

## Sky-limit investments





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CEO  
Marcel Bărbu

### FACT BOX



FULL NAME:  
S.C. ADEPLAST SA

PRESIDENT:  
Marcel Barbut

OPERATIONS:  
Building materials

ESTABLISHED:  
1994 - Multistar Prod., 2007 - Adeplast SA

EMPLOYEES:  
240

TURNOVER:  
56 million Euro

[www.adeplast.ro](http://www.adeplast.ro)

**A**DEPLAST is a dynamic Romanian company, an acknowledged partner of the construction materials market and related industries, which grows continuously according to the demands of customers and partners, offering perfectly adaptable complete solutions. What is more, ADEPLAST is the only company with 100% Romanian funds which is on the top ten manufacturer list next to such big labels as Lafarge Cement, Holcim or Carpatciment Holding. The spectacular evolution and growth of the enterprise have determined the extension of its production capacities and manufacturing works. At the current moment, the company can boast of a couple of production units in various parts of Romania. More on the company and its ventures in an exclusive Manufacturing Journal article written by Aleksandra Strojek.

### 20 years of market presence

The beginnings of the company date back to 1994 when it was established in Oradea, in the mid-western part of the country and named Multistar Prod S.R.L. Two years later Mr. Marcel Barbut, the current Chief Executive Officer of the company, becomes its shareholder with the structure of the enterprise being a mixture of Romanian and Austrian capital. The focus of the company is on the production of adhesives mortars for ceramic tiles, polishing plaster coats, screeds, industrial floors and mechanized mortars under the registered trademark ADEPLAST. In 2004 a crucial moment in the corporate history takes place. In June the dry mortars factory of the company starts its operations in

Oradea. As usual, the decision started with a general idea, followed by some blueprints, which with the support of German specialists allowed the project to become real in just a few months. Still, everything was performed with a lot of ambition and passion and already at the time the vision of becoming a European class manufacturer of Romania was taken into consideration. Between 2005-2007 the company makes a number of heavy investments into its car fleet. Owing to that, it is currently capable of offering its clients transportation services of all its products to any location in Romania and abroad. Regardless of the destination and its distance from the ADEPLAST works, the products are delivered to their recipients with the



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same high quality that characterized them while they were coming off the conveyor belt. In 2007 the company experienced some structural changes – Multistar Prod S.R.L. became a company based on bonds and was renamed to ADEPLAST S.A. The year 2008 brimmed over with significant events – in July paints and decorative plasters factory in Oradea started to function and no more than two months later, in September, the dry mortars factory in Ploiesti was set afloat. The former investment project followed a natural course and its objective was to complete the line of products in a higher quality finishing range. The latter in turn is an example of instant business doing – the ambitious project and its construction were started in the final quarter of 2007, whereas the first dry mortar batches left the factory in September of 2008. In 2011 the poly-

styrene factory in Ploiesti is inaugurated and in 2012 the graphite enhanced polystyrene production line of the factory in Ploiesti is opened. In 2013 ADEPLAST not only finalizes the paints and decorative plasters factory at the industrial platform in Ploiesti, but also puts into operation the polystyrene factory in Oradea and opens the third industrial platform of Roman. More details on the recent investments and their course will be described in the paragraph below.

#### Facts and figures on the locations

At the current moment, the industrial platform in Ploiesti constitutes of a dry mortars factory, which produces 450,000 tones of dry mortars a year stored in spacious warehouses and distributed by a very extended logistics base. The second element is expanded polystyrene factory. This factory has a





