

SIMONSEN-NEWS *****

It has now already been another year since we last wrote you a news-letter. It is difficult to understand that another year has passed by.

However, you must be kept regularly informed about our activities and now we are striking again.

JUBILEE

Yes, it is correct - we have a small Jubilee in our company. On December 1st 1989, it is exactly 5 years since Klaus and I started our company. It is hard to understand, but it is a fact, and when one looks back, one must say that it has been a very challenging time, an interesting time as well as a time with a lot of worries, but mainly a time with a lot of fun and joy.

We wish to thank both our producers, all our clients and all other friends worldwide for the support we have been enjoying these past five years. This support from all sides - from East to West from North to South - on a worldwide basis, we would not have been successful with out - if we may be so free to say that we have been successful.

As we told you in our last news-letter, we have converted our company into a limited company as from 1st of December 1988, thus Klaus and Morten have become shareholders. The turnover has been rising rapidly over the five years, and at the end of the present financial year, we come out with a turnover which is close to 4.3 million USD. This is not bad at all, and we are very happy to have achieved this result within a pretty limited time, what five year still is, in business anyway.

CHANGE OF COMPANY NAME

As Klaus and Morten are getting more and more involved both in the internal activities but not least the external activities, there has been quite a heavy demand from their side as to changing the company name from JØRGEN SIMONSEN DANMARK LTD. to

SIMONSEN & SONS LTD.

as it appears from the letterhead.

This is understandable, and as long as we keep the name Simonsen in our company name, I can only agree with Klaus and Morten.

STAFF

Our Charlotte II has left our company several months ago due to her wish to work in her hometown. She did not like to go by car about 35 km each direction every day. One cannot blame her, even though, for many of our friends abroad, it does not seem to be much of a distance, but in our part of the world, it is quite a distance to go every day.

Charlotte II has been replaced by

LENE ELLINGSØE

who is three-lingual, namely French, English and German. Lene is 23 years old and she is mainly assisting Klaus drawing up export documents.

We have also employed one more girl, as we have had to extend our computer operations in the office, and this girl will only work with us some days every week, and her name is

LISBETH HØLTZERMANN

She will mainly take care of part of the bookkeeping, and she will make sure that we, as far as possible, get paid in time by our various clients. She is 28 years old.

NEW OFFICES

Not only due to the computers, but also due to the fact that we have got one more person employed, meaning that we had too little space for all of us in our offices in Grønnegade, we have now moved to

MØGELVANGS PLADS

to a 150 year old warehouse, which has been completely restored, and which is very cozy with old beams inside and very tastefully decorated by Tove in a Scandinavian way. The city is still the same. We have had the pleasure of seeing several of our friends from abroad in our offices, and we hope that we by and by will have the pleasure of seeing even more of you in our new localities.

CHANGE OF PHONE NUMBERS

Obviously, more and more people are getting telephones in Denmark, thus it has been necessary to extend the areacode numbers. Our phone number and fax number, as many of you already know, will be as follows: Denmark code 45 areacode 97 number 72 30 00. This gives the following telephone and telefax numbers:

Telephone: Int. +45 97 72 30 00
Telefax : Int. +45 97 72 44 55

The change is that we have added a nr. 9 in front of the former nr. 7 in the areacode.

REFRACT GMBH - FLENSBURG - WEST GERMANY

This daughter company of our's will move offices as from January 1st, 1989, from Flensburg to Lüneburg. Suppliers and clients worldwide especially involved with dealing via this affiliate will be specially informed of our new address towards the end of this year, phone number, fax number, P.O.Box etc.

This move has been made in order to make our organization in Germany more efficient.

USD - ACCOUNT

In our last news-letter there was an error in the number of our account in New York. The complete address and account number are as follows:

PROVINSBANKEN A/S
New York Branch
499 Park Avenue
New York
N.Y. 10022

USD-Account : Account nr. 1006444-001-5023

CONFERENCES

Morten participated in THE 8th INTERNATIONAL COURSE ON PROCESS METALLURGY OF ALUMINIUM in Trondheim in May and met many of our friends.

