

Our ambition is to achieve climate neutrality by 2050

Dear ALUPROF Client,

Last year, 2020, was a challenging one in many ways. Driven by our desire to achieve ambitious goals, our general commitment and sheer hard work enabled us to develop a growth strategy for 2021 to 2025 both for ALUPROF and for the entire Kęty Group. The strategy is based on several pillars. In addition to the obvious increase in sales and accomplishing innovative developments, our main thrust is our company's environmental and social responsibility.

What do we mean by that? We believe that industry has to join the battle for a better tomorrow for the sake of future generations and the natural environment. This is why we are continuing to promote the concept of sustainable development and will be introducing a range of initiatives aimed at eliminating the impact of our operations on the natural environment. At this point, it is worth mentioning our participation in events organised by the Polish Green Building Council and the World Green Building Council, as well as our work towards obtaining further Cradle to Cradle™ certificates and Environmental Product Declarations. We are fighting both to reduce greenhouse gas emissions and to increase energy efficiency in the construction industry. We are also well aware of just how vital it is both to recycle and to use energy from renewable sources and we are steadily implementing procedures which will increase our use of secondary raw materials.

Aluminium is a raw material of the future and it is reshaping contemporary building. It enables us to obtain really spectacular forms while maintaining the highest technical parameters. We have introduced activities which have enabled us to succeed in achieving a sixfold reduction in carbon emissions related to the manufacture of primary aluminium, as compared to the average emissions of companies around the world. Pressing ahead on this front, we will reduce our carbon emission by fifteen per cent by 2025 and our ambition is to have attained climate neutrality by 2050. Therefore, in addition to our core business areas, the matters we will be addressing in the coming years will be sustainable development in the construction industry and its impact on today's environment, society and business.

This year, the ALUPROF brand and logo in their current form will be celebrating their fifteenth anniversary. As those years have passed, the company has increased its turnover severalfold, enhanced its position as leader of the aluminium systems for the construction industry segment in Poland, introduced numerous innovative solutions onto the market and made a mark with its presence in several dozen countries, becoming a global supplier in its sphere of business. Above all, though, we have worked together with you to accomplish a sweeping range of developments which have changed the architectural face of the cities we live in, providing products of the highest possible quality that will be enjoyed by the users of commercial and private developments alike. This is why, along with the changes we have taken part in together and, at the same time, along with our new strategy, we have also created a new version of our logo, which we are delighted to present to you.

Updated and adapted to contemporary trends, the new logo expresses our innovativeness, experience and concern for the environment, all of which we have set out to encapsulate in the motto which complements the graphic symbol:

Aluprof – let's build a better future!

I firmly believe that, if we all work together, we will succeed in building a better future for our planet, for our sector and for ourselves.

Warm regards,



Tomasz Grela

President of the Management Board and CEO Aluprof SA



LET'S BUILD A BETTER FUTURE

