

# EAC MAGAZINE

2/MAY 1990



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## EAC

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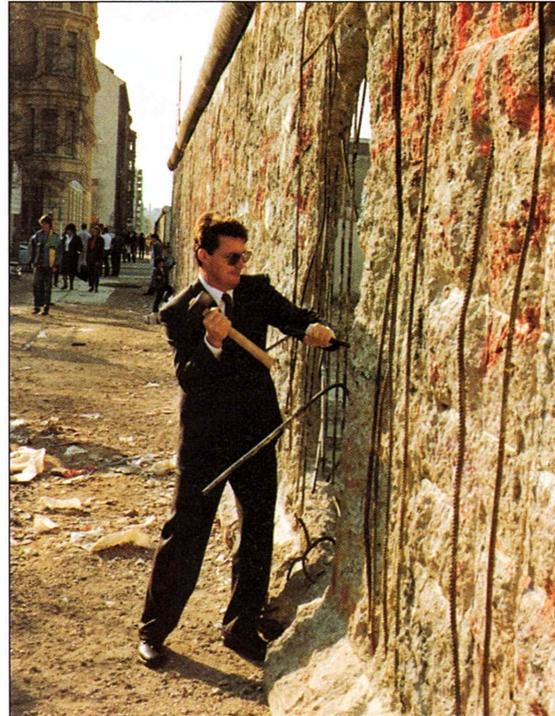
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The marketing of Plumrose-Böklunder's products in West Germany.  
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# Europe's 'walls' are being broken down



**S**ymbolically and undramatically, walls are currently being broken down all over Europe in connection with the realisation of the single European market. The walls between East and West Europe – and, in particular, the frontier between West Germany (FRG) and East Germany (GDR) – are being broken down in a much more dramatic fashion.

In business terms, all these developments offer virtually limitless opportunities. The key requirement for any company is to have its finger on the pulse.

In this issue, therefore, EAC Magazine has decided to focus the spotlight on the Group's involvement in West Germany and on the beginnings of its trading activities in the GDR.

In the above photograph, Plumrose-Böklunder's Managing Director, Ole Østergaard, is enlarging the gap in the Berlin Wall at Checkpoint Charlie. In our report, you can read how Böklunder established its first trading contacts in East Berlin.

But above all, West Germany provides the

foundation for one of EAC's most important divisions, EACgraphics, which began its co-operation with Heidelberger Druckmaschinen in the 1950s. Today, EACgraphics is the world's leading distributor of graphics equipment and has co-operation agreements with a number of West German manufacturers.

EAC Trading Division is active in both the timber trade and the wool trade in West Germany but it is EAC Transport Division which can claim EAC's earliest link with Germany, since the Group's first steamship, SIAM, was built in Flensburg. Today, EAC Transport Division is involved in various liner activities, with bases in Hamburg and Bremen. EAC is thus strategically well placed at the centre of a Europe which is currently under rapid development.

We hope you will enjoy both the theme pages and the other articles you will find in this issue of EAC Magazine.

THE INFORMATION DEPARTMENT

# EAC expands plantation operations in East Malaysia

**EAC** has expanded its plantation interests in Malaysia by buying 5,200 hectares of land in eastern Sabah in East Malaysia. The purchase was made via The East Asiatic Company (Malaysia) Berhad, which has acquired the entire share capital of three private companies, Senja, Suri Setia and Seraharta.

When the new areas are under cultivation, EAC will have some 17,000 hectares of plantations in East and West Malaysia.

The three companies own some 4,400 hectares of agricultural land in Sabah State. This area, together with around 800 hectares of land acquired directly from the state government will be planted with oil palms. The area lies next to EAC(M)'s existing Sabah plantation, The River Estates Sdn Bhd. The decision to acquire the new land was taken after the evaluation of various other areas, all of which were judged unsuitable. The land which was purchased was investigated by experts, who decided that it was



*The new plantation area in Sabah, East Malaysia (coloured in red)*

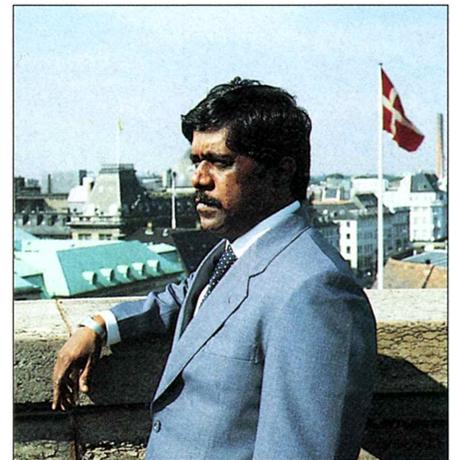
suitable for oil-palm cultivation. A privately-constructed road giving access to the main north-south highway leads up to the northern edge of the new area. There are also a number of forest tracks. However, an extensive network of roads will be laid in pace

with the planting process. In addition, River Estates has its own small airport, which is serviced four times a week by small Malaysian Airlines aircraft.

The new plantation's manager will be Mr. S.K. Samy, who celebrated his 25th anniversary with River Estates a couple of years ago. Mr. Samy is currently manager of the Dagat plantation, which is a part of River Estates. During his career he has had responsibility for major new planting projects. His first task will be to establish a nursery for the production of oil-palm plants from seed. The first of these are expected to be ready for planting out during the first six months of 1991.

## FIRST HARVEST

The first harvest is expected in 1994-95. Meanwhile, housing will be built for administrative staff and other employees. An irrigation system and oil mill will also be constructed. Apart from River Estates, EAC(M) has two plantations in West Malaysia, which are planted with oil palms and rubber trees.

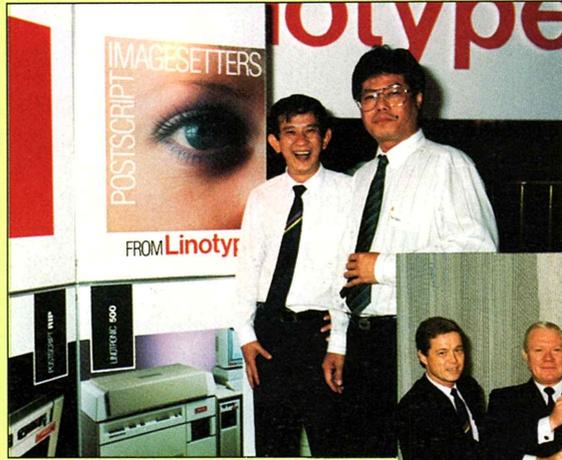


*Plantation Manager S.K. Samy, who has been made responsible for the new EAC plantation*

