



T H E
**WHITE
SITE**

Contents:

Page 2

Attractive bus shelters

Innovative new roundabout

Romance with AALBORG WHITE®

Page 3

Construction Fair BUDMA

Sales Office in Australia

White beauty in Sharm al-Sheikh

Page 4

Sales & Marketing Family in Aalborg

Flemming Oest stays on in Sinai

New general manager

Keep your eyes "WHITE" open

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

NEWSLETTER FROM AALBORG WHITE®

Architecture students become well acquainted with white concrete

hbn@AalborgWhite.dk

During a month-long workshop in September 2003, students at the Aarhus School of Architecture in Denmark have gained hands-on experience in white concrete, both literally and technically.

The workshop was arranged jointly by the Aarhus School of Architecture and the AALBORG WHITE® Technical Team, and Århus Cementvarefabrik A/S, a concrete element manufacturer, provided practical assistance and premises for the course. The workshop also marked the start of an entire year with concrete as the main theme at the Department of Architectural Design.



Changed opinions on concrete



For many of the students, the workshop radically changed their opinion on concrete and opened their eyes to its unlimited workability. Conversely, the material was stretched to its limits by the students, who open-mindedly and with no constraining preconceptions of conventional concrete applications threw themselves wholeheartedly into the project. Overall, the workshop introduced the architecture students to all aspects of concrete manufacturing processes, spanning from creative design, planning, mould construction, casting and stripping to the ultimate assembly and installation of the elements produced.

Frontier-breaking projects

The workshop consisted of two main parts – one short and limit breaking, the other long and limit seeking. The objective of the first short project was to refute the static belief that concrete workability ends with mould design. By filling flexible neoprene tubes with white concrete and first shaping them after casting, the limits for concrete expression were considerably expanded. The project resulted in 26 white concrete columns, each 1.2 m in height, which were exhibited at the Aarhus School of Architecture in the autumn and later at the inauguration of kiln 76 in Aalborg.

In the subsequent long project, a 14-metre-long girder, three columns and three plinths were designed, planned and produced. The completed white concrete construction was erected at the school's exhibition hall to mark a new exhibition.

The Aarhus School of Architecture has highlighted the workshop as a successful example of how collaboration between educational establishments and private enterprises can lead to innovative applications for concrete as one of the most interesting building materials of the future.



The workshop introduced the architecture students to all aspects of concrete manufacturing processes, spanning from creative design, planning, mould construction, casting and stripping to the installation of the elements produced.

Attractive bus shelters

hoskova@inplus.cz



Bus shelters like the one in the photograph are presently being built in the Slovak Republic and there are now dozens of such shelters. The project is on-going, with new shelters under construction, and public response has been very positive.

From grey to white

Similar bus shelters have also been built in the Czech Republic. Although grey cement was initially used, a white cement project has been initiated, and bus shelters of the type shown will be introduced in the near future.

The shelters are built of white moulded blocks (200 mm in width), in a combination of one-sided, two-sided and corner cut blocks. The blocks are produced by KB-BLOK using **AALBORG WHITE®** cement with the addition of titanium dioxide to provide self-cleaning properties (similar to white road markings).

KB-BLOK is the leader and innovator on the market for concrete masonry in the Czech Republic. It is a dynamic, expanding company, and production capacity increases annually. At present, there are four production lines and new products are introduced each year at building and construction fairs.

Innovative new roundabout system in safe and attractive design

hbn@AalborgWhite.dk

For many years, the Danish Road Directorate has pursued a strategy of constructing safe and attractive roads. The use of striking white surfaces with a high degree of light reflection is an important element in the achievement of strategy objectives.

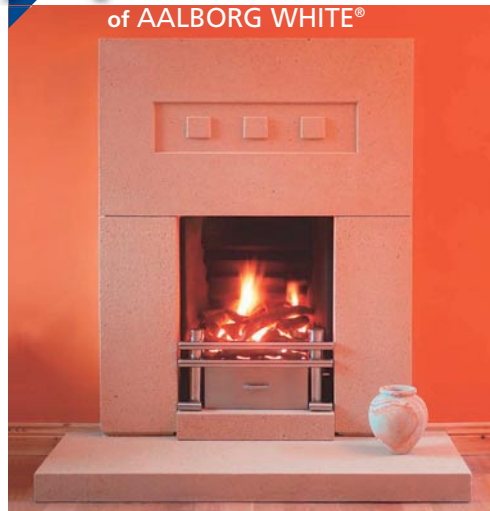
The Danish Road Directorate has therefore developed a completely new roundabout concept in close collaboration with the **AALBORG WHITE®** Technical Team and Dragsholm Beton ApS, a Danish manufacturer of concrete elements. The innovative system makes extensive use of newly designed white and colour pigmented concrete elements based on **AALBORG WHITE®** cement.

