



WHITEBOARD

The information magazine about White cement | 2016-1





Editorial

Dear Ladies & Gentlemen,

CRH White is now almost one year within the CRH group. And as promised we are still the same people, with the same products and visions.

Delivering **Excellence in White** and being **customer focused**

In today's challenging world with all negative messages and political movements I think it's very important to have a partner you can rely on.

14 years CRH White and still the same Values:

- Believe in the power of local business
- A team of Technical Application Consultants
- Native speaking and locally based

To make sure you are getting the kind of support and service you expect.

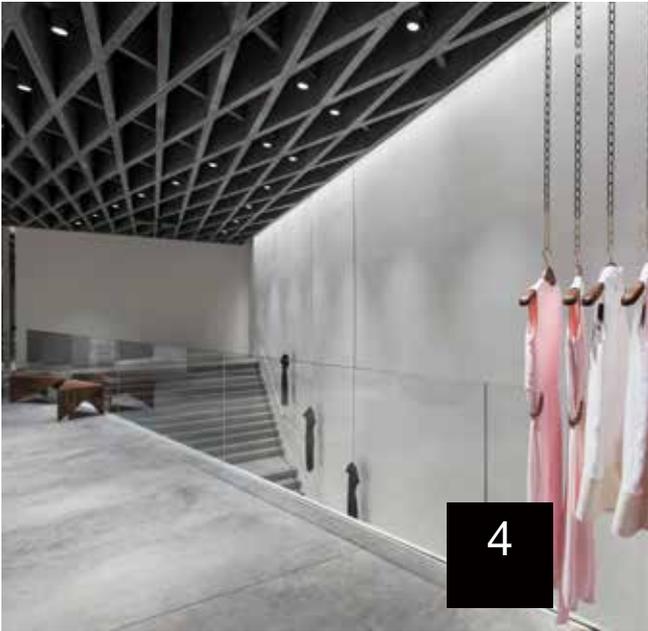
In this Edition you can find again very interesting projects we have realized together with our customers and partners. Our additional focus is on Innovations and Architects, to show other succesful projects in terms of **Excellence in White**.

I wish you a successful summer 2016 and interesting ideas while reading our CRH Whiteboard.

Thank you very much for your trust.

With kind regards

Ing. Josef Nowak
Head of White Cement Europe



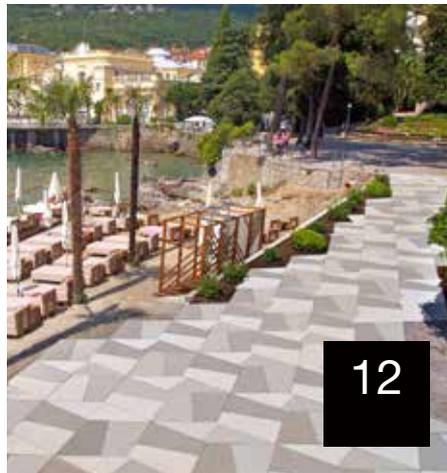
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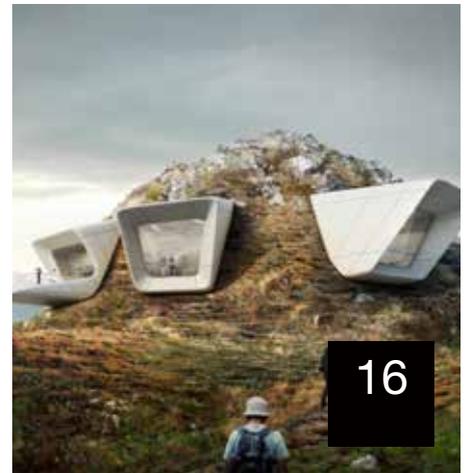
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CRH White team

Victoria Beckham Store

London, UK

Designer Victoria Beckham opened her first retail store in London. Great value was placed on an appealing aesthetic during the planning and she opted for a coffered ceiling made from CEton. Produced using CRH-White Cement, this truly is an exceptional material.

Planning for the boutique was awarded by Victoria Beckham to Farshid Moussavi, an architect living in Great Britain. Hailing from Iran, she teaches at the Harvard University Graduate School of Design and is predominantly recognised for construction of the Museum of Contemporary Art in Cleveland. The façade of this building is dominated by reflective elements – a design element which the architect also implemented in the Victoria Beckham Shop. Both women were involved significantly in the planning of the boutique.

Shop Design

The shop is located in Dover Street in the heart of London, and is spread over three floors. Visitors are already presented with a view into the sale room from outside on the street, as the boutique does not feature a display window in the usual sense. Once inside, visitors to the shop have more a sense of being in a gallery than standing in a fashion store. This impression is further exacerbated by the approx. four metre wide facing concrete stair, which would not look out of place in a museum. Overall, the shop emanates a cool, though not cold, minimalistic flair. Reflective surfaces, green glass, smooth concrete and seating elements of American walnut are the most obvious materials. Articles of clothing hang from chains which are fastened directly to the ceiling. The spatial impression on the first floor is dominated by an exceptional coffered ceiling made from facing concrete.

Ceiling design

B&T Bau + Technologie GmbH from Raubling in Bavaria were contracted with construction of the ceiling. The challenge: as the shop from Victoria Beckham is located in an existing building, the boundaries for permissible static loading are extremely narrow. As attested by Kruno Stefan Thaleck, managing director of the appointed company: "We were immediately handed the problem speci-

fication that the concrete ceiling should not weigh more than 30 kilos per square meter – including the load-bearing substructure." An ideal field of application for CEton. The material was developed by Kruno Stefan Thaleck and is notable for the following attributes: beautiful concrete finish, light in weight and extremely flexible forming. Produced in composite, the elements comprise an aluminium-honeycomb core, textile fibres and concrete.

Cement

White cement from CRH was always going to be first choice for Thaleck when it came to production of these elements. This Portland cement offers numerous advantages over its grey counterpart. For instance, the aggregates (e.g. marble or limestone) of the concrete are particularly emphasised by the cement, and many architects take advantage of this creative element. In the Victoria Beckham store, however, one other property of the cement proved to be of particular significance to the contractor: as per the wishes of the client, the coffered ceiling should harmonise perfectly with the bottle green colour of the glass elements. The concrete therefore, had to be coloured using green and black pigments.



