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we will succeed together
Dear readers,

Climate change, crisis in the banking sector, further economic globalisation and increased energy costs have been the centre of public discussion over the past months. General uncertainty has become widespread and as a result economic predictions have become worse than they were a year ago. This also affects NMC, though we only act and invest in order to develop new opportunities for success.

Our title story not only gives information on climate change, but we also want to promote trade. It is not yet too late despite some alarmists. We still hold our fate in our own hands if we all draw the right conclusions from the environmental issue together. At NMC, we already did so before climate change entered the public forum. We already banned environmental pollutants like CFC’s and HCFC’s from our production lines 20 years ago, one of the many measures we have taken over the years in the framework of our environmental management. However, not only NMC but each of us bears the responsibility for the environment: in the future we must all reduce our energy and water use severely and move to alternative energy sources.

Besides our resounding yes to ecology we have also consistently reacted to changes in the market and society – with new developments, which will continue to make the company successful in the future. In this way we convincingly follow a continual process of improvement (CPI), by which we improve the quality of our products further and implement newly developed technology and processes in the interests of our clients. CPI is closely tied to the construction of two new halls at the Eynatten site, which bring numerous improvements with it. It reduces internal transportation and makes room for new technology and product solutions.

Our growth strategy FUTURUM, begun in 2005, is based on increased innovation and diversification of our selection besides widespread market expansion. This is why we now wish to serve the Outdoor-market with a whole new product line. This is both a risk and a major opportunity. For this we have developed our technical know-how significantly and can now offer new product concepts for the European market that offer a real alternative to tropical wood. Although a long and laborious road still lies ahead of us in order to develop this new business field successfully over the coming years. First of all we will introduce our new product at the Batibouw tradeshow in Brussels in early March.

As an enterprise we want to be “enterprising” and follow the example of our company’s founder Gert Noël. He achieved great things and built up a company with much dedication and courage for which he is now honoured: the council of Raeren decided to name the access road to the Eynatten factory site Gert-Noël-Straße after him.

NMC’s future is supported and built on 1,000 employees in the group today; this means each of us and through our collaboration as a competent team. Targeted, tight cooperation – even on difficult days – and an unwavering desire for shared success were obvious in the previous year. For this I wish to thank you on NMC’s behalf, but also personally. In this way we will continue to be successful together. There is much to be done; together, let us master the tasks before us in the New Year confidently.

We wish you and your loved ones a very Merry Christmas and a wonderful, healthy New Year.

Hubert Bosten
CEO
Olivier Bonnet:

Friendly, pragmatic, good

Olivier Bonnet (42) is an outspoken man. “You can say whatever you like – but the form and tone must fit.” That is the motto of NMC France’s new managing director, who took over from Daniel Vertelary in September.

There is no risk that the shoes of his deceased predecessor are too big, which certainly is not only due to his height (1.95 meters). For one thing, his former work as the commercial administrator of both Metabo and Sitex gives him rich experience in professional trade and in the DIY business. Besides, this university-graduate with a MBA is characterized by his complete focus on the customer. There is also his friendly manner that quickly makes him popular.

As an outspoken pragmatist, it is Olivier Bonnets first aim to continue Vertelary’s successful management. He certainly wishes to show off new products and open new distribution channels. He also seeks better collaboration between the Fournies and Bonneuil sites, as well as with the sales force. “It is only as a team that we remain successful and competitive.”

When Olivier Bonnet is not spending his free time with his family – wife Christine, daughters Mathilde (8) and Hélène (4) – he can most probably be found in a swimming pool, but then he is a former French water polo champion.

A eulogy to Daniel Vertelary

Be it on the green grass or as executive manager of NMC – football fan Daniel Vertelary was not only a goal-oriented fighter who always worked for the team, but also an exceedingly affectionate man. He was a charismatic “patron” who had trust in his staff and always had a sympathetic ear for them. The congenial and ambitious “sportsman” was also highly appreciated and recognized amongst his business partners.

