

FORTHCOMING EXHIBITIONS



In November STEMA/PEDAX is once again excited to attend at the BIG 5 fair in Dubai. Also this year the stand will be in hall devoted to German companies. The focus at the fair will be on our past and future projects in the region, and STEMA/PEDAX looks forward to meet you all at **stand R23 in Zabeel Hall** – 25th to the 29th November 2007.



In January STEMA/PEDAX is ready to greet customers at the World of Concrete in Las Vegas. This year the Twinmaster 16X+ will be the main attraction. Beside that there will be a Perfekt as well as a Simplex at the stand.

The American agent, Penntech Industrial Tools will be assisting the STEMA/PEDAX crew. Please come by and visit our **stand N3237** in the days 22nd to 25th January 2008.



In the days 19th and 20th February 2008 STEMA/PEDAX will be present at the ICCX fair in Johannesburg, South Africa. It is an interesting event as South Africa is hosting the 2010 football World Cup. We are looking forward to seeing you at **stand 35**.



Wire in Düsseldorf will take place in the days 31st March - 4th April 2008. We will tell you more about this event in the coming newsletter and on our website.

An Adventure in the Middle East

By Frank Remme

Right now at the Al Raha Beach site there is not much other than sand, but in the near future it will be packed with cranes, vehicles and workers, and in collaboration they are going to create a 1 * 10 km area with hotels, restaurants, conference centres, financial centres and much more – all of this to make people aware of the richest country in the world.



Another remarkable aspect of this project is that the infrastructure is specially designed to support the new city, which means that people are capable of travelling very fast from Al Raha Beach to the capital via jet cats or high speed rails. Indeed the infrastructure is designed to moving people from one place to another easily and conveniently.

STEMA/PEDAX is now a part of this exiting adventure, as in May 2007 STEMA/PEDAX succeeded in getting the order for the Abu Dhabi – Al Raha Beach – rebar facility project. It is a several million Euro contract, where STEMA/PEDAX is responsible for delivering machinery for more than two factory bays, each having 25,000 m².

In 2002 STEMA/PEDAX received the biggest order in the company history, when they were hired to supply machines



Picture from a project in Dubai.

to the Terminal 5 project in Heathrow Airport. While the T5 project was running, we got a possibility of getting a similar order in Dubai, where the Terminal 3 was going to be build in Dubai Airport. The emir of Abu Dhabi went to London to inspect the construction site, and he was thrilled with what he saw. The idea of having a very tight cooperation between the contractor and the building owner was new to him, and he wanted to implement the idea to the Al Raha Beach project. Therefore a partnership be-

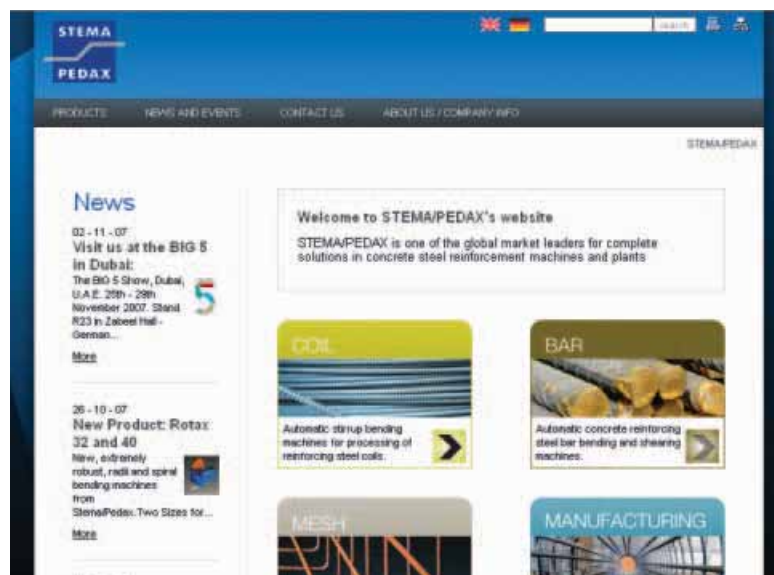
tween the emir and the company Laing O'rourke, who was also the main contractor on the T5 and T3 in Dubai, was created. Laing O'rourke had also worked with STEMA/PEDAX on these projects, and hence it was a natural choice for them also to engage our company for this challenging project, as they had experienced the reliability and turn-key orientation of STEMA/PEDAX before.

