



INSULATION FIRST!

Keeping homes cosy
with protective EWI

COLOUR TRENDS 2019

Colour, texture and design:
What's new for 2019?

NEW BAUMIT WEBSITE

Faster, more interactive,
improved functionality and features!

Dear Readers!

The true quality of healthy building materials is exposed in our living and working environments. Most of our lives are spent indoors. That is why our buildings are so important to our health. At Baumit we are continuously researching construction and well-being at our unique VIVA research park.

Three core guidelines have been defined from the results of the research about health and building materials. These are, firstly insulate well, secondly create solidity and thirdly, with the right internal materials, ensure a healthy indoor climate. This issue is dedicated to the first core topic, "Insulation First". Proper thermal insulation primarily creates comfort within the four walls of a home and contributes significantly to "healthy living".

The new Baumit website is now online and it is faster, more interactive and more service-oriented. Browse our product range, learn more about our construction solutions and be amazed by many exciting news articles.

Also featured is a particularly exciting reference project about the reincarnation of the "Schloss Berlin" as the new home for the Humboldt Forum. The project, which was a Europe-wide tender, was a welcome challenge for Baumit, which involved special logistics, a narrow time frame for the supply of goods, as well as many trade and public procurement procedures.

Finally, we discuss the colour trends for 2019. Wilfried Spanring, "Mr. Baumit-Life", explains how colour and function complement each other and which trends are on the rise.

We wish you a colourful and successful construction season,

Baumit Ltd

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Insulation first

Another winter is certain

Baumit has been investigating the subject of **'healthy living' and efficient thermal insulation** for more than 25 years. . The result of this research has been numerous innovative products. However, Baumit didn't stop there. In 2015, they launched Europe's largest comparative research project for building materials **with exciting results.**

Healthy Living with Baunit

The VIVA Research Park consists of 13 research houses each constructed from different materials; from solid construction, concrete, solid bricks and wood, to lightweight wood-beam with a variety of interior and exterior coatings applied. Inside each house, every day user behaviour is simulated. The different building materials used are examined for toxicological effects, well-being, comfort and health effects. The measured data is recorded, stored and computer-controlled in a separate measuring station. Three years and several million pieces of measured data later, the analysis of external research partners revealed some new scientific findings.

First things first

One of the most important findings of the Baunit research project was "Insulation first". We discovered that good thermal insulation not only makes a significant contribution to the energy efficiency of a building, but also ensures pleasantly warm walls in winter and pleasantly cool walls in summer. Convection is eliminated and the room becomes more comfortable. EWI also stabilises the humidity, making living not only comfortable but also healthier.

A system for success

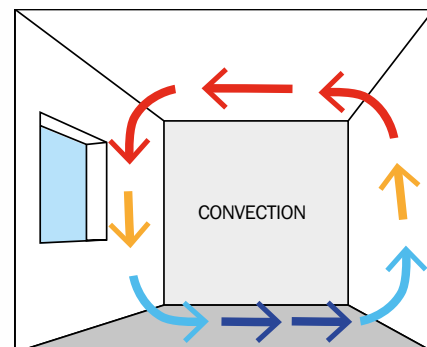
The most effective technique for healthy living is the optimal insulation of the façade. Optimal insulation can be achieved with an insulation system. Baunit offers high-quality thermal insulation systems consisting of efficient insulating materials, proven adhesives and innovative final coatings.

Temperature

Everything is relative, including perceived room temperature. But what factors contribute to how we perceive internal temperature? The so-called operative temperature is determined by two factors: the air temperature and the surface temperature of the inner walls. The air temperature surrounds us in a room, the surface temperature is that of the objects, for example walls, ceilings, floors or furniture. The surface temperature should be as close as possible to the room air temperature to avoid convection. If there is no thermal insulation, the surface temperature in winter is far below the room air temperature even after prolonged heating. This creates convection and a perceived lower temperature in the room and in order to combat this the room temperature has to be increased, whatever the cost. Conclusion: without insulation, the heating costs explode.



Convection is caused by differences between air and surface temperature.



Drafts

Cold walls cause discomfort. But why? If the difference between air and surface temperature is more than 3 ° C, unpleasant air flows will occur as warm air rises and cold air falls. Cold feet and uncomfortable drafts:- the technical term for this is convection. So, we need to create warmer walls. Thermal insulation creates warm walls, drafts are suppressed and the comfort increases without the need for additional heating in the room. In a word, a win-win situation.

Humidity

In order to feel at home indoors, you not only need the right room temperature, but also the right humidity. 40 to 60% relative humidity is needed to maintain a healthy indoor climate. If the air is too dry, it



causes the mucous membranes of the nose and throat to dry out, as well as the eyes. Viruses and bacteria can survive for longer and infections are often the result. The drying out of wooden floors or furniture causes more dust, a risk for allergy sufferers.

