

# **Best Insulating Performance**

# Promat

**Shaping and protecting the future**



# Market driven solutions

Promat is a dynamic part of Etex, a Belgian industrial group manufacturing and marketing high-quality building materials and insulation systems.

The Etex Group of companies is a global organization with over 12,000 dedicated people and considerable presence in more than 39 countries, across all continents. The group brings together companies who are leaders in their markets. They draw considerable strength from longstanding experience and tradition. Their products and brands enjoy good reputations worldwide.



As a market-driven solution provider, Promat is also an acknowledged leader in the business of high performance fire protection and insulation. The company's products and systems are used for proactive fire protection of buildings, marine applications and tunnels and for the effective insulation for high and low temperatures, acoustic, impact and humidity resistance needs.

Although Promat has championed the business of fire protection for the past five decades, we are today perceived accurately as a young, innovative and vigorous company.

Fire is a grave threat to people and property. It's knock-on effect leads to even high downstream economic dislocation. Promat systems optimize comprehensive structural fire protection of complex buildings such as high rise blocks, hospitals and public buildings.

Officially tested Promat systems are based on proven modern and innovative system design. Over the last 50 years, Promat not only offers system solutions but even more extensive support during planning and construction. Promat unrivalled expertise in the manufacture and design of proactive fire protection systems continues to be at the front of protecting lives and property against fire.

Promat HTI works worldwide providing solutions for applications in various markets with temperature classifications up to 1,850°C. The main purpose is to insulate permanent sources of energy just as kilns, furnaces and dryers in a highly economical and efficient way.

Promat service starts with the first technical consultation by the sales force and leads via computer-aided engineering to the concrete realization of the project.

It is Promat's philosophy not to supply single products but to be a partner for the selection of systems and solutions to help the customer to run his equipment more economically.

Promat not only has a very extensive product portfolio but also a complete package for every user. HTI means freedom in structural design, uncomplicated insulating technology, maximum safety and outstanding support. Promat, a competent HTI company with a strong background that offers many solutions and possibilities.



# Value-based management

**P**eople oriented

Key to Promat's success is the company's human capital, always a strength and competitive advantage. As a matter of standard policy, Promat human resource management places highest priority on recruiting, developing and retaining outstanding people. The company is also

committed to the principles of a safe, fair and diversified workplace, shaping an inspired and creative work environment in which enthusiasm and spontaneity are harmoniously balanced by common sense and good humor. Naturally, such a work environment functions smoothly through leadership and teamwork in which staff can expand skills and take up new opportunities and challenges.

**A**dded value

Adding value through innovation and efficiencies at every possible level of the manufacturing/marketing process ultimately provides customers with better performing products, systems and services. It also creates unique differentiation in perceived value

while sustaining a competitive advantage for Promat, reinforcing market position and making a significant contribution to bottom-line profitability.

**S**ustainable growth

The key to the future is an enlightened strategy towards sustainable growth. A manufacturing and marketing company such as Promat can only sustain future growth by continuously taking into account the environmental, economic and social needs of all its

stakeholders. We practice what we preach, today and in the future.

**S**olution driven

Our solution-driven approach starts with the ability to protect the built environment coupled to a clear understanding of our customers' specific needs and requirements. We deliver the promise of protection through qualitative Promat products, personal

service and the desire to build long term customer relationships based on mutual respect and understanding.

**I**nnovation

The ability to evolve products and systems that solve problems cost effectively - action instead of reaction - is a vital and core business value. The ability to quickly adapt ourselves to a fast changing business environment makes Promat's innovations particularly relevant.

The policy of continuous evaluation empowers new ideas, reinforces action, challenges the status quo and wholeheartedly embraces the process of change.

**O**penness

The concept of transparency is close to Promat's corporate heart. We believe in open and honest communication with all our stakeholders. The use of a consistent quality image and company identity underscores every level of Promat's internal and external communications.

**N**etwork

There are sales offices, factories and workshops worldwide, forming a strong global service network for Promat. In all the countries where we are active, a highly skilled team and an extensive portfolio of high quality products provide Promat customers with total solution systems.

This can only be achieved through interaction and sharing of experience, ideas and knowledge across divisions and national boundaries.



## Confidence of professionalism

Promat draws from and builds upon the resources and reputation of a worldwide business group comfortable with the continuous application of science and technological innovation. The company has a singular, focused mission: the application of the best possible fire protection and HTI for the environment in which we all live, work and play.

