

NEWSPAPER

The revolution is perfect

The first waterproof skirting awarded the Blue Angel



www.blauer-engel.de/uz120

- low emissions
- low pollutant content
- no adverse impact on health in the living environment

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The new SELITSTYLE® skirting was showcased as a revolutionary skirting extrusion incorporating the inline Digi-Print process at DOMOTEX 2019. Since then, it has been successfully implemented on the markets in a collection of concepts. DOMOTEX 2020 will be the next chapter in this award-winning story. SELITSTYLE® skirtings were the first waterproof skirtings to be given the Blue Angel certification in recognition of their particularly healthy product properties. The skirtings are low in emissions, have a low pollutant content and can be used in living environments without any harm to health. The award underlines SELIT's strategy of offering healthy, sustainably made and safe products. The Blue Angel is the German Federal Government's ecolabel

for particularly environmentally friendly products. This independent test seal – the world's most successful – confirms to consumers that the product meets high demands regarding environmental, hygienic and usage properties.

From eco-friendly production

The innovative skirtings have done more than just win multiple awards. They are also made in a resource-conserving manner using 100% renewable energy and from up to 80% recycled material without any material losses.



Highest number of hammers in the SELBST AUSPROBIERT test

The SELITSTYLE® skirting system also won over the testers during the SELBST AUSPROBIERT test conducted by DIY magazine selbst ist der Mann with five hammers and was thus rated "Very Good". Not only do these skirtings boast practical installation, their attractive appearance and complete recyclability were also highlighted.



PLUS X AWARD in three categories

The PLUS X AWARD – the world's largest innovation award for technology, sports and lifestyle – honors brands for leading the way in product quality and innovation. The SELITSTYLE® skirtings received the PLUS X AWARD quality seal in the Innovation, High Quality and Functionality categories from the expert panel.



Our range for healthy living:

SELITAC®

Wood flooring and laminate underlayment

SELITPRO®

Wood flooring and laminate underlayment (TwinFoam™, XPO)

SELITBLOC®

Underlayment for vinyl click flooring

SELITstop®

PE vapour barrier



SELIT STYLE® waterproof skirtings



Good for people and nature

At DOMOTEX 2020, SELIT Dämmtechnik GmbH will show that it is continuously expanding its healthy living range.

SELIT's healthy living range

Almost the entire SELIT DIY range now with Blue Angel

Since only materials that are safe in the home environment and help achieve a healthy indoor climate are used in production, it's not surprising that over 80 % of the SELIT DIY assortment has already been awarded the Blue Angel ecolabel. The products are low in emissions and pollutant tested, so they help to protect the environment and are considered to be compatible with healthy living.



The award-winning products

All SELITAC®, SELITBLOC®, SELITPRO®, TwinFoam™ and XPO underlayment as well as the SELITstop® PE vapour barrier film, which is made from 100% recycled material, can be decorated with the Blue Angel. SELITSTYLE® skirtings are also the first waterproof skirtings to bear the world's most successful environmental label. These awards of the SELIT product portfolio underline the high quality and sustainability of the products.

All SELIT foams are 100% environmentally produced

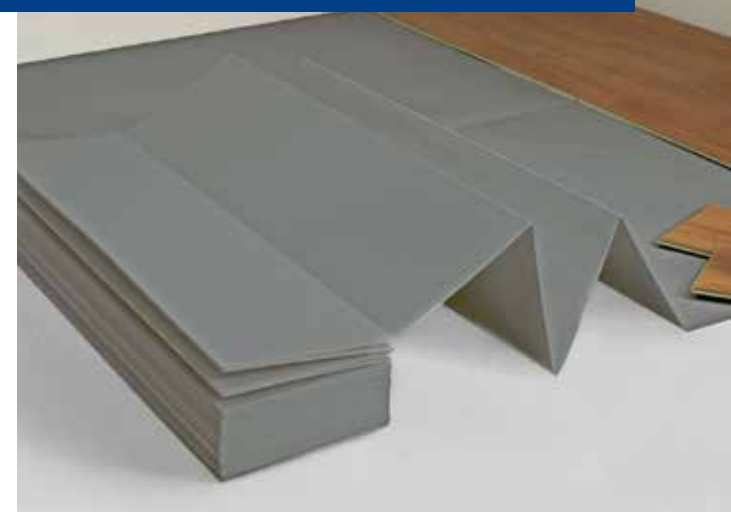
SELIT's introduction of a DIN EN ISO 50001 energy management system has enabled it to make more efficient use of energy internally. What's more, it already handles resources sustainably and thus exceeds requirements even today.

