

THE WHITE SITE



AALBORG WHITE®

June 2004/2

Pre-cast Concrete Award 2004

Building Traditions in Moscow

Wild West in the Far East

AALBORG WHITE® Wedding Dress

Technical Services World-wide



Utzon's Egyptian inspiration – Clear lines and complex geometry

In April 2003, the head office of the world-wide exhibition enterprise, United Exhibits Group, located at Copenhagen's North Harbour, was inaugurated.



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: 1600

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

Contents:

Page 2

**Exhibits Temple in
White Concrete**

Page 4

**The Danish Pre-cast
Concrete Award 2004**

Page 5

**Revival of Historic Building
Traditions in Moscow**

Page 6

Wild West in the Far East

**Technical Services
World-wide**

**AALBORG WHITE®
in Dry-Mix Mortars**

Page 7

**AALBORG WHITE®
Wedding Dress**

Page 8

The PCA Award Goes to...

A Sign of Success

New Commercial Director



The two AALBORG WHITE® based concrete towers frame the lightweight glass sections.



The untraditional artistic idiom is a reminder of the potential of concrete.



A transverse glass ribbon separates the administration department from the production department and stores. Two footbridges on the roof of the production building provide access to the roof terraces from which employees can enjoy the fresh air and the impressive view of Copenhagen Harbour.

Clear lines and complex geometry

All the concrete elements in the 2,500 m² building were manufactured on the basis of **AALBORG WHITE**[®] cement and have acid-washed surfaces that bring out the natural sand material in the concrete. The architect specifically stated that all the facade corners should be sharp and not bevelled in order to underline the clear lines of the building. Horizontal ribbons of white tile are embedded in the concrete surfaces of the pylons to emphasise the inclined plane.

Manufacturing and installing the concrete elements with their relatively complex geometry was a tremendous challenge. But the building is also a fine example of the way in which precast concrete constructions as a concept can be reconsidered and of their ability to incorporate the same qualities that many in-situ buildings have. The untraditional artistic idiom is also a reminder of the potential of concrete to lead the development of architecture away from contemporary, vertically-stacked traditional architecture towards a more freely articulated design.

hbn@AalborgWhite.dk

Exhibits Temple in White Concrete

In April 2003, the head office of the world-wide exhibition enterprise, United Exhibits Group, located at Copenhagen's North Harbour, was inaugurated. United Exhibits specialises in creating well-designed travelling exhibitions with the help of modern technology.

Their most successful exhibition to date, "The Quest for Immortality – Treasures of Ancient Egypt", demanded close collaboration with the Egyptian authorities and this was acknowledged by a gift in the form of a foundation stone for the building, reputedly from the great pyramid of Cheops.

Utzon's Egyptian inspiration

The building was designed by Kim Utzon Arkitekter ApS and is clearly inspired by the Egyptian theme. The two **AALBORG WHITE**[®] based concrete towers that frame the lightweight glass sections of the administration department, meeting rooms, and reception area were inspired by the two pylons erected by Ramses II to mark the main entrance to the temple at Luxor.



Horizontal ribbons of white tile are embedded in the concrete surfaces of the pylons to emphasise the inclined plane.



The headquarters of the employers' association, AHTS, at Kalkbrænderihavnen in Copenhagen Harbour.

The Danish Pre-cast Concrete Award 2004



Dunkers Kulturhus, Helsingborg.

