

# Wienerberger AG cooperates with Leadax for innovative flat roof solutions

- › Sales cooperation in support of ambitious sustainability targets
- › Carbon footprint of Leadax Roov flat roof membrane up to 85% below other comparable products
- › Wienerberger further strengthens its pioneering role in the transition to a circular economy

**Vienna, November 25, 2021** – Continuing on its consistent value-creating growth path, Wienerberger concluded an exclusive sales agreement for innovative, low-CO<sub>2</sub> flat roof solutions produced by Leadax, a company based in the Netherlands. Leadax Roov is the most sustainable flat roof membrane available worldwide. It is made from plastic waste as a raw material and can be recycled at the end of its useful life. Before the global market launch of the product, Wienerberger concluded a cooperation agreement with Leadax for the distribution of Leadax Roov in Europe.

Heimo Scheuch, Chairman of the Managing Board of Wienerberger AG, says, *“Through this strategic cooperation, we are further strengthening Wienerberger’s competitive position in Europe as a partner for the entire building envelope and an industry leader in the transition to a circular economy. Leadax Roov has a carbon footprint up to 85% below that of other flat roof solution currently available and is therefore entirely in line with our notion of sustainability. Here we set new trends in flat roof and are supporting the European Green Deal 2050 for a better future.”*

Within the framework of the European Green Deal, Wienerberger aims to achieve climate neutrality by 2050, at the latest. Through consistent improvements in our strategic focus areas: circular economy, decarbonization of production processes and new application technologies, such as the Leadax flat roof membrane, we expect to fulfill this goal. As a first step, CO<sub>2</sub> emissions are to be reduced by 15% by 2023. To this end, all corporate activities are to be brought in line with the sustainability targets and subjected to the strict ESG (environment, social, governance) criteria.

## Circular economy and recyclable production materials

Wienerberger also focuses on continuously increasing the use of recyclable materials in production as a main driver of the circular economy. The recycling strategy is a central pillar of Wienerberger’s Sustainability Program 2023: In the future, all of Wienerberger’s new products are to 100% re-usable or recyclable.

## About Leadax Roov

The award-winning company Leadax uses recycled polyvinyl butyral for the production of its waterproofing products and sealing products, such as lead alternative and flat roof membranes. This plastic material would normally be incinerated or burned. In Europe alone, 1.5 billion kilos of PVB waste are generated every year, corresponding to 150 times the weight of the Eiffel Tower. Leadax has set itself the target of putting waste to better use on all the world’s roofs. Its cooperation with Wienerberger is the next step aimed at establishing the new flat roof membrane in the market by joining forces with the industry pioneer for innovative solutions around the entire building envelope.

Leadax Roov will be available in the Netherlands as of the beginning of 2022 and subsequently rolled out to Wienerberger's other European markets.

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#### **Wienerberger Group**

The Wienerberger Group is a leading international provider of smart solutions for the entire building envelope and for infrastructure. Wienerberger is the world's largest producer of bricks (Porotherm, Terca) and the market leader in clay roof tiles (Koramic, Tondach) in Europe as well as concrete pavers (Semmelrock) in Eastern Europe. In pipe systems (Steinzeug-Keramo ceramic pipes and Pipelife plastic pipes), the company is one of the leading suppliers in Europe. With its total of 197 production sites, the Wienerberger Group generated revenues of € 3.4 billion and EBITDA LFL of € 566 million in 2020.

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