

Dynasty Update 2000

Simonsen®



Dear Readers !

We are now approaching the end of the first year of the new century.

As I use to write time is still running faster and faster. How come? I don't know, but I assume that when you are so lucky to have a good health and a demanding job, you will be busy all the time and you don't get bored, but sometimes we have to make a stop and reflect on life, as there is more to life than just work, even it is more and more difficult to realise what it is

Well, we can't complain, not at all. This first year of the century has been a good year for our company. We have been very successful being able to obtain large orders for several projects to be executed within the next 2 to 4 years. This means that we have a very good backlog when we enter 2001.

As Churchill would probably have said: "Never have so few people got so many orders in such a short time".

We are doing very well, and financially 2000 has also been a good year.

There are probably many reasons for our success. First of all we can, as one of the *only* companies in the world, offer the **aluminium industry** a complete package of the best refractory materials available in the world today.

As it seems to become more and more popular to buy the complete package from one supplier, we are of course in an excellent position.

Secondly, we have suppliers producing products with outstanding properties, who offer an excellent technical back-up and who also have some very innovative and dedicated employees.

Thirdly, we also believe that the fact that we are "small" means that we can make quick decisions, we can provide any service required very fast and we can also solve nearly any problem just by snatching the fingers. That is one of the many advantages of being small and independent.

That we have a complete package of first-class refractories available today must not make us fall asleep. There must be a constant development of new and improved products, and with our daily contact to the aluminium industry world-wide, we think that we know both what the industry needs to-day and what we think it might need in the future, when it comes to insulating and refractory products.

This year we introduced among other things a completely new calcium silicate board ***insulite 2000*** developed by Cape Calsil in England, with outstanding insulating properties. 30 to 40 percent more insulating than the traditional calcium silicate boards, ***insulite 1900***.

Mosconi has developed a new insulating brick for Aluminium Pechiney designed pots (AP 18 and AP 30) which we have so desperately needed as part of our package for many, many years. But now it is here, the ***msb-AW 500***.

We have started a new co-operation with Isolite in Japan and shall soon be marketing a range of insulating firebricks named ***TWENTY-3***, ***TWENTY-5*** and ***TWENTY-6***, which shall be sold for anode bake furnaces from their plant in Malaysia.

This year we also introduced our new catalogue, which I feel is some of the most informative information about refractories, I have ever seen. But it is of course also my “baby” so maybe my point of view is a little coloured. But our business associates praise us for this “publication” which we shall slowly have distributed to all smelters world-wide with whom we are doing business. We are making a system so that new or changed datasheets will automatically be distributed from our offices. However, as we have been so busy through all the year there are certain things which unfortunately must wait till we get more time for that kind of service, but we shall get there, believe you me.

We have seen very steady aluminium prices for the past several years, even now when this “dynasty update” is being written the price has dropped to around USD 1,500.- per metric ton. I think this price should still be acceptable considering among other things the much longer lifetimes the smelters achieve to-day compared to 5 to 10 years ago, and so far I haven’t really heard anyone complaining about the aluminium prices for quite a while. I have read in some publications that the price should move upwards towards 1,600 to 1,700 US-Dollars per ton within the next year or two, and that would definitely be appreciated by all of us, and still such prices don’t give your competitors a stronger foothold in the market, which should of course be avoided.

So all in all, I must say that as far as I can see the aluminium industry has a very bright future and so do we, hopefully, being so closely connected to the aluminium industry, which is in fact the only industry we are doing business with.

We can guarantee you that we shall also in the coming years still be innovative and introduce new products and you shall still get the “good old fashioned” service which we have been giving you in the past, as I am a firm believer that our close relationship to our suppliers and clients plus our service plus the fact that our staff seems to stay with us for a long time, which means that you will always be talking to the same people you know already, who know you and who know our products, are some very solid points.

All these factors are very important for us to stay in business, first of all but of course to grow together with the industry, and to stay competitive, maybe not always on prices, but if you add all factors together a low price is not always a guarantee for a good deal. I think the opposite, and generally we must say that we normally get what we pay for. You never heard about anyone paying the price of a Lada who got himself a Mercedes, did you ?

THE GREAT WALL

End September Tove and I visited China to participate in the inauguration of the new LIRR plant. As it is already some 10 years ago we last visited The Great Wall we took ourselves a day off to go to see this fantastic “building”, if you may call it so. I didn’t ride a bike on the wall, but we walked several kilometres along the wall and that is really something, as in certain places the wall is nearly as steep as a cliff (with steps, though).

It is a breathtaking experience in more than one way as you are not exactly a first-class athlete when you get close to 64 but we made it (of course), because we wanted to.

A trip to China is always recommendable and if you go, don’t forget to visit the Great Wall as this must be number one on your list of tourist attractions in China.

THE STAFF

We have had a lack of staff during 2000. As well Marianna, Morten's wife, and Hanne Christensen have been on a maternity leave. Thanks to Elke and Marianne we got through the rough times when there was a lot of "late hours" due to too much work for too few people. However, we cannot just preliminary employ people to assist us as they don't know the products, the procedures, the clients etc. So we decided that we would try to make it on our "few own", and we succeeded mainly due to the extra efforts of the two "fine ladies".

Now everyone is back in service and we are now 10 people in our offices on a day to day basis. Fortunately there is always someone travelling. If "someone" didn't travel so often there would probably not be seats available for everyone in our office, but we manage.

We have made a few changes to who is handling the various, operational areas as follows:

Klaus Simonsen	- responsible for administration, quotations, production planning, plant visits, and overall responsibility for the shipping department.
Morten Simonsen	- responsible for the overall sales activities.
Jørgen Simonsen	- product development – contracts – datasheets – testing of products – marketing
Tove Simonsen	- our financial manager who makes sure that we get paid, preferably in time and Tove also makes sure our suppliers are getting paid. They also prefer to get paid in time, so you will realise that Tove is a very important person for all of us
Marianna Simonsen	- handling exclusively silicon carbide products from China
Susanne Simonsen	- Sanne as she is called, is assisting Tove in the financial department and takes over more and more of Tove's work
Marianne Pedersen	- secretary to Morten and myself. Marianne is overworked (but not underpaid) and we therefore intend to employ one more secretary as from 1 Jan. 2001
Elke Jeppesen	- responsible for all products from Burton and from Isolite, Malaysia
Hanne Christensen	- responsible for handling all orders in terms of production and delivery for insulating products plus assisting Marianna with some of the silicon carbide orders
Henrik Lavesen	- controller and supports us on a day to day basis with financial issues

The below photo shows the entire staff.



