

Selena Group develops new technologies for the EU

Selena Labs is the only Polish company leading a project under the Horizon 2020 program

Selena Group is developing pioneering solutions aimed at revolutionizing the construction industry. The company participates in two parallel projects under **Horizon 2020, the largest research and innovation funding program in the history of the European Union, with a budget of nearly EUR 80 billion**. As part of the program, Selena Labs, the R&D Department of Selena Group, received a grant for developing and implementing a system of foams and polyurethane foam adhesives with advanced insulation properties - significantly optimizing labor and investment costs - and for creating new raw materials from plants not used by humans or animals. **Selena Labs is now the only Polish company that is a leader of a project under Horizon 2020.**

*“Horizon 2020 is a program that represents a huge opportunity for European firms to **develop solutions that improve the quality of life while strengthening Europe’s position in the global economy**. Selena is a leader of one of the projects, which perfectly corresponds with the Group’s strategy of implementing innovation and supporting sustainable construction. Our advanced **R&D department** in the course of everyday challenges improves the formulations of the existing products, and above all develops **new solutions that are going to revolutionize the approach to construction**. The Group’s latest achievements include **COOL-R, a highly reflective, waterproofing coating** which reduces temperature in buildings, and a series of foam adhesives, including the revolutionary **60 SECONDS** and the **IS13 fast adhesive for storyboards**. I’m confident that the **international cooperation as part of the program, aimed at developing breakthrough scientific solutions is an ideal opportunity to exploit Selena’s potential** and to contribute to another technological leap in our industry” – said **Agata Gładysz, Management Board Member and Development Director of Selena FM S.A., the parent company of Selena Group.***



Horizon 2020 is a program proposed by the **European Commission**, which aims to create a **coherent system for financing innovation**. The program has **EUR 80 billion of funding available over 7 years**. As the research on new solutions progresses, the above amount is expected to be increased by private investments. The program is intended to stimulate Europe to create world-class scientific solutions that will remove barriers to innovation and will facilitate collaboration of the private and public sectors to deliver those solutions to the market.

*“The invitation for **Selena Group**, and especially for **Selena Labs**, to take part in the **EENSULATE** and **BioMotive** projects is a **great honour and privilege**. This proves that **in the opinion of the European Commission the company is a responsible partner** who effectively implements **innovative solutions**. Selena is one of the global leaders in development of **modern construction chemicals** and in some segments it **offers unique technologies**. The polyurethane foams are one of such areas. It is Selena Labs which – as part of the international **FOAM ADHESIVE** project carried out at Selena’s R&D centers in **Poland, Spain, Turkey and China** – has developed a wide range of products that have gained recognition from the construction industry. On the basis of this proprietary technology and in connection with the experience in production of insulation systems, we plan to prepare new foams and foam adhesives for the **EENSULATE** project – says Marek Barth, Head of Global R&D of Selena Labs and CEO of Selena Labs.*



Under **Horizon 2020**, Selena Labs participates in the following **two** initiatives:



- **EENSULATE** – a research and development project focused on development of a **lightweight and highly insulating energy efficient component for transparent curtain walls**. The component is intended to be **35% lighter** than the existing technology and be used for both new buildings and **inexpensive upgrades** of glassed walls of existing public and commercial buildings in Europe. As the weight is reduced, the component is to ensure a **25% increase in insulating properties, a 20% cost reduction, a 20% increase in durability** and a **15% decrease in energy consumption** by the building.
- **BioMotive** – the project, which is led by **Selena Labs** (with a budget of EUR 15 million) aims to develop the **Bio-Based Chemistry technology**. The idea is to produce chemical materials from the **from plants not used by humans or animals**. Such materials will be used for a synthesis of the plastics used for the manufacture of cars, in the construction sector and in other areas. The project is expected to achieve polymeric materials with high performance parameters, which will **notably reduce the carbon footprint** through an alternative synthesis based on chemical raw materials, without using conventional sources such as crude oil or natural gas.

Additional information:

Selena Group is a global manufacturer and distributor of construction chemicals and one of the third largest producers of polyurethane foam in the world. The Group's product range includes foams, sealants, adhesives, waterproofing products, insulation systems, fastenings and complementary products. The Group comprises 30 companies in 17 countries. The Group's manufacturing plants are located in Poland, Brazil, South Korea, China, Romania, Turkey, Spain and Kazakhstan. With its international experience gained in diverse markets, Selena Group can grow fast as an innovative company that develops new solutions adapted to users' needs. Selena Group received multiple awards in the most prestigious rankings. The company was recognised by the President of Poland Bronislaw Komorowski in the category "Sustainable Success" of the Polish President's Economic Awards competition and received the accolade of "Teraz Polska" in the category "Foreign Investment". Selena's modern products of highest quality are appreciated by the Group's partners and customers in 70 countries. The Group's portfolio is topped by such outstanding brands as Tytan, Quilosa, Artelit or Matizol. In April 2008, the shares of Selena FM SA, the Group's holding entity, became admitted to trading on Warsaw Stock Exchange.

To find out more about the company go to www.selena.com

