



**Engineering progress  
Enhancing lives**

## **A promise to every future generation**

EcoPuls: Sustainable circular economy at  
REHAU Window Solutions

Windows. Reinvented for modern life.  
[window.rehau.com/uk-en/sustainability](https://window.rehau.com/uk-en/sustainability)



# What will the world be like 30 years from now?

No one can answer that question, but that doesn't mean we should stop asking. At REHAU we take this issue very seriously, which is why we are constantly analysing our actions. This is the only way we can continue to improve and make an active contribution to a sustainable future with our solutions. This is the only way to turn our windows into windows for future generations.

This issue was occupying the minds of the REHAU management team for over 30 years, until they found the answer: By means of a circular economy, we aim to keep increasing the proportion of recycled plastic in our window systems.

This means that REHAU's premium quality always guarantees the maximum service life of our windows. The high energy efficiency designed into our products at conception, greatly helps to save resources during the entire lifespan of the window.

**That is a promise and our commitment. By making it, we are also making an important contribution to the protection of our planet.**





# Our promise in practice

Global challenges, such as climate change and sustainable lifestyles, require new approaches to solutions, especially from the business sector. Consumption and production must move away from single-use, because waste is not a sustainable approach.

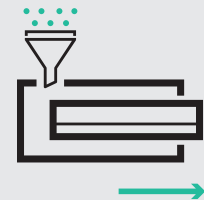
The circular economy has therefore developed into one of the guiding principles for REHAU over the last three decades. Our positive experiences spur us on to keep closing the loop for our window profiles.

**The circular  
economy -  
100% in our  
own hands**



## Production

All REHAU plants in Europe have been certified with the independent VinylPlus product label due to their sustainable production processes.



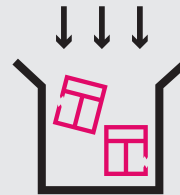
## Extrusion

The unique REHAU extrusion process enables the production of window profiles that are made of recycled material in the core of the profile. Today, the proportion of recycled material is between 40% and 75% in more than 40% of REHAU profiles.



### Products

REHAU EcoPuls co-extruded, window profile systems are unique for the window industry in terms of a closed-loop economy. The result: a saving of up to 97,000 tonnes of CO<sub>2</sub> annually.



### Collection

Millions of old PVC frames are a valuable resource for new plastic windows. REHAU maintains a very large network to collect this material.



### Recycling

Complete old window frames are separated into different raw materials (e.g. glass and metal) and recycled. The PVC polymer components that come primarily from the old window profiles are key for us. These are processed into high-quality recycled granules. This saves up to 88% of CO<sub>2</sub> emissions compared to the production of new virgin PVC.




REHAU Group's recycling facilities, include our Polish plant in Śrem, with its own state-of-the-art recycling works, as well as our subsidiaries, PVCR in England and DEKURA in Germany. These locations are responsible for the central collection of used material and its processing into reusable materials. As an industry specialist, DEKURA produces around 40,000 tonnes of material for new PVC windows.



# Systematic, nationwide collection

In order to ensure the effective recovery of used material, a large, pan-European network of almost 2,000 partners has been established to collect used material. These are either profile sections from production waste or complete old windows.



#### No fuss

The removal and disposal of the old windows are organised by your specialist window company.





