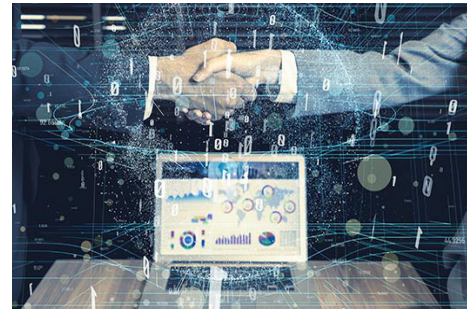


# GLOBAL INFORMATIVE PARTNERS

This category of FESI members comprises global acting companies producing or supplying material or equipment for the insulation contractors, as well as global organizations supporting the insulation market.

ROCKWOOL International A/S applied to become a FESI Global Informative Partner. An interview with the Rockwool delegation Mr. John Mogensen and Mr. Ian Russell, recently took place online.



## Who is ROCKWOOL International A/S?

ROCKWOOL International A/S is the world's largest manufacturer of fire resilient stone wool, providing solutions for a broad number of applications, including general building insulation as well as technical insulation for process industry, marine and HVAC. Exploiting stone wool's versatility as a natural material, we also produce other stone wool products, such as acoustic ceiling tiles, exterior building cladding, and horticultural growing media.

## What is ROCKWOOL Technical Insulation then?

ROCKWOOL International A/S is organized in several operating companies. Our building insulation companies are responsible for building insulation in one or more countries, such as ROCKWOOL Central Europe, which is responsible for Building- and HVAC insulation in Germany, Benelux, Austria and Switzerland. Our specialised companies, such as ROCKWOOL Technical Insulation, cover larger geographies, and focus on specific segments, in this case, the process industry and marine. Thanks to this structure, we can offer local expertise where and when needed, while at the same time providing specialised services, offerings and support in certain sectors and applications, when our customers require this type of expertise.

## What is your ambition as ROCKWOOL towards circularity and sustainability regarding your products?

ROCKWOOL products are an indispensable ingredient as we progress to a more sustainable, circular economy. The positive impact of ROCKWOOL Technical Insulation is overwhelming. Our insulation saves approximately 5000 times the carbon emitted in its production. The technical insulation we sold in 2019 alone will save 4,500 terawatt-hours of heating energy during its lifetime and, as a result, will save one billion tonnes of CO<sub>2</sub>.



Managing Director  
ROCKWOOL Technical Insulation  
Mr. John Mogensen



Going forward, we are committed to minimising our own carbon emissions in production and maximising the saved energy and carbon through the use of our products. Through innovative technology developments, alone in our Nordics operations alone, we have reduced our CO<sub>2</sub> emissions by 70 percent compared to 1990 levels. In December 2020, we committed to global science-based targets that will result in ROCKWOOL reducing its lifecycle greenhouse gas emissions by one-third by 2034, which is a significant reduction for energy-intensive manufacturing process.

Which big challenges do you see for the application of technical insulation in the following years?

Within every challenge there is also an opportunity. Companies like ROCKWOOL and organizations like FESI, understand the benefits of energy savings and CO<sub>2</sub> reduction that can be obtained with the use of high-quality insulation installed by highly skilled craftsmen. What we need to do is work much harder to raise the profile of this segment and move the topic higher up the agenda of decision makers inside and outside the industry. If we look to the good job done in recent years by the building insulation and renewable energy industries, for example, we can learn from that and over the coming years can move our industry sector forward very significantly.

On a more practical but also very important note, we see the challenges our customers are facing when it comes to attracting and retaining good quality applicators into this field, which is an issue vital to the success of our industry. So at ROCKWOOL, we want to help overcome this challenges this is bringing. This can be done in many ways, such as advising on how to secure proper installation and continuing to develop better insulation materials that are easier to install or will otherwise help to mitigate industry issues like CUI. We can also help raise the profile of this part of industry so young people can see the vital role it and they could play in everyone's future.





What does digitalisation mean to you and your business and how do you think it will influence the role of the insulators?

The construction sector in general, as well as the industrial sector, is at the early stages of digitalisation compared to other sectors, so we can also expect more digitalisation to come within the field of insulation. This ranges from information-sharing, training, designing, ordering, to delivering, and beyond. Across ROCKWOOL Group we are working on a lot of digitalisation, with the aim of making it easier and more attractive for our customers to do business with us. This means making product information easily available, offering online trainings, supporting design modelling and gradually introducing e-business. This information and interaction need to happen globally, no matter where the customers build, own or operate their plants.

For the insulators, digitalisation will provide better access to information and learning as well as enable more digital business transactions (buying and selling). Some installations might be better or differently guided from digital designs. Some installations might be based on requirements for a more systematic approach to secure the quality of the installation. But at the end of the day, there is a physical job to be done, namely installing the insulation to the highest possible standards, which means that the requirements for professional and quality oriented craftsmanship within insulation will remain as high as ever.

*“ In December 2020, we committed to global science-based targets that will result in ROCKWOOL reducing its lifecycle greenhouse gas emissions by one-third by 2034, which is a significant reduction for energy-intensive manufacturing process.”*

ROCKWOOL joined FESI as a global informative partner in 2021. What are your expectations regarding this partnership?

We decided to join FESI as informative in 2021, as we could see a mutual benefit from such a partnership. At ROCKWOOL we are well aware that the knowledge, experience and craftsmanship of the insulation installer is key to the performance and long term durability of the insulated piece of plant or equipment – whether that's a factory pipe system, an HVAC system in an office or fire safety insulation on a ship. So we see the partnership with FESI as a mutually beneficial opportunity to share our knowledge on technical insulation with a pan-European organization, and to listen to the many insulation craftsmen and experts, better understand their challenges and work with them to develop solutions that can benefit everyone. We therefore look forward to working with the FESI organisation and its members in the near future.



Business Unit Director at ROCKWOOL Technical Insulation  
Mr. Ian Russell

*“ Our specialised companies, such as ROCKWOOL Technical Insulation, cover larger geographies, and focus on specific segments, in this case, the process industry and marine. Thanks to this structure, we can offer local expertise where and when needed, while at the same time providing specialised services, offerings and support in certain sectors and applications, when our customers require this type of expertise. ”*



**ROCKWOOL®**