



**simonsen®**

**dynasty**  
*update*



*Romantic Old Söderberg Pot-Line*

jørgen  
**simonsen**  
danmark

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Our ref.: Js/Ka

Your ref.:

Date: December 1, 1984

Dear Sir!

It is a great pleasure for me to announce the start up of my own, newly established company as from  
**december 1, 1984**

With the exception of a few areas in Europe, I am representing several leading european and overseas producers of:

- High duty fireclay Refractories
- Insulating Refractories
- Perlite, Diatomaceous and Moler Bricks
- High- & Low Temperature Insulating Blocks
- Vermiculite Slabs
- mortars, aggregates, insulating castables etc.

on an exclusive, worldwide basis.

The products represented by my company fulfill all the demands and specifications any consumer of modern, high technology refractory materials might have, both with regard to

- low thermal conductivity
- high strength
- exact dimensions
- low reheat shrinkage
- supply of extraordinarily big sizes and special shapes of bricks
- supply of very thick and special shapes of vermiculite slabs.

Briefly told, we can supply first class products which are already being used within the aluminium industry in the electrolysis furnaces due to their special properties concerning exact dimensions, high insulating value and resistance to bath and molten aluminium, in carbon baking furnaces and which are also used within the cement-, steel and ceramic industries etc.

Our suppliers laboratories, and the undersigned with 23 years of experience in the refractory business, are always at your disposal whenever technical assistance might be required.

Prices are quoted fast and efficiently for delivery by truck, rail and container to any destination all over the world, on F.O.B. and C.I.F. basis, or whatever way of delivery you might wish.

We are of course also at your disposal with forwarding of samples of our different products.

Packing of our products is effected on strong, reinforced export pallets, with protection on four sides and top, with edges, plastic straps and shrinkfilm.

My company shall always do its utmost to give you a service -second to none- in all respects, and last but not least - under consideration of the high quality of our products - always to quote you competitive prices.

We hope that you will take your time to study the enclosed datasheets, of which further copies can be forwarded if desired, and we hope that we shall soon receive your enquiries by phone, telex or letter.

Finally we take the opportunity to wish you a merry Christmas and a prosperous New Year, hoping that we shall succeed in starting up a co-operation between our two companies in 1985.

JØRGEN SIMONSEN  
danmark

  
Jørgen Simonsen

## Dear Readers !

As you will notice the 2014 Dynasty Update edition is a special version, as we will commemorate our 30th anniversary in our family company on 1st December 2014. Even as 30 years do not normally call for a celebration as 25, 50 years etc., it still is a very special time and anniversary for our family and company and we are quite proud to have managed to have a family-owned company for so many years and having been able to successfully build on the ideas and foundation as set by the founder and our father, Jorgen, when he had the idea to start a private business within the primary aluminium industry back in the early days of 1984.

Therefore you will find his first written introduction and approach to all his friends and companies on the 1st December 1984. When you read the content you will clearly realize that amazingly not much have changed as to the way we regard our business and approach today. Actually, the letter is as valid for our company introduction today, as it was 30 years ago. It is exactly the same values which is the backbone of our company today and to which we loyally obey. This goes for Klaus and I and our dear group of colleagues, so be sure, we are always second to none when it comes to service and quality of materials.

The front page of the Dynasty Update 2014 is the front page of the very first edition of the Dynasty Update from the year 1997 and the back page is also a "retro" version of a former product catalogue from the year 1996.

Our company went through different names, i.e.:

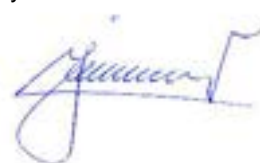
*jørgen simonsen danmark,  
simonsen and sons ltd.  
and finally  
simonsen a/s*

Klaus and I did try to introduce the name: *simonsen sons and Jorgen* - but that never really had the approval of our father..!

It has been some fantastic 30 years and naturally we look forward to many more and are only grateful for all the support from the industry for so many years. Without the close relationship and support from our dear partners and suppliers, some have been with us from the very beginning and new partners have joined even recently, it would not be possible to do our unique business with the only industry, we know, the Aluminium Industry, being the only company able to provide a full package of high-quality insulation, refractory and carbon materials for pot relining.

Luckily, it seems the LME is improving and the feeling world-wide is more positive. We modestly hope it will also have a positive impact on the suppliers and support in the tough times and hope to see positive effects of the better conditions in better times. It is very much needed to assure a strong and healthy supplier base for the years to come.

I wish you very happy readings and hope you will enjoy what we have compiled from the year 2014.



Morten Simonsen  
Managing Director



## Our family

**Sara** is still very much into animals even if she has not managed to get a job in a zoo. She is presently working with and taking care of several horses in a local riding club. In her spare time she is also working with animals, as she presently has in her possession 2 horses, 3 geckos, 1 dog, 1 cat - and 4 kittens, which she is taking care of on behalf of a local animal shelter. As she is still living next door to Klaus, he and Sanne do have the pleasure of visiting the “neighbour zoo” once in a while. Even difficult to get a job within her working area Sara is still 100% committed to work with animals anyway possible.



