



The information magazine for employees, customers and partners

Dubai

Where skyscrapers rise
like palm trees



- **THE UNITED ARAB EMIRATES.** The land of unlimited dreams.
- **LITHOS.** From a mineral to a high-tech product.
- **THE NATURAL PARADISE MURA, DRAVA, DANUBE.** Europe's biggest protected river area is now taking shape.

Dear Colleagues, Dear Readers,



The management team.

The Asamer Management is well set up for tackling new tasks.

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We have passed through the
trough – this is how the
events of the past few months can
be summarized.

The world economic crisis hit the
building industry with full force
last year – arriving later than it did
in other sectors of the economy.
But now the downward trend ap-
pears to have stopped. We are cur-
rently in a better position than we
could have hoped a year ago.

We reacted swiftly and decisively
to the crisis and carried out a pre-
cise business check at each one
of our locations. The result: We
closed a number of locations – in
Romania, Croatia, the Czech Re-
public and Slovakia – and some
others have been put up for sale.
We sold our Serbian cement plant
shares. Our commitments in Bul-
garia are now a thing of the past.
The current status is: eleven con-
crete plants and eight gravel pits
have been closed and one quarry

has been sold.

At a time of urgent restructur-
ing and costs saving it is more
than ever essential to ensure that
our employee know-how is state-
of-the-art. With this in mind our
successful management seminar
concept that has proved its value
in Austria, has been extended to
the international level for the first
time in April.

There are many different signs
now of a slight improvement in
the economic situation. With the
exception of Libya, our start in
2011 has gone well. We can be sat-
isfied with the situation in Austria.
In the Czech Republic the situa-
tion is now better than expected.
The markets in Slovakia, Hungary
and Croatia are stable at a lower
level. The Arab World – with the
exception of Libya – is booming.

WELL ON COURSE

The majority of all the measures



»WE ARE NOW THRUSTING FORWARDS INTO THE FUTURE WITH ALL OUR COMBINED STRENGTHS – AND WE ARE FULL OF OPTIMISM FOR 2011.«
MANFRED ASAMER

we determined at Mondsee have already been implemented in our Business Offensive 2011.

The cooperation with the Malik Management Centre has been concluded, but we are continuing to implement all our objectives – such as cutting costs and optimizing our processes. This is why we have established the Asamer Continuous Improvement Process. On the other hand processes such as our “strategic garbage collection” are continuing: the question is what processes that may once have made sense are no longer needed today?

A WORD ABOUT LIBYA

The situation in Libya is naturally a focus of widespread attention. Our cement plants have been shut down on a controlled basis and all non-Libyan employees have been evacuated. We are in permanent contact with the Libyan manage-

ment. Apart from a little damage at the start of the conflict, fortunately we do not have a great deal to complain about.

Both the plant purchase price and the plant and equipment value are insured.

In addition to this a bilateral investment agreement between Austria and Libya, with the status of a state treaty, provides the assurance that “each investor must be left in a state and condition as if a damaging event had never occurred”.

The situation is of course, not pleasant one for us. But it has resulted in our focusing all our strengths once more on our core competences. We are convinced that the change in Libya will end well and that we will emerge from this crisis stronger and better than we were previously

With this in mind: Good luck!
Your Executive Board. ■

COVER

Burj Khalifa.
The world's tallest building 828 meters high.

Photo:
Goran Bogicevic
Shutterstock.com



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Aiming for the top.
This tower thrusts into the
skies like a structure from
a distant galaxy.





Variety.
Giant shopping malls and endless deserts: Everything in the UAE is on a colossal scale.

The land of unlimited dreams

Imaginary scenes from the Arabian Nights drift through the mind like a mirage.

The Federation of the Seven Emirates – Abu Dhabi, Ajman, Dubai, Fujairah, Ras al-Khaimah, Sharjah and Umm al-Quwain – are among the most dynamic regions in the Arab World. Thanks to gigantic oil and gas resources they have catapulted upwards over the past 40 years from small desert communities to join the league of the most modern and prosperous countries in the world. They are also making enormous efforts to achieve independence from oil. The capital city of Abu Dhabi has developed the so-called “Vision 2030”. This focuses on economic areas such as tourism, real estate and industry. Many of the most important financial institutions and corporations in the world today already have their base in Abu Dhabi.

Abu Dhabi is being expanded to cope with the ever increasing flow of tourists and business travelers. The new Midfield Terminal Complex is designed for handling 20 million passengers a year. In addition an entirely new harbor area is to be created over the next two decades, the Khalifa Port and Industrial Zone as a major turntable for logistics, commerce and industry.

ZERO-EMISSION CITY

Two flagship projects are the Saadiyat Island Development which includes the Guggenheim Museum, and the Masdar City Project – the first CO₂ emission-free city on Earth. These and other projects will be accompanied by countless infrastructure plans throughout the entire Emirate of

Abu Dhabi: roads, bridges, shopping malls, administration buildings and homes will be developed. The “Western Region” is expanding with explosive speed and dynamic – this comprises 80 percent of the land area in the Emirates and is responsible for 50 percent of the gross national product, although it is home to only eight percent of the population. The “Al Gharbia 2030 Strategy” foresees the development of a future industrial center. The focus at present is on extensive residential projects. The economic crisis appears to have ended in the Emirate of Dubai. The financial problems reported in the media have been successfully restructured. Infrastructure projects have been resumed or new ones launched.

INFORMATION

› **Capital city:** Abu Dhabi

› **Inhabitants:** approx. 4.7 mill. (incl. expats; 923,000 locals)

› **Currency:** UAE-Dirham (DH)

› **Language:** Arabic

› **Common second language:** English

› **Climate:** A desert climate with highest temperatures of up to 50 degrees plus high humidity on the coast.

(Source: Austrian Foreign Ministry)

info



Gigantic.
A quarry of
sheer superlatives

Beyond European dimensions

The biggest quarry of the Asamer group is situated in the Emirate of Ras-al-Khaimah. ALAS Emirates Crusher cannot be measured by “European” standards.

Heavyweight champions.
Trucks at the desert
weigh-in station.

Whenever ALAS Emirates Crusher is discussed then only superlatives will do. “Our production and sales quantities are three to four times that of a major Austrian quarry – or in

other words around five million tons”, Herbert Schatzl, General Manager of ALAS Emirates Crusher said. These huge quantities are needed above all in the northern Emirates, but also in Qatar, where preparations are under way on a giant scale for the football World Cup 2022. The Asamer own concrete plant in Abu Dhabi is also supplied with stone from Ras-al-Khaimah.

Qatar is to invest an incredible 100 billion dollars by 2015 for infrastructure projects. A great deal of high quality stone material will be needed for all of this. Innovative new transport routes are being opened up in the process: construction material is being sent by sea. Qatar is 520 kilometers away and the distance to Kuwait – where Asamer gravel is equally in demand – is 930 kilometers. Special ocean going freight vessels are to be used to carry very large deliver-

ies of up to 52,000 tons of stone. It is above all the major Arabian Peninsula railway project where massive quantities of stone in the highest qualities are required. The 18,000 kilometer long railway network is in process of development and it is to link all the Arabian Gulf states. The building of the 327 kilometer motorway from Abu Dhabi to the Saudi-Arabian border also requires 30 million tons of gravel.

The success story of the mega quarry in Ras-al-Khaimah became apparent with amazing speed: The works first went into operation in April 2009. Only two months after start-up the works were ISO certified obtaining the “Green Certificate” for compliance with stringent environmental regulations. Within six months the quarry had advanced to become one of the three biggest stone materials suppliers for Qatar. ■





The high-flyer

ALAS Emirates Ready Mix.

ALAS Emirates Ready Mix was established in Abu Dhabi/Al Mafraq in cooperation with a local partner, the Bin Fadel Group, in 2009. Following a successful start in the capital city, production was expanded to the Western Region at Sila. The Asamer subsidiary operates three plants, two in Mafraq and one mobile plant in Sila with a planned annual production of 330,000 cubic meters for 2011. In the course of the current year a further mobile plant is to be set up. Further support points are also already in discussion.

ALAS Emirates Ready Mix already enjoys an outstanding established reputation as a result of the many successful projects it has implemented – these include government and military facilities, infrastructure works and health projects in Abu Dhabi and the surrounding region. In the Western Region a school and a civil defense

facility have been supplied. The concrete has successfully passed stringent certification procedures required for taking part in a further major project in Abu Dhabi. Around 5,000 cubic meters are already being supplied each month for the erection of the infrastructure in the surroundings.

PRODUCTION DOUBLED

Production more than doubled within the first year after the company was established. A one and half times increase compared with last year's success is again in view for 2011, with ALAS Emirates Ready Mix covering the entire range of concrete types – from light grades to SCC. Great care is given both to the selection of the raw materials used and also to the continuous quality controls that are implemented. The high temperatures encountered in the Emirates have resulted in the

development of special technical formulas for concrete production. The outstanding quality achieved in this development process has been clearly demonstrated by ISO certification. The vehicle fleet currently consists of 42 mixers, nine pumps, twelve trailers and five bulk carriers. The ALAS Emirates Ready Mix crew includes 150 employees from ten different countries. This broadly based team is a factor that has made contact with international customers significantly easier for us and has made a substantial contribution to the success of the firm.

In addition, we would like to thank our local partner Mubarak Saif Al Mazroei and his father for their support and we wish to continue our successful way together. ■

International.
Our Abu Dhabi success team is drawn from ten different countries around the world.



“Inshallah” is the magic word



Experienced.
Thomas Enichlmayr is pleased by new tasks and old friends in Abu Dhabi.

Mr. Enichlmayr, after your activities in Eastern Europe the circle is closing again on the Arabian Peninsula. Can you link in to your past again there?

Yes, I have many friends and contacts from my time in the region. And best of all is: you can really sense the “Asamer Spirit” there, our feeling of belonging together.

What is the situation there now?

The Arabian Peninsula is one of the very few markets in the world with an annual economic growth of up to ten percent. Saudi Arabia and the United Arab Emirates are among the big motors behind this economic boom. In Saudi Arabia for example, the king has recently released 150 billion US dollars for infrastructure development. The United Arab Emirates also has gigantic potential. The Emirates’ gross domestic product is currently 230 billion dollars. This will treble by 2025. Over the next ten years projects with a value of more than 640 billion US dollars are planned. You need to think

Thomas Enichlmayr had a breath of the air in the Arab World between 1988 and 1992 when he earned his spurs in Saudi-Arabia. He “returned to his roots” in June 2011 and took over the responsibility for the Arabian Gulf Business Division.

hard simply to grasp the sheer scale of this development. We have an established market presence and a name in the gravel, stone and concrete markets as a result of our high quality and we are either approved for all the major projects, or are already involved as suppliers. We are among the market leaders for stone, and here we have the good fortune to have reserves that will last for 30 years with our quarry in Ras-al-Khaimah. We have set ourselves the target for concrete of becoming one of the most important suppliers for top quality concrete products over the medium term.

What exactly is at issue with the major projects?

On the one hand the “Vision 2030” plan in Abu Dhabi foresees a significant growth in the local population. At present foreigners represent a significant proportion of the populace. Plans are in hand today for a big “young generation” in future: In South Shamkha a new city district is to be developed for 250,000 people. We are about to conclude a contract for a section of this with the delivery of 350,000 cubic meters of concrete – this represents the requirement for around 10,000 new villas. On the other hand the oil and gas industries and tourism are driving the economic growth of the region and here too gigan-

tic projects are planned. Dubai for example, is planning to build the world’s largest sea port and air freight terminus, and the construction work has already started.

How do you assess the security and political stability of the Arabian Peninsula at the present time?

The great majority of the population is solidly behind the governments, and this is above all the case because the economic situation is entirely different from that in the crisis regions. Additional spending on infrastructure and social projects is providing the assurance for a certain level of social stability. This is why I see no risk of similar situations arising to those we have seen in North Africa or in Syria.

Are there any special challenges to cope with in business life?

You must adjust to the fact that time has a quite different dimension here. Precise time planning down to the hour does not exist. People adjust themselves to the timing habits and requirements of their partners. “Inshallah” – as God will – applies to everything. Against this background we intend to use the dynamic of this region to build up our business position so that we can continue to be a powerful workhorse for the Asamer Group in future. ■

» THE GROSS DOMESTIC PRODUCT OF THE EMIRATES IS CURRENTLY 230 BILLION DOLLARS. THIS WILL TREBLE BY 2025. «
THOMAS ENICHLMAYR

The challenge of a cultural mix

Czech born Rostislav Fojtu has been General Manager of ALAS Emirates Ready Mix responsible for concrete business since 2008.

What is the special focus in your work?

I spend most of my time with our customers. I want to know all our customers personally so I can get direct feedback from them. Personal relationships represent a substantial part of business life here.

What is your greatest success to date?

The building up of a functional team for ALAS Emirates Ready Mix.

What was the greatest challenge?

