



Five brands, one philosophy

a portrait of the FIXIT GRUPPE



Preserving values, shaping the future -

five brands, one philosophy.

The times we live in are characterized by upheavals and radical changes. Apart from continuous adjustments and a flexible organisation, what is required above all is a convincing and consistent alignment of the company:

We will face the current challenges with confidence, continuity, and appreciation, accompanied by the purpose of FIXIT GRUPPE.

Hanswilli Jenke
CEO FIXIT GRUPPE





Our Purpose

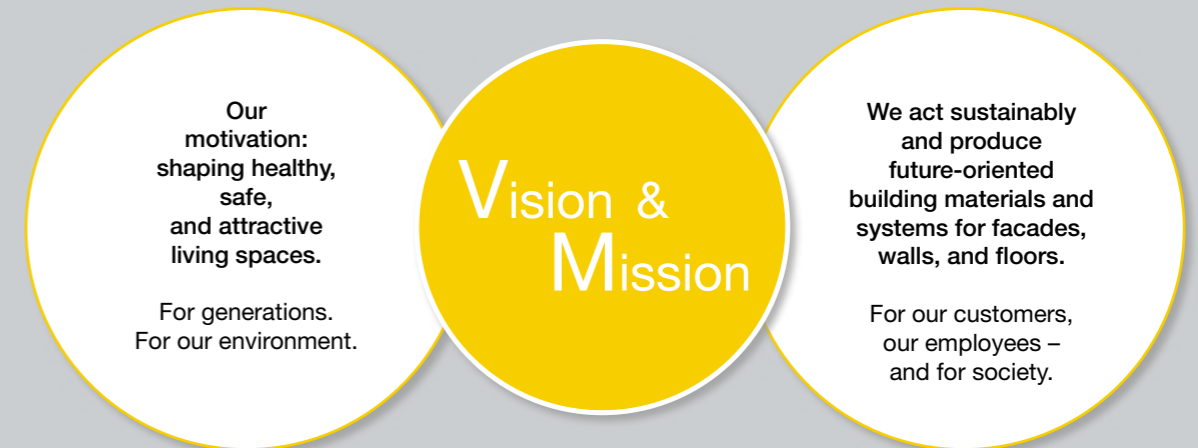
The purpose statement of the FIXIT GRUPPE describes the self-image and aim of our actions. It consists of the leitmotif, the vision and mission as well as the values that are important to us as a company.



Our philosophy – our leitmotif

PRESERVING VALUES

SUSTAINABLY SHAPING THE FUTURE WITH BUILDING MATERIALS.



Our values

Four central values form the foundation of FIXIT GRUPPE. Based on these, we have committed ourselves to sustainable action in all areas and at all levels. Together with the companies of the brands FIXIT, GREUTOL, HASIT, KREISEL, and RÖFIX, we consistently align our business activities accordingly.



Satisfied customers and partners.

Our success is inextricably linked to our customers' satisfaction. That is why we do everything we can to maintain their trust in the long term.



Motivated employees.

Our employees' competence, commitment, creativity, and integrity are the most important elements of our company's success.



Top-quality products.

We achieve customer satisfaction with products of the highest quality, relying on decades of experience, technical progress, and environmental friendliness.



Growth together.

We are focused on working economically and efficiently to grow together with our business partners.

Sustainability on focus

Sustainability in the sense of Corporate Social Responsibility (CSR) is the central topic of our time. The FIXIT GRUPPE is facing up to this fundamental challenge and assuming its social responsibility. Together with the companies of the brands FIXIT, GREUTOL, HASIT, KREISEL and RÖFIX, we consistently align our strategies and our actions accordingly.



Preserving values. For our customers and our society.

Whether in the field of monument protection or new construction, bridge renovation or building repair - the companies of the FIXIT GRUPPE have decades of experience in the preservation of real estate and infrastructure throughout Europe. With this knowledge we protect material values, secure capital and reduce the use of valuable resources.



Shaping the future. For our environment. For generations.

As Europe's leading developer and manufacturer of building materials, we are already making an effective contribution to CO₂ savings with our innovative facade and insulation systems. We will continue to expand this potential in the future and create individual solutions for changing demand. Company-wide digitalisation and the use of new technologies are helping us to do this.

Detailed information on "Sustainability in focus" at www.fixit-gruppe.com/nachhaltigkeit



The FIXIT GRUPPE already has a negative GHG balance* and is therefore climate-friendly.

*through the use of our products and systems, such as thermal insulation systems, the GHG emissions in the are overcompensated in the overall balance. Data model and calculation: Fraunhofer Institute for Intelligent Analysis and Information Systems IAIS / reference year 2020 / assumption: the average lifetime of a facade is 20 years.

In cooperation with





Values that are important to us!



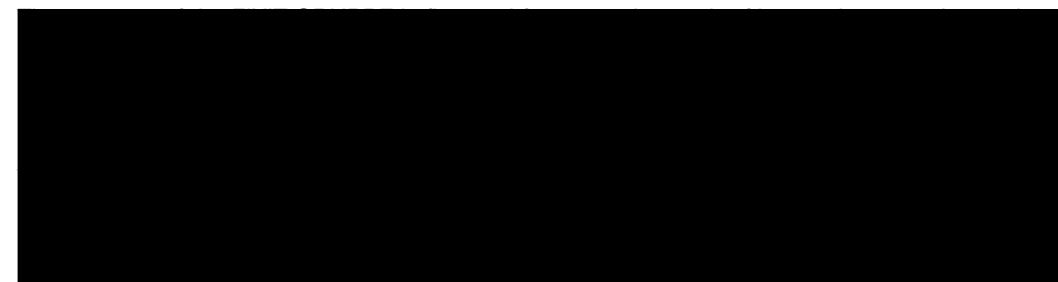
If you want to work in an international corporation with all facets, but at the same time appreciate a medium-sized, familiar working environment with short, unbureaucratic decision-making processes, then the FIXIT GRUPPE is just the right place for you.

