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Sustainable paint: trend or eco-niche?
DAW starts new Stakeholder Dialogue

Ober-Ramstadt, 30th June 2016 (DAW) – The new series of dialogues with DAW SE puts the building shell at the centre-point of public discussion. The opening event on 23rd June 2016 in Darmstadt was devoted to the outermost protective layer of facades – the paints and enamels.

As a supplier of innovative coating systems, it is a matter of particular concern for the building paints and insulation manufacturer, DAW SE, that the importance of the whole building shell is highlighted for an energy-optimised structure aligned to sustainable criteria. There is the requirement of bringing the relevant knowledge together to form an interdisciplinary unit. "With regard to the many interfaces, complete solutions are demanded," said Dr. Ralf Murjahn, CEO of DAW: "Discussion on this is a good idea for all participants." This is because the building shell is the most expensive component which has to fulfil the highest requirements with regard to economy, sustainability and efficiency and can assume the most varied design shapes. The building shell determines the relationship of the interior to exterior space and, with its appearance, it decisively affects the image of cities and quarters.

Sustainable paints and enamels

Along with the "Sustainable Enterprise", the action fields of the DAW sustainability strategy are the "Sustainable Building" and "Products". Dr. Christoph Hahner, responsible within the DAW Executive Board for Research & Development, explained the sustainable product philosophy: "Our innovation strategy follows the guiding principles of aesthetics, functionality, ecology and energy efficiency." He is certain that the use of renewable raw materials and climate topics will play an increasingly greater role going forward. Already this year DAW has therefore launched product lines for the professional worker (Caparol CapaGeo) and for the DIY customer (Alpina Klima-Weiss) onto the paints market which are specially orientated to sustainability.

With reference to the subject of the event, "Sustainable paint: trend or eco-niche", the participants of the Stakeholder Dialogue concentrated on the definition of sustainability criteria and the use of renewable raw materials. For example, which
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aspects of packaging and container shapes as well as sizes come into question under sustainability viewpoints.

Paint and design

Under socio-cultural aspects paint is also very important with regard to well-being and the quality of life. DAW SE already offers special colour concepts for the most varied living situations. This includes for example, schools, kindergartens, care homes or also whole city quarters. Also discussed was which socio-cultural effects aesthetics and design have in the current period and whether DAW is operating in keeping with the time.

DAW in demand as a responsible enterprise

At the end of the day it appeared that there was no easy answer to the question of "trend or eco-niche" The participants were however unanimous in that sustainability criteria are becoming increasingly important in the "Paints & Enamels" sector and that new products which take this into account will in no way be left in an eco-niche. The requirement on responsible enterprises entails finding really sustainable solutions and imparting them to their customers.

The dialogue series is being supervised and moderated by the Munich agencies akzente kommunikation und beratung gmbh and sustainable AG.

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Background: DAW Stakeholder Dialogue

The significance of paints and enamels in the design of buildings forms the continuation of the Stakeholder Dialogue "The Future of Thermal Insulation". Under this motto at the end of 2014 DAW SE, as the first company in the industry, set a discourse in motion. The inducement was the increasingly controversial debate about the sense and purpose of thermal insulation which DAW SE has constructively followed in an active and open interchange with supporters and critics. Spread over five workshops the central key questions on the main topics of fire protection, recycling and design have been discussed and possible solutions developed for the future. The results of the dialog series were presented to a broad public during a concluding event in Frankfurt in June 2015.

Pictures

PC: DAW CEO, Dr. Ralf Murjahn, highlights the significance of the whole building shell for an energy-optimised building structure aligned to sustainable criteria.
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PC: "The use of renewable raw materials and climate topics will play an increasingly greater role going forward" – of that DAW Director, Dr. Christoph Hahner, is certain.

PC: An attentive audience for the presentations during the DAW Stakeholder Dialogue, "Sustainable Paint".
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PC: Participants of the DAW Stakeholder Dialogue, "Sustainable Paint", in June in Darmstadt.

Link list:

akzente gmbh - https://www.akzente.de/
sustainable AG - http://www.sustainable.de/
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About the company:
DAW SE, Ober-Ramstadt
The DAW Group is the market leader in the building paints sector in Germany, Austria, Turkey and Belarus. In Europe the company occupies third place for building paints behind two large international companies. With about 5,600 employees in Germany and abroad (not including holdings) and with an annual turnover of about 1.3 billion euros, DAW is Europe's largest building paints manufacturer in private ownership. The group of companies includes Caparol (paints, enamels, glazes, thermal insulation composite systems) and Alpina (the brand for DIY enthusiasts). The most well-known product is Alpinaweiß - Europe's most sold interior paint.

In May 2012 DAW won the n-tv Medium-Sized Enterprise Award "Hidden Champion" in the Sustainability category and in June 2013 the "Health Media Award" together with Forbo for the joint project "Living Spaces". In 2015 DAW, as a sustainable company, was awarded the Gold Medal from the consumer organisation, Verbraucher Initiative.

Press contact:
Karin Laberenz
DAW SE
Company Communication
Roßdörfer Str. 50
D-64372 Ober-Ramstadt
Tel: +49 6154 71-420
Fax: +49 6154 71-99420
Mobile: +49 173 9311 809
E-mail: karin.laberenz@daw.de
www.daw.de