

# STEELCON NEWS

25TH ANNIVERSARY



## CONTINUED ADJUSTMENT TO THE MARKET



*It is knowledge and experience that secure an advantage for us in the markets*

*The new EU countries will mean new opportunities for Steelcon. These markets have our attention and at the same time we make efforts to optimise all Steelcon departments, says Steelcon's Managing Director Peder M. Andersen.*

The EU market is of paramount importance for Steelcon. And gradually when the new member countries are included in the EU, the company also intends to have a strong and dominant presence in these countries.

- The EU is getting larger and we will follow suit. Two new countries will be included in the membership, Romania and Bulgaria, and we intend to launch our products on these markets, Peder M. Andersen says.

In parallel to the market enlargement, Steelcon tries constantly to adjust and optimise production and administration to increase efficiency and maintain our competitiveness.

-We are in an expansion phase right now, and we are of a size that makes it possible for us - by means of electronic data processing, CAD and production automation - to optimise in a way that is very difficult for smaller companies. Today Steelcon's production has been automated to a great extent. Projects that could impact upon the efficiency of our own workshop can be produced at our licensed facilities in Eastern Europe in order to secure the competitiveness.

-The largest part of our production is carried out in Esbjerg, but we purchase many parts with our sub-suppliers in Eastern Europe, Peder M. Andersen says.

-Today we are approximately 100 employees in Esbjerg, and this figure has been constant over the last five years. If we did not use outsourcing we would have to increase our production staff by around 25%. Actually, the number of workers in the production is constant, but the number of Project Engineers has increased. We view this as a positive due to the fact that it is knowledge and experience that secure an advantage for us in the markets, says Peder M Andersen.

# Steelcon

No. 1 in chimneys

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Sent to all our customers and business partners.

Please do not hesitate to contact us if you wish more copies in English or German of "Steelcon News 25th Anniversary"

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### NO SUCCESS WITHOUT HARD WORK

*A good idea, the right employees and a lot of hard work have made Steelcon the leading steel chimney manufacturer within the EU...*

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### STILL EXCITING AFTER 25 YEARS

*Chief Accountant Lotte B. Nielsen has been employed with Steelcon almost since the company was established. In spite of busy working days, the tone we use among ourselves in the company is...*

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### UNIQUE PRODUCTS ALMOST EVERYDAY OCCURRENCE

*During its 25 years' history, Steelcon has delivered more than 5,000 steel chimneys. Each supply has had its own challenges...*

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### Lakeside England

At Lakeside, situated close to Heathrow Airport, Steelcon recently completed the erection of three steel chimneys each 75m high and with one liner in each chimney. The external dimension of the chimneys is 2300 mm, and two of the liners are 2000 mm and the third one is 750 mm.

This was a unique design, the three chimneys being linked together in triangular plan formation surrounded by thirty-nine 10.5m diameter tubular rings to form the louvered appearance required by the project architects. Steelcon were involved from conception and were responsible for the complete design and construction.

### Sudan Africa

Six beautiful 29.5m high Steelcon steel chimneys have been delivered in Sudan. According to the customer's wishes, he arranged the transport and the erection of the steel chimneys.

The six double-walled steel chimneys with an external/internal diameter of 1300/1100 were transported to Sudan by lorry and ship. The end customer is a diesel engine-powered power station in Sudan. As can be seen from the photograph the chimneys are painted with red and white aviation markings.

### Oslo Norway

We have delivered a 67.5m high steel chimney made of corten steel in the northern part of Oslo. The chimney has seven liners made of corten steel. Such a supply is rather rare. The dimensions of this chimney are 3400/5 x 650, 1 x 575, 1 x 450 mm. The liners were to be connected to five generators and two other outlets of a new hospital built between Oslo City and the airport. The four sections were sailed to Norway, and were delivered and erected by Steelcon in May this year.

## NO SUCCESS WITHOUT HARD WORK



The two owners of Steelcon A/S, Laurs L. Pedersen and Peder M. Andersen, look forward to the next 25 years.

A good idea, the right employees and a lot of hard work have made Steelcon the leading steel chimney manufacturer within the EU.

- Through the positive development of Steelcon, my expectations have naturally been fulfilled. We have had bad years, but luckily most years have been good years. And though we have also had crises in Steelcon, we have gained strength and experience from the crises, and our work has improved, says Peder M. Andersen, Managing director and founder of the company Steelcon.

It is a Monday at the head quarters at Lillebæltsvej, and the coming week's pressure of work has already started at full speed. The telephones ring and the person in question answers the phone call, technical topics are discussed seriously by the employees across the desks while the clattering key-boards complete the impression of a hectic working day with Steelcon.

