Advantage steel
Dry, efficient and light construction

Thomas Sandell combines form and function
Fast, efficient building construction with IT
Whisky made in Sweden
Freedom with Designline
Grevie Hills

The boulder ridges that characterize the Grevie Hills landscape were formed when the last ice age released its hold on the northwestern part of Scania about 14,000 years ago. Here a mix of juniper studded fields, pasture and arable land forms an enchantingly beautiful and rolling tract of countryside where people have lived for thousands of years. Bearing witness to this are the stone circles, standing stones and Bronze Age barrows that are found here. Grevie Hills are made even more worth seeing by the fact that one of Sweden’s biggest stands of pasque-flowers grows here.
Lindab is an international group that develops, produces and markets products and system solutions in sheet metal in its business areas Ventilation and Profile.

The Ventilation business area targets the ventilation industry with everything from ventilation components to complete indoor climate solutions.

The Profile business area provides the construction industry an extensive range of building components and complete building systems in steel for dwellings and commercial real estate.

The Lindab group has 3,766 employees in 25 countries and had a turnover of SEK 5,235 million in 2002. Its head office is situated in Greve outside the town of Båstad on the beautiful Bjäre peninsula in western Sweden.

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We have set our targets

Holding the reins of the company that Carl-Gustaf Sondén has now turned over to me is something I find challenging, stimulating and exciting; yet at the same time I feel secure. The company that he has been the CEO for and the master builder of over the past eleven years is firmly and independently established. However, there is always potential to continue to develop both our markets and our product and system solutions with a view to becoming even better. And that is precisely what we intend to do.

Even if we are now in an economic climate that leaves much to be desired, our direction is clear. We are going on the offensive instead of the defensive. As a result, the phase that has weakened our growth figures somewhat but that has in no way lessened our ambition to continue to grow is one that we will leave strengthened and with an even more improved profitability.

Since I took over as CEO and president of Lindab, I have devoted a lot of time to “learning” Lindab. I have seen many earlier examples of how Lindab has gathered its strength when others have applied the brakes, and I have been deeply impressed by the commitment and the know-how shown by all Lindab staff.

The enthusiasm I have met among our product developers, for example, who have displayed new, labor-saving products, points to the strength of the Lindab culture that focuses so sharply on our customers’ needs and on how to make everyday life easier for them. During the spring, I have also visited a number of our service centers and seen several examples of close and good relations between our staff and the customers we are there to serve.

There are two things that we must ensure in order to achieve our growth targets: to secure and strengthen the Lindab culture and to make the entire organization even more efficient by building a profitability-oriented business structure. With our new organization, our clearly defined business plans and the activity culture that permeates Lindab, there is no doubt that we are on track.

Our new IT aid LinPro and our new investment in plant in the Czech Republic are examples of activities – of the more extraordinary type I must admit – that will boost Lindab even more. This is something you can read more about in this number of Lindab Direct.

We have now established Lindab’s three core values – simplifies construction, down-to-earth, and neatness and order. In our view, these expressions are a good summary of our philosophy and our focus on the processing of sheet metal. This very businessiness – the efficient processing of sheet metal – constitutes our main task and is what we should concentrate on. My ambition is to purposefully continue on this chosen route together with my 3,800-strong team.

Kjell Åkesson
President and CEO

Carl-Gustaf Sondén leaves position as head and takes seat on Lindab board

Saw the international opportunities and seized them

When Carl-Gustaf Sondén took over as president of Lindab’s parent company in 1984, the group had a turnover of SEK 442 million. When he left his position as head of the company at the turn of the year that figure was twelve times greater at more than SEK 5 billion. Twenty-five markets speak volumes when it comes to international presence, and this penetration of new markets and the ability to quickly see the opportunities and to seize them is one of the qualities that most clearly marks him out.

“Carl-Gustaf has truly been involved all along the line,” says Anders Persson, who is in charge of Lindab’s profile business area. “Very few CEOs have been with their companies from the beginning. From a little world, full of practical matters in his role as a production engineer, via sales, marketing and operative management, he has brought the whole of Lindab into the big, worldwide.”

Carl-Gustaf Sondén’s technical skill is testified and impressive. “He was involved in product development, machine design and production engineering,” continues Anders Persson. “His interest in practical matters is and always has been in a league by itself. But, the unique thing is that he combined this with a market contact and a breadth of skills that was out of the ordinary. CG, as everyone here calls him, is someone you don’t catch out.”

Carl-Gustaf Sondén introduced quality systems early at Lindab and he also wanted to create a production and distribution apparatus that everyone could be proud of. And that is what happened.

Two things, I think, marked CG out in a very special way,” says Håkan Dahlberg, Lindab Sverige. “He was straightforward, clear and always stood for what he said, and he kept track of everything.” He was well informed about computer issues, finance, marketing and, of course, products and production engineering. “What’s more, CG was never one for endless discussions.”

Stubborn determination is also a characteristic of this man. “In the swings and roundabouts of the financial crisis of the early 90s when he and Hans Schmidt-Hansen cobbled together the ownership and structural package that saved a vulnerable Lindab, he didn’t do it from his CEO chair but from his intensive care bed at Ängelholm hospital,” concludes Anders Persson. “That stubbornness and determination meant a tremendous amount to Lindab and therefore to all of us.”

One of CG’s most significant achievements was to purposefully and resolutely place Lindab in the international arena and make the company a highly significant player in many markets. The successful efforts in, for example, eastern Europe and the USA clearly bear his mark. “CG put me here thirteen years ago and gave me maximum support. Now we have a turnover of SEK 1,000 million,” says Peter Andsberg, in charge of Lindab’s operations in eastern Europe. “He had a genuine interest in the day-to-day business, gave prompt answers and, above all, was a mentor and a sounding board for every issue, from the simplest to the most complicated.”

Just because CG has now left his position as head does not mean that he has given up high-flying plans. He has always had exciting and preferably engineering-oriented leisure interests. Maybe his recently started helicopter project - fix rotor blade A to rotor blade B using spanner C – is the most exciting so far. It is certainly high-flying, but for someone with such an obvious helicopter perspective it probably is the most natural thing in the world. And no one who knows CG doubts that he will both succeed in taking his helicopter license and completing the complicated assembly project.
April 24-25 saw the first big management meeting since Lindab’s new organization and leadership was established. CEO Kjell Åkesson gathered 60 key people in the group for a meeting whose theme was “Growing Lindab.”

“Our new business strategy and growth targets obviously put a number of important issues on the agenda,” explains Kjell Åkesson. “For us to be able to achieve the growth targets at which we are now aiming together, I see two things as crucial. We have to retain the Lindab culture whose entrepreneurial spirit and enthusiasm is a hallmark of the group and its staff. We must also make our new organization efficient and transfer our entrepreneurial structure to a business structure. It will not be until then that we can realize our growth targets.”

The goal of the Lindab group is to grow by approximately 15 percent annually as of 2003. A large part of the two-day meeting therefore came to be about how the business strategy was to be realized and practically implemented in Lindab’s roughly 25 different markets.

