


THE WHITE SITE



AALBORG WHITE®

June 2005/2



Contemporary education
in contemporary concrete

Flawless surfaces with
AALBORG WHITE® based SCC

DRAGON GATE

Diamond Masonry – a faster,
better and cheaper solution

Copenhagen County's new senior high school in Nærum, is a result of an open architects' competition held in 2000.



AALBORG WHITE®

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

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
Hans Bruun Nissen, Editor

Circulation: 1900

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

Contents:

Page 2

Contemporary education in contemporary concrete

Page 7

A colouring concept with unlimited possibilities

Page 8

Flawless surfaces

Page 9

Second victory for PRB

Page 10

Diamond Masonry

Page 12

Queensland homes

Page 13

DRAGON GATE

Page 14

An exclusive supplier in Balkan

We welcome Larry Rowland and Gary Milla

Page 15

AVAS' new logistic premises

Page 16

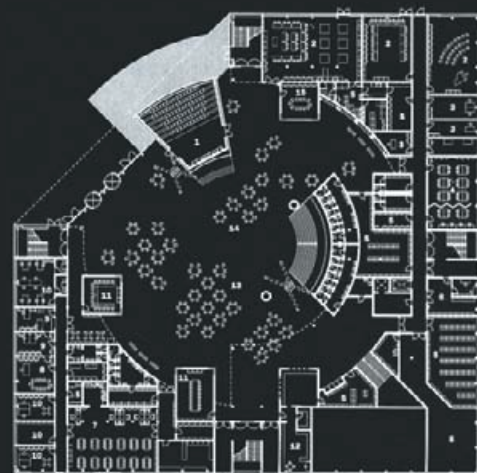
Syria – a great success

A journey to the world of AALBORG WHITE® and Sinai White Cement

Contemporary education in contemporary concrete

Building facts

Architect: *Dall & Lindhardt A/S*
Year completed: *2003*
Building owner: *Copenhagen County*
Address: *Nærum Hovedgade 30
2850 Nærum
Denmark*





hbn@AalborgWhite.dk

Copenhagen County's new senior high school in Nærum, a suburb of Copenhagen, is a result of an open architects' competition held in 2000. The building is located in the centre of Nærum's business area.

The fundamental architectural idea behind the building is a compact building with all classrooms and study centers located around a large central space – the square. This structure allows education to take many different forms. The architecture therefore reflects modern education,

and our world of constant change, which cannot be forced into static educational and teaching situations.

The large square, which is a multi-purpose room with a high roof, contains the common functions of a canteen, library/study center and lecture halls. The square is encircled by buildings/classroom clusters on three floors, on three sides of the square. On the fourth side is the main entrance.



Slender floating terrazzo steps of black body coloured concrete based on AALBORG WHITE®.

Continues page 4



Calm educational environment



The classroom clusters, all internal constructional units and supporting constructions are made of sand coloured concrete elements all based on AALBORG WHITE® cement. The concrete surfaces all have shuttering board textures. The texture has been produced by laying special plastic mats with a wood structure at the bottom of the steel moulds.

The study areas/centers are in the corners between the heavy classroom clusters and the light glass facades towards the square. The study centers face the square and receive daylight via the square's skylights.

The senior high school's layout gives short connecting routes and a function based zoning, from the square's active and recreational zone via the decentralized study centers to the calm educational environment of the classrooms and the library.

The external expression is characterized by the light and fragmented external climate screen, which is constructed as a cladding of 22 mm heat treated pine and drips of aluminum and creates a fine contrast to the heavy and calm concrete construction inside the building. This creates an interplay between wood and concrete – a well balanced and vibrant high quality material-aesthetic experience.

The combination of a light external screen and a heavy inner core gives the building a very comfortable natural indoor climate which requires minimum energy consumption for artificial heating and cooling.



The high school's concrete panels with the expressive wooden texture.



A colouring concept with unlimited possibilities

AALBORG WHITE® cement provides an innovative solution for ART CONCRETE through creating naturally coloured yet economical floor finishes. Art concrete is a colouring concept for AALBORG WHITE® concrete surfaces. A specially made solution is applied to the AALBORG WHITE® cement surface that impregnates the concrete, forming a variety of permanent colours.