Robert Pollich,
Head of Human Resources
FIXIT GRUPPE



Motivated employees

The foundation of the FIXIT GRUPPE.





Our customers and partners

Personal and in partnership –
Together for success.



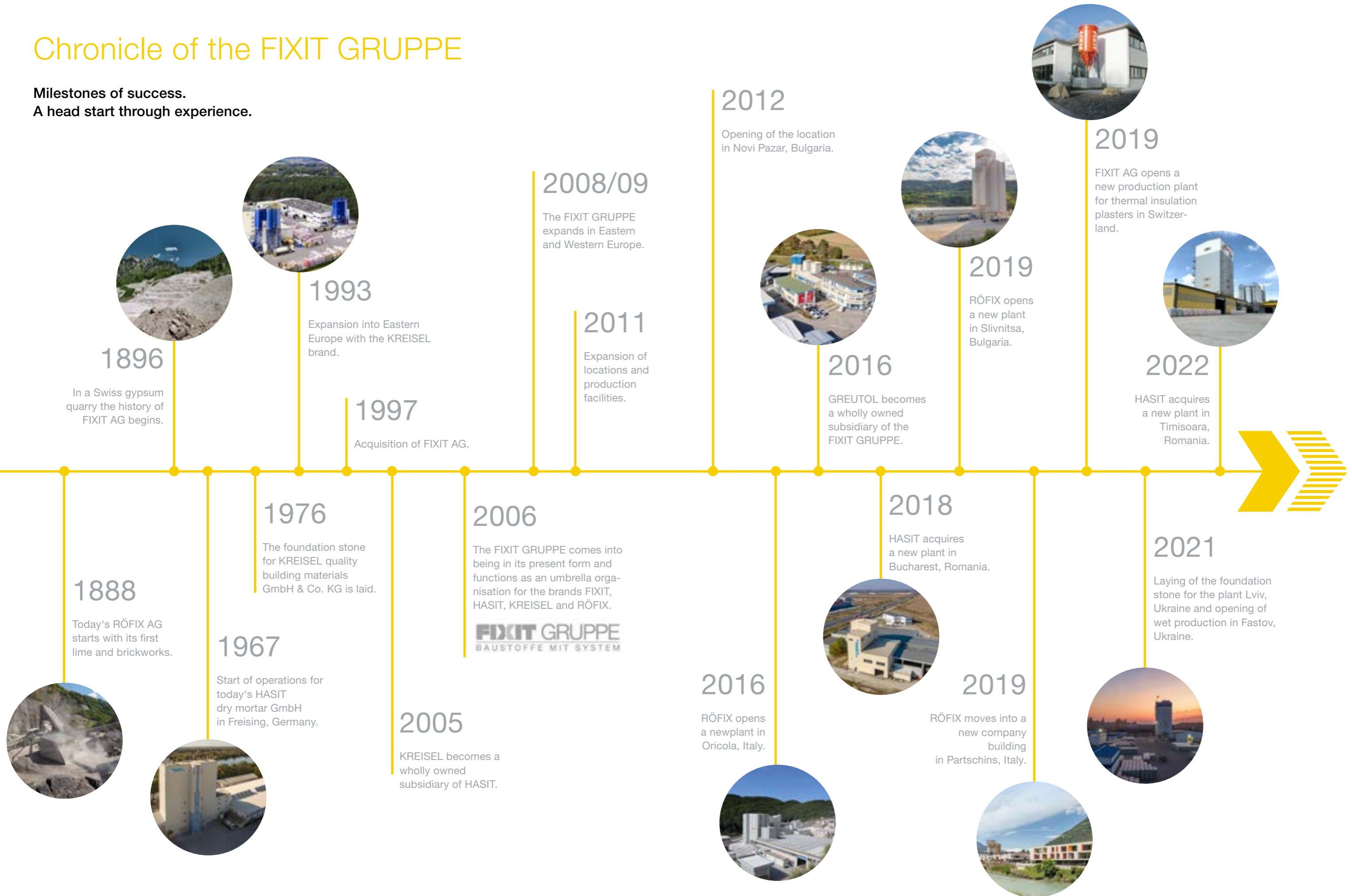
Our customers are fabricators, dealers and construction markets, architects and planners, investors and private builders. They are large-scale suppliers, internationally oriented, medium-sized small regionally active companies or homeowners with innovative and ecological demands.

But no matter where and in which dimension: the FIXIT GRUPPE is in constant exchange with its customers, knows their markets and needs, and thus offers practical products and system solutions: in quality, with high economic efficiency and at an optimal price/performance ratio.

And as a team, we offer added value: the integration of the five brands increases the range of products and systems nationally and throughout Europe. The international orientation and the dense network of locations create direct customer proximity. And last but not least, digital services ensure comprehensive service and efficient logistics on site.

Chronicle of the FIXIT GRUPPE

Milestones of success.
A head start through experience.



The products of the FIXIT GRUPPE

The FIXIT GRUPPE looks back on many decades of experience in the development of building materials and is as committed to innovation today as it was then.

Products of the highest quality. Then as now. Throughout Europe, the five brands of the FIXIT GRUPPE develop and produce a broad product range for different applications in old and new buildings, indoors and outdoors. The applications range from thermal insulation systems and finishing plasters to paints and coatings.

Making good products even better and solving our customers' problems with new ideas – that is our claim. To achieve this, we work across Europe in interdisciplinary teams from the fields of science, application technology and quality assurance.