“The activity approach is central here,” continues Kjell Åkesson. “What should we do, for example, to reach people even better with all our products in all our markets? How are we to strengthen our system sales and profitably deliver exactly what our customers want?”

Kjell Åkesson strongly emphasizes the group’s position in the core areas of ductwork systems and roof drainage. “If we take our ductwork systems, we have a clear leading market position. We can further develop this and also add supplementary products from our other product areas. This will generate growth for Lindab.”

In addition to all this, the gathering dealt with issues surrounding the importance of leadership. The guest speakers Claes Rydell and Kjell Enhager gave addresses that were much appreciated and thought-provoking.

“I am very pleased with these two days,” concludes Kjell Åkesson. “We have united on our growth ambitions, turned the focus on the activity culture that is so important for Lindab, and we have discussed the necessity for broad, business-oriented leadership. What’s more, we have met, socialized, enjoyed ourselves and got to know each other.”

The latest news

Gathering about “Growing Lindab”

Lindab builds new plant in Czech Republic

Lindab is facing exciting challenges with strong growth in a number of markets. This requires a well balanced and effectively organized production capacity divided into several competence centers. In addition to the present production centers, Lindab has decided on investment in a new production and warehousing unit outside Prague in the Czech Republic. This modern facility is expected to be ready for production in 2004. It is expected that it will be possible to gradually take on up to 300 employees in the coming years.

Today, most production for the markets outside Scandinavia is done in Sweden and Denmark. In the past three years, Lindab’s sales in central and eastern Europe have doubled and now amount to approximately SEK 800 million. The plant now planned will mainly manufacture labor-intensive products in the Ventilation business area. Existing local production in the Profile business area will also be localized to the new unit.

“This investment is an important prerequisite to our continued development in Europe,” says Kjell Åkesson, CEO of Lindab. “The profitable growth at which we are aiming is better assured by efficient production close to the growth markets. In the present uncertain state of the economy it is difficult to assess the market trend and thereby the concrete effects on the current production structure. However, it is quite clear that this investment is considerably strengthening the competitiveness of the Lindab group through fortified and more efficient production capacity in addition to that which already exists. It is also a guarantor that safeguards group job opportunities in the long term, as is the continued focus on our existing competence centers in Sweden and Denmark,” concludes Kjell Åkesson.
"Shopping" or collaboration in step

Shorter construction times and lower cost ceilings – naturally with the same product and delivery quality – is the requirements profile that the construction industry’s big players are outlining ever more clearly. Is this an equation that can be solved and, if so, how? If you ask Thomas Weihe, logistics manager at Lindab Norway, his answer is an unambiguous yes. But even that is not without its qualifications.

The choice of toothpaste is an everyday decision that seldom causes any trouble. An attractive combination of expected customer benefit and attractive price – i.e. a low one – results in our quickly making up our minds when we are standing in front of the shelves with the well known brands that make our teeth healthier and our smile whiter. If we should regret our decision later on, the problem is easily solved - we change brands.

If we transfer this reasoning from the world of the consumer to that of business-to-business (B2B), the basic ingredients are the same – the choice of supplier is controlled by the mix of expected customer benefit and price. But the degree of complexity is of a totally different order. Nor is “changing brands” so easy.

Collaboration v. Shopping
Players in the construction industry face major challenges in their hunt to find the optimally coordinated and efficient production process that results in a documented, finally approved delivery that stays within the budgeted time frames and cost ceilings.

“Very often the focus has been on price, which has meant that quality has suffered,” says Thomas Weihe, logistics manager at Lindab Norway. “But by placing greater emphasis on collaboration between customer and supplier, big, unrealized gains can be achieved.”

Efficient supply chain management aims to maximize customer benefit throughout the supply chain at the lowest possible cost. “This doesn’t happen without effort,” explains Thomas Weihe. “A prerequisite for establishing a successful supply chain is to reduce uncertainty to a minimum. ‘Project shopping’ with the constant involvement of new suppliers and players does not help. What does help, on the other hand, is closer collaboration, greater vicinity between the parties and a more open flow of information throughout the process.”

“More information provides a better basis for forecasting the future,” continues Thomas Weihe. “More stable customer and supplier relationships increase the awareness of the gap between actual and expected quality and service and therefore allow a continual process of improvement.”

Another effect of reduced uncertainty is increased delivery precision, which both enhances productivity and frees up capital. This in turn creates openings for more efficient methods of distribution and a more flexible warehousing structure, factors that influence the cost picture in a positive direction.

Nothing is free
There are many advantages of a more intimate partnership, but such a partnership also makes demands on the players. Good in-house process knowledge and a high awareness of costs are basic requirements. The client must also consciously focus on the logistics process by, among other things, including logistics parameters in all project agreements. Increased planning and exchange of information reduce uncertainty and mean that suppliers, purchasers, project managers and installers communicate better and can “walk in step” in a completely new way. In addition, management must support both a strengthened focus on logistics and the ambition to rationalize among the suppliers in favor of fewer, more intimate partnerships.

“Looking back, we can see clear improvements both for us and our partners in the projects in which we have applied these ideas in a comprehensive fashion. Increased productivity, lower total cost and shorter construction time are reasons that speak for themselves,” concludes Thomas Weihe.
No trade fair trouble

On Lindab’s big stand at the ISH fair in Frankfurt, Germany, visitors could familiarize themselves with a large part of the group’s ventilation and indoor climate range. But they could also get acquainted with the completely new modular trade fair concept that was presented in the previous number of Lindab Direct.

“We can now build a stand in a very short time and keep costs under control at the same time as we can clearly and consistently show the ‘same’ Lindab on every occasion,” explains Lars Dahlström, who is in charge of external communications at Lindab. “The fact is that not only could we build the big stand at the ISH fair without problems and disruptions, we could also quickly dismantle it, change language to Italian and seven days later “open up shop” on the stand in Padua, Italy.”

Lindab’s Expo system consists of a modular floor, wall and roof system that allows the size and layout of the stand to be varied within wide limits. Together with standardized presentation modules for each product line, and a range of furnishings consisting of stools, tables, platforms and counters, the Lindab feeling can be re-created time after time. Even if the products and even the business area vary.

“We can fit the products that we are exhibiting into the walls and roof of the modules,” says Lars Dahlström. “At the ISH fair, we could simulate air displacement by releasing smoke through some ceiling diffusers, and in the stand’s sound room we could surprise visitors with the quite astounding sound reduction achieved by our silencers.”

Putting up stands at trade fairs can be really trying. But when Lindab’s new Expo system was tested for the first time at the ISH international ventilation fair in Frankfurt, everything worked as planned. Smoothly, flexibly and with an unmistakable Lindab touch.
Freshly picked chanterelles, maybe lightly browned in butter with a few pinches of salt flakes on top, is an agreeable variety of fungus. Nor does the blue mold in a piece of ripe Stilton cheese raise any great protest. But say dry-rot fungus or house mold and people change their tune.

No one likes that sort of growth. Absolutely no one.

