

# TRIMO TEAM 08

May  
Year 2010  
[www.trimo.eu](http://www.trimo.eu)

»Simple is the best.«



## Complete solutions



10

### Milan: capital of Design

Like so many magic pavilions in the past, this one is also fitted out in one of the latest achievements of the industry – the unique modular façade system, Qbiss by trimo.

#### 5 **A commitment is a firm promise that an agreement will be carried out**

We, the Trimo team, are all equally responsible for business results, the existence and development of Trimo. Therefore, it is all the more important that we also fulfil the promises that we have committed to. In this way, we demonstrate responsibility to ourselves, our colleagues, and management.

#### 8 **For me every purchasing order gives new motivation and additional affirmation**



14



17

### A drive to succeed

#### 14 **Trimo has got talent: Young researchers from the economic sector**

#### 16 **Nano-particles, where are you hiding?**



18

### When I come across a problem I brush the dust off overalls and carry on.

»The Qbiss team is stubborn and resistant and we are proud of this. Believe me; we do not give up so easily. I monitor and manage the process of covering production and my thoughts are always focused on finding answers to the question on how to get the most out of the machine.«

**BRANKO KUHAR, OPERATOR AT THE QBISS LINE**

#### 20 **My Friend Customer**

#### 22 **In Trimo we build globally**

#### 23 **We are building de-constructivism in Zadar**

## Trimo World



24

### I am haunted by passion

»It is great to wake up in the morning and have an idea. You start working on it with people in the studio in a very interactive process, get commissions, and suddenly an idea becomes alive.«

**DAAN ROOSEGAARDE**, CREATIVE DIRECTOR

## Social responsibility



28



31

### Igor Mlakar is a voluntary fire-fighter

»It is the feeling that you can help people, when you get a call from someone in need of your help and you run to them immediately.«

**IGOR MLAKAR**

26 **The motto of the year became a part of my daily routine**

28 **160 Trimo hands help to clean Slovenia**

32 **After three years of inter-twining between Trimo and the Golden Thread**

## Social events



35

### Jubilee award-winners

33 **Meet our new colleagues**

34 **Trimo kids**



JANA LUTOVAC LAH, MA  
EDITOR-IN CHIEF

# Editorial

Dear Colleagues,

I trust everyone knows that the current changed circumstances for success call for a different way of operating, thinking, approach, attitude, and implementation. These different methods are often accompanied by the feeling of loneliness – at least in the beginning. That is why some people fear them - as they are unknown. The reason we should understand the different methods, and the courage required, is because they have helped many people on their way to success.

Employee rotation in the company is part of this different approach. This means that staff assume responsibilities for another department in the company. It seems to make many people uncomfortable as they enter a different world, a working environment they do not automatically know, because it is different. But this is also a powerful tool for the development of individuals as it offers new experience and

understanding. The Trimo colleagues pictured on the magazine cover have participated in a rotation and we can sense that their new working environment represents a new challenge. **Denis Stepančič's** rotation definitely stands out the most as he now not only manages the Organisational development and IT department but is also in charge of R&D department.

When we were thinking about how to present rotation on the cover we came up with many ideas, and they were all very complicated, many had been seen somewhere else, but they were not different. We remembered this year's motto »Simple is the best«, at the right moment, and we created a simple idea about a merry-go-round.

The more I think about this year's motto »Simple is the best«, the more I believe that it is not as easy to do things simply. Do you remember how you could quickly solve a difficult maths

assignment at school, but always got stuck with the easy ones? Because we were taught to think in a complex way, and we thought that the solution could not be simple and straightforward. Simplicity is difficult to achieve. We have to learn to think and act differently - simply, yet not boring or superficial. We have to focus on what is important. »It means that you are capable to perform unimportant tasks in order to make the important ones stand out,« is something that the established painter, **Hans Hofmann**, figured out a long time ago.

Make it simple, because it can be more fun this way.

JANA LUTOVAC LAH, MA

jana.lah@trimo.si

*Jana Lutovac Lah*

## Editorial board



ALEŠ  
POR

Assistant to the editor-in-chief

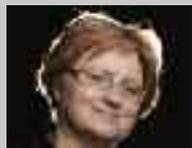
ales.por@trimo.si



DAVID  
GROZINA

Production

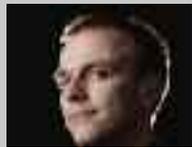
dgrozina@trimo.si



MARTA  
STRMEC

HRM and general affairs

marta.strmec@trimo.si



TOMAŽ  
MEDVED

Project management and construction

tomaz.medved@trimo.si



ANA  
JAKI

Sales net

ana.jaki@trimo.si



DR. MOJCA  
JAPELJ FIR

R&D

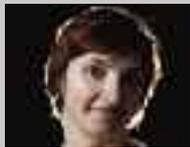
mojca.fir@cbs-institut.si



PETRA  
HORVAT

Marketing

petra.horvat@trimo.si



META  
GABRIJEL

Graphic design



## Colophon

**Contributors to this issue:** Slovenia: Breda Baranašič, Barbara Gorenc, Peter Jamšek, Ksenija Kristof, Špela Lokar, Saša Mrak, Roman Šavrič, Mitja Vovko  
Italy: Elisa Arnold  
The Netherlands: Niels Uland, Derk Verhoeven  
Poland: Bartosz Tomaszewski  
Russia: Borut Nastran

**Translated by:** Aleksandra Gačič, Špela Janežič  
**Photos by:** Klemen Razingar, Simon Plestenjak, Borut Peterlin, Marco Vacca, Trimo arhiv

**Cover photo:** Klemen Razingar / Fotokolektiv  
On the cover Polona Adamič, Miloš Ebner MBA, Denis Stepančič, Boris Šramel.

**Graphic design by:** Agencija Arih, Slovenia  
**Produced by:** Biro Stara Ljubljana, Slovenia

**Printed:** ČukGraf, Slovenia  
**Circulation:** 215 issues

May 2010

**The Trimoteam Magazine is issued by:**  
Trimo, d. d., Prijateljeva cesta 12, 8210 Trebnje, Slovenia

Telephone: +386-7-3460-200  
E-mail: trimotim@trimo.si

The magazine is also published in Slovenian and Serbian language.

# A commitment is a firm promise that an agreement will be carried out

ANA JAKI

What is your personal commitment for achieving the goal in 2010? Increasing sales? How much exactly? How much for an individual market? How much each month? With which actions are you fulfilling your personal commitment? Do you regularly follow activities and achievement of the goal, and react in due course when deviations from the plan occur? With answers to these questions we reinforced our market battle as we entered 2010.



At the beginning of 2010, we at Trimo put great emphasis on personal commitments in 2010. We accept full responsibility for these commitments, which we will fulfil unconditionally, and get results. Namely, in order to achieve efficient and successful company business operations, it is necessary that every employee has a clear idea about their personal goals and what actions have to be performed to achieve them. The manager's role is to help us set these goals.

General Manager, **Tatjana Fink**, dedicated a significant part of her lectures, at the Trimo Group employee trainings, to forming and setting goals, and to a clear understanding of each employee's tasks.

Some of us expressed our answers, bravely and confidently, in the form of a commitment with clear goals and an action plan, of how to achieve them. Doing this, a lot of us realised that setting goals is not easy. However, only when you do set them do you understand and become aware of your role in Trimo.

With the fulfilment of personal goals we must contribute to meeting a common goal of company Trimo and the Trimo Group. This is particularly important in current circumstances when we find ourselves, metaphorically, in the same boat on a turbulent sea. However, we all want to reach the determined destination. Each member of the Trimo staff has a paddle, and if we all paddle in the agreed direction, we will safely arrive.

**Everyone is responsible for their own life**

In the past we have witnessed changes in the global economic environment. Market demand dropped, payments are late or do not even arrive, customers demand considerably lower prices, and there are more candidates on the market competing for fewer projects.

We must therefore obtain new ways of doing business in these different conditions. This guides us to search for a new balanced position and new solutions in all fields of operation. In doing so, the awareness that everyone is responsible for their business results, existence, and life, is of great importance.

We, the Trimo team, are all equally responsible for business results, the existence and development of Trimo. Therefore, it is all the more important that we also fulfil the promises that we have committed to. In this way, we demonstrate responsibility to ourselves, our colleagues, and management.

**A commitment is a firm promise that the agreement will be carried out**

**Sonja Klopčič**, MA, Competencies Development Manager, understands commitment as a promise, by individuals to themselves, to transform ideas into reality by their thoughts, choices, activity, will, and enthusiasm.

*»Responsibility to act originates from a given commitment. By fulfilling obligations, we also show our understanding of Trimo's values, responsibility, and reliability. By committing to our colleagues, we establish a different quality*



AT THE SALES NET MEETING WE WERE ALL TOGETHER, AND INDIVIDUALLY, SEARCHING FOR ANSWERS TO OPEN QUESTIONS: DO I UNDERSTAND MY ROLE IN THE COMPANY CLEARLY? DO I CLEARLY UNDERSTAND MY PERSONAL GOAL FOR 2010? AM I PROACTIVE AND FLEXIBLE?



AT THE STRATEGIC CONFERENCE WE ALSO LISTENED TO A LECTURE OF A BIO-ENERGETIC THERAPIST, **MARJAN OGREVC**, WHO WAS, AMONG OTHER THINGS, AN ADVISER OF THE SLOVENIAN HAMMER THROWING OLYMPIC CHAMPION OF 2008, **PRIMOŽ KOZMUS**.

*of relationships. By fulfilling commitments, we strengthen partnership and trust.«*

Sonja Klopčič is certain that commitment to oneself is the strongest - for everyone is a fair judge to oneself and you cannot trick yourself with excuses such as »it could not be done«. You always know if you really put all your energy, knowledge, and full enthusiasm into your project. And when you know that you have done everything that could be done, sooner than later the result is also seen.

**A clear understanding and communication**

Some members of the Trimo team had the opportunity to share our commitments openly in front of our colleagues and the General Manager of Trimo. We explained which goals we will achieve this year in our specific fields and what activities we will undertake to achieve them. We presented our goals clearly, loudly and soundly, in line with this year's motto »Simple is the best«. The question of - why present your goals this way - probably occurred to many.

**Marta Strmec**, Director of HRM and General Affairs, states that this commitment was intended for a clear understanding and communication of how an individual's actions support the company's strategic goals. *»Once you say the commitment out loud, first to yourself, and then to those around you, it has greater meaning. The commitment follows you and constantly echoes in your head. If I promise, then I, as a responsible person, must carry it out, otherwise I will lose my colleagues' trust and confidence. If I do not fulfil my commitment, I jeopardise the strategic goals of the company. If I do not carry out my work, I also prevent others from achieving the agreed goal.«*

By clearly communicating what my key goal is, we also learned to recognise which actions contribute to added value, and which only add to cost.

Marta Strmec believes that we also learned a lot from each other through our commitments, and strengthened our trust, first and foremost in ourselves; that we are able and

willing to achieve our commitments, and in this way strengthen mutual trust.

### My commitment

Tatjana Fink stressed that the meaning of commitment is the awareness that everyone is here to carry out their task in accordance with the goals.

Do you know what are your personal goals and tasks that you have to accomplish this year?

## My commitment

Have you written down and told your colleagues, your immediate superior, and/or the company's management of your commitment?

Throughout the year we will carefully monitor the fulfilment of the commitments that the Trimo team set and wrote down at the beginning of the year. Try your best to fulfil your commitments in full – for your own good, for me, and for all of us.