Thanks to efficient and thus eco-friendly production processes such as a state-of-the-art recycling system, SELIT products also conserve the Earth's resources. By using materials that are less polluting, SELIT as an innovative company is doing more than just creating a cozy indoor climate, it's also sending a clear signal for healthy living.

NEW: BASIC as folding panel variant

The BASIC wood flooring and laminate underlayment for low-traffic rooms now come in a folding panel format that is more DIY friendly. With its performance data, which is the same as that of the established roll, it helps to protect flooring and maintain comfortable living.

BASIC has established itself as a low-cost entry-level product that, unlike PE foam, meets the minimum requirements of EN 16354.



XPO range expanded

The new noise absorbers for wood flooring, laminate and vinyl click flooring

SELIT Dämmtechnik GmbH has been producing high-performance extruded polyolefin underlayment for one year now. At DOMOTEX 2019, it started out with two products for the floating installation of wood flooring and laminate. Huge success on the market has encouraged SELIT Dämmtechnik GmbH to expand its XPO range in time for DOMOTEX 2020 by adding

SELITPRO[®] XPO

SELITBLOC[®] XPO

another underlayment for wood flooring and laminate floors and two underlayment for vinyl click flooring.

The XPO range now thus comprises the SELITPRO[®] XPO 1 mm and 2 mm AquaStop[™], the SELITPRO[®] XPO 2 mm and the SELITBLOC[®] XPO 0.6 mm and 1 mm variants.

The high-performance polyolefin foam (XPO) underlayment boast impressive performance parameters.

Superb durability

All of this is made possible by ideally combining density and strength, which produces enormous pressure stability so that even relatively thin underlayment can exploit the full performance range and provide effective floor protection. This makes the underlayment particularly suitable for use under thin and mostly flexible vinyl click floors. SELIT is now also offering two high-performance underlayment on XPO basis measuring 1 mm and 0.6 mm thick for vinyl click flooring.

Divinely quiet

In addition to their enormous load-bearing capacity, XPO products impress with a top walking sound reduction, making them indispensable in terms of achieving pleasant room

acoustics. This is particularly important given that wood flooring and laminate floors are naturally noisier. Loud walking noises will also be a thing of the past here.



Reliably compensating

The polyolefin foams' fine, even structure also means that unevenness can be reliably compensated. This is particularly important for thin vinyl click floors, where the minimal thickness often leads to click connection breakage. Such damage can only be prevented if the underlayment reliably encloses the unevenness so that the floor is fitted closely and without any hollow layers. The risk of the telegraphing effect on vinyl click floors, where the substrate in the thin cover is visibly raised, can also be drastically reduced.

Ideal for rolling installation

As you would expect from SELIT insulating underlayment, installation is simple and convenient. With the XPO range, SELIT explicitly relies on rolled goods as they are particularly

easy to handle due to their flexible material. They lie flat directly – without any roll-back effect. Another advantage that will win contractors over is that the underlayment can be cut "like butter" – with even greater precision along the printed easy cut[®] grid. The SELITPRO[®] XPO 1 mm AquaStop[™] laminate underlayment also impresses with an installation feature that facilitates the necessary butt bonding. It is supplied directly with overlap and adhesive tape.