Quite definitely the fact that you have to deal here with people from so many different cul-

tures. I have learned an enormous amount in the process. And you never stop learning ...

Did you have any initial difficulties?

To Arabs the left hand is considered to be "unclean" – this means people do everything with the right hand, whether this is pointing, drinking coffee, or handing someone a sheet of paper ... and I am left-handed!

What do you particularly like about the United Arab Emirates?

I love the fact that the sun shines all year round.



Rostislav Fojtu is ready for takeoff.

Those who know him call him Ros. He is now active in the United Arab Emirates after service in Bulgaria, Romania and Croatia.

Would you decide to go to the United Arab Emirates again?

Yes. I have been given the opportunity to erect a new works on what we would call a green field site. This is an opportunity that I greatly value. Today I have all the strength and experience at my fingertips for serving the company in a useful manner that I would have loved to have had right from the start. ■

The hub between Arabia, Asia and the West

Mr. Schatzl, the United Arab Emirates are by no means new territory for you.

No, I have been here since 2004 and in the service of Asamer since 2009.

You are General Manager of ALAS Emirates Crusher. How many people are employed in the works?

130 employees of five nationalities. I have two Austrians on my team: Christian Stanzel as technical and production manager and Michael Desch as the workshop manager.

Do problems arise with so many different nationalities?

No, everything works perfectly, although we have four different faiths represented in our team. The works canteen for example, deals with this by offering three different meals each day taking the needs of everyone into account. The United Arab Emirates are an interface between the Arab, the

Asian and the Western cultures – 80 percent of the population are from the Indian Subcontinent and other Asian countries – and this is reflected in all aspects of life.

In the food too?

Food here is thoroughly international. I like Thai and Indian food for example. The Lebanese cuisine is also very strongly represented. But if you prefer you can have a leg of pork or roast pork for dinner, we even have a German beer tavern – a Hofbräuhaus!

What is your experience of the United Arab Emirates?

A very fast living and pulsating society – above all in Dubai. The people are very friendly and through-and-through business oriented. The Emirates are quite generally very open societies – there are Christian churches here for example – I feel very free and very secure here.

Herbert Schatzl, General Manager of ALAS Emirates Crusher.

"An old hand".

Herbert Schatzl managed the plant construction for SBM in Ras-al-Khaimah. His agenda today is as General Manager of ALAS Emirates Crusher dealing with sales and the opening up of export markets among other tasks.

In the picture (r. to l.): Herbert Schatzl with Christian Stanzel and Michael Desch.

The economic crisis is now said to be over ...

We went through the lowest point of the crisis last summer. Things have been getting better at a very rapid pace since then. Numerous new infrastructure projects are being pushed ahead, and one big focus is on tourism in the north of the country. The economy is slowly regaining full momentum. ■



Asamer at Project Qatar 2011

Doha hosts the biggest international construction exhibition. An impressive display of what the industry is doing and what it is capable of in the expected construction boom.

Qatar will see a construction boom of unprecedented dimensions over the next few years. The planned investment for infrastructure is on an enormous scale. This reason alone has been sufficient to thrust the international construction exhibition “Protect Qatar” held in Doha, the capital city, into an unmistakable leading position for the industry. The trade exhibition this year brought together 1000 exhibitors from 36 countries. Asamer had a multiple presence: ALAS Emirates Crusher, ASA.TEC and Gmundner Fertigteile shared a joint exhibition stand, where they presented their services and products together and held many interesting discussions with potential business partners. ■

(l. to r.) Bernhard Neumann (CEO Gmundner Fertigteile), Georg Engl (Sales Manager Gmundner Fertigteile), Herbert Schatzl (General Manager ALAS Emirates Crusher), Christian Schustereder (Project Manager Basaltic Rebars), Thomas Schinkinger (Managing Director ASA.TEC)



Building boom.

Big new construction projects follow hot on the heels of every fresh completion.

Exhibition impressions



Gmundner Fertigteile

Time to harvest the fruits

Clever innovations for a greater safety: Railway level crossing plates with built in reflectors, or even with heating.

BO-TRACK.

Track support slabs in Kleinmünchen, Austria.

Great success has been achieved in Austria with the railway track supporting slab (BO-TRACK), the reflecting BODAN base plate and the blind guiding plate. The latter was specially developed for the German market. New quality benchmarks have been established with these products. They are now all being adapted to meet the technical requirements of Austrian State Railways. The BO-TRACK track supporting slab is already in use in Austria by private railways in Salzburg and also for industrial applications by Asamer, Voestalpine and at the Danube river port Ennschafen. Austrian State Railways will also use BO-TRACK.

ICE-FREE LEVEL CROSSINGS

A new development that has brought a great stride forwards for the safety of roads crossing railway tracks is the BODAN-REFLO base plate with inset reflecting glass beads on its surface. Vehicle headlights are reflected and the surface appears a lot brighter. This effect acts as a psychological warning to drivers and makes them much more cautious as they approach the track crossing. First reactions from road users have been equally as enthusiastic about this safety development as those from the railways.

Austrian State Railways has extended the framework contract for station buildings by a further two years (with the option for three

years). “This means they trust our quality and our reliability as suppliers” Sales Manager Georg Engl said. The first prefabricated element train station platforms are to be installed later this year.

The framework contract with German Railways (DB) has been extended and covers both complete level crossings and the use of separate components as replacements. In Switzerland the Rhätische Bahn railway is to introduce BODAN base plates to ensure ice-free level crossings in winter.

BODAN IN TAIWAN & JAPAN

Narrower track-external plates have been specially produced for Japan where the rail operator JR WEST responsible for all trains on the west coast of the country, wishes to install these in its system. In Taiwan special plates have been produced for installation in a steel works with railway level crossings and these are now in a crucial test phase on one crossing where they must cope on a daily basis with vehicles of a total weight of 120 tons. When the expectations of the works operator are fulfilled these will be installed over the coming years on all the other level crossings throughout the steel works.

Close contacts have been established with the Australian BHP Biliton Group, a world leader in mining. The first four level crossings are to be supplied to them in the course of this year. ■



BODAN-REFLO.

Level crossing installation at Etsdorf bei Krems, Austria.

STONE AND CERAMICS INDUSTRY SITUATION REPORT

Business is slowly starting to move forwards. The top priorities are infrastructure projects and securing raw materials. Political support is needed to assure success. Our industry is doing its part and is setting up a new training initiative with a focus on secure raw materials.

“The framework plans for roads and railways introduced cost saving measures in the billions last year, a severe blow for the stone and ceramics industry. The last thing we need to hear is encore music in this concert – the projects that have been decided on must be implemented instead”, is the view of Bernd Wolschner, Deputy Chairman of the Stone and Ceramics Industries Association of the Austrian Federal Economic Chamber.

“Infrastructure is the foundation stone. We need it if we are to stay competitive and have the big markets open to us at the end of the day”, Wolschner said.

Securing raw materials supplies is a vital factor in global competition. It includes the recycling of raw materials.

“The years ahead of us now are going to be crucial for determining policies and the directions taken. This is by no means only for our industry, but for the entire economy and the country as a place to live and work”, Manfred Asamer, Chairman of the Association said. “We are dedicating all our strength and giving all we have got to assuring the future of this country.”

This includes the forward looking initiative for the future the Association has launched: the plan is to introduce a special minerals and raw materials department at the Higher Technical College in Leoben, Austria. Some 20 to 25 young people will receive a thorough training in this essential branch of knowledge from the fall 2012.

Meidling Quarry

Asamer informs quarry neighbors

Rumors were rife about the expansion of the quarry at Hörfarthgraben in Lower Austria. We invited our neighbors from the village of Paudorf to an information evening to set matters straight.



Creating clarity. The 3D model of the quarry.

“We are not going to establish two quarries, but one”, Asamer CEO Robert Pree said, providing immediate clarity in Paudorf. The visitors could see for themselves exactly what the quarry will look like on a 3D model.

Robert Pree gave the further assurance that the project would only go ahead if it gets the green light from the Lower Austrian provincial government in the context of the regional planning program and when it passes the environmental compatibility test. The concept foresees a linking of the old plant with the new facilities by means of a transport conveyor. Great emphasis is placed

here on protecting neighbors from any nuisance effect. The conveyors used will be partly underground and partly behind earth walls.

Stone has been quarried in Paudorf for a century. This material is much needed because every Austrian uses on average 12 tons of gravel a year, Pree said. The material to be quarried here is quartzolite that is used above all as railway track ballast. Both the raw material and the infrastructure needed – including the track and rail loading station – already exist in Paudorf. “The issue here is securing jobs and raw materials” Pree said. “That is why we want to secure the future of the quarry.” ■

Cemmac

All in tune

Tackling all repair jobs quickly and to perfection is one of the absolute essentials for the reliability and efficiency of a company and its plant.

An optimized plan ensures that any rotary kiln shutdown is as short as possible, while also seeing to it that there is time enough to do a thorough maintenance job. All our maintenance tasks have been carried out on a thorough and planned basis from January to March. We covered each station step-by-step from the quarry to transportation setting the course for a successful 2011.

NEW MAINTENANCE MANAGER

Dušan Galko has joined us since the beginning of March as maintenance director of Cemmac AG Horné Srnie. Galko was born in Slovakia. He studied machinery technology at Brno University. After graduation he specialized on the production of cement plant equipment. Galko has been active in maintenance work for Cemmac since 2006. He was sent out to Libya in 2008 as a specialist consultant for LCC (Libyan Cement Company) where he took on the optimizing of the plant as the maintenance manager. ■



Cemmac.

The vital work behind the scenes for any successful operation: efficient maintenance work at Cemmac.



Dušan Galko.

The new maintenance director at Cemmac AG Horné Srnie.

Upper Austria

The lights are green

Optimism is raising hopes that enthusiasm for investment will continue.

After the economic crisis optimism is returning to Upper Austria. The public sector and industry are starting to build again. The only factor still applying the brakes for some companies is that no one can predict how long the upward trend will continue. Implementation is about to begin for the major S 10 project, a modern highway link between Linz and Prague, to include a tunnel at

Manzenreith near Freistadt and the 4.4 kilometer long Götschka tunnel. The starting shot to start renovation work on the West motorway (Westautobahn A1) at Steyrermühl was given in April. Work will continue here until 2012. The powerful and well tried-and-tested Austromobil mixing plant will be in operation here.



Mega construction site. Renovation work on the River Traun bridge on the A1 at Steyrermühl, Austria.

PILOT PROJECT

All concrete works in Upper Austria will be served in future by a single dispatch center. “We are expecting to see an even more efficient use of our vehicle fleet together with the benefit of optimal communication as a result of this”, CEO Robert Pree said. “We will be able to react immediately now, whenever there is urgent need for a mixer.” ■

Klöch

Market News

RADLPASS QUARRY

Renovation and improvement work is progressing at a good pace in Radlpass Quarry. The work is now nearly completed on the north face.



Radlpass. Radlpass Quarry 2005 (above) und 2011.

OBERHAAG QUARRY

Due to the very narrow conditions in Oberhaag Quarry a new space was created last winter to provide a clean storage area for freshly produced crushed stone. Our “cobblestone” specialist Johann Krieger has once again done a remarkable job.

HAFNING LIMESTONE QUARRY

New customers have again been won for the small Trofaiach limestone quarry. The entire preparation and loading work is in the hands of our long-serving employee Herbert Huber. He is supported in the drilling, blasting and clearing work by the employees of the Klöch plants. Andreas Mahler, operations manager at the Klöch Works, organizes the entire quarry operation.



Hafning Limestone Quarry: Herbert Huber and Andreas Mahler.

Klöch Works. Johann Klöckl is ready for action.



Postmann Quarry. Excavator driver Karlovits with heavy machine.

POSTMANN QUARRY

Since clearance work in the quarry has become an ever bigger and more difficult job, we have introduced excavator operation. A 50 ton machine is now in use.

SPARE PARTS WAREHOUSE

The Klöch Works spare parts warehouse has been combined with that of BAG to provide a single spare parts facility. The former warehouse manager Johann Klöckl, will give increased attention to laboratory work in future. ■

ROMANIA



Eye catching. A strikingly kinked bank building for UniCredit.

One of the biggest construction projects in Bucharest at present is the new UniCredit headquarters. Cautiously positive signals are coming in from the region around Bucharest in addition to the expected good development of the market in the Black Sea region. ALAS Romania has been awarded the most important construction contract for the Romanian capital city Bucharest on the basis of its outstanding concrete quality and the unrivaled reputation the company has on the market. This project is the new UniCredit headquarters. 18,000 m³ of concrete are needed for the site. The planned completion date for this 15 storey building is spring 2012. The main contractor is the largest Romanian construction company Bog Art, which maintains a very close working relationship with ALAS Romania. The two companies have worked together successfully on the completion of a number of major projects including the US embassy or the new secret service building in Bucharest.