Daniel Vertelary was part of NMC since 1987, at first as executive director for NMC Kenmore and later as president of NMC France. For two decades he decisively helped to shape the structure of the company and essentially contributed to its positive development.

But his zest for action was cut short by severe illness. After his state of health rapidly deteriorated over the last month, he passed away in early July at the age of 63. Similar to an artist for whom the stage means life but also death, Daniel Vertelary took his place at the top of NMC France until his very early passing. Daniel Vertelary leaves his wife Géraldine, daughter Valérie and granddaughter Clémence behind.
Jean-François Petitberghien is a tower of strength to NMC France. Since training as a financial accountant, which Jean-François Petitberghien began after finishing high school in 1973 he has been a true blue NMC man. He has also had a remarkable career: this father of three, married to Annie, went from accounting to clearance to sales before climbing all the way to site and logistics leader in Fourmies. I take my hat off to him!

Yet this is only a part of his life. The other takes place on the land where the family house was built two years ago in Le Quesnoy. Since his son and two daughters completed their education and are now living near Paris and Lille he has been lovingly caring for his garden which has flowers, trees and bushes. Even when there is nothing to trim or weed, Jean-François Petitberghien loves to sit in this place: in a comfortable chair, with his nose in a history book on the Middle Ages, the Second World War or stuck into a good Agatha Christie mystery whilst classical music plays in the background.

> Which book is on your bedside table?
None. Instead I have been spending the time before falling asleep tossing and turning with an electronic sudoku game.

> Which film did you last see in the cinema?
“La Môme” (international: “The Passionate Life of Edith Piaf”), a film about Edith Piaf’s harrowing life. Absolutely gripping, so I also bought myself the DVD.

> Do you do any sport? And if so, which?
I really enjoy walking. Along the way I can think about many things and recharge my batteries.

> What music do you enjoy listening to?
Especially 60s and 70s music. Particularly Jean Ferrat and Edith Piaf, whose lyrics amaze me. The lyrics are almost more important to me than the music.

> If you had three wishes, what would you wish for?
I think a person has three lives: one professional, one family and one life for themselves. Since I have successfully mastered the first two I am discovering the latter more and more and am now experiencing my second youth.

> Who would you like to get to know personally?
I am thinking of NMC founder Gert Noël especially. I was able to spend some unforgettable moments with that admirable man. It is because of him that I came to understand that people are the key to every organisation. I am happy I knew Mr. Noël personally.

> What makes you laugh?
Comical situations and little pranks, even when they are played on me.

> What do you wish for NMC?
I hope NMC will enjoy further success and that many young people will be lucky enough to join this organisation so that they may evolve as I have over all these years. I am convinced that the management will continue to place its trust in the employees.
Gaudy parrots, tropical palms and dolphins cavorting in the water. In Hamburg! A very appealing image of the future that a German newspaper created a few years ago. But only at first sight; the photograph montage also has a flipside – and is as far removed from this paradise as Hamburg is from Hanoi. The spectre of climate change rattles its chains more and more frequently in the media, serious experts also think that in a few decades this could develop into mankind’s greatest challenge of the 21st century if we do not manage to stop the Earth from becoming a greenhouse.

The so-called greenhouse gasses like carbon dioxide (CO2) are not fundamentally evil. On the contrary, the natural greenhouse gasses form a kind of protective layer around the Earth and ensure that life on our planet is at all possible. Without this atmospheric protection the average temperature would be approximately minus 18 degrees Celsius.

So far, so good. Things only become problematic due to the increased emissions of CO2, fluorinated hydrocarbons (CFC) and other greenhouse gasses from industry and households, and they have risen sharply in the last decades. This has become so extreme that climatologists fear that the Earth’s temperature may rise up to six degrees by the year 2100.

With catastrophic consequences: what today are fertile landscapes will become deserts, islands and coastal regions will sink under water due to the melting polar icecaps and the corresponding rise of the sea level.

In order to avoid this, the so-called Kyoto protocol was agreed in 1992. The aim: to reduce greenhouse gas emissions by 5.2 percent between 2008 and 2012. In the meantime 170 states have formally agreed to this pledge.

