

URSA, the warmest solution  
always close to you





# Index

- 3 The perfect balance
- 4 60 years helping to build sustainable buildings
- 6 Sustainability – the core of our business & product strategy
- 8 Our contribution to the triple bottom line
- 10 URSA's team – The basis of our activity
- 12 50 years of technological innovation
- 14 Product range
- 16 URSA products in action
- 18 Tracing our path to 2030





## The perfect balance

Welcome to URSA, your European building insulation provider. We offer you the perfect balance between sustainability and innovation, between profitability and social responsibility.

Because climate change is undeniable, at URSA we join efforts every day to devise, develop and offer the European market products that contribute to a more comfortable present, and a more hopeful future.

Buildings are great energy consumers and, at the same time, responsible for generating millions of tonnes of polluting emissions.

We invite you to learn more about our building insulation solution, our optimized production processes and above all, our reference objects, which speak for us.

# 60 years helping to build sustainable buildings

URSA is a leading European building insulation provider with headquarter in Madrid (Spain) and turnover of around 500 Million €. We focus on glass mineral wool and extruded polystyrene (XPS) to insulate residential and non-residential buildings, both new and being renovated.

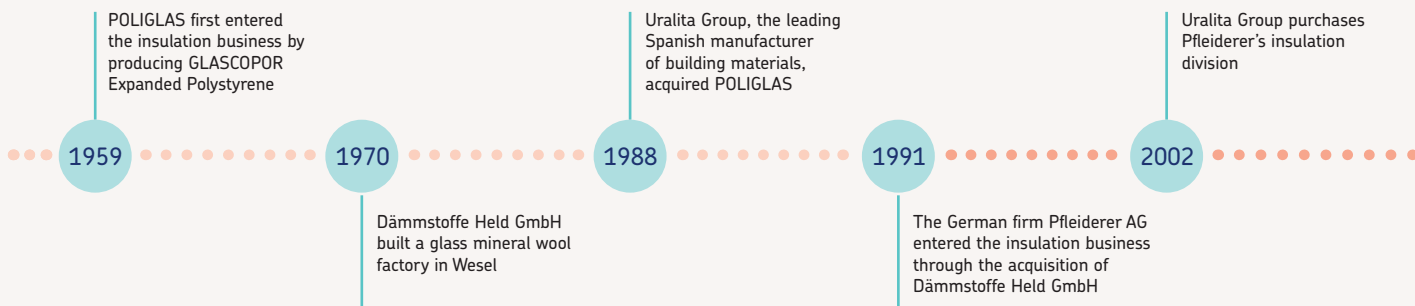
Since our beginning, around 60 years ago, we have been entirely dedicated to the production and sales of building insulation materials that reduce energy consumption and CO<sub>2</sub> emissions.

