

Wroclaw, 08 January 2025.

## ***From foundation to the roof: Selena Group at BAU 2025 in Munich***

**This coming Monday, January 13, the most important event in the construction industry will begin - BAU, the World Fair for Architecture, Materials and Building Systems.**

**Among the exhibitors, the Polish Selena Group - a world leader in the production and distribution of construction chemicals - could not be missing, which at this year's edition of the Munich fair will present its most innovative and effective solutions for professional builders. Visitors to Selena's stand, which is over 160 meters long, will be able to see for themselves the effectiveness of its products through meetings with experts and numerous demonstrations and training sessions scheduled over the five days of the fair.**

*- Selena Group will once again be present at the largest trade fair in Europe, held in the capital of Bavaria. - BAU is a world-renowned event where industry leaders present the latest solutions in construction. It is a complete overview of innovative products and solutions that set trends for the construction sector, not only in terms of new technologies, but also in terms of energy efficiency or sustainability. These are the values that have been behind our brand for years, and our presence at the Munich fair is an excellent opportunity to present a wide portfolio of our products, created in accordance with these values," says Slawomir Majchrowski, President of Selena Group. - This is also an important part of Selena Group's gradual international expansion. Our 30 companies currently operate in 19 countries on four continents. Our products are available in over 100 countries. However, we still see the need to increase the awareness of our brands and promote the high quality of Polish construction chemicals abroad. International exhibitions are a good place to achieve this ambitious goal," adds Slawomir Majchrowski.*

At this year's BAU, Selena is focusing on presenting the products of its two flagship brands, Tytan Professional and Matizol. Selena's experts will familiarize visitors to the stand with the special features of installation foams, which guarantee efficiency, speed and durability of execution, or foam adhesives, which are an excellent alternative to traditional mortars. Selena will also present hybrid adhesives and sealants, which are becoming increasingly popular in the construction industry, as well as high quality waterproofing membranes. Throughout the five days of the fair, demonstrations and trainings will be held, proving that the rich offer of the Polish manufacturer and distributor offers comprehensive and effective solutions for every stage of construction or renovation - from foundations to roofs, providing contractors with safety and facilitating work on construction sites. Visitors to Selena's stand between 13 and 17 January 2025 will see, for example, that Matizol brand products can be used even in the most adverse weather conditions, and that the wide range of Tytan Professional brand products can maximize the speed and efficiency of construction work while minimizing the number of tools needed.

The state-of-the-art stand was created in cooperation with Poland's leading manufacturers of construction materials. Thus, the effectiveness of the WINS Tytan Professional® system, which enables perfect installation, minimizing energy loss and maximizing the energy efficiency of the building, will be demonstrated by equipping the stand with high-quality HS-type windows and doors from Wiśniowski Bramy Okna Drzwi Ogrodzenia. PORTA THERMO steel exterior doors manufactured by Porta KMI Poland will be used to present energy-efficient installation solutions in accordance with global passive house standards. Meanwhile, the



presentation of extremely important for the installation of joinery, the elimination of thermal bridges, will be made possible by the warm assembly beam, Phonotherm®200 foundation from Marbet Bausystem. In turn, detailed tests of tightness of joinery, set on Selena products, will confirm the solution that will provide for the purposes of the fair exhibition, the mobile laboratory.

You will be able to see the comprehensive solutions offered by the Selena Group at stand number 221, in Hall B6, which has been allocated during this year's BAU fair for the presentation of the construction chemicals sector.

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**Additional information:**

**Selena Group** is a global producer and distributor of construction chemicals and one of the four largest global producers of mounting foams for construction. For over 30 years, it has been successfully delivering innovative products that accelerate and facilitate work on construction sites in nearly 100 countries. The Group's product range includes recognizable brands such as: Tytan Professional®, Quilosa Professional®, COOL-R®, Imperialum® or Matizol®. Selena Group comprises 30 companies operating in 19 countries. Selena has its own Research and Development Center, which coordinates the operations of local laboratories. Selena's manufacturing plants are located in Poland, Spain, Portugal, Italy, Turkey, Kazakhstan, China and South Korea. Selena offers products for construction works, including polyurethane foams, foam adhesives, silicones, acrylics, sealants, adhesives, primers, mortars, plasters and waterproofing products. Selena Group's operations are based on Polish capital. The Group's parent company is Selena FM S.A. with its registered office in Wrocław. Since 2008, the company has been listed on the Warsaw Stock Exchange.

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