There are building materials that create a favorable environment for the growth of fungus and mold. And there are building materials that don’t. Happily, studs, beams and battens of steel belong to the latter category, but it is not only their inability to absorb moisture and water that make light-gauge steel framing systems attractive. There are many more reasons. Reasons that can be easily expressed in the form of lower construction costs. Let us first sort out the concepts involved.

Conservative resistance

“In Sweden, light-gauge framing started as early as 40 years ago,” explains Johan Andersson, product manager for offerings such as Lindab Construline in northern Europe. That was when the first interior walls in steel were delivered to the then Malmö General Hospital (now Malmö University Hospital MAS). After this relatively early start, development was slow. The problem was that the users, the carpenters, have found it difficult to drop their hammers and pick up screwdrivers.

On average, a carpenter works until he or she is 55 years old. That is when his or her body says no to any more heavy, awkward lifts and difficult handling of construction material. Worn out joints plus work in cold, damp surroundings also take their toll. But progress has been made and requirements change. The use of steel framing members in interior walls is now common and new applications are being developed as the demand for economic construction is increasing and intensifying.

Established interior wall technology

Today, virtually all interior walls are built using steel studs and channels. Almost 90 percent of all public and commercial buildings in Scandinavia are built this way. Steel-framed interior walls have become established as standard. It is a system that works and all the parties involved – designers, contractors and carpenters/fitters are well acquainted with the technology.

But buildings do not consist of partition walls alone. External walls are very much an important part of the building. Here too, light-gauge framing is well suited to dry, efficient and economical construction, but in this area it is not at all so widely used.

“Lindab started developing and manufacturing external wall framing profiles about 12 years ago and have since then developed systems based on this construction method on a broad
front,” continues Johan Andersson. But for the market to really have its eyes opened to the advantages requires a complete integrated system consisting of design aids, the actual products and, not least, a suitable range of fasteners.

**A complete, integrated system**

“Today, we have all this,” continues Johan Andersson. “A wide range of light-gauge framing products for external wall units and curtain walling is, of course, the basis of the system. On top of this, we have IT aids that we have developed in-house for design and calculation of quantities and which also automatically generate cutting lists, drawings and lots more.”

“Through the acquisition of the fastener company U-nite Fasteners Technology AB, we could for the first time influence the fasteners and the development of these products in a completely new way. We could take advantage of U-nite’s extensive know-how and experience, produce small test series and find a mix of screws that suit the light-gauge framing system perfectly.”

“We are now delivering, as the third important element of the system, fasteners whose material quality is on a par with that of the steel sheet of which the products are made.”

The use of light-gauge framing systems for both interior and external walls adds a number of “soft” advantages. Delivery of ready-cut, marked framing members and sheeting directly to the worksite. Lighter, more manageable material without waste. This generates a welcome order and method at the worksite and gives fitters and carpenters a more comfortable existence with lighter loads to lift and less strain injuries.

But all external walls are not made directly at the worksite; prefabricated units are becoming ever more common construction components. After manufacture of the complete units, they are transported to the worksite for lifting in and fitting. Economies of scale can be considerable here, and the choice between prefab and on-site construction is steered by the number of similar construction sections.

**No drying time**

Drying time is the amount of time it takes for the moisture ratio in the building material to reach an approved level. Wood and concrete have fairly long drying times, while steel has an interesting – and very attractive – property in this respect. Steel lacks a drying time.

“This gives steel obvious advantages,” says Johan Andersson. “No delay to the construction process, since there is no drying time and, what’s more, this inability to absorb moisture and all the benefits that brings. A long drying time on the other hand is a well known and costly phenomenon for building materials such as wood and concrete.”

The demand for a sufficient, and therefore often long, drying time is in total conflict with the demand for rapid production and quick completion. Where the time factor has been allowed to take control and the drying time has lost out, moisture has been built into the structure and the results have not been late in coming. Reports on sick buildings, allergy problems and unusable real estate have become a never-ending tale of woe.

No scope for moisture here, but there certainly is for economical, modern construction.

**Comes to the same thing**

The total amount of steel in external walls today, as regards the Swedish state of play, is about 10 percent. The remainder, in other words 90 percent, is wood or concrete infill. In Norway and Denmark, the figures are somewhat more flattering for steel, but there too non-steel material predominates.

When cost analyses of different types of construction systems have been carried out, it has not been possible to declare a clear winner. Wood, concrete or steel all result in about
the same level of cost, everything included. However, what differ are the planning and construction times. Studies by institutions such as Chalmers University of Technology and the Institute of Technology at Lund University* have found that construction systems in steel give a shorter construction time by eliminating drying time, but a longer planning time on account of ignorance of how to handle a new material. For construction systems in wood and concrete, the situation is the opposite. Rapid planning using well known materials, but prolonged construction times because of necessary drying.

Since the cost picture and the total time required have been on a par for both alternatives it has come to the same thing which was chosen. The fact that the choice has often fallen to the well known alternative is maybe not so surprising.

Win-win situation

Today, the situation is different. You now no longer lose time in the planning phase by using steel construction systems. On the contrary, Lindab’s in-house-developed AEC software makes planning easy, dependable and fast.

“The time it takes to draw a steel wall and generate the basic data to order tailor-made lengths is shorter than the time it takes to cut up studs for a wooden wall,” explains Johan Andersson with a smile.

“We can now deliver completely dry construction systems, external walls in steel, partition walls in steel and floor structures in steel. All these systems are based on steel wall framing profiles of different types, profiled steel sheeting and high profiles plus different varieties of plasterboard. And the previously mentioned IT aids and fastening systems.”

All in all, this gives a win-win situation with nothing but advantages.

Comparable cost picture, shorter planning time, eliminated drying time and, in addition, a considerably lower weight of material. A steel infill weighs approximately 50 percent of an equivalent wooden structure.

Let us return to Malmö University Hospital. Parts of the hospital are now being renovated and the 40-year-old studwork can be inspected. It is not as shiny as new studwork, but no rust can be detected. It fulfills its purpose just as well now as then, and it has definitely not gathered moisture. The fact that Lindab did not supply this studwork is of little significance. We canceled out that “advantage” years ago and Lindab is today the market leader in Scandinavia when it comes to complete light-gauge framing systems based on steel.

“Today, we often help out with the first project,” concludes Johan Andersson. “After that, customers run things by themselves with the aid of a system in which planning, products and supply/support are completely integrated. The carpenters have become fitters, everything works in a modern, efficient manner and we can say goodbye to moisture.”

*Light-gauge framing for dwellings in several stories
Since the early 90s, efficient and timesaving IT aids have emerged as an important part of Lindab’s product and support portfolio. The Ventilation business area’s CADvent has perhaps been the main symbol of this development.

Now, however, IT aids are advancing strongly in the Profile business area too – not least through the new Lindab Butler Engineering System or LBS.

Even before Lindab’s acquisition of Butler’s European operation, plans were afoot within the Profile business area to develop an IT aid that could be used in designing, manufacturing and offering a complete steel building. The fact that Butler had similar ideas could be quickly ascertained during the negotiations that led up to the takeover deal.

It is therefore not exactly surprising that this project ended up fairly high on the list of activities that was drawn up after the acquisition.

