BUILDING MATERIALS FOR TOMORROW`S MARKETS

RENEWABLE AND RECYCLED RAW MATERIALS AS FUTURE`S BUILDING MATERIAL
RESOURCES ARE RUNNING LOW

Tremendously fast demographic growth, urbanization and increasing prosperity are causing scarcity of resources in almost all industry branches, which is true for the construction sector as well.

Due to increased demand, wood prices have already skyrocketed, and supply bottlenecks and further price appreciations are foreseeable.

Even construction sand, a seemingly unconditionally withdrawable material, is running low throughout the world. Building the Khalifa in Dubai implied transporting sand more than 10.000 km from Australia.

1. Fine-grained building rubble replacing sand in building material.
2. RC-Autoclaved Aerated Concrete with sand-lime-brick and concrete.
Novel procedures allow turning remnants, which would have ended up at landfills so far, into marketable products. Likewise, due to the climate change, increasing pressure is driving agriculture to switch over to hitherto lesser widespread plants, in order to ensure certain levels of biodiversity. Those changes are offering entirely new options to building material makers, thanks to recyclable and renewable raw materials.

Therefore, it is all the more important to consider specific boundary conditions right from the start, such as availability (production and transport costs), raw material quality variations, legal requirements as well as the needs of the market as to sustainability of building materials, and to develop new and solid business models on this basis.

**ALTERNATIVES FOR THE CONSTRUCTION INDUSTRY**

**ANALYSIS OF POTENTIAL**

Supported by our broad network of experts from agriculture, material processing, construction material science and business development, we will check the potential of your idea in advance.

**MATERIAL DEVELOPMENT AND CUSTOMIZATION**

In our facilities and laboratories in Holzkirchen and Stuttgart, we will develop and test products for you, matching previously defined requirements. If necessary, we will involve further research partners in order to ensure the latest findings of any given technology area.

**MARKET ACCESS**

Only a product successfully introduced into the market turns an idea into true innovation. This is why we use to start considering an idea’s marketing from the beginning and always observe the specific challenges of the building material market.

**COOPERATION**

We will assist you with advice and support during the entire process of material development, from TRL 1 to TRL 8, which means, starting from the development of ideas through to proof of functionality in real areas of application, thus enhancing your innovation capacity, always keeping an eye on the whole value chain.

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**Our services**

- Market analysis and directed poll of target customers and industry experts
- Evaluation of boundary conditions, such as product requirements, legal regulations, availability of natural resources etc.
- Wording of value propositions
- Marketing strategy concepts and customized recommendations for product roll-out
- Life cycle analysis (LCA)
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