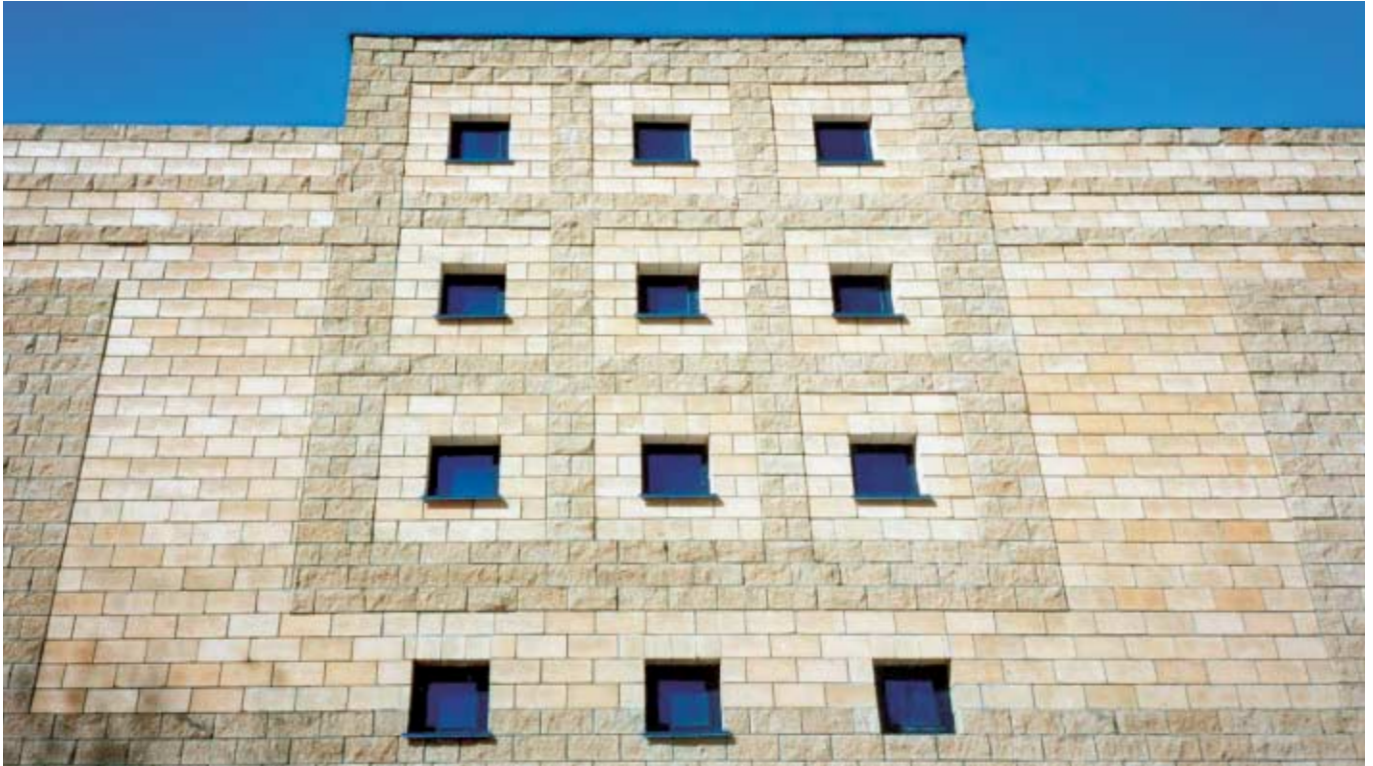


Rosendahl A/S, Hørsholm.

The award was presented for the 20th time on 10 June. Kim Utzon Arkitekter in Copenhagen won the award this year for an attractive trio of commercial buildings. Kim Utzon is the son of the great Danish architect, Jørn Utzon, who is famous for the Sydney Opera House, among other works.

- Dunkers Kulturhus in Helsingborg, Sweden: The 17,000 m² contain a museum, a school of music with accompanying classrooms and administration facilities, as well as a theatre, a concert hall, and a restaurant. Dunkers Kulturhus was inaugurated in 2002 and also received the Swedish Architecture Award 2004.
- The headquarters of the employers' association, AHTS, at Kalkbrænderihavnen in Copenhagen Harbour. The 5,400 m² building was inaugurated in 2000.
- In June 2003 Rosendahl A/S, an interior design company, opened the doors of its new 4,900 m² head offices with showroom at Hørsholm.

