

Troldekt A/S sets up new company in north Germany

The earmarking of EUR 1.9 billion for future school buildings and general growth in north Germany has paved the way for Troldekt Deutschland GmbH, Troldekt's new German subsidiary. In step with this investment to establish a stronger presence in the German market, the company's production facilities in west Jutland are also being expanded.

Hamburg is in the process of strengthening its position as a growth hub for Germany, a role which is resulting in higher levels of building activity in this large metropolis. For example, about EUR 1.9 billion will be invested in school building in the coming years. As a result, Troldekt A/S has decided to set up Troldekt Deutschland GmbH, a new company based in Hamburg.

"You could say that we are following the international activities of Danish architects, because we are by no means the only ones to have discovered that there are some incredibly exciting projects being realised in northern Germany. If, in the longer term, we want to play the same role as we do in Denmark, we must trade on German terms and follow their local practices and standards. It is for this reason that we are now supplementing our existing set-up with a German subsidiary," says Troldekt's CEO Peer Leth.

Long-term plan

For the time being, Troldekt Deutschland GmbH is an advisory office with two employees. Their job is to spread the word about Troldekt's acoustic solutions, hopefully so that we can start reaping the benefits of our investment from next year. Peer Leth adds,

"Opening up in Germany represents a long-term investment in strengthening our export profile in this market. However, we do not expect it to have a bearing on revenue until 2016. The task ahead involves telling German developers and architects about the advantages of using Troldekt and how our acoustic solutions can improve the indoor climate in school buildings."

Expanding production

The prospect of extra business from Germany in 2016 and the enormous growth in orders already being received from the domestic market in Denmark have led to further investments in production facilities. Over the next three years, Troldekt will boost capacity by 30-40 per cent in the west Jutland town of Troldehede, where all production has been based since 1935. Steps to optimise this production have already been launched.

The new production facilities include, among other things, a new drying oven. The oven will cut energy consumption in production in line with Troldekt's Cradle to Cradle strategy, which dictates how Troldekt will implement a range of sustainable and value-creating initiatives up to 2020.

Troldekt A/S facts:

- Troldekt A/S is a manufacturer of acoustic solutions for walls and ceilings.
- Since 1935, the company has used the natural materials wood and cement in its modern and eco-friendly production in Denmark.
- Troldekt's business strategy is centred around the Cradle to Cradle design concept, which will be key to realising environmental benefits up to 2022.
- In 2014, Troldekt was awarded the CSR Strategy Prize for its focus on sustainable operations.

FURTHER INFORMATION:

Peer Leth, CEO, Troldekt A/S: +45 8747 8130 // ple@troldekt.dk

Tina Snedker Kristensen, Head of Marketing and Communications, Troldekt A/S: +45 8747 8124 // tkr@troldekt.dk