**88%  
fewer  
CO<sub>2</sub>  
Emissions**

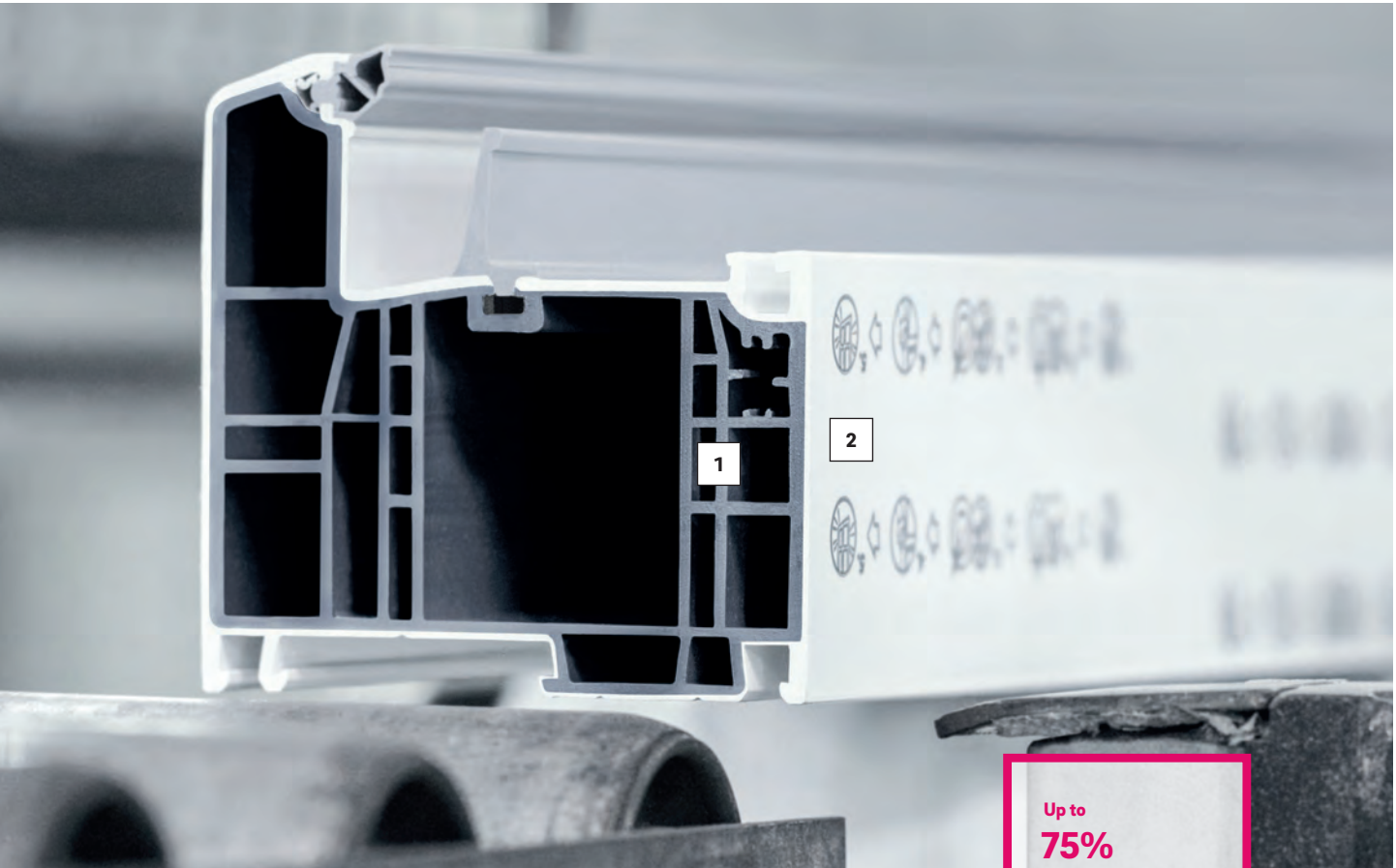
## Professional processing

Processing takes place in specially built recycling plants. They are the key to the consistent implementation of our sustainability promise. A total of 70,000 tonnes of PVC are recycled in this way every year. This is equivalent to approximately seven times the weight of the Eiffel Tower and is sufficient to cover REHAU's entire recycled material requirement.



**Picture caption**

- 1 Core made of recycled PVC
- 2 Outer surface made of new PVC



Up to  
**75%**  
**Recycled  
material**

## Unique extrusion process

Extrusion is the process on which the production of our window profiles is based. In this process, the PVC is shaped under pressure. The outer surface is made from new plastic. In the case of EcoPuls co-extruded profiles, the non-visible inner parts are formed from recycled material. The special thing about this is that both processes take place at the same time. Hence the term co-extrusion.

Today, more than 40% of our profiles are produced from recycled material. The proportion of recycled material varies between 40% and 75% and this is set to increase further in the future.

**Quality is our watchword**

The window profiles retain their excellent properties during coextrusion, creating a unique link between premium quality, innovation and sustainability.



# Audited sustainability in all plants



## We set standards

In order to ensure high standards internally as well, REHAU maintains its own environmental management system in accordance with ISO 14001 and an energy management system in accordance with ISO 50001.

REHAU's window plants in Europe have been certified by the independent VinylPlus product label. This means that they meet all the sustainability criteria required of the PVC industry, from raw material procurement and material cycles to recycling. REHAU is one of the few system houses that can demonstrate this standard throughout Europe.