Foto: www.alamy.com

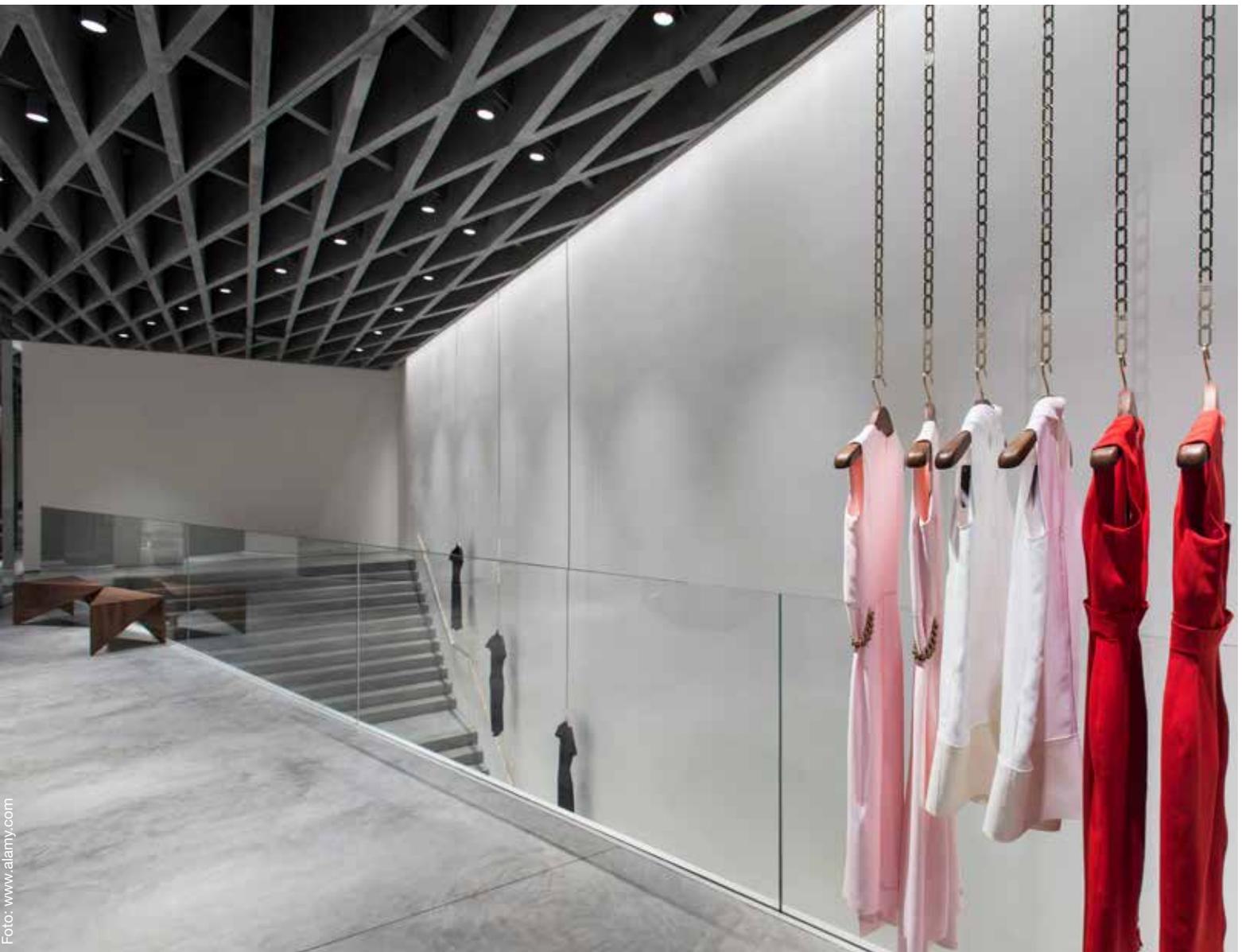


Foto: www.alamy.com

The white cement from CRH is a spectacular medium in this regard. Colours of considerably more brilliance are achieved for the concrete elements using white cement than are possible with grey cement. The technical properties for the white cement, however, are in no way inferior to those of its grey equivalent. Exactly the same strength classes are attained.

Construction

A total of 600 concrete elements were produced by the Bavarian manufacturer. Due to there being no elevator in the shop itself, and neither was there an elevator available throughout the duration of construction, every single element had to be carried up to the first floor manually by the workmen. A special substructure comprising of extruded profiles was developed by Thaleck to save as much weight as possible during their construction. With the use of these profiles, combined with concrete elements featuring extremely thin walls – a thickness of only 6 mm – the manufacturer succeeded in actually undercutting the problem specification of only 30 kilograms per square meter. Indeed, the concrete elements together with the substructure exhibit a weight of only 24 kilograms per square meter. Shortly before opening, however, all of the

elements had to be dismantled again as the colour was too dark as a result of the black pigments. The craftsmen from Kruno Stephan Thaleck were able to compensate this by grinding and sealing the elements.

Opening

Despite all of the drawbacks, the shop opened as planned on the 25th of September, 2014. Interest from the public was tremendous. A surge of fans, as well as the generally curious, accumulated at the doors of the boutique waiting expectantly for admission. As well as the clothes, other accessories from the designer, including handbags and sunglasses will also be available to buy from the shop at a later date.

Victoria Beckham Store

36 Dover St, London W1S 4NH,
United Kingdom
www.victoriabeckham.com

B & T Bau & Technologie GmbH

Am Holzplatz 12-14
D-83064 Raubling
www.architektur-sichtbeton-3d-composite.de



Accomplished Design

White cement as a commemoration to director of brown coal mine

The small town of Dorog in Hungary retains an overwhelming gratitude to the former director of their brown coal mine, Sándor Schmidt. He is, after all, significantly responsible for major development of their infrastructure and economy. In return, he is now to be commemorated with a square in his name by the town's council, while at the same time creating a pleasant recreational area for the residents. Elements of in-situ concrete and prefabricated pieces made from CRH white cement lend an attractive accent to the site.