The first roundabout of its type is to be built on Zealand in Denmark. The concrete elements are now all in production, and the Danish Road Directorate expects the roundabout to be completed by mid 2004. The construction phase of this impressive project will, of course, be followed closely, and later in the year, an article with photos will be carried out.



ARTicles of AALBORG WHITE®

The showroom of Fortress Stone Limited shows a wide range of the products and is worth a visit if you are in the neighbourhood. Otherwise visit www.fortressstone.com for further information on both fireplaces and other interesting artworks.



Romance with AALBORG WHITE®

mha@AalborgWhite.dk

In Northern Ireland you will find an extremely exiting manufacturer of - as they say - "Anything and Everything in Stone". The production is primarily based on fireplaces - each design individually created to achieve texture and variation, which is a characteristic of quarried stone. The surround is created by blending **AALBORG WHITE®** cement with the highest quality natural aggregates producing the reconstructed stone, available in limestone, sandstone and granite.

Most of the products are made in moulds for dry concrete which leaves a smooth and "sanded" surface. All moulds and mixtures are made on site to provide a fast and flexible production.



AALBORG WHITE®

Construction Fair BUDMA in Poznań, Poland

mbi@AalborgWhite.com

Aalborg Portland Polska attended the BUDMA exhibition for the eighth time. This construction fair is the biggest exhibition within the building sector, not only in Poland but also in Central Eastern Europe. It was held in January 2004 for the thirteenth time, and some 1000 exhibitors from 30 countries presented their products, services and new technical achievements.

New business relations with architects and producers

During the four-day fair, Aalborg Portland Polska met many existing customers and a large number of prospective buyers of AALBORG WHITE® cement. Supported by Danish colleagues Audrius Svencionis and Brian Schou Nielsen, many business meetings were arranged with potential customers, especially producers and architects.



And – for the first time – it was possible for Polish companies to meet with representatives of the White Russian building authorities, thus providing an excellent opportunity to establish business relationships with that country.

Participation in the fair highlighted the increasingly strong position held by Aalborg Portland Polska on the Polish building market.

Sales Office in Australia

boa@AalborgWhite.com.my

Aalborg White Asia Sdn Bhd recently established a wholly-owned sales subsidiary on the Australian market, importing white cement from Malaysia. This will enable Aalborg White Asia to expand its long-established market position and to provide even better service to present and future customers. The name of the sales subsidiary is Aalborg White Cement (Australia) Pty Ltd. For further enquiries, please contact National Sales Manager Glenn Bear (glb@aalborgwhite.com.au).

Growing the Australian market with Bricklayers White

Apart from Aalborg White Portland cement, which has been marketed for more than 50 years, a new product, Bricklayers White, has

been introduced on the Australian market. This product is especially suitable for bricklaying and rendering due to the addition of a high-quality white limestone filler and an air entrainer for improved workability. As part of the introduction, a number of trade shows are planned in co-operation with local distributors.

Recently, a trade show to launch Bricklayers White was held in collaboration with Australian distributor Bexley Caringbah. It was a highly successful evening, attended by approximately 200 tradesmen, including bricklayers, builders and landscapers.

A working display with Bricklayers White was provided which was very popular with the invited bricklayers and resulted in a lot of positive feedback on the night. All in all, the trade show was a great success and has already resulted in good sales of the product from this outlet.



White beauty in Sharm al-Sheikh

y.osaily@sinaivhitecement.com

In one of the most wonderful sunny Egyptian resorts – Sharm al-Sheikh – a bright building provides a striking example of the beauty of white cement. Here, white cement is used as an exterior finish, expressing a new trend in Egyptian architecture focusing on values such as beauty, durability and uniqueness.

