



## KRONO at BAU 2013

**November 2012, Heiligengrabe: The SWISS KRONO Group, one of the world's leading producers of wood-based materials, will exhibit at the upcoming BAU 2013, the leading trade fair for the construction industry, at an attractive stand in striking KRONO red. It will focus on sustainable, energy-efficient construction using eco-friendly wood-based materials.**

Sustainability, energy management, urban growth and demographic change are the central themes of BAU 2013, the world's leading trade fair for architecture, materials and systems, which will take place in Munich from the 14<sup>th</sup> to 19<sup>th</sup> of January. The SWISS KRONO Group, one of the globally leading producers of wood-based materials, will be amongst the exhibitors.

Topics such as sustainability and conscientious management and use of energy have a long tradition at KRONO. When first starting up, the internationally active corporate group defined sustainability criteria that all of its facilities must conform to. The central tenets are non-wasteful use of the natural resource of wood, environmentally sound manufacture and ecological product profiles.

KRONO has extended these sensible principles by adding the emotional aspect of creating feel-good living space. More and more consumers are realising that how good they feel in their homes also depends on the materials with which they are built. Wood-based materials from KRONO boast ideal physical properties for ensuring a healthy indoor climate.

At BAU 2013, the SWISS KRONO Group will showcase a range of innovative products and new developments that include the following.



## **KRONOTHERM flex: A New, Optimised Generation of This Well-Known Wood-Fibre Insulation**

KRONOTHERM flex, a flexible infill insulation for roofs, walls and ceilings, excels with outstanding insulating properties and remains firmly wedged in place without settling. Its specific physical properties ensure an agreeable feel-good climate inside houses. For example, KRONOTHERM flex has a high heat storage capacity, is breathable and water-vapour-permeable, and delivers outstanding thermal and acoustic insulation – ideal for truly feeling good at home. KRONOPLY's experts have now succeeded in improving this wood-fibre insulation even further: with greater densities, a smaller proportion of fine fibre and optimised packaging.

In September 2012, KRONOPLY launched a highly attention-getting advertising campaign involving a whole gamut of activities at retail outlets and in trade media to make KRONOTHERM flex even better-known to consumers. The focus is on helping people feel good within their own four walls. This can be optimally achieved with ecological valuable building materials, as is amply demonstrated by official approvals, Environmental Product Declarations and roundly satisfied builder-owners.

“The market for eco-friendly insulation made from renewable raw materials is growing fast and fully in line with today's trends,” says the company's managing director, Uwe Jöst. “With this campaign, KRONOPLY is offering merchants comprehensive, competent support for boosting their sales and training their staff, at exactly the right moment. We are very happy to report that many retailers are actively participating.”

## **KRONOPLY OSB SF-B: with Integrated Fire Protection**

KRONOPLY is the only manufacture offering highly flame-resistant, officially approved OSB boards. KRONOPLY OSB SF-B is a logical further development of the classic product KRONOPLY OSB/3. A certified institute in Germany tested the new board and gave it the European fire rating B-s2, d0 for highly flame-resistant building materials. Like



the other KRONOPLY OSB products, KRONOPLY OSB SF-B is made using only fresh thinnings from sustainably managed forests. KRONO also uses formaldehyde-free binders, thus proving once again that safety, environmental awareness and feeling good belong together.

### **KRONOTEX Laminate 2013: New Decors Extend the Collections**

KRONOTEX will also present 36 new decors and four new surface structures at BAU 2013. As a result, KRONOTEX now offers its customers a total of 156 different laminates to choose from.

The MAMMUT, EXQUISIT, DYNAMIC and MEGA series are gaining innovative new decors. The trend is mainly towards a natural appearance. The look and feel of the newly developed surface structures resemble those of real wood more closely than has ever before been achieved. Special embossing perfectly imitates the relief of typical wood surfaces.

At BAU 2013, KRONOTEX will debut a birch wood décor in country house style, a brushed pine style and various oak decors. All of these new additions fit seamlessly into the globally successful, high-quality collections available from KRONOTEX.

Particularly for specialised dealers, KRONOTEX developed its premium ROOMS brand and introduced it to the market in 2012. The ROOMS collection comprises 30 new decors and surface structures as well as three new skirting board styles. To ensure that the ROOMS products are optimally presented in retail outlets, KRONOTEX has created a four-module shop-in-shop system with integrated flat panel display. It lets customers use an online "floor studio" on the spot to get an idea of how a laminate flooring would look in different room situations. The [virtual floor studio](#) is also integrated in the new [ROOMS website](#), along with detailed presentations of all ROOMS decors and information about all surface structures, installation and accessories.



### **Sustainability at KRONO: EPDs Ensure Transparency**

In September 2012 the MDF boards for roofs and walls, the KRONOTEC DP50 and WP50, were honoured by Environmental Production Declarations (EPDs). The German Institute for Construction and Environment (IBU) looked at the entire product lifecycle – from procurement of the raw materials across manufacture and use all the way to ultimate disposal. Its findings were flawless: in many respects, the measured values were well below the standards, for example those for emissions and noise abatement during production. EPDs have also been issued on KRONOPLY OSB and KRONOTHERM insulation.