Bernhard Zott
Head of Research & Development
FIXIT GRUPPE

**Standing on firm feet
and recognise new opportunities**

Benefiting from synergies

Our great strength is the interaction of the five brands in the network. It enables synergies across all regions, brands and product groups. Local presence ensures proximity to the customer and service, regional raw material concepts and optimised warehousing for efficient purchasing, modern internal infrastructure for fast decision-making processes. This core markets are strengthened.

We seize opportunities for the future in the discovery of new markets. Innovative product ranges open up rising markets. A presence in Eastern Europe ensures regional independence. The bundled services, joint thinking and expanded market development lead to the fact that our group of companies stands economically on many solid pillars; with the highest level of quality and the best cost-benefit ratio. And we pass this on to our customers and partners.



Strong team – strong offer.

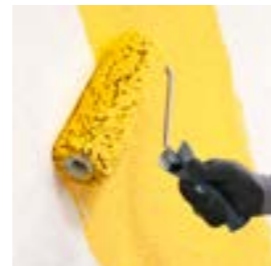
Our product range for all your building needs. The FIXIT GRUPPE offers system products that meet the highest technical, ecological and economic demands. Top quality from the basement to the roof for new construction and renovation.



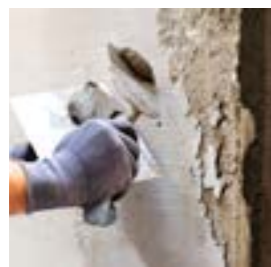
1. under plaster



2. top and finishing plasters



3. paints and coatings



4. renovation and refurbishment systems



5. screed and floor systems



6. thermal insulation systems



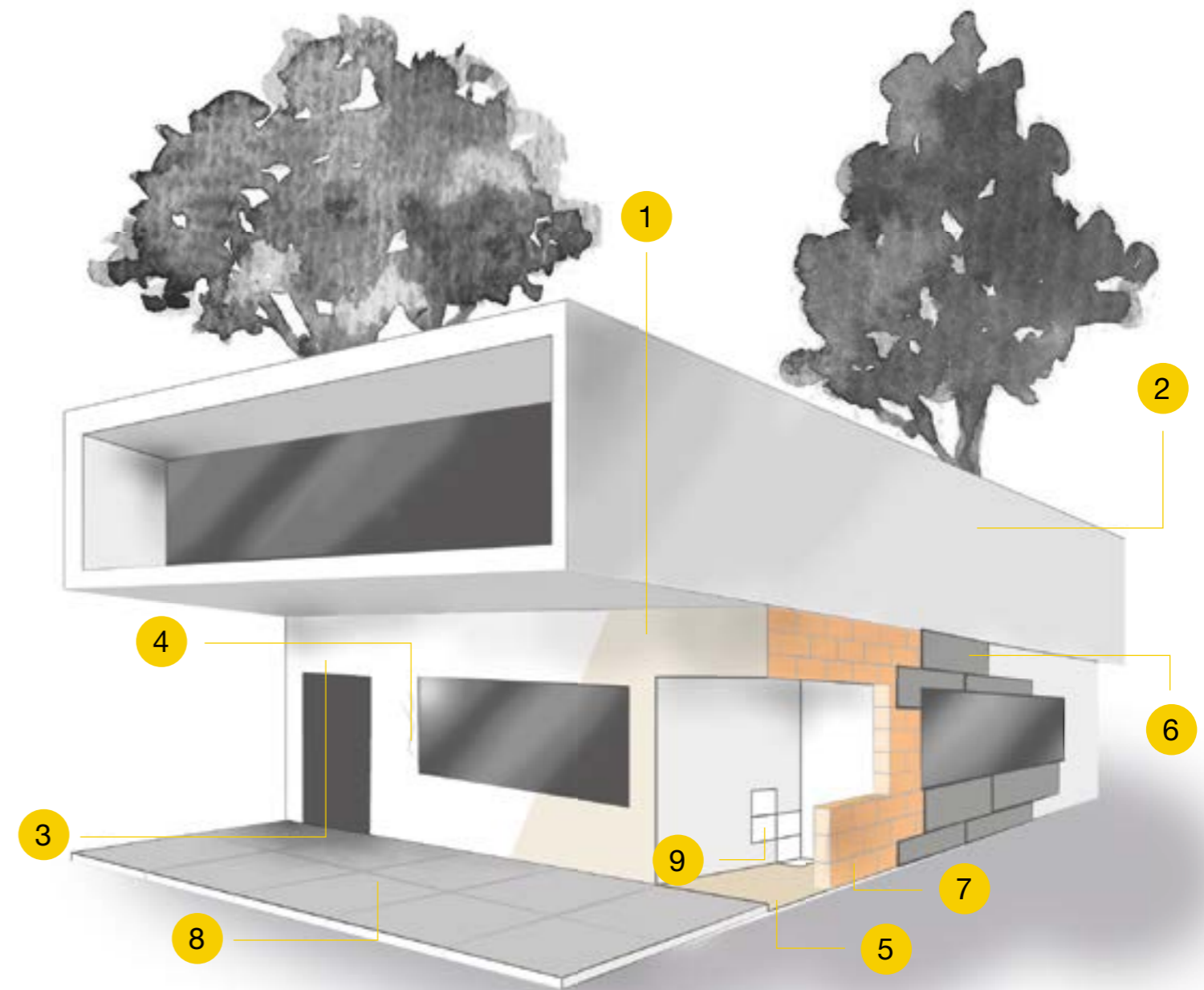
7. masonry mortar



8. gardening and landscaping



9. tile systems



In addition, the product portfolio includes solutions for concrete and civil engineering as well as for special applications.



Innovations

The FIXIT GRUPPE observes trends and develops products and solutions for the needs of its customers – always on the pulse of time.



