

Troldtekt GmbH expands and opens Hamburg showroom

There is a huge demand for sustainable solutions that can ensure a healthy indoor climate in a building. This is highly evident at Troldtekt GmbH in Hamburg, which is a subsidiary of the Danish manufacturer of Troldtekt® acoustic panels. Troldtekt GmbH has just inaugurated a new office and showroom in the creative Altona district. The target group is primarily architects.

Altona, today a trendy urban area, is home to a building known as the 'old marzipan factory'. On the third floor of building 12, Troldtekt GmbH has opened an office and showroom. Here you can experience the elegant and provenly sustainable Troldtekt acoustic panels for ceiling and wall cladding. With the new showroom, Troldtekt is taking the next step in its growth in the German market.

The showroom is part of Das Netzwerk für innovative Raumlösungen, where a number of interior product suppliers have offices and showrooms. It has provided a unique opportunity to present a *working showroom*, where the various interior products are integrated into the décor throughout. For example, Troldtekt's office is of course furnished with Troldtekt ceilings and walls, but also with office furniture from the network's main tenant, Assmann, while the network's shared spaces have been given multiple wall and ceiling solutions featuring Troldtekt design solutions.

"We outgrew our former location, and for us the network offers the perfect setup. We will have the opportunity to present our solutions in conjunction with several other interior products, so that it will be attractive for architects to visit us. And we also get to have our office in an inspiring environment with valuable knowledge sharing," says Jesper Kvist, Country Manager at Troldtekt GmbH.

A huge potential for growth

Troldtekt GmbH was founded in 2015 as a subsidiary of the Danish company Troldtekt A/S. Since 1935, the company has produced the popular acoustic panels Holzwoleleichtbauplatten (HWL), which consist of certified Norway spruce from Denmark (certified FSC®C115450 and PEFC™) and cement from the Danish subsoil.

All Troldtekt cement-bonded wood wool products are Cradle to Cradle certified at silver level. Troldtekt has achieved the Cradle to Cradle certification for two reasons: because the panels do not contain substances that are harmful to humans or the environment, and because the panels can return to nature in the biological cycle or be included as a raw material in new cement in the technical cycle. The acoustic panels make it possible to combine sustainability with good acoustics, a healthy indoor climate and efficient fireproofing.

In Germany, Troldtekt has already been chosen for installation in a wide range of schools, offices, restaurants and swimming centres. For example, Troldtekt acoustic ceilings can be found throughout the restaurant section of the Alnatura Arbeitswelt offices, which won the Deutscher Nachhaltigkeitspreis (The National German Sustainability Award) in 2020. Troldtekt is also a part of C2C LAB, the first building in the world to be renovated in accordance with the Cradle to Cradle principles. C2C LAB serves as an educational centre, NGO office and a 'living laboratory' for Cradle to Cradle-certified building materials.

"We have been well received by architects and developers in the German market, where we see excellent potential for further growth in the coming years. This applies to several types of buildings, but particularly in schools where billions of euros are currently being invested and where our products can make a difference to the indoor climate," says Jesper Kvist.

"Our project consultants are in dialogue with architects all over Germany, and we also participate in many trade fairs. With the new showroom, we have significantly increased our ability to display our products in an exclusive setting. The showroom also provides us with a good setting for virtual customer meetings, which is a big advantage during the coronavirus pandemic," he continues.

Distinctive design solutions

The new showroom features a selection of acoustic panels from Troldtekt's new design series, the winner of ICONIC Awards 2019 and the German Design Award 2020 – and also nominated for the DETAIL Produktpreis 2020.

Visitors can see Troldtekt products in use, such as ceilings with the Troldtekt line panel, which has longitudinal surface grooves and creates the experience of a visually calm and contiguous surface. An entire wall with the Troldtekt rhomb design solution is also on display in the showroom.

“We offer a broad range of products that gives architects and builders a great deal of freedom to choose an acoustic ceiling according to their own tastes. Some of the solutions fit well into a Northern European design with right angles and light colours, while others are more expressive in style with warmer colours and patterns,” says Jesper Kvist.

FACTS ABOUT TROLDTEKT:

- Troldtekt A/S is a family-owned Danish company and 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 the production process, which takes place in modern facilities in Denmark with a low environmental impact.
- In 2015, Troldtekt established a German subsidiary, Troldtekt GmbH, in Hamburg, which has now expanded with larger offices and new showrooms in Hamburg.
- Troldtekt's business strategy is founded on the Cradle to Cradle design concept, which plays a key role in securing environmental benefits.

FURTHER INFORMATION:

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