

“tremco illbruck: Refocused Brands About to Roll out!

"tremco illbruck the European manufacturer and service provider for the construction and manufacturing industry is refocusing its brands and product categories."

"In 2005 TREMCO and illbruck realized that merging their complementary expertise would create a company that immensely benefits from technological synergies. And what is more, the new company passes these benefits on to their customers, making possible a portfolio of products that covers everything that is required for an entire project. The two family-owned companies shared similar traditions and enormous experience in the field of sealing, bonding, flooring, waterproofing and passive fire protection in the construction and manufacturing industry and have since then set out to truly grow together. Now comes the next step in becoming a company that profits from Europe-wide expertise while being firmly embedded in local markets. tremco illbruck is refocusing their brands: fewer brands, clearer categories – but the same comprehensive portfolio of products.

The illbruck brand used to solely stand for expertise in sealing, but with the new and clearer structure the brand name illbruck will now cover all the products that deal with sealing and bonding for windows, facades and interior. Along with this the TREMCO brand now fields all products concerned with flooring, waterproofing, insulating glass (IG) and structural glazing (SSG). To complete the portfolio the Nullifire brand offers solutions for passive fire protection while PACTAN will remain the brand of choice for manufacturers. In short: newly arranged brands with newly arranged product categories enable users and specifiers to execute entire projects with products of the same brand, making things as easy as only a one-stop-shop solution can.

More than ever before, tremco illbruck recognizes the local nature of the construction industry. Its combined extensive market knowledge is effectively transferring local expertise and experience to other European markets – and beyond. New service schemes complement the new system, offering more and better on-the-spot support for easier application, specification, purchase and sales. Also, R&D and manufacturing have been centralized according to areas of application in tremco illbrucks five Centers of Excellence across Europe, bringing ideas to market more quickly. All in all: It is more resources put into our brands. Last but certainly not least tremco illbruck continues to give priority to the environment, working hard to make products and processes ever cleaner and greener.

And while all this change is going on, tremco illbruck remains the same trusted business partner: A company that actively seeks out the collaboration of their stakeholders, answering to the real needs of builders, specifiers and merchants alike."



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