A start, but far from the solution to the global climate problem. For one thing the USA, for example, refused to sign the protocol both before and after its ratification, for another the target goals are far from sufficient. The EU also sees the need for extreme action. For this reason an action plan has been designed to reduce greenhouse gasses by 20 percent by 2020.

In order to manage this immense challenge, everyone – politicians, companies, citizens – must pull in the same direction. Various brochures from the Union of Belgian Enterprises (VBO/FEB), for example, offer a coordinated way forwards. One of them bears the title “Energie & Klimaat” (Energy and Climate) and is particularly concerned with the building sector.

This field in particular offers an array of ways to improve the climatic requirements. The EU, which sees the greatest potential for reduction of CO2-emissions in the construction sector, confirms this. This is supported by the following figures and facts, originating from Belgium but valid for other middle European states with only slight deviations:

- The burning of fossil fuels causes 85 percent of the total greenhouse gas emissions.
- Residential homes cause 20 percent of direct CO2-emissions.
- Around one third of indirect CO2-emissions, caused by electricity production, can be traced back to residences.
- One third of residential roofs are not insulated, which allows much heat to be lost.
- Less than 30 percent of residences with double-glazing are sufficiently insulated.

The building sector has developed many ideas and measures to set this straight and they are to be carried out in collaboration with political decision makers. Examples of this are the introduction of energy certificates for converted buildings or the testing for minimum values in the roof insulation. A further possibility is fiscal subsidies for ecological building measures. Germany shows how that is done: recently state subsidies for solar heating facilities were raised by 50 percent.
Everyone profits from such measures: the companies through increased building activities, society through the increased growth and more workplaces, tenants and landlords through better living comfort and reduced energy costs – and last but not least the environment of course.
NMC: For love of nature

As an internationally leading company NMC is not only required to be financially successful, but also socially and ecologically responsible. Almost 20 years ago, both management and engineers as well as the shareholders showed incredible far-sightedness because in 1988 NMC were the first company to put a worldwide ban on the use of the climate killers CFC and HCFC (partially halogenated fluorocarbons) in their production. Whilst the rest of the business world was still staggering, they developed an effective and exemplary environmental policy, which is reflected in countless measures.

For example, did you know that…

• …the insulating products sold by NMC in 2006 reduced the CO₂-emissions by approximately 140,000 tons as compared to similar variants without or with bad insulation? This corresponds to CO₂-emissions to the value of over 50,000 PKW.

• …NMC-products such as well insulated heating and hot water pipes reduce CO₂-emissions of the average European family home (160 square meters) by half a ton, which is five percent? This adds incredible energy savings.

• …Synthetic insulations by NMC are produced in an extremely environmentally friendly way thanks to the most modern production methods?

• …providing a house with NMC-produced insulation uses less oil than a holiday trip from Brussels to Paris?

• …Heating ducts insulated with NMC technology offer the guarantee that the transport of energy to the user suffers the minimal losses?

• …NMC reduces its CO₂-emissions by 300,000 kilograms (over 100 PKW) per year by their company wide changeover from oil to gas?

• …almost one hundred percent of the PE-waste caused by the production of foams are recycled on location and go back into the production cycle?

• …NMC neatly separates non-reusable waste down to the raw materials and transports it to the recycling plant?

In short: NMC-products are not only good for your wallet but for the climate and environment too. To make sure it stays like that we are constantly trying to find better methods and techniques in all areas of the company. Faithful to the motto: “for love of nature”.
Future oriented building

Demands for future oriented and simple building are standard setting parameters in NMC’s product strategy. Examples include the environmentally friendly products noma®-solar and Insul Tube HT, developed especially for quick and easy building and renovating. With this NMC meets the increasing need for pipe insulations for solar facilities, which are more frequently used in the private sector besides professional uses. Noma®-solar and Insul Tube HT provide an adequate product solution for both the private sector and professional field. Particular characteristics are their high temperature resistance and incredible flexibility, which allow the insulation to be applied in the simplest way possible. noma®-solar is sold through Western Europe’s leading chains.

