

# ART OF WHITE



**ROHOZNIK  
WHITE**



**WELCOME  
TO THE WORLD  
OF ROHOZNIK  
WHITE**





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# FOREWORD

## FOREWORD



### DEAR READERS - VALUED CUSTOMERS AND BUSINESS PARTNERS,

You are holding in your hands a comprehensive guide on the famous path of a special product – white cement known as Rohoznik White. This book offers an overview of a collection of innovative products and their successful application in buildings and other projects, taking you to the world of art and inspiration for a moment. Rohoznik White Cement has been produced at a cement plant operated by Danucem in the Slovak municipality Rohožník for more than 50 years.

Times are changing, and the construction industry is not different. In recent years, unprecedented turbulence and challenges have had a major impact on the white cement market, not only regionally but also globally. Changed customer behaviour caused by the global pandemic, an energy crisis due to the conflict in Ukraine, the environmental challenges linked to climate change and a record level inflation around Europe are forcing us to completely reinvent our approach to the production of white cement. In addition, current construction needs and applications are also fundamentally changing. At Danucem, we see an opportunity to offer complex solutions to our customers tailored to meet the needs of the changing business environment.

We are constantly innovating and raising the bar for the construction sector, ensuring that our products exceed both industry standards and customer expectations. Thank you for your interest, long-term cooperation and the passion for unique projects that we share together. None of the projects in the following pages would have happened without you.

It is our honour to guide you through the rich heritage created by white cement, our unique material from Rohožník. This book delves into the core pillars of our purpose and illustrates our approach to sustainability, customer engagement, empowered talent and targeted growth. You will learn about original designs and architectural monuments of global importance that were built together with you.

Because we stand together to reinvent the way  
our world is built!

Warm regards,

Jozef Marušík  
Head of White Cement Business Rohoznik White  
Danucem



# CEMENTING THE LEAD POSITION IN THE FIELD OF SUSTAINABLE BUILDING MATERIALS

Did you know that the Danucem cement plants in Turňa nad Bodvou and Rohožník are one of the lowest carbon footprints CRH plants? Sustainability at Danucem is not only about commitments on paper, but also about real investments in advanced technologies, because we understand that our customers demand solutions that contribute to a better future for the planet.

Danucem has a clearly defined decarbonization roadmap, which outlines a path to reduce the carbon footprint of cement production by 30% by 2030 compared to 2020, and to be on a trajectory towards becoming a net-zero business by 2050 at the latest. How can this be achieved?

### HOW TO DECARBONIZE?

Climate action has a significant impact on a variety of technological innovations. At Danucem, we employ alternative solutions like alternative raw materials in the production of clinker, such as recycled construction waste or alternative fuels made from industrial waste. In addition to the effect on decarbonization, we are supporting

the principles of a circular economy. Reducing energy usage is another significant factor contributing to more sustainable production.

### STRATEGIC IMPROVEMENTS ON OUR WHITE CEMENT LINE

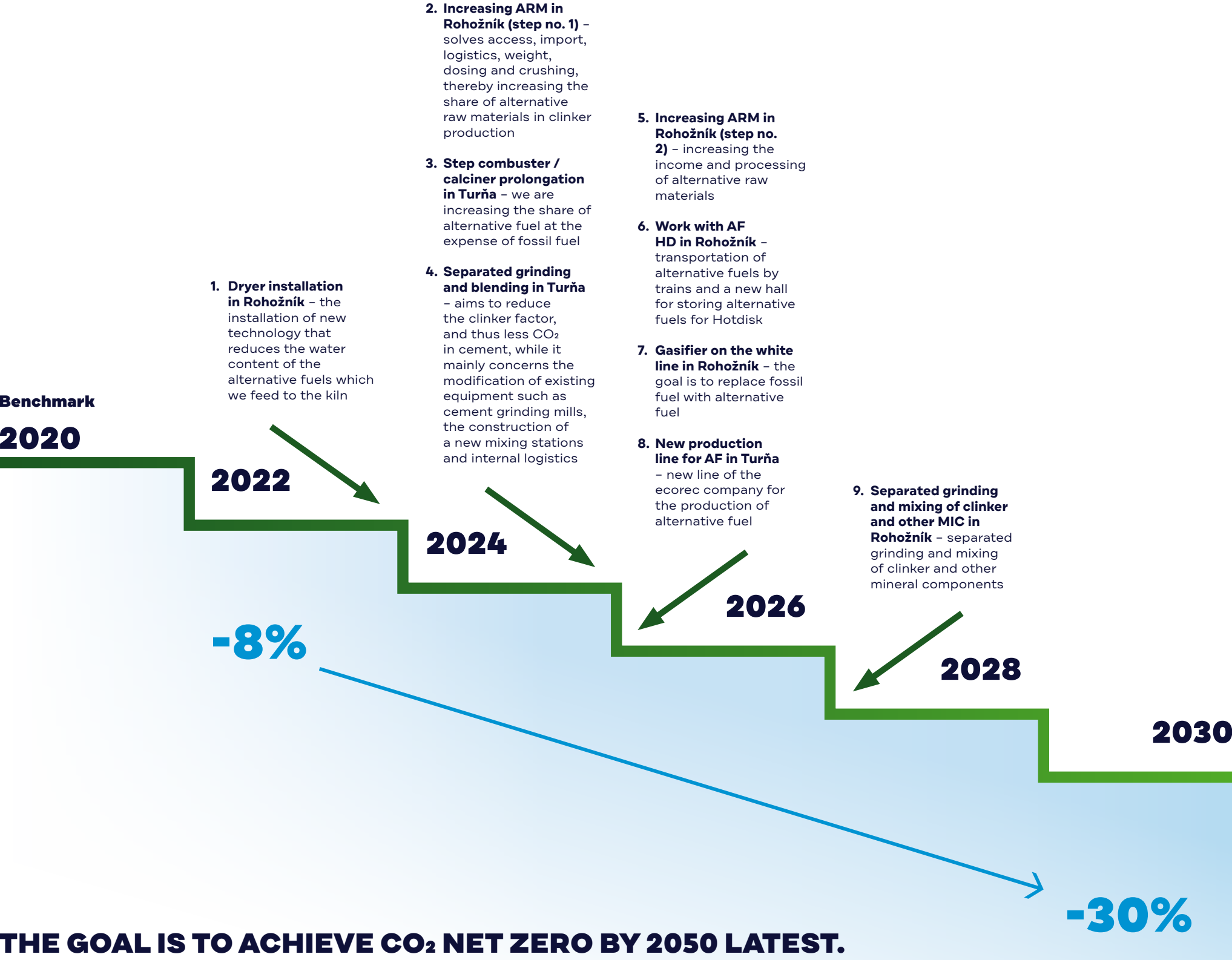
One of the most anticipated carbon-reduction projects in the Rohožník cement plant in the upcoming period is the installation of an alternative fuel gasifier on the white cement production line. This unit will contribute to replacing fossil fuels with alternative options. The upgrade takes on an even greater significance as the project has been designated by the government of the Slovak Republic as strategic in the field of decarbonization and will be financially supported by European funds.

### NEXT GENERATION PROJECTS

How can cement production be further decarbonized? Carbon capture technology exists that can not only store CO<sub>2</sub> further, but even create new products from it. Thanks to the fact that Danucem is a member of a strong CRH group, this too can become a reality in the Rohožník cement plant in a few years time.

## THE PATH OF DECARBONISATION OF CEMENT PRODUCTION AT DANUCEM

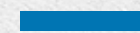
Danucem has been reducing its carbon footprint – this is a fact we have known for a long time already. But what is actually behind the decarbonisation of our cement production? Read about the biggest projects below.





# PUBLIC INFRASTRUCTURE AND SPACES

**PUBLIC INFRASTRUCTURE  
AND SPACES**







**T**he Loornareal school is located in Forch, a village and a mountain pass located in the municipalities of Kusnacht and Maur in the canton of Zurich, Switzerland. The population of the village is about 3004 as of 2013, and remote village maintains a traditionally rural character.

The Loornareal school reconstruction project is a notable redevelopment and modernization effort completed in 2022.

#### IN THE HARMONY WITH THE ENVIRONMENT

Led by Dahinden Heim Partner Architekten AG and commissioned by the Gemeinde Maur, the project aimed to blend new construction with the renovation of existing structures. The final design integrates seamlessly into the scenic surroundings, emphasizing harmony with the environment.

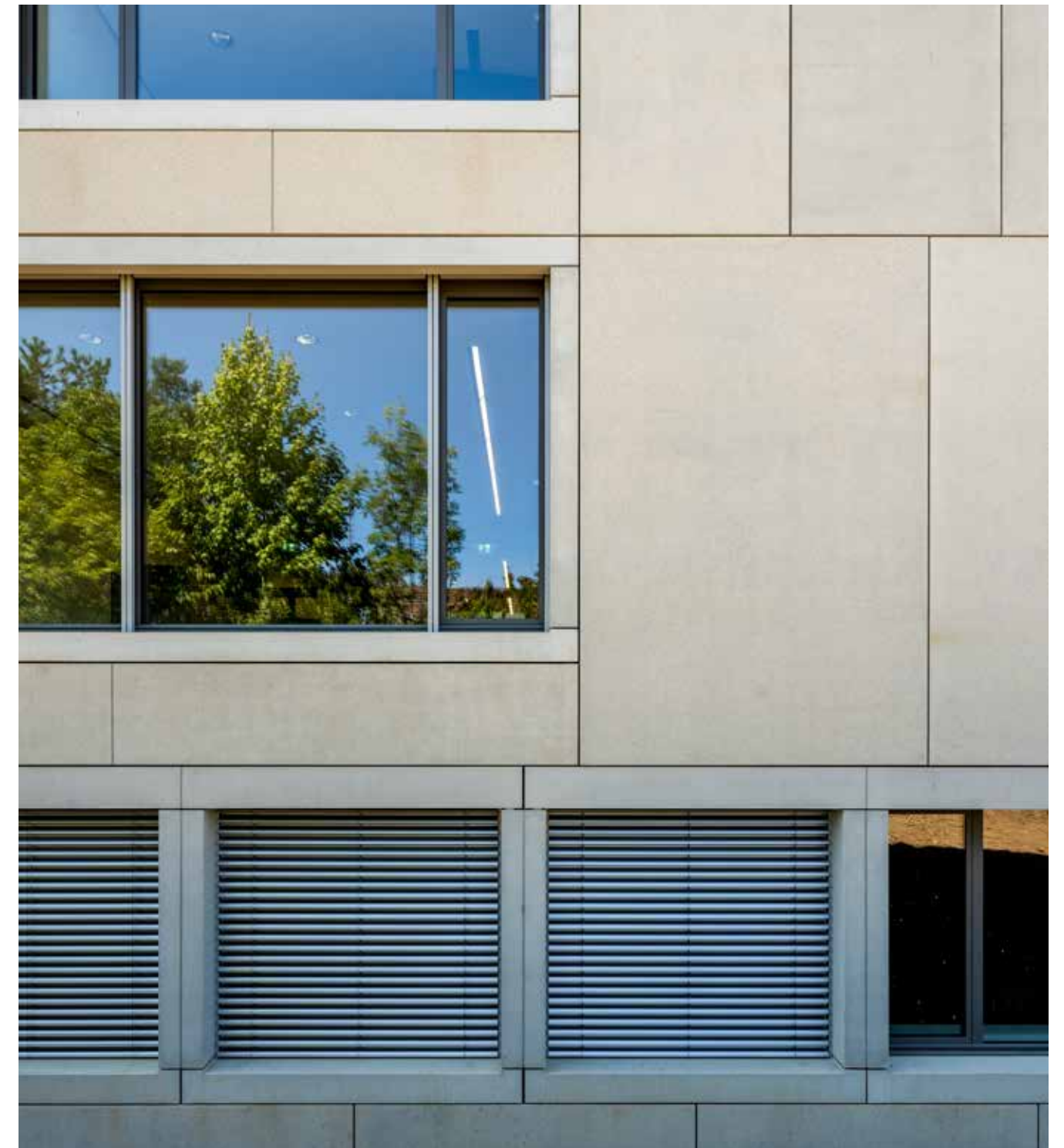
## LOORENAREAL FORCH

Elementwerk Istighofen AG played a significant role in producing and installing a variety of structural and architectural elements with the project calling for 450 wall elements, 72 L-elements, 110 U-elements and 250 window sills in total. All components were crafted using steel-reinforced concrete, with finishes ranging from smooth to washed surfaces, in a palette that included Ulmerweiss and other unique colours.

An important contributor to the reconstruction was Danucem's Rohoznik White cement, which was used to create some of the facades and other architectural features. This specific white cement was chosen for its high quality and the aesthetic appeal it brings, perfectly complementing the school's contemporary design.