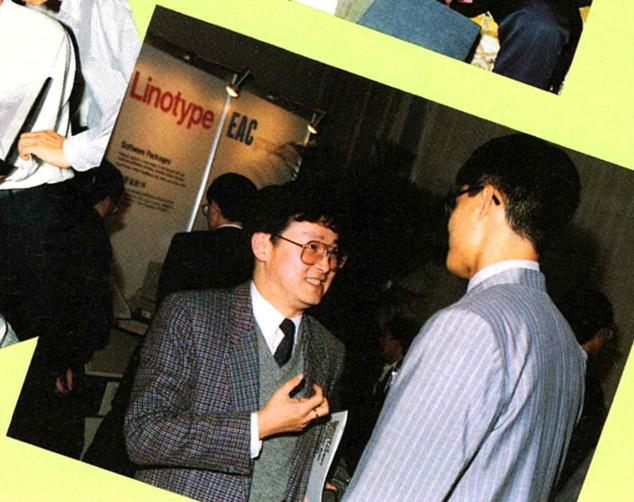
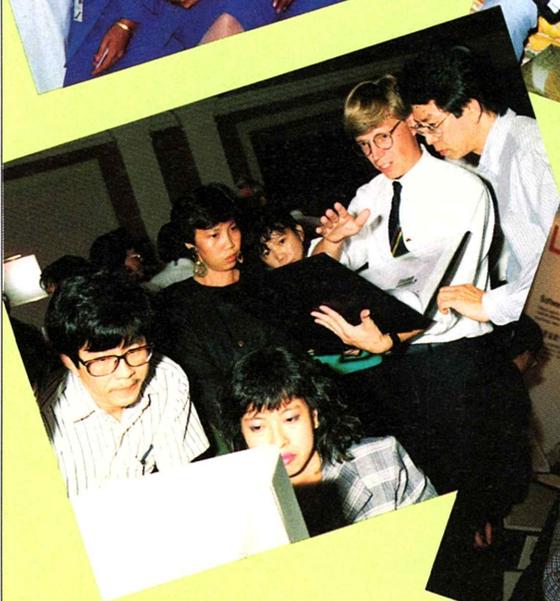
*Oil palms ready for planting out at the nearby EAC plantation, River Estates, in Sabah*

# WORLDWIDE

## Marketing of Linotype in the Far East



EACgraphics has taken over the marketing of Linotype's products in 15 countries in the Far East. Linotype is the technological world leader and the co-operation between EAC and Linotype was launched with major customer events in all the countries concerned. This is a selection of those events.



## Thailand's Prime Minister visits head office

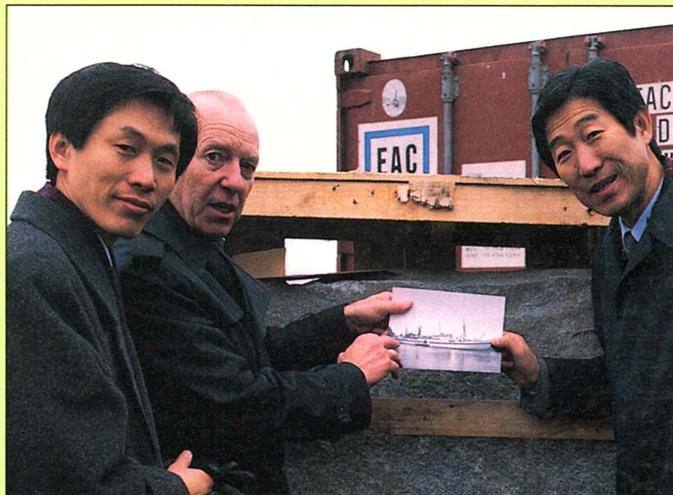
Thailand's Prime Minister, General Chatichai Choonhavan, included a visit to Denmark in his European tour in February. During his stay in Copenhagen, he found time in his schedule for a visit to EAC. During lunch, the Prime Minister and the Chairman of EAC's Supervisory Board, T. Wøldike Schmith, exchanged gifts in commemoration of the visit. The gift to EAC was a beautiful covered dish in Thai porcelain, which is seen here being presented by the Prime Minister.



# WORLDWIDE

## Wool man is also a hot-air balloonist

John Magnus, manager of EAC's Bloch & Behrens wool company in West Germany is a keep-fit enthusiast in his spare time. In particular, he is a keen competitor in long distance cycle races in both West Germany and Denmark—but he also has evidence to prove that his activities take him into the upper reaches of the atmosphere as well. He has flown over the highest mountain peaks in southern Germany in a hot-air balloon. Here, John Magnus is showing his certificate, which of course has an honoured position in the Munich office.



## Memorial to hospital ship

During the summer, a memorial is to be erected in Copenhagen to commemorate the hospital ship JUTLANDIA's contribution during the Korean War, between 1951 and 1953. The granite block from which the memorial is to be made arrived in Copenhagen in February, on the current MS JUTLANDIA. It is a gift

from the Korean Veterans' Association to the JUTLANDIA Veterans' Association in Denmark. On its arrival, the Korean Embassy was represented by Counsellors Myun Joo Rhee (left) and Yeon Gon Choo. Svend Jagd, a retired EAC ship's inspector and a member of the JUTLANDIA Veterans' Board, was also there.



## Falcon Award to EAC Korea



During EAC Consumer Products Division's recently held strategy meeting in Singapore, Carsten Dencker Nielsen presented the

division's Falcon Award to Ms. Kum-Ja Lee, from EAC Korea, in recognition of that office's top performance in 1989.

# Annual General Meeting 1990

**T**he Falkoner Centre in Frederiksberg, Copenhagen, was again the chosen locale for EAC's Annual General Meeting this year, on 23rd March. The AGM is the culmination of several months of concentrated effort. The Report and Accounts for 1989 consolidates the accounts of 129 active subsidiaries and EAC's share of the results of 37 associated companies. All the accounts are audited and most of the companies concerned have already held annual general meetings themselves.

## THANK YOU

Before the meeting, the Supervisory Board and Executive Board received proxies from no fewer than 3,727 shareholders who were unable to attend. These proxies represented 10,667,720 votes. We should like to take this opportunity to thank the shareholders concerned for this demonstration of confidence.

## DIVIDEND

The Board Meeting to approve the accounts is usually held in mid March. By also making use of the short notice period of eight days for the AGM, that meeting can be held and the dividend can be paid before the end of March.

Some shareholders have asked why there is a delay of between five and six days after the AGM before dividends are paid into their bank accounts.

The explanation is to be found in the rules of the Copenhagen Stock Exchange. EAC's shares are traded 'cum dividend' until including the day of the AGM (i.e. the new owner receives the year's dividend on the shares he or she buys). Three days are required to process share transactions through the system and to register the shares to their new owner at Værdipapircen-

tralen (the Danish Securities Centre, or VP for short). As EAC's AGM was held on a Friday, transactions which took place on that day could only be completed three trading days later, i.e. Wednesday 28th March. Thus VP was only in a position to execute the dividend payment run during the night of 28th March, with dividends being paid into shareholders' bank accounts on 29th March.

## ADMISSION CARDS

Even though the short AGM notice is in the interest of Shareholders, it follows that there is a very tight schedule in relation to the issue and despatch of admission/voting cards. From the many telephone calls we have received, it is evident that problems have arisen – particularly relating to postal services. So we should like to explain the procedure here.

Clearly, admission cards cannot be sent out in advance of the AGM notice itself. For that reason, we have chosen to send out preliminary notices to all those of our shareholders who are registered by name. It is therefore possible for such shareholders to order ad-

mission cards by post or, if they are unable to attend, to nominate a proxy. Admission cards are printed for all name-registered shareholders some 14 days before the notice calling the AGM is sent out. As reply cards are received, the admission cards are prepared for posting. The first cards are delivered to the Post Office immediately the AGM date is announced.

Unfortunately, even in this day and age, it seems that a letter can take two days to travel from EAC's office in Holbergsgade to, for example, a postal district only three or four miles away. We regret that this is so. While we understand our shareholders' impatience if they do not receive their admission cards within a reasonable space of time, we can only state that we clear the outstanding applications every day. Any delays thereafter are beyond our control.

