

02/03/2016

MARNIX VAN HOE – SECRETARY GENERAL UFEMAT



EUROPEAN CHALLENGES FOR UFEMAT





UFEMAT



Antonio Ballester López

President UFEMAT



Welcome



UFEMAT



Marnix Van Hoe

Secretary General UFEMAT



Mission & Task Ufemat



A. UFEMAT COMMERCIAL MEMBERS (trade)

UFEMAT



AUSTRIA



BELGIUM



BULGARIA



CROATIA



DENMARK



FRANCE



GERMANY



HUNGARY



IRELAND



ITALY



LUXEMBOURG



NETHERLANDS



POLAND



PORTUGAL



SLOVAKIA



SPAIN



SWEDEN



SWITZERLAND



UKRAINE



UNITED KINGDOM



B. UFEMAT INDUSTRIAL MEMBERS (manufacturers)

UFEMAT





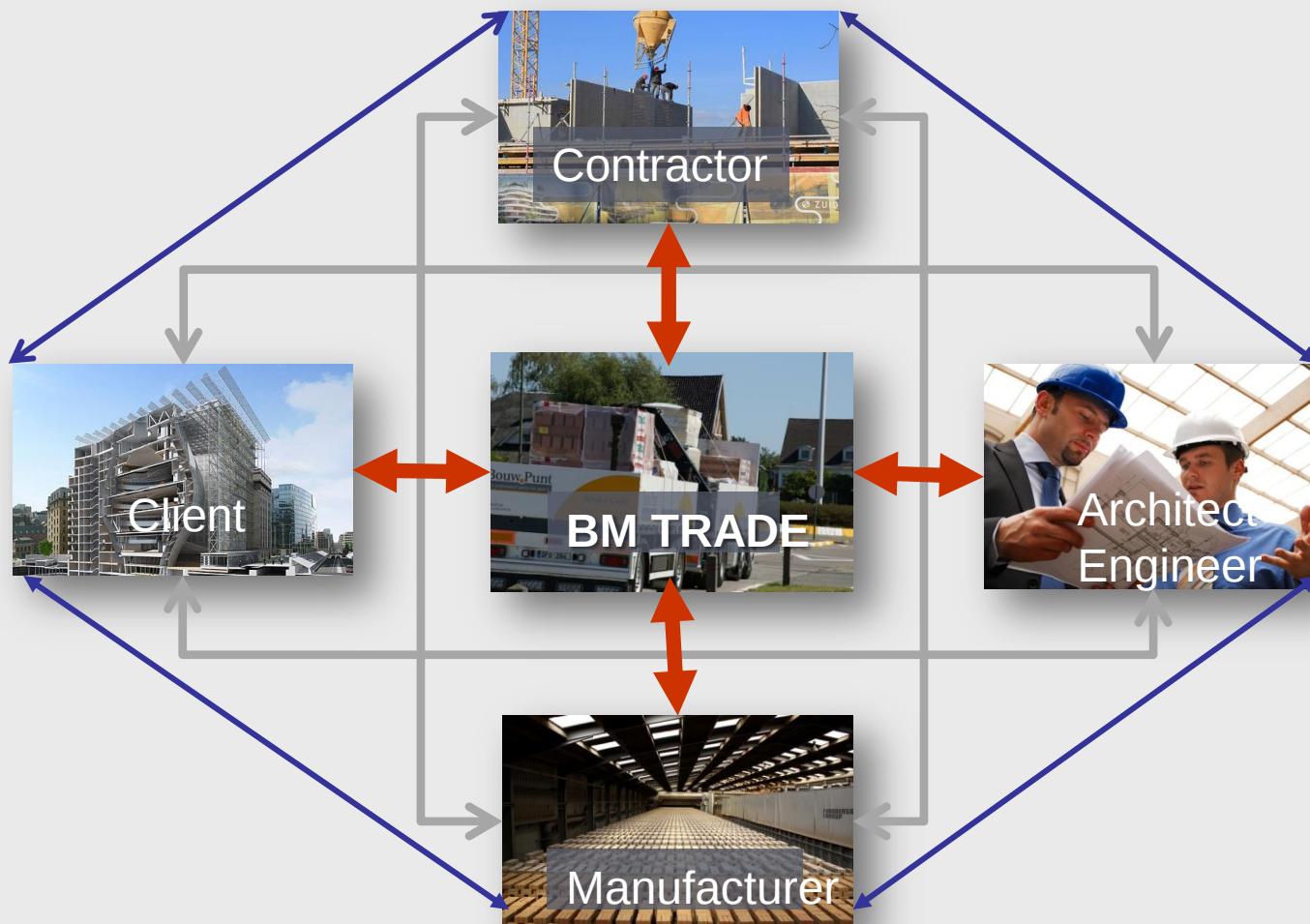
C. UFEMAT INDUSTRIAL MEMBERS (ADHERENT MEMBERS)

