



For questions or any other matters, please contact:

Kristina Marth
+49 (0) 561 829 551 05
presse@kemper-system.com

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direkt & digital

KEMPER SYSTEM at BAU 2019

“Direct & digital” into 2019

More than 60 years of expertise, but still in tune with the times: At BAU 2019, KEMPER SYSTEM will boast a new state-of-the-art exhibition stand.

With more space than ever before, we will be presenting new and proven KEMPEROL products on two floors, and are also looking forward to making many new and interesting contacts – whether face to face or through our trade fair models. At BAU 2019 we will provide an insight into the vast world of KEMPER SYSTEM and place an equal emphasis on direct client interaction and digital support. Accordingly, the motto with which we are entering 2019 is “Direct & digital” – and it is also the market leadership claim we want to live up to in the future.

A new website and a new and useful app

Because resting on our laurels is out of the question for us and client proximity and the ongoing development of our products are of the utmost importance, we have completely re-designed our website and also developed a new app. In this way we can become even closer to our partners – because they can then not only rely on the top quality of our KEMPEROL products but also on our first-class service. At BAU 2019 we will naturally be highlighting all the benefits of our new digital offering – along with our wide range of KEMPEROL products.

New products and live product demonstrations

In addition to our top sellers such as KEMPEROL 2K-PUR and AC Speed, we will also present a number of new products at our stand. These include our KEMPEROL LF, the improved KEMPEROL 165 Fleece and the KEMPERTEC AC Jointing Compound. At BAU 2019, the focus will also be on surface protection systems, which we have overhauled for our customers in the run-up to the trade fair. We will also show in live product demonstrations how easy it is to use our products.

Space for face-to-face encounters

For the first time in our company’s history, our exhibition stand will extend across two floors. There is plenty of space for face-to-face encounters away from e-mail and telephone distractions – both on the ground floor and in a relaxed atmosphere in our lounge area on the first floor. We plan to take full advantage of this space, because direct interaction with our partners at trade fairs is extremely important for us. That is why we’re also proud to be able to set aside some space exclusively for them at BAU 2019. We will include statements on our cooperation from 14 of our loyal customers, all of whom place their trust in us, on the back wall of our stand.



Our new website

The perfect solution with just a few clicks

Everything you need to know and easy menu navigation: Our website, which has recently gone online, offers our clients even more convenience and guides them to their destination with just a few clicks.

Which KEMPEROL product is best for my project? And what are the alternatives if any? In just a few clicks you can find precisely the information you're looking for on our website. Another aid with choosing the right product is the Adhesive Strength Measurement feature, which displays suitable waterproofings and primers once a specific roofing membrane or plastic sheeting is chosen. Answers to questions concerning the required amount of material and the nearest dealer can also be easily found here thanks to the practical quantity calculator and the dealer search function that covers Germany and beyond. In addition to all these features, there is now also a handy chat function on the website which customers can use to obtain direct answers to their questions about our services and products.

For customers looking for a solution online, we offer a service that is unmatched in the industry. Customer orientation is a top priority for KEMPER SYSTEM, which is why we're providing our partners with a state-of-the-art instrument in the form of our new website. With its modern layout and clear structure, all key information is available at a glance, making it easy to understand for long-time users and newcomers alike. An even better overview is provided by the new icons used to label the application areas, which guide users through our large product portfolio. This saves our customers having to carry out lengthy searches and makes their day-to-day work significantly easier.

The most useful KEMPEROL app of all time

New features for even more service

Besides our relaunched website, the digital KEMPER world also contains another new innovation: KEMPEROL's free app offers our customers even more service.

Information and practical functions are combined in this easy-to-use app. In addition to the quantity calculator, adhesive strength measurement and dealer search functions, which can also be found on the website, the app features area measurement, marking of damaged areas and the current weather data including determination of the dew point.

The practical features at a glance:



New: **Free area measurement**

Using the app, surfaces can be easily measured using augmented reality, i.e. the computer-aided extension of reality perception. The technique enriches images with additional information, with even complex surfaces able to be easily measured.