## URSA key figures

Sales  
**€450**  
million

Sales  
activities in  
**40+**  
countries

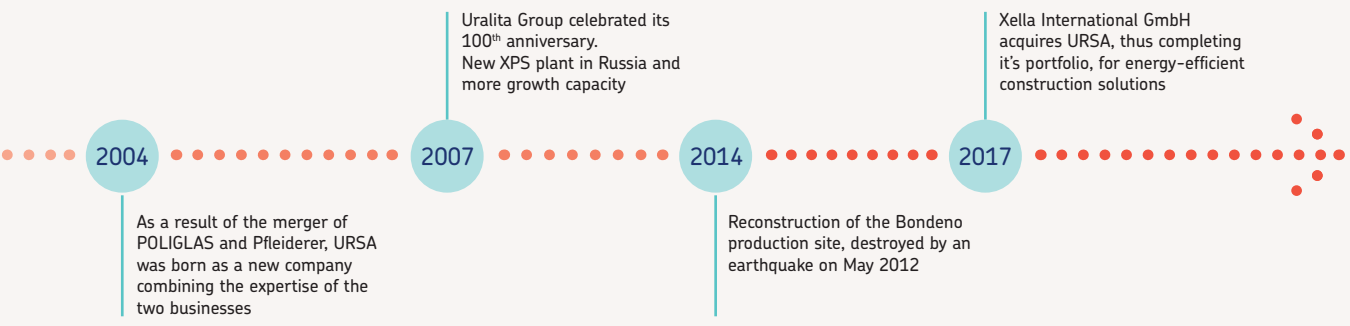
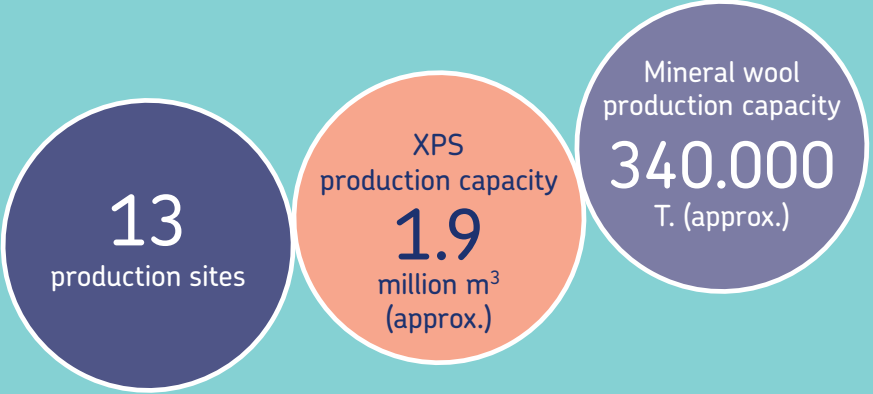
**1,700**  
employees  
all over Europe







- Headquarters
- Branch
- Production site mineral wool
- Production site extruded polystyrene



# Sustainability – the core of our business & product strategy

Europe is believed to be at the forefront of the global climate policy. By 2020, the EU aims to reduce its greenhouse gas emissions by at least 20%, increase the share of renewable energy to at least 20% of consumption, and achieve energy savings of 20% or more.

That is the reason why at URSA, we are at the heart of European sustainability strategies, because buildings are the single biggest energy waster, and insulation materials can dramatically reduce the energy consumption.



1

## Saving energy through thermal insulation

URSA's products help save more than 500 times the energy required in their production.

2

## Avoiding CO<sub>2</sub> emissions

During our products' lifetime, CO<sub>2</sub> emissions are reduced because less energy is wasted. Savings are greater than the CO<sub>2</sub> generated during production and transportation combined.





5

### **Making an efficient use of resources**

Production water is used in a closed cycle (none is wasted), and we continuously strive to reduce the amount of energy used for production.

4

### **Using recycled raw materials**

A high amount of recycled content is used in producing both Glass mineral wool and XPS, minimizing production waste as we recycle products that do not pass internal quality checks.

3

### **Allowing transportation savings**

Glass mineral wool is highly compressible. An unpacked roll can be compressed to occupy over 10 times less so fewer trucks are necessary to transport more energy-saving products and we can store more of our products on a warehouse floor.



# Our contribution to the triple bottom line

At URSA, the triple bottom line is at the core of the overall Corporate Strategy, to ensure that we are taking a sustainable path towards the future. As a result, we both manufacture our products as sustainably as possible, and operate as a responsible company.

## Environment

Resource efficiency is achieved as less energy is consumed, a smaller transportation infrastructure is necessary, fewer CO<sub>2</sub> emissions are generated and there is a reduced need for virgin raw materials.

Thermal insulation in buildings generates substantial energy savings. 1 sq.m. of URSA glass mineral wool can save the equivalent of around 400 litres of oil and prevent the emission of 343 kg of CO<sub>2</sub> during its life cycle.

## Social benefits. Health, comfort and security

Thermal insulation makes homes and offices more comfortable, contributing to increased productivity and better public health.


URSA glass mineral wool provides high levels of acoustic comfort as well as safety in the case of fire.

A more energy-efficient building stock can reduce Europe's dependence on energy imports and provide more energy security.