In our central research facility we have an international and interdisciplinary team working on development and optimisation of our products and systems. Building material technologists, mineralogists and chemists work closely together and generate synergies and innovations – from the laboratory, for practical use.

In this way, we meet the requirements of our customers, technical change and progress in the construction industry.

Fixit Aerogel High-performance insulating plaster

Mineral insulation for special requirements in old and new buildings.

The energetic renovation of buildings, above all the insulation of facades, is one of the most important challenges to achieve the climate protection targets. In Germany alone more than 19 million properties are affected. In addition, the insulation of facades worthy of preservation or listed facades, there are limits to the application.

Especially for these requirements, a unique alternative to conventional insulation methods has been developed: Fixit 222 Aerogel high-performance insulating plaster. It is the world's first insulating plaster to combine the positive of mineral lime plasters with the advantages of a high-performance insulating material with λ_D 0.028 W/mK. The recognised approval of the German Institute for Building Technology (DiBT) confirms this.

Aerogel consists of up to 98% air, making it the lightest solid material in the world. Due to the structure, the air molecules are enclosed in the pores and the heat transfer is reduced to a minimum.

The aerogel insulation plaster system has successfully established itself with architects as well as planners in recent years and has already been used in numerous small as well as large construction projects worldwide.



Exhibition Hall Mathildenhöhe Darmstadt, Germany



Excellent!

The Fixit 222 Aerogel high-performance insulating plaster has already been awarded several times as an internationally product innovation.

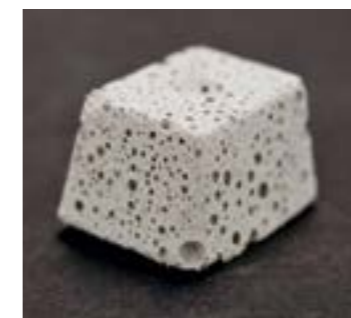


Advantages of Fixit Aerogel:

- Ideal for efficient insulation of buildings worthy of preservation or listed facades
- For interior and exterior use
- True to original wall/plaster reproduction possible
- Easy processing, by machine or by hand
- No special knowledge of application required

Technical properties:

- Highly insulating λ_D 0,028 W/mK
- Ultra light, dry bulk density 220 kg/m³
- Vapor diffusible, prevents surface condensation and mold growth
- Pure mineral, free of Portland cement
- Water-repellent, no loss of insulation due to moisture absorption
- Resistant to algae, fungi and vermin thanks to mineral components
- Sound-absorbing thanks to highly porous microstructure
- Non-combustible A2 and heat resistant



Aerogels are pure mineral and ultra light



Simple and economical processing

For further information and references at www.fixit-aerogel.com

RI-STRUTTURA Earthquake Protection & Building Reinforcement

High-quality, safe and proven.



Professional underbody levelling

Flexible with POR® foam mortar.

**Ecological & available.
The ideal building material.**

Ecological insulation is becoming more and more important in the entire house construction. The thermal insulating properties and the lightness of the material allow flexible areas of application. POR® foam mortar is a perfect companion for subfloor leveling, as a wall-building material and for flat roof insulation.

POR® foam mortar is a mineral, flowable foam mortar/concrete. The material is created during processing by a proprietary, innovative technique: a special foam generator produces a dimensionally stable protein foam from the water/protein mixture, which, when mixed with the mineral binder composition, produces a particularly high volume. Production takes place directly at the installation site.

Advantages

- Fast processing
- Low construction site volumes, as the material is only expanded on site.
- Pure mineral
- Building biology recommended by IBR
- Styrofoam-free
- Non-combustible A1
- Can be used in many ways in construction
- Flowable and fine-grained



Fine-grained



Flowable



Earthquake damage



Mechanical strength of the masonry



Building reinforcement - nets, angles, fasteners

Anyone who builds changes nature and the environment. Those who build sustainably assume responsibility for themselves, society and future generations.

Together with customers and partners, we work continuously to improve and develop our products. In doing so, we are guided by the needs and requirements of our environment.

Through many years of experience in the field of structural and seismic reinforcement of buildings, we have developed a range of high-quality, safe and proven technical solutions to improve the mechanical strength of existing masonry and reinforced concrete structures, especially used in areas with high seismic risks.

RI-STRUTTURA uses the reinforced mortar technology of the new generation CRM - Composite Reinforced Mortar - through the use of meshes, angles and connectors made of prefabricated composite material of AR glass fibers and thermostable resins.

Application

- Rehabilitation works after an earthquake
- Seismic improvement of historic and listed buildings
- Consolidation of damaged structural elements
- Improvement and adaptation after a change of use





Ecological. Economical. Sustainable.

Finishing plasters from the FIXIT GRUPPE for the highest demands in design, safety and durability.



Full abrasion structure



Grooved plaster structure



Spray plaster structure

For more than 100 years, precious plasters have stood for durability and timeless beauty. Their ecologically harmless components such as lime and white cement are unique and unrivaled in Europe and cause significantly emissions than other building materials.

The FIXIT GRUPPE offers in its product portfolio tested lime plasters that have been successfully on the market for many years. Different structures, color shades and grain sizes guarantee an expressive and individual surface design. Thanks to their mineral composition, they achieve the highest possible diffusion openness.

Easy processing and the best price-performance ratio make precious plasters a popular and economical design element for interiors and facades.

Structure. Safety. Variety.

