



**INSIGHT**

Ayman Fahmy, Regional Manager, Middle East sent this picture of a large seaside project in Karachi, Pakistan which extends over 24,000 m<sup>2</sup>. It will accommodate luxurious offices, apartments and a shopping centre. Meinhardt Consultants, Australia, approved the use of 40 tons AQUAFIN®-IC to waterproof pile caps, basement slabs and walls after rejecting membrane systems. Millwala Building Products (Mr. Shabbir Millwala) current distributor and future Joint Venture partner supplied this project. SCHOMBURG's success has been taking a flexible approach to sell advanced technology products to markets with building codes very different to those of Europe.

## Opportunities in emerging countries – Fortunes of industrial nations

**12/2005**

Periodical issue based on information gathered by staff members, overseas affiliates, customers, and friends of the

**SCHOMBURG**

group of companies  
Detmold und Halle/S.

Also known as "Globalisation" is a main concern for Europeans, especially Germans who are opposed by some random groups "living in the past".

It is an established fact that every change brings with it a wealth of opportunities for both developed and developing nations. The exchange of potentials brings growth in the emerging as well as the industrial countries. Success does not depend on the size of the company supplying it but rather on the flexible approach, way of thinking and actions taken.

SCHOMBURG is a mid-sized company - on its way to be an international player with the AQUAFIN Concept (internationalism

programme). AQUAFIN's determined strategy is the reason behind its success in achieving marked international presence.

The result so far has been promising in countries such as Brazil, Pakistan and Iran. China on the other hand is another market expected to keep SCHOMBURG busy in the coming stage.

SCHOMBURG is determined to continue this methodical approach with a dedicated firm spirit that extends further than ever before. Whilst SCHOMBURG is safeguarding jobs locally it is also creating new jobs abroad.

Albert Schomburg

## Pakistan, an emerging market with the right environment for a successful cooperation



Welcomed by the mayor of Karachi:  
Dr. Jens Hofele, Mayor Khan, Shabbir Millwala, Ayman Fahmy (from l.t.r.)

Good preconditions for a distribution and production joint-venture of our systems are available through Mr. Shabbir Millwala's company in Karachi, Pakistan.

The decision for cooperation was recently made. A "letter of intent" was drawn up locally followed by an official formal reception at Karachi's Mayor Office. Mayor Niamutullah Khan invited us for a group picture.

We look forward to a successful future and extended cooperation with Mr. Millwala.

Ayman Fahmy, Cairo

## Summer-Camp 2004

On 1st January 2004 not only was AQUAFIN International Holding GmbH established in Detmold, but also another affiliate company AQUAFIN SüdOstEuropa (South East Europe) (AQI SOE) came to existence. The latter is responsible for integrating a uniform accounting and reporting system for SCHOMBURG's affiliates in Bulgaria, Croatia, the Czech Republic, Hungary, Slovakia and Ukraine and in the near future will extend to cover other South-Eastern European territories (mainly Romania, Serbia and Slovenia).

In early September 2004 the Managing Directors and Executive Members of the five countries met for three days in the Provence, France to exchange expertise and unify reporting techniques in line with the new strategy to meet the general commercial and technical requirements. Surrounded by the historical ambience of a 16th century fortress in Audabiac, the professional discussions held in



Stefan Flügge (product management) during his presentation

the morning were complemented by the afternoon cultural programme and wine-tasting in the old neighbouring cellars.

Many thanks to Albert Schomburg for his motivating speech on the execution plan to achieve AQUAFIN's plans and visions in the region, and also to Stefan Flügge for his professional presentation on "New Waterproofing Methods for Potable Water structures". Both gentlemen arrived by plane and only spent one day.

Another great side to the meeting was the charitable donation made to the Czech Audabiac Orphans' Foundation. Every year two children homes will go to the Provence for their annual holidays.

Jitka Tietjen, Prague



Business and pleasure under one roof

## Value for money! Price is not always the issue!



While in 2004 it was the SMART cars and product quality 2005 will be witness to Minis and a strong sales and marketing support to all our partners in the market.