Damp

In contrast to a dry environment if air is too humid then water cannot evaporate. Instead moisture condenses onto walls and corners in cool spots and can quickly lead to mould. Mould spores are always present in interiors. However, mould growth only occurs when the spores hit a moist surface. Humans themselves produce the most moisture in the living environment. In a 4-person household, for example, about 3.65 litres of water are released into the air through cooking, showering, breathing, drying clothes or via plants. It is undisputed that high humidity has massive negative health effects. Mould spores pose a health hazard if they are inhaled in large numbers. If you live in a damp, mouldy environment, you are at an increased risk for respiratory diseases and infections, as well as aggravating existing asthma conditions. The presence of mould also increases the risk of developing asthma by 50% and the risk of allergy by 30%.

EWI against mould

With properly insulated walls, there are no thermal bridges and the surface temperature of the inner walls is maintained between 17 to 19 degrees. At these temperatures, normally no condensation occurs. Only at a wall temperature below 14 degrees, in combination with a humidity of more than 50%, does it become critical.

Insulation First – for protection & cosiness

The good news is that thermal insulation can create a balanced room climate. The measurements made by the scientists at Viva Research Park show that an insulated brick house remains in the healthy range



Cooking, showering, drying clothes or plants increase the indoor humidity

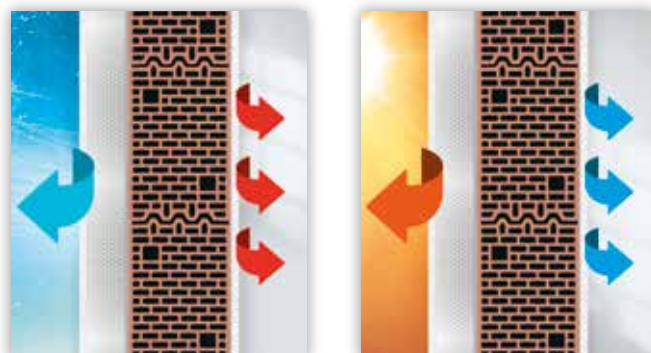


Insulation first –
for more protection
and comfort





EWI stabilises the internal temperatures. It stays warm in winter and cool in summer.



of humidity during the winter season, while the uninsulated building fell into the risky area below 40%. The reason for this is because in an uninsulated house the outer walls cool down more in winter and the inner surface temperature also drops. As a result of this the room requires more heating to achieve a comfortable room temperature. Increased heating leads to a reduction in humidity. So, apply insulation first and the humidity remains in the desired range of between 40 and 60%.

Healthy budget

Good insulation is also good for your wallet. Heat escapes from uninsulated or insufficiently insulated buildings via the façade and the roof. So installing professional EWI also benefits the health of your budget. But beware! Just insulating the façade is not enough. The roof and basement ceiling should also be sufficiently insulated to keep heat loss to a minimum. If you insulate your building, you can reduce energy

costs by reducing heating in winter and cooling in summer (via air conditioning) by up to 50%. Go one step further and build to Passive House standard and operating costs can be reduced to a minimum.

Save from the beginning

Considering EWI during the planning process of a new build can not only save time and money later, but can also reduce construction costs in advance. For example, an EWI system makes it possible to reduce the thickness of the masonry. For instance you could use 25cm bricks instead of 50cm. The long-term savings are also of benefit: EWI protects the masonry which results in less maintenance. Non-insulated walls are affected by extreme temperature differences, which in turn can damage the masonry.



A Baumit finish coating protects against seasonal temperature differences, heavy rainfall and other weather conditions. So if you are planning for the long term, you will benefit from planning ahead.

Baumit Nanopor

The specially developed, smooth surface and Baumit photokat technology gives Baumit Nanopor an effective self-cleaning effect - for a radiantly beautiful and long-lasting clean façade.

Baumit Star

The next generation of render with silicone binder - Baumit StarTop is equipped with an innovative filler that has a very large surface like coral. This causes the drypor effect: rapid drying after wet weather, absorption of moisture in the case of dew, for a quick re-drying of the surface.

Baumit Pura

This product enhances the character of your façade perfectly. The improved binding of the pigment leads to uniquely high colour stability, which enables bold and brilliant shades. In combination with Baumit's cool pigment technology, PuraTop and PuraColor also allow dark colours to be applied to the entire surface of your façade.

The advantages of EWI

1. ROOM TEMPERATURE

Warm in winter, cool in summer. The right room temperature makes the room comfortable and healthy.

2. CONVECTION

Thermal insulation ensures warm walls. As a result, unpleasant drafts caused by convection are eliminated.

3. HUMIDITY

A good thermal insulation system has a positive effect on humidity of the room and creates a balanced and healthy room climate.

4. MOULD

The right insulation prevents thermal bridges eliminating the formation of condensation and mould.

5. ENERGY SAVING

A good external wall insulation system will save you up to 50% of your heating costs - for a lifetime!

