



### Market

Ever since its foundation, Lindab's strategy has been focused around building its presence on the markets on which it operates, according to the local conditions and specific circumstances. The main markets for the brand are Europe and the US.

On the dynamic and competitive Romanian construction market, Lindab is an important player. Products are primarily distributed through an extensive network of over 200 authorised dealers all over the country. Lindab has been involved in numerous projects, such as equipping large-scale production areas for well-known manufacturers or completing duct systems for Cash&Carry supermarkets, providing hundreds of profiled sheet roofs for important residential areas, or creating indoor climate solutions for shopping centres. Innumerable Romanian buildings are fitted with solutions from Lindab. Over the last twelve years, the company has grown on an expanding market and is still developing today.

One project leads to another, and the number of satisfied customers, homeowners and users just keeps on growing. The solutions offered by the company have resulted in increasing numbers of soundly constructed buildings with modern, pre-fabricated components and smarter, more effective solutions when it comes to roof safety, garage doors, and resource-saving and easy-to-install duct systems.

For Lindab, it doesn't matter how unique each project is. With Lindab, each challenge has one thing in common: it is the result that matters. Whenever Lindab gets involved, the results are solutions with a future.

### Achievements

Established in Romania in 1994, it didn't take long for Lindab to become one of the leading suppliers in the construction material market. For Lindab, the quality of its products and services was always a priority, and these values fitted in very well on the Romanian market. The



success of Lindab Romania came as a pleasant surprise for the parent company.

All the production activities in Lindab companies are certified according to international standards. Lindab Romania has achieved and maintained accordance with ISO 9001:2000 and ISO 14001:2004, the international management and environmental standards.

In 2004, the year when the company celebrated its tenth anniversary, Lindab Romania was awarded the title Company of the Year by the Lindab Group. "Lindab Romania has shown extraordinary progress both in growth and results. With good control of the business and clear business acumen in the organisation, the company contributes to the Lindab Group as an excellent example", explained Kjell Akesson, Lindab's CEO.

Lindab Romania is present in a market that is expanding every year. Along with exporting to Moldova and developing a new branch in Bulgaria, new markets such as Turkey and Greece were targeted in 2006.

### History

Lindab is the global leader when it comes to well thought-out solutions in sheet metal for ventilation and construction. Lindab is a natural business partner for customers that want to make construction easier, save time, protect the environment, reduce risks, enhance quality and increase comfort.

Lindab's history started in 1959, when Lage Lindh and Valter Persson from Lidhult started out working with gutters and drainpipes. Less than 50 years later, Lindab was a group with a turnover of more than 660 million euros.

The name Lindh will always be closely linked to Lindab. His philosophy, his production ideas and visions for new methods of manufacturing gutters and pipes have formed the essence of Lindab in a more palpable way than most people could ever imagine. Producing new products for a more straightforward construction process, establishing a down-to-earth and pleasant relationship with the clients, and ensuring that from start to finish the business was permeated by order and method - Lindh built all of this into the Lindab brand.

At the end of the 1950s, all roof drainage products were being produced manually. Throughout the winter months, employees would cut, bend, solder and fold the products, and they would then spend the summer assembling them. The sheet metal that was used as the raw material varied somewhat in size, depending on the traditions of the region. Unlike labour, materials were costly at that time, and the company aimed for a minimum of waste. Different districts also had different standards for drainpipe and gutter sizes.

"Everyone complains about the weather, but nobody does anything about it. Yet for

me, our wonderfully wet climate has been a basic prerequisite for the development and progress of Lindab's business", Lage Lindh once said. During the days of Lage Lindh, they didn't use expressions like "core values", but nonetheless, it was Lindh and his ideas that laid the foundations for the very philosophy that is still so strongly linked with Lindab.

Lindab's roof drainage system is one of the foremost in Europe today. It consists of more than 150 components in a wide range of colours and can be purchased at do-it-yourself stores and sheet-metal workshops in many countries. In more recent years, several new products have been launched with the snap-on clip that has made the assembly process even easier, targeting building companies, sheet-metal workshops and do-it-yourself enthusiasts.

The company's ability and skills for machining sheet metal and successfully building up a large-scale industrial production process for roof drainage products have also led Lindab technology and many other product groups to achieve worldwide renown, which is also true of its ventilation solutions. Notably, in 1975, Lindab produced the first double-lipped gasket duct system.

By introducing the company onto the Swedish stock exchange in 1984, a new stage in Lindab's history began: from its Scandinavian base, it would go on to enjoy expansion on the international markets.

In line with this strategy, Lindab was quoted at the Danish stock exchange in 1992. In 2001, Ratos, Sjötte AP fonden and Skandia Liv acquired Lindab and took it off the stock exchange, while keeping a steady focus on the core business Ventilation and Profile.

In 2005, Lindab made its largest acquisition to date - Astron Buildings S.A., one of Europe's leading companies in the field of pre-engineered steel buildings for 40 years. Including the previously acquired Butler Buildings, this gave Lindab a leading position in the pre-engineered steel building market throughout Europe.



The Lindab group generated sales of 660 million euros in 2005. It is established in 28 countries and employs around 4,000 people.

### Product

For many years, Lindab has developed solutions associated with building component systems and ventilation/indoor climate control. Two distinct business areas - Ventilation and Profile - give the company an efficient operative focus and optimum utilisation of shared resources. Both business areas base their activities around sheet metal and steel.

