



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.

NEWSLETTER FROM AALBORG WHITE®



Infrastructure

White, high-strength traffic information gantries in Gothenburg

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At the request of the Swedish government, the Swedish National Road Administration has prepared a plan of action to improve the architectural quality of the road environment. In addition, an objective that roads and roadside fixtures be aesthetically pleasing was written into Swedish legislation on public roads in 1999. The Swedish National Road Administration has therefore initiated various quality programmes, including "Prettier roads and streets" and "Approach roads in the Gothenburg area". In these, the existing road system is described as a hotchpotch of different types of information gantries, lighting systems, signposts, electrical boxes, crash barriers, etc. that are badly designed and poorly adapted to local surroundings.

In future, the authorities want the road environment and all its roadside fixtures to be experien-



ced as an harmonious whole, and developments in this direction are to start in urban areas. As part of this process, a design programme was prepared for "Gantries in the Gothenburg area", and a project group, led by the architect Lars Nilsson, subsequently began product development.

From the start, the project group considered many possible designs and materials for the gantries in relation to a long list of stipulated requirements: high formability, slim design, high strength, timeless yet dynamic style, and colour-fast materials that need no maintenance or painting. In the end, white high-strength concrete based on AALBORG WHITE® cement was chosen as the only material capable of combining the stringent aesthetic requirements with high formability and strength.

The information screens on top of the gantry supports are made of hot-galvanised steel. They have a wind area of about 42 m² and enormous forces are thus transferred to the supports during extreme weather conditions. The concrete supports were therefore designed with an ellipse-shaped cross section in order to obtain a powerful construction with a slender appearance. Thanks to AALBORG WHITE® cement, the required concrete strength of 100 MPa was achieved, and samples of the concrete mix designs had actual final strengths of 120 MPa.

Facts:

Owner:	Swedish National Road Administration, Region West.
Product development:	Architect Lars Nilsson, Lanark AB, member of the National Association of Swedish Architects, in collaboration with a team of architects, designers, artists, constructors and information consultants.
Concrete producer:	Abetong AB, Växjö



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The gantry supports are manufactured as pre-fabricated white concrete elements with a standard height of 6.2 m. They are mounted on cast-in-situ foundations which also have an ellipse-shaped cross section in order to match the design of the supports. The length of the horizontal girder can be varied to suit local road widths. The new family of gantries is based on a complete concept and includes a wide range of equipment, for example gantry supports with integrated crash barriers. There is also a single-support model for roadside signposting.

The first gantry was taken into use on 15 April 2003 on a motorway section at Mölndalsbro, east of Gothenburg, and the plan is for the gan-

tries to spread from there to the rest of the Swedish road network.

Naturally, the new family of gantries cannot solve all the design problems of the road environment on its own, and many other new initiatives are also currently under way. For example, architect Lars Nilsson is already well ahead in the development of a new type of white concrete crash barrier to complement the white gantries. This barrier provides a radical change from traditional barrier types. It has a built-in road lighting system, and its special design reduces roadside traffic noise. It will therefore be marketed under the name "Sound Barrier". We will include an article on this new product as soon as possible.

Vietnam on the list of Asian markets

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Expanding its partnership with Siam White Cement Co., Aalborg White Asia is now entering the Vietnamese market. A sales office in Ho Chi Minh City is being set up, and white cement and clinker will be shipped from Malaysia to Vietnam.

Consumption on the Vietnamese market is around 150,000 tonnes per year which is presently supplied by two local plants with high overhead costs. It is expected that the high import tariffs currently imposed will be gradually phased out over the next few years, thus opening the door to foreign supplies of white cement.



Soren Vinther, Chairman AWA, Bo Ankerfelt, M.D. AWA visiting Vietnam.

ARTicles of AALBORG WHITE®

Almost anything is possible with terrazzo as the material is both flexible and durable.



Terrazzo bathrooms

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In Denmark, there is a rapidly increasing demand for terrazzo in bathrooms, and many companies have seen the interesting and exciting possibilities provided by terrazzo for creating individual solutions. Several of these companies have found their niche as subsuppliers to firms providing complete bathrooms.

Terrazzo is used mostly for tabletops and moulded washhand basins. Countless colour combinations – subdued or bright – are possible using the many exquisite marble chips and white concrete. The moulded washhand basins are not only eye-catching – they are also extremely durable and can, in contrast to porcelain washhand basins, be repaired without difficulty.

If they are maintained correctly using soap flakes or liquid brown soap, terrazzo washhand basins remain attractive for many years.





AALBORG WHITE®

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

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Thanks to all those readers who sent suggestions for reference buildings in which AALBORG WHITE® cement is used. We look forward to receiving even more suggestions.

We can now disclose that the first winner of a digital camera is Göran Andréasson from

Cementa in Gothenburg, Sweden, who drew the attention of The White Site to an exiting project in Gothenburg where white, high-strength concrete is used for traffic information gantries. The project is described on the front page.



White concrete building wins the Norwegian Concrete Element Award 2002

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Jægers Brygge housing complex, Bergen received the Norwegian Concrete Element Award in recognition of an architecturally successful use of concrete elements. Since this award was established in 1988, eight building projects have received the award.

Jægers Brygge is a housing project consisting of 72 flats of various sizes. The buildings are beautifully situated overlooking Bergen Fiord in a housing complex with direct access to the waterfront. All flats are light and airy with balconies overlooking the fiord.