Dorog is situated approximately 40 kilometres north west of Budapest and is populated with around 12,000 inhabitants. Coal has been extracted here since the 19th century (the first written contract can be traced back to the year 1845). In their endeavour towards expanding the number of increasingly productive shafts, renowned engineers and planners have been painstakingly striving towards further development of the surface mining industry in Dorog ever since. In 1911, Dorog gained recognition as the hub of coal extraction. As the town grew throughout the first decades of the 20th century, numerous infrastructural facilities were introduced, including schools and a state-of-the-art hospital and community centre. Today, Dorog is a colourful market town which has seen a complete renovation of all public amenities to the very latest modern standards. The appointment of presiding communal architect Kristóf Dankó was instrumental in this regard. Indeed, it was his brainchild to dedicate a square to the name of mining engineer Sándor Schmidt.

A prominent figure

Sándor Schmidt (1882–1953) was the mine director in Dorog and contributed enormously to overall development of the town. His name is still closely associated with construction of a railway line and the urban layout of Dorog. Of the two houses owned by Sándor Schmidt, one was situated directly in the centre of Dorog, and it was from here that he masterminded the fortunes of the mine, and consequently also the town which thrived as a result of surface mining.

Emergence of a square

The building served in subsequent years as a police station, however, was torn down after falling into ruin over time. In remembrance of the former mine director, Kristóf Dankó came upon the idea of incorporating a square onto this very site. The square would serve both as a recreational area for the residents and a parking facility for the town's cars – two designated uses which do not necessarily go hand-in-hand. Architect Henriette Nagy from Esztergom and structural engineer Ákos Magyar from Dorog were commissioned to oversee the planning. The pair succeeded in creating a site which perfectly harmonised the two aspects in every way, and has now become an extremely popular meeting place in the town. The square bears the name Schmidt Sándor Agora.

Design

The grounds of the commemorative site is approx. 2,000 square metres in size and indicates a slight inclination. A church, a rectory, a kindergarten, a police station and a library are all situated in the square's immediate vicinity. In order to effectively combine the very diverse user requirements, the planners located the parking spots for the cars close to the street, and the recreational areas in the rearmost, most serene section of the site. Clever utilisation of the topography was at the forefront of the design, with intelligently placed steps acting as divisions for the various areas. The park includes a giant chess board, lawns and loungers, a sandpit with slide, fountains and lots more. Due to the layout of the steps, the site may also be used occasionally as an open air theatre.

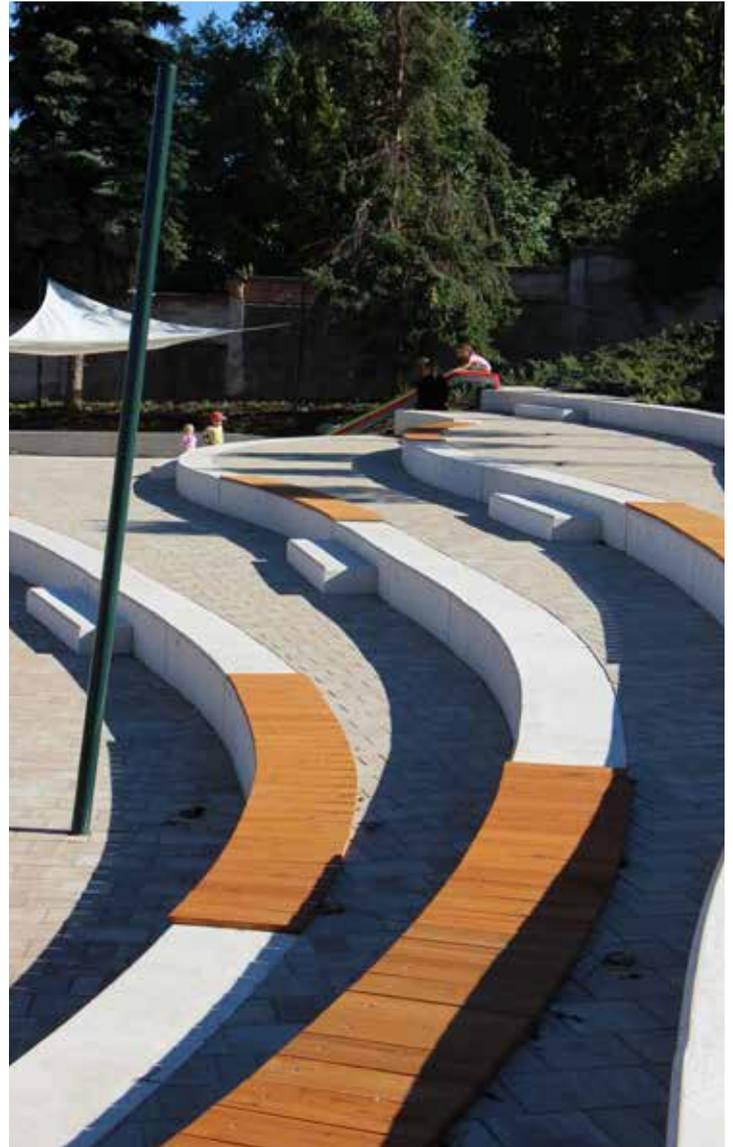
White cement

Rolling steps produced from in-situ concrete are set at various depths to stylishly accentuate the natural topography. They are strikingly conspicuous in their brilliant whiteness, achieved through CRH white cement. It offers numerous advantages over its grey counterpart. For instance, the aggregates (e.g. marble or limestone) of the concrete are particularly emphasised by the cement, allowing the planners to take advantage of this creative element.

If a concrete produced with CRH-White is coloured (e.g. with the addition of pigments), considerably more brilliant colours are achieved than is possible from concrete made with grey cement. As regards technical properties, the binding agent is no different to that from regular Portland cements. Exactly the same strength classes are attained. For the Schmidt Sándor Agora, the planners masterfully manipulate its brilliant white colour to accentuate the remaining stones which were used there. They are grey, red and a shade of yellow.