#### A GOOD CONCEPT

Peder M. Andersen finishes his telephone conversation with a German customer and sits down at the table. Even though he would like most of all to continue with one of the many businesses waiting to be prepared, he takes his time to think back on the past 25 years from the establishing of the company until today.

*»If you have the right concept and like to work, you can go far«*

If you have the right concept and like to work, you can go far. We wish to make things better than our competitors. We wish to supply our customers with the best products, and the keyword is quality throughout the whole process – from the conceptual idea to the erection. This was what our intentions were when we established the company, and today our intentions are still the same, Peder. M. Andersen says.

At the beginning in 1981 when the company was based at Måde Engvej, Esbjerg, we were convinced that on the basis of the right concept, the company would be able to go far. Then we focused on initially designing small steel chimneys primarily

for Denmark, but also for Scandinavia.

It was Peder M. Andersen who got the idea of establishing the company. He soon got in contact with some good and competent engineers who shared in his vision, and right from the start he involved two partners, one of which, Laurs L. Pedersen is still a partner and a Head of a Department. Laurs has always been the motivational force behind Steelcon's technical originality.

- The basis of our goal was to be the leading supplier within our field in Denmark and Scandinavia, but we also had ambitions to be among the leading suppliers on the German market. It seemed like a high ambition at the time, but I thought it was realistic and achievable. At the beginning, I did not envisage at all that in the course of time Steelcon would reach its present position as the largest supplier of steel chimneys within the EU, admits Peder M. Andersen

#### INNOVATION DESIRE

Steelcon's 25 years' history proves that you can get far on the basis of a good idea together with competent employees as well as sufficient self-confidence.

But to make the same product as the competitors only, is not sufficient. According to Peder M. Andersen, there were many

*»At the beginning I did not envisage at all that Steelcon would reach its present position as the largest steel chimney supplier within the EU«*

companies who offered steel chimneys at the time when Steelcon began to grow.

- At the beginning I did not envisage at all that Steelcon would reach its present position as the largest steel chimney supplier within the EU.

Therefore, innovation and experience were necessary if Steelcon was to succeed in being different from its competitors. Fortunately, Steelcon's desire to be innovative was of paramount importance right from the beginning, and after some years the efforts resulted in tangible proof.

- At Steelcon we developed a vibration damper that enables us to build higher and more slender steel chimneys. According to my opinion, we achieved advantages on the market due to this innovation, and therefore it also contributed to us achieving the strong position we have on the market today, the managing director says.

Another milestone during the company's history was the building in 1991 of our own factory in Esbjerg, however the building of the workshop was not without its problems.

-I must admit it took a long time for us to learn how to manufacture efficiently, and it cost Steelcon much money. In the

course of time we learn from our experiences and we became wiser and today we are pleased that we took the steps to build our own factory. When you have your own workshop you yourselves decide how the things should be, and what can and must be improved, Peder M. Andersen says.

#### A GRADUAL PROCESS

Steelcon's success has been a gradual process throughout Steelcon's first 25 years. The progress has been achieved due to good products, skilful employees and a lot of hard work.

-You get nowhere if you just sit and wait. What really mattered for us at the beginning was to work up a business – we often worked 60 to 80 hours per week. We were not born with a lump of gold in our hands, and we knew we would not be able to buy success. If you have the right concept and like to work, you can go far, Peder M. Andersen says.

## VISION, MISSION AND BASIS OF VALUE for Steelcon A/S

#### VISION

- Steelcon will be the leading steel chimney company in the market, and the manufacturer of large factory made steel chimneys and steel towers within the EU and other chosen markets that the customers prefer.
- Steelcon wish to deliver a product which is of the most superior quality in the market.

#### MISSION

- Steelcon's primary product is our factory-made large steel chimneys. Our secondary product is steel masts for various purposes (mobile communication, advertising etc.)
- Steelcon wish to be regarded as a company offering its customers excellent advice and project progress and delivering a high quality product at the agreed time.
- Steelcon will be the leading company in the marketplace and secure its future position on the basis of a defined growth strategy.
- Steelcon must secure the efficiency in the value cycle resulting in the lowest costs within this line of business.

Based on the above mentioned, Steelcon will reach its financial goals and have a surplus before tax of minimum 5% of the turnover.



### Runcorn England

Steelcon have delivered three steel chimneys each 50 m high for a new boiler house of a chlorination plant in Runcorn close to Liverpool. The steel chimneys were transported by ship to Immingham where nine lorries transported the chimney sections further on to Runcorn.

