

# ambitions

## ▶▶▶▶ direct

### Extraordinary

## Comedy Carpet

Sitting on a carpet to enjoy a bit of comedy or enjoying comedy written on a carpet – in Blackpool they promise you both! Created by artist Gordon Young, and designed in collaboration with Why Not Associates, the Comedy Carpet is a celebration of comedy on an extraordinary scale. Referring to the work of more than 1'000 comedians and comedy writers, the carpet gives visual form to jokes, songs and catchphrases dating. Sited in front of the Blackpool Tower in North West England, the 2'200 sqm work of art is pushing the boundaries of public art and typography to their limits.

The carpet contains over 160'000 letters cut from solid red and black granite which are embedded into a specially created cobalt blue concrete. Construction entailed casting the 30 mm deep letters into high quality concrete panels. The letters were laid out in a mold, upside down and back to front, and cast in a white, hardwearing grout to form the visual layer when completed and turned over. To avoid disturbing the mosaic of letters, it was necessary for this base layer to be

cast without added vibration in order to consolidate the concrete. The entire process, with concrete and superplasticizer support, was carried out by Sika UK.

The Comedy Carpet is one of the largest pieces of public art ever commissioned in the UK. It has taken five years to complete. As well as its sandy beaches, piers and amusement parks, Blackpool is traditionally devoted to entertainment and show business, including the Grand Theatre, the Winter Gardens and the Blackpool Tower. Created as a key work of art, the Comedy Carpet will also be a stage for performances and events.





Sonia Rogatto, Head of Regional Latin America Distribution

## What about Brazil?

Brazil is recognized worldwide for its great natural beauty. Wonderful beaches and rainforests are some of the superlative attractions for both tourists and residents. Brazil is home to people of great ethnic and cultural diversity, whose heritage is expressed in vibrant art and celebrations, historical cities and bustling urban centers. But it is also a country populated by peaceful people who suffer from low investment in infrastructure.

The results of a Global Survey which shows the top 30 countries with the highest level of taxes have recently been announced. Brazil was considered the worst. Why? Because, despite of the highest level of taxes paid by the population, the Human Developed Index is the worst. We went to the Latin American continent, where summer is at its height, and talked to Sonia Rogatto, Regional Head of Distribution for Latin America, in Osasco near São Paulo.

### **First of all we would like to know how a woman survives in this male-dominated world of construction? You seem to do very well!**

Since I started my career, I've always worked in a male-dominated world. My first job was at a Mercedes-Benz factory before I started in chemistry working with chemicals for automotive and auto parts industries. Finally I arrived at Sika. My experience working with operators on the shop floor was one of the most interesting and amazing periods of my career. With them, I learned to understand their needs, feelings and their professionalism. Their respect and loyalty are incredible. It takes time to achieve this, but we are all capable of it. Nowadays, all my contacts are still men – the sales force, peers, teams, customers. Also, most of the store owners are men.

## World views

### So, what is your secret?

There is no secret, just hard work! I have always been of the opinion that being a woman would never be a problem to me. Better than this, I always tried to convert it into an opportunity, using female traits such as perception, intuition, and maternal instinct, together with resolution, responsibility and continuous learning for technical qualifications, and understanding human behavior.

### Politicians in Europe are currently debating whether the quota of women on management boards should be set by law. Does Brazil need a quota?

Brazil is creating quotas, but, fortunately, not for women. I understand that women have to succeed in their positions and will do, day by day, more and more, and do not need quota... Look at our Brazilian President! I believe in competence and firmness, even if we have to prove it to everybody on a daily basis. It does not matter, because when you get your position, the satisfaction is indescribable. I also perceive that Brazilian men are becoming less prejudiced every day.

### Brazil is one of the fastest growing global markets right now – what do you think of the dynamic nature of Brazilian economics at the moment? Is everything on track?

I think that our governmental marketing is really good! The country is growing, although not as fast and not as aggressively as it should be. Anyway, there are a lot of jobs in infrastructure for upcoming events, such as the Football World Cup and the Olympics and we certainly have to take advantage of these opportunities. Sika Brazil's construction business is growing and our outlook is optimistic, since the next two or three years are very promising. The spotlight and the focus are on our country, not only from Sika but from many players and investors. We are proud of that, and we are also working hard to make our country and our competence much better than today. These results should produce a higher ranking on the HDI (Human Development Index) for Brazil.



