Sievert Construction Materials Group
Show house opened in Hefei

quick-mix: The beginning of a new era
sht: Workshop 2011
hahne: Sales Convention in Bremen

quick-mix starts in Web 2.0
More on Pages 8/9
Dear readers:

Confucius said: “Continuous happiness requires continuous change!”

This ancient Chinese proverb is just as true today and can easily be applied to the requirements in everyday commercial life.

Perhaps this is not so much happiness than economic success. But nevertheless in a global economy, the ability of a company to adapt is a very decisive parameter for competition.

In the past few years the Sievert Baustoffgruppe has repeatedly and quickly responded to challenges and completion figures. The renovation and restoration market in Germany is continuing to develop at a high level.

This is encouraging and confirms that we must continue to focus on our home market in spite of ambitious growth targets in foreign countries. The reasons for the improvement in the construction climate are manifold. On the one hand it appears that for many fellow citizens investments in the frequently mentioned “concrete gold” are becoming attractive again. Hardly any other form of investment maintains such a stable value and is as secure as real estate. Governmental economic development programmes as well as the favourable financing conditions support the trend to investment in real estate.

Moreover continuously increasing energy prices are forcing us to renovate building shells to limit the explosion in heating costs. According to Denso (German Energy Agency) the prices for heating energy have increased by an average of 90% over the last ten years.

But consumer consciousness has also changed highly in the past few years. Today builder-owners are increasingly demanding sustainable, ecological construction methods and therefore construction materials that satisfy these high requirements.

At the Construction Exhibition BAU 2011 in Munich at the beginning of this year we introduced various innovative products custom tailored to meet these customer requirements. One example here is the high quality floor levelling screed with “SAFE+TEC Technology”.

We have accentuated our ability to change with the times. Our product range is being presented with new multimedia applications. We are entering a new era with the title “Web 2.0”. Read more about this on page 8!

In conclusion we would like to state that the Sievert Baustoffgruppe with its comprehensive portfolio of activities has a very solid basis for the future. Consistent adaptation of our structures and active cultivation of the market by our motivated employees and partners are the best prerequisites for ensuring a successful future.

And in conclusion one more Chinese proverb: “When the wind of change blows, some build a wall for protection, others build windmills.”

Your
Sascha Wagener

The unit of measure 'millisievert'

Since the nuclear catastrophe in the Japanese nuclear power plant in Fukushima on 11th March 2011, all media worldwide has been quoting a new unit of measure, specifying the biological effect of radioactivity on humans, animals and plants - the ‘Millisievert’. This unit of measure is named after the Swedish Physicist Rolf Maximilian Sievert (1896 - 1966).

Rolf Maximilian Sievert is the son of a brother of Hans-Wolf Sievert’s great grandfather. Rolf Maximilian Sievert’s grandfather emigrated from Germany to Sweden where he became a very successful manufacturer. The initial plans for his grandson, Rolf Maximilian, were to continue managing the company, however, he preferred a scientific education. After a number of futile attempts, he overcame all resistance and studied physics in Stockholm, finally earning himself a name for the development of new methods in the field of physics, particularly in radiation research. For a total of 27 years he directed the Institute for Radiology and Physics in Stockholm emphasising the necessity of establishing international limits for radiation.

The basis for evaluation of radiation risk is the natural radiation exposure specified in Germany to be an average of 2.1 millisieverts per year.

José Joaquín Chaverri-Sievert

Hans-Wolf Sievert was very pleased about the visit by the Ambassador from the Republic of Costa Rica, José Joaquín Chaverri-Sievert, on the 29th of June 2011 for three reasons: As CEO at Sievert AG, Honorary Consul for the Central American Country to Lower Saxony and Bremen and - very personally - as a relative of the Ambassador. Two sisters of Hans Sievert, founder of the Sievert Baustoffgruppe, emigrated to Costa Rica in the 1930’s. The Ambassador is Hans-Wolf Sievert’s cousin, who lived in Osnabrück for one year in the 1950’s and took many impressions of this time in the Hansas City back to Costa Rica. José Joaquín Chaverri-Sievert on his arrival: “I love coming to Osnabrück. Many fond memories connect me with this city.”

The official visit started at 9 a.m. at the Sievert Centre in Mühlenscheeweg, Osnabrück. Here Stefan Eger, Chairman of the Board, presented the performance spectrum of the Sievert Baustoffgruppe to this highly honoured guest. At the conclusion the Ambassador visited the University of Osnabrück. The President, Prof. Claus Rollinger, greeted the guests and spoke to the Ambassador regarding increased scientific exchange between the University of Osnabrück and Costa Rica. Already today a close relationship exists between the Departments of Psychology and particularly Biology.

In the Peace Hall of the Osnabrück City Hall, the Lord Mayor, Boris Pistorius, extended a hearty greeting to José Joaquín Chaverri-Sievert as Ambassador from Costa Rica and to Hans-Wolf Sievert as Honorary Consul responsible for Lower Saxony. He then summarised the important basic data from Osnabrück’s history, economy and culture. In conclusion the Ambassador entered his signature in the City’s Golden Book.
Developing common construction methods to minimise damage from tree roots in pavements:

Anja Hoffmann, Construction Material Tester at quick-mix
Dr. Jörn Buchholz, quick-mix Product Manager.
Prof. Dr. rer. hort. Jens Thomas, Technical College of Osnabrück
Verena Stengel, M. Eng., Technical College of Osnabrück
Jutta Kastens, M. Eng., Technical College of Osnabrück
Dr. Martin Kanig, R & D Manager at quick-mix
Prof. Jürgen M. Bouillon, Technical College of Osnabrück
Prof. Martin Thieme-Hack, Technical College of Osnabrück
(from left)

Elms Test Pozzolana Cement
Cooperation with Technical College of Osnabrück

Within the scope of the research project "Pavement construction at locations with trees - Construction methods for minimising damage to pavements from tree roots" the Sievert Baustoffgruppe has cooperated with the Technical College of Osnabrück since the beginning of this year. The initiator of this cooperative effort is Walter Simon, Manager for Applications Technology and Training at tubag Trass.

Of the two construction methods, one was built with tubag pozolana cement, the other without pozolana. In two years the pavement will be opened to see whether roots have developed in the bedding layers.

Dr. Martin Kanig, Manager of quick-mix R&D, supervised this project within the scope of a master’s degree: "During my mineralogy studies I was also involved with petrographics (study of rocks) - a field that plays an important role in unbound construction methods for pavements.