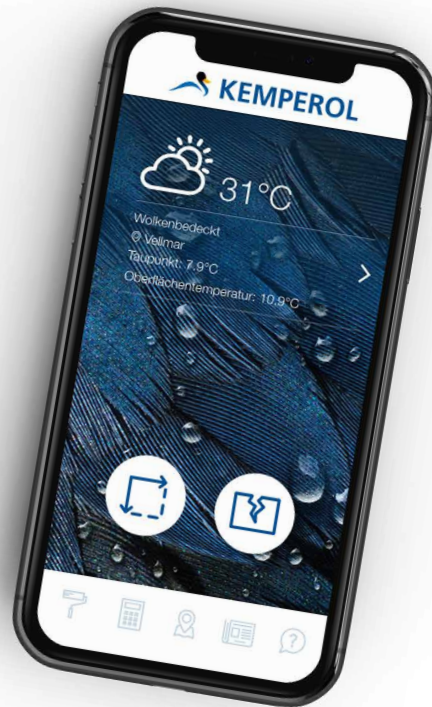
New: **Marking of damaged areas**

Defects in a room or on the roof can be recorded and marked with the app by simply taking a photo. Customers can then send the images by e-mail directly to us to be reviewed by one of our application engineers. We then send the customer a suitable product recommendation.



New: **Weather information, including determination of the dew point**

Since sealing work can only be optimally carried out in certain weather conditions, our app provides important weather information. It also determines the so-called dew point, which plays an important role in the use of our products. With the app, projects can accordingly be planned and implemented more easily.



Quantity calculator (also on the website)

Using the quantity calculator, the amount of KEMPEROL that is needed can be calculated almost instantly, with only the product and the measured area needing to be entered.



Dealer search (also on the website)

Those who already know which KEMPEROL product they need and how much of it can look for a suitable dealer. This won't take long, since the practical dealer search function lists KEMPEROL dealers in the vicinity – not just in Germany but also in Austria.



Adhesive strength measurement (also on the website)

Suitable waterproofing and primer combinations can be identified using the adhesive strength measurement function. Once the membrane manufacturer and the exact name of the membrane have been selected, the app can determine which products offer the highest adhesive strength.



KEMPEROL News (also on the website)

The latest news from KEMPEROL can be found both on the website and in the app. This is how we keep our customers up to date with what is happening in our company at all times.



Questions and answers

KEMPEROL – the best for professionals

What is KEMPEROL?

KEMPEROL is a sealant in liquid form. As a result, it is able to perfectly adapt to all conditions. The reaction resin-based material is quick and easy to apply and then hardens into a permanently elastic seamless seal. The result: The seal adheres to the entire surface, providing the building material with long-term protection.

Which products does our product range include?

In addition to various liquid seals, we also have other products in our broad product portfolio. Whatever substrate needs to be sealed, KEMPEROL has the right primer for sealing it. In addition, our coatings not only include a permanent use and wear layer, but also a wide range of design options, with the “Fallstop” coating recommended for the permanent securing of skylight domes. In order to ensure optimal results with our products, we also supply a large number of accessories.

Why KEMPEROL?

KEMPEROL products live up to their promise, as we have been committed to the highest quality standards for more than 60 years. Because we produce all the commonly-used liquid plastics and have the longest experience in the market, we are proud to say that we have the right solution for every sealing problem. In addition, we promise our customers that our KEMPEROL products will last. This is ensured by means of extensive adhesive strength tests, the results of which are publicly available. In addition, our customers can rely on our first-class service at all times.

Where can I get hold of the products?

Because our products are made for professionals, they are sold by specialist dealers. The location of the nearest KEMPEROL dealer can be found by using the practical dealer search function on our website and in the app.

And how do you use KEMPEROL?

Using KEMPEROL is easy – on our website we show you how. However, because we know that hands-on instruction is still the best, we also offer regular courses and training in our KEMPER SYSTEM Academy.



