



30 YEARS ANNIVERSARY

## Portfolio

[www.kreisel.pl/en](http://www.kreisel.pl/en)

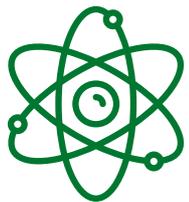


# Thank you for 30 years together!



experience

- on the Polish market for 30 years
- one of the leading manufacturers of construction chemicals
- winner of numerous awards and distinctions
- 6 production plants and an aggregate mine
- we form a part of the European FIXIT GRUPPE concern



modernity

- rich range of high-grade, modern building materials enabling construction, renovation and decoration of flats, houses and offices



certified  
laboratories

- modern laboratories located in each factory in Poland
- systematic quality control of products in all stages of production



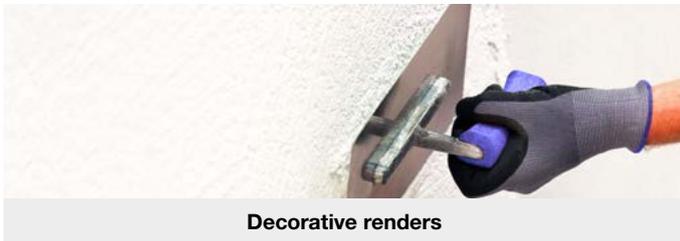
ecological  
solutions

- raising pro-ecological awareness
- strategy oriented towards the highest standards
- ecological GREEN WAY Certificate products which meet requirements of European standards

## PORTFOLIO

# INFORMATION ABOUT THE COMPANY

KREISEL Technika Budowlana is one of the leading manufacturers of building materials in Poland. We are in the lead of the sector of construction chemicals, we develop factories and sales network all over the country.



# KREISEL®



Ujazd

**3700 TONS**  
DAILY PRODUCTION

**6 FACTORIES**  
**1 AGGREGATE MINE**



Poznań



Będzin



Lubień Kujawski



Ostrołęka



Rogowiec



Aggregate mine

**HUNDREDS OF PRODUCTS**  
**ALL YOU NEED TO BUILD**



**SYSTEMATIC TRAINING**  
**EVERY YEAR**



**> 30000**  
TRAINED  
BUILDERS

**» PARTICIPATION IN THE LARGEST**  
**CONSTRUCTION FAIRS IN POLAND** **«**





**Coordinated logistics**



**Excellent quality**



**Individual consulting**

## » NUMEROUS AWARDS «



"Golden Helmet" of the Polish Chamber Building Industry and Commerce



Grand Award of the President of the Construction Chamber in Katowice



Gold Medal of the Poznań International Fair Budma 98



Laureate of "Teraz Polska" Promotional Emblem



"Market Leader" Promotional Emblem



"Dobre bo Polskie" [Good because Polish] Certificate for KREISEL products



Leader of Polish Business of the Business Centre Club



Patron of Polish Sports



Euro-Manager - award of the Wielkopolska Lodge of the Business Centre Club



Grand Gold Medal - award for MTP multi-medallists



Super Gazela [Super Gazelle] - "Puls Biznesu"



Golden Builder - BUILDER



GOLDEN HELMET for Gypsum Machine-applied Plaster 651L



European Medal for NANOTECH Paint



"Company of the Year" in the Ranking: INSULATION SYSTEMS 2015

## » FACADE CONFIGURATOR «

**Design** you own facade and walls



In 4 steps to the perfect color and plaster design

**Try now!**

<https://kreisel.colors-simulator.com/simulator>





We started over **40 years ago** in Germany when Norbert Kreisel activated the first plant, and now we form a part of the FIXIT GRUPPE concern possessing **69 factories in 18 countries** under the following brands: **KREISEL, HASIT, RÖFIX, FIXIT and GREUTOL.**

In 1993, we made our debut on the Polish market by setting up KREISEL Poland company in Poznań. Here is located our first factory of dry building mortars in Poland, and, most of all, the management and marketing centre where all key decisions are made.

In 2001, **another factory in Będzin** near Katowice was opened, manufacturing cement-lime products. The largest branch office is situated in central Poland, in the surroundings of Łódź - **in Ujazd, which was set up in 2004.** In practice, it associates several plants in one - from production of dry white and grey mortars to wet plasters and paints. In 2008, **a factory in Lubień Kujawski** near Włocławek was activated. This branch office has its own sand drying chamber and provides services mainly for northern Poland.

To ensure continuity in production of construction chemicals, a back-up facility with raw materials is needed. For this purpose, in 2005 KREISEL bought a sand and mineral **aggregate mine Eurokrusz** in Nowe Miasto upon Pilica.

To meet market expectations, we develop our range of products on a systematic basis. Gypsum products are a significant part of the offer. **A plant in Rogowiec** near Bełchatów, bought in 2007, deals with their production. Another **large investment in Ostrołęka** started in 2011. This is a **modern plant for gypsum production** and calcination based on the raw material from a nearby heat and power station. A wide range of gypsum machine-applied plasters is made here.