The test areas were completed in April 2011. All totalled they consist of nine different construction versions, constructed along both sides of a row of trees comprising 19 elms. In addition to unbound surfaces, there are three partially bound versions sponsored by quick-mix.

The test set-up in Bad Zwischenahn.

Documentation of root growth before installation of material.

Installation of grout material.

Test set-up in Bad Zwischenahn.

After completing his training as a landscape gardener, Dr. Buchholz, born in 1978 in Witten, studied landscape architecture at the Techni-
cal College of Ostwestfalen-Lippe. In 2010 he was awarded his doctorate in engineering by the University of Kassel. In his doctoral thesis he treated the subject for which he offers convincing solutions for quick-mix: "Thermal tension in traffic surfaces with bound pavements." This is one of the subjects he deals with as a member in the Rules and Standards Committees of the Research Society for Landscap-
ing and Landscape Development, as well as the Research Society for Road and Traffic Engineering.

Dr. Buchholz has gained a great deal of practical experience from his independent planning work for public and private clients. Dr. Buchholz is married, has a one-year-old daughter and spends his free time with landscape architecture. His hobbies include hiking and basketball.

quick-mix continues large scale marketing of its tubag brand. As of 1st January 2011 the marketing team has been reinforced by its new Product Manager, Dr. Jörn Buchholz, who has a great deal of technical competency and practical experience for customer support.

Dr. Buchholz's duties in product management include selling products for landscape development and road construction as well as in areas of renovation and restoration. A focal point here is use of tubag products for construction of traffic surfaces.

A convincing example for bound pavement construction using tubag products is the Federal Garden Exhibition in Koblenz: Here tubag bedding mortar and tubag grouting mortar were used on a total surface area of approx. 12,000 m².

"Bounded paving methods are not specified in VOB - the German Construction Contract Procedures - and therefore represent a special construction method. However some recommendations, such as that of the Research Society of Roads and Traffic Engineering, do specify the corresponding material properties. Nevertheless these are not mandatory. Still, the requirements specified in these recommendations are frequently specified in bidding calls. In such cases a test report is required. tubag products for road construction - such as grouting mortar for paving stones (PFH), bedding mortal (PFM D4) and adhesive sludge (TNH) - satisfy the specified requirements. In addition to the first class material quality, the high consulting competency is a decisive factor for competition. One of my primary duties is to provide support to clients in the form of technical know-how when using our products for bound pavement construction."

A convincing example for bound pavement construction using tubag products is the Federal Garden Exhibition in Koblenz 2011 in Koblenz (15th April to 16th October). Here an area of nearly 12,000 m² was paved using approx. 1,200 tons of tubag bedding mortar in the subsurface and approx. 125 tons of grouting mortar (PFH/PH).

The project was supervised by Volker Kersten, Project Manager and Sascha Schoblocher, Sales Representative.
MosBuild is Russia's most important trade fair for the construction industry. Although its history is still short, beginning in 1995. This year 2,472 exhibitors from 49 countries were represented at the fair from the 5th to 8th of April 2011. The entire fair area at both locations in Moscow was 160,000 m²; nearly 105,000 registered visitors attended on the four days of the fair. For comparison the data for the BAU 2011: 2,058 exhibitors from 46 countries, 180,000 m² of exhibition area in 17 halls plus outdoor area, 238,230 visitors in six days.

The motto for the tubag brand is: “Intelligent construction materials”.

An approx. three meter high demonstration wall was used to present sample panels with the product groups “tiles”, “plaster”, “finishing plaster” and “facing brick”. Moreover two of the booth’s rear walls were used to show the product groups “tiles” and “floor products”.

As in previous years, there was a podium with a demonstration area. Here two, approx. 2 m² ETICS (External Thermal Insulation Composite Systems) samples were presented to demonstrate the LOBATHERM system structure with mineral finishing plaster or facing bricks.

Ronald Franke, ZAO Marketing summarised as follows: “Many familiar dealers and customers as well as new faces visited our booth. The Russian regions show increased interest in the quick-mix products. Particularly the tubag range and the LOBATHERM facing brick ETICS were the centre of attention. After evaluation of all fair reports by our sales department, we had a good list of new prospects and promising fair contacts for the future.”

ZAO “quick-mix”, the Russian quick-mix affiliate, participated in this trade fair for the fifth time since 2007. Eleven quick-mix employees were present at the 70 m² fair booth. The motto for this fair was analogous to the German quick-mix slogan “Simply clever construction materials”.

The motto for the quick-mix products was: “System for pavements - intelligent landscaping”. Four large tubag construction samples were presented in one area. Two tubag demonstrations showed clearly and practically how water permeates through tubag drainage mortar and GalaKreativ.

At the demonstration wall we presented the LOBATHERM system in four variants with different facing bricks.

The director of the Osnabrück City Zoo was very pleased with the reconfiguration of the existing facilities and creation of new landscapes. Visitors are enthusiastic, the continuously increasing number of admission tickets speaks for itself. A further attraction here will be finished by March 2012 - the new surface area for the macaque monkeys.

The traditional sponsor for the Osnabrück zoo, and is supporting the project by supplying the quick-mix products.

The macaque monkeys can move into their new living quarters in the style of a temple in Angkor Wat.

The zoo employees themselves are handling all of the construction work except for building the carcass. quick-mix is also participating in the work. In the meantime quick-mix is a traditional sponsor for the Osnabrück zoo, and is supporting the project by supplying the quick-mix products. A six is present on the zoo grounds for this purpose. Martin Sassing, Technical Consulting Manager at quick-mix: “We provided the conventional masonry mortar as well as special mortar for shotcrete and are looking forward to completion of this extraordinary surface area.”

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The beginning of a new era
quick-mix consistently uses state-of-the-art technologies

"If you don’t catch up with the times, the times will catch up with you." With the times? That was once upon a time. Today such developments are very rapid. For example, anyone not capable of using state-of-the-art communications technology, quickly looses ground to the competition. A discussion with Federico Kühn, New Media Manager at quick-mix since the beginning of 2011.

Federico Kühn: “The speed of development in our technical world and in communication is very visible in the transition from Web 1.0 to 2.0. Naturally, the introduction of the Internet was a revolution, but communication continued to be a one-way street from sender to receiver. In Web 2.0 we exchange ideas over the Internet, we have a dialogue - a dialogue with a broad effect. In principle this works the same way as classical mouth-to-mouth propaganda - an effect, we cannot appreciate enough as a supplier of high quality products.”