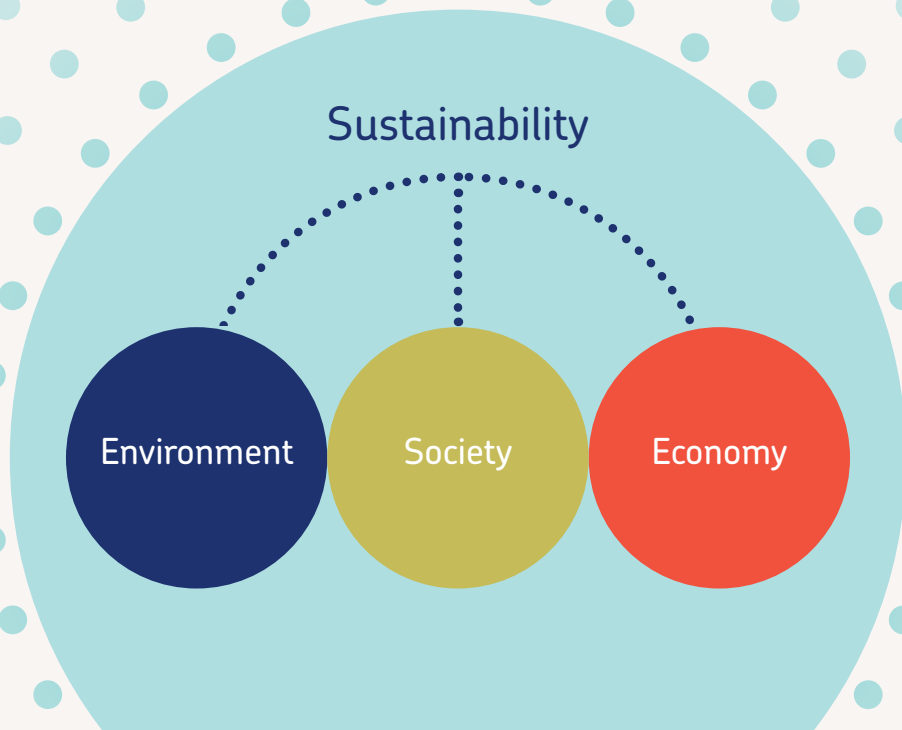
## Economy

Deep energy-efficient building renovation can create jobs, drive economy growth, and save money for governments and individuals.

For consumers, insulation also saves money, as every euro invested in insulation saves 7 euros over the product's lifetime, since less energy is needed to reach a higher level of comfort.







# URSA's team – The basis of our evolution and success

URSA's team is spread over Europe, Russia, Asia and Africa. We are happy to be multinational and cross-cultural, the result of not just different countries but also cultures. Together, URSA's people make up a mosaic of the modern world.

Much has to be done over the next decades to make sure we, and generations to come, have a positive future, and we are in a privileged position to help this happen.

Our team is ready for the challenge.



PUREONE by URSA  
Premium product launch

2010



URSA GEO  
Mainstream technology update

2011



High R.  
products launched

2012



RT 2012  
special product range launch  
URSA PULS'R blowing wool

2013



URSA PureOne  
Product revamp: wider range,  
new packaging and concept

2014



# 50 years of technological innovation

At URSA, we are continuously researching and innovating to improve our range of building solutions portfolio.

In recent years, thanks to the efforts of the R & D teams and the heavy investment made, we have offered the market new products, each time with better benefits. The essential characteristics of thermal insulation, acoustic and fire protection have been maintained and improved, and we have been adding new advantages so that the entire process until its installation is fast, comfortable and safe.



URSA SECO  
range, accessories extension

2015



URSA XPS Twins

2016



URSA PUREONE WW

2017



TERRA Technology

2018



2019





# 3 recent contributions for a better world

1

A state-of-the-art technology to ensure indoor air quality

URSA has launched a new technology that reinvents glass mineral wool, bringing important innovations in product quality, installation comfort and sustainability. Each country is taking advantage of this new technology in different ways.



