

# Bringing 80+ years of operational excellence and commitment to West Virginia

## A global history of integrity

We're a global organization driven by one clear purpose: release the natural power of stone to enrich modern living. But what does that mean and who is ROCKWOOL?

Founded as a family business more than 80 years ago, we've always been committed to strengthening the communities we're part of through philanthropy and corporate citizenship. In fact, around 90 percent of our global business is local. This means we produce close to our customers and we hire from the communities where we operate.

As the world's leading stone wool manufacturer, we produce products that are made from stone – one of the earth's most abundant natural resources. They are engineered to provide solutions for insulation, horticultural and other applications while helping to address many of the challenges in modern society such as urbanization and climate change.

## ROCKWOOL in North America

In 1988, we opened our first factory in North America located in Milton, Ontario, Canada. Since then, ROCKWOOL has also begun operations in Grand Forks, British Columbia (1999) before bringing our first factory in the United States online in 2014, located in Byhalia, Mississippi. Today, we're excited to invest \$150 million into our new factory located right here in Ranson, West Virginia.

As awareness of the quality and advantage of designing and constructing with stone wool grows across North America and customer demand increases to reflect this, we will continue to grow both our capabilities and service offerings.

## Our approach for sustainable operations

Each of our manufacturing facilities is focused on minimizing our impact on the environment. How do we do this?

We look to The United Nations Sustainable Development Goals for guidance. In North America, we are tracking our progress against company-wide commitments with the following initiatives:



Improve water efficiency in our own production facilities



Improve energy efficiency in our own office buildings



Zero fatalities and reduce lost-time incidents



Reduce landfill waste from production



Reduce CO<sub>2</sub> emissions intensity in factories



"My impression of ROCKWOOL is that they like to be good corporate citizens, they treat their employees well, and they care about the environment."  
 – Kate Holmes, CEO United Way Milton

## Leadership in fire safety

ROCKWOOL has long advocated for greater fire safety.

This dedication goes well beyond products to include active promotion of and participation in annual Fire Prevention Week activities. Through these efforts and our collaboration with fire-related organizations, we are helping to create safer homes and buildings for people in communities across North America. Three ways we are doing this are:

1. Helping to maintain strong building code regulations and standards for residential and commercial buildings as well as schools and hospitals.
2. Promoting fire safety by educating the design and development community on the importance of exceeding code requirements to ensure occupant safety.
3. Sharing new information and research from fire-safety partners with our product development team to optimize our insulation for continued best-in-class fire performance.

A few of the fire safety organizations we partner with:



INTERNATIONAL FIRESTOP COUNCIL  
THE Source of Firestop Expertise



ADVOCATING FOR RESILIENT BUILDINGS



NORTH AMERICAN INSULATION  
MANUFACTURERS ASSOCIATION

Stone is our core raw material and the bedrock on which our business is based. We're an organization with a consistent track record of upholding the safety, health and wellbeing of the citizens in our communities.

Looking to learn more about ROCKWOOL and the facility in Ranson, West Virginia?  
Visit [rockwool.com/west-virginia](http://rockwool.com/west-virginia).

We also encourage you to keep up to date with the ROCKWOOL Ranson project by subscribing to our community newsletter at: [rockwool.com/wvnewsletter](http://rockwool.com/wvnewsletter)

"We as an organization are passionate about fire safety and we work at improving it every day. The future of buildings is going to be at a much higher level of safety and quality than we've come to expect today and we're at the forefront of making that happen."

– Rick, Sr. Manager,  
Codes, Standards, & Fire Safety, ROCKWOOL

## FAQ's

### How is ROCKWOOL supporting the fight against climate change?

Our products have a positive impact on society and address many global sustainability challenges. For example, the insulation we sold in 2018 will save, over the lifetime of its use, 100 times the carbon emitted in its production. We are constantly working to maximize this positive impact, as well as reduce the negative impact of our operations.

On the production side, we are investing in state-of-the-art technology in our factories while upholding an unbreakable commitment to meeting and exceeding the environmental protection standards set by governments and regulators wherever we operate globally.

### How do we know ROCKWOOL is committed to West Virginia?

Building factories is a major long-term investment for ROCKWOOL. We have a number of factories that have been operating for decades; eight factories in operation for 20+ years including two that have been running for 30+ years and two for 40+ years.

Once a new facility is operational, we look to reinvest in new technologies that continue to lessen our environmental footprint, while at the same time building lasting relationships within the community.

"Everyone I spoke with praised ROCKWOOL for being good neighbors and community members. I also learned that Marshall County, (Mississippi) is an active and thriving community and businesses and people continue to locate there."

– Patsy Noland, Commissioner,  
Jefferson County Commission (JCC)