## How should the goals be set?

**1. The goal needs to be set clearly:** The goals make sense if they are defined precisely enough so that they can be checked and measured. The easiest way to achieve this is to transform them into numbers, for example: »10 percent increase in production quality«. If we are clear about what the desired aim is, it has a higher probability of being achieved.

**2. The goal needs to have a time limit:** Completion deadlines need to be set clearly. If they are far away, we must establish control time points in between, so called milestones. At each control point we can examine future time plans and adapt accordingly – we must not become prisoners of our own timetables, but instead their master.

**3. The goal needs to present a challenge:** The goals must be set with the right amount of complexity so that they present a challenge to the employee. Doing this we must be careful, because what presents a challenge to some, can be a nightmare for others.

**4. The goals need to be set with a consensus:** participating in goal setting offers two advantages: firstly, it creates motivation and commitment, and secondly, it ensures the goals are realistic. The result is a higher possibility of the goals being achieved.

**5. Set fewer, but understandable goals.** The goals should be limited in number, measurable, and related to the whole workplace, not only to a few tasks. If an employee pursued only one goal, it would not only limit the individual's attention to a limited series of tasks, but would also result in their job and obligations becoming less diverse.

**6. Regular reporting:** When goals are set it is also necessary to negotiate a system of reporting to control the process of fulfilling the goals. Reporting should be such that it allows self control for each employee, for in this way, it is less likely to be perceived as a part of a management control system.

Source: Brane Gruban, [www.dialogos.si](http://www.dialogos.si)

SIMON ŠTUMPF



To **Simon Štumpf**, Head of Logistics, commitment means an even stronger connection between Trimo and himself, for with it, he is also morally committed to achieving his goals. »I take my commitment very seriously and stick to it.«

DAVID GROZINA



For **David Grozina**, Head of Production Line - Qbiss by trimo - commitment means a promise to achieve a goal. »I promised myself that I will achieve this goal. Because it is clear, I had no problems writing down my commitment. I am glad that the same goes for my colleagues, and that we will, together, set new key milestones in the development of the Trimo company.«

TOMAŽ POPIT



**Tomaž Popit**, Head of Product Development, sees his commitment as a promise of what fields he will focus his work during this year. »To me, the challenge when writing my commitment was especially - how to write it as understandably and briefly as possible.«

IVAN BREZETIČ



By expressing his commitment, **Ivan Brezetič**, Director of Trimo Građenje, engaged himself unconditionally in carrying it out in full. He told us how he will achieve it, who will help him to do that, and in what way. »My commitment is not just a sentence. As a professional, I feel responsible to fulfil my promise in full. I have to fulfil my commitment. I want to and will complete it.«

BOŠTJAN JEVŠEK



**Boštjan Jevšek**, Director of Strategic Projects, also stated his commitment loud and clear at the strategic conference. As a novice in Trimo, he is glad to see that the Trimo staff writes down and regularly checks all that is agreed upon. He himself accepts personal commitment as a normal part of communication and an open business process. We all know what our own and our colleague's commitments and tasks are. In this way, we have the whole company's goals in front of us and we can help each other. »Writing down my commitments did not present any obstacles, and I regularly report on the fulfilment of my commitments. Goals are actually always simple and measurable things, the fulfilment of which, of course, takes a lot of effort. I started realizing goals with some 'stage' victories, and clear intent to achieve what I ambitiously, yet realistically, set.«

# »For me every purchasing order gives new motivation and additional affirmation.«

ALEŠ POR

**Aleksandra Višček, Managing Director Trimo Italia, Area Manager for France and Head of Trimo's office in Ljubljana; and Paul Kinsey, Managing Director Trimo UK find a clear focus, good preparation, a bit of a challenge, a large amount of positive energy and passion for work are a goal-winning formula.**

## The early bird catches the worm

*Aleksandra:*

My day begins 5.40 am, when I go to the bathroom. A few minutes past 6 **Sara** and I are already on our way to Ljubljana, where my mother greets us with breakfast, most often with freshly squeezed orange juice and toast. I let my mother take care of my darling little girl and head for the office.

*Paul:*

Normally wake at 6.00 am. Go to the gym for a 60 minute workout, either running or weight training, and the exercise gives me a great start to the day. Return home for breakfast and read the morning paper before catching the train from Nantwich to London. The train journey, which normally lasts for 1 hour and 30 minutes, gives me time to prepare for the day's meeting and answer any emails that are still outstanding.

## The start of a working day

*Aleksandra:*

I start work at around 7 am. Lately, I am in the company with my co-worker, **Boris Kuhelj**, at that time. I start work usually with what I

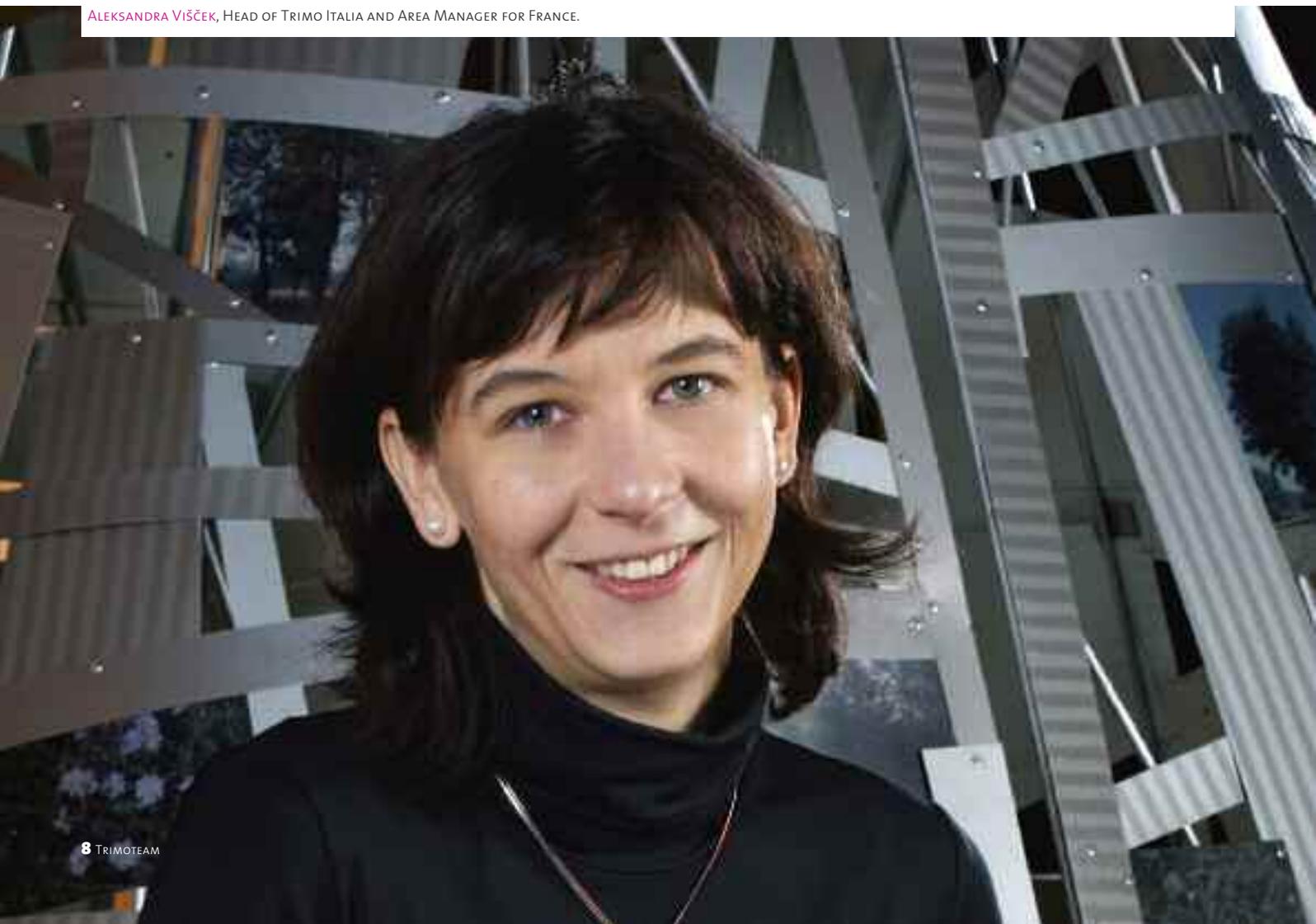
have made a note of the day before; most often I go through current offers, evaluate completion possibilities, check inflows.

Approximately around 8.30 am the telephones start ringing, the first telephone calls from France, an hour later from Italy as well. Everything is related to opening new issues and establishing new business ties on one hand, and completing existing offers on the other. Between 10 and 11 am I take time to be with my colleagues from our representative office; we go through our activities, search for ideas, improvements, and discuss them.

*Paul:*

If I am going to be office based I normal start between 8 and 8 30 am. A day in London is normally very hectic - trying to get from one appointment to the next. Pre-arranged meetings, either 2 or 3, depending on location, tends to be the maximum. Due to there being no mobile phone signal on the underground the missed telephone calls can mount up. Most appointments at present concern Qbiss by trimo.

ALEKSANDRA VIŠČEK, HEAD OF TRIMO ITALIA AND AREA MANAGER FOR FRANCE.



Qbiss by trimo has given me a new challenge in the way in which we promote and sell the Trimo brand and products in the UK. The response that we have had has been very positive.

#### Interesting facts about my profession

*Aleksandra:*

When I am to go abroad, my day begins at around 4 in the morning. I present new products to our business partners, negotiate new deals, or complete current projects. I am led by one single goal – to secure a deal with optimum profit. I go to meetings highly prepared, I always check all possible scenarios, which gives me the determination needed during the negotiations. In Italy, for example, the negotiation starting point is a 20 to 30 % discount on the offer. Solutions vary. In these circumstances I sometimes confidently start putting documents and all my other things into my bag in order to calm down the situation, so that everything can start from the beginning. For me every purchase order presents a new motive and additional confirmation that my methods are correct. We are working well with our Italian team, currently searching for sales reinforcements so as to keep our market recognition growing, especially with the Qbiss by trimo product. Our goal is to become the leading building cladding company in the Italian market.

*Paul:*

Recently I was with an architect in London working on a new visitors' centre for Jodrell Bank. This is the fourth meeting I have had for this project already, but it is giving me great

pleasure, due to it being the first project in the UK using ArtMe. The architect wants to recreate the universe on the Trimo façade - fantastic!

#### »Afternoon activities«

*Aleksandra:*

I usually finish my office work day at 4.30 pm, my work responsibilities continue with a telephone call from our Italian office or a telephone conversation with one of our Italian partners. When my mother does not »spoil« me with lunch, I happily step behind the stove and cook a late lunch or dinner. After that I take time to be with Sara, and we check schoolbooks, read a story, draw, or mould.

I like having positive people around - people who know what they want, children and nature, that gives me new and fresh energy. My weekends are therefore always in some way related to mountains - I like to ski, cycle, ice skate, and swim.

*Paul:*

Lunch, normally around 1 pm, depending on appointments, would normally be just a sandwich and a coke. In the afternoon - normally appointments or responding to calls missed while in meetings.

A normal finishing time would be around 1800 but sometimes can be later - depends on the demands of the day. Once I arrive home in the evening I like to relax by taking my golden Labrador, **Bailey**, for long walks across the golf course close to where we live. This

time allows me to relax and go through my thoughts from the day's work.

Travelling is also one of my greatest pleasures I love to experience the different cultures around the world, especially the Far Eastern Culture. Last year I went with my wife **Andrea** to Thailand. We very much enjoyed their culture, as well as their »cats« – 350 kilogram tigers.

