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Schleibinger Geräte Teubert u. Greim GmbH

# Company and Market Report

- *a presentation for our investors and*
- *customers*

02.01.2019

## The Schleibinger Company

Schleibinger Geräte Teubert u. Greim GmbH was founded 1995 by Dipl.-Ing. (Univ) Markus Greim, Dipl.-Ing. (FH) Oliver Teubert and the Communication-Technician Anton Schleibinger. Our aim is to develop, build and sell innovative Building Materials Testing Systems. The company is the successor of the three companies Schleibinger, Teubert and Greim, which were working on the same field since 1990.

## Our History

1990 Founded as Anton Schleibinger Company by O. Teubert and Anton Schleibinger

In this year we sold the first Viskomat PCs based on an idea of Prof. J. Teubert. First customers are SAFA, Baden-Baden and Schwenk Zement, Ulm. Schleibinger is located in Munich, Bavaria, Germany

1993: Moved to Schwindegg, Mühldorf county, 70km east of Munich.

1994: Development of the Schleibinger CDF Freeze/Thaw tester

1995: Merger between the companies Anton Schleibinger, Oliver Teubert and Markus Greim. New name: Schleibinger Geräte Teubert u. Greim GmbH

1995: Erection of the new companies site in Buchbach, Mühldorf county, 60 km east of Munich, 30 minutes east of the Munich Int. Airport

1998: Presentation of the new Viskomat NT at the ibausil conference in Weimar, Germany

1999: The Schleibinger shrinkage drain comes to the market

2000: at May, 15<sup>th</sup>, 2000 the 70<sup>th</sup> Viskomat is delivered. . Four employees and about 1 Mio. Deutsch Marks total amount. At the ibausil conference the first Schleibinger shrinkage cone is presented. First instrument delivered to Greek. Patent applied.

2001: 10<sup>th</sup> Colloquium "Rheological Measurements of Building Materials" at Regensburg, Germany. Schleibinger delivers the first CDF

machine to the USA. First Viskomat training in Vilsbiburg, near Buchbach.

2002: The Schleibinger bending drain is presented. Patent applied. In-cotec-Italia is our new sales partner in Italy.

2003: Schleibinger continues its product development. In this year new: the Schleibinger curing simulator and the Schleibinger maturity meter for concrete. Schleibinger offers with the new Slab-Tester the whole measurement instruments for tests according to EN 12390-9, die EN 1340 and many other freeze/thaw standards. All Schleibinger instruments have now Internet connectivity.

2004 : New: The Schleibinger thin layer measurement instrument. For measuring the shrinkage of very thin layers of material. The Alkali-Silica Reactor enhances (to the RILEM test method ) our product range on the area of environmental simulation. .Schleibinger delivers instruments to Scotland, Australia and Hong Kong.

2005: The Ultrasonic Data Logger is measuring the very early setting of mortars. Our new temperature logger records 16 temperatures. Both instruments Internet ready! Schleibinger is sponsoring the SCC 2005 Conference in Chicago, IL. First time instruments were delivered to the PR China. After 4 years of checking the files, the patent for the BT2 is given by the German Patent Office.

2006: Schleibinger sells instruments to each continent world-wide. Supported by sales partners in Austria, Switzerland, Portugal, Spain, Hungary, Romania, Croatia, Australia, Korea, New-Zealand, China. The Slabtester can now additionally flood the test-chamber for testing stones according to EN 12371. The Viskomat has got a new drive and torque sensor as well as a new software. Also standard probes like cylinders and cone/plate systems are now available. The Shrinkage Cone can now be used for measuring the shrinkage of thin layers at controlled temperatures and an enhanced Laser sensor is used. The Shrinkage-Drain is new designed and a new enhanced sensor-cell for the Ultrasonic Data Logger was developed. The 15<sup>th</sup> Colloquium "Rheological Measurements of Building Materials" at Regensburg, Germany was organized by Schleibinger with about 100 participants.

2007: Beneath others, a new measurement probe, developed by Prof. R. Vogel, for SCC mortars will come on market. Schleibinger sponsors the SCC 2007 conference in Gent, Belgium. For freeze/thaw test of

soil a new test setup according to the Swiss CBR-F test defined in the standard SN 670 321 a

2008: The 17th "Regensburg Rheology Conference" is organized with 100 participants from 11 countries. Schleibinger will sponsor the SCC 2008 conference, Chicago, Illinois. Schleibinger is installing the first CDF machine in China.