New products in 2019

No end in sight: Once again this year we will be presenting new products

At our stand at BAU 2019 we will be providing comprehensive information on all our products. To this end, our exhibits have been rearranged: The large product world of KEMPEROL is now clearly assigned to different application areas.

In addition, we will present three new products in the form of KEMPEROL LF, the improved KEMPEROL 165 Fleece and the KEMPERTEC AC Jointing Compound. Moreover, we have radically overhauled our surface-protection systems range in the run-up to the trade fair.



KEMPEROL LF

KEMPEROL LF is a construction product that can be further coated and used on roofs as well as in buildings. Because it is insensitive to moisture, it can be used on almost all surfaces. KEMPEROL LF is based on a resin (SMP) and is odourless and solvent-free.

KEMPEROL 165 Fleece

The improved KEMPEROL 165 Fleece regulates the layer thickness and is used as a reinforcement for KEMPEROL waterproofing systems. It is system-tested and optimally adapted to the application purpose. Its improved fleece penetration capability now makes it even easier to use.



KEMPERTEC AC Jointing Compound

Our new KEMPERTEC AC Jointing Compound is a filling compound optimally adapted to our PMMA products. It is fast-curing and cold-resistant, so that it can be applied even at low temperatures down to -5°C . It also has excellent waterproof properties and is extremely resistant.

Surface protection systems

Another focal point at BAU 2019 will be surface protection systems. In addition to our systems with OS-8 approval, we have launched two new surfacing systems – KEMPERDUR AC Park and KEMPERDUR AC Park+. Both are not only very durable and easy to use, they are also OS-10 approved.





References

Our projects

Who works with KEMPEROL, and where have our products been used?

In the following three major projects, for example. Numerous other regional and international references as well as further information can be found on our new website.



SIEMENS, Nuremberg:

177 skylight domes coated with KEMPEROL FALLSTOP

In late 2015, Siemens applied KEMPEROL FALLSTOP surfacing for fall-through protection to a total of 177 skylight domes at its site in Nuremberg. Nuremberg-based company Weidmann Dach + Gerüst GmbH coated the lighting elements, some of them up to 30 years old, on 13 different building roofs.

KEMPEROL FALLSTOP is a permanently elastic polyurethane-based skylight-dome coating. The material is UV- and weather-resistant, flexible and shockproof. For this product, KEMPER SYSTEM is entitled to use the test mark of the German Social Accident Insurance (DGUV) together with the suffix “fall-through-proof”. Skylight domes are among the accident-prone weak spots on roofs with waterproofing systems. Preventive protection measures ensure that the domes are safe to walk upon and that there is no risk of someone falling through with potentially fatal consequences. Fall-protection systems are “life insurance policies” that reduce the risk to life and limb.

Project data

Project

177 light domes

Client

Siemens

System

KEMPEROL FALLSTOP

KEMPER SYSTEM processor

Weidmann Dach + Gerüst GmbH,
Nuremberg, www.weidmanngbh.de





The Michel Observation Deck, Hamburg:

A city balcony with a new surface

Hamburg's St Michael Church, known locally as the "Michel", is one of the Hanseatic city's most famous landmarks. The church tower of this Protestant church, which is 132 metres high, has for centuries been a highly visible landmark for incoming ships. Popular with local inhabitants and tourists alike, the observation deck at an altitude of 106 metres offers unobstructed panoramic views over the city. In May and July 2014, the roofing company Bade Dächer sealed the 100-sqm-large "City Balcony" with KEMPEROL on a section-by-section basis. In addition to the waterproofing, which prevents water from entering the church from above, an anthracite-coloured KEMPERDUR coating was also subsequently applied. As a highly-resistant wear layer, it can withstand the footfall from more than one million visitors per year.

Due to the round shapes and the many connections, when it came to the material the decision was made to use a liquid-processable seal, since such a seal is fully functional for a long time, even in confined spaces and on different surfaces. KEMPEROL is also processed cold and without an open flame, so there is no risk of fire. Another requirement of the project was that the observation deck should not be completely closed due to the high visitor numbers. Consequently, the choice fell on the solvent-free KEMPEROL 2K-PUR, which is odourless and can be processed in sensitive areas with active visitor traffic and without any odour nuisance.