#### HIGHER MEANING OF RECONSTRUCTION PROJECT

The Loorenareal area, known for its serene landscapes and rich history, provides an ideal backdrop for the educational institution. The full reconstruction not only modernized the school's facilities but also pays respect to the culture and environment of Forch, creating a landmark in the region.





# THE PROMENADE AT ŚWINOUJŚCIE



A beautiful promenade in Poland offers a pleasant feeling of the sea breeze on the face and at the same time soul fulfillment from a wonderful visual concept. Welcome to Świnoujście.

The Świnoujście promenade is located in the northern part of the city, a quaint historical center in Western Pomerania with a port on the Baltic Sea and the Szczecin Lagoon, in the extreme north-west corner of Poland.



## ROHOZNIK WHITE SUPPORTED THE HISTORICAL ASPECT

The promenade divides the beach area from the city. On one side, 19<sup>th</sup> century buildings in the Jügen style, cafes, restaurants, shops, benches and a bicycle path are spread out and opposite, there is a sandy beach which runs the length of the entire promenade. It is certainly an attraction for both locals and tourists, with many events taking place during the summer.

To preserve the historical environment of the promenade, Rohoznik White supplied white cement CEM I 52,5 N White for the construction of the entire promenade which was done by Probet-Dasag, a Polish company.





# LÁVKA HOLKA

Lávka Holka is a pedestrian and bicycle bridge located in Prague, the capital and largest city of the Czech Republic with a population of approximately 1.3 million.

This modern bridge, the twentieth over the Vltava River, connects the districts of Karlín and Holešovice with Štvanice Island. The Vltava River is renowned for its cultural and historical significance, making the bridge's location particularly remarkable.

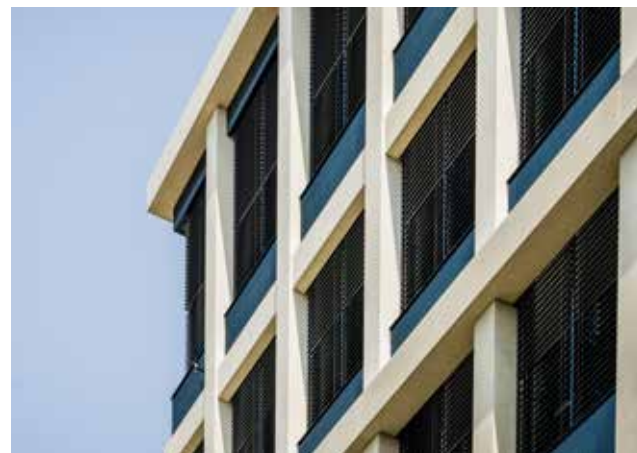
**ROHOZNIK WHITE CEMENT  
REFERENCE PROJECT WITH  
A SPECIAL AWARD**

Construction of Lávka Holka began in January 2022, finishing in July 2023. With a span of 300 meters, the bridge was designed by architects Marek Blank and Petr Tej and constructed by Skanska, utilizing our Rohoznik White cement, CEM I 52,5 N White in particular.

Lávka Holka excels in blending with the city both artistically and functionally. The design and construction quality have been recognized by the Foundation for the Development of Architecture and Construction, which awarded it Building of the Year 2023. The bridge was selected from 38 nominations, with the judges praising its durability specifically, which exceeds standards by twofold.







## POLICE AND FIRE DEPARTMENT HEADQUARTERS IN WINTERTHUR

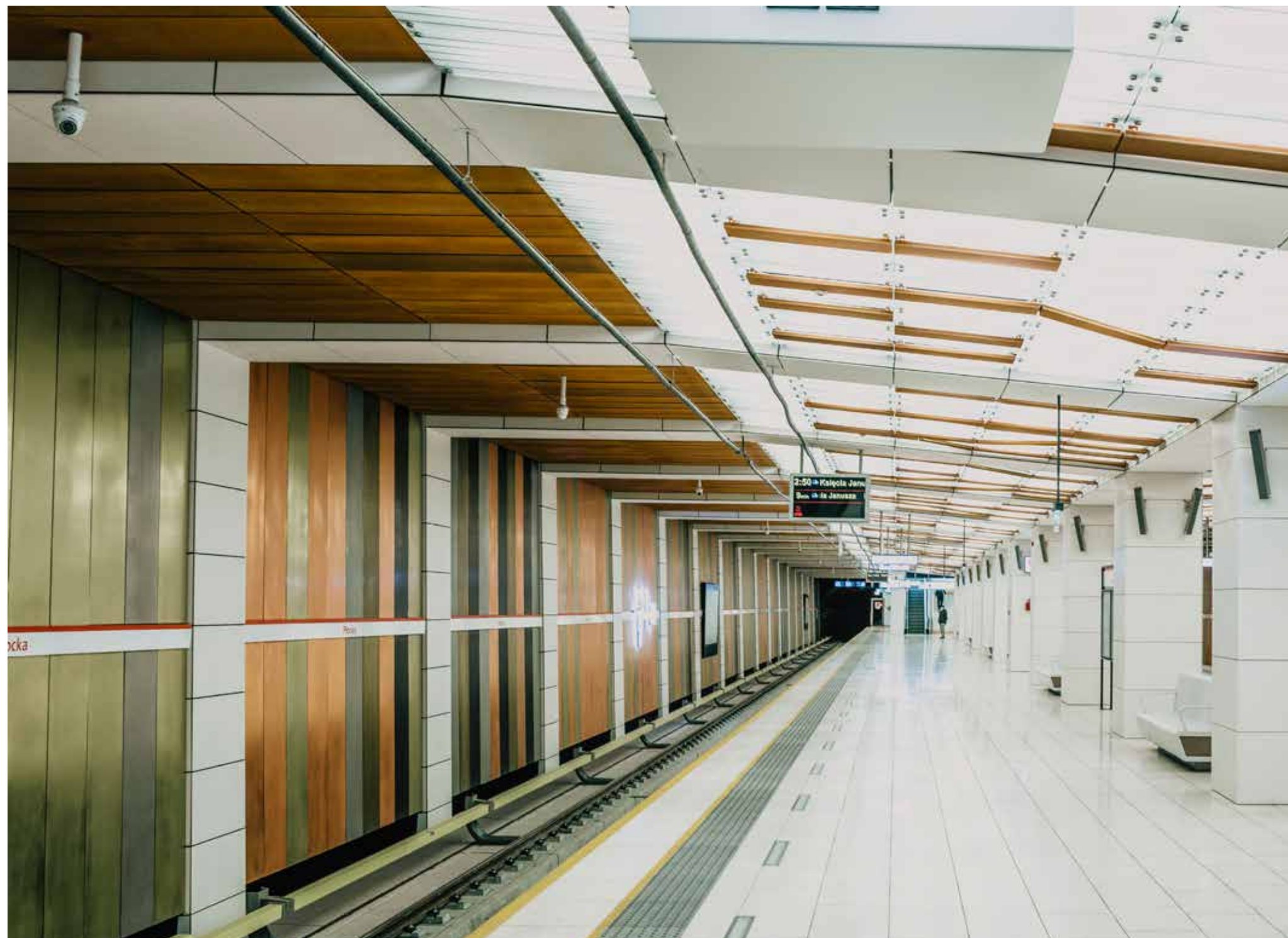
Winterthur is a city in the canton of Zurich in northern Switzerland. With a population of 110 000, it is the 6<sup>th</sup> largest city in Switzerland. The newly built Police and Fire Department headquarters employs a modern and functional design.

Designed by Michael Meier Marius Hug Architekten and developed by Implenia, construction was completed in 2021. The project was meant to centralize the city's emergency services, offering efficient and streamlined operations within a single complex. Elementwerk Istighofen AG contributed immensely to the construction, supplying and installing the white concrete panels that form the building's distinctive façade.

The use of Rohoznik White Portland cement created an elegant and durable finish, enhancing the building's aesthetic appeal and longevity. White concrete panels create a contemporary look while ensuring the structure meets the city's strict standards for public service buildings. The project in Winterthur stands as a testament to the seamless integration of functionality and design, providing Winterthur with a state-of-the-art facility while relocating its emergency services for better efficiency.







## WARSAW METRO STATION

Every day a huge mass of people are transported by it, but only few of them know that the last major reconstruction is also a work of the Rohoznik White team.

Warsaw is the capital and largest city of Poland. It is also the capital of the Masovian Voivodeship. The city was destroyed in 1945 by Wehrmacht troops and rebuilt after the Second World War. Today, the city has a population of 1777972.

### THE ONLY METRO IN THE COUNTRY RENOVATED ALSO THANKS TO DANUCEM

The Warsaw metro consists of two lines of underground rail; the blue line, M1, which connects the north and the south of Warsaw, and the red line, M2, which connects the east and west parts of the city. It is the only metro in the country.

The first section of the blue line was built in 1995 with 11 stations and is still being expanded. The second line, with 7 stations, was opened in 2015. The city of Warsaw is currently planning to build two more lines in the future.

### MORE BEAUTIFUL, MORE FUNCTIONAL

In 2020, the Płocka, Młynów a Księ Janusza stations on the red line M2 were reconstructed by Probet – Dasag using our white cement CEM I 52,5 N White. Thanks to this material, the coverings of the entrance and exit stairs were finished. Further reconstruction continued inside all three stations with the company updating the entire platform and mezzanine floor areas. Moreover, tactile marking systems for the blind and visually impaired were implemented.





# SCHLOSSTAL KLINIK WINTERTHUR



Klinik Schlosstal is a psychiatric institution situated in Winterthur, a city renowned for its culture and history. The clinic has a longstanding reputation offering a comprehensive range of psychiatric services, including inpatient and outpatient care, case management and specialized treatments.

The goal of the Klinik Schlosstal project was to expand the Schlosstal, part of the Integrierte Psychiatrie Winterthur (IPW), improving the workspace for medical professionals by increasing capacity and modernizing facilities to better serve patients with mental health needs. The project was executed by Elementwerk Istighofen, with architectural design by Hauert-Reichmuth Architekten.

## CALMING WHITE DESIGN

Construction began in 2016 and finished in 2021. The expansion involved both adding new buildings and renovating existing ones, significantly improving the clinic's infrastructure. An essential feature was the extensive use of white concrete, which was chosen for both aesthetic and functional reasons.

The concrete elements, including façades and interior walls, were formed using high-quality white cement supplied by Danucem. This specific material was selected for its superior properties, including brightness and durability, ensuring a sharp finish that aligns with the clinic's modern and clean design.

The use of white concrete also provides a hygienic and calming environment for patients and staff. The expansion project has not only improved the clinic's capabilities, but also blended the complex better with the surrounding landscape, maintaining a balanced environmental harmony.





# A PIONEER IN THE USE OF ALTERNATIVE RAW MATERIALS

Achieving a bright, white appearance while reducing the clinker factor of concrete is not an easy task. Rohoznik White is pioneering an innovative approach to meeting this challenge by using blast furnace slag as a sustainable alternative to traditional raw materials.

## BENEFITS OF USING BLAST FURNACE SLAG

In-house research and development has led to the successful application and development of white slag. This exciting breakthrough has allowed us to create a composite cement containing a higher proportion of alternative raw materials without compromising quality. Careful material selection ensures that our white cement maintains a high degree of whiteness while continuing to uphold necessary performance standards. This innovative material not only maintains the aesthetic and structural integrity required for white cement, but also reduces dependence on traditional raw materials. By turning waste into useable resources, we contribute to a more sustainable production process and most importantly, reduce the carbon footprint of our cement.

## SOURCED FROM THE HEART OF THE STEEL PRODUCTION PLANT

US Steel Košice, a steel production facility located near our cement plant in Turňa nad Bodvou, Slovakia,

produces blast furnace slag, which is a by-product of steel production. With the recent acquisition of a slag production facility from US Steel Košice, we have secured a stable source of alternative raw materials for production for the next decade. By transforming a by-product of the steel industry into a valuable resource for cement production, we are setting a new standard for sustainable building materials. Best-practices like this not only reduce our carbon footprint, but also generate economic and environmental benefits.

## THE LOWEST CLINKER FACTOR IN HISTORY

Our recent strategic acquisition ensures long-term stability of the raw material supply, allowing us to continue producing low-carbon cement products. This stability is critical to maintaining a competitive advantage and supporting our mission to offer more sustainable construction solutions. In addition, a significant milestone was reached in March 2024 by reducing the clinker factor in our Rohoznik White cements to below 78% for the first time ever. For comparison, in 2020 it was at 92%. Our goal is to further reduce the clinker factor to less than 70% by 2030 as we continue to set new standards in the global white cement industry for sustainable building materials.





