



NEWSLETTER FROM AALBORG WHITE®

T H E WHITE SITE

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AALBORG WHITE® is white cement – made from nature's own raw materials, refined by supreme technology, and used for beautiful and functional solutions.



In front of the museum, specially designed benches combined with outdoor lamps form a long gradual curve leading visitors to the entrance.

From grey to white

*– from history to
contemporary architecture*

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During the Second World War, one of Northern Europe's strongest defences was built at the Danish town of Hanstholm as part of Hitler's "Atlantic Wall". By the end of the war, the fortification covered an area of 9 km² and had a complement of 3,000 men. Fragments of the "Atlantic Wall" are preserved to this day as powerful reminders of the past. Among others, these consist of massive sculptural grey concrete monoliths along the west coast of Jutland.

The main bunker at Hanstholm housed one of the four mighty 38 mm cannons, whose barrels were 19 metres long and weighed 110 tons. Today, the bunker forms part of a new visitor



and documentation centre as well as a museum for the "Atlantic Wall" exhibition.

The new documentation centre is the result of an architectural competition, invited by the Danish Arts Foundation and won by Cubo Arkitekter in 1995. The centre, completed in July 2002, was opened by Her Majesty Queen Margrethe II and has since been nominated for the Mies van der Rohe award. In contrast to the grey historic reminders on the beach, the new museum is built of white in-situ concrete – using AALBORG WHITE® cement.



Above: Care has been taken to ensure that the visitor centre suits its sand-dune environment.

Left: Display cabinets and platforms form an integral part of the constructivist lines of the building.

Facts:

Owner:	Hanstholm Visitor and Documentation Centre
Architect:	Cubo Arkitekter A/S
Consulting engineers:	Birch & Krogboe
Gross area:	1100 m ²
Price:	DKK 18 million



The colours and materials used in the interior highlight the fine white in-situ concrete in intelligent interplay with light-coloured birch panelling.

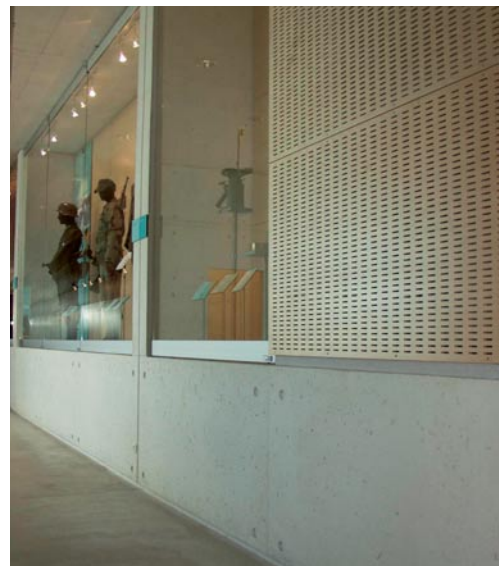
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Care has been taken to ensure that the visitor centre suits its sand-dune environment, and along with existing landmarks and the beautiful pine forest, the building forms a striking line in the landscape. The existing bunker remains almost untouched – only the entrance to the ammunition passageway is integrated with the centre's foyer and thus functions as the main entrance to the labyrinthine interior of the cannon emplacement.

In sharp contrast to the totalitarian grey concrete architecture of the historic fortification, the white in-situ concrete of the visitor and documentation centre makes it appear liberated – light, open and friendly. The characteristic recurrent lines of the building continuously unite it with the surrounding landscape, the horizon and the overarching sky. The almost Apollonian simplicity of the building forms a well-arranged setting for the museum and research sections with display cabinets and platforms forming an integral part of the constructivist lines of the building.

This constructivist design is based on the idea of a complete cast-in-situ white concrete building leaving free columns and beams which so to speak gradually dissolves the construction towards the sea. Facing the sea, the long glass facade is suspended from the fragmented concrete structure and is partially continued upwards into the white concrete roof covering.

The colours and materials used in the interior highlight the fine white in-situ concrete in intelligent interplay with light-coloured birch panelling, doors and furniture, and with steel inserts and profiles for acoustic regulation. In front of the museum, specially designed benches combined with outdoor lamps form a long gradual curve leading visitors to the entrance. Lamps form an integral part of the benches. The architects wanted to deliberately bring out the nature of the white in-situ concrete by accepting a certain amount of air voids in the surface and by refraining from chamfering any of the corners. Naturally, a slight amount of flaking occurs as corners wear, making the texture of the concrete surfaces appear organic and true.



To visitors, the building manifests itself as an exponent of a sharp contrast in time – from the brutalistic past use of the strength inherent in grey concrete for the purpose of aggression and suppression to the subtle contemporary white concrete technology used intellectually for cultural and historical enlightenment – as a foretaste of what concrete as a building material can offer mankind in the future.



**Keep your eyes "WHITE" open
... and win a digital camera**

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Thanks to all those readers who have sent suggestions for reference buildings in which AALBORG WHITE® cement is used. We look forward to receiving even more suggestions. The article on Fallen Fruit resulted from a suggestion sent by Paul Cantillon, Area Sales Manager at Castle Cement Ltd. in Bristol.



AALBORG WHITE®

Fallen Fruit

A new range of garden ornaments has seen the light of day

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Willowstone Garden Products, a British company well known for its garden benches, pots and statues, has recently launched a new range of garden ornaments consisting of oversized fruit made of barley-coloured AALBORG WHITE® cement. The range contains pears, whole apples and apple halves. The fruit weigh 42-50 kg, are 40-45 cm in diameter and have a brass stalk.