The project is for STEMA/PEDAX a high profile assignment – and one of a kind in the Middle East. Sales

and Marketing Director, Ulrich Deichmann, is very pleased with the order, and he says that it is a great compliment. "Our former projects have shown that we are capable of making solutions, which have a very efficient return of investments in all scales.

We are going to follow up on the project in the coming Newsletters.

Information about the general project can be found on www.alrahabeach.com



New webpage

By Frank Remme

At the end of September STEMA/PEDAX launched a brand new website. Usability as well as design has been keywords in the process. It has been very important to be aware of the customers needs. The marketing department thinks that is essential for the customers to find the products in just a couple of clicks. Then afterwards they have the possibility to read case stories etc. A new news feature is also

going to keep the visitors up to date at all times. It is a perfect opportunity to see, what is happening at STEMA/PEDAX.

The website will be upgraded soon with video clips of all our machines as well.

To find out more about the new site, visit:

www.stemapedax.com



Abu Dhabi

By Camilla Nonn

The United Arab Emirates was founded in 1971 of Abu Dhabi, Dubai, Ajman, Fujairah, Al Kharmah, Sharja and Umm Al Qaiwan, where Abu Dhabi is the capital and the largest of the seven emirates. Abu Dhabi is situated in the Persian Gulf between Saudi Arabia and Oman. Abu Dhabi is only 145 km south east of Dubai. As of 2006 an estimated 1.8 million people live in Abu Dhabi 80% of which are expatriates.

After the Emirates gained independence in 1971 from the United Kingdom, oil wealth continued to flow to the area and traditional mud-brick huts were rapidly replaced with banks, boutiques and modern highrises.

Abu Dhabi's nominal gross domestic product per capita reached \$63,000 in 2006, making it the third highest in the world after Luxembourg and Norway.

STEMA/PEDAX has been active in the United Arab Emirates since 1993 and sold its first

Twinmatic 16XV to Steelfab in Dubai back in 1993.

STEMA/PEDAX Middle East office was opened in 2002 and has been headed by Hussaini Diwan since and very successfully.

Abu Dhabi is the richest city in the world. The emirate's 420,000 citizens are frankly sitting on 10% of the worlds oil reserves and they have invested \$1 trillion abroad, which makes every Abu Dhabi citizen worth \$17 million.

Abu Dhabi want to stay ahead in all the modern fields, but this is all about to change. Dubai understood from the start that to succeed it would need to change it's core business from an oil producing emirate to a mixture of commercialism and tourism.

Abu Dhabi and Dubai are ruled by dynastic family. While the Al Maktoum royal family rules Dubai and the Al Nahyan royal family are rulers of Abu Dhabi. The population of Dubai, an emirate the size of Rhode Island in the USA, was concentrated in a small merchant

community that capitalized on the town's sheltered and navigable creek. Abu Dhabi, on the other hand, is about the double the size of Denmark, and were much poorer.

Then in 1958 British explorers discovered what would be the world's fifth-largest crude reserve, 90% of which was under the land of Abu Dhabi. At the time of the discovery pearl divers lived in huts where the city is today. The oil discovery made the Nahyans the dominant royal family in the region when the British pulled out in 1971. Sheikh Zayed bin Sultan al Nahyan, the ruler of Abu Dhabi, became President of the newly independent UAE, while Sheikh Rashid bin Saeed al Maktoum of Dubai became Prime Minister.

With the wealth that came with the oil, Sheikh Zayed set out to carve a modern country in the sand, and he insisted that not a grain of sand was to be sold. Thought most men received plots of land, transferring ownership required Sheikh Zayed's approval. As a result, native-born Arabs – fast became a minority in their