## SHARE REGISTER

In the context of the AGM, we learned that a proportion of the shareholders acquiring shares in the autumn 1989 share issue did not have their new shares registered by name and therefore did not receive notifications in relation to their entire shareholdings. As EAC does not itself administer the share register, we are not in a position to register the newly purchased shares and must request shareholders to apply to their banks to have their shares registered by name.



*After the AGM, the Chairman, T. Wøldike Schmith, welcomed the newly-elected employee members of the Supervisory Board. From the left: Marianne Sinding, Poul Henning Jensen and Merete Neel Sørensen*

# EAC at the centre of European development

The theme pages in this issue of EAC Magazine are devoted to the Group's activities in West Germany, together with a glance at our response to developments which are currently taking place in the German Democratic Republic. As can be seen from the collage on this



page showing EAC's range of activities, the Group is well established in West Germany. Plumrose-Böklunder manufactures its sausage products in the little North German town of Böklund.

In Hamburg, EAC Transport Division makes good use of the well-known Eurokai (Euroquay).

EACgraphics Division started its co-operation with Heidelberger Druckmaschinen in the 1950s. Since then, further co-operation

agreements have been entered into with other leading West German manufacturers of graphics equipment. Heidelberg is also the centre for EAC Trading Division's timber-trade activities in West Germany.

EAC Trading Division has located its wool firm Bloch & Behrens in Munich.

Several of the EAC companies in West Germany are also commercially involved in the development which are currently taking place in the GDR.

# EACgraphics' world is based in West Ger



*Around 200 Danish printing apprentices visited Heidelberger Druckmaschinen last year. There will be another visit this year, beginning on 28 May.*

ners in West Germany gives the company a very broad spread of contacts in that country, even though its trading activities are carried out in other parts of the world. It also means that representatives of the division are in daily contact with the various West German manufacturers. In addition, many international customers are keen to visit the factories where the equipment is produced. Particularly if the order is a substantial one, as is often the case for EACgraphics.

## **NEW HEIDELBERG DEVELOPMENT CENTRE**

An important basic element in these activities has just been brought into use.

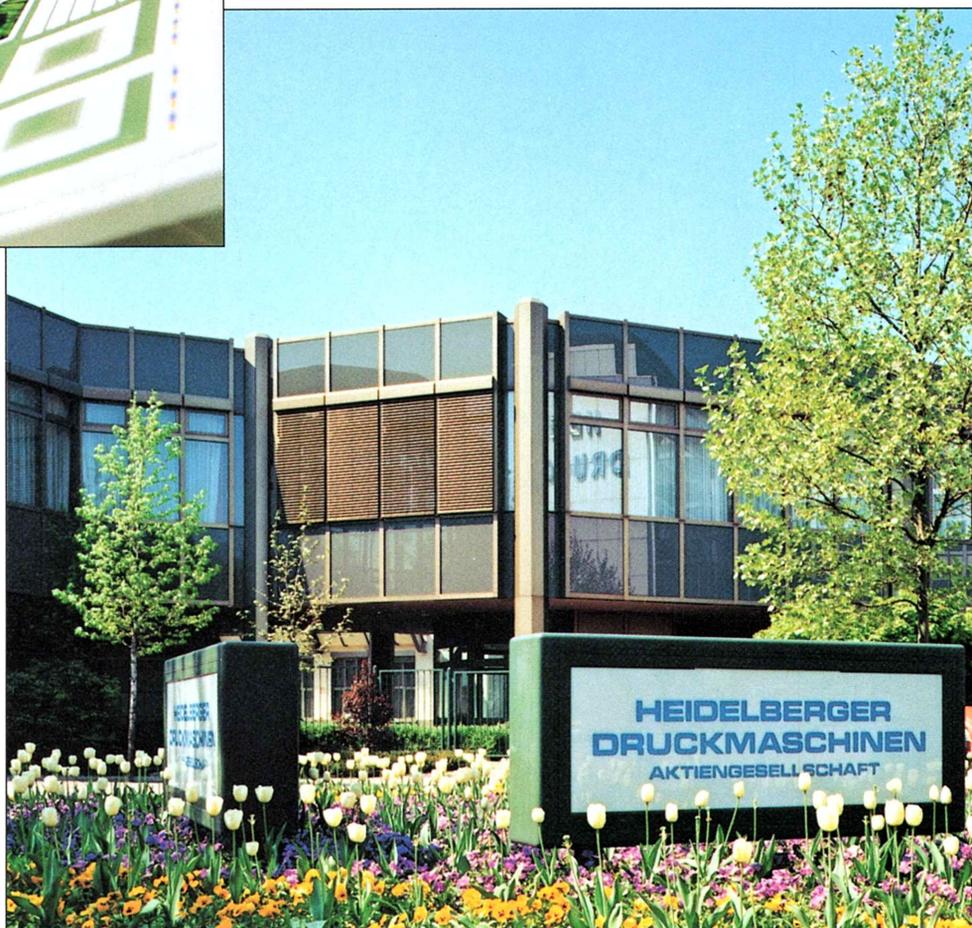
**EAC** graphics markets graphics equipment in North America, South-east Asia, the Far East (including China and Japan), Africa and Denmark.

Many of the machines and consumables which EACgraphics supplies come from West Germany.

As reported in the historical account of EAC's graphics activities on page 18, it all began with the establishment of an agreement of co-operation between EAC and Heidelberger Druckmaschinen almost 40 years ago (1954).

Today, EACgraphics is the world's leading supplier of graphics equipment, with a product range which covers the entire graphical process, from concept to finished product.

EACgraphics' network of suppliers and part-



# market many

Under the motto 'Market leaders – and in the future too', the Heidelberg Group has just inaugurated a 70,000-square metre research and development centre at the company's headquarters in central Heidelberg. The new centre is to have a staff of more than 700. Heidelberg's customers are not expected to have access to the centre. Activities there will be undertaken in secret. Only when the various machines which result from this research and development work are complete will they be shown to outsiders.

In parallel with the efforts of its West German suppliers and partners, EACgraphics has also had the opportunity further to strengthen development of its trading areas.

In close cooperation with Heidelberg, EACgraphics' Danish subsidiary Erik Levison arranges visits to the factory for final-year graphics students at Danish technical colleges. As a result of its role as an equipment supplier, Erik Levison is heavily involved in Danish graphics education. Thus, around 200 printing apprentices last year visited Heidelberg with representatives of Levison. They were given the opportunity both to see how modern printing equipment is constructed and to gain an impression of the administration and development work that are essential elements in the process. Erik Levison will be taking around 200 more final-year students on a visit to Heidelberg between 28 May and 2 June this year.



*DRUPA 90 is in full swing until 10th May. Jens Mortensen, EACgraphics (right) has co-ordinated the Division's activities and he is seen here with Bent K. Kierkegaard, General Manager of EACgraphics Division, making sure that everything is ready*

## DRUPA 90

**T**he graphics industry's worldwide flagship, DRUPA 90 in Düsseldorf, opened on 27th April. EACgraphics division made an excellent impact from the very first day.

The division's many special events which are being held during the fair have excited great interest. The great importance of the DRUPA fair is also underlined by the fact that EACgraphics has no fewer than 350 representatives from all over the world actively involved in Düsseldorf.