#### »My Evenings«

*Aleksandra:*

Between 9 and 10 pm I check my e-mails and make a plan of activities for the next day. Because I like order, I often do housework, every-time cleaning one room in the house. While doing that, I think and get a lot of ideas for the future, these can be moments when I am completely calm and gather energy for the future.

I end my day between midnight and half past midnight, currently with a book by **Ohran Pamuk** entitled Istanbul, sometimes with an internal design, or a landscape architecture magazine.

*Paul:*

Other leisure activities tend to be watching my beloved football team, Liverpool, although we are having a rough time at present. Music also plays an important role in my life, either listening to or going to concerts.

I also like to spend some evening watching television or going out with my friends.

PAUL KINSEY, MANAGING DIRECTOR TRIMO UK



# Milan: capital of Design

Whenever you will try to book a hotel room in Milan, be prepared to hear that one or another trade-fair is going on and that there are no rooms in the centre area available ...

ELISA ARNOLD, PETRA HORVAT

## »Inside of the city, out of commonplaces«

This is the motto of tourism in Milan, a city of more than 1.3 million inhabitants, the most populated city in Italy after Rome, but first among the biggest metropolitan areas.

Milan is recognized as the world capital of fashion and design. Since 2008, when it was selected for the organization of Expo 2015\*, Milan has been innovating with its landscape and skyline, especially with the requalification of some areas, such as, for example, »CityLife«, a project characterised by 3 skyscrapers of up to 220 meters, and »Progetto Porta Nuova«, covering an area of 340,000 m<sup>2</sup> with residential and commercial buildings, taking 5 years of work. It is obvious that Milan will host Expo 2015 as a renewed and modernized city.

This atmosphere of innovation led Milan to be included in the publications of the *Globalization and World Cities Study Group*, of Lough-

borough University, where in 2004 Milan was classified as incipient global city, together with Amsterdam, Boston, Chicago, Madrid, Moscow, and Toronto.

## The largest trade-fair complex in the world

As already mentioned in the introduction, whenever you come to Milan during the year, be sure to find a trade-fair going on, as more than 85 are organised in the 2 exhibition centres, the old one called Fieramilanocity (43,000 m<sup>2</sup> of stands) and the new one, Fieramilano, open from 2006 (8 pavilions, 345,000 m<sup>2</sup> of stands).

## Zona Tortona

Milan is not only full of trade-fairs, but it is also animated by a lot of events. The most famous one is the Design Week, also called »Fuori Salone« because it is organised in the same week (always in the middle of April) of Salone del Mobile (international trade-fair of furniture).

The place chosen for this event is Zona Tortona, a small area named after its main street Via Tortona, once a year becoming the centre of the world as far as design is concerned.

## From industry to Armani

Until the 80's, this area was mainly industrial, thanks to the close railway station, hosting a lot of companies from biggest ones like Ansaldo (an industrial company of the railway industry) and Riva Calzoni (mechanical firm), to small hardware stores and traders. As time passed by, the commercial vocation of Milan substituted those trades, leaving empty spaces and waiting for becoming something else.

Then came a small photography studio open by a famous couple in the fashion sector. The name of Zona Tortona spread around and became more and more famous. The fashion industry started to use this area as a location for photography and shows, thanks also to the continuous renovations of buildings. Fame came when Armani bought an anonymous industrial building and made it into a showroom, developed by the important Japanese architect, **Tadao Ando**.

At that point Design Partners got the idea of using that area and its spaces for concentrating the events related to »Fuori Salone« design week, until that time located in different places in Milan. In this way Zona Tortona meets the request of designers and companies to have original places where to show their new ideas and projects.

## Strong creative economy

Zona Tortona Design is renowned for its double soul, providing content for all interests. During the day, the area attracts a constant stream of industry professionals and a large following of »design enthusiasts«, at the interesting range of evening events and design parties.

The combination of these two different elements, leads to a strong creative economy in the area which is unique to ZonaTortona - de-



»MUSEUM« OF NEW IDEAS



ZONA TORTONA IS RENOWNED FOR ITS DOUBLE SOUL

signing business opportunities through design, alongside creative and inspiring entertainment options.

#### From Milan Fair to Zona Tortona

If the Tortona area has become the beating heart of the Milanese "Fuori Salone" design week, it is thanks to Superstudio, which launched the event in 2001 by hosting, for the first time outside Milan's Fair, some of the leading brands, such as Cappellini and Via.

Today Superstudio is in charge of promoting and leading everything that happens in the area: design, art, fashion ...

#### Art and design, innovation and tradition, nature and technology

Superstudio Piu, Milan's most prestigious location event in the heart of the Tortona area, presents a high-quality, cutting-edge, internationally renowned project, involving important names and positive, up and coming talents of the design world.

Superstudio, with 18,000 m<sup>2</sup> of exhibition area divided into many galleries within a greater garden area, is actually the widest and most significant fact in the whole Tortona district, hosting important international brands and famous designers from all over the world.

#### A museum-like project, more than a fair

Superstudio re-affirms the museum-like approach of the Temporary Museum for New

Design presenting many separate, site-specific, «exhibitions» where brands, products and exhibition layouts are selected, based on project quality, brand value, innovative research, by designers who, on the whole, can deliver an extremely interesting exhibition, distinguished by its museum-like impact.

We are most proud that Slovene industrial designer, **Nika Zupanc**, has also been selected to participate in the 2010 event and that she neatly packed her objects and statements into the Wind Pavilion – the design capital's new landmark materialized through the use of the creatively powerful modular façade system, Qbiss by trimo.

**\*Universal Exposition** or **Expo** (short for «exposition»), also known as the World Fair and World's Fair, is the name given to various large public exhibitions held in different parts of the world. The first Expo was held in «The Crystal Palace» Hyde Park, London, in 1851 under the title «Great Exhibition of the Works of Industry of All Nations». (Wikipedia)

### Design Week at Superstudio Piu 2010 in numbers:

- **120,000** estimated visitors
- **3,000** international registered journalists and **500** international journalists for Home and Spa Design.
- **153** exhibitors (**62** at the Superstudio Più, **61** at the Superstudio 13, **30** at the Face of Superstudio Più)
- **25,000 m<sup>2</sup>** divided into **three locations** (**18,000** at the Superstudio Più, **2,500** at the Superstudio 13, **4,500** at the Face of Superstudio Più)

# Winding Up for the Design Season

## *Gone with the wind*

The famous design epicenter in Milan, Superstudio Più, was again spiced up with gently rebellious tunes as **Nika Zupanc** entered the newest take of the Salone del mobile, with her own universe of objects and statements. All are neatly packed into the *Wind Pavilion* – the design capital's new landmark materialized through the use of the creatively powerful modular façade system, *Qbiss* by trimo.

The entry point to the world of Nika Zupanc – a frame for her gallery and a prism for reading her work – is also a metaphorical structure. It is a tiny house, driven by toy-like windmills on the outside, and with a big bang of connotations inside. *The Wind Pavilion* stands as an icon, evoking a sense of nature. With it, Nika Zupanc embraces the issue of responsibility by introducing the elegance and poetry of creative expression into pre-dominantly technical solutions.

Like so many magic pavilions in the past, this one is also fitted out in one of the latest achievements of the industry – the unique modular façade system, *Qbiss* by trimo. Optically smooth surfaces, unique rounded corner elements, and »shadow joints«, allow great freedom of expression and enable an optically enchanting combination of an inclined grid and an attractive landscape of 45 restless windmills.

Inside the *Wind Pavilion*, Nika Zupanc put her newest family of objects on display. This time they came to address you as advocates of a sort, because they present a case for new symbolic and emotional readings of design, and are told through elements of modesty and self-reliance.



WIND PAVILION, DRESSED WITH *Qbiss* by trimo



BLACK CHERRIES, FAMILY OF LIGHTS



MODESTY SOFA



KONSTANTIN BETA, WIND UP BOY

*Representatives from media also took a close look at »Gone with the wind«. A short questionnaire reveals how they saw it.*

JANA LUTOVAC LAH, MA



WILL HUNTER

DEPUTY EDITOR,  
THE ARCHITECTURAL  
REVIEW, UK

» The Trimo Pavilion at Milan's Zona Tortona really demonstrated the creative potential of the company's cladding solutions, and the diamond pattern façade and miniature windmills created a witty re-interpretation of a familiar domestic scene. I have no doubt that architects can develop many innovative ideas with such sophisticated technology. »



MALGORZATA TOMCZAK

EDITOR IN CHIEF,  
A&B ARCHITECTURA  
& BIZNES, POLAND

» Gone with the Wind' is an excellent project with Qbiss by trimo. It looks perfect, elegant, and the artistic idea is very exciting. Nika Zupanc is a very talented designer, and I think it is a very good idea to build the brand at the Zona Tortona exhibition. I really like it that way. I hadn't expected such a good experience. »



JOHN GLENDAY

URBAN REALM,  
SCOTLAND

» Qbiss by trimo - blissfully the ultimate façade - really brought the exhibition to life. The modular system reminded me of Christmas wrapping paper - a tour of the exterior façade and you are left with lots of great presents! »



MAJA MOZGA - GORECKA

EDITOR,  
RZECZPOSPOLITA,  
POLAND

» Trimo's modular systems are elegant, high-tech, but cold. It's the architecture of office blocks and warehouses. Nika Zupanc softens this image by adding a feminine / child-like touch (the wind-mill for kids). Of course, the design is a bit mischievous - she is questioning stereotypes. »



TATYANA SHURYGINA

PUBLIC RELATION  
SPECIALIST, TATLIN,  
POLAND

» This house is something white, fairytale-like, probably. When you need to think about something good, you have to imagine its profile, its control, and everything will happen. I'm impressed by its designer - Nika - as a beautiful woman and as a talented designer. »



PETER KELLY

ACTING EDITOR,  
BLUEPRINT, UK

» 'Gone with the Wind' was a unique and exciting feature for the show, and an unusual yet effective way of communicating the design possibilities of the Qbiss by trimo façade. As architects and designers take inspiration from what they see, it was refreshing to see a construction product used this way. »



DMITRY FESENKO

EDITOR-IN-CHIEF,  
ARCHITEKTURNIY  
VESTNIK, RUSSIA

» For me this is a first visit to the Milan 'Week of Design'. That's why it was interesting for me to take a look at the Milan »dispersed« exposition method, when there are many expo-points inside the city boundaries. The difference between the exhibitors (dimension, range, styles, manners, themes, etc) is rather attractive, as is the content of the working interiors and most of the exhibitions as well.

Thanks to Trimo I've interviewed Nika Zupanc whose »the doll house«, with toy windmill gen-

erators, opened one of the exposition areas. Her design objects look very feminine and vary from each other. She uses different traditions and way of life - pop art, glamour, everyday living, a technical mood, and even brave old Post Modernism. Some find interesting traits in her work.

And during the conversation it becomes clear that Nika is a sincere, open-minded, and attractive person. This is an important pre-condition to be a successful designer. »

# Trimo has got talent: Young researchers from the economic sector

Young researchers, who decide to continue post-graduate studies, at the end of which they receive a PhD, hold a special place in Trimo. This year there are 7 who applied, on their mentor's initiative, for the »Young researchers from the economic sector« competition to receive state financial resources for their studies. In this way, research work has become their work responsibility, with which they can build on their hidden talent for research.

MOJCA JAPELJ FIR, PHD

**Uroš Leskovšek, Blaž Skubic** and **Marija Drev** are researching the field of efficient use of energy, **Matej Rozman** and **Barbara Gorenc** are studying the effects of earthquakes and wind on Trimo panels, **Janez Sluga** is developing intelligent systems, and **Laura Fink** will be a risk management specialist.