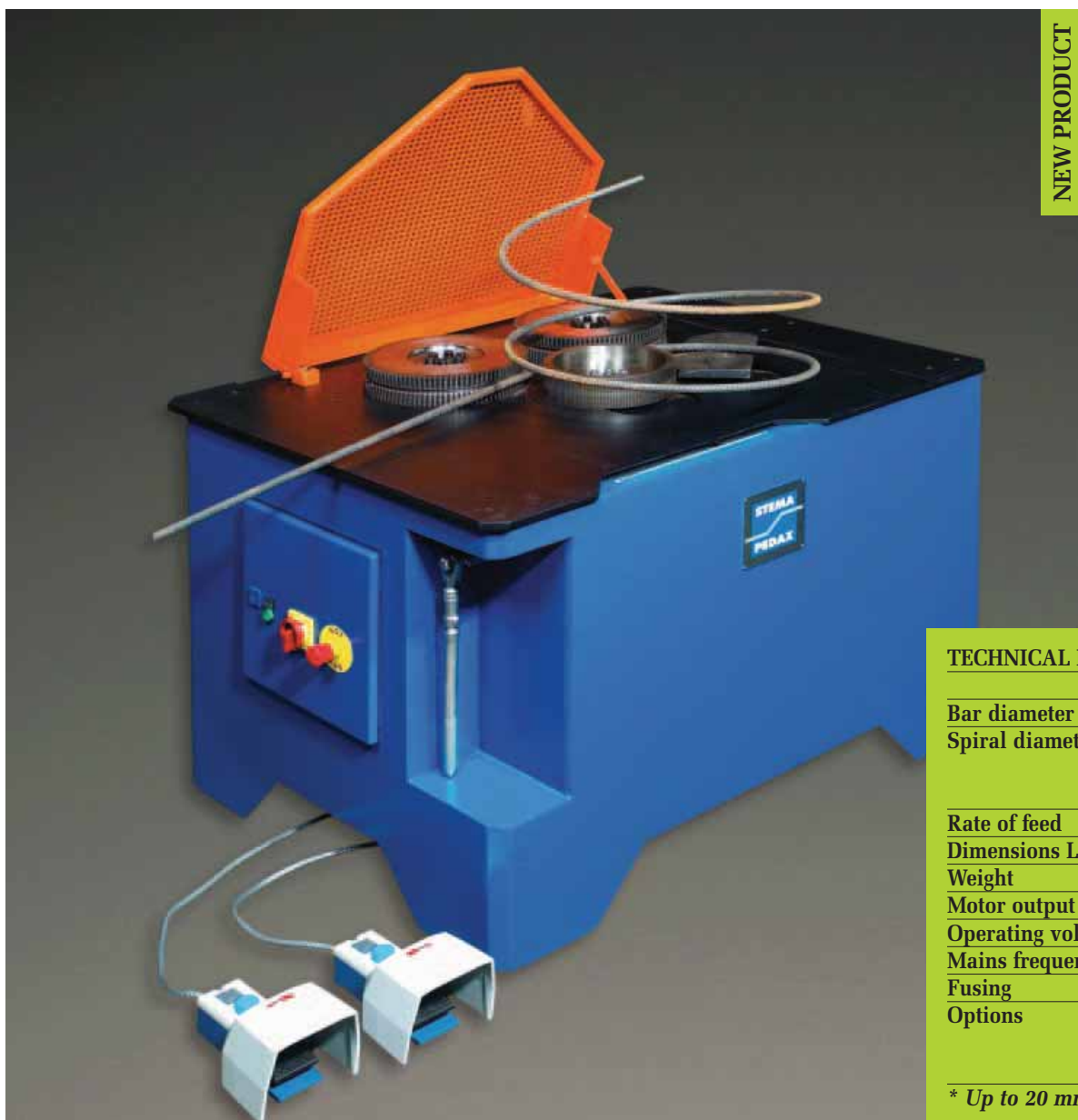
Abu Dhabi's skyline

own country – got land while the foreigners could not buy any. This fact made it very difficult to attract foreign investments, especially back in the late 1990s when oil prices plummeted.

A power shift happened in 2004 after Sheikh Zayed's death, when his oldest son, Sheikh Khalifa became President and the much younger son Sheikh Mohammed became crown prince. With this change of power came a change in rules regarding land ownership, allowing for the sale of land to foreign investors. In the course of 3 years since Sheikh Zayed's death Abu Dhabi acquired an airline (Etihad Airways), a major hotel (Emirates Palace) and began construction of the world's second-largest mosque.