Our sales team is particularly characterized by efficient operation, dynamics and modern management. KREISEL representatives, **available in each region of Poland,** reach wherever our products are needed. What is important - they do not only sell them, but also provide consulting services and service in each construction investment where also our silo technology is perfectly suited.

KREISEL offers a rich range of high-grade, modern building materials enabling construction, renovation and decoration of flats, houses and offices. The most significant of them are: **tile adhesives, external and internal plasters, gypsum products and finishes, primers, paints, bricklaying and plaster mortars as well as insulation systems (based on styrofoam and wool) and subfloors.**

Our priority is to provide a customer with a modern product meeting requirements of European standards. **All products are**

**conscientiously and carefully checked** in each stage of their preparation. **Certified laboratories** located in each KREISEL factory deal with this issue. Quality of our products is confirmed by many certificates.

Focusing on building relations of partnership with buyers is one of the very significant assumptions of the company which with time became a mission. KREISEL owes the market success also to customers' involvement in building mutual relations. It actively listens to their suggestions, and then, after carrying out a thorough analysis, it consistently implements them. Ipso facto, KREISEL provides evidence that a customer is a crucial cell in this sophisticated organism. Thanks to such attitude, KREISEL can take pride in a group of loyal and dedicated business partners.

**Strong brand is a success of the enterprise.** KREISEL has an image of dynamic and modern company. Our logo accompanies huge and simultaneously the most significant sports events. Also image-building activities are an element of the company's marketing strategy, according to which the enterprise's logotype is to be present not only on construction sites.

KREISEL started **sports sponsoring** activities from support of Lech-KREISEL Poznań football club from the first league in the football season 1999-2000. In 2000-2014, KREISEL was an Official Sponsor of the Polish Football National Team. During the **Olympic Games** in Athens and in Turin (2004-2006), the company was a member of the Polish Olympic Club supporting the Polish Olympic National Team. Our logo could also be noticed during Tour de Pologne cycle races, **World Championship** in Canoeing or **World Cups** in Ski Jumping in Zakopane. Sports sponsoring became the company's main element of the marketing strategy, and at the same time tangible support of Polish sport. This was appreciated in 2012 by the Polish Sports Infrastructure Club in the form of a Builder of Polish Sports statuette. We accompany Polish athletes in many events and are proudly called a "Friend of Polish Sports".

KREISEL wishes to be perceived not only as a leading and the best, in terms of quality, manufacturer, but also as a **company with soul.** Therefore, the enterprise attaches very large importance to charitable activities. It also cultivates the organic work tradition of Wielkopolska, supporting e.g. Hipolit Cegielski Society and integrating social environments.

**KREISEL is also a winner of many valuable awards** and distinctions: Budma medals, Leader of Polish Business with 12 diamonds, double laureate of "Teraz Polska" Emblem and winner of 11 European Medals.

## The purpose of KREISEL

Our philosophy – our leitmotif

# PRESERVING VALUES

SUSTAINABLY SHAPING THE FUTURE WITH BUILDING MATERIALS.



### The values of the FIXIT GRUPPE.

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.

# KREISEL®

## Office and Correspondence Address:

**KREISEL - Technika Budowlana Sp. z o.o.**  
**ul. Chemiczna 2a**  
**61-013 Poznań**  
**Tel. +48 61 846 79 78**  
**Poland**

## Poznan Factory

ul. Szarych Szeregów 23  
60-462 Poznań  
Tel. +48 61 846 79 00

## Ujazd Factory

ul. 11 listopada 29  
97-225 Ujazd  
Tel. +48 44 726 16 00

## Będzin Factory

ul. Bory 41a  
42-504 Będzin  
Tel. +48 32 368 04 00

## Rogowiec Factory

ul. Zakładowa 2  
97-427 Rogowiec  
Tel. +48 44 735 23 38

## Lubień Kujawski Factory

Kaliska 141  
87-840 Lubień Kujawski  
Tel. +48 54 237 85 00

## Ostrołęka Factory

ul. Łużycka 5  
07-400 Ostrołęka  
Tel. +48 29 646 15 00

[www.kreisel.pl/en](http://www.kreisel.pl/en)

Contact vCard:



September 2023

**Additional information:**

You can find all Technical Data Sheets on [www.kreisel.pl/en](http://www.kreisel.pl/en)

**FIXIT GRUPPE**  
BAUSTOFFE MIT SYSTEM



[youtube.com/@KreiselPolska](https://youtube.com/@KreiselPolska)



[tiktok.com/@kreisel.pl](https://tiktok.com/@kreisel.pl)



[facebook.com/firmaKreisel](https://facebook.com/firmaKreisel)



[instagram.com/kreisel.pl](https://instagram.com/kreisel.pl)