Creative façade

Due to the square being situated directly on a busy road, the planners were faced with a dilemma as to how the area could be closed off in a stylish manner. The solution came once again from Kristóf Dankó. Five time "House of the year" award winner, the architect proposed using the original plans for the former winter residence of Sándor Schmidt. A protective wall built from concrete copies of sections of the house was erected facing the road. It was immediately clear that these façade elements should also be prepared using CRH White Cement. The original plans, however, had to be modified slightly in order to make it possible for the façade to be cast in concrete. An in-situ concrete element was then used to create the façade. A portrait of Sándor Schmidt himself is displayed in graffiti-style art on the side of the façade facing out towards the road. The white cement and the precast concrete elements are products of the house of Lábatani Vasbetonipari Ltd. Construction of the square was contracted to the Gedi Ltd company. A grand total of approx. 60 tons (roughly 180 to 200 cubic meters) of white cement was used for the project.



Inauguration and use

The inauguration of the square took place on the Day of Mining Workers, 2015 (the first weekend in September), and has since enjoyed its newfound role as an attraction to a multitude of visitors. Regardless of respective day or season, people flock from all around to visit the square. Summertime sees numerous children bounding over the steps and splashing about in the sunken fountain, whereas a Christmas market and an artificial ice rink are the main attractions in the Advent season. As day makes way to night, scores of lights set a wonderful, sometimes colourful scene. One park serving as a memorial, a car park and a place of recreation, a success story in every way.

Autor: Claudia El Ahwany



A big change

Leading paver producer switches to CRH cement

The EHL AG Company comprises 28 building material plants throughout Germany.

That makes it one of the leading companies in Germany's concrete processing industry. Some of these plants have been dependent for a long time on the white cement coming out of Rohožník. In the future, all of them are to be switched to this CRH cement.

EHL AG can look back on a spectacular development history. Within just 40 years, a newly founded company grew to become a large group of companies that deliver concrete components for the most varied applications. It is an important employer as well.

Company History

In 1976, civil engineer Bernhard Ehl took over an abandoned pumice plant and founded EHL Concrete in Kruff near Andernach. From the very beginning, he began to develop his own innovative products. Just two years later, he expanded the factory and in 1983, founded the second EHL plant in Neu-Bamberg. Just 11 years after its founding, EHL owned four locations. With reunification, the successful businessman also risked taking a step into the new states. Together with Josef Schmitt, Bernhard Ehl opened the first concrete block works in Dessau. This history of success continues today throughout the Federal Republic as well as in foreign countries. Today, EHL AG operates more than 28 locations and employs approximately 1,000 employees.

Product Portfolio and Source Materials

With its motto, "Stones for living. Stones that last for more than a lifetime" EHL AG manufactures concrete paving stones, concrete slabs and numerous concrete components for streets, squares, gardens and landscapes. In so doing, its consortium of companies places great value on customer intimacy, appealing design and premium quality. In order to be able to realize this still better in the future, all 28 works will gradually begin to use cement from CRH. Some of them have already been using it for the past 10 years and recognize the advantages of the binder produced in Rohožník. They use it to manufacture special components of high optical quality such as, for example, terrace tiles, stair systems and wall systems. Other EHL factories will be working with cement from CRH for the first time. Kickoff for conversion to the Irish group of companies was a meeting in November 2015 at which those responsible were able to convince themselves on-site of the good production conditions.

Close Collaboration

Since then, EHL AG and CRH have been working closely together for the conversion of just under 28 works which is – as you might imagine – a technical and logistical challenge. In the process, all formulations must be checked and adapted, as required. In order to be able to solve this assignment efficiently, close communication between the two companies and the great technical knowledge of CRH are the key ingredients. It is also important that the cement supplier be able to react quickly to EHL's delivery requests. Here it is a big advantage that CRH can fall back on its own transportation affiliate by means of which the white cement can be delivered quickly with the help of its tipping silo trucks to all EHL works.

Future Prospects

Thanks to the close collaboration between EHL and CRH, both companies see a positive future. The cement producer has obtained a good outlet in EHL's building material plants. And the EHL Group will profit from the first-class quality of the white cement.



Terrace plates "Luna"

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EHL 
Steine fürs Leben



Terrace plates "Luna"



**Interview with Alexander Winzer,
Purchasing Manager EHL AG**

CEA: Mr. Winzer, what assignments will you be taking over at EHL AG?

Alexander Winzer: In my role as leader of the central purchasing department, I am primarily responsible for the strategic alignment of purchasing in the area of raw and ancillary working materials, as well as all goods and services not relevant to production. Together with my team, we make sure that all necessary goods and services meet our requirements for quality, service and value.

CEA: Had you already had prior experience with cement from CRH? What was your impression?

Alexander Winzer: Yes, we know and

value CRH's cement. The gray cement distributed by OPTERRA-CRH in Germany and above all, the white cement out of Rohožník are of good quality. The technical support we are getting for the conversion to white cement is outstanding. The personal commitment of the CRH employees especially impresses me. I would like to particularly thank Mr. Nowak (MD CRH White) and Mr. Thorenz (Regional Sales Manager) because they advised us well long before the conversion; they also treated us very professionally. But a conversion can only proceed successfully when both sides give it their best. The EHLers in our works have also contributed mightily to the success of this new partnership.

CEA: Why is EHL purchasing this cement only now?

Alexander Winzer: It can be very easily processed and makes it possible for our employees to manufacture attractive concrete products. We manufacture at 28 different locations and yet the concrete surfaces must always be comparable. The white cement out of Rohožník with its outstan-

dingly uniform product quality often helps us to do this. We use the white cement primarily for the facing layer in paving stones but it is also often a problem-solver in special applications for distinctive components. The product stands out for its whiteness and that makes it possible, when coloring the concrete with color pigments, to achieve a high degree of color brilliance.

CEA: Is there a plan for when all of the plants are to be converted to the new cement?

Alexander Winzer: We foresee converting all EHL works with a need for white cement by the end of 2016. And we are already pretty far along on that road. I am optimistic that we will succeed in getting it done by the deadline we have set.