UFEMAT

The logo for CEVISAMA features a stylized graphic of a house made of bricks on the left, followed by the word "CEVISAMA" in a bold, black, sans-serif font.The logo for crest features the word "crest" in a bold, black, sans-serif font with a red triangle above the 'e'. Below it, the words "BUILDING PRODUCTS" are written in a smaller, black, sans-serif font.The logo for CRH features the letters "CRH" in a bold, white, sans-serif font, centered within a dark blue square.The logo for ecobeton water technologies features the word "ecobeton" in a bold, blue, sans-serif font, with "water technologies" in a smaller, blue, sans-serif font below it. The letters "nv/sa" are written in a very small font at the bottom right.The logo for Jax features the word "Jax" in a bold, yellow, sans-serif font, with a small "TM" symbol to the right. Below it, the text "materijali koji grade dom" is written in a smaller, black, sans-serif font.The logo for JCB features the letters "JCB" in a bold, white, sans-serif font, centered within a black rectangle with an orange border.



Adequate products & Information clients





What business are we in ?



UFEMAT

Banker





What business are we in ?



UFEMAT

Banker – Logistics





What business are we in ?



UFEMAT

Banker – Logistics - **Availability**





What business are we in ?



UFEMAT

Banker – Logistics – Availability - Advice





What business are we in ? - Function matrix



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Function	Client groups					
	Privat		Professional		Projects	
	Merchant	Industry	Merchant	Industry	Merchant	Industry
Product ready for market		X		X		X
Marketing, branding		X		X		X
Advertising	X	x	x	X	x	X
Product presentation on location	X		x	x	x	x
Acquisition	X		X	x		X
Technical advise	X	x	x	X		X
Commercial advise	X		X		x	X
Shop close down	X		X		X	
Delivery	X	x	X	x	x	X
Building waste management	X		X	x	x	X
Stock for clients	X		X		X	
Invoicing	X		X		X	
Aftersales	X	x	X	x	X	X
Training	X		x	X		X

Source: VBO, Austria

X

Major competence

x

Minor competence



Macroeconomic data construction sector Belgium

	2013	2014 LRP	2015	2019
GDP (Mio Euro)	377.000	381.000	386.000	417.000
New residential dwellings in 1000 units	44	43	43	44
Construction market (Mio Euro)	38.351	38.824	39.443	41.828
Share Construction market in GDP	10,17%	10,19%	10,22%	10,03%

Residential new	6.844	6.638	6.638	6.835
Residential reno	9.982	10.081	10.383	11.686
Non-residential new	9.631	9.438	9.438	10.216
Non-residential reno	5.606	5.494	5.494	5.946
Total Building (Mio Euro)	32.063	31.651	31.953	34.683



EUROPE & the Distribution of Building Materials

EUROPE = BIGGEST DRIVER OF CHANGE

EUROPE has become the most important element of change in our business

- **Package regulation** (*94/62/EG modified by directive 2004/12/EG*)
- **Energy efficiency regulation** (*EU directive 2010/31 – EPB*)
- **Products regulation** – (*CPR nr. 305/2011*)
- **Loading security** – (*EN 12195-1 (2009)*)



The Times
They Are
a-Changin,



LEVEL PLAYING FIELD





Eu challenges . 02/03/2016 .



UFEMAT





European legislation

REGULATION

A regulations is
directly applicable
in all Member States

- CPR -
Construction Product Regulation



DIRECTIVE

A directive has to be
transposed into Member
States' national law

Energy targets 20-20-20
Nearly zero energy building
Packaging waste



4.4.2011

EN

Official Journal of the European Union

L 88/5

REGULATION (EU) No 305/2011 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL
of 9 March 2011

laying down harmonised conditions for the marketing of construction products and repealing
Council Directive 89/106/EEC

(Text with EEA relevance)

THE EUROPEAN PARLIAMENT AND THE COUNCIL OF THE
EUROPEAN UNION,

Having regard to the Treaty on the Functioning of the European
Union, and in particular Article 114 thereof,

Having regard to the proposal from the Commission,

Having regard to the opinion of the European Economic and
Social Committee ⁽¹⁾,

Acting in accordance with the ordinary legislative procedure ⁽²⁾,

Whereas:

(1) The rules of Member States require that construction
works be designed and executed so as not to endanger
the safety of persons, domestic animals or property nor
damage the environment.

(2) Those rules have a direct influence on the requirements
of construction products. Those requirements are
consequently reflected in national product standards,
national technical approvals and other national
technical specifications and provisions related to
construction products. Due to their disparity, those
requirements hinder trade within the Union.

(3) This Regulation should not affect the right of Member
States to specify the requirements they deem necessary to
ensure the protection of health, the environment and
workers when using construction products.