**Frederik** is still studying geology at the university in Aalborg and is happy with his new life, although university is very different to highschool. He enjoys the people he is working with on a daily basis. Even though he has been away for more than a year, it is still difficult to get used to not having him around full-time. However, as both Klaus and Frederik are very interested in motor sports, they do get together on all weekends involved

during the F1 season. This summer Frederik was travelling with the family to the Maldives and Klaus had the pleasure of diving with both him and Nikolaj.



**Klaus, Frederik and Nikolaj** getting ready to dive

**Nikolaj** has finalized his basic business education at school. He has now started a 3-year study for the higher diploma degree in commerce, also locally and he is doing well. In his spare time he studies at the local music school where he plays the drums and keyboard. He has now also joined a band, which has been playing regularly at various events during this summer. During the summer holidays Nikolaj and Klaus took a scuba-diving course enabling them to go diving with Frederik (who is already a deep-sea diver) at the Maldives. As you will see later in this Dynasty Update Nikolaj is also playing badminton.

**Laura** is now ready - after 3 years - to finalize her upper secondary education at the local gymnasium as a natural science student. Another chapter is ready to be closed. She has plans for continuing her studies on anthropology at a university either in Denmark or somewhere around the globe. As a part-time job she is working as an assistant teacher at the gymnasium where she assists other students within the area of physics and mathematics. As she also has a lot of homework to do, she is kept very busy. However, during the weekends she enjoys going out with friends, so life is still very enjoyable! Laura is furthermore a weekly assisting coach in the local tennis club.



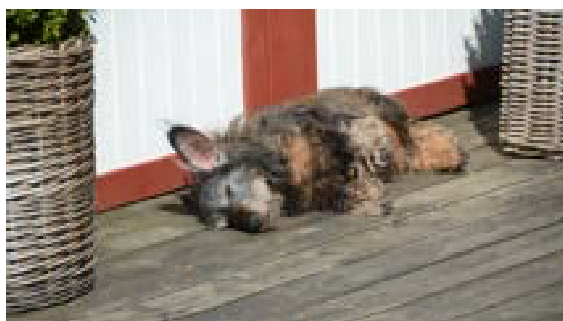
***Laura and Olivia***

**Olivia** has started studying for an upper secondary education majoring in theatre and music. Knowing her this is really her area of interest. She is followed to school every morning by Laura, who is - so to speak "driving miss Daisy".. In her spare time she is still working in the company as an office girl. It is always nice to have some money to spend on clothes, friends and visits to cafés. Olivia is doing very well in school and also spends some of her time helping out other students. She is still into playing tennis and this is enjoyed a few times a week. Life is good.

***Morten and family***



***Monik - after a hard day's work!***



## Our STAFF



**Ulla F. Bæk**

We are pleased to announce that as per 1st September **Ulla F. Bæk** joined our company as the new Export Assistant, working with Susanne Simonsen on quotations and calculations etc.

She has previously worked as a legal secretary and as court clerk.

Ulla is furthermore a professional tournament dancer and a lot of you were introduced to her and her two colleagues, Susanne and Lisbeth, during the Aluminium 2014 Exhibition in Düsseldorf.

## Celebrating 2 x 10 years

In 2012 we celebrated double jubilarians in our company and this year we are also proud to celebrate another two 10-year jubilarians: Financial Manager **Lisbeth Fredholm** on July 1st and Shipping Assistant **Hanne Hunnerup** on August 1st. Stay with us another 10 years!



**Lisbeth**



**Hanne**

## The Simonsen Way



## Shanghai News

*"Hello friends,*

*almost a year has passed while I find the golden autumn scenery here again in Shanghai. Look around, we still have a reasonable harvest through everybody's hard cultivating and fertilizing under the sunshine of the Industry. We are highly appreciated to our dear customers, and friends always put us trustfulness and supporting in whatever the climate is.*



*But this year we did our homework as usual, we up-graded our graphitic bottom blocks process technology, so as to improve its quality and performance and intensified the collaboration with our sidewall blocks manufacturer among all the daily process and business activities. Thanks to the Industry, all our partners and suppliers in China have been running smoothly and they are looking forward to the new challenges in the coming year(s). I am sure I will continue my work and role in year 2015 and so on.*

*May this short letter bring you happiness, healthiness and peacefulness. Wishing you a beautiful New Year!*

*Ruanbo from Shanghai"*

## SICA News

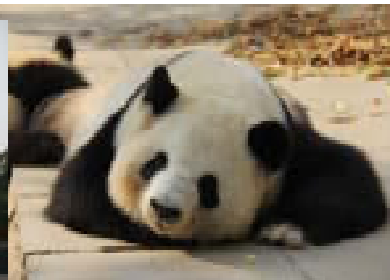


We are happy to inform that SICA is doing remarkably well at the Chengdu Panda Base enjoying life and not the least, we think, motherhood. She has a weight of approx. 90 kg and is very healthy.