Altogether, a whole series of KEMPEROL products was used: KEMPERTEC EP primer, KEMPEROL 2K-PUR (waterproofing), KEMPERDUR TC (coating), KEMPERDUR Deko transparent, KEMPERDUR Color Quartz and KEMPERDUR Deko transparent.

Project data

Project

Waterproofing and coating of a visitor area in 106 meters height

Client

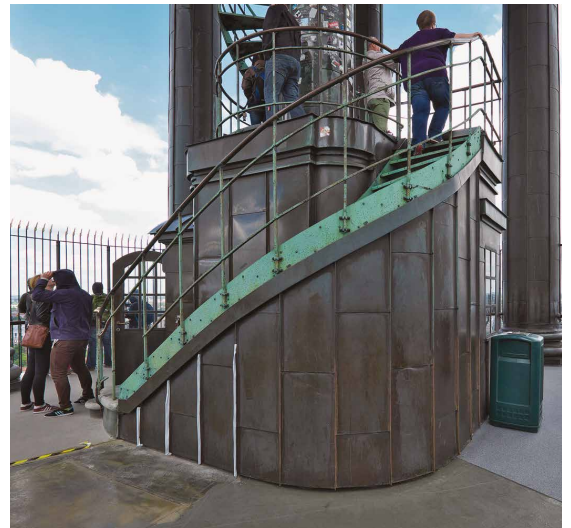
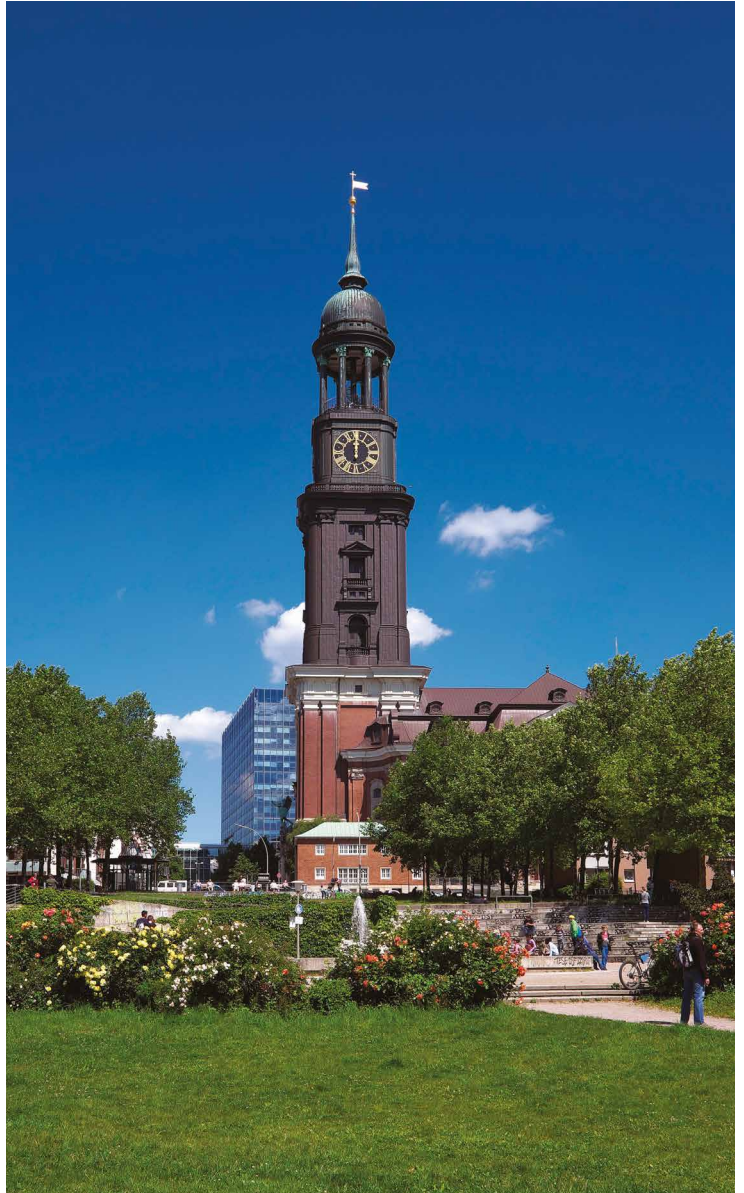
St. Michaelis Turm GmbH, Hamburg