We spoke to young researchers about their work and what it is like to be a student again.

**Why did you decide to continue your studies?**

**Matej:** I liked studying civil engineering very much, that is why I decided to further deepen my knowledge.

**Marija:** After one finishes post-graduate study more options open up, both in employment and advancement in your job.

**Janez:** I wanted to continue studying to receive a Master's degree anyway, and then **Victor Zaletelj, PhD**, offered the possibility of continuing my studies under his mentorship. I grabbed the offered opportunity and entered the competition.

**You decided to undertake a postgraduate study a few years after finishing your undergraduate study. Is it hard to start over again?**

**Laura:** Before I decided to take this step I thoroughly thought about what responsibilities study brings. I was aware that it will take some of my free time. However, post-graduate study brings a lot of experience; hence the decision was not hard.

**Barbara:** Starting studying all over again is not hard. Although, a lot has changed in this time – new software tools, updated theories, new knowledge has been made available. On the other hand, my work in Trimo is more goal-oriented. Besides studying I work on current development projects on which we collaborate with academic institutions.

**The areas that you are researching are very relevant. What new developments can we expect in the field of efficient use of energy?**

**Uroš:** In the past, I dedicated a lot of research time to heat transfer optimisation in a double ventilation air gap that uses solar energy to heat the air in the building. And in the framework of my doctoral thesis, I study the transfer of heat and water vapour in mineral wool-filled panels, if the panel is damaged or their improper assembly cause the insulation material to moisten. Moistened insulation material can decrease the insulation characteristics of mineral wool and cause sheet metal damage. My goal is to develop an efficient, non-destructive method for determining the dampness of the panels, and I would also like to develop an efficient way of drying those panels.

**Blaž:** My work is aimed at researching new, non-flammable, insulation materials. Doing this, I research new, more energy-efficient procedures of preparing straight panels of insulation material, namely: microwave field drying and strengthening in thermal furnaces, at 700 degrees Celsius. In this way, I get

material which is reasonable to use in fire protection systems, for it offers at least 30 minutes of fire safety with its 50 mm thickness, and has sufficient isolation characteristics.

**Marija:** Existing solar cells are based on expensive materials and complex technology. Therefore, the investment return period is 12 years or more. The goal of my doctoral dissertation is to research possibilities of using less expensive materials and techniques of application, which can easily be fitted into the solar cells system. One of the possibilities is that certain layers of the solar cell would be applied on metal in a similar way as would paint. Other layers, which need a more precise structure, like the electric circuit, would then be printed, as we print newspapers. In this way, we would undoubtedly simplify and cheapen the technology, and financially also bring the solar cells closer to the customers.

**Are Trimo's solutions appropriate for extreme conditions like earthquakes or hurricanes?**

**Barbara:** In my doctoral research I will analyse the behaviour of Trimo panels together with the sub-construction and solutions of fixing against the wind. Experience shows that Trimo solutions are useful in the majority of places with high winds. Usually, panels stay undamaged, should damage occur, it is of a smaller scale. Certainly, the goal is that the panels stay undamaged in any kind of wind. In order to improve the fixing system, it is necessary to understand the



FROM LEFT TO RIGHT: JANEZ SLUGA, UROŠ LESKOVŠEK, MATEJ ROZMAN, BARBARA GORENC, LAURA FINK, BLAŽ SKUBIC, MARIJA DREV.

panels and sub-construction behaviour in extreme situations also. There is not much to be found about this in the scientific literature, for this is mostly developed in commerce, and only rarely in institutes.

**Matej:** I completely agree with Barbara. In my doctoral research I studied the behaviour of Trimo panels in case of an earthquake on a specific experiment, which we conducted at the Faculty of Civil and Geodetic Engineering in Ljubljana. We concluded that plastic deformations can occur on the panels during an earthquake and endure moves of up to 20 centimetres. The results showed that Trimo's solutions are good when produced correctly. Unfortunately, though, often the project manager and the investor decide on solutions to also make the construction less expensive, by reducing the fitting places of the panels to the sub-construction. The results of such price reductions are most obvious in the case of natural disasters.

**Incorporating new technology and more automation is important for the development and competitive advantage of a company. What are the possibilities for Trimo in this field?**

**Janez:** Architectural trends are evolving towards active façade claddings, where the façade is not only the border between the inside and outside space, but also has the function of interacting with the environment. That is why I am developing a method of management which will prove useful also in

the case of active panels. I want to add some intelligence to Trimo panels, and with it a chance to learn, adapt, and follow actions inside and outside the building. A simple example of such management is lighting spaces. Instead of having, for example, a hallway being lit all the time, we light it only a few metres in front of a user's movement, and shut down the lighting elements a few metres behind the user. There are many other such examples.

**In recent years it was vital for companies to recognise risks. Is intuition still most useful for efficient risk management?**

**Laura:** We assess risk based on competencies, experience, knowledge, information, and intuition. We use types of prediction methods for predicting (simulations and projections) and planning risk management with specific activities. In Trimo we control 44 business, financial and operational risks. The goal of their management is fulfilling deadlines, prices, costs, and quality. We can achieve this by using different methods which are useful if we use competencies and rely both on information and intuition. But, of course, all must be in the right proportions.

## And how did the young researchers describe themselves?

**Uroš:** I want to be as similar as possible to a biathlete – fast and precise.

**Matej:** I love all that is beautiful.

**Janez:** A standard model with many hidden surprises.

**Marija:** Sunshine, which is sometimes covered with clouds.

**Blaž:** Mountain hedonist, who functions properly at 2000 metres of altitude.

**Barbara:** Fearless multi-talent.

**Laura:** I am »for it«. For sports, music, art, and much more.

## Complete solution

# Nano-particles, where are you hiding?

MOJCA JAPELI FIR, PHD

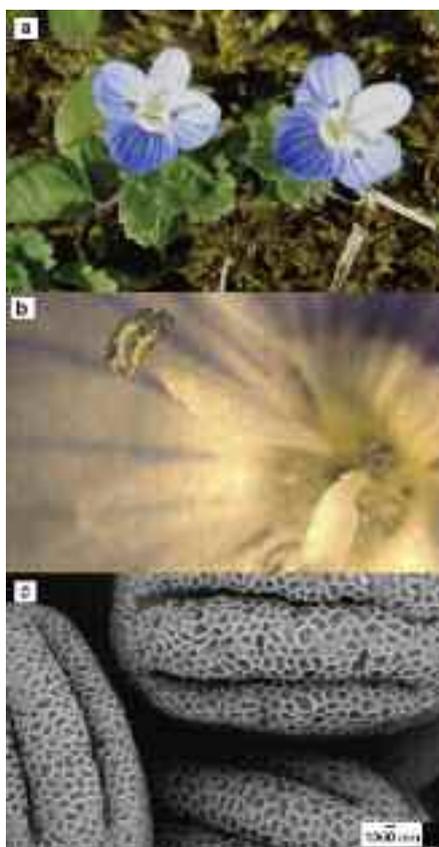
Did you know that the most important functions in the human body are dependent on nano-particles? These small particles, invisible to the naked eye, are older than the planet Earth, but it seems like they only recently became part of our life. Why?

When discussing the macro world we mean objects larger than 0.1 millimetres and visible to the naked eye. Smaller objects are observed under the magnifying glass or the microscope. We can enter the micro world and observe objects 1000-times smaller than 1 millimetre. At this level we recognise cell structures, for example blood cells. We can even observe a single cell or bacteria.

The nano world is 1000-times smaller than the micro world. We need a special electronic microscope to observe such a small world. The microscope illuminates individual units of objects scientifically called clusters of atoms and molecules, or nano-particles. The size of these particles does not exceed 0.1 micrometre, such as the protein insulin, haemoglobin, a flu virus, colour dye for drinks, the hair of insects used for a good surface grip.

As the observation of small nano-particles requires special equipment the nano world was not discovered until the end of the previous millennium. The use of nano-particles opens infinite new possibilities. We can improve product characteristics such as: toughness, hardness, electrical conductivity, corrosion resistance, UV protection, reduce material use, etc.

In the last five years, doubts have surfaced about the harmlessness of nano-particles. There are no free nano-particles in the natural environment (except in smoke), and that is why living organisms are not resistant to them. Work with nano-particles therefore requires special attention - use of protective clothing, masks, and gloves, to prevent these particles from entering our bodies. When nano-particles unite and bind into larger parts of materials they are no longer a threat to living beings.



THE PERSIAN SPEEDWELL WEED CAN BE OBSERVED: A) BY NAKED EYE B) ITS STAMEN THROUGH THE ORDINARY MICROSCOPE, AND C) A VERY SMALL STAMEN PART THROUGH A SPECIAL ELECTRONIC MICROSCOPE

# Steel Construction Manufacturing

PETER JAMŠEK

Steel construction manufacturing is designed on a continuous and a computer guided technological line for cutting profiles and sheet metal. Such technology enables precise and fast production of both simple and complex, bolted-steel constructions, with high productivity.

The manufacturing of steel constructions is divided into three integral parts: the cutting of profiles from sheet metal, assembly and welding, anti-corrosion protection, and packaging.

This year, in addition to small constructions, we have also produced a steel construction for the roof of a sports hall, in Stožice, Ljubljana, which is already completely assembled. Currently we are working on a steel construction for the El - Merk project. In making these objects special thanks go to all our colleagues and all those linked to the process of manufacturing the steel construction elements. Indeed, we are proving that even though the constructions are not of standard shapes and sizes, together we always find a way to construct them with optimal normative settings.



LEFT TO RIGHT: ALOJZ ZARABEC (OPERATOR IN THE SHEET METAL CENTRE), KARL LINDIČ (HEAD OF STEEL CONSTRUCTIONS), PETER JAMŠEK (SHIFT MANAGER IN STEEL CONSTRUCTIONS)

# A drive to succeed

The Trimo sales net is composed of subsidiaries, representative offices, and agents. In the Netherlands, Trimo products and services have, since 2005, been marketed by our agents, **Niels Uland and Derk Verhoeven**.

NIELS ULAND AND DERK VERHOEVEN, S.S.G.  
BENELUX, THE NETHERLANDS

A typical working day begins early in the morning and ends late in the evening. As agents, we work on a »no cure no pay basis« – no orders, no commission. Therefore, it is logical that we are very target oriented and that our drive to succeed is high. Our main focus is to promote and increase sales. Since success does not come by itself, we try to be present in the field as much as possible.

#### By building close relations to growing incomes

Up to 2009, we had doubled our turnover almost every year. In 2009 our market was also hit by the recession. It should be noted that this market is very mature, with a number of competitors present - from the southern tip of Spain to the northern tip of Norway. Nevertheless, we managed, together with Trimo, by an active approach, to encourage positive results.

2010 has started very encouragingly, and we are currently even surpassing our planned sales. We have continually been building close relationships with our customers, and we expect this effort to bring a return in the future.

#### Qbiss by trimo - earning higher added value

Standard Trimo products have found themselves in a negative price spiral. This encourages us to enter a new market segment, where it is possible to earn higher added value and consequently also a decent margin. The solution is Qbiss by trimo.

In the Trimo Group as a whole a lot of time and money is being invested in developing and marketing the Qbiss by trimo modular façade system. However, despite the first visible success in the sales of Qbiss by trimo, we will have to wait a little bit longer to see some more tangible results.

Consequently, the standard Trimo products still remain the main-stay of our total sales in the Netherlands' market.



PORSCHE CENTRE - FIRST REFERENCE OF Qbiss by trimo IN THE NETHERLANDS. THIS IS A PROJECT THAT WAS SOLD, EVEN BEFORE THE TECHNOLOGY WAS FULLY PREPARED FOR REGULAR PRODUCTION.