### Social community work is an integral part of Sika Brazil. What are your current projects?

We are currently working on getting volunteers to adopt a child from the "AMAMOS" orphanage. Our employees were invited to nominate one or more children from this institution and prepare an outfit with clothes, shoes and toys for them. I think it's not too hard for us, but it means a lot to them.

### What was the best experience you personally had supporting these social community projects?

The most intense feeling for me and for my daughter was visiting an institution where we met a group of adults and another group of children infected with the HIV virus. We heard from the adults about how they got it, their expectations and their will to live. On the same day, we met the children in another area. They came running and embraced us, giving us so much good energy and joy. We learned that they have much more to offer to us than we have to offer to them. It was, for us, a real life lesson.



Children from the program "AMAMOS" with Sika employees



"Do you want to be my new friend?"



"Two thumbs up!"

## Social responsibility

### The milky way

Where can we find 3'000 inhabitants and 2'700 cows? Let's take a closer look at Peru, which has approx. 30 million inhabitants. Besides the recovery of the Peruvian economy, there are still an important poverty indicator in the highlands and jungle of about 31.3%. The vision of the Pro Leche Ayacucho organization is to improve the income of more than 600 farming families in the Ayacucho region at an altitude of over 3'500 meters (11'500 feet) above sea level. At this high altitude, agriculture is very risky due to the danger of frost and hail. Transferring the milk production from the coast to the Sierra allows the cattle to graze and reduces the milk production costs. To improve the efficiency of dairy farming, Pro Leche Ayacucho offers professional support and jointly finances the projects with the local farmers. To enhance the Pro Leche Ayacucho project and ensure that it meets its long-term goals, Sika Peru is making a second major contribution. Careful water management, appropriate fertilization, the use of fences and the conservation of pasture all increase the quality and efficiency of the food for the cattle. The construction of simple barns with roofs for the cows and calves, as well as milking places, leads to better health of the animals and an increased milk yield. The quality management of the milk is achieved by improved hygiene, control and education. The crossing and breeding of specific cattle further improves the milk yield from 3.25 liters of milk per cow/day to 10 liters of milk per cow/day in 280 lactation days. The construction of multiple dairy factories enables various dairy products such as cheese to be produced, which are then sold on a regional and national level. This ensures that the milk is used in the most efficient way, improving the income of the farming families.



## Our Employees

### Exploring a new working place



Ralph Spielmann  
Finance Manager  
Sika Sweden

#### Let's talk about your move from Switzerland to Sweden – how's life in Scandinavia?

Sweden offers much more than meatballs from IKEA, Volvo cars and endless forests – it is probably one of the most modern countries, which helped my family to settle down quickly. Having now been here for more than a year, we can start exploring the smaller and bigger cultural differences, which makes it even more interesting.

#### What fascinates you and what has been your main motivation?

Working in a global company such as Sika offered me the opportunity to take on further responsibilities in a new environment. Being closer to customers allows us to bring in new solutions to improve services and internal processes together in a team – this is motivating!

#### What is your job exactly and what does your daily work include?

As local finance manager I am responsible for managing the finance department, which in my case also includes the purchasing and the orders and logistics teams. Besides typical finance tasks, my team and I have to ensure that our customers receive their products at the right place at the right time, as well as our partners – customers and suppliers – and we fulfill financial obligations.

#### How would you change the world if you could?

Our world and its challenges are so complex that there is hardly a solution as such. But I think it is certainly beneficial if everybody tries to make the best out of his and her own opportunities.