How is quick-mix using the new technology?
Kühn: “The BAU 2011 – our most important trade fair, is a good example of our activities. Our new booth concept also reflects the start of a new era in communications technology. The central feature of the booth consists of four islands equipped with iPads providing comprehensive information on the focal subjects: ETICS External Thermal Insulating Composite Systems, HYDROCON finishing plaster, SAFETEC floor levelling compound and tubogazzola products. Every day one iPad was given away at the booth as a prize. With this we pursued three objectives. On the one hand our target group sees that we are top in technical communication, on the other we can provide our customers with very specific information and finally all this is underscored emotionally by a subject-related contest. Naturally all these measures are also supported with printed brochures.”

And outside the fair?
Kühn: “Our entire field service team was equipped with iPhones as of end of March 2011. These intelligent phones are simply ingenious for high speed planning, precise calculation and making arrangements. Product range, construction calculators and building designers (iPad simulators) can be downloaded from the Apple App Store. And more than that: To save time the field service reps can scan the QR code with the iPhone camera and then go directly to the desired app or to the quick-mix Internet site at www.quick-mix.de.

"There is no stopping of the development in online media. We have to use it, to actively enhance our own brand image.”
Anders Sundt Jensen, Director for Brand Communication at Mercedes-Benz Cars

"The speed of development in online media is increasing continuously. The next step will be for quick-mix to make use of the explosive growth of the Internet in the world of social media. Facebook as a social network, Xing for business, the multimedia platform offered by YouTube, Twitter as a news service and video telephone conversations using Skype will cement our contact to potential customers; it is hardly possible to estimate the wealth of possibilities. You have to consider the fact that today 1.9 billion people are online worldwide and 740 million are registered in a social network. In Germany 80% of all households already use the Internet. And the tendency continues to increase.”

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How is the resonance to the quick-mix offensive in the field of communications technology?
Kühn: “Our employees think it’s great and customers give us the impression that they simply expect us to be using this state-of-the-art technology. The Internet makes sure that everyone always knows about the latest technological instruments. And companies are simply expected to meet these standards.”

What steps are you planning now?
Kühn: “As already mentioned, the breadth of Internet communication is increasing continuously. The next step will be for quick-mix to make use of the explosive growth of the Internet in the world of social media. Facebook as a social network, Xing for business, the multimedia platform offered by YouTube, Twitter as a news service and video telephone conversations using Skype will cement our contact to potential customers; it is hardly possible to estimate the wealth of possibilities. You have to consider the fact that today 1.9 billion people are online worldwide and 740 million are registered in a social network. In Germany 80% of all households already use the Internet. And the tendency continues to increase.”

Do you have concrete plans?
Kühn: “At quick-mix we consider the Internet to be a medium which will continue to develop and open up for us new means of communicating with our customers as well as advancing our internal communication capabilities. We intend to use these opportunities. We are presently considering a series of video clips for communicating with our target group on Facebook and YouTube. We have also discussed a network with processing companies with a recommendation feature. Important is the adequate interaction between classical and digital communication. In the quickly changing Internet, quality is our top priority. Bad ideas, don’t improve by putting them online.”

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Federico Kühn, New Media Manager at quick-mix since the beginning of 2011.

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Return system for EPS

Ecology at the construction site

One of the components in the quick-mix LOBATHERM ETICS External Thermal Insulating Composite Systems is EPS insulating panels. EPS stands for “Expanded PolyStyro-rol”, generally known under the product name Styrofoam. These insulating panels can be cut to fit precisely - as required - at the construction site. quick-mix has joined the LOGEX return system to help prevent that resulting wastes land unsorted at the dump with other construction site wastes. The LOGEX company with headquarters in Ingolstadt is a system partner offering a German-wide network of medium sized disposal companies to guarantee that EPS residues are collected in pure form in large sacks and recycled.

quick-mix therefore provides an important contribution to protecting the environment making it possible to reduce the required heating energy and resulting pollutant emissions drastically. And the construction work itself is a perfect example of practical ecology. Wastes are recycled consistently. Environmental protection is also an important corporate objective of the Sievert Baustoffgruppe.

With LOBATHERM ETICS quick-mix thereby developed a very special idea for its customers. An awesome event for the customers took place on the plant grounds in Brno-Cernovic. Hearty culinary specialties, a wide selection of beverages and various amusing games for young and old were offered in the warehouse. The culmination was the appearance of the rock group “no name”, which is very popular in the Czech Republic and Slovenia.

Reinhard Ziegler, Business Manager for quick-mix in the Czech Republic and Slovakia: “The emphasis was on the GaLaBau Products, which are presently the focal point of sales activities in the Czech and Slovakian quick-mix sales teams. Following the dramatic construction crisis over the past two years, the first signs of an upswing are now showing at the trade fairs. The resonance from the fair visitors signals, above all, an increased interest in quick-mix special products. The quick-mix booth was always well visited.

Within the scope of this fair, quick-mix developed a very special idea for its customers. An awesome event for the customers took place on the plant grounds in Brno-Cernovic. Hearty culinary specialties, a wide selection of beverages and various amusing games for young and old were offered in the warehouse. The culmination was the appearance of the rock group “no name”, which is very popular in the Czech Republic and Slovenia.

In spite of the cool April weather, the group did a good job of firing up the guests. And the crowd rocked until the warehouse rolled. The quick-mix clients were fully amazed.”
Copernicus Science Centre
quick-mix above the roofs of Warsaw

Since November 2010, Poland’s Capitol City of Warsaw has been enhanced with a highly interesting new point of interest. The new Copernicus Science Centre (Centrum Nauki Kopernik) is one of the most modern institutions of its type in Europe. The objective is to awaken curiosity to promote independent exploration of the world and encourage dialogues on scientific subjects.

At the Copernicus Science Centre visitors can perform experiments which help to explain even complicated natural events. A total of 350 exhibits and interactive displays at highly varying stations satisfy the interest of visitors of all ages. The most interesting attractions include “Electrybalt” (a machine, that makes up and recites rhymes), a fire tornado, an earthquake simulator and a flying carpet.

The park surrounding the centre contains an art gallery and a climbing wall. The design of the roof, laid out as a garden with viewing terrace, is just as exceptional as it is fascinating. This green roof offers a captivating view of the Weichsel River.

