AAP Merxheim confirms its sales orientations

Our integration in the Alcoa group, since almost 4 years, has led to numerous changes in our sales organisation. To improve the worldwide performances of the group, AAP Merxheim and Eastman have initiated an intensive cooperation regarding development and sales on the American market.

This collaboration has resulted in a first order of REYNOBOND® 2.000 mm wide with DURAGLOSS® 5000 coating, an AAP Merxheim world exclusivity! Further orders will follow.

At the same time, the globalisation of markets has led to new horizons. The opening of Asian markets, particularly the fast growing Chinese market, is one opportunity.

On June 1st 2004, after 14 years in sales and marketing management at AAP Merxheim, I have nominated Guy Scheidecker, a former colleague, as my replacement. I am completely confident that this change will be successful. Guy’s recent award of an MBA at Reims will be an added asset to his experience in the field and he will lead the sales team into a promising future.

On my side, I intend to concentrate on the development of an intensive cooperation with AAP Eastman, under the management of Glen Morrison and Claude Brichet. I will do my best to establish and develop our trademarks in our various markets with the help of our sister companies of the BCS group, especially in Asia.

Perhaps your eyes have been caught by the coloured object at the top of this page? This sculpture was created by the Mexican artist Manuel Marin and can be see in the interior court of the Deutsche Welle in Bonn. The official inauguration of this area took place at the end of September. AAP Merxheim supplied the materials and our customer Westiform Ortenberg, fabricated and installed the sculpture. You will discover my passion for the contemporary art in page 4.

We would be pleased to receive your comments at Aapmerxheim@alcoa.com.

Good reading!

Eberhard Correa
AAP Sales Director

For more information on our products, see the article on innovations on page 3 or visit our website: http://www.alcoa.com/bcs

The expansion of the BCS division does not stop here. In July 2004 the units of Kawneer in North America joined BCS. The division becomes, as a result, the owner of the most prestigious brand in the world, Kawneer, specialist in architectural systems for building.

Today, this new structure can propose a global offer on the architectural market: aluminium composite material REYNOBOND®, col-coated material REYNOLUX® and architectural systems Kawneer.

By the end of the year, the BCS division will double its turnover reaching 800 million dollars, with new possibilities throughout the world.

Claude Brichet
Managing Director

SUMMARY

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Better use of our resources

As we are always looking for ways to improve our performance, we have optimised the use of our human and financial resources. At first this initiative generated a reinforcement of our sales team with the arrival of Thorsten Ortwein, Didier Vernoux, Stéphane Regnier, Claude Wehrle and Larry Zhao. Our today 47 people team with an average age of 34, includes 21 salesmen over Europe, North Africa, the Middle East and China areas.

Finally, to improve our reactivity and our customer service philosophy, the sales department moved to new offices at the beginning of 2004. This move allowed us to put together REYNOLUX® and REYNOBOND® sales teams, developing thus a strong commercial synergy in order to reach our sales objectives on the global markets.

Guy Scheidecker
Sales and Marketing Director

AAP Merzheim Sales organisation

Sales & Marketing Manager

Assistant

Technical REYNOBOND®
4 people

Marketing
2 people

Architectural REYNOBOND®
23 people

Building REYNOLUX®
7 people

Distribution REYNOLUX® & REYNOBOND®
6 people

CID projects REYNOLUX® & REYNOBOND®
3 people

MARKETS

Our presence in China

Based in Europe, North Africa and in the Middle East, AAP Menzheim has been deployed since the end of 2003 in the Chinese market. The potential and economic growth in this area cannot be ignored today if we are to develop our sales activities.

Over the last few years, we have worked selectively on the market place with the sales of REYNOLUX® by AAP Menzheim and of REYNOBOND® by AAP Eastman. This partnership between our companies has brought to prestigious projects such as Beijing and Shanghai Airports, the Hong Kong Conference Center, Scieniceland in Shanghai, the Taipei Tower in Taipei and the Olympic Center in Nanjing, to name just a few. The presence of a sales manager for the Chinese market in Beijing as well as the Menzheim-Eastman global product offer are the determining factors in the search of new customers on this market.

Serge Wahler
REYNOLUX® Sales Manager
Establishing our identity within BCS

At the end of 2002, to strengthen our membership of the Alcoa group as well as our identity and values, we established principles of communication with BCS based on a common graphic chart.

The application of this chart has two objectives: to harmonise our internal and external communications, and particularly to make clear the fundamental values and elements of Alcoa.

Our thought during the establishment of the new visual identity was based on Alcoa’s federal and representative concepts: nature and life, simplicity and easiness, and the exchange and proximity. In a globalized society, it seems imperative to us to have a coherent and identifiable image.

The positive perception of Alcoa in the world is one of the keys to our success. The use of a common design and signature has allowed us to establish our presence on the European, North African and Middle-Eastern markets through the deployment of numerous sales and advertising tools.

Out of the 2004 varied activities, the most significant was the launch of an European wide communication campaign with advertisements in the German, English, Spanish, French and Italian architectural press.

Our aim was to present REYNOBOND® specificities: XXL, the only aluminium composite panel with a width of 2000 mm and DURAGLOSS® 5000 coating. The next objective is the deployment of communication tools for the Chinese market until 2005.

Please visit us at www.reynobond.co.uk.

Virginie Leicht
Marketing Responsible

COMMUNICATION

AAP differentiates with exclusive innovations

To maintain its technological progress and to offer unique solutions to the market, AAP Merxheim continues its innovations.