6. SAVE ON CONSTRUCTION COSTS

In addition to heating costs, by using EWI systems construction costs can also be reduced by reducing the thickness of the walls. In addition, EWI systems are virtually maintenance-free.

7. DESIGN

Baumit's EWI systems offer almost unlimited design possibilities in terms of design, texture and colours.



Functional and individual

Baumit external wall insulation systems offer almost limitless freedom of design when it comes to the external appearance of a building. Whether it's a unique colour concept or creative textures, the topcoat render solutions from Baumit leave nothing to be desired. Baumit topcoats have been proven for decades and are constantly evolving. The façade is not only protected against the effects of the weather, thermal and mechanical stress, but remains virtually unchanged, radiantly clean and beautiful for many years.

Premium renders and colours

From façade renders or façade paints - you have the choice of 888 colours, glitter or metallics and special surface textures. Thanks to special self-cleaning technology, Baumit Premium renders and paints protect against organic contamination and keep façades radiantly beautiful in the long term. Due to their special consistency, they are also easy to process and apply and provide a consistent uniform appearance. Last but not least, Cool Pigment technology means dark shades on the façade are possible.

Conclusion

A professional Baumit EWI system not only saves energy and construction costs, but helps to regulate temperature and humidity so that a comfortable indoor climate is created. This promotes well-being and good health and prevents mould occurring. Baumit topcoats are beautiful and functional and guarantee long-term durability.

Contact us to find the best EWI solution for your individual project.





Form follows function

We agree 100%-
Packaging makes
a big difference
to function.
With the new
Baunit bucket,
form follows
function.

Handy:

The new



bucket!

Stable and handy!

Thanks to its innovative wider and shorter shape, the new bucket is extremely stable during transport and on site. The shape follows the function: the ergonomic handle makes heavy loads feel lighter, ensuring the user has a firm grip on the bucket at all times. The new round handle also includes indentations for safe manoeuvre.

More more more!

The new sophisticated shape, which is square and round at the same time, makes it possible for the new premium bucket to be stacked higher than others. It can easily withstand the increased pressure up to 4 layers. This not only means a significant saving in storage space, but also cheaper and more efficient transport options, because the space in trucks and warehouses can be fully exploited. The perfectly formed, smooth surface inside the lid stops contents sticking to the lid. Also, the lid now has a handle for easier opening.

Better looking!

At first glance the new bucket looks good, even the lid shines in rich gold or another bright colour signalling that there is something special inside. The printing technology is also impressive: the almost seamless all-round printing is due to a process in which the print virtually merges with the bucket during the production of the container and is therefore extremely durable. As a result, the bucket is also environmentally friendly to dispose of, because no additional material is required for recycling.

A bucket for everything!

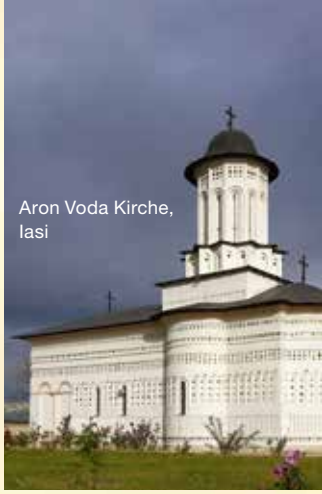
Ergonomic, environmentally friendly, stackable, stable and beautiful, that's what makes this bucket the dream partner in construction.



The label is merged with the container during production.



Aron Voda Kirche,
Iasi



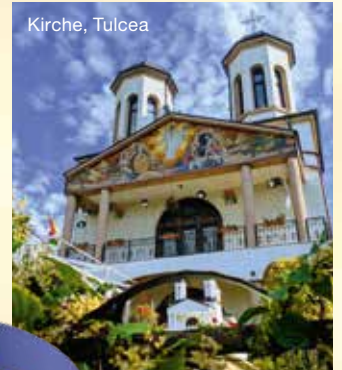
Staatstheater,
Oradea



Rathaus, Pitesti



Kirche, Tulcea



Evening Museum, Chisinau



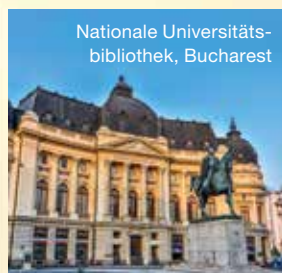
Orthodoxe Katedrale,
Alba Iulia



Overall winner of the
Photo contest:
Präfektur, Târgu Jiu



Nationale Universitäts-
bibliothek, Bucharest



Orthodoxe Kathedrale, Brasov



100 YEARS ROMANIA IN PICTURES

Historic brand ambassadors

Baumit Romania celebrated the 100th Anniversary of Romania with a photo competition for historical reference buildings from 7 Romanian regions. The requirement was that all the buildings of the competition had to be renovated with construction products. The goal was to raise awareness of the Baumit brand. The target groups were architects, photography fans, master builders, planners, developers, History and design lovers.