DERK ULAND AND NIELS VERHOEVEN PRESENTING Qbiss by trimo AND ARTME AT THE GEVEL FAIR IN ROTTERDAM.

# When I come across a problem I brush the dust off overalls and carry on.

**Branko Kuhar** comes from Drušče, a pleasant village near Sevnica, and he commutes to work everyday. He has been working in Trimo for most of his life; before that he spent a short time working in a mechanic shop and a farm supply shop. He started his vocational path in Trimo at the department for container production, continued on the production line for roofs and façades, and currently he works as an operator on one of the most demanding sets of machines on the Qbiss line, in Trebnje. He operates the line for bending the sheet metal covering.

DAVID GROZINA

## Your colleagues know you as happy person who always has a smile on his face. What is it that makes you the happiest?

I have always been happiest when fixing different machines. It is hard to describe the satisfaction that overwhelms me when a machine that did not work, comes back to life and functions even better than before. It is the same at work: when a line works without problems, I am happy, otherwise I use all my knowledge to make it work as it should.

I like to take a walk in my woods, orchard, or vineyard. I find it incredibly relaxing to take a walk with my German shepherd that has been my friend for 8 years now. All this cannot compare with the feeling when I watch my son growing and developing. He is 8 years old, and has been learning to play the accordion for 2 years now. I am very proud of him when he plays it like a virtuoso and spreads joy among people. But he is also the right age to play a prank. He can be very mischievous. For example, when I told him that God can see everything from his crucifix on the wall, he can see who is good and who is bad. He got on the chair, turned the crucifix towards the wall and said that he had solved the problem as God cannot see us anymore. It is times like these when he makes me irritated, but I laugh it off because I know it only goes to show that he is a »bright« lad.

## What is your typical day?

When I work the morning shift I usually get up around 5 am, and even when I work the

afternoon shift I usually get up at the same time, because I have a lot of work to do around the house. I own a small farm and a vineyard, and so there is always something to do.

I try to separate work and my private life. When I am at work I have to give a 100 percent as there is practically no place for mistakes with such an expensive and demanding machine. I monitor and manage the process of covering production and my thoughts are always focused on finding answers to the question on how to get the most out of the machine. When I get home my thoughts switch to another frequency. I put my »work-related worries« second, but it does not always work out. Work is an important part of my life.

## Why is working on the Qbiss line a challenge for you?

If a person is working on something for a longer period of time, distancing from the routine means a lot and they can see new challenges and opportunities this way. Sometimes a click in your head is enough as you get caught up in the routine after a certain amount and you run out of ideas. That is when a change is necessary. By getting to my current workplace I came across many new challenges as the line, which is dependant on so much new technology, needs to be optimised all the time. Trimo's machine for implementing the Qbiss covering is no exception. Our team does its best to perfect it until it is running like a clock. I will not be satisfied with anything less, and I believe the

others will not either. »The Qbiss team« is stubborn and resistant and we are proud of this. Believe me; we do not give up so easily.

## What do you understand by innovation?

For me this means that you try to get out as much as you can from a situation and use all your resources and common knowledge for achieving a certain goal. This means: no whining, no complaining – but making the best of a given situation and in certain conditions. You cannot choose a well-known path; you have to find your own. In solving challenges, I search for simple, different paths - and that is why I believe I live with innovation.

## Can you list an example?

I started looking at things differently, even at home. The findings from Trimo for doing things differently, and better, in every way, means so much to me in my private life. This point of view served me well in real situations at home.

I had a problem when I needed many different machines for the fine mixing of apples, crushing apples, crushing pods, etc. So many different machines, and no place to put them, so I built a machine that can perform all these activities.

I remember when I was very bothered by the damp smell of the apartment in the mornings. The windows could not be open on winter nights, so I used the rest of the water pipes, located a vent, and connected it to a clock. Now, as I wake up in the morning, I enjoy the fresh air and go to work with a smile on my face.

**Do you think your current work in Trimo satisfies your drive for innovation?**

For now, it does completely, but in a while I will probably need something new, considering that Trimo constantly evolves, and I am looking forward to this.

**How do you relax?**

Besides the walks I mentioned, I like to spend my time in the vineyard as a typical resident of the Dolenjska region. I have approximately 2000 vines and they take up much of my free time. But I find these activities pleasing and I enjoy them, so I do not consider them work. I have been very successful with my vineyard. This year, for instance, I won 1<sup>st</sup> place with my wine for the local wine region, Malkovec. The best recognition for me comes from my friends - as we sit down together and enjoy the fruit of our labour. I also like to play chess and ski, and on Sundays I take my time and drive to Kranj with my family to visit my aunt. I lived there until I was six, and then my father got a piece of land in Drušče as a wedding present, and built a house. That was 36 years ago. Time sure flies.

**So you are celebrating your 40<sup>th</sup> birthday this year?**

Yes, I am getting old (laughter). I am turning 40 in July and I am planning a bigger party for my friends and family. But I must say that I am not bothered by ageing. I do not think about it as it seems a waste of energy for

something that cannot be changed. It is going to happen, if I worry about it or not. But there is going to be another big party in August as my family is getting a new member. My wife and I wanted to know the sex of the baby, even though I do not really care as long as »the boy« is healthy.

**I heard that you also appreciate speed and accuracy outside the workplace?**

You are probably referring to speedway (laughter). Yes, I like to watch races in Krško. I used to train for this sport and that is why I find it especially interesting. I know how much work and knowledge the drivers need to invest to take the bends perfectly, even though it looks very simple. I myself have been reminded by that many times, the hard way, as falls in this sport are not exactly rare - so there have been many bruises, etc.

**Falls and triumphs are part of sport and life. How do you respond to them?**

In most cases I am happy about triumph, sometimes I fear it. Let us take this interview for example. I am very proud that you chose me to introduce myself. It is a great acknowledgment but I am a bit nervous and I have a lump in my throat because of the way it is all going to turn out, and how people are going to respond. You always learn from falls. There is nothing wrong in falling down, but it is important that you know how to pick yourself back up and use the experience to improve

yourself. In speedway, falls are part of the everyday routine and I handle them the same way in life. I brush the dust off my overalls and carry on.

BRANKO KUHAR, OPERATOR AT THE QBISS LINE



# My Friend Customer



BARTOSZ TOMASZEWSKI  
COMMERCIAL DIRECTOR,  
TRIMO POLSKA

All of us working in Sales are permanently focused on results and the efficiency of our work. How to achieve it and how to be the best? Which is the proper way? Is there only one way to success, or are there more ways?

Honestly, I have no idea. But my experience with success and defeat is that success can only be achieved if we do our job with passion and devotion. I am convinced that almost always when we lose a project, it's not because of price, range, or other commercial conditions; but because of relations with the customer.

I remember one project from the past when I was trying to convince a General Contractor to buy Trimo panels. It was at the beginning of my career in Trimo. I prepared an offer, sent it and later went to a meeting. The customer told me that he is going to buy the cheapest ones. Why? Because he doesn't see a reason why he should pay more. Why? »It's only a panel, Mr. **Tomaszewski**«. And I lost the project. It was the last time I let the customer think this way. Now I know that the only way for successful selling is the creation of a unique relationship with a customer.

Most of our competitors have good offers, good prices, and good products. The best are selling by using relationships as the strongest weapon. Relationships and emotions. »The customer is also a Human«. It is very important to remember this. When we let the customers know that we care about them and their problems and duties, our chance of winning increases.

We are living in times of permanent changes. The crisis is not helping us at all. The only thing we have complete control of are relationships. Using this we can achieve more than all the possible discounts.

Poland is a very difficult market to sell in. OK. Everybody can say that their market is difficult and it's right we accept the rules, common rules. But selling becomes much easier if we realize that the customer is in a more difficult position than us. Why?

It is simple. They must choose from a wide range of offers, and they must take the responsibility for their decision. So let them think that we are present to help them and we un-

derstand their situation. If we manage to convince the customer that we do care about their problems then we are much closer to winning than only giving the lowest price – which means agreeing to common rules created in the market. I think that this is quite simple. And remember »Simple is the best«.

Ask yourself, who of the sales people proposing your cooperation would be closer to your heart; the one who is proposing only a »low« offer focused on price and the remaining commercial features, or the one who knows something about your life, family, dog, damaged car, or asks about your health problems. In my opinion the answer is simple. One thing is simple and obvious – the customer is buying in accordance with their emotions and feelings ... even though it's »only a panel«.

In Trimo we have one additional feature and value. Besides all the possibilities to create relationships, we have also absolutely unique products and technical support. So if we join these two things, success is guaranteed.



BORUT NASTRAN  
COMMERCIAL DIRECTOR,  
TRIMO VSK

First of all I have to say that I'm a little confused. What have friends and customers got in common? Personally I don't mix money and friendship. From our customers I'm trying to get as much money as possible.

A few weeks ago we participated in a most important Russian building fair - MosBuild 2010. The fair is always also a possibility to spend some time with good and loyal customers, with people who are glad of the success and progress of Trimo in the Russian market. What are the values which connect us to our customers? Who are these clients?

I can say that these are not clients who are searching for the cheapest producer. I must say that I don't like such clients, and they are definitely not »My Friend the Customer«. Even when I offer low prices I feel that I'm not »Their Friend the Supplier«. They usually send the next order to our competitor with lower prices. And I noticed they are never satisfied and happy.

I tried to ask myself, what is the relationship I have with loyal clients, with »My Friend the Customer«? I tried to find an answer in Wikipedia and I checked the description of friendship.

*Value that is found in friendships is often the result of a friend demonstrating the following on a consistent basis:*

- *the tendency to desire what is best for the other;*
- *sympathy and empathy*
- *honesty, perhaps in situations where it may be difficult for others to speak the truth, especially in terms of pointing out the perceived faults of one's counterpart*
- *mutual understanding\**

\* <http://en.wikipedia.org/wiki/Friendship>

After that I remembered some of my best clients and went through these four values. I agree 100 % that with »My Friend the Customer« I have a relationship at a level of friendship. We shouldn't forget that friendship is a two way relationship. It is really important to know what is best for a customer, what is the most important issue that will influence their decision, but »My Friend the

Customer« should also know what is best for me in terms of production; receiving payment ... There must be some level of mutual understanding between each other.

I don't think I should write about honesty and truth. Usually a client gives you only one chance to tell a lie. And also I don't like to work with someone who doesn't fulfill promises given.

I'm not able to build such a relationship from the office. Often I need several meetings, but it is worth it. There was a case some months ago. With this client we had countless meetings before we signed a contract. And at these meetings we developed a solid relationship. There was trust and good understanding between us. Already, before we signed our contract, he gave me some hints where I should go and try to sell Trimo panels. He also recommended us to his colleague. In the process of delivering the material to the construction site there was some problem and he gave me a call on Saturday morning. He started his call: »Hi Borut. In my opinion friendship isn't time limited, and for that reason I'm asking you on a weekend to help me to solve my little problem ...« We solved it, and four months later we are discussing a new project.

