

Focal point ceiling

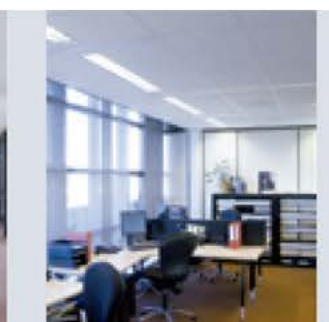
OWA



The Company
Products
Services



Opening up spaces



Shopping, conference and sports centres, office buildings, hotels, restaurants, airports, concert halls, museums, clinics – spaces for all kinds of functions. And also with the widest possible variety of ceiling design requirements.

You see them every day, but you usually don't notice them at first glance. Yet the type of ceiling overhead has a decisive impact on the overall effect of a particular space or room. A well-designed ceiling can open up a room, making it feel larger and more spacious.

Ceilings also play many important functional roles. Acoustics, lighting, HVAC and fire protection are important elements of any modern ceiling system. OWA has the know-how and the products to fulfil any and all of these requirements.

Why are we qualified? Because of our outstanding personnel, product quality and experience, derived from the thousands of projects we have had the privilege of completing in the course of our more than 60-year history as a company.

What makes us different? We are a family firm entering its third generation. Accordingly, we are strongly oriented to long-term values. Without compromising the flexibility needed to bring ideas to the market with great speed. For the benefit of our customers around the world.

In this brochure you can find out more about OWA, its products, its people and the values that drive our organisation. If after reading this brochure you look at your ceiling with a new perspective, then we have achieved our goal.

Especially if it happens to be an OWA ceiling.

Thank you very much!

Norbert Müller
Deputy Managing
Director

Jürgen Theobald
Managing Director

Maximilian von Funck
Managing Director

Norbert Müller

Jürgen Theobald

Maximilian von Funck





WHY WE DEVELOP SOLUTIONS INSTEAD OF PRODUCTS

In classic architecture, ceilings have a creative, ornamental and/or prestige function. Much more is required however for the architecture of our times. Ceilings have to optimise room acoustics. Ceilings have to integrate lighting and air-conditioning elements. Ceilings have to increase fire safety. All that, without allowing function to overshadow design.

Avantgarde in dry construction

OWA saw the coming trend as early as the 60's, when we became a player shaping the market for dry construction and acoustic products. OWA customers loved our (at the time) new lightweight, fire-resistant multi-purpose ceiling panels, which set a new standard for interior finishing.

Closed supply chain

OWA offers complete, technically sophisticated ceiling systems. We supply all the components, which fit together – panels, construction elements, accessories. This makes it easier to select the right system, minimising our customers' logistics.

Acoustic ceilings



Fire protection ceilings



Hygienic ceilings



Ceilings thought through



Installation made easy

Installation benefits: Single source for all components, better planning, high-availability, easy to install, certified safe from A to Z, and dependable service throughout the entire installation process.

Array of system selections

Advantage for planners and architects: Proven turnkey solutions fulfilling your planning specifications. From our attractively priced standard ceiling to high-end acoustical ceilings and clean room ceiling systems meeting the most sophisticated requirements for hygiene and fire safety.

Better fire protection

Unique safety enhancement offered by OWA: Complete kit systems consisting of OWA ceiling

tiles and OWAconstruct suspension systems offer one of the most comprehensive ranges of fire resistance certification on the market, representing both a milestone and a benchmark in dry construction.

Bio-soluble mineral wool – prerequisite for a healthy room environment

The secret to our product quality: bio-soluble mineral wool. OWA produces this special mixture of sand, recycled glass and limestone itself. The products are tested on an ongoing basis and regularly inspected by an independent institute. Our mineral wool meets all national and international standards, and bears the RAL Seal of Quality.

Clean room ceilings

Integrated air-conditioning elements

Integrated lighting



Extensive assortment



Suspension and installation
system OWAconstruct®



THE ADDED VALUE PROVIDED BY OUR ARRAY OF SYSTEMS

One reason for OWA's success is in our comprehensive product portfolio. Benefit for customers: It is extremely easy to identify the optimal solution from a technical, design and budget standpoint, for any conceivable application.

Finding, ordering, installing

The OWA product array offers tremendous variety, despite its basic simplicity and clear structuring.

OWAcoustic® premium is the name of our high-end ceiling panel product line geared towards the most sophisticated design, acoustic and fire protection requirements.

OWAcoustic® smart is the name of our winning product line for standard applications, combining light weight with outstanding fire protection performance.

The **OWAdeco®** line is for basic requirements, featuring light weight, attractive looks and very low prices.

The **OWAtecta®** line of metal ceiling panels is a designer's favourite because of the range of design variations offered.