Up to  
**76%**  
**Energy  
saving**

# Committed to sustainability

EcoPuls co-extruded windows are brought to you via our REHAU partners. They help to ensure the best quality of housing - including in the form of good heat insulation. Combined with triple glazing, they achieve exemplary  $U_w$  values and energy savings of up to 76%\*. The benefit of installing REHAU windows is two-fold: Savings on heating costs during the usage phase and the added satisfaction of protecting the environment with a sustainably manufactured product.

\* Reduction of energy loss through the window when changing from old wood/plastic windows from the 1980s ( $U_f = 1.9$ ;  $U_g = 3.0$ ) to windows made of GENE0 RAU-FIPRO X profiles ( $U_f = 0.86$ ;  $U_g = 0.5$ ), window size 123x148 cm



# Our benchmark for sustainable living

REHAU window profiles with the EcoPuls product label epitomise a positive ecological footprint.

Over the last 30 years, REHAU has invested a great deal in establishing sustainable window production. Our consistent commitment to the circular economy makes us a pioneer in the industry today.

We have introduced the EcoPuls label to clearly demonstrate the key importance of sustainability at REHAU. With this label, you know immediately that your REHAU window has been produced in a particularly sustainable manner using recycled materials. If you would like to learn more about this topic, please contact your personal REHAU partner.

**REHAU  
EcoPuls**

Sustainability  
Competence

## REHAU does important association work

Only if the idea of sustainability becomes established throughout the entire industry can it work in the long term. It is therefore a matter of great importance to REHAU to agree on a uniform approach across all companies. One example is the implementation of VinylPlus, the EU-wide commitment of the PVC industry. It stipulates that the industry must recycle 900,000 tonnes of PVC a year by 2025. REHAU already makes a significant contribution, recycling approximately 70,000 tonnes per year.



You too can be part of a sustainable future.  
With windows made with EcoPuls profiles,  
you will help protect our planet.









# Our generational promise - your guarantee for sustainable action

We do not make empty promises. The circular economy and the commitment to sustainability are actively upheld at REHAU. The figures speak for themselves: our windows give you the satisfaction of knowing that you are doing something to protect our planet.

## **Between 40% and 75%**

of recycled materials are already being processed in EcoPuls profiles today.

## **97,000 tonnes**

of CO<sub>2</sub> emissions are saved annually by using recycled material. This corresponds to the absorption power of 7.8 million trees, which is the equivalent of a forest the size of Berlin.

## **70,000 tonnes**

of waste material are processed by REHAU per year.

## **7x**

is the number of times PVC can be reused.

## **88 %**

less CO<sub>2</sub> is generated in the production of recycled plastic compared to the production of new material.





## **We take responsibility - holistically**

It has always been part of REHAU's DNA to use raw materials economically and efficiently. As a member of the UN Global Compact, we support the "Sustainable Development Goals" of the United Nations and play our part every day in making these goals become a reality.



Since 2020, REHAU has committed to the UN Global Compact initiative on corporate responsibility and its principles in the areas of human rights, labour, the environment and anti-corruption.



#### REHAU focuses its sustainability strategy on four core areas:

- **Driving the circular economy forward**  
The only long-term answer to limited resources can be the circular economy. To this end, we will continue to expand the amount of recycled material used, as well as external partnerships, networks and our services.
- **Sustainable and value-oriented growth**  
We want to achieve moderate but constant long-term growth, especially with our innovative, sustainable solutions.
- **Promoting climate protection**  
With an innovative, networked energy supply and an ever-increasing use of renewable energies, we are contributing to the fight against climate change.
- **Promoting diversity**  
Diversity of perspectives is the key to innovative strength. We value and promote diversity in our teams and are committed to equal treatment.

#### We show transparency

Our regular sustainability reports show how successful we have been with our strategy. In this way, we test ourselves to see whether we continue to meet our own goals. See for yourself:

[www.rehau.com/sustainability](http://www.rehau.com/sustainability)

#### 50 SUSTAINABILITY & CLIMATE LEADERS

A RACE WE CAN WIN 



#### An honour and an obligation at the same time

REHAU has already received several international awards for its outstanding commitment. In 2020, for example, we became one of "50 Sustainable & Climate Leaders", an initiative based on the United Nations Sustainable Development Goals. We were awarded the Ecovadis Medal for an exceptionally high sustainability rating. Such honours are a great incentive to continue expanding our sustainability activities.



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