I myself participated in the Arabal conference in Bahrain in November 1989, and it was very interesting. As expected the Arabian hospitality was fantastic, and the arrangement was very good and a lot of good papers were given out.

After the Bahrain conference I went to Sydney to meet Morten, where we participated in THE 3rd AUSTRALASIAN ALUMINIUM SMELTING TECHNOLOGY COURSE. It lasted five days and was also a very good conference from which we benefitted.

Like all the smelter people, it is important for us to follow, what goes on in the industry by participating in these conferences and seminars, but of course we also get a good opportunity of seeing all our friends and having discussion in general about our products used by so many smelters nowadays.

SUPPLIERS' ACTIVITIES

MOSCONI

Our friends in Annicco, Mosconi s.r.l., have already two months ago completed a large extension of their production by installing new computer controlled presses, just as they have increased their furnace capacity.

Mosconi has also installed a grinding machine which grinds all bricks on five faces, meaning that the bricks are even more accurate than before, and especially they are always accurate on thickness now, and they will keep a tolerance of max ± 0.7 mm on all faces and they will be absolutely square.

This new grinding machine has got a special exhaustion system, meaning that all the dust which arises during the grinding is removed from the bricks, which again means that there is no dust on the bricks, when they are being packed on pallets and leave the factory.

The new production facilities also means that the quality of the bricks, being it cold crushing strength or density, will be even more uniform than it has been the case previously.

The bricks from Italy have gained more and more foothold, and we have been lucky getting quite substantial orders from all over the world for these bricks. They seem to arrive undamaged everywhere in the world, where we shipped them, and they have the following great advantages

1. They are free of cracks
2. They have sharp edges
3. They are easy to handle due to the low density
4. They are carefully packed in low pallets, stacked two on top of each other in the containers which gives us a maximum usage of the containers, meaning that the freight costs per unit is being reduced considerably.

NEW SIZE

During the past year we have tried to come up with something different from other producers, and we have succeeded in producing a double size brick which appears from the enclosed data sheet. This means that you only need to lay half the number of bricks in a pot, thus obtaining:

1. Fewer joints
2. Reduction of time used for laying the bricks

These double sized bricks have become very popular and are already used in many smelters. The price is only twice that of normal bricks, meaning that there are generally no extra charges for making them double sized, and like all other bricks they are machined on five faces.

However, at the present time these double sized bricks can only be produced in the quality MSB-450.

SIBORIT GMBH - LÜNEBURG

Siborit has just installed their new three million DEM press, which makes Siborit the most modern, rationalized and efficient producers of calcium silicate slabs in the world.

Calcium silicate slabs can now be made with densities from 200 to 1600 Kg/m³ (12 to 100 lbs/sq.in). We expect to have the press completely installed during December, enabling us to start producing as from January 1st, 1990.

With both our very large presses, we have increased the production by more than 50% and are now probably the largest producer of light insulating calcium silicate slabs, INSULITE 1900, in the world.

LARGER SIZES

Siborit is also able to, especially on the new press, to make very large shapes of slabs up to 1250 x 1000 mm, meaning 1.25 m² (approximately 14 sq.in). Due to the low density of the slabs, these large sized slabs have also gained a strong foothold in many smelters, as you lay a calcium silicate block lining, tailor-made according to clients' drawings, very fast.

No one else in the calcium silicate industry in the whole world can provide these large slabs.

We also keep improving our quality control at Siborit, and with each delivery we supply computer controlled data for each mixture from which we make the slabs guaranteeing the client that the slabs are up to the required standard.

TAILOR-MADE SLABS

The tailor-made slabs have become very successful, and we see more and more smelters changing to slabs which are made exactly according to drawing, giving a absolutely first-class and fast laid lining.

NEW CALCIUM SILICATE SLABS

As from early next year, when the new press is installed, we start producing heavy calcium silicate slabs for launders, floaters etc. for the cast houses within the primary aluminum industry, and we have already secured several orders on a trial basis, and the results have been very good, as far as we can judge from the reports which we have had from our clients.

This product will be marketed worldwide, as from early 1990.