As the kind people of the Panda Base has described the plans for 2015: SICA has experienced motherhood once and now another "breeding arrangement" has been planned for 2015...



***Decoration at the Chengdu Panda Base***



SICA looks very much forward to this!



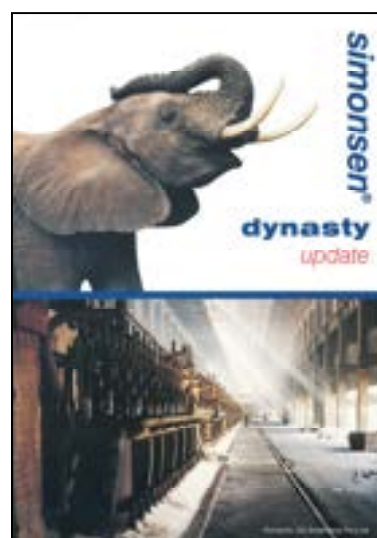
## Christmas Card - An apple a day!



The card this year is with our dear panda SICA - enjoying life as usual.

The animal pictures are again from Jorgen's vast archive collection. We find it hard to do better and enjoy finding new pictures year by year, a pleasure.

## The Cover



## Envelope 2014





## Visits in Nykøbing



We were delighted to have a surprise summer visit from old long-term friends of the company and family: **Alf Harry** and **Marianne Bådsvik** from Karmøy, Norway.

Alf Harry used to work for many years at Hydro, Karmøy and was a very important part of the introduction to Hydro of our insulating bricks from Mosconi Srl in Italy and our Alubar 1100 bricks from Refratechnik (former Burton GmbH). We had a close co-operation for many

years and Alf Harry and Jorgen were very good friends.

Alf Harry has had the last years with substantial health issue after his retirement from Hydro and we were delighted and relieved to see Alf Harry doing well and he, Marianne and family were enjoying a nice holiday in wonderful weather here on our island Mors.

So we can only recommend that if any of you are in our part of Denmark, remember that our door is always open!

In connection with a planned visit to Hydro in Norway by the middle of June we also had the pleasure of welcoming our long-term friends from LIRR, **Wang Shouye**, **Liu Guohua** and **Linda Zhang** at our premises in Nykøbing. As we normally have all our major meetings with LIRR in China, it was a great pleasure for us to show the offices and staff whom LIRR had not seen for quite some time. During the visit President Wang Shouye did give a very educational presentation of LIRR and all the activities presently under the LIRR umbrella. After the presentation we had some time to discuss both our mutual activities and actual plans for production.



**Morten** and **Linda** (LIRR) together with **Christina**, **Annalise**, **Lisbeth**, **Maria** and sitting: **Hanne**, **Susanne** and **Marianna**



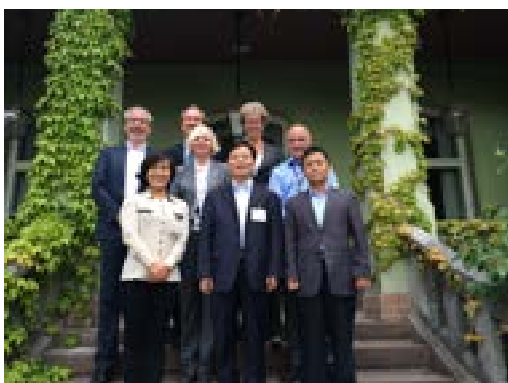
**Wang Shouye** and **Linda** (both LIRR) together with **Morten**

## LIRR/Simonsen Visit to Hydro



By the middle of June LIRR and *simonsen* were invited to visit Hydro in Norway. This was a return visit after Hydro represented by Vice President Hilde M. Aasheim, Ellen Jørgensen and Jun Liang visited the LIRR production facilities in November 2013. The participants from LIRR and *simonsen* were President Wang Shouye, SiC Plant Manager Liu Guohua and Manager of Import & Export Dept. Linda Zhang together with Klaus.

Upon the arrival on June 17 we were invited for dinner at the guest house in Karmøy. On June 18 we started by having a guided plant tour at the Karmøy aluminium plant. In the afternoon we went for a guided tour on the island and especially Skudeneshavn, where Ellen Jørgensen showed our Chinese friends a lot from the time, when the Vikings ruled the island. Later we met with Sverre Enger and Morten in Oslo.



Left photo: Back row: **Klaus, Morten and Hilde M. Aasheim** (Hydro). Mid row: **Ellen Jørgensen and Sverre Enger** (both Hydro). Front row: **Linda Zhang, Wang Shouye and Liu Guohua** (all LIRR)

On June 19 we had various meetings at the Hydro Head Office and enjoyed the kind invitation from Hydro to lunch at the Hydro guest house "Vækerø Manor". The location of the "Vækerø Manor" is absolutely spectacular and we had a good time. We greatly appreciate the Hydro hospitality shown to both our supplier and ourselves and we look forward to our mutual co-operation in the years to come.



