

ROMEX® news

Euskirchen -Weidesheim, Mai 2003

Ausgabe 01/03

A building material specialist on the way to success.

They need to be able to take the strain, be load bearing and when they are being kicked, their purpose has been fulfilled. We are talking about flooring and ground surfaces made of synthetics and concrete such as have been developed and manufactured by ROMEX® AG. The company, whose head office is in Euskirchen, has specialised itself in modern building materials and technologies for the building industry. Thanks to their experience and know-how, especially in the countries of Eastern Europe, Russia and China, they have become a sought after partner for architects, engineers and investors.

“We see ourselves primarily as a service partner”, explains Rolf Meurer, chairman of the board of directors of ROMEX® AG. “Our goal is to offer our clients tailor-made problem solutions and to work together with them as partners. Our highest concern is the satisfaction of our customers.” In line with the company philosophy, ROMEX® stresses the importance of competent technical advice and the professional application of products.

Constant growth since its foundation

Rolf Meurer founded the company in 1989 as a limited company in Rheinbach. “We started out by exporting building materials”, the chairman of the board of directors remembers. “Since then,

our range of services as well as our sales territory have continually expanded.” The liquid products are being produced near to Euskirchen since 1991. More and more products registered under the name ROMEX® were added. With the foundation of foreign subsidiaries in Poland, Czech Republic, Russia, Romania and Bulgaria, the company, since 1999 a stock exchange listed company, increased its activities in Eastern Europe considerably. Today there are 30 employees in the head office in Euskirchen and further 120 employees working in five subsidiaries.

Specialists for floors in industrial buildings

ROMEX® offers a wide range of products and services, ranging from industrial flooring to concrete ground surfaces and concrete restoration and sealing

technologies. The company has made a name for itself as a supplier of extremely load bearing, highly abrasion resistant and hygienic flooring for various branches of the industry. Regardless of the flooring requirements, a qualified ROMEX® team develops individual and satisfying solutions for its clients. “We place a high value on advising our customers intensively,” says product manager Rolf Meurer, Rolf Meurer’s son, who is responsible as sales director for the branch Pavement Fixing and Installation. “We work together with qualified installation companies during the implementation of projects.” As an example, the company supplied and fitted joint-free, abrasion resistant industrial flooring with a special industrial coating and which was arched in line with EU guidelines for a sausage and meat factory in Sofia. In Tianjin, China, ROMEX®

Offprint out of the journal „Wirtschaftsforum“





As well as paints and coatings, our product Rompox®-Drän, a pavement fixing mortar, is just one of a wide range of ROMEX® products

ROMEX® AG

A building material specialist on the way to success.

They need to be able to take the strain, be load bearing and when they are being kicked, their purpose has been fulfilled. We are talking about flooring and ground surfaces made of synthetics and concrete such as have been developed and manufactured by ROMEX® AG. The company, whose head office is in Euskirchen, has specialised itself in modern building materials and technologies for the building industry. Thanks to their profound know-how, especially within the countries of Eastern Europe, Russia and China, they have become a sought after partner for architects, engineers and investors.

"We see ourselves primarily as a service partner. Our goal is to offer our clients high quality products and tailor-made problem solutions."

"We see ourselves primarily as a service partner", explains Rolf Meurer, chairman of the board of directors of ROMEX® AG. "Our goal is to offer our clients tailor-made problem solutions and to work together with them as partners. Our highest concern is the satisfaction of our customers." In line with the company philosophy, ROMEX® stresses the impor-

ance of competent technical advice and the professional application of products.

Constant growth since its foundation

Rolf Meurer founded the company in 1989 as a limited company in Rheinbach. "We started out by exporting building materials", the chairman of the board of directors remembers. "Since then, our range of services as well as our sales territory have continually expanded." The liquid pro-

ducts are being produced near to Euskirchen since 1991. More and more products registered under the name ROMEX® were added. With the foundation of foreign subsidiaries in Poland, Czech Republic, Russia, Romania and Bulgaria, the company, since 1999 a stock holding company, increased its activities in Eastern Europe considerably. Today there are 30 employees at the head office in Euskirchen and a further 120 employees working in the five subsidiaries.



ROMEX® AG's management team keeps the company on track for growth.

In only 2 months extensive concrete restoration work was completed at the Central Stadium NSK Olympic in Kiev, Ukraine.



Specialists for floors, walls and buildings

ROMEX® AG offers a wide range of products and services, ranging from industrial flooring to concrete ground surfaces and concrete restoration and sealing technologies.

The company has made a name for itself in particular as a supplier of extremely load bearing, highly abrasion resistant and hygienic flooring for various branches of the industry. Regardless of the flooring requirements, a qualified ROMEX® team develops individual and satisfying solutions for its clients. "We place a high value on advising our customers intensively," says prokurist Bert Meurer, Rolf Meurer's son, who is responsible as sales director for the branch Pavement Fixing Mortar. "We work together with qualified installation companies during the implementation of projects." As an example, the company supplied and fitted joint-free, abrasion resistant industrial flooring with a special industrial coating and which was arched in line with EU guidelines for a sausage and meat factory in Sofia. In Tianjin, China, ROMEX® com-

pleted a specialist floor project that was lactic acid resistant for the Dutch dairy company Friesland. The floor coating for the FORD works in St. Petersburg was also carried out and these are just two examples out of many successfully completed projects. ROMEX® flooring is also used in exhibition centres, operating theatres, laboratories and in electronic departments as well as decorative flooring for offices and hotels. Beyond that, ROMEX® produces and manufactures ground surfaces for sportsgrounds, interior and exterior as well as synthetic sports lawns.