The Fallen Fruit range has been well received by the some 1,000 customers Willowstone supply. The garden ornaments have already become so popular that the range has just been extended with additional fruit, including walnuts, acorns, cherries and hazelnuts. Further information is available on the www.willowstone.com website.

ARTicles
of AALBORG WHITE®



Export of AALBORG WHITE® cement from Egypt

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The export of AALBORG WHITE® cement from Sinai White Cement in Egypt is continuing its positive development, reaching a level equivalent to that of Sinai White Cement sales on the domestic Egyptian market after the first seven months of 2003. Product acceptance by customers and high service levels combined with regional competitiveness are the primary reasons for this positive result. With customer relations and sales contracts being handled by export staff in Denmark, SWC personnel concentrate on preparing and dispatching individual orders, including the preparation of shipping documents. Daily contact between the two units ensures that export commitments are met.

Throughout the region, AALBORG WHITE® cement produced in Egypt has been accepted as a quality product. Applications on the export markets of North Africa and the Middle East are

typical for the region, with terrazzo tiles representing the highest consumption. Proactive technical sales support on individual markets and the continuous optimisation of production and logistics at Sinai White Cement are contributing to the continuous process of achieving customer satisfaction.

The sale and marketing of AALBORG WHITE® cement on each market is carried out in cooperation with local partners and aims to fulfil market-specific needs and requirements.

AALBORG WHITE® cement and clinker are primarily exported by sea from the ports of El Arish and Damietta on the Mediterranean Sea and Ain Sukhna on the Red Sea. However, export in containers is also contributing to the growth in exports, which are targeted to reach approx. 180,000 tonnes in 2003.

International Exhibition for Building & Construction 10th Inter Build Exhibition, 19-23 June 2003 in Egypt

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The International Exhibition for Building & Construction is one of the most important exhibitions in the region and is considered to be an excellent opportunity for industrial companies to demonstrate their products, including cement. The participation of Sinai White Cement in this exhibition was therefore essential as it will help SWC fulfil their objective of making white cement the most widely used product in Egypt – and not only in the tiles industry.

For the exhibition, SWC developed the concept of "Magic Powder", which is ideal for use in indoor and outdoor ornaments, hotel roof tiles, white concrete buildings, pathways, coloured stones, swimming pools, art works, etc. as it

reduces the cost of painting. All of this was explained in detail in the brochures and other advertising material prepared for the exhibition and in the design of the SWC booth.

Without doubt, the effort put into this exhibition will have considerable positive effect on the SWC image on the local market in the future.





AALBORG WHITE®

Training session at Aalborg

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Leading AALBORG WHITE® employees from the Philippine operation visited Aalborg recently to receive training in the uses and applications of AALBORG WHITE® cement. Apart from theoretical studies, participants also visited various sites where white cement is used in practice for precast products, concrete stones, mortars, etc. It appears that the purpose of the visit was fulfilled as our AALBORG WHITE® colleagues returned home full of enthusiasm and ready to plan new activities for the Philippine market.

Stan Cramer, from our American partner, Lehigh White Cement, also participated in the session. Stan was appointed general manager almost two years ago, and this was his first visit to Aalborg. According to reports, he was pretty impressed with the facilities.



From left: Stan Cramer (General Manager, Lehigh White Cement), Menandro Lojo (President, Aalborg White Philippines), Jørgen Norup (Executive Vice President, Sales & Marketing, Aalborg Portland), and Carmelo San Juan (Marketing Officer, Aalborg White Philippines).

Kiln 76 at Aalborg nearing completion

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Erik Gramkow, Plant Manager.

The Aalborg plant is in the final stages of converting a grey cement kiln to white cement production instead. "The kiln has been renamed Kiln 76, and the project has run smoothly throughout," says Erik Gramkow, plant manager at Aalborg. "We will definitely be ready by the end of the year, although we are full of confidence that we will be able to put the kiln into operation earlier."

The new kiln will have an annual output of 230,000 tonnes, bringing the total white cement capacity of the Aalborg plant to 840,000 tonnes.

Altogether, the Aalborg Group has the capacity to produce 1.5 million tonnes of white cement worldwide.

Booming sales in Poland

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Sales on the Polish market are developing very favourably this year. The first seven months of 2003 saw a 65% increase in tonnage compared with the same period last year. Our position has been vastly improved by the establishment of the silo terminal at the port of Gdynia. The terminal has improved our competitiveness, both logistically – by providing shorter delivery times for customers – and in terms of price.

We believe that this positive trend will continue in the coming months as the Polish economy, like others, slowly recovers and the observed increases in construction activity take effect.

International challenges in white cement trigger new expansion

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Intensifying and coordinating the international effort to bring AALBORG WHITE® cement further ahead of its competitors have led to additional new posts being filled at Aalborg.

In a new post as marketing manager, Brian Schou Nielsen will lead the Aalborg White Marketing Team towards new goals. Ms. Line Renée Thellufsen is also joining the team as mar-

keting coordinator, and Svend Barnholdt returns as technical consultant. Our new colleagues will be taking up their posts between 1 September and 1 December.

In addition, a new post as key account manager for private label sales remains to be filled.

So it's all action at Aalborg.

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Circulation: 2000

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B10 MARKETING A45 239 1611/03 09