

## RECTICEL LAUNCHES A NEW PRODUCT RANGE FOR THE DO-IT-YOURSELF MARKET

Tomorrow, at the occasion of the opening of Batibouw, the leading fair for the construction and renovation sector in Belgium, Recticel Insulation will launch a new product range of thermal insulation. These new products, which will be sold under the 'Home' brand of Recticel Insulation, are high-quality solutions for the do-it-yourself market.

'Home' products of Recticel Insulation offer efficient, long-lasting and easy-to-install internal thermal insulation solutions for the important renovation market. With the launch of the 'Home' product range, and the first Combodeco® Home insulation system for pitched roofs and walls, Recticel Insulation accelerates its growth strategy by targeting for the first time the do-it-yourself market.

Over the last decade, Recticel Insulation, one of the leading European producers of PU/PIR-based thermal insulation materials for the construction industry, has seen a continuously growing demand for high performing insulation material for new buildings as well as for renovation projects. This structural demand is expected to continue to grow on the long term as a result of stricter insulation standards and regulations (cfr European Energy Performance of Buildings Directive (EPBD) (Directive 2010/31/EU), higher energy prices and ever growing awareness of the need for more and better insulation.

After two geographical expansions with new greenfield operations in Stoke-on-Trent (United Kingdom), in 2008, and in Bourges (France), in 2012, the launch of innovative external insulation solutions (Isofinish®), in 2010, and ETICS (external thermal insulation composite systems), in 2012, and the continuous upgrading of various existing insulation products, Recticel Insulation now enters the do-it-yourself market. So far, Recticel Insulation exclusively served the professional market segment. In a first phase, the 'Home' products of Recticel Insulation will be sold in Belgium through a network of do-it-yourself material distributors.

The new 'Home' insulation range perfectly complements the existing product range for the professional market. The 'Home' products will be manufactured in Wevelgem (Belgium).

*"The new product range is a key step and it confirms Recticel Insulation's growth strategy. Recticel Insulation will not only target a market segment in which it was never active; but it will also give do-it-yourselfers the opportunity to realize drastic energy cost savings with high-quality insulation solutions."*, said Olivier Chapelle, Chief Executive Officer of Recticel.

*"If Europe wants to realize its ambitious "20-20-20" energy-saving and CO<sub>2</sub>-emission targets, the society needs to speed up its efforts with respect to the insulation of existing buildings. With our new product range for the do-it-yourself market we offer a high-quality, space saving and easy-to-install solution for the internal insulation of the attic and/or the other rooms of the house."*, said Paul Werbrouck, Group General Manager Insulation.

## COMBODECO HOME



## **Financial calendar**

FY2013 Results	28.02.2014 (before opening of the stock exchange)
First quarter 2014 trading update	07.05.2014 (before opening of the stock exchange)
Annual General Meeting	27.05.2014 (at 10:00 AM CET)
First half-year 2014 results	29.08.2014 (before opening of the stock exchange)
Third quarter 2014 trading update	31.10.2014 (before opening of the stock exchange)

## **For additional information**

**RECTICEL** - Olympiadenlaan 2, B-1140 Brussels (Evere)

### **PRESS & INVESTOR RELATIONS**

**Mr Michel De Smedt**

Mobile: +32 479 91 11 38

[desmedt.michel@recticel.com](mailto:desmedt.michel@recticel.com)

## **Recticel in a nutshell**

Recticel is a Belgian Group with a strong European dimension, but also operates in the rest of the world. Recticel has 100 establishments in 28 countries and employs 7,800 people.

Recticel contributes to daily comfort with foam filling for seats, mattresses and slat bases of top brands, insulation material, interior comfort for cars and an extensive range of other industrial and domestic applications.

Recticel is the Group behind well-known bedding brands (Beka®, Lattoflex®, Literie Bultex®, Schlaraffia®, Sembella®, Swissflex®, Superba®, Ubica®, etc.). Within the Insulation sub-segment high-quality thermal insulation products are marketed under the well-known brands Eurowall®, Powerroof®, Powerdeck® and Powerwall®.

Recticel is driven by technological progress and innovation, which has led to a revolutionary breakthrough at the biggest names in the car industry.

In 2012 Recticel achieved combined sales of EUR 1.3 billion (IFRS 11 consolidated sales: EUR 1.0 billion).

Recticel (NYSE Euronext: REC – Reuters: RECTt.BR – Bloomberg: REC:BB) is listed on NYSE Euronext in Brussels.



The press release is available in English, Dutch and French on the website [www.recticel.com](http://www.recticel.com)