



NEWS

IT'S TIME FOR DOMOTEX!

DOMOTEX, HANOVER, JANUARY 11th - 14th, 2024 HALL 20, BOOTH D22

At the DOMOTEX, the international flooring industry presents its products, offering a great opportunity to catch up on the latest market trends. Sustainability and climate protection are increasingly influencing our industry, the organisation of the trade fair and the exhibiting companies. At this year's DOMOTEX, SELIT shows how sustainability and performance can be combined in harmony. Always sticking to our trade fair motto of "Your perfect flooring is our commitment" we will find the most sustainable and powerful solution for your floors together.

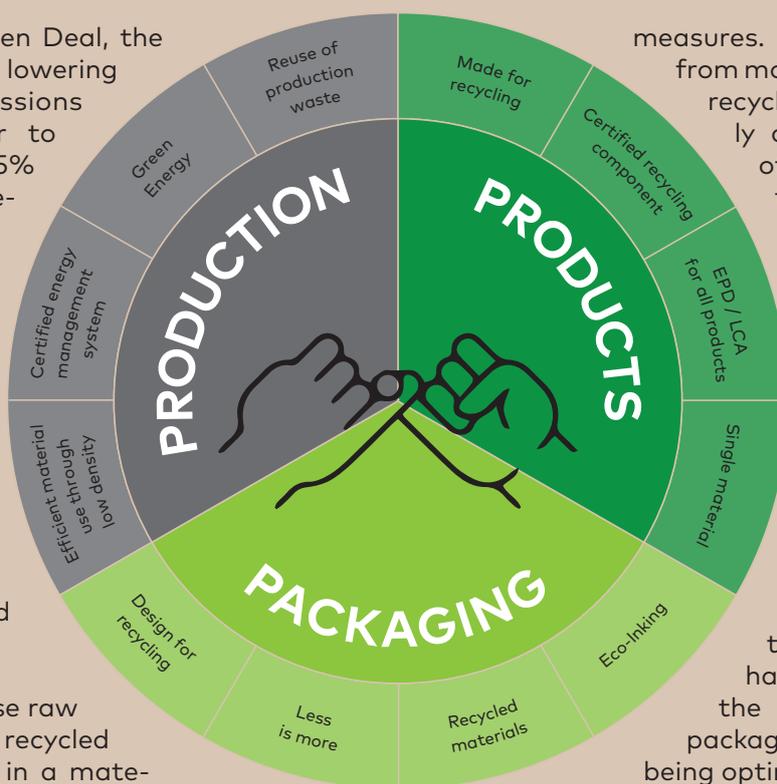
COMMITTED TO SUSTAINABLE SOLUTIONS

With its European Green Deal, the EU has committed to lowering greenhouse gas emissions (the main contributor to global warming) by 55% until 2030 and to becoming carbon-neutral by 2050. To achieve this goal, it calls on all sectors of industry.

In light of this, SELIT increasingly invests in circular economy to reduce its carbon footprint. We focus our responsible action on the topics of raw materials, recycling and energy management.

For instance, we only use raw materials that can be recycled mechanically, meaning in a material and climate friendly way, in their entirety. We have started returning our production-related foam waste back into the production process way back in 2009. Our current recycling rate is 95%.

Our packaging is likewise in the focus of our sustainability



measures. All packaging is made from mono-material and is 100% recyclable. We are constantly checking the availability of recycled packaging materials and are gradually switching to continuous, more sustainable packaging elements.

In 2023, SELIT has summarised its ecological sustainability measures into a Statement of Commitment that considers the areas of production, products and packaging. While the focus in recent years has been on production, the areas of products and packaging are now increasingly being optimised.

At the DOMOTEX 2024, SELIT will introduce SELITeco®, an extended product line that more than halves the proportion of primary raw materials by using recycled and bio-based raw materials, thereby making a massive contribution to the circular economy.

PRODUCT INNOVATIONS



NEW: SELITeco® series with bio-based raw materials

SELIT will be presenting the new direction of its SELITeco® series at DOMOTEX 2024. The focus of the new SELITeco® is on the more sustainable use of resources and the active promotion of the circular economy. By using 60% recycled and bio-based raw materials, SELITeco®'s portion of primary raw materials is more than halved and its carbon footprint is significantly reduced by saving at least 20% in carbon emissions.

