



FORTHCOMING EXHIBITIONS



SAIE, Bologna, October 15th – 18th – Pavillion 30 and B209

In October it is time for the big SAIE event in Bologna. We are attending with a large stand, where we will show you the latest developments of Pile cage, bending, cutting and mesh machinery. Our latest double bending machine – the Twinmaster 16 III will be one of the main attractions of the show.

We look forward to welcoming you at our stand.



METAL EXPO 2008 in Moscow, Russia takes place in the days **November 11th – 14th.**

Please come and visit us in **pavillion 2 in hall 7.** We will be joined by our partner H.A. Schlatter AG.



BIG 5, Dubai, November 23th – 27th – Zabeel S31

The Annual Big 5 show takes place in November in Dubai. Once again you can find us in the German Hall, where we will present a lot of our big projects in the region. We invite you for a cup of coffee and talk about how we can optimize your business.



World of Concrete, Las Vegas, February 3th – 6th – North Hall, Stand N837

At the World of Concrete our main attraction is the B-Master II a new generation of automatic bending machine for bars up to 32 mm. This event in Las Vegas is well visited, and as always our sales person look forward to telling you about the benefit of our machines.

Looking for Quality



An Engeocom project – the new football stadium in Moscow

■ *Frank Remme*

In the Russian Capital, Moscow, one of Russia's largest companies within the building industry is located. The company is Engeocom, which was founded in 1987, and is still – more than 20 years later – a leading player, with more than 200 building projects implemented in Russia and abroad. The city metro in Moscow, reconstruction of 15 cinema halls in Russia are some of the national projects, but the company has also been involved in projects in the Vatican, in

Budapest and other major cities around the world. Roads, bridges, tunnels, underground railway – no project is too big for Engeocom.

In search of quality products to comply with the company growth, they visited the STEMA/PEDAX stand at the Bauma Exhibition 2007 in Munich, where the initial contacts were made. They were very interested in the displayed pile cage making machine, Pilemaster, and Engeocom and STEMA/PEDAX agreed on meeting each other again a couple of months later at the

Wire Show in Moscow.

That was yet another successful rendezvous, and the parties separated in order to prepare the finishing documents. Shortly after Sales Director, Mr. Stig Gudmundsen, visited Engeocom in Moscow, and the contract was signed. However that did not mean that the cooperation ended here. A couple of months after the installation of the first Pilemaster, Engeocom contacted Mr. Gudmundsen, as they were impressed over the reliability and speed of the machine. They wanted to expand with another Pilemaster,

which was installed in September 2008. Mr. Gudmundsen says; "we are happy and proud of the orders, because Engeocom is an important company, which goes through a huge progress in these years. We hope that we can continue the good relationship, and develop our future business with them."

The cooperation benefits both companies – Engeocom does not compromise on quality, and STEMA/PEDAX is guarantor of delivering quality products.

"We are enhancing our presence on the Russian market, which is why we have just opened a sales office in Moscow. The cooperation with Engeocom shows us that we are on the right path, and that is was the right decision to increase the business in Russia" Mr. Gudmundsen states.

The future for STEMA/PEDAX in Russia looks bright, and we are looking forward to meeting many new clients at the Metal Expo Exhibition in Moscow in November.



New Area Sales Manger in Russia

■ *Frank Remme*

To comply with our global strategy, we have now strengthened our position on the Russian market with our own Area Sales Manager.

From September 1st Mr. Pavel Kondaurov has been a part of the STEMA/PEDAX sales-team, and is going to operate from our new office in Moscow.

He has experience from a similar position selling products for a Danish company within the building industry.



Mr. Pavel Kondaurov

Webpage

Keep Up on the Latest News and Events

On our website you can subscribe to our E-Newsletter, where you will be updated on important matters: e.g. new machinery, fairs.

Simply log on to www.stemapedax.com and click on the link "Subscribe to e-news" under News and Events.

For our Russian speaking customers we have launched a Russian language website – www.stemapedax.ru

Boom in the Russian Construction Industry...