DIY on sight: Impressive success story

Exchanging experience with Europe’s leading manufacturers. This is the vision that leads the Belgian DIY-Association (BDA) to organise visits to member firms twice a year. After the first visit of the year (“DIY on sight”) was done in Henkel, BDA-President Thierry Coeman’s delegation was NMC’s guest in June.

In particular the presentation “Success Story of NMC” by Stéphane Dalimier (Business Unit Manager DIY) received an all-round recognition. No wonder as this story shows how a niche market company developed itself into a global player. Other highlights of the occasion other than the tour of the works were a visit to a DIY store in Kerkrade as well as a side trip to the neighbouring Chocolaterie Jacques.

DIY-on-sight participant Hans Demeulenaere expresses his impressions clearly: “The professionalism coupled with the high degree of social competence with which the NMC employees in all fields dealt with each other really stood out to me. This approach is also clear to us, the partner clients, when it comes to the business sector.”
10 years

B Patrick Barth
B Thierry Bleyfuez
B Hubert Bosten
B Thierry Clabau
B Dave Cloot
B Axel Dannemark
B Josephine D’Archembeau
B Filip Dierckx
B Katia Dresse
B Joël Generet
B Raymond Georges
B Serge Grandfils
B Pascale Hotterbeex
B Alain Houyon
UK Alan Johnson

20 years

B Alain Deville
B Bernd Falter
B Thierry Grandjean
B Heinrich Knippert
B Ilona Krings
B Bernd Loreth
B Dominik Moutschen
B Roger Pitz

25 years

B Helmut Dericum
B Gregor Kaiser
B Laurence Mennicken
B Nadine Scheen
FIN Mika Suomalainen
B Markus van Noppen

35 years

B Jean-François Petitberghien
Anniversaries 2008

Further information on the anniversaries and birthdays of colleagues can be found by NMC-employees in the public file/human resources department.

30 years

B Marie-Françoise Bourgeois  
B Nico Müllender  
FIN Eila Nieminen  
FIN Risto Wallin  
B Perdita Tsapanos  
B Marc Woellenweber

40 years

B Brigitte Grosch
Welcome to the 
Gert-Noël-Straße

In 1950, my father founded the Noël Marquet & Cie (NMC) in his home village in Raeren.

The first premises were our garage. Only two years later the “Me-PLC” consisting until then of only two people, my parents, moved from Hauset to rented premises at the market place in Eupen. Their first own office – back then 1,000 square meters – was erected in 1957 on the Eupen High Street. In 1982, when my father handed the management of NMC over to me, there were already six more buildings at this location and 150 employees.

Gert Noël very early discerned an important factor that remained a part of the successful history of our company: to create harmony between the workers and the place of production or, to put it differently, the symbiosis of man and environment. In 1983, I saw the chance to continue my father’s philosophy when the occasion arose to buy a 18 hectare plot in the Rovert district of Eynatten. Thus, the vision of a big industrial plant that was integrated with the landscape and that did not set any spatial limits to the expansion of NMC was created. The first step was the move of PE Extrusion from Eupen to Eynatten. Due to the growth, six further buildings were erected over the next few years.

In the early 90’s, the general management decided to concentrate the entire Belgian production at the new location in Eynatten. The purchase of a further 32 hectare set the course for this plan and in 1994 the move was made. On 500,000 square meters in the border district between Aix-la-chapelle and Eupen, which equals 66 international football stadiums, the NMC industrial park Eynatten took its current shape in rapid consecutive construction periods: today on this formerly barren land there are now production, storage, development halls and a main building, that are – surrounded by forest and hedges – uniformly NMC-like. Two more buildings are currently under construction.

Now, fifty-six years after the foundation of the company, a great honor is bestowed upon the visionary and the whole “NMC-community”: The NMC-owned access road received its already commonly used name: it is called “Gert-Noël-Straße” and from now on, you, co-workers, customers, suppliers and all other partners arrive at NMC via the Gert-Noël-Straße. The community Raeren has honored NMC for its over fifty successful years in business and for its staffing and social policy and it also commemorates the company founder for his involvement with the local clubs nine years after his passing away.