POLAND

Sales record for Utex Terra. Setting new records for Poland: Bienkowice gravel works sold 282,899 tons in April. Prospects for Utex Terra are outstanding during 2011 due to the resumption of work on the A1 motorway close to the company location.

Utex Terra has landed a contract to supply over 765,000 tons of fill-in material. This business plus the current very good market situation in southern Poland means that Utex Terra now appears to be set for a record year.

In order to cope with this massive demand a large part of the quarrying equipment has now been moved from the old location in Roszkow to the new gravel pit in Bienkowice, where a third production line has now gone into operation. The high qualification level of the workers on site meant that most of the complex removal tasks could be tackled by the company itself. Therefore "insourcing" work will be looked at very closely for any work that needs to be done in future.



Construction site. A1 Alpine

CZECH REPUBLIC

Gravel for Prague. The management of Kamen Zbraslav has chalked up a very significant success: the extraction permit has been granted for the Lahovice gravel pit. The first stage comprises 1.5 million tons of sand and gravel, and work has already begun on expansion in a second phase with quantities of 4 million tons in view. Kamen Zbraslav is hoping that the permit for this additional phase will also be issued in the course of the year.

The gravel pit on the outskirts of Prague, with its millions of inhabitants and with only very short transport routes from the gravel pit to the customers means that the capital city is certain to continue to obtain construction materials from this source. The already outstanding market position of Kamen Zbraslav in Prague is sure to be further strengthened as a result.

TRANSPORTBETON



A logistics masterstroke

The general upgrading and redevelopment work on the busiest highway in Austria – the Vienna south-east tangent – is placing big demands on Transportbeton in ready-mix concrete deliveries for the Hansson curve development section. The road works here can only be carried out in the night from 10 pm until 5 in the morning and the Transportbeton drivers face the further challenge of driving over one kilometer in reverse gear in order to reach the point where the ready-mix concrete is needed. A total of 25,000 cubic meters of highest grade road construction concrete will be required for seven construction sections from May 2011 until July next year.

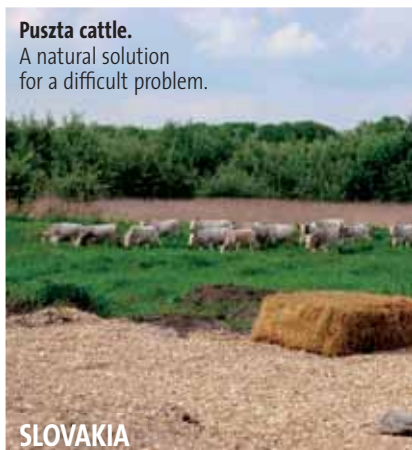
Help in times of need

Ramazan Bilir had a Christmas visit from colleagues. Bilir, who has worked for Schönkirchner Kies since 2008 is now a single parent caring for five children following the tragic loss of his wife. CEO Reinhold Lindner and Works Council chairman Martin Lach handed over 2000 euros to him to help him through the difficult situation. "We hope we have been able to make a small support contribution" Lindner said.



(l. to r.): Martin Lach, Ramazan Bilir with little Enes and Reinhold Lindner.

Puszta cattle.
A natural solution
for a difficult problem.



SLOVAKIA

New products in Puste Ulany. A new plant for the production of broken gravel has gone into operation in Puste Ulany. Since this facility largely comprises of used machines from the Cetin and Kosariska locations that have been closed down, it was possible to keep the investment costs very low. It is now possible to produce 60 tons of gravel in the grades 0/2, 2/4 and 4/8 in a single hour. The successful introduction of the new products on the market is raising our hopes that the budgeted sales levels for the Puste Ulany works will be reached despite the very difficult situation that is continuing on the Slovakian concrete market.

Puszta cattle for ALAS Slovakia. ALAS Slovakia owns 50 hectares of land adjacent to the Puste Ulany gravel works which are held as gravel extraction reserves. As waste land it is very difficult to keep this area free of vegetation. The ground is boggy and attempts to deal with it using machinery have failed. Difficulties with the protection of nature authorities threatened as a result of the wild state of the land. It was also suggested that the site go under a protection order. A solution for this problem has now been found that is simply genius – 20 Hungarian Puszta cattle were bought. These very undemanding and robust animals have proved to be truly omnivorous. The reclamation of the overgrown land has made great progress very rapidly as a result. What is more the herd has grown with five calves, proof that the cattle feel very much at home in their new location.

BOSNIA

Vijenac Limestone Quarry – the big challenge. An interesting new association has been established in Lukavac: The new proprietors of the former state owned Vijenac Quarry are the Fabrika Cementa Lukavac and the Turkish glass producer Sise-cam. A great deal of work awaits the two partners. The quarry is located on a hillside about twelve kilometers distant from the operational sites of the two companies, the Fabrika Cementa Lukavac and Sisecam Soda Works. The new owners will need to make considerable additional investments. Around 2.5 million euros will be required over the next two years to bring the quarry up to the latest standard. Much of the plant dates from 1956 – through all the intervening years there was scarcely any money available for modernization.

But things have now changed for the better: a portion of the equipment has already been renewed and production is increasing day-by-day – and this is an important factor, because demand is also growing by leaps and bounds. Fabrika Cementa Lukavac needs 2,000 tons of clinker a day the soda works also has a significant raw material requirement. The challenges the new owners face are not only in terms of the quantities produced: each of the two owners needs very different material qualities. One major plus point is: most of the employees are very well trained, experienced in their tasks and they are highly motivated. The Asamer spirit has already taken hold of the newly acquired plant.



Kurt Asamer and Dr. Ateş Kut, Sisecam, signing the deal.

SERBIA

The first choice thanks to quality and reliability. Major infrastructure projects are underway in Serbia on water, on land and on rails. ALAS Rakovac and Zorka ALAS Kamen are at the forefront in all of this work.

The most important project currently is the renewal of the motorway corridor 10 over a total length of 108 kilometers and with a stone material requirement of no less than 1.7 million tons. ALAS Rakovac and Zorka ALAS Kamen are the biggest suppliers for this major development. The two companies are also thoroughly involved in the reconstruction of the railways.

Water engineering blocks are a new product in the range and they find application in the maintenance of the largest hydro-electric power station in Serbia, Djerap, and also in the reconstruction work at the docks in the Belgrade river port, as also in the regulation work for the river courses of the Danube and the Theiss.

Social responsibility and environmental protection have been by no means forgotten in all this flurry of successful activity. ALAS Rakovac is one of very few companies in Serbia that has been certified to ISO 14001:2004.

Despite the economic crisis Zorka Keramika has been able to establish itself as the market leader in Serbia with a 26 percent market share. Enormous efforts were not only needed to reach the top – they will also continue to be needed to hold the leading position. Innovation continues to be in great demand. A series of new designs is now being presented on the Zorka Keramika homepage in our biggest product catalog ever. Virtual rooms fitted out with the new products have made it possible for customers to obtain a much clearer view of what we offer them.



The Sava ceramics range.

Innovation is also a top priority for the Zorka Opeka Brickworks. New on the market is our Klimabloc 50 in the dimensions 500 x 200 x 238 centimeters – an optimal solution for energy saving construction. This product is of special interest to house builders, because a new law requiring energy passes for new buildings is being prepared in Serbia.

Austromobil

Power station for Albania

45 small turbines work together like a single giant generator.



A view of Ashta I.
The concrete work has now been completed here.

ALBANIA

Austromobil is busy with the gravel preparation and concrete production contracts for a hydroelectric power station on the River Drin at Shkoder in northern Albania close to the border with Montenegro.

This is a power generation facility of a very special type: 45 small turbines work together like a single giant one. This will make it possible to also put low flow speeds to good use in power generation and achieve a significant efficiency boost. The facility is in two parts with efficient double power generation: Electricity is first generated at Ashta I. Then after a seven kilometer long deep installation discharge channel a second power generation phase takes place at Ashta II.

RUSSIA

Austromobil employees are incredibly busy at present all around the future Winter Olympic City of Sochi. There is a sheer endless volume of construction work at three key development points. Building activity is concentrated above all at Imeredinskaya Bay situated directly on the Black Sea

coast, where the ice stadium, the Olympic village, the press center and the hotels are all being built, and also at Krasnaya Polyana, where the Alpine competition events will be held.

The two locations are 45 kilometers apart. But there is also an enormous volume of work to complete in the Adler city district and at the Imeredinskaya Bay 25 kilometers away from Sochi. Bypass roads, car parking facilities, shopping malls and an appropriate increase in the hotel capacities are all needed and the demand is huge. Austromobil is now producing over 30,000 m³ of concrete each month at the concrete works in Sochi and Krasnaya Polyana. A decisive advantage here is that the companies have an own gravel plant at their disposal. Austromobil was the only concrete plant that could maintain production in minus temperatures and even at outdoor temperatures of minus 15°C could supply heated concrete.

Immense commitment was required from the truck drivers: the high mountain construction sites in the skiing areas were incredibly demanding for the drivers, especially in the winter months.



A Russian adventure.
Concrete deliveries to a ski area.



Construction work.
A shopping mall in Sochi.



Before – after.
The Austromobil Sochi access before and after renovation work.



Copy-cat colors of a Russian imitator.
A Russian customer liked the familiar Asamer truck branding so much, he immediately had his own ancient truck re-painted to match.



BMG.
A view from above of the preparation facility in Surduc.

BMG ROMANIA

(Banat Mineral Group Romania)
The Surduc Granite Quarry is one of only five quarries in all Romania that can supply high quality railway track ballast. The stone quality is compliant with the Romanian State Railways specifications. Following on from a very low level of investment activity on the roads in Romania over the past few years, we now expect to see a big improvement with good contract volumes to come. ■

Libya

Ready for takeoff with a new beginning

What the future will bring in Libya.

The political situation in Libya has changed dramatically since mid February. Following on from demonstrations and political unrest in neighboring Tunisia and Egypt demonstrations also broke out in Libya. At first in Benghazi and later also in Tripoli. These demonstrations led to unrest and revolt in the entire country.

AUSTRIANS RETURN HOME

All our expats were evacuated from Libya to ensure their safety. The entire evacuation action was extraordinarily successful and professionally organized with the help of the LCC Security Officer Clemens Reiter.

The majority of our people were at first flown out on regular flights. The remaining non-Libyan employees were then flown out of the country on board of two private planes chartered at short notice by the Asamer management. All our employees returned safely to their home countries. Four of our people stayed behind in Libya until the security action was completed: these were Juan Carlos Rincon (CEO), Thomas Hochmann (Deputy CTO), Pavel Zahrada (CTO) and Clemens Reiter (CSO). They only left Libya when everyone had been successfully evacuated and the plants had been handed over to local employees on an orderly basis – and they found their way out on the land route through Egypt. Benghazi airport had already been destroyed and a flight by boat across the Mediterranean appeared to be too dangerous.

The cement works in Benghazi and Al Fataiah and the concrete works in Tripoli are undamaged and fully functional. They are constantly guarded by our ex-



tremely loyal Libyan employees. Asamer management is in constant contact with the employees in Libya to keep an eye on political developments, the situation of the Libyan population, our employees and their families and of course the state of the works. Support is being provided by Asamer for our people in Libya including financial help.

FUTURE EXPECTATIONS

We assume that the current situation will lead to a significant democratization development of a unified Libya with a rapid move to stabilization. In the course of this process business and the economy can expect stable production conditions to return together with profits. A return to business as usual at the soonest opportunity is in preparation for this reason. Since the plants are undamaged and fully functional, it will be possible to start up production again at short notice and cement and concrete can be sup-

plied once more. The essential requirement for this is a stable gas and electricity supply.

In general terms we make the assumption that Libya will continue to be a booming market for the construction industry. Many infrastructure and housing projects have been planned and are sure to be implemented over the next few years. The financing for the planned projects will also be assured for the future – for example from oil export profits – and a highly successful implementation can be expected as a result.

The consequence of all this is a highly positive outlook for the Libyan cement and concrete markets and in particular good prospects for LCC as the most important cement producer in the east of Libya. After this new start Asamer expects to see a boom in sales of concrete and cement, but above all for bagged cement that will be in great demand for the essential war damage repairs that lie ahead in the immediate future. ■

The Al Fataiah Works.
Undamaged and fully functional.



Busy activity.
Al Falwa provided ten percent of the total concrete requirement for the King Abdullah Financial District.

Saudi Arabia

Construction booms as never before

Economic activity in full swing.



The construction industry in Saudi Arabia is booming as never before. The high price of oil is bringing additional billions of revenue dollars for the Kingdom and also turning the country into a highly attractive industrial location.

The private sector is also developing rapidly and implementing enormous projects on its own account. The Asamer subsidiary Al Falwa set a new record in March producing 102,000 m³ of concrete.

