

Building on  
sustainable  
ground.

**IN** Naue





“Building on sustainable ground – The values of a traditional family business united with the innovative power of engineering. A commitment to re-invent sustainability. To take responsibility. For us, for our partners and for the environment.”

Alexander Naue, Managing Director

## What drives us is what defines us.

At Naue Group, our motivation is not simply the success of our company: economic entrepreneurship is nothing without sustainable action.

As one of the leading manufacturers of geosynthetics worldwide, we combine newly developed technologies with our sense of innovation to combat challenges such as climate change, erosion and the increasing pollution of our oceans. We need to find answers to the big questions of our time.

Dedication to change is as vital to our mission, as our goal to provide guidance and to demonstrate new ways of engineering. Hence, our brand now expresses this inner drive to the world. It is also represented in the daily routine of each of our employees.

Our brand identity is the result of extensive examination of our own values alongside the requirements, needs and goals of our clients. These are the cornerstones on which we build the future.

On the following pages, we invite you to learn about this future, the innovations that will help us build it and your advantages as our customer and partner.



# Our company is more than the sum of its parts.

Naue is on course for continued growth.

Customers from a wide range of sectors and industries trust in our products and solutions – in Germany and worldwide.

Founded in 1954, we are now a leading global enterprise in our field. Our branches can be found regionally, but also all over the world. We owe our success to collaborating with a dedicated team and partners who share our goal: developing solutions for a sustainable future.

Let us now begin the next chapter of this success story – with you by our side.



Embrace more than **60** *years of experience* and benefit from our unique expertise every day of the year.

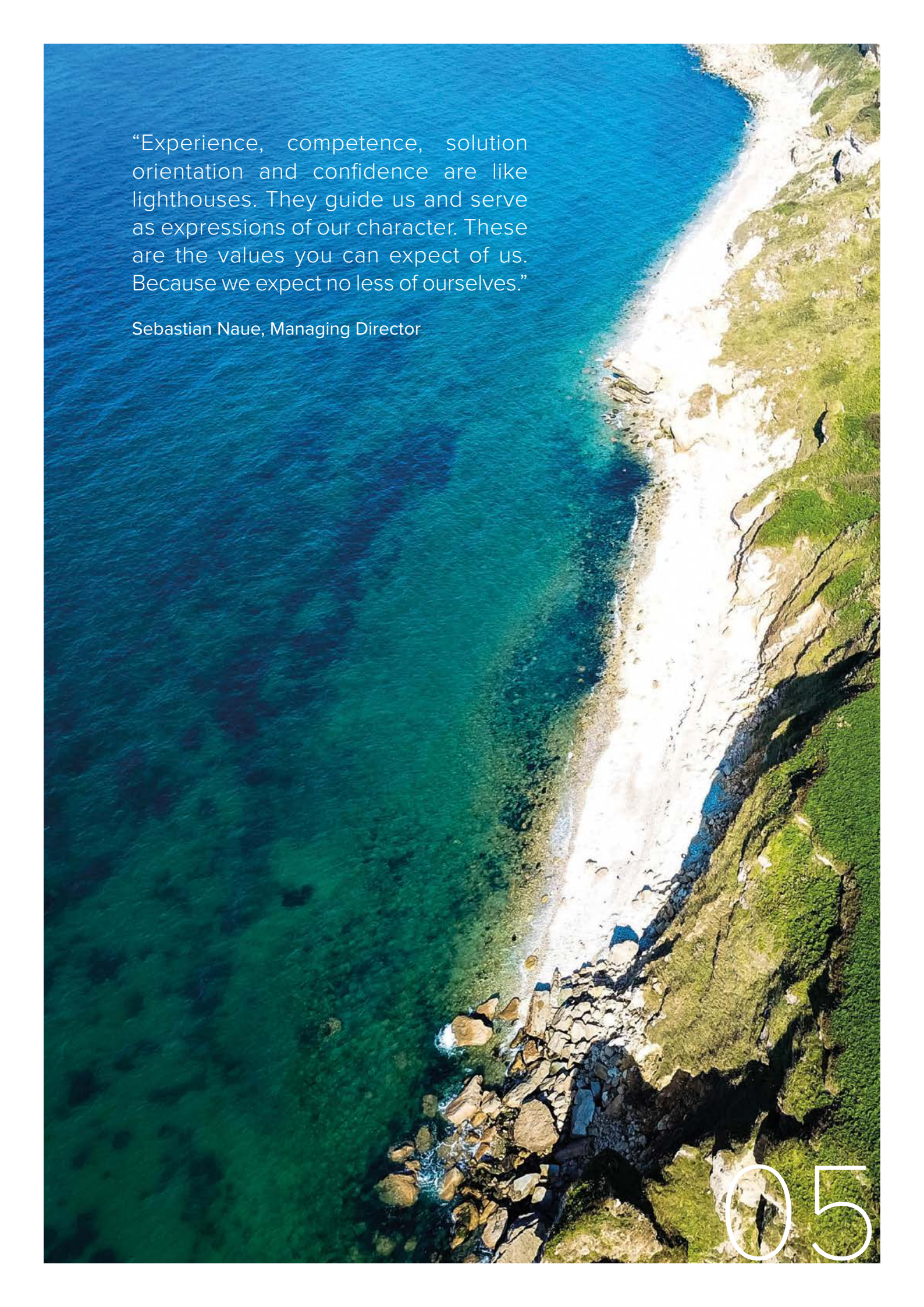
In **1967**, we established ourselves as one of the world's first producers of *geosynthetics* with pioneering applications in hydraulic engineering.