The raw material we use for SELITeco® series is polystyrene, a plastic that can be recycled 100% mechanically and thus in a material-friendly and climate-friendly way, providing high-quality regranulate for the raw material cycle.

When it comes to SELITeco®'s packaging, we use 100% certified waste paper for the product inlays with product information and a packaging film made with 30% recycled materials protecting the product. Furthermore, we don't use packaging material where it isn't necessary. All packaging elements are 100% recyclable and thus suitable for circular economy.



RESOURCE-FRIENDLY
Use of regranulate to reduce primary raw materials; 100% of waste foam returned to the production process

SUSTAINABLE PACKAGING
100% recycled FSC paper; film made with at least 30% recycled material

BIO-BASED
With ISCC+ certified, regrowing raw materials

SAFE FOR HEALTH
Free from plasticisers, formaldehyde and other toxins; 'Blue Angel' certified

100% SUITABLE FOR CIRCULAR ECONOMY
100% recyclable thanks to mono-material in product and packaging

CLIMATE-FRIENDLY
Reduces carbon footprint by at least 20%; produced with renewable energy

PRODUCT INNOVATIONS

The new SELITeco® series comprises four products:



Wood flooring / laminate underlay
Content: 15 m²
Dimensions: 1.2 x 12.5 m
Packaging unit: 27 pcs.

LAMINATE ✓ PARQUET ✓



Wood flooring / laminate underlay
Content: 10.2 m²
Dimensions: 1.2 x 8.5 m
Packaging unit: 27 pcs.

LAMINATE ✓ PARQUET ✓



Wood flooring / laminate underlay
Content: 6 m²
Dimensions: 0.8 x 7.5 m
Packaging unit: 34 bags

LAMINATE ✓ PARQUET ✓



Underlay for vinyl click flooring
Content: 7.2 m²
Dimensions: 1.2 x 6 m
Packaging unit: 42 pcs.

LVT, SPC, RIGID ✓

PRODUCT INNOVATIONS



SELITBLOC® ULTRA 1 MM: Lightweight boasting 1,000 kPa

Compressive strength is an important criterion when it comes to protecting vinyl click flooring from loads. Some manufacturers specify particularly high compressive strength for their flooring products. However, the new SELITBLOC® ULTRA shows that "high compressive strength" doesn't necessarily equal "heavy". Employing a highly developed recipe and the raw material polypropylene (XPO) we have arrived at a foam quality that combined low density with high compressive strength.

This finally makes the causality between weight and high compressive strength a thing of the past. This is particularly good news for ambitious DIYers as handling the underlay during transport and installation is a much more relaxed affair than with heavy foam sheets.

SELITBLOC® ULTRA also wows with its complete resistance to plasticisers, making it ideal for all types of vinyl click flooring.

As a mono-material it is fully recyclable and thus suitable for circular economy. Thanks to its low density and thus highly efficient use of valuable raw materials, it saves on resources, too. Its low weight also cuts carbon emissions during transport.

The SELITBLOC® ULTRA combines the traditional performance capabilities of any SELIT product with efficient material use, raw materials that are fully suitable for circular economy and surprisingly low product weight.



PARTNER OF TRADE AND INDUSTRY

Our passion is dedicated to perfectly functioning floor systems. Retail or flooring industry: Our products are designed to hold up in every-day use – from rampaging kids to overflowing bathtubs to grandmother's heavy chesterfield. Our products will convince you too – and that includes their sustainability. **See for yourself.**



A comprehensive product range for all applications

Underlay for floating floors such as laminate, wood flooring and vinyl click flooring, including LVT, SPC and Rigid floors, is the backbone of our product range. It includes underlay for various fields of application and price classes.

Thereby, we always strive to combine quality, performance and sustainability to make sure our underlay contributes to a perfectly functioning floor system. Catering to the DIY sector, our underlay is super easy to install thanks to its low weight and features such as easy lay™, easy click™ and easy cut™. Our underlay has been awarded the 'Blue Angel' label for being "harmless in home environments" and is the first underlay in the world to have received a TÜV certificate.

Water-proof, digitally printed skirtings complement our range and allow for a no-compromise water-proof floor system with 10 different profile types.



Together with the flooring industry, we develop individual solutions for foams for direct lamination. Our non-cross-linked XPO and XPS foams are offered in different sizes, colours and with various refinements. Under the SELITPAD® brand name, they are used with laminate and multi-layer floors.

