrete foundation. Finally, the sculptor modelled all the details on the concrete surface before placing the ceramic and glass figures donated by the children.



*Around 900 children from schools and children's institutions helped the Norwegian sculptor Marit Benthe Norheim to create her "Lady from the Sea". Each one of them contributed a small ceramic or glass figure for inclusion in the sculpture.*



AALBORG WHITE®

## From grey cement to creative elegance with white cement

### Light, welcoming spaces with white pavings

Written by Tommy Bæk Hansen, AALBORG WHITE® Technical Team

Using flagstones based on white cement rather than grey, it becomes possible to design and build squares and other city spaces with a more inviting and open atmosphere than otherwise possible.

Also, by alternating between different colours and different levels of brightness in the paving, the pathways and other patterns in the layout can be enhanced in an aesthetically pleasing and durable way.

In smaller spaces, such as courtyards and halls, light surfaces may be used to create a feeling of space and air.



By alternating between dark (grey cement) and light (white cement) surfaces, paving can be used decoratively...



...or to enhance pathways and other distinct patterns in the layout of the square.

## Videoconferencing now possible ...

..... with AALBORG WHITE® staff in Ipoh, Malaysia, and Aalborg, Denmark. Both facilities have recently installed videoconferencing equipment.

Customers, distributors, colleagues, etc. are invited to take part in videoconferencing with the AALBORG WHITE® staff. Let AALBORG WHITE® have your videoconferencing numbers.

Videoconferencing can be used as a supplement to the regular visits, but will never be able to replace a person-to-person meeting.



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+60 5 320 21 25  
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**Please call all our numbers to obtain optimum picture quality.**

## Guide to handling Big Bags

This brochure has just been updated and reprinted. It can be downloaded or ordered from our website:



[www.AalborgWhite.com](http://www.AalborgWhite.com)

## Keep your eyes open

The purpose of The White Site is to inform the reader and provide inspiration on how AALBORG WHITE® cement can be used. The editors are therefore always eager to receive material for publication in future newsletters. This issue of The White Site is accompanied by a form for use when submitting material – so, keep your eyes open, keep us informed, keep it simple, and send in your story or idea whenever you get to know of a project that deserves mention in The White Site. You are welcome to fax your material or contact Gurli Brogaard by e-mail at [marketing@AalborgWhite.dk](mailto:marketing@AalborgWhite.dk). If you do this today, we will send you a little gift.





AALBORG WHITE®

## Aalborg White A/S New company name for all white cement activities

As of 1 January 2002 Aalborg Portland A/S took over the company Aalborg Portland White A/S, a 100% subsidiary of FLS Industries A/S covering white cement investments in Egypt and Malaysia.

It was decided to rename the company Aalborg White A/S so that it embraces all white cement activities of the Aalborg Portland Group.

Management of the company continues unchanged with Søren Vinther as President and CEO.

## Opening of AALBORG WHITE® Philippines Sales Office

The official opening of the AALBORG WHITE® Philippines sales office took place on 5 March at a reception at the New World Renaissance Hotel in Manila. The occasion marked the takeover of the former Blue Circle company's white cement activities in the Philippines. AALBORG WHITE® bought out the assets from Blue Circle, now Lafarge, in the fall of 2001 to follow the AALBORG WHITE® strategy of becoming market leader in the white cement field in the Philippines.

The Danish Ambassador to the Philippines, Mr. Peter Rosting, was a welcome honorary guest with the AALBORG WHITE® CEO, Søren Vinther, giving the opening speech followed by the AALBORG WHITE® Asian director, Bo Ankerfelt, from the Aalborg RCI White Cement company in Malaysia.

The General Manager of the Philippines operation, Mr. Menandro Lojo and his staff, had put together an impressive list of guests, particularly among leading architects in order to start giving inspirational ideas for growing the market within white cement and concrete solutions.

An inspiring evening, and The White Site wishes Mr. Lojo and his staff the best of luck and success in building up the Philippine market for white cement.



Philippines Sales Office staff from left to right: Ms. Grace dela Cruz, Accounting Clerk - Mr. Cary San Juan, Marketing Officer - Mr. Menandro I. Lojo, General Manager - Ms. Maria Romana Benitez, Secretary - Ms. Maria Theresa Abar, Finance Officer.



From left to right: Mr. Bo Ankerfelt, Mr. Menandro I. Lojo, Mr. Søren Vinther and Mr. Jørgen Norup.



From left to right: Mr. Menandro I. Lojo, General Manager, Aalborg White (Philippines), Inc. - Mr. Levy V. Espiritu, President, Datem Construction - Honorable Peter Rosting, Ambassador of Denmark - Mr. Søren Vinther, President & CEO, Aalborg White A/S - Ms. Julie L. Sioco, Vice President/Senior Banker, Unit Head-Global Relationship Banking, Citibank - Mr. Aristotle P. Tan, Vice President, Global Relationship Banking, Citibank - Mr. Jørgen Norup, Executive Vice President, Sales and Marketing, Aalborg White A/S - Mr. Bo Ankerfelt, Managing Director, Aalborg RCI White Cement Sdn. Bhd., Malaysia - Architect Ricardo dela Rosa, Partner, GF & Partners.

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