SCHOMBURG will differentiate itself in the local market with it's "Pro Cent" campaign. The planned SCHOMBURG campaign to be launched with over 200 market partners is easily translated to "for cents" and will highlight the added values of using SCHOMBURG products. The campaign will market different product groups at the "point of sale", better known as "SCHOMBURG's promotional islands" which are spread nationwide.



The campaign will promote new product groups every quarter with emphasis on waterproofing, concrete repair and tile adhesives and grouts.

There are six Minis, recreational weekends for two and many more prizes to be won every quarter.

Profitability, efficiency and guaranteed product performance is the message we want to deliver to our valued customers. Cost effectiveness or "cost-in-use" is reflected in quicker application, reduced working steps, better coverage rates and "getting it right first time" are some of the added advantages when using SCHOMBURG products...this is also interpreted as more profit; "value for money".

Our objective is to build on our main market strength of customer confidence, paving the way for a successful 2005. Success only comes with innovative ideas....



Alexander Weber

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## The First Year of AQUAFIN INTERNATIONAL

Following its first successful international seminar in January 2004, managers and company owners from across the world met once again for another hands-on training course in the first week of October 2004. The English seminar shed light on the basic standards and applications in waterproofing, industrial flooring, restoration of new and historical buildings.

Participants from Norway, USA, Mauritius, Malta, Bulgaria, Kuwait, UAE, China, Japan and India were some of the 22 attendants. The seminar was particularly interesting, especially for the speakers because of the vast and "different" requirements of each country.

A new chapter in our history began as some presentations were made by two new colleagues, namely Ayman Fahmy, our Regional Manager based in Cairo, Egypt and Mike Mudrick, Sales Manager of our affiliate US company, AQUAFIN Inc. located in Elkton. Technical, professional and safe application procedures were discussed in details.

We already have received several registrations for the next international seminar to be held from 21st to 23rd February 2005.

Holger Sass



22 participants met for a hands on training course in Detmold from 5.10. – 07.10.2004

## Production at new location



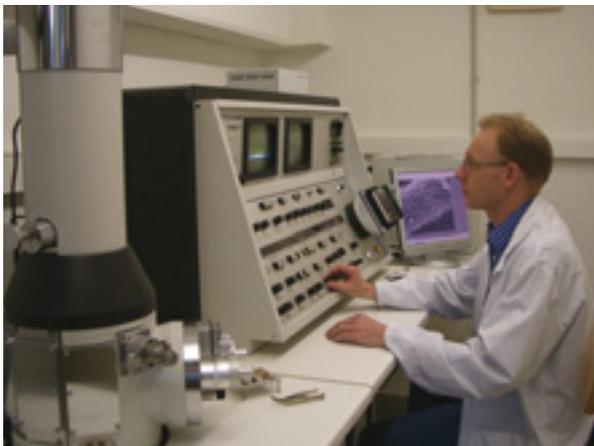
On 10th October 2004, AQUAFIN Inc. started production at their new 5,000 m<sup>2</sup> covered facilities in Elktion, located some 50 kilometers south of Philadelphia, USA.

The new production unit is equipped with three state of the art mixers and will produce ready to use mortars and waterproofing products. To service it a fully equipped 80 m<sup>2</sup> laboratory has been made available to ensure

stringent quality control. In addition the laboratory will engage in product development to meet market requirements. It is worthy to note that the facility is part of five hectares planned to absorb future expansions. More production units are also scheduled to come on stream this year in Alexandria, Egypt and Bratislava, Slovakia.

Dr. Jens Hofele

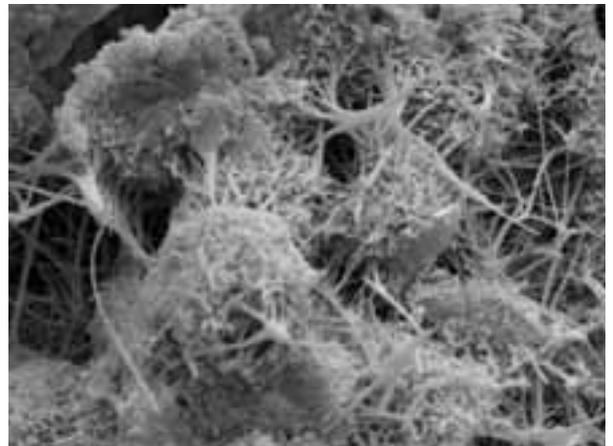
## A “blown out of proportion” insight into the Nano-World



André Schmeding using the new Scanning Electron Microscope (SEM)

Our research and development laboratory has now joined the “nano-hype” with the latest arrival of a Scanning Electron Microscope (SEM). With this addition our laboratories are equipped with state of the art technologies to magnify objects 100,000 times at great accuracy with in depth sharpness to the very minute detail. This piece of technology will enable us to enlarge capillaries and pores found in concrete to help us determine and develop more effective waterproofing products.