It is 40 years since the first DRUPA fair. The ensuing period has seen the fantastic development of EAC's growing involvement in the graphics industry.

DRUPA 90 closes on 10th May.



*John Magnus and Arne Salling can show samples of the wool they have on offer at the sales office....*



*...but, just as often, they are out visiting customers. Here, the car is being packed. Note the special round cases which have been specially designed for Bloch & Behrens' wool samples*

**EAC**'s wool company, Bloch & Behrens, has placed its West German sales office in Gröbenzell, near Munich – a strategically central location in relation to its target customers in West Germany, Austria and Switzerland. The objective is not to rely on the wool types which the wool processors with own machinery capacity take care of themselves.

**WELL PLACED**

“We are well placed in relation to our entire customer base,” says the man who runs Bloch & Behrens’ sales office in Munich, Managing Director John Magnus. “The journey time to customers throughout our area is short, in Austria and Switzerland, as well as in West Germany. It is important to be out in the front line in the market.” This comment from John Magnus is a reference to the current situation in the world market for wool. Prices are at rock bottom and there have been various examples of panic trading.

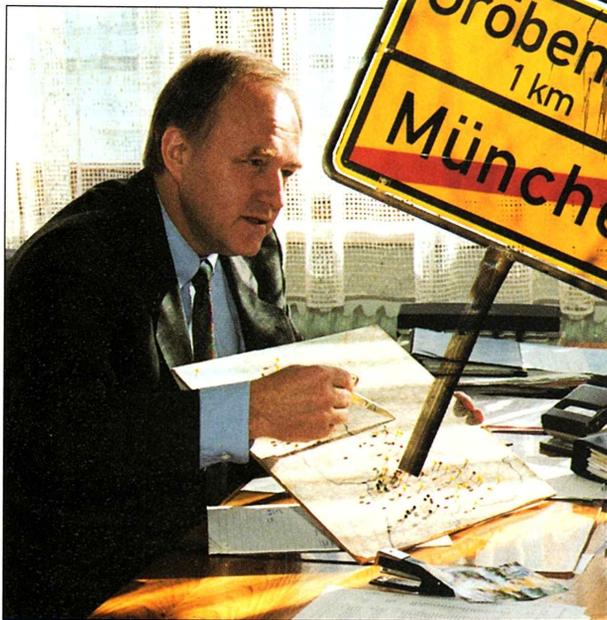
**BIG STRUCTURAL CHANGES**

“We are also experiencing big structural changes in our sector,” continues John Magnus, “and that doesn’t make it any easier for us. There are changes in the processing industry, but the transformation is even more marked at the wool trading level, with the creation of some very large units during the past couple of years. At the same time, many old family firms have closed down or have been forced to reduce their activities substantially. The process is not yet completed, so we must watch our step”. “In this sensitive situation, we can see the benefit of having a big organisation behind us. While some of our competitors are taking desperate measures in response to the trend, we can follow a longer-term strategy, on the basis that the market will return to normal.”

**SMALL ORGANISATION**

The Munich sales office is modestly staffed. Apart from John Magnus, it comprises Sales Manager Arne Salling and Rita Kröber, the secretary, who looks after administration. Recently, the office was moved from the centre of Munich to the little suburb of Gröbenzell, just to the south-west of the city and only a few minutes’ drive from the motorway network. “We are well equipped here, with all the modern facilities we need,” adds Sales Manager Arne Salling. “In particular, we

# Bloch & Behrens' aim is to fill wool-market niches in Germany, Austria and Switzerland



*Bloch & Behrens, with its sales office in Gröbenzell just outside Munich – close to where the city's new airport is being built – is located centrally in relation to its market*

*"We have a very large sales territory," says John Magnus, "so it is important to have the sales office in a central location"*

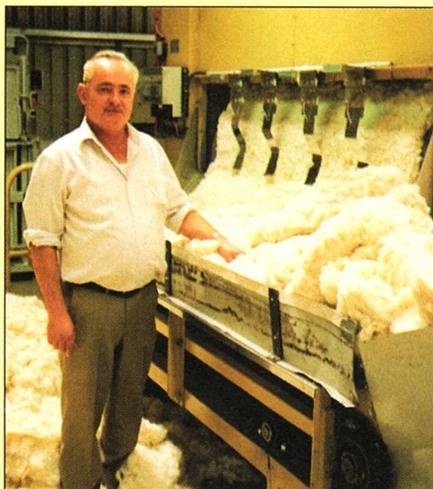
have been able to expand the all-important wool sample room. As a result we are now able to show the various wool qualities to our customers under optimal conditions." John Magnus and Arne Salling are both convinced that the wool market is about to return to normal and that the worst period is now over.

"I have worked in this industry for more than 30 years," says John Magnus. "There have always been good and bad times in the industry, but we have never before seen the ups and downs that we have experienced during the past couple of years."

"There are once again good prospects for wool in fashion clothes. We are expecting relatively stable prices during the next few seasons, so all in all we think we are about to enter a very interesting period, when all the structural changes have been completed."

## The aim is to double market share

**T**he market which Bloch & Behrens seeks to exploit in West Germany, Austria and Switzerland is both large and of very great interest. Close to 50 per cent of wool consumption is covered by a single German wool comb and a few very large French and Belgian combing mills. However, these companies are forced to concentrate on the large-volume standard wool types, to ensure optimal utilization of their machinery. "The remaining part of the market, which is where we are making our effort, is also large and of very great interest," says Managing Director John Magnus. "Our aim is to double our market share and we are making particular efforts to expand our sales of scoured wool – produced at Bloch & Behrens' own scouring plants in



*Karl Rug, plant manager of Greenfields Woolsour Pty.Ltd. at Melbourne, keeps a close check on the quality of the scoured wool*

New Zealand and Australia."

John Magnus explains that, given the current difficulties being experienced in the wool industry, it is necessary to invest in long-term strategies.

Structural changes in the wool trade, including mergers and acquisitions, are changing traditional trading patterns. But this opens up opportunities for a company such as Bloch & Behrens. As a Danish company with an efficient buying, manufacturing and sales organisation, it is seen as an attractive supplier and business partner.

"All in all, our business prospect in West Germany, Austria and Switzerland are very exciting. The Munich sales office's target is a market share of at least 15 per cent," says John Magnus.



# Plumrose-Böklunder plans change German eating habits - especially in the

## Böklunder is the biggest

**T**here are 60 million consumers in West Germany. On average, they eat almost 3 kg of sausage products yearly. When the interesting perspectives of the "other part" of the German market – the German Democratic Republic – are added to the picture, it is easy to understand why so much effort is being invested in the marketing of Plumrose-Böklunder's range of more than 30 different sausage products. Böklunder's Sales Director, Hans G. Gut-

hold, explains that the company already has the largest market share among the producers of sausages in glass jars, tins and vacuum packs.

"But we must work hard to achieve an even larger market share than the almost 25 per cent which, as the largest producers, we have today," says Hans G. Guthold. "It has to be remembered that we 'only' have slightly less than 6 per cent of the total West German market – and that is because of the Germans' preference for freshly-made products."

### LEAN, LOW-CALORIE PRODUCTS

Attracting the interest of customers is not simply a question of influencing them through direct marketing. The highest possible product-quality level must also be maintained.

