



T H E WHITE SITE

Contents:

Page 2

Finnish Aalborg White Club finds inspiration in Germany

Element constructions can also be art

Page 3

**From Sinai to Syria
New colleagues at Sinai White Cement**

**New Malaysian website launched
MALBEX 2003**

Page 4

Minister ignites new kiln in Aalborg

Focus on global sales management

Lehigh White Cement Division exhibits at the American Society of Landscape Architects

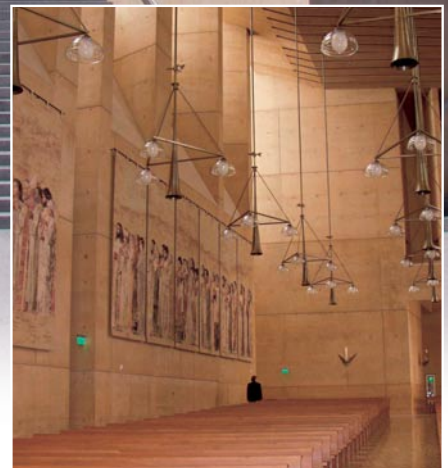
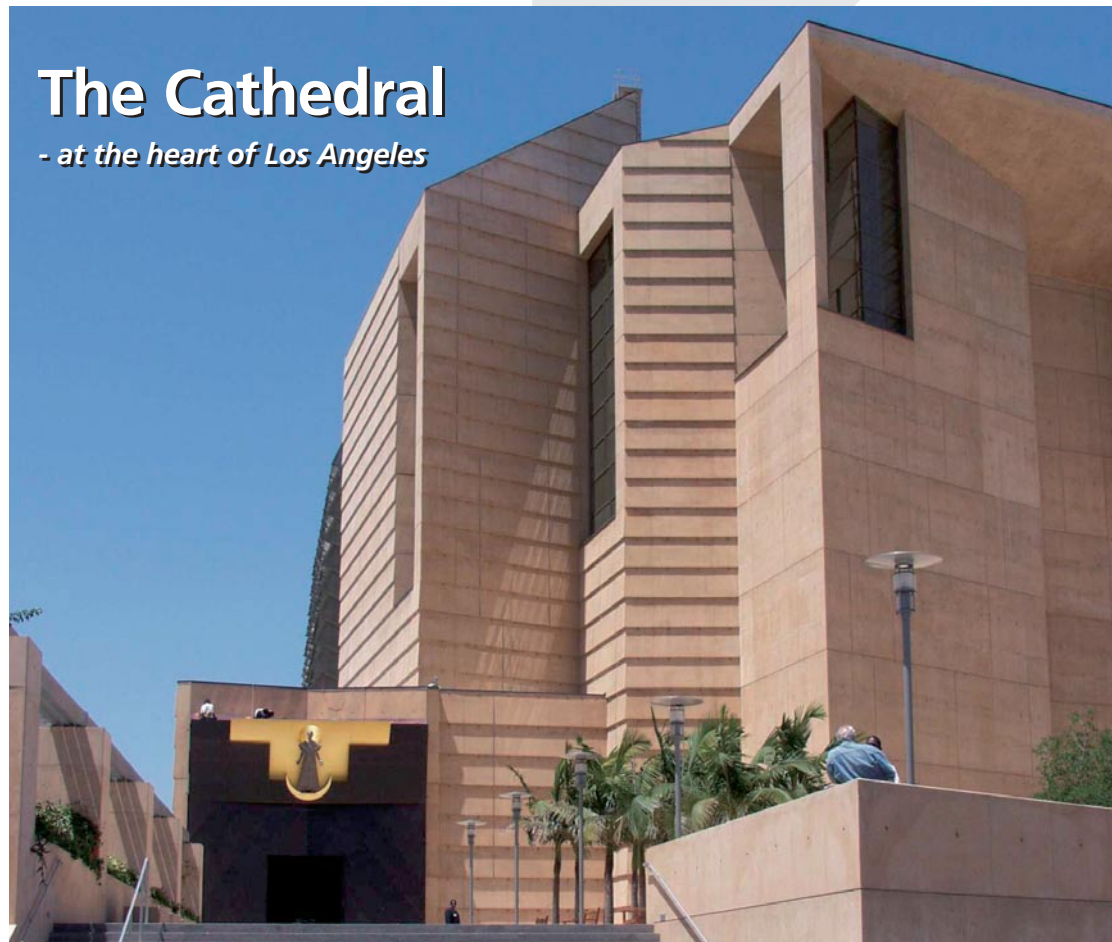
Global White Cement report

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®

The Cathedral

- at the heart of Los Angeles



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The White Site #3 2001 featured an article on the construction of the Cathedral of Our Lady of the Angels, the Mother Church of the Archdiocese of Los Angeles. This beautiful building, in which AALBORG WHITE® cement was used, is now complete.

The cathedral is a study in striking in-situ concrete details which together form a harmonious whole in a contemporary design. This well-balanced relationship between detail and entirety is found in both the exterior and interior of the building, so that the immense cathedral is perceived as light and homogeneous in balance with its surroundings.