## Meeting Valco

We were pleased to have several meetings with our friends at Valco in Ghana during this year. The first meeting was during a Valco visit to Copenhagen in March by CEO Daniel Acheampong and family plus Loveland Agbo Dela. It was two very nice days both with very interesting business discussions and looking at the future for Valco in Ghana and also allowing time for sightseeing in our wonderful capital.



*From the left: Loveland Agbo, Emmanuel Ahiable, Emmanuel Arhin, Amonoo-Niezer Kwabena, Daniel Acheampong (CEO), James Annan, Matt Powell and Francis Opoku-Boateng*

***Daniel Acheampong and Morten***



In May Morten was joined by our very good friend and associate Matt Powell of IAS - International Aluminum Solutions LLC for a 2 days visit to Valco. They had a great time and the Ghanaian hospitality and friendship is absolutely second to none and we believe many opportunities for our mutual companies are apparent.

## Tomago Supplier Award

Tomago Aluminium Company again this year invited us to participate in the annual TAC Supplier Awards Event and Morten was very happy to be present from our side for the third time.

It was again a great event and evening and highlights the importance of acknowledging suppliers.

Even clearly not all can win an award, it is a big recognition just to be nominated and to be part of the event and making it in the finals, which we are happy to say we did this year!

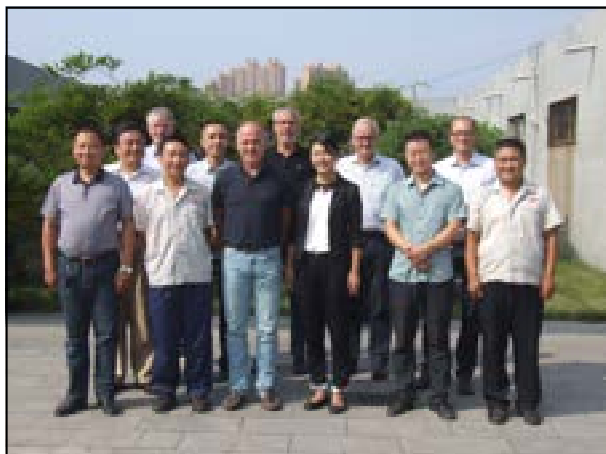
The event is organized by several persons but the key person is Jennean Bates and we are grateful to her for the arrangement, which was flawless.

We are delighted to be invited and TAC may rest assured that we will do a lot to try and be the winners in 2015!



***Morten and Jennean Bates (TAC)***

## Hydro Audit at Shanxi Jinyang Carbon Co., Ltd.



*From left - front row: **Li Gang, Li Xinggang, Sverre Enger, Jun Liang, Cao Guobin and Li Zhongwen.** Back row: **Ruanbo, Svein Kåre Sund, Liang Yanming, Klaus, Thomas Knutzen and André Fey***

By the first half of 2014 it was decided by Hydro that they would require an "updated inspection and audit" of our carbon sidewall producer in China, Shanxi Jinyang Carbon. The previous inspection took place in 2009 when we received the quality acceptance for the Qatalum Project.

The Hydro people involved in this updated inspection in August this year were Sverre Enger, Svein Kåre Sund and Jun Liang. As this was a full and complete inspection/audit, Hydro also included both people from the HSE and CSR department, André Fey and Thomas Knutzen, respectively.

A complete plant tour from receipt of raw materials to the final production and to packing on pallets and crates was arranged with a full discussion afterwards on the Hydro findings and comments and with Shanxi providing various documentation for each production process. There has been a huge improvement at the plant since the last visit and this was also acknowledged by Hydro. At the end of the inspection we were informed that Shanxi Jinyang Carbon had been approved as an "A" supplier to the Hydro group.



**Klaus and Wang Qiang**  
(Production Manager, Sidewall Dept.)

Both Shanxi and *simonsen* do appreciate that Hydro takes the time to do full audits, as this is one of the important ways in which we can improve our production processes and thereby our quality. At the same time it also gives us better tools to intensify our efforts to improve on both our HSE and our CSR systems.





## GAD 2014



**Morten, Helge Jansen, Rainer Gaebel** (both Refratechnik), **Uwe Balshüsemann** (Techno-Physik) and **Klaus**.  
On the photo to the right: **Thomas Janousch** (Riedhammer)



The event took place at the Al Bustan Palace Hotel in Muscat, Oman, generously hosted by the GAD organizers and Sohar Aluminium.



From our partners Refratechnik and Techno-Physik we invited a distinctive group as our guests represented by *Rainer Gaebel* and *Helge Jansen* (Refratechnik) and *Uwe Balshüsemann* (Techno-Physik) together with *Thomas Janousch* from Riedhammer.

Below: **Rainer Gaebel, Najm Alawadhi** (EGA), **Uwe Balshüsemann, Klaus** and **Abdulla Al Nuaimi** (EGA)

We also at the same time had a mutual visit to EGA in Dubai, where we were invited for a plant tour, highly interesting to say the least!

We are happy to inform that we are naturally committed to GAD on a long-term basis and have agreed also to be part of the GAD 2015, the venue being in Doha, Qatar.



