

Press release

Armacell LLC Launches Armacell Academy, a Virtual e-Learning Experience

- Targets continuing education for customers and employees
- Includes product, process and technical training
- Creates value-add engagement with end-user audience

Chapel Hill, North Carolina, 31 March 2021 – Armacell, a global leader in flexible foam for the equipment insulation market and a leading provider of engineered foams, announced today the launch of Armacell Academy, its new e-learning platform for training customers, suppliers and employees in North America. Product knowledge and technical courses will be targeted to key value chain players such as specifiers, contractors and distributors of the Advanced Insulation division as well as converter/fabricators and OEM customers of the Engineered Foams business. It will also be used to offer advanced training for employees in product knowledge, internal processes and technical expertise.

Armacell Academy is a free online learning platform designed to enhance the knowledge level of internal and external stakeholders. It launches with six brand new courses, including topics such as an introduction to Armacell, product knowledge for new products, installer training and mechanical insulation basics.

“Armacell has a vast product range that can intimidate new customers and end-users. Armacell Academy is a way we can offer detailed instruction on the benefits of each product for its intended application,” says Shawn Dunahue, General Manager Marketing AMERICAS. “Courses are self-paced and can be accessed 24/7, when it’s convenient for the individual user.”

Employees can take the same external courses as well as some proprietary training designed especially for Armacell staff. “We believe making this advanced training available to our employees will ultimately enhance the customer experience, and build strong partner relationships,” comments Dunahue. Instructor-led courses will also be scheduled during the year, offering live webinars on a variety of industry topics. “Armacell has industry experts on staff with decades of experience in their fields. This is a great way to impart that knowledge, not only to our people, but to our customers,” continues Dunahue.

The courses will be available via desktop or mobile access to authorized partners and employees starting in April. For more information about the courses and to sign up, visit: <https://www.armacell.us/resources/Armacell-Academy>.

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ABOUT ARMACELL

As the inventors of flexible foam for equipment insulation and a leading provider of engineered foams, Armacell develops innovative and safe thermal, acoustic and mechanical solutions that create sustainable value for its

customers. Armacell's products significantly contribute to global energy efficiency making a difference around the world every day.

With 3,135 employees and 24 production plants in 16 countries, the company operates two main businesses, Advanced Insulation and Engineered Foams, and generated net sales of EUR 644 million and adjusted EBITDA of EUR 134 million in 2019.

Armacell focuses on insulation materials for technical equipment, high-performance foams for high-tech and lightweight applications and next generation aerogel blanket technology. Armacell in North America has five plants in the United States and one in Canada, with its regional headquarters in Chapel Hill, North Carolina.

For product information, please visit: www.armacell.us

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