With Romania, it was important to emotionally appeal to people. A major event in honour of the country and its historical treasures was exactly what Baumit had wished for Romania's 100th anniversary. And it became a great success that would be talked about for a long time to come.



baumit.com:

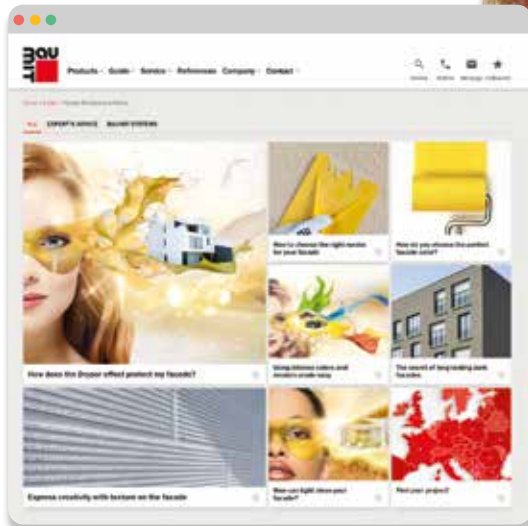
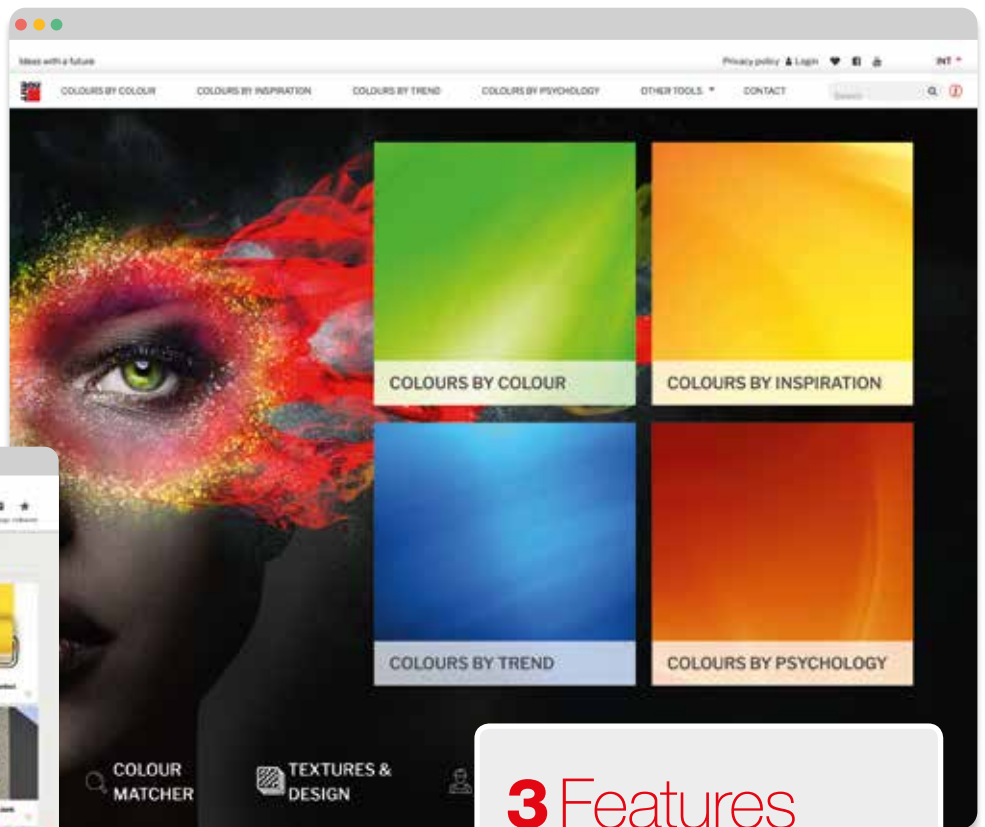
Faster, more interactive, more useful.

The demands on construction projects are increasing and things need to be processed faster and faster. Finding the right building materials as quickly as possible is therefore the top priority of the new Baumit website. With the new design, you can find system solutions faster, helpful expert tips and access the entire Baumit range easily.