## Visit to Argentina



By the middle of March we had a mutual LIRR/*simonsen* visit to ALUAR in Argentina - who is a very good client of ours. It is amazing to think that for the LIRR people living in the middle of China, Argentina is probably the country farthest away from China on the planet. It took them almost 36 hours from Luoyang until they arrived in Puerto Madryn!

The visit started with a plant tour, as the Chinese had never been to Aluar before. At a later meeting at the office various products supplied were discussed but especially the SICAcum blocks from LIRR. We did also have the time and possibility to inspect the blocks supplied.

It was as usual a great pleasure to visit the Aluar people both from the head office in Buenos Aires and from the plant in Puerto Madryn and for Klaus especially to meet Emilio Lewkowicz whom he met for the first time almost 25 years ago.

*Left side: Li Jie, Linda (both LIRR)*

*Right side: Emilio Lewkowicz, Maria Carolina Daviou, Diana Rodriguez and Ximena Zamorano Torres (all Aluar)*



## Kubal

It has for many years been a tradition to visit our friends from Kubal, often in August/September in time for the annual "Kräftkalas" (Crayfish Party). Morten is happy to continue this tradition and had - as always - a productive and good visit to Sundsvall again this year.



We are very pleased to be long-term suppliers and partners of Kubal. Kubal was one of the very first companies to which we started supplying in the early days of our company start-up 30 years ago. May we continue this close relationship for equally many years to come.

*From left: Mikko Kallio, Mikael Sundquist, Christa Bäckman, Morten, Niklas Eriksson and Mikhail Lukin*

## Refratechnik / Burton

Since the very well-known problems of our partner Burton GmbH and the consequent takeover and acquisition by our new partner Refratechnik Steel GmbH a little more than a year ago, we have worked diligently and closely with Refratechnik to build a new strong relationship and alliance between our two companies to be sure also in the future to be the leading supplier and producer of ALUBAR 1100 refractory barrier bricks.

The companies and partners *simonsen* and Refratechnik have realized a wealth of opportunities and not the least a unique sense of synergy and relationship between the companies. Both are fully privately owned, strongly founded on family values and long-term vision and thinking. This has resulted in a strong communality and partnership, albeit the companies are very different in function and size - we are not producers - but of that reason also fit very well together.

We are very pleased to have Refratechnik as our exclusive partners and this just makes our full range of materials and loyal partners and suppliers even stronger.

The former Burton plant is producing at full capacity of the very well-known benchmark of refractory barrier bricks - ALUBAR 1100 - and headway is being made to also supply and develop new qualities and also to be a strong supplier of refractories for CBF and fluewall applications - our PERIAL range of qualities.

## Presenting The Simonsen Team at Aluminium 2014 - Düsseldorf



***Morten, Susanne, Lisbeth, Ulla and Klaus***

## Aluminium 2014



In order to present Refratechnik and *simonsen* as new partners in the primary aluminium industry we were kindly invited by Refratechnik to join the exhibition. It was the very first time in the history of our company that we had this opportunity and it was a great success from the beginning and we are very grateful for having the possibility.



**Klaus and Morten** greeting **Rüdiger Pfarr** (Refratechnik)

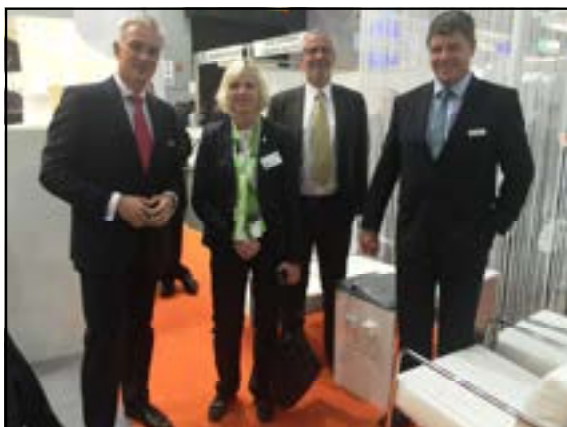
Morten and Klaus were joined by 3 colleagues, Susanne, Lisbeth and Ulla and it was a great chance to meet many new and old friends, to interact with Refratechnik and to enjoy a lot of visits at the booth as well as visiting customer key persons and meeting colleagues from the industry. The Aluminium Essen is a very important event and from the number of attendees a must for us as partners to the industry and we look forward to the next exhibition in 2016.



