

Masa AG, 56626 Andernach, Germany

Masa – a century of working for the construction industry

Masa AG, one of the world's leading manufacturers of plant and machinery for the construction materials industry, celebrates its 100th anniversary in August 2005. Today, the Masa Group supplies plant and machinery for manufacturing and finishing concrete blocks and slabs, sand-limestone blocks and aerated concrete blocks and employs more than 500 staff all over the world.

The current product range includes complete turnkey machines as well as individual components which can be used to meet individual customer requirements. These include mixing and batching machines, block makers, concrete slab presses, sand-limestone presses, aerated concrete machines, wet presses, product handling systems and finishing systems (such as block-splitting machines or block-aging machines).

The company's head office at Andernach lies at the centre of the previously largest pumice mining area of the world with many

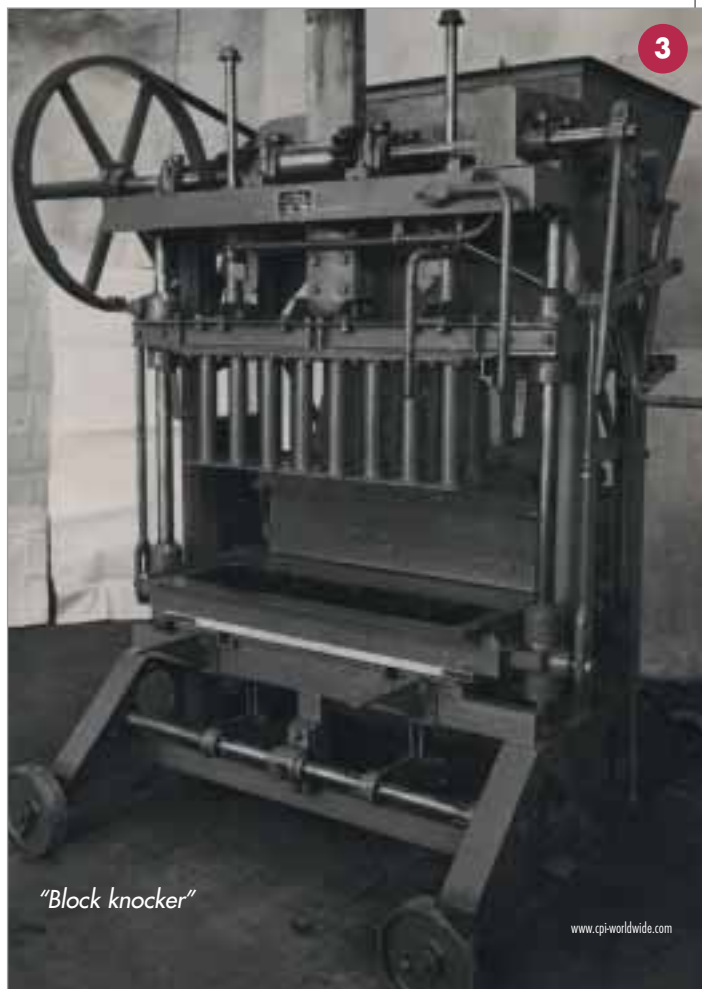
concrete block plants which use the pumice as a lightweight construction material. Masa has been working with this industry right from the start. The company started out by building simple devices and continued later by producing the first concrete-block-making machines – the so-called "block knockers" (Figure 3). Today, the company is marketing its machines and systems throughout the whole world. The main markets are in Germany, North America, Russia and Eastern Europe, Italy, the Benelux countries and the Middle East.

A brief overview of the company's history

1905 Alois Smaritschnik opens a wrought iron and fitters shop on 14th August 1905. The name Masa was derived from



Apprenticeship certificate of Alois Smaritschnik  MASA exhibition stand



"Block knocker"

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the company name "Maschinenfabrik Alois Smaritschnik Andernach" (Figure. 1)

1935 With the takeover by the founder's three sons, the workshop developed into a flourishing engineering factory which essentially manufactured lifting equipment and conveyor machinery.

1948 The close proximity of the pumice resourced at Andernach and the strong demand for construction materials in the period after the war produced a growth industry in need of a supplier of machines.