(4) Member States have introduced provisions, including
requirements, relating not only to safety of buildings
and other construction works but also to health, durability,
energy economy, protection of the environment,
economic aspects, and other important aspects in the
public interest. Laws, regulations, administrative
measures or case-law, established either at Union or
Member State level, concerning construction works may
have an impact on the requirements of construction
products. Since their effect on the functioning of the
internal market is likely to be very similar, it is appropriate
to consider such laws, regulations, administrative
measures or case-law as 'provisions' for the purposes of
this Regulation.

(5) Where applicable, provisions for an intended use or uses
of a construction product in a Member State, aimed at
fulfilling basic requirements for construction works,
determine the essential characteristics the performance
of which should be declared. In order to avoid an
empty declaration of performance, at least one of the
essential characteristics of a construction product which
are relevant for the declared use or uses should be
declared.

(6) Council Directive 89/106/EEC of 21 December 1988 on
the approximation of laws, regulations and administrative
provisions of the Member States relating to construction
products ⁽³⁾ aimed to remove technical barriers to trade
in the field of construction products in order to enhance
their free movement in the internal market.

(7) In order to achieve that objective, Directive 89/106/EEC
provided for the establishment of harmonised standards
for construction products and provided for the granting
of European technical approvals.

(8) Directive 89/106/EEC should be replaced in order to
simplify and clarify the existing framework, and
improve the transparency and the effectiveness of the
existing measures.

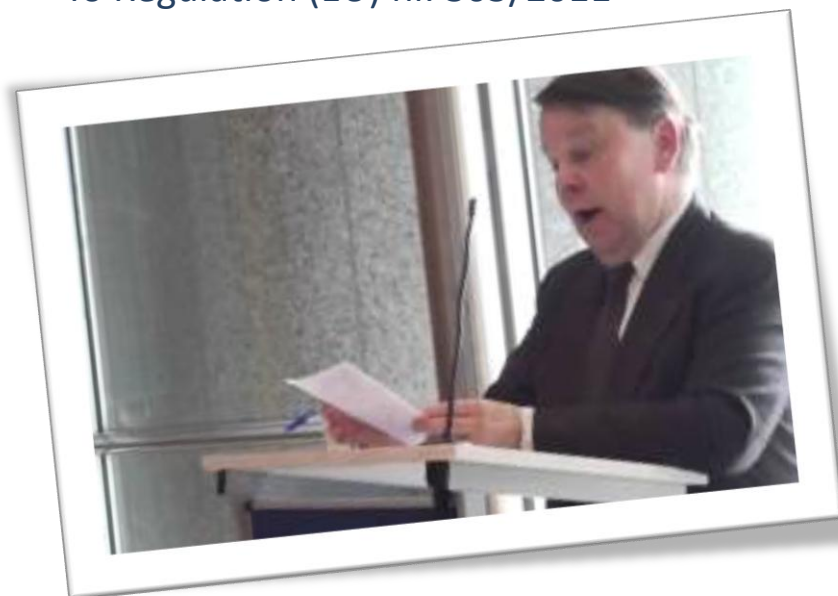
⁽¹⁾ OJ C 218, 11.9.2009, p. 13.

⁽²⁾ Position of the European Parliament of 24 April 2009 (OJ C 184 E,
8.7.2010, p. 441), position of the Council at first reading of
13 September 2010 (OJ C 282 E, 19.10.2010, p. 1), position of
the European Parliament of 18 January 2011 (not yet published in
the Official Journal) and decision of the Council of 28 February
2011.

⁽³⁾ OJ L 40, 11.2.1989, p. 12.

CPR

From directive 89/106/EEG
To Regulation (EU) nr. 305/2011





Deklaration of Performance:				 Wienerberger	
Number : 1139-101023125W1537absdefghij					
POROTHERM 25-38 Objekt LDF plan xxxxxxxxx				(4)	
				Wienerberger	GesmbH
(1) Article number		59 521 – 507		Hogeweg 95	
(2) Production lot number:		1139-101023125W1537		5301 LK Zaltbommel	
				Nederland	
(3) Intended use(s)				Unprotected masonry	
(6) Assessment and Verification of constancy of performance: system				2+	
(7) Notified body				1139-MA39	
Performed:					
(i) initial inspection of the manufacturing plant and of factory production control;				EN 771-1 : 2013	
(ii) continuous surveillance, assessment and evaluation of factory production control and issued certificate number:				1139-CPR-0193/13	
(9) Declared performance:					
Length		375	+	5	6 mm



(9) Declared performance:

Length	375	±	5	6	mm
Width	250	±	4	5	mm
Height	249	±	0,5	1	mm
Dimensional tolerance	Tm				
Range	R2+				
Flatness of bed faces	NDP				
Plane parallelism of bed faces	NDP				
Gross dry density	1012				kg/m ³
Net dry density	NPD				
Density tolerance	Dm		8		%
Group of unit	2				
Compressive strength (perpendicular to bed face)	15				N/mm ²
Normalized compressive strength (perpendicular to bed face)	17				N/mm ²
Compressive strength (perpendicular to header)	2				N/mm ²
Normalized compressive strength (perpendicular to header)	2				N/mm ²
category	I				
Bond strength	0,30				N/mm ²
Thermal conductivity	0,324				W/mK
Water vapour permeability	5 - 10				
Durability	F0				
Water absorption	NPD				%
Initial rate of water absorption	NPD				
Active soluble salt content category	S0				
Moisture movement	NPD				mm/m
Reaction to fire class	A1				

EN 771-1

(10) The performance of the product is in accordance with the specification given above.

