

Assyx GmbH & Co. KG, 56626 Andernach, Germany

Into the 10th year with new partner structure

What began a good 9 years ago with the delivery of the first Assyx Duroboards has developed into a true success story. The world economic crisis with which Assyx immediately had to contend in its initial years was a hurdle that had to be overcome, but it was no insurmountable obstacle for the young company, which emerged stronger than ever from this baptism of fire. Also on board during that period was Mr Alfred Rochlus, who has been in charge of the operative business since 2007 as a further managing director and has accompanied the company since the planning phase in the year 2005 and is now, since May 2015, also a partner in the business. Manfred Kessler and Alfred Rochlus, who is underlining his confidence in the company with his new responsibility as a partner, are from now on the exclusive managing directors and partners of Assyx. The acting persons have thus taken over the full responsibility.



The two managing directors of Assyx, Manfred Kessler and Alfred Rochlus, have secured the future development of the company with the new partner structure.

The original reason for the establishment of the Assyx company was the search for a production pallet for the family-run concrete block plant Rünz&Hoffend that could meet all the requirements of a modern concrete block plant. In the company's view the market did not offer the right product and so Manfred Kessler set about developing the company's own production pallet using the good properties and price advantages of wood, with a coating to protect them against attack and make them more durable.

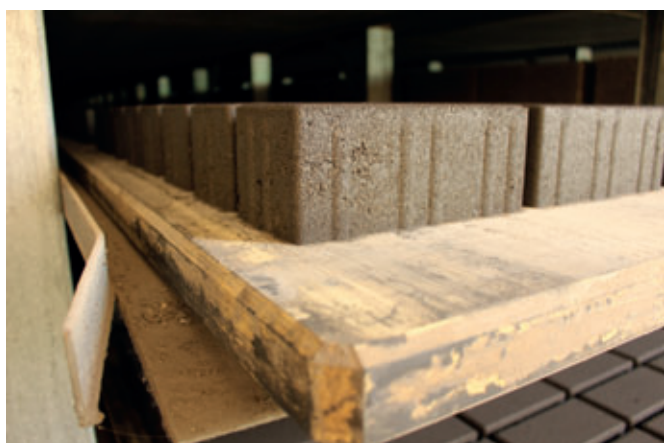
The development of the Duroboard is the result of decades of experience in the manufacture of concrete products and the help of strong partners. Bayer MaterialScience, one of the world's leading manufacturers of polyurethane, was selected as supplier for the coating. Manfred Kessler's idea was to make the wood – Assyx uses LVL laminated cores – permanently durable with an airtight, watertight, complete and permanently inseparable sheath of polyurethane.

The first prototypes in the format 1,350 x 1,100 x 45 mm were manufactured in the laboratory at Bayer and extensively tested. 2,000 pulse tests from each side, each with a load of 5 tonnes. -25 °C to 90 °C in the climatic chamber and 240 days in the water bath. The laboratory results were so good that the decision was made not only to manufacture the new production pallets for the company's own needs, but also to market them worldwide. That was the birth of the Assyx company.

Initially the Duroboard was to have been black. But then it was decided to use the natural PUR beige. This colour shows up everything. And that is entirely intentional. It helps the machine personnel a great deal with maintenance and visual inspections.



Around 15,000 Assyx Duroboards are in use in the company's own concrete block plant, Rünz&Hoffend. The concrete products are manufactured using plant equipment from Masa.



Still in top condition even in their 10th year of use. The Assyx Duroboards are also characterised by their longevity.

Assyx production pallets are now in use in concrete plants throughout the world and the company has firmly positioned itself on the market with the Duroboard. For a young company, Assyx was able to open up new markets and permanently bind customers to itself in a very impressive pace. As early as June 2006 up to 900 Duroboards were being produced each day in three-shift operation.

After just one year Assyx had left the European borders behind it and was able to impress customers both in Australia and in South Africa with its Duroboard. Assyx gained a foothold in the South African market, for example, through the ICCX South Africa in the 2007 in Cape Town, organised by CPI worldwide.

Further markets followed around the entire world and the Middle East also became an important market for the company. The fact that the Duroboard is very insensitive to heat was just one of the points that convinced the customers in this region to use the Assyx product.

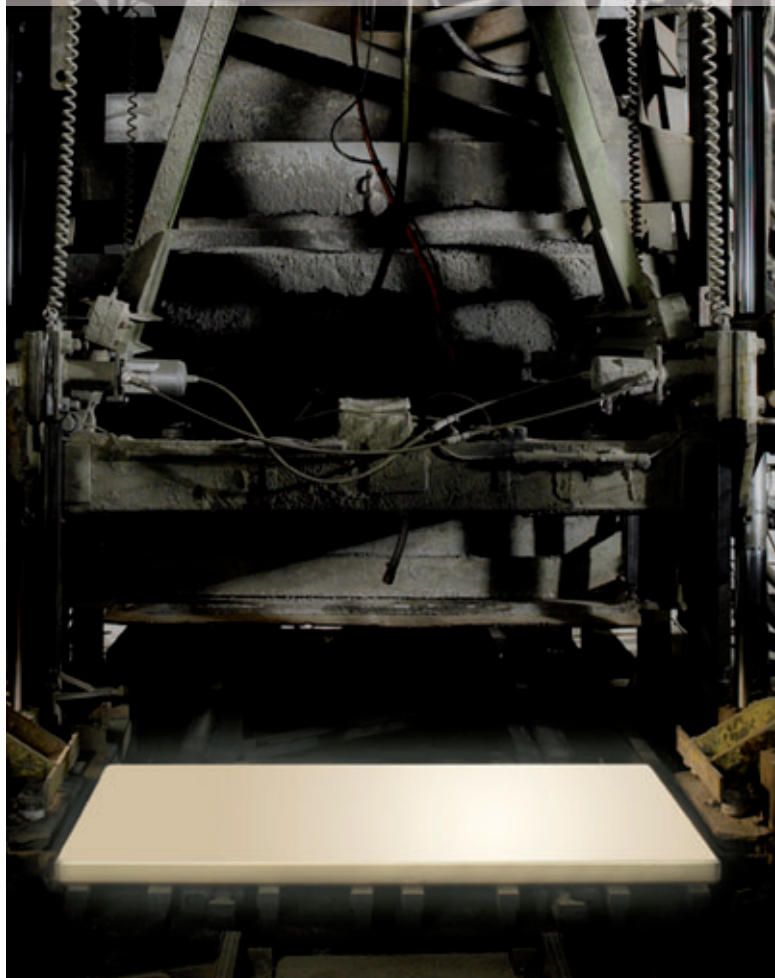
Today Assyx is one of the major suppliers of production pallets for the manufacture of concrete products and continues to write its success story. ■

FURTHER INFORMATION



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