**Klaus and Marco Bettger** (Trimet)



**Morten, Rainer Gaebel** (Refratechnik) and **Klaus**



**Rainer Gaebel and Helge Jansen** (both Refratechnik) together with **Ellen Jørgensen** (Hydro) and **Klaus**



**Klaus, Ulla, Susanne, Lisbeth, Klaus Tille** (Silca), **Klaus Hölscher** (Calsitherm) and **Morten**

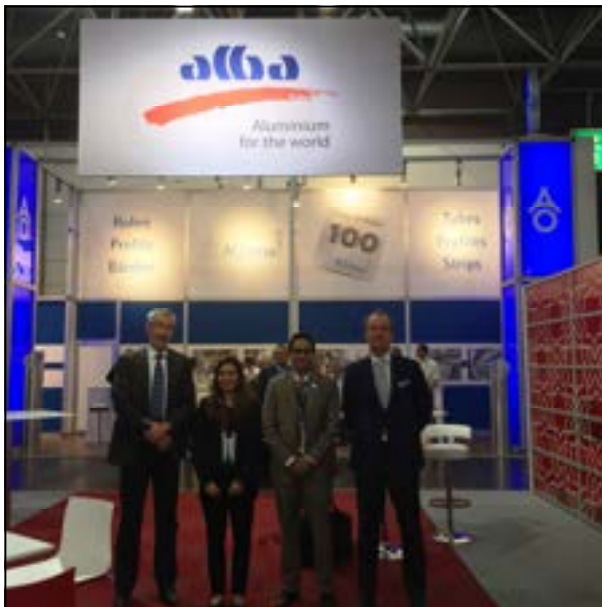




**Klaus, Voula Vlachou, Nicolas Archenaault (Trimet France) and Morten**

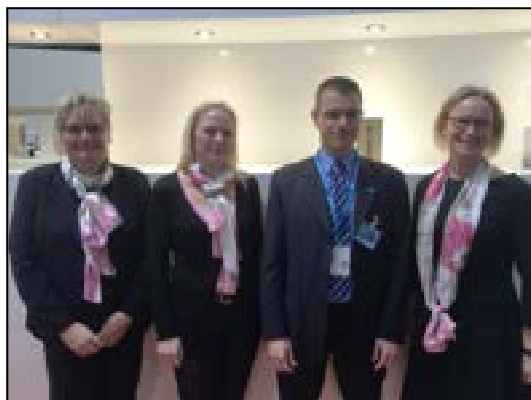


**Roque Martín Galán, Ximena Zamorano Torres, Jorge del Priore (all Aluar) and Klaus**



**Aluminium High-speed Train Cab**

**Meeting at the ALBA booth - Klaus, Shireen Tawfiq Shakeeb, Samit Rasane (both ALBA) and Morten**



**Susanne, Ulla and Lisbeth with David Eisma (Trimet)**



**Klaus Hölscher (Calsitherm) with Morten and Klaus**

## Jorgen Simonsen Foundation

As many of you may have noticed from our e-mails, we have now managed to introduce the brand new homepage of the

*jorgens***simonsen***foundation*



[www.jorgensimonsen.org](http://www.jorgensimonsen.org)

Our target has been to launch this not later than 3 years after our father passed away and we are happy to say this was achieved. We have made the first "soft-opening" of the foundation and it will then later on be a full foundation with many pictures for download and activities.

The members of the board of the foundation are Morten, his wife Marianna, the wife of Klaus, Susanne and the 2 colleagues Hanne and Birthe.

A vital part of the design and creation of the web page is a very close friend of the family, Henrik Gabriel. Henrik has designed our company logo and profile and worked closely together with Jorgen, a co-operation that has been continued and strengthened. Henrik has his own design company and is a hugely creative person who recently also joined the *simonsen* Advisory Board.

The foundation home page will include many thousands of animal and nature pictures, all will be able to be downloaded. Furthermore, it will be possible to make donations to the foundations which we are associated with, i.e. Thula Thula Game Reserve, The Giant Panda Base in Chengdu etc.

We sincerely hope you will enjoy the content and feel this has value to you and to recall the spirit of how this is created, the love of life and wildlife.

One who has been inspired by Jorgen's many photos is Jessica Proft from Pacific Aluminium. She sent us this email:

*Hi Morten,*

*I just thought I would drop you a short email, to say thank you for the lovely scarf and card. The photos are gorgeous. I especially love the one of the zebras and gazelles around the watering hole. They have inspired me to get my camera out!*

*Thanks again,  
Jessica*



*Sea Lion and Calf - one of Jessica's photos*

Donations received through the Jorgen Simonsen Foundation will among other matters be supporting the following endangered animals around the world:



Mountain Gorillas in Rwanda, Uganda and DR Congo



Giant Pandas in China



Rhinos and Elephants at the Thula Thula Game Reserve in South Africa



Orangutans in Indonesia



The arctic Polar Bears



Tigers in India



And through the WWF (World Wildlife Fund) the foundation is also involved in the support and protection of the rainforest and as such supporting animals living of same.