The main new innovations in 2003-2004:

**REYNOBOND® XXL: the first 2000 mm wide composite aluminium panel in the world!**

With its exceptional dimensions, REYNOBOND® XXL increases building possibilities compared with standard 1000, 1250 and 1500 mm panels, for interior and exterior architecture. With its exceptional flatness, REYNOBOND® XXL provides all the qualities of REYNOBOND® plus the extra width!

**DURAGLOSS® 5000: a large palette of high gloss colours!**

AAP Merxheim has developed DURAGLOSS® 5000 on its REYNOBOND® composite panels. DURAGLOSS® 5000 is characterised by its longevity and resistance to the harshest weather conditions.

Moreover, this high-tech polymer-base resin with long-lasting pigments gives an ideal balance between high gloss and long-lasting colour. DURAGLOSS® 5000 is the ideal finish to reflect the shine and intensity of metallic colours, whatever the architectural applications, across the world.

**REYNOBOND® BRUSHED: image makes effect!**

AAP Merxheim has designed the brushed “Natural Aluminium” finish for its REYNOBOND® products. This composite panel is characterised not only by its contemporary quality but also by its technical performance. With a strong and authentic quality, this colour with its original character and dynamic is the ideal support to reflect a brand image.

**REYNOBOND® “Natural Metals”: a wider range of materials!**

To offer a greater choice on the architecture market, AAP Merxheim has completed its range with REYNOBOND® “Natural Metals”: composite panels made of natural metals (zinc, titanium, copper or stainless steel). REYNOBOND® Natural Metals offers you greater possibilities and confirms the Alcoa group as a market leader.

Yves BIEHLMANN
Research and Development Manager
Laboratory and metal and paint quality

EXHIBITIONS

AAP Merxheim present on the biggest exhibitions in Europe

To establish itself in the architectural market, AAP Merxheim increases its presence at the biggest European trade shows in partnership with different sister companies. From 3 to 8 November 2003, its presence at Batimat was marked by the partnership with Kawneer, a sister company specialized in aluminium architectural systems (doors, windows, curtain walling and verandas).

From 5 to 8 May 2004, AAP Merxheim emphasized its role of principal agent with its presence at the Veteco show in Madrid, in partnership with Alcoa Arquitectura Spain. Finally, from 17 to 22 January 2005, Alcoa will confirm its leadership ambitions with Alcoa Architectural Systems Iserlohn at the Bau show in Munich.

Didier Scheidecker
Sales Manager REYNOBOND®
An exceptional building, an exceptional product: Forum 2004 in Barcelona

Built right in the middle of the new Diagonal de Mar business center in Barcelona, the Forum 2004 is one of the greatest architectural attractions in Barcelona. This large flat area which covers 25,000 m² contains several lecture halls which look out on to the sea, conference rooms and a huge 14 hectare esplanade where an ephemeral urban area will be developed.

AAP Merxheim succeeded in rising to the technical and aesthetic challenge of the construction of the facade convention center of the 2004 Forum, designed by the architect Josep Lluis Mateo of the firm MAP Arquitectos. Apart from the pharaonic side of the project, the main characteristic of the building is the particularity of the sloping facade with wave-like shapes, reminiscent of the horizon. To combine functionality and aesthetics, perforated and pressed panels were used as a sunbreak. The perforation of 9 meter long panels diffuses the light and creates an interplay of shadows to accentuate the curved shapes of the facade.

Strong resistance to corrosion and delamination provided by the DURAGLOSS® 5000 coating on REYNOBOND®, with its exceptional flatness, convinced MAP Arquitectos to choose REYNOBOND®. The shine and the gloss of the finish bring an undeniable elegance to the building.

16,000 m² of REYNOBOND® in DURAGLOSS® 5000 were used for this project. For the installation, 9 meter cassettes were made specially to be able to fix complete elements on the modular façade.

670 modules of REYNOBOND® aluminium composite panels were installed on a galvanised steel structure. Each module being different, the mounting was even more difficult for the correct alignment of all modules.

Given the complexity of the task, our technical teams developed a computer programme exclusively for this project.

The group’s strength can be further illustrated by the close collaboration with our sister company Alcoa Arquitectura Spain, Irurzun, who took charge of all the curtain walling façade.

Completed in May, the Forum 2004 integrates perfectly with its environment and is a perfect demonstration of the qualities of REYNOBOND® in architectural applications.

If you are in the area, you should really go and see the “Comunicacion Cruzada”. It’s well worth the visit.

Creativity without limit!

Mindful of the aesthetic and artistic aspects of the elements, AAP Merxheim provided REYNOBOND® panels to Manuel Marin, the Mexican artist and sculptor. Enthusiasted by the flexibility and brightness of the colours, Manuel Marin created a 7 meter long sculpture named “Comunicacion Cruzada”: interactive communication.

In this work, communication is established through the levels of the different forms. The nature of the exchange is established by the colours. According to the viewing angle of the statue, each one can discover other forms and new wonderful perspectives which give a perfect explanation of the art of communication. Depending where you stand, the perception of the message is different.

The playful side of the sculpture is found in its design which focuses on the principal characteristics of REYNOBOND®: colours and forms. They remind you of the famous wooden toys of Oaxacas and Pueblas of Mexico.

Manuel Marin looked for weather-resistant material which offered flexibility and colour. In REYNOBOND® the artist found the ideal material: thanks to Ruta Corea, owner of the South American Contemporary Art Gallery at Fribourg (Germany), the wife of Eberhard Correa, who recognised in this project an original and cultural application.

Erected in the inner court of the new Deutsche Welle buildings in Bonn, “Comunicacion Cruzada” outlines the creativity of a great artist and the many facets of an innovative material.