■ Camilla Nonn

Russia has the potential of being a strategic target for foreign companies expansion with its well-educated population, increasing purchasing power and many natural resources, like oil and gas.



Mall of Russia should be completed in the end of 2009.

Oil and gas production, the locomotive of modern Russia's economy, is up 11.5% for the first half year of 2008. Russia, which exports more oil than any nation except Saudi Arabia, is increasing its oil output this year for the fifth

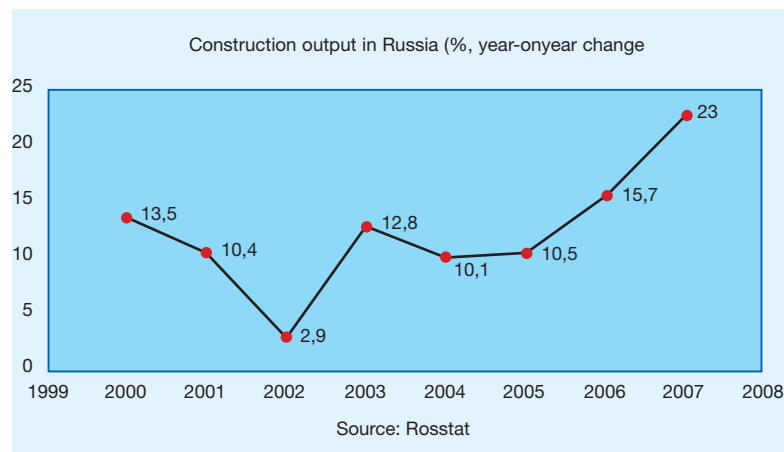
year in a row. At present there is a lack of diversification as such, and Russia's growth is still tied to the high oil prices, so in the near future the economy might be vulnerable to the downturn of the oil prices observed since July 2008. At the moment Russia exports almost the double of what it imports.

The Russian construction industry has seen a major revival. After the 2002 drop, as seen in the graph of the construction output below, Russia % change on year-on-year has developed in a steady growth. The total value of construction work has increased up to 23 % to Euro 86 bn.

Traditionally, most works are concentrated in several Russian regions. The city of Moscow, the Moscow Province and the city of St. Petersburg account for nearly 30% of the country's total construction output while Russia's ten best



Mall of Russia in Moscow: Shopping and entertainment Center



performing regions contribute over a half of the total figure. 95% of the total numbers of commissioned buildings are residential buildings. In 2006, residential construction boomed with a great demand, because of the national housing programme. Another issue, which the Russian authorities have begun focusing on its underdeveloped road network and railway construction. Also the energy infrastructure will have a natural

boost, since its importance to the economy and the constant rising demand. Shopping malls and office centres are popping up across Russia, as are logistics complexes. 50-60 % of the commercial property market lies in Moscow and another 20-25% lies in St. Petersburg. Unfortunately, the development of the latter has been hindered by the above mentioned poor road network. This promising trend in the construction industry reflects

STEMA/PEDAX's expanded market presents.

Polymaster

New Assembly Machine for the Production of Polygonal-, Square and Round Shaped Pile Cages.



■ Ulrich Deichmann

The cage making machine is made up of a fixed head, placed on two heavy-duty beams, which make up the solid base of the machine, and a movable head, which moves along the base.

Both the fixed and the movable head contain a disc, which rotates in exact synchrony with each other, ensuring no twist at all in the finish product.

The Pile Cage machines on the market today can only weld round cages automatically,

square and polygonal shapes are made manual and the consistency in quality is very difficult to obtain.

The Polymaster system has a new patented welding head which allows the welding of square cages, rectangular

cages, triangular cages, etc. automatically.

3) Time (which fixes the size of the welding point)

The welding head is flexible, and through an integrated bar support it follows the curve of the polygonal product easily, and ensure a precise weld at each bar.

The variant 1 and 2 are adjustable by the operator. Variant 3 is managed and regulated by the Polymaster computer system and is recorded in the recipe of the beam to be processed.