# SUSTAINABLE AND INNOVATIVE PROJECTS

**SUSTAINABLE  
AND INNOVATIVE  
PROJECTS**

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# NATIONAL ATHLETIC CENTER IN BUDAPEST

The National Athletics Stadium, with a fixed capacity of 15,000 seats, was built from 2020 to 2023 at a total investment of 650 million Euros for the World Athletics Championships held in Budapest in the summer of 2023. The stadium was expanded to 35,000 seats for the occasion with the help of mobile tribunes.

Danucem's Hungarian partner, VIASTEIN Kft., supplied the stadium's paving stones which are made of Rohoznik White cement CEM II A-LL 42,5 N. In addition to providing a climate and human-friendly surface solution, these uniquely crafted pavers feature the most modern

hydraulic properties and provide a first-class visual appearance.

## CRÈME DE LA CRÈME IN SPORTS ARCHITECTURE

The city architect's office refers to the International Athletics Centre as "the Crown of the Queen of Sports". The office's design architects were inspired by what they heard at the 2018 "We Believe in Concrete" conference to design the athletics centre's roads for pedestrian traffic in white concrete. Once plans were accepted by the investor, the tender documentation included ready-mixed concrete made of Rohoznik White cement containing Danucem CEM II limestone sand.

## LOWER-CARBON PRODUCTS FROM DANUCEM

However, instead of the original concrete design, the footpaths were eventually made of paving stones. In the time between planning and construction, Danucem introduced new white cement products with a lower clinker factor and lower CO<sub>2</sub> emissions. Now a custom-designed paving stone manufactured by Viastein could be manufactured using the new, more sustainable cement, which was able to further reduce the project's overall CO<sub>2</sub> footprint. Thanks to its light colour, the surface heats up much less, making the environment more pleasant for the visitors.

To complement the stadium exterior, another Danucem partner, VPI Concrete, produced benches, trash cans and other outdoor furniture from Rohoznik White concrete, forming the most important accessories for the Athletics World Championships. Bicycle racks, which were heavily used during the World Athletics Championships, were also manufactured from white concrete, as well as concrete benches and seat support walls, for which Danucem's Rohoznik White bagged cement CEM I 52.5N type was used.





## HUNGARIAN HOUSE OF MUSIC

In January 2022, the House of Music opened in the City Park of Budapest, capital of Hungary. This unique and complex institution hosts a variety of musical events and exhibitions.

The iconic building was designed by star Japanese architect Sou Fujimoto, who selected the main building materials himself before the start of construction, choosing a terrazzo from Avers Fiber for the entire interior and exterior flooring of the building.

### COOPERATION WITH DANUCEM BROUGHT AN INNOVATIVE SOLUTION

Avers Fiber is the Hungarian branch of the Italian IdealWork company, which is a specialist in cement-based design coatings. The company began operations in 1994, specifically in unique and innovative construction methods such as concrete technology – including fibre concrete technology – and the static and architectural design of concrete structures. Avers has

maintained a successful almost 30-year cooperation with Danucem and its predecessors.

For the House of Music project, Danucem delivered 110 tons of CEM II/A-LL 42.5R white limestone Portland cement to Avers Fiber to produce the terrazzo covering. In addition, Danucem supplied the same type of white cement for the auditorium of the open-air stage, which is adjacent to the main building.



It was the features of our white cement, such as longer workability due to the extended set time, and the extremely compact, air-pore free surface as a result of the co-ground limestone content that convinced the Italian manufacturer. IdealWork's guarantee is specifically tied to the use of this type of cement.

### TERRAZZO IN THE MAIN ROLE

Avers Fiber designed the indoor and outdoor coverings and receiving surfaces. The concept behind choosing the terrazzo was to use a natural material and to encourage the effect of the City Park and building merging into one, providing a sense of walking in nature upon entering the building.

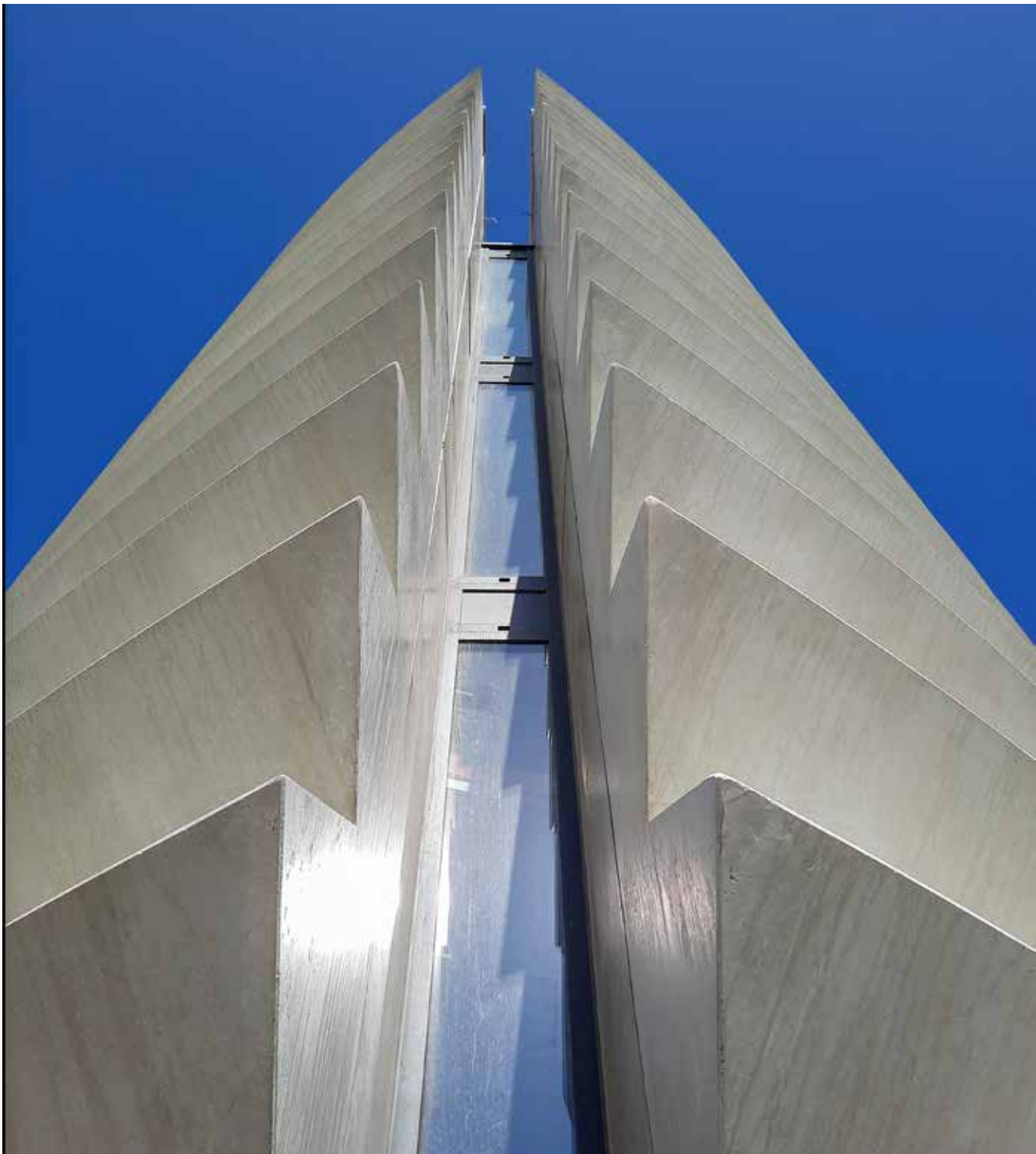
This terrazzo is called Lixio+, which is a natural, cement-based terrazzo, and its main components are white cement, marble crushed stone and other components such as microfibers and shrinkage-compensating additives.

The receiving surface of the terrazzo is a 5,000 m<sup>2</sup> concrete slab, which was poured from the centre of the building in a circular distribution. This distinctive feature is also reflected in the cladding. The aim of the Japanese designer, Sou Fujimoto, was to symbolically reflect the propagation of sound waves on the floor as well.





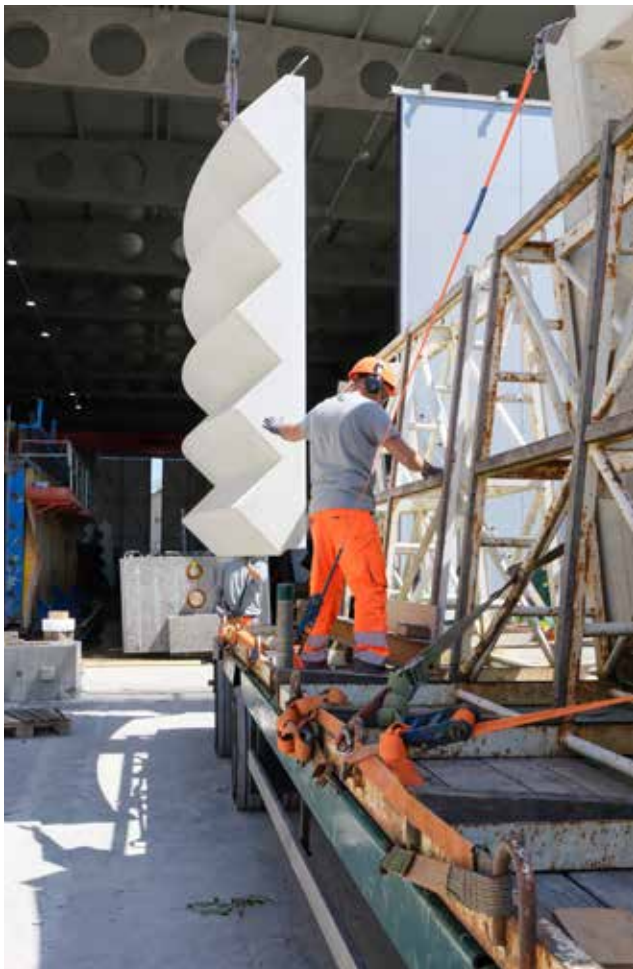
# SPACE EYE OBSERVATORY IN SWITZERLAND



The Space Eye Observatory was an extraordinary project from star architect Mario Botta from its very conception. In addition to housing the largest telescope in Switzerland and featuring astronaut Claude Nicollier as ambassador, this space observatory serves as a beacon of scientific discovery and innovation on the international stage.

Its unique white façade was made with carbon reinforced, prefabricated concrete elements that are only 50 mm thick, which is a CO<sub>2</sub>-optimized concept. These panels hold a special position in the portfolio of Element AG in terms of type and form.

Due to the observatory's striking design coupled with its eco-friendly production, it has earned the nickname: "Observatory with a sustainable shell".





In today's rapidly developing building materials sector, focused growth is the key to success. Rohoznik White is proudly produced by Danucem, which strives to push the performance of this characteristic building material forward by leaps and bounds.

### DIVERSIFIED PORTFOLIO OF WHITE CEMENTS

Rohoznik White boasts the most diverse portfolio of white cements in Europe, encompassing both traditional Portland cements and advanced composite options, such as limestone cements (CEM II A-LL) and white cements with slag. Due to the success of innovatively incorporating blast furnace slag, we were able to create composite cements, like CEM II/A-S and CEM II/B-S, which integrate slag for enhanced performance and sustainability. A further testament to our dedication to environmental responsibility is the introduction of our latest and the most unique products, CEM III/A 42.5 N and CEM III/A 42.5 R. These groundbreaking cements were born at the end of 2023 and are not only the most sustainable in our portfolio, but also offer unparalleled benefits.

### THE BEST CHOICE FOR SUSTAINABLE CONSTRUCTION

When considering cement options for your construction project, sustainability is a crucial factor. Here's why CEM III (White Blast Furnace Slag cement) stands out as an ecological choice compared to traditional CEM I (Portland cement):

- Lower CO<sub>2</sub> emissions: CEM III emits up to 44% less CO<sub>2</sub> during production than CEM I, contributing significantly to the reduction of greenhouse gas emissions.

- Increased Energy Heat Savings: CEM III requires around 42% less energy to produce compared to CEM I, lowering operational costs and reducing the CO<sub>2</sub> footprint.
- Efficient Water Usage: CEM III uses 43% less water in production than CEM I, promoting sustainable water management practices.
- Power Consumption: CEM III requires nearly 42% less energy to produce compared to CEM I, leading to lower indirect CO<sub>2</sub> production emissions.

### CEM III MEETS ALL EXPECTATIONS

Opting for CEM III supports sustainability goals by reducing carbon emissions and conserving energy and water resources. Moreover, lower energy and water usage leads to significant cost savings over the lifecycle of construction projects. CEM III is not just a material choice but a commitment to sustainable building practices. Its superior performance makes it an ideal option for builders looking to minimize their projects' carbon footprint.