The project was developed according to plans drawn up by the Architect Team RAr-2 Laboratorium Architektury Gilner + Kubec in Ruda Slaska, which won the international competition in 2005. The basic concept of the roof design is to integrate the roof garden visually into the Weichsel landscape. For this purpose similar plants were used, to those seen naturally along the banks of the Weichsel River. The garden covers an area of over 8,500 m² with a variety of low bushes, grass and flowers.

For quick-mix Poland the roof of the Copernicus Science Centre is a very special reference object. Here quick-mix drainage mortar, Gala-Kreativ binder and coarse crushed basalt were used. The quick-mix Product Manager Igor Gorzelski was responsible for project consulting and support.

Once a year and, in the meantime, a tradition, the Polish quick-mix Team invites its sales partners to a get-together event lasting several days. This year the event was held in Fusch in the Großglockner Street in Austria from the 14th to 20th of March.

The event agenda included, among other things, a detailed presentation of the quick-mix product range for the year 2011, whereby particular emphasis was placed on introducing new items. Moreover a seminar headed by Maciej Nocon, Product Manager at quick-mix Poland, dealt with the subject of “Sealing Methods for Construction Projects”.

Naturally the agenda also included an attractive general programme. Polish quick-mix customers were invited to participate in an excursion including a tour of the Stiegl Brewery in Salzburg. The sports highlight was clearly the quick-mix Ski CUP which was obviously a great deal of fun in addition to providing ample exercise.

10th European "Renovation" Trade Fair in Kraków

On the 4th and 5th of April 2011 the 10th European Trade Fair on the theme renovation was held in Kraków. All fields specialising in construction related work were represented: Conservators, renovation companies, college research projects and producers of special products for renovation.

At its exhibition booth quick-mix Poland focussed on the tubag range. For this purpose Maciej Nocon, Product Manager at quick-mix Poland, introduced the brand name tubag on the first day of the fair and explained in detail the product features of tubag pozzolana, the production process and the variety of application possibilities.

quick-mix also returned from this trade fair with a prize. The team participated in four different competitions and received the most awards.

Congratulations to everyone, who contributed to this recognition!
HADALAN® Live in Bremen

HADALAN® EBG

hahne sales convention 2011

How can a new product be introduced better in theory or practice than at a sales convention, attended by employees and plant representatives from all over Germany? With this in mind, new products will now be presented regularly at the hahne sales conventions. This year’s focal point of interest was the new epoxy resin dispersion HADALAN® EBG.

HADALAN® EBG, a new generation binding agent, was introduced with the slogan “Perfect for correcting your floor”. This new product serves as a priming agent for preliminary treatment of the subsurface and, in combination with a special filler mixture, as an equalisation layer on nearly any subsurface.

Function: As a result of mechanical and chemical stresses of different types, many floors require repair. Break-outs, cracks, irregularities and rough surfaces frequently obstruct safe and proper use of old floors and necessitate basic repair measures. Repair of such surfaces requires special products or systems, which can be used easily and reliably even on very poor subsurfaces.

HADALAN® EBG now offers a new technology based on an epoxy resin dispersion. This system allows diffusion so that it can be used on subsurfaces affected by moisture.

Measures for closer cooperation with the plant representatives were discussed in Bremen - for example a common Internet site or exhibits for regional trade fairs. Moreover it was discussed, how hahne can intensify its market presence.

The agenda also comprised a visit to the hahne Service Centre in Bremen, including practical product demonstrations. The evening was filled with a guided tour of the city culminating in a collective dinner at Bremen’s Ratskeller. And one more highlight: All participants received a new black hahne jacket as a present.

The cooperation between hahne and the Polish Company VISBUD Project is developing excellently. Following application trainings in Kraków (in May 2010) and Wroclaw (in August 2010) two further seminars were held in March 2011, this time in Kraków and Warsaw. The theme of both training sessions was balcony and terrace repair.

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It is unbelievable what all can come out of an exhibition contact: A few years ago at a construction fair in Salzburg a discussion was held between the Engineering Company Rudolf Kareis with headquarters in Berghelm, Austria and hahne. In the meantime this contact has led to a work of art adorning the traffic circle in the Berghelm-Lengfelden section of the city.

Using plans drawn up by the Kareis Company, the Memming Production Company FABRINO produced heavy duty concrete and the special hahne binding agent HADALAN PUR LF 68. Rudolf Kareis: “State-of-the-art techniques and processes were used for production. This ensures long life and maximum protection for the object.”

The work of art has been highly praised and, in the meantime has also been featured in an article in the magazine “Salzburger Wirtschaft”. Rudolf Karies did not have to wait long for the first requests for similar items. So keep up the good work; HADALAN PUR LF 68 is always available.

Eye-catcher for all passers-by and an attractive reference for hahne: The crest of the Austrian City of Gergheim in the traffic circle in Berghelm-Lengfelden.

In Warsaw approx. 30 participants - mostly tile layers and construction contractors. Particularly popular here was the new, diffusive EP floor coating HADALAN® EBG.
At their annual, full day workshop colleagues from all divisions of sht met on 28th January in the Headquarters of the Sievert Baustoffgruppe in Osnabrück.

During the morning they treated the subject of “cost centre reports”. For this purpose Bärbel Ull, Commercial Manager of sht, held the first introductory presentation. Then the topic was elaborated in three groups. After analysis of the cost centre reports, the results were presented and possible measures discussed.

The guest presentation by Jutta Röhrig on the subject of driver motivation was highly praised by the participants. Sabrina Hukreide, Fleet Manager at sht, reported on the new insurance structures.

The assignments were elaborated in separate groups.

Three presentations were scheduled for the afternoon. The guest presentation on the subject of driver motivation was held by Trainer Jutta Röhrig. Sabrina Hukreide, sht Fleet Manager, then introduced the new insurance structures.

The third speaker was Stefan Egert, Chairman of the Board at Sievert AG. He presented facts and figures of the company, summarised the past fiscal year and also touched on the targets set for 2011. At the conclusion of the day the participants met in a casual round for Italian specialities.

The guest presentation by Jutta Röhrig on the subject of driver motivation was highly praised by the participants.

Satisfied with the acceptance by participants: sht Business Manager Rui Macedo and Bärbel Ull, Commercial Manager at sht.