The welding point is determined by 3 variants:

- 1) Current intensity (which determines the welding penetration and the material melting speed)
- 2) Wire feed rate (determined by the wire diameter and the welding current intensity)



Reinforcing Steel Mesh Processing New Mafix Product Range

■ Rolf Klein

In Germany there are new reinforcing steel meshes, which are wider and longer and which are supplied with larger rod diameters. A good reason, also in consideration of international aspects, for STEMA/PEDAX to generally overhaul its range of Mafix machines for mesh processing and to design the machine performances such that the new meshes can be bent and cut reliably.

The result:

1. New Mafix mesh bender with electromechanical drive; particularly stable and simple design
2. New Mafix KS cutting machine with mobile cutting head
3. New Mafix guillotine shears, extra-stable and with hydraulic drive
4. Mafix feeding and placing machines for simple

handling of the reinforcing steel meshes

Naturally the Mafix bending and cutting machines are supplied in various installation sizes for different working widths and they stand out due to their simple, practice-orientated technology and particularly sturdy construction.



Lammering Group Opens in Ibbenbüren

■ Rolf Klein

In May 2008 the Arnold Lammering Group has just opened a new branch in Ibbenbüren, which is managed by Wolfgang Rott and Sascha Gräbel. Steel section, rods, sheet and pipes as well as reinforcing steel products will be stored and processed in the new 12,000 sq. metre factory hall in future.

STEMA/PEDAX planned and realised the reinforcing steel processing plant together with Thomas Kerk from Lammering in Nordhorn. In doing so they made use of experience gained in the branches in Nordhorn, Meppel-Hüntel and Papenburg.

The bar cutting machine chosen was the particularly powerful Metax G, which stands out due to its high performance and unbeatable measurement and feed system that works without stops. A Twinmaster 12 S automatic stirrup bender, which has been used in Rheine since 2005, Perfekt bending machines plus bending table and fixed tracks supplement the equipment.

As a wholesaler the Lammering Group, which was founded in 1945 by Arnold Lammering and which has developed continuously and successfully since then,



supplies steel, building accessories and heating articles. Today, under the leadership of Diedrich Lammering, the group has powerful branches in Ibbenbüren, Meppen, Nordhorn and Papenburg. The group has over 400 outstandingly well trained employees, who have worked for the company for many years.

Metax bar cutting machines and PEDAX reinforcing steel bending machines are utilised in all of the factories in which concrete reinforcing steel is cut and bent. STEMA/PEDAX

cooperates closely, successfully and very willingly with the Lammering Group, in particular because the latter looks to the future and reacts to changing situations quickly and flexibly.

Cutmaster Cutting Systems

■ Rolf Klein

Cutmaster cutting systems stand out due to their modular design and, thanks to a new, unique measurement system via an endless conveyor belt, provide for precise cutting lengths and sorted placement to the left and right sides. Alongside the new cutting machine with its 300 mm cut-

ting width, which cuts from the bottom upwards, the system features a Siemens controller and a Bosch-Rexroth hydraulic unit.

Thanks to the clever modular design, Cutmaster cutting systems can be individually configured.



Successful Fairs

■ Frank Remme

In the last six months we have been attending fairs all around the world. Some of the biggest were:

Wire Düsseldorf

The Wire show in Düsseldorf was a huge success, not only for the organisers, but also for us. The numbers of visitors was the highest ever, and we made a lot of interesting contacts, from customers visiting from all around the world.

Our main attractions were our Automatic bar loading system, the Autender M as well as our new and third generation double bending machine, the Twinmaster 16 III.

The powerful double bending machine for bars, the B-Master, was also on display and managed to impress our many customers who visited our stand.

Autostrada

In May it was time for the annual Trade Fair in Kielce, Poland. A Pilemaster was our main machine at this event, and quick reliable cage making machine quickly became the center of attention. The fast welding of the cages impressed our customer, and so far we have installed 2 of these machines in Poland, sold during the fair.

Concreto Latinoamerica

For the first time we attended a fair in Mexico. The Concrete Latinoamerica took place in June in Mexico City. The fully automatic stirrup-bending machine, the Twinmaster 16 X+ was on display, and the powerful stirrup bending machine was the largest machine on the fair, hence it stunned the visitors – as well as the organisers.