The above photo exhibits a magnification of 5,200 times of AQUAFIN®-IC crystals sealing the concrete pores against



AQUAFIN®-IC nano crystals in the concrete at a magnification of 5,200 times

water passage. To scale, the crystals formed have a diameter of 50 – 100 nanometers. As a point of interest 1 nanometer =  $1 \times 10^9$  or 0.000 000 001 meter.

Another significant use for the scanning electron microscope is to determine the cause/s behind adhesion failure at the interface between coatings and concrete/cementitious substrates. The interfaces when “blown up” can diagnose what went wrong before, during or after the application.

André Schmeding

## West German Construction Materials 2004 Club – Branch Meeting

With umbrellas, charm and caps, SCHOMBURG presented itself on 24th September in Neuss at the West German Construction Materials Sales Union.

It was an all together impressive gathering with the evening being the highlight where 300 guests met to socialize amidst a festive mood. Some 100 participants reflected over their markets and explored possible strategies for the future, each from point of view.

SCHOMBURG's "in action" signs and the "AQUAFIN-Girls" in their unique costumes significantly contributed to the successful presentation of the event.



The West German Construction Material Union evening hosted more than 300 guests

A unique impact by the AQUAFIN-Girls from left to right:  
Patricia Rother & Sonja Beckmann



Another achievement at the West German Construction Materials 2004 Club meeting was the strong bond established between the droplet-covered-cars and the SCHOMBURG brand. The sophisticated "SCHOMBURG cocktails" went down well with the tunes of the discussions that followed.

The response was much greater than expected and so were the much appreciated compliments made by the Chairman, Günter Voss and Chief Executive, Ralf Kasper-Kemmerling. With this year's breakthrough, future meetings will definitely be more relaxed.

Alexander Weber

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## SCHOMBURG is once again a great attraction at the BIG 5

SCHOMBURG participated for a second time at the BIG 5 show held in Dubai, UAE between the 20th and the 24th November 2004. Potential customers and SCHOMBURG's partners from Iran, Pakistan and Egypt visited the stand. Visitors from the UAE, Kuwait, Oman, Bahrain, Qatar and Saudi Arabia seriously discussed setting up joint ventures in their respective countries. Others were just interested in distributor-ship and agencies.

Several follow up visits were made after the show to continue discussions with serious potentials in the Gulf region, with one memorandum of understanding drawn up for production of the Rethmeier range as well as other preliminary venturing agreements with the SCHOMBURG range.

AlbertJohannes Schomburg



AlbertJohannes Schomburg (right)  
and Ayman Fahmy (left) with clients at the BIG 5

## Project of the Year 2004



It is not often that projects like the LTU-Düsseldorf arena come along. But thank God it did and SCHOMBURG's systems were used.

Our waterproofing and tile fixing systems were supplied to this prestigious project in all the wet areas such as the swimming pools, relaxation pools, kitchens and shower areas. AQUAFIN®-2K/M, ASO®-Joint-Tape 2000 and UNIFIX were used to overcome sophisticated waterproofing

details in a race against time on fresh cementitious substrates. SANIFLEX, AK7P and SOLOPLAN-30 were also used by Messrs. Fliesen Brück GmbH, Münster.

SCHOMBURG's logistics department (SML) worked closely with Messrs. Fliesen Brück GmbH, Münster to supply all the above mentioned products just in time.

Johannes Bauer

## A joint stand at Bauma 2004, Munich



The BAUMA 2004 was a great success: Holger Sass, Marcus Meier, Mareike Loke, Tanja Rose, Marcus Förderer and Ralph Schomburg (from left to right)

In April of last year SCHOMBURG and RETHMEIER shared one stand on this exhibition which "cemented" ties with many local and overseas contacts active in the concrete industry.