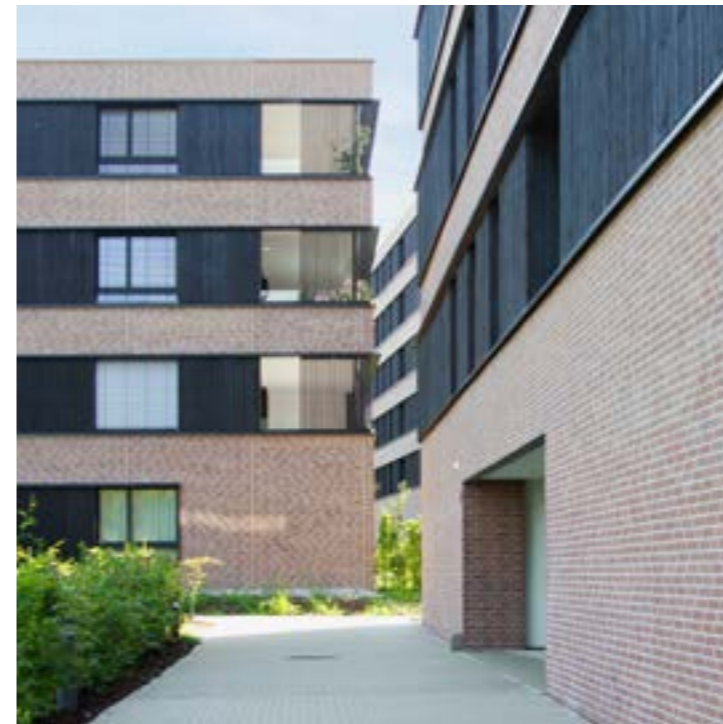
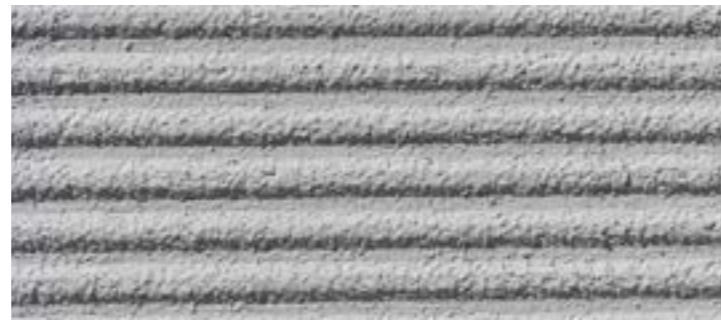
Through the composition of structure, color and craftsmanship, fascinating plaster facades are created.

Functionality and aesthetics with StoneEtics®

The safe system for decorative coverings on insulation facades.



The new KREATIV line offers a wide range of almost unlimited effects, structures and decorative surfaces for interior and exterior – also with thermal insulation systems: From the classic textures „scratched and brushed“ to contemporary combinations, that experiment with the play of light on glass or metal.



To date, the application of modern thermal insulation systems in the final coating is often limited. With StoneEtics planners and architects now have more freedom in the design of facades without compromising structural safety. Whether mosaic, clinker, ceramic, artificial or natural stone coverings up to 103 kg/m² (system weight) – many surfaces are available for selection.

This means that all the advantages of the simple application of ETICS together with the extended design possibilities of heavy and large-area coverings can be used.



