

EUF: Saving energy due to ceramics

Together with renowned manufacturers, specialist retailers and the Bundesverband des Deutschen Fliesenfachhandels (VDF) the Federation of European Tile Fixers' Association (EUF) has developed a new marketing concept.



Photo: EUF

Key topics of our time are energy consumption, ecological awareness and healthy living. Their influence on our way of life is constantly increasing. The greatest potential energy source of the future should be our home. "Neither renewable energies nor nuclear energy or fossil fuels, but individual savings of energy consumption, our "home-grown energy" so to speak, is the key to secure the quality of the environment and our homes", says EUF managing director Werner Altmayer. He is initiator and driving force of the initiative. "Ceramic tiles play a great part in this process due to their property to store heat and their thermal conductivity."

Accordingly, the key message of the initiative is "saving energy due to ceramics". Practical solutions and information for healthy living and saving energy by laying ceramic floor coverings will be communicated to consumers, tile fixers and specialist retailers.

As for "Healthy living with ceramics", a lecture and a series of seminars will be held about "Saving energy due to ceramics". Further supporting advertising material is currently being prepared. More information at the click of a mouse:

www.energie-sparen-mit-keramik.eu

Source: CARO-News magazine, January 2011
www.caro-magazin.de