As the story behind the actual construction work was told in the earlier article, we will let the photographs of the completed cathedral speak for themselves. But don't forget to set aside an hour or two to visit this fantastic building the next time you visit Los Angeles!

Facts:

Architect:	José Rafael Moneo, Spain.
General Contractor:	Morley Construction Company.
Concrete Supplier:	Catalina Pacific Concrete.
Concrete Volume:	24,000 cubic yards.
Cement:	6,000 metric tons of AALBORG WHITE® cement.

Finnish Aalborg White Club finds inspiration in Germany

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Exhibition garden.

In late October 2003, the Finnish Aalborg White Club, a group of paving stone manufacturers, visited Germany together with representatives of Finnsementti and Aalborg Portland to see how paving stones are produced and marketed there.

Central and Southern European countries are well ahead of the Nordic countries in the design and marketing of a wide range of quality paving stones based on white cement. Two leading paving stone manufacturers, both using **AALBORG WHITE®** cement in their production, were visited on the study tour – Woehe und Heydemann in Kummerfeld near Hamburg and Metten Stein+Design in Overath-Hammerrmühle near Cologne.

Woehe und Heydemann are a family business that has produced exclusive terrazzo products since 1961. Their stylish products include ground

and polished terrazzo slabs in a wide selection of colours and designs, marbled paving stones in many colour shades, and paving stones with elegant designs achieved by polishing part of the surface.

New trends

At Metten Stein+Design, their exhibition garden was particularly impressive. Metten products are manufactured at three locations in Germany and by independent producers in Canada, the UK, the USA, Israel and Austria. Metten also work closely with several architects and are therefore quick to pick up on new trends. Among others, "from outside to inside", a dominant trend in the Netherlands and Germany in which the same materials are used outdoors and indoors, was mentioned during our visit.

New surface treatment

Metten use **AALBORG WHITE®** cement for all their coloured products, even the grey ones, as this gives the clearest colours and most uniform products. The company is determined that their products remain attractive for many years and that they look better and better with age in the same way as natural stone. They have therefore developed "Clean Top", a special surface treatment that reduces the build-up of dirt, facilitates surface cleaning and makes subsequent impregnation superfluous. They have also developed a new type of paving stone in which an attractive design is combined with corners of porous material that allows rainwater and melted snow to pass through.

Further information is available at the following websites: www.betonwerk-woehe.de and www.metten.de.

ARTicles
of **AALBORG WHITE®**



Element constructions can also be art

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Sindal – a small Danish town in Northern Jutland – had an ambition to become known as the town with 100 fountains. The objective was fulfilled, and visitors are now able to admire the many fountains and water sculptures there. One of the most impressive and well-known of these is the Hentze Fountain, designed by the Danish artist Peter Hentze, a graduate of the Royal Danish Academy of Fine Arts where he specialised in concrete. This Danish artist is famous for his symbolism, consisting of a multitude of fantasy figures, animals and plants. As seen in the photograph, many of these figures appear on the white concrete reliefs forming the fountain. The fountain consists of six triangular four-metre-high towers composed of 72 white concrete elements.



AALBORG WHITE®

From Sinai to Syria

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Sinai White Portland Cement Co. started their co-operation with Al Shelli Establishment in Damascus, Syria, in 2001. Al Shelli has been established in Syria for more than 20 years, working in several fields, including earth-moving machinery, construction materials and cement. Since its foundation, Al Shelli has opened more than 100 distribution centres throughout Syria, and AALBORG WHITE® cement is therefore now represented in all parts of the country.



Al Shelli organises cement transportation from Port El Arish in Egypt to Tartous in Syria. Every month, one or two vessels arrive at the port of El Arish and load a full cargo of AALBORG WHITE® cement, packed in 50-kg sacks in two-ton slings. After being unloaded in Tartous, the AALBORG WHITE® cement is distributed to every corner of Syria.

Al Shelli Establishment expects to have 120 distribution centres in Syria by the end of 2003. Every distribution centre has now received the famous AALBORG WHITE® neon sign shown in the photo.

New colleagues at Sinai White Cement

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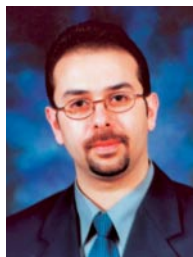
Domestic Sales Manager



Domestic
Sales Manager
Mr Yasser Osaily,
SWC

Mr Yasser Osaily, who graduated from the Faculty of Engineering at Cairo University in 1996, joined the SWC team in August 2003 from a position at Al Ezz, one of the largest industrial groups in the Middle East. Mr Osaily has seven years' experience in the sales and marketing of construction materials in Egypt and the U.S.A. He holds an MBA and is working on his PhD.