Authorized representative: CEO

Signed on behalf of the manufacturer: 16.07.2012

Signed:

Anthonis
van Dyck

(5) Anthonis van Dyck
Kranenpool 4 - 6443 VA
Brunssum ; Nederland





EUROPE 2020

3 targets, known as the "20-20-20" targets, set three key objectives for 2020:

- A 20% reduction in EU greenhouse gas emissions from 1990 levels;
- Raising the share of EU energy consumption produced from renewable resources to 20%;
- A 20% improvement in the EU's energy efficiency.





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Ufemat Congress . 17/10/2014 .



"You have an important job to do in this matter. You have to show and demonstrate products to comply with the new standards and regulations. In the building sector a lot of sustainable products already exist, your job is to make them available on the market, and inform architects, contractors, builders. This is your real added value in the market. The European commission is counting on your sector !"



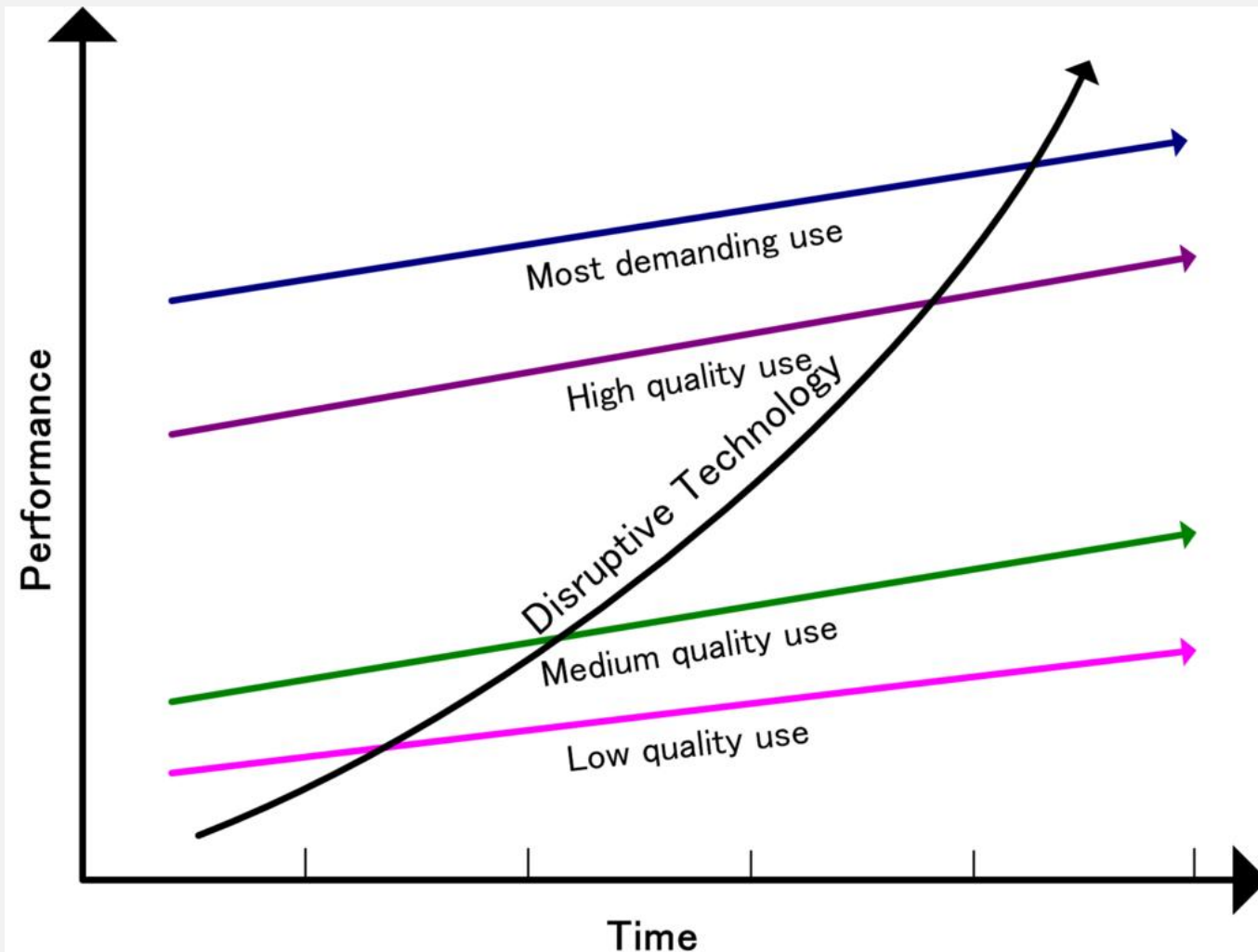
02/03/2016

«fema



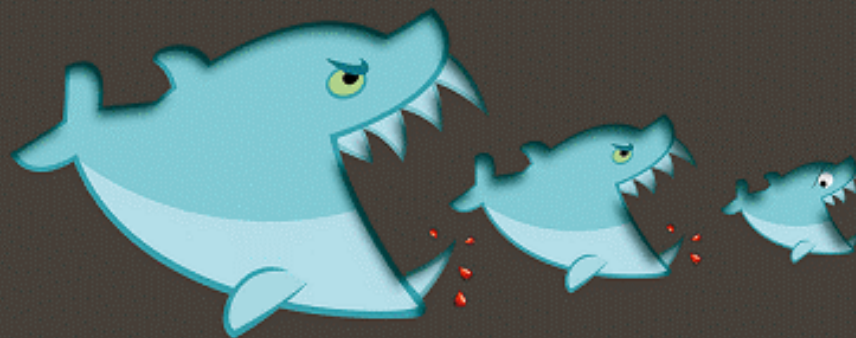


A **disruptive innovation** is an innovation that creates a new market and value network and eventually disrupts an existing market and value network, displacing established market leaders and alliances.

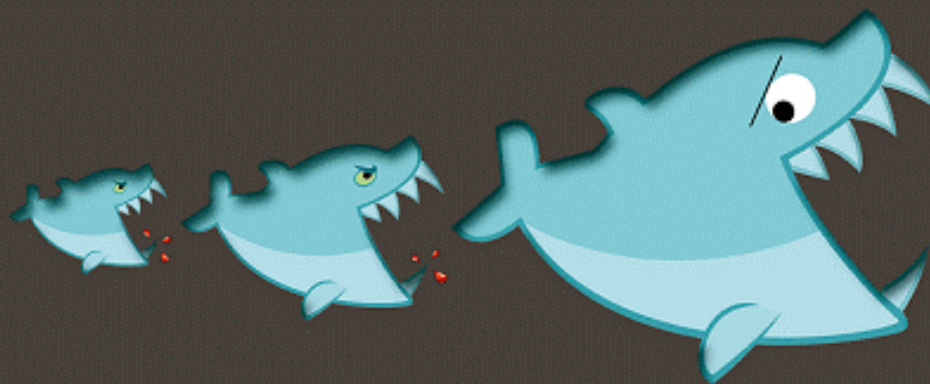




THEN



NOW



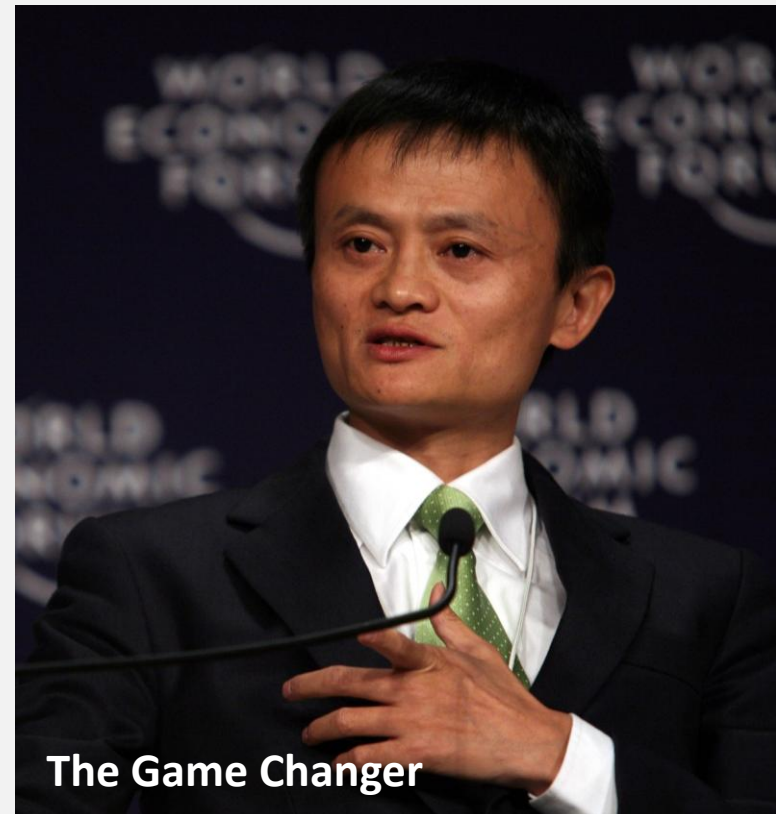
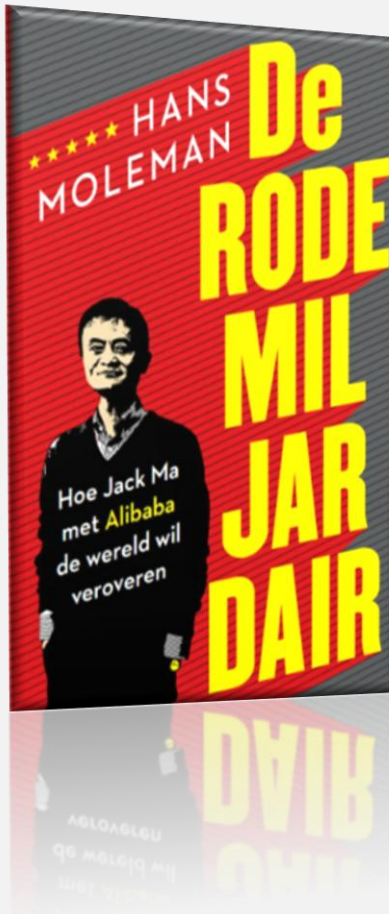