## Jorgen's Photos

From Jorgen's archives we found these wonderful photos - please judge for yourselves:





**Henrik Gabriel** maa has known simonsen for almost 20 years - here are his immediate thoughts on that occasion:

*"Almost 20 years ago I sat in Jorgen's office in his private home. Outside the window there was a beautiful large tree in the middle of foggy sceneries - quite grey and very wet.*

*Here I sat and dreamed up the idea of simonsen - Jorgen told me - and he continued: this is the window from where I looked out - and this old tree is the one, I stared at while speculating....*

*I got the impression of a beautiful concept, which just needed to be executed - this was where simonsen was born. You rarely know the ingredients of a success but the foundation of simonsen was definitely established in Jorgen's mind while looking out at that old tree.*



**Henrik Gabriel**

*Today simonsen is a mature business but the company's promise is still the same. The attitude may have become even stronger over the years. It seems that tradition and a strong will has strengthened the company's direction. This has also been reinforced through the doubt, reflection and renewal as the next generation has taken over.*

*simonsen makes it obvious that inherited responsibility is the strongest foundation for sense of duty and determination.*

*Today promises are more important than ever. We only trust companies that keep their promise.*

*We all have more and more contacts with more and more organisations - new research shows that organisations communicating the most live the longest.*

*Therefore, it is a glorious exception when you meet a company with an honest hospitality and unexpected degree of openness - it spreads joy in a busy day.*

*For many years we have talked about relations between company and customers. Most people have heard of the "b 2 b" - business to business - or "b 2 c" - business to consumer.*

*The most modern approach - the hottest topic at universities - has actually been simonsen's process for almost 30 years the concept of "h 2 h"*

*Human to human"*



## Sponsoring

On Friday October 31st our local badminton club celebrated their 75th anniversary. It was decided that the club would do something extraordinary and they decided to invite Peter Gade.



For those who do not know Peter Gade please know that:

- ◆ For more than a decade he was the best male badminton player in Denmark.
- ◆ He has won the "All-England" Championship on several occasions.
- ◆ For a period of more than 3 years he was No. 1 on the official world ranking list.

He is now 38 years old and has officially retired but he still travels around to the small clubs in Denmark to show both trainers and players how to improve their skills.

During the session in Nykøbing he spent 4 hours together with more than 40 players and trainers. As you can see from the photo to the right, one of the players was Klaus' youngest son, Nikolaj.

In the evening Peter Gade played against 4 of the very best local players. Even retired he was still able to show all the invited how badminton is played at the very highest level.



## Green Lawn Mower

Our very good friend from Switzerland, **Peter Winkler**, highlighted the importance of a green approach also to your own home activities, so he suggested to use this green, CO2-friendly lawn mower.



No noise to disturb your neighbours, very little maintenance costs and almost CO2 neutral.

## Simonsen Staff in Action

As sponsors for our local rowing club we were invited to visit them one evening in May.

Everybody attending had a fun evening with nice weather and luckily a quiet fjord - and to some new muscles were discovered this evening!

*Before take off..*

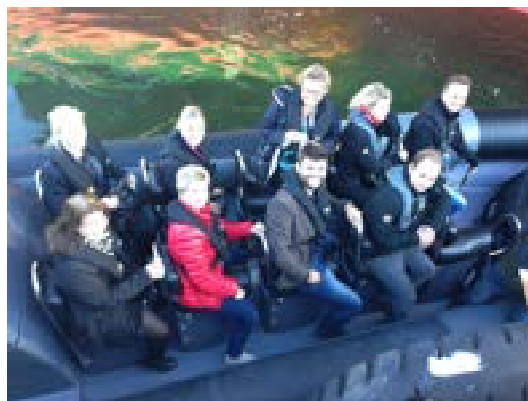


*Which side up?*



*Everybody safely ashore!*

In September our shipping department was invited to Aarhus to visit Airlog, one of our logistic partners and on that occasion they experienced the high speed of a RIB boat.



As usual some of the ladies in the office participated in the annual May event - Lady Walk, which takes place at the same time in 11 different places in Denmark. You choose to walk a distance of 7 or 12 km and the purpose of this event is to support various organisations supporting women diseases.



## Las Vegas

As advised by Morten in the 2013 Dynasty Update he did turn a sharp corner of 50 years in 2013 but never managed to really celebrate same year.



**Marianna and Morten**

So by June 2014 time had come and Morten held a big party in the full theme of Las Vegas at the famous "Inn" Sallingsund Færges-

kro in our town and this was then changed completely into Las Vegas Style. A very talented singer and crooner came to sing all of Morten's favourite songs, a full gambling casino and a themed dinner was arranged. To say the least, it was quite a party and celebration!



*The real ladies dressed up for Vegas*

Back row: **Connie, Annalise, Maria and Christina.**

Front row: **Lisbeth, Birthe, Hanne and Susanne**

As Morten spends considerable time "up in the air", Klaus gave him a full airline service trolley, completely stocked, so he can feel at home even when not travelling! - And

the ladies of the company had gone all out to make it a special evening in terms of costumes!



**Surprise!**





## Panda Diplomacy

During an official visit to China in April a large Danish delegation including the Danish royal couple Queen Margrethe II and Prince Consort Henrik received the promise from China's President Mr. Xi Jinping that two pandas will be lent to the Copenhagen Zoo. This gesture does not happen often and shows a great symbol of friendship between our two countries. We as Danes are very proud to be included in this small group of panda diplomacy club members counting the very first diplomacy act back in the Tang Dynasty during the years 625-705.

## Royal Visit to Mors

In September we were also proud to be able to welcome Queen Margrethe II and Prince Consort Henrik to our island Mors - 15 years after their last visit.