The BAUMA 2004 was a convincing success. The overwhelming droplet design was an eye-catcher; booth, displays and "AQUAFIN-Girls" for starters and the SMART car, the punch line. A draw on three SMART cars – covered with SCHOMBURG's droplet design – will take place in January 2005, part of our campaign "SCHOMBURG in action". The winners get to use the SMARTs for one year. The winners have not yet been declared. Much business is expected to be generated by the amount of enquiries received.

Marcus Meier

## 1,400 meter high monument

15th century records narrate how the world famous El-Goli was built during the Aq Qoyunlu dynasty in the Iranian town of Tabriz located near the Turkish border. This intricate piece



of art - encircled by a 55,000 m<sup>2</sup> artificial lake – stood tall for centuries despite many earthquakes and fierce battles until 1970 when the main building had to be rebuilt.

In recent years the tremendous tourist influx to the East Azerbaijan Province to see El-Goli against the spectacular

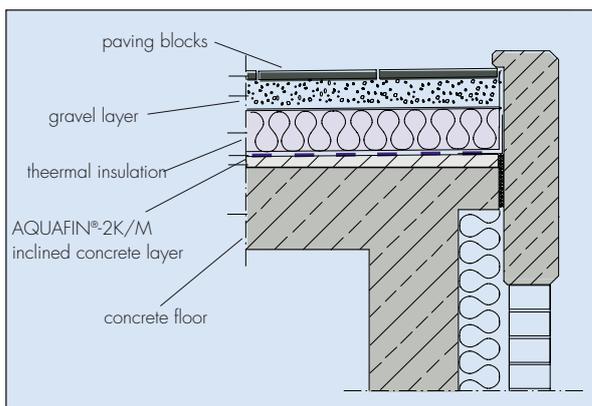
mountainous background generated sufficient funds to repair and waterproof the free standing walls of the lake. FIX-10S and capillary-active mortar ASOCRET-IM, followed by AQUAFIN®-IC were used in April 2004 to complete the works. More similar projects are underway.

Ayman Fahmy, Cairo



## Inverted roof waterproofing

AQUAFIN® has quietly developed for some years now – a sound and effective roof waterproofing technique. Whether it be flat or of an underground car park or pre-cast garage, the waterproofing of the so-called “cold roofs” has become a safe application with the AQUAFIN® way.



Theoretically and practically it has been acknowledged that AQUAFIN®-2K/M is the reliable approach to waterproof gravel covered concrete slabs (inverted roofs) exposed to warm weather and/or freeze-thaw cycling.

The placing of adequately inclined concrete screeds to slope is as significant as choosing the right waterproofing

material when it comes to extending any roof's service life. The standard “warm roof” requirements of waterproofing over the thermal insulation are fulfilled too by this system – AQUAFIN®-2K/M over a well sloped drainage concrete screed below loosely laid thermal insulation – give the added advantages of reduced working steps, easier application and allows the re-use of thermal insulation materials if more stories are added to the building at a later stage.

These strong selling arguments and more are being gathered to design a brochure that is dedicated to this application.

Dr. Ivan Modric, Rijeka



## The popular droplets design extends to other systems



- blue: Waterproofing and structural repair systems
- red: Tile laying and grouting systems
- green: Industrial flooring and tanking systems
- yellow: Other construction material and auxiliaries

The market's overwhelming reception of our campaign "AQUAFIN...the Brand is the Programme" with its familiar droplets against the blue background has been extremely popular over and over again in different visual advertising medias; whether on posters, displays or delivery trucks.

The evident success has called for an extension of our droplets design campaign to cover more grounds. Accordingly, different AQUAFIN-product systems have been each granted a distinct colour code (see coding above).

Jens Danke, in charge of technical and editorial documentation and also currently re-structuring the company's website to provide users with better service, easy access and improved navigation is now also responsible to reflect the colour-coded droplets-design on the website.

Jens Danke expects the website to actively go online in its new image by Juli 2005.

Ralph Schomburg

## Pigmented fair-faced concrete – a new trend in facade works

REMICOLOR®, RETHMEIER's coloured slurry, has passed the practical tests of concreting and resistance to weathering.