The Digital Disruption Has Already Happened

- World's largest taxi company owns no taxis (**Uber**)
- Largest accommodation provider owns no real estate (**Airbnb**)
- Largest phone companies own no telco infra (**Skype, WeChat**)
- World's most valuable retailer has no inventory (**Alibaba**)
- Most popular media owner creates no content (**Facebook**)
- Fastest growing banks have no actual money (**Society One**)
- World's largest movie house owns no cinemas (**Netflix**)
- Largest software vendors don't write the apps (**Apple & Google**)



ALIBABA.COM: bedreiging of opportuniteit ?



The Game Changer



E-commerce rival Alibaba.com

The crocodile of the Yangtze river





- **Soudal :**
http://www.alibaba.com/trade/search?fsb=y&IndexArea=product_en&CatId=&SearchText=soudal
- **Wienerberger :**
http://www.alibaba.com/trade/search?fsb=y&IndexArea=product_en&CatId=&SearchText=wienerberger
- **Isover :**
http://www.alibaba.com/trade/search?fsb=y&IndexArea=product_en&CatId=&SearchText=isover
- **Belgische bakstenen – Westvlaamse Steencentrale is er alvast op actief :**
http://www.alibaba.com/trade/search?fsb=y&IndexArea=product_en&CatId=&SearchText=westvlaamse+steen+centrale
- **Marmox boards :**
http://www.alibaba.com/trade/search?fsb=y&IndexArea=product_en&CatId=&SearchText=marmox+boards
- **Fakro accessoires :** http://www.alibaba.com/product-detail/Fakro-Skylight-Blinds_133600633.html
- **Knauf glaswol :**
http://www.alibaba.com/trade/search?fsb=y&IndexArea=product_en&CatId=&SearchText=knauf+glass+wool
- **Gyproc :**
http://www.alibaba.com/trade/search?fsb=y&IndexArea=product_en&CatId=&SearchText=gyproc
- **Mapei :**
http://www.alibaba.com/trade/search?fsb=y&IndexArea=product_en&CatId=&SearchText=mapei
- http://www.alibaba.com/trade/search?fsb=y&IndexArea=product_en&CatId=&SearchText=unilin

Products isover

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- ☐ Ukraine (1)
- ☐ Hungary (1)
- ☐ Hong Kong (3)
- ☐ Italy (1)
- ☐ Latvia (1)

Categories

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Filter by: ☐ Trade Assurance ☐ Gold Supplier ☐ Onsite Check ☐ Assessed Supplier

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View as: ☐ ☐Customer who searched isover also searched: vogue watch, leather wine carrier, cement refractory cement, | [More...](#)[☆ Favorites](#) [+ Compare](#)**ISOVER Excellent Centrifugal glass wool blankets****US \$1000-5000 / Ton (FOB Price)****7 Tons (Min. Order)**Type: Other Heat Insulation Materials
Brand Name: KN
density: 24-80Place of Origin: CN;HEB
Model Number: yh-glass wool

Tags: 32kg/m3 Glass Wool Blanket | Sound Proofing Glass Wool Blanket | Sound Absorption Glass Wool

< Sponsored Listing

3yr Beijing Kening Building Materials Co...China (Mainland) | [Contact Details](#)**98.1%** Response Rate[✉ Contact Supplier](#)[💬 Leave Messages](#)[☆ Favorites](#) [+ Compare](#)**isover insulation glass wool blanket****US \$0.2-0.5 / Square Meter (FOB Price)****100 Rolls (Min. Order)**Type: Other Heat Insulation Materials
Brand Name: BROAD
Color: Yellow, white, pinkPlace of Origin: CN;HEB
Model Number: Broad-342
Material: glass

Tags: Isover Insulation | Isover Insulation Glass Wool | Glass Wool Blanket

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2yr Hebei Chunrui Trade Co., Ltd.China (Mainland) | [Contact Details](#)**71.8%** Response Rate[✉ Contact Supplier](#)[💬 Leave Messages](#)Get better results for **isover**.**184**
suppliers can give
quotations.[Get Quotation Now](#)

It's Free!