MOBILE PLANT

An additional new mobile plant

is supporting the concrete works in Riyadh. For the building of the King Abdullah Center for Cancer And Liver Disease in Riyadh city center alone a total of 200,000 m³ of concrete was needed in the course of 18 months. The demand for mobile plants is also growing ever bigger: Riyadh is now a city of seven million inhabitants. This can clearly be felt in the volume of traffic on the streets. Gravel and cement deliveries can only be made at times of low traffic volumes. Furthermore there are two truck bans every day, this means: trucks are only permitted to use

the roads between six and nine in the morning, or between one and four in the afternoon.

SEAL OF QUALITY

The competition in the concrete market is becoming ever more fierce of course – except for the high quality suppliers. The number of suppliers is limited to a very small number of firms here. While we are on the subject of quality: Al Falwa now has it in black and white. Certification provides proof of the “top level” it assures in production and quality controlling. ■



“Top standard” quality.
The certificate.

ASA.TEC

Tensile strength tests for quality's sake

Continuous research work is going into ASA.TEC fibers at Ebensee.



State of the art technology.
The ASA.TEC laboratory.

At ASA.TEC new raw materials formulas are being developed in continuous research efforts, to provide the right answers to the many demands of industry. The fiber has roles in construction as a non-metallic reinforcing element, in the automotive industry, in wind energy production for the toughest of rotor blades, plus many sport and leisure applications. Numerous special formulas have been developed since the start of the project in 2008. Continuous fine detail work is going into the improvement of the fiber mechanical properties such as tensile strength.

A further focus of the laboratory work is quality assurance. In the course of this fibers with diameters of only nine micrometers are tested for tensile strength. As a comparison: a human hair has a diameter of around seven times this. The melting properties are tested at temperatures of 1,700 degrees Celsius in the laboratory kiln. The lab experts are Kevin Graf and Peter Hermanseder. Both have expert training in the field and together with the pilot plant operators they are making a major contribution to the success of the ASA.TEC fibers. ■

Quality assurance.

(Photo left):
Kevin Graf carries out a melting test on a basalt sample at 1,550° Celsius.

(Photo right):
Peter Hermanseder carries out a tensile strength test.



Isoroc Russia

Prefabricated housing for Iran

Isoroc strengthens its market position



In big demand.
Tamak cement-bound particleboard

The construction market is re-emerging from the crisis. The new production line in Tambov is in high capacity utilization. The company position as the number three on the Russian rock wool market has been strengthened as a result.

The Isoroc subsidiary Tamak is the market leader in Russia for cement-bound particleboards. Restructuring has made produc-

tion even more efficient: The smaller production line in Kostroma that was in need of substantial investment has been sold, production is now concentrated on Tambov where capacities have been pushed higher by a new four shift working model.

THE CASPIAN SEA

Prefabricated housing made in Tambov will soon be going up in

Iran: A private investor group has erected a vacation resort on the shores of the Caspian Sea. The Iranian government introduced a drastic reduction in energy price subsidies at the start of 2011 and this has made energy-saving timber houses a great deal more attractive at a single stroke. A first consignment of five houses is to go out shortly and will be followed next year by a total of 91 deliveries. ■

ART

The Environmental Technology and Plastics Cluster conference in Ohlsdorf

Innovative products from recycled materials.



A top-class event. Thomas Danner with his guests.

The event clearly demonstrated how seriously the industry takes the use of precious resources. Following presentations by leading experts the visitors toured the Asamer Rubber Technology plant. Making the new out of the old, how does this work in practice? Some 30,000 tons of old tires have been processed here every year since 2003. Around 12,000 tons of rubber granulate and up to 6,000 tons of rubber powder

are recycled here and used in new and innovative applications.

ART AT ASTRAD

The new railway noise protection wall (rN•protect) was presented for the first time at ASTRAD, the biggest trade exhibition for municipality requirements in Austria, together with a range of road safety products. Interest in all of these innovative developments was great. ■

LEOPOLD ZHRER ON THE ART PLANT

“This is a showcase plant for high quality recycling of a waste flow, demanding a high-tech solution due to its increasing volume as a direct result of the growth in traffic – and this is exactly what has



Thomas Danner and Department Head Leopold Zahrer.

been achieved here. As a result of this we will approach much closer to the European objective of achieving a recycling society. It is greatly hoped that this example will be followed by others and that many solutions of the kind will be developed.

*DI Dr. Leopold Zahrer,
Department Head in the
Austrian Ministry of Life*

Exhibition presentation. Noise protection from recycled car tires presented by ART at the ASTRAD exhibition.



ABRG

ABRG power station Fluidized-bed furnace opens in Arnoldstein.



Friday the 13th of May was a lucky day ...
... the new fluidized bed furnace went officially into operation.

11.5 million euros were invested in the new fluidized bed furnace – in a planning and construction phase of almost two years duration – and the official start-up was in May this year. In times of steeply rising energy prices ABRG has the major advantage of an own power station – and has slashed back its energy costs by two thirds as a result – and it is not only the company itself that benefits, it is also supplying steam and compressed air for neighboring companies at this biggest industrial location in the southern Austrian province of Carinthia. A major marketing drive investment has now been made in the neighboring countries of South and South-eastern Europe in order to make full use of the capacities that have now been increased by around 40 percent. ■

Carbon

Setting the course for the future

Carbon has responded to the call of the EU Commissar for Climate Protection, and is helping to devise the European emissions trading system. The suggestions have been accepted by the responsible EU bodies.

Since 2006 CARBON has been successfully implementing climate protection projects to reduce N₂O (laughing gas) emissions from nitric acid plants in Egypt, South Korea and Chile. The CARBON achievements stand out among all projects to avoid emissions of HFC-23 and reduction measures for N₂O in the production of adipic acid and do so on account of additional emissions reductions that can actually be measured and the significantly better quality they assure. Without the recognition they enjoy as climate protection projects – and the financial support that is linked to this – the N₂O reduction meas-

ures would be doomed to failure in the developing countries as a result of the continuing high operational overheads. The horror scenario that might result: millions of tons of greenhouse gas emissions would once again be released into the atmosphere.

EMISSIONS RIGHTS FROM 2013

This is precisely the argumentation that was followed both by the EU Commission and the EU Committee for Climate Change composed of representatives from the 27 member states. From 2013 on it will now be possible to trade emissions rights from

the Clean Development Mechanism (CDM) projects in nitric acid plants in the European emissions trading system – and this independent of an agreement on an international follow-up agreement to the Kyoto Protocol.

CARBON has developed a new methodology for new N₂O plant that has gone on-line since 2005 and has submitted this to the United Nations Framework Convention on Climate Change (UNFCCC). Work is already being done on the implementation of additional N₂O CDM projects in Egypt, South Korea, Chile, Trinidad and South Africa.

A signpost for the future.
Nitric acid plant
Panna 4 in Chile.



Concrete à la carte – Part 2

Designing the concrete needed for special requirements and supplying it to precise formulas in the exact amounts required is a major challenge. Producing special concretes with individualized properties, colors or surfaces sets decisive conditions as prerequisites: the availability of a broad range of aggregate gravel grain dimensions as well as special and extensive technical equipment and last but not least, the maintaining of a permanent research and innovation process.

A continuation of our series on special concrete types and all the demands they make on the producer.

① High strength concrete (high performance concrete)

➤ APPLICATIONS

The strengths of high performance concrete are clear wherever concretes must be permanent and withstand great pressure: in high-rise buildings and in prefabricated element construction and structural elements that must cope with enormous stresses.

➤ PROPERTIES

The compression strength of high performance concrete is in the range of around 60 to 130 N/mm². For all newcomers to concrete: N/mm² means Newton per mm² and represents the force on each surface – or thus the pressure. The complexity of its quality management system allows Asamer to produce high strength concretes to strengths of over 100 N/mm² on an assured basis and to deliver them as required. This means gracefully built structures can be built, support dimensions reduced with this in turn increasing the completed floor areas of a building that can be leased.

The optimizing of all standard concrete concepts is essential in order to be able to produce high performance concrete – this is achieved through the optimal coordination of the aggregate and cement properties and through the use of higher performing additives.

A higher compressive strength has further advantages: it reduces porosity and creates a denser structure. This improves the resistance to gases and liquids entering the concrete, resistance to de-icing salts is increased and the concrete can withstand wear and tear. These factors again mean that the service life is much higher.

➤ APPLICATION CONSTRUCTION SITES

Lenzing Paper Mills
Composting facilities of Linz AG
SCA Laakirchen



The leisure park Linz in colored concrete.

② Colored concrete

➤ APPLICATIONS

Ever more civil engineers, architects and developers are discovering the esthetics and design possibilities that are opened up through the use of colored concrete. Concrete can be colored through the use of selected color pigments.

➤ PROPERTIES

The permanent color effect is achieved by the addition of coloring (color pigmentation). The pigments that are added – largely metal oxides – must thus be resistant to UV radiation and alkalis. Despite all of this the colored concrete retains its characteristic texture.

➤ APPLICATION CONSTRUCTION SITES

Leisure park, Linz
The external building design for the Voestalpine Finance Center
Church on the Gugl, Linz

③ Self-compacting concrete (SCC)

➤ APPLICATIONS

SCC is used where the geometry of the structural part and the reinforcing used makes concrete work difficult – in underground and civil engineering work, in prefabricated systems or in the area of maintenance work.

➤ PROPERTIES

SCC is a concrete grade that is compacted and vented under its own weight and it flows and remains homogenous in the process. The ever more demanding specifications set by planners and developers on concrete properties are the factors that have led to the development of SCC. Asamer is one of the leading producers of self-compacting concretes.

➤ APPLICATION CONSTRUCTION SITES

Voest Linz
Lentos Linz
Saline Ebensee

Concrete prefabricated part
(oil separator tank) in SCC
supplied by Asamer.



④ Concrete for diaphragm walls and for bored piles

➤ APPLICATIONS

Diaphragm and foundation piles are largely used to provide bases for buildings erected on sites with a limited bearing capacity, but also for securing construction trenching and excavations with lateral stresses due to the pressure of earth masses and water (support structure). A differentiation is made between cast-in-situ concrete bored pile walls and diaphragm walls.

➤ PROPERTIES

Diaphragm and bored pile walls must have special properties, which must include in particular a high level of plasticity together with good cohesion against sedimentation tendencies, sound flow properties plus self-densifying capabilities

➤ APPLICATION CONSTRUCTION SITES

Blumau Tower Linz
Energie AG
HL AG Linz Asten
Various bridge and
viaduct projects

A concrete support structure.



⑤ XM concretes

➤ APPLICATIONS



XM concretes are concretes that must withstand high levels of mechanical wear and tear. They are divided into three classes XM1, XM2 and XM3 for moderate, heavy and extreme abrasion resistance.

The area of application for XM concretes ranges from transport surfaces used by heavy industrial forklift stackers, road surfaces for main highways, surfaces that are frequently used by tracked vehicles and also for hydraulic engineering structures in water with bed debris loads such as for example stilling basins and spillways in hydro-electric power stations.

➤ PROPERTIES

In order to meet the specification classes, special values must be achieved in terms of the strength category, the cement content, the W/B value (water to binder ratio) and the aggregate grain dimension. The very high resistance to wear level is achieved by the addition of hardest stone grains in the aggregate used.

➤ APPLICATION CONSTRUCTION SITES

Various hall floors
Circulating traffic highways
Composting facility of Linz AG
Walls for the AVE garbage incinerator in Wels etc.

ASAMER THE TECHNOLOGY LEADER

Over 50 years of experience are a decisive success factor. On the one hand this is linked to the constant growth in the know-how base advantage, and on the other the Corporate Group has 150 operative locations in 19 countries with access to the best raw material resources, without which the production of many special formulas would be altogether impossible. State-of-the-art technologies and testing methods guarantee that the customer gets concrete quality to the very highest standards. A big vehicle fleet plus own workshops give the company the ad-

vantage of the total flexibility needed for dealing with customer wishes at short notice. Asamer has around 40 stationary and 20 mobile concrete works internationally and dealing with the biggest challenges is a matter of course and tradition for this company with its unique success record in mega projects throughout the Arab World. The Austromobil concept goes straight to wherever it is needed with mobile concrete works – using tried-and-tested equipment, highly competent specialists and committed deployment around the clock.

Lithos

From a mineral to a high-tech product

Asamer is working intensively on the processing of mineral raw materials in addition to its many activities in the construction materials industry. Innovative products and solutions are the result. As in the achievements of the subsidiary company Lithos.



Lithos.
The Ennsdorf plant.

LITHOS (λίθος) is Greek for “stone”. The Asamer subsidiary with this name is currently focused on the further development of two minerals at its company location in Ennsdorf, Austria: talc and zeolite.

Talc is the softest mineral on Earth with a pronounced laminar structure, making it one of the most important filler substances used in many different materials: these include plastics, paints, paper, ceramics among many others. Zeolite is able to store many substances and bind them over long periods of time as a result of its unique structure and ion binding capability. As a result of this functionality it can on the one hand bind materials and retain them for use over a long period – such as the aromatic oils in CleanPlay – and on the other hand it can filter out undesirable substances – such as toxins in animal feed. Many different products are de-

veloped and produced at the Ennsdorf plant, a logistically convenient site on the Danube river port.

