

**FORTHCOMING EXHIBITIONS**



The biggest show of the year takes place in Düsseldorf, Germany in the days March 31st to April 4th. We will display 3 plants of which 2 are new developments. One of them will be the new Twinmaster 16 III with a integrated double bender for processing coils up to 16 mm and the new Autender M – for automatic material supply for shearlines. We are also proud to show our B-Master, Rotax, Perfekt 42 CC and the Simplex 35 E. We will look forward to meet you at our **stand A52 in Hall 13**.



Also this year you can find us in Bucharest, Romania, where we will be participating with our Romanian agent S.C. STEDAX International S.R.L. We will show our off-coil machine Twinmaster, the Perfekt 32 CC and the Simplex 35 EV. Please come by and visit us in the days April 9th to 13th.



For the first time we will be attending the SEEBBE fair in Belgrade together with our agent S.P.C. d.o.o. where we will display some of our rebar cutting machines, the Simplex 35 E and the Simplex 45 H. We are look forward to seeing our customers on our **stand 2147** in the days 15th-19th of April.



It is almost a tradition that STEMA/PEDAX will be a part of this exhibition in cooperation with our agent Jami Praha s.r.o. On display we will show the automatic stirrup bender Twinmaster in the days April 22nd to 26th.

**Autostrada**



In Kielce Poland once again the Autostrada is being held in the days May 14th-16th. This year we will attend with a Twinmaster 16 X+ the full automatic stirrup bender. **Pavilion C stand 77**.

## A Totally Reliable Service

### Richter Stahlhandel Lathen

By Rolf Klein

On the first day of March 2000 Klaus Richter started up his new company, Richter Stahlhandel GmbH & Co. KG in Lathen, in time for the new millennium. Today, 8 years later, we can look back over the continuous and successful development of the company, which is very closely linked with the enthusiasm and commitment of the entire Richter family.

Maria Richter has been responsible for the company finances since 2001. The sons, Stephan who is studying business management in Münster, and Patrick who has started his training, are also firmly established within the company.



Klaus Richter himself learnt his profession through long years of practice: he was successful as a salesman for several well-known steel trading companies, where his committed and reliable approach to the business meant that he was both recognised and



Richters new hall with Metax Geco rebar shearline.

respected by his customers. Today, as a wholesaler serving the building trade, he supplies cut and bent reinforcing steel, reinforcing steel meshes and naturally also mesh cages, sectional steel, also including processed form and a wide range of building accessories.

The secret of his success lies in the totally reliable service he offers with his own vehicle fleet, and this reliable service is at the command of Klaus Richter and his ten employees. Many regular customers, and a growing number of new clients, benefit from this philosophy.

From the very start, the machine fleet was constantly adapted and extended to meet the ever-increasing tasks and the expected continuing development of the company. A future-proof concept was developed along with STEMA/PEDAX and implemented step-by-step. A start was made as regards to reinforcing steel processing with a mixture of new and used machines, with a gradual progression in scope and size.

In 2007 a new 3000 sqm hall was constructed, and the company invested in a new Metax Geco rebar shearline. At the

end of the year, a new Twinmaster 16 X+ automatic stirrup bender was added, and the used machines were naturally accepted in part exchange.

We are confident that these investments will prove worthwhile and that the Richter success story will continue onwards into the future.

## New STEMA/PEDAX Office in the Middle East, Dubai

By Husaini Diwan

In the last 6 years STEMA/PEDAX has enjoyed the trust of its customer in GCC region, which reflects in the large machine base STEMA/PEDAX has created in the area. This increase in machine sales along with a similarly solid result in the Indian market, it is natural that STEMA/PEDAX also increase its service level to its loyal customer base.

STEMA/PEDAX has expanded the office and added confe-

rence rooms and a service facility in cooperation with its local spare-part agent M/s Protools Trading LLC located in the Al Quoz Industrial Area, Dubai, UAE. The opening was held on February 3rd



2008 and many customers who visited the office appreciated the efforts made by STEMA/PEDAX to increase its service level. The STEMA/PEDAX team from Denmark also attended the opening, the attendees including Mr. Ulrich Deichmann, Mr. Jan Nielsen, Mr. Jesper Scharstein and Mr. Michael Juul.

From the left; Husaini Diwan and Ulrich Deichmann



Customers attending the open house arrangement

**OUR NEW ADDRESS IS:**  
Contact:  
STEMA/PEDAX Middle East  
C/o Protools Trdg. LLC  
No. 25 Al Serkal Warehouse Complex  
Opp. Kanoo, Near Thrifty Rent a Car  
Al Quoz Industrial area no. 1, Dubai  
UAE

# Outlook on the German Building Industry

■ By Camilla Nonn

The German economy recovered strongly in 2006 and growth is expected to slow down slightly from 2.9% in 2007 to 2.2% in 2008. Employment growth has been strong and the unemployment



Berlin Hauptbahnhof (Central Station) – 2006

rate is expected to fall by almost 2 percentage points to 6.3% in 2008. The value-added tax rate increase from 16% to 19% should only temporarily damp consumption in 2007, while investment growth is projected to remain solid, also reflecting the recent recovery in construction activity.

