

PRESS RELEASE



Press contact

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Sustainability from production to the end consumer

SELIT presents its GreenStory at DOMOTEX 2023

SELIT is one of the leading manufacturers of underlayment for laminate, wood flooring and vinyl click flooring. Sustainable and environmentally conscious procedures in production and administration represent important factors in the company's development.

SELIT is now presenting its sustainability story at DOMOTEX. The course for sustainable management was set early on. Already since 2009, production-related foam waste has been shredded fully automatically, regranulated and returned to the company's own production process. The recycling rate is 95%. Through reuse and process optimisation, 3,000 tons of raw materials are saved annually. Since 2017, the amount of waste has been reduced by 30%, with a simultaneous increase in production volume of 11.6%.

Energy management has been certified according to ISO 50001 since 2013. Many milestones in savings and more efficient use of energy have been achieved since then. For example, energy controlling software has been used for detailed recording and analysis since 2015. In 2016, an open-air cooling system was installed for two production halls, which uses temperature differences in ambient conditions to generate process cooling water in an efficient and resource-saving manner. This was followed in 2018 by an open-air cooling system also for the third production hall.

Another important milestone was the installation of a photovoltaic system in 2021, which enables SELIT Dämmtechnik GmbH to produce its own green electricity. The planned expansion of the system to additional hall roofs will triple the green energy generated and used by 2030.

Further continuous optimisations in the production process, ongoing renovations and refurbishments to the building shell at the company's site in Erbes-Büdesheim, Germany, as well as the adaptation of the heating system and lighting, contribute to the energy savings and reduction of the CO₂ footprint.

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Sustainability of the products

Due to the carefully considered selection of materials, all products are 100% mechanically recyclable. The high-performance, low-density foam ensures efficient use of materials with 25 times the output and resource-efficient production. The low weight of the products produced from extruded polystyrene and extruded polyolefin provides a weight advantage during transport, which significantly saves energy and therefore CO₂. The products, which are mainly sold as folding panels, also ensure the efficient utilisation of truck capacity.

Up to 80% regranulated material is used in SELIT's products. By 2030, SELIT is committed to the certified use of an average of 30% recycled material and likewise to the preparation of EPDs/ LCAs for all products. Due to their high insulating properties, the products reduce heat loss by up to 30%, depending on their thickness, and save energy just by their use, blocking the cold from underground and retaining the heat in the room.

SELIT also pays attention to sustainability when it comes to packaging. Packaging is carried out according to the "as little as possible, as much as necessary principle" and always with recyclability in mind. All components are easily separable and 100% recyclable, thereby supporting the reuse cycle.

Owing to the resource-saving measures in production and administration, as well as packaging recycling, SELIT saves almost 10,000 tons of CO₂ annually. Converted into trees, 782,640 beech trees would have had to be planted to compensate for this amount.

At DOMOTEX 2023, SELIT will be presenting its measures for the sustainable use of raw materials and energy and, in addition to its booth motto "Your perfect flooring is our commitment," will be placing a focus on the topic of sustainability.

With the SELITeco 5 mm, SELIT is presenting a sustainable product for which consistent attention has been paid to its recyclability and packaging, with the specific use of materials containing recyclate. The SELITeco 5 mm is part of the special GreenCollection area.

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Photos:



State-of-the-art recycling system
recycling_plant_SELIT.jpg



silo_recycling_SELIT.jpg



Foam waste returns to the production process as regranulate.

regranulate_SELIT.jpg



Photovoltaic system for own power production.

aerial_view_pv_system_SELIT.jpg