1960 Masa machines and systems are sent to all parts of the world under the current brand name of "Record". Marketing starts through foreign agents. (Figure 2)

1965 Start of automation - Masa pioneers the transition from manual to automatic production.

1972 Masa develops the first electronic controller in the world for block moulding machines and systems.

1978 Masa supplies the first large-pallet block-making machine for the American market, thus laying the foundation for the current leading market position for large-pallet block-making machines in North America. The first machines are exported to the Middle East at the same time. The foundation established for the current leading market position in the Middle East.

1995 The expansive development and international character of the company leads to Masa becoming a joint-stock company.

1996 Masa supplies the first 4-station wet-press machines to the Near East.

1998 With Masa Handuk, Masa acquires a production site for serving the Far East.

1999 With the procurement of the well-known Henke engineering factory at Porta Westfalica, Masa's market position and product range is significantly improved. Masa, which is internationally active, and Henke, which is internationally active but particularly strong in Germany, combine their activities in the area of block makers.

With this step, the Masa Group extends its position as the market leader in the block-maker sector in Germany and the Benelux countries.

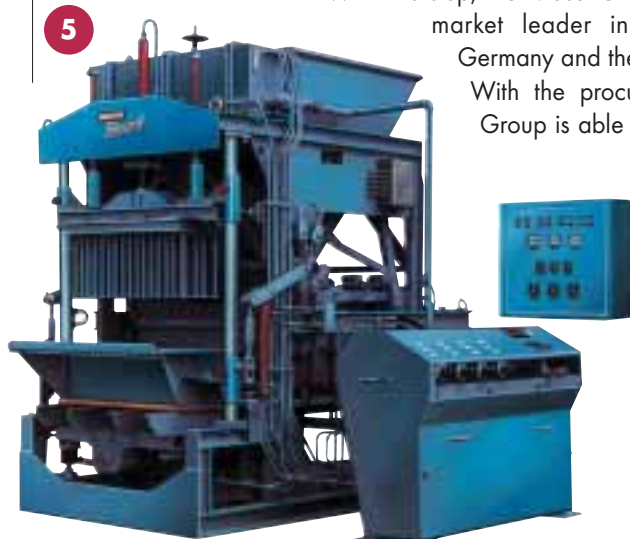
With the procurement of Henke, the Masa Group is able to use and market the greatest amount of know-how in slab production (e.g. Uni 2000 or Taifun).

Masa Group also acquires knowledge in the area of aerated concrete and sand limestone.

Masa block maker



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Masa Record

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HM 1500/2250 mixer



Record 9001 XL

2000 Masa and Masa Henke use their years of experience to develop the new block maker "Record 9001 XL" with the best height precision, productivity and efficiency from the successful q machines "Record" and "Variant". (Figure 7)

2002 The market position in the area of sand-limestone production is strengthened by the takeover of the market leader Dorstener Maschinenfabrik which brings further expertise in aerated concrete to the group. Today, Masa Henke is the market leader in the area of concrete slab presses and aerated concrete as is Masa Dorstener in the area of sand-limestone.

2005 Masa celebrates its 100th year anniversary and expects a successful future with a very healthy order situation.

Masa in the new century: all-rounder for the construction-materials industry

The Masa Group now consists of many companies supplying not only block-making machines but also plant and machinery for broad areas of the construction materials industry such as machines for manufacturing aerated concrete blocks or sand-limestone blocks. Masa will also continue to supply new technologies for the construction materials industry in the future with the aim of providing optimised and special solutions for all applications – and in all international markets. As well as the main office at Andernach, the Masa Group includes Masa-Henke Maschinenfabrik GmbH from Porta Westfalica and Masa-Dorstener GmbH. There are also subsidiaries in the USA, China, Russia, South Korea and in the Middle East.

In its 100-year history, Masa has initiated and participated in many developments in concrete-block production.

The company philosophy of constantly meeting the requirements of its customers has led to a successful collaboration with them. Without this continuous collaboration, Masa would not have been able to celebrate such a successful jubilee. All thanks must go to its customers.

Further information:



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