“We place great emphasis on ensuring that our raw materials basis is secured over the long term”, LITHOS-CEO Franz Reitbauer said. Intensive investment is made in research and development, and the company cooperates with universities and research institutions. The latest product to result from this cooperation is LithoFill, used with great success as an odor remover for plastics and synthetics. Another project currently being worked on is the development of a purely biological pesticide to fight against the greatly feared maize pest, the Western corn rootworm. LITHOS works together in global sales and distribution with a number of partners and is present at leading international trade exhibitions such as the European Coatings Show in Nuremberg,

Germany, where the innovative LITHOS products attract enormous attention.

THE APPLICATION AREAS

The sheer variety of LITHOS products makes them interesting for many different applications.

Products for industry:

● **Lithos LP Talc:** This product is an all-rounder, flame-retardant in plastics, water-repellent and insulating, a rigidity provider and a whiteness agent. It improves the viscosity and the covering properties of paints, prevents the formation of cracks and fixes pigments. In ceramic and rubber products it increases strength and rigidity, boosts temperature resistance while simultaneously lowering the processing temperature. It also plays a central role in the paper industry, in pharmaceutical products and in cosmetics (as powder).

The LITHOS team at the European Coatings Show in Nuremberg, Germany.
(l. to r.): Gerhard Fraundorfer, Business Unit Manager Talc, Tanja Gruber, Product Manager CleanPlay, Jürgen Mitterdorfer, Business Unit Manager Zeolite.



🌀 **Inokulith:** This is a special zeolite, which in combination with micro-organisms ensures that pollutants in washing plant and sewage works are degraded biologically and that hazardous wastes are avoided.

🌀 **LithoFill:** Specially prepared and very finely ground zeolite binds odors, for example from synthetic materials used in car interiors, and also used to prevent separations from occurring plastics, paints, varnishes and adhesives etc.

Applications for agriculture:

🌀 **LithoFeed:** This animal feed additive on a zeolite basis binds toxins among other unwanted substances, it is beneficial to the liver and improves the oxygen household of the animals.

🌀 **LithoSoil:** This binds odors in animal stalls, or also as an additive to liquid manure and dung fertilizer (ammonia), it also dries the strewage used. As a soil additive it minimizes the loss of nu-

trients, regulates pH-values and promotes the beneficial activity of micro fauna in the soil.

Products for garden and water areas:

🌀 **CleanPlay** (available from the Online Shop at www.cleanplay.at) keeps cats and dogs from soiling areas where they are not wanted – such as playgrounds, gardens, flower beds, parks etc. – and does so on a fully natural basis that is completely safe for people and animals: specially prepared zeolite naturally binds aromatic oils, with a strong lemon scent that our four-legged friends do not like. CleanPlay is effective for a very long time and a small dose is sufficient to give long term protection.

🌀 **LithoGran:** This is a zeolite based filter medium for aquariums, pools and ponds with a powerful water cleaning effect. It binds nitrates and pollutants, regulates the pH-value and assures a suitable environment for beneficial micro-organisms. ■



Go away from here!
CleanPlay has a pleasant scent that cats simply can't stand.

TWO QUESTIONS PUT TO LITHOS CEO FRANZ REITBAUER

Why is Asamer so involved with industrial minerals?

This is not really surprising. Asamer has enormous competence and experience with the entire range of mineral raw materials. Industrial minerals permit high value creation, and Asamer can make good use of its competences to develop new fields of business – including areas outside the construction industry.

Where is the journey going and what is the destination?

Over the long-term industrial minerals will be an important business mainstay for Asamer. At the present time intensive research is being carried out and we are cooperating with various universities. The result of this work will be the development of products giving us a unique market position.

Franz Reitbauer



Kingfisher.
One of the most colorful
characters on the banks
of the Traun.



Photo: Wikimedia/Lukasz Lukasz

Special exhibition at the Salzkammergut Natural History Museum

A research trip along the River Traun

Visitors can take a very special type of walk at the Salzkammergut Natural History Museum in Ebensee until December this year: A special exhibition invites them to a research trip along the River Traun as an “artery of life”.

Revealing as yet unknown and undiscovered wonders of nature and making our hidden surroundings visible – this is the aim of the Salzkammergut Natural History Museum. The new special exhibition that has been called to life in cooperation with Asamer is dedicated to the river that has shaped our region for centuries and is today a leisure paradise for thousands and an attraction for tourists: the River Traun.

IN AND AROUND THE WATER

The focus of this exhibition is the fascinating fauna that is at home in and on the banks of this river. Who is familiar with the goosander or the sandpiper? Even the kingfisher & co. find food and nesting places here.

The clear waters of the river teem with fish such as grayling, trout and pike, and the Danube salmon – the huchen has now returned to the fast flowing currents.

The gravel beds typical of the Alpine foothills first created by the Dachstein glaciers and spread further by the river, provide the ideal environment and retreat for those animals that prefer a barren, dry location. The “museum father” Stefan Gratzner is discovering insect species at the Hildprechting Gravel Pit that had either vanished from the region

for decades, or had never before been seen in the Salzkammergut. Migrating birds from the north find a resting place here on their way south each year and hares make good use of the dry banks for their mating rituals. Deer find undisturbed resting places here and so also do numerous species of birds that nest safely along the Traun.

Guest of honor at the exhibition opening Erich Pröll presented “The Making of a Universum Film in the Salzkammergut”. The “Traun Artery of Life” exhibition is open until December. ■

The exhibition opening.
Universum film maker Erich Pröll with Stefan Gratzner, the Salzkammergut Natural History Museum director.

The Salzkammergut Natural History Museum “The venue for nature”

Langwieser Straße 111, 4802 Ebensee
Phone: 06133 / 3218 or
0664/221 01 51
www.naturmuseum.at
salzkammergut@naturmuseum.at
► Opening times:
daily from 9 am to 18 pm

info



Europe's biggest protected river area

A spectacular natural paradise extends over 800,000 hectares from Austria to Serbia.



WWF signing ceremony.

(l. to r.) Arno Mohl (WWF Austria), Gabor Figeczky (WWF Hungary), Jasen Mesic (Croatian Minister of Culture), Oliver Dulic (Serbian Environment Minister), Janez Potocnik (EU Environment Commissar), Sándor Fazekas (Hungarian Environment Minister), Roko Zarnic (Slovenian Environment Minister), Günter Liebel (Director General of the Austrian Environment Ministry).

Biosphere Park.

A gigantic protected river area is now taking shape.

THE UNESCO BIOSPHERE PARK

The future UNESCO Biosphere Park “Mura-Drava-Danube” will unite around 20 local protected areas in a single huge river environment of 800,000 hectares. Austria, Croatia, Slovenia, Hungary and Serbia each have a share in the biggest protected river area in Europe.

The 700 kilometer long river flood plain landscape begins at Grenz-mur bei Spielfeld in the Austrian province of Styria. After the confluence of the River Mura and the River Drava in Croatia this unique river landscape continues along the banks of the Drava to the confluence with the Danube at Osijek and includes the Danube floodplains on the borders of the three countries Croatia Serbia and Hungary.

The WWF has campaigned since the 1990s for the protection and preservation of this unique river systems, “that need not be shy of a comparison with the Amazon”, as project manager Arno Mohl says.

Asamer has been a party to this ambitious plan for many years. The declaration of support for the project by all the countries involved is a major stride forwards.

Manfred Asamer underlined the significance of this development: “We are delighted and privileged to be making a contribution to the biggest single nature conservation project in Europe.”



Photos: WWF Austria

All good things are worth waiting for: After over ten years of hard work by the WWF Austria and its partners the formal agreement was signed in Budapest by the government ministers of five European countries.

It establishes the conservation area along the Mura, Drava and Danube rivers and is the first of its kind in the world involving five nations. “We are writing nature conserva-

tion history with the signatures today. This joint initiative of old, new and future EU member states is a fine example of how the conservation of nature can overcome borders and create bridges”, WWF CEO Hildegard Aichberger said. Each of the five ministers received the “Wild Heart of Europe” international nature conservation prize as an acknowledgement and thanks. ■

info

Upper Austria goes world!

“Youth One World” celebrates the 100th voluntary worker from Upper Austria.



Community.

Getting to know and respect one another is an objective of “Youth One World”.

“Never judge another person until you have worn their moccasins for one moon long.” “Youth One World” is the perfect opportunity to prove the truth of this piece of Native American wisdom. Voluntary work in the far corners of the Earth is providing the opportunity to share in the lives of people who have a way of life completely different from the own familiar one. Asamer is supporting this initiative as a committed global company.

“Youth One World” is a non-profit making organization that has made solidarity with underprivileged children and young people in Africa, Asia and Latin America its task inspired by Don Bosco* and his work. An important part of the concept is voluntary work. Committed young people support teachers in the classroom and help in organizing leisure, craft work and games with children, or are simply there to listen like a big sister or brother.

“Youth One World” celebrated its 100th Upper Austrian volunteer at the end of March – and also paid tribute to the commitment of all the volunteers in the process. A point to note: volunteer work can also replace compulsory social service. Anyone who is interested can find out more at the special information days in Vienna on September 12th and in Linz on September 17th. ■

* Giovanni Melchiorre Bosco (1815– 1888), Don Bosco, was an Italian Catholic priest and the founder of an order. He was declared Blessed in 1929 and a Saint in 1934.

Simba

A new house for children in crisis



The Simba crisis center.

Asamer supports the SOS Children's Village in Altmünster, providing swift help for children in crisis situations.

What do the SOS Children's Village and Asamer have in common? They both provide stability. Highly stable buildings are created around the world using top quality concrete from Asamer. Stability is also a central value for the SOS Children's Village initiative, it provides stability whenever children in crisis situations need help. This is one reason why the two organizations now cooperate.

A NEW BUILDING IN ALTMÜNSTER

Work started on “Simba” the new SOS Children's Village house in Altmünster in September 2010. Asamer supported the construction work with deliveries of concrete. Children and young people aged from two to twelve can be provided quickly and as a temporary step towards normality with a place in life here at the SOS Children's Residential Group as from September 2011. They are offered not only medical and therapeutic support, but also security, warmth and esteem.

SOS YOUTH HOME

Asamer also supported the Youth Home at the SOS Children's Village Altmünster as part of the company Christmas helping hand action 2010. This is where girls and boys from the SOS Children's Village families come shortly before or after the end of their formal schooling and where they learn how to begin an independent and responsible life as grown ups. ■



Libya

Aid for Benghazi

Asamer sends 20 pallets of medical supplies to hospitals and doctors in Eastern Libya plus 22 tons of food in a help convoy to Benghazi.



Clemens Reiter organized the help convoy.

Help for a Libyan population in direst need was loaded on the two trucks that arrived in Benghazi on May 4. Clemens Reiter, Chief Security Officer of the Asamer Works in Libya, organized the convoy and accompanied it on the trip. He was given support by the Austrian Red Cross, the Austrian Arab Doctors and Pharmacists Association and from donors

such as Rauscher. The “Medical Center” in Benghazi and the Libyan Asamer employees provided a list of the goods that were most urgently required.

SHOWING RESPONSIBILITY

“We wanted to demonstrate as a company – that even though we have had to withdraw from the country as foreigners in the

present situation – we have the people of Libya and our employees and colleagues very much in mind, and we are ready to do whatever we possibly can to help them”, Clemens Reiter said.

The two trucks were met and taken over at the Egyptian-Libyan border by employees of the Asamer works in Libya and driven to Benghazi. ■

Help convoy.
Unloading the urgently needed food and medical supplies.

Say goodbye to unhealthy stress

Don't allow stress to become a permanent condition.



Stress is a natural reaction of the body to pressure and tension, and it is necessary for healthy human development. But stress can also lead to illness if the strain becomes too much, since the constant release of the stress hormones adrenaline and noradrenaline place the body in permanent 'red alert' status. Many stress factors can make us ill if they are constantly present, especially unresolved or unsolvable conflicts of

a private or professional nature. Stress symptoms are diverse: headaches, aggression, stomach aches, concentration problems, depression, restlessness, chronic infections/susceptibility to infection, increased consumption of tobacco and alcohol, strokes, heart attacks, and instances of cancer have also been connected with pathogenic stress.

*Dr. Norbert Pamminger,
company physician*

Exhausted.

Not every kind of stress makes us sick, only the negative kind.