The Profile business area focuses on the construction industry, offering an extensive range of building components and complete steel building systems for both commercial and residential properties. Lindab Building Components consists of well-developed systems of components for roof drainage, roof and wall coverings and components for wall designs. Lindab Building Systems comprise pre-engineered systems for the construction of steel buildings.

The Ventilation business area caters for the ventilation industry with everything from individual components to complete solutions for improved indoor climate control.

Lindab Air Duct Systems consist of a comprehensive programme of circular duct elements and details. Circular systems provide the optimum flow and excellent energy efficiency.

Lindab Comfort comprises systems and products that together create a comfortable and healthy indoor climate with good air quality, maintained at the right temperature.

Lindab IT Solutions consist of unique software that offers the consultant and installation engineer time-saving solutions for designing, calculating, quantifying and planning ventilation and indoor climate control systems.

### Recent Developments

Lindab is continuously looking to offer the right product in the right place at the right time. In response to meeting the demands of the Romanian customers, in 2002, Lindab started producing tile-effect roof sheet and circular ventilation pipes locally. The same year, Lindab developed the "Construcții Ușoare" System (Small Building Systems), a product especially designed for the Romanian market.

In the following years, the production capacity was completed with two production lines for trapezoidal sheets (2003), flashings (2004), accessories for circular duct systems (2005), assembling garage doors (2005), facade cassettes (2005), and structural cassettes production line (2006).

In 2006, in response to demand from the market, Lindab launched a new profile for tile-effect roof sheet - ECO 350.



Until now, the main engine for growth in the construction market has been the residential sector. As a result, Topline remains the brand's star product: in 2005 alone, Lindab produced, sold and mounted over 1.3 million square metres of tile-effect roof sheet, 30% more than in 2004.

Becoming a local producer was an important step in Lindab's development in Romania. Turnover reflects this continuous growth: from 7.3 million euros in 2001 to eleven million euros in 2002 and 30 million euros by the end of 2005.

The company is proud that, for almost twelve years, it has successfully supplied complete solutions for important clients and projects all over Romania: Volvo Trucks, Brau Union, Pioneer Hi Bred, Electrolux, Metro Cash&Carry, Selgros Cash&Carry, Michelin, Yazaki, Bosch, and many others.

### Promotion

Advertising and marketing have always played an important part in building the Lindab brand. Lindab's promotional strategy is closely linked to its business strategy. The Lindab brand and Lindab products have been well promoted through magazines, newspapers, specialist catalogues, outdoor publicity, internet banners, radio and TV advertising, in many markets for a long period of time. Participation directly or through partners at specialised exhibitions for an international, national or regional audience is another important part of the promotional strategy.

For several years, Lindab has created a clear platform for brand-strengthening and market communication. The main message, "We have the solution", can be found in all the brand's materials. Today, the group has websites with a common structure and appearance in all markets. There have been an increasing number of centrally run dedicated sales campaigns.

"The round solution" campaign for circular duct systems entered its third year in 2006, and is directed at professional target groups, mainly installation engineers and builders. The main message is simple: round pipes are more efficient than rectangular ones. The campaign is running in eight countries.

The "Give your house a facelift" campaign for Rainline (roof drainage system) was developed for all European markets and introduced in Poland and Hungary in 2005. Norway, Sweden and Czech Republic quickly followed.

Lindab publishes a top-quality customer magazine, Lindab Direct, which demonstrates the depth and breadth of the companies' activities. The publication is issued in Swedish, English, German, Hungarian, Polish, Czech and Romanian, and reaches over 40,000 customers.

In Romania, the Lindab brand has a high recognition rate, especially as a tile-effect roof sheet producer. National campaigns for Topline,



Rainline and Doorline (products for the residential sector: tile-effect roof sheets, roof drainage systems and garage doors) are developed every year, targeting end user customers.

To complete the strategy, a branding campaign has been running for almost a year with a simple and important message: "Atenție: Lindab e unul singur" ("Attention: Lindab is the only one"), pointing out the authentic, original nature of Lindab products (tile-effect roof sheet and trapezoidal sheet). Both types of products are marked with the Lindab name. Customers need to know that only products bearing the Lindab brand will have the Lindab quality.

Lindab is involved in numerous small sponsorship activities. The company has partnerships with technical and architectural universities, supplying information and materials for students. Lindab moreover supports non-profit organisations that function to the benefit of children and adults with disabilities.

### Brand Values

Lindab wants to be a quick, flexible and local partner that delivers high quality in every way possible, in both of its business areas. The Lindab brand values can be translated as follows:

- Simplifies construction: the brand's ambition is for its customers to see the products and services as problem solvers and package solutions adapted to their needs and supplied with a high level of delivery accuracy.
- Down to earth: Lindab is proud of its products, of what people do and of the company. The brand strives for simplicity, straightforwardness and sound performance, as well as relationships based on trust.
- Neatness and order: Lindab wants its customers and other stakeholders to feel that the company is well run and that they have chosen the right company to work with. Lindab aspires to be a company at the forefront.

www.lindab.ro



### THINGS YOU DIDN'T KNOW ABOUT

#### Lindab

- Lindab generally purchases more sheet metal than the entire Swedish car industry
- Lindab supplied roof drainage (Rainline) for the Olympic Games in Athens, as well as ventilation systems for the Olympic Games arenas in Turin