Group work area: Transport in tarpaulin trucks …

… Transport in silo trucks …

… and intermodal transport.

Reviewing the workshop events …

and animated conversation at the dinner table.

Anecdotes from the past provided amusement.
Training programme started for nearly 230 employees

sht cooperates with Hellmann Worldwide Logistics for on-going education.

Professional drivers are legally obligated to complete a 35 hour course of advanced training by 10th September 2014. But how can the requirements of the Professional Driver Qualification Act (BKrFQG) be fulfilled without interfering with current operations? sht found a convincing solution and started a comprehensive advanced training programme. In cooperation with Hellmann Worldwide Logistics, approx. 230 employees will be offered training within the next four years.

“At first glance the time frame appears quite generous, which the government has set for advanced training of professional drivers. However, a closer look quickly reveals that transport and logistics enterprises of a certain size, will have to start their planning at an early date”, stated Volker Lauxtermann, Logistics Manager at sht. This is particularly true when it is necessary to coordinate the training at a number of locations - as is the case for sht, with 13 locations around Germany. “All locations are to provide training on Saturdays only to prevent interference with current operations”, continued Lauxtermann.

Hellmann Worldwide Logistics GmbH & Co. KG was contracted to handle the organisation, coordination and implementation. Their German Business Manager, René Stöcker, considers this to be proof of the many years of successful cooperation. “Our two companies are connected by a particularly friendly relationship. We are very pleased to have received the contract from Sievert for training their professional drivers, particularly because it underscores the increasing significance of our Division for ‘Consulting, Security & Safety’.” Hellmann, a Logistics Service Provider active worldwide, with headquarters in Ostbrück, has already offered external courses of training and seminars for over 20 years. Now they are taking over the advanced training programme for professional drivers required by German law for sht. This comprises five subject blocks: “Driver and Vehicle”, “Driving Safety and Health”, “Cargo Safety”, “Laws and Logistics” and “Economy”.

Volker Lauxtermann welcomes introduction of the new law requiring advanced training for professional drivers as well as the capacity for handling this demanding job”, said Ralf Murru, Dyckerhoff Manager for Logistics and Truck Traffic. For example the requirement profile necessitated a fleet and disposition of sufficient size as well as an administrative staff capable of coordinating activities with the authorities. Of over 100 companies considered initially, only a dozen remained. “The primary factor in favour of Sievert at the bottom line was the good experience collected with the company in previous projects. Moreover the good price/benefit ratio was convincing”, stated Murru to justify the decision.

SL started delivering the first cement for the forefield of the Air Base in the spring of 2010. “The lead times were extremely short. We had very little time between the time the contract was granted and the first order”, said Patrick Rauh, Disposition Manager at SL. Moreover submission of special forms and applications for access passes had to be included in the planning. It was also necessary to take into consideration delays resulting from security requirements for the vehicles, because every truck had to pass through a series of special gates when entering and exiting the premises. All of the work was completed on time in spite of these special requirements. The Dyckerhoff cement transported by SL formed the basis for a concrete surface with a total size of 73,000 m², whereby the length and width of the forefield were each 270 m. “We are very satisfied with the logistic handling by Sievert, particularly in view of the difficult basic conditions,” reported Ralf Murru.

SL Business Manager Rui Macedo also reported a positive balance. “The successful conclusion of the work at the Ramstein Air Base underscores our particular competency in the field of logistics for demanding construction projects.”

In February 2011 Sievert Logistics (SL) completed delivery of 12,000 tons of cement to the Ramstein Air Base - the most important hub for the American Air Force in Europe. In cooperation with many companies, SL was successful in obtaining this contract, which was granted within the forefield renovation through Dyckerhoff AG.
Central role in the sht logistics network

New handling and storage facilities at location in Leipzig

sht is continuing to expand its offer for the shipping industry: Additional handling and storage facilities have now been opened in Leipzig to better react to customer requirements in terms of supply and distribution logistics.

This property with an initial hall floor space of 1,700 m² and grounds with a size of 4,700 m², directly adjacent to the previous local headquarters building, offers flexible use of the storage facilities for various products and branches. In addition to handling and storage, the Leipzig location also offers added value services such as labeling, consignment, picking and packing.

"As a specialist for tailor-made logistics solutions, we want to offer our customers more than just transport services. We want to include comprehensive storage logistics with all associated services", stated sht Business Manager Ulrich von Hahn. The new capacities are therefore intended as a strategic expansion to the existing branch and transport solutions. The Leipzig branch offices also have a strategic significance for sht’s east-west transport. Ulrich von Hahn: “We are a company with a European-wide base and have experienced growth in the transport volume from and to Eastern Europe for years. Even though sht has a network with over 20 locations and a total of 360 employees in Germany, Poland and the Netherlands, Leipzig remains the backbone for disposition activities looking to the east. Moreover the location is attractive as a result of its infrastructural connections. The airport as well as the A14 and A9 motorways are located very close to the branch offices in the Seehausen industrial area.”

Today sht already realises the majority of its custom tailored logistic solutions along the east/west axis from Leipzig. The new capacities for warehouse logistics are intended to expand the opportunities in the area of supply and distribution logistics. “Particularly companies based in the region can now profit from integrated logistics processes from one company”, said von Hahn. In spite of the continuous growth, sht’s strategy is based on long-term success. “Our intention is to grow together with our regular customers as well as gain new ones. But it is also important for us to continue these processes with an absolute focus on quality and sustainability”, continued von Hahn.

In the course of the worldwide oil crisis in the 1970’s, increased efforts were made to find alternative energy sources. Pellets from pressed sawdust and other wood residues were already being used in industrial facilities at that time. In the middle of the 1970’s the first pellet factory started production in the US State of Oregon. Logically, it did not take long to recognise that these little sticks could also be used to heat homes comfortably. In 1983 the American Aeronautics Engineer Jerry Whitfield developed the first pellet furnace for private use. The concept caught on, so that within a very short time over 1,000 prospective buyers were interested in his idea.

In Germany the wood pellet business has experienced an enormous boom since the middle of the 1990’s. In the course of this market development, the cooperative wood pellet business has unified forces since January 2011. Raiffeisen Bio-Brennstoffe GmbH [Raiffeisen Biofuel Ltd.] was founded as the strong, new partner for business with biological fuels - particularly Raiffeisen wood pellets. Raiffeisen Bio-Brennstoffe GmbH with head-quarters in Münster is a joint venture of: AGRAVIS Raiffeisen AG, AGRV Raiffeisen eG and Raiffeisen Handel Service Bioenergie GmbH & Co. KG.