**Modular system**

“Our aim was clear from the beginning,” says Bálint Vaszilievits-Somjén, a construction engineer with extensive experience of software development and design. He was attached to Lindab Butler in 2002 with responsibility for the development of LBS – the Lindab Butler Engineering System.

“We are to produce an integrated IT aid that will make everything from the design and drawing process to ordering and production data simpler and more efficient. It will be possible to make full use the software for Lindab Butler’s entire range of products and it will include functions for the Widespan Structural Systems, Lindab Systemline, Truss Framed Structure and Multi-Story product groups.”

“The structure of the program will be modular,” explains Bálint, “which, among other things, means that we shall have the first basic modules ready for operation as early as this year. This also means that we can gradually extend the program, adding modules on an ongoing basis as the need arises. The modules should be capable of functioning completely independently, providing very great flexibility for various types of end users.”

**Influential group of experts**

When the project started in September 2002, several development groups were formed under the leadership of Bálint Vaszilievits-Somjén. Project development and status is monitored through the steering group, which meets once a quarter and consists of representatives from Lindab Hungary, Lindab Sweden and Lindab Butler.

“As a result, we quickly receive feedback on our work and the organization knows where we stand. In addition to our in-house development teams, research groups from Bauhaus University in Wiemar and Budapest Technical University under the leadership of professors Frank Werner and László Dunai respectively are also taking part.”

**Primarily in-house**

In contrast to products such as CADvent, LBS will primarily be used in-house.

“The pricing modules as well as modules for presentation drawings in 3D will be able to be used by, for example, the independent Butler Builders that sell and erect our steel buildings,” explains Bálint. “In-house, LBS will be used for making exact offers, complete design and construction drawings and, of course, for the entire complex planning and design process and, not least, complete project documentation in several languages.”

LBS uses a customized version of the commercially available program Xsteel. This makes it possible to easily produce construction drawings using the results of the LBS design modules developed in-house. These design modules are based on the latest Eurocode standards. The development process is well advanced for the key modules of which LBS primarily consists, and a number of Xsteel macros have also been written for Lindab Butler Widespan Structural Systems, the company’s primary construction system.

“We have high expectations,” concludes Bálint Vaszilievits-Somjén; “preliminary internal testing has shown that we will ultimately be able to achieve in hours what currently takes days.”
Form meets function

Can you sit on Thomas Sandell? Well, you wouldn’t choose to sit on someone who was already considered pretty hot property two years ago when he became chairman of the National Association of Swedish Architects.

Since then, the temperature of that property has continued to rise in line with his success and to say that Thomas Sandell is an architect and designer that people talk about is an unqualified understatement. But if you absolutely must sit down, the café at the Museum of Architecture in Stockholm is a good place to head for. Here you will find one of Thomas’ many creations – the white, stackable T.S. chair. Please be seated.

Chairman of the National Association of Swedish Architects since 2001. Designed the Kantin Mondeo café at the Museum of Modern Art in Stockholm. Created interiors at the Swedish Museum of Architecture that attracted a lot of attention. Designed the Gåsha Brygga housing project in Lidingö, Stockholm. Furnished parts of the new Hotell Birger Jarl in Stockholm, with the Miss Dottie suite as the finishing touch.

Works with clients such as IKEA, Ericsson, EE, OM/Stockholms Börs and, in furniture design, with a list of Swedish and international furniture producers that reads more like an industry catalog than a reference list. However, when we meet him, this Swedish candidate-icon in architecture and design, he is distinctly withdrawn, down-to-earth and discreet in his manner.

Maybe it is because of the anesthetic after a visit to the dentist shortly before, or perhaps it is an echo of his roots in the town of Jakobstad in the province of Österbotten in Finland. The fact that Alvar Alto was the first architect whose name Thomas Sandell learned must have to do with Österbotten. The interesting thing is that about 25 years later, in answer to who has been his greatest source of inspiration, he utters this very same name – Alvar Alto.

Carpe diem

“Of course one has one’s heroes; you pick them up here and there,” says Thomas without directly listing people who have been his guiding stars. “But you can’t ignore Alvar Alto. He worked in the way I try to do. He looked at the wider picture and tried to link up all forms and functions – architecture, interior design, design and even town planning – into a functioning unit.”

To enjoy life and be fully engaged in it is a state that suits Thomas. “I don’t have any great vision for my life,” he explains. “When I wake up in the morning, I long to go to work and I long to enjoy life for another day and to quite simply have a good time. To seize the day – carpe diem. But, of course, there is a special pleasure in having an idea, making a few sketches, which then become drawings and with luck ending up with a building or piece of furniture standing in front of you. Ready to be used by people and enjoyed,” he adds.

Thomas always takes part in the concept and sketch phase of a project. “However, when the basic idea is ready and is to be realized in design, drawings and the final choice of materials, there are many of us who help one another. To work as an architect is also to constantly learn about and penetrate new worlds. A commission to design a library makes you penetrate the world of libraries and understand it. Our current big project for the Stockholm Stock Exchange and OM has given me exciting knowledge and insight into this area. To live is also to learn.”

Focus on architecture

“I started my own operation in 1990 with small interior and other design commissions,” explains Thomas Sandell. “Today, we have grown, and in the operation in which I now work and am a partner, sandellsandberg, there are about 40 people. When you get older, you get bigger, and you get bigger clients. That’s the way it usually is.”
For Thomas Sandell, commissions relating to architecture predominate nowadays. “They take roughly 95 percent of my time, the remainder going on various design projects.” At present, his focus is on Stockholmsbörser (the Stockholm Stock Exchange) and OM’s new head office in the Värtan Port in Stockholm. The stock exchange operation is today not a physical activity with brokers on the exchange floor, scraps of paper flying about and bells ringing. The premises that Thomas Sandell has drawn, and which are now under construction, will house the 1,500 staff and the servers that are now the heart of the operation.

This commission embraces architecture, interior design and various other design elements. “Here we are taking the overall approach that I strive for, as we did when we designed the villa for Wallpaper – the Insideouthouse – that has now been erected in Spain,” explains Thomas. Other current commissions on which Thomas is working range all the way from houses in Russia and a perfume chain in Moscow to park benches in Corian for part of downtown Tokyo.

**Armchairs, glass and a supply air beam**

For Thomas, the non-architectural design aspect of his work is small in terms of turnover, yet includes many products.

“Here the focus is on furniture design. IKEA’s TS series with armchairs, chests of drawers, clocks. Chairs for B&B Italia and furniture design for Capellini, Källemo and R.O.O.M. What’s more, I have designed quite a lot of glass and a fan for Futurum, which can be said to be exceptions.” These exceptions also include the supply air beam that Thomas Sandell had designed and drawn the previous year under a commission from Lindab Climate.

Göran Hultmark at Lindab Climate contacted him during 2002 in relation to a design project for indoor climate products. “As an architect, you have a responsibility for the whole picture. Light and climate are two very central aspects of a building. They find expression in both form and function,” explains Thomas. “One of the problems an architect constantly comes up against is to make fittings for heating and cooling harmonize with and fit in with the other interior design components.”

