



# T H E WHITE SITE

## Contents:

Page 2

**Concrete surfaces**

**Concrete sculpture  
in Norway**

Page 3

**Simple and beautiful  
facade cladding**

**The Czech market**

**Statues at Floriade  
2002 in Holland**

Page 4

**How to grow the  
market for white  
cement**

**New investment  
in Poland**

**Exhibition in  
Russia**

## NEWSLETTER FROM AALBORG WHITE®



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

## - the leading gateway to white cement

*By Jørgen Norup, Executive Vice President, Sales and Marketing, Aalborg White AIS*

Phase 1 of the new internet portal has now been launched. For the first time, a portal exists for the purpose of offering inspiration to specifiers, end-users and other customer groups interested in white cement and concrete solutions.

In a well-structured and functional way, the aim of the portal is to show interesting buildings and structures in which white cement and concrete figure largely. Five examples are being shown in the initial portal introduction phase, among them Bagsværd Church, Denmark, designed by Jørn Utzon.

Other features include artistic inspiration where symbols have been transformed into real-world objects. Here a seagull and a bench play important roles. Pushing the "Art & Design" button is yet another inspiring way of being greeted by compositions in white cement and concrete – and of gaining audience with the Lady of the Sea.

In a new and exciting way, the [www.Aalborg-White.com](http://www.Aalborg-White.com) portal combines user friendliness, functionality and inspiration within the world of white cement and concrete.

## The AALBORG WHITE® logo

The logo is a symbol of the possibilities offered by white cement – expressed in a form that represents enterprise and growth while maintaining a sense of balance. The symbol also gives an impression of building and construction – the fields of both architects and engineers.

Strength, reliability and responsibility lie behind the blue colour that forms a contrast to the white beam and the white "entry points".

The sans serif typeface, Frutiger, was chosen for the monogram AALBORG WHITE®. The typeface gives compactness and dynamism while at the same time keeping the monogram light and airy. The double A in AALBORG and the W in WHITE inspired the symbol.

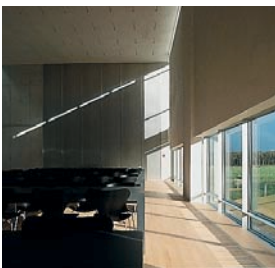
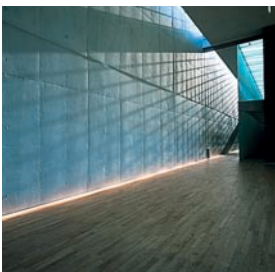


AALBORG WHITE® is white cement – a product of nature's own raw materials, refined with unparalleled technology, for use in the creation of beauty and functionality.



## White concrete surfaces

By Svend Barnholdt, AALBORG WHITE® Technical Team



Jan Søndergaard from the firm of architects, KHRAS, has worked extensively with white concrete surfaces since 1986-87 when he first used the material for Unicon's main building in Roskilde and Finger B, Copenhagen Airport. Jan Søndergaard has used white concrete in elements, glassfibre-reinforced concrete (GRC) and in-situ-cast concrete.

Produced in the right way and used in exciting places where full use is made of the lighting conditions, white concrete can be given a texture. In some situations it can be made to look almost like fabric. In the course of a day, and in different seasons, such surfaces give quite different impressions in harmony with the ever-changing incidence of outdoor light.

The pictures shown are from B&O's headquarters in 1998. Jan Søndergaard tells how the building reflects B&O products which elegantly combine airiness and solidity. The building expresses dynamism, openness and accessibility.

The materials used boost the impression of lightness and openness, two of them being white concrete and glass.

The basic appearance was achieved by using a special white concrete made of light-coloured aggregate. After formwork removal, the surface was treated with a weak solution of hydrochloric acid. It was then washed with cement paste consisting of six parts AALBORG WHITE® cement and one part grey cement. The mixture was used to fill any small holes and finally the surface was dried.