The "REMICOLORED" concrete was not only competitive but also gave a strong, uniform and well-dispersed tinting of the resultant concrete. Fully automated dosing units are now available for ready mix concrete plants.

The system is now proven successful on the facade of Deutsche Bank's DWS-building in Frankfurt/Main, where 20 tons of Black Remicolor were used. To preserve the natural fair-faced appearance, REMISIL-Cl, a hydrophobizing impregnator was used to ensure a long service life that extends well beyond that of traditional paints.

Marcus Meier



The DWS Building supplied with 20 tons of REMICOLOR®

## COMBIFLEX®-EL - well prepared for the new season

After the many changes made to the manufacturing process to adapt to the production and filling techniques necessary to produce COMBIFLEX-EL, the New Year brings with it many expectations as a systematic approach to market entry is planned.

The new light weight material offers a 40 % increase in profits when compared to competitor products. Competitiveness and gains due to excellent quality were revealed to staff members on the field during the annual meeting held in Detmold on 16th December 2004.

Ralph Schomburg



## SCHOMBURG in action 2004 - a success story!



Three SMART's await the lucky winners of the "SCHOMBURG in action"-campaign

The "SCHOMBURG in action" 2004 campaign was a tremendous success stimulating some 28,500 customers and 180 market partners which resulted in an increase of 26 % in sales turnover.

The new product systems acquired better market positioning with 25,000 m<sup>2</sup> alone in balcony repairs carried out with the ADF-Balcony Membrane System.

On 28th January 2005 a raffle was held for three SMART cabrios in the popular droplet design, three luxurious weekends in the Adlon Hotel in Berlin and 33 red wine sets. The names of the lucky winners were not available at the time of issuing this edition of Insight.

Alexander Weber

## International Technical Symposium, Poland

The Poznan University in Poland hosted a symposium titled "waterproofing materials for water structures". Professors, planners, investors, applicators and pre-graduates from the 4th and 5th years attended this highly scientific presentation.

Professors from Polish, German and Ukrainian universities uncovered to a crowded hall of audience- recent techniques in water retaining structure designs and the waterproofing materials developed for these structures. A coffee break (with many tasty cookies) was the closing event that witnessed interesting discussions and exchange of ideas.

Dr. Peter Gutowski



Marek Syrda of SCHOMBURG Polska (3rd from left) and Dr. Gutowski (4th from left) at the "Waterproofing materials for water structures" symposium

## New techniques applied in spraying of waterproofing products

Recent developments made by spray equipment manufacturers have led to a major break through, one example is detailed hereafter:

The peristaltic method (wavelike movement/similar to swallowing) of transport developed by INOTEC does not strain conveyed materials. Liquids and pastes alike are effectively and amiably carried at a constant pressure of 1.5

bars for distances of 30-50 meters at a rate of 8 litres/minute. Mixed materials are placed in the 30 litre hopper which feeds by gravity the peristaltic pump. The ancillary "INOSPRAY" is easily attached to the nozzle for fast curing, 2-component coatings where mixing is ensured at the receiving surface, easily achieving application rates of 100 m<sup>2</sup>/hour. The fixed proportioning of the components is easily adjusted, reducing working steps in a way similar to the STC2-Picco and the entire Desoi range of equipment. COMBIFLEX®-C2/S is the only primerless waterproofing material on the market which can be successfully applied using such simple equipment. Product and spray equipment data can be made available to our valued customers upon request.



A convincing and efficient performance of INOMAT-M8 with COMBIFLEX®-C2/S.

Stefan Flügge



Convincing and efficient performance - the new INOMAT-M8

## Our life is attached to clean potable water



In 2004 we were engaged in providing a complete, efficient and hygienic system for the repair and waterproofing of potable water structures. We highlighted some of our products available as detailed: AQUAFIN®-2K/M (flexible, cementitious available in grey and white), AQUAFIN®-IC (rigid, crystalline, high water pressure resistance) and finally AQUAPUR (cementitious, available in grey and white) which complies with the requirements of DVGW-leaflet 270 (resistance to Micro-organism growth in potable water structures) and also DVGW-leaflet W347 (hygienic requirements towards cement based materials used in potable water structures). Test reports are available.

applied at a thickness of 5 mm to form a rigid tanking membrane. Further information and brochures are available on request.