From left to right:

Marianne Pedersen – Susanne Simonsen – Tove Simonsen – Klaus Simonsen – Elke Jeppesen – Hanne Christensen – Morten Simonsen – Marianna Simonsen – myself and Henrik Lavesen

FAMILY (and DOG)

The family is doing extremely well. Since last year Morten has moved into a new house only about some 400 metres from where Tove and I live. So there are plenty of possibilities to make mutual visits and for us to see Laura and Olivia (4 and 2 years old) frequently.

Klaus also lives very close to us – 3 minutes by bike – so the 3 families (the dynasty) is living in the same area and very close to each other, which is really nice and very comfortable whether we are going to look after the grandchildren or Klaus and Morten and their families shall look after Silla, our black labrador.

Silla is still doing well. Nearly 6 years old and a fantastic friend. She is simply wonderful but always very hungry. We still make our walks and bike rides together, meaning that I am on the bike and she is running.

THE GRANDCHILDREN

In Beijing, on the silk market, Tove and I purchased 5 aluminium rollers, 1 for each of the grandchildren, as of course they should have a roller - not a roller from steel but a roller made from aluminium. Not only because it was aluminium but because we would by far have exceeded our weight limit for the flight back to Europe had we not chosen the excellent and lightweight aluminium rollers.

I have been writing so much about the grandchildren over the years and now you will see them lined up in honour of you with their aluminium rollers. What about that?



From the left to the right:

Sara (10) – Frederik (6) – Laura (4) – Nikolaj (3) and Olivia (2)

NEW BOARD OF DIRECTORS

As from 1 January 2000 we became independant as explained in last year's Dynasty Update.

We bought back the 51% shares from Morgan Crucible which Morgan owned in our company and these shares were then acquired by Klaus and Morten, meaning that we have made a "change of generations" as from 1 January 2000.

Klaus and Morten therefore now own 38 percent respectively of our company's shares and I have only my "humble" 24 percent of the shares left !!! (But I shall survive, I think).

We took the opportunity to establish a new board which now consists of

Morten Simonsen – chairman
Klaus Simonsen
Jørgen Simonsen and
Ole Møller Knudsen

Ole is our company's lawyer and now also our board member. He is about the same age as Klaus and Morten. We seldom have boring board meeting, by the way. In the board meetings our auditor Anders Borg also participates, but only as an adviser, as a company's auditor cannot be a member of a board of directors in Denmark, which is probably very logic.

Anders Borg and his auditing company is doing the monthly auditing of our company activities whereas Ernst & Young, Aalborg, is still the auditing company who does the

annual, overall auditing, as we found it important to have a world known company to control and sign our annual statements.

We want to be just as professional when it comes to auditing issues as when it comes to how to run our business.

The photo shows our new board:



From left to right:

Morten – Ole Møller Knudsen – Klaus and myself

WORLD PRIMARY ALUMINIUM SMELTING CAPACITY

At the beginning of 2000 the world-wide industry had an appr. capacity of 25 mill. tons. Production was appr. < 23 mill. tons.

Forecast for 2008 is a capacity of appr. 33 mill. tons and a production that year of appr. 30 mill. tons.

In year 2024 – and that is a long time ahead – it is predicted that the world capacity will be in the region of 43 mill. tons and the production will be around 40 mill. tons.

These figures indicate to me – what I have always known and believed – that we are in a very prosperous industry where demand, production and capacity of the production facilities will keep going up in the years to come.

It seems as if the aluminium industry is in a win-win situation.

THE US-DOLLAR

The currency situation in Europe is right now, and has been for quite a while, very turbulent. The EURO is weak, even the economic situation in Europe does not justify such a weak European currency.

Anyway, for us, selling some of our products in US-Dollars, the value of the Dollar in relation to the European currency/currencies is very essential. Today the value of the US-Dollar against the Danish Krone is 8.85. This won't tell you much. However, when you learn that the largest Danish bank, DANSKE BANK – our bankers – is predicting that the value of the US-Dollar should be reduced to DKK 7.37 by October 2001, you will probably realise that the international banking system is expecting a fall in the US-Dollar value of some 16 to 20% within a year's time.

Such a drop would of course also make American producers more competitive when exporting, but of course also this expected and predicted reduced Dollar-value will mean lower oil costs.

ISOLITE JAPAN & MALAYSIA

For many years we did much business with our close associates Isolite Insulating Products in Japan, selling their diatomaceous bricks world-wide. However, this business stopped gradually due to the very strong Japanese Yen, unfortunately.

Today we make no more sales of the Japanese produced insulating, diatomaceous bricks.

However, we have started new activities together with ISOLITE as Isolite some years ago moved their production of Insulating firebricks – IFBs – from Japan to Malaysia from 2 reasons. First of all Malaysia had near the city of Ipoh very good raw materials plus the Malaysian wages were more attractive than the relatively high Japanese wages.

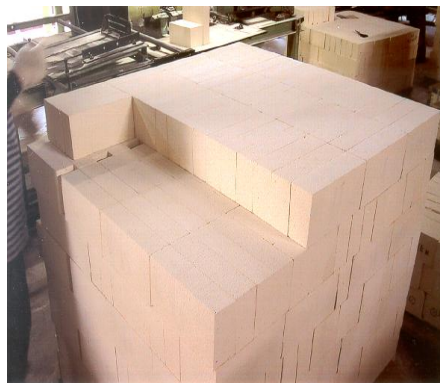
We are at the present making thorough tests of 3 qualities of IFBs mainly meant to be sold as back-up bricks/lining behind the flue-wall bricks in anode bake furnaces.

The bricks are called **TWENTY-3**, **TWENTY-5** and **TWENTY-6**.

Data sheets will be printed and distributed to all relevant persons as soon as the test results from the independent laboratories are available.



Firing the IFBs in Ipoh



Machined IFBs ready for packing

As you may know we are very fussy about independent testings of all products we market.

We don't really accept any supplier's data. These will only serve as guidelines, but we insist on having independent tests performed - on all products – to make sure that our data sheets maintain a high level of credibility.

All data in our data sheets are based upon independent test reports which are available for any product and for any property upon request.

CAPE CALSIL PRODUCTS

Cape Calsil of England are our suppliers of the high quality **insulite 1900** standard boards but also of the newly developed **insulite 2000** high insulating calcium silicate boards.

This **insulite 2000** board has been especially developed for smelters with pots with little cavity below the cathode blocks. Using the **insulite 2000** blocks means that you can still have a very good insulating barrier in the bottom of your pots, even where very limited space is available for insulating materials.

Some smelters are running trials with this new board, which we expect to be *the* board to be used by smelters whose technology is based upon insulating their pots with calcium silicate boards.

MOSCONI s.r.l. ITALY

Mosconi – our suppliers of light insulating perlite bricks – have improved their production facilities and research and development efforts enormously over the past years.

Mosconi has developed a new large shaped quality called **mega 500** which is intended for bottom insulation of bottoms in anode bake furnaces.