**One form, several functions**

To leave the ceiling empty and allow chilled beams to hang freely is an attractive proposition for many architects. The only problem is that the clean, beautiful ceiling surfaces still have to be marred by light fittings.

“My idea was to combine these functions in one unit. Light upwards and air/heat/cooling downwards. At the initial meeting with Göran Hultmark at Lindab, we soon decided that this was an interesting route to take. A quick sketch showed how I had imagined the concept and the functions.”

When Thomas Sandell had produced a more finished proposal together with Jacob Silvander at sandellsandberg, Jacob took care of day-to-day customer contact and ran the project until there was a finished solution, which will soon be marketed as Lindab Climate’s supply air beam Architect Sandell.

This chilled beam is one of several design variants of the Architect supply air beam, but one of few that are intended for free-hanging installation and with functions for both light and air.
“the old power station is where old and new technologies meets – the copper stills for the good malt whisky and the ventilation system for the good indoor climate”
Whisky made in Sweden

If you have placed two beautiful copper vessels for the distillation of the best brand of Swedish malt whisky on premises where a power station has previously stood, you might say that kilowatts have given way to the water of life. This is what whisky, or if you prefer the Gaelic uisce beatha, means. Outside Gävle in the old Mackmyra mill, exciting things are happening. The first Swedish malt whisky is being made here. Watch out, you Scots – Swedish quality has triumphed before.

Skis and whisky do not have all that much in common, apart from the fact that a tot of whisky can taste good on the slopes instead of the more usual Jägermeister or Glühwein. But skis played an important role for Mackmyra Whisky.

“We were eight former fellow-students who met on a ski trip more than twelve years ago. And we each had a bottle of malt whisky with us,” recounts Magnus Dandanell, president of Mackmyra Whisky AB, “and while we slowly enjoyed the amber drops during the days that passed, we wondered how malt whisky was actually made. And why there wasn’t any Swedish variety. And whether there shouldn’t be one.”

The thirst for knowledge is a sterling quality. And these eight friends had it. Their questions were answered through diligent searches for information, through study visits to the home of whisky, Scotland, and through contacts with everything and anyone who had to do with whisky manufacture. A year later, in 1999, Mackmyra Whisky was founded and the road to Swedish malt whisky was opened.

Simple raw materials
The manufacture of whisky does not require an awful lot of raw materials, but their quality must be of the best. And production must be based on the traditions and the techniques that brought the first drops of whisky from their distillation vessels 500 years ago. After the end of World War II, when the British Empire was to recover its lost export trade, prime minister Winston Churchill sent a memorandum to the Ministry of Food saying that barley for whisky production must in no circumstances be reduced, since this could seriously affect the quality of this “British superiority”.

These were wise words that led to whisky spreading worldwide and becoming ever more popular, mainly as blended whisky, i.e. a mixture of whisky from several different distilleries and non-malted barley. “Barley, water and yeast are the basis of all malt whisky,” explains Jonas Berg, production manager at Mackmyra, “then comes its character through smoking and storage in oak casks and the special process in which the barley is malted, i.e. soaked in water in order to start the germination process. After that, the barley is dried, ground to flour and mixed with water in big mash tuns.”

Whisky with Swedish character
What is characteristic of malt whisky is that it always comes from a single distillery and follows recipes for manufacture that are sometimes centuries old. “Yes, our recipe originates from the previous century too,” says Jonas Berg with a gleam in his eye, “and the water that is filtered through the fine sand of the Valbo ridge is of very high quality. As is the barley we use, which is harvested in various parts of the country.” The fact is that considerable quantities of barley are exported from Sweden to the Scottish whisky industry, so there is definitely nothing wrong with the raw materials. The question is what Churchill would have said about it.

After several years of evaluation and tastings, Mackmyra has arrived at two recipes that it now bases its manufacture on. One of them is more fruity and elegant, while the other with its harsher smoky taste more quickly brings to mind the Scottish varieties. “We don’t make copies, you know, malt distilleries don’t go in for that sort of thing,” continues Magnus Dandanell. “However, we have found a character of our own that suits the Swedish palate extremely well.”

The complex taste experience provided by really good malt whisky is also based on the raw materials that are used in smoking and maturing. Swedish peat and juniper are used when drying and smoking and casks made of Swedish oak are mainly used for maturing.

Old and new technology
Mackmyra mill has a long history as a mill, forge and power station. “When we saw the closed-down works for the first time, there was no hesitation,” says Magnus Dandanell, “this was where the cradle for Swedish malt whisky would stand.” In the old power station, where the distillery is now housed, you meet both old and new technologies. The two beautiful copper pot stills are flanked in the roof and walls by the ventilation system in aluzink from Lindab that provides the good indoor climate.

Aluminumzink is a duct material in which steel sheet is coated with a surface layer of aluminum and zinc. This is a material that is very resistant to corrosion and that withstands the environment that prevails in a whisky distillery. As in all food industry, cleanliness is alpha and omega, and there is water and moisture around all the time, both in the pot still and outside it. And as all whisky lovers also know, the noble drink is never taken neat, but always with water in liquid form. Although on-the-rocks is always acceptable. Cheers.
**Long live freedom**

Two wills and two needs. When the architect and the heating, ventilation and sanitation consultant meet, they are sometimes on a collision course. The former looks to the aesthetic values, the form and the architectonic expression. The latter wants to create an indoor climate that provides all the comfort and function that the requirements demand. Both want to see people enjoy themselves and feel good, but from different starting points. The discussions can now be settled and agreement reached on the common course that gives freedom as regards both aesthetics and function – Lindab Designline is here.

Freedom is at a premium for the architect when aesthetic values are to be created through the choice of forms, materials, surfaces and details. One of the “details” you cannot escape are the air diffusers and chilled beams that are needed for the comfortable and productive indoor climate that both tenants and real-estate owners today demand.

“In a complete ventilation plant, you must often solve the indoor climate using several different techniques,” says Jörgen Andersson, who is responsible for marketing the new Lindab Designline concept. “In one part of the plant, the need for cooling may be primary, while in other parts it may be more a matter of meeting the need for ventilation. Up until now, an ever present design problem has been that the various products – ceiling diffusers, low-impulse devices, chilled beams, etc. – have lacked a uniform design, since they have had different appearances. We saw an increased awareness of design and an accentuated need from the architect to achieve better harmony in the design of the installation.”

**Uniform design**

Lindab Designline is a completely new series of products with a uniform design embracing both chilled beams and diffusers. These products give the architect a whole new freedom to create an aesthetically appealing environment that harmonizes, at the same time as the heating, ventilation and sanitation engineer – also with complete freedom – can choose the technology that is most suitable. Airborne, waterborne or both. Ceiling diffusers, wall diffusers or chilled beams – you only have to choose.

**To be seen or not to be seen**

Lindab Designline not only creates the potential for a harmonious overall impression, it also gives the architect the choice of allowing “the technology” to stick out and be noticed or to disappear into ceiling and walls.

“Designline becomes part of the architecture and strengthens the spacial impression that the architect chooses to create,” continues Jörgen Andersson. “Both the Professor supply air beam, the Carat chilled beam and Lindab’s new RKP and PKP flush-fitting diffusers are concealed behind the designed front.”