A K W - UELZEN

This supplier of insulating moler bricks is now trimming as well as machining their bricks on six faces, meeting the international standards and also meeting the tolerances of our competitors', and therefore we are also very strong in the market with these moler bricks for smelters still using this product.

NEW ACTIVITIES

At the present time we are negotiating with a very large group of companies, with which we will enter into a closer cooperation, probably as from the January 1st 1990. For various reasons we cannot inform you further now. However, we can inform you that this cooperation means that we will be marketing the following products as from early 1990:

1. A high quality silicon carbide brick
2. Superduty and high alumina bricks for carbon baking furnaces
3. Excellent qualities of insulating firebricks plus various mortars and castables

NEW AGENTS

We have established a close cooperation with a company in India

NORINCO PVT. LTD.
14, Netaji Subhas Road
Calcutta - 700 001
INDIA

which is a very efficient company and which has already achieved good sales results in India for our various products. We have also established an agency in the USA for certain part of The US market, being it part of the aluminum industry and the rest of the industry in the USA. The name of the company is:

INDUSTRIAL PRODUCTS
INTERNATIONAL, INC.
5353 W. Dartmouth Ave.
Suite 404
Denver
Colorado 80227
U.S.A

This company is run by Mr. Russell Smith Junior, who is a longtime friend of our company and who will be going to visit certain smelters during the coming months introducing our products to smelters, only where we have not been very active in the past.

I had hoped that we could put our stamp

We are red - we are white
We are danish dynamite!

in all our letters from now on, as we hoped that Denmark would qualify for the World Championships in Football in 1990 in Italy. However, we missed the opportunity to go there, but you will see us in Sweden for the European Championships in 1992, but anyway we might still start using the slogan again, because we hope that it is right when we say that we are red, we are white, we are Danish dynamite!

AIME 1990 ANAHEIM, CALIFORNIA, U.S.A.

As usual Klaus, Morten and I participate and we will wear the same "uniform" as last time and of course our 1988 christmas gift, the Thai-Tie.

Besides the new data sheet showing our double sized MSB bricks from MOSCONI in Italy, we also enclose a quite funny story, which an American - Shelley Berma - has written, giving his version of the problem when visiting a certain part of the world and talking to for instance the room service.

We hope that you will enjoy this conversation between the room service and this Shirly Burma, as we did.

I hope that you understand all of it. Sometimes I have to read it twice myself in order to understand it all.

Finally, even though it has got nothing to do with the company, right now anyway, depending on the result, Klaus is going to make me a Grandfather as from April 1990, so we will see if a new male Simonsen shows up on the stage and wants go into the business in some 20-30 years.

I hope that you have got an impression of, what we have been doing, that we have not been inactive, but that we still keep pushing, travelling around, trying to be innovative in coming up with special shapes of bricks and slabs. We try to start contacts with new clients, getting approvals and including more products in our programme, and when you receive the next news letter, hopefully by mid 1990, we should be able to give you much more information about our newest activities, which we have slightly indicated in this letter.

We send you all our best regards,

SIMONSEN & SONS LTD.



Jørgen Simonsen

MSB-450 DS

Lightweight
perlite
insulating brick

jørgen
simonsen
danmark ltd

SAVE TIME IN INSTALLATION **DOUBLE-SIZED** INSULATING BRICK **MSB-450 DS**



TYPICAL APPLICATION:

Aluminium reduction cells

ADVANTAGES:

Less joints
Easy to handle
Quicker rebuild
Savings in labour costs

EXAMPLES: metric: 230 × 230 × 64 mm
230 × 230 × 76 mm
220 × 220 × 60 mm
240 × 240 × 60 mm
250 × 250 × 64 mm
english: 9 × 9 × 2½"
9 × 9 × 3"

MSB-450 DS can be manufactured to customer requirements provided drawings made available.