2

## A reliable solution to reduce energy dependency

The new blow-in wool launched by URSA responds to new needs on building thermal insulation, particularly for lofts and cold roofs, timber frames and cavity walls. It is mainly aimed at building renovations, thus responding to the real need of a better insulation on the existing housing stock, reducing CO<sub>2</sub> emissions and fuel dependency.



3

## A revolutionary additive to reduce environmental footprint

It is an innovative resin to bind glass mineral wool fibres, obtaining a very elastic and resistant material, but is made with renewable raw materials of vegetable origin, such as starch and citric acid, replacing the previously used acrylic additives of petrochemical origin. For all these reasons, this new binder has a very low environmental footprint.



# Product Range

Over the years, we have refined our product range down to two high performing insulation materials – glass mineral wool and extruded polystyrene (XPS) – both offering superior value in building applications. Based on them, we have developed a wide product portfolio according to the markets and needs of the different countries we operate in.

For roofs, ceilings, walls or floors, our products have the technical and performance superiority to meet all construction needs, accomplish the most demanding building regulations and care for the environment.

## Glass mineral wool

In addition to its high thermal and acoustic insulating properties, it behaves very well in the presence of fire and has an outstanding capacity to improve energy efficiency and comfort.



Thermal insulation



Acoustic insulation



Fire resistance



Easy handling



Savings



Recyclable



Indoor air quality



Easy handling

## Extruded polystyrene (XPS)

This material presents very good thermal properties. It is easy to install and has large benefits such as zero water absorption, lightweight, mechanical strength and durability.



Thermal insulation



Acoustic insulation



High compressive strength



Easy handling



Savings



Recyclable





## Our products save energy and provide comfort in all building applications

Both Glass mineral wool and XPS are used mainly in residential and commercial buildings, to prevent heat transfer and offer acoustic comfort. Our wide portfolio allows for a balance of different applications and segments.



Ceilings



Floors



Perimeter



Horizontal partitions



External walls



Internal partitions



Pitched roofs



Basement



Inverted roof



Ducts

# URSA products in action

Buildings are our best references on how our products contribute to sustainability and energy efficiency.



## Myriad Sana Hotels – Vasco de Gama Tower – Lisbon

The main features at the World Expo 1998 in Lisbon were the Vasco da Gama tower and the skyscraper that rises beside it. Today, this emblematic building has been renovated, insulated with URSA Glasswool, and holds the hotel Vasco da Gama Tower Lisbon.



## RheinauArtOffice – Cologne

This impressive building is the headquarter of Microsoft, in which the priorities are openness and free-flowing spaces, but also providing this office space with the most sustainable and energy efficient systems and solutions.



## National Velodrome St. Quentin – France

This track, covered and lit, is the biggest velodrome in Europe. The builders of this project counted on URSA to insulate all the envelopes of this sports facility.

#### Timbered house in Germany

Wooden structure, thick solid walls, small windows...  
This typical medieval building was insulated with URSA products from the inside, leaving its façade unaltered and preserving its history and character.



#### Bolshoi Theatre – Moscow

URSA PUREONE was the choice to improve the acoustics, attempting to bring the sound quality back, as the original acoustic had been completely lost in the last Soviet renovation works, where reinforced concrete had been used.