In its deliberation, the award committee commends the architects for their success in creating a pure Nordic style, with an appropriate balance between function, design and the surroundings, and for their sober yet complex choice of materials in which white concrete elements play a leading part.

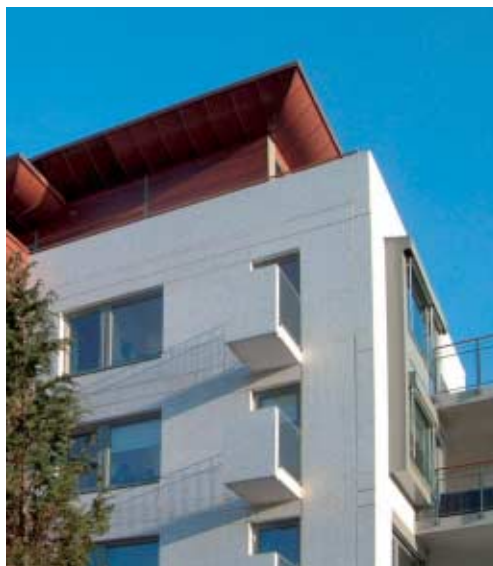
Concrete elements are used in the load-bearing outer walls, outside columns, balconies and balcony parapets. Other material properties are expressed via glass facades, merbau wood panelling and horizontal strips of copper cladding. The architects have thus succeeded in bringing the materials to complement one another in an effortless, animate fashion that



brings out the best in the individual materials when combined in the overall composition.

The surface of the white concrete elements, which were produced using AALBORG WHITE® cement, has a very deliberate bearing in relation to the project as a whole. The material used for the wall elements is both a lightly ground white concrete with marble aggregate and a black coloured concrete with aggregate from Larvik. Thanks to the light grinding, the elements appear distinct and taut without the surface becoming shiny and cold. The choice of the special concrete surfaces and mixes was also based on a desire to achieve optimum environmental qualities and rational maintenance methods. In addition, all materials were subject to requirements for low emissions and low concentrations of gases, particles, fibres, etc. A further requirement was that the materials have high durability and low running costs.

The award committee highly commended the characteristic and modern use of white concrete elements in the building, praising it as a role model for the use of concrete elements in future building projects.



Facts:

Building type:

Housing complex consisting of flats with an area of from 78 to 135 m²

Owner:

Linstow Eiendom AS

Architects:

Lund & Partner
Arkitekter AS

Consulting engineers:

Siv Ing Ole Rauner AS

Contractor:

OBAS AS

Element supplier:

AB Betong, Sandnes



AALBORG WHITE®

Promoting white cement on the Philippine market

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The White Site asked Nonong Lojo, the MD of Aalborg Philippines, to give an update on the market for white cement in the Philippines after a year in operation.

Mr. Lojo reports that product presentations have been held for the top 20% of architectural firms, design engineers and contractors as well as for developers, industrial users and local government authorities within public works and roads. On the subject of achievements over the past year Mr. Lojo is pleased to note that the majority of architectural firms are familiar with the many uses of white cement and that architects have been very receptive to the various kinds of promotional material provided.

However, it is not so easy to get architects to specify that white cement be used in their projects, although things are looking up and many positive enquiries have been received.

All in all, though, most achievements are still unquantifiable. It takes time to see the fruit of labour.

Mr. Lojo remains enthusiastic about white cement making inroads on the Philippine market.



Reader-satisfaction survey

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The last issue of The White Site contained a reader-satisfaction survey. From the results, it appears that readers are satisfied with the graphic design of the magazine and with the number of issues per year. The survey also showed that the great majority of readers still want The White Site to be available both as a printed magazine and in an Internet version.

AALBORG WHITE® branding in the Asia-Pacific Region

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With the Asia-Pacific Region headquarter in Malaysia being renamed Aalborg White Asia, the process of branding AALBORG WHITE® in the region has begun.

As part of this process, a wide selection of brochures will be compiled. The brochures are based on the global experience of the Aalborg White Group combined with specific applications and inspiration directed towards the needs of this particular region. The brochures will be available by contacting the Malaysian sales office at aalborg@AalborgWhite.com.my.

Sinai White logistics working well

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In June last year Sinai White began exporting to neighbouring markets. Since then comprehensive logistics systems have been set up to facilitate transportation from the plant in the desert to the nearest harbour 50 km away in El Arish and to ensure that delivery always takes place on time to departing vessels. Not an easy task according to logistics coordinator Mr. Hamdy Kassem. He also reports that production records are now broken every month as exports rise steadily.

Baltic States and Russia on the move

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Aalborg is slowly but surely making inroads on East European markets. Audrius Svencionis, the Aalborg regional sales manager, reports increased interest in white cement in all East European countries with particular success in Russia and the Baltic States this year.

In addition, the Polish market is developing favourably after local silo terminals have been established. The Czech market also looks promising following the implementation of logistics improvements.

Even Albania is now on the sales map with the first shipment being supplied from Sinai White in Egypt.

New truck in Poland

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One of the trucks used by Aalborg Portland in Poland was painted with the AALBORG WHITE® logo at the beginning of March. The truck has a capacity of about 28 tonnes and supplies customers through out Poland from the silo terminal in Gdynia. The new truck it will be a good advertisement for AALBORG WHITE® cement in Poland.



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