



Press Release

White paint in the green area

Sustainable Alpina wall paint wins award

Ober-Ramstadt, 3rd December 2015 (DAW/Alpina) – From a user survey on "Germany's most sustainable products" consumers know that a wall paint can also be thoroughly sustainable and they have therefore rewarded Alpina's environmental interior paint with a top-three placing in the Non-Food category. The award was handed over within the scope of the presentation of the German Sustainability Award on 27th November in Düsseldorf.

Alpina is the most well-known brand of the Hesse-based building paints manufacturer, DAW SE. The company is especially engaged in the design of comfortable, aesthetic and sustainable living spaces for people. According to the participating end-consumers, the company has achieved this particularly well with its Alpina environmental interior paint. It contains no solvent and preservative and it protects not only one's health, but also the environment. Also with this in mind the body of the paint container is produced from recyclable raw materials. "This special award from our DIY customers shows us that we are on the right path in the field of sustainable paint," explains Alpina Director, Peter Stechmann, during the award presentation.

Bettina Klump-Bickert, the DAW Sustainability Manager, also regards the top-three placing as confirmation of a new attitude amongst consumers. "Nowadays, paints not only have to function as a decorative covering. They have to be all-rounders," she emphasises. "Paints should contribute to the conservation of resources, repel dirt and improve the room air."

"Paint as a feel-good factor" – this main theme moulds the company's innovations as well as its product policy. Both are important pillars in the DAW sustainability strategy which consists of the action fields "Sustainability Strategy" – "Sustainable Products" – "Sustainable Buildings". In 2015 DAW with its Alpina brand was awarded, as a sustainable company, the Gold Medal from the consumer organisation, Verbraucher Initiative.

(2031 characters including spaces)

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Photo:



PC: Alpina Directors, Peter Stechmann and Hubert Klinkhammer (from left) with Bettina Klump-Bickert (DAW Sustainability Manager) are delighted with the consumer award.

About the competition

Since 2011 the REWE Group together with the National German Sustainability Award have honoured the most convincing products of the REWE Group Sustainability Weeks. In the Internet it was possible to vote for "Germany's most sustainable products". In total there was a choice of 49 products in the categories of Food and Non-Food. All products were examined beforehand by the scientific institute CSCP (Centre on Sustainability Consumption and Production) in Wuppertal for their sustainable contribution and were confirmed by the jury of the National German Sustainability Award.

INNOVATIVE BESCHICHTUNGSSYSTEME SEIT 1895.



**DEUTSCHE
AMPHIBOLIN-WERKE
VON ROBERT MURJAHN**

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About the company:

DAW SE, Ober-Ramstadt

The DAW Group is the market leader in the building paints sector in Germany, Austria and Turkey. In Europe the company occupies third place for building paints behind two large international companies. With about 5,600 employees in Germany and abroad and with an annual turnover of about 1.3 billion euros, DAW is Europe's largest building paints manufacturer in private ownership. The group of companies includes Caparol (paints, enamels, glazes, thermal insulation composite systems) and Alpina (the brand for DIY enthusiasts). The most well-known product is Alpinaweiß - Europe's most sold interior paint.

In May 2012 DAW won the n-tv Medium-Sized Enterprise Award "Hidden Champion" in the Sustainability category and in June 2013 the "Health Media Award" together with Forbo for the joint project "Living Spaces". In 2015 DAW, as a sustainable company, was awarded the Gold Medal from the consumer organisation, Verbraucher Initiative.

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