

Masa GmbH, 56626 Andernach, Germany

Masa celebrates its 110th birthday with friends from the world

The international and highly successful company Masa celebrated its 110th birthday during two days near the end of June, 2015. Nearly 800 customers, employees and their families and friends accepted Masa's invitation to this special event.



Mrs. Olga Vercammen, shareholder of Masa, during her welcome speech ...



... to the approximately 300 guests from all over the world.



Mr. Frank Reschke, General Director Sales, welcomed customers and partners

Mrs. Vercammen, shareholder of Masa, gave a very touching speech during the opening ceremony on Friday June 26th, 2015, reviewing "her life with Masa since 1968". The dream of her husband Peter, grandson of the company's founder Alois Smaritschnik, proved more than true: The fully automatic Masa block making machines not only captured the American market since the 1970s, but also all the other continents. Since that time Masa machines have been producing high quality concrete stones worldwide. In front of more than 300 invited guests the same day, the Managing Director of Masa, Mr. Udo Klaussner, congratulated the companies attending the event on their successes in their usage of Masa equipment to build and expand their commercial capabilities.

The Mayor of Andernach, Mr. Achim Hütten, gave personal congratulations, he pointed out the "vision and farsightedness as the power of the company." Mr. Frank Reschke, Director Sales and Member of the Management Board said in his speech, that Masa's track record "would not have been possible" without the special efforts of the whole Masa staff.

During the further schedule the guests were captivated by the exhibits in the production halls, especially by the "Masa block making machine XL 9.2" and the electrical driven cubing plant "Masa Cuboter". Both high tech machines demonstrated their powerful potential spectacularly and with a noisy flair. More quiet, but not less exciting, was the demonstration of the plant control software (Masa FAST Factory Automation

Service Tools), a modular software to unify the operation and visualization of the components.

Also the sample stone garden was proudly presented, which was completed just in time before the 110 year celebration. From now on all visitors will be able to admire the huge diversity of stones by nature of their different forms, colors and surfaces – all, of course, produced on Masa machines and plants.

The employees at the well attended "Masa Service" stand provided information about the newest spare parts and were able to point out the advantages by having many of the actual parts on the table for valuable conversations about the parts.

After so many technical impressions, in the late afternoon the guests were invited to



The machine demonstrations were a special attraction – In addition to the Masa concrete block making machine XL 9.2 ...



... the performance of the Masa Cuboter was demonstrated live



Mr. Rolf Ovesiek welcomed the numerous guests at the second location of Masa in Porta Westfalica.

join a wonderful Rhine tour on the boat "MS Asbach", which went from Andernach upstream until Braubach. The Mid-Rhine Valley with his fortresses and castles provided a spectacular background to the festivities on board.

Saturday, 27.06.2015, the second day of the celebration, was reserved for all the Masa employees with their families and friends. Also Masa's second location in Porta Westfalica welcomed a large number of guests to celebrate the 110th anniversary.

Mr. Rolf Ovesiek, Managing Director of Masa, also reviewed in his welcome speech the history of Masa and he spoke about the latest advances and developments in the production of autoclaved aerated concrete and sand lime bricks.

While the headquarters in Andernach showed the guests individual exhibits, visitors in Porta Westfalica were treated to insight about the whole production process across the production area of around 12.000 m².

A special particular highlight was the final assembly of machines, where a complete sand lime brick press, a UNI slab press and an AAC production where shown.

110 years of Masa: This event is also a promise "to do the utmost" that Masa will celebrate many further anniversaries", said Udo Klausner, Managing Director of Masa. ■



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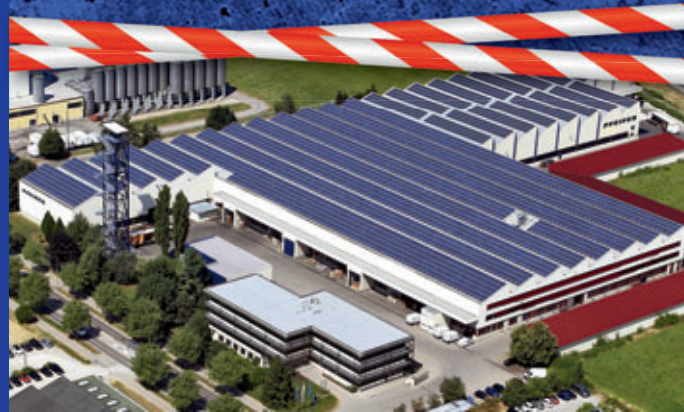
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