These building material experts are not only in demand for synthetic flooring. Their competence and professionalism has also been proved in the area of concrete applications. ROMEX® manufactures concrete floors containing additives such as special fibres or flow improvers which meet the floor's specifications exactly and can be used with ROMEX® machinery. The company also offers services for the concrete protection of buildings and walls. ROMEX® has developed a special restoration method for repairing

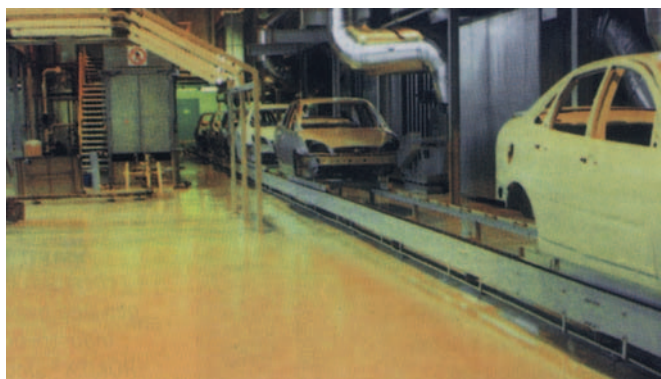
corrosion damage and for improving building protection.

Professional advice and high quality products are also what the ROMEX® AG provides in the area of sealing technology, such as sealing landfills, excavation sites, tunnels, bridges and walls. Pavement fixing mortar as well as paints and coatings for concrete and wood complete the product range of this company which has been certified with ISO 9001.

"We plan to gain further partners and to expand our sales continuously"

Well represented in the East

Besides Germany, ROMEX® AG concentrates its sales activities mainly on Eastern European countries such as Russia and China. Apart from the five subsidiaries, the company has representations in more than 15 countries, including many GUS states, Vietnam, China,



ROMEX® developed a special floor coating made from epoxy resins for the FORD works in St. Petersburg, Russia.



Competent also in sealing technologies: ROMEX® AG supplied the complete sealing system for the Gotze Deltchev Landfill in Bulgaria.

Company details in brief:

Name and address:
ROMEX AG
Weidesheimer Straße 17
D-53881 Euskirchen
Tel. +49 (0) 22 51 / 94 12-0
Fax +49 (0) 22 51 / 94 12-29
E-Mail: info@romex-ag.de
www.romex-ag.de

Facts and figures:
Established in 1989 as a limited company, stock holding company since 1999.

Employees:
30 in Euskirchen, 120 in other countries

Structure:
Head office in Euskirchen, subsidiaries in Poland, Czech Republic, Russia, Romania and Bulgaria.

Turnover:
4.9 million Euro ROMEX® Euskirchen
10 million Euro total group turnover (2001)

Main markets:
Eastern Europe, Russia, China

Range of services:
Supplier and producer (external production) of modern building materials such as industrial flooring, sports-ground surfaces, concrete flooring, concrete additives, paints and coatings, pavement fixing mortar, sealants.

Customers:
Companies from various industrial branches such as the automobile industry and their suppliers, sanitary areas, electronics industry.

Goals:
Continuous expansion of services on offer, healthy growth of 10-15 percent, increase in sales, gaining further partners.

"Since our founding in 1989, we have continuously increased the services on offer and our sales territory."

Turkey and the Baltic states. "In winning new customers, direct contacts and personal networking play a vital role", says Rolf Meurer, "that is why our foreign partners keep a close eye on market developments and are well informed about their sales territory, which is very important. Recommendations from satisfied customers are also extremely important. This strategy has already brought in many substantial orders." ROMEX® AG's balance sheets over the past few years show a positive

record. In 2001 ROMEX® Germany had a turnover of 4.9 million Euro, group turnover was 10 million Euro. The outlook for 2002 is an increase in group turnover of around 11 million Euro. In the face of such positive developments, Rolf Meurer looks optimistically to the future: "We aim to keep expanding our range of products and to maintain a healthy growth of 10-15 percent per year. Besides that, we plan to gain further partners and to expand our sales continuously." ■

ROMEX®

ROMEX® AG
Weidesheimer Straße 17
D-53881 Euskirchen
Deutschland
Tel.: +49 (0) 22 51 / 94 12-0
Fax: +49 (0) 22 51 / 94 12-29
E-MAIL: info@romex-ag.de
www.romex-ag.de

www.wirtschaftsforum-online.de

Contact

REEMTSMA cigarette factory in Kiev, Ukraine: Romex® chemically resistant and hygienic industrial flooring is also much sought after in the food industry.