One of the current large-scale projects include Saadiyat Island, a \$30 billion project that includes 29 hotels, 3 marinas, 2 golf courses and housing for 150,000 people.

Abu Dhabi is about to embark on a cultural expansion that will include building the first extension of the world's renowned museum Louvre. This outpost of the famous museum is to be completed in 2012 as part of a cultural complex on Saadiyat Island that will also include a new Guggenheim museum. The entire project is to be completed by 2018. With this Abu Dhabi is making, in several broad strokes, exciting history and forever changing the landscape of the arabian peninsula.



NEW PRODUCT

Rotax Produces Radii and Spiral

By Rolf Klein

The new Rotax radii and spiral bending machines from STEMA/PEDAX are available in two sizes:

The Rotax 32 for rebars from 6 – 32 mm dia. and the Rotax 40 for rebars from 6 – 40 mm dia.

The feed rates are 13.5 and 27 m/min respectively. Radii are

set either manually by means of a ratchet or motorised (option). Special rolls are available enabling several bars to be bent simultaneously.

Interested? We would be pleased to send you detailed information.

TECHNICAL DATA:

		Rotax 32	Rotax 40
Bar diameter	mm	6 - 32	6 - 40
Spiral diameter	mm	from 250	from 250 (from 1000 mm at 40 mm dia.)
Rate of feed	m/min	13,5 / 27*	
Dimensions LxWxH	mm	1200 x 950 x 850	
Weight	kg	920	955
Motor output	kW	3	5,7
Operating voltage	V	400	
Mains frequency	Hz	50	
Fusing	A	3 x 16	
Options		Convenient electrical adjustment Tool set for bending several bars simultaneously	

* Up to 20 mm bar diameter

Like the Phoenix Rising From the Ashes



■ By Rolf Klein

Pedax Bitburg Maschinenbau GmbH celebrates its 10th anniversary.

The name of PEDAX, under which our company rose like "The Phoenix rising from the ashes", was re-established 10 years ago. It was a brand name and a hallmark of quality in the field of concrete rein-

forcing steel shearing machines built from 1957 by Peddinghaus in Germany and onwards, and which are still working in rebar factories worldwide.

The last 10 years have been marked by success in the sale of quality products in all major markets worldwide. Amongst the milestones achieved was the T5 project in London – a particular challenge for STEMA/PEDAX completed by a masterful logistics performance – the SCR project – close to Dresden – which was accomplished together with Matthias and Michael Wagner, complete new rebar factories for Armacentro in north and south of Spain, the UK, Scandinavia, Australia, new eastern Europe and in the United Arab Emirates, and many others.

10 years ago PEDAX started off with a staff of 48 which has grown in the meantime to 125. Together with Stema

Engineering A/S the total workforce in the group STEMA/PEDAX now numbers 185 - developing, building, marketing and servicing machines and equipment worldwide.

The 10th anniversary was appropriately celebrated in Bitburg together with many of our customers, loyal companions, agents and representatives from the political scene who contributed greatly to making the company what it is today.

It goes without saying that all the employees and their families were guests in the festive marquee for a day, employees without which the success gained over the past 10 years would not have been possible.

The guidelines for an equally successful future for STEMA/PEDAX have been established. Capital expenditure programs have been carried out the last years for new CNC machines and further new



CNC working centres has been ordered for delivery early 2008. We are expanding both our factories in Germany and

Denmark with new halls in order to increase our assembling area, in order to fulfil the future market requirements.



Agent meeting in Eifel

■ By Rolf Klein

STEMA/PEDAX invited - as is normal at a family gathering - and most of them came. It really was a genuine international community including agents who undertook very long journeys to get there for the purpose of exchanging information, getting acquainted with new products and celebrate together.

After the presentation of the latest sales figures, comprehensive product training and an introduction to new product developments, everybody went off to an old castle to enjoy a festive meal, just like the old knights used to do.

Then the highlight of the evening; honouring the worldwide most successful agents: Jan Miazdra, our man in the

Czech Republic and Slovakia, was awarded the Golden Stirrup for the best sales results in the field of automatic stirrup bending machines. Cezar Dinescu from Romania received the Golden Bar for his unrivalled sales of bar bending and shearing machines. Hearty congratulations.