"There is no doubt about one thing. The younger generation in particular wants lean, low-calorie products," says Sales Director Hans G. Guthold, "and that is precisely our strategy, together with comprehensive control; to ensure that customers can be confident that our quality is always first class."

### 20,000 TONS A YEAR

Plumrose-Böklunder produces some 20,000 tons of sausage products annually at its factory, which has a staff of almost 500. The company is one of the most important employers in northern Germany.

The factory also supplies other European markets and there is currently a major sales campaign in the Scandinavian countries.

**F**reshly-made products bought from the little local butcher – that is most Germans' preference.

How do you alter such traditional consumption patterns if, like Plumrose-Böklunder, you wish to sell factory-made sausage products?

### INFLUENCING ATTITUDES

The Sales Manager for the whole of southern Germany, Siegfried Bolz, Wiesbaden, emphasises that it is not just a question of offering top-quality products. You have to influence the basic attitudes of consumers as well.

"That is why our marketing strategy stresses direct contact with consumers, through such methods as sampling and the provision of detailed information on our products' nutritional quality," says Siegfried Bolz.

### GOOD RESPONSE

EAC Magazine accompanied Siegfried Bolz



*Hans G. Guthold (left) and Siegfried Bolz discuss the sales strategy for Böklunder's products in a market which is strongly affected by traditional consumption patterns*



# to south

on a series of visits to major supermarkets in Munich. It was immediately apparent that, to a large degree, food sales were based on freshly-prepared products.

Nevertheless, sales representatives from companies like Böklunder had managed to achieve central positions for their products too. And there is a good response to direct customer contact initiatives such as the offering of free samples.

"It is one of the best ways we know of convincing consumers that, for example, when they buy sausages in glass jars, which is one of Böklunder's specialities, the quality is at least as good," comments Siegfried Bolz. "One argument which is steadily gaining ground is that we are in a position to guarantee a consistently uniform, high quality. The younger generation in particular is very positive to our information campaign and sampling activity. That is why I am convinced that we shall be able to fulfil our strategy of achieving an increasing market share," concludes Siegfried Bolz.



*EAC Magazine met Kurt Fischer and his family in a Suma supermarket in Munich. The family was buying Böklunder Bavarian Bratwurst for the very first time, because they had heard about the quality of the product from neighbours. Benjamin, the youngest member of the family, was there too, helping to make sure that his grandfather selected the right brand*

*Most of the sausage products bought in German supermarkets are freshly made. But Böklunder's products are doing well too*



# EAC's first direct contact with GDR-consumers

**P**lumrose-Böklunder was responsible for EAC's first direct contact with consumers in East Germany, following the great upheaval which has occurred in that country in recent months.

Since those developments began, Böklunder's Sales Director, Hans G. Guthold, has been in close touch with East German buyers. As a result, the first Böklunder sausages were on the shelves of two supermarkets in East Berlin the day after the East German general election on 18th March.

## ON THE SPOT

"It was important for us to get into the new GDR market rapidly," says Hans G. Guthold. "Even though the situation continued to be unclear in the days following the election, we needed to demonstrate both to retailers and end-users that they could be sure that high-quality sausage products from Böklunder would be available every day thereafter."

## FANTASTIC REACTION

Ole Østergaard, Plumrose-Böklunder's Managing Director, personally witnessed the reaction of East German consumers to the first supplies of Böklunder products.

"There was an overwhelming response, both from retailers and consumers," says Ole Østergaard.

What does it all mean for Böklunder?

"It is rather difficult for us to assess the scale of the opportunity. It will probably be some time yet before all the pieces fall into place with regard to the relationship between the GDR and the Federal Republic. And it is no secret that, in the first instance, we set a low price for our products, to achieve brand awareness. The exchange-rate situation had not been sorted out when we went into action the day after the election to the East German Parliament. However, the market is so large and attractive that we are continuing to invest a lot of effort in developing our share of the East German market."



*Managing Director Ole Østergaard (left) and Sales Director Hans G. Guthold are both pleased by the interest East German consumers have already shown in Böklunder's products*

## PRODUCTION POSSIBLE

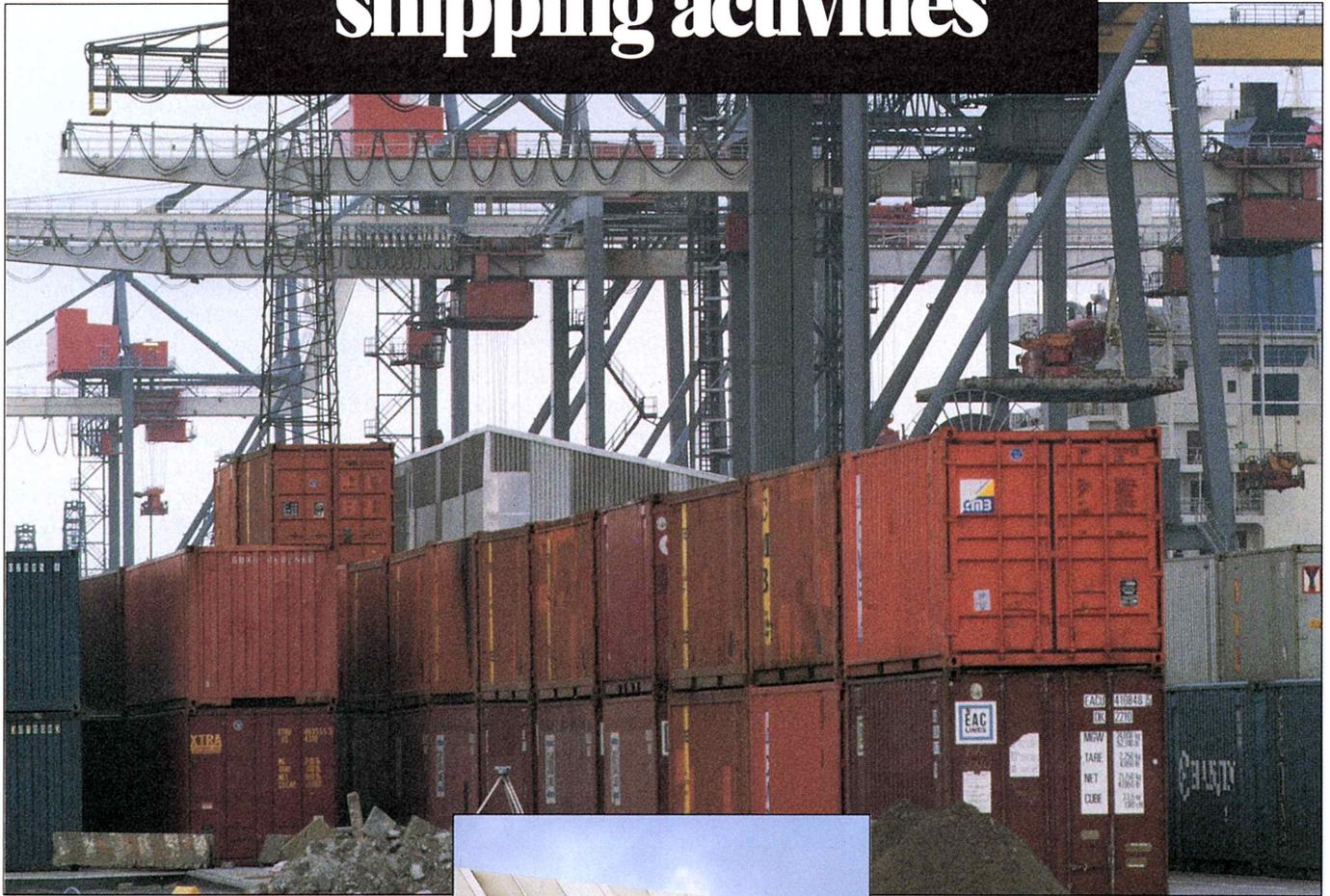
Ole Østergaard reports that Böklunder has received approaches from established East German producers of sausage products regarding co-operation in some form. However, the company's view is that it first and foremost wishes to market products manufactured in its Böklunder factory.