**100%** biodegradable *GreenLine products* are now the latest to join our family, which creates a new world of technical possibilities besides the established products.

More than **500** *employees* across the globe *work as one* to provide excellent service for you.

In more than **60** *countries*, our products and solutions make a difference – for our *customers and the environment*.





“Experience, competence, solution orientation and confidence are like lighthouses. They guide us and serve as expressions of our character. These are the values you can expect of us. Because we expect no less of ourselves.”

Sebastian Naue, Managing Director



## Insight & Outlook.

Which direction will our industry take? What are the specific challenges we face today? Which technologies are Naue currently developing? Our Managing Directors Alexander Naue, Sebastian Naue and Ralph-Friedrich Peter give the answer.

Naue is currently one of the leading manufacturers of geosynthetics. What are the reasons for this success story?

Alexander Naue: In my opinion, several factors play a role. One of them is certainly the courage to do pioneering work. In 1967, we were the first company worldwide to use nonwoven geotextiles for hydraulic engineering. At the time, it was uncertain whether it would pay off economically. Nevertheless, none of us questioned it. We simply tried it. We still carry this pioneering spirit with us today. It lives in our research and development investments, which put patented solutions such as the geosynthetic clay liner Bentofix® on the market. Another important factor for our decades of success is the ability to think long-term. We do not follow every trend but pursue sustainable goals. This consistency is found across our team. We do not hire and fire. Our customers appreciate that. They trust their personal contacts at Naue Group.



Sebastian Naue: Despite our size, we remain a true family-run business through and through. Our policy is a combination of value-oriented actions and a good eye for possibilities of real change. Once we see an opportunity, we consistently implement it – no matter the obstacles.

# Insight & Outlook.

Naue has been a successful enterprise for more than six decades. What are particular challenges you had to deal with over the years?

Ralph-Friedrich Peter: One challenge is definitely the high standards we set for ourselves. When developing new products, we do not stop at improving on existing solutions. We go further and have created a whole new market that offers alternatives to traditional construction methods. All this is only possible because we are highly investing in research. Consequently, we incorporate the specialised expertise of universities in our work, as well. This way, we are always one essential step ahead of the competition. But there is not just global competition that keeps us on our toes: cultural differences and various country-specific legislations are exciting challenges that we deal with as a global player.



Naue's motto is "Building on sustainable ground". What is the core message of this brand identity?

Alexander Naue: Those who build with Naue Group can trust in safe constructions and excellent engineering expertise. However, our mission does not stop there. We take our assets and merge them with ecological awareness and sustainable thinking. Our slogan is not merely a marketing slogan. It demonstrates the advantages of our solutions for both our customers and the environment. With Naue as your partner in a construction project, you can save up to 90% in carbon dioxide. Our geomembranes for landfills, canals or mining serve their purpose for several centuries. These are a few specific examples that make our motto come to life.