The **OWAspectra®** line offers a spectrum of creative ceiling solutions involving new forms, colours, functions and materials.

OWA Functional Ceilings provide maximum functionality for a wide range of applications including in clinics, sound studios and clean rooms.

OWA Wall Absorbers are individually configurable elements with outstanding acoustic qualities that render room acoustics problems manageable. This solution is also attractive from an optical standpoint.

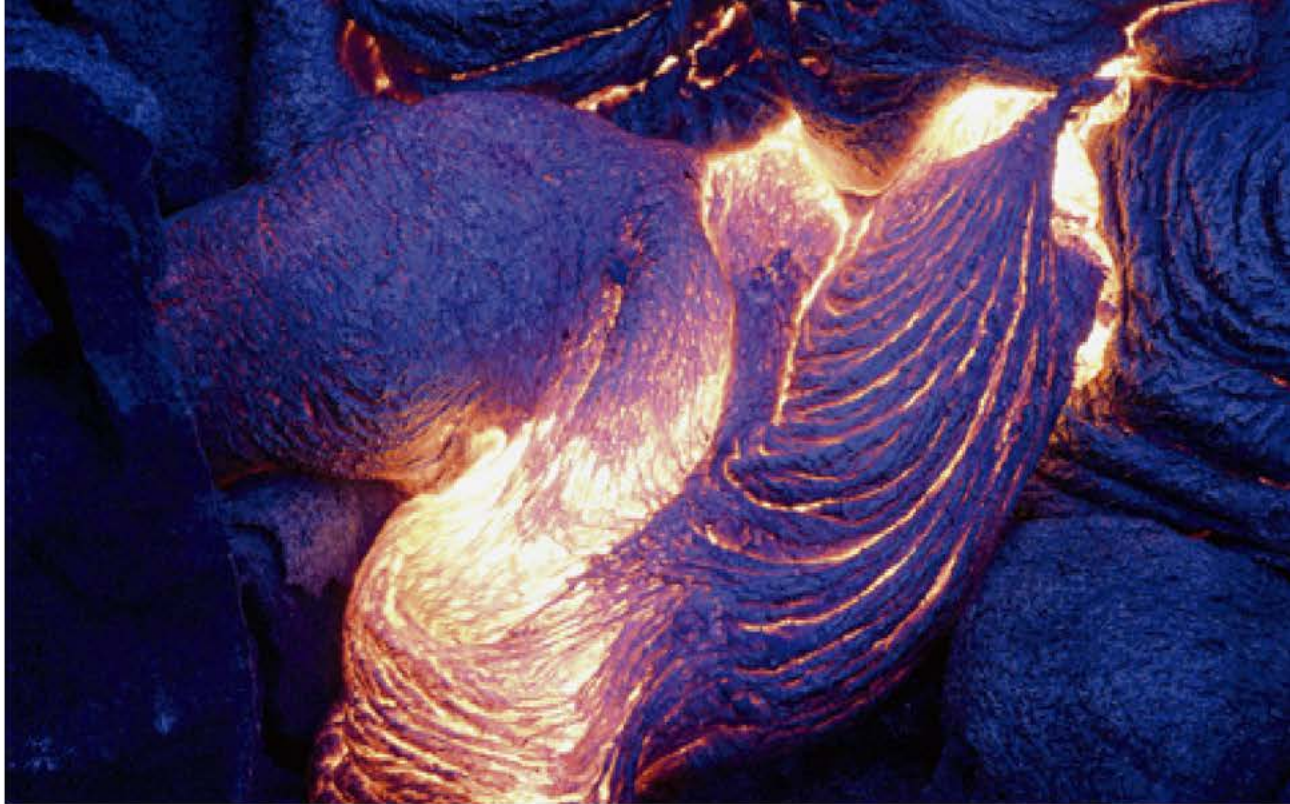
OWAconstruct® is a 7,000-component suspension installation system providing the ultimate in safety and dependability – certified fire resistant and bearing OWAcoustic® mineral wool panel certification

Ceiling grid system



Wall absorbers





OUR IDENTITY AND MOTIVATION

Odenwald Faserplattenwerk GmbH was founded by Friedrich-Karl Rogge in the town of Amorbach in the year 1948. OWA had grown into a major provider in the wood fibre acoustic and soundproof panel market by 1960, when Friedrich-Karl Rogge discovered a new material in America which had fascinating characteristics: mineral wool. He bought a license, then immediately went on to develop his own mineral wool panels featuring a host of innovations. Courage and a spirit of invention – traits that still characterise the family-run firm OWA today.

The OWAacoustic® brand

Just one year later, things started moving fast: In 1961 OWA became Europe's first supplier of mineral wool panels. OWAacoustic®, the ceiling system brand, was launched, soon to become established worldwide.