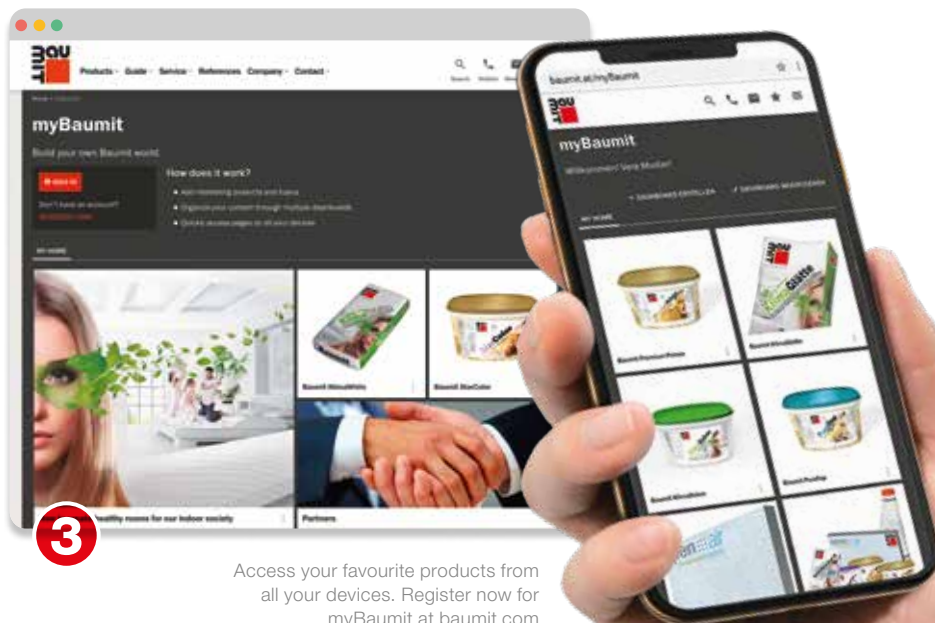
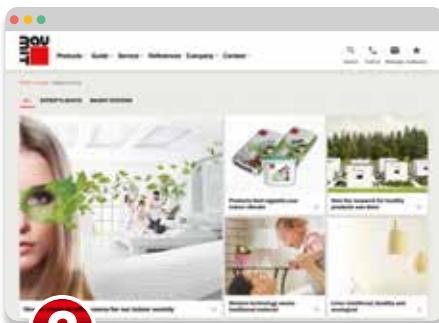
The in-house Online Team at Baumit were responsible for the creative implementation of the website and for ensuring the best navigation. Customers were actively involved in the planning and development process right from the start. One particular highlight is the new Baumit Colour Designer (coming soon to baumit.co.uk): A personal favourite or even a completely new colour creation can be tested digitally on Baumit model houses. Various components such as main and secondary surfaces, windows, doors and the roof can be coordinated with each other in detail. All 888 Baumit Life colours can be visualised with different application techniques; there are really no limits to creativity.

Recently, we successfully completed the roll-out of the website to the 26 Baumit countries, each with variations according to local requirements. "When building a home, the internet and our website are often the first point of contact so we want to make our visitors as comfortable as possible. The fact that we have succeeded in doing so shows as the page views are doubling", says Robert Schmid, Managing Director of Baumit Beteiligungen GmbH.

Coming soon: The new Baunit ColorDesigner for façades: Visualise the 888 Baunit Life colours, different finish textures and techniques. There are no limits to creativity.



An intuitive map layout makes it easy to find expert tips and products for your construction project.



Access your favourite products from all your devices. Register now for myBaunit at baunit.com

3 Features

To Love About the
New Baunit Website

1. Improved search function

Finding the right products is a top priority for any construction project. With the improved on-site search engine you have the entire Baunit product range at your fingertips. Do you want to know how walls can improve your health? Enter "Health" in the search box and find out.

2. New expert tips

Gain a competitive edge by learning how to create a healthy indoor environment for your customers, how modern technology meets traditional materials and finding out the secret of long-lasting dark façades.

3. Build yourself your own Baunit World

Highlight products of interest or articles that you find on the Baunit website. Organise the content using dashboards in the myBaunit area. You can access all pages on all your devices once you have registered on baunit.com.

Colour



Façades should be weatherproof, beautiful, yet robust and timeless, but also reflect the individuality of the residents by incorporating trendy elements. We asked an expert why colour concepts for the façade should be designed on a long-term basis.

trends

Today & tomorrow

The choice of façade render and paint determines the weatherability, maintenance and last but not least the living comfort of the residents over many years. In general, façades have a minimum lifespan of about 30 years. Therefore, the colour concept for the façade should be planned for the long term. Additionally, the weather, which is currently becoming more extreme, also needs to be taken into account.

Very well grounded

Wilfried Spanring, head of the Baunit colour design team and "Mr. Baunit Life", explains current colour trends as follows: "It is important to choose colours with pigments that are extremely light and weather resistant. So today, those colours that have many earth pigments, such as umber or mud, are in high demand. Bright, pure colours easily get dirty. The previously popular grey-red combination is no longer so popular, especially as reds easily fade. Similarly, neither is blue. Grey, on the other hand, tends to stain easily. However, muddy earthy colours are much warmer and more inviting overall." That is the colour professionals opinion. So let's look further into specific colour trends.



In general, the colour trends of today will not go out of fashion tomorrow either; in the case of façade colours, heart and mind reign supreme, and the trend towards earthy tones has something for both of them. Beauty and durability for many years. Contact us to find out more about our range of colours and the best solution for your project.