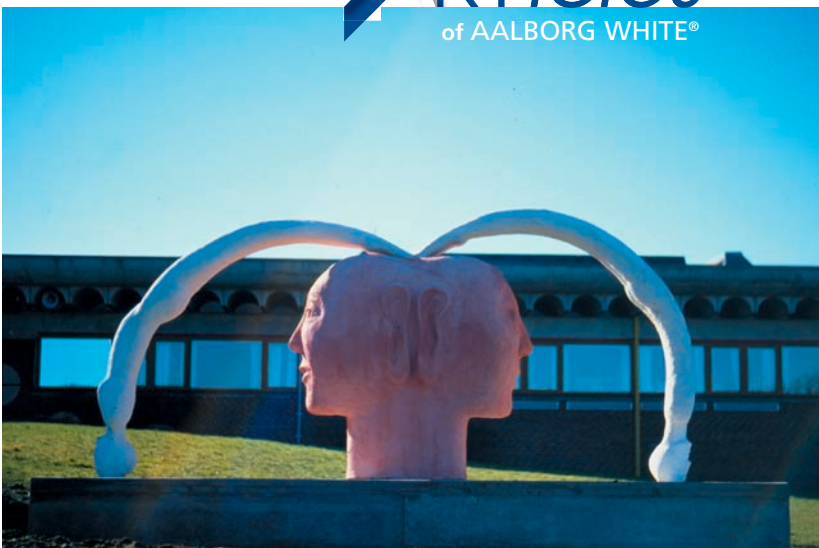
Jan Søndergaard finds concrete an interesting material offering many possibilities where surface texture, form and colour are concerned. Much more development in this direction is possible and would give architects far greater choice in creating exciting buildings. Jan Søndergaard is of the opinion that when it comes to concrete, competence on the part of producers, contractors and architects could be combined to develop the material in such a way that the product itself would become interesting – rather than just its price – thus creating a foundation on which even more exciting concrete surfaces could be developed.

Jan Søndergaard acknowledges the fact that many things can go wrong when working with white concrete, but says that this does not present a significant barrier for architects. What is needed is adequate knowledge in describing the product and craftsmen who are able to use it.

Read more about the work of Jan Søndergaard and KHRAS at [www.khras.dk](http://www.khras.dk)

Photographer: Ib Sørensen  
Photos courtesy KHRAS Architects

## ARTicles of AALBORG WHITE®



For more information, see [www.norheim.dk](http://www.norheim.dk)

## Concrete sculpture for a school in Norway

By Gurli Brogaard, Marketing Coordinator

In March the sculpture "Input/Output" was unveiled at a school for further education in Kopervik, Norway. The sculptor is the Norwegian Marit Benthe Norheim who has been named in this newsletter before, and who is well known for her sculptures in concrete.

The Norwegian art critic, Trond Borgen, praises Marit Benthe Norheim because she dare use concrete in her art. "She is a fine representative of the new humanism characteristic of contemporary art in recent years," he says. The sculpture shown is of white and coloured concrete and the artist has chosen to produce a figure with big and open eyes, ears, mouth and nose in order to encourage students to use their senses. The plinth on which the statue stands is at sitting height, the hope being that it will become a place where students like to be.



AALBORG WHITE®

## From grey cement to creative elegance with white cement

### Simple and beautiful facade cladding

By Tommy Bæk Hansen, AALBORG WHITE® Technical Team

For years, plane and profiled fibre cement boards based on grey cement provided inexpensive cladding for exterior surfaces such as walls and roofs for both industrial structures and dwellings.

Now, the availability of plane fibre cement boards based on white cement makes it possible to build aesthetically attractive facade surfaces, both quickly and inexpensively. The boards are also used for indoor partitioning instead of plasterboards. This is especially popular in some countries in the Far East.

The panels are also available in several colours. For more information, see [www.dansketernit.dk](http://www.dansketernit.dk)



Alternating between dark (grey cement) and light (white cement) facade panels creates a decorative effect.



The facade panels are bright and beautiful.

## AALBORG WHITE® cement on the Czech market

By Ladislav Dolanský, Managing Director, AVAS Export-Import spol. S r.o.



Photos: AALBORG WHITE® used with yellow pigments.

Aalborg White entered the Czech market in 1998 by signing an agreement with AVAS spol. S r.o. which started selling and marketing white cement there.

Czech producers became familiar with AALBORG WHITE® cement quite quickly because its high quality enabled technical as well as aesthetic improvements in the properties of their final products.

Companies concerned with garden architecture in particular appreciate the exclusive properties of AALBORG WHITE® cement such as high strength, volume stability and whiteness. One such manufacturer is the company Ateliér Alena whose products are used in the renovation of historical buildings, garden restorations and new special architectural projects. Ateliér Alena's beautiful products have found customers not only in the Czech Republic but also in Germany, France, Austria and the USA.



For more information, see [www.kamenocentrum.cz](http://www.kamenocentrum.cz)

## Statues with AALBORG WHITE® at Floriade 2002 in Holland

By Helle Nørgaard, AALBORG WHITE® Sales Team

Floriade is the largest exhibition of its type in the world and is held only once every ten years. AALBORG WHITE® is being represented at this year's large gardening and horticultural exhibition in Holland, Floriade 2002, in the form of 79 male and 79 female statues made on the basis of AALBORG WHITE® cement by the Dutch company Capital Ornaments.

