

Masa AG, 56626 Andernach, Germany

100th anniversary of Masa AG

Approximately 300 international guests assembled in the glorious sunshine on the company site of Masa AG in Andernach, Germany, when the

official program for celebrating 100 years of Masa AG's existence began on Saturday 13th August 2005.



View into the tent which was used for the celebration full to capacity. The MASA proprietress, Olga Vercammen, among her guests of honour.

then underlined the economic soundness of Masa.

Karl Werner Kohns, as a member of the board who is also in charge of sales and well known to most of the guests as the contact for handling all their questions and problems, gave a very brief insight into how Masa developed from a small trades enterprise into today's High Tech company. He stressed again and again that the proximity and dedication of the company to its customers is one of the key reasons for its successful development. The Minister of Finance for Rhineland Palatinate, Mr.

In the tent used for the celebration decorated in the Masa colours of blue and yellow to gave the occasion a festive ambience, the company proprietor, Olga Vercammen, and her daughter Victoria greeted guests from all over the world. As well as thanking her staff, Olga Vercammen's speech also contained significant elements for Masa customers

without whose loyalty the anniversary would not have been possible.

The speakers which were to follow were then named by the supervisory board chairman Mr. Wolfgang Abress, who gave a glimpse of the future for the company in his commemorative speech and



The proprietress with her daughter during the welcome speech



Lively discussions in the glorious summer weather during a presentation break

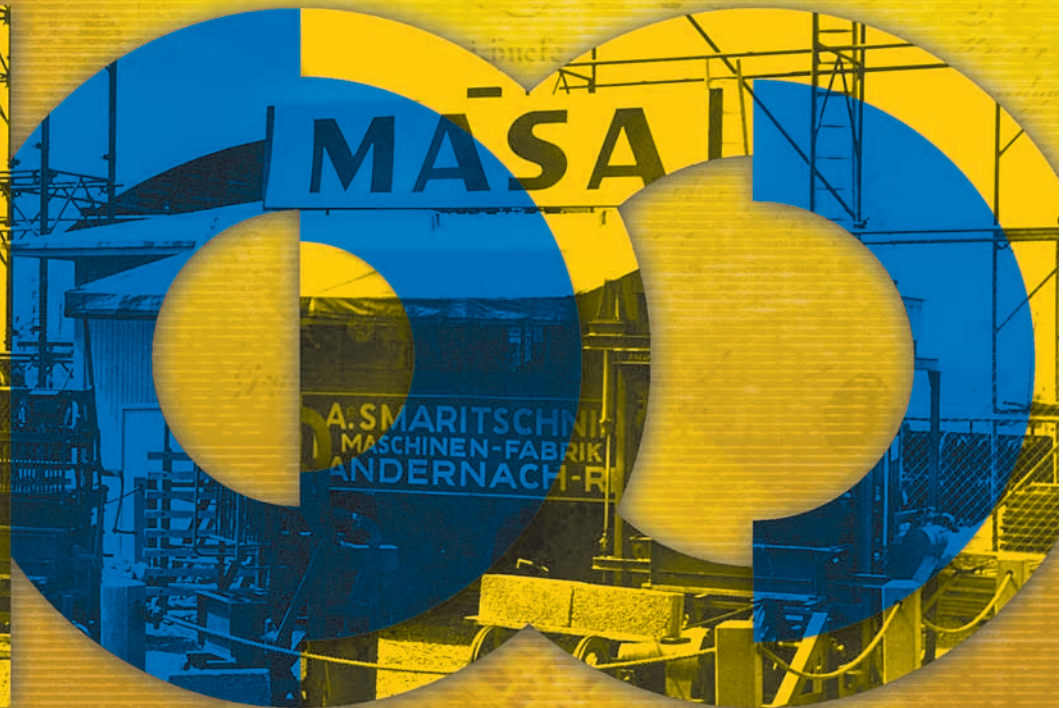


Wolfgang Abress, chairman of the supervisory board

Gernot Mittler, who is also a friend of the company was present as a government representative. The Minister paid tribute to the importance of Masa as an economic factor in the region by securing the support of a few 100 families and, with all the ups and downs of competition and economics, is not ignoring the human factor in the way it treats its staff.