The versatility of CEM III/A 42.5 N and CEM III/A 42.5 R extends across multiple construction applications, from ready-mix concrete production to the manufacturing of high-strength plain concrete and reinforced structures, plus many more, all featured in our newly developed EPD certifications. For more details, refer to our certifications. We design products for you, our esteemed clients committed to initiating earth-friendly impact through better production methods, paving the way for future generations.

### THE IMPORTANCE OF EPD CERTIFICATES

In the development of a sustainable portfolio, we recorded a significant landmark last year, namely the granting of Environmental Product Declaration (EPD) certificates for the entire portfolio of our white cements. EPDs communicate the complete sustainability picture of a product and are important for several reasons. First of all, the certification provides clear information about the eco-efficiency of our products, helping customers make informed choices. Based on such data, it's easy to compare one cement type to another, and which would be the best solution for your specific application to support company goals and visions. EPDs also aid organizations in meeting environmental goals and regulations, demonstrating a commitment to sustainability and responsible production practices. In essence, EPDs serve as valuable tools in promoting transparency and driving innovation towards more sustainable practices. They empower both producers and consumers to make environmentally conscious choices.

### FUTURE AMBITIONS

Future objectives include further reducing CO<sub>2</sub> emissions per ton of clinker, expanding our use of alternative fuels and continued promotion of our more sustainable portfolio on the market. With these efforts, Rohoznik White aims to set new benchmarks for business responsibility and resource efficiency in the cement industry.





# COMMERCIAL BUILDINGS

## COMMERCIAL BUILDINGS





# PURO HOTEL

The PURO Hotel in Łódź is a prime example of “heritage re-imagined in a modern setting”. Situated in the centre of Polish city called Łódź near the renowned Manufaktura, this four-star hotel is a fixture among the city’s impressive architectural landscape.

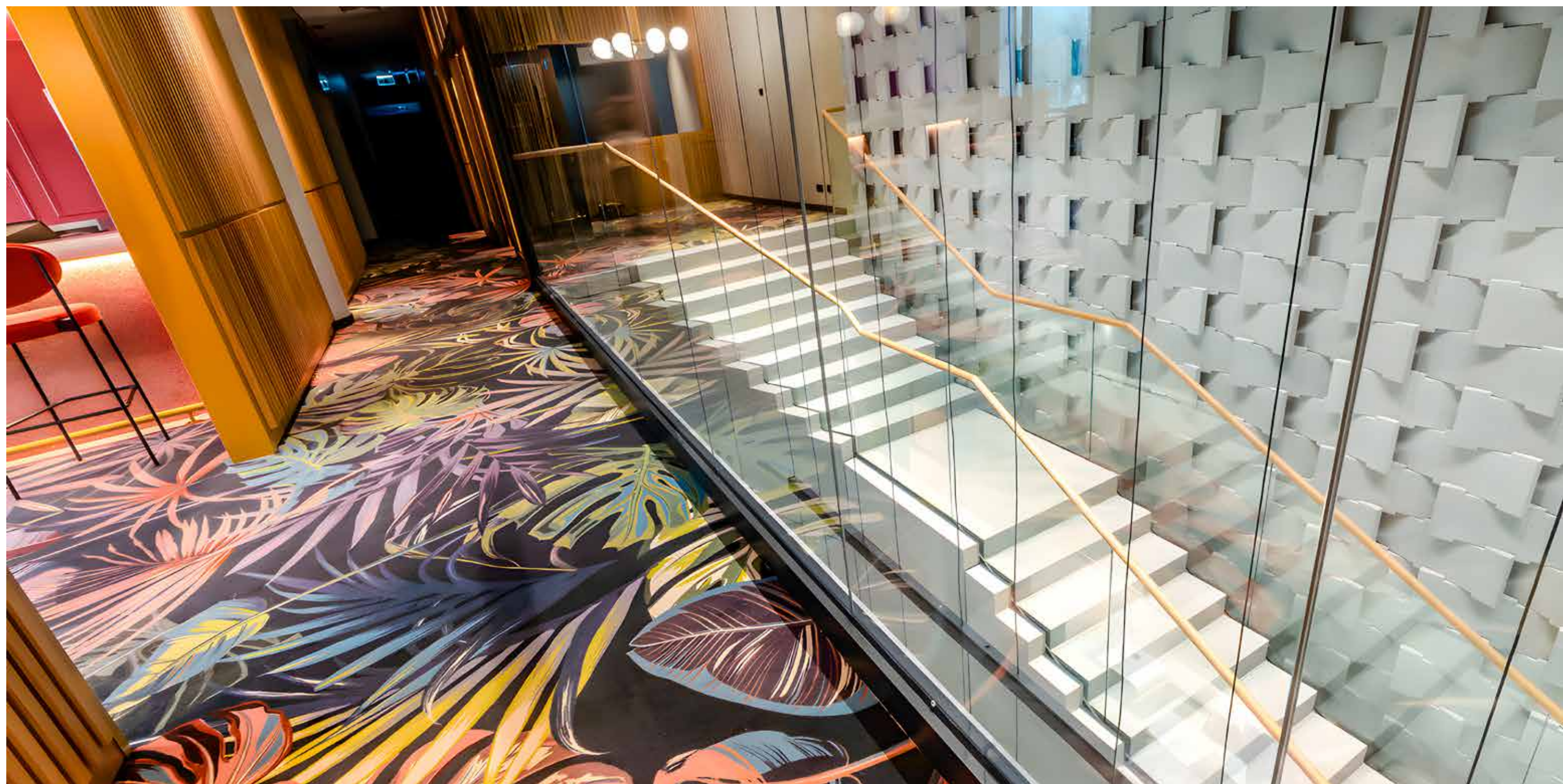
Designed by ASW Architekci, the PURO Hotel features 136 rooms alongside four conference rooms, a restaurant, a café with a summer terrace and a rooftop bar with panoramic views. Located on Ogrodowa Street, the building complements the historic Poznań Palace and completes the urban square at the intersection of Ogrodowa and Zachodnia streets.

### HIGHLIGHT OF DESIGN

The hotel’s design not only defines the new façades of the surrounding streets, but also integrates well within the existing urban fabric. The interior design, crafted by the London-based







Superfutures firm, reflects the city's rich cinematic, textile and artistic heritage. Interior décor includes film photographs, posters and a cinematic mural, with rooms featuring handwoven, modern carpets from Tartaruga, a local studio, and artworks by young Polish artists. Notably, Bartosz Kosowski's graphics draw inspiration from the spatial compositions of Łódź icon Katarzyna Kobro. The owners of the PURO Hotel chain, are known for their dedication to high architecture, design and promoting young artists, helping to make the Łódź project a highlight in both Polish and international design circles.

#### MODERN LOOK REINFORCED BY CONCRETE

A standout feature of the project is a striking 200 m<sup>2</sup> lobby wall, constructed from custom-designed concrete blocks arranged to create a dramatic effect. Our Rohoznik White cement proved to be key in facilitating this impressive installation. The wall is composed of

concrete elements that fit together like giant Lego pieces, measuring 60x30x4 cm each, and the result is a unique mosaic; a standout detail from the rest of the space, which features a more conservative interior design. Wet-cast technology, a process commonly used for architectural panels or decorative wall elements, was used to create the wall. This method involves pouring the concrete mix with water into moulds, resulting in a smoother and more refined finish, finer details and more intricate designs, better strength and durability, and greater flexibility in terms of shapes and sizes. The method was an excellent choice from our partner VHCT. Originally, the wall elements were to be made from wood, but white concrete gives it a more modern look.

The project was a finalist for the AHEAD Europe 2019 award and won the 2021 NAWW Architectural Award for "Export Achievement".





## NIVY CENTRUM IN BRATISLAVA

The Nivy Centrum shopping mall in Bratislava, inaugurated in 2021, is a landmark project that blends modern retail stores, office space, a central bus station and a rooftop park in one location.

The shopping centre totals twenty-three hectares in a former brownfield area near Bratislava's Old Town. Developed by HB Reavis, one of the leading real estate developers in Central and Eastern Europe, the project looked to bring a multifunctional urban space to revitalize the surrounding area. Architectural design was led by the renowned Benoy studio in collaboration with Siebert+Talaš.

### BUILT FOR A BROAD MASS OF PEOPLE

The centre's green roof, spanning 12,000 square meters, features recreational areas such as a half kilometre running track, workout zones, functional terraces and a playground for children. Designed to mirror Slovakia's flora, the rooftop offers stunning views of Bratislava's city centre and castle.

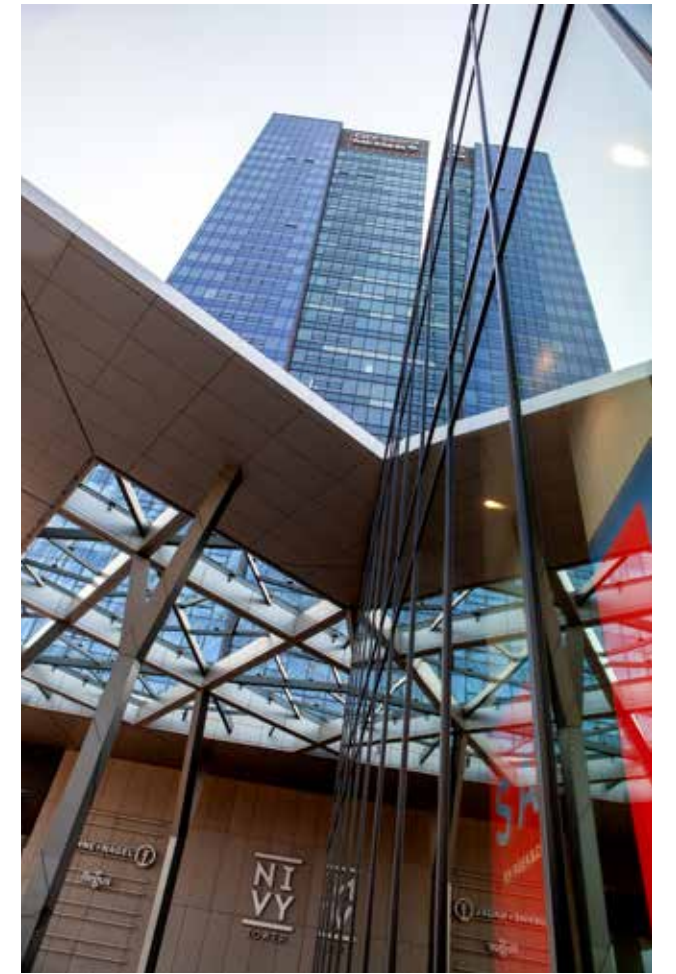
Additionally, the food market within Nivy Centre enhances the city's culinary scene with local produce stalls, cooking shows and workshops. The shopping centre boasts a diverse mix of international and local brands, with almost 90% of its 70,000 square meters of retail space occupied.

The facades of Nivy Centrum, a crucial aspect of its modern aesthetic, were

crafted by the Czech firm Dako Brno from glass fibre reinforced concrete. Our Rohožník cement plant, located only 46 km from Nivy, as locals call it, provided the white cement for the home country project. The high quality and bright white colour of our cement contributed greatly to the intricate design details of the facades as well as the mall's contemporary appearance.

