

2019 A Strong Year

HAURATON takes up the fight against microplastics in water bodies / Online marketing and digital tools expanded

Rastatt, 16 December 2019. HAURATON achieved a lot this year. With the SPORTFIX CLEAN drainage system and channel filter, the Baden-based company wants to combat the environmentally harmful emission of microplastic particles from artificial turf pitches. For this purpose, the company was honoured with the 2019 Baden-Wuerttemberg Environmental Technology Award. The smart solution prevents even the smallest plastic particles from entering water bodies and ultimately entering our food chain.

At the same time, HAURATON substantially developed and stimulated its online distribution chain – not least to bring the new microplastics filter into application in a faster and more comprehensive manner. This is particularly relevant because sports fields all around the world are increasingly equipped with artificial turf pitches. If you want to protect the environment and the water bodies sustainably prior to the emission of pollutants, a large number of artificial turf pitches must be equipped with SPORTFIX CLEAN as soon as possible. This is possible because one of the advantages of this system is that it can be used in new sports fields and be easily retrofitted for existing ones. In many parts of the world, the system can be used to massively curb the release of harmful microplastic emissions, if responsible planners or operators are made aware of the possibilities.

Assume responsibility, make a change

“Years of research and development work has led us to this completely reliably and convincing solution that also filters microplastics from tyre wear as well as environmental pollutants”, comments Marcus Reuter, Managing Director of HAURATON. “However, we do not have time to relax. We now see it as our responsibility to ensure that the potential of the channel filter systems is used extensively and across the border. Climate and environment concern all of us and if you have the instruments that can stop the drawbacks, they must be used as quickly as possible.”

The output rate of the particles caused by mechanical abrasion add up to considerable quantities. In Germany alone, tyre wear results in 110,000 tons of microplastic and rubber discharge. In modern sports fields, 250 kg to 300 kg of plastic particles are emitted every year. Large quantities, where this type of system

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Rastatt, December 2019

would be worthwhile. Channel filters such as DRAINFIX CLEAN or SPORTFIX CLEAN prevent the parts from ending up in the natural water circulation through rainwater or used cleaning water. Microplastics can already be found in the oceans and according to research carried out in the past years, it has already entered our food cycle.

Raise awareness

“In 2019 we intensively promoted the expansion of our digital marketing and distribution activities. The objective of this digital strategy is to reach responsible interested parties better and faster and to raise their level of awareness. In doing so, we want to tap additional potential in the new markets and further expand existing markets. We broke new ground and changed the routines to develop flawless overall concepts for the future”, emphasised Markus Obreiter, Marketing Manager at HAURATON.

At the same time, the HAURATON sales team remains ever present on the market with its strong daily commitment and its standard high level of consulting expertise. The team predominantly represents the connection of personal dedication, competence and passion for the field and practised closeness to their customers.

Digital Tools – Drainage experienced digitally

The established advisory services also include a digital toolbox, in which engineers, architects and construction managers can virtually make extensive use of HAURATON's expertise for their projects. HAURATON has now combined all of the company's existing digital tools in a separate area on its website and sorted them clearly. As "digital tools", they accompany the entire construction process, from the drainage idea through to planning and execution. Symbols clearly guide you to different areas such as hydraulics and products. Videos provide information on channel installations and more. Targeted technical information can be obtained from the knowledge data base. The References area offers several possibilities to view HAURATON drainage systems in operation. Customers can virtually dismantle products on the screen or view them from the inside using the Augmented Reality app. Furthermore, HAURATON offers customised digital 3D models for construction planning in its own area for Building Information Management (BIM).

For more information see:

<https://www.hauraton.de/de/aktuelles/digitale-tools/index.php>

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Hauraton based in Rastatt has been successful on the market for more than 60 years. With 20 branches worldwide and sales in more than 70 countries, Hauraton is one of the market leaders in the area of drainage and water management systems. Hauraton offers over 2,000 different products under the four headings Civils, Landscaping, Aqua and Sport with the range being continually extended. With the introduction of the Recyfix recycled composite channels and the Side-Lock locking system and a customised catalogue on the internet, Hauraton is considered to an innovation leader of the industry. The reference list includes international projects such as the Formula 1 race track in Sochi, the Luschniki Stadium in Moscow for the 2018 Football World Cup in Russia, the Mercedes-Benz Museum in Stuttgart and the Fraport Frankfurt Airport.

Further information available on www.hauraton.com.

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