

Press release
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Sustainability in focus in new growth strategy at Combitherm

Combitherm A/S, which produces insulating thermal covers and thermal mats for various industries and purposes, is busy. With a new growth strategy and in-house skills, the company is now accelerating the development of sustainability as a general element.

With a new strategic plan in hand, Combitherm's management is now accelerating the development of sustainability at the company, which includes recruiting new skills, initially a product manager and a marketing manager. Together with the rest of the management team, they will lead the development of sustainability as a crucial part of the company's DNA. All this must lead to new initiatives, including in export markets.

"We have significant growth potential at Combitherm, especially in the nearby export markets. And sustainability is a recurring theme in our strategic plan because we want to grow in line with the surrounding world, where the green transition is in full progress. At the same time, we want to be at least at the same level as our customers, who have the same objectives," says COO Torben Hallstrup.

The company has already come a long way in using recycled materials in production. For example, a winter mat for building sites is now made of 78% recycled polyester, typically from plastic bottles.

Will strengthen the brand

The new marketing manager will strengthen Combitherm as a brand and support sustainability efforts, and the new product manager will be responsible for developing sustainability in the company's product portfolio, which applies to both existing and new products. Now that sustainability is going to play such a vital role at the company, both internally and externally, we also need the skills to implement it.

"Our new product manager, Charlotte Qvist Jørgensen, will help develop our existing products further in this direction, as well as help to develop new products. At the same time, we have appointed a marketing manager, Anja Povlsen, so that we can also focus on sustainability in this way," says Torben Hallstrup.

"We see great opportunities in being at the forefront of sustainability, and we want to cooperate with our customers and suppliers in order to achieve the synergy that will ultimately benefit the environment," he says.

Double-stranded sustainability

“Sustainability is double stranded because it is naturally not only in the products, but also in the production itself that sustainability must be in place. For the products, we have EPD in place on the winter mat, and it documents the product itself,” continues Torben Hallstrup.

The second part of the strategy is the production itself:

“After all, energy consumption and climate impact have become factors that are seriously discussed. It is about producing the product as energy-efficiently and, therefore, as climate-friendly as possible. So, you also need to be able to document this part, which is also work we are doing,” he says.

Sudden demand

Combitherm has been busy this winter, partly because energy prices have played a significant role in the demand for insulating mats for retailers, among others, who have been asking for mats to cover refrigerated counters in shops.

“It’s a product we have had on the shelves for many years, but it has had a sudden renaissance with the very high costs the stores have incurred for energy,” concludes Torben Hallstrup.

World-class temperature control

Combitherm is amongst the leading European manufacturers of flexible, tailor-made and energy-saving thermal solutions for a wide range of industries working with temperature-sensitive products and processes and where temperature fluctuations must be kept to a minimum.

Our products include thermal covers, partitions, insulating mats, winter-, concrete- and asphalt mats as well as composite covers, all of which are important elements in the cooling chain in the transport and storage of e.g., foods and medicine or in relation to companies wishing to stabilise casting and curing processes within concrete and composite.

Further information:

Questions can be directed to COO Torben Hallstrup at th@combitherm.dk or +45 2334 0180.

Photo:

Product Manager Charlotte Qvist Jørgensen and Marketing Manager Anja Povlsen, together with the rest of the management team, will lead the implementation of sustainability as part of Combitherm's DNA.