The German building industry is at present optimistic that an upswing in the building industry is still possible - despite increasing overall economic risks.

Again in 2007 the growth in the construction equipment and building material ma-

chinery was due to a 30% increase in exports. Export sales were 11.4 billion Euros. The export quota of the industry is at present 77%. The main areas of export were East Europe with 23%, CIS (former Soviet Republics) 63% and the Middle East without Iran with an increase of 11%. There was an understandable decline in exports to the US of nearly two thirds of concrete technology due to the weak exchange rate and decline in housing industry in general.

The positive trend from 2006 is again in 2007 boosting the German domestic construction industry. This led to an increase by 26% to 3.1 billion

Euros in sales for the manufacturers of construction equipment machinery which STEMA/PEDAX also benefited from.

An increasingly important issue in the business is the tense supply situation. This has led to less efficient productivity and higher, unwanted stock. Now the suppliers seem to have adopted the current boom by increasing their capacities, but this creates rising building material prices as well as long-term purchase commitments in the industry. In addition, there is significant

shortage of engineers, commercial staff and skilled workers in Germany; especially for medium-sized companies.



Reichstag building, Berlin

## Autender

### Automatic counting and insertion of reinforcing steel

■ By Rolf Klein

It will not be long before fully automatic operation becomes a reality for STEMA/PEDAX Shearlines for reinforcing steel in bars. STEMA/PEDAX is entering a new era under the brand names **Autender M** and **S**. The new **Autender M** is a fully automatic mobile plant, which moves over the material stock, separate the reinforcing steel bars in a bundle then counts the number of bars required and automatically feeds the correct numbers of bars into the in-feed conveyor of a stationary shearline. Using the

STEMA/PEDAX **Autonomic-System**, the Cadormatic 300, 500 and 600 cutting plants, and others, can now be supplied automatically with material.

The **Autender S** is a stationary system, which achieves its best performance in combination with the Combiline system. It also automatic separates the reinforcing steel bars from the moveable stock rack, counts the required number of bars and places it into the cutting head - all automatically.



#### NEW PRODUCT



Autender S for the Combiline shearing system connected to a B-Master

It will be possible to run both plants without the need for operators. This means that productivity of the shearlines will be considerably increased, while personnel costs are reduced. It will no longer be necessary to handle the reinforcing steel bars manually - which involves a great deal of effort and is not without risk,

and noise levels will also be reduced.

STEMA/PEDAX will be exhibiting the Autender M at the "Wire" trade fair, which will take place from 31.3 to 4.4 in Düsseldorf.

# The New Twinmaster 16 III

■ By Ulrich Deichmann

STEMA/PEDAX will exhibit at Wire 2008 in Düsseldorf and is proud to present a new automatic processing center for wire diameters from 8 mm up to 16 mm. The Twinmaster 16 III is a further development of the successful 2<sup>nd</sup> generation that we introduced at Wire in 2002. Due to our positive experiences with the Bosch/Lenze servo-technology for the past 5 years, the Twinmaster 16 III is now equipped solely with servo-technology for all its functions.

The stirrup bender is delivered as standard with all the well-known Steelmaster features such as anti-twist, SRFU (stress release feeding unit) as well as automatic straightening units, which can adjust



Automatic straightening units, control panel and separate PC control

rollers by means of joysticks. The wire control system as well as the bending function is designed to be compact and when double bending is being processed the first bend is taking place in 2<sup>nd</sup> bending head after cutting, bending head 1 takes over, and carries out the bends in the other ends of the bar.

New bending plates ensure a complete flat surface and a quick mandrel change.

Please come and visit us in Düsseldorf and get inspired.

2 bending heads integrated right after the shear, for single and double bending



New Twinmaster 16 III, fully servo driven, designed to handle a commissioning trolley

## Record sales

# Metax Rebar Shearline Celebrates 25 Years

■ By Rolf Klein

Bitburg. We nearly overlooked an important celebration: the first Metax mobile shearline was delivered 25 years ago. At that time, the unique measuring and feeding system was

already extremely popular, with its robust chains to fix and hold the reinforcing steel bars, enabling the steel to be

fed into the machine at high speed and precisely measured and positioned, before cutting.

This exceptional base design was refined several times and specially adapted to the possibilities of modern control technology.

mm, 2 x 40 mm, 3 x 32 mm, 4 x 28 mm or even 10 x 12 mm.