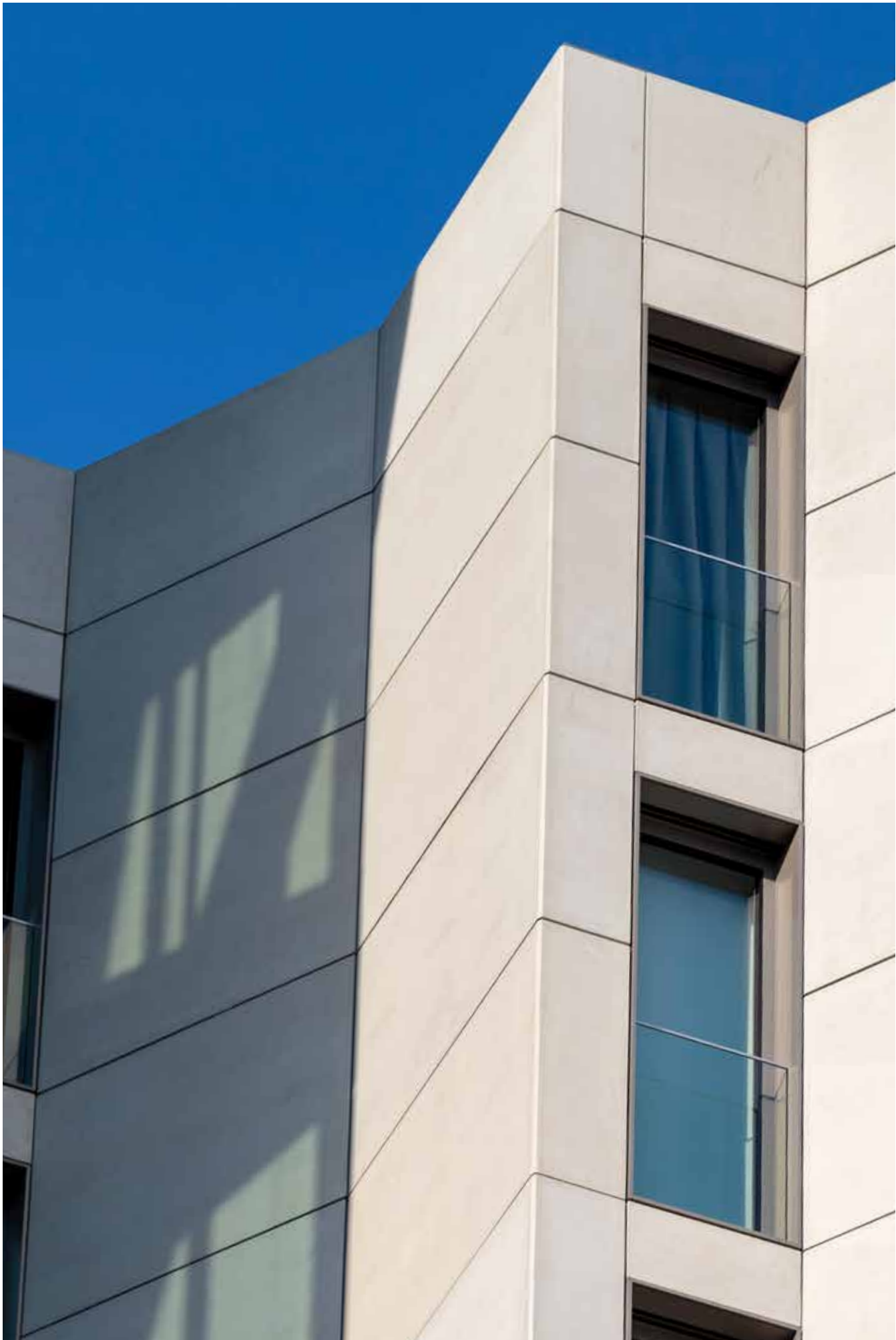
### SUSTAINABILITY CONFIRMED BY A CERTIFICATE

The Nivy zone has been awarded a BREEAM Communities certification at the Excellent level, making it one of only 13 zones globally to meet this standard. This certification evaluates the project's sustainability in terms of housing quality, civic amenities, infrastructure and environmental impact. The mall also serves as an important transport hub, connecting Bratislava to over 300 destinations domestically and internationally, including a direct route to the Vienna Airport.





# CANALSIDE WALK IN LONDON



The Canalside Walk project in London, located at 3 Canalside Walk, includes a 14-story building with residential units, retail spaces and commercial premises, exists as a monumental architectural endeavour.

London is the capital and the largest city of both England and the United Kingdom and home of the royal family, with a population of 8 866 180 people. The novel project was designed by Horden Cherry Lee Architects and developed by McAleer & Rushe, with construction completed in June 2020.

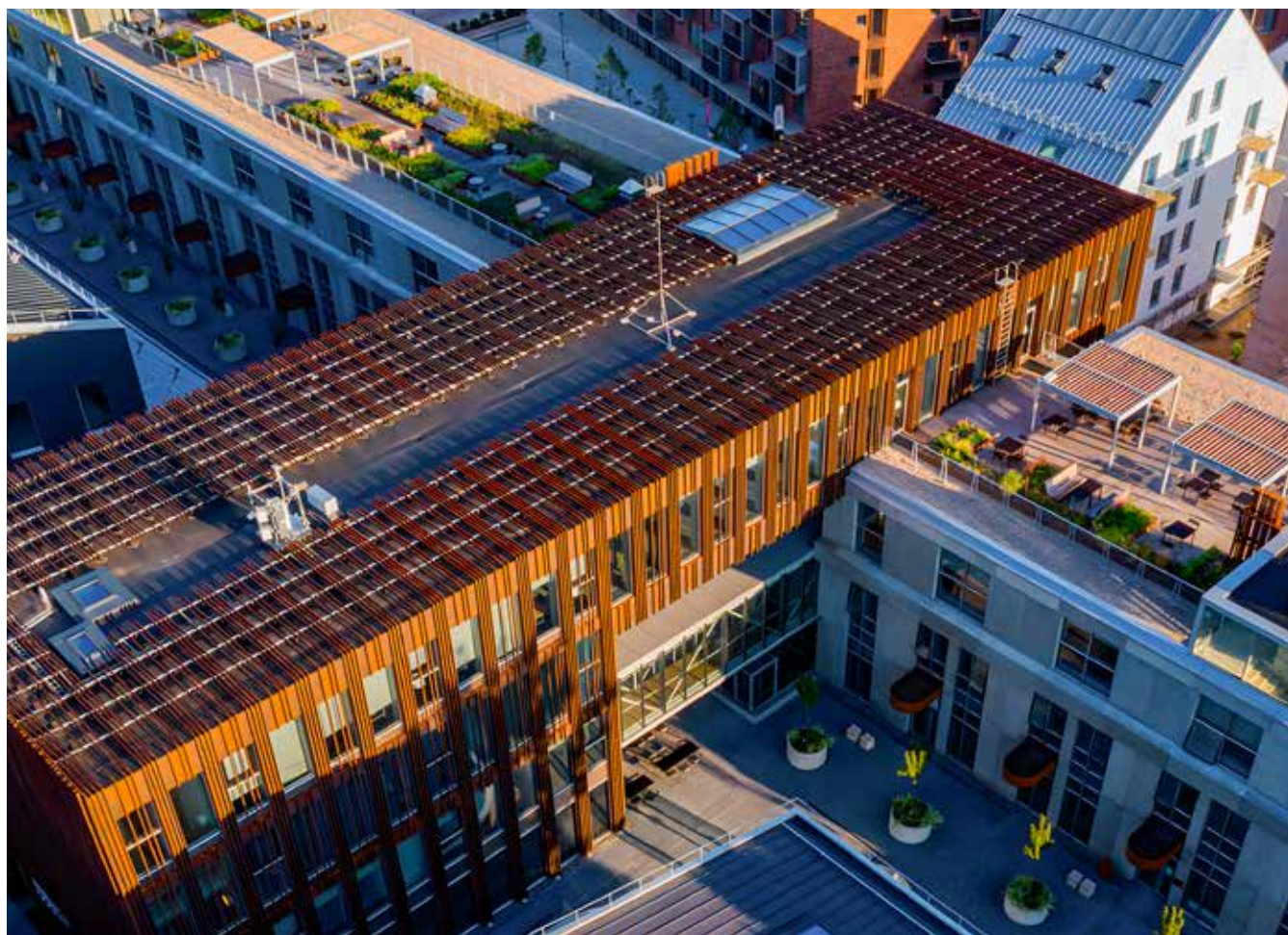
## UNIQUE DESIGN UNDERLINED BY PROFESSIONAL WORK

The Walk runs along the Grand Union Canal, providing a scenic view of both the waterway and Hyde Park. This unique project stands as the definition of class and contemporary architecture, combining a modern façade with terracotta and glass-reinforced concrete (GRC) elements. Trusted partner Kroe produced the GRC for the whole 2 200 m<sup>2</sup> of cladding, which includes white panels with a silver mica effect, giving the exterior a subtle and elegant glow.

The façade design was engineered and supplied by AlterEgo Facades and is characterized by flat, L-shaped, and irregular-shaped panels, creating a visually striking appearance.

To make this vision come to life, our white cement CEM I 52,5 N White was chosen for the project, contributing to high-quality, durable construction. The use of this specific type of cement was integral to achieving the desired aesthetic and structural performance of the building.





**P**aupys Business Quarter is located in a new district in the historic old town of Vilnius called “Paupys”, which stretches along the Vilnele river. Spread amongst the beautiful location, the site includes a mix of functional spaces such as offices, shops, cafes and a small cinema, creating a vibrant community hub for locals.

The use of materials like Lunawood for facades, decking and roofing furthers the project’s commitment to sustainability and aesthetic coherence. Paupys’ Quarter is more than just a business hub – it is a symbol of modern architectural and engineering excellence.

#### MEETING NEW STANDARDS

Paupys Business Quarter in Vilnius is a modern architectural marvel, expertly crafted to blend functionality with aesthetic brilliance. Developed by the renowned Lithuanian real estate developer DARNU Group, the landmark project sets a new standard for business and commercial space in Lithuania. Mitnija served as one of the main contractors responsible for the construction of various structures under the DARNU Group’s development plan. The centre’s architectural design was led by Audrius Ambrasas Architects, whose team aimed to create a space that is both functional and visually striking, harmoniously integrating new buildings with the historical industrial surroundings. The design philosophy centred around creating an open, inviting environment that promotes productivity and collaboration while managing to retain the existing spatial composition of the site.

#### MODERN WHITE LOOK

DAKO Brno was responsible for the facades of Paupys Business Quarter, utilizing their proprietary advanced glass fibre reinforced concrete (GRC) technology. This project features innovative and sustainable facade solutions that enhance the buildings’ aesthetic and functional qualities. Our

## PAUPYS BUSINESS QUARTER IN VILNIUS

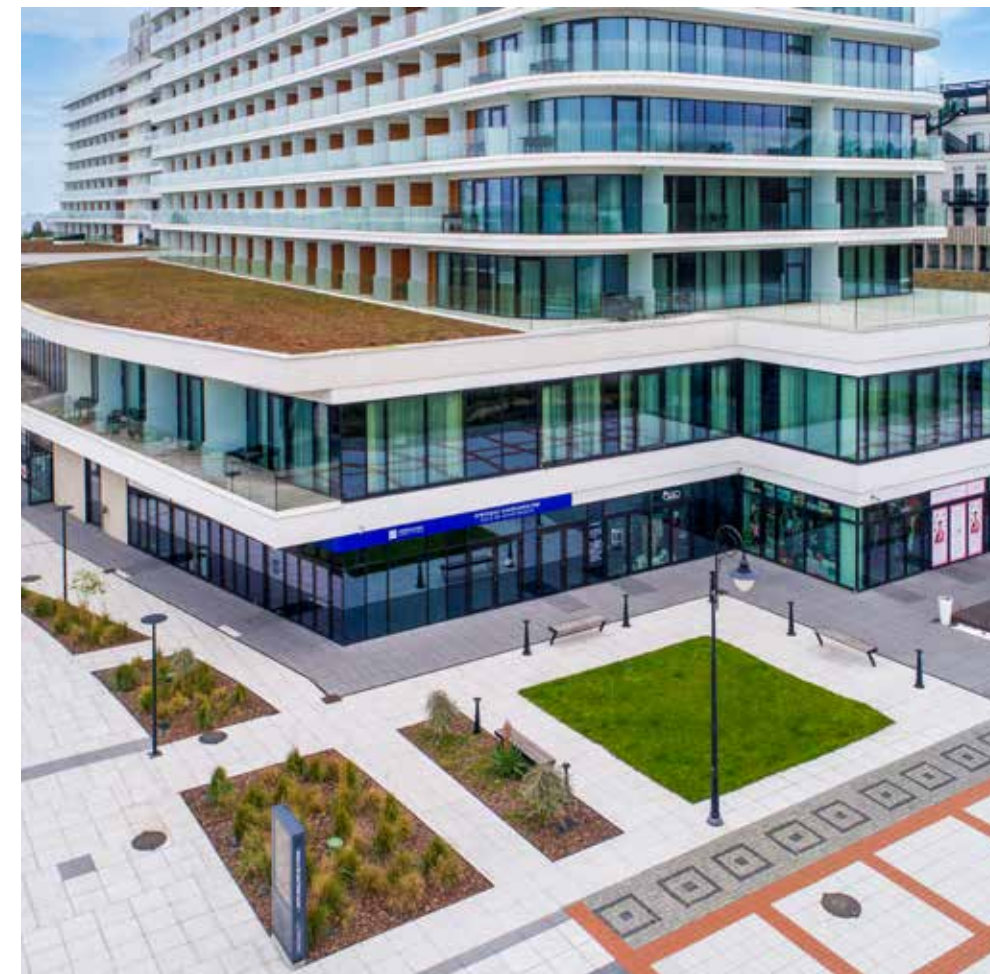
Rohoznik White cement CEM I 52,5 N was used in the construction. The bright, clean finish provided by our white cement contributes to the modern look of the business quarter, ensuring that the buildings remain both visually appealing and structurally sound for years to come.