Sincerely yours, Yves Noël

The new halls and the Gert-Noël-Street were inaugurated by the NMC executive board and the municipal authorities with a festivity the 06 December. “In future we will be happy to welcome our long term partners in the Gert-Noël-Straße and hope that all visitors are led here unerring by their GPS unerring.” said CEO Hubert Bosten, on the occasion of the inauguration ceremony. In his speech Yves Noël, president of the administrative council, honored the achievements of his father due to whom 500 jobs in Eynatten and over a 1000 worldwide were provided.
Visions, dynamism and consistency are the keys to success. Gert Noël built his company on these foundations. Based on his achievements NMC managed lightening growth over the following years. A successful development, which is closely related to countless improvement measures and the continual improvement process (CIP) followed determinedly by NMC.

The best example: the Eynatten NMC site that was put into operation in 1983, on the old Chocolaterie Jacques compound. Highly modern, but despite multiple subsequent expansions it reached capacity again.

Occasion for NMC to kill two birds with one stone: The building of the two new halls not only meant more space and improved internal logistics, it also guaranteed cheap production. Measures that prove how growth and CIP are mutually dependent.

In fact the new Hall 17 (4,000 square meters) permits “the building of new machine technology, in which multiple extrusion lines allow flexible adjustment to diverse products”, as project leader Hermann-Joseph Ramjoie explains. The new Hall 16, 5,800 square meters, almost the size of a football field, serves as an additional storage area.

"By this", continues Hermann-Joseph Ramjoie, “we also improve security and the flow of materials between Extrusion and Conversion”. Especially the internal transport route was reduced drastically. Since the logistical chain from raw to finished product, or the wares from production to packaging, was clearly shorter thereafter. Between the connected halls 5, 6 and 8 as in 16 and 17, fork lift trucks manage the goods traffic. The new halls were inducted in December 2007 and the production is now running on top form.

Eynatten expanded:
Simpler, faster, better

“Anyone who ceases to long for self-improvement is no longer proficient.” This quote of the Austrian author Marie von Ebner-Eschenbach is over one hundred years old – but is no less astute. Quite the contrary, it is especially true in our fast-paced times that no one can afford to rest on the laurels of their achievement, as stagnation is regression.

This is particularly significant for market leaders that are enduringly committed to the principles of achievement, growth and innovation and are measured by those principles. At NMC a structured continuous improvement process (CIP) is constantly in progress. It was extended and systematized additionally in 2004 with the purpose of also enthusing customers in the future with products and solutions that make our staff proud.

Markus van Noppen, the head of production at that time, initiated this development launching an independent CIP-department in his domain. His aim was permanently to optimize goals, processes, products and their quality.

Rudy Thielmanns and his colleagues of the KVP team have identified numerous potentials for improvement and has realized them with the help of its particular domain. Examples are waste separation in the Pex and the related improvement of the reclaim quality and the increased use of recycling material, the reduction of waste due to optimized tool modification and the improvement of quality on the basis of better control of the processes and the optimization of the logistic processes.

Improvements that are beneficial to all sides: On the one hand to the company, NMC, that taps the full saving potentials in each project. On the other the tasks of the staff is eased by facilities such as packing devices or optimized flow of material. But ultimately the customer profits, since by means of product and process optimization all NMC products maintain their unique competitive position. “In this way we secure our competitiveness – especially thanks to CIP – and despite increased commodity prices and increasing globalization” explains Bernd Vorhagen (General Manager Benelux).

Since the beginning of this year, the CIP-strategy is also increasingly realized in the polystyrene and polyurethane divisions. “Success is not the product of chance”, as Bernd Vorhagen aptly states: “but the result of systematic work.”
Faces at NMC

Real goals
37 years young but already successful in business for two decades: Ferran Mañero, the Spanish sales director for Architecture & Design and DIY since June 2005. He started his career with your long standing distribution partner Nudec and has a big goal: “I want to make NMC as famous among the building companies as it is in the decorating and home improvement market”. In business as in his private life Ferran Mañero lives by the motto “Vive y deja Vivir” (live and let live). He spends most of his free time with his family and is expecting his second child at the start of 2008. He also values reading, cinema and football – especially Real Madrid. He has his fingers crossed that the “Royals” manage to defend their Spanish title and maybe even achieve another victory in the Champions League.