The colouring concept can be applied externally and internally to walkways, entrances, driveways, living rooms, bathrooms, patios, high traffic areas and even vertical surfaces. Applying art solution to white portland cement can create an impressive signature with brighter colours, a more flexible colour crea-

tion and a durable and permanent colouring for any kind of concrete application. It will not chip, peel or flake. What is, however, a little bit special with this concept is that you can also create your own styles, patterns, pictures and shades by mixing and matching the available colours. You can even create different colouration patterns on the same job with this concept.

In Malaysia, a number of art concrete designs have been added to AALBORG WHITE® cement. This includes art concrete on a white concrete floor at the Ipoh International School, art concrete on a pre-cast terrazzo and art concrete on a white mortar panel.



Flawless surfaces with AALBORG WHITE® based SCC

Guidelines for the development of white Self Compacting Concrete or SCC were published in the folder "AALBORG WHITE® based Self Compacting Concrete" in 2004.

Since 2004, the expertise at RDC and the principles described in the folder have been used to support customers developing AALBORG WHITE® based SCC's for a variety of applications.

Most recently, an AALBORG WHITE® based SCC was developed at RDC to provide a consistent high quality surface finish on white road barriers for the M3 freeway project near Copenhagen.

The developed SCC mix was originally intended for pumping and trial castings. However, it has proven that it can produce flawless surfaces when poured as well.

For more information, download the folder "AALBORG WHITE® based Self Compacting Concrete" free of charge from www.AalborgWhite.com, product information publications section.



The surface of road barriers normally exhibits blowholes to some extent, as seen on the left. Using the developed SCC, the customer now obtains a perfect surface finish each time, as seen on the right.

Second victory in a row



Aalborg Portland's white cement customer PRB has again won the "Vendée Globe" yacht race. The single-handed round the world race is held every four years and starts from Les Sables d'Olonne, south of Nantes in France. This

was the fifth Vendée Globe. It is a non-stop round the world race, going around the Antarctic and returning to Les Sables d'Olonne. The 60 foot monohull boats, which are 18.28 m long, 5.55 m wide and weigh 8.5 tons, are crewed by just one person.

PRB's boat won with the time of 87 days 10 hours 47 minutes and 55 seconds, which is more than 5 days faster than the old record set by the same boat in 2001.

This time the boat was skippered by the 33-year-old Vincent Riou. When he crossed the finish line in the harbor at Les Sables d'Olonne on the night of 3 February, he was welcomed by a special firework display and by 10,000 enthusiastic spectators who

had been following the exciting race.

It is the first time that the race has been won by the same boat twice. This is an impressive achievement as the winning boat is "old" and was not designed for this year's race.

Vincent Riou felt very privileged to have been chosen to sail the boat in this race, which many call "the Everest of yacht racing". He would have been satisfied with just competing as successfully as was possible. And now, just back on land again, he has declared that he is ready to participate in the race again in four years time.

About PRB:

PRB has purchased AALBORG WHITE® from Aalborg Portland for 10 years. PRB is one of the largest mortar producers in France and have their own silos at the harbor in Les Sables d'Olonne, where they regularly receive ship loads of around 3,000 tons. PRB's marketing is closely linked to their racing yacht.

PRB was established in 1975 and continues its strong growth with impressive speed.



Pictured are President & CEO Jean-Jaques Laurent, President & CEO Søren Vinther and Area Sales Manager Helle S. Nørgaard.



Diamond Masonry

– a faster, better and cheaper solution

A white cement mortar product based on AALBORG WHITE® is being marketed in the Philippines under the name Diamond Masonry. The product is used as a final surface treatment for brick and concrete before surfaces are painted.

In the Philippines, surfaces traditionally go through a series of processes before walls are finally painted. Using Diamond Render saves both time and means lower material costs than the traditional method. The treatment can also be completed much faster, so shortening construction times.

Diamond Render is used as a cheaper version of skimcoat. A certain amount of filler and additives are added to the cement which gives much greater resistance to drying out cracking than pure white portland cement.