TIPS

by Dr. Norbert Pamminger:

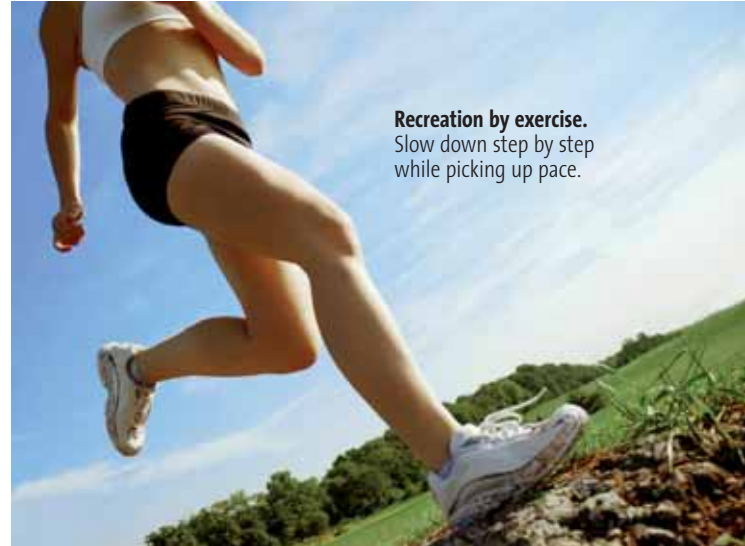
- › Start the day off with a plan – define work goals and organize them according to their importance.
- › Take a break, but stay as active as possible.
- › Regular physical movement makes you more stress-resistant.
- › Eat light to keep your meals from feeling heavy in your stomach.
- › Avoid excessive alcohol and nicotine.
- › Think positive and surround yourself with positive people.
- › Accept the fact that you can't control every situation – try to be flexible.
- › Ensure that you get sufficient sleep. The body recharges its 'batteries' at night.
- › Laugh!!!

“Slow down” is the motto

Tips from fitness coach Sonja Huemer.

Stress – ease up! Movement is everything when things get stressful. ‘Active physical work quickly distracts concentration on ourselves and enables us to reduce stress’, states Sonja Huemer, personal trainer. It clears our heads and allows us to organize our thoughts again. Even the shortest break provides an effective opportunity to do something good: active movement, stretching, mobilization, or just breathing away stress; conscious breathing together with specific exercises may help:

- to release tension and stretch muscles
 - to mobilize the spine and restore joint mobility
 - to release blocked energy
 - to reactivate your personal energy flow
 - to enhance the body’s sensitivity
- By the way, scientific studies confirm that endurance training helps to make people more resistant to stress. So what are you waiting for?



Recreation by exercise.
Slow down step by step while picking up pace.

EXERCISE 1: ROTATIONS

Refresh and release tension in your neck

Inhale and exhale deeply through your nose and swing your upper body back and forth in the same rhythm. Link your fingers at chest height and pull outwards. This relaxes the muscles in the upper back, which releases tension by activating the muscles.



EXERCISE 2: DRUMMING

Activate your metabolism – enhance your concentration

Inhale and exhale deeply through your nose and beat your fingertips gently on your breastbone outwards from your wrist.

THESE EXERCISES WILL HELP TO RESTORE YOUR BALANCE



EXERCISE 3: THE CAT

Stretching + mobilization for your back

Place your elbows on the table and clasp your hands. Alternate between extending and hunching your back like a cat.

Exercises to relax quickly



Soul food

One thing can be said for sure: a balanced diet makes the body feel better and helps to master everyday challenges. Dietician Susanne Wiener provides additional insider tips.



Susanne Wiener

This person gorges on chocolate and cookies, while this one prefers salami and cheese sandwiches. When people are placed in stressful situations, find themselves in a low, or if they suffer from depression, their eating habits also change. It's easy to explain this phenomenon: our brains require serotonin, a lot of it, since serotonin controls our mood. This substance may only be formed when the right 'nutrition cocktail' is ingested, which requires tryptophan, carbohydrates, and fat.

The more tryptophan is introduced via food, the more serotonin is formed and released, and this has a positive effect on our mood. Digesting carbohydrates and fats releases tryptophan, which is then made available for the production of mood-brightening serotonin.



CHOCOLATE FOR ,EMERGENCIES'

Chocolate is especially popular as an 'emergency medicine'. It delivers sugar, fat, and tryptophan all in one. The desire for sweets is therefore not simply random. Our bodies try to 'bootstrap' themselves out of lows by eating. But beware: after a short high, a crash into the next low can follow, and since calorie bombs can become a 'weighty' issue over the long term, it's a good idea to find alternatives that also have an effect for a longer period of time.

IMPORTANT: EAT REGULARLY!

Longer phases of hunger are not a good idea: the secret to maintaining a constant serotonin level is spreading out meals throughout the day. Of course, the food we eat at meals is also critical. Whole grain bread, potatoes, noodles, rice, cereals and other grain products are recommended. Fit and filling foods of this kind shouldn't be missing from any meal, since they provide enduring power. Susanne's insider tip: oat flakes provide an extra portion of tryptophan. And another important tip: give in to your desire for sweets every once in a while. Plus, don't forget to eat fruit and vegetables regularly to ensure your body's supply of vitamins and minerals! ■

Insider tip oak flakes.
Oat flakes provide an extra portion of power.

Susanne Wiener has prepared a list full of foods that are good for your soul. Excellent suppliers of the optimum ratio of carbohydrates, tryptophan, and fats are:

Sweet foods

- › trail mix
- › granola bars (containing nuts, oat flakes, soy, etc.)
- › muesli (fruit muesli mix without extra sugar)
- › a cup of cocoa (optimally with soy milk)
- › soy desserts (soy pudding, etc.)
- › sweet dough containing poppy seeds
- › sweet dough containing nuts

Spicy foods

All meals containing protein-rich foods like meat, fish, cheese, or eggs should feature these foods as a side dish, i.e. as a smaller portion.

- › noodle dishes
- › rice dishes
- › dishes containing chanterelle mushrooms and parmesan cheese
- › egg dishes containing mushrooms
- › crepes containing cheese and vegetable fillings
- › sunflower seed bread, whole grain buns containing poppy seeds, plus cheese, smoked fish, chicken breast, chickpea spread (e.g. hummus) and vegetables
- › soy/pea dishes containing cheese
- › meat dishes containing mushrooms and/or cheese and vegetables or other side dishes
- › fish dishes featuring cheese and vegetables or other side dishes

Sample menu

- › appetizer: vegetable soup and crackers
- › main course: curried meat with pineapple and mixed fruits, whole grain rice and green beans, plus iceberg salad and cauliflower
- › dessert: banana yogurt containing nuts

Book tip



Richtig essen – psychisch gesund
Annelore Triendl, ISBN: 978-3-85093-234-9,
Verlag Berenkamp, 2008, 224 pages.

Inspired by beauty

Hotel Schloss Mondsee awaits with unique views, perspectives, and insights.

The renovation of the gallery room at Hotel Schloss Mondsee was coordinated with combined efforts. The technical equipment was brought up to date and the design was also freshened up. The renovation phase was introduced with the first twelve rooms, and in four years, all of the rooms in the hotel should be completed. The main decorative rooms at Hotel Schloss Mondsee already shine with new splendor, since the winter months were utilized to restore them for guests arriving in the new season. Hotel Schloss Mondsee also features a special attraction for conference organizers and participants: the opportunity to study outdoors, in the fresh air!

Fresh air, the dignified scenery of this former Benedictine monastery and the blue sky above make thinking twice as fun. The Schloss team is happy to help you with the planning for your next event: bankett@schlossmondsee.at. The Schlossbräu also awaits with a one of a kind view: the balcony faces Saint Michael's Basilica and the market place directly. A magnolia tree that has been awarded protected status stretches its branches out over guests below, and Austrian delicacies decorate the plates that have been set out, such as dishes featuring Mondsee lamb or fresh fish from the Mondsee, while the Schlossbräu focuses on regional specialties. ■



Renovation. The renovation of the gallery room at Hotel Schloss Mondsee was coordinated with combined efforts.



Open air. Conference under clear skies in the chateau's garden.

Mondsee Music Festival

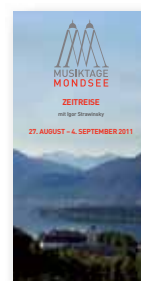
Journey in time with Igor Stravinsky

The 40th anniversary of the death of Igor Stravinsky is marked by the Aurny Quartett, the artistic director of the Musiktage Mondsee Music Festival, with a journey in time that accompanies the composer from the Baroque period until the present. The finest chamber music, classical and jazz, a debut performance, and a fairytale concert are all a part of the program from the 27th of August until the 4th of September in Mondsee. Igor Stravinsky was without a doubt one of the most original and meaningful composers of the 20th century. A lesser-known side

of the composer is presented in Mondsee, namely his work for chamber music. The Mondsee Music Festival is not purely a Stravinsky festival, but rather the works of various composers and epochs performed are much more an image depicting Stravinsky's diversity, his sources of inspiration, and even his role models. Andreas Arndt of the Aurny Quartett remarks: "Stravinsky will lead us through the program like an imaginary moderator." The Minetti Quartett is also performing: violinist Liza Ferschtman and pianist Polina Leschenko, Roland Batik and his



Minetti Quartett. The Minetti Quartett guests on the 2nd September at the Mondsee Music Festival.



Trio, resident composer Reinhard Süss, and internationally celebrated soprano Christine Schäfer, as well as Christian Altenburger. Andreas Arndt regarding the special magic of the location: "Mondsee is a place where art, culture, and the joy of performing music together fuse together, and I believe our guests feel this way, too!" ■

www.musiktage-mondsee.at

► Tickets: +43 (0)6232/22 70 or karten@musiktage-mondsee.at

Josef Linschinger at the Asamer headquarters in Ohlsdorf

An exhibition location with exemplary character

It isn't far from the image 'Rotation' at the Asamer company campus to its creator: Josef Linschinger is at home in Traunkirchen. An interview with the artist.



Vokale.
1996, painted steel,
248 x 248 x 248 cm
(with Shutaro Mukai
and Josef Linschinger)

"Design and concrete work" and "work involving visual/conceptual poetry" are listed in your resumé. How is this meant to be understood by laymen?

Design and concrete art involves the elementary forms of design employed by the visual arts: the point, the line, and the surface themselves are examined as themes, which are mainly expressed in geometric compositions. Visual/conceptual poetry involves the elementary forms of design in language and writing. Letters, words, and texts form the initial material for new creations.

You founded Gmunden's Symposium for Concrete Art (Symposium für Konkrete Kunst). What is that all about?

Since this form of art, which started over 100 years ago in Russia, Holland, and Germany, is hardly present in Austria's consciousness, I started a pilot project called "constructive currents" in 1989. In 1990, the first Gmunden Symposium for Concrete Art was held. As the president of the Salzkammergut Artists' Guild, I was also able to show the exhibit "The Heirs of Bauhaus" in the Kammerhof Gallery of the City of Gmunden. The artists who participated had been in the West for the first time since the fall of the wall, and there are a lot of great memories of their shows in Gmunden.

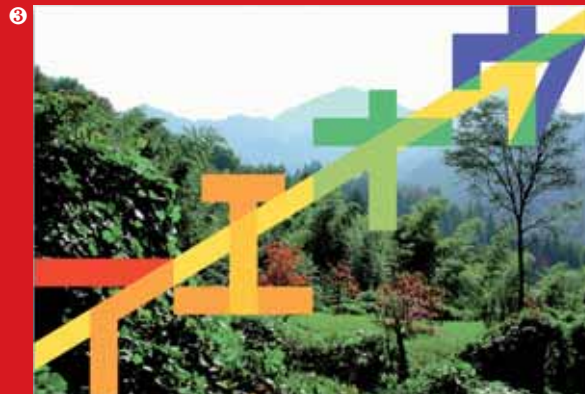
Some of your pictures display a real love of color. Are you a positive person?

The image "Rotation" from 1986, which has been loaned for display at the Asamer company headquarters, presents the four psychological essential colors, which transition into each other unmixed,

creating rotation in a colored octagon. This is a symbol of holistic unity, from bright yellow to red, dark blue to green, and then back to yellow. These colors are able to be applied to life itself, which also has its bright and dark sides. I see myself as a realistic person with a basically positive attitude.

You were born in Gmunden and you live in Traunkirchen, but you're at home in museums all around the world. Do you feel connected with your homeland?

I'm from the Traunsee lake area. I grew up in Altmünster, and I've lived in Traunkirchen for nearly 40 years. After numerous years of living in Vienna and studying in Linz, I directed the Salzkammergut Artists' Guild in Gmunden for 25 years in addition to teaching at the University of the Arts in Linz, and I also directed the Gmunden Symposium for 20 years. I've been able to exhibit my work in numerous European countries as well as overseas, so I've traveled a lot. I still feel at home around the Traunsee though.



PRIVATE COLLECTOR CONVERTS COMPANY BUILDINGS INTO GALLERY

Thanks to art lover Dr. Helmut Schützeneder, the Asamer administrative buildings now function simultaneously as a large gallery.