Always prepared
Frank Leise (32) writes Communication with a capital C. When the sport nut isn’t swinging a bat on the baseball field, standing on a snowboard, taking a hike in the mountains, riding his bike or exploring the seas as a diver he always has his phone to his ear in order to answer questions, manage customer contacts and through this to strengthen the company’s position further, faithful to his philosophy “always prepared”. After 15 years work in the DIY field Frank Leise, who is a bachelor, has taken on the area management for Nomafom-Products and the industry customer support (Nomaflex) in Southern Germany.

Complete commitment
Gerlinde Henrichmann (47) goes to work with complete commitment and total concentration. And she is an absolute guarantee for finding the bulls eye. This is because Gerlinde Henrichmann not only manages customers very well, but also a bow and arrow. Thus armed, she spends her free time walking through closed off countryside picking out targets and animal figures. She is incredibly sure of her aim, as her participation in the Belgian championships shows. In her new function as Customer Service Manager of Architecture & Design / DIY at NMC she wants to make her experienced team even stronger and amaze NMC customers with a perfect service. Since July 2007, her field has included coordination, the entire processing of orders as well as the support of the Business Unit-Managers and sales managers on commercial questions.

The strong type
When there is a lot to do Jonne Hakkarainen (25) will take it on. Faithful to the motto: “hard work never hurt anyone”, the young production engineer finds no task too hard. Since
May 2007 this Finn has been working in planning and development in Termonova Oy’s confection department and wrote his thesis at NMC before that. In his free time, strength and endurance are his trumps as well; this bachelor’s favorite sports include weightlifting, cross country running and rollerblading. Jonne Hakkarainen also enjoys going out with his friends.

Greatest flexibility

Juraj Cerven (40) is an incredibly multifaceted person: university lecturer and English teacher, seller of raw and finished materials in the most varying fields and countries. These posts eventually led him to NMC where he has been working as the Central European Area Sales Manager for Nomafom since October 2006. Juraj Cerven loves new professional challenges and is a disciple of the philosophy “when it comes to the crunch never avoid a problem”. The father of three’s favorite way to spend his free time is with his wife, two daughters and son. Juraj Cerven is also a passionate kite flyer, who loves walks as well as nature photography.

Potential uses

“Anything is possible” is Matti Kaarnakari’s (55) motto; he has been the managing director of NMC Termonova and Cellfoam since July 2007. This graduate, with a Master of Science specializing in energy economy and nanotechnology, has years of experience as a manager in the chemical industry in Finland, France and the USA. These are competences that the ardent amateur golfer (with a handicap of 14.8) wants to use to improve work processes and customer service. The Finn is married to the senior-director of a major power company. His daughter studies psychology at the University of Helsinki, his son is just finishing his high school diploma.
Whether in football, chess, politics or economics: strategy isn’t everything – but without it everything comes to nothing. Anyone lacking long-term plans and goals remains by the wayside. By joining the new markets in Europe and the world, as well as international acquisitions, NMC laid the strategic foundations for its successful growth policy over the last five years.

This course will also be maintained in the future: with a strategy that places ever more weight on range diversification. Besides the transfer of known products to new fields of application or the introduction of new products to known applications this also includes entry into fields that have not yet been touched. With a completely new product area and new technology, “based – and this is decisive – on our core competence of technical foams”, says Emanuel Noël, the head of product and market innovation. The strategic motto for 2008 is “NMC goes Outdoor”.