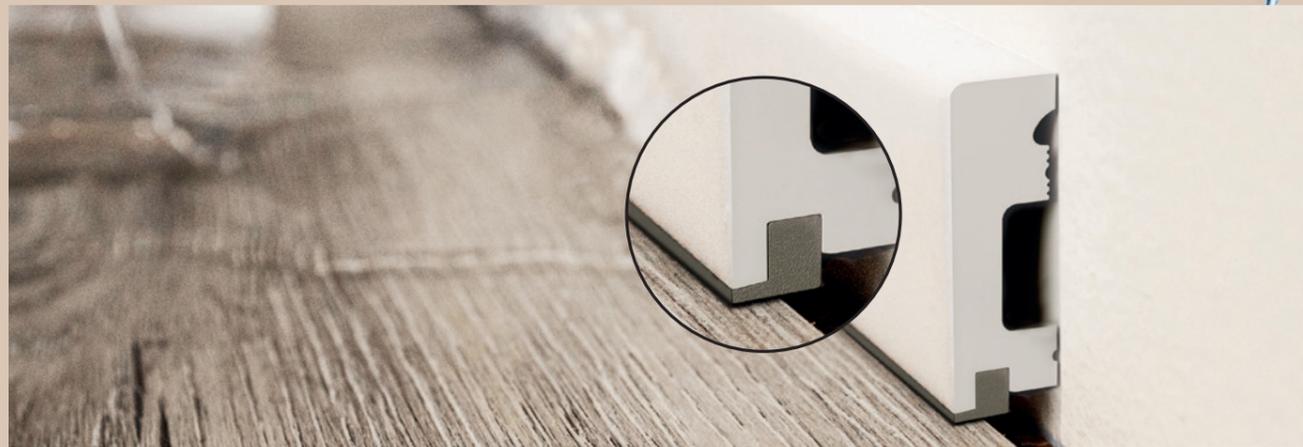
Our OEM solutions are equally varied. We focus on individual product solutions developed with our customers and tested for their suitability as complete floor systems at our testing and development laboratory.

WATERPROOF SKIRTINGS

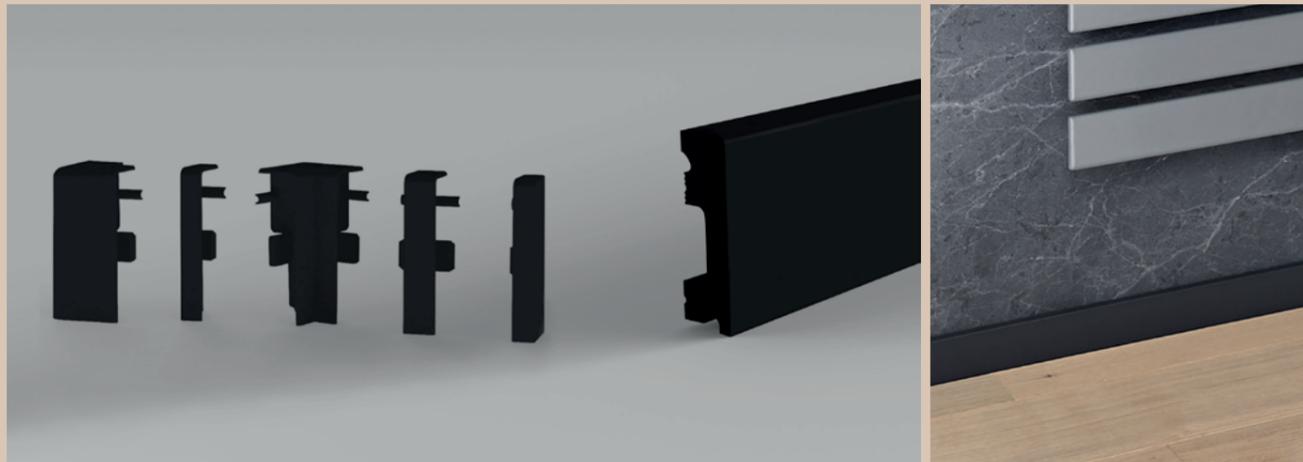
NO-COMPROMISE WATERPROOFNESS

Waterproof skirtings allow for a no-compromise waterproof floor system. To further emphasise this claim, we have developed a foam tape that prevents moisture from creeping behind the skirting, thereby preventing moisture damage to the skirting, walls and floor.

