

Press release

Armacell's Opening Ceremony of ArmaLive

Singapore, 21 February 2023 – Armacell, a global leader in flexible foam for the equipment insulation market and a leading provider of engineered foams, officially opened its ArmaLive Training Centre in early February. ArmaLive is a unique customer experience and training centre set up to help industry stakeholders see how Armacell's solutions compare against other materials, and also enable installers, contractors and engineers gain a good understanding about insulation and learn about best practices in terms of installation to reduce waste, shorten installation times and achieve professionally-installed systems with reliable performance.

The opening ceremony was graced by Guest-Of-Honour Dr Bertil Brandin, Director of New Business and Special Projects of the A*STAR Advanced Remanufacturing and Technology Centre (A*STAR-ARTC). The event was also attended by Patrick Mathieu, President & CEO and Malte Witt, Vice President EMEA & Chief Marketing Officer of the Armacell Group.

According to a report by McKinsey, insulation is the most effective and least expensive method to reduce CO₂ emissions. Armacell places significant emphasis on educating participants to be conscientious about installation quality because the reliability and effectiveness of an insulation system is affected by both the material as well as the installation workmanship. This includes steps such as pre-installation planning, optimal installation techniques and ongoing process controls.

“Our goals for ArmaLive are to help customers achieve energy efficiency by adopting the right insulation solutions and upskill insulation installers to drive professionalism, workmanship and industry competitiveness. We are the only solutions provider to invest in this area globally, and ArmaLive is a testament of our commitment and capabilities,” said Liam Douglas, Vice President, APAC, Armacell.

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About Armacell

As the inventors of flexible foam for equipment insulation and a leading provider of engineered foams, Armacell develops innovative and safe thermal, acoustic and mechanical solutions that create sustainable value for its customers. Armacell's products significantly contribute to global energy efficiency making a difference around the world every day. With more than 3,200 employees and 27 production plants in 19 countries, the company operates two main businesses, Advanced Insulation and Engineered Foams, and generated net sales of EUR 677 million and adjusted EBITDA of EUR 117 million in 2021. Armacell focuses on insulation materials for technical equipment, high-performance foams for high-tech and lightweight applications and next generation aerogel blanket technology.

For more information, please visit: www.armacell.com

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