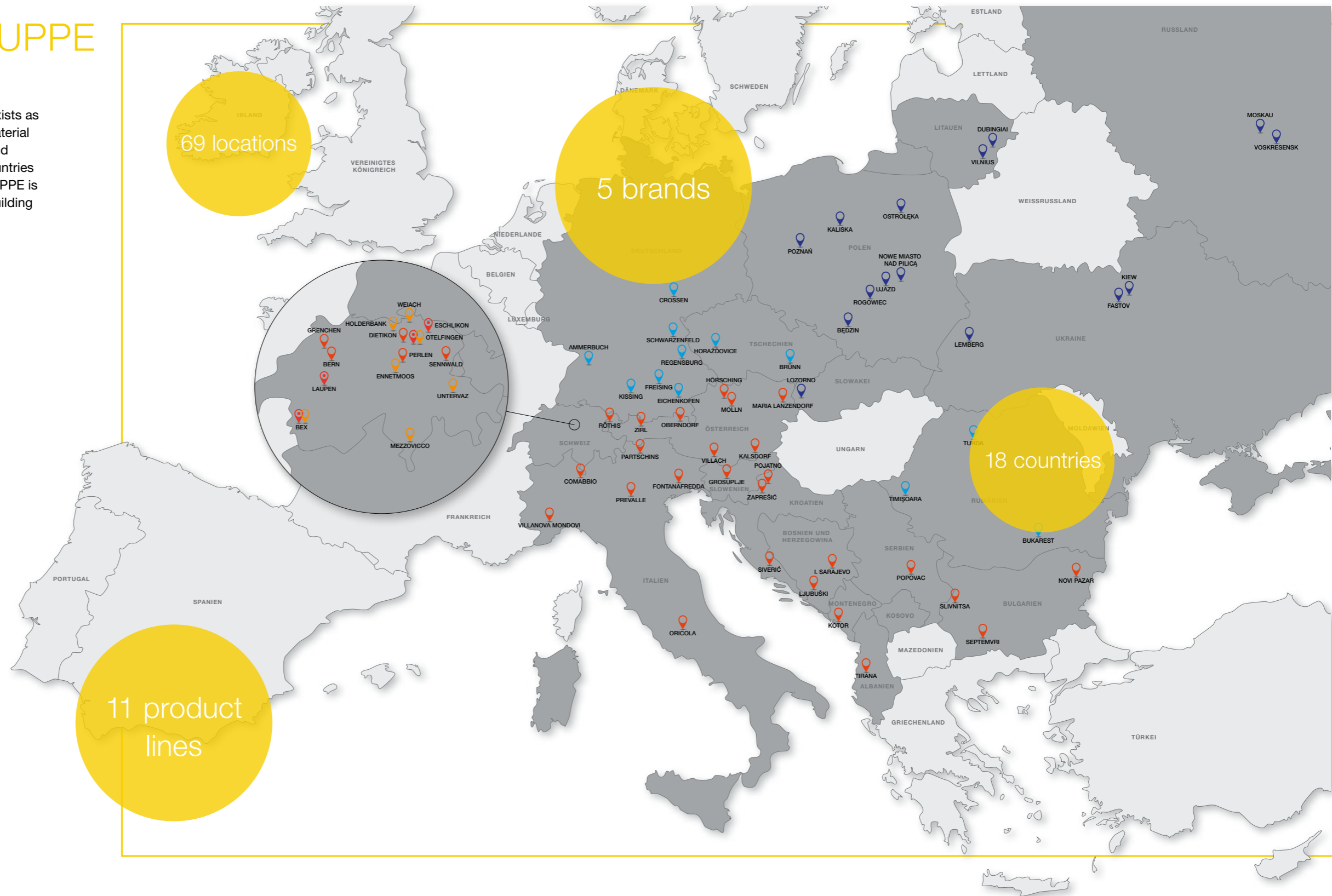
RÖFIX Zentrale Partschins, Italien



The brands and locations of the FIXIT GRUPPE

Since September 2006 the FIXIT GRUPPE exists as an umbrella organization of the 5 building material brands FIXIT, GREUTOL, HASIT, KREISEL and RÖFIX. With 69 locations in 18 European countries and around 2,300 employees, the FIXIT GRUPPE is one of the leading system providers in the building materials sector.

-  **FIXIT**
-  **GREUTOL**
-  **HASIT**
-  **KREISEL**
-  **RÖFIX**





The brands of the FIXIT GRUPPE



FIXIT Regionally anchored and close to the customer.

Fixit AG has its origins in Swiss stone. As the leading producer and full-range supplier in the building materials market it is committed to the production location Switzerland. Over 540 products are manufactured at five sites, all of which are geared to regional customer needs.

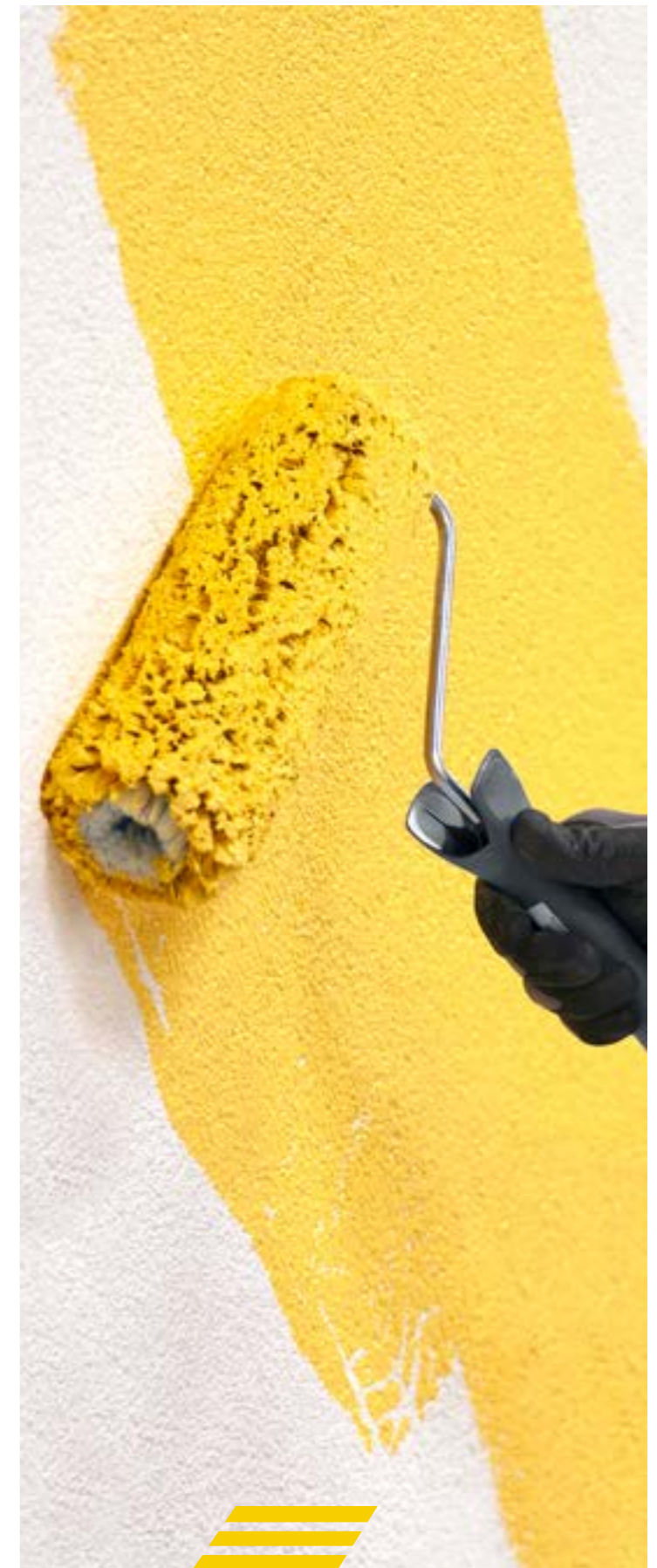
GREUTOL
Move. Design. Make an impact.
The company, with its headquarters in Otelfingen, distributes mortars, plasters, paints and sells thermal insulation composite systems in Switzerland. As part of the internationally active FIXIT GRUPPE, Greutol AG employs around 24 people and has branches in Laupen/BE, Eschlikon/TG and Bex/VD.