A gigantic step that took courage and commitment, but also shows great foresight. After all, the outdoor sector offers enormous potential for growth. Outdoor has become a key word over the last few years that encompasses today’s quality of life and human self-understanding as no other term. Outdoor not only stands for the newfound enjoyment of freedom and the unadulterated beauty of nature. Outdoor has become an idea of the ideal place, to breathe freely, get over the stress of daily chores and make new plans. A word of almost mystical attraction, that calls up deep feelings and associations to personal memories, holidays, films and novels in luxurious and romantic surroundings.

The outdoor sector also offers all possibilities for individual forms of enjoyment through the free development of creativity. That is why it is unsurprising that the active use of free time in people’s own home and garden went up significantly last year. A strong trend that is supported by the analysis carried out by Munich’s Institute for Free Time Economy: it shows that the number of homes with their own garden in Germany alone, a key market for NMC, will go from 19.5 million to 21.6 million between 2001 and 2010. An increase of almost eleven percent! In total the number of people using gardens rose to 43.3 million – which is 55 percent of the German population. A corresponding increase of the average expenditure on gardens is expected to go to 620 Euro. As a whole the market volume of the garden sector will grow by 25.6 percent.

These trends, which are similar throughout Europe, have been grasped by NMC’s innovative Outdoor products. Products that couple comfort with emotion and are unusually flexible in their uses: starting from home gardens and going to the outdoors of hotels or fitness centers.

The Outdoor products have the greatest functionality besides their wonderful aesthetics and sensory pleasing surfaces. They allow the user to be completely relaxed and comfortable: examples are its longevity and absolute all-weather resistance to water and frost, but also security, hygiene and low maintenance.

The Outdoor products are produced with innovative, patented NMC technology, based on well sealed and abrasive foams. A core competence of NMC’s for many years, where innovative staff give them a technological lead through their scientific research, vast experience and process know-how.

The professional market for garden design as well as users like craftsmen, architects, home owners, hotel investors, restaurants, swimming pools and offices will be interested in the Outdoor range.

You can find out more about this in the next nmc-LIVE.
New insulation prospectus: complete comfort and security

A Sushi-Party with friends, home cinema for two, the living room as a chat room... The zeitgeist has rediscovered a cozy home. Cocooning has become the new trend that is taking over. No wonder, for nothing is more comfortable than going back to a snug home that radiates languorous warmth, security and protection. The need for top products from NMC’s insulation range is also rising: innovative solutions that may not always be visible, but do guarantee comfort and well-being and simultaneously make an important contribution to the improvement of the climate.

These wishes are not just a part of NMC’s constantly expanding product range, but they are also seen as a new prospectus for the Insulation Business Unit. “With this prospectus”, Berthold Baur, Head of Marketing, highlights, “we present our visionary solutions and underline our leadership position in insulation technology.” Besides the loyal customers in the bathrooms, heating, climate and insulation sectors this aims at new target groups like architects, building service engineers, industrial market leaders and OEMs (Original Equipment Manufacturers).

This is emphasized by the completely new images used in business: here the product uses – from personal to industrial applications – and the customer desires merge into one harmonic whole. In this way warmth and comfort become almost physically tangible. Creative elements like the brightness, lightness and technologically encouraging colors and clear layout with detailed picture frames show NMC’s orientation to dynamism and design.

“The catalogue also reflects the spirit of our time as regards content”, Ferdinand Braun, head of the Insulation Business Unit, points out. Besides the actual product range and many practical solutions from the fields of heating, cooling and solar insulation, the prospectus also shows NMC’s continuing motivation in relation to the protection of the climate. An example of this is the brochure’s guiding theme. Under the motto “comfort and safety” the company documents the high production competence of high-tech components as well as the responsible management of a better environment. A philosophy that increases the trust between the company and the customers further.

After the introduction of the whole prospectus to the German speaking markets at the end of October, it was introduced to the other European markets. As expected it was taken on board very positively by the insulation business world. Impressed by the completely new form in which the NMC product excellence was presented will make the sale of insulation products heartfelt in the future and the value clear to the craftsmen and the final customers.
Central theme of the next nmc-LIVE: Innovation

Do you have any suggestions, criticisms or praise for nmc-LIVE?
Please write to the editors at redaktion@nmc.eu. We are pleased to receive all contributions.