#### IN HARMONY WITH A SUSTAINABLE FUTURE

The project was a collaborative effort involving architects, designers, developers and construction specialists working in harmony to achieve a unified vision. Designers focused on creating a harmonious blend of indoor and outdoor spaces, utilizing natural light and open-plan layouts to foster a vibrant, dynamic work environment. Paupys Business Quarter features a range of innovative elements designed to enhance the user experience, including energy-efficient systems, smart building technologies and sustainable materials that reduce the overall environmental impact of the development. The use of Rohoznik White cement is a prime example of the project’s commitment to quality and sustainability, providing a material that is not only visually striking but also environmentally friendly. The centre exemplifies how thoughtful design, expert craftsmanship and high-quality materials can come together to create a truly exceptional environment.







## HOTEL RADISSON & HILTON

The Radisson Blu resort rests in Świnoujście, a city and seaport in western Pomerania on the Baltic Sea in the Szczecin Lagoon, located in the north-west of Poland.

The hotel is centred on the Świnoujście promenade, just 50 meters from a sandy beach. In addition to top culinary restaurants and bars, the complex offers many options for sports activities as well as a spa and wellness treatments. The Radisson Blu is especially known for its infinity pool located on the 14<sup>th</sup> floor, where the guests can enjoy panoramic views of the surrounding landscape.

### TAILOR-MADE SOLUTIONS FOR HOTELS

Probet-Dasag, a Polish company specializing in architectural concrete

and stone products and our partner, collaborated on many projects for Hilton and Radisson hotels. The developer provided custom-made elements using Rohoznik White cement, known for its aesthetic appeal and durability. Specifically, elegant architectural details such as balustrades, cornices and decorative facades were custom made for these hotel projects.

Danucem was chosen to supply our white cement with the goal of achieving a clean, modern look that complements the upscale design expected of such brands. Probet-Dasag's work with white cement also extended to crafting interior elements like countertops and staircases, ensuring a consistent and luxurious appearance throughout the properties.

### HIGHEST POSSIBLE STANDARDS

Thanks to its location and unique design elements, the hotel stands out among the promenade and many have found it the perfect place for a fairy tale wedding. Guests with children can enjoy the Baltic Park Molo Aquapark, which is close by, and the Museum of Sea and Fishery.

The Radisson Blu resort differs from others by virtue of its architecture and by choice of building materials. With 340 rooms and suites of premium accommodation in a marine-inspired style, we supplied the builder with our special white cement CEM I 52,5 N White to fully realize the standards necessary to meet the high expectations of Radisson Blu and their guests.



# EMPOWERED TALENT

At the heart of our white cement business sits a team of dedicated professionals whose diverse backgrounds, experience and strong commitment drive our success. Our empowered talent pool is the cornerstone of our mission to provide complex, innovative solutions for our customers. Here is a closer look at the remarkable individuals who make up our Sales Team.

### BEÁTA KÁRPÁTI

Based in Hungary and responsible for the Hungarian and Romanian white cement markets, Beáta Kárpáti brings over 20 years of experience in the cement industry. Her long-term partnerships go beyond mere sales, focusing on customer satisfaction and sustainable development. Beáta actively inspires architects by demonstrating Rohoznik White in conferences, presentations and personal visits to reference buildings. Her committed involvement in marketing activities serves to emphasize the sustainable features and environmental benefits of Rohoznik White. Beáta's dedication to environmental protection underpins her dedication to see the white cement become the preferred choice in the market.

### SVEN THORENZ

Originally from Dresden, Germany, Sven is valuable member of our team, bringing 37 years of experience in the construction, concrete, admixture and cement industry. He began his career as a traditional bricklayer, soon passing an accomplished expertise exam in concrete, stone and terrazzo craftsmanship. His professional career includes 14 years in Technical Marketing & Sales before joining our team. Responsible for the German, Austrian and Swiss markets, his deep

understanding of market dynamics and strategic insights have been pivotal to our continued growth. Sven has played a crucial role in advancing our white cement portfolio, focusing on sustainable solutions that meet market demands. His innovative approach and commitment to meeting our customers' needs are the foundation of our success in providing high quality products tailored to a wide variety of applications.

### KAROLINA RUŁKA

Karolina, hailing from Poland, is a motorcyclist, sport and gardening enthusiast with a deep love for nature, which drives her focus on implementing Rohoznik White sustainable products to help reduce CO<sub>2</sub> in the environment. She graduated from the AGH University of Science and Technology in Kraków and has 18 years of experience in the construction industry, with the last eight years dedicated to selling Rohoznik White cement in the Polish and Ukrainian markets. Karolina's knowledge of the construction material was accumulated during her training as a Concrete Technologist with the Association of Cement Producers and at the Institute of Building Materials and Concrete Technology. Her most prestigious project involved using the more sustainable white cement in the construction of the Museum of Modern Art in Warsaw. Karolina's unique blend of technical expertise and passion for environmental initiatives brings a valuable perspective to our team.

### STANISLAV BELANEC

Stanislav is truly an expert, with over 25 years in cement sales across Central and Eastern Europe. As an integral member of the Rohoznik White cement sales and marketing team, Stanislav's strategic insights and technical expertise accumulated over

decades in the industry foster business growth in new and progressive ways. His commitment to excellence ensures unparalleled value for clients, making him a trusted leader in the industry. Stanislav lives close to the Rohožník plant, the heart of our operations, which shows his devotion and passion for his craft. Working in the office adjacent to production, Stanislav excels as a crucial bridge between our operations and sales colleagues, managing seamless communication and efficient collaboration, further strengthening his connection to our products and mission.

### SVITLANA MANKOVSKA

From nearby Ukraine, Svitlana came to the position of Sales Analyst and Support with a background in Foreign Languages and Economics. As the newest member of our team, she brings fresh perspectives and enthusiasm. With two years of experience, she plays a key role in enhancing our team's performance and managing administrative tasks. Svitlana is fluent in four languages, which puts her in good position to bridge communication with our international clientele and internal departments. She also enhances team effectiveness through developing compelling presentations, design work and ongoing web development. Her insights and language abilities are especially valuable in managing relationships with Ukrainian customers, making her a great asset to our team.

### JOZEF MARUŠÍK

Saving the best for last, Jozef is our Sales Manager, overseeing the White Cement business across 15+ countries. Affectionately known as Dodo, he holds a master's degree from Central European University and boasts 15 years of executive experience in a range of sectors of the cement industry across Central and Eastern Europe. With a passion for developing sustainable products and protecting the environment, Jozef powers our business's P & L through strategic sales and innovative, environmentally friendly solutions in all white cement applications. His leadership as a Head of White Cement business is proven by

his success in managing our diverse, international team in an increasingly online world, ensuring effectiveness across all borders and time zones. Beyond managerial expertise, Jozef is a skilled mountain climber, reflecting his dedication to both professional excellence and personal adventure.

The diversity of our Sales Team, which spans countries, ages and genders, is a testament to our commitment to inclusion and collaboration. We believe that varied perspectives and experiences advance innovation and lead to collective victories. Each team member brings a unique set of skills and a shared dedication to sustainable development and customer-centric service, ensuring that Danucem remains at the forefront of the white cement industry.

The Rohoznik White team is here to meet all the expectations of its customers. Although these colleagues are the faces of our special product Rohoznik White, in order for the white cement to stand out on buildings all over Europe, whole other teams of colleagues from Danucem work in the background. It is production, administrative or accounting support, but also transport or marketing. Without this extensive team, the world of architecture could not be so beautifully colorful.



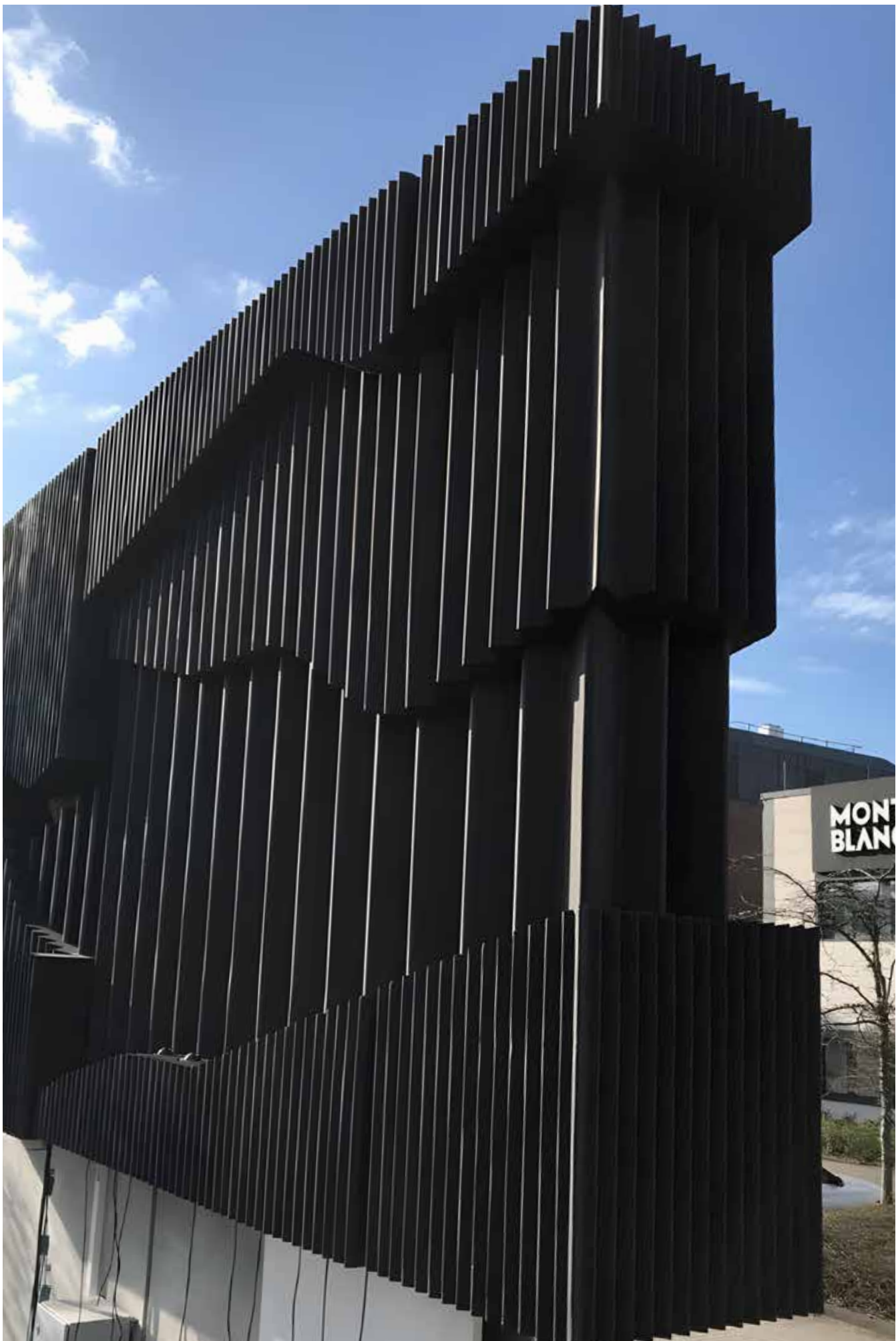


# ARCHITECTURAL PROJECTS

## ARCHITECTURAL PROJECTS







# THE MONTBLANC HOUSE IN HAMBURG

The Montblanc House in Hamburg is a multifunctional building serving as a museum, exhibition space, boutique, café, and educational center. Designed by Spanish architects NSA Enrique Sobejano and Fuensanta Nieto, this 38,000-square-foot facility is adjacent to Montblanc's headquarters and manufacturing facility.

The building has a striking black façade inspired by the packaging of Montblanc's historic writing instruments. It features 330 unique concrete panels in a variety of shapes, sizes, and surface profiles, totalling 2,800 square metres.

## HANDWRITING AS A FOCUS

Once you're inside, Montblanc House takes you on a journey into the world of writing and Montblanc's heritage. The inside of the building is where you'll find 412 writing instruments, digital displays,

art installations and a rich archive. These showcase the cultural and philosophical significance of handwriting. The facility has a dedicated Writing Atelier for creative writing and calligraphy classes, an archive room, and spaces for exhibitions that blend high-tech and traditional elements.

## SUPPORTING ELEGANCE

The Montblanc Haus is designed to inspire visitors of all ages, offering a comprehensive exploration of the craft and history of writing. The development of Montblanc Haus was overseen by our client C3 Carbon-Cement-Composite GmbH, who entered the project in early 2017 and developed and manufactured the bespoke forms, and developed the hybrid reinforcement system and the cement matrix that was used to cast and sprayed the stunning façade panels of the project.



The use of white cement from Danucem was crucial for the development of C3, particularly in the unique concrete panels that form the building's distinctive exterior. Our Rohoznik White cement ensured a pristine, smooth finish that complements the building's modern architectural style and was helpful in mixing the color pigments to emphasize the black of the façade more strongly.