At the Westgrove Heights project in Sta. Rosa, Laguna, Philippines, the architect was so impressed with Diamond Masonry that he specified it for all wall finishes. Lower walls were top coated with pastel colours after Diamond Masonry plastering while the upper walls and ends were pure Diamond Masonry in white.

Westgrove heights, Sta. Rosa Laguna. A prestigious building where Diamond Render has partly been used as a base for painting and also has been left unpainted, as can be seen from the upper part of the small tower.

Continues page 12

Building facts

Name of project: Westgrove Heights,
Philippines
Owner: Ayala Land, Inc.
Developer: Ayala Land, Inc.
Architect: Marcos De Guzman, Jr.
Contractor: Will Decena
Date of completion: On-going



Several very large contractors have adopted Diamond Masonry. One example is the Metro Clark Homes project. A 1,000+ unit low to medium range housing project is located in Mawaque about 120 km north of Manila. Diamond Masonry is used in both the interior and exterior for thin plastering applications. The Developer, Haus Land Assets and Realty, opted to use Diamond Masonry because of its many advantages compared with conventional plastering. Aside from 50% savings on their wall finishing costs, they are also at least one month ahead of schedule.

Building facts

Name of project: Metro Clark Homes
Location: Mawaque, Mabalacat, Pampanga, Philippines
Developer: HausLand Assets & Realty
Architect: Rene Sotero
Project Manager: Eng. James Aguas



Metro Clark Homes. The walls have a fine, uniform white surface ready for the final layer of paint. The painted houses are shown in the photo.

Another project run by the same developer is the La Casa Nuevo, a medium class 300 housing unit project in San Fernando, Pampanga. Diamond Masonry is also used here for interior and exterior wall plastering. In fact, HausLand Assets & Realty now specifies Diamond Masonry for all its projects.

Building facts

Name of project: La Casa Nueva, Pampanga, Philippines
Owner: HausLand Assets & Realty
Developer: HausLand Assets & Realty
Architect: In-house, HausLand Assets & Realty
Contractor: In-house
Date of completion: On-going

La Casa Nuevo. In the foreground is a painted house and in the background the house is Diamond Render finished and ready for painting.



prk@AalborgWhite.com.au

Queensland homes with beautiful contrasts



The Australian domestic housing industry has embraced AALBORG WHITE® cement as an aesthetically pleasing alternative to local cements. In Australia's northern state of Queensland, affectionately known

to the locals as "The Sunshine State", the emphasis is on bright and fresh colours.

Aalborg "Bricklayers White Cement" gives architects and builders the ability to emphasize the style and colour of clay bricks by creating a beautiful contrast with the pure white cement mortar. In the rapidly growing suburbs around Brisbane, the construction industry has

seen an explosion of multi-dwelling housing estates. Architects, builders and potential home owners are looking for products that will give their structures individuality. Aalborg "Bricklayers White Cement" is now fulfilling their requirements as locally produced cements are only available in grey or ivory.

In the Darling Downs area west of Brisbane, about twenty-five houses a month are built using AALBORG WHITE® cement as the premium ingredient in the pure white mortar. Potential home builders can now see the aesthetic benefits of using this products and are demanding the brilliance of Aalborg "Bricklayers White Cement" in the construction of their homes.



The style and colour of clay bricks creates a beautiful contrast with the pure white cement mortar.

DRAGON GATE

You may have already heard the name and wondered what it is?

Dragon Gate is the name of the new AALBORG WHITE® Academy, where the global AALBORG WHITE® organization can provide teaching and training on topics such as branding, communication, strategies etc. etc.

The first two Dragon Gate Basic Diploma courses have already taken place, one for a mentor group and one for a cross-organizational Aalborg Portland group. As the name implies, participants coming to Dragon Gate should be ready for change. They can expect a journey into chaos, darkness and the unpredictable before finally coming out on "the other side" to a new order with new competencies and new knowledge. The knowledge, the competencies and the experiences that you acquire at Dragon Gate are not just vital if you are going to take part in global competition. They are also crucial for ensuring that we all work towards the same goal and in a way that we know makes a positive difference. Dragon Gate therefore also functions as a knowledge sharing forum where participants can learn from each other so that we can maintain and strengthen our position as market leader in white cement.