Through initiative of sht Logistics Manager Bernd Focke discussions were held between Raiffeisen Bio-Brennstoffe GmbH and sht regarding possible cooperation. These have already resulted in initial orders. In January sht took over the logistical handling for silo transport of 300 tons of wood pellets from Mittenaar to Elslohe. In March an additional 500 tons were transported, this time from Hosenfeld to Rasefeld.

In the meantime sht is now negotiating with its new business partner regarding logistic services in the area of tarpaulin trucks and an attempt is in progress to demonstrate the advantages of intermodal transport to AGRAVIS with its regional activities.

Bernd Focke: "As a home owner with a house with wood pellet heating, I am convinced of the benefits of this self-replenishing product. Increased use of wood can provide a significant contribution to reduction of the greenhouse effect. This is an important reason for me to welcome Raiffeisen Bio-Brennstoffe GmbH as our new customer in the wood pellet branch, allowing us to transport this state-of-the-art, ecological fuel."
Opening up new markets for intermodal transport

"It is not all that easy to get a foot in the door in France when speaking of intermodal transport services," said i4T Business Manager Manfred Himmelbach. "The number of market actors is very limited, getting into the market is very difficult, successful conclusion of a contract requires a great deal of preliminary work. That is why we are very pleased to have now gained a foothold on the French market.

Cimalux was founded in 2007 by fusion between Ciments Luxembourg-geos S.A. - established in 1920 with the objective of utilising blast furnace slag from steel production to make cement - and MATERIALIX S.A., sales company for cement, construction materials and aggregates founded in 1919. Cimalux is a company in the German Dyckerhoff Conglomerate, which, for its part, belongs to the Italian Buzzi Unicem Group.

French transport

The longer the transport routes, the more interesting it becomes to utilize the benefits of intermodal transport. The combination of various means of transport - truck, train, ship - is a logistical concept, with which shh with its affiliate i4Transportation has developed to become a service provider with European-wide activities. After receiving the contract for complete construction material logistics for the first private motorway project in Denmark in 2010, shh has now gained a foothold on the French market.

This modern cement factory - conveniently situated at the major motorway crossing in Esch-sur-Alzette - produces eight types of cement (Portland cements, Portland slag cements and blast-furnace cements), all completely in compliance with the latest European and national cement standards.

Sale of the cement is handled by Cimalux itself with its sales headquarters located in the plant at Esch-sur-Alzette. Obviously the annual production, amounting to 1,500,000 tons of cement, cannot all be sold on the Luxembourg market itself. An important turnover market for Cimalux, the neighbouring country France.

On 1st April 2011 i4T took over the intermodal cement logistics from Esch-sur-Alzette to Lyon. The major portion of the route is accomplished by train. Week for week a train with 40 containers departs, transporting nearly 60,000 tons of cement each year. The containers are loaded horizontally on the new loading bridge. Then the train is transferred to a rail road management company in Bettenbourg, which handles further transport of the entire train to Lyon. In Lyon the full containers are replaced with empty containers and returned immediately to Esch for reloading. This ensures that full containers are always present at the terminal in Lyon so that customer purchases can be served promptly.

For i4T this contract is the first important step into the French market. In the meantime further contacts have been made in this country, which could lead to realisation of a second project.

One of forty: Once each week a train with 40 containers full of cement - here with the old i4T design - departs the Cimalux plant for Lyon.

Continuous expansion of capacities

The importance of expanding business in the area of "intermodal transport" at shh, can already be verified with a few figures. After entering the intermodal transport field in 2009, 310 containers were available for transportation. In August 2011 this figure will have increased to 400.

At i4T Business Manager Manfred Himmelbach is responsible the intermodal business. "With our offensive marketing and investment strategy we are giving our potential customers a strong signal. A current example is a contract from the chemical industry: We were requested to take care of the transportation, because we provided the required containers for the hazardous goods on a short-term basis. Another example: We now have open-top containers available for transporting bulk goods."

"We frequently invest without having a concrete contract thereby providing capacities which allow us to react immediately as soon as a demand is present. And even more: When clients need a special container for certain types of transport, we invest accordingly," added Bärbel Ull, Commercial Manager at shh.
Model building open ed in Hefei

Good prospects for a breakthrough in building construction

The resonance was impressive: As the five-storey model building on the Sievert plant grounds in Hefei was officially inaugurated on 21st March, many high ranking representatives from politics, the economy and science accepted the invitation – and the interest on the part of the media was exceptionally high.

The greeting and presentation of the guests of honour by Gerhard Schulze, China Country Manager for the Sievert Baustoffgruppe, was followed by speeches from Hans-Wolf Sievert, Chairman of the Board at Sievert AG; Sun Yuzhou, Assist. Manager of the Administrative Committee for the Hefei Economic and Technical Development Zone and Li Hong, Deputy Mayor of the City of Hefei. At the conclusion the model building was officially inaugurated with the ribbon cutting ceremony.

Naturally all visitors were exited to inspect the model building. The model building houses the offices for the Sievert Company in Hefei. The first and second floors are designed as exhibition rooms. Here Sievert construction elements are presented demonstratively; a major cross-section through the quick-mix product range can be viewed and a model flat can also be inspected. Construction elements, mortars, plasters, colours: The model building itself is equipped with everything Sievert has to offer on state-of-the-art construction material technology.

The model building serves as a reference building for Chinese housing construction. The objective is to convince the local decision makers of the high quality and efficiency of using construction elements. Considering this background, the inauguration can be evaluated as a complete success. The approximately three minute on the Hefei TV was linked to one of the world’s largest Internet platforms for news the very same day and was viewed by over 7,000 visitors within a very short time. In the meantime this has led to concrete enquiries from potential customers. The prospects are good for obtaining the contract for construction of an 18-storey residential building in Hefei’s development zone. This building - erected using the same construction method as the model building - will be built within the framework of the social housing construction project and is a part of a programme for creating residential space for the country population moving into the city. Housing for approximately 80 million people is required.
40 years with Sievert Baustoffgruppe

From bookkeeping machine to PC workstation

Hannelore Brümmer, quick-mix

On 1st April Hannelore Brümmer celebrated her 40th company anniversary at the Sievert Baustoffgruppe. Four successful decades, that also reflect how rapid technical development has virtually revolutionised our working life.

