

With Masa WhiteHub, a unique supplier of AAC and sand-lime brick plants is emerging in Europe

Masa WhiteHub – As of January 1, 2025, this new name represents the combined expertise of two leading machine manufacturers. Masa GmbH and Hess AAC Systems B.V. have sealed their group-internal collaboration under this new umbrella brand for the autoclaved aerated concrete product area. The merger makes Masa WhiteHub to a unique supplier of AAC and sand-lime brick plants on the largest scale in Europe. For AAC manufacturers, Masa WhiteHub serves as a central hub, bringing together years of experience in various manufacturing processes such as flat cake or upright processes, as well as Durox or Hebel production technologies, offering customised solutions for the growing market demands.



Managing Director Henrik Schmidt, Managing Director Andreas Markiewicz, and Office Manager René Immink in front of the company building in Enschede

Customers now benefit more than ever from the extensive knowledge and experience of the sales engineers and technicians in Porta Westfalica and Enschede. Under the Masa WhiteHub concept, they continue to drive advancements in the AAC and sand-lime brick industry. While the name is new, the proven expertise of both brands, built on over 120 years of company history, along with familiar contacts and a joint management team at both locations, remains unchanged. The high number of AAC and sand-lime brick plants installed worldwide underscores their meaningful importance.

Efficient AAC plants with unique flexibility

Equipped with state-of-the-art machinery, Masa WhiteHub manufactures efficient, sustainable components and plants for the building materials industry. The plant systems are designed in such a way that each plant is optimised to meet market requirements.

Masa WhiteHub emphasises variability and flexibility: The plants offer the possibility of an economical entry into AAC production and can be expanded step by step. The portfolio ranges from pilot plants for a wide variety of applications to AAC plants with daily production volumes of over 2,000 m³. From ECO to high-end, from pure block production to the manufacture of large-format products with reinforcement, the range of possibilities is virtually unlimited.

In close and targeted dialogue with its customers, Masa WhiteHub accompanies the development of a



*Masa WhiteHub
production hall in
Porta Westfalica.*

production plant from precise planning and reliable production through to safe commissioning and beyond. Always keeping an eye on progress, the engineers in Porta Westfalica and Enschede also develop customised special solutions and innovative test components for their customers. This enables customers to test and optimise new processes and technologies before producing them on a large scale. This minimises risks, saves costs, and speeds up the market launch of new products.

A dedicated technology centre is available for chemical, physical and mineralogical analyses of the respective raw materials, as well as for the development of customer-specific, optimal recipes.

Everything from a single source

The design of an AAC plant is always a complete solution. Special areas, such as for the production of reinforcement cages and frames, can be considered right from the start. Purchased parts like ball mills, steam boilers, or autoclaves can be integrated, with their technical processing handled in-house by Masa WhiteHub project engineers. Worldwide, Masa WhiteHub customers have a fixed contact person and co-ordinator who understands their specific needs and can quickly respond to individual customer requirements with the extensive knowledge gained through this collaboration.



Laboratory equipment in the technology centre in Porta Westfalica.



*Reliable spare parts supply
from subsidiaries worldwide.*

Highly qualified support - for the entire life of the plant

The expertise and experience of both companies pay off. This is also reflected in the high reliability, optimal availability, long service life, and required safety of the corresponding AAC plants. The cost-effectiveness and quality of the products to be produced are always at the forefront. Tailored to specific needs and objectives, Masa WhiteHub supports AAC manufacturers with highly qualified support teams in Porta Westfalica, Enschede, and worldwide subsidiaries through:

- Customised inspections to detect any defects or damage
- Targeted repair measures to restore the operational readiness of a plant as quickly as possible
- Step-by-step plant expansions to increase the performance of a plant or expand the product portfolio
- Comprehensive plant modernisation to increase competitiveness and remain competitive

- Practical training measures for plant personnel to maintain the expertise and skills required for optimal plant operation at a high level.

In the right place at the right time: optimized spare parts logistics

A reliable spare parts supply is the key to ensuring the availability of machines and plants. Masa WhiteHub improves this by merging into a global network of subsidiaries and spare parts warehouses as well as through optimised logistics processes. Many spare parts are manufactured directly in-house. From the Porta Westfalica site alone, over 5,000 spare parts can be dispatched immediately from stock. Additionally, various raw materials are available for further processing in a storage area of more than 600 m². The after-sales team in Porta Westfalica and Enschede ensures a fast and just-in-time spare parts supply for all existing and new customers.

The aim is clear: to accept and process spare parts inquiries without delay and to dispatch the original spare parts as quickly as possible. To ensure reliable delivery, Masa WhiteHub works with world-renowned shipping companies.

Cross-border financing concepts

As a brand with locations in Germany and the Netherlands, Masa WhiteHub can offer attractive financing conditions for investments. These are supported by both German and Dutch export credit agencies. Thanks to the close cooperation with Masa WhiteHub's financial partners, interesting co-financing solutions are created that allow customers to realise their investment projects efficiently and cost-effectively.



Masa sponsored the free download possibility of the pdf-file of this article for all readers of AAC Worldwide. Simply scan the QR code with your smartphone to get direct access to the Masa Company Channel.



Hess AAC Systems sponsors the free download possibility of the pdf-file of this article for all readers of AAC Worldwide. Simply scan the QR code with your smartphone to get direct access to the Hess AAC Systems Company Channel.

Masa WhiteHub @ bauma 2025

At bauma, the world's leading trade fair for construction machinery, building material machines, mining machines, construction vehicles and construction equipment, which opens its doors for the 34th time in Munich in April, Masa WhiteHub will present itself as part of the Masa family in Hall B1.347 with analogue and digital milestones. Visitors to the Masa booth can look forward to exhibits, innovations, and information from the fields of AAC and sand-lime brick production, as well as concrete block production, and enter into dialogue with the experts. ●

masa WhiteHUB

Milestone to your success.

Masa GmbH
Osterkamp 2
32457 Porta Westfalica
Germany
T +49 5731 680 0
F +49 5731 680 183
www.masa-group.com

HESS AAC Systems B.V.
Aluminiumsteden 10
7547 TN Enschede
Netherlands
T +31 53460 1700
F +31 53460 1799
www.hess-aac.com

masa WhiteHUB

Milestone to your success.

Masa WhiteHub represents the combined expertise of leading machine manufacturers Masa GmbH and Hess AAC Systems B.V for AAC products.

“Our milestone is partnering with FenX, who considers us as the plant specialist for their new patented insulation material.”



Prototype of the FenX
(a spinoff from ETH Zurich)
insulation board using industrial waste.

www.masa-group.com

At Masa we think of nothing but concrete – and how to shape it for the building materials industry. The machines we design and build are used to produce aerated concrete blocks and panels and sand-lime bricks as well as concrete blocks, pavers or landscape products. In other words, we are real concrete heads with a passion for reliable, high-performance machines.

We saw the potential in FenX's presentation of their new developed sustainable insulation material made of mineral foams using insutrial mineral waste. Masa WhiteHUB is now developing the plant for FenX's first industrial partner for large-scale. When it comes relible to plant know-how for the building materials industry – **Just ask the concrete heads!**

Masa GmbH | WhiteHUB Porta Westfalica
Autoclaved Aerated Concrete + Sand-lime Bricks
Osterkamp 2 | 32457 Porta Westfalica | Germany

Masa GmbH | GreyHUB Andernach
Concrete Block, Pavers + Landscaping Products
Masa-Str. 2 | 56626 Andernach | Germany

Visit us at bauma 2025
07.-13.04.2025, Munich
Hall B1.347

bauma