Designline is available with four different fronts – Cross, Slot, Dot and Square. “But we are not intending to stop there,” says Jörgen Andersson, “we are also giving the architects the opportunity of creating their own form within the Designline concept.”

Today, Lindab is alone in being able to offer a solution that allows the architect to decide the design and the heating, ventilation and sanitation engineer to decide the function. Ventilation technology and design can now have full interplay. “A new freedom of design, adaptation to the suspended ceiling as regards both form and color in combination with a wide range of installation options mean that we are hopeful in looking forward to the reception of our new Designline, both from architects and consulting engineers,” concludes Jörgen Andersson.
“a whole new freedom for the architect to create an aesthetically appealing environment, at the same time as the heating, ventilation and sanitation engineer—also with complete freedom—can choose the technology that is most suitable”
Brilliantly playful

IT-Clean keeps track of cleaning needs

An innovative pilot system – IT-Clean – for optimizing cleaning and measuring particle levels has recently been installed at Lindab’s extended head office in Grevie. The IT-Clean AB company together with the IT consultancy Avensia has developed and started up a completely new concept in what is called facilities management.

“The system registers the ‘cleanliness’ of each separate room using sonds that are connected to the ductwork system and measure the particle content in each area,” explains innovator Berth Holm, who has developed the technology involved. Together with the Institute of Technology at the University of Lund, the microbial content of particles has been analyzed, so that the particle level can be utilized as a clear measure of the content of bacteria, fungi, spores, etc. in the air.

“This means that the system gives an objective evaluation of the cleanliness of the room, and the cleaning effort can then be adapted on the basis of this information,” explains Berth Holm. By taking the use of the room into consideration, one can define a comfort value for the space and this information can be transmitted to the cleaning staff’s hand terminals through a radio-LAN network.

Lindab is a shareholder in IT-Clean and sees great potential in the project, which can be developed further. “Lindab’s special competence is focused on the indoor climate, ventilation and ventilation control areas,” explains Fredrik Engdahl, development manager at Lindab Ventilation. “The information on particle contents will definitely give us new opportunities to optimize indoor climate and, moreover, to give the real-estate owner the potential for better cleaning economy.”

“Independent analyses have shown that a reduction in cleaning costs of up to 30-40 percent is within reach,” concludes Berth Holm. “By cleaning where it is necessary, and nowhere else, and, moreover, doing it according to standardized cleaning procedures, we shall gain control over both the particle levels and our cleaning finances.”

Pharmadule Emtunga is exacting

Pharmadule Emtunga is one of the world’s leading suppliers of pharmaceutical and biotechnology plant modules to the pharmaceutical industry. For the past 15 years, more than 38 modular plants have been delivered to companies such as Eli Lilly, Merck, AstraZeneca, etc.

“At present, production and delivery of an extensive plant for American Eli Lilly is in progress. This plant, which is the world’s biggest modular building so far, will be delivered to Eli Lilly in Puerto Rico, where it will supplement and expand an existing plant,” explains Maria Rosén Pettersson at Pharmadule Emtunga. By using Pharmadule Emtunga instead of building in the conventional manner, Eli Lilly estimates that it is shortening its planning and construction time up to commissioning by no less than 2 years.

Stringent requirements apply to the ductwork system supplied by Lindab to LH Ventteknik, which has been responsible for the installation. The entire system must meet American standards, which require, among other things, thicker material in certain parts. Besides ducts and grilles, the delivery also includes boxes and iris dampers from Lindab.

In the next number of Lindab Direct, there will be a more detailed article about Pharmadule Emtunga and Lindab’s deliveries to this company.

When the sculptor, painter, musician and performance artist Mikael Pauli was commissioned to decorate the Fritidsgården 2:an youth recreation center in the municipality of Nacka in Sweden, he adopted a whole new approach to installing ventilation ducting.

“I did a roof installation that combined artistic expression with a very pragmatic display of the center’s name – 2:an,” says Mikael Pauli. It is not very difficult to find the building now, either for the kids or the grown-ups.

Mikael also painted the ducts and duct components that he had put together and formed into the figure 2 using paint that he developed himself and that makes the ducts look fluorescent.

Floodlights that illuminate the installation with different lights make it change color in an exciting way depending on where the observer is standing or moves to. An installation in a youth recreation center should exhibit a large degree of playfulness. And in a brilliant way that is just what Mikael Pauli has created.

The system gives a clear message about the need for cleaning – the particle level – in areas that are connected to it, and by means of a color code gives cleaning staff clear information on the cleaning procedures that are to be carried out.

Photo: Pharmadule Emtunga
A major extension of AstraZeneca’s premises is currently under way in Södertälje, Sweden. This will be Astra’s new laboratory and animal house, a building of 8 stories and with an area of 23,000 m² and an air volume of 100,000 m³. The installer is Bravida and the ductwork system is being supplied mainly by Lindab. The construction time is approximately 12 months with takeover in November 2003.

“The main focus of research in Södertälje is in the area of CNS (central nervous system) and pain,” explains Lars Sommar at AstraZeneca in Södertälje. This laboratory will be one of the most modern in the world and AstraZeneca’s hope is that it will act as a magnet for international researchers.

Laboratory premises usually require extensive ventilation systems, but in this case it may be a question of breaking the record when it comes to the technical installation. “This is a matter of six supply air plants and six exhaust air plants,” says project manager Hans Gustavsson at Bravida. “These plants are 17 meters and 10 meters respectively in size, so they not exactly small fry.” The duct delivery includes both round and rectangular ducting of galvanized, stainless and painted varieties.

“I have never seen a building with so many ducts,” says Jan Ekberg at Lindab Södertälje, which has been responsible for Lindab’s delivery. Four of the eight floors are installation floors pure and simple, which explains the quantity of ducting and gives a measure of the degree of complexity that the building involves. “This is one of the most difficult installations I have been involved in,” continues Hans Gustavsson. “The tremendous quantity of ductwork in combination with the extreme airtightness requirements has made the work very demanding, but as usual the deliveries from Lindab have arrived exactly as scheduled.”

AHR Expo 2003

From January 27 to 29, the world’s biggest ventilation fair took place for the 73rd year in succession – The International Air Conditioning, Heating, Refrigerating Exposition – AHR Expo. About 1,500 companies from 28 countries gathered in the McCormick Place convention center and showed their products to more than 58,000 visitors and exhibitors. It goes without saying that Lindab Inc. was there and could present products such as the new DRLA drum louver, the new Spiro+AgION range, the new CADvent and, of course, the entire SpiroSafe range.

CARAT – new, efficient chilled beam

Lindab’s new chilled beam – the Carat – has a broad range of applications. Offices, trade-fair and industrial halls or supermarkets and shopping centers are suitable environments for its installation. Carat is based on a globally unique method in which copper pipes, which carry the cold and cooling water, are metallurgically connected to an aluminum flange with fins. This technology gives very efficient energy transport between the circulating water and the cooling surface.