Dr. Helmut Schützeneder

He has provided numerous works from his private collection, especially contemporary Austrian pieces. These works of art now decorate Asamer's administrative buildings. „I've been a friend of the family and worked together with the Asamer company for 40 years, and it gives me great joy to present a portion of my collection.

All of the pictures come from artist friends who expressed excitement and a desire to have their work displayed at Asamer," notes Schützeneder.

info

You initiated a benefit event for Japan. Can art help?

My emotional and artistic relationship with Japan caused me to suggest a benefit event to the Rotary Club of Gmunden. The proceeds will all go to helping Japan. In this respect, art is able to shift the focus towards problems and generate material help. Constructive/concrete art and visual/conceptual poetry are also able to help in difficult mental situations to provide new orientation.

Your piece "Rotation" is currently hanging in the Asamer headquarters in Ohlsdorf. Do you think this is a suitable "exhibit location"?

This enables people who may not have had much exposure to contemporary art in their lives so far to be introduced to it. It teaches them about art in their own working environment, which also features very good architecture itself. That's a very positive aspect of this exhibit location; I think it has an exemplary character. ■

① Rotation

1986, acrylic on canvas, diagonal 171 cm

② Farbe (Color)

2005, 2005, inkjet on canvas, á 80 x 120 cm

③ AEOU mit I in Shinobara (AEOU with I in Shinobara)

2005, inkjet on canvas, 60 x 84 cm

④ Wittgenstein-Aphorismus (Wittgenstein aphorism)

inkjet on cloth, diagonal 171 cm



Back to his roots

The Schlosshotel Freisitz Roith has made a sensational "catch": since May, Maximilian Aichinger has been active as its new chef de cuisine.



Cosmopolitan. Maximilian Aichinger cooking at the Schlosshotel Freisitz Roith.

The young man from Gmunden, who has already won two toques and one star, returns to his roots: he began his career as an apprentice with Rudi Grabner, he has cooked at Meisl am Graben, gained international experience at Michel Rostang in Paris, at the Souvretta House in St. Moritz, and at the Grand Hotel Residencia on Gran Canaria, and he stood at the side of Jörg Wörther in the Carpe Diem as his sous chef. The "young buck" has also managed to win two toques and a Michelin star at the Magazin restaurant in Salzburg. Directly following this, he was also awarded two toques at the Artnet restaurant in Vienna. Recently, this shooting star provided taste experiences of a special kind at Kulinarium 7, another elegant Viennese eatery. He's also stirred things up at the Life Ball and the Vienna Opera Ball.

Maximilian Aichinger was born in Barcelona. His mother is Japanese and his father is from Upper Austria. And that's exactly how the 31 year old cooks: cosmopolitan, but nevertheless with a strong regional flavor. He continues to write the story of his success at Freisitz Roith. ■

EVENT INFORMATION

17. 9. 2011: Thomas Bernhard reading with Gert Voss and Peter Simoniscek at the Gmunden City Theater, followed by a gala dinner at Schlosshotel Freisitz Roith with the artists.

> Information and booking

Schlosshotel Freisitz Roith
Phone: +43 (0) 76 12/6 49 05
E-Mail: info@freisitzroith.at



International management conferences

Starting shot for the first series

The concept of the Asamer management conferences has been proven in Austria, and now the meetings will take place internationally.



An international meeting.
Beautiful weather, beaming faces at the first international management conference.

In the first week of April, at the Asamer Academy, the starting signal was given for the first series of international management seminars, a three-part English-language conference event. For the first installment, “Situational Leadership”, twelve junior managers from Serbia, Libya, and Austria met to discuss their knowledge in the area of leadership concepts and style, employee promotion, and increasing motivation. Coach Thomas Cerny, an old hand on the international conference circuit, managed to provide the theoretical contents of the seminar with a number of practical examples and exercises. An important point was the inclusion of the current necessities and problems of those present. Of course, the exchange of personal experiences was also very rich in the ambience of the Gersbergalm. The seminar “Team Building and Team Development” takes place in autumn. ■

VIP-EVENT

Things heated up at the second final match of the Allianz Swans Gmunden versus the Oberwart Gunners on the 15th of May, 2011. Business partners and friends of Asamer were in the first row at this electrifying game, when the Gmundner Swans conquered their opponents 63:56.



(l. to r.) Brigitte and Leo Wolfsteiner, Thomas and Elisabeth Danner



(l. to r.) Fritz Hauswirth (Ideenwerk), Daniel Dobringer (Innovation Sports Dobringer).



(l. to r.) Robert Pree, Hans Alber (Strabag) with his wife.



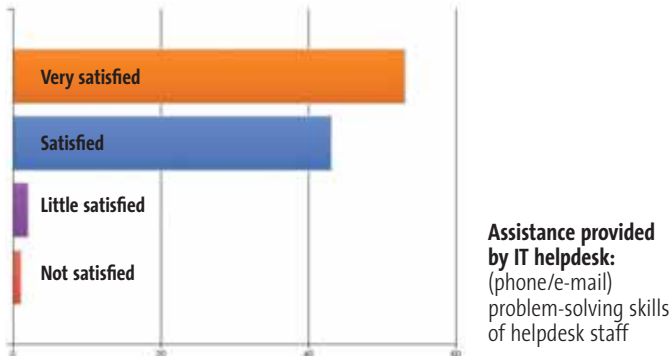
(l. to r.) engineer Karl Drack (GF Drack & Wolf Bauges.), Friedrich Prenninger (Wolf Systembau), Christian Lemmerer.

Questionnaire concerning customer satisfaction

IT department gets an A+

Asamer employees rate the company's IT infrastructure.

This web-based survey was sent to 376 domestic and international employees. Nine questions were asked to learn about employee satisfaction with the IT department and the support provided by the responsible technicians. Each question also allowed the option to write personal remarks. The results were extremely positive: around 90 percent of those asked are "satisfied" with the current state of the IT equipment, and the level of support and competence of the help desk employees was overwhelmingly rated with "very satisfied"!



Asamer constantly striving to improve

Asamer Continuous Improvement Process

Resting on our laurels? Not at Asamer! In order to be able to exploit our potential for constant improvement, the company's board of directors has now kicked off the "Asamer Continuous Improvement Process". The board of directors of the Asamer Group is convinced that "long-term success depends on each and every employee". For this reason, employees are invited to submit suggestions for improvement, especially regarding quality issues, costs, occupational safety, health, environmental protection, improvements to organization, cleanliness, and initiatives for making work processes easier. They will all be collected and implemented quickly wherever possible. The first phase of this improvement process will be tested at ART Asamer Rubber Technology and at the Asamer Gravel and Concrete machine shop. After an initial review in autumn, the process will be transferred to all Austrian locations in a second phase in 2012.

COMPANY TRIP ON THE 14TH OF MAY, 2011

Around 150 employees from Upper Austria experienced an interesting and enjoyable day together. The plant visit at Asamer Basaltic Fibers in Ebensee was followed by a rugged and romantic hike through the narrow Rettenbachklamm gorge.



Wine from the finest region

Two innovations have been released from the premier locations at the Stift Göttweig Vineyards: the Silberbichl Riesling and the Gottschelle Green Veltliner.

Two innovations have been released from the premier locations at the Stift Göttweig Vineyards: the Silberbichl Riesling and the Gottschelle Green Veltliner. The Silberbichl is a broad terrace that lays above the Danube that features ancient Danube gravel and eroded stones covered with wind-blown loess silt. This vineyard was first mentioned independently in 1562. "Bichl" is a derivative of "Bühel" (hill). The descriptor 'Silber' likely originates from the mica that is present in great quantities here at lower depths. The best selection was harvested on the 17th of November by hand. The refreshingly fruity Riesling possesses notes of pear, peach, and marzipan. The origin of the name

of this wine is unclear, but it likely refers to an old expression from the pre-alps, where "Goetschen" describes the sharp projection of a mountain ridge. The powerful loess formations based on gravel and eroded stones have a positive effect on the development of the Veltliner grapes. The grape vines are between 50 and 70 years old. The best selection from the vineyard was brought in on the 16th of November, and a portion was spontaneously vinified in a 2,000 liter steel tank. Ripe apples, bananas, honeydew melon, and light nuances of fresh hay provide this fruity wine with its unmistakable aroma, which makes a lasting impression on the gums with fresh citrus notes and typical Veltliner "Pfeffer". "The

rich single-vineyard Veltliner will grant you many years of pleasure," promises vintner Fritz Miesbauer.

Two genuine Göttweig wines: the Riesling and the Veltliner entice with their wonderful aromas.



CONGRATULATIONS



Winner DI Wolfgang Wiesmayer (right) with Sales Manager Christian Lemmerer.

The "Pacific" tennis racket featuring the high-tech material "Basalt X" from ASA.TEC was won by engineer Wolfgang Wiesmayer. The quiz question was "How many mining locations for basalt rock are operated by Asamer in Europe?" The correct answer is 20! Congratulations!



COMPLETE & WIN

Out of all correct answers we'll be awarding five wine sets from Stift Göttweig Vineyards.

The triple package contains a "Grüner Veltliner Messwein", a bottle of "Gottschelle", and a bottle of "Silberbichl". The "Grüner Veltliner Messwein" is a light, fresh, and nevertheless high-quality Veltliner for the warmer seasons – a classic "fun" wine. Both single-vineyard wines from the Gottschelle and from the Silberbichl have been vinified in the reserve category. Both wines are powerful, elemental, piquant, and recommended to accompany dinner.

QUIZ QUESTION:

Which type of wine from finest region is named "Gottschelle"?

- Green Veltliner Pinot Noir
 Riesling

Mark applicable.

Please complete and send or email under the heading "Competition" to c.paulin@asamer.at. The winner will be contacted by us. Prizes cannot be redeemed in cash, no legal recourse permitted. Final submission date: 31st of August, 2011.



COMPANY

FIRST AND LAST NAME

STREET | HOUSE NO.

POST CODE | CITY

DATE OF BIRTH | PHONE

E-MAIL

Send this completed form to: ASAMER HOLDING AG, c/o Caroline Paulin, Unterthamstraße 2, 4694 Ohlsdorf, Austria.

Gold for Hans Asamer

Company founder Hans Asamer has been distinguished with the gold medallion of the Upper Austrian Economics Association.

President Dr. Christoph Leitl awards KR Hans Asamer a certificate and medallion.

“From the humblest of beginnings, Hans Asamer used borrowed money to build up his company from a single truck to its current success; an internationally active firm at 154 locations in 19 countries,” highlighted speaker Leitl. “Today, the company generates a total annual revenue of 600 million euros and employs approx. 5,500 workers.” ■

Company founder.
Hans Asamer is able to look back on an exciting past.



Photo: Fellner

Economics medallion for Robert Pree

Robert Pree was honored with the silver economics medal of the WKO of Upper Austria for his service to the Upper Austrian economy. Anton Helbich-Poschacher, chairman of the industry sector, presented him with his medallion.



Photo: Eder

Robert Pree is a long-term supporter of this group of entrepreneurs: In 1986, he joined the concrete works in Riyadh (Saudi Arabia) as its manager of operations. In the 25 years since his start, Pree has been and remains significantly responsible for the expansion and success of the corporation as a manager of subsidiaries at home and abroad. In 2004, he was appointed to the board of directors of Asamer Holding AG, which was formed at that time. He is responsible for the Austrian states of Upper Austria, Lower Austria, and Vienna, as well as international activities in Saudi Arabia and the Emirates. In addition to his professional activities, Pree is also dedicated to special industry associations. ■

Excellent.

Robert Pree (center) with WKO Sector Chairman Anton Helbich-Poschacher (r.) and WKO Sector Manager Heinz Moosbauer (l.)

TRANSPORTBETON GMBH & CO KG

CONGRATULATIONS ON THEIR NEW OFFSPRING

Melanie and Andreas Baumgartinger
their baby daughter Nadine 8. 3. 2011

STRENGTHENING OUR TEAM

Sasa Djordjevic (master mixer)

**WE ARE PROUD OF
OUR SUCCESSFUL EMPLOYEES**

Andreas Baumgartner, Curt Eret, Karl Gattringer, Werner Hoffmann, Hans Kralits, Martin Lach-Dörflinger, Dusan Lapadatovic, Hermann Putz, Marcus Pilnacek, Günter Stangl, Wolfgang Schöpf, Albert Wöber (refreshing BTR concrete E)

**STARTING WELL-EARNED RETIREMENT
BIDDING FAREWELL**

Heinz Gerola (depot master),
Karl Frey (dispatcher),
Robert Hasselhahn (laboratory assistant)

**ASAMER KIES- UND BETONWERKE GMBH,
WERK MEIDLING (VORM. WANKO)**

**WE ARE PROUD OF
OUR SUCCESSFUL EMPLOYEES**

Stefan Hengstberger (training for general explosives work), Ulrike Haselmayer, Renate Schödl (Microsoft Excel configuration), Anna Hamberger (improved telephone services).

