



GREENER

Naturally sustainable, premium roof tiles.
With a radically reduced carbon footprint.

GREENER

60% less
CO₂ P^{*}



* compared to conventionally produced roof tiles



laumans.de/en/sustainability/

NEW: PURE NATURE – NOW WITH RADICALLY REDUCED CO₂ EMISSIONS



THE NEW INNOVATIVE PRODUCT LINE

GREENER is now setting new benchmarks in sustainability. These roof tiles are exclusively made with CO₂-neutral resources. This means that GREENER products have a 60 % lower carbon footprint compared to conventional roof tiles made using natural gas. Sustainable products in terms of a healthy future and responsible roof design.

BUILDING FOR GENERATIONS

We want to show our responsibility and respect for people, society and our environment. Anyone and everyone that builds can make a contribution, and we believe they are obligated to think sustainably and act accordingly. Roof tiles are already a sustainable choice of material thanks

to their naturalness, resource-friendly production, long life and natural ageing process. Clay is a clean, natural building material, free from dubious 'ingredients' and 'side effects'. Original Laumans clay roof tiles follow a tradition of purity, involving the perfect combination of the four elements earth, water, air and fire, and are 100% recyclable. But that doesn't mean they can't be made better in a variety of ways. We don't just want to meet politically set energy saving targets. Rather, we are driven by the vision of producing the most sustainable roof tiles in the world. Get involved and help us!

 **LAUMANS**
PREMIUM ROOF TILES SINCE 1896

NATURALLY SUSTAINABLE. FOR RESPONSIBLE ROOF DESIGN

An offer to all developers, planners
and processors that want to actively do
something for the environment.

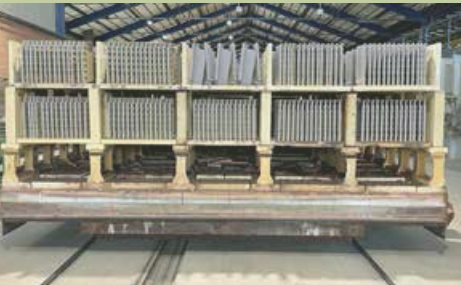


SUSTAINABLE ROOF TILES

GREENER is our line of sustainable products exclusively produced with green electricity and bio gas. This means that CO₂ pollution is radically reduced without compromising on the technical properties that define modern roof tile products.

INNOVATIVE PRODUCTION

The firing technology used is the main reason for significantly more sustainable production. The upright stocking of the combustible goods on the tunnel kiln trolley is particularly responsible for this high level of energy efficiency. The top of the tile is cleanly trimmed to guarantee a stable surface to stand on.



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As a result, Laumans' kiln trolleys contain more roof tiles than kiln furniture in terms of tonnage.



At Laumans, we don't use H-cassettes in favour of better energy efficiency.

This ratio is the other way around in other producers' facilities where cassette technology is used.

Another reason for this advantageous energy balance at Laumans is the short distances travelled by the raw clay: 75% is sourced from the production site's direct vicinity.

The firing technology and short distances travelled by the raw material are key to Laumans' advantageous energy balance. Production sustainability has been verified in an environmental product declaration (EPD) and certified by the ift Rosenheim testing institute.

BIG IMPACT – LOW COSTS

GREENER roof tiles cost slightly more than conventional tiles produced using fossil fuels. As the roof constitutes a relatively low proportion of the total costs of a new building, these additional costs are barely noticeable.

Currently the additional costs are approx € 0.19 per flat tile or shaped tile (not including VAT). Regardless of the tile model, surface quality or colour. Please inquire about any price changes that depend on the energy price from our roofing and specialist retail partners. But the 'GREENER' label on the roof tile order is all you need to prove you've actively done something for the environment.

CERTIFICATION BY LETTER AND SEAL

With each GREENER delivery, we provide a customer- and site-specific certificate to confirm the sustainability of the roof tiles, predominantly through the use of green electricity and biogas. Each year, we have our energy supplier confirm our use of green power and biogas. The German Energy Agency logs the amount of biogas we received from our supplier in the dena biogas register (www.dena.de).



GREENER

Example CO₂ emissions calculation

Standard single-family home with 190m ² TIEFA XLTOP #20 not including shaped tiles	Conventional production	GREENER production	Savings
kg of CO ₂ equivalent	1,737.55	717.09	1,020.47
corresponds to a car journey of*	11,584 km	4,781 km	6,803 km

* Source: www.spritrechner.biz/Co2-rechner-fuer-autos.html (based on one person)



GREENER premium roof tiles are available in all surfdaces and colours

GREENER

IDEALVARIABLE

GREENER

TIEFASUPRA®

GREENER

TIEFA XLTOP®

GREENER

RHEINLANDVARIABLE

GREENER

MULDENVARIABLE

FOR SUSTAINABLE BUILDINGS

In projects involving environmental certification, GREENER products can be used to directly make a positive difference regarding the certification process. The good eco balance of Laumans roof tiles is documented in full in the form of an EPD (environmental product declaration), so it can be used in technical calculation programmes.

With Laumans GREENER, sustainability calculations will contain the best values yet.