And as you can see every little princess 'in spe' was on the street that day!



Just two weeks before this royal visit the annual cultural event had once again been held at Mors and on that occasion the pedestrian street area of Nykøbing had been furnished with a "roof" of many umbrellas which had been decorated by children from all over our island.

## A Thank You Photo

On December 24 last year we received from Linda, Manager of The Import & Export Department, this wonderful photo showing the export team of LIRR with whom our shipping department is in daily contact - and all wearing a *simonsen* tie or scarf.

We greatly appreciate this gesture shown to us and especially the kind thoughts.



1984

30 Years

2014

*Quoting Jorgen :*

*REMEMBER: The shortest distance between 2 persons is a smile and the bigger the smile the shorter the distance.*

*Also remember always to treat others the same way as you would like to be treated yourself.*

*If you follow these simple rules, I am sure life will be an easier one.*



***Morten, Klaus and Jorgen***

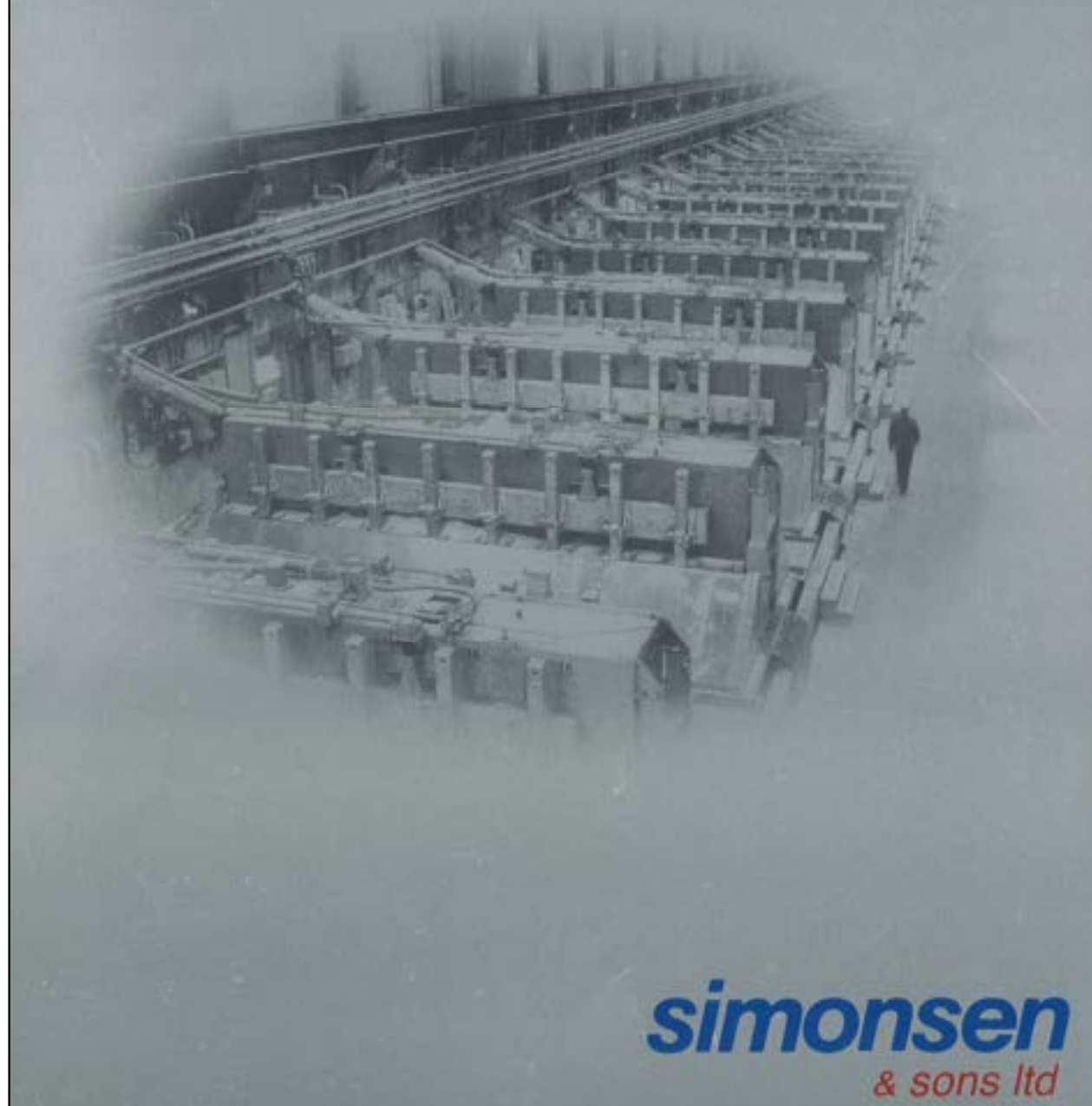
Finally, we wish you and your families a happy Christmas and a prosperous 2015.

Warmest regards,

Morten

Klaus

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