# In Trimo we build globally

ANA JAKI, TOMAŽ MEDVED

Customer: Habjan transport  
 Location: Škofja Loka, Slovenia  
 Construction start: December 2009  
 Building: Warehouse and mechanical workshop  
 Type of building: Logistics centre  
 Quantities: 2300 m<sup>2</sup> SNV120, 1300 m<sup>2</sup> SNV200, 2540 m<sup>2</sup>80, 700m<sup>2</sup> F120, 1320m<sup>2</sup> TPF835, 500m<sup>2</sup> TE600, 354,000kg JK



Customer: Salus  
 Location: Ljubljana, Slovenia  
 Construction start: November 2009  
 Building: Manufacturing-warehouse distribution centre  
 Type of building: Logistics centre  
 Quantities: 5,500 m<sup>2</sup> FH150, 8,500 m<sup>2</sup> flat roof (sika), 70,000 kg JK



Customer: Matram Dicmo  
 Location: Dicmo above Split, Croatia  
 Construction start: February 2010  
 Building: Business warehouse centre  
 Type of building: Logistics centre  
 Quantities: 970 m<sup>2</sup> SNV120, 2020 m<sup>2</sup> F120, 24,400 kg JK



Customer: BGI Project AD  
 Investor: Prestige 96 OOD  
 Location: Veliko Trnovo, Bulgaria  
 Construction start: February 2010  
 Building: Manufacturing of chocolate  
 Type of building: Food production facility  
 Quantities: 5,200 m<sup>2</sup> panels MultiVario FTV  
 Special features: Sharp-edged corners VPO with a 63° angle; Plastisol-100mik on the inner side of the panels



# We are building de-constructivism in Zadar

The Supernova shopping centre, in Zadar, Croatia, was freed of the limitations of cube construction and will shine with its dynamic and irregular façades, using Qbiss by trimo units.

ŠPELA LOKAR

The dimensions of the new building extend over an area of 270 x 72 metres, and measure 14 metres in height. The building's main construction is made from reinforced concrete. The steel sub-construction consists of 95 tons of steel. The façade is made up of 4391 m<sup>2</sup> of Qbiss by trimo units and polyurethane panels, which cover 5040 m<sup>2</sup> of the façade and roof. Additionally, there are service areas on the roof in the form of small constructions, which Trimo is responsible for.

Due to the irregular shapes and façades this is a difficult construction, that the investor, the M2 company, entrusted us with once again, for we have successfully cooperated on previous projects, such as Supernova Karlovac, Supernova Ljubljana, Supernova Koper, etc.

BROKEN AND TILTED FAÇADES MADE OF Qbiss by trimo UNITS AND STEEL SUB-CONSTRUCTIONS



# I am haunted by passion

Daan Roosegaarde is an artist working in Rotterdam, the Netherlands. He studied at the Academy of Fine Arts AKI in Enschede and received his Masters Degree at the Berlage Institute in Rotterdam. In this interview we get to know his work in relation to Trimo and his explorations of dynamic relation between architecture, people and e-culture. With interaction his sculptures create situations where a visitor and (public) space become one. Currently Roosegaarde is the Creative Director of Studio Roosegaarde, an independent artistic laboratory in which his interactive artworks are created.

MITJA VOVKO\*

**You are known as a visual artist who also works with interactive art technologies and design. How do you see yourself?**

Contemporary artists are getting tired of materials and the present way of thinking. They are thinking about the future of which technology is a part. We try to create some kind of poetry in that way. What we do is so diverse, it is about design, architecture, art, and new media. We've been creating a lot of art pieces, which are going out in about seven months, but now we are getting more and more permanent commissions. We are working on an architectural facade with Trimo, a project called Venus. So, sometimes I am artist, and sometimes I am an architect.

**Did you study architecture?**

Yes. The fact you have to ask this kind of question is a good sign for me because it is a hybrid. In the same way you move yourself in a building. It's not like in the living room where you only live; and bedroom where you only sleep. I mean in a bedroom you also read, dress, and undress.

**You had exhibits at the Netherlands Institute of Media Art, the TATE Modern in London, the National Art Centre in Tokyo, and the Venice Biennale. Was there an exhibit close to you?**

The ones that were site related, like the 'Maastunnel of the Dunes', and 'Liquid Space' in the forest on the island outside the Netherlands. That was really cool. We had 50 thousand people queuing up for it in one week. It reached out to people that had nothing to do

with art or technologies because it was a public space. This is why permanent 'Dune' is interesting. It is not so much about prestige, rather it creates the most interesting interactions. That is what we like to see.

**We all have been infected with this so called recession. Do you feel it?**

First of all a crisis is a crisis. We all know that. But we have more work than ever. This is the time when companies are spending money on innovation. People are looking for new answers, new solutions, or even new questions. So there is a need to rethink our strategy, and our importance of being. How do we define reality around us? This is what I am working on as an architect and as an artist. In that way it is like a reset of existing mentality. So now we are working with ten people on three, four, five, six projects.

**Do you think people will see world differently after the crisis?**

Yes of course. We hope it will purify.

**How about Daan Roosegaarde and Trimo. How did the relationship start?**

Our studio had exhibitions at the Kapelica gallery with interactive art works. And later, at the Dutch embassy, I came in contact with your R&D director, **Miloš Ebner**. Trimo was thinking about doing a facade which would be more like an active envelope. What if we could make something which is more sensual? Or is not on the front page of an architectural magazine, but of Vogue? We wanted

to move away from LED stuff that we see everywhere and which, I think, is already out of fashion and energy consuming.

We started working with smart materials, like »E« paper which can change in transparency, foils that when you heat them start bending, materials which are, in a way, intrinsically already very intelligent, very natural, artificially natural. We live in a world shifting from analogue to digital. What happens when technologies move away from a phone or laptop? It starts infecting our doors, walls, windows, and facades. Trimo is very intelligent in that way and they realize that. At the same time it is not a part of Trimo's culture. The relationship works because Trimo is also about sub-construction, safety hazards, stability, quality checks, and a zillion other calculations. We are closer to high-tech and social technologies and we make a great match.

**How do you see Trimo?**

At first glance Trimo may look like a dinosaur producing facades. But realising that becomes much more than that. Personalization and customization of interactive facades and products, mass customization through 3D printing, modern technologies and interactive technologies, change of light and colour, will all be key.

Also in term of sustainability: shipping, logistics, and transportation will be highly important. And I think in 50 years time we will not be shipping modules but rather prints or we will just spray façades with epoxy. With a 3d

printer, for example, you could make whatever you want. It is a lot of work and takes time but if we do it right it will change the way of thinking about architectural facades. This relationship with Trimo can really push it to a new level adding high artistic value and at the same time having a good product to be used in a good way. It is practicism meeting futurism, love, and sensuality, and the reason why we call it Venus. Venus also in terms of the galaxy. It is somewhere we are going - but we do not yet know where to.

**So what will then be the three associations regarding Trimo?**

It is a company in change. I think you realise that is not just about facts and technical characteristics, it is about how to give extra value to your product which is not just about price, and material sustainability, it is also about design. That is the change Mr. Ebner and I have been talking about and other people like **Viktor Zaletelj** and **Mojca Japelj Fir**; from the Trimo Venus design team are feeling this as well. Of course there are differences between us, we have a company with only ten people and Trimo is much bigger. But at the same time you only have to spend a certain amount of time on a project like this and it leads to a chain reaction and starts to infiltrate other projects.

**Let us talk about architecture here in Slovenia.**

What is interesting here is not so much the architecture but the relation to your landscape, the valley, and the city with the river in

the capital town, Ljubljana. There is something robust which I think would be interesting to update. In the last three years the EU architecture is changing rapidly and becoming Central European. That is a big, big change. The architect is, in a way, turning away from a robustly monumental thing. And what I also felt in the young architects that I met here, they really want to put this change into action.

**They do not just adopt the previous architectural style?**

No, they are updating it, morphing it. It is going to be an interesting, forthcoming five years when we see change happening.

**Could you explain one of your recent projects a bit more - like the sustainable dancing floor?**

The sustainable dancing floor is a dance floor that generates electricity when you dance on it. It is a commission we got from an organisation in Rotterdam which is dedicated to bringing the idea of sustainability to young people. They contacted me two years ago and we started building the first one. The idea was the more you dance the more obvious the visual effect gets from platform deepening. It also is incredibly fascinating to use technology to create social awareness and to address contemporary issues. It became a mega success. There are currently three dance floors touring the US. We got so much press that after a while it took over our time. So it be-

came necessary to divide and create a separate company. My focus shifted to designing new stuff so we can do other projects, like 'The Venus'.

**Interesting. Which artist or architect do you admire the most?**

I am checking the work of **Herzog & de Meuron**, and **Toyo Ito**. I think they are really good in terms of how they define space and details. At the same time these are people who were born in the age of fax machines and not 2GB of mail-space. The way they use technology is very different. I can feel that and I miss that.

**Do you have a life motto that guides you?**

Let us see where it takes us. I am haunted by passion to do what I do and at the same time have this systematical dissatisfaction with what will be achieved. It is great to wake up in the morning and have an idea. You start working on it with people in the studio in a very interactive process, get commissions, and suddenly an idea becomes alive. This is the way dreams materialise. There is really a lot to learn.

*\*Mitja Vovko works in Trimo's development department as an architect where he focuses on designing and developing programs for modular sport halls and innovative facade solutions.*

DAAN ROOSEGAARDE, CREATIVE DIRECTOR



## The motto of the year became a part of my daily routine.

ANA JAKI, ALEŠ POR

Simple is the best – the motto of the year 2010 - was positively received and became well acclimatised in the Trimo team. For some people simplicity means to make simpler, for others, to carry out excellently, or to be clear and exact in your communication, and for others even to be open to new ideas, taking full responsibility for your work and life, and much, much more. And who is now right? Everyone! Indeed, everybody has to be able to recognise for themselves what simplicity means in their work. We also asked our colleagues to share their opinions.



MILAN KRANJC  
HEAD OF SHIPPING  
AND TRANSPORT,  
TRIMO

„Simplicity means consistently fulfilling agreed tasks on all levels. Everyday I try to simplify the tasks in front of me and complete them successfully. The emphasis is on responsibility, respecting what is agreed, and fulfilling personal and Trimo goals. Negotiating, planning, and realization of issues is necessary when speaking about this subject.“



MICHAŁ PIECZYŃSKI  
PRODUCT MANAGER OF  
Qbiss by trimo,  
TRIMO POLSKA

„There is probably nobody that likes our lives, our work, and our relationships to be complicated. We have to realize that things can quickly become clearer and simpler if we want and take responsibility for our actions, and carry out our tasks in the best way we can.“

The motto of the year, Simple is the best, sounds very good and it became a part of my everyday life.“



PETER PAVLIHA  
HEAD OF SALES,  
TRIMO INVESTMENT

„In every moment I try to do things in a way that is fast, efficient, easily understood by my colleagues and business partners, lowers costs, presents innovative solutions, and increases the value of our products and service for the customer, with the final goal of securing the achievement of the highest possible added value for the Trimo Group. I also try not to complicate things in my everyday life as well. During employee training I was especially convinced by our

General Manager **Tatjana Fink**'s lecture - her vision, growth of the company, her charisma and positive energy, that she – even in these hard times - successfully transfers to her colleagues and gives the whole team the motivation and leadership needed for fulfilling our set goals.“



**RICHARD WILLIAM CLOUGH**  
SALES AREA MANAGER,  
TRIMO UK

„Simplicity means to dismiss all that is unnecessarily complicating our life and work. It means eliminating unnecessary interruptions, like a telephone ringing during a meeting. It means keeping your focus and concentration. It means asking simple questions such as: »What do you expect from the façade system?«

*If we live and work according to the motto Simple is the best, we aim to complete each task*

*correctly the first time, in this way, avoiding working twice. In the same way, we accept the necessary measures in the early stages, to prevent possible future complications. And for sales personnel this means they recognise the customers' wishes and needs, and present only the features and benefits of products and services that are of interest to the customer. „*



**METKA KASTREVC**  
HEAD OF FINANCIAL  
AND ACCOUNTING  
DEPARTMENT, AKRIPOL

„I am a perfectionist, thus I often aim to seek complete solutions. The motto »Simple is the best« guides me towards faster adaptation to changes and the search for simple solutions which often prove to be the best. We had simplicity and pragmatics in our minds over the last few months when we were preparing SAP solutions for Akripol. It often was not easy, for we sometimes wanted to build the rules on exceptions. But when we were thinking in simple

*terms and considered the weight of a specific case, »the best solution« came on its own. I am glad that we, the Akripol team, all participated in this year's employee training, because the spreading of corporate culture, willingness for change, values and focusing on goals, strengthens the awareness that every individual must recognise their role and complete their tasks quickly, efficiently, and with quality. „*



**GYÖRGY DOMÁN**  
SALES REPRESENTATIVE,  
REPRESENTATIVE  
OFFICE IN HUNGARY

„We are straightforward if we do not take unnecessary turns on the way to achieve our goals. This applies both in our private life and work. In my private life I see simplicity as the way of achieving goals in the estimated time, helping others, and being honest.