Sebastian Naue: We also develop biodegradable products for short-term applications. Our customer and supplier base is as sustainable as our solutions. Many of our partnerships have existed for more than 30 years. A fact of which we are very proud!

## Insight & Outlook.

Mega trends such as new work, digitalisation and sustainability change the life and work of all of us. How do you promote these topics in your enterprise?



Ralph-Friedrich Peter: Naue is a modern, mid-sized family business. However, don't mistake us for a start-up. We are a leading international company in our field, and several generations work for Naue all over the globe. This is why „new approaches” play a role in our work, of course, but we implement them with a sense of proportion. Notwithstanding our love for innovation, we do not chase every trend. The advantages for our customers are always paramount. This is why we centre real team spirit and the benefits of digital transformation. Digitalisation improves the efficiency of our most important processes and leaves us room to reinvent them. Digital tools and technologies also help us to act more sustainably by saving us a lot of time, paper and other important resources. Time we can invest in focussing on our core business. Part of this is also the proverbial view beyond the horizon: to check on advances of other industries to see how they deal with these innovations.

Naue Group is a family business that has expanded a lot in recent years. What company values are most important to you, and how do they manifest for your employees?

Alexander Naue: Our team knows that sustainable and long-term thinking is part of the DNA of our staff development. Flat hierarchies are just as important for us as a low staff turnover. Living these values leads to mutual trust and respect. We employ families that have worked for the Naue Group for three generations. Few companies can claim that.



## Insight & Outlook.

Naue is one of the few full-service providers of the industry. What other aspects do you think set the company apart from the competition?

Sebastian Naue: There is no comparable enterprise in the world that offers both planning and production as well as the installation of geotextile panels worldwide. Moreover, we possess experience and expertise that is unique across the field. In the planning stage, we support our clientele with certified civil engineers. Our customers also benefit from a team of more than 100 experienced employees who work on projects all over the world. Our individual solutions are supported by external research and study results, as well as by results gained in our own company. We have one of the best-equipped geosynthetics laboratories and also carry out intensive tests on the soils used on site.

Another unique selling point is our product portfolio. Be it filtration, drainage, reinforcement or sealing – Naue solutions make all of these applications possible.

Alexander Naue: The other day, a customer called us a “finely tuned symphony orchestra”. I really like this comparison. Just like an orchestra, we need to work together in harmony and with a true understanding of the composer’s wishes – the customer. This is how we achieve extraordinary results.



## Insight & Outlook.

Naue is known worldwide for innovative solutions and engineering services such as Naue GreenLine. Can you tell us about the technologies and innovations you are currently developing?



Ralph-Friedrich Peter: Since GreenLine is very successful, we are expanding the product range. Thinking ahead, we also want to actualise filtering, reinforcement or sealing with biobased and, where appropriate, biodegradable raw materials. Further key areas of our research concern recycling and re-use of our synthetic products. Last but not least, we are continuously working on optimising our service to offer even greater quality for our customers over the course of a project.

What do you think the future of the industry looks like – especially with regards to growing urbanisation and globalisation?

Sebastian Naue: Climate change is one of the biggest challenges of our times. Innovative engineering services must address issues such as rising sea levels, increasing weather extremes or long periods of drought. These phenomena will shape our industry as much as the development of a resilient infrastructure. This is where our sustainable solutions can already make a positive contribution to change today.