System

KEMPERTEC EP primer,
KEMPERTEC NQ 0408 Natural Quartz,
KEMPEROL 2K-PUR waterproofing,
KEMPERDUR TC,
KEMPERDUR Deko transparent,
KEMPERDUR CQ 0408 Color Quartz

KEMPER SYSTEM processor

Bade Dächer, Bad Bevensen
www.bade-daecher.de





Motel One, Hamburg:

489 bathrooms sealed

Since it first launched in 2002, hotel chain Motel One, a budget designer brand, has opened almost 30 hotels in Germany. In April 2010, it opened a brand-new hotel in Hamburg's trendy St. Georg district with modern rooms, each featuring a granite/glass design bathroom with a rain shower. The 489 bathrooms were sealed with solvent-free KEMPEROL 022, which is used in wet rooms under tiles and offers an effective alternative to commonly-used cementitious products.

Since a large number of wet rooms are concentrated in a relatively small total area in hotel buildings, the potential for damage is great if mistakes are made. Professional waterproofing is therefore extremely important, because tile coverings are never totally waterproof, with known weak points being the joints.

Since the entry into force of ETAG 022, which concerns "seals for walls and floors in wet rooms", "seals to be applied in liquid form with and without a wear layer" have become products that are regulated on a European level. Processors who choose a liquid sealer are using state-of-the-art technology and complying with the law. In Hamburg the work on the Motel One was carried out by master roofer Jan Schlüter, a long-time KEMPEROL user, and his team.

"The way KEMPEROL is used is basically identical everywhere", explains Schlüter. "We have many years of practical experience in using it and are

pleased to also be able to demonstrate our skill in areas other than on the roof and balcony." Roofers and building protection specialists use liquid waterproofing on a daily basis, while for tilers it is a relatively new thing.