Choose your
façade colour at
**baunitlife.com/
colordesigner**

The colour trends in detail



Texture trend Rust

Surfaces that look as if they've been around for decades and tell of a supposedly worn past fit in perfectly with the "industrial" trend of today. Frontages that already look weathered can win the test of time. Long live the Patina! Photo to the left: the Elbphilharmonie in Hamburg, features a rust-effect base.



Texture trend **Metallic**

You don't have to be a heavy metal fan to love Metallic. Glimmer and glitter - yes please, but it must be sleek and tasteful. Surfaces come alive, whether it be metallic lips, handbags or wallpapers. Even houses can be wrapped in precious metals and skilfully project a different style reflecting the lighting moods throughout different times of the day.



Surface trend **Wood**

Wood finishes warm the soul. Baumit CreativTop in a wood effect finish creates maintenance free, natural looking façades.

Surface trend **Concrete**

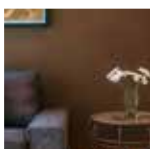
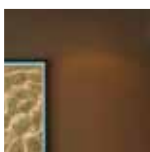
Naked concrete surfaces (or those that look just like it), are increasingly being used in combination with elegant white render on contemporary buildings. Interiors can also benefit from the distinctive combination of wood and concrete finishes.





Colour trend Earth

Harking back to our childhood days and rolling around in the "mud". The warm homely colour comes in many natural materials, be it leather, fur, wood or delicately grained stone. Modern architecture loves warm earthy tones. The combinations of options are varied, even silver can be very well combined with the earthy tones. For example, it is possible to create a sense of security and coming home by shading large residential complexes in the colour of fields.

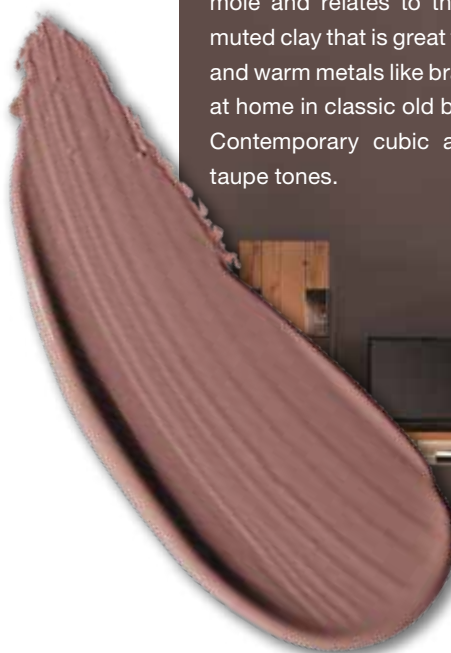


Colour trend Mocha

Add a splash of Mocha to a rustic country house or on the terrace of a modern villa. This warm brown "coffee" colour follows the trend of "back to nature". Jute, wool, leather and dark wood tones harmonise perfectly with mocha in all its nuances.

Colour trend Taupe

The name of this colour comes from the French word for mole and relates to the colour of its grey-brown coat. A muted clay that is great for combining with solid wood, stone and warm metals like brass or gold. Taupe feels just as much at home in classic old buildings as in modern surroundings. Contemporary cubic architecture is especially suited to taupe tones.



Rebirth of a Castle

The reconstruction of Berlin Castle has attracted more attention than most construction projects. By the end of 2019, the new castle will stand tall in the centre of Berlin with the original façade skilfully recreated, and will be the new home for The Humboldt Forum. A project Baunit has made a significant contribution to.

Since its construction in 1451, the old City Palace was the seat of the electors and the authorities. In the following centuries, the castle was closed and re-purposed several times. After the end of the Thirty Years' War the castle was rebuilt. Frederick III., King of Prussia, had the Berlin castle converted by the architect Schlüter into a baroque palace modelled on the Italian equivalent. Then, in 1945 during a bombing raid in the Second World War, the castle was almost completely destroyed. It finally came to its end on 7 September 1950 when on the orders of Walter Ulbricht, the magnificent building was blown up and demolished, despite massive protests from the people of Berlin.

Photo: Stefan Falk



Reconstruction of the City Palace as Humboldt Forum

After a long, public consultation, the new use of the previous City Palace site was decided as the new home for The Humboldt Forum, a large-scale museum project. The laying of the foundation stone took place on June 12, 2013. Since then, three of the Baroque façades of the original City Palace have now been rebuilt, and on the Spree side the redesign of Architect Franco Stella will soon be complete.

Authenticity as an ideal

The historic shell of the Berlin Palace has been reborn. With criticism aside as to whether the reconstruction should have been more contemporary, you have to pay the planners and craftsmen respect for the final result. There were fundamental doubts as to whether the construction of a forged monument was permitted, but now the building is in its final phase, first impressions can be sought. The eastern façade to the Spree, once the picturesque part of the castle, a conglomeration of different architectural periods, was not reconstructed consistently, mainly for reasons of cost, but received a 'modern' design. The new front in the style of Italian rationalism of the 1970s meets Schlüter's playful Baroque façades.