CEA: Thank you very much for the conversation.

Alexander Winzer: A pleasure.



BETON LUČKO

Concrete products from croatia

The company Beton Lučko has grown on the foundations crafts that family Jelenić started doing back in 1986. With manufacturing facilities around Croatia and a widespread sales network, the company is now leader in its segment in the country, with a tendency to spread and to seize markets of Bosnia and Herzegovina, Montenegro and Serbia.

Within the wide range of products, we offer a wide range of concrete products; high-quality concrete paving and street furniture for landscaping, many of which are suitable for interior courtyards, gardens, terrace and garden, pedestrian zones, parks, city squares and industrial, sports and religious buildings. The great variety of colors, surface finishes and formats concrete products offers unlimited possibilities of performance, and an inexhaustible source of inspiration for designers.

The use of certain types of pavers achieve different visual effects. In addition to paving, the production program include the garden and road curbs different dimensions, pipes, channels rainwater, broken blocks for performance of decorative fences, stair which are made by default dimensions, lining the facade and road elements.

Beton Lučko is also present as a producer and as a licensed builder of prefabricated reinforced concrete walls, prefabricated staircase arms, reinforced concrete ceiling panels and prefabricated reinforced-concrete halls in the market of construction of residential and industrial buildings. At the moment we employ 200 workers.

Object and product range

A large part of the total production represents the production of concrete pavers. In 1997 installed and put into operation its first fully automated plant for



Lido Bevanda Beach Resorta, Optija

making vibropressed concrete, which is mainly used for shell squares, pedestrian paths, paved areas, industrial plants and the like.

The products have over ten years of production completely won the Croatian market, and closer part of Slovenia, Bosnia and Herzegovina, Montenegro and Serbia. We offer design services, and driveway and all construction works with the installation of our concrete elements. Production is taking place at different facilities.

Beton Lučko has plants for different types of concrete products, paving tiles, paving for rungs, cutting, sanding and polishing of concrete, special concrete products. Production plant Radonić produces concrete paving tiles.

Manufacture of reinforced concrete structures

The company BETON-LUČKO in 1999 built a new plant for the production of walls and ceilings, and

as such became the only manufacturer of such elements in the Croatian market. In twenty five years of existence, we have developed a more modern technologies in the production of concrete pavers, as well as a number of other concrete precast and prefabricated elements, and special products made of concrete.

The fully automated industrial way produce AB sided walls, ceiling panels, three-layer facade elements, cladding, and more recently in the program for roadways supply and barriers for protection against noise. The same offer optimal protection against noise on roads, bridges, railway lines and other facilities. Products from Beton Lučko can be found on all motorways and tunnels that have been built in recent years in Croatia. Production takes place in Jastrebarsko and Karlovac. We also offer a wide range of services that ensure fast and efficient performance of all

projects related to the construction of office buildings and decorating courtyards of residential buildings. Among other things we offer services of design, construction works and transport, providing our clients and investors all that is needed to carry out their project - from concept throughout realization.

Ruconbar - A high potential product

The Company patented RUCONBAR in cooperation with Faculty of Civil Engineering, University of Zagreb.

Beton Lučko already participated in projects worth 34 mil HRK with Croatian Motorways (Zagreb-Rijeka and Sisak-Zagreb) and Croatian Railways

Today the construction of roads and railways follows the EU recommendations and directives relating to the protection of the environment, and among other the traffic noise protection is a priority.

Traffic noise barriers are widely applied in order to achieve the allowable noise levels in commercial and residential areas that are located close to transport corridors.

According to the EU transport strategy for Southern and Eastern Europe, major investments are required in their transport infrastructure development.

The Company's business strategy for RUCONBAR includes Croatia and locations within a 500 km radius from the RUCONBAR production site (the potential local market demand is projected at 250.000 m² for 2016), while Beton Lučko is also aiming the replica-

tion market via licensing the RUCONBAR innovative technology.

Quality Assurance

During our twenty five years of experience, continuous development and improvement of production of concrete pavement tiles and other concrete products, and ten-year experience in designing, manufacturing and construction of prefabricated buildings, we achieved the top results that can be substantiated and verified by ISO 9001 since year 2004.

Today, the company Beton Lučko is a reputable and recognized partner in the construction, thanks to the intransigence in terms of quality and deadlines, and our products can be found in almost every city in the Republic of Croatia.

More information about us, our work and our references can be found on our website.