Record Bauma in Munich

■ By Rolf Klein

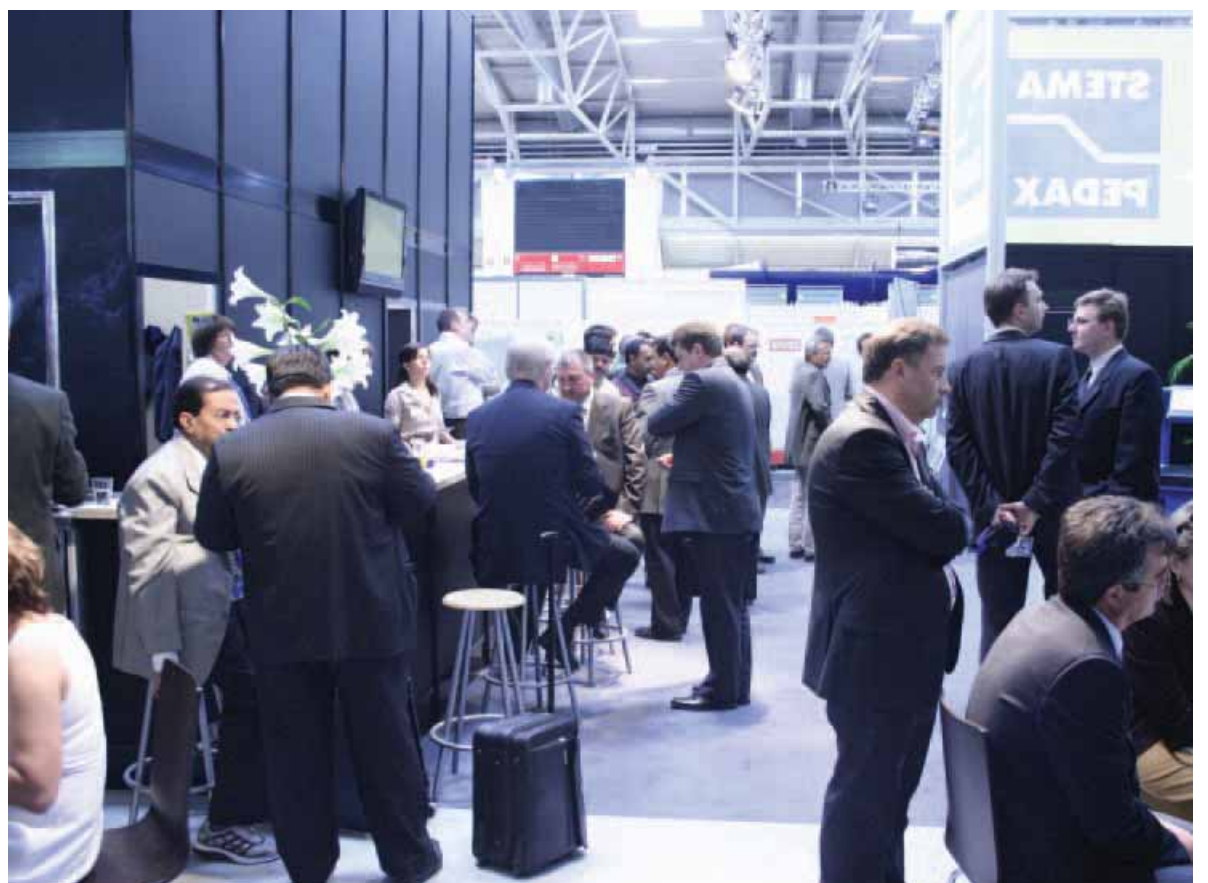
The 28th Bauma exhibition, which took place from 23rd to the 29th April in Munich came up yet again with record results: Approximately 500.000 visitors (20% increase), 160.000 visitors from abroad (35% increase) from approx. 190 countries – yet another record (approx. 11% increase). These amazing figures made this year's event the most successful Bauma ever.

STEMA/PEDAX exhibited the latest Steelmaster automatic stirrup bending machines, a new Combiline shearing and bending line with an automatic material loading system

"Autender" for planned automated operation, the new automatic B-Master bending line with a robot for removing the shapes produced together with a representative cross section of the range of bending and shearing machines as well as the new Pilemaster with welding robot and a new bar feeding system for efficient production of welded cages – all this in a booth with 700 m² of space.