HASIT Naturally better building.

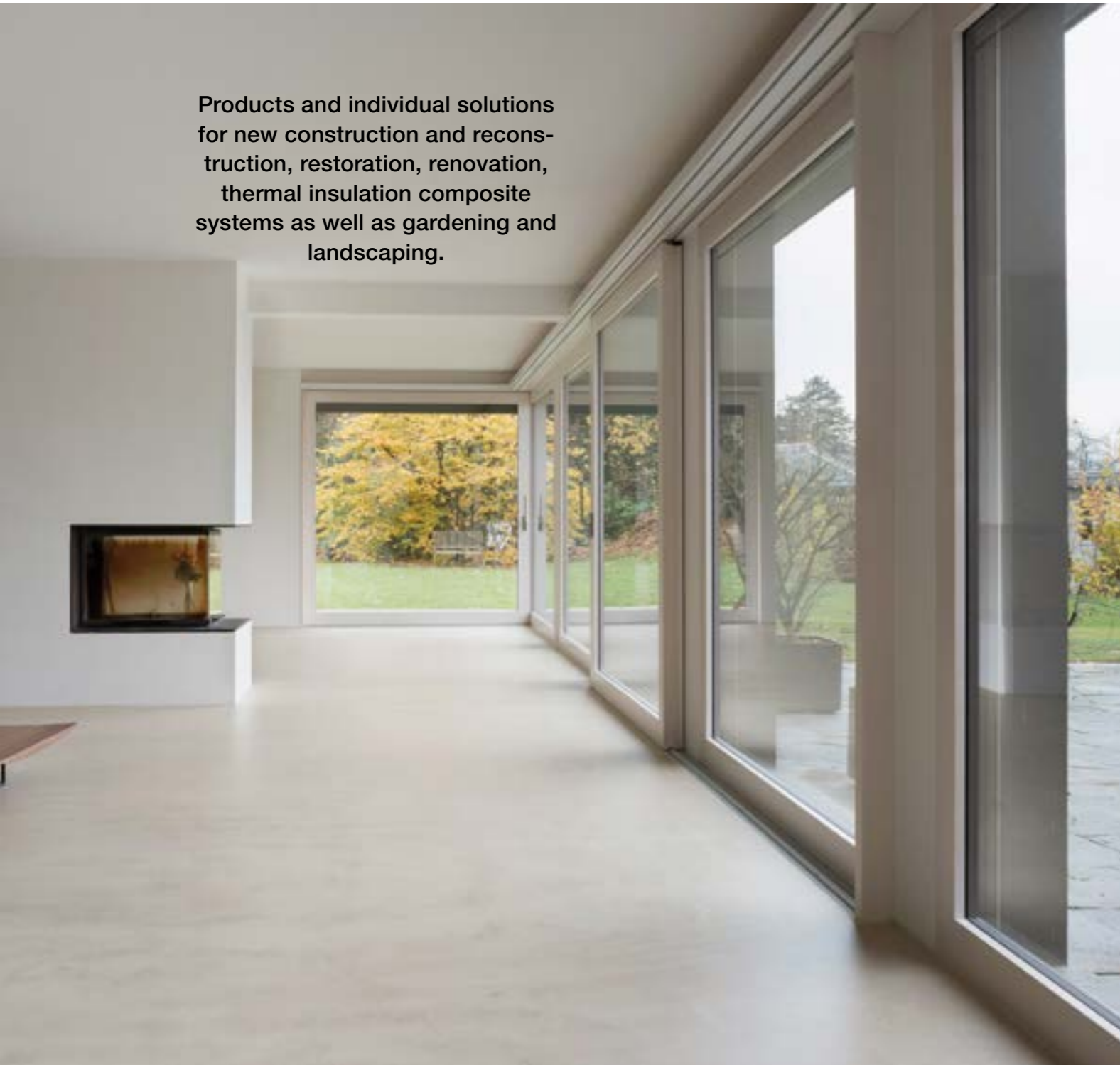
From regional lime producer to Europe-wide building materials expert for high-performance products and systems in Germany, Czech Republic and Romania. Closely linked to its origins and tradition, HASIT has consistently aligned itself as an innovative product and system partner over the past 50 years. Values such as precision and reliability are just as much an integral part as the responsible handling of resources.

KREISEL
Building on trust.
Whether you're a professional or a do-it-yourselfer – anyone who is active in handicraft knows how important the right building materials are. They must be easy and safe to process, be available in the optimal packaging size and have been developed from practical experience for practical use. Just like the products of the KREISEL brand.

RÖFIX
Building with system.
At RÖFIX, the signs point to the future. What began as a lime kiln with the simplest means has grown into an internationally brand after many decades of strong expansion. In over 11 European countries, RÖFIX is a complete partner for processors and end customers in the construction industry.



Products and individual solutions for new construction and reconstruction, restoration, renovation, thermal insulation composite systems as well as gardening and landscaping.



Single-family house, Arlesheim

FIXIT since 1896

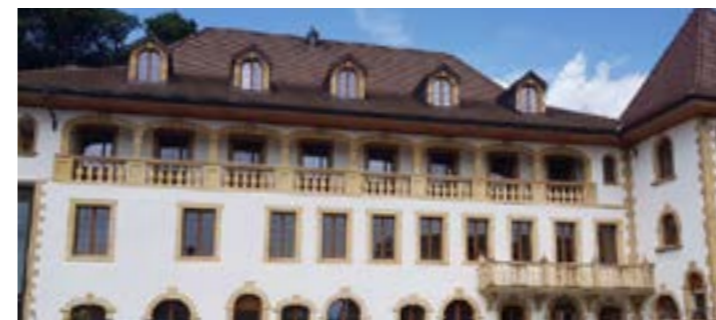
Fixit AG is a full-range supplier in the Swiss building materials market.