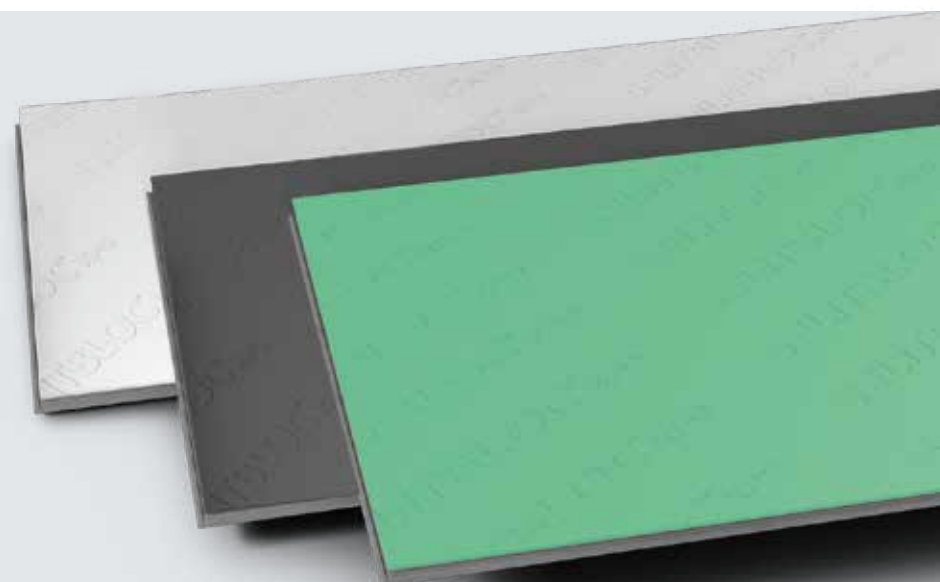
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XPO for pre-attached underlayment

For prelaminated vinyl click flooring

For 20 years, SELIT Dämmtechnik GmbH has been supplying the laminate flooring industry with SELITAC[®] polystyrene foams for direct lamination. Proud to be a part of these floors, this joint work with industrial partners also helps in the development of innovative laminate underlayment for the company's own product portfolio.

SELITBLOC[®] foams made of polystyrene and polyolefin for direct lamination on vinyl click flooring, which SELIT has been offering for some time, are also the result of individual customer projects, partnership-based cooperation and its own development work. This development underlines the quality of SELIT underlayment, especially for this special requirement area, and helps to continue to develop great solutions for industry and trade.



Relaunch: SELIT with new logo

The minor modification stands for constancy

At DOMOTEX 2020, SELIT will be officially presenting its new company logo that it has been using since December 1, 2019. For this relaunch, the previous logo was only given a minor modification to ensure the brand's constancy and recognizability. SELIT is thus committed to its roots as a down-to-earth company that remains true to its values and is looking to the future at the same time. This is why the blue and yellow shades used previously have been retained. For many

years, these two colors have formed the foundation of the SELIT brand's identity and appearance – just like its image to the outside world. When combined, both of these elements are extremely recognizable. With its new slogan "Enjoy your flooring", the company is demonstrating its passion for getting the best out of every floor system. The logo is thus the essence of SELIT's identity and the common basis for all its values.



www.selit.com

SELIT's new website

The digital experience for even more information

After months of development, the SELIT website relaunch is complete and the new SELIT website has gone live. The familiar attributes have been given a shiny new look, while modern features that are just waiting to be discovered, have also been incorporated.

Visitors to the website can expect emotionally charged imagery, newly developed design elements, hand-drawn pictograms and modern typography. While developing the completely redesigned website, SELIT wasn't just interested in a modern, contemporary design. It was also after clear structures and the possibility of distinctly presenting the innovative product advantages.

All the information about the company, its products and its services can be accessed with just a few clicks, while key details can be seen at a glance. Intuitive user guidance makes navigating through the pages an absolute doddle. Customers and partners can now find everything they need to know about the SELIT world even faster. And thanks to the responsive design, the website is also compatible with smartphone and tablet screens. The new website aims to provide users with absolute added value during their visit. An innovative and interactive design is turning SELIT.de into a digital experience.

COMPANY NEWS

Successful partner projects

As part of its strategic partnership with NMC, SELIT and its parent company are pursuing joint projects. Thanks to NMC Chile, SELIT has also been able to get its brand onto the Chilean market.

Larger warehouse logistics

The hall for the new 7,000 m² central warehouse is ready. It has space for 36,000 pallets, a logistics office and new loading and unloading ramps, allowing it to take the increased logistics effort into account.

More eco-friendly administrative building

The insulation of the administrative building has been completed. The renovation is significantly helping to ensure more efficient use of energy resources within the company – something that SELIT committed itself to when it introduced its energy management system.

The father/son duel

See for yourself how easy and time-saving the installation of our under-layment is.