2009: Schleibinger is sponsoring conferences in Austria, China, Poland, Iceland and three conferences in Germany. The viskomat XL a rheometer for grain size up to 8mm is coming to the market as well as a new developed system for measuring the setting by the ultrasound method. Schleibinger is delivering the viskomat NT to Brazil and China

2010: Schleibingers 20<sup>th</sup> birthday. Thanks to all customers, suppliers, employees, friends, dealers who have been with us, this exciting 20 years! Its not time to take a rest, but we believe it is allowed to be a little bit proud. Qualitest Inc. is our representative for the USA and Canada.

2011: The patent for the Schleibinger Shrinkage Cone was given. To improve our service and to shorten the delivery times Schleibinger Geräte is expanding its facilities about 3 times. Also the number of employees was increasing again.

2012: Then new Schleibinger facilities has been finished, and we have now more then 600 m<sup>2</sup> for development, production and offices. Our new vikasonic, an ultrasound measurement system for early setting, came to the market. Instrument have been sold to Chile and Argentina.

2013: In cooperation with Putzmeister Germany (in between a Sany China branch) we started the development of a new instrument for testing the pumpability of fresh concrete. This new product is called SLIPER

2014: In the US standard ASTM C 1581 a test method for measuring the restrained shrinkage of concrete is defined. Schleibinger is now producing the first commercial available instrument, following these guideline. The first Viskomat was delivered to Sukhoi Log Cement in Russia.

2015: Schleibinger is increasing its production capacity with a computer controlled milling machine and a computer controlled turning

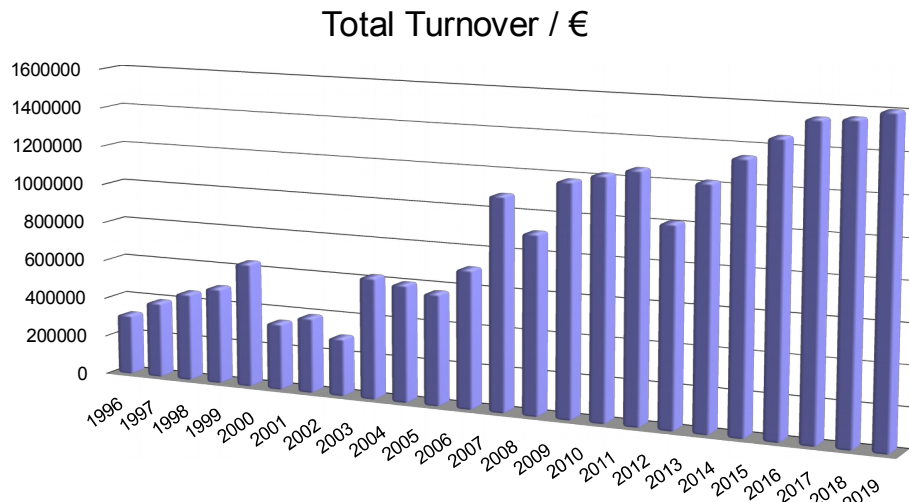
center. We are now 25 well established on the national and international markets. We have got another patent for our shrinkage measurement bending plate.

2016: Schleibinger is now member of the RILEM Technical Committee MRP: "Measuring Rheological Properties of Cement-based Materials". RILEM is the leading international organization for material research and testing. In February the 25th conference "Rheology of Building Materials" took place at the OTH Regensburg.

2017: Schleibinger was invited to present its new developed concrete rheometer eBT-V at a conference in the BASF headquarter in Ludwigshafen, Germany. Another new product was the Salt-Water-Freeze-Thaw (SWF) testing machine first installed at the Technical University Dortmund. The SWF machine is according to the EN 13687, and Schleibinger is the only producer of such machines.

2018: Schleibinger is member of the Rilem committee 266-MRP "Measuring Rheological Properties of Cement-based Materials". So in May 2018 we participated at a big RILEM organized round robin test of concrete rheometers at the University d'Artois, IUT Bethune, France. You may see some pictures in the [RILEM report 2018](#) page 15. In cooperation with the BAM Berlin we have developed a new kind of ASR/AKR reactor with online monitoring of the expansion of the concrete probes over time. This new instrument, called AKROMAT, is coming to market in spring 2019.

## Financial Development



The Schleibinger total amount for the last years in Euros. (2019 estimated). The export amount in 2018 was about 70% .

## Our Products

Schleibinger develops and produces construction materials testing systems for testing the workability, maturity, shrinkage and durability of paste, mortar, concrete and similar materials.



Four of our products: Shrinkage Cone, Maturity Simulator, CDF Machine, Viskomat NT (from the left)

## Our Competitors

Most of our products are saved by patents of Schleibinger or license contracts. So there are only some competitors on the market. Some of our competitors are broad-liners. These companies, serving the market for constructing materials, are more or less distributors, producing only some of the products they are selling. Other competitors like some rheometer producers are building instruments developed for the main-

stream market like the chemical industry. But these instruments doesn't fit the special requirements of the building material industry. Schleibinger is focused on special products for the constructing material market, developed and built at our own factory.