Floriade 2002 is expected to attract three million people from all over the world.

The director of Capital Ornaments, Toine van de Ven, explains that they started fabricating the statues in September 2001 and were able to

produce two per day. The 158 statues were cast in white concrete and altogether about 20 tons of white cement was used in the process. After casting, the statues were sandblasted and then washed in grey cement to produce the right antique patina. Each statue is on a plinth, bolted on for safety's sake.

Toine van de Ven goes on to say that the exhibition has already led to an increase in the number of enquiries about the statues. Capital Ornaments' biggest product is otherwise not statues but pots and vases. The company employs 25 people and carries 1000 different articles, many of which are exported to several countries including Germany, Poland, UK, Switzerland, Austria and the USA.

More information about the statues is available from the company's homepage: [www.capitalornaments.com](http://www.capitalornaments.com)



The statues have been given a prominent position along an avenue – men on one side, women on the other. It is an impressive sight when standing at the ends of the avenue, looking down along the two rows of statues.



AALBORG WHITE®

## The cream of the European AALBORG WHITE® family learn "how to grow the market for white cement"

By Ann Marie Karkov, AALBORG WHITE® Sales Team

At a distributor seminar for European white cement partner companies held in Aalborg on 30/31 May leading persons in the AALBORG WHITE® family gave exciting examples of "how to grow the market for Aalborg White cement by developing new white cement and concrete solutions".

Knowledge sharing is the key word in paving the way to a future where knowledge of cement – and its applications – can be transferred from one market to another.

One contributor at the seminar was Ray Pisaneschi, Manager, Marketing and Technical Services, Lehigh White, who has wide experience in marketing white cement in the USA. He spoke of the steps Lehigh had taken to grow the American market and how for many years Lehigh White has been establishing contacts with architects, public institutions and other influential bodies.

Anita Stenler, an architect from Cementa AB, Sweden, spoke of architects in this context, i.e. how architects think, how to capture their interest, and about communicating with architects.

From Aalborg White's side there were contributions on the branding of AALBORG WHITE®, on company strategy, and on the transfer of application knowledge.



The seminar also included workshops on the theme of growing the market for AALBORG WHITE®, our partners and critical success factors.

Not only were the participants going back to their respective market places with new inspiration and motivation, as members of the AALBORG WHITE® family they had been able to consolidate personal contacts.

## New investment in Poland

By Tomasz Stasiak, Managing Director, Aalborg Portland Polska

On 5 February 2002 Aalborg Portland Polska signed the leasing agreement on the cement silo in the Port of Gdynia – one of the three biggest ports in Poland. The silo, with a capacity of 5,000 tons, is situated on Węgierskie Quay, 20 metres from the sea.

After necessary adjustments to the system to meet our needs, the first ship with AALBORG WHITE® cement was unloaded in Gdynia at the end of March. During the next two weeks, all the equipment was finally checked and tested so that the first truck with AALBORG WHITE® cement was able to leave Gdynia on 15 April and reach the customer the same day.

The purpose of the new logistics system is to:

- reduce the transport costs of bulk cement from Aalborg to Poland,

- speed up delivery time to the final client – now a maximum of 48 hours, previously at least 7 days,
- improve our flexibility to give better logistics, i.e. being able to meet clients' requirements in a better way,
- utilise transport sources in a much more economical way.

Although this investment was aimed mainly at serving the Polish market in a better way, plans for the future include exporting cement from Gdynia to other markets, e.g. Lithuania, Czech Republic, Ukraine, etc.

We believe that this will be a new chapter in Aalborg White's activity in Poland and adjacent countries, and that it will greatly benefit the customers.

## Exhibition in Russia

By Audrius Svencionis, AALBORG WHITE® Sales Team

From 8-12 April 2002 Aalborg White participated in the Batimat exhibition in Moscow. Batimat is the biggest and most important building exhibition in Russia. This year more than 1100 foreign and Russian companies were represented at the exhibition.

It is of course too early to draw any conclusions, but both the number of inquiries from potential customers and the number of dry mortar producers entering the market with locally produced brands indicate that Russia will in the future become a very important market for our AALBORG WHITE® cement.

Aalborg Portland A/S  
Aalborg White 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:  
Jørgen Norup, Chief Editor  
Gurli Brogaard, Editor

Circulation: 2000

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