The inclusion of this material highlights not only the aesthetic versatility of Danucem's white cement but also its suitability for complex and demanding architectural projects like the Montblanc House. The result is a structure that is both functional and visually stunning, embodying the elegance and craftsmanship associated with the Montblanc brand.





## SLOVAK RADIO AND TELEVISION BUILDING IN KOŠICE



The Slovak radio and television (RTVS) building is located near the historical centre of Košice, the second largest city in Slovakia. Like many other structures in downtown Košice, this is an older building that has been recently renovated. The aim of the project was to reconstruct the central administrative building to improve its efficiency and save on energy.

Another important aspect was the renovation of the facade. Our valued partner Swisspearl took on the challenge by incorporating a combination weather protection system and ventilated facade system with cladding made of vertically mounted Swisspearl rust coloured panels. The ventilated rhythm is enhanced by protruding grey plastered pilasters and vertical strip windows. The broadcast area façade, protruding above the surrounding of the control rooms and office spaces, is laid with Swisspearl panels that are diagonally cut, creating an unconventionally dynamic feel.

Danucem was chosen as a trustworthy supplier of white cement for the project. Together with our partner, we have blended history and modern architectural solutions to keep the Slovak second biggest city's landmark looking its best.







The Messner Mountain Museum Corones is located at a height of 2,275 meters on the summit plateau of Kronplatz, Italy. The Messner Museum is our Golden Classics project, which began in 2010 and opened for visitors only 5 years later. Influenced by Reinhold Messner, who envisioned a place of quiet refuge away from the surrounding sporting hype, the museum offers exceptional views of the massive mountain cliffs of the Alps and Dolomites.

This unique museum dedicated to the history of the mountains and alpinism was designed by Zaha Hadid and is situated on the edge of the most magnificent viewing platform in all South Tyrol. Panoramic views extend in all directions; the Lienz Dolomites to the east, the Ortler to the west, the Marmolada to the south and the Zillertal Alps to the north. Standing atop a mountain peak, the Messner Mountain Museum Corones integrates effortlessly with its natural environment.

#### WITH RESPECT FOR NATURE

The architectural design required that the building's shapes blend into the landscape, which is why concrete was chosen for both internal and external coverings. No other material could match as perfectly with the surrounding nature. The building material, developed by Kruno Stephan Thaleck of Bau + Technology GmbH, was used for the first time here in a complex process. Thaleck relied on our cement, opting for CEM II/A-LL 42.5 N.

The structure is mostly situated underground to intrude as little as possible into the landscape, resulting in a phenomenal combination of



form and function. CEM II limestone cement has a reduced proportion of clinker therefore lower CO<sub>2</sub> emissions, making it a great environmental choice. Moreover, one of the primary criteria for the selection was a certain colour of concrete, which Danucem solved brilliantly. Our limestone cement, resembling alpine limestone, met the precise expectations of the designers, fusing seamlessly with the natural surroundings.

## MESSNER MUSEUM





# ZAGREB – MONUMENT TO THE HOMELAND

Monument to the Homeland. A new, modern memorial park dedicated to the homeland of Croatians has been created. It consists of large wall made of glass block, a modern bridge-like structure and an elevated square-like shape - a symbol of Croatia - on which a burning flame sits.

## ONLY 20 MINUTES FROM THE MAIN SQUARE ON FOOT

The Monument to the Homeland is a new space dedicated to the Croatian identity and a place to pay tribute to the homeland. It adds a fresh perspective to the city centre, which has been incorporated with respect to the existing urban surroundings of central Zagreb. The memorial is located on a green area in Stjepan Radić Square, between the Vatroslav Lisinski Concert Hall and the City Hall.





The monument consists of three buildings: the Wall of Light (inspired by the original Wall of Pain), the Eternal Flame and the Portal - Pavilion, which together form the site of an official, protocol-regulated ceremony of honour.

The cornerstone of the Monument to the Homeland was laid on 23 September 2019, and the completed project was unveiled on 10 December 2020.

“With today’s ceremony, we present to Zagreb, Croatia and Croats around the world a magnificent monument to our Croatian identity, from our own renowned architect Nenad Fabijanic, as a symbol of gratitude to those who poured their lives into Croatian independence and freedom,” said Mayor of Zagreb Milan Bandić at the opening ceremony of the memorial, emphasizing that the Monument to the Homeland, along with a memorial to the first Croatian President Dr. Franjo Tuđman, represents a new vision for Zagreb as a free and independent Croatian state.

The conceptual design by Nenad Fabijanić took first prize in a competition held by the City of Zagreb and the Association of Croatian Architects. In the development of the concept, urban, architectural and symbolic aspects were considered with regard to the location, urban setting and architectural identity of the environment, all while maintaining the dominant symbolic importance of the monument.

### OPENED IN AN EMOTIONAL CEREMONY

The Monument to the Homeland was officially opened in Zagreb on Thursday, on the 21<sup>st</sup> anniversary of the death of the first Croatian president, Franjo Tuđman, with state officials and Zagreb Mayor Milan Bandić attending the ceremony.

The monument was unveiled by its designer Nenad Fabijanic with Mayor



Bandić and representatives of several associations that work for the families of killed, missing or detained defenders and civilians from the Homeland War, Ljiljana Alvir, Lucija Kobar and Vesna Mihaljevic.

### MEDVED: A MONUMENT OF CROATIA'S UNITY

Expressing pleasure that the memorial was built, War Veterans' Affairs Minister Tomo Medved stated that it is a monument to Croatia's unity and one of gratitude and lasting memory.

The minister recalled that the monument was built during the most difficult year since the Homeland War – riddled with the coronavirus pandemic and a year which would be remembered for one of the most destructive earthquakes in Zagreb and its surroundings. Medved called for unity and solidarity as well as responsible behaviour from all.

"Today the front line in defending the homeland is in our hospitals and aged care facilities, but also it relies on our personal responsibility to protect everyone and defend jobs at risk in this hard-hit economy," he said.

Medved said that in addition to the Altar to the Homeland, Croatia and Zagreb now have a monument that will soon become one of the most recognisable landmarks in Zagreb and all of Croatia.

He also underlined that the monument will be a lasting symbol of Croatia's thousand-year-long dream for freedom which came true under Franjo Tuđman's leadership.

The minister added that foreign statesmen will now have somewhere to pay their respects to the Croatian state in front of the eternal flame at the monument, and that the government would include it in state protocol.



# VÅRBERGS JÄTTAR FROM STOCKHOLM

Vårbergs Jättar, which translates to “the giants of Vårberg”, is a pair of statues located in the Stockholm suburb of Vårbergs. The installation consists of two monumental sculptures: Pelousen Jätte and Strakparten Jätte.

The bearded giant in the photo is Pelousens Jätte, a light-blue figure lying with his right leg bent and his left leg stretched, while holding a square-shaped object in his hands. This remarkable public artwork is made in a "Low Poly Art" style, characterized by its geometric and faceted appearance. The statues were erected four years ago by the brilliant artistic minds Xavier Veilhan and his collaborator Alexis Bertrand.

The unique project was commissioned by Stockholm konst as part of the urban development initiative "Fokus Skärholmen," with the aim of creating a meaningful and engaging landmark that would foster community interaction and enhance the area’s identity.

### DESTINATION FOR RELAXATION

The concept behind Varbergs Jättar draws on the idea of creating a space

that invites people to interact, play, picnic and relax. Veilhan and Bertrand’s vision was to provide a communal area where locals and visitors could enjoy the artwork in a casual and engaging way.

### CHALLENGING DELIVERY WITH AN EMPHASIS OF BEAUTY

Construction of such impressive works featured our partner BB BETON und Bauwaren, who meticulously crafted

89 individual concrete elements with a total weight of nearly 200 tons. These components were made from Rohoznik White cement dyed with cobalt-blue pigments to achieve the distinctive colour. The use of shot-blasted surfaces further adds to the aesthetic appeal of the sculptures. The project is noted for its technical complexity, requiring a combination of conventional wooden formwork, 3D-printed BioPLA parts and CNC-milled polystyrene elements.

BB Beton und Bauwaren's role extended beyond the production of the concrete elements; they were also involved in coordinating the manufacturing process and delivery. The actual installation was carried out by Herrljunga Terrazzo, while Nivå Landskapsarkitektur and Y2 Anläggning provided landscape architecture services.

The project is a blend of innovative art and technical expertise, with

Danucem’s white cement central to achieving the desired aesthetic and structural properties. These images of the sculptures capture a moment where artist Xavier Veilhan is seen interacting with the artwork, specifically moving the leg of one of the giant figures, illustrating the dynamic and interactive nature of the installation by showing how the artist engaged with the sculptures during the creation process.



Photos by Jonas Ekstromer/AFP/Profimedia



# MEMORIAL WALL OF OLYMPIC CHAMPIONS IN BUDAPEST

In July 2024, the Memorial Wall of Olympic Champions was unveiled at Farkasréti Cemetery in Budapest honouring 172 deceased Olympic champions. Construction posed significant challenges as the formwork and casting of the white cladding panels and cover elements necessitated major geometric work. Thus, Rohoznik White cement (CEM I 52.5 N) was chosen by VPI Concrete.

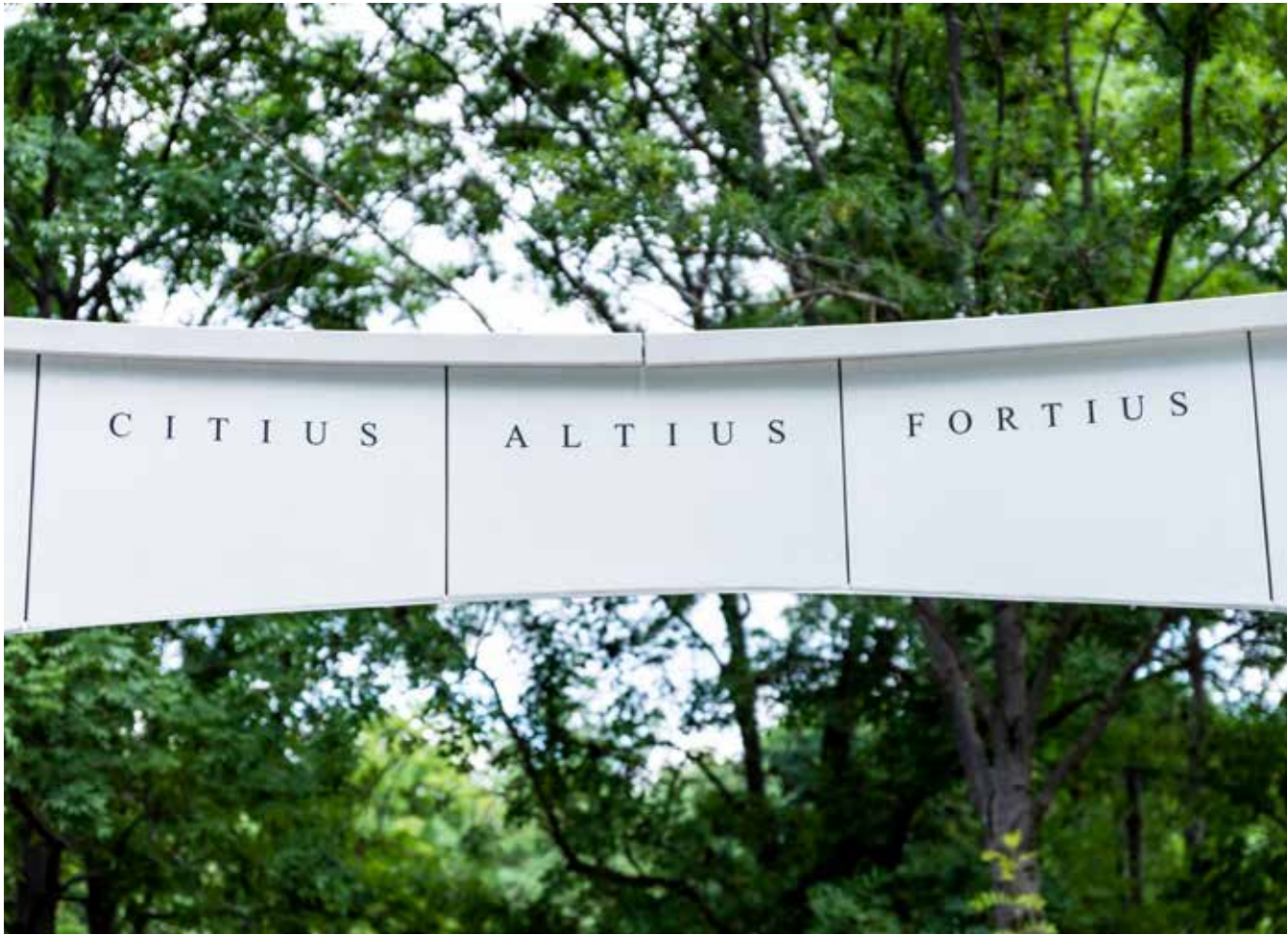
The project was commissioned by the Hungarian Olympic Committee. The names of the champions were etched into the concrete by VPI, including shooter László Hammerl, who passed away shortly before the opening ceremony.