"Once we have established the potential of the market, we may decide in the longer term to begin production in the GDR," concludes Ole Østergaard.



*The Böklunder brand is already becoming known in the GDR. Here is the first consignment of Böklunder sausages on its way to the Prinzenstrasse border crossing between East and West Berlin. Böklunder's delivery vehicles will be a familiar sight for East Berliners from now on*

# Hamburg and Bremen important elements in EAC's European shipping activities



**EAC** Transport Division has significant activities in the major West German ports, with Hamburg, Bremen and Bremerhaven as the important elements in the total network. The major German ports have fulfilled an important role throughout the history of EAC.

## TWO SHIPPING AGENCIES

Today, EAC Transport Division's German activities are focused on its co-ownership of two large shipping agencies – VLA (Vereinigte Linien-Agenturen G.m.b.H. & Co.) and ISA (Internationale Schifffahrts-Agentur G.m.b.H). ScanDutch is among the lines



represented by VLA. ISA's principals include Johnson ScanStar.

The offices of VLA and ISA in Hamburg, Bremen and Bremerhaven employ a total of more than 150 people.

## CONTAINER-TRANSPORT

"EAC Transport's activities in West Germany are increasingly concentrated on container

transport," says Copenhagen Assistant General Manager Ebbe Lockenwitz. "EAC Transport is very well situated in West Germany."

The activities of the two companies in which EAC has an interest are substantial – last year, VLA and ISA were responsible for the transport of 81,000 containers to and from West German ports.

As can be seen from the collage of photographs taken at the well-known Eurokai (Euroquay) in Hamburg, the EAC containers are in close competition with the containers of other lines. Notwithstanding that competition, VLA and ISA shipped no less than 50,000 containers via Eurokai in 1989.

# EAC's first steamship was built in Flensburg

**G**ermany is linked to several important milestones in the history of EAC. For example, EAC's first steamship, SIAM, was built at the Flensburg shipyard.

## THE FLENSBURG YARD WAS THE QUICKEST

Departmental Manager Jørgen Kamstrup, one of the people most familiar with EAC's history, takes up the story:

The first series of vessels intended for the shipping service between Europe and the Far East was ordered in 1897, just after EAC was founded.

Orders were placed for three vessels, two with Scottish shipyards and one with the Flensburg yard. The Germans were the first to deliver and SIAM began its EAC career as soon as 2 March 1898, when it left Copenhagen on its first voyage.

## INDUSTRY

In manufacturing industry, for example, there was investment in the production of vegetable oils. In 1910, the year in which the

company which was to become DS Industries was established in Denmark, EAC also invested in Germany in Stettiner Oelwerke, which grew to be a large company in the sector, with subsidiaries in such cities as Lübeck and Hamburg.

The mill in Stettin was lost in connection with the Second World War and its activities were transferred to the Hamburg company. However, Oelmühle Hamburg was sold at the beginning of the 1980s.

EAC's subsidiary Plumrose-Böklunder, based in North Germany, has produced food products for the German market for many years and, as reported elsewhere on these theme pages, the company today has a significant market share.

## TRADE

Even though Germany had achieved increasing importance as a market for raw materials over the years, EAC did not open its first office in that country until 1947.

Hamburg was chosen as a base and, three years later, EAC established itself even more firmly by moving into Skandinavia-

haus, a new building near the city centre which was built in co-operation with other Scandinavian interests. A proportion of EAC's shipping activities continue to be accommodated in Skandinaviahaus.

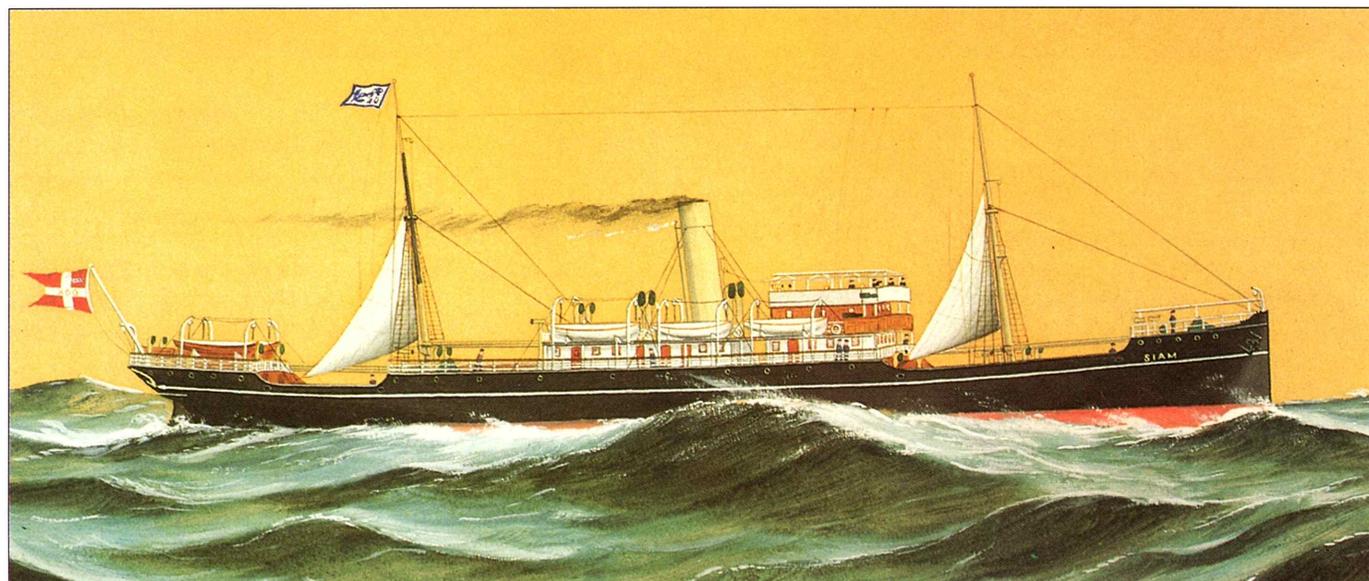
West Germany again became an important market for EAC in the post-war years. Exporting was now one of the most significant activities. EAC entered into agreements with a number of large German companies to sell their products in selected foreign markets.

## HEIDELBERG

One of the links forged in the 1950s has become specially important to EAC.

The co-operation with Heidelberger Druckmaschinen began in 1954, when EAC became the West German company's distributor in India. Continuous progress has been made since then and today EACgraphics is the world's leading distributor of graphics equipment.

*It all began with the order given to the Flensburg shipyard for the steamship SIAM*



# Classical music on the stairs at EAC's head office



**T**he acoustical qualities of the main staircase area at EAC's head office are superb. This was demonstrated when the internationally renowned TRIO ROCOCO chamber group gave a concert for EAC employees at the end of March.