The president of the Chamber of Commerce and Industry for Koblenz and mayor of Andernach also said that Masa

Success story



XL-Generation



Plant and machinery for the concrete-block industry

In its 100-year history, Masa has participated in many developments in concrete-block production. The prerequisites for this are a good team and a feeling for the needs of the market.

We are well experienced in this area as are our customers. And this is the solid foundation from which we will address the requirements of the future.

masa

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Karl Werner Kohns welcomes guests and "his customers"



Minister of Finance, Gernot Mittler makes his speech with some elements which are reminiscent of an election campaign



Bernhard Ehl, a genuine entrepreneur through and through, dynamic and enthusiastic as ever



The management team: from the left, Volker Husmann, Dr. Dirk Bunthoff and Karl Werner Kohns

is not only a welcome taxpayer but also a committed contributor to the culture of the town.

Afterwards some well known customers and customers who had been served by the company for many years had a chance to speak starting with Bernhard Ehl of Ehl AG in Krufft at Andernach, the largest concrete block manufacturer of Germany. With some humour and a significant amount of depth, Bernhard Ehl, a friend of the company and self-made entrepreneur par excellence, also gave a small historical overview of the development of Masa and, in particular, the more than 25 years during which business re-

man. If you want something done, ask a woman".

After Andrew Bryant, the junior boss of Unilock from Canada, which has been a faithful and dedicated Masa customer, Alberto Fratus from Italy spoke. He claimed to be the oldest Masa agency after having been with them for 24 years. When offering his congratulation and thanks, Alberto Fratus stressed the outstanding nature of the relationship to all Masa staff, from the management to the technicians and fitters.

The last commemorative speech was reserved for Waldemar Thiele who had

worked for Masa for 27 years. He emphasised how working at Masa is not only a job but a way of life. This is the attitude of all the staff at Masa and the secret of the company's success throughout the last 100 years during the many changes of history and the struggle with the competition in a more and more globalised world.

He expressed the hope that the human factor of Masa would continue to be important in the future so that the next 100 years could also be looked at with confidence. The 100th anniversary was splendidly concluded with a trip on the romantic river Rhine from Andernach to Braubach which had as its climax the world-famous fireworks "Rhine in flames" over the "German corner" in Koblenz followed by a gala diner. ■



The mayor of Andernach pays tribute to the relationship between MASA and the town

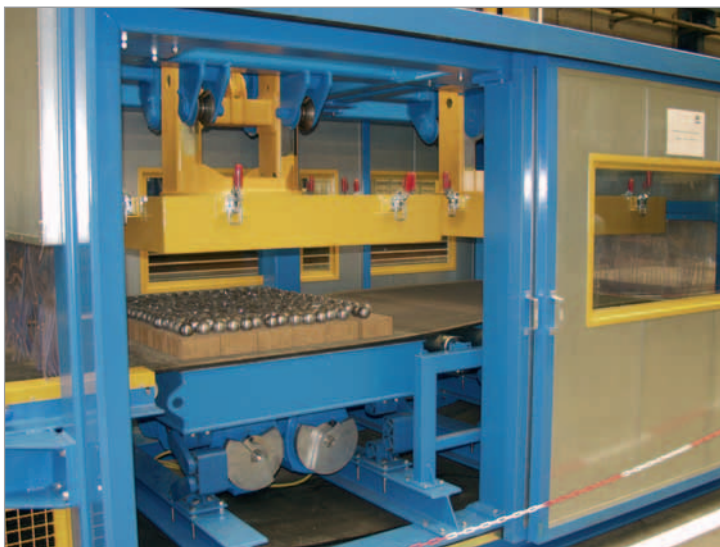


Alberto Fratus with the interpreter and moderator for the whole day, Peter Sommer from MASA AG

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View into the plant halls with machines awaiting dispatch to destinations all over the world