These systems will be launched in the USA and South East Europe through an extensive programme of seminars and lectures targeting specifiers & specialist applicators.

Our objective is to offer complete repair and waterproofing systems for potable water retaining structures that comply with the utmost technical requirements, another contribution to a significant part of our core business.

AQUAPUR also fulfils the requirements of the latest DVGW leaflet W300 (water storage). AQUAPUR is machine

Stefan Flügge

## COMBIFLEX® - a new generation

For over 10 years the only proven successful cationic, high build bituminous coating for below grade waterproofing was COMBIFLEX®-C2 which gained massive popularity as a "one of a kind".

The newly developed COMBIFLEX®-EL not only offers the existing advantages of COMBIFLEX®-C2; primerless and quick-rainproof waterproof coating, but also an optimum adaptation to applicator and wholesaler's needs for higher build in a single application- with extended efficiency. The reduced consumption per unit area makes COMBIFLEX®-EL more economic for the applicator and requires less storage areas for the wholesaler. COMBIFLEX®-EL is also termed as "less is more" meaning a drying shrinkage of only 20 % between wet and dry film thickness.

Like all thermoplastic, bituminous high build waterproofing coatings, COMBIFLEX®-EL will depress when exposed to backfill pressure but its outstanding property of only a 13 % volume reduction when subjected to a 30 tons/m<sup>2</sup> load is another quality feature that makes COMBIFLEX®-EL a better product to use.



Marcus Kuczer

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## Building on proven success a new system is born – AQUAFIN®-POOL



Over decades the proven success of AQUAFIN®-2K has been incorporated into a new tile-less system for swimming pools and water tanks. Thanks to the recently developed and competitive coating ADICOR®-SB04, a new system was born: AQUAFIN®-POOL.

The new single component dispersion is available in Azure Blue and Arctic White and is easily applied by brush, roller or spray. A non-slip finish can also be obtained by using quartz sand.

Many thanks also goes to Alfred Kessi of AQUAFIN Inc., Elkton, USA, for his valued contributions in recommendations and specification work.

Holger Sass

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## Handicapped passengers blinded by COMBIFLEX®-process



Birds take nest to COMBIFLEX®-C2-pallet

The love of animals came first. As this pallet of COMBIFLEX®-C2 was returned to the factory from a wholesaler to fulfil a large urgent order in Germany. To the warehouse worker's surprise the pallet was crowned with a bird's nest and two hungry chicks in a state of disbelief... "this is not where we were hatched!!!!"

Both chicks were sent to Heiligenkirchen's Bird Park where – we hope – they do well.

Guido Herfort



## Development- in depth production process of expanded glass granulates for lightweight, mineralised and heat insulating materials



Recycling of glass is a major goal to protect the environment. Ground waste glass, made into a slurry, formed into pellets, then heated to 1000°C results in what we know as expanded glass granulates, an ideal raw material/filler for lightweight construction materials such as repair plasters or tile adhesives.

LIGHTFLEX, a lightweight tile adhesive is one example with a 15 kg-pack fixing 12 m<sup>2</sup> of tiles. The Materials Testing Institute of the North Rhine Westphalia region, Dortmund has classified it in its 11/02/2004 certificate as a class C2TE. And once again LIGHTFLEX was classified as a

class S1 according to DIN EN 12002 with a deformation in excess of 2.5 mm. LIGHTFLEX is characterised as a really easy to handle product and easily applied trowelable tile adhesive.

Dr. Werner Güth



Easy to handle –  
15 kg LIGHTFLEX tile adhesive and 20 kg THERMOPAL®-SR44

## Thank you

On this occasion I would like to express my gratitude to all of those who contributed (although not always on time) to the articles presented in this edition of "Insight" and for making it as interesting and descriptive as I hoped it to be.

The amount of precious editorials submitted for publishing (after the deadline!) brought with it an increase from the originally planned 8-page issue to a 12 pages journal- of

course after receiving Mr. Schomburg's approval. Eventually, we succeeded as a team to get this year's edition of "Insight" out on time.

Jens Danke



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