



Rely on it.

PRESS RELEASE

Less is more: Renolit Alkorsmart, the revolutionary "cool colour roof" system that lasts longer with fewer resources

The best yield with the minimum use of resources. This is the philosophy of RENOLIT ALKORSMART with its Solar Shield technology, a special coating that protects the outer surface of the membrane from UV rays to increase its endurance. An innovative solution that encompasses the advantages of sustainability and efficiency.

Sant Celoni, Barcelona, xx November 2019 - The **RENOLIT ALKORSMART** membrane, developed by the **RENOLIT** Research and Development Department, is certainly the most revolutionary. This is a new standard in the roof waterproofing sector and is able to offer the best yield with the minimum use of resources. With thicknesses of just 1.2 or 1.5 mm, **RENOLIT ALKORSMART** not only provides buildings with watertight sealing and mechanical and chemical resistance, but also energy savings, sustainability, versatility and impeccable aesthetics. This product, a part of the **RENOLIT ALKORPLAN** family, has Solar Shield Technology, a special coating that protects the outer surface of the membrane from UV rays to offer incomparable endurance. Compared to traditional membranes, **RENOLIT ALKORSMART** is less sensitive to heat so is more resistant to extreme cycles of heat and cold, thus slowing the ageing process. A distinctive feature that offers a wider opportunity of applications and a guarantee of durability in particularly sunny and warm areas, thus paving the way to new overseas markets.

The innovative feature of **RENOLIT ALKORSMART** is its Solar Shield Technology. This revolutionary technology offers a high capacity to reflect solar irradiation, thanks to the use of special "cool pigments" that maintain low surface temperatures. Its SRI - Solar Reflectance Index – 62,8 in grey and 82,5 in ivory - is in fact far higher than the standard colours (e.g. 67,7° C for a standard grey vs 58,7° C for cool grey). A **RENOLIT ALKORSMART** roof significantly increases the thermal comfort of the premises, while contributing to economy savings for the user in terms of cooling and air-conditioning.

Other strengths of **RENOLIT ALKORSMART** include aesthetics and excellent versatility. With its nature-inspired neutral colours this exceptional membrane can be used in any context and blends in perfectly with the surroundings.

RENOLIT WATERPROOFING ROOFING
Ctra. del Montnegre, s/n
08470 Sant Celoni
Barcelona
www.renolit.com

Your contact person:
Daria Barbieri
Assistant Marketing
Management **RENOLIT**
WATERPROOFING ROOFING
Mob: +34 639 34 04 43
daria.barbieri@renolit.com

Press Office:
Soluzione Group Srl
Via F. Lana, 1
25020 Flero (BS) – Italy

Giusy Martin
Senior Media Relator - EU
martin@soluzionegroup.com
Tel: +39 030 3539159
Mob: +39 388 1681168

Sara Corcella
Senior Media Relator – Italy
corcella@soluzionegroup.com
Tel: +39 030 3539159
Mob: +39 340 5794590



Rely on it.

All these features fully meet current requirements on sustainability, both in terms of energy and reduction in CO₂ emissions, to help designers reach the highest levels of BREEAM, LEED and GREEN certification.

A unique product on the market, representing the first real breakthrough in the roofing industry since the invention of the cool roof. This is the way to future innovation: using fewer resources to do more, to perform better and to last longer.

A route that **RENOLIT** is taking in clear opposition to most of its competitors, who are resorting to thicker solutions and, consequently, the use of more raw materials to give their products an increased lifecycle. The global trends in the industrial world speak for themselves. We only have to look at the performance of a microchip compared to that of a large server, or a bicycle in carbon fibre compared to one in steel or techno-fabrics compared to natural ones. There is no need to consume more raw materials to obtain more. **RENOLIT** ALKORSMART is the proof, nowadays the true value is in “less is more”.

With **RENOLIT** ALKORSMART, **RENOLIT** confirms its constant orientation towards innovation by developing sustainable cutting-edge products that aim to meet the concrete needs of professionals in the construction industry.

About RENOLIT WATERPROOFING ROOFING

Established in 2006 and part of the German **RENOLIT Group**, **RENOLIT WATERPROOFING** is the benchmark for the manufacture of durable, versatile and certified high-quality synthetic membranes for waterproofing roofs and coverings, for swimming pools and civil engineering. With headquarters in Sant Celoni, north of Barcelona, the business unit has about 350 employees, an annual production of one million membrane rolls and a turnover that will reach 130 million Euro this year, 45% of which is represented by the roofing division.

Reliability, impeccable aesthetics, energy savings, sustainability, ease of installation and high durability are the strengths of **RENOLIT** waterproof membranes. The wide range of products, the flexible approach focused on customer needs, strong know-how and all round on-site technical assistance, characterise the approach and work of the roofing division, with the aim of providing satisfactory coverage solutions for every specific issue.

About the Company



Rely on it.

The RENOLIT Group is a multinational company specialising in membranes, films and other high quality plastic products. With more than 30 locations in over 20 countries and sales of 1.031 billion Euro in 2018, the company with headquarters in Worms (Germany) is one of the world's leading manufacturers of plastic materials. More than 4,700 employees contribute every day to developing and growing the know-how gained in over 70 years of business.

www.renolit.com [Twitter](#) [Facebook](#) [Linkedin](#)