

## Press release

### The importance of high-performance insulation

#### **Armacell launches new campaign on its corporate website**

- **Insights into high-performance insulation solutions for climate challenges**
- **Armacell's wide product offering across multiple end markets and industries**
- **Presence and relevance of Armacell in everyday life**

Luxemburg, March 21, 2016 – Armacell, a world leader in flexible insulation foams for the equipment insulation market and also a leading provider of engineered foams, launches a new campaign on its corporate website. Under the title “Insulation is key to tackle climate challenges & prevent energy losses”, the campaign addresses a broad audience. Major goal is to emphasize the importance of high-performance insulation solutions for the climate challenges of the 21<sup>st</sup> century.

The campaign introduces the visitor into the two focus topics “transportation of energy” and “construction industry” through explanatory videos. Furthermore, it provides insights into the wide product offering of Armacell across multiple end markets and industries worldwide as well as its importance in many areas of daily life: Be it commercial- or residential buildings, automotive, transportation, oil & gas, wind turbines, sports & leisure and several more.

“Armacell is a global leader in energy-efficiency. The campaign underlines this fact by providing insights into the amazing variety of our high-performance products. We offer solutions for the increasing demand of substitution of existing insulation material as well as for the megatrends energy efficiency and urbanisation”, says Susan Krambo, Director Corporate Communications at Armacell.

The campaign is applicable on mobile devices and each chapter can be shared on social media. It can be accessed via the following link:

[www.armacell.com/insulationiskey](http://www.armacell.com/insulationiskey)

## **About Armacell**

Armacell is a world leader in flexible insulation foams for the equipment insulation market and also a leading provider of engineered foams. In the year 2014, the company with currently 2,600 employees generated net sales of EUR 452.2 million. With its 23 manufacturing plants in 16 countries on four continents, Armacell follows a strategy of internationalization. The company operates within two main businesses: the Advanced Insulation business develops flexible insulation foam products for the insulation of mechanical equipment. The Engineered Foams business develops and markets light foams for use in a broad range of end-markets.

The high-tech insulation products of Armacell increase the global energy efficiency and are used in many high-end facilities, including the Empire State Building and the International Space Station. They are an integral part of everyday life: beyond thermal insulation, Armacell products are used as acoustic insulation, as gaskets and seals in a variety of modern car models or as central components of wind turbine blades. For more information about Armacell, visit [www.armacell.com](http://www.armacell.com).

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