The new Metax rebar shearline works with Siemens S 7 technology, is provided with a panel PC, offers Bosch-Rexroth hydraulic equipment and can of course be fed online or using a scanner with cutting data.

Last year, STEMA/PEDAX achieved record results with the Metax, of which we are extremely proud. And it is already clear that results will be even better in 2008.

STEMA/PEDAX presented a new Metax series in 2004, in time for the Bauma. This was immediately recognised as a high-performance and simple to operate rebar shearline and won top position in the market. The Metax measuring and cutting system is now also used in Combi-line, a stationary rebar shearline. The cutting performance with the hydraulic shears is 1 x 50





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## Big 5

■ By Frank Remme

In November we were a part of the German Pavillion at the BIG 5 show in Dubai. We displayed a Simplex Rebar cutter, as well as our new Rotax, which makes spirals from bars up to 40 mm. Many of the new customers who visited our stand were taken around in Dubai to visit a large number of rebar factories that we have supplied as turnkey projects over the past 5 years. Now 22 factories alone in the UAE can be inspected.

The show was a great success, and the number of attendees was higher than ever. For STEMA/PEDAX it was again a perfect show, where we had the opportunity to meet new as well as old customers, and a lot of new projects were discussed.



## WOC

■ By Frank Remme

In January STEMA/PEDAX attended the annual World of Concrete in Las Vegas, USA. The Twinmaster 16 X+ was the main attraction at the booth, and the interest for the machine was intense. A lot of interest was shown for our unique B-Master machine for automatic bending of bars up to 32 mm, along with our new Cutmaster shearline. As always, there was great interest for the well-known machines from the Simplex and Perfekt programme.

Furthermore, the new Rotax spiral machine also gained a lot of interest and during the show all the machines were sold. Old as well as new customers visited us, and many new interesting contacts were created.



## New Agents

■ By Camilla Nonn



From the left; Nigel Heaps and Paul Smith

### Global Rebar Services, England and Northern Ireland

Since December 2007 STEMA/PEDAX has been represented in Northern Ireland by our well-known UK agent Global Rebar Services.

John Smith has retired after 25 years in the rebar industry. John Smith founded Global Rebar Services in 1996 and has been a successful agent for STEMA/PEDAX since 1997. His son, Paul Smith, came into the business in year 2000, and is now accompanied by his new partner Nigel Heaps.

We like to stress that Lister Machine Tools Ltd. continues as our agent in Ireland.

**Contact:**  
 Global Rebar Services  
 8 Leofric Square, Vicarage Farm Road  
 Eastern Industry  
 Petersborough PE1 5TU  
 England  
 Tel: 0044 1733 560 300  
 Fax: 0044 1733 560 385  
 E-mail: info@globalrebar.co.uk

### Trade House Welding, Ukraine

Since the beginning of 2008, in collaboration with Schlatter, we are now represented on the Ukrainian market by the company Trade House Welding. Trade House Welding is currently a specialist in welding equipment and has a long history of good collaboration with the Ukrainian industrial market.

**Contact:**  
 Trade House Welding  
 Att.: Mr. Andrei Krasko/Mrs. Natasha Andrievskaya  
 National Complex  
 "Expocenter of Ukraine" 21 pav.  
 1, Glushkov avenue  
 Kiev, 03680 Ukraine  
 Tel./Fax: 00380445969374  
 E-mail: house@welding.kiev.ua



### S.P.C. d.o.o. - Belgrade, Serbia

Since the Bauma Exhibition in Munich at the end of April 2007 we have been represented in Serbia by Mr. Stanoje Popovic from S.P.C. d.o.o.

Apart from Serbia the company is also covering Montenegro, Kosovo and Macedonia.

Mr. Popovic is also a representative of Schlatter for the same territory and has been working many years with sales of machinery for the reinforcing industry.

His extensive network has already resulted in a good position for STEMA/PEDAX in the market and we are looking forward to long and fruitful collaboration.

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From the left; Andrei Krasko and Natasha Andrievskaya

### NEW EMPLOYEES

#### New Salesman for Germany.

On January 1st, **André Winterberg** joined the STEMA/PEDAX sales team and is based in Minden, responsible for our customers in northern and western Germany. He is 33 years young and is married with two sons. At the moment he is undergoing training and is getting to know the special characteristics of reinforcing steel processing. André Winterberg has both a technical and commercial education and background. Our German customers will get to know him personally over the next few weeks and at the "Wire" trade fair in Düsseldorf.



#### New Service Engineer

For the past 3 months **Werner Thielen** from Lasel in the Eifel has strengthened the STEMA/PEDAX service team. He is 43 years old and has many years of experience in machine and plant construction. After completing a comprehensive training he has already participated in several plant installations.

