

Svenska Aerogel Holding AB (publ) at exhibition in the United States – marketing Quartzene’s® benefits for Cool Roof solutions

In April, Svenska Aerogel Holding AB participated in the American Coatings Show, in collaboration with distributor Van Horn, Metz & Co. The exhibition, which takes place in Indianapolis, is the leading North American event in the coatings industry. Here, Svenska Aerogel was able to inform several manufacturers about how Quartzene® benefits Cool Roof solutions.



Joakim Wanner, Sales Director at Svenska Aerogel, together with Barrett C. Fisher, President and CEO of VHM.

This year’s exhibition was the first since 2018, due to the Covid-19 pandemic. It was well-attended and lasted for three days. Because of this, there were good opportunities to inform potential customers about the benefits of Quartzene®. The fair participants showed a particularly great interest in Quartzene® in Cool Roof products, i.e. sun-reflective materials and colours.

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– The fair was successful, as we were able to make several new contacts in the North American coatings industry. The use of Quartzene® in Cool Roof paints attracted a lot of attention – partly due to Quartzene's® insulating properties and partly due to the material's high SRI index (solar reflectance index).

Quartzene® is a crucial additive in Cool Roof solutions. Cool Roof products are especially beneficial in hot climates, as they lower the temperatures of buildings and thus save both energy and cost. They can also reduce the urban heat island effect, as well as the formation of smog.

– During the exhibition, Van Horn, Metz & Co's sales funnel could also be discussed, as they have several interesting projects under way with Quartzene®. One important project is in the Building & Construction segment. This project is in the latter part of the pilot phase, according to Svenska Aerogel's sales process, says Joakim Wanner.

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About Svenska Aerogel Holding AB (publ)

Svenska Aerogel manufactures and commercializes the nanoporous material Quartzene® for various industrial applications. Svenska Aerogel's business concept is to meet market needs for new materials focusing on sustainability. Quartzene® is optimized to add desired properties in various applications. The company's vision is to be the most valued business partner providing new material solutions for a sustainable world.

Svenska Aerogel Holding AB is listed on Nasdaq First North Growth Market. Certified Adviser is FNCA, info@fnca.se, +46 8-528 003 99.

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