#### Pixel Businesspark – Poland

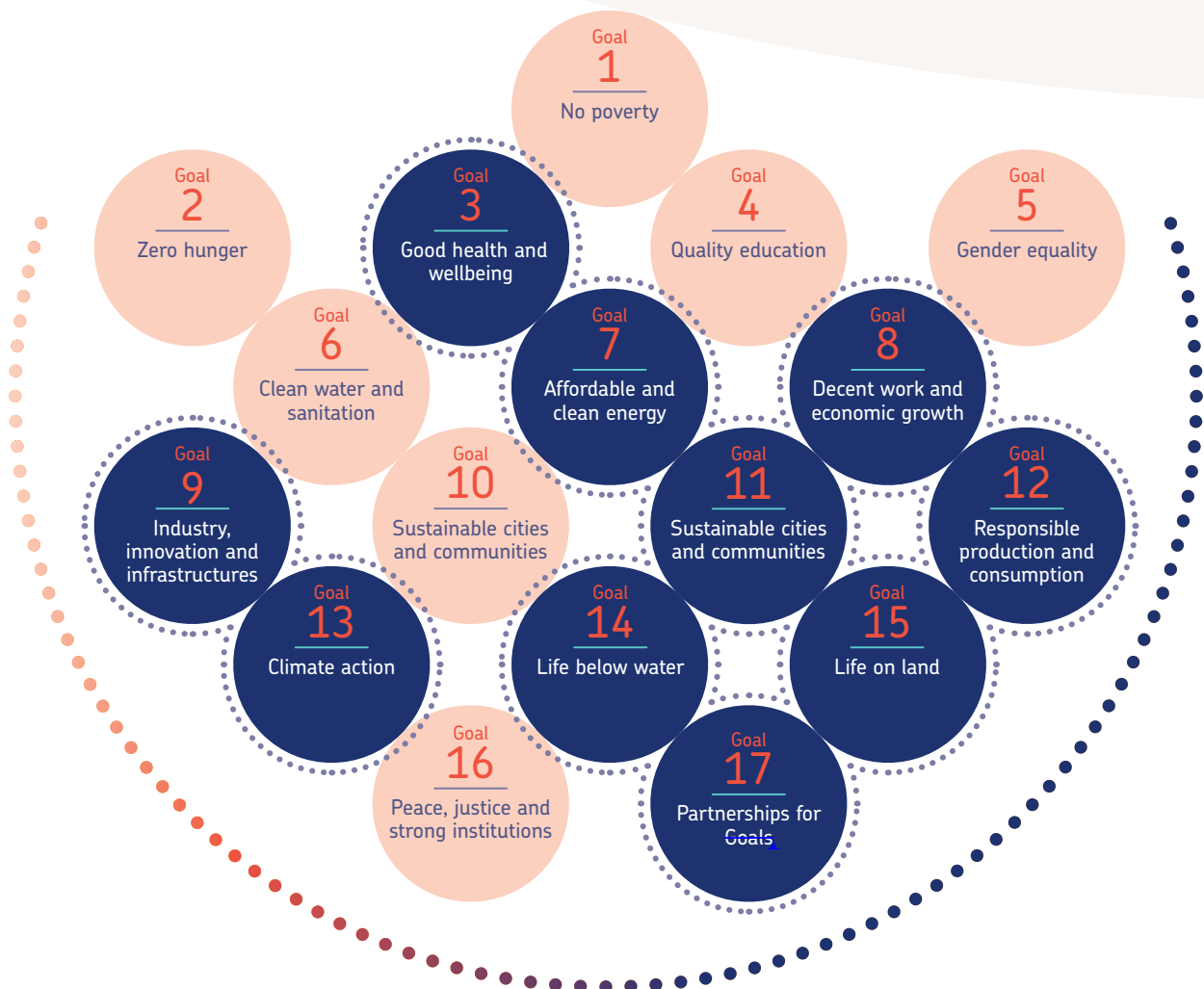
To limit electric energy consumption, architects gave priority to energy efficiency and sustainability, prescribing URSA GLASSWOOL and designing the façade to allow the maximum amount of light to enter the building.



# Tracing our path to 2030

“For the horizon 2030, the 17 Sustainable Development Goals are a call for action by all countries to promote prosperity while protecting the planet. They recognize that ending poverty must go hand-in-hand with strategies that build economic growth and address a range of social needs including education, health, social protection, and job opportunities, while tackling climate change and environmental protection.” (United Nations)

At URSA, we have made the 2030 goals our own, for a more habitable world and a more sustainable planet, because we know that both our activity and our products can contribute greatly to achieve many of these goals. This is the great challenge of our time and we will spare no effort to overcome it.





URSA  
meet you  
in the future



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