Each declaration contains information on energy and resource consumption, and whether or not and if so to what extent a product contributes to the greenhouse effect, acidification, eutrophication and smog formation. Information on technical properties is included, and also on service life, indoor climate, and thermal and acoustic insulation. KRONO ensures transparency and trust by publishing these data for anyone to read.

### **Energy Awareness: Refurbishing with Natural Building Materials to Improve Energy Efficiency**

Buildings account for forty percent of our consumption of final energy (energy that has been converted from primary energy carriers such as crude oil or natural gas), and three-quarters of that goes for heating. This has to change. The German government has formulated an energy policy with ambitious targets: the heat requirement of the country's existing buildings is to diminish in the long term and even attain climate-neutral status by the year 2050.

There is enormous potential for saving energy by optimising buildings' energy efficiency. And these opportunities can be fully taken advantage of with modern, eco-friendly wood-based materials. Simply insulating a roof with KRONOTHERM flex can slash heating costs by up to 30 percent. The use of wood-fibre insulation for these applications is increasing; its physical properties make it the ideal material.



## **Urban Development: Creating Living Space by Adding Storeys**

In the year 2050, 75 percent of the earth's population – which by that time will have topped nine billion – will live in cities. It is a challenge to create more living space in densely developed urban zones. One alternative to expanding sideways is to build upward by adding storeys. Wood-based materials from KRONO, such as KRONOPLY OSB, are excellently suited for this – and reduce environmental burdens into the bargain.

**“We are pleased to be involved in this top industry event, presenting our innovative products and ecological solutions and engaging in a dialogue with fair visitors,” says Uwe Jöst, the managing director of KRONOPLY GmbH.**

**The KRONO Group at BAU 2013: Hall B5, Booth 316**

### **About the SWISS KRONO Group**

The Swiss Krono Group began as a single company that was established in Switzerland in 1966. It subsequently grew into one of the world's leading producers of wood-based materials, employing more than 4,800 today. Its owners and employees are acutely aware of their economic, quality and environmental responsibilities and take a long-term business approach, producing modern, environmentally sound products from wood, a renewable raw material. The group has its headquarters in Lucerne, Switzerland. Its German companies, KRONOPLY and KRONOTEX, are based in Heiligengrabe. [www.krono.com](http://www.krono.com)

KRONOPLY GmbH is one of the most successful makers of OSB boards in Europe. Its other core competencies are production of MDF and HDF as well as the manufacture of high-quality wood-fibre-based insulation. [www.kronoply.com](http://www.kronoply.com)

The production facility of KRONOTEX GmbH & Co. KG has a capacity of about six million square meters of laminate flooring a year, making it one of Europe's leading laminate manufacturers. [www.kronotex.com](http://www.kronotex.com)

### **Contact**

Head of Marketing  
Uwe Petzold  
Tel.: +49 (0) 33 962 69 163  
Fax: +49 (0) 33 962 69 380  
[uwe.petzold@kronoply.de](mailto:uwe.petzold@kronoply.de)

KRONOPLY GmbH  
Wittstocker Chaussee 1  
16909 Heiligengrabe  
Germany  
[www.kronoply.com](http://www.kronoply.com)

**About BAU 2013**



BAU 2013, the world's leading trade fair for architecture and building materials and systems will take place on the New Munich Exhibition Grounds on 14-19 January 2013. Around 2,000 exhibitors from more than 40 countries and some 240,000 visitors from around the world are expected. With total exhibition space of 180,000 sq.m, BAU will present architecture, materials and systems for construction and renovation of commercial buildings, housing and interiors. It is the world's only such event that brings together the industry's market leaders every two years for an exhibition spanning all disciplines. Attracting around 50,000 planners, BAU is also the world's largest trade fair for architects and engineers.

**Images:**

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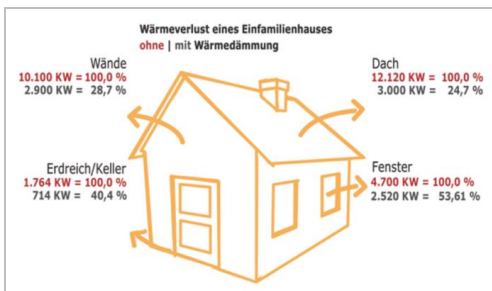
KRONO trade fair stand in striking red.



Uwe Jöst, the managing director of KRONOPLY.



Harald Sauter, a master carpenter and KRONOTHERM application technician, demonstrating the use of KRONOTHERM flex wood-fibre insulation.



Heating costs can be greatly reduced by systematically insulating houses as part of renovating them to increase their energy efficiency.



This indoor equestrian arena at the Marbach stud farm was largely built with wood-based materials from KRONOPLY.





In the Berlin borough of Tegel, wood-based materials from KRONO were used to add a storey and create healthy, energy-efficient living space.



Detached homes for which their builder-owners opted for eco-friendly wood-based materials from KRONO.



The 2013 KRONOTEX laminate collection features new decors and surface structures.

The ROOMS collection has been available since 2012. It was specifically created for specialised merchants.