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Besides its own air-entraining agents and compounds custom formulated compounds were offered, where the customer has the chance to let mix on his own formulation and ratio. The products or compounds are used to introduce air bubbles e.g. in plaster or masonry mortar and contribute significantly to the ease of processing in reducing the cooking and extending the processing time. Furthermore, our products promote the wettability of the dry building material mixture with water and add to the dispersing effect of cellulose. The introduction of air bubbles also increases the fertility of the mortar. Another service to our customers is the bottling of dry substances either in bags or big bags.†

capacity of producing white polystyrene in the scale of over 700,000 cubic meters. The production line bought from Zentys makes 250,000 cubic meters of graphite polystyrene per year being a line dedicated to this profile. As a result, the entire capacity of production equals to 950,000 cubic meters. The last unit in this location is the paints and decorative plasters factory, which is one of the most recent „acquisitions“ of the enterprise. The factory has production capacity of 50,000 tons per year and is fully automatized. It shall be mentioned that this year the company intends to invest 19.5 million EUR in yet another novelty in its asset base – a stone wool plant in Ploiesti. The Oradea location operates as an industrial platform including a paints and decorative plasters factory and a dry mortars factory. It can also boast of an operational laboratory that is fully equipped according to European standards. Prior to entering the manufacturing flow, all the raw materials are



subject to laboratory tests. Unloading of the materials in the storage silos is performed only once their compliance with the optimum parameters has been determined. The third element of the Oradea location is expanded polystyrene factory, which is characterized by capacity identical to the one in Ploiesti. It is the only works in Europe, which can produce white and graphite polystyrene at the same time. The platform in Roman comprises of a dry mortars unit, which was initiated in 2010, but postponed due to lack of financial support and loads of red tape from the government and local authorities. Started all over again by own efforts of 12.2 million EUR and against all difficulties, the adhesives and dry mortars factory rises in a sustained way. At the current moment, the works is fully operable and manages to produce over 450,000 tons of European quality adhesives and dry mortars per year. The second unit – expanded polystyrene factory of Roman – will have a default capacity identical to the one in Ploiesti.



### Divisions – results & plans

Division wise, the thermo-insulation division can boast of manufacturing capacity totalling to 2,250,000 cubic metres of polystyrene annually. With the new production facilities for expanded polystyrene in Oradea and Roman, which totalled to nearly 7 million EUR of investment, ADEPLAST became the number one thermo-insulation manufacturer in Romania, having all compatible materials manufactured in its own factories. Most probably the number one position will be sustained. The demand for thermal insulations in both Romania and neighbouring countries, with the Republic of Moldova as targets in the field, is still extremely high and ADEPLAST is prepared to capitalize on any opportunity arising on the market and to consolidate its position as constructors' strategic partner. The paints division is nowadays responsible for 9 percent of the total business of the company and the level of its sales during the month of June 2013 solely was equal to the total sales reached throughout the entire 2012. With the launch of the factory in Ploiesti in 2013, the cost of which would equal to 3.85 million EUR, ADE-



PLAST started getting ready for supplying the market with a new, revolutionary palette on the medium segment. Alongside the new brands, ADEPLAST will focus also on the established logos, which enjoy their well configured market. Next to the local market, the paint division shall supply for exports to Moldova, Bulgaria and the Arab countries. Last but not least, the adhesives and mortars division of ADEPLAST produces 1,150,000 tons of adhesives and dry mortars annually. They come from the locations described above and are distributed both across Romania as well as serve for export purposes, to countries such as Bulgaria, Hungary, Moldova, Russia and some Arab states. It can be mentioned that the goal of ADEPLAST is to export the components of an integrated system (adhesives, polystyrene, fillers foundation and decorative plasters).

### What comes next?

Constant and persistent improvement of the product quality, design and diversification seem to ADEPLAST a new action concept created for the needs of the customers. It is a simple way of increasing their loyalty and satisfaction. During the almost 18 years of business operations ADEPLAST launched on the market over 50 building material assortments, ranging from products used for adhesion of floor tiles and ceramic tiles, over interior & exterior paints to decorative plasters. ADEPLAST strength in Romania reached several production capacities, thus allowed the company to become one of the most relevant players on the European specialized markets. By its locations, ADEPLAST created hundreds of employment positions, has developed long-term, partnerships based relations with distributors, constructors, carriers and a number of other suppliers. It has contributed to the local budgets and permanently developed the areas in question. By investing and permanently modernizing, ADEPLAST is ready for any challenge, being a competitor and standing out as a high-end European partner. ■



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