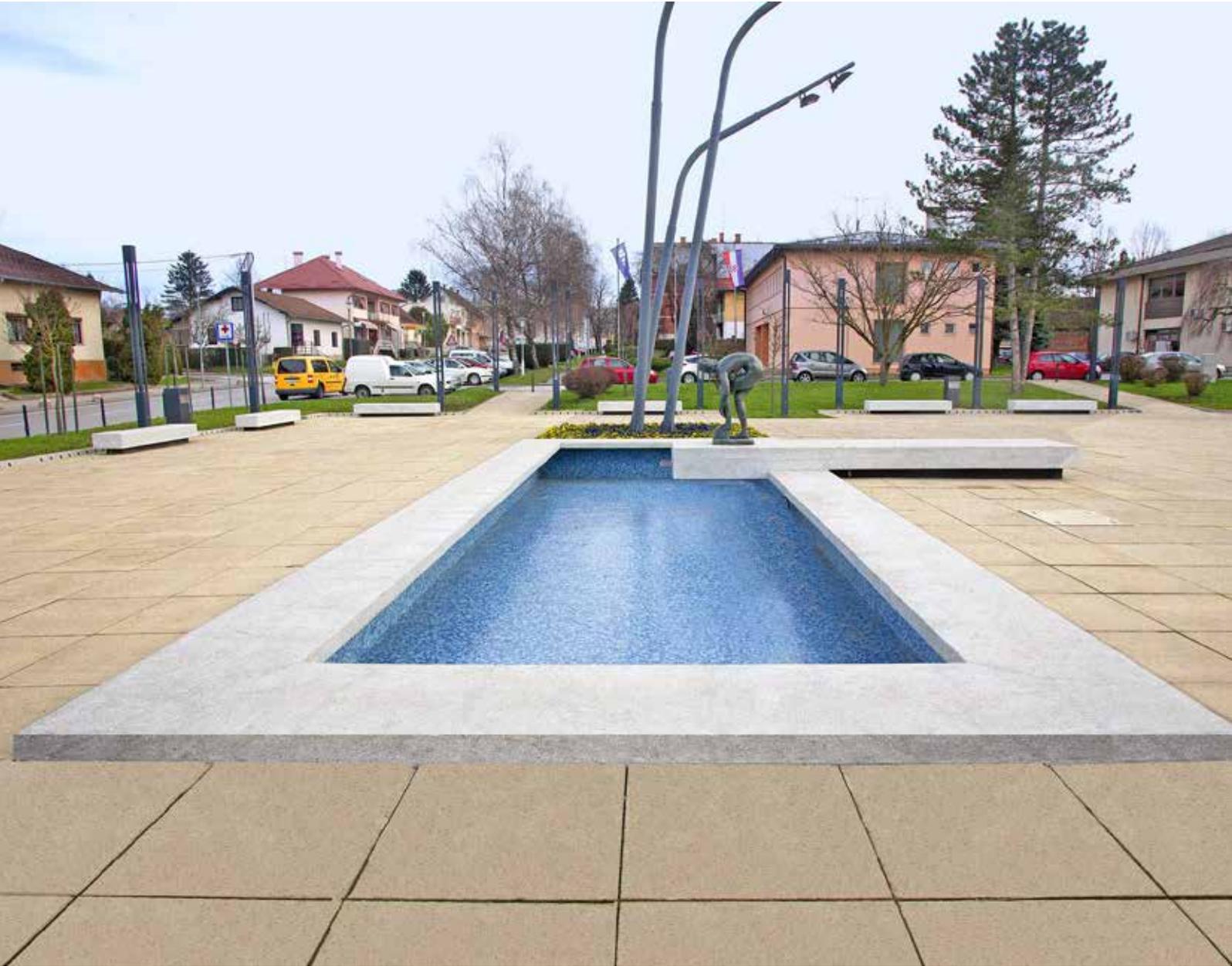
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www.betonlucko.hr



Market square, Popovača

Archaeological Park
Principij, Rijeka





Messner Mountain Museum

Kronplatz | Plan de Corones, 2275m



Hadid and Messner - A summit

When the world's most renowned architect, and the world's most famous mountaineer jointly implement a project, it can only give birth to something singularly special. In this case, the Messner Mountain Museum on the „Kronplatz“. To realize the vision, both needed technical pioneers and quality building materials, i.e. Kruno Stephan Thaleck and the cement of CRH.

Actually, there are only 14 „Eight-Thousand-Peaks“ (mountains with an altitude over 8,000 meters) in the world. However, for the mountaineering legend Reinhold Messner, according to his own assertion, there is one more: the Messner Museum on the „Kronplatz“. It is probable that this is also the case because it was prophesied that he would "slip down the curves of Zaha Hadid". The star architect planned the museum, totally indulging her preference for sweeping design elements. Subsequently, Reinhold Messner had to adapt to these elements, when installing his exhibition. Not an easy task, as the Mountaineers admits, even though he had already gathered ample experience in exhibition design at five other museums.

Good prospects

Where the Messner Museum stands today, the master builder had originally only intended to build a viewing platform, designed by Zaha Hadid. But Reinhold Messner had a better idea: a museum. So the architect designed it, thus creating an architectural gem. From the outside, the building is obscured. It digs into the mountain in a tunnel-like fashion. Only the entrance, towards the plateau and the formations on the other side, protrudes from the mountain top. When designing the panoramic windows, the architect indulged the extreme mountaineer. Through the large openings, the visitor sees the tip of „Peitlerkofel“ behind which Reinhold Messner was born, the „Heiligkreuzkofel“, which was one of his most difficult Dolomite climbs, according to Messner, and the „Ortler“, the highest mountain in South Tyrol, Messner's home.

Sweeping Architecture

Already at the entrance, visitors anticipate that an architectural masterpiece lies ahead. The major components of the facade had never been created as