In the final analysis, however, it is always a matter of people and not surprisingly the Promat mission statement reads:

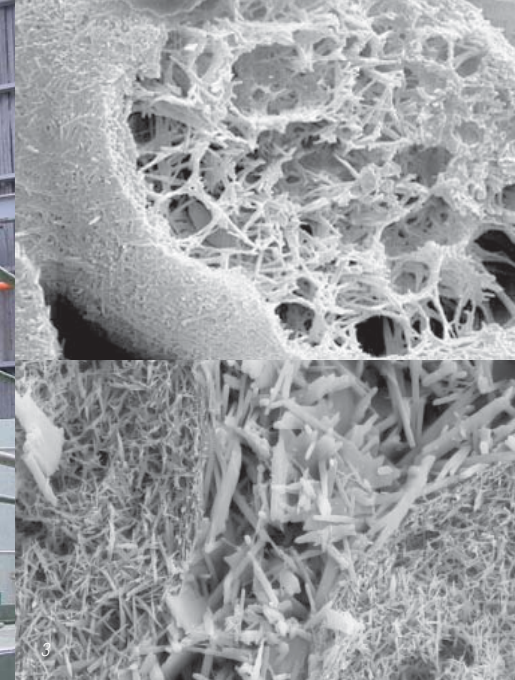
**“Delivering quality in all that we do is the responsibility of everybody in Promat”.**

Promat employees are result oriented, initiative seekers, self starters and highly-motivated team players who meet the highest possible standards of professional knowledge, responsibility and unquestioned reliability.

1. The “Schelling 1” cut-to-size machine. Its diamond tools allow cutting to an accuracy of 1/10 mm.
2. The Living Tomorrow building in Amsterdam.
3. The Palm project, boards were cut to very narrow tolerances to avoid gaps in between the boards during the installation.

Long-term employability also depends on the continuous development of employees’ skill sets and capabilities. Promat therefore strives to be a true learning organization where people are inspired to invest time and effort in personal development.

The necessity to adapt to the demands of a rapidly changing business world also means that higher commitment through greater responsibility and involvement builds team spirit. Ultimately, effective teamwork guarantees flexibility, cooperation, mutual trust and respect.



1. Promat International Technical Forum - 2007.  
2. Developing and testing materials in large scale systems.  
3. The Mineral and Matrix Engineering technology.

## Wisdom of experience

Promat offices, research and development facilities, factories and workshops span the globe in a network of companies recognized as industry leaders. Promat is acknowledged worldwide as a leading solution provider of fire protection and HTI. Over the years the company has accumulated a vast bank of experience, a resource now known as “The Knowledge Centre”.

Dedicated to saving lives and property from the ravages of uncontrolled fire, Promat knowledge is applied invaluable through a matrix of innovative products, professional systems and interrelated services.

In fact, the company is driven by continuous Research and Development, not only answering the needs of markets around the world but often setting the standard that others follow. Our laboratories and testing facilities ensure that Promat products, systems and services meet customer requirements, according to commonly used international standards.

Mineral and Matrix engineering, a very good example of Promat’s approach to product development, was launched in the 1980’s. It is the concept of controlling during the manufacturing processes the crystal growth of selected mineral phases that are used to build engineered textures for high performance products on most efficient manufacturing technologies.

**Mineral:** selected mineral phases are synthesized by controlled crystal nucleation and crystal growth

**Matrix:** controlled assemblages of engineered mineral phases to realize products with designed physical and chemical performances targeting a given application

All Promat factories, facilities, products and services naturally subscribe to and obtain ISO certification for product and environmental safety.





1



2

3

## Focus on the future

1, 2 & 3: Living Tomorrow 3 is the serialised story of the 'House of the Future' and 'Office of the Future'. On the basis of our conviction of the importance of fire protection in our present and future buildings and homes, Promat had to be part of this ambitious project, consistent with our mission as a specialist in 'passive fire protection'.

Increasing connectivity means our world is getting smaller every day. It also means the pace of change escalates exponentially. Paradoxically, if some things don't change, they almost certainly become more complex.

Fortunately, market leaders like Promat understand well that the only constant is change itself and that consistent, scientific application of innovation will provide business opportunity and ultimately make our world a safer, better place in which to live, work and play in.

Promat's corporate credo "Going Forward Into The Future", unchanged for half a century, paves the way for the future.



### Promat towards sustainable growth

A deep commitment towards sustainable business growth is a guiding principle for Promat. Future growth strategies take into account the environmental, economic and social needs of all its stakeholders.