Three of Steelcon's erectors installed the chimneys in less than a week.

### Irvine Scotland

We have delivered a 75 m high steel chimney with refractory to a glass-making factory in Irvine in Scotland. The chimney is provided with refractory (fireproofed layer) and has been connected to the oven at the glass-making factory which among other things produces auto pans. An English company has carried out the refractory lining in our workshop in Esbjerg, Denmark. A Scottish company erected the chimney after it was transported in five sections to the destination by lorry and ship.

### Riga Latvia

We have delivered a 20 m high steel chimney in Latvia, and the project manager Peter Boye was responsible for the erection.

For a carpet company in the outskirts of Riga, we have delivered a 20m high steel chimney with an external shell diameter of 2500mm and 3 liners with a diameter of 1 x 1000mm and 2 x 900mm.

The steel chimney was transported by lorry to Latvia and was erected and connected to the boiler of the carpet factory within 1 day. The site is surrounded by many high trees that made the work rather complicated especially for the crane driver.



The enthusiasm and readiness to help are still part of Steelcon's corporate spirit through which we thrive, chief accountant Lotte B. Nielsen says. She has been engaged with Steelcon for almost 25 years.

## STILL EXCITING AFTER 25 YEARS

Chief accountant Lotte B. Nielsen has been employed with Steelcon for almost the whole lifetime of the company. In spite of a busy working day, the tone the employers use among themselves is kind and obliging, and it contributes to securing the job satisfaction, she says.

In almost every company there is one person of the staff who knows the core of the company's soul. Perhaps a person who has been with the company for many years – except for the founder and managing director – and who has experienced all the ups and downs, the fat and meagre years, as well as times of prosperity and recession.

At Steelcon this person is the chief accountant Lotte B. Nielsen. Steelcon was not yet one year old when she started as a junior clerk at the head office at that time at Måde Engvej. Hence Lotte B. Nielsen is the person who has been employed with Steelcon for the longest period.

-Of course you get a special relationship to the working place after so many years. The interesting thing for me is that Steelcon has been part of all my adulthood. Why change job when you have a good job? Lotte B. Nielsen asks.

### ALL-ROUND JOB

She is convinced that the fact she was employed at the time when the company was still in its start-up phase has given her inestimable resources she can use in her daily work.

-At the same time it is quite different to be employed with a minor newly established firm compared with a large firm. You feel very attached to the company and because I have worked here for so many years, I know all that has happened, right from the start until today.

*»Steelcon has been part of all my adulthood. Why change job when you have a good job?«*

In a small company there are many opportunities and therefore I was allowed to try everything. If the constructor was busy, the office work had to wait for some hours while I assisted him. It has given me many exciting experiences, Lotte B. Nielsen says.

### BUSY WORKING DAY

According to Lotte B. Nielsen, part of the corporate culture that existed 25 years ago has survived until today, in spite of the fact that the staff has increased from a few to approximately 100 employees.

-First and foremost the corporate spirit is very good; the approach to the work is generally relaxed and approached with humour. Of course our work includes seriousness but you can handle so many things with a cheerful remark and in this way,

a tiresome day can be funnier. You may not just sit down and look at the dark side of the things, if things are tricky, Lotte B. Nielsen says.

Right now Steelcon's activities are growing, and therefore the working day is busy.

-But we have always been good at helping each other. At the beginning it was necessary for all employees to be flexible in their approach to work often taking on more than one role. Today, however, teams who work very independently prepare the different jobs and specific projects. This working method secures a broad view of things and efficiency, Lotte B. Nielsen explains.

-The attitude is full power all the time. We must develop and be able to multi-task. Internally we attach great importance to improving ourselves, she adds. An important factor at Steelcon is very good language qualifications. The company delivers all over the EU and therefore the employees must be able to communicate effectively.

*»I estimate that today two thirds of all telephone calls are answered in either German or English«*

In the early years the requirements concerning special language knowledge was not necessarily important. However it has changed considerably as we are now an international company. I estimate that today two thirds of all telephone calls are answered in either German or English. Language qualifications therefore are important when we advertise for new employees, and at the same time the existing employees have taken language lessons to improve their language skills, Lotte B. Nielsen explains.

### A GOOD WORKING PLACE

Steelcon's growth has been gradual, but there have been times of rapid progress. Significant steps included the moving of the administration to Lillebæltsvej in 1987, and the building of our own production facilities in 1990 where many new employees and workers were engaged.