Revival of Historic Building Traditions in Moscow



Moscow local authority strategy is to revive historic building traditions in the city, primarily through the use of white stone and brick instead of grey concrete and red ceramic tiles.

White stone and brick are replacing grey concrete and red ceramic tiles, the traditional Soviet-era building materials.

Recently, Aalborg Portland entered into a collaboration with the Moscow-based Rosser Group. Rosser is a major construction company that manufactures high-quality building materials based on white cement.

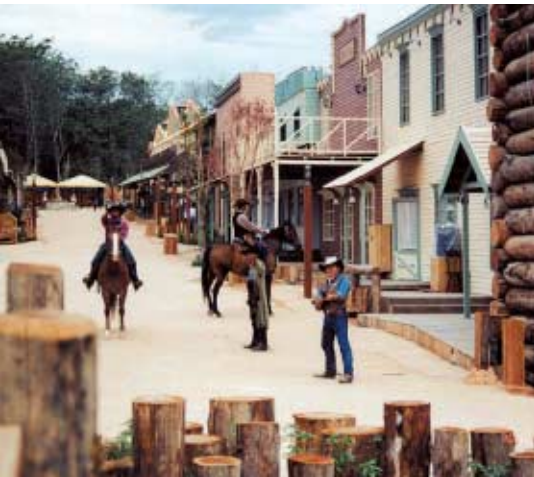
Rosser expects to complete at least four or five large-scale white-cement construction projects as part of the Moscow local authority strategy to revive historic building traditions in the city, primarily through the use of white stone and brick instead of grey concrete and red ceramic tiles, which are the traditional Soviet-era building materials. One such project currently being implemented is the construction of fifteen 22-storey buildings in white brick and concrete on a site close to Moscow State University in the centre of the city. The construction of white buildings has become a powerful new trend in Moscow.

Russia has a long tradition of using locally produced off-white cement. As this material is normally referred to as white cement, AALBORG WHITE® is

known as super-white cement. Building products of the very highest quality are in increasing demand from Russian customers, especially in Moscow and St. Petersburg, and AALBORG WHITE® meets these needs admirably.



A project currently being implemented is the construction of fifteen 22-storey buildings in white brick and concrete on a site close to Moscow State University.



Cowboy Town in Malaysia. To construct the floor topping a unique 'Sunkist' colour were specially created with AALBORG WHITE® cement

Wild West in the Far East

The A'Fomosa Resort is a 1,300 acre golf-cum-entertainment resort located just half an hour's drive from Malacca, Malaysia's premier tourist city, or 45 minutes' drive from Kuala Lumpur International Airport. Among its many attractions is its famous Cowboy Town. The theme throughout is the "wild west" feeling. This five-acre attraction remains very popular and continues to attract huge crowds, especially during the holidays.

From its inception, the designers had to provide suitable flooring while maintaining a rustic look. Their choice was to use Colour Cement supplied by Skim Coat Industries Sdn Bhd, a wholly-owned

subsidiary of Aalborg White Asia Sdn Bhd. The coloured cement was a unique 'Sunkist' colour, specially created with AALBORG WHITE® cement. The cement was used to construct the floor topping. The result was a heavy duty, authentic looking floor which – into the bargain – was also the most economical to lay and maintain. The resort management was extremely pleased with the floor and two years after the initial order, they continue to reorder Coloured Cement from Skim Coat Industries for extension projects at the resort.

RDC

Research and Development Center

jsd@AalborgWhite.dk



Technical expertise enables RDC to provide the best overall solutions for our customers.

Technical Services World-wide

AALBORG WHITE® is the product of the future. With emphasis on innovation and technical expertise, AALBORG WHITE® Research and Development Centre is enabled to provide the best overall solutions for our customers. With the help of the AALBORG WHITE® Technical Team, RDC provides customers world-wide with excellent technical services. Also, RDC develops new applications for AALBORG WHITE® cement, and ensures uniformly high quality products throughout the world.