Hannelore Brümmer started her training as an office clerk in 1971 at sibo and transferred to the bookkeeping department at quick-mix in 1973. At this time the book-keeping data was still processed with a booking machine - a combination of computer and typewriter. In 1978 punched cards were introduced, however actual processing of the data was still accomplished at an external computer centre.

The next important step: Introduction of the floppy disc in 1981. From now on the bookkeeping department had at least one workstation with monitor. Three years later the next advancement - the Siemens-Nixdorf data processing system provided a computer workstation for two employees.

After Hannelore Brümmer had taken over her duties in the quick-mix department for receivable accounts in 1991, she was able to begin using SAP software in 1993. This allowed quick-mix department to reinforce the purchasing department in Mühle-neschweg. In the meantime she has been responsible for past-due accounts, since 1996 Hannelore Brümmers has been an expert in the “Commercial Support” Department. This year SAP R3 was introduced - for many years within the entire group. With full support from SAP, of course.

In June 2012 Ilse Paucnik will have reached retirement age. Naturally she has also given some thought to how she plans to spend her time after retirement. “It is very important to have a structured daily routine. I could well imagine doing some dog sitting. During the time my daughter still lived with me, I gathered a great deal of experience in handling dogs with our Timmi and now I will again have time for that.”

Guardian of the daily prices

Ilse Paucnik, quick-mix

“If I didn’t like it here, I could have found something else”, said Ilse Paucnik laughing, as she reviewed her last four decades in the Sievert Baustoffgruppe. She didn’t look for something else, and there is no doubt that she likes her work. Just as Hannelore Brümmer, she started with the company on 1st April 1971, and, naturally, also experienced how electronic data processing made basic changes to her working world. “Work processes were continuously simplified and, above all, accelerated”, she stated retrospectively. “Naturally this also reduced the number of personnel required to handle the same work.”

After her training as wholesale management assistant, and several years of occupational experience, she was transferred to reinforce the purchasing department in Mühle-neschweg. In the meantime she has been responsible for updating the prices for raw materials - for example for cement - for many years within the entire group. With full support from SAP, of course.

In June 2012 Ilse Paucnik will have reached retirement age. Naturally she has also given some thought to how she plans to spend her time after retirement. “It is very important to have a structured daily routine. I could well imagine doing some dog sitting. During the time my daughter still lived with me, I gathered a great deal of experience in handling dogs with our Timmi and now I will again have time for that.”

... and now it’s time for yoga

Ursula Meyer, sht

How the times change: The decision to go back to work, at least half-days, in 1971 following the birth of her daughter, was still somewhat unusual at that time. One of the reasons this was possible was that the working hours of her husband, Will, at the Klöckner Plant in Osnabrück were scheduled to ensure that Petra always had someone to look after her.

Ursula Meyer found sht in a newspaper advertisement. Skilled employees were urgently needed, particularly in the construction industry in the booming 1970’s. Ursula Meyer - hired on 1st May 1971 - started as a trained office clerk in order acceptance and disposition, was promoted to administrative assistant in 1982 and, 10 years later, accepted the offer to take over as personal secretary to the business manager. “I have enjoyed working at sht”, stated Ursula Meyer, emphasising particularly the 18 years of close cooperation with her previous boss, Horst Leonhard, as well as the new Business Managers Rui Macedo and Ulrich von Hahn. On 2nd May she celebrated her 40th employment anniversary at the sht centre in Lengerich and she retired as of end of May, looking back contentedly on a successful career.

The unavoidable question: And what now? “Yoga” was the surprising answer - and not only that: “I also plan to do some Nordic walking, spend time in the house and garden and above all with our two grandchildren.” Daughter Petra lives and works as a physical therapist with Husband Richard and the children Daniel (5) and Julia (1.5) near Chemnitz. “We are looking forward to starting a leisure trip to the south, and if we see an sht logo passing by ... we will remind the “good old days”.

Congratulations on 40 successful years at sht.

Chairman of the Board Stefan Egert congratulates Ursula Meyer.

Congratulations on your 10th anniversary

Werner Hahn
sht
1st July 2011

Steffen Haupt
quick-mix Kaltenkirchen
1st July 2011

Ute Heetbrüg
sht
1st July 2011

Ulve Thomsen
sht
1st July 2011

Berthold Bahlke
quick-mix Stockstadt
10th July 2011

Jörg Reichel
quick-mix Leipzig
15th July 2011

Dieter Weber
sht
16th July 2011

Marcel Holstein
quick-mix Baumaerk
1st Aug. 2011

Carina Martin
sht
1st Aug. 2011

Congratulations on your 25th anniversary

Rolf Hollrah
quick-mix Holding
1st July 2011

Heike Kärgling
quick-mix Kaltenkirchen
14th July 2011

Dirk Harmeyer
quick-mix Osnabrück
1st Aug. 2011

Employees celebrating an anniversary in the 2nd half of 2011

Werner Hahn
Heinrich Hahn
1st July 2011

Steffen Haupt
Josef Vait
quick-mix Marching
1st July 2011

Ute Heetbrüg
Eric Mattukat
quick-mix Hannover
1st Oct. 2011

Ulve Thomsen
Holger Ulrich
quick-mix Leipzig
15th Sep. 2011

Berthold Bahlke
Ingo Saup
quick-mix Leipzig
1st Nov. 2011

Jörg Reichel
Albert Zenger
19th Nov. 2011

Dieter Weber
Felix Barnick
quick-mix Hannover
1st Dec. 2011

Marcel Holstein
Ingo Schulz
quick-mix Hannover
1st Dec. 2011

Carina Martin
1st Aug. 2011

Congratulations on your 40th anniversary

Werner Hahn
sht
1st July 2011

Steffen Haupt
quick-mix Kaltenkirchen
1st July 2011

Ute Heetbrüg
sht
1st July 2011

Ulve Thomsen
sht
1st July 2011

Berthold Bahlke
quick-mix Stockstadt
10th July 2011

Jörg Reichel
quick-mix Leipzig
15th July 2011

Dieter Weber
sht
16th July 2011

Marcel Holstein
quick-mix Baumaerk
1st Aug. 2011

Carina Martin
sht
1st Aug. 2011

Congratulations on your 25th anniversary

Rolf Hollrah
quick-mix Holding
1st July 2011

Heike Kärgling
quick-mix Kaltenkirchen
14th July 2011

Dirk Harmeyer
quick-mix Osnabrück
1st Aug. 2011

Holger Klein
quick-mix Krift
1st Aug. 2011

Detlef Baumann
quick-mix Osnabrück
27th Oct. 2011

Celebrating an anniversary
A quick round of quick-mix concrete to warm up

Future Day 2011

Who says there’s nothing to laugh about any more in our day-to-day work? These three youngsters, who spent their Future Day on 14th April 2011 at quick-mix, had a great deal of fun.

