



Promotion

The Promotional Campaign under the slogan „Polish Cement” has accompanied the activities of the Polish Cement and Lime Association for over ten years. Promotional activities are carried out on behalf of all cement manufacturers and their task is to provide and popularise knowledge about cement and concrete.

All promotional activities are based on a deeply grounded conviction that cement and concrete are modern high quality building materials faced with good perspectives. A conscious and professional approach to concrete technologies allows for acquiring a durable and functional material with extensive possibilities of mould shaping. That is why, one of the basic tasks of the promotional campaign is publishing operations, which – apart from an informative function – also serve a widely understood education concerning cement and concrete. More than a dozen books have been published under the slogan „Polish Cement,” for which the publishing house obtained a number of awards. The books entitled „Nawierzchnie drogowe z betonu cementowego” [Road Pavements Made of Cement Concrete], „Konstrukcje z betonu sprężonego” [Constructions Made of Pre-stressed Concrete], „Beton według normy PN-EN 206-1 - komentarz” [Concrete According to PN-EN 206-1 Standard – Comments] published in 2004 have been awarded with the prize of the Minister of Infrastructure. On the other hand, „Budownictwo-Technologie-Architektura” [Construction-Technologies-Architecture] Quarterly published since 1998 is popular in the circles connected with the construction industry.

A lot of attention is also paid to showing advantages of cement and concrete in their applications in various kinds of the construction industry, and mainly in the road industry. It is good that concrete roads, which have been recognised in numerous Western European countries, start to be built in Poland, as well.

Remembering about comprehensive possibilities of concrete, for several years the industry has been involved in the promotion of good concrete architecture. The competition called „Po-



lish Cement in Architecture” organised jointly by the Association of Polish Architects and the Polish Cement Company every year selects the best projects performed using reinforced concrete. The competition objective is to show possibilities of a creative application of concrete technologies in the construction industry (general and industrial construction sites, as well as engineering sites). Out of the initiative of the Polski Cement Company and the Faculty of Architecture at the Krakow Technical University, the national competition entitled „Concrete Architecture” is also organised every year. An academic award is granted to one architectonic project using concrete technologies.

For a number of years, the word „concrete” has had negative connotations in Poland. By referring to basic advantages of concrete, i.e. its durability and resistance to external factors, this term has been used as a metaphor describing an inability to undergo reforms. Fortunately, such properties of a material are desired in the construction industry. Experts affirm unanimously that concrete remains an irreplaceable construction material. It is characterised by a very high degree of durability and resistance as well as environment-friendliness. It is an unusually flexible material in the hands of designers and architects. It is a „stone,” which having been cast in moulds shows nobleness of the shoring nature, steel smoothness, or wood texture.

Constant development of construction technologies, appearance of modern construction materials, which compete with traditional materials manufactured by cement and concrete manufacturers, have caused a situation in which promotion becomes an important element in the Association’s activity.

