Doka to expand in Australia

Lubeca to become latest Doka subsidiary

The next round of Doka Group's business strategy is under way: With the acquisition of the formwork technology department of the Australian construction company Grocon, Doka establishes a new subsidiary under the name Lubeca Pty Ltd. In doing so Doka is developing a stronger presence as well as entry into emerging markets in the Middle East and East Asia.

Doka is the Formwork Technology Division of Umdasch Group, a family-owned Austrian company dating back nearly 150 years. Today's Doka Group grew from a regional craftsman's business to becoming an internationally leading supplier of end-to-end formwork solutions. On its way to becoming a global player, the company managed to expand market share in central European core markets step-by-step and develop new overseas markets. As a result, its current worldwide network includes a total of 160 sales and logistics facilities in 70 countries.

The company's geographic expansion continues in 2014 as well. Recently Doka acquired the formwork patent for "Lubeca Jumpform" along with employees and a project portfolio from the construction company Grocon. At the same time Doka established a new subsidiary with registered offices in Melbourne.

Lubeca's range of operation is far-reaching, extending from the primary Australian market to Singapore, Malaysia and India all the way to the UAE. In these markets the automatic climbing formwork "Lubeca-Jumpform" is the chosen formwork system in many building lots. For decades the system has been positioned successfully in the Australian market. Its technical capacity is convincing as it ensures rapid and efficient work processes while providing a high level of safety. Hence the new automatic climbing formwork system is highly competitive and predestined for emerging markets as well as markets where safety, high load-bearing capacity and short forming-times are very important. The system is used primarily in residential construction and for building concrete cores of office towers and tall multi-purpose structures.

The integration of the Lubeca platform system offers customers an expanded product portfolio and therefore provides an even greater competitive edge for Doka and Lubeca. Lubeca customers will continue to be able to benefit from the advantages offered by Jumpform. At the same time they are able to access the added range of wall and floor systems as well as complementary formwork services from Doka wherever the Lubeca portfolio needs to be supplemented. "Consequently both Doka and Lubeca benefit from this integration. Our diversity offers customers a broad range of formwork systems and ideal solutions for any customer requirement and structure. This acquisition is a valuable complement", so Johann Strunz, Doka CEO in charge of overseas markets.

In the past, Doka and Lubeca already worked on the same structures, albeit independent of each other. One such example is the "Omkar Worli" highrise project in Mumbai. In the future, construction companies will be able to obtain formwork systems from Doka and Lubeca in a way that is even more precisely targeted to their needs.

**About Doka:**

Doka is a world leader in developing, manufacturing and distributing formwork technology for use in all fields of the construction sector. With more than 160 sales and logistics facilities in over 70 countries, the Doka Group has a highly efficient distribution network which ensures that equipment and technical support are provided swiftly and professionally. An enterprise forming part of the Umdasch Group, the Doka Group employs a worldwide workforce of more than 6000.

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**Caption:**

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In the past, Doka and Lubeca already worked together on the same structures such as the Omkar Worli highrise in Mumbai.

Photo: Doka