It is obvious that the employees and workers thrive on working with Steelcon. Many of them have celebrated their 10-years' jubilee, and in addition to Lotte B. Nielsen, a handful of employees will have in the near future been working with Steelcon for 25 years.

- Some people who were engaged shortly after me are still working here. It is nice that they thrive in this company - but it does not surprise me at all, Lotte B. Nielsen says.

# Steelcon

No. 1 in chimneys

### VALUE BASE

· Steelcon want their employees to be flexible, motivated and responsible, to work as part of the Steelcon team and to follow the goals decided by the management. In this connection the management have to secure an optimum information level, and to achieve this the employees are informed through News Letters and information meetings.

· All Steelcon's employees and workers must treat their colleagues, the sub-suppliers, customers etc. with respect.

· Steelcon wish to attract and retain the best employees in this line of business through offering them "freedom with responsibility" within the wide limits laid down.

· The aim is to fulfil the individual person's ambition level, within a good working environment and raise their awareness that such actions result in customer satisfaction and profitability through which their working place is secured.



Steel Stack – Deutsche Airbus  
Hamburg, Germany

## UNIQUE PRODUCTS ALMOST EVERYDAY OCCURRENCE

*In its 25 years' history, Steelcon have delivered more than 5,000 steel chimneys. Each project presents its own challenges.*

For example, the application of paint to the fuselage of the Airbus A380 was carried out by Deutsche Airbus in Hamburg. Steelcon won the order to supply six chimneys operating as ventilation chimneys for what is the largest paint workshop in the world – this was Steelcon's largest order so far. Steelcon's world is full of unique projects, and each of them has given us unique challenges and solutions. Since 1981 we have made more than 5,000 individual steel chimney solutions according to the customers requirements. The highest steel chimney we have manufactured until now was delivered to Lagan Cement in Ireland. It towers 125 m above ground level.



*So high can they be! The photo show the highest steel-chimney Steelcon have delivered to date. 125 meter high at the Lagan Cement factory in Ireland.*

## A STEEL CHIMNEY IS NOT JUST A STEEL CHIMNEY

*Total solutions, competent advice and a good service result in regular customers.*

For most people the name Steelcon is synonymous with the most visible product they have: the very chimney. But in order to be able to deliver a steel chimney, more aspects than the very product must be considered. Steelcon offer total solutions, and as well as steel chimneys we supply flue gas ducts, built-in dampers, compensators and silencers. -Another integral part of each order is advising the customer. We want the customer to get the best solution at the best price. Therefore when our customers contact us initially we offer them the best advice based on our years of experience. Furthermore, we provide a good service not only during the delivery period but also after the delivery, Peder M. Andersen says. -If the customer gets the best product, we would very much like to be the their first choice of supplier next time when they are looking for a steel chimney, Peder M. Andersen says.



## NO GROWTH WITHOUT FIERY SOULS

*The many good employees are today carrying on the enthusiasm that characterised Steelcon at the beginning - and it contributes to securing a bright future, chief accountant Lotte B. Nielsen says.*

It is a special experience to see entrepreneurs come out of their shells. Chief accountant Lotte B. Nielsen has been able to watch the stubbornness, inventiveness and most of all the attitude to work that have characterized Steelcon right from the start.

It has made a great impression on her:

-All the time there was an immense will to make things successful: we will succeed and we must succeed was actually the attitude to work then, she explains.

-It is difficult when a company is newly established but it is no use complaining. Of course you will not go far without good employees, but it is the fiery souls that decide the speed. And the two founders Peder M. Andersen and Laurs L. Pedersen were and still are the fiery souls of the company, Lotte B. Nielsen continues.

Over the years the company has benefited from competent employees with positive attitudes to support the founders of the company. Today the well-qualified staff are contributing to securing a continued growth:

-Everyone can see that this company has a very large potential for growth. I am convinced that the company will still develop and expand, no doubt about it. A well-established company that has existed for 25 years will not run out of steam, Lotte B. Nielsen concludes.



*Here you see the employees the customers most frequently meet.*

*From the top: Peder Møller Andersen; Laurs L. Pedersen; Lotte B. Nielsen; Carsten Madsen; Kim Koldig; Maj-Britt Hansen; Knud Skovgaard; Lars Bjerrum and Tom Sørensen.*

## 25TH ANNIVERSARY

## INVITATION – RECEPTION

On the occasion of Steelcon's 25th anniversary we hereby invite you to our reception to be held at Lillebæltsvej 62, Esbjerg, on Friday December 1, 2006 from 11.00 to 14.00 h

Best regards  
Steelcon A/s