With a staff comprising construction engineers, chemical engineers, chemists and geologists, and laboratories equipped with advanced analytical equipment, RDC offers top expertise and experimental capabilities in all fields of cement application.

The new research section at www.aalborg-portland.dk provides more information on RDC's capabilities and services.

mg@aalborg-portland.dk



The results of RDC studies with dry-mix mortars were presented at CONCET 2004 in Malaysia.

AALBORG WHITE® in Dry-Mix Mortars

Dry-mix mortars are an important AALBORG WHITE® application. These products contain a variety of precision-balanced admixtures, which makes them very difficult to develop. A basic understanding of the interaction between additives and cement can help our customers develop more stable, uniform products.

With this aim in mind, RDC has been working with dry-mix mortar producers to evaluate the effects of different additives on mortars made with AALBORG

WHITE®. A series of tests was performed to determine: How polymers affect adhesion and whether cement contributes to it, what the function of cellulose is, and how stearates interact with AALBORG WHITE®.

The results of these studies as well as a database containing typical formulas for dry mix mortars were presented at the International Conference of Concrete Engineering and Technology (CONCET 2004) in Malaysia and are available to the AALBORG WHITE® community.



AALBORG WHITE® Wedding Dress

Who says you can't wear AALBORG WHITE® – even at your wedding? However, since this beautiful full size (1:1) wedding dress sculpture is made of reinforced white concrete, it is certainly not the most practical garment. The sculpture was designed and made by Helena von Bergen, as a final examination project in 1999 at the National School of Arts and Crafts in Norway. The reinforced concrete is based on AALBORG WHITE® cement.



sb@AalborgWhite.dk

And the PCA Award Goes to...



Ray Pisaneschi received the prestigious "Promotion Progress Award".

On 2 March, Ray Pisaneschi, Manager of Marketing & Technical Services at Lehigh White Cement Company, received the prestigious "Promotion Progress Award" from the U.S. and Canadian cement industries.

The award programme acknowledges outstanding effort in promoting cement and concrete products.

Among the reasons for presenting the award to Ray Pisaneschi was that Ray continually seeks new markets, provides manufacturers with guidance, and promotes products containing white cement. He shares his knowledge by visiting schools, universities, and influential parties nationally and internationally. Ray

untiringly supplies information and contacts in order to develop technical and architectonic articles and publications with the aim of enhancing the quality of products based on white cement.

Aalborg Portland congratulates Ray Pisaneschi on the award, which we feel is absolutely deserved. Ray has shared his knowledge at Aalborg and with Aalborg Portland's customers on a number of occasions, not only in the US, but also in Europe. Ray must be given a great deal of the credit for the success that Aalborg Portland has enjoyed on the huge market for white cement in the USA.

cameliasaleh@SinaiWhiteCement.com

A Sign of Success



Sinai White Portland Cement Co.'s new premises in Cairo.

Sinai White Portland Cement Co. recently moved into new premises in Cairo. The newly renovated building comprises three floors, a roof and a narrow strip of garden surrounding the building. As for the roof itself, a small store was built there and plans for the very near future are to make use of the roof as an area for lunch breaks and gatherings for all employees.

The materials used in the renovation were all manufactured in Egypt and AALBORG WHITE® cement was naturally used for the facades.

The new building means a great deal to all the employees at Sinai White Portland Cement Co. Watching their company grow from a small enterprise occupying a single 200 m² storey in August 1999 to a company possessing its own premises is surely a sign of success! We are looking forward to welcoming our business partners to our new premises!

mb@AalborgWhite.com

New Commercial Director

Maciej Lichocki
Commercial Director
Aalborg Portland Polska



As of 4 May 2004, Maciej Lichocki will join Aalborg Portland Polska. As Commercial Director he will be responsible for all AALBORG WHITE® marketing and trade activities connected with

our existing and potential clients. We are convinced that his qualifications and enthusiasm will help Aalborg Portland Polska to maintain a strong position on the Polish market.