Proprietary production techniques

Milestone year 1977: The most modern facility for the production of mineral wool (for its day) began operation. OWA starts using volcanic basalt in production, yielding 'black wool' that was to become the hallmark and key material in OWAacoustic® products for over 20 years.

Friedrich-Karl Rogge



OWA site, 1948



Hot on quality

The natural resource basalt was the key material in OWA mineral wool panels for over 20 years. Until we found something even better ...

Basis for healthy building

1997: By switching to 'white wool' OWA aligned itself with the increasing market sensitivity to ecological issues. 'White wool' is made of a natural mixture of sand, recycled glass and limestone. Because of its bio-soluble properties, this mineral wool complies with all German and European regulations/standards for health and safety. Products are constantly checked and production closely monitored, in addition to inspections conducted by independent institutes.

Blue Angel

Our achievement: OWA was the first manufacturer in this industrial sector to receive the "Blue Angel" for low-emission building materials. This environmental label confirms that our mineral wool tiles are made of harmless raw materials and there-

fore can be used in sensitive areas such as schools, nurseries and hospitals. The label is valid for the three brands OWAacoustic® premium, OWAacoustic® smart and OWAdeco®.

Global ambitions

2010: It all got started with 60 employees, but today OWA is one of the region's largest employers with a workforce of 435. Our ambitions extend far beyond our region however, and even beyond Germany's borders. Distribution subsidiaries throughout the world accommodate rising demand for quality OWA ceilings. Together with a partner we have established a production facility for OWAconstruct suspension systems in China.

OWA site, 2006



Ceiling Headquarters



Dirk Rogge





Productive energy

White hot ducts:
Making mineral wool at the
speed of sound



Mineral wool:
Base product for proven
panel quality

TURNING IDEAS INTO CEILINGS

Mineral wool – a seemingly simple product. But to manufacture it, especially in OWA quality, takes specialised knowledge and lots of experience.

Hot and fast

The raw materials used in our mineral wool are melted together in a large vat at a temperature of 1,300 °C. The resulting molten lava is converted into white wool in a special sonic-speed process – the base material for quality OWA mineral wool ceiling products.

Ideas and recipes

Perlite is an igneous rock that can be expanded up to 20 times its volume, saving on transportation and energy costs. This is combined with our mineral wool, clay, water and starch as a binding agent and formed into boards on the advanced Fourdrinier machines. The water used in production process is filtered and re-used in a closed cycle to prevent pollution and ensure minimal usage.

High-end quality

During the final production phase the boards are cut to exact dimensions and the edges machined to ensure an accurate fit. The panel surfaces are sanded, primed and surface given the desired surface design along with several finishing coats of paint.

Uniquely OWA

Being a flexible, family-owned, medium sized enterprise run by engineers and inventors is beneficial for production. We develop all of our primary systems – ovens, processing equipment, Fourdrinier machines, dryers and production finishing lines – in-house, and optimise these on an ongoing basis. No other manufacturer has comparable production experience or expertise, which is why our product quality is so hard to imitate.



Raw board drying



A finished raw board exits the dryer

The Future Lab



HOW WE RESEARCH AND DEVELOP

OWA stands out from the crowd not least through its own R&D department. The top storey of our office tower in Amorbach, whose futuristic glass construction mirrors the Odenwald scenery, is a fitting environment in which to develop and test new products and solutions. It is in the nature of things that we work closely with OWAconsult®, our in-house consultancy, in doing this. After all, only a company that understands its customers from first to last can develop products that prove themselves on the market.

The challenge of creativity

The world we live and work in is becoming ever more individual, complex and flexible. This poses a challenge for architects, interior designers and product designers in equal measure. Strict environmental regulations not only complicate development work, but make it more exciting, too. In the process the boundaries between industries become blurred, trades join forces, and visionaries and practical minds alike are needed. We keenly follow this development since it raises the contribution we make with our ceilings. We always strive to develop the perfect solution to every requirement – optically, acoustically, and where fire performance and hygiene are key.

Innovations come out tops at OWA!

Welcome to the 7th floor! This is where we present our innovations including our new moveable, free standing absorbers, easy to

hang wall absorbers, futuristic suspended ceilings, ceiling tiles in novel designs, and ceiling constructions with supermodern functions, all designed to provide maximum reliability even in catastrophic circumstances such as an earthquake.

Signs of progress

OWA is certified to a number of national and international quality and environmental standards issued by the relevant testing institutions, and is preparing to qualify for others. Awards and prizes confirm our commitment and drive us on to make further enhancements. Our R&D is not locked away in some ivory tower, but stands for openness in all it does. We work closely with partners, including prestigious scientific institutions, standards bodies, architects, interior designers, engineers and practitioners from a number of trades.



