

## Birla Carbon – Hannover, Germany proudly supports homeless project

On Friday, September 13, 2013, a new era began for the local social project “Asphalt” in Hannover, Germany. The staff of *Asphalt*, a nonprofit publishing company, celebrated the inauguration of their new offices in a Grand Opening Ceremony with 100 guests, including the Prime Minister of the State of Lower Saxony, Stephan Weil, and the acting Mayor of the City of Hannover, Bernd Strauch.

For 20 years *Asphalt* has published a monthly street newspaper, which was started as real help for self-help. One hundred fifty people with no or very little income – many of whom are or used to be homeless – sell this magazine on the streets.

The 25,000 monthly copies are distributed exclusively by direct selling, and subscriptions are available only from one of the salesmen or saleswomen.

As part of our social commitment, the team of Birla Carbon Germany has become a strong supporter of *Asphalt*. As a first initiative, Birla Carbon is now a proud sponsor of two signs posted at the entrance of the main building guiding visitors to the new offices.



**Right to left:**  
**Stephan Weil, Prime Minister of Lower Saxony; Almut Maldfeld, Managing Director of Asphalt; and Dr. Oliver Sedello, General Manager CCD presents the traditional bread, salt and pennies for good fortune, wealth and happiness.**



## Birla Carbon Hannover Plant Hosts Open Day 2013

On October 12th, the Hannover Team hosted the second Open Day event at CCD. The plant opened its gates for everyone interested in how carbon black is made. And despite heavy rainfall, CCD enjoyed tremendous feedback from officials as well as private visitors.

In the presence of the first mayor of Hannover, Stefan Schostok; the District Major, Klaus Dickneite; members of the city council and representatives of the police and fire departments, Oliver Sedello, General Manager of the Hannover Plant, opened the day and introduced the guests to the history of the plant and the process of making carbon.

Thanks to the kind support of several suppliers, activities for children and grown-ups were available around the event tent, which was set up in the middle of the plant. The fire brigade showed its latest acquisition: an extendable 35 m high mobile rescue platform. A local gas and electricity supplier contributed a number of electric powered vehicles and the visitors clearly enjoyed driving a couple of Segways®. A definite highlight, not just for the young generation, was a real TEREX® excavator ready to be operated by the visitors.

Throughout the day around 160 people participated in 14 plant tours organized by Philipp Nagy, QA Manager, in Hannover.