A new ordinary brick size has been developed called **msb-AW 500**.

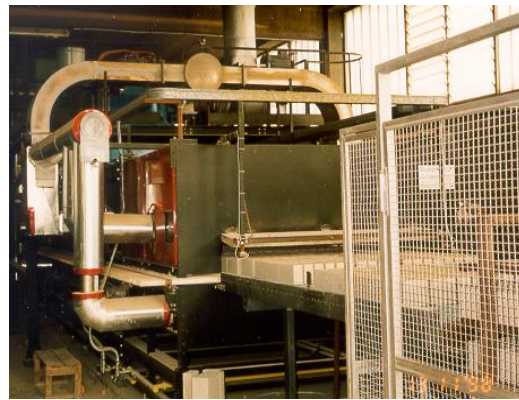
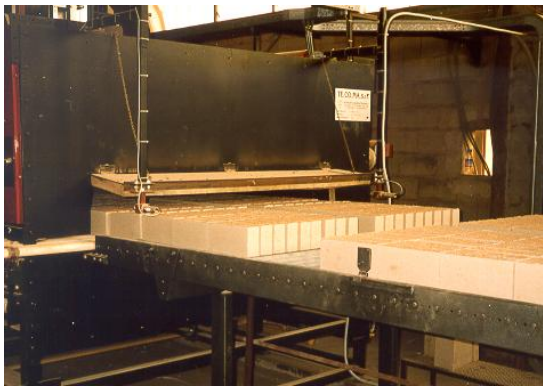
This new quality has been sent to Aluminium Pechiney laboratory in St. Jean-de-Maurienne and met all the specifications, and small scale industrial trials have been allowed.

This new quality is off-white and has of course the same, usual tight tolerances as all other Mosconi bricks namely ± 1 mm on all dimensions, as this new quality like all other Mosconi bricks we supply are always machined on 5 faces.

Mosconi's new roller kiln works very well and now the Mosconi quality of bricks has much more constant properties. This new roller kiln will be extended and also there are considerations to replace one of the old small tunnel kilns with a new, larger but similar roller kiln starting 2001.

This means not only a more stabile quality produced, but also a production increase. Mosconi is right now building a new laboratory and has employed a young technician, who will be responsible for quality control and testing of the bricks produced.

The below photo shows part of the relatively new roller kiln:



Mosconi's existing roller kiln

BURTON GmbH

Our success in selling the Burton range of barrier bricks – the ALUBAR series – has grown and grown and is fortunately still growing.

I don't think I exaggerate when I state that the ALUBAR bricks are no doubt, as the Carlsberg Breweries use to advertise their Carlsberg beer: "Probably the best barrier bricks in the world".

The philosophy behind the development of this brick has proven to be right, namely to develop products WITH the industry FOR the industry.

Due to this sales success Burton is of course considering expanding their production by one or more presses within the nearest future.

The production of the large-sized **alubar** bricks will also be optimised, in order to increase the output but also in an attempt to bring the costs down.

Burton and we have successfully – in a good co-operation – obtained substantial orders for alubar bricks for various pot designs for retrofitting of complete pot-lines but also for new pot lines to be built.

We are approved suppliers of our **perial** fluewall blocks as tests started several years ago now show that the **perial** bricks do an excellent job and last for many, many cycles.



Pressing of **alubar** bricks



Firing of **alubar** bricks

L I R R

Lirr, our suppliers of silicon carbide bricks, nitride bonded, has recently expanded their production by building a complete new plant that can produce some 3,000 metric tons annually. Besides this “new” production Lirr still produces in the “old” plant meaning that the output of nitride bonded silicon carbide bricks as from 1 Jan 2001 will be totally appr. 3,500 metric tons.

A further expansion starting mid 2001 is considered, meaning that within 1½ to 2 years their total production will be in the region of 6,500 metric tonnes.

The new plant was built according to the newest principles and technologies.

It has 4 presses, 6 drying chambers and 10 nitriding furnaces. Very, very impressive.

The quality is of course the same high quality as the raw materials, the managers, the workers and last but not least the technology is the same.

Already today LIRR is by far the largest producer of silicon carbide bricks in China.

It is remarkable that this “far-away-supplier” causes us NO problems what-so-ever concerning maintaining delivery times. All shipments are arranged at the agreed time as all shipments (always in 20 ft. containers) arrive at their destinations in time.

The LIRR organisation is like the organisation by all our other suppliers absolutely top-class.

As some of the few suppliers in the world today we can also arrange shipments of urgently needed SICATEC 75 blocks with a relatively short notice.

The total transit time from time of shipment – ex Qingdao – is appr. 6 – 8 weeks max. to any client, anywhere in the world.

Some time ago we had some problems with the **sicabond** mortar from China but now our Chinese friends have also got their acts together in that respect.

The following photos are taken during the inauguration of the new plant on 28 Sep. 2000 in Luoyang.

INAUGURATION

A fantastic experience that we, my wife Tove, Klaus and I never had before, but which we enjoyed very much.

There was a brass band, a red ribbon to be cut by President Wang Jinxiang, president of LIRR, Mr. Gao, the director of the industrial area and myself. Very, very interesting.

We are definitely co-operating with some very professional and very kind people, what those of you who have met our Chinese friends already have also experienced.

For your information LIRR expects the final ISO-approval during November 2000, meaning that a LIRR approval as an ISO-approved supplier is just “around the corner”.

I gave a speech in English, which had in advance been translated by Ms. Xu Fuyu.

With this excellent supplier in China we are well armed to meet the future’s probably high demand for silicon carbide products and to meet the competition from other producers.



Cutting the red ribbon



The new plant



Checking *sicatec 75* dimensions



Blocks being placed in the kiln cars before going into the nitride furnaces.

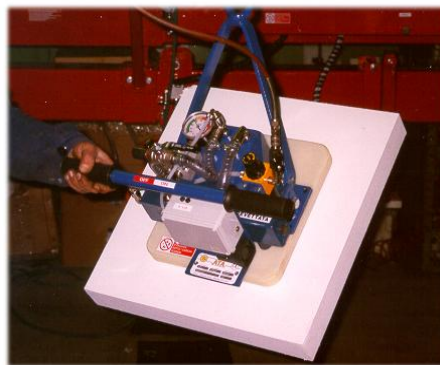
A T A

In Toscana is our supplier of the so-called **octopus** lifter, mainly meant to be used for placing the heavy silicon carbide blocks in the side-and end walls of the pots.

We have not made a fortune on providing this lifting equipment, as many of the **octopus** lifters are given away, when large orders for silicon carbide bricks are placed with us.

We have got some feed back on these lifters and many smelters state that they don't know how they have been able to operate efficiently in the past without this fantastic "machine".