The Basic Diploma is designed to create a joint understanding of our mission, vision, core values, market roles and strategies, that everyone has the same start point for our work towards our joint goals. The Diploma's focus is on making concrete communications tools available to our global organization and on inspiring and assisting in our organization's development. And it is about understanding the importance and the significance of AALBORG WHITE® being a Premium Brand.

We look forward to holding Dragon Gate Basic Diploma courses for the global AALBORG WHITE® organization.



Top: Jesper Sand Damtoft entering the Dragon Gate.
Below: The first participants on Dragon Gate Basic Diploma.



Family

duchkova@inplus.cz



Photo: from the left - Bogdan Aïman, company agent - Eng. Ladislav Dolanský, company agent, Avas Export-Import s.r.o. - Eng. Jaroslav Michalik, company agent, Avas Export-Import Slovakia, s.r.o.

jpurcell@lehighcement.com /
mha@AalborgWhite.dk

We welcome Larry Rowland

Larry Rowland has accepted the position of Manager, Marketing & Technical Services – Lehigh White Cement Company, effective June 1 2005.

Larry received a B.S. degree in Business Administration from the University of Phoenix in 2003. He is currently a Director of the Northern California and Western Nevada Chapter of the American Concrete Institute. He is LEED accredited and holds certifications from various associations, including CSI, NRMCA and ACI.

jpurcell@lehighcement.com

...and Gary Milla as well

Gary Milla will assume the position of Vice President, Sales & Marketing – Southeast for the Lehigh's White Cement Division, effective July 1.

Gary received both his Bachelor's and Master's degrees in Civil Engineering at the University of Waterloo in Ontario, Canada.

Gary previously worked for St. Marys Cement in Detroit as Marketing and Technical Services Manager. He later moved to Atlanta to join Blue Circle Cement as Regional Sales Manager and Director of Masonry Marketing, where he was responsible for national masonry

An exclusive supplier of AALBORG WHITE® in the Balkan market

After its success in the Czech and Slovakian markets, Avas Export-Import has decided to open a new branch office in Slovenia. The opening of the new company in a part of Europe which is so far from the production plant in Aalborg, Denmark was made possible by high functional logistics and followed detailed evaluations of all the possibilities for white cement sales. The new company's main objective is to promote the quality of white cement in all concrete technologies, not only in Slovenia but also in other former Yugoslav countries.

The future success of the company depends on finding a good business partner with a lot of experience in this area and a thorough knowledge of the business environment in the Balkan Peninsula.

That is the reason behind the new company being set up in cooperation with the company Zarica. The new company is therefore called Avas Export-Import - Zarica d.o.o. with its base in Krajk in Slovenia.

Larry began his career in the construction industry in 1987 as a project engineer/ estimator and was later employed by RMC Lonestar as a Cement Sales Representative. In 1999, he joined the White Cement Division of Lehigh Cement Company as Technical Sales Representative for the West Coast.

Larry will replace Ray Pisaneschi, who recently retired. We would like to take the opportunity to thank Ray for a year-long dedicated and inspiring cooperation. We wish him gold luck in his retirement.



Larry Rowland,
Manager,
Marketing &
Technical
Services

strategy and marketing. Upon Lafarge's acquisition of Blue Circle, Gary became Director of Specialty Products, responsible for marketing and strategies for Antique White cement sales and White Cement purchases.

Gary is a member of the PCA White Cement and Masonry Subcommittees. In 2002, he received a PCA Promotion Progress Award for work in Residential promotion in the Michigan and Georgia markets.

Gary brings a wealth of expertise to Lehigh. We welcome Gary and wish him well in his new position.