## Health care par excellence

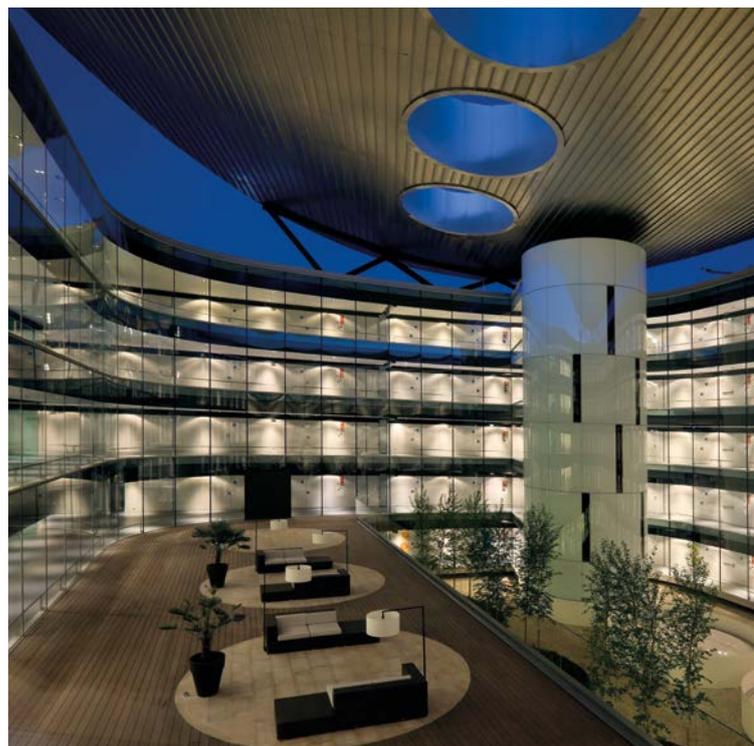
Operating as health systems, today's hospitals serve citizens effectively, but often in an overpowering architectural setting that is sometimes unnecessarily depressive. Everyone knows the unpleasant feelings associated with being inside such a building because you broke your leg or are visiting a friend or relative. All too frequently, the architectural surroundings are not conducive to the comfort and well-being of the patients and visitors. Let us take a closer look at somewhat different option!

In 2006, the regional government of Madrid, Spain, decided to put out to tender the construction of a series of new public hospitals to improve the healthcare offering for the more than 6.5 million inhabitants of Madrid. One of them is the Móstoles Public Hospital, which was developed as a Public Private Partnership (PPP) project and operated through a partnership of government and one or more private sector companies.

The architecture designed by Rafael de La-Hoz is a major departure from what we normally imagine when we think of a hospital. The building incorporates efficiency, light and silence as architectural concepts. It is a mixture of the best about hospital architecture and also draws on recent prime examples of residential architecture. It covers a ground surface of 90'000 sqm on which two hospitalization units are arranged supporting two oval crowns with gentle curves. The elimination of corridors means there is no annoying noise but concentric circulation, light and silence around a common atrium.

Thanks to Sika's excellence in providing reliable products and a strong technical facade service, the company was chosen to supply high-quality facade products. Sikasil® SG-500 and Sikasil® IG-25 HM Plus could fulfill all technical requirements for this demanding facade construction. The products were used for insulating glass curtain wall facades, as well as for bonding the white glass panels to the aluminum frames. Here Sikasil® SG-500 had to be color-matched with the white screen print of the glass panels.

The hospital is now fully integrated into the Madrid public health network. It is designed to provide universal care for a population of some 180'000. With 570 hospitalization and intensive beds, it is one of the largest hospitals ever built in the region and is now considered among the best in Madrid. The city's inhabitants have a free choice of public hospital where they can be treated by specialists in all medical fields.





## Right on the spot in Japan

Last November 11<sup>th</sup>, three Japanese students, Chihiro, Shuhei and Tomoyasu were excitedly waiting for the coming 5 days of the Sika Experience, the first time this program has taken place in Japan. Throughout these five fully packed days, they visited many places to understand the process of Sika's business, such as the application site, factory, laboratory and sales office. On the 2<sup>nd</sup> and 3<sup>rd</sup> days, they visited Dyflex's Tsukuba Plant for PU liquid applied membrane and Sikaflex's Hiratsuka Plant, and learned about the production processes in detail. At the Dyflex laboratory, they applied the latest one-component liquid applied membrane, Evercoat Zero 1, themselves. This is Sika and Dyflex's first jointly-developed product since Dyflex was taken over by Sika in 2010. At Hiratsuka they performed a sagging test on three types of Sikaflex, and were surprised at the deafening breaking sound produced from the compressive strength test, where over 180 N/mm<sup>2</sup> of force was placed on concrete mixed with Sika's admixture, Sikament-1200N.

In order to make products consistent and cost effective, procurement is one of the essential parts of a production process, so they also learned about this function by playing a buyer game in which they pretended to be a buyer to learn the most important aspects of procurement: price, availability and quality. No matter where their career path will take them, the Sika Experience will be long remembered not only by the students, but also by the staff at Sika Japan, who believe that the program gives them important insights for their future.