*“We take pride in our many partnerships of over 30 years!”*





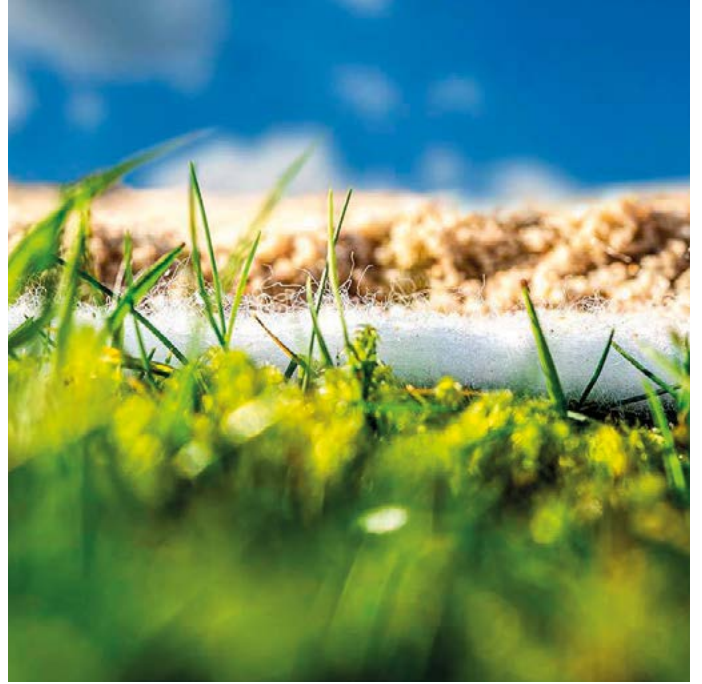
## The global infrastructure of the future relies on Naue.

Our vision is to shape the environment of tomorrow. We cannot rest on our past successes but must strive to grow continuously. Apart from further market development, we primarily seek to create new technologies and products. Through this, we will continue to offer you the comprehensive service that is our standard – as a competent partner by your side when it matters.



# Our solutions for more sustainable construction projects.

Never before have issues such as climate change, soil erosion and the pollution of our groundwater been in the public eye as much as today. That was not always the case. When we first launched our geosynthetics more than 50 years ago, people did not heed global warming concerns. Fortunately, today is different. We, too, have evolved and support companies, organisations and government agencies in realising eco-friendly construction projects.



## Thinking about tomorrow – today!



Reduce your transport emissions, improve the carbon footprint of your construction project and benefit from the long-lasting service life of our products. With us by your side, you can make your own contribution to a clean environment. One that benefits generations to come. It will also attract and impress those customers and stakeholders who have a growing appreciation for ecological consciousness – building a positive reputation. So make use of our expertise to build a green future together.



## Take your economic efficiency to a new level – with Naue.



We know – construction projects must be realised quickly, without complications and as cost-effective as possible. Luckily, you have a partner like Naue by your side: a partner who offers competent and excellent all around service over the entire course of your project. We understand your obstacles, examine your objectives closely and will find the most suitable solution for your personal construction project. Our standard: individual measurements and installation drawings suited to your needs that ensure a resource efficient and timely construction schedule.

## A union of sustainability and economic efficiency.

Compared to conventional products, Naue geosynthetics provide you with quantifiable cost benefits and help you save natural resources. This way, machinery and tools for installations and building can be used more economically. Another benefit is the reduction of transport and construction costs. Renovation backlogs are a concern of the past. Whether it is questions of infrastructure, hydraulic engineering or environmental protection, you can count on Naue as your partner for efficient construction projects in Germany and around the world.



## Innovations: Creating change together.

We see ourselves as pioneers, visionaries, progressives and a source of inspiration. For our service, this means we do not rest on our laurels. We stay curious, open to taking unusual paths and developing innovations that live up to their name. In this way, we initiate real progress that moves us forward.

## Progress is the courage to embrace new ideas.

As our customer, you will receive solutions that are not only future-proof but also build the foundation for modern construction projects. Here, our geosynthetics play a role as well as safe installation technologies. Our concepts make geotechnical projects with highly complex geometrics a reality. Today and tomorrow.





## Dedication: Because your trust is our most important resource.

Committed. Safe. Reliable. This is the triad we bring into your project – from the very first idea until completion. As your partner, we are always by your side, especially in overcoming unexpected hurdles or complex challenges.



## We are responsible.

Working with us also means profiting from the highest testing standards, from our strong global network and our excellent access to resources and suppliers. Naturally, we see to it that your building regulations are followed to the letter. Thanks to our membership in relevant industry committees, we will keep you up to date on current and future legislation. We have your back and assure you: With Naue, your project is in capable hands.

# Rooted in the region and globally on course.

Situated in 60 countries with over 500 employees, we are available for our customers all over the world. We are delighted to accompany your project and to offer personal advice. Please contact us.

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