Gary Milla,
Vice President,
Sales &
Marketing

AVAS' new logistic premises

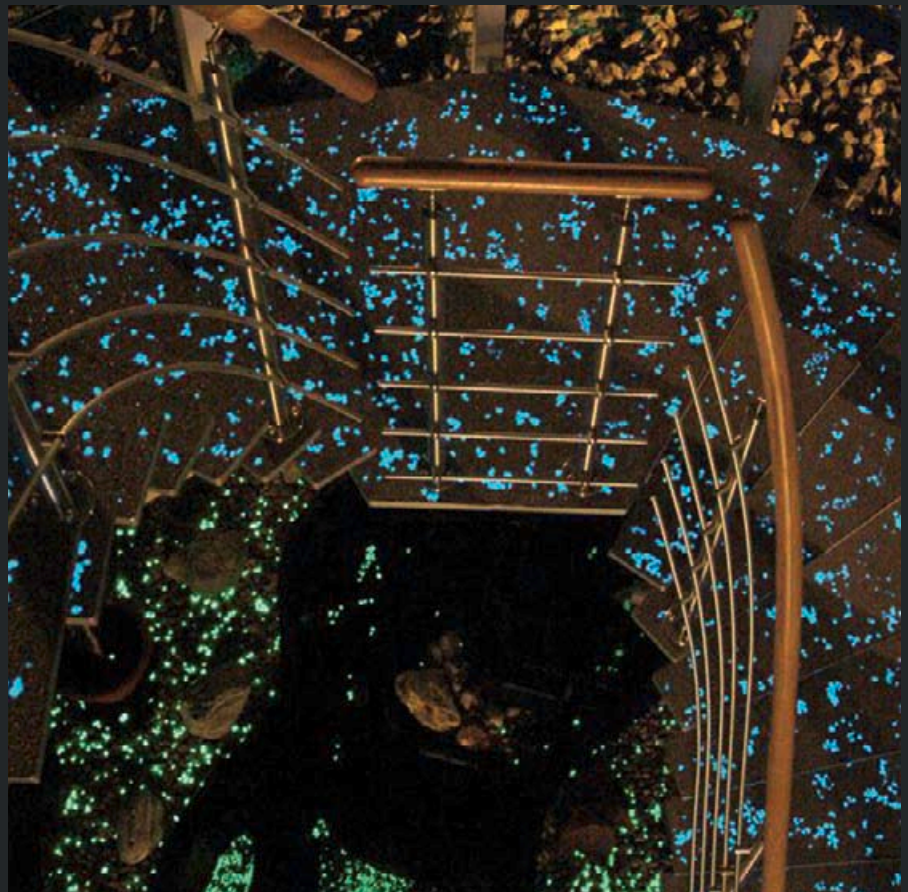
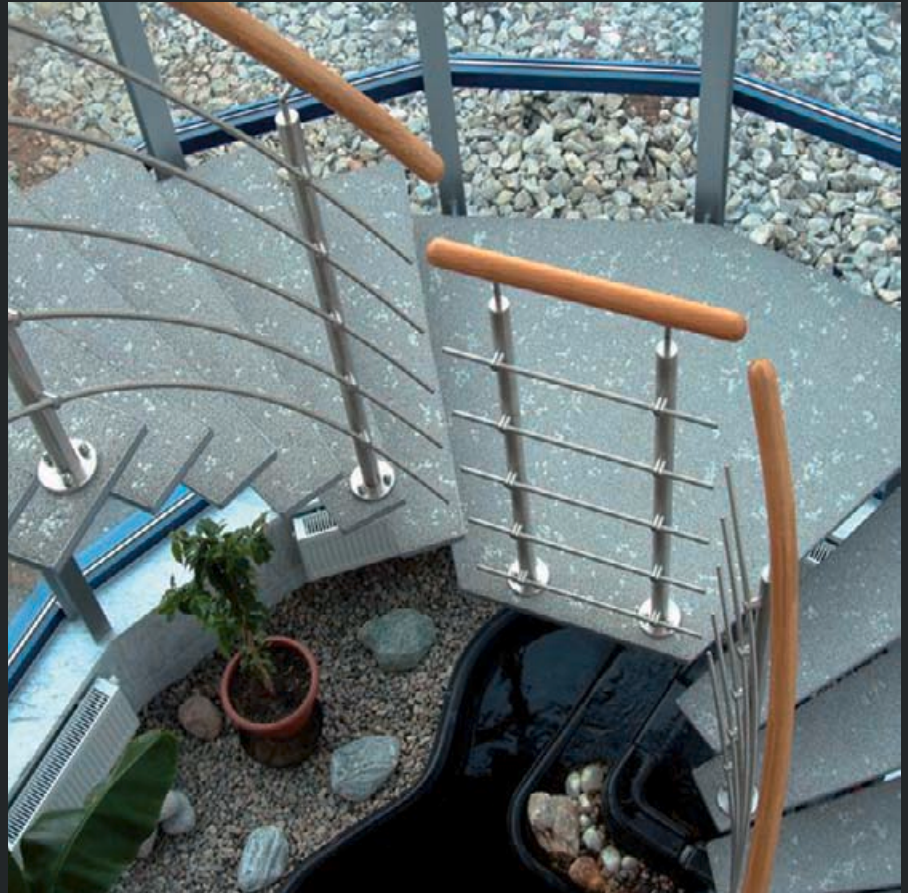
AVAS EXPORT-IMPORT spol. s.r.o. opened the first section of its new logistic premises. The company has represented Aalborg Portland A/S in the Czech and Slovakian market since 1998. AVAS EXPORT-IMPORT s.r.o., being a supplier of white cement to producers of concrete products, plasters and jointing materials, naturally used AALBORG WHITE® cement in the architecture of their new building. The AALBORG WHITE® logo was included in the building's entry hall as a permanent sign of the successful cooperation with Aalborg Portland and of the extension of this cooperation into the markets of Eastern Europe.