MSB-450 DS manufactured exclusively for jørgen simonsen danmark ltd by Mosconi s.r.l., Annico, Italy

MSB-450 DS

Lightweight
perlite
insulating brick

jørgen
simonsen
danmark ltd

		MSB-450 DS
Bulk density: (ASTM C 134-70)	Kg/m ³	425
	Lbs/cu.ft.	26
Max. service temperature:		
..... °C		900
..... °F		1650
Cold crushing strength: (ASTM C 93-83)	Kg/cm ²	= > 15
	MN/m ²	1.47
	Lbs/sq.in	213
Modulus of rupture: (ASTM C 93-83)	Kg/cm ²	5
	MN/m ²	0.5
	Lbs/sq.in	75
True porosity: %	75
Linear reheat shrinkage 24 h 50°C below max. service temperature: (ASTM C 210-68)		
..... %		< 0.5
Thermal conductivity: (ASTM C 182-72)		
W/m K:	200°C	0.12
	400°C	0.15
	600°C	0.18
Kcal/m.h. °C:	200°C	0.10
	400°C	0.13
	600°C	0.15
Btu/sq.ft.h °F/in:	390°C	0.82
	750°C	1.04
	1110°C	1.25
Typical chemical analysis:	SiO ₂	64.0
	Fe ₂ O ₃	4.5
	Al ₂ O ₃	15.0
	CaO	7.0
	MgO	2.0
	Na ₂ O	2.0
	K ₂ O	4.0
	TiO ₂	0.5
Dimensional tolerances – Max:	Length	± 0.8 %
	Width	± 0.8 %
	Thickness	± 1 mm
Dry pressed and machined 4 faces		
Sizes available:		230 × 230 × 64 mm (9 × 9 × 2½")
		230 × 230 × 76 mm (9 × 9 × 3")
		220 × 220 × 60 mm
		240 × 240 × 60 mm
		250 × 250 × 64 mm
Other sizes available upon request		
Gross-densities for calculating transport costs		
	Kg/m ³	450
	Lbs/cu. ft.	28
Standard packing		Strong export-pallets with hardboard on 4 sides and top, edges, nylonstraps and shrinkfilm

The strenght of the bricks increases at rising temperatures.

Further details about specials etc. available upon request.

Physical and thermal values are based upon regular average testresults.

No warranty or quarantee is implied on the data which are given in good faith.

For special shapes and bricks above average in size slight variations in the above data may occur.

September '89

Have a laughter !!

COMMUNICATION - THE WAY TO UNDERSTANDING

If you travel regularly in Southeast Asia, you also know the excellent service, which the hotels offer. Only, the communication may cause certain problems. In the following the American comedian, Shelly Berma, gives his version of the problem - seen from the guest's point of view:

ROOM SERVICE

Room Service: Mornny, rune sore-bess.
Hotel Guest: Oh sorry, I thought I dialled room service.
RS: Rye, rune Sore-bess. Mornny. Jewish to odor sunteen?
HG: I'd like some beacon and eggs.
RS: Ow July then?
HG: What?
RS: Aches. Ow July then? Pry, boy, pooch ...?
HG: Oh, the eggs! How do I like them? Sorry. Scrambled, please.
RG: Ow July thee Baycome? Crease?
HG: Crisp will be fine.
RS: Okay. An Santos?
HG: What?
RS: Santos. July Santos?
HG: Ugh.....I don't know...I don't think so.
RS: No? Judo one toes?
HG: Look, I really feel bad about this, but I just don't know what judo-one-toes means. I'm sorry....
RS: Toes! Toes! Why jew Don Juan toes? Ow bow eenglish mopping we bother?
HG: English muffin! I've got it. Toast! You were saying toast! Fine. An English muffin will be fine.
RS: We bother
HG: No. Just put the bother on the side.
RS: Wad?
HG: I'm sorry. I meant butter. Butter on the side.
RS: Copy?
HG: I feel terrible about this....
RS: Copy. Copy, tea mill.
HG: Coffee!! Yes, coffee please. And that's all.
RS: One Minnie. Ass rune torino-fie, strangle aches, crease baycome, tossy eenglish mopping we bother honey sigh, and copy . Rye?
HG: Whatever you say.
RS: Okay. Tenjewberry mud.
HG: You're welcome.