

Press release from Troldekt A/S

Troldekt inspires at Dutch Design Week

Europe's biggest exhibition of materials for circular building is going on display at Dutch Design Week in Eindhoven (Netherlands). Here, up to 300,000 visitors will be able to see the Danish company Troldekt's acoustic panels, which are made from natural raw materials and are the obvious choice for sustainable construction.

In 2018, the Reversible Experience Modules (REM) exhibition has been on tour to several European cities, including London, Brussels and Amsterdam. On 20-28 October, it's the turn of Eindhoven in the Netherlands, where REM is part of northern Europe's biggest design event – Dutch Design Week.

The purpose of the REM exhibition is to inspire people to go for circular design, where buildings can be dismantled so that materials can be reused without loss of value. The international Cradle to Cradle organisation EPEA has selected the materials to be included in the REM exhibition – and one of them is Troldekt acoustic panels, which are made from natural wood and cement.

Need to spread the word to as many as possible

Troldekt's presence at the exhibition is fully in line with the company's strategy which revolves around the Cradle to Cradle principles.

"I'm very proud that EPEA has chosen our product for the REM exhibition, and I'm delighted that REM is part of Dutch Design Week, where the exhibition will have a prominent position. If businesses and consumers really are going to embrace the circular economy, the idea of reusing resources must be spread to as many people as possible," says Peer Leth, CEO at Troldekt A/S.

"At Troldekt, we work with the circular economy because it is a worthwhile thing to do. Our investments in sustainable measures and documentation may not pay off in the short term, but I'm convinced that recycling and focusing on resource consumption will be a decisive competition parameter in many sectors within the near future," he adds.

Scan products and see their 'passport'

In Europe, construction accounts for approx. 40 per cent of material and energy consumption, and circular design aims to ensure that future generations have enough resources at their disposal. The REM exhibition springs from the Buildings As Materials initiative, the idea being that materials have their own 'passport' so that architects, contractors and other stakeholders can easily find data about a building's circular potential.

"At Troldekt, we think that material passports will offer huge benefits. Significant resources can be saved if, in 40-50 years' time, you can search a database to find out which materials have been used in a particular building, and see that the materials have not been adversely affected during their lifetime," says Peer Leth.

During Dutch Design Week, visitors to the REM exhibition will be able to scan products with their mobile phones to see each product's material passport.

Dutch Design Week 2018 is being held on 20-28 October at 110 different venues in Eindhoven. The REM exhibition with stand number 3.06 can be found in the former factory buildings Klokgebouw (hall 3), which are now used as a space for creative events etc.

Read more about REM [here](#) and about Dutch Design Week [here](#).

FACTS ABOUT TROLDTEKT A/S:

- Troldekt A/S is a leading developer and manufacturer of acoustic ceiling and wall solutions.
- Since 1935, wood and cement have been the main natural raw materials in our production, which takes place in Denmark in modern facilities with a low environmental impact.
- Troldekt's business strategy is founded on the Cradle to Cradle design concept, which plays a key role in safeguarding environmental benefits towards 2022.
- The entire range of Troldekt acoustic panels, both in natural and in standard paint colours, is Cradle to Cradle-certified in the silver category.

FURTHER INFORMATION:

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