In support of this trend, Sinai White Portland Cement Co. is endeavouring to generate new applications for white cement and open new windows for the white-cement business by showing care and interest in every unique area in which the product could be used. During the second quarter of this year, Sinai White Portland Cement Co. plans to organise a seminar for architectural consulting firms and the technical departments of large contracting companies to focus on the wide range of white cement applications.





AALBORG WHITE®

Your AALBORG WHITE® Sales & Marketing Family in Aalborg

lrt@AalborgWhite.dk

Remember the first issue of The White Site, published in February 2001? Perhaps not, but we are proud to announce that your AALBORG WHITE® Sales Family has expanded substantially since then.

With our new kiln line at the Aalborg plant, the annual production capacity for white cement has been increased to 850,000 tonnes, making the Aalborg Portland Group the number one white-cement producer in the world with a total capacity of 1.5 million tonnes.

To ensure the continued growth of our global market share for white cement, and provide our business partners around the world with intensified support, the AALBORG WHITE® Sales, Marketing and Technical Team now has a staff of eleven. The team includes recently employed Marketing Manager Brian Schou Nielsen, Key Account Manager for Private Label Morten Haagerup and Marketing Coordinator Line Renée Thellufsen. In addition, we are very pleased to welcome Technical Consultant Svend Barnholdt back to our team.



From left to right: Ann Marie Søborg Sørensen, Audrius Svencionis, Line Renée Thellufsen, Henrik Hougaard, Brian Schou Nielsen, Hans Bruun Nissen, Svend Barnholdt, Morten Haagerup, Jakob F. Norregaard, Robert Nielsen, Helle Stig Nørgaard.

On 1 January 2004, Jørgen Norup and Gurlu Brogaard handed over the torch to Brian Schou Nielsen and Line Renée Thellufsen, who now constitute the new editorial team behind The White Site.

Flemming Oest stays on in Sinai White Portland Cement Co.

nor@AalborgWhite.dk



A temporary job becomes permanent.

With the positive development of Sinai White Cement Company, Flemming Oest has decided to stay on as managing director of the company. Originally, Flemming was only on sabbatical from

his present job in Aalborg, but after almost two years in Egypt, Flemming and his wife Gulla have decided to make Cairo their permanent base.

The many cultural activities on offer in Cairo and the friendliness of its people have made a lasting impression on the Oest family, and new exciting business goals have inspired Flemming to continue leading Sinai White Cement Company.

New general manager at Lehigh White Cement

nor@AalborgWhite.dk

A Canadian-born personality with a rare combination of engineering and marketing skills becomes top man.

His name is Jim Purcell. He was born in Canada and is 47 years of age. He was awarded a bachelor's degree in civil engineering in 1977 and an MBA in marketing in 1989. Jim thus possesses a rare combination of engineering and marketing skills – skills he put to good use

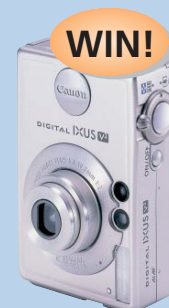
in the cement, concrete and aggregates industry as soon as he graduated in 1977. After numerous promotions over the years within the Heidelberg Group's CBR/Lehigh operations, Jim has taken over the position as general manager of Lehigh White Cement.

Please join us in welcoming Jim to his new job. The White Site wishes Jim the best of luck and every success in his future position.

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

lrt@AalborgWhite.dk

Thanks to all those readers who have sent suggestions for reference buildings in which AALBORG WHITE® cement is used. The article on bus shelters resulted from a suggestion sent by Sarka Hoskova from AVAS Export Import in the Czech Republic. We look forward to receiving even more suggestions.



Aalborg Portland A/S
Rørdalsvej 44
P. O. Box 165
DK-9100 Aalborg

Phone: +45 98 16 77 77
Fax: +45 98 10 11 86
E-mail: marketing@AalborgWhite.dk
Website: www.AalborgWhite.com

Editorial group:
Brian Schou Nielsen, Chief Editor
Line Renée Thellufsen, Editor

Circulation: 1600

AALBORG WHITE®
is a trade mark registered by
Aalborg Portland A/S



B10 MARKETING A45 239-180/04-03