Dodecahedron loud speaker for measuring reverberation time



Auralization: The computer simulated room that you can hear.



Guiding values

Rivium Crystal Building, Capelle A. D. Ijssel



THE ROLE OF DISTRIBUTION

South-western Germany is known for technological innovation and is home to a number of highly successful SMEs with international operations. OWA is one of them. We have succeeded in transferring our core commitment to innovation and the customer to our international business creating on the way, long lasting relationships and important business contacts.

Close to the customer

For us, sales are about more than big volume. It is also about serving the customer, wherever he or she may be located in the world. From our main plant in Amorbach we supply our distribution partners, most of whom maintain their own warehouses. Systems and accessories are put together in Amorbach on an order basis and rapidly, economically and reliably delivered. OWA has an extensive advisor network in place throughout Germany, able to assist anyone in need of advice on ceiling systems, including developers, officials, architects, installers and building materials dealers.

Global objectives

Exports account for over half of our revenue and is set to increase further. Rising demand has not caught us unprepared. As far back as the 60s we began building up a network of distribution subsidiaries and independent dealers, which now encompasses over 70 countries. In many countries we have subsidiaries with their own sales force to ensure optimal customer contact. These include: OWA UK, OWA France, OWA Benelux, OWA Poland, OWA Southern Africa and OWA China. And, like most happy families, sometimes there is a new member.



Stade de France, Paris



Tamara Bank, Indonesia



LEADING BY EXAMPLE

As architecture continues to push the limits of design and construction technology to the limit, the design team has to be aware of the environmental impact created by the project both during construction and the expected life of the building. OWA are playing a key role in minimising this impact by providing flexible, high quality, performance ceiling systems produced to strict environmental standards.

Central Plaza, Hong Kong



Airport Centre, Frankfurt



Eldorado Business Tower, São Paulo



Discoveries



LEED-ership

OWA ceiling systems do not pose any health risks, are lightweight, easy to work with and are produced in accordance with strict environmental standards. OWA thus meets the stringent standards of the LEED programme (Leadership in Energy and Environmental Design). This environmental certification programme for office and residential buildings, initiated in 2000 by the US Green Building Council is gaining increasing significance among investors and architects outside the US as well, and is on its way to becoming a

global standard for environmentally-compatible building construction.

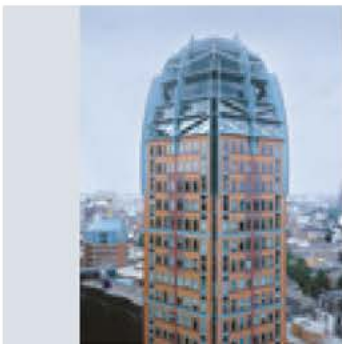
Raising the bar

In the course of our 60-year company history we have completed thousands of projects around the world. Many of these have been architecturally significant, such as the Frankfurt Airport Centre and the Hong Kong Central Plaza – projects that prove our stature and motivate us to continue to grow internationally.

Zurich Toren, Den Haag

Rank Xerox, Neuss

Oval Tower, Amsterdam





Sustainable progress



WHAT GROWTH MEANS TO US

As a family owned company we are not under pressure to generate short term returns for shareholders. This has allowed us to grow internationally at a considerable pace and ensure that we are on track to realise our long term business objectives of substantial, sustainable growth in a way that respects the environment and the people that live in it.

Quality management

There is always room to do everything just a little better. In keeping with this motto, we have implemented a quality management system integrating environmental, quality and workplace safety elements. These systems are EN ISO 9001:2008 (quality), EN ISO 14001:2004 (environment) and BS OHSAS 18001:2007 (safety at work) certified.

Protecting the environment

We feel that we have a responsibility to employ non-polluting production and work techniques, on both a large and small scale. Our new, cutting-edge heat recovery system for example has achieved a 20% reduction in energy consumption. The quality of our finished products also reflects sustainability-oriented development practices. OWA products can be used for a long time, and at the end of their life cycle can be fully recycled.

Our staff

We want to generate interest, develop talent and both promote and reward achievement. We offer secure jobs in the local area where our employees live. Despite global competition, we have avoided shifting production to cheaper regions. Instead we focus our attention on enhancing efficiency at our existing locations. We actively support and promote quality education and training, job security, fair remuneration and substantial benefits. The skills, motivation and dedication of our staff members make them real assets to our organisation. The average length of service at OWA is 18 years, which is unusually long for a medium-sized company. We are very proud of this record.



Control: Acoustical production on-screen



Final inspection: Every panel is checked



OWA

Focal point ceiling

The Company
Products
Services



OWA

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