

## Press Release

# Xella Open House Launches HEBEL Building Components in the U.S

### **A Grand Celebration.**

**Atlanta, GA, June 2007.** Over 350 invited guests and media representatives joined Xella North America, Inc. in celebrating the grand opening of its first U.S. autoclaved aerated concrete (AAC) manufacturing facility in Adel, GA. The May 23<sup>rd</sup> Open House included an official ribbon cutting ceremony, luncheon and V.I.P. plant tour. Key vendors also demonstrated application techniques incorporating AAC.

Located along Interstate 75, just north of Valdosta, GA, the Adel plant provides manufacturing support for Xella International GmbH's expansion into the U.S, construction market. The German-based manufacturer specializes in producing lightweight AAC blocks and panels for load-bearing and non-load-bearing applications in commercial and industrial applications.

Xella Aircrete North America Inc., a Georgia company, manufactures and markets pre-engineered AAC panels and blocks under the HEBEL brand. The pre-formed components are credited with speeding the construction of hotels, schools, warehouses and other commercial and industrial structures. HEBEL AAC products are also used for shafts, site walls, DOT sound walls and mining.

“Our goal is to bring the broad fire safety, acoustic, thermal and speed of construction benefits of AAC components to the North American construction industry,” said Günter

Schimscha, Xella International GmbH Area Director. Schimscha, demonstrated Xella's commitment to the community and to education by presenting a check to the Cook County School System, as well as the introduction of a Summer Internship Program to begin this year for the Cook County High School.

Xella's Adel plant is the largest industrial autoclave in North America. Operating 24/7 it has a final production capacity of 250,000 cubic meters of AAC materials. The state-of-the-art facility processes natural raw materials into finished building products with no polluting waste, or foul-smelling plant emissions.

Sylvester Schmidt, President/CEO of Xella Aircrete North America Inc., foresees a receptive market for Hebel branded building products. "Quality, cost-effectiveness and the highest fire safety rating in the industry are a winning combination for us. I look forward to a bright future for AAC and for our company in the U.S." he said.

Xella International is a division of the Haniel Group that pools the worldwide building materials and raw materials activities. Xella is the world's largest manufacturer of autoclaved aerated concrete. Xella pursues a long-term strategy of profitable growth in promising markets. Today, the company's over 7,000 employees work in more than 30 countries. Mainly in Europe, Xella is the leading manufacturer of calcium-silicate blocks and gypsum fiberboards. Additionally, Xella ranks among the leading suppliers of lime and limestone in Europe. In 2006, Xella International generated sales of about € 1.2 billion.

**Contact:**

Angie Tennyson, Marketing Manager, Tel: 678-280-8580,  
Fax: 678-280-8571, email: [angie.tennyson@xella.com](mailto:angie.tennyson@xella.com)