The present version is obviously NOT fitted for lifting side-wall carbon blocks. A new lifter for this purpose is on its way and can be supplied upon request. As we are NOT (yet) in the "black" business, the new version of a lifter is not an equipment we shall push very much, but as a service to our clients such a lifter could be provided.



STARING MASKINFABRIK STARING MIXER

As we also entered into the market for mortar by selling silicon carbide bricks we of course also had to supply the necessary mortar.

As mixing in many smelters still take place in large buckets with a shovel, we had to introduce a professional mixer, which is able to mix such a critical item as silicon carbide mortar like **sicabond** in a good and efficient way.

The below mixer has proven to be very good and I feel convinced that there will be a good market for this mixer in the future.

Depending on the size of orders for **sicabond** mortar such mixers may be supplied free of charge.

The Staring mixer is a high quality Danish mixer made in a town called Bronderslev which is only about one and a half hours drive from Nykobing Mors.

We get a good technical assistance from a gentleman, Tommy Bredahl, who is the managing director of Staring Maskinfabrik. Not only is he the managing director but he is definitely also a very nice, skilled and helpful guy.



BAYSIDE ALUMINIUM CONTRACT

On Monday 21 Aug 2000 I visited Bayside Aluminium to sign a 3-year contract for delivery of **msb-450** insulating perlite bricks from Mosconi in Italy.

The number of bricks on this contract is around 1 million pieces. A very nice contract. Not only because of the order, but also because the order means that we shall stay in business with our South African friends, whom I have been visiting since 1976, for several years to come.



After having signed the contract the above photo was taken showing from the left: Jimmy Wilson, managing director, myself and to the right Ulu Ludwig, Carbon Manager.

I sent the photo to Jimmy and Ulu by e-mail. After a few days I got an e-mail from Jimmy with the following contents:

Quote

“Yes, on close inspection had Ulu and I pulled harder, we may have strangled that bugger in the center”

Unquote

With such friends you don't really need enemies, do you ?

As you will probably understand a very “open tone” is ruling among us. Not too formal, in fact not formal at all, and why should things be so formal. Let's put some joy, fun and jokes into business. We spend so much time travelling and doing business that if we didn't have fun, I hardly believe that all the business and travelling was worth spending so much time on.

ALUSUISSE – STEG SWITZERLAND

For many, many years I used to visit this relatively small smelter in Wallis in the Alps in the Southern Part of Switzerland. I always visited this smelter in December every year for many, many years, as it is such a pleasure both to visit the people in the smelter, but also to enjoy the 4 hours' train ride from Zurich to Goppenstein in the mountains.

Recently – as you know – Alusuisse was aquired by ALCAN of Canada. Therefore, I took a photo of the sign outside the plant which is in fact a historic sign – or could be – as the plant now belongs to Alcan and one must expect that the plant will be renamed to “something including Alcan’s name”.

This smelter will start a large retrofit programme of 128 pots as from December 2000. We have been succesful in obtaining orders for our silicon carbide bricks, barrier bricks, calcium silicate boards and the insulating bricks and thus securing the entire order for all the refractories for this project.

Of course it is an important factor that over the years we have been working closely together with the technical people in Zurich, and therefore, have had various products approved by Alusuisse for several years.



T A L U M Slovenia

Talum is a smelter which we have been supplying for many years. Over the years we have built up very close relationships with both the technical as well as the commercial people at Talum.

Some time ago Talum decided to build another half pot-line based upon the successful AP 18 technology (60 pots in total).

We offered our barrier bricks and insulating bricks for this project and have again been successful and have secured the entire order.

This smelter is very well run and Mr Zlatko Cus, Aluminium Production Manager, informs that the AVERAGE lifetime of their AP 18 pots exceeds 2700 days. Not bad, to put it mildly.

The wine, the food and the hospitality in Slovenia is very, very special, and this smelter is definitely also one of the smelters, which have a very good future, and with whom we have a very good co-operation.

S L O V A L C O **The Slovak Republic**

For the last 2 years we have started doing business with this smelter also. So far we have supplied barrier bricks and silicon carbide bricks, successfully.

Many of the smelters and their people in the Eastern Europe are definitely a breed of their own, and they are all most likeable. Those of you who never visited the Eastern European countries really missed something. The atmosphere and such people you won't find anywhere else in the world.

I haven't visited this smelter myself, but honestly, I can't wait to go there.

I C E L A N D

In Iceland we have many friends and business associates. We have been supplying ISAL, belonging to Alusuisse (now Alcan), for many years with our entire range of products. We have also during this year secured large, long-term contracts with ISAL, which is a very important client of ours.

Another Icelandic smelter is the relatively new NORDURAL smelter. For phase 1 of this smelter we supplied all the refractories and we have been very fortunate also to get orders for all the refractory materials for phase 2, consisting of 60 pots, VAW design.

VISITORS IN NYKOBING MORS

During this year we had several visitors in our offices in Nykobing for technical and commercial discussions.



Photo 1 – from **Cape, UK**

David Cliff, Research and Development Manager
John Stevenson, Managing Director
Mike Townson, Research and Development Director
and Klaus



Photo 2 – From **Hydro, Sunndal, Norway**

Klaus,
Sverre Enger, Sen. Purchasing Consultant and
Sigurd Aaram, Sen. Technician - Relining



Photo 3 – From **Alcan, Canada**

Morten
Claude Gilbert, Senior Scientist Potlining and
Jean Crépeau, Buyer-Negotiator



Photo 4 – From **Alcoa, South Carolina, USA**

Chris Cox, Commodity Manager

If you ever come close to Jutland let us know, and we shall welcome you and according to good, old Danish traditions we serve you a lunch with heering, a beer and if you are not driving a car we certainly also recommend a small glass of Danish "Akvavit".

When may we expect you? You will enjoy it

T M S
Nashville, Tennessee

As usual we participated in the annual TMS Conference in the US. This year it was in Tennessee, a city we really didn't experience, as the hotel was a kind of complete city under one roof, so we didn't even get out into the open air. A somewhat strange experience.

However, meeting all your friends and business contacts made up for the somewhat artificial climate.

We had arranged with one of our Chinese friends, Professor Zhao Junguo, that he would give a paper on silicon carbide bricks, nitride bonded. Professor Zhao is today the head of the production in the new plant as described before.

Mr. Zhao's paper has been distributed by us, but further copies are available upon request. Mr. Zhao was praised very much for his paper.

A remarkable thing about this paper was that it was presented in English, which is quite a normal thing. But it is not normal that a person giving such a paper hardly speaks an understandable English only about one year before the presentation, so not only had Mr. Zhao to prepare the paper but he was also studying English very hard. He succeeded.