Project data

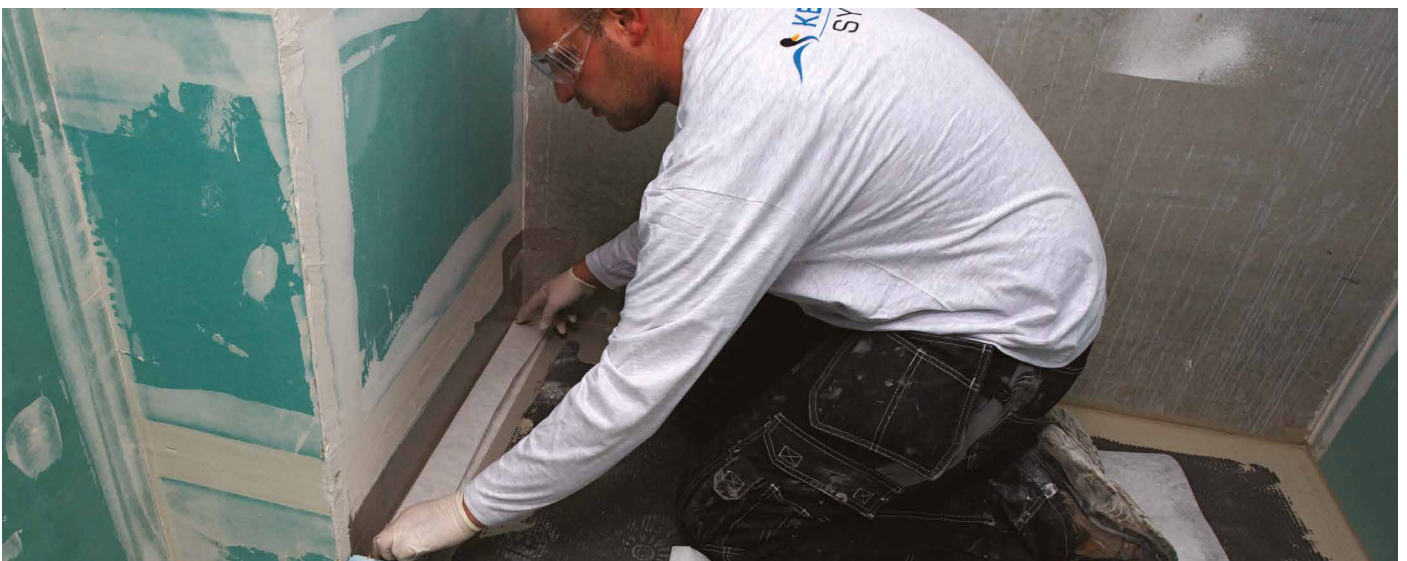
Project
Brand new hotel building

Client
Motel One

Architect BDA
Leusmann Planungsgesellschaft mbH

System
KEMPEROL 022 waterproofing

KEMPER SYSTEM processor
Master roofer Jan Schlüter, Pogeez and team (sub for Aug. Prien)





Longest experience in the market

KEMPER SYSTEM introduces itself

Our company

KEMPER SYSTEM GmbH & Co. KG has been producing waterproofing and coating systems for more than 60 years – and in 1969 pioneered the use of liquid plastics as a roof sealant – an innovation that was patented in the same year. Meanwhile, we have become one of the world’s leading manufacturers in this field and also an internationally-successful supplier of welding technology. Since 1986, KEMPER SYSTEM has belonged to IBG Industrie-Beteiligungs-Gesellschaft, an international industrial holding company based in Cologne.

We owe our success to our proactive export strategy, but also and above all to our innovativeness: In our in-house research and development laboratory, new and innovative products are being created all the time that meet both current requirements and the needs of the time.



KEMPER SYSTEM around the world

Healthy growth, a strong customer focus and our development into an internationally-active group of companies have enabled us to have numerous subsidiaries and sites spanning the entire globe.

In addition to Germany, KEMPER SYSTEM is also active in the USA, India, Canada, England, France and Italy. We also have partnerships with qualified processing and trading companies in many different countries, and are the local contact partners for architects and planners, builders and processors.

Since October 2018, in reflection of the fact that we are not only the market leaders in Germany but are also gaining in importance internationally, we have a dual chairmanship – in Germany and the USA.



COELAN – another part of the KEMPER SYSTEM world

In addition to our KEMPEROL product family, the COELAN colour worlds also form part of the KEMPER SYSTEM world. COELAN is the name we give to our liquid coatings for inside and outside which create special colour atmospheres. In addition to floor surfaces and tiles in the kitchen and bathroom, boats can also be coated with our products. COELAN coatings not only ensure a great optical result, they also provide protection against external weather conditions for many years. We will inform visitors about our COELAN colour worlds, too, at BAU 2019 with a trade-fair model.



COELAN



Strategic realignment at the end of 2018

Now with chairmen both in Germany and the USA

KEMPER SYSTEM is not only the market leader in Germany, its products are also growing in demand internationally. Due to the fact that in recent years our global business has become increasingly important, we have decided to strengthen our transatlantic cooperation by optimizing our corporate structure. Since October, therefore, the KEMPER SYSTEM Group no longer has a dual chairmanship in Germany but instead one encompassing Germany and the USA.

On October 1, 2018, Andreas H. Wiggenhagen moved to the US as managing director and, based in Buffalo, is now responsible for KEMPER SYSTEM's operational activities in North America, Canada and China.

Holger Freyaldenhoven is still managing director at the company's headquarters in Vellmar and is responsible for operational activities in Europe and India.



Andreas H. Wiggenhagen



Holger Freyaldenhoven