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PRESS RELEASE

SMART³ PROJECT, COMPANIES AND ENVIRONMENTAL SUSTAINABILITY: RENOLIT CREATES A FOREST TO HELP REDUCE CO₂

For every three rolls of RENOLIT ALKORSMART sold, the company plants a tree in Africa, Latin America or Asia. To date, 1,500 plants have already been planted by RENOLIT thanks to their collaboration with Treedom, the company that makes it possible to plant trees remotely and in doing so, contribute to safeguarding the planet.

Sant Celoni, Barcelona, 12th May 2020 – To grow forests and woods and thus help reduce CO₂ emissions, in order to compensate for the environmental impact generated, albeit minimal: this is the aim of the [Smart³ project](#) developed by **RENOLIT**, a leading company in the roofing and waterproofing sector. Their collaboration with the Treedom platform allows them to finance the planting of trees around the world and combat deforestation.

This is how the **RENOLIT** forest was born: for every three rolls (equal to 126 m²) of 1.2 mm thick **RENOLIT** ALKORSMART purchased, the company will plant a tree via the [treedom.net platform](#) to support the fight against the greenhouse effect.

The construction industry is responsible for around 36% of CO₂ emissions and 40% of energy consumption in Europe. So, the future of the industry lies in efficiency: climate change, the ever-growing demand for natural resources and energy, and the awareness that there is no planet B, are prompting man to find increasingly efficient solutions and products. In its constant search for excellence, the **RENOLIT** R&D Department has created a revolutionary product for the roofing sector under the **RENOLIT** ALKORPLAN brand, to successfully offer the best performance with the minimum use of resources.

RENOLIT ALKORSMART is a sustainable choice three times over.

"Less resources": with just 1.2 mm, **RENOLIT** ALKORSMART provides water tightness, mechanical and chemical resistance, as well as energy savings, versatility, aesthetics and resistance to UV rays. So, as it successfully offers greater durability, despite being a thinner membrane, **RENOLIT** ALKORSMART is much more sustainable than any other synthetic

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covering. It offers a positive relationship between the resources used and the yield provided throughout its life cycle.

"Less energy": an innovative feature of the **RENOLIT** ALKORSMART "cool colour roof" is its Solar Shield Technology. This revolutionary technology offers a high capacity to reflect solar radiation, thanks to the use of special pigments that make it possible to limit the energy needed for air conditioning.

"More oxygen": the commitment made in creating this cutting-edge solution was still not enough for the company, **RENOLIT** wanted to go further and compensate for the environmental impact of the product, albeit already extremely limited. With the start of the Smart³ project, the purchase of **RENOLIT** ALKORSMART can now generate environmental benefits too, not to mention economic and social advantages that can support the development of the local populations involved.

In fact, the chosen tree will be planted by farmers located in some of the world's poor countries, particularly in Africa, Latin America and Asia, who will take care of it and benefit from its fruits. Thanks to Smart³, many farmers will have the opportunity to receive funding to plant fruit trees or plants that are useful for the local ecosystem, to counter desertification or to be replanted following deforestation.

RENOLIT has already planted 1,500 trees (avocado, grevillea, tephrosia, lemon, coffee, cocoa and neem) in five different countries (Cameroon, Kenya, Madagascar, Tanzania and Ecuador).

Following purchase, customers will be able to know exactly where their trees are and follow their story with constant images and updates. The **RENOLIT** forest can be monitored at <https://www.renolit.com/en/industries/home-building/interior/roofing/smart-3>, thanks to the geolocation and images of each individual tree. Finally, all those who choose **RENOLIT** ALKORSMART will be given a certificate with the amount of CO₂ that each one has helped absorb.

About **RENOLIT WATERPROOFING ROOFING**

Acquired in 2006 and part of the German **RENOLIT Group**, **RENOLIT WATERPROOFING** is the benchmark for the manufacture of durable, versatile and certified high-quality synthetic membranes for waterproofing roofs and coverings, for swimming pools and civil engineering. With its site in Sant Celoni, north of Barcelona, the business unit has about 350 employees, an annual production of one



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million membrane rolls and a turnover that will reach 130 million Euro this year, 45% of which is represented by the roofing division.

Reliability, impeccable aesthetics, energy savings, sustainability, ease of installation and high durability are the strengths of **RENOLIT** ALKORPLAN waterproof membranes. The wide range of products, the flexible approach focused on customer needs, strong know-how and all round on-site technical assistance, characterise the approach and work of the roofing division, with the aim of providing satisfactory coverage solutions for every specific issue.

About the Company

The RENOLIT Group is a multinational company specialising in membranes, films and other high quality plastic products. With more than 30 locations in over 20 countries and sales of 1.031 billion Euro in 2018, the company with headquarters in Worms (Germany) is one of the world's leading manufacturers of plastic materials. More than 4,700 employees contribute every day to developing and growing the know-how gained in over 70 years of business.

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