If there is a *will* there is a *way*

In the photo below Mr. Zhao is discussing silicon carbide products with Sebastião Henrique Ubaldo Ribeiro, Industrial Director at Valesul, Brazil.



HOSPITALITY SUITE

The last day of the conference – it was a Thursday – we had arranged a hospitality suite and sent out invitations to various persons from the industry.

As it was the last day of the conference, not too many showed up in our hospitality suite, but those who did I believe had a very good afternoon.

Everyone was relaxed, everyone wanted to enjoy and have a good time as it was the wee hours of the conference.

First of all a very interesting paper was presented by Egil Skybakmoen from Sintef in Trondheim about Sintef's experiences with the many testings of our Chinese **sicateg** blocks.

Egil had to present the paper three (3) times, which was a little bit too much, but some people kept coming and they all wanted to hear what the specialist had to say about the testing of the **sicatec 75** product.

In between the participants in this “afternoon-session-silicon-carbide-presentation” had a few drinks (in all modesty).

However, this paper has later been named “the-gin-and-tonic-paper”, from reasons you may assume yourselves.

In the hospitality suite we welcomed among others



Photo: Seth Adjei, **Valco, Ghana**
Dr. Helmut Peters, **VAW, Bonn**
Edwin Gbesemete, **Valco, Ghana** and myself



Photo: Professor Zhao Junguo, **LIRR, China** and
Dr. Mike Townson, **Cape, UK**

Holding the sign showing visitors to the hospitality suite.



Photo: Mr. Stig Handaa, **Kubal, Sweden** and Mr. Brian Pickering (our man in **New Zealand**)

Also showed up to see us in our suite.



During the Conference we also had the great pleasure to enjoy a lunch with our good friends from **Alesa in Zurich**. From left to right:

Mr. Vincent Christ , myself and
Mr. Peter Sommer.

Also a very enjoyable event. I think.

TMS 2001 NEW ORLEANS

During this TMS Conference Dr. Wolfgang Walz from Burton will present a paper on

Monday, 12 Feb.
At 15:30 (3:30 p.m.)

on barrier bricks for electrolysis furnaces (pots). We hope you will participate in this session.

We intend to have a hospitality suite again the last day of the conference, where you will get an opportunity to meet Wolfgang and also to meet Klaus, Morten and myself, plus possibly some of our friends from Sintef in Norway, who are specialized in refractories for barrier linings.

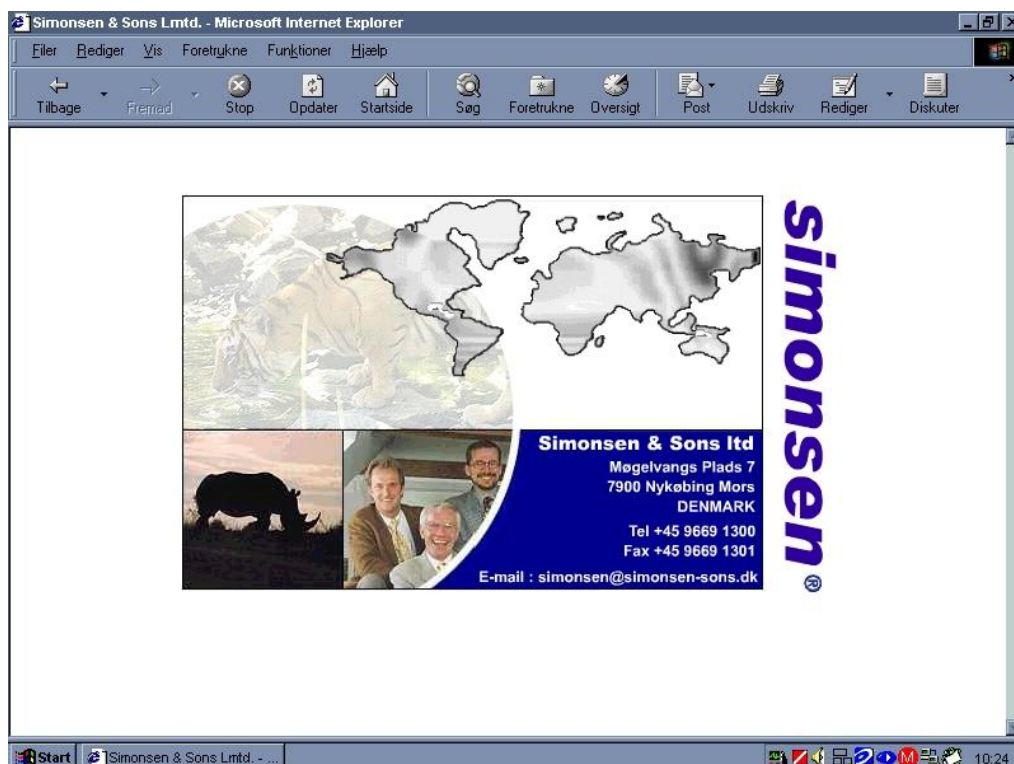
H O M E P A G E

For several years we have had our homepage which has obviously been visited by many interested people, not least our competitors, and probably because we are some of the few who present our entire programme in our homepage. If you look at many refractory suppliers' homepages these do not give you much information about their products.

Our philosophy is that we have nothing to hide and we don't think that any of our competitors can really copy the products we are selling. So instead of protecting ourselves against the opposition we make our homepage attractive for existing and new clients and anyone world-wide can watch our "programme" at the following address:

WWW.SIMONSEN-SONS.DK

As from January 1, 2001, we shall have a new and more attractive lay-out of our homepage (web-site). Our designer has been busy making a new "front page" with animals and some animations, of course aluminium coloured.



This new homepage will also contain data sheet and msds for all our products + photos of all our employees, their direct phone numbers, direct e-mail addresses and a few words about their functions.

There will be a front page before each producer's range of products telling something about the production, capacity, the company's history etc.

On the same page you will find a list of the products offered by us and then you simply click the product interesting for you and you have the data and the msds for each and every product.

References and test reports will NOT be included as such information might be TOO interesting and revealing for our competitors.

You are welcome to visit our new front page from latest 1 January 2001.

A STOLEN CONTAINER

Some months ago we were contacted by a shipping company in Holland informing us that a container of ours that had arrived in Rotterdam a few days earlier had disappeared.

No one knew what had happened to this container with silicon carbide bricks from China. It was not assumed that it had been stolen, as silicon carbide bricks are not normally used in an ordinary household.

But yes, the container HAD been stolen.

It was found 2 days later at a gas station in Rotterdam. Together with another container standing next to ours, the container had been removed by what was said to have been the Russian Mafia. The neighbouring container, however, was loaded with beer and that container was completely gone and was only found some days later – and had of course been emptied. The Mafia might have thought that our container also contained beer and I assume and hope that the Mafiosi got very disappointed when they realised what our container really contained. I would have loved to have seen the “Russian-Mafia-faces” in that moment the doors were opened.