Next exercise: Practical use of tile adhesive. Here again Maik Schlarmann, Christina Claussen and Celine Ucar found that it is easy to work with quick-mix products. And for a change, they were allowed to drive the fork-lift. Under the supervision of Ulrich Bossmeier, of course. Then they went on to the “Eye Test”. Here the kids experienced how the computer control reads in façade colours at quick-mix. The morning culminated in mixing an adhesive with their own hands under the agenda point “quark adhesive”.

After lunch together in the canteen, Raiko Siebert took them to the quick-mix plant in Schwagstorf. Here the detailed plant tour presented the technical requirements for producing the products they saw and used that very morning.

As a reminder of the diversified work of Sievert Baustoffgruppe, of course. Then they went on to the “Eye Test”. Here the kids experienced how the computer control reads in façade colours at quick-mix. The morning culminated in mixing an adhesive with their own hands under the agenda point “quark adhesive”.

More fun: Laying tile in the quick-mix Technical Centre. During the day, everyone got a sample of quick-mix give-aways – including the friendly quick-mix lion.

What does Franz Vennemeyer do to keep busy?

Franz Vennemeyer has always been interested in historical questions. Since retiring from active work in 2009, he has had more time for this passion, and as Chairman of the Neuenkirchen Historical Society he is once again ‘officially’ responsible for gathering and recording regional history.

Regional history; where does this special interest come from? “My grandfather was one of the so-called migrant workers, who worked in the Netherlands three to four months a year at the end of the 19th century”, replied Franz Vennemeyer. “Such work included cutting peat or grass. In weak economic areas, such as our region at that time, they took advantage of every opportunity to earn a living for themselves and their families. For me it is exciting to observe how living conditions have changed in the course of time and what kind of testimony we can find on the subject.”

“What interests me personally is also the subject of my work as Chairman of the Neuenkirchen Historical Society. When I receive requests for historical documents, I also perform research in the Public Records Department at Osnabrück. My primary interest is the history of windmills. There is much evidence of these in our region. By the way nearly 200 families are members of our society and, of course, we have frequent contact with other historical societies.”

Is this a full time job? “No, it’s really not that bad. My sons gave me a racing bicycle for my 60th birthday, and I enjoy taking long tours. My wife and I also frequently take the bikes with us on trips. I can really recommend exploring the tulip fields around Haarlem in the Netherlands on a bike. Naturally we also visit our son in Bristol, England, and last spring I worked as a ‘friendly helper’ on my second son’s new house.”

No, life is certainly not boring for the former manager of the Finance and Controlling Department at Sievert AG. On 15th May he helped inaugurate two life-sized bronze statues in front of the Historical Society’s building within the scope of a celebration. They show a migrant worker saying goodbye to his daughter.

Other hobbies? “Oh, yes” replied Franz Vennemeyer. “I am a passionate fruit and vegetable gardener. There is much to do in the garden. And we also have the kois...”
The diverse landscape, friendly people and good cuisine

In spite of its comparatively small size, Slovenia is distinguished by its diverse landscape. The Alps for skiing, extensive hiking trips in the Triglav National Park and - although it is short - it even has a coastal area on the Mediterranean.

The Capitol City of Ljubljana still harbours traces of all five thousand years of the country's history, including the legacy of Roman Emona and the Old City with its medieval castle, renaissance and baroque façades, decorated portals and windblown roofs. This mosaic is completed by the picturesque bridges across the Ljubjanica River and the extensive Tivoli Park extending all the way to the centre of the city.

Of particular mention are the areas near the coast of Koper, or the river regions surrounding the Krki River. Long, wide valleys, bordered by small vineyard areas leave visitors repeatedly astonished over the diversity of the countryside. Both the country and the people are nice, always courteous and obliging, even when the language barrier presents difficulties. The typical national cuisine is wonderful and the wine is cheap, but good. What more could you want? Actually it is only a question of what you want to do on your holiday.

Whether biking, hiking, city tours or just lying around on the beach. In Slovenia you can find everything.

You can drive your car to Slovenia without much problem. Only about 1,200 km are necessary, and, depending on where you are starting from, you can take the route through Munich/Salzburg/Ljubljana or Passau/Graz/Ljubljana. The first route is slight shorter, the other has fewer traffic jams. But, of course, you can also fly directly to Graz or Ljubljana.

Good hotels are available everywhere, as well as small, attractive fincas. The hills and villages await you with a wealth of small treasures and cheap, but good bed and breakfast places.

So think it over, you won’t regret your visit to Slovenia.

www.slovenia.info (general)
www.pule.si, www.terme-catez.si (accommodations)
www.burger.si (points of interest)
Birgit Kannengießer, born in 1964 in Osnabrück, studied graphic design, specializing in graphics and illustration at the Technical College in Hildesheim/Holzminden from 1985 to 1991. From 1994 to 1998 she was a member in the artist circle ZEITGLEICH, has worked as a freelance artist in Osnabrück since 1992 and regularly exhibits her work at exclusive exhibitions or within the scope of participating exhibitions.

The Sievert Casino in Mühleneschweg, Osnabrück is presently displaying works originally presented in 2003 under the title "Table Thing" in Osnabrück’s City Gallery Café. Here 13 works on canvas as well as 13 lino-type plates were exhibited mounted on café tables located in the gallery.

"After accepting Kannengeisser’s invitation to direct confrontation with her works, one looks at the table top in greater detail to discover the same shapes as the pictures on the walls. Stylistic figures, grouped around squares and triangles. Here they are: Kannengiesser’s ‘Manikins’ which can also have feminine features. Here they appear to also be sitting around a table. And they are a primary theme throughout the exhibition, as well as throughout the whole work of this Osnabrück artist."

Tom Bullmann, 
Neue Osnabrücker Zeitung, 4th Sep. 2003

More information is available at www.chronosroma.eu/os/kannengiesser.htm