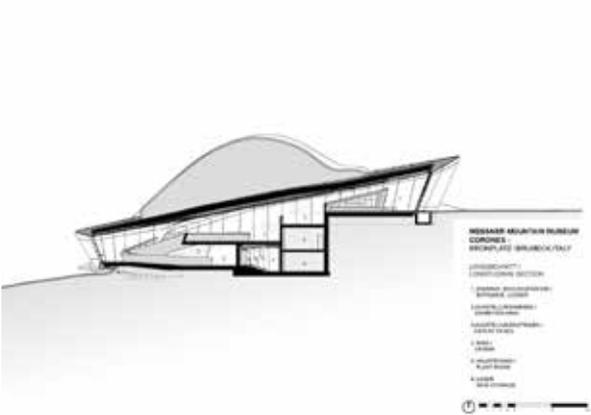
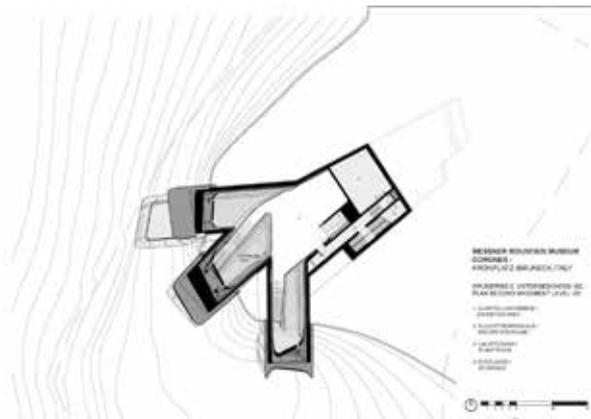
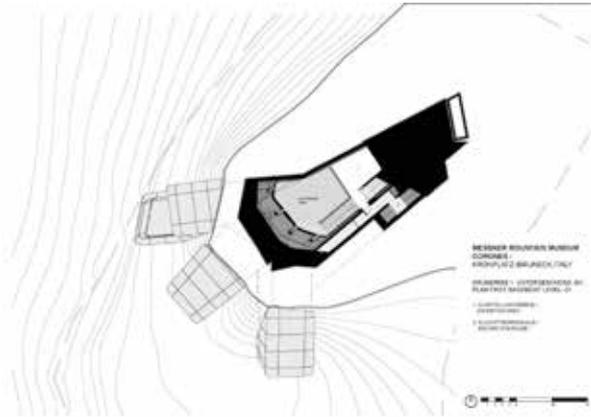
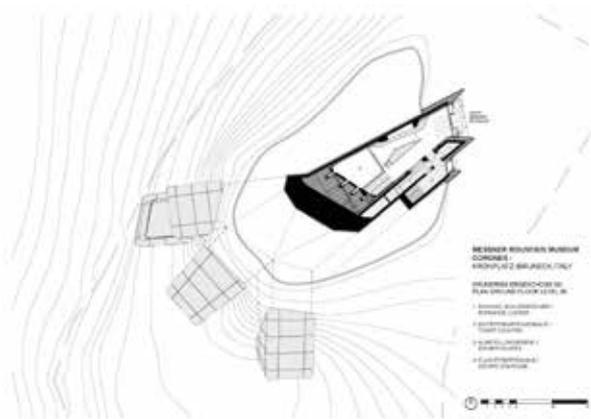
cement-bonded items on this scale, before this. Inside, the visitor is guided downwards, via a staircase, an interior design that is described by many visitors as a "racy and impressive". With her distinctive design language, Zaha Hadid imitates the jagged peaks of limestone, evokes the image of raging mountain streams, and mirrors the geometry of snowdrifts. This was made possible through the use of a special kind of concrete, CEton, more precisely. It is a building material manufactured by B & T Bau & Technologie GmbH. The evolutionary story of CEton is closely linked with the architect Zaha Hadid: She designed a London property in 2009, with similarly curved forms. However, it was regarded among experts as unbuildable; that is, until those responsible were able to use CEton. This building material was developed by Kruno Stephan Thaleck, owner of B & T Bau + Technology GmbH, and was used here for the first time, in a more complex process.

Innovative Products

CEton elements are textile-reinforced composite structures, produced on a concrete base, which essentially consist of an aluminum honeycomb core, and are produced in a composite process. In its application, Thaleck relied on the cement manufactured by CRH. Unlike the London property, in which white cement was used, the master builders opted for gray cement for the Messner Museum: CEM II / A-LL 42,5 N Portland limestone cement. This comes from the CRH works (Slovensko) a.s. in Rohoznik. It is easy to process and is characterized by its good early hardening capacity, as well as a normal post-hardening process.

It develops an average hydration heat and has good water retention capacity - which makes it especially suitable for the production of exposed concrete surfaces.





Thanks to its reduced proportion of clinker, less CO₂ is released during the production of CEM II / A-LL 42,5 N. Because of this, it is environment-friendly. An important criterion in the selection of the cement was the color of the concrete, that was manufactured with this cement. The CRH-cement resembles the alpine limestone, and precisely matched the expectations of the planners.

Slimming Method for Optimum Light-Weight

While CEton elements in London still have a thickness of 60 mm and a weight of 50 kg / m², which was a sensation at the time, Krüno Stephan Thaleck pushed the potential of the material to its li-

mit with the building of the Messner Museum. Here, the elements were only 20 mm thick, with a size of 8.20 x 2.30 m. In total, an area of about 1,700 m² was dressed with CEton elements, in the interior and on the exterior. For this, B & T Construction & Technology GmbH produced a total of 374 single plates (concrete class 4) for CEton GmbH, all of them with multiple curvatures. In order to realize this geometry, the 3D models were prepared by the manufacturer, using a CAD-CAM system for CNC manufacture. Since all CEton elements had different shapes, the manufacturer had to individually customize all the form-work. He was not able to use them again. To make matters worse,



the architects had planned concrete elements with undercuts, which made the CEton difficult to detach from the mould. But Kruno Stephan Thaleck found a solution, even for this challenge.

Summit Highlight

Today the museum is a consummate work of art; on the one hand it displays magnificent architecture, which in itself draws considerable attention, and on the other hand, it depicts the development of mountaineering over the last 250 years, which is equally fascinating.

In Summer 2015, the first visitors were given the opportunity to enter the museum, at the lofty height of 2275 m. In his

opening speech, Patrick Schuhmacher, CEO of Zaha Hadid's firm, emphasized the pioneering accomplishment of Kruno Stephan Thaleck. He also praised the product CEton, which was manufactured using CRH cement. The entire museum is a real asset to „Kronberg“, because visitors to the popular Winter Sport area have now gained a superb attraction for the warmer time of year.

Zaha Hadid Architects

10 Bowling Green Lane
London, UK
www.zaha-hadid.com

B & T Bau & Technologie GmbH

Am Holzplatz 12-14
D-83064 Raubling
www.architektur-sichtbeton-3d-composite.de

Study tour for architects

Visit of the White cement project Kulturpark Košice followed by a factory tour in the CRH cement plant Turňa nad Bodvou for hungarian architects

Providing inspiration to architects to plan more project with white cement. – This was our vision when we started cooperation with a Chamber of Architects. from Debrecen, the second largest Hungarian town. Although we have attractive market share in HU, we would like to increase demand for this nice and versatile material. The first plan was to participate on a professional day of the Chamber with a presentation about our refereces. After some discussion we decided to show „face to face” Kulturpark to the architects, as our excellent referential project.

A full day study tour was organised to Kosice and Turna together with the Chamber. Finally, 40 Hungarian architects accepted our invitation and joined the program on the 22nd of April. The program started in Turna. Siniša Mauhar, plant director opened the event. There was a presentation about the cement production and the plant. After them I had a presentation about our white references, colored concrete and light transmitting concretes (LiTraCon and PxL concrete).