Anyway, we got our container back and it arrived at the promised and expected time at the Hydro terminal in Rotterdam for shipment to Hydro, Høyanger.

But that it is possible to remove containers from the customs controlled transit area in Rotterdam is somewhat unbelievable, isn't it.

The Mafia must have their contacts, I think !

RESEARCH HIGHLIGHTS

Refractory Linings and Ceramic Side Linings in Aluminium Reduction Cells

From Sintef we regularly receive various reports. One of these contained investigations of refractory lining and ceramic side linings in aluminium reduction Cells.

The article goes like this:

Quote

In recent years the properties of the refractory lining and ceramic side linings have received considerable attention. This work is conducted in collaboration with SINTEF Materials Technology. Dr. Kristin Breder, Oak Ridge National Laboratory, USA, has co-operated as a guest researcher in this field.

The third thesis on the fluoride attack on refractory linings was finished last year, and some of the main results of this work have been published in 1999. The chemical and

physical properties of the refractory lining have a significant impact on the cell performance. It is concluded that the best refractory materials available are the TRADITIONAL FIREBRICKS.

The importance of the silica content in these refractory materials has been stressed, based on phase diagrams and laboratory tests. The activity on the refractory materials during the last couple of decades has been presented at the International Course on Process Metallurgy of Aluminium.

Unquote

Nice to read that also the scientists find that no other materials can beat the refractory bricks in cells.

DONATIONS

You probably already know – as a reader of this publication – that I personally have a very weak spot, and that is animals!

I love animals and I do what I can in my humble way to support some of the protections, being made to save the endangered species (and there are many) from extinction.

Fortunately, our suppliers feel the same way and I was granted a donation of DEM 500.- from Burton and Mosconi and we also contributed ourselves with a similar amount giving a total of DEM 1,500.- equal to ZAR (South African Rands) 15,000.- which is not a small amount when it comes to donations.

This amount Tove and I brought along when we visited Bayside Aluminium in August, where we spent a week-end in the Umfolozi/Hluhluwe Game Reserve in Natal, North of Richards Bay, appr. 1½ hours drive from the Bayside Smelter together with some of our close friends from the Bayside smelter, Ulu and Helen Ludwig and Rudi and Annemarie Meyer.

The money was handed over to two rangers by the undersigned and will be used for indirect animal protection. The idea is that the money shall be used for projects involving the people in kraals or villages outside the game reserves, to make these people understand that it is in their own interest to protect the game and to assist in eliminating poaching which is often carried out by the villagers close to the game reserves.



In the photo you see Wilfred Mhlongo (left) and Gary Bawden (right) from **Ndumo Game Reserve** and myself.

Only when there is a rich wildlife, tourists will come and spend money from which the villagers will also benefit.

Also the money will be used for educating the black natives to make better handicraft. So the money was really welcome and what a pleasure it is to spread a little sunshine in places where there is not so much money available.

The game reserves in South Africa practically always lack money and since the new political system was introduced under President Mandela most of the government's money is spent on the poor people, I assume, and therefore, not much is left for the animals.

Therefore, my dear reader, don't you think it is about time you also "loosen the purse strings" and contribute to the animal protection?

Do it like us, possibly via me, as we have no administration fees, the total amount goes straight to the game reserves.

Any contribution is welcome – and aren't we all interested in making sure that our children and grandchildren can also experience the joy of watching the wild animals.

We all have an obligation to preserve the wild animals we have got in the world today. Once a species has disappeared it is 100% sure that it shall never ever come back again.

I am not only supporting the rhinos and other animals in South Africa. Every month I personally pay an amount to

- a. The protection of the Asian Tigers
- b. The Asian Elephants and
- c. The Asian Bears

All of these animals are endangered species.

I have previously written about how the bears are treated to teach them to dance by letting them jump around burning wood. Can you believe it? How people can be so evil, I simply don't understand.

Another donation is quite different. Last year I told you about a shaking experience I had in Slovenia where Zlatko Cus invited me for 2 flights. One in a small plane that was very smooth and then another one where I was going with Zlatko – he is a pilot, a parachute instructor and international parachute referee – in an elderly Russian plane together with a lot of young people from Slovenia to watch the youngsters jump from the plane. It was very different, to put it mildly.

Now I have later learnt that these young parachuters are very skilled and have achieved excellent international results. As most of these young people are students, and they don't have much cash, we have decided to sponsor some money for the AEROCLUB PTUI.

The money donated will mainly be spent on taking the youngsters into the air by plane, which is pretty expensive. One needs to get airborne to be able to practice your parachuting skills, yes ?

QUEEN MARGRETHE II's 60 YEARS BIRTHDAY

Our Queen Margrethe II celebrated her 60 years' birthday on April 15 this spring.

Not that I am particularly royalistic, but I think it's a good thing to have a royal person to represent our country. The Queen has no power at all, it is a democratic country, very much so indeed, what we realised when we end Sep. 2000 voted NO to join the EURO currency.

However, you may imagine that the Queen's birthday was a big thing for the royal family and for all the people of Copenhagen who likes the show when she drives through the streets of Copenhagen in an old coach pulled by 8 white horses. Escorted by soldiers in full dress uniforms from the good old days, etc., etc.

Everything was generally very formal as such events should be – I assume – but of all the photos that were published there was a photo of the royal couple I couldn't resist, and that is the photo shown below.



The reason why The Queen laughs so much is that when she and her French husband – who may have been nationalised by now even he still speaks a broken Danish after more than 25 years in Denmark – arrives to the Christiansborg Castle in the evening, punctually, to give a dinner for all her family like the Swedish and Norwegian Kings and Queens, the Icelandic President plus many others, she and her husband were met with a song which was sung by all the journalists and photographers from the Danish papers, who were going to cover the event that particular evening, who sang this Danish children's birthday song, something like happy birthday, but this particular one is even more Danish and very childish. Grown ups cannot quite help laughing when this birthday song is being performed, and therefore also the big, natural smile on the Queen's and the Princes' faces.

I think it is a very human photo and I believe that it really shows the Queen as she is, a very warm, loveable and also an artistic person. She paints, she composes, she designs, yes, indeed she is a very skilled person and especially when one thinks of all the presidents you know of only in Europe, then, no thanks, let's keep the royal family and God save u s from presidents.

UPDATE ON AUSSIE TALK

Australia has been on everybody's lips and in everyone's mind during the past month due to the Olympic Games in Sydney. What a performance. It is unbelievable what the Australians arranged. The opening and the closing ceremonies, yes, I thought I had seen a lot during my nearly 64 years, but these arrangements beat everything. It is also interesting to notice that you can hardly book any travel to Australia from Denmark these days. All seats are sold out.

