

Growing its business by paving roads around the world

With governments investing heavily in infrastructure to revive economies, Lintec & Linnhoff Asphalt is well-placed to capitalise on opportunities

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THERE is a saying about turning a crisis into opportunity and this is exactly what Lintec & Linnhoff Asphalt (LLA) is doing, as governments around the world grapple with the economic fallout from the Covid-19 pandemic.

Governments, especially those in developing countries, are pouring money to revive their Covid-19 battered economies and one major plank of their strategy is usually infrastructure investment.

It usually entails upgrading airports, roads and bridges, all of which require asphalt mixing plants, like those produced by LLA.

Christabel Chan, global business manager of Lintec & Linnhoff Holdings, the parent company of LLA, recalled: "During an economic crisis, governments sometimes look to investing in infrastructure projects to drive the local economy. Take for example the 2008 Global Financial Crisis when our Group saw sales grow rapidly. In fact, it was one of our best years in terms of sales."

LLA is well-placed to capitalise on such opportunities, with its strong reputation and global sales footprint spanning regions such as Southeast Asia, Oceania, the Indian sub-continent, Africa, and the Middle East.

The company offers asphalt mixing plants in various capacities for mobile, portable and stationary use, and ancillary equipment under two brands, Lintec and Linnhoff.

Linnhoff mobile asphalt mixing plants are renowned for their high mo-



The Linnhoff MobileMix Asphalt Mixing Plant TSD1500 is a popular choice in the Trans-Sumatra Toll Road Project in Indonesia due to its ease of mobilisation and demobilisation. PHOTO: LINTEC & LINNHOF ASPHALT

bility features that promote plug-and-play convenience, while its modular asphalt mixing plants are economical and reliable with factory-built modules designed to fit into shipping containers which allow more economical shipment.

A world first

Since 1988, Lintec has pioneered the design and manufacturing of ISO-certified containerised asphalt mixing plants, making it the first in the world to develop the containerised concept.

It reduces transport costs and provides convenient installation on-site.

Today, its asphalt mixing plants are used in a variety of infrastructure projects such as airports, roads, high-

ways, bridges and even Formula 1 racing tracks.

One ongoing project is the Trans-Sumatra Toll Road in Indonesia which utilises the Linnhoff Mobile Asphalt Mixing Plant, CompactMix Asphalt Mixing Plant and TransitMix Asphalt Mixing Plant.

The 2,800-km tolled expressway connects north and south Sumatra, from Banda Aceh to Bakauheni, which will give commuters greater convenience and access.

In Cambodia, one Lintec Containerised Asphalt Mixing Plant was used to resurface the airport runway at Phnom Penh International Airport.

The plant's production capacity, precision and reliability made the project a success despite the short win-

dow of working time.

Its portability meant it was relocated quickly to another airport runway rehabilitation project at Sihanoukville, Cambodia.

Strategic approach

Despite being a well-established company with a wide reach in the global market, LLA maintains a relatively small workforce.

Lintec & Linnhoff Holdings' Chan said: "We believe that a lean team structure aligns with our value of 'being an approachable leader', enabling LLA to implement the buddy system more effectively. Employees can collectively share certain responsibilities, and support one another in times of need."



The lean team is a result of its asset-light strategy over the years.

LLA's products are sold by reputable local distributors in over 80 countries, who are familiar with the local language, government policies and business practices.

"It helps the company better target the customer base in different countries," pointed out Chan. Such strategy allows LLA to focus on what it is good at: innovation of its products.

The key success factor behind an established company such as LLA lies in its continuous efforts in R&D to deliver better quality products to its customers.

LLA also aims to offer its customers a wider range of solutions through

product portfolio expansion such as the Lintec Continuous Drum Plant (CDP) series.

The CDP series boasts a range of asphalt mixing plants which are capable of producing homogenous and quality hot mix asphalt with an external mixer and baghouse.

By offering asphalt mixing plants with a more competitive price range, LLA is able to target more cost-conscious customers in developing countries.

It is also planning to launch the Linnhoff OptimalMix Asphalt Mixing Plant (OMX) series in 2021.

Designed for road contractors more accustomed to the conventional asphalt mixing plants, this series promises a higher rate of output than the existing Linnhoff product range.

Dealing with tough times

Despite losing some potential customers due to travel bans, LLA's outlook remains bright amidst the Covid-19 pandemic.

The company has been able to diversify its risks because of different lockdown schedules around the world.

For instance, when China went into lockdown in January and February 2020, the factories in South-east Asia were still able to operate as the region had yet to go into lock down then – proving that an economic crisis can indeed offer opportunities for LLA.

To further grow its business worldwide, LLA has started its expansion in Africa and plans to re-enter the India market in 2020 or early 2021.

With its expertise and forward-looking strategies, there is no doubt that LLA is equipped to overcome any challenge and stay competitive in the industry.