The chamber group, comprising oboe, cello and harp, have released several records, including performances of Mozart's Sonatas and Divertimenti, music of the Swedish composer Bellman and new music. The trio's repertoire extends from baroque music to the most modern composers, including Niels Eje, its leader.

## AMBASSADORS OF BAROQUE

Niels Eje explained to EAC Magazine: "We see ourselves as ambassadors of baroque music and want very much to give new dimensions to classical music – especially for the sake of the younger generation".

The chamber group celebrates its 10th anniversary this year. In July, it will be the only Danish ensemble to perform at the World Harp Congress in Paris. A US tour is planned for later in the year.

## SPONSORSHIP OF NEW CD

EAC, which has a tradition of sponsoring the arts, including the Royal Danish Ballet and various books and films, is currently negotiating the sponsorship of a TRIO ROCOCO compact disc, to be released in the autumn.

*TRIO ROCOCO's three members – Niels Eje (oboe), Inge Mulvad Eje (cello) and Lilian Törnqvist (harp) – are seen here during their concert on the main staircase at EAC's head office*

## EAC cultural sponsorship

In celebration of the 50th birthday of Queen Margrethe of Denmark, the Danish Archaeological Association has published a commemorative volume entitled 'Oldtidens ansigt' ('The face of antiquity'). EAC has co-financed its publication. The book was presented to the Queen, herself an archaeology graduate, at a ceremony at Denmark's National Museum in Co-

penhagen, at which the sponsors were present. In a series of 80 magnificent pictures, 'Oldtidens ansigt' illustrates important Danish archaeological finds. Three Danish authors have each contributed their

ideas on what these pictures tell us of the people and gods of the Denmark of long ago. The Queen is seen here arriving at the ceremony. In the picture, EAC's three Managing Directors are on the left.



## EAC opens an office in Ho Chi Minh City

At the end of March, EAC officially reopened its office in Ho Chi Minh City, Vietnam. Gen. Man. H.P. Holst, EAC Trading Division, took part in the official opening. His programme included a visit to the Hanoi Chamber of Commerce, accompanied by the manager of the EAC (Thailand) branch, Henrik de Jonquières, and Lars Kirk from EAC Chemicals Division,



## EACgraphics' 1989 trophy to K.L.

There was a festive atmosphere at the recent get-together in Jakarta when Bent K. Kierkegaard, Gen. Man. of EACgraphics Division presented the impressive glass trophy to EACgraphics, Malaysia, which won the division's 1989 'target' competition

— just beating PARAMOUNT-graphics, Indonesia. Chan Seng Lee, head of EACgraphics, Malaysia (centre), and Jan Gert Vistisen, Jakarta, are here being congratulated on their companies' results by Bent K. Kierkegaard.

## Sales seminar in Macao

EAC Consumer Products, Hong Kong gathered its entire sales force together in Macao in March for a two-day seminar. The results achieved in 1989 were discussed at the meeting, as well as the Division's exciting

action programme for the current year. The participants are seen here at the conclusion of a successful session. Seated, in the foreground, are (from the left): Jesper Andersen, Kenneth P. Luciani and Simon Fok.



# SPOT



Bangkok. Gen.Sec. Pham Chi Lan is seen here talking to the Danish guests. The Chamber of Commerce has been a great help to EAC in connection with the reopening. The other picture shows MS SAIGON GATE, which in February became the second

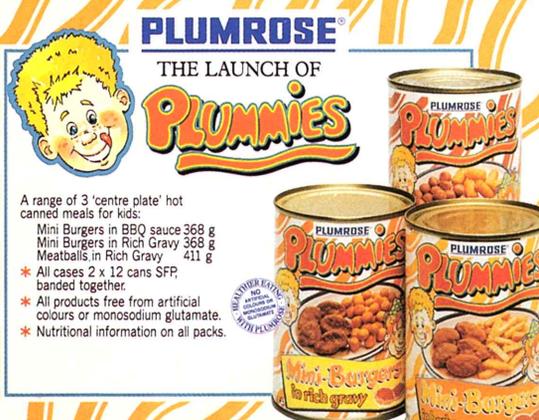
vessel on the EAC Saigon Reefer Service route between Ho Chi Minh City and Singapore, where part of the cargo is transferred for onward shipment to destinations in the Far East and Australia. MS SAIGON GATE has a 122-container capacity.

## New EACgraphics offices in Johannesburg

The official inauguration of EACgraphics new premises near Johannesburg took place in March. The modern office building is located about 15 km from the centre of Johannesburg and has a total floor area of 5,500 m<sup>2</sup>. The building has exhibition

and demonstration facilities as well as workshops and stores. Representatives of all the leading graphics companies in the surrounding area attended the ceremony. Bent K. Kierkegaard, head of EACgraphics Division, Copenhagen, was also present.





**PLUMROSE**  
THE LAUNCH OF  
**PLUMMIES**

A range of 3 'centre plate' hot canned meals for kids:

- Mini Burgers in BBQ sauce 368 g
- Mini Burgers in Rich Gravy 368 g
- Meatballs in Rich Gravy 411 g

- \* All cases 2 x 12 cans SFP, banded together.
- \* All products free from artificial colours or monosodium glutamate.
- \* Nutritional information on all packs.

## 'Plummies' – a Plumrose product for children

Plumrose Ltd. in the United Kingdom has discovered a strong demand for products which appeal directly to very young consumers. This has resulted in the development of

products whose taste and packaging have such an appeal. The meat balls and mini burgers in the range have already been given a very warm welcome.

## Rescue operation in the Gulf Aden

EAC's container ship JUTLANDIA was involved in a rescue operation on 28th February, in the Gulf of Aden. These six seamen were sighted on the open sea in their little dinghy, here photographed on JUTLANDIA's deck. The rescued seamen had been in the dinghy for two days, after

their vessel, AL AHMADI, had gone down in rough weather with its cargo of 1,200 live-stock. Master of JUTLANDIA on this voyage was Captain W. Elg. Christiansen. The vessel was on its way from Rotterdam to Port Kelang, where the six seamen were put ashore.



# My special T-offset “printing island”...

**H**eidelberg's T-offset machine has been specially designed to handle small printed items. Since its introduction in 1984, the little machine has made a significant impact in its special printing-industry niche.

EAC Magazine visited printer Christian Johansen at Ry Bogtrykkeri in Jutland. He demonstrates his great satisfaction with the investment he has made in the T-offset machine by describing it as his “little fertile T-offset island in the large printing shop”. The printing shop also houses other, larger Heidelberg machines.

## FROM BASEMENT PREMISES TO MODERN PRINTING WORKS

Christian Johansen bought Ry Bogtrykkeri and 'Annoncebladet', a little local newspaper that went with it, in 1978. At that time, the company had basement premises in the centre of Ry. Today, the company's activities are housed in an ultra-modern building in Ry's industrial district. At take-over, the company's turnover was just over DKK 130,000 annually. Today, Christian Johansen runs a business with an annual turnover of several million Danish kroner.

## GOOD INVESTMENT

“Our investment a couple of years ago in the two T-offset machines was a milestone in the development of the company,” says Christian Johansen.

“Our machinery prints jobs for various newspapers and magazines and much more besides. But what I call ‘my little T-offset island’ in the middle of the print shop is also a vitally important element in the total picture,” continues Christian Johansen.