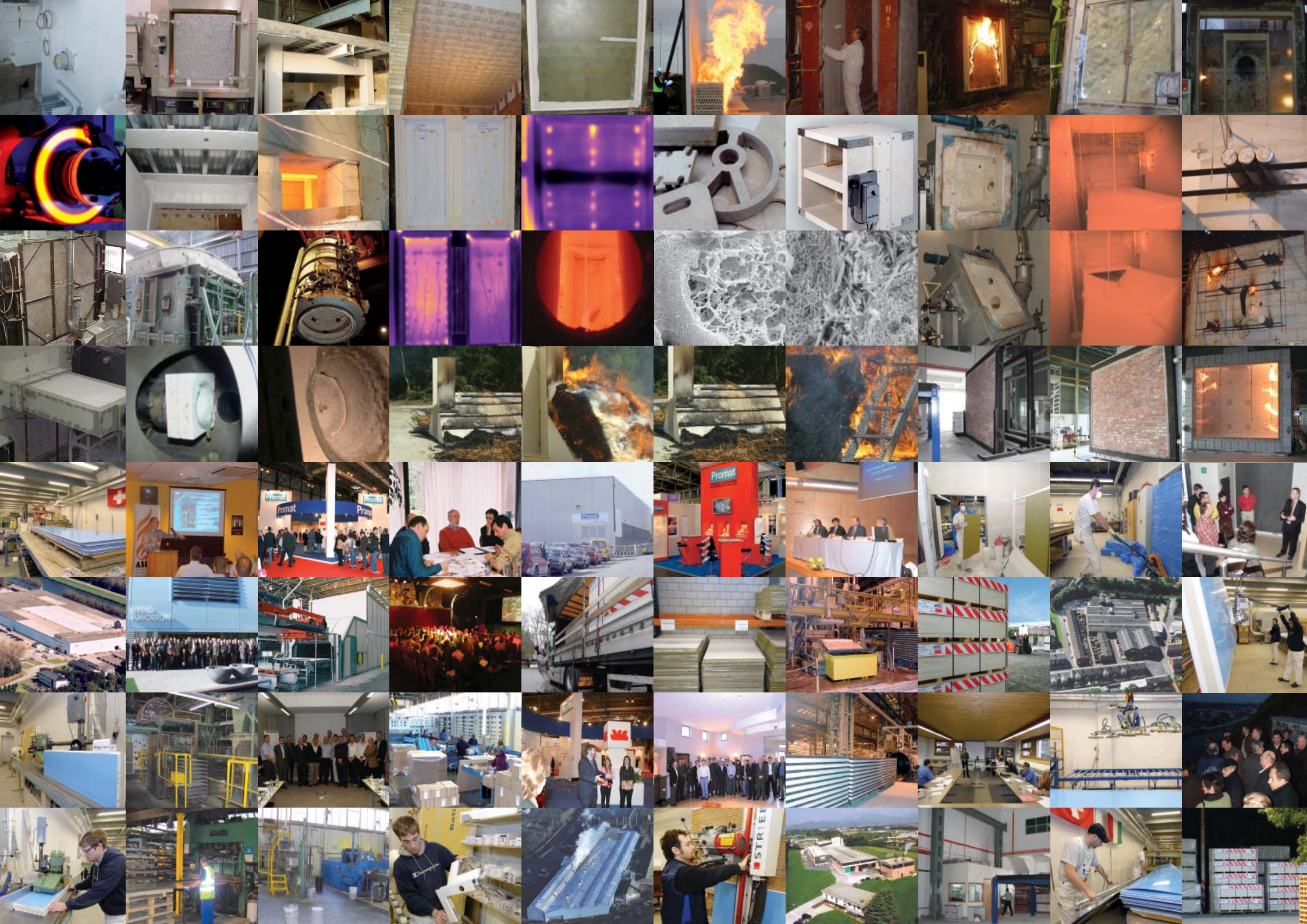
### Environmental safety the future's heritage

An uncontrolled fire general causes great environmental damage, the impact can be so great that several areas may need evacuation and long term recovery. Improving fire safety in the construction world has a positive influence on the environment and health.

At home, Promat works continuously towards sustainable growth by:

- creating a safe working environment for all its employees

- controlling and minimizing possible impacts on the environment via also the implementation of environmental management systems according to ISO 14001 in its factories, the optimisation of raw materials and energy consumption and the minimization of waste.
- including EHS concerns in the development of its products and systems and using life cycles assessment to measure the EHS performance of its products
- improving continuously its EHS performance
- fostering an open dialogue with its stakeholders based on facts and figures
- using EHS due diligence as standard practice for mergers & acquisitions, investments and divestments
- applying the EHS policy to all Promat business units.



# Worldwide global service

Promat has sales offices, factories and workshops world wide and is thus forming a global service network. In all the countries where we are active, a highly skilled team and an extensive, high quality product portfolio provide total solutions to our customers.

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