After a short OH&S training for the guests we had a plant visit in 4 groups. The laboratory, the kiln, the mills, maintainace department, the packaging hall and the control room. The most popular part of the plant was the approximately 100 meter high pre-heater tower. The captivating view of the surrounding hills and the valley will be memorable for the people, who were brave enough to visit the top of the tower.

On the way to Kosice our guests could enjoy a traditional Slovakian lunch in a nice restaurant.

The main attraction of the day was the visit to Kulturpark. This was the largest investment of the „Kosice - Cultural Capital of Europe 2013” project, in the value of 26 million EUR.

The buildings have been built for the army of the Austro-Hungarian Monarchy as barracks and military storehouses, later the Czechoslovak and slovak army used them. After they finished using for military purposes, it became a bakery factory. The main goal of the renovation was establishing a creative, cultural and leisure center near to the city center. The plans are created by the zerozero architect’s office from Presov. While the historic characteristic of the bulidings were preseved, it can fulfill the criterias of the modern architecture.

The name of the buildings refer to the original function – Alfa, Bravo, Charlie, Delta, etc – from the military terminology. The CRH’s white cement was an excellent choice for the unsophisticated usage of materials and colours. The black and white parts with the mirror surfaces of the pavilions give a neutral background for any kind of event. The dominant green areas brings ongoing diversity to the park season by season.

The renovated building complex became a multi-functional social area. There are several exhibition hall, ateliers, creative studios, an open-air cinema and further possibilities. It can be outstanding venue for festivals, conferences, cultural events and different workshops.



At the end of the study tour we could get familiar with the open-air part in front of the Alfa building, which was built from the CRH's white cement. The white ready-mix concrete (approximately 1'300m³) was supplied by our RMX business unit.

Our guide was an architect, who worked in the Kulturpark project for 3 years. He could show us everything in the buildings from the cellar till the attic. He talked honestly about the smaller mistakes of the reconstruction and other „secrets”, as well.

All of the guests enjoyed the event and gave many positive feedbacks. It was a very nice possibility to build relationship with architects.

Siniša Mauhar, plant director said: "I think that events like this are more than important for our business. Turna was more than pleased to be able to host most influential Hungarian architects and to show them where are products are coming from. I hope that all enjoyed our site visit. Events like this should be organized in the future, as they are by its nature a kind of prescriptive selling, which is very important for early selection of our products in every significant project in the future."

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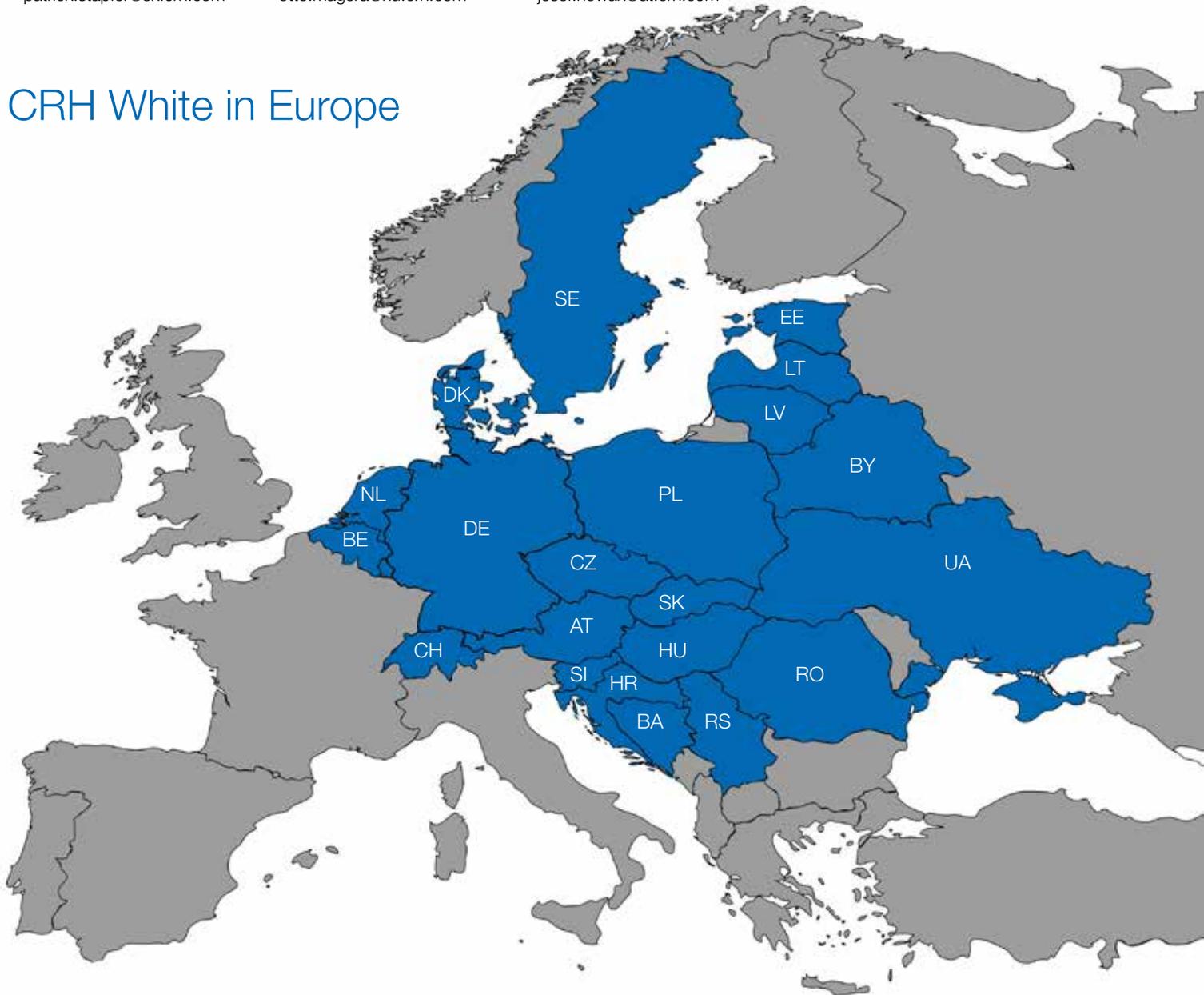


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