



DR. WERNER UTZ

SUCCESSSTORY NO.2

Uzin Utz AG

When you look towards the future at Uzin Utz AG, you also direct your gaze down towards the floor. Indeed, this is something that the company has been doing for more than 100 years with sustained success – both for the firm itself and for the environment. Since it was founded in 1911, the family-run business has developed from a regional manufacturer of adhesives to a full-range supplier of floor systems. With its six brands – Uzin, Wolff, Pallmann, Arturo, Codex and RZ – the worldwide Uzin Utz group now supplies all the latest technologies, not only for new floor coverings but also for the renovation and preservation of all types of flooring.

For Dr. H. Werner Utz, sustainability means showing responsibility and commitment to man and nature.



Behind innovative inventions, their implementation and the companies that create them, there are always people with a passion for progress and development, who make these things their life-goals. They have the urge to turn ideas into reality, to improve on existing conditions, in the world in general and in their own lives.

This has always been what motivates the actions of the Uzin Utz AG chairman and his workforce: "We know what we are doing. We not only want to be the number one in flooring but also the number one for our employees, partners and customers."

Craftsmen and end users The basis of the company's sustainable management all along the value chain begins in the development department. This explains why Uzin Utz AG has been investing for years in the research and production of environmentally friendly building products. Today, all Uzin Ökoline products, 13 Uzin switchTec® adhesive technology products and three Pallmann products all bear the environmental, Blue Angel' seal. In 2011, the year of its 100th anniversary, the company in Germany began producing all of its adhesives free of solvents – to protect the health of the many craftsmen who use the company's products every day, and not least for the protection of end users. The constant aim of Uzin Utz AG is to bring the latest state of technology in line with customer requirements. Uzin Utz AG sees itself not merely as a producer but to a considerable degree also as a service provider, who

assists craft trade customers in the correct application of its products and brings the industry together through its programme of seminars and other courses.

In constant dialogue with its partners In these seminars and workshops, experts pass on valuable tips, tricks of the trade, and other information of interest to those working in the fields of floor coverings and parquet flooring, floor tiles, and screed construction. These industry-based instructional courses also place the focus on business themes, such as corporate management.

Committed employees pave the way for success Uzin Utz AG has been on firm ground for many years when it comes to recruiting qualified newcomers. It develops special promotional programmes, designed to emphasise the appeal of a career in the flooring trade; these are also directed at those seeking a career change. For Dr. H. Werner Utz, a motivated workforce is of inestimable value: „Committed employees who give good performance are the best foundation for our company's success.“

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These people put their knowledge, passion, money and time into projects which then, ideally, meet with success. Concrete examples of success such as these are the best motivation!

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