During a recent trip to Dubai and Bahrain this fall Morten saw an article in a Gulf Newspaper about Aussie talk, and to put it mildly it is very funny and maybe also educational. I don't know.

Read the below article and enjoy yourself.

Update on Aussie talk

It definitely takes time to get used to everyday language Down Under

By Jim Shea

Hi everybody, this is Bob Costas welcoming you to NBC's coverage of the Sydney 2000 Olympics. Joining me to talk a little bit about The Games and the host country is Footy G'day, the legendary Australian Rules Football star.

Costas: Footy, nice to have you with us.

G'day: Howdya go, mate. Crikey! For someone who's such a tall poppy, you're no bigger than a stubbie. I've got ankle biters you'd look up to.

Costas: A, er, I...

G'day: Look at ya, I've got you all guts for garters, already. I'm just kidding with you, mate, trying to stir the possum, a bit. Truth is, you're looking flash as a rat with a gold tooth this evo.

Costas: Well, a, thank you Footy, I think. Let's talk a little about these games. How excited are people here?

G'day: Well, Bob, I think it's safe to say Joe Bloggs is a bit toey, but overall we're all happy as Larry. This is our chance to show the world we're not a bunch of boof-heads.

Costas: That's an interesting point. I think most Americans have formed their sense of Australia from the *Crocodile Dundee* movies.

G'day: Truth is, Bob, you septic tanks always been a snag short of a barbie when it comes to other cultures.

Costas: Speaking of *Crocodile Dundee*, how is Paul Hogan regarded here?

G'day: He's a fair dinkum sort, a little Christmas on a stick, and I hear he wouldn't shout in a shark attack, but overall most people would crack a tinnie with him.

Costas: Don't take this the wrong way, but you sound like a commercial.

G'day: Take more than a passing insult from grown bloke in boy's dars to get me narkie enough to chuck a spas and send you to the fang merchant for some new crockery.

Costas: I have no idea what you just said.

A BURL AT BOB'S YOUR UNCLE

Some foreign languages are easier to learn than others. There are some similarities between Australian and English, but in trying to understand what an Australian is saying it is better not to think about them. Here are a few phrases that may help further comprehension of the Olympics lingo:

- ✓ All guts for garters – very angry.
- ✓ Ankle biter – young child.
- ✓ Australian salute – brushing flies away.
- ✓ Away with the pixies – day-dreaming.
- ✓ Awning over the toy store – pot belly.
- ✓ Billabong – waterhole.
- ✓ Bloke – a male.
- ✓ Bluey – a red head.
- ✓ Bob's your uncle – to get something you didn't understand at first.
- ✓ Boofhead – idiot, stupid.
- ✓ Bung hole – mouth.
- ✓ Burl – give it a go, try, attempt.
- ✓ Cheese and kisses – wife.
- ✓ Christmas on a stick – think highly of yourself.
- ✓ Chuck a spas – become angry.

- ✓ Chunder – vomit.
- ✓ Crack a tinnie – open a can.
- ✓ Crikey – surprise at something.
- ✓ Crockery – teeth.
- ✓ Crust – what you do for a living.
- ✓ Curly – a bald person.
- ✓ Cut lunch – a sandwich.
- ✓ Cut the dog in half – flatulence.
- ✓ Dars – pants.
- ✓ Date roll – toilet paper.
- ✓ Dead Horse – ketchup.
- ✓ Dog and bone – telephone.
- ✓ Dunny – outhouse.
- ✓ Evo – evening.
- ✓ Fair dinkum – true, genuine.
- ✓ Fairy floss – cotton candy.
- ✓ Fang merchant – dentist.
- ✓ Flash as a rat with a gold tooth – looking good.
- ✓ Flat out like a lizard drinking – doing something very fast.
- ✓ Gregory Peck – neck.
- ✓ Hang on a tick – wait a minute.
- ✓ Happy as Larry – to be happy (no one is sure who Larry is).
- ✓ Have a Captain Cook – have a look around.
- ✓ Holy-dooly – expression of surprise.
- ✓ Irrits – to be irritated.
- ✓ Jack Dancer – cancer.

- ✓ Joe Blake – snake.
- ✓ Joe Bloggs – average person.
- ✓ Lugs – ears.
- ✓ Mate – friend.
- ✓ Narkie – short tempered.
- ✓ Plates of meat – feet.
- ✓ Pommy – person from England.
- ✓ Put the wind up ya – frighten or intimidate someone.
- ✓ Ridgie-didgie – true, genuine.
- ✓ Septic tank – American.
- ✓ Sheila – a woman.
- ✓ Shout in a shark attack – your turn to buy a round of drinks.
- ✓ Slippery dip – children's slide.
- ✓ Spark – an electrician.
- ✓ Spit the dummy – get angry.
- ✓ Stir the possum – liven things up.
- ✓ Stone the crows – exclamation.
- ✓ Stormstick – umbrella.
- ✓ Strine – string of slang.
- ✓ Stunded mullet – someone who seems to be out of it.
- ✓ Tall poppy – someone successful in a particular field.
- ✓ The brown eye – mooning.
- ✓ Toey – nervous.
- ✓ Untie the frog – leave, depart.
- ✓ Up the duff – pregnant.

– Jim Shea/LAT-WP

G'day: Just as well, Bob-oh. Wouldn't want to get you all irrits. Might make you cut the dog in half. And you never know if they're going to have any date rolls in the dunny.

Costas: I have to say that I love the way you Aussies talk. Can you give us some more of it?

G'day: Well, just hang on a tick there and let me have a Captain Cook. Strine isn't something you can just chunder if you want it to sound ridgie-didgie.

Costas: Why don't you just Captain Cook around the stadium and tell us what you see.

G'day: You're putting in a bit of a Christmas grip on me here, but I'll give it a burl. Let's see, well, there's a bluey with a cut lunch and a fairy floss, sitting next to the pommy with the stormstick. And we have a bunch of blokes putting on the wobbly boot.

And there's a lot of Australian saluting going on.

Oh, and see the curly with the big awning over the toy store right there between his cheese and kisses and a Sheila who looks to be up the duff.

And – stone the crows! – there's someone up top there giving the crowd the old brown eye.

Costas: You know, Footy, a lot of the lingo I can figure out where it came from. But some things I just have no idea. I mean I understand why you might call a crocodile a snapping log. But why is an American a septic tank?

G'day: You're a bit of a stunded mullet, aren't you Bob-oh.

Costas: Huh?

G'day: Septic tank rhymes with yank, which is what we also call Americans. It's a kind of a rhyming thing we do. Let me give you some examples:

You're neck is a Gregory Peck. A snake is a Joe Blake. Jack Dancer is cancer. The phone is the dog and bone. Your feet are plates of meat;

Ketchup is dead horse.
Costas: Whoa. Whoa. Whoa. Ketchup is dead horse?