Another advantage of the foam tape is the acoustic decoupling of the skirting from the floor, as the skirting no longer are in direct contact to transmit sound to neighbouring rooms via the floor. The foam tape is available in 10-metre length as an accessory in a convenient paper box with Euro perforation. It is simply cut to the desired length and inserted into the existing groove in the skirtings.



BLACK IS BEAUTIFUL



As design elements, skirtings can have an effect on the personality of a room. Especially when they differ in colour from the floor. The black SELITSTYLE® FBL 50 skirting lends modern rooms a stylish appearance. Black is often used to accentuate and matched to the interior colours. Like all FBL50 skirtings it can be attached with ease using our backnails or glued to the wall.

Matching accessories, inner and outer corners, connectors and end pieces are also available in black.



SELIT STYLE®

SUSTAINABILITY AT SELIT

OUR GREEN STORY



A clear dedication to sustainable management is more important than ever before. We at SELIT take our responsibility for people and the environment seriously. To meet this challenge, we constantly strive to protect resources, lower our energy consumption, reduce waste and develop new, environmentally friendly products.

This video shows our path towards a smaller footprint.

WE ARE PLANTING A SELIT FOREST

Reforestation marks an important strategy in fighting the climate crisis. Besides our corporate measures and initiatives to reduce carbon emissions, we support the work of PLANT-MY-TREE®, an organisation that has provided us with a forest area in 54647 Dudeldorf in Rhineland-Palatinate, where we are planting our SELIT forest. To celebrate various dates, we plant trees to compensate for carbon emissions and protect the climate.

Our christmas campaign 2022 marked the project's start with 1,000 trees planted. We are using the 2024 DOMOTEX as an opportunity to plant additional 1,000 trees in our forest in return for dispensing with printed invitations and reducing the number of brochures.



RECYCLING BEATS THROWING AWAY

The service life of our trade fair elements is limited. That's why the option of upcycling old trade fair banners and turning them into trendy bags is ever more interesting.

Together with Stift Tilbeck GmbH, an inclusion organisation that gives persons with disabilities and seniors a home and work place, our old light box banners are turned into amazing bags and backpacks. At the 2024 DOMOTEX, SELIT will hand these bags out to visitors as an alternative to conventional paper bags.



NEW COLLEAGUES IN SALES MANAGEMENT



Stefan Poorten
Sales Director Industry / OEM

Stefan Poorten (41) has become the new Sales Director for Industry / OEM at SELIT Dämmtechnik GmbH on 1st December 2023. Once he has settled in, he will resume responsibility for all existing and new European accounts in the industry and OEM sector within the SELIT sales structure and will mainly serve the flooring industry.

Stefan Poorten draws on more than 20 years of international experience with industry customers and their individual production processes and most recently served as the International Sales Director for the leading industrial adhesive manufacturer Jowat SE in Detmold.



Alexander Zimmermann
Sales Director DIY

Alexander Zimmermann (33) has become the new Sales Director for DIY at SELIT Dämmtechnik GmbH on 1st September 2023. Together with the existing sales team, will be responsible for serving renowned DIY store operators in Germany and abroad. Together with Mr. Zimmermann, we worked out a succession plan for Thomas Palm early on. Following a handover phase, Thomas Palm will end his highly successful career with SELIT in the spring of 2024, retiring after a 40-year tenure.

Alexander Zimmermann draws on more than 10 years of experience in the DIY industry and most recently served as a Key Account Manager and Field Service Manager at Schulz Farben- und Lackfabrik GmbH in Langenlonsheim.

TECHNOLOGY CENTRE WITH LABORATORY EXTRUDER FOR INDIVIDUAL FOAM DEVELOPMENT

For a few years now, SELIT has been operating a technology centre equipped with a testing extruder to test individual recipes and develop individual foam solutions. In early 2023 we pooled our development capacities by converting about 500 m² of floor space in hall 1.

The new technology centre is now equipped with various systems and testing devices. Independent of our actual production environment, it allows us to test sample foams and run trials (often with our customers) and to train employees.



The paper used to produce this brochure contains 30% recycled material. Additionally, the paper is FSC® certified and was produced in a carbon-neutral way.

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