[☆ Favorites](#) [+ Compare](#)**Isover Glass Wool****1 Roll (Min. Order)**Type: Other Heat Insulation Materials
Brand Name: DESUMAN
Length: 20mPlace of Origin: CN;GUA
Model Number: Glass wool roll
Width: 1.2m

Tags: Isover Glass Wool | Fireproof Glass Wool Insulation | Plastic Wrapped Fiberglass Insulation

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Fast Quotes**



Building Materials *into the* *TripledoubeU*





MOBILITY PARADIGM

- ✓ **Transport of building materials to the building sites**
- ✓ **Congestion problems**
- ✓ **CO₂ and bad air quality / energy prices**



Traffic highways

- ✓ 25% of all trucks on the motorway are building related





Traffic highways

- ✓ 25% of all trucks on the motorway are building related

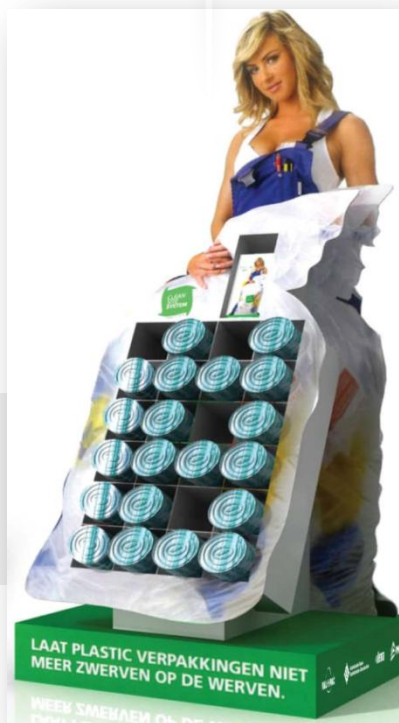




Traffic highways

- ✓ 60 to 80 movements per average building site





Clean Site System



**Do not leave plastic
packaging waste on building sites**



UFEMAT

Belgian recycling obligation

(Take back obligation for all types of packaging)



- European Directives: 1994, 2004, 2005, 2013



- Transposed in Belgian legislation
 - Producer / importer of packed good: “Take back obligation”
 - Take back obligation: take care of the recycling of the packaging (+ 80%)
 - Complete information of VAL-I-PAC: www.valipac.be





Challenge

- Construction sites are temporarily
- Construction sites are widely dispersed
 - ➔ Waste management is more difficult to organize

➔ It is difficult to get packaging waste back to recycling!





AVOID THIS

UFEMAT





THE SOLUTION FOR PACKAGING WASTE

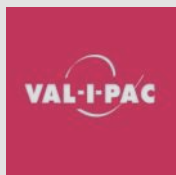


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Clean Site System bag

Cooperation between



Confederatie Bouw
Confédération Construction





UFEMAT

CLEAN SITE SYSTEM BAG



- Content 400 liter.
- For plastic packaging waste.
- For sale in the FEMA construction shops.
- Price: 1,65 € per bag.
- Full bag can be returned for free in the construction shop.
- Construction shops take care of recycling (as they do for all their waste streams).
- Material loop = closed.





HOW IT WORKS



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- Building materials
- Clean site bags



Sorted plastic packaging waste
Free take back by the merchant



Building
contractors



Recycling



Waste operators





Allowed :

- Pallet Covers (bricks, roofing, ...)
- Plastic bags (sand, gravel,...)
- Plastic film covering insulation material
- Plastic packaging for products such as frames, boards, glass, ...
- Generally packaging with:





Not Allowed ?

- Polystyrene (EPS)
- Strapping
- Brick Waste
- Insulation
- PVC / DPC/ DIBA
- PET Bottles
- ...





Benefits to sort plastic film?

- Lower cost (mixed waste = expensive)
- Less downtime (No separate transport to waste plant)
- More environmental awareness (plastic waste recycled)
- Clean construction site (image, quality)
- Compliance with legislation

Advantage for the complete supply chain!