From Autostrada, Poland



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New Agents

■ Camilla Nonn



Schlatter Inc.

Schlatter Inc, Rockford, USA

In an effort to increase new machine sales and improve STEMA/PEDAX after-sales market for the USA/Canada market, STEMA/PEDAX has signed a long-term agreement with Schlatter Inc. to be our exclusive sales agent. Schlatter Inc. is a subsidiary of our strategic partner H.A. Schlatter AG of Switzerland.

As part of this agreement, Schlatter Inc. will train their employees on all aspects of the STEMA/PEDAX product line. Initial employee training took place during the 1st Rockford Oktoberfest "Open House" during the week of September 24th-26th, 2008.

The local services offered by Schlatter Inc. will include:

- New Machine Sales
- Hot Line Support
- Service Technicians to Respond During Emergency Situations
- Aftermarket Spare Parts Sales and a large stock of spare parts

The Management Group of STEMA/PEDAX has agreed to significantly increase the supply of key spare parts for the USA/Canada market in an effort to further enhance the overall spare parts delivery situation.

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Hugo Arnstein & Co. – Tel-Aviv, Israel



We have since June 1st 2008 been represented by Hugo Arnstein & Co to further increase our service and

presence in Israel. We are looking forward to a long and fruitful collaboration.

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ASADA Machine Corporation – Tokyo, Japan



To further increase both service and presence in Japan we have appointed ASADA Machine

Corporation as agent for STEMA/PEDAX. Mr Asada 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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INTEREQUIP, S.A. DE C.V – Mexico City (D.F.) Mexico

We wish to welcome INTEREQUIP as our new representative for Mexico. This is a part of our strategy to strengthen our position in the Latin American markets. With over 40 years of experience, INTEREQUIP is a well-known and respected company in the Mexican reinforcing steel industry. They have a successful track record with companies such as Enkotec and Koch.

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NEWS FROM THE SERVICE TEAM

■ Markus Barthen / Jan H. Nielsen

Due to the increasing sales of STEMA/PEDAX machines and the long life of existing machines, the After-Sales service is in a rapid growth. Within the last months we have employed 4 new persons to maintain and strengthen our position within this area world-wide.

Denmark:

Service coordinator **Søren Westerberg** has been employed since June 15th 2008. Søren is 40 years old and has for the last years worked as an electrician in the production at STEMA/PEDAX. Therefore he knows all the our machines very well. Søren speaks Scandinavian and English and his tasks will be internal technical support, sales of spare-parts and planning of installations and service jobs.



Germany:

Since the beginning of August, **Markus Hoffmann** has been a valued member of the STEMA/PEDAX Hotline in Bitburg. Markus is 32 years old, married and the proud father of daughter of 10 months. He started work at STEMA/PEDAX in 2003 and has more than 5 years of international experience as a service technician. Therefore he knows all STEMA/PEDAX plant and machinery down to the finest detail. We are pleased that we have been able to gain a further competent expert for our central service desk.



Bulgaria:

Service engineer **Stefan Tsenkov** has been employed since May 1st 2008. Stefan lives in Sofia and is 24 years old. He has several years of experience as a service engineer from our Bulgarian agent, Rizov Baumaschinen GmbH. Stefan speaks apart from Bulgarian, also English and a little Russian.



India:

Service engineer **Huzaifa H. Burhani** has since July 15th 2008 been employed at STEMA/PEDAX. Huzaifa is 28 years old, lives in Pune and is an electronics engineer by education. He has previous worked as a customer support engineer at Siemens - India. Huzaifa speaks English, Hindi and Marathi. Both service engineers will participate in machine installations, after-sales service, repairs and preventive maintenance.



NEW EMPLOYEES

New Area Sales Manager Far East

In accordance with our global strategy, we have hired a new Area Sales Manager to cover the Far East and Oceania.

His name is **Philippe Trintignac**, and he has worked with export to Asia for many years and was from 1993 to 2003 stationed in Bangkok, part of the time for a Danish company, as responsible for the sales in Asia.