## Our Customers

Schleibinger exports 30% to the European market and about 40% worldwide. Schleibinger products are installed for example in the following countries: Argentina, Australia, Austria, Belgium, Brazil, Chile, China, Croatia, Cyprus, Czech Republic, Denmark, Finland, France, Germany, Great Britain, Greece, Hungary, Iceland, India, Iran, Ireland, Italy, Lithuania, Netherlands, New Zealand, Poland, Portugal, Romania, Russia, Slovakia, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, UAE, USA..

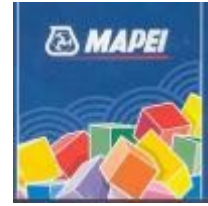


**The following companies are, beneath others, our customers:**

HeidelbergCement  
 Dyckerhoff Zement  
 BuzziUnicem  
 Cemex  
 Schwenk Zement  
 Holcim  
 Scancem  
 Sika  
 BASF  
 Sika  
 Wacker-Chemie  
 elotex AG  
 ItaliCementi  
 Addiment Italia  
 Plibrico  
 Grace  
 Lafarge  
 Fescon  
 Akzo Nobel  
 RHI Refractories  
 Süd-Chemie  
 Bilfinger-Berger  
 National Gypsum  
 Hochtief  
 Dow-Chemical  
 Rocla Australia  
 US Gypsum  
 Viadukt  
 vantex  
 Märker Zement  
 Max Boegl  
 Iksa Admixtures  
 Henkel  
 Fixit Switzerland  
 Röfix Austria  
 ICI Shanghai  
 Sain Gobain

**Government institutes:**

MFPA Thüringen Weimar  
 BAM Berlin  
 MPA Berlin-Brandenburg  
 MPA Hessen Wiesbaden,  
 MPA Bayern München  
 MPA Niedersachsen  
 VDZ Düsseldorf  
 CRIC Bruxelles Belgium  
 Belgium Road Research  
 intron Delft Netherlands  
 Ministry of Transp.Hungary  
 TFB Switzerland  
 Nanjing Hydraulic Res. Inst.



**HEIDELBERGCEMENT**



Verein Deutscher Zementwerke e.V.  
 Forschungsinstitut der Zementindustrie



**LafargeHolcim**

**AkzoNobel**  
 Tomorrow's Answers Today





**German Universities**

in München, Aachen, Essen, Trier, Hamburg, Erfurt, Cottbus, Hamburg, Nürnberg, Dessau, Erfurt, Freiberg, Hannover, Berlin, Regensburg, Weimar, Karlsruhe, Braunschweig, Bochum, Stuttgart, and so on.

**International Universities**

in Gliwice, Poland, Zürich Switzerland, Delft, Netherlands, Hongkong China, Southwest Univ. China, Michigan, USA, Cookeville, USA, Minnesota, USA, Ankara Turkey, Aveiro Portugal, Edinburgh Scotland, Helsinki Finland, Hong Kong China, Minnesota, USA, Mianjiang China, Leuven, Belgium, Nevada USA., Wuhan, China..

## Our Sales Strategy

We are working on a narrow market. Our sales strategy is based on five basic columns:

**Direct Contacts**

In the last 20 years we were building up a database of over 6000 qualified customers and potential customers. We know several hundreds of them personally. Schleibinger is meanwhile a well known and qualified name in this market.

**Conferences, Workshops and Training Seminars**

Schleibinger is organizing for more than 25 years the „Workshop for Rheological Measurement of Building Materials“ in cooperation with the Univ. of Regensburg (next in March 2020). For over 10 years we co-organize in cooperation with the Univ. of Essen a workshop about the „Durability of Concrete“ We have each autumn training seminars for our products. Schleibinger are attending important conferences like the ibausil Weimar, SCC conferences in Beijing, Chicago, and Gent etc. for several years.

**Mailings**

Based on our customer database we make up to four mailings each year to keep a smooth contact to our customers. We try to connect this mailings with conference announcements (see above) or similar qualified information, to keep letters from Schleibinger interesting for the readers.

**Internet**

Schleibinger has its own web-site for more than 20 years now. Our philosophy is to present more information than optical gimmicks. So we try to avoid that people visit our web pages (if they do) not only once.

## **Representatives**

In 2002 we started to cooperate with representatives for the foreign markets. Up to now we are working with companies for Austria, Israel, Poland, Switzerland, Spain, Sweden, Turkey, USA, Canada, Netherlands, Italy, Korea, Australia, Hungary, Croatia, China and many other markets