G'day: Holy-dooly, for someone who makes his crust with his bung-hole, you either don't have a lot going on between the lugs, or you're always away with the pixies. Let me run through it for you again. Dead horse (pronounced hoss) rhymes with tomato sauce, which is ketchup.

Costas: I don't know how I could have missed that.

G'day: Nothing to spit the dummy about, Bob-oh. The lingo can be a bit of a slippery dip. But in a few days it will be Bob's your uncle.

Costas: Well, that's about all the time we have. G'day it's been an education.

G'day: Righto, Bob-oh. Why don't me and you untie the frog and head down to the billabong for a heart starter. Come on now before I have to put the wind up ya.

– LAT-WP

THANK GOD, BILL GATES DOESN'T BUILD CARS

In a Danish newspaper last year I saw the following article, which I am sure that you have seen before, but I personally think that it can be read again, and again, and again, as the more you get involved in computers the more you realise how correct the below article is. But it is good fun, isn't it ?

Enjoy !!

Thank God, Bill Gates Doesn't Build Cars.....

Sometimes it is wiser to keep silent. Even if you are the owner of Microsoft, the inventor of Windows and a global computer-guru. Take Bill Gates, who recently compared the computer industry to the car industry. Among other things he said:

»If General Motors had developed their technology in step with the computer industry, we would all be driving cars, doing 100 miles per gallon of gasoline«.

Bill Gates was hit right in his face again. General Motors sent out a quick press release – just to tie up everything.

The reply was: »If GM had developed a technology like Microsoft, we would today be driving around in cars of the following characteristics:

- Apparently for no reason at all, your car would break down twice a day.
- Every time new white lines were painted on the road, you would have to buy a new car.
- Quite often your car would stop in the high way. But you would accept this, restart and drive on.
- Instead of several warning signals for temperature, oil, battery, etc. there would be only one warning signal, meaning "general defect".
- Before the air-bag system could be released, you would be asked "are you sure?"
- The car would often lock up by itself, and you would only be able to get out by performing certain tricks – i.e. twisting the door handle, turning the key and pulling the antenna all at the same time.
- Every time a new car was marketed, you would have to pass a new driving test. A lot of things would work totally different compared to the old car.
- And finally you would have to press the start button to stop the car.

ALTON'S TALES

Many of you know Dr. Alton Tabereaux. I had better ask: Who doesn't? He is a gentleman living in Alabama and he recently became a grandfather. I and a few other of his friends received an e-mail the other day saying "It's a boy"....

He was a very good friend. You may ask why "was"? Because when I talked to him the other day he bluntly told me that I was the OLDEST friend he had But you know Alton!

Alton has been sending and still sends a lot of e-mails of different contents, to put it mildly. I think Alton does his best to contribute to the popularity of this publication, but the problem for Alton, and me for that sake, is that we have certain moral standards in this company, and therefore, you have not seen much of Alton's "input" in the Dynasty Update before!!!

But now Alton is striking. He has sent me some fun stuff and he wrote an e-mail to me like this:

Subject: Translations

Here's a testament from the commercial world on the importance of linguistic and cultural competence. These are nominees for the Chevy Nova Award, named in Honor of GM's fiasco in trying to market this car in Central and South America, where in Spanish the phrase "no va" means, of course, "does not go".

Coors put its slogan, "Turn it loose" into Spanish, where it was read as "suffer from diarrhea" !

Golgate introduced a toothpaste in France called Cue, the name of a notorious porn magazine.

An American T-shirt maker in Miami printed shirts for the Spanish market which promoted the Pope's visit. Instead of "I saw the Pope" (el Papa), the shirt read "I saw the Potato" (la papa).

The Coca-Cola name in China was first read as "Kekoukela", meaning "Bite the vax tadpole" or "female horse stuffed with vax", depending on the dialect.

Coke then researched 40'000 characters to find a phonetic equivalent "kokou kole", translating into "happiness in the mouth".

When Parker Pen marketed a ball-point pen in Mexico, its ads were supposed to have read, "it won't leak in your pocket and embarrass you".

The company thought that the word "embarazar" (to impregnate) meant to embarrass, so the ad reads:

"It won't leak in your pocket and make you pregnant".

When American Airlines wanted to advertise its new leather first class seats in the Mexican market, it translated its "fly in leather" campaign literally, which meant "fly naked" (vuela en cuero) in Spanish.

Marketing can be a difficult thing and translations can be even more difficult.

A FEW DANISH JOKES ABOUT MEN

These jokes have been supplied by an ex national team goal-keeper, Troels Rasmussen, who is now in shipping and with whom we are doing some business. Troels sent us an e-mail exactly a year ago and I have kept it until now as I think there are some fine JOKES FOR WOMEN ONLY !!!

Why is it so difficult to find men who are sensitive, caring and good looking?
They all already have boyfriends!

When do you care for a man's company ?
When he owns it.

Why are married women heavier than single women?
*Single women come home, see what's in the fridge and go to bed.
Married women come home, see what's in bed and go to the fridge.*

How do you get a man to do sit-ups?
Put the remote control between his toes.

What is the one thing that all men at singles bars have in common?
They're married.

OLD VIKING SAYINGS

Drink you mead, but in moderation,
talk sense or be silent
No man is called discourteous who goes
to bed at an early hour

Go you must
No guest shall stay
in one place for ever.
Love will be lost
if you sit too long
at a friend's fire

Wake early
if you want
another man's life or land
No lamb
for the lazy wolf
No battles won in bed

A kind word need not cost much
The price of praise can be cheap
With half a loaf and an empty cup
I fould myself a friend

Better a humble
house than none
A man is master at home
A pair of goats
and a patched roof
are better than begging

Rise early
attend to work
if there's no helping hand
The morning sleeper
Has much undone
The quick will catch the prize

(Appr. 800 A.D.)

I think we have come to the end of this year's Dynasty Update. For the first time I have written it all by myself on my computer (43,000 characters). In the past I only used to dictate it all to a machine but this should be easier, at least for my secretary That has been quite a change, to put it mildly, so this update HAS to come to an end as my fingers are aching.

I hope you enjoyed the reading. I've tried to be serious and sometimes not serious at all. I hope you enjoyed reading it as much as I enjoyed writing it.

Now you all take care of yourselves. It's dangerous out there.

Remember also: The shortest distance between 2 persons is a smile and the bigger the smile the shorter the distance.

Also remember always to treat anybody else like you want to be treated yourself. If you follow these simple rules, I am sure life will be an easier one.

All the best and a very happy Christmas and a prosperous 2001.

Jørgen