Manufacturer/Importer → Merchants → Contractors





UFEMAT



De Clean Site
System-bag

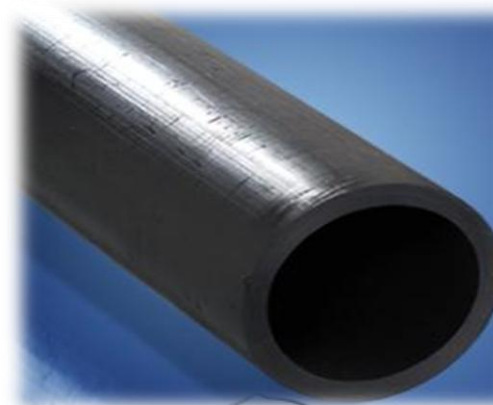


Waste operator



Granulate

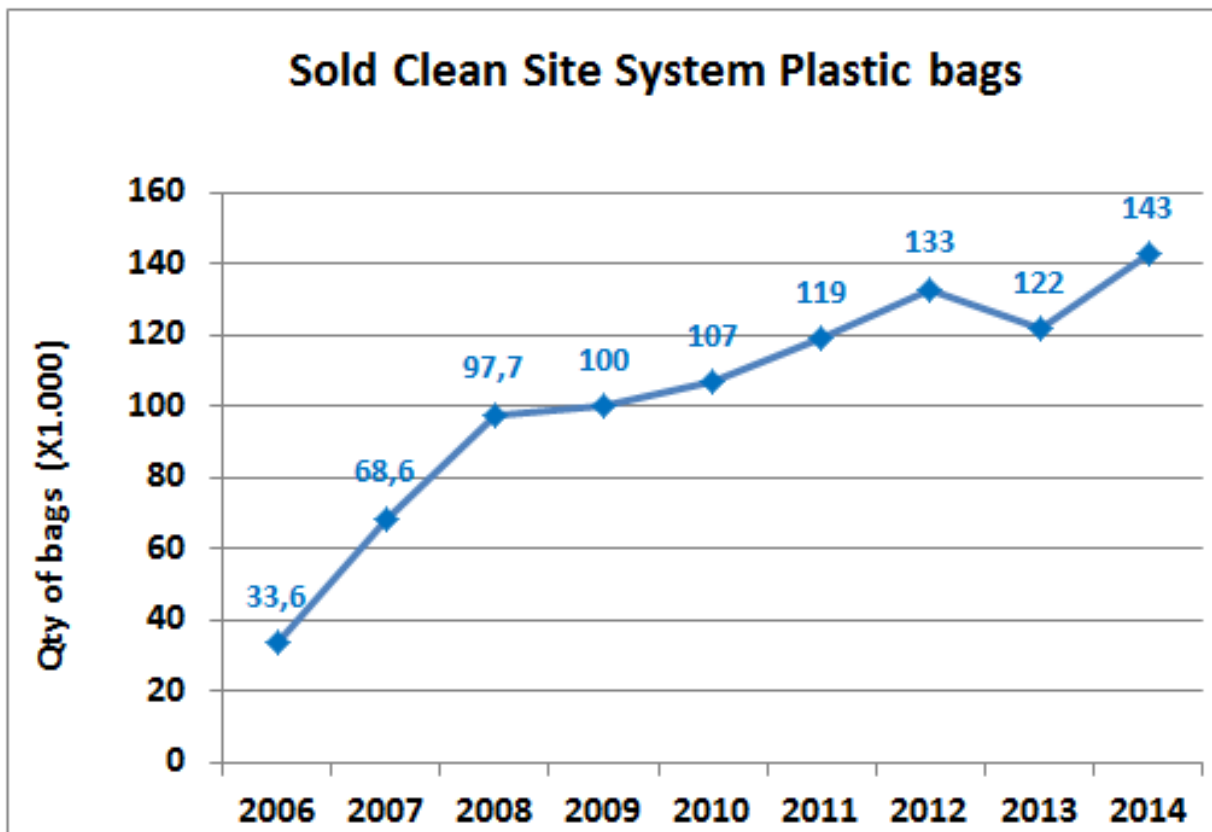
2014: 1.800 ton plastic
waste recycled





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MORE AND MORE PLASTIC WASTE RECYCLED





Clean Site System

Do not leave plastic
packaging waste on building sites

VAL-I-PAC

Koningin Astridlaan 59 bus 11

1780 Wemmel

Tel. : + 32 2 456 83 10

info@valipac.be - www.valipac.be





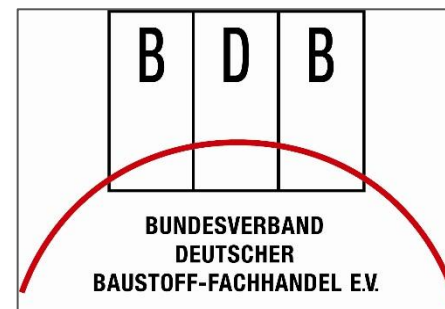
SAFE THE DATE - 58th EUROPEAN CONGRESS UFEMAT



UFEMAT



Organized
in
collaboration
with





U F E M A T

THANK YOU FOR YOUR ATTENTION

