

Wienerberger explores innovative insulating materials and launches a strategic partnership with Interbran

- › R&D start-up Interbran Baustoff GmbH specializes in the development of mineral, non-combustible insulating materials
- › Wienerberger contributes capital and industrial know-how to the partnership
- › Next steps: establishment of a pilot site for industrial production and market launch

Vienna, November 6, 2018 – The Wienerberger Group, one of the leading building material producers in Europe, has entered into a strategic partnership with the Interbran Group, a specialist in innovative materials and technologies. Together, the two companies intend to develop new and sustainable materials with optimal insulating features. Based on successful application tests and pilot projects, industrial production of these high-performance insulating materials is to be started as soon as the products are ready for market introduction.

Heimo Scheuch, CEO of Wienerberger AG: “Energy consumption, safety and recyclability are important issues for the construction industry, which Wienerberger has been addressing for a long time. As innovation leader of our sector, we consider it our task to find answers to the challenges of the future. Together with Interbran, we will work on unique, natural mineral insulating materials, which are non-combustible and, above all, completely recyclable.”

Through intensive research and development activities, the Interbran Group has succeeded in developing materials with insulating features which by far exceed those of other products currently available on the market. These innovative insulating materials are made of mineral raw materials with high-performance additives. Given their excellent thermal-insulation values, they can be applied in thinner layers; they are non-combustible and, being of natural origin, have a positive influence on the indoor climate. Thus, they are well suited for a variety of applications for walls, facades and roofs in both new construction and renovation. Owing to their mineral components, these products not only help to reduce energy consumption and increase fire safety, but can also be fully recycled and/or safely disposed of at the end of the product life cycle.

Supported by the Wienerberger Group’s industrial know-how, Interbran’s innovative solutions are to be developed to market maturity. Subsequently the insulation material will be produced and marketed at a pilot production site.

Professor Kurt Schümchen, co-founder of the Interbran Group: “We are happy to have found a partner in Wienerberger AG who is open to research on innovative materials based on the most advanced technology. Thanks to Wienerberger’s industrial expertise, we will be able to speed up the market launch of innovative and, above all, non-combustible products for a broad range of wall, facade and roof applications.”

To view a video on the insulating materials of the future and the partnership with Interbran, please visit wienerberger.com.

About Interbran

Founded in 2013, the Interbran Group specializes in the development of innovative materials for new applications in industry, building construction, medicine and environment-friendly applications.

Wienerberger Group

Wienerberger is the world’s largest producer of bricks (Porotherm, Terca) and the market leader in clay roof tiles (Koramic, Tondach) in Europe as well as concrete pavers (Semmelrock) in Central and Eastern Europe. In pipe systems (Steinzeug-Keramo ceramic pipes and Pipelife plastic pipes), the company is one of the leading suppliers in Europe. With its total of 195 production sites, the Wienerberger Group generated revenues of € 3,119.7 million and EBITDA of € 415 million in 2017.

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