Follow the blog on Sika Experience Japan





### Living nature

The Global Nature Fund was founded in spring in 1998 as a non-profit, independent international foundation, with the aim of fostering the protection of nature and the environment as well as animals. The work consists mainly of initiating and carrying out projects to preserve the environment and animal world as well as protecting migrating species, their habitat and their migratory routes. Additionally, it develops model projects for the promotion of sustainable economy and holds events.

For years, Sika has been supporting the foundation in order to strengthen its capacity and achieve sustainable success in nature and environmental protection projects. Afforestation has been one of the key topics. At Pulicat Lake in India, for example, mangrove plants were reared and local women's groups planted them on the lake. In Mongolia, desertification has been relieved through the reforestation of sea-buckthorn trees. But these are just two examples.

Another main topic has been the international initiative Living Lakes, which focuses on the conservation and protection of natural resources, chiefly the drinking water reservoirs of the earth. UN investigations say that today about 1.4 billion people suffer from water shortages or bad water quality. The vision is that all lakes, wetlands and freshwater bodies worldwide should be healthy ecosystems, and human use should be sustainable and not damaging to the environment. This programme currently includes 33 international partner lakes as well as 13 candidates. In 2013 Sika will even expand renaturation projects of mangroves throughout in India, Sri Lanka and Cambodia.



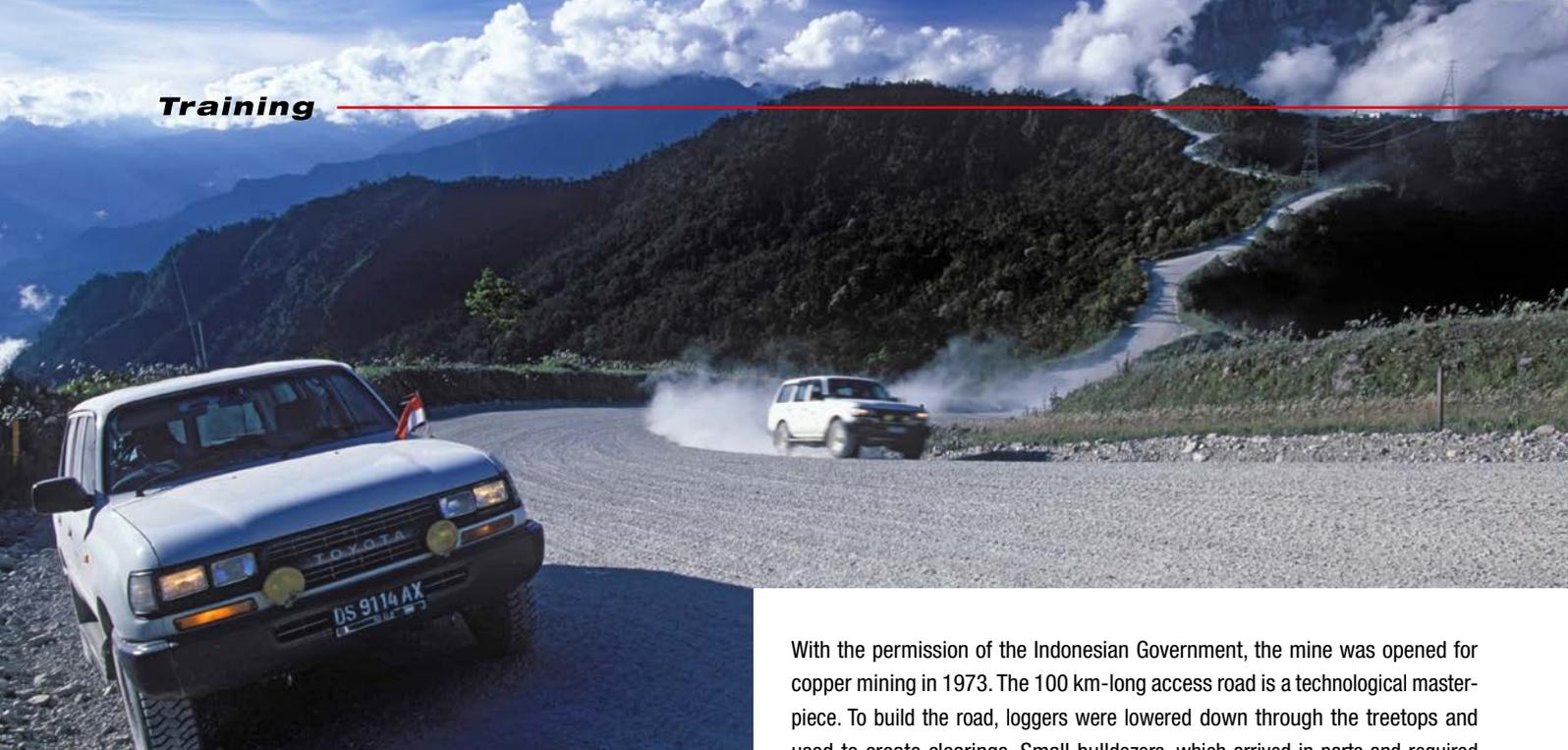
Women in Sri Lanka, working on a tea farm

