

Promotion

Concrete as a material for constructions is used by humans for ages. Thanks to its natural characteristics such as: resistance, durability and wear for activities of external factors became a material that is appreciated by designers of constructions and by executors of roads' surfaces, material desired by architects and investors. But in Poland for many years, concrete was associated rather with low quality or it was used as a metaphorical expression. That is why from more than 10 years time activities of the Polish Cement Association are accompanied by Promotional Campaign under logo of Polski Cement. Activities are conducted in the name of all manufacturers of cement and its objective is to provide and popularize knowledge of cement and concrete.

One of basic missions of promotional campaign is editing, that except from informative functions, also serves as a source of education about cement and concrete. Under the sign board of "Polski Cement" there were edited dozen of books and number of brochures that are of great interest of the readers. The most recent brochures titled "What you should know before you buy cement" and "Concrete surfaces on community roads" clearly inform about advantages of those materials and also show their numerous usage. Edited since 1998 a quarterly "Budownictwo. Technologie. Architektura" is willingly read in environments related with constructions. Its rising volume is constantly filled with information that is fulfilling needs of participants of constructions market.

Cover of booklet
„Local concrete roads”







Demonstration of concrete road construction during Fair „Autostrada – Polska” in Kielce

It is very important that in a dynamically developing infrastructure of roads, cement and concrete have their stable place. Concrete surfaces that are highly appreciated in Western Europe are finally starting to exist in Poland as well. That is one of the effects of efforts that are made by promotional activities; decision makers, investors, executors are finally starting to appreciate advantages of concrete. Last year during fair Polish Highway everyone could notice that it is very fast and easy to make a durable concrete road. That has special meaning for communities and districts.

Concrete, that is easy to shape is popular and appreciated by architects. Sector of cement for couple of years is promoting concrete in architecture. Association of Architects of RP to-

gether with “Polish Cement” organize a Contest “Polish Cement in Architecture”. Every year it chooses the best realizations made of reinforced concrete. Its objective is to show possibilities of creative usage of cement technologies in constructions (objects of general constructions, industry constructions, engineer objects). From the initiative of Society of Polish Cement and Department of Architecture of Technical University of Krakow every year there is organized Open Polish Contest titled “Concrete Architecture” – Academic Award for the best diploma work – an architectural project with application of technology of reinforced concrete.

All promotional activities are supported by deeply grounded convenience that cement and concrete are innovative materials of high quality

Awards ceremony of the Contest „Polski Cement in Architecture”



with good perspectives. Conscience and professional attitude toward concrete technologies let obtain durable and functional material of great shaping possibilities. Experts unanimously confirm the fact that concrete will remain irreplaceable material for constructions. It characterizes of great durability and resistance and it is also environmental friendly. For designers it is a very flexible material and for architects is what

diamante for jeweler : cut becomes a brilliant.
– citation.



Statuettes – handed in the Contest „Polski Cement in Architecture”