Export Sales Manager



Export
Sales Manager
Mr Mohamed Zytoon,
SWC

Mr Mohamed Zytoon, who graduated from the Faculty of Commerce at Cairo University in 1995 and was awarded a Diploma in Management Science at the Sadat Academy in 1997, joined SWC in October 2003 from a position at the Egyptian Cement Company, a market leader in grey cement. Mr Zytoon has some seven years' experience in business development and exports, and has been a team player in a number of the most successful companies in Egypt. Mr Zytoon will gradually take over everyday operational and tactical responsibility for SWC exports. In preparation for this, he was in Aalborg, Denmark, from the beginning of November until the middle of December. In the first quarter of 2004 he will be introduced to customers in the Middle East and North Africa.

MALBEX 2003

The 20th Malaysian International Building Exposition

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Aalborg White Asia exhibited at Malbex 2003, Malaysia's largest and most established building materials exhibition, held at the MINES Exhibition Centre in Kuala Lumpur from 9th to 12th September 2003.



The AALBORG WHITE® booth attracted more than 1,500 visitors, including architects, engineers, specifiers, traders and others. The white cement products on display included Pink Colour Pre-cast Blocks, Bricklayers White, White Cement Concrete Road Barriers, White Cement GRC, Compressed Terrazzo (latest technology) and White Cement Flower Pots.

New Malaysian website launched

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As part of the AALBORG WHITE® communication effort in the Asia Pacific region, Aalborg White Asia proudly announces the launch of its website www.AalborgWhite.com.my. The website provides useful information and the latest project news, and is the perfect place to find inspiring ideas for the use of white Portland cement. The new website will also bind the Aalborg White family closer together with latest updates on corporate news.

For business enquiries and project information, or if you have any constructive ideas for improving the website, please contact webmaster@AalborgWhite.com.my.





AALBORG WHITE®

Minister ignites new kiln in Aalborg

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Aalborg Portland has inaugurated a new kiln for the production of white cement. The kiln was ignited by the Danish Minister for Economic and Business Affairs, Mr Bendt Bendtsen, on Monday, 17 November 2003. Also present were representatives of Danish authorities and many of our suppliers and customers.

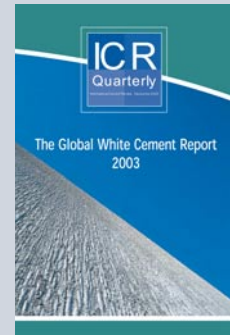
The kiln will produce 230,000 tons AALBORG WHITE® cement annually.

The opening also provided an opportunity for the Minister to enjoy a guided tour of the Aalborg Portland plant and to visit a small exhibition showing the uses of white cement and including such examples as terrazzo tabletops and wash-hand basins, paving stones, tiles, barbecues and water sculptures.

Global White Cement Report

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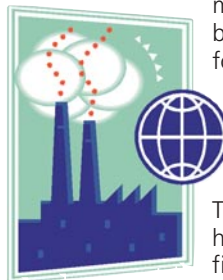
International Cement Review has just published the first Global White Cement Report. This new report covers worldwide production, consumption, trade and technical aspects of white cement. You may contact the publishers direct at: info@CemNet.co.uk.



Focus on global sales management in the Aalborg Portland Group

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With increasing sales of AALBORG WHITE® cement from the factories in Malaysia and Egypt, the Aalborg Portland Group has truly become a global organisation. This offers many challenges as well as opportunities for all parts of the organisation. In order for local and global managers within the Aalborg Portland Group to fulfil common goals, they must have access to detailed, current and reliable information. In order to facilitate global access to such infor-



mation, an online web-based management tool for monitoring and controlling the progress and profitability in sales for the entire group is being developed.

The development process has two steps. During the first quarter of 2004, a system prototype will be implemented and tested in Denmark and Malaysia. Later in 2004, the system will be implemented in Egypt and will thereafter be made available to our sales offices throughout the world.

From our partner, Lehigh White Cement we have received the following announcement

I regret to announce that our General Manager Stan Cramer passed away on November 26 following a lengthy illness. Stan worked with us since June of 1978 and recently held the position of Vice President and General Manager of the Lehigh White Cement Division. Stan was an effective leader who knew how to bring people together. His loss will be felt by everyone who knew him. His is survived by his wife, Diana, and two daughters.

Helmut S. Erhard
President and CEO
Lehigh Cement Company

Lehigh White Cement Division exhibits at the American Society of Landscape Architects

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In Lehigh's on-going efforts to grow the U.S. market, the White Cement Division continues to look for new avenues to exhibit and enlighten architects on the value of using white cement in their projects. One of these paths led us to New Orleans where we were a first-time exhibitor at the American Society of Landscape Architects (ASLA) annual convention.

The American Society of Landscape Architects was founded in 1899 and is the national professional association representing landscape architects. Current membership has grown to more than 13,500 members.

Landscape architecture encompasses the analysis, planning, design, management and stewardship of natural and built environments. Projects include the design of public parks, site planning for commercial and residential properties, land reclamation, urban and community design, and historic preservation.

The convention was well attended with over 4,000 landscape architects. James Gohlke, Technical Sales Representative, and Cathy Sauerwine, Administrative Coordinator, assisted in spreading the "white" word. Booth traffic was constant and resulted in many architects being educated on the value of using white cement.

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Circulation: 1800

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B10 MARKETING A/S 239-1611/03-09