Natural stone facing Hotel Valsana, Arosa



Apartment building, Porsel



Retirement and nursing home Gampelen, Bern

As the Swiss market leader with over 100 years of experience, two gypsum quarries and more than 540 products for the construction industry, a strategic focus of Fixit AG is the development of innovative building materials.

Environmental protection and sustainability in the production and distribution of building materials (gypsum) is a top priority at Fixit AG: in 2014 the company won the Swiss Environmental Award in the Innovation category with its Fixit 222 Aerogel high-performance insulating plaster. This insulating plaster is an absolute world first and achieves outstanding insulation values. With the innovative plaster, mainly old buildings, some of which are listed, can be renovated for energy efficiency while retaining the character of the building.

At six locations - from the Grisons to Lake Geneva - numerous products are manufactured for different customer requirements. Thanks to regional logistics partners and short transport routes, deliveries can be made flexibly and quickly throughout Switzerland. In addition, cooperation with external logistics partners ensures that even places that are difficult to reach, such as the high mountains, can benefit from the technical advantages of Fixit products. Optimally adapted to the conditions in Switzerland - tailored to the needs of the region.

Switzerland

www.fixit.ch



Single-family house, Schwyz

GREUTOL

since 1958

Move. Design. Make an impact. A reliable partner on the Swiss market for over 50 years.



Residential and commercial building, Baar



New residential building, Binningen



Residential and commercial building, Zurich

Close to the customer. Flexible. Quality-conscious. These characteristics have made GREUTOL what it is today: a renowned supplier of insulation systems, mortars, plasters and paints that is one of the leading system suppliers of exterior thermal insulation. For over 50 years, the Swiss company has been a reliable partner for its customers.

The product range extends from systems for thermal insulation, dry and wet products to paints and primers for exterior and interior use. This range is supplemented by value-preserving systems for historic buildings, renovation plaster and crack repair systems as well as building biology products.

In addition, GREUTOL offers a comprehensive range of services such as individual technical advice, support on the building site, development of detailed solutions, devising for building projects, calculation of the U-value in terms of building physics, sampling of colour and surface structure, etc.

Quality and sustainability have top priority: this is ensured not only by modern production facilities, but also by highly trained and motivated employees. Thanks to their many years of professional experience and their broad specialist knowledge, they are competent, fair partners on site.

Switzerland

www.greutol.ch



Residential building, Freising, Germany

HASIT since 1967

Naturally better building - HASIT has been offering high-performance products and systems for over 50 years.



City Hall, Dorfen, Germany



Spa House Priessnitz, Jeseník, Czech Republic



Palace of Culture, Iași, Romania

HASIT is a national manufacturer of building material products and systems and a highly qualified solution provider in the construction sector in Germany, the Czech Republic and Romania.

The special proximity to the customers as well as long-term partnerships at eye level are the focus of HASIT's entrepreneurial thinking and acting.

In addition, HASIT stands for high-quality products, competent advice, useful services and tools as well as excellent and reliable logistics. The responsible use of resources is an integral part of the corporate philosophy.

[Czech Republic](#) | [Germany](#) | [Romania](#)

www.hasit.cz | www.hasit.de | www.hasit.ro



Hotel Cristal Resort, Szklarska Poręba, Poland

KREISEL

since 1993

Quality building materials in a full range – easy and safe to work with. Under this guiding principle, the brand has been successful for over 30 years.



Hotel SOREA, Liptovský Mikuláš, Slovakia



Apartment house, Konin, Poland



Residential and commercial building, Lviv, Ukraine

The KREISEL brand has stood for the highest product quality for around 30 years and offers a wide range of modern building materials for renovation, finishing and decoration. The core products include adhesive mortars, primers, sealing and self-levelling compounds, exterior and interior plasters, masonry mortars, joints, facade paints and plasters, levelling compounds as well as thermal insulation and building renovation systems and products for cleaning, preservation and impregnation. All products and systems are developed in cooperation with the central Group laboratory and tested for high quality in accordance with European standards.

Direct customer proximity on site, speed and dynamism characterise the sales and service – both small and large construction projects benefit from this. In addition, KREISEL offers its customers in Lithuania, Poland, Ukraine and Russia a complex consulting service, training courses and symposia, among others also in cooperation with scientific institutions.

[Lithuania](#) | [Poland](#) | [Russia](#) | [Slovakia](#) | [Ukraine](#)

www.kreisel.it | www.kreisel.pl | www.kreisel.sk | www.kreisel.ua



Residential complex "Das Levels", Linz, Austria



seit 1888

Building with System - successful in Europe for over 130 years with outstanding product solutions.



Museum Palais Mamming, Merano, Italy



Landwasser Viaduct, Rhaetian Railway, Switzerland



Designer Outlet, Zagreb, Croatia

Building with system - product solutions for all building requirements. What started in the 19th century as a lime kiln in Röhthis, Austria, with the simplest of means has grown into an internationally renowned brand after many decades of strong expansion. In addition to Austria, Italy and Switzerland, RÖFIX is also strongly represented on the market in Southeastern Europe as a proven supplier of building materials systems.

As a building materials company operating throughout Europe, RÖFIX has been working on the further development of high-quality building technology for more than 130 years. Today, the brand offers innovative system products that meet the highest technical, ecological and economic demands.

Many years of experience and close contact with customers have shaped RÖFIX's way of thinking. Constant innovation as well as the improvement and development of new materials ensures its customers the desired result and makes it an attractive partner.

Albania | Bosnia-Herzegovina | Bulgaria | Italy | Croatia | Montenegro | Austria | Switzerland | Serbia | Slovenia

www.roefix.com

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