

Press release

## **Sustainable living spaces of the future**

**As a family-owned company, heroal takes responsibility for the environment and society**

**Verl, January 2025. Climate change is one of the greatest global challenges of our time. As a forward-looking, family-run company with over 150 years of experience, heroal actively takes responsibility for the environment and society. The company supports sustainable living and working environments for current and future generations with a holistic approach. This encompasses all the activities along the value chain and is based on three key action areas: environmental protection, sustainable workplaces and social responsibility.**

The aluminium system supplier is committed to designing and improving the living spaces of the future with a focus on environmentally and economically sustainable implementation. heroal's understanding of sustainability encompasses all corporate activities: "As a manufacturer of industry-leading system solutions for the building shell as well as the interior and exterior, we believe that it is our responsibility to make a positive contribution to managing the social challenges of our time. Our focus in this area is on resource conservation, fair working conditions and taking social responsibility," says Dr Max Schöne, fifth-generation heroal CEO.

### **From procurement to delivery: Sustainable from the very beginning**

Environmental protection has long been a top priority for heroal. The company is committed to the responsible use of resources and energy. heroal has been preparing a carbon footprint since 2020 in order to take targeted CO<sub>2</sub>-reduction measures and optimise its system solutions by reducing production-related emissions together with the sustainable configuration of its supply chain. The goal is to reduce the total carbon footprint by 50 percent by 2030, compared to the level in 2020.

In its procurement activities, heroal has for decades relied on local suppliers that ensure a high level of transparency in the sustainability criteria. heroal significantly reduces CO<sub>2</sub> emissions by using energy-saving production plants and 100% green power. It also employs

a modern, energy-efficient fleet of lorries for its deliveries throughout Europe. And it is constantly reducing its consumption of packaging materials as well.

## **Energy-efficient products for energy-efficient buildings**

Buildings are responsible for around 40% of global energy consumption as well as being valuable stores of raw materials. heroal contributes to the sustainable buildings of today and tomorrow with durable and recyclable system solutions with a high level of thermal insulation.

From the early product development process, heroal takes a very close look at the selection of the right materials and the use of healthy, recyclable CO<sub>2</sub>-reduced materials with a high recycling mix. The certification of 36 window, door and curtain wall systems based on Cradle to Cradle Certified® attests to the sustainability of heroal products along the entire product life cycle. The consistent distinction of heroal system solutions in the Gold level in the material reuse, renewable energies/CO<sub>2</sub> management and social responsibility categories is a particular highlight.

By using minimal materials with exceptional insulation properties, heroal system solutions reduce a building's energy requirement and carbon footprint, provide optimal protection against the cold and heat and so lay the foundation for their certification under the DGNB, LEED or BREEAM standards. Amongst the measures required to meet these standards, heroal provides Environmental Product Declarations (EPDs) for the frame profiles of windows, doors and curtain walls as well as roller shutter elements and outdoor sun protection. heroal specialist partners also have the option of generating independent product- and project-specific EPDs using the LogiKal Orgadata software and the heroal EPD tool.

## **heroal Low Carbon Aluminium for sustainable building projects**

heroal uses aluminium, which is 100% recyclable and can be infinitely recycled using just 5% of the energy compared to the production of primary aluminium. From 2025, heroal will also offer all system solutions based on CO<sub>2</sub>-reduced aluminium and recycled post-consumer aluminium (heroal Low Carbon Aluminium). By combining renewable energies, innovative production methods and recycling, heroal Low Carbon Aluminium can be used to make an even greater contribution to the construction of sustainable buildings and reduce

their carbon footprint. With its DEKRA-certified offer, the company achieves a carbon footprint of up to 1.9 kg CO<sub>2</sub> e/kg aluminium (LC-AI C1.9) and a recycling rate of up to 75% (LC-AI R75). This means that heroal system solutions can now help to implement construction projects with even higher sustainability requirements as well as projects within the scope of the Green Building Standards.

## **Sustainable workplaces for a successful future**

heroal has a clear focus on employees and on providing a safe and family-friendly work environment. The development of market-leading products and solutions over a long period of time requires the successful collaboration of a close-knit team. To make this a reality, the company fosters a positive and constructive work environment with considerable creative freedom, equal opportunities, individual career paths as well as ongoing training and development.

## **Social responsibility with a long-term vision**

The heroal sustainability strategy combines ecological and social aspects with economic objectives to secure the long-term success of the company while also making a positive contribution to the welfare of the environment and society. The company is committed to acting responsibly and ethically, consistently complies with legal requirements and actively takes responsibility for the protection of human rights and the environment along the entire supply and value chain.

As a company with regional roots, heroal feel very strongly about the region and its people. The company therefore supports local foundations, organisations, schools, sports clubs and cultural events. What's more, heroal is also involved in charitable projects beyond the region, particularly those with a focus on society and the environment.

## Images



[heroal\_Nachhaltigkeit]

heroal uses Low Carbon Aluminium as a forward-looking material for sustainable living spaces. © heroal



[heroal\_Low Carbon Aluminium]

heroal also offers all system solutions based on CO<sub>2</sub>-reduced and recycled aluminium (heroal Low Carbon Aluminium) to support building and other projects with Green Building Standards, such as LEED, DGNB or WELL. © heroal



[Stelling Hoefe\_heroal C 50\_Glasfassade]

heroal system solutions help building projects achieve even higher sustainability standards, in this case the DBNG Gold-certified Stelling Höfe complex. © Christian Weinrich Fotografie

## **heroal – the aluminium systems supplier**

As a manufacturer of aluminium system solutions for roller shutters, sun protection, roller doors, windows, doors, sliding doors, curtain walls and patio roofs, heroal is one of the international market leaders. Founded in 1874, the family company employs around 900 people at its headquarters in Verl, Germany, and locations in France, the Netherlands and the Czech Republic, and is involved in the construction of sustainable buildings in residential and commercial construction projects worldwide. heroal focuses on innovative and high-quality systems for fabricators, architects, planners, investors and building owners. heroal products are characterised by first-class quality, industry-leading customisation options and consulting and services in every phase of the building lifecycle. heroal systems are developed and manufactured in Germany.

More information is available at [www.heroal.com](http://www.heroal.com).

## **heroal – Johann Henkenjohann GmbH & Co. KG**

Österwieher Straße 80  
33415 Verl (Germany)

### **Press contact:**

Kemper Kommunikation  
Kirsten Kemper  
Am Milchbornbach 10  
51429 Bergisch Gladbach (Germany)  
Tel.: +49 2204 9644808  
E-mail: [info@kemper-kommunikation.de](mailto:info@kemper-kommunikation.de)

### **Social media:**

Facebook: <https://www.facebook.com/heroal.Deutschland>  
<https://www.facebook.com/heroal.international>  
Instagram: [https://www.instagram.com/\\_heroal](https://www.instagram.com/_heroal)  
Pinterest: <https://www.pinterest.de/heroalJohannHenkenjohann>  
YouTube: <https://www.youtube.com/user/heroalVerl>  
LinkedIn: <https://www.linkedin.com/company/heroal---johann-henkenjohann-gmbh-&-co.-kg>  
XING: <https://www.xing.com/pages/heroal>