Young volunteer working in a mangrove nursery in Sri Lanka



Ja-kotu is a traditional method of catching shrimps. A man building a Ja-kotus out of bamboo.





### Inside the greatest gold mine

How about a training session in the largest gold mine in the world? The share of Sika expertise during two weeks of intensive training in spraying concrete was the main purpose for all participants. Training in the Grasberg mine was not only a special experience for the participants, but also for the training managers.

The Grasberg mine is located in West Papua in Indonesia, in the Pacific ring of fire, at an impressive altitude of 4270 meters and in the immediate vicinity of the highest mountain in Oceania, the Carstensz Pyramid (Puncak Jaya). The Ok Tedi, Lihir, Porgera and Panguna mines are in the same region as the Grasberg mine. The latter also has the lowest production costs in the world for a copper mine – it is a source of wealth and is owned by the raw material company Freeport-McMoRan.

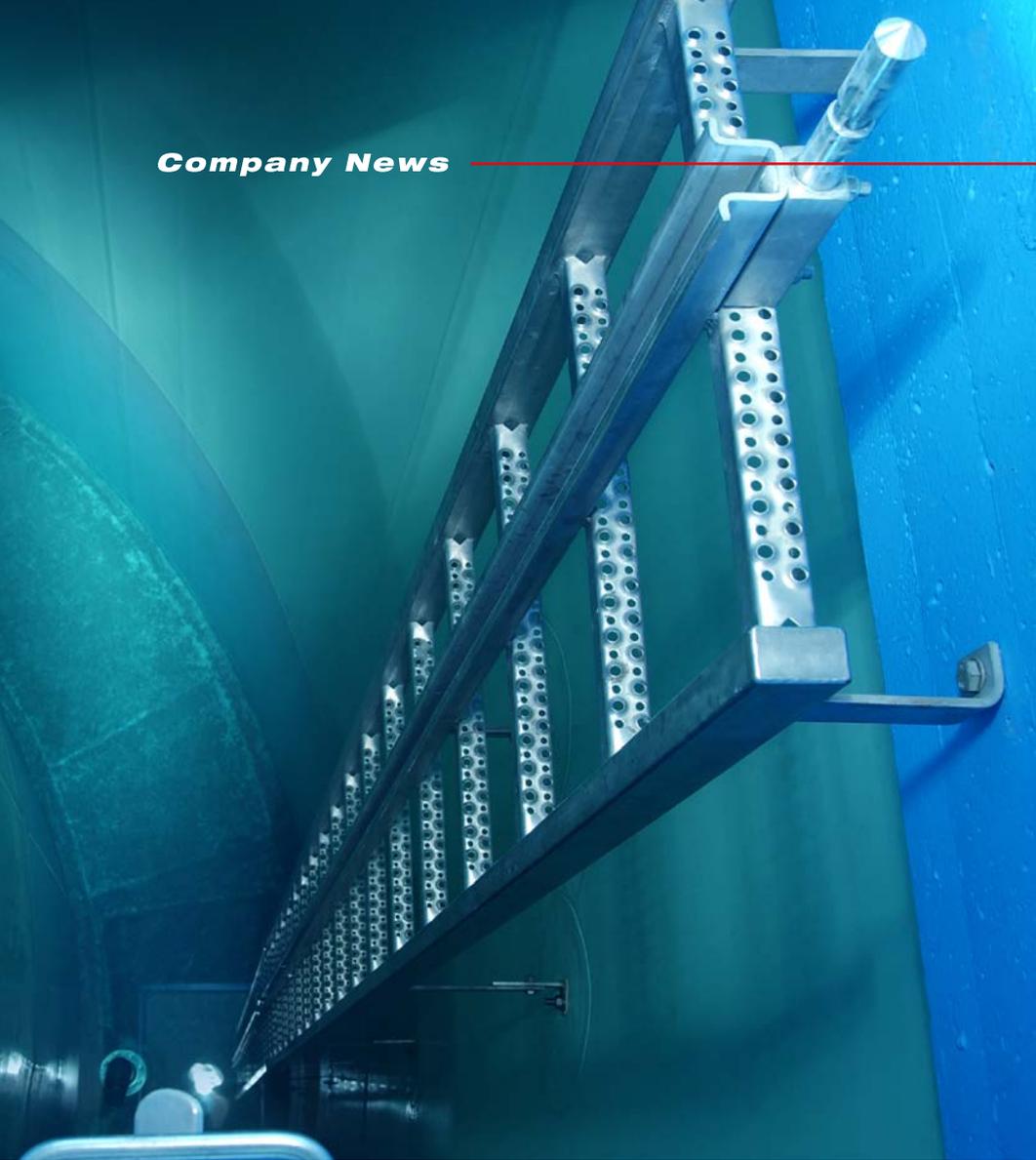
Travelling to the mine is adventurous. By plane, you can reach Timika airport via Jakarta or Bali. Timika is the capital of the Mimika region with approximately 100'000 inhabitants, and is situated close to the mine. It is then necessary to travel by helicopter to the mining town which currently has some 25'000 residents. In addition to schools, restaurants, bars, gyms, and a hospital, you will find everything that a modern city has to offer.