Carat can be used both for wet and dry cooling and cools both by radiation and convection. By optimizing the beam’s radiation quotient, it has been possible to boost its output by 50% without increasing the risk of drafts on this account compared with traditional beams equipped with batteries of fins.

“Right at the start of the campaign for Carat, we were able to win four big orders,” recounts Jonas Holmberg, who is involved in export sales at Lindab Climate. “The Swedish Exhibition and Congress Center has installed 300 Carat units in a couple of its exhibition halls. Lindab’s agent Frenger Systems has started installing Carat units in the Ealing Studio Business Park project in northwest London. So far 200 units have been delivered, but more stages are under way during 2003.”

In addition, agreements have been entered into in Italy on a big delivery. Lindab’s agent CNS together with Lindab Italy has sold 2,000 Carat units and 1,500 Podium Classic units to the media company 24 Ore. Here Carat will be installed above a perforated suspended ceiling.
**No. 2 to Goodyear**

Two years ago, Butler delivered a 43,000 m² distribution and warehousing facility to Goodyear in Philipsburg, Germany. As of May 2003, it is time for the next delivery to the global tire manufacturer.

This delivery is to Goodyear’s facility in Wittlich, Germany, and will cover a construction area of 32,000 m², where Lindab Butler will supply a complete building together with Butler Builder Mattig + Lidner GmbH. Butler Builders are the building contractors that are in close partnership with Lindab Butler and are responsible for delivery and construction vis-a-vis the client.

Lindab Butler’s special MR-24 roof design played an important role in Goodyear’s decision, but what really decided things was the good experience from the previous delivery, which was also made by Mattig + Lidner GmbH.

“Goodyear is very pleased with our earlier delivery,” explains Wolfgang Lubbert, sales director at Lindab Butler in Germany. “The MR-24 provides exceptionally good weathertightness integrity, which is of the utmost importance for low slope of this size. We are now intending to do the same thing again, i.e. to realize a delivery that Goodyear can feel just as pleased about.”

The pictures show the delivery to Goodyear in Philipsburg.

**ÅF 2003**

For the uninitiated ÅF 2003 is a somewhat cryptic name for something that is very simple and pragmatic. It is Lindab Profile’s annual information to building materials retailers about innovations on both the product front and as regards Lindab’s display and shop aids. The big difference with this year’s package, which consists of direct mail shots, sales material, brochures, files, etc. is that it is not only the Swedish but the Norwegian market too that has benefited from this material.

“We have received very neat and usable sales material that has really caught the attention of the country’s building materials retailers,” says Dan-Inge Rolland, in charge of the Profile business area at Lindab Norway. “Not only are we now complying with the graphic profile that is being established in the group, but the cost was also naturally less than if we had done everything from scratch ourselves instead of basing things on a Swedish master material.”

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**Steel wins battle for Danish roof drainage**

In the late 80s, 75 percent of the roof drainage products sold in Denmark were of plastic. Today that situation has been reversed; the battle has been definitively lost for plastic and this material is disappearing by the back door.

“Demands are different, and consumers and building contractors are much more focused on quality than before,” says Nils-Aage Iversen in the Profile business area, Lindab Denmark. “It is practical to be able to lean a ladder against a gutter without it collapsing – you couldn’t do that without risk with a plastic gutter. But the most important thing of all, of course, is the quality and the service life that our Lindab Rainline steel gutters offer.”

“20 years’ warranty and easy fitting using Lindab’s patented snap fasteners make the choice simple. Compared with zinc guttering, a not unusual material in Europe, steel offers a stronger surface that retains its shine better and, furthermore, is far more environmentally friendly. In the UK, the situation is similar to that previously pertaining in Denmark. This opens up an exciting prospect for Lindab there too.”
Pitched solutions on the way up

The seventies were the decade of airtight buildings and flat roofs. In retrospect, the only people who can be pleased with the construction methods of that period are those who are busy putting right their shortcomings. Conversion to a pitched roof is a smart solution that allows easy and economical renovation of flat, and often leaky, roofs. But in actual fact it is not a matter of renovation but of a completely new structure that is fitted to the existing roof. One of many projects to which Lindab has made deliveries is Stenbocksskolan school in Boxholm, about 15 km east of the town of Mjölby in Sweden. There the entire section for 13-16-year-old children is being renovated and about 1,600 m² of roof is to be provided with Lindab’s pitched roofing.

Ingemar Hjälmdal, who is in charge of the modernization of Stenbocksskolan, and Fredrik Hedliden, Lindab.

New in the old

“It is a matter of a gable roof structure that is fitted to the old flat roof,” recounts construction engineer Fredrik Hedliden, Lindab. “We fix new struts directly into the existing framework and these are then furnished with sheeting. Everything is made of steel and we have supplied all the components involved, from struts and load-bearing beams to roof sheeting and screws.” The structure has been designed on the basis of the span of the framework, the climate zone, etc. and is completely maintenance free.

One of the many good points of using a pitched roof is the convenience. All material is supplied ready-cut in lengths and it is just a matter of putting the pieces into place.

“It’s like a big version of Meccano,” continues Fredrik, “and it can be adapted wholly as required.” Lindab’s pitched roofs give good overall economy because all the parts involved are supplied in ready-cut lengths. This minimizes waste and makes the structure easy to install, which saves time.

“What’s more, it should have a long service life and withstand stresses and strains,” continues Fredrik, “and on that point our design meets very stringent requirements.” Lindab’s solution also has practical advantages, since the space between the old and the new roof can be used to run, for example, ventilation ducting or for additional insulation.

Ingemar Hjälmdal is site manager for the NCC construction company at Stenbocksskolan. “The school was built in the early 1970s and is in great need of renovation,” he recounts. “Among other things, we have added a 400 m² story and we started on the roof work a few weeks ago. This is the first time the boys and I have installed such a structure, but thanks to very good support from Lindab and Mikael Hugosson, things have gone without a hitch. It is, of course, important that a supplier is willing to help out and is available, and Lindab is. The roof seems stable and is of high quality, and the job has proceeded at a good rate.”

Ingemar Hjälmdal at NCC is not alone on that conclusion, which is confirmed by the fact that Lindab is receiving more and more orders for its solutions with pitched roofs. “In parallel with Stenbocksskolan, we have supplied a pitched roof of roughly 3,600 m² to a project in Motala,” concludes Fredrik Hedliden. “More and more people are realizing the advantages of our pitched roofs and that naturally depends on the fact that it is an excellent structure per se and that it is practical to deal with and install. All in all, this gives a very good overall economy and that is not the least important consideration.”

Lindab at Steel Building Day

Johan Andersson, product manager for light-gauge framing at Lindab Profile was one of the participants at last year’s Steel Building Day, which was held in Stockholm at the end of October.

“Building more stories onto existing buildings, particularly downtown real estate, is becoming ever more common,” says Johan Andersson. “This was an excellent opportunity to tell the big audience about Lindab’s light-gauge framing solutions in this area and to describe how our complete ‘package’ of steel profiles, IT aids and specially developed fasteners provides potential equalled by few other companies and materials.” It goes without saying that Johan Andersson pointed out that it is difficult to match the weight advantage that steel provides. He also made the point that that installation is faster thanks to the fact that prefabricated units are lifted in.
In Lindab's Profile business area, a number of IT aids have been developed over the past seven to eight years. Examples of these are the Lindab AEC, Lindab PR and, not least, the future Lindab LBS (see page 11 of this number). Within Profile, there are programs that are open for external use, but also applications that are used as purely in-house tools and pricing aids.