Architect: PS ALKOTÓ Kft. /  
András Páll, Rita Páll-Sámson

Co-creator: sculptor Pál Józsa

General contractor, monolithic concrete ring: Bayer Construct Zrt.

Photo: Réka Bohus







## TERRATICO'S REVOLUTIONARY NEW MATERIAL



At first glance, the items here may appear to be ordinary benches and a round table. While they indeed serve these functions, the furniture was crafted from a unique material developed by our partner Terratico in collaboration with Maneo Tech that has the potential to revolutionize the future of design and production.

Concrete and plastic waste were blended together, resulting in a material that is 30% lighter, more flexible and highly resistant to breakage and water absorption. The benches and table pictured come in three different colours—white, grey and black—each featuring flecks of colour.

The new material offers greater freedom in design and colour compared to regular concrete and there are economic and sustainable benefits as well. The use of petroleum-based plastic, which is cheaper than recyclable plastic, helps save money and the incorporation of non-recyclable plastic waste prevents it from ending up in landfills or being incinerated.

Beyond garden furniture, this versatile material can be utilized for casting floors, reinforcing columns and piles, producing reinforced precast concrete and even in earthquake-resistant concrete applications.





## A WORK OF ART FROM MOHA



The MOHA brand was established in Budapest in 2013. Its founder, Ádám Molnár, graduated from the Moholy-Nagy University of Arts as furniture designer, later falling in love with concrete. After an enthusiastic experimental phase, he began to make his own products.

Today, the brand is run as a family business in Szentendre, Hungary, with partner Panka Bárdos, also an industrial artist. Their style is reminiscent of Scandinavian design, with clear, comprehensible forms. The concrete they use is extremely strong thanks to special additives. The surface can be rustic if necessary, but can also be mirror smooth, and the choice of colours is limited only by the customer's imagination.

### ROHOZNIK WHITE AS A SUSTAINABLE RAW MATERIAL CHOICE

MOHA design cares about the environment. As such, they pay great attention to creating as small an ecological footprint as possible. This approach is reflected in the choice of the Rohoznik White cement raw material they use for production.

In addition to the home furnishings, gifts and jewellery, the pair crafts unique furniture, coverings, prizes, and can even make any extreme idea come to life. One such project was the result of notable collaboration between our company and Moha Design, when Danucem proudly unveiled the statue of a knight, the symbol of the municipality of Rohožník where our cement plant is



located. Crafted from the very white cement that we produce, the statue was officially inaugurated in November 2021 to mark the 50<sup>th</sup> anniversary of our factory. The knight, featured prominently on our Rohoznik White Cement logotype, now stands at the entrance of the main building of the Danucem and Transplus office, symbolizing both our local heritage and the quality of our products.





## THE HUNGARIAN LANDSCAPE ARCHITECTURE AWARD

The Hungarian Landscape Architecture Award is a distinguished tribute in the field of landscape architecture, celebrating outstanding projects and achievements in Hungary. The award trophy, commissioned by the Hungarian Association of Landscape Architects with its concrete base brilliantly crafted by our partner VPI Concrete, features a unique design that symbolizes excellence and innovation in landscape architecture.

The award itself is constructed from CEM I 52.5 N white cement supplied by Danucem. This particular type is known for its high strength and aesthetic qualities, making it ideal

for crafting durable works. After a challenging design process, VPI produced the award's concrete base with an acid-etched graphic. The use of white cement allowed for a fine surface texture and a strikingly bright appearance. The high-quality material also allowed for better pigment application with a unique and truly special design, emphasizing the prestigious nature of the award.

Award design by: Dániel Varga

Manufactured by: VPI Concrete (concrete base), Tamás Kiss (epoxy blocks)

Photo: Attila Glázer





# HELPING OUR CUSTOMERS THRIVE

The foundation of our core business values and commitment at Rohoznik White is building strong partnerships with our customers. These collaborations are not simply transactions, but long-term relationships based on trust and mutual growth.

The basis of our customer approach is our ability to provide tailor-made solutions. We are also happy to create unique product mixes thanks to the most modern mixing and grinding station located at the Rohožník cement plant. In addition, we take advantage of extensive cooperation across different segments of Danucem in order to offer customers comprehensive solutions. Whether developing tailor-made products or solving complex operational challenges, our integrated approach combines decades of technical expertise and industry knowledge. This ensures that our customers receive strategic advice that will improve their operational results and sustainability goals.

**EXPERTS DETERMINED TO HELP**  
Our dedicated teams in the Technical Competence Centre (TCC) provide robust specialized and sales support. By working closely with customers, we offer customized advice and assistance to optimize both production processes and product performance. The TCC has been a part of the company since 1997. Since its inception, the centre’s primary role has been to provide service and assistance in the field of quality supervision of delivered concrete mixtures and technical support solutions to meet specific requirements for internal and external customers. Duties are performed by a team of technologists and application engineers who are strategically located directly in regions to guarantee the specialized requirements of customers. At the same time, TCC experts supervise the fulfilment of technical standards applicable in the field of concrete mix production.

**OFFERING THOUSANDS OF IDEAS AND SOLUTIONS**  
Another important task of the TCC is cooperation on innovations and optimization in the field of building materials, work procedures or support for innovations from the world of AI. When it comes to building materials, this involves a complex set of activities, from the screening of potential substitutes for raw materials to the design of final product solutions. As an example, the TCC team was behind the design of recipes for recycled concrete, which reduces the carbon footprint of the construction industry by using recycled aggregate as a substitute for natural aggregate, and at the same time reducing the burden on the environment. Another notable solution that came out of the TCC workshop is a product called Dreton. This special ready-mix product uses rainwater to penetrate the subsoil at the point of impact, which has a significant impact on water retention in the urban environment, delivering proper drainage solutions.

**LABORATORY CONSULTATION FOR SPECIFIC APPLICATIONS**  
Our TCC team includes a laboratory that provides mechanical and physical testing to verify the properties of products and materials across each of Danucem’s segments. Located in Bratislava, the laboratory has been accredited since 2007 according to ISO 17025 and provides checks and verification of the properties of hardened concrete, fresh concrete and aggregates for the company. The lab also manages control of raw material input for the production of

concrete mixtures. In cooperation with technologists, chemists and engineers participate in the creation or optimization of recipes for produced mixtures, which necessitates collaborative efforts between sales representatives, managers, technicians, quality control specialists and production managers. A comprehensive approach ensures proactive problem solving and continuous improvement, helping our customers reach outstanding results and operational excellence.





# AN INNOVATIVE TRANSITION FOR CEM III/A ROHOZNIK WHITE WITH EVEN BETTER SUSTAINABILITY FOR PAVING SOLUTIONS

In the realm of construction materials, innovation and sustainability are key drivers shaping the future of residential and non-residential construction as well as infrastructure development. Our recent successful tests and application of a new type of white cement, CEM III/A 42.5 R White, in paving applications exemplifies our commitment to advancing construction technology while continuing to prioritize environmental responsibility.

White cement has long been admired for its aesthetic appeal and durability, and with the introduction of CEM III/A 42.5 R White, we are able to elevate the material's performance to new levels in paving projects, while upholding sustainability principles, reducing the CO<sub>2</sub> footprint up to 40% compared to standard CEM I white cement.

## A BOLD BUSINESS PARTNERSHIP BRINGS A SUSTAINABLE ADVANTAGE TO THE MARKET

EHL, also a CRH company, is a one of the leading producers of paving and precast applications in Germany. The company played an active role in developing and pioneering our new white cement by developing special binders that provide striking visual appeal, excellent hydraulic characteristics, lasting durability and all other necessary performance attributes. In 2024, we jointly conducted a successful test on CEM III/A 42.5 R White Cement which showcased its superior strength, excellent workability, and enhanced durability, making it an optimal choice for paving applications



that prioritize sustainability. With its high early strength development and resistance to cracking as well as freeze resistance, this cement not only ensures long-lasting performance, but also reduces the need for frequent maintenance, resulting in a lower environmental impact over the lifespan of the pavement. Furthermore, its colour absorption ability lends itself to visually striking alternatives to traditional grey cement or other white cement varieties,

further enhancing the aesthetics of urban spaces with a sustainable touch.

## BEST PRACTICE WITH A LOWER CARBON FOOTPRINT

Recent applications of CEM III/A 42.5 R White Cement in paving projects have not only delivered exceptional quality and performance, but have also underscored our commitment to innovation and sustainability. By embracing new technologies



and materials that offer both superior performance and reduced environmental impact, we are setting a new standard for responsible construction practices. Our innovative and sustainable targets will reach even higher levels as we conduct further development and tests of CEM III/A 42,5 N in a vibropress, which is expected to lower the CO<sub>2</sub> footprint to more than 50% compared to standard CEM I cement.



## INNOVATION BUILDS A BETTER FUTURE FOR ALL

As we continue to push the boundaries of innovation in construction materials, the successful integration of CEM III/A White Cement in paving and other functions stands as a shining example of our dedication to excellence, innovation and sustainability. By combining cutting-edge solutions with environmental responsibility, we are not just building structures – we are

building a better, more sustainable world for all.



# RESIDENTIAL PROJECTS

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# CHERRY PARK IN LONDON



Cherry Park is a major residential development project in Stratford, London, lying next to the Westfield Stratford City shopping centre. It is one of London’s largest Build to Rent (B2R) schemes, featuring approximately 1,200 homes. The project includes a variety of amenities such as a gym, swimming pool, offices and lavish public areas.

The facades of Cherry Park were developed by Dako Brno, a firm known for its high-quality facade solutions, which brought a modern and artistic

appeal to the development. Facade work included rainscreen cladding, render and structural framing systems, ensuring both durability and striking visual appeal.

White cement played a crucial role in the aesthetic and functional aspects of the Cherry Park facades. Danucem supplied Rohoznik White cement, CEM I 52,5 N the type, known for its high reflective properties and artistic finish, making it ideal for the colour and durability needed for demanding architectural designs.





# 150 HOLBORN IN LONDON



Located in a prime area adjacent to Chancery Lane Tube station, the redevelopment project at 150 Holborn Street, also known as 150 Holborn, features a mix of modern office space and residential units. The project was developed by Ocubis Ltd and Laffly Ltd, with Make Architects leading the design.

This renovation involved transforming the existing structure to include 80,000 square feet of prime office space and six apartments, alongside maintaining 30,000 square feet of retail space. The building’s design focuses on sustainability, aiming for a BREEAM rating of Excellent through the use of energy-efficient materials and systems.

## QUALITY HIDDEN IN DETAILS

The building’s façade, constructed by our partner Polycon from Glass Fiber Reinforced Concrete (GFRC), features both vertical and horizontal elements. Polycon’s custom-made GFRC panels, known for their versatility and durability, were used extensively on the exterior. The elements, some up to 5 meters long, including intricate 3D shaped columns and corner pieces, were crafted to achieve a distinctive white shade. This was possible due to the high-quality White Portland Cement CEM I 52,5N supplied by Danucem, which allowed for precise detailing and a cohesive aesthetic.

Polycon’s GFRC panels, renowned for their lightweight yet durable nature, provided a unique solution for the project. The material’s ability to mimic various textures and finishes offered creative freedom in design, making it ideal for both interior and exterior applications. This advanced concrete system, fortified with glass fibers, ensured the project’s success in balancing aesthetic appeal with functionality. The high performance and customizability allowed these GFRC panels to become a standout feature amongst the architectural landscape of London.





# SAKURA APARTMENTS IN PRAGUE



The Sakura Apartments project in Prague, located in the Košíře district, is a modern residential complex featuring 67 units that range from one to five bedrooms, with floorplans up to 260 square meters – equal to a tennis court. The project was developed by REALISM Development and designed by London-based architecture studio Jestico + Whiles.

The design of Sakura Apartments emphasizes integration with nature, incorporating large terraces, front gardens and extensive greenery including cherry trees, which inspired the project’s name.

The facades of the buildings were crafted by the Czech firm Dako Brno using glass fibre reinforced concrete. Rohoznik White cement was chosen for the striking veneers, which achieve their distinctive appearance thanks to the material’s unique characteristics.

The complex offers a high standard of living with features such as a private park, electric car charging stations and sits in close proximity to essential amenities like schools, supermarkets and parks. Sakura was nominated in the Future Projects: Residential category at the WAN Awards, the world’s largest architecture competition. As the first Czech project to be nominated in this category, it stands among the six most innovative residential buildings from four continents worldwide.





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