The work in this area is complicated, because rainfall in the area of the tropical rainforest is extremely high: 4'000–5'000 mm per year in the mine complex and up to 11'000 mm in the flatlands. Also, the rainy season lasts from September to May. The mine itself was discovered in 1936 by Dutch geologist Jean Jacques Dozy, who was working for an exploration company formed by Shell. While attempting to climb the summit of the Jayawijaya Mountains, he discovered a 130-meter high, striking black mountain in the shape of a tooth made of copper ore, 3'700 meters above sea level in a mountain landscape of light-colored limestone.

However, the records were forgotten during World War II. 20 years later, the geologist Forbes Wilson led an expedition which discovered the mountain's large copper deposits in 1960. The copper content was impressive: 2.5 per cent, with 0.75 grams of gold and 9 grams of silver per tonne of ore.

With the permission of the Indonesian Government, the mine was opened for copper mining in 1973. The 100 km-long access road is a technological masterpiece. To build the road, loggers were lowered down through the treetops and used to create clearings. Small bulldozers, which arrived in parts and required assembly, were then used to make the old-growth forest passable. In addition, two tunnels with a total length of 1'700 meters had to be built. Freeport came close to giving up several times. The press called this project Freeport's "mission impossible". Mining began in 1988 and Freeport has been a mine of world stature with the largest gold reserves in the world ever since. Subsequent technical challenges have also been enormous. The ore production was continuously increased to 238'000 tonnes. In nowadays over 700'000 tonnes of material is still moved daily, including non-ore overburden.





## Waterproofing Award

Since two years, the most renowned construction magazine in Spain, *Art and Cement*, has been promoting the quality of work of the companies that are part of the construction sector in Spain. More than 200 construction professionals gathered at the end of November 2012 in the auditorium of the Foundation Carlos of Antwerp for the awards ceremony of the II Awards *Art and Cement* Construction in Madrid. The business magazine producer called the event a total success, stating that “the Art and Cement publication is more entitled to establish this event as a reference and paradigm of quality and innovation”.

The award winners were chosen by a poll of all subscribers and readers of the magazine, who are ultimately the customers or potential customers of the candidate companies. For its outstanding product and customer performance, Sika Spain has won the award for the Best Company in Waterproofing. Committed to proven and economic water-tight solutions for even the most challenging requirements, Sika has been producing innovative and high-quality waterproofing products for more than one century.

Waterproofing technologies include the integrated “White Box” concept, which is a water-tight concrete and joints waterproofing, high-quality flexible PVC and FPO membranes with unique compartment systems, as well as Polyurea, polyurethane and epoxy coatings, complete injection systems and mortars and rendering. Sika not only provides the products and systems, but also a wide range of customer services such as tailor-made guarantee concepts, analyses of leaks in existing structures, and site-specific solutions, application training and on-site support.

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Sika' international newsletter to customers

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