*Simplicity at work means that I perform my job clearly and understandably. That I am not boring and too long when I have a presentation for*

*my clients. That I share only key information and then answer their questions and try to recognise their wishes and needs as best I can. „*



**TOMAŽ KOČJAN**  
COMMERCIAL CLERK  
ON PIROFIX, TINDE

„For me simplicity means accomplishing set goals, both in the workplace and in my private life, in the fastest possible way. We should not complicate things if unnecessary, we should use the knowledge we possess, trust ourselves and our colleagues, for only in this way will we be able to achieve a desired result, which will be the best and, considering costs, »the cheapest«. „



**LUBOMIR LINDAK**  
HEAD OF REPRESENTATIVE  
OFFICE IN SLOVAKIA

„Simple is the best means that we do not complicate things, but try to find the easiest way to perform our everyday activities. Doing this we do not try to find excuses and do not focus on the obstacles, but concentrate on finding solutions.

*Pursuing the motto, Simple is the best, I try to learn a simple and clear way of communicating with customers, colleagues, and partners.*

*I try to function in a simple way in my private life as well. „*



**NINA VODIŠEK**  
RESEARCH ASSOCIATE,  
CBS INŠTITUT

„Simple is the best, is for me the searching, choosing, and use of the techniques and measures with which we can achieve goals, cost efficiently, and without unnecessary setbacks. It represents the solutions, which bring tangible results in a short period of time. My attention, during the employee training, was especially attracted by the Trimo R&D Director's presentation. Users are more and more environmentally aware and expect purposeful and complete

*solutions. Keeping in mind the given guidelines of future research and development, I believe we will come to solutions, which will satisfy even the most demanding customers. „*

# 160 Trimo hands help to clean Slovenia

DAVID GROZINA

This year Trimo Community Day joined the all-Slovenian campaign »Let's clean Slovenia in a day!« Around 80 employees of the Slovenian section of the Trimo Group, and their families, joined the campaign and cleaned the Trebnje area, altogether collecting 28 cubic metres of waste or, in other words, they cleaned five waste dumping grounds.

Trimo continues the tradition of combining pleasure with usefulness on Community Day – namely, each year Trimo employees, together with their families, friends, and neighbours, take part in various activities to maintain their health and strengthen bonds, while simultaneously doing all they possibly can to help the local environment. Apart from Trimo, Akripol, Tinde, CBS Inštitut and Trimo Investment employees and their families, around 75 percent

of the other employees joined the campaign in their home towns (Ljubljana, Novo mesto, Maribor, and elsewhere).



THE YOUNGEST POPULATION CAN ACTUALLY FIND CARE FOR NATURE AMUSING.



THE MORNING COFFEE FILLED US WITH THE ENERGY TO FACE THE CHALLENGES OF THE DAY.



THE WASTE WAS PROPERLY SEPARATED DURING THE CAMPAIGN.



PETER ŠTRELJ AND DANIJEL ZUPANČIČ DISCUSSING »TACTICS« BEFORE CLEANING.



DENIS STEPANČIČ BELIEVES: »WHERE THERE'S WILL, THERE'S POWER.«



TATJANA FINK AND MARJANCA ŠTAMCAR HAVE PROVEN THAT TRIMO AND TINDE COOPERATE IN DIFFERENT AREAS.



GROUP LEADERS WERE HAPPY WITH THE TROPHIES AT THE END OF THE CAMPAIGN.



ON THAT DAY **VINCENC VOVK** WAS ONE OF A QUARTER OF A MILLION SLOVENIAN VOLUNTEERS.



AT TIMES WE JUST COULDN'T BELIEVE HOW MUCH WASTE ACCUMULATES IN OUR WOODS.



ENVIRONMENTAL CARE SHOULD BECOME PART OF OUR SUB-CONSCIENCE. THIS IS WHY WE TRY TO TEACH OUR KIDS THE REAL VALUES VERY EARLY.



FOR A MOMENT CLEANING WAS PUT ON SIDETRACK WITH THE ARRIVAL OF THE TRAIN.



ALL PARTICIPANTS CAN BE PROUD OF THEIR WORK.



**CR TOMIR REMEC** FEELS IN HARMONY WITH THE ENVIRONMENT AROUND HIM.

## Adrenalin

JANA LUTOVAC LAH, MA

Finding balance in life means finding time for you. Some people – such as our colleagues **Franci Kralj** and **Boris Šramel** - found it in interesting sports.



FRANCI KRALJ SPENDS HIS FREE TIME MOUNTAIN BIKING.

„ Ever since I was little I have liked to ride bicycles and I always wanted to turn off the roads and go into the countryside, away from the everyday commotion. Seven years ago I bought a mountain bike. Since then I have often spent my free time riding around the neighbouring hills, and I often ride on higher mountains. Cycling in beautiful surroundings, and seeing the lovely views, brings me great joy. But the best part is usually at the end, when I am pumped up with adrenaline and riding downhill with a big smile on my face. „



BORIS ŠRAMEL LIKES TO SPEND HIS TIME SURFING THE WAVES.

„ As I have tried many sports, surfing presents only one of the options on how to actively spend my holidays on the coast. It represents a good combination of travelling – you have to cover some ground to find good waves, activities, good company, and the connection with nature.

The feeling that overwhelms you when you wait in the water for the wave to carry you away with its mighty energy is amazing. And the result is an unforgettable feeling, or a not-so-soft fall into the water. With practice, there is only the smile on your face and the memory of the last ride under the burning sun. „

## Trimo's public profile through handball

ROMAN ŠAVRIČ

The handball team of Trimo Trebnje continues their good game in the national championship as well as the European cup EHF. We have become a recognisable club, with our own vision.

Despite the fact that we come from the smallest town in Slovenia, we are one of the best handball clubs in the country, according to organisation and success, and results.

Meeting people from all over Slovenia I often discover that they most commonly associate Trebnje with Trimo and handball. Handball-players have therefore become a part of our main sponsor, Trimo, in the eyes of the Slovenian public.

How much do people outside the Slovenian borders know about us? In the sports world, where the Trimo handball team spends most of its time, everyone – our opponents, judges, or delegates from all around Europe - always ask the same question: 'What does Trimo mean?' Is it the name of a region, mountain, or river? Then we proudly explain that Trimo is a very successful company, one that builds Mercedes dealerships, IKEA stores, world-famous airports, etc., and it is present in over 50 world markets. When we hand out promotional fliers they become even more surprised that something so big can be achieved from such a small town, and country.

We are therefore pleased to be contributing to the recognition of the name Trimo Trebnje, and that the results we achieve serve as a successful representation of our sponsor, hometown, and our country.



GOALKEEPER KLEMEN FERLIN WON THIRD PLACE WITH THE YOUTH TEAM AT THE WORLD YOUTH CHAMPIONSHIP 2009 IN EGYPT.

# Igor Mlakar is a voluntary fire-fighter

## When every minute counts!

TOMAŽ MEDVED

Volunteer work is a way of life and an activity chosen by an individual, who is ready to selflessly help others, the community, or society, expecting nothing in return. An individual's interest in volunteer work is one of those characteristics that are partly inbred in them, but mainly is a result of upbringing.

Volunteers can help as individuals or join existing organisations, and thereby contribute their share to better the lives of those in need. This value is important for development and the future, and volunteers serve as good role models.

The Trimo team also consists of volunteers. This time we are introducing **Igor Mlakar** from the Slovenian PSF production, who is a member of a voluntary fire brigade in Trebnje. He has helped people in very critical conditions.

### What is your job as volunteer fire-fighter?

I help out when there is a fire, car accident, save people at high altitudes, help in accidents with dangerous substances, and different spillages. I am also a member of the fire-brigade's command office.

### What drove you to become an active volunteer?

I joined the fire-fighters when I was a child. I went there with my father when they started building the Trebnje firehouse. After I participated in several interventions I found the work interesting and became an active member. That was 30 years ago.

### Is it hard to get up and go in the middle of the night?

Interventions in the middle of the night are actually my favourite. The whole team comes together faster, and we can arrive to the emergency site faster as there is less traffic.

### Saving injured people must be the most difficult?

It is, especially when there are children involved. This is the worst for me.

### What is it that makes the hard work worthwhile?

It is the feeling that you can help people, when you get a call from someone in need of your help and you run to them immediately.

### Does anyone you helped come and see you later?

Many people come and thank us for our help,

and this is nice to hear. People appreciate the help. Many also send Christmas Cards.

### What do you advise to readers eager to engage in this type of work?

There are never enough volunteers. Whoever is interested in this type of work should come to our fire brigade. Together we can figure out what it is that they like to do and how they can help us. The road for a true fire-fighter is not short. It requires training and tests. Not many people are suitable for this type of work as they fail to react in emergencies, they do not control the situation, or they panic. Seeing a person that was in a car crash is not pleasant, believe me.

### What would you like to tell the Trimo team?

If you are near an accident or if you see a vehicle on an emergency run, enable them to pass you without difficulty. Every minute counts in case of an emergency. Avoid driving under the influence of illegal substances as this is the most common cause of accidents.



IGOR MLAKAR



TREBNJE'S VOLUNTARY FIRE-FIGHTERS IN ACTION

# After three years of inter-twining between Trimo and the Golden Thread\*



SAŠA MRAK

HEAD OF THE GOLDEN  
THREAD AND PR OF  
DNEVNIK, A NEWSPAPER  
COMPANY, SLOVENIA

One of the fundamental goals of the Golden Thread, a media-research project and competition, is to promote competitiveness through the promotion of good practices, in the field of employment and organisational relations. At the beginning of the project we were aware that we can succeed only with authentic methodology, the support of key institutions, and the expert public, and with companies that will be ambassadors for top employers, with their good practice. From the very beginning we believed that Trimo will be one of these.

Even now, I still remember how my colleague, **Edita Krajnović**, and I sat at a meeting with **Marta Strmec**, presenting values, our vision, and the meaning of the Golden Thread and, in the following few days, were delighted to find that Trimo was officially competing in the first Golden Thread story.

That is how the joint story of Trimo and the Golden Thread began. Even though eighty percent of the grade in the selection consists of employee answers, which can never be known beforehand, and that the final grading of the winners is given out by an expert council and a selection committee, the high placement of Trimo, amongst top employers, came as no surprise to us. **Tatjana Fink** confirmed the high grades from the employees, with her values, leadership, and openness. And all that Trimo and its Trimo women - with who we have the opportunity to cooperate almost on a daily basis - show and communicate, is that which we want numerous other companies »to accept as their own« as well, so that they, too, will be able to open doors and show and share knowledge with others.