**Lindab AEC**

“Lindab AEC (Architectural Engineering and Construction) is a design program for curtain walls, wall sections, roof trusses and hipped roofs,” explains Niclas Ivarsson, in charge of product development, technology and IT for Construline at Lindab Profile. “A major construction project can easily contain 1,000 wall units. For really big projects, these might be up of 200 different types of units depending on differences in external dimensions and the location of doors and windows,” continues Niclas Ivarsson. “Previously, the design of these took a considerable time. Now, with the help of Lindab AEC, the design of each unit takes a few minutes to do and the lead times for the design have been considerably shortened.”

Today, Lindab is alone on this and Lindab AEC, which was launched during the fall, is up and running with about 40 licenses. These are free of charge to close partners and are used to a large extent by manufacturers of prefab units. “40 licenses may not sound like much,” explains Niclas, “but you should remember that many projects are of a size that makes them directly visible in order books and turnover figures.” Lindab AEC is currently running in Sweden, Norway and Denmark.

**Lindab PR**

Lindab PR (pitched roof) is the AutoCAD application that is used when planning pitched roofs (see article on previous page). “In the 80s, flat roofs were popular. They often sloped inwards with built-in drainage,” continues Niclas. “They gave a lot of problems related to damp and today these problems are remedied by pitching up a new sloping roof on top of the flat one. But there has been no good planning aid for these renovation projects.”

Now the Lindab PR planning aid is available. It calculates the placement of struts and beams and implements a complete design and load calculation. This is one of the programs that is used in-house and as a sales tool. Today, Lindab Profile offers 2-3 pitched roofs a week, which also makes a clear impression on turnover.

“The technical solution was available, but it was too time-consuming to do all the calculations manually,” concludes Niclas. “We decided to solve the problem. The customers thereby gained an overall solution without extra cost and we gained a clear strengthening of our inflow of orders.”

All programs are updated over the Net.
CADvent and CAD-Q in partnership

Early spring saw the launch of the latest version of the Ventilation business area’s most important IT aid – CADvent 3.5. But it is not only new functions and the previously announced division of the program that are now a reality. Changes have also occurred on the distribution front through the Lindab’s partnership with CAD-Q, the Nordic area’s biggest reseller of drawing-related IT targeted at designers, architects, etc. CAD-Q boasts an extensive support and training operation, a solid body of expertise in AutoCAD and technology applications, and operates inclusively across the entire construction process. Besides CADvent, the more well known programs it markets include POINT, which is a leading application in construction, electricity, groundwork, etc.

Three program versions
“We have now divided CADvent up into three different versions that are aimed at designers with differing needs,” explains Björn Broberg, product manager ITline. “CADvent plus is the most complete version and includes a complete tool box for both ventilation and pipes in 3D.” CADvent link like CADvent plus is “open”, since it also allows the products of other manufacturers, but includes a simpler piping application. CADvent secure can only utilize our own ventilation products. Secure will not be sold via CAD-Q.

Piping important
“By also including piping, we are winning over many users who handle both ventilation and piping in their work,” explains Björn Broberg, “but who do not want to use several software suites. This has previously been an Achilles heel that has meant that we were at a disadvantage compared with certain competing programs. The openness of CADvent plus and link to other manufacturers also means that we can market them credibly and aggressively.

Easy, profitable and secure
“Easy, profitable and secure” is the fundamental message that has been used during the spring campaign. In order to mark CADvent’s status as the leading application in ventilation and piping design, a lot of importance has been attached to packaging and marketing material.

But as to marketing, the big difference compared with previously is the fact that CAD-Q, a well established and well known software dealer in the technology segment, is now selling and supporting the plus and link versions of CADvent. CAD-Q can also supply complete packages for the architecture, electricity, design and heating, ventilation and sanitation segments.

“In this way, we are gaining a whole new force and penetration in the spread of CADvent,” says Björn Broberg. “It gives Lindab and CADvent increased presence in the important prescriptive phase, which will give volume effects in the sales of the group’s ventilation products. About 50 licenses have already been sold.”

Very promising start
“Many of our customers think that this supplement to our product portfolio looks very exciting,” says Thomas Lindgren, in charge of sales of CADvent at CAD-Q. The series of seminars that were carried out by CAD-Q in nine locations during the spring gave a very positive reaction. Almost 200 participants could familiarize themselves with CADvent in a detailed and practical manner. “Awareness of CADvent is high, while its use in Sweden has so far not been so extensive,” explains Thomas Lindgren. “The main reasons for this situation are that the piping component was previously lacking, and, paradoxically, that CADvent has previously been free.” Free is always nice, but when the product costs money it sends important signals to the user on a commitment from the program owner, in this case Lindab. The user understands that the product will still be there “tomorrow” and, in addition, that it will be possible to demands support, program development, bug-fixing, etc.

Small part of big total investment
“The fact is that when companies make an investment in IT aids, the actual purchasing cost for the software is only about 20 percent of the total investment,” continues Thomas Lindgren. “An AutoCAD license for about SEK 55,000 and a CADvent license for about SEK 20,000 makes a total of SEK 75,000. If you then look at the cost of support, training, learning, etc., it is a matter of something like SEK 200,000-250,000. The fact that CADvent has previously been free has played a small role in this context. What the sensible investor has looked at instead is the possibility of demanding program development, etc. and also the long-term future and updating of the program. With this new arrangement, we assess the prospects for success – both for us and for Lindab – as very promising.”

LinPro – new aid on the way

Efficient project management and offer and order handling are central and important functions that must work smoothly and at a reasonable cost. This has often been difficult to achieve because several “systems” have had to be used – “systems” that, moreover, do not speak the same language. The launch of LinPro – the Lindab Project Management System – will soon change all that.

“The system will offer pricing on-line and a considerably shortened offer time,” says Björn Broberg, who is leading the development of the pilot project that will be launched shortly in the USA. “This new package offers improved project management, better documentation, the possibility of tracing the entire history of the project and many other goodies.” The system will primarily be offered to Lindab’s distributors and will give them competitive advantages that no one else can offer today in terms of both time and cost.
Do you need a seat belt to run the new CADvent? You will have to decide that for yourself, but we can promise you that things move fast when you do your planning using object-oriented CADvent.

A complete tool box for drawing and design that contains everything you could want for fast and intuitive design and correct, accurate calculations. Rapid quantification of all relevant data and presentations in 2D, 3D, views and sections. And that is just for starters. Using CADvent, you decide the level of quality, the degree of integration and the profitability of the project.

At Lindab, we have competence and know-how in ventilation that few can match. Quite simply, we are experts in ventilation. That made it easier for us to develop the software of the future for ventilation planning – Lindab ITline.

We make the choice simple for the professionals in heating, ventilation and sanitation consulting.