The AALBORG WHITE® logo was included in the building's entry hall.

Glowstone

A unique product called Glowstone was used in the new Avas Export-Import s.r.o. administrative building. Glowstone, which are stones that glow in the dark, is a synthetic aggregate based on photoluminescent pigments and was used as a surface coating on stairs and to a small pool as both a decorative and also safety element. When Glowstone is exposed to light sources, it can glow all night without recharging. Today, Avas Export-Import is the only European producer of the products which originates from Australia.



bsn@AalborgWhite.dk

Syria – a great success

AALBORG WHITE® is in rapid growth in the Syrian market and this year will become the largest export market for AALBORG WHITE® from the Sinai White Cement Company. This result has been achieved by working together with our very dedicated agent Al Shelli Establishment who has put a lot of effort into promoting AALBORG WHITE® in Syria.

To support this growth in Syria, the Sinai White Cement Co. and Al Shelli Establishment together manned a stand at the Buildex 2005 exhibition in Damascus. The theme of the exhibition area was "Partners not customers". The stand area was split into two; one area focusing on AALBORG WHITE® cement, its history and the companies behind it, the other area being manned by two of



Al Shelli Establishment customers, who showed AALBORG WHITE® based products and applications.

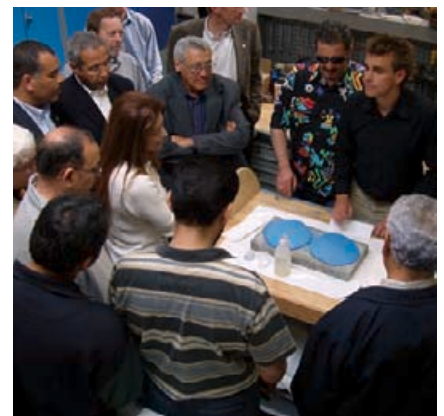
Buildex 2005 was well organized and visited by a large number of manufacturers, traders, distributors and engineers.

bsn@AalborgWhite.dk

A journey to the world of AALBORG WHITE® and Sinai White Cement

During the first AALBORG WHITE® annual seminar for the Middle Eastern and Mediterranean partners on 5th – 9th June at Aalborg Portland in Denmark, our major distributors in the region were introduced to the AALBORG WHITE®

Universe, "Snow Ball" marketing and our strategies – including our "Get the Market" and "Grow the Market" strategies. It was a very fruitful seminar with lots of discussions, input and ideas being exchanged.



Spirits were high at the seminar and our distributors used the opportunity to build relations across the region.

We are already looking forward to the 2nd AALBORG WHITE® seminar for the Middle Eastern and Mediterranean partners next year.