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CLIMATE CONSERVATION



NATURAL CLAY



Laumans roof tiles are already a sustainable choice of building material thanks to their natural composition, resource-friendly production, long life and natural ageing process, so the use of biogas and green electricity now means a radically reduced carbon footprint. Laumans is driven by a vision of producing the most sustainable roof tiles in the world.

CO₂ REDUCTION



Our aim is to eventually create no carbon emissions at all. That is why we document the resources we consume during roof tile production in an EPD (environmental product declaration), confirming our good eco balance and optimal production processes. Our GREENER product line is another important step towards climate-neutral roof tiles.

TRANSPORT PACKAGING



The wooden pallets used to stack handy small packs of roof tiles are reused multiple times as part of a deposit system. The packaging materials brought into circulation by Laumans have been returned to and recycled by Interseroh AG for decades.

SHORT DISTANCES TRAVELLED



We source 75% of our raw clay from clay pits in the direct vicinity of our production facility in Brüggem. This keeps transport routes short. An important and significant contribution to our CO₂ savings.

PRESERVE ECOSYSTEMS



Although clay mining is responsible for leaving deep, very literal tracks in nature, we turn clay pits into new, valuable biotopes in consultation and collaboration with the authorities through renaturation and recultivation, providing our native plants and animals with natural habitats.

NON-TOXIC



Clay is a clean, natural building material, free from dubious 'ingredients' and 'side effects'. Original Laumans clay roof tiles follow a tradition of purity, involving the perfect combination of the four elements earth, water, air and fire, and are 100% recyclable.

HIGH-TECH FOR THE ENVIRONMENT



Innovative production processes and constant quality management both internally and externally make Laumans roof tiles high-tech products. To increase energy efficiency, we fire the tiles upright and use residual heat from the kilns in drying rooms. This reduces both gas consumption and CO₂ emissions.

BUILDING SUSTAINABLY



The eco balance of our roof tiles contributes to valuable and sustainable building stock. The trinity of ecological, social and economical buildings characteristics meet longevity and economy. As a member of the DGNB e.V. network, Laumans will continue to further drive the sustainability strategy in future.



RESOURCE EFFICIENCY



As a 100% natural raw material, any excess clay during the production process can simply be returned to the material cycle. Collecting and reusing rainwater also takes the pressure off wastewater systems and our environment.

LONGEVITY



A timeless aesthetic and longevity guarantee enjoyment and protection for generations. This is shown by history and in future predictions, as well as the high level of popularity enjoyed by roof tiles among architects, developers and roofers. As a natural material, clay's reusable and recyclable properties fulfil the conditions of a circular economy.

ENERGY SAVING



The latest equipment and special flue gas cleaning equipment means particularly energy-saving production, reducing CO₂ emissions and impact on the environment to a minimum. Where possible, we use overhead daylight or LED light.

ECONOMICAL



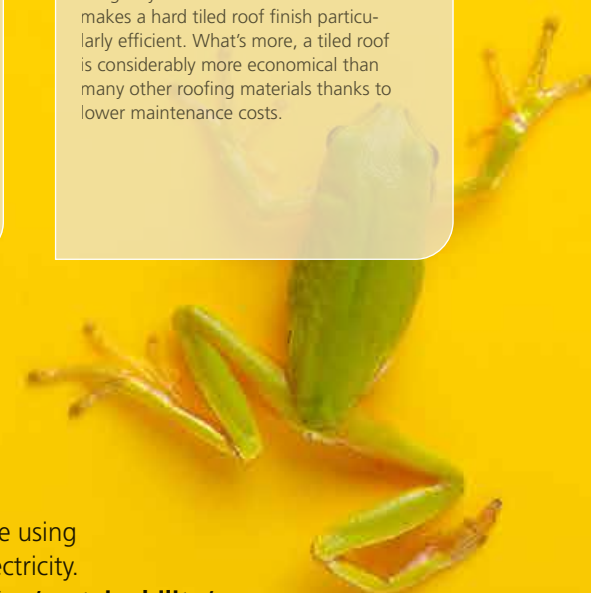
Longevity of both function and aesthetic makes a hard tiled roof finish particularly efficient. What's more, a tiled roof is considerably more economical than many other roofing materials thanks to lower maintenance costs.

Laumans is aware of its responsibility as a company and thus works on innovative solutions for environmentally friendly production processes to create high-quality roof tiles with a forward-looking attitude. We reduce the emissions generated during the production process to a minimum along the whole production chain. As of March 2020, we exclusively use green electricity and rely on biogas in place of natural gas to produce our GREENER line, radically reducing our carbon footprint. Timely investments in the latest technology ensure a constant increase of energy efficiency.



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Sustainable premium roof tiles made using climate-neutral biogas and hydroelectricity. Find out more: www.laumans.de/en/sustainability/





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HIT OR MISS?

Let us know what you think!
umfrage.laumans.de



Sustainable roof tiles for enthusiastic customers and high-quality roofs. New every day for 125 years. You can find the latest information about our anniversary promotions on our social media channels and at www.laumans.de/125plus