Reconstruction with inaccuracies

The historical parts of the building were reconstructed with careful consideration. Although modern standards and security issues often require compromises, the goal has always been historical accuracy. Fortunately, Berlin Castle like few historic buildings was well documented. So it was decided to maintain inaccuracies such as deviating axis dimensions or inexact floor plan angles. The 53-meter-long façade is completely joint-free.

Mass is great

These are not prefabricated, thin façades, but solid walls. With an internal structure of 30 to 50 cm reinforced concrete, 12 cm rock wool, 3 cm tolerance joint (no ventilation), as well as a 64 cm dense brick stone wall and rendered outer wall, this replicates the historical solid wall construction to within 1.15 to 1.25 cm of it's thickness. The cornices, corners and the ornamental architecture such as the pillars are like the original, made of Silesian sandstones. Baumit Grout Mortar, which has been specially developed for the preservation of historical

President Emmanuel Macron and Chancellor Angela Merkel visiting the Humboldt Forum.



Copyright: Stephan Falk

monuments, combines the cuboid design with the craftsmanship of the other façades. The stones were hand-crafted for the final finish.

Plaster and colouring

Large areas of historic façades were rendered. Schlüter's Baroque version was garishly bright. Since the larger parts of the castle depict the overall image of the building, the more subtle colouring of the 19th century was used in the reconstruction.

The opening is planned for autumn 2019.

Baumit News



Baumit Academy

One Year On

Distinguishing your company from competitors can be a challenge, especially now tradespeople can easily enrol on courses to give their business that defining edge. But often, these courses fail to strike a crucial balance between time on-site and time in the classroom, meaning that participants walk away with less practical know-how than they had originally hoped.

Fortunately enough Baumit, leading experts in external wall insulation and façade systems, offer exceptional courses tiered at bronze, silver and gold level. Designed to educate participants on a broad range of EWI installations and practices, these courses provide vital theoretical and practical experience in façade systems, creating an essential balance between the two.

A true success since opening in February 2018, Ben Warren, Managing Director at Baumit, reflects on the year, giving some insight into the academy's future plans for 2019 and beyond.

What's on offer at the academy?

Here at Baumit, one of our key drivers is to make beautiful, healthy homes for people to live in. Whether that is striking exteriors or interiors, we provide solutions that ensure buildings are made to last.

This philosophy, to give relevant tradespeople the opportunity to create better spaces for their clients, is at the heart of our on-site, purpose-built training academy based at Baumit HQ Aylesford, Kent. Yet, the other element of our academy is, of course, to enable companies to add another area of expertise to their business. Not only are companies providing their customers with the most reliable and advanced EWI solutions on the market, they are widening their individual skill-sets, adding vital strings to their bow.

As such, the 62 people who have walked through Baumit's doors to complete either a bronze, silver or gold course have gone on to significantly improve their offerings. Those who finished the bronze course have expanded their practical and theoretical rendering knowledge and plan on returning to participate in the silver course to become a Baumit-approved installer. For those who have become Baumit-certified, on completion of the gold course, they are now looking to work with us in the future as Baumit-approved partners.

We have developed these courses to reflect the industry's evolving diversity. Our programme range is designed to meet everyone's criteria; whether you are starting out in EWI or want to grow and develop your business to work with one of the largest EWI manufacturers in the world. These site-based scenarios provide

hands-on, 'real-life experience' in dealing with regular challenges faced by installers.

What's next for the academy?

Looking into the future of Baumit's training academy, there are plenty of exciting prospects emerging on our horizons.

First and foremost, we wish to build on the great foundations we have laid, as the training academy has been an even greater success than we initially hoped.

In its current form, the academy is at the stage it needs to be; everyone who participates in the courses comments on how their experiences are unlike any other programmes they have completed, and are extremely impressed with the course content. We invested a huge amount of time refining the course structure, so we hope to continue in this strain to ensure we create the best learning environment for our participants.

In terms of the future, we hope to continue to attract new people to the course, where another key focus will be on previous applicants and people in associated trades. We have plans to widen our pool of interest, encouraging the latter to apply to the silver or gold course to become future partners and give clients the most supreme EWI solutions on the market.

Another larger ambition is to get the course into colleges, to define a new generation of tradespeople using Baumit's application and products. Although this will take some time and investment, one day we hope to teach students a new way to hone their skills, inspiring future generations of EWI installers.

Lastly, we have to give attention where it is due to course leader Chris Kendall, Field Engineer at Baumit. With 30 years experience working as a contractor, Chris has been at Baumit since March 2017 and is a crucial part of the training academy. His expertise, experience, and constructive teaching techniques are second to none, where his involvement has been hugely instrumental in the current success of the training academy.

This year has been fantastic for the Baumit Training Academy. We have developed and grown as an educational hub and are glad to be offering some of the best EWI courses in the UK, which will hopefully continue to be a success throughout 2019 and well into the future.