The founders of the project do not idealise any work environment. Even though we are searching for, and putting forward, good practises, we are aware that even among top employers all is not as great, nice, and happy. And with this I mean those who reach for the top of the top, the finalists and winners of the Golden Thread. However, we have, at the

same time, the opportunity to grow, develop, and improve, every day. The difference between the best employers and the others is in the fact that the latter often do not see them, do not want to see them, or think that they have already achieved their best. And that is why I also will not forget the words of Ms Fink, when she, during a round-table discussion on a slightly different subject, put forward that which we wish, would become a part of the broader environment: that Trimo sees where it is better than other employers and where it is worse; that they can learn examples of good practices from others and at the same time show their own. That is why we call this the Golden Thread. In this regard inter-twining has »golden« effects on everyone.

\*Trimo was amongst the finalists of the project the Golden Thread in 2007 and 2009, while in 2008 Trimo won in the large companies' category in Slovenia.

# Meet our new colleagues

BREDA BARANAŠIČ, KSENJIJA KRIŠTOF



MICHAŁ PIECZYSKI,  
TRIMO POLSKA

*I have been responsible for Qbiss by trimo on the Polish Market for 4 months now. I have to admit that this is a big challenge and honour at the same time, to be responsible for the Trimo star product. I hope that my experience and knowledge gathered during my previous*

*job as a project manager for one of the biggest Polish façade contractors helps me understand clients and their expectations more. I am pretty sure that together, as the Trimo Family, we will achieve our goal.*



BOŠTJAN JEVŠEK

*I joined Trimo at the beginning of this year as the Director of Strategic Projects where I work on the sales of the modular unit program to military and humanitarian organisations, and opening new opportunities, especially in the USA. I am happily*

*married, a father of a lively 10-year old girl; I cannot live without exploring, travelling, skiing, sailing, and good books.*



GREGOR MACEDONI

*My task in Trimo is to systematically open opportunities and ensure sales in the public sector, especially through Trimo programs (modular kindergartens, sports facilities, and photovoltaics). The values I am committed to include a positive acceptance of colleagues and an open environment. My line of work and the difficult times we are currently facing present a challenge for me.*

*My line of work and the difficult times we are currently facing present a challenge for me.*



ALENKA PAVČEK

*I first came in contact with Trimo as a student of civil engineering when I became one of their scholars. I started working full-time in February. I work as a design engineer in the department for design engineering and construction. I like my work as it offers many opportunities and it*

*challenges me on a daily basis. In my free time I like to go cycling, rollerblading, or hiking. I love to travel and explore new countries and cultures.*



SANJIN HADIĆ,  
TRIMO BH

*From January 2010 I am the new Trimo member as Executive Manager in Trimo BH. My duties are to arrange higher sales volumes and presentations from my own initiative. My hobbies are swimming and basketball. Throughout our life there are things that we like to remember, but I would rather*

*think about how to achieve goals. The things I am impressed with are the organizational structure and Trimo vision, permanent product improvement, and social responsibility.*



GYÖRGY DOMÁN,  
TRIMO MAGYARORSZÁG

*I have been working for Trimo since January 2010. I'm responsible for selling panels in the eastern part of Hungary. Trimo is a very good company in which to educate myself and to make new relationships with colleagues from different countries.*



TADEJ AGREŽ

*I have been a part of the Trimo team since the beginning of this year. After the initial training in Trebnje I started working as a General Manager in the company Trimo RUS in Moscow. As I am new to the sector in which I work I learn something new every day. I am getting to*

*know new colleagues in Moscow; I felt very good around my colleagues in Trebnje and Ljubljana, and I am certain that it will be the same in Moscow where we are facing many challenges. When I get the time I like to do sports, visit good restaurants, and meet friends.*



LJUDMILA KOPRIVEC

*Last November I started working as an architect in Trimo. I am pleased to say that the findings and knowledge gained during my PhD studies in architecture helped me to actively cooperate in the new panel, VITP, and give me the opportunity to closely participate in developing*

*the modern façade cladding.*

*Work and colleagues in the »knowledge incubator« are dynamic, creative, and interesting. In my time working on this project I have come to realise that every day is different and is filled with new challenges.*



ANDREJ ELZESER,  
TRIMO MAKEDONIJA

*I have been employed in Trimo for about eight months, in the beginning as site engineer on the SOKOMAK-Bitola Project, and now as technical support in Trimo Macedonia. In general, I am impressed by the technical characteristics of Trimo products and I believe that I could contribute*

*in a more innovative and more effective way in their use. I don't have much free time, but the best moments of my life are moments spent with my family.*

# Trimo kids

BREDA BARANAŠIČ



**GLORIA ROGELJ**  
CURIOSLY LOOKING  
AROUND



**ŠPELA GAZVODA**  
LAUGHING AT HER  
BROTHER, **ŽIGA**



**MARKO LOVRENČIČ'S**  
ROGUISSH LOOK



**JURE'S DAUGHTER, BRINA**  
**POČRVINA, RESTING**



THE LITTLE PRINCESS,  
**SOPIA, JAVIER JIMENEZ'S**  
DAUGHTER



PLAYFUL **METKA, ROBERT**  
**ZLEBNIK'S DAUGHTER**



**MARKO BARTOLJ** HAPPILY  
»POSES« FOR THE  
PHOTOGRAPHER



SWEET **NATALIE**, THE  
DAUGHTER OF **MARCIN**  
**SOBISIAK**, GETTING A  
WELL-EARNED REST



GAŠPER ŽEMVA

*I worked as a scholar in the department for R&D, design and assembly, so I got to know how the company works. After I completed my studies in architecture I became Trimo's intern in the department for design. Architecture is a wide branch that I would like to know better.*

*When I am not working I like to cycle, and read books and magazines. I enjoy hiking, swimming, and dancing (swing and social dances).*



SERGEJ LITVIN,  
TRIMO RUS

*This year I joined Trimo for the second time, because I was a Trimo member previously between 2004-2006. As a project manager in Trimo RUS I try to present Trimo on a higher level, particularly by presenting Obiss by trimo and ArtMe to the Russian construction market.*

*I will do everything to help the company to realize our goals.*



TOMASZ MIKRUT,  
TRIMO POLSKA

*I joined the Trimo Group in January 2010 as a Sales Manager for Trimo Poland. I come from the southern part of Poland, from the city Gliwice. My free time I spend with my 6-years old son and my wife. We have a lot of shared hobbies, but mostly we like to go skiing, riding, and*

*going to the cinema. At the end of difficult days, I relax by playing the piano.*



ANDREJ ČAMPA

*My experience so far lies in photovoltaics. Trimo is focused on ecological and green solutions and products and an ideal opportunity presented itself to continue my work in the real sector. I started working in the department for development with a surprisingly coordinated team that*

*make work a real delight. In my spare time I like to hike in the mountains, away from the everyday commotion and worries.*



ANTHONY SEUMAIRE,  
IBEA SAS

*I started working for Trimo d.d. in November 2009, as an agent for the French market. In Trimo I appreciate the R&D efforts for improvements of Trimo products. In my free time I play golf, watch movies, and listen to music. I'm very happy that I am a member of the Trimo team and*

*I'm sure that I will contribute to Trimo's development in the French market.*

\*All new employees are from company Trimo if it is not stated otherwise.

## Jubilee award-winners

BREDA BARANAŠIČ

10let

MATJAŽ BRODNJAK  
TOMAŽ GREGORČIČ  
BOŠTJAN HAUPTMAN  
POLONA ZAJC



FRANCI HOČEVAR –  
TINDE

*I have been a part of Tinde company since its beginning, and I worked in Trimo before that. Together with my colleagues, I provide for a clean and tidy environment: I take work-related documents into the archives, and left-over paper into containers. I use my free time working on my farm, as I have been used to working since an early age.*

20let

JOLANDA MANDELI  
TOMAŽ STRNAD  
DUŠAN TRAMTE  
MIRKO VERCE



JOŽE ZUPANČIČ

*I have been employed in Trimo for 19 years now. I worked in several work areas, that is, in production programs. I started as a painter and locksmith in the production of accommodation buildings, then I worked on the Trimoform program, and now I am part of the Qbiss by trimo production.*

*I feel good in my working environment, and I get along well with my colleagues. I think this is one of the conditions for good work.*

30let

STANISLAV BAJC  
FRANC BARTOLI  
JOŽE CESAR  
SILVO DEMŠAR  
FRANCI HOČEVAR – TINDE  
BOGDAN ZUPANČIČ  
JOŽE ZUPANČIČ



JOŽE CESAR

*I started working in Trimo in 1979 as a tin-smith on a curving machine. I worked in the assembly department for a few years – I also worked abroad (Algeria, Tunisia, Austria, and Switzerland). I am especially proud of my work and my jubilee. I feel good in my work space, and I get along with my colleagues. I spend my spare time farming, and I always make time for my family.*



STANISLAV BAJC

*I work in Trimo's commercial department as an Area Manager for the markets in South-east Europe; I am currently in charge of the markets in Albania, Kosovo, and Macedonia. I started with the market of Bosnia and Herzegovina 10 years ago, and continued with the Macedonian and Serbian markets. My colleagues and I established subsidiaries in these 3 countries in these very creative times; and we also set up and started panel production in Serbia. I have gained very valuable experience by managing these companies, especially in this very unstable international environment within the Balkans. The most satisfactory part of my job has to be acquiring a new customer or closing a new business deal. I like to work with customers in an international market where I can get to know different cultures and people, and establish partnerships.*



FRANC BARTOLI

*I started working in Trimo 30 years ago as a cook in the old kitchen, and for the last 20 years I have been managing the kitchen. I feel good around my colleagues as we get along well and also cooperate with other departments. I am glad that Trimo renovated the kitchen and thereby enabled better work conditions.*

*I am proud to be working in a company that has developed into a large and successful international company, serving as an example to other Slovenian and foreign companies.*

*I spend my free time with my family, playing with my 3-month old son Mark; and I also like to spend my time outdoors and in my vineyard.*



SILVO DEMŠAR

*I have been a part of the Trimo team since 1992, working as an organizing programmer. I am proud of the improvements I have made in IT, together with my colleagues. I like my colleagues, especially the way we help each other. When I have the time I like to read a book or take a walk, and in the summer I cycle around the neighboring hills together with my son.*

*My family suffers from health problems, but we are able to successfully overcome them by having clear goals. That is the reason why I have barely used any sick leave in the last 20 years.*

\*All jubilee men are from company Trimo if it is not stated otherwise.

## Retirements

Andrej Jurca  
Jože Lamovšek  
Dušan Peskar  
Jože Šircelj

# Trimo's quickly assembled, comfortable, and safe modular kindergarten

## A new kindergarten in 3 months

*Modular kindergartens are the right solution when a fast response to space deficit is required. They enable optimal adjustments and changes if there is a sudden demand for increased capacities.*

## Comfort for children, teachers, and parents

*Kindergartens and schools built from modular units ensure high-quality accommodation not only for children but also for teachers and parents. Modular units are ecological, safe, and of an above-average standard of functionality. They ensure a friendly environment, living comfort and safety for children.*

## Ecological and energy efficient solution

*Trimo modular kindergarten is designed for the third millennium - considering all the following aspects: ecology, energy, ergonomics, design and architecture. The materials used to build Trimo's modular kindergartens are natural and processed with environmentally friendly substances. We also provide assembly of the complete solar power plant on the roof of your building.*

## Trimo modular kindergartens all across Europe

*In the last decade Trimo built over 30 kindergartens and schools across Europe from modular accommodation units, including a kindergarten in Oslo, a school in Salzburg, and a kindergarten in Vienna.*

