

**Green Building with us: Real Green Building → „Brand in Motion“**

There's something going wrong!

Is sustainable building not our responsibility?

Sustainable building involves much more than solar technology, green roofs and building services.

What about the remaining 90 % of the building materials used in the Green Building?

Sustainability is based on:

- Ecology
- Economy

The Green Building guideline is sustainability with high resource efficiency in the area of

**Energy**

**Water**

**Building materials**

At the same time, harmful effects on health and the environment are to be reduced.

**My theme at Green Building is → Real Green Building**

Building materials and their use

Let's ask ourselves: How high is the amount of energy for our building material products?

There is no other industry that consumes more energy than the building materials industry and produces so much waste at the same time.

The aim should be to optimise the building over its entire life cycle.

The focus is therefore on building materials - and their ecological properties.

- Expenditure on energy requirements for production, transport and disposal
- Pollutant load for the environment and humans
- Reusability without high energy consumption

Just compare the different building materials with their material properties and energy consumption.

A frightening result will come to light.

Table will follow!

The balance of ecological building materials should be known to everyone by now. It is the task of all of us:

**The Will to really do something is crucial**

The building materials for a green building, whether multi-storey or single-family house, include renewable raw materials and reusable building materials that can be reused without great energy expenditure.

These building materials include:

- **Hemp** - **Clay building materials**
- **Flex** - **Silicate Mineral**
- **Straw** - **Oils**
- **Reed** - **Lacques**
- **Wood**

The materials presented in advance have proven themselves over the last 35 years and are state of the art.

The house builder often uses these building materials for healthy building and living. What is still missing are the municipalities and housing associations. In this area, building materials are still used which, from production to disposal, have a very high energy consumption and therefore cause large to very large CO2 emissions. And as always there are the pseudo building materials which are used in this area.

More seeming than being.

Not to speak of the health endangerment of humans.

**"In a newly built house, the environmental impact is greater inside than outside the building."**

The term "low in harmful substances" has long been a common term - but that means that there are harmful substances in our products - only in the permitted quantity.

This can't be happening: **"Poison is poisonous"** no matter what the quantity.

It is a challenge for the growing global consumption of natural resources. In view of climate change and pollution, politicians and economic institutions should take up this challenge.

This also includes multi-storey buildings with steel structures for statics and earthquake safety. However, the other building materials used for the building shells and the interior fittings should be made of building materials that are in perfect biological condition.

With this construction method we have far better balances of the ecorating system than anything else on the market.

You don't have to gloss over anything.

**That's why my message is:**

**Real Green Building → Brand on the move**

With our decades of experience in the field of sustainable construction, whether refurbishment of existing buildings or new construction, we support you with ideas and concepts, from the optimization of existing projects or the new construction of single-family homes to high-rise buildings. The certification for efficiency optimisation is already given by the fact that we use building materials which have a much better CO2 balance than the standard building materials - there is another way!

These building materials can be used to build buildings ranging from passive houses and zero-energy houses to energy-efficient houses.

We have been experts in product development - product manufacturing and processing - for over 35 years.

Building materials that are harmful to people and the environment should no longer be used, should they?

They should slowly but surely be a thing of the past.

### **Real Green Building → Brand on the move**

Why these building materials?

- They have proven themselves over centuries
- They are adapted to the current state of the art
- To live and work in a healthy environment
- Our health is our most valuable asset

Everywhere you hear about ecologically sustainable building.

Clay building materials and building products are made from renewable raw materials:

### **Ecological and sustainable ISN'T IT SO ?**

**And we have been doing this for 35 years.**

The theory of biological and sustainable building regulations has proven itself in our modern times.

It is important to go new ways.

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Thank you.

**„Green Building → Marke in Bewegung** Let's get something moving!!

**Waldemar Eider**