“We use the machines for a range of tasks in small formats – preferably in A4 format, because that gives us the best use of our capacity. The two machines are operated by



*Printing bingo cards has become a very large activity for Ry Bogtrykkeri's two T-offset machines. Christian Johansen is clearly very satisfied with what has occurred when he shows an example of the bingo material he produces*

one printer and are running virtually all the time.”

## STABLE MACHINES

One thing Christian Johansen particularly likes about the machines is their operational reliability.

“We almost never have a production stop on the machines. But if one does occur, the service we get from our supplier, Erik Levi-son (EACgraphics' Danish subsidiary) is quick and efficient.”

## BINGO CARDS

Ry Bogtrykkeri has a reputation for efficiency and quality. But the company also supplies materials for a leisure activity which is enjoyed by many thousands of Danes. In co-operation with a large Danish bingo organisation, Ry Bogtrykkeri produces thousands of bingo cards. And it is the T-offset machines which are primarily used for this task.

“We preprint the many thousands of bingo cards in a standard format,” explains Christian Johansen. “Then special texts are added for the different events around the country. We have also supplied cards for bingo in Greenland.

“That's a good example of how T-offset can be used, but we also use them for countless other jobs, large and small.”

## CHEAPER THAN PHOTOCOPYING

Christian Johansen says that he often provides quotations to customers whose alternative is to use photocopying.

“I tell my customers that, for example, for runs of over 1,000, our prices are competitive and that the task will often be much cheaper and at a better quality than photocopying if they allow the T-offset machines to do the job for them.”



## Facts on T-off-set

**H**eidelberg's T-off-set printing machine is distributed by EACgraphics in all parts of the world in which the division is represented.

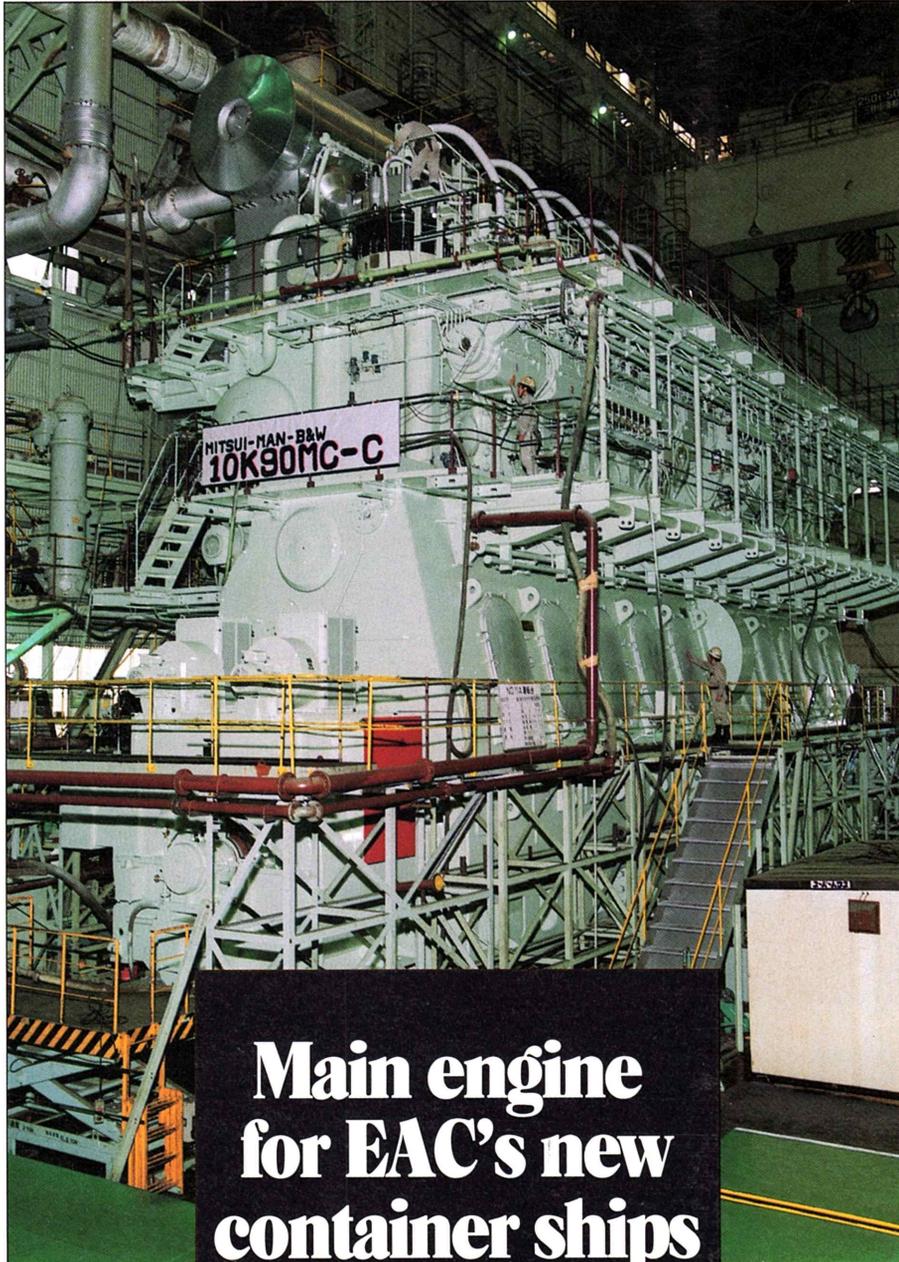
The T-off-set machine has attracted great interest, particularly because its design permits the production of printed materials in paper formats up to a size of 28 x 39 cm. T-off-set is an effective intermediate stage between photocopying machines and the more advanced Heidelberg multi-colour printing machines. T-off-set does not have page marks or equipment for the minutely accurate positioning required for multi-colour printing. But paper location is very precise, so high quality can be achieved using several separate colours.

More than 6,000 T-off-set machines have been sold since the product was first launched in 1984. Typical users are High Street quick-print shops, company printing departments and printers such as the one in Ry. The machine can be used for many different tasks – e.g. forms, circulars, menu cards and catalogues, as well as for 'specials' like the bingo cards produced by Ry Bogtrykkeri. The possibilities are almost limitless.

T-off-set has achieved great popularity all over the world because of its simple operation, optimal facilities at the price, long life and flexibility in terms of incorporation of more advanced technology into the standard model.



*Even if the engine is smaller than earlier versions, it still has impressive dimensions, as can be seen in the picture. It is some 14 metres high, 20 metres long and 10 metres wide*



## Main engine for EAC's new container ships tested

**T**he main engines for EAC's two new container ships are 10 cylinder MAN B&W diesels, type 10K90MC-C. The engines are being built under licence in Japan by MITSUI and have been specially designed for the new generation of large container ships.

The engine for EAC's new vessel no. 1364 had its trials earlier this year. Those super-

visiting the trials included 12 classification societies, leading shipping lines and container ship operators from Europe, the Far East and America. Representatives of EAC SMS, Chiba, were of course also in attendance.

### **IMPROVED ECONOMY**

The new engine has been developed on the

basis of the earlier K-90MC type. The designers' aim has been to construct an engine with a higher power output at fewer r.p.m., to save fuel. The engine also occupies less space and has a lower weight. These improvements increase cargo capacity – and therefore revenue – while at the same time reducing running costs for the shipowner/operator.