We were able to establish new and interesting contacts, especially with international customers who had undertaken the long journey to Munich.

We are already looking forward to the Bauma 2010.





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New Alliance Partner H.A. Schlatter AG

■ By Camilla Nonn

Since April 2007 STEMA/PEDAX has entered a cooperation with the Swiss Company H.A. Schlatter AG. Schlatter is one of the leading manufacturers of electric resistance welding systems, from stand-alone machines to complete production lines. H.A. Schlatter AG builds machinery and systems for the welding of wire from the coil or in rod form into all types of mesh. Hot rolled, cold rolled, drawn or stretched wire are being processed.

Its main activities lie in the following market sectors: reinforcement mesh and industrial mesh, wire products, the sheet metal working industry and the radiator industry.

Schlatter has a worldwide distribution network just like STEMA/PEDAX. The product range within the segment reinforcing steel wire mesh processing machines fits very well with the product pro-

gramme of STEMA/PEDAX. Especially overseas we have a considerable number of common customers in the industry.

At present we have established a joint cooperation in the following markets: the Middle East, Bulgaria, Poland and Russia. We strongly believe that both companies will benefit from this cooperation, as together we can offer and supply complete solutions for our customers worldwide. So far, joint fair participations have

been a big advantage, plus our Swiss, German and Danish work cultures and mentalities operate very well together.

Project management of the processing of orders for the alliance partners, technical customer support, after sales and service throughout the working life of the machinery and lines are treated as special priorities providing long-term security for the investments.



New Agents

■ By Camilla Nonn

OOO Glavobjekt - Moscow, Russia



Together with Schlatter we are now represented in the Russian market by the

company Glavobjekt. Glavobjekt is a very dynamic company and has been on the Russian market for more than 20 years. Mr. Andrei Kalugin is handling the sales of our range of products and as he is working

exclusively for Schlatter and Stema/Pedax. He is 100% focused on growing the common business on the Russian market.

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KADIKAS

Since the end of July 2007 we are being represented in Lithuania by Mr Aurelijus Sarkauskas from the company KADIKAS. KADIKAS is very self-moti-



vated and has been active in the reinforcing machinery industry since 2003. Mr Aurelijus

Sarkauskas is dedicated to serve his customers and has a large network in the industry, which STEMA/PEDAX is now profiting from.

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NEW EMPLOYEES

News from the Service Team

■ By Jan H. Nielsen

Due to the increasing sales of STEMA/PEDAX machines and the long life of existing machines, the After-Sales area is in a rapid growth. The latest 6 months we have employed 5 new persons to maintain and strengthen our position within this area.

Denmark:

Service Coordinator **Jesper Scharstein** has been employed since September 2007. Jesper is 50 years old and has for the last 15-20 years worked with service and support within freeze-drying and vacuum concentration. First as an external technician in connection with installations and later as a internal supporter.



Jesper's tasks will be internal technical support, planning of installations and service jobs, sales of spare-parts and quality follow-up.

Service engineer **Tom Christiansen** has been employed since mid September 2007. Tom is 46 years old, a mechanic by education and has since 1993 developed experience as a regular service mechanic plus as a service engineer within different industries.



Service engineer **Stefan Olesen** has been reemployed since September 2007. Stefan is 29 years of age and after a short break of 8 months, we are again utilizing the experience Stefan gained in his earlier 5 years of employment at Stema/Pedax.



Poland:

Service engineer **Pawel Kozlowski** has since May 2007 been employed at STEMA/PEDAX. Pawel is 31 years old, and has worked in several rebar shops in Europe both as an operator and also with repair and maintenance of STEMA/PEDAX machines.



South America:

Service engineer **Hernan Neri** has been employed since mid November 2007. Hernan is 40 years old. He used to work for a rebar shop in Argentina in the 90'ties, where he was responsible for production and maintenance of Stema machines. Recently he work as a maintenance and plant engineer as well as a heat treatment specialist. Hernan will be based in both Buenos Aires, Argentina and also at Schlatter's office in Sao Paulo, Brazil.



Common denominator for the 4 service engineers is that they all will participate in installations, repairs and preventive maintenance.