MEDIA RELEASE

**Glas Trösch and SANCO at BAU 2023:**

**Unveiling of a sustainable trade fair concept –**

**innovative solutions that offer protection from the summer heat**

**Bützberg (CH), February 2023.** *With the mission statement “Green for Generations”, the Glas Trösch Group launched a comprehensive initiative last year to increase the focus placed on environmental and climate protection. One result of this is the trade fair stand at BAU in Munich. Together with SANCO, the glass manufacturer will showcase a concept based on the Cradle to Cradle (C2C) design philosophy. Nothing on the stand is permanently glued in place; all of the components are simply slotted in or screwed together. And wherever possible, C2C-certified and recyclable materials are used. Greater sustainability is also at the heart of the product innovations on display at BAU: the main focus is on glass solutions that protect against summer heat, which is becoming increasingly important in these times of climate change.*

The Glas Trösch Group’s new trade fair strategy aims to reduce waste from single-use materials, the amount of waste produced, and all environmentally harmful effects to an absolute minimum. In cooperation with the renowned exhibition stand construction company Zeissig, the Group developed a concept that foregoes the use of packaging, minimises transport and uses recyclable materials. In order to meet these high demands, all the structural parts of the stand are made of solid, untreated wood, and are either slotted or screwed together. The stand is therefore easy to dismantle and reuse at other trade fairs. Real trees ensure a natural environment in the truest sense of the word, and they will be returned to a nursery after the trade fair. Intelligent logistical solutions are also being used: the exhibits on display in Munich were chosen so that they could be secured to pallets with straps, thus eliminating the need for plastic packaging. This means there is no need to hold the usual double stock on site or to take avoidable lorry journeys.

**Protection from summer heat – the key to greater energy efficiency**

Given the challenges of climate change, there is now demand for windows and glass façades that feature two characteristics that at first glance are rather contradictory: they should provide a good view of the outside world and let plenty of natural light into the building, but at the same time prevent the interior from overheating during the warmer months. The latest generation of Glas Trösch’s solar protection glazing on display at BAU provides a solution. Insulating glass with integrated blinds such as SILVERSTAR CONTROL, OKALUX capillary inserts in the space between the panes, and controllable solar protection glass with eyrise® technology rounds off the product range. For Glas Trösch, protection against the summer heat starts with comprehensive planning: based on the innovative “360° glazing” concept, the Swiss glass manufacturer recommends the targeted use of insulating glass that reacts to specific requirements on the different building façades and therefore significantly increases energy efficiency.

**Invitation to the Press Days**

We cordially invite you to visit us at BAU and discover our trade fair concept and the latest products from Glas Trösch, SANCO and the other Group brands for yourself. On 17 and 18 April, all press contacts will be available to give guided tours and answer questions at the trade fair stand from 9.30 a.m. to 6 p.m.

**Illustration:**



Seen here in virtual form, it will be ready for visitors to experience at BAU 2023: the Glas Trösch and SANCO stand in Munich was designed with a consistent focus on the Cradle-to-Cradle design philosophy. Image: Glas Trösch/Zeissig

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