Baumit Academy

Customer Q&A with CTR Specialists

To take his company to the next level, Luke Cooper from CTR Specialists enrolled on the Baumit Training Academy Gold Course. Here he discusses why he chose to attend the course, expressing the pivotal difference the qualification has made to his business.

Q: Why did you come to the Baumit Training Academy?

A: CTR Specialists are experts in colour through renders. Over the years we have used a variety of products including those created and supplied by Baumit. As Baumit's products are crucial to our business operation, we decided to participate in the course as we wanted to learn more about Baumit's product range and different applications.

We were also very interested in becoming a Baumit approved partner and applicator to receive leads from Baumit going forward.

Q: Did you like the facilities?

A: For the practical part of the course, we were given a designated booth to work from which is really important when you're in the first stages. During this time Chris is always on hand to give advice when necessary, which again is another vital factor to ensuring people feel comfortable.

The size is perfectly coordinated for one-on-one time; it gives you enough room to reach your full potential without intruding on anyone else's space.

Q: What were the highlights?

A: Chris Kendall is recognised as an expert in his field, so it was great to learn from him. When it comes to the course content, we found that we were taught the right amount of information on installation to take us to the next level.

Q: How has it helped with your career?

A: In terms of the future we hope to expand the business, where Baumit's Gold Course is perfect for setting companies on the right path to achieve this. Aside from gaining important practical and theoretical knowledge about products and application, we were able to network with other companies.

With Baumit's name and product behind us, our future is looking even brighter.

Baumit News



"The design of the training academy ensures you have your own space to work. You have your own booth so you don't feel like you're invading other people's space, and you have enough detail on the wall to really challenge yourself."

"My career definitely looks brighter after completing this course. Not only do I enjoy using the product, it gives me more confidence when working on my projects."

"Lots of hands on tutoring. This EWI course is far superior to courses attended elsewhere."

"The knowledge I've learnt will be the distinguishing aspect of my business and I'm excited to start using the product and application on my next projects."

"I was looking to enhance the range of products offered to clients. Baumit has an excellent range of renders and insulated render systems that I can now offer with confidence."

"Having Baumit experts at our very fingertips was one of the best aspects of the course."

Take your company to the next level, join the Baumit Academy today: baumit.co.uk/academy



Customer Q&A with AMJ Contracts



Adie Jackson and Sarah Bioletti from AMJ Contracts decided to enrol on Baumit Training Academy's Gold Course, to give their company that defining aspect which will enable business continuity well into the future.

Q: Why did you attend the Baumit Training Academy?

A: AMJ Contracts is a rendering and plastering company specialising mainly in spray render. Although we are already very familiar with a variety of EWI applications, we wanted to attend the course to take our business to the next stage.

Completing the gold course has many benefits including building a connection with Baumit, receiving a gold installer card and having Baumit specifying our work.

"Not only is the course extremely beneficial, we are now able to offer our clients the best EWI solutions in the market."

Q: What were the highlights?

A: The installation time and using Baumit's products were fantastic; however, as stressed in the above, it is the connection with Baumit that is essential. Building relationships with people such as Chris Kendall and having the ability to get his advice in the future is a blessing in disguise. Knowing there is ongoing support that will last is unique to Baumit's Training Academy - relationships are maintained even after the course finishes. The free stationery and goodies were also a huge, unexpected bonus!

Q: What did you think of the course?

A: Even though we are a company with experienced team members, we felt as if this course challenged us in the right way. We came away confident that all of our questions had been answered and were excited about delivering new solutions and products to our clients. The course content was perfect for the level of our company.

Q: How else has it benefited your business?

A: Attending the training academy broadened our horizons in more ways than simply gaining the gold course qualification. As the course is a great networking opportunity, we have since started to collaborate on rendering work with a fellow gold course participant who uses Baumit's products.

Without attending the academy we would have never made this important connection which has benefited both businesses and all of our clients. It's really crucial to have this collaborative attitude – instead of competing with one another, we are complementing each other.

Q: How did you find out about the academy?

A: We found out about the course via LinkedIn, as we had been actively looking for training within a company and we wanted a formal, industry-recognised qualification. Baumit has a fantastic LinkedIn page and were posting about the gold course, so that is where we found out and subsequently applied.

Q: Would you recommend the academy to others?

A: Definitely – if it has helped our businesses then it will be an asset to others!





Insulation First

Your comfort starts outside

Warm walls guarantee a cosy life inside

With the innovative external wall insulation (EWI) systems from Baumit you immediately benefit from a better quality of life due to better humidity regulation and healthier indoor air. Additionally, you can reduce energy costs for many decades starting from the very first hour. Baumit openSystem is especially breathable and moisture-regulating and therefore contributes to greater comfort.

Insulation First

- Cosy Living Temperature
- Healthy Humidity
- Mould Prevention



HealthyLiving

Ideas with a future.