LITHOS INDUSTRIAL MINERALS GMBH

STRENGTHENING OUR TEAM

Franz Buchberger (facility operator).

**ART ASAMER
RUBBER TECHNOLOGY GMBH**

**WE ARE PROUD OF
OUR SUCCESSFUL EMPLOYEES**

Thomas Danner, Thomas Metzger, Ernst Deisl, Thomas Raffelsberger, Jürgen Santeler, Josef Paumann (IMC-Workshop 2011), Thomas Danner (WKO innovation forum)

KLÖCHER BASALT PLANT

CONGRATULATIONS ON THEIR NEW OFFSPRING

BAG: Michaela and Andreas Potzinger
their baby daughter Jasmin Carina 27. 12. 2010

STRENGTHENING OUR TEAM

Johann Karlovits (operator, Postmann works)

**WE ARE PROUD OF
OUR SUCCESSFUL EMPLOYEES**

Matthias Martin, Gerald Zartler, Peter Zmugg (plant master's school), Peter Zmugg, Gerald Zartler (deep drilling demolition), Andreas Potzinger, Wilhelm Potzinger, Erich Kazian-schütz, Thomas Käfer, Martin Gollenz, Slavko Hajdinjak, Markus Palz, Christian Preininger (welder exam), Rene Tomaschitz, Andreas Potzinger, Wilhelm Potzinger, Thomas Käfer,

Markus Palz, Christoph Ulrich, Martin Gollenz, Philipp Puff, Heinz Hatzl, Manuel Konrad (hall crane training), Manuel Konrad, Philipp Puff (apprentice day), Werner Pflieger (concrete technology), Stefan Maritschnegg (safe maintenance), Manfred Schadler (forum for preventative services, plant-internal production monitoring), Mathias Martin (occupational safety officer), Elfriede Steiner (alterations to staff payroll)

**STARTING WELL-EARNED RETIREMENT
BIDDING FAREWELL**

Alois Schrott (Oberhaag works), Dietmar Kuch (Postmann work), Hermann Semlitsch (Halbenrein concrete material works), Anton Jöstl (Oberhaag works)

ASAMER HOLDING AG

OUR CONGRATULATIONS TO THE WEDDING OF

Karin Fellner and Michael Hattinger
on 7. 2. 2011

STRENGTHENING OUR TEAM

Lukas Ecklmayr (information systems), Harald Hacker (technical director for Bosnia), Jörg Heimburg (consultant for Bosnia), Christian Murhammer (accounting director), Clemens Reiter (consultant for Libya)

**WE ARE PROUD OF
OUR SUCCESSFUL EMPLOYEES**

Miroslav Nagy (surpac user meeting), Claudia Lämmerhofer (planning conference for professional and entrepreneurial success), Karin Kalchmair (international invoicing), Günter Senoner (the end of tax-free international assembly), Dieter Gollinger, Martin Rauscher (international tests), Julia Kastenhuber, Karin Kalchmair (tax tips for end of year 2010, UGB 2010), Manfred Schmalzer (development consulting - coaching 9 - 12/2010), Jürgen Hampf (concrete academy BT2PV, BT1PV), Philipp Steinmair (diploma exam IFRS accountant), Arabella Eichinger (training in Libyan law and

contract formulation, intensive Russian seminar), Kerstin Pindeus (B2B symposium 2011 for marketing), Matthias Ellmayer (concrete technology I, VBK accountant exam), Andreas Pata (Helfrecht planning conference), Sepp-Michael Baldia (securing road construction sites and upkeep, conference 2010 - open-pit mining embankments), Andreas Pilecky (training as authorized demolitions expert), Johann Tesch (university program - business manager 4th semester), Franz Reitbauer (Drehmoment 2011 economic conference), Daniela Mittermayer (staff payrolls – course and exam), Claudia Zichel (successful secretary), Gerald Kienesberger (Seminar on purchasing real estate in the Ukraine), Erich Moser (concrete technology – refreshing), Dieter Gollinger, Harald Hacker, Jörg Heimburg, Andreas Pata, Eduard Scheibl, Andras Sommerer (claim and risk management), Wolfgang Fürtbauer, Gerd Müller, Kerstin Pindeus, Franz Reitbauer, Franz Rinder, Johann Tesch (the management as coach – special), Horst Mandl (Dorner Education), Harald Hacker, Karin Hattinger, Martin Rauscher (starting, planning, and completing projects), Ewald Köllner, Thomas Perterer, Bodo Röder, Raimund Rodler, Christoph Spiesberger (situational leadership – concept and tools for successful leadership)

ASAMER BASALTIC FIBERS GMBH

STRENGTHENING OUR TEAM

Christian Gamsjäger, Elias Lahnsteiner, Sven Lembcke, Petar Novakovic, Thomas Schwaiger, operators.

AMB AUSTROMOBIL

WE ARE PROUD OF OUR SUCCESSFUL EMPLOYEES

Christian Spiesberger (SIKA concrete conference), Alexander Kraus, Günther Landertshamer, Christian Spiesberger (Dorner Education), Christoph Spiesberger, Alexander Kraus (situational leadership – concept and tools for successful leadership)

ASAMER KIES- UND BETONWERKE GMBH

OUR CONGRATULATIONS TO THE WEDDING OF

Gabriele and Franz Pesendorfer jun.,
2. 4. 2011
Katharina Ohler and Jürgen Plank,
14. 5. 2011

CONGRATULATIONS ON THEIR NEW OFFSPRING

Brigitte and Arne Feldmann
their baby daughter Merle, 13. 11. 2010
Melanie and Dieter Brandlmayr
their baby boy Heinrich, 20. 2. 2011
Sigrid Huemer and Stefan Ennser
their baby daughter Lena Sophie, 23. 2. 2011
Alexandra Raffelsberger and Andreas Öhlinger
their baby daughter Magdalena Stefanie,
5. 3. 2011



Heinrich Brandlmayr



Magdalena Stefanie Raffelsberger

STRENGTHENING OUR TEAM

Martin Beck (earthwork machinist),
Michaela Schnellnast (accounting),
Renate Sandrock (accounting),
Siegfried Weinberger (machine fitter).

WE ARE PROUD OF OUR SUCCESSFUL EMPLOYEES

Thomas Falkensteiner (concrete pumping technology), Bernhard Katzinger (concrete technology I and II with exam), Claudia Penn (practical workshop for international assignment), Georg Schobesberger (WMS company examination), Josef Ramerstorfer (EDC and common rail), Christoph Eckerstorfer (BT1P/BT2P and concrete technology II), Nermin Beslagic, Antonio Grgic (concrete technology II), Heimo Rechberger and Florian Brunner (SIKA concrete conference), Sandra Eder, Andrea Lämmerhofer, Claudia Penn, Claudia Quirchmayr (innovations for staff payrolls 2011), Doris Mayrhofer (innovations for accountants, VAT practical seminar), Robert Pree, Christoph Eckerstorfer, Christian Lemmerer (TB winter conference), Christian Müller (symposium 2011), Michael Lettner (laboratory assistant conference 2011), Martin Weber (technical qualification of automobile technician's apprentices), Thomas Kapeller (certified controller), Daniel Hufnagl (training for occupational safety officer and plant master's school Leoben), Dieter Feichtinger, Stefan Lobmayr (BlackBerry application forum 2011), Peter Schneider (concrete technology I), Jakob Geier, Patrick Gigl (master's exam in metalworking and engineering), Martin Weber (final apprenticeship examination automobile technician), Claudia Gugglberger, Bettina Heilmann, Carina Kleindienst, Melanie Kühne, Ingrid Ohler, Michaela Reisenberger, Andrea Schacherreiter, Silvia Schusterbauer (concrete basics for commercial employees), Manfred Graml, Christian Hahn, Franz-Thomas Heitzinger, Norbert Holzinger, Christian Kastenhuber, Michael Lettner, Walter Malzner, Josef Mühlbacher, Thomas Reisenberger, Günther Spießberger, Werner Sturm (concrete technology - refreshing), Günther Spießberger (Dorner Education)

STARTING WELL-EARNED RETIREMENT BIDDING FAREWELL

Franz Grafinger (loader operator, Viecht), Josef Höller (master electrician, Ohlsdorf), Ernst Huemer (dispatching, Viecht), Johann Ohler (driver, Vorchdorf), Josef Kirchmayr (vendor, Wels), Karl Klinger (driver, Ohlsdorf), Karl Kronberger (driver, Ohlsdorf), Peter Reisinger (machine fitter), Karl Schuller (machinist, Ohlsdorf).

WE MOURN THE LOSS OF

Franz Niedrist,
† 11. 12. 2010
KR Adelheid Asamer,
† 31. 1. 2011
Gerlinde Deisl, cleaning services,
† 3. 3. 2011
Josef Ettinger, retiree,
† 9. 3. 2011
Josef Pesendorfer, retiree,
† 16. 3. 2011



Congratulations!
A book-shaped cake on the occasion of Josef Kirchmayr's retirement.

OBITUARIES

She was the personification of cordiality

Completely unexpectedly and beyond comprehension, Gerlinde Deisl has been taken from us at only 39 years old.

For 14 years, she saw to it with special care that the employees in the offices under her charge always felt at home. Since the previous year, she was also responsible for cleaning the entire building, which she mastered with gusto, and nevertheless, she also found time to concern herself with the well-being of her coworkers.

We'll never forget the warm 'hello!' that she offered everyone she met.

The loss of Gerlinde signifies the loss of an absolutely lovely, responsible, and warm-hearted colleague, whom we all shall miss dearly.

Employees of Asamer collected 1,330 euros for Gerlinde Deisl's family. This amount was doubled by the management.



Gerlinde Deisl
(cleaning services, Ohlsdorf)
† 3. 3. 2011

Josef Pesendorfer

retiree (dispatcher at Regau works)
† 16. 3. 2011

Asamer was his life

Josef Pesendorfer was the first mixer operator in Upper Austria, and Asamer was more than a job to him. He identified himself with the company completely and in every aspect.

As a loyal, very helpful colleague, he was always there whenever he was needed. Even after his retirement, he still wanted to be involved in whatever was happening.

Josef Ettinger

retiree (gravel works director, Ohlsdorf)
† 9. 3. 2011

The pioneer

Josef Ettinger was an Asamer original. In 1964, he joined the company as a driver, in 1965 he was employed as a loader operator and gravel works employee, and later he was active as a plant director.

On the occasion of the installation and operation of the first gravel works in Ohlsdorf, 'Works I', Ettinger played a significant role, and he and his comrades were real trailblazers. The installation of the gravel works 'Works II' was based in part on his own experience. As plant director, he had a calming effect on his employees on long workdays, and he was always on the front line along with the others. After 34 years at Asamer, he was able to retire in 1998 to be together with his family and spend more time on his hobby, hiking.

Franz Niedrist

retiree (loader operator, Vorchdorf)
† 11. 12. 2010

The kind of colleague everyone wants

Mr. Niedrist joined the company in 1982 and entered retirement in 2005. Franz Niedrist is notable for his readiness to help and his reliability.

He was willing to work at all times; we were always able to depend on him.



Adelheid Asamer
 † 31. 1. 2011

Her greatest joy was giving

In memory of Adelheid Asamer

Heidi Asamer joined the commercial staff of our group of companies in 1968. Everywhere, where industrious and reliable energy was required, Heidi would be there, which meant that she was active at numerous stations in our group of companies (for example, Asamer & Hufnagl Kies- und Betonwerke GmbH, Hans Asamer Erdbewegungen, Hans Asamer Transport-Gesellschaft mbH, TCG Immobilien GmbH, the finished parts plant, etc.).

In 1983, Heidi and Hans Asamer married and spent most of their time together involved with professional duties.

In 1996, Heidi founded the local television channel ‚ts1‘, and her team built up a cable network in nine communities that met even the most modern standards. She was significantly involved in the production of the journalistic program of this local station by participating in editing sessions, placing her in constant contact with numerous politicians and business managers.

Public events and the issues of women in business provided her with the impulse to be very active in the organization ‚Frau in der Wirtschaft‘ (Women in Business). In this organization, she was distinguished as district chairwoman, state chairwoman, and finally as chairwoman of honor which enabled her and her functionaries to respond to the important needs of female owners and managers of small to mid-sized companies, for example by introducing the ‚Betriebshilfe‘ business aid program.

She transformed her caring attitude into action and was constantly engaged on behalf of children’s village organizations, social institutions such as the Schloss Cumberland retirement home, and more. She was also eventually appointed chairwoman of SOS Kinderdorf Upper Austria. Her greatest joy was not to take, but to give.

Heidi Asamer also received many awards for her public work, for example the Golden Medal of Service of Upper Austria, as well as numerous honors from professional associations and the chamber of commerce. In the case of Heidi Asamer, one thought is especially appropriate: Honored should be the one, who does more than is required.

The all too early death of Heidi Asamer leaves a large gap behind in the Asamer group of companies, since she contributed significantly to its development.