Innovation

未来的 生活
Looking for the products of tomorrow

Working environments

Creative environment for motivated staff

Design

Kitchens for modern China

Interview with Friedhelm Böttcher

The world in 20 years’ time: “There will be more flexibility”
Dear Readers,

Helping to design the living and working environments of the future in an innovative way is our aim. For us as a responsible, global company with 170 locations, that means: we have to deal with what the future brings. And find solutions.

The following figure has been going around the world: there are currently more than seven billion people living on our planet. By 2024 this figure will be eight billion. This is set against climate change, a shortage of land and a threatened shortage in the supply of natural energy resources.

The problems that we have to face are complex: The population of the world is increasing rapidly, urbanisation in the developing countries is accompanied by the explosive creation of mass societies in metropolises with millions of inhabitants, so-called megacities. This development within our global world requires intelligent models for future living and working environments.

REHAU is a global company at home throughout the world. From China to South America and all the way to South Africa and Australia. In all these places we see how countries are developing. We pay particular attention to the population centres and the changing requirements in these places. We want to take account of the changing perceptions of individualisation, comfort and security in the private and commercial sphere in future.

In this issue of Unlimited, see for yourself what we have included under the motto of “Future Living”, and how REHAU is playing a key role in designing the living and working environments of the future. Discover what drives REHAU and where we are making use of our expertise – as a long-standing development partner and a source of ideas in the furniture sector, as a creative trailblazer for pioneering developments in the areas of design and comfort and as a responsible employer.

I wish you an exciting and entertaining read.

Rainer Schulz, CEO, REHAU Group

“The world stands before an explosion of knowledge; new technologies will determine our everyday life.”

Friedhelm Böttcher, Consultant for strategy development and business innovation

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Title picture: Shanghai, 4 March 2011, 5:30 pm, Shanghai World Financial Centre, 94th floor
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Where the products of tomorrow are made.
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### Working environments
Modern office environments make creative surroundings.
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**Sunny outlook**

They’re gradually becoming more widespread: on factory roofs, on house walls, along hillsides – Photovoltaic systems are in vogue. And that’s not only since the earthquake in Japan highlighted the limits of nuclear power.

The figures posted in Germany for this sector have been impressive for some time in the boom year of 2009, manufacturers recorded sales increases of components, machinery and photovoltaic systems of 94 percent. The largest market was Asia. Following a period in 2009 when the market stagnated slightly, the sector is once again reporting an expected increase in sales of 24 percent for 2010. The export rate continues to remain high at 87 percent – a figure that even beats the boom year of 2008. Peter Fath, Chairman of the Board of the German Engineering Federation (VDMA) is optimistic about 2011: “Photovoltaic engineering,” he says, “has done its homework.”

www.swissolar.ch
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REHAU office buildings are setting architectural standards. After “Rehauwork” won several awards, the Prolin training centre at Rehau, which began its operations in 2010, has now won its second award: Having won the Best Architects Award in 2010, the centre has now won the Detail Prize, awarded by the architecture magazine Detail for the fourth time in the new Corporate category. In its judgement, the prestigious jury praised the builders and the architects for their exemplary work, noting how “despite having to make massive changes to complete an energetic and thorough renovation, the character of the old building was retained and was sensitively redesigned to make the building fit for the future.” The award was presented to the winners in Munich at the Bau 2011 international trade fair and was accepted by Nils Wagner, head of Corporate Architecture, and the architect Klaus Würschinger from the Berlin office of WEBERWÜRSCHINGER, the company that has already produced and converted two “Rehauwork” projects.

www.detail.de

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Strong bonds

Venue for the 2014 World Cup and the 2016 Olympic Games: Brazil is stressed out with all the preparations. And is also dependent on technical expertise from abroad.

This is good for German companies as “Made in Germany” is popular with the Brazilians. The subcontinent of Latin America, comprising the countries of Brazil, Uruguay, Argentina, Paraguay, Chile and Peru, is benefiting from the unwritten demand from Asia for oil, natural gas, mining, agriculture and livestock farming. This is bringing a steady stream of money into the country and a middle class of free-spending consumers is growing. The income per capita in Latin America and the Caribbean grew by 4.8 percent last year. People are mainly spending their money in technical areas, especially on products from Germany. The friendly connection with Germany has a long tradition – many German companies have been based in Latin America for many years and are welcome there. Because there is an active exchange between the two countries where research and development (R&D) is concerned, Latin America could become an important centre for German technological cooperation. At the same time, Germany is also the most important European supplier country for Brazil.

www.tradingeconomics.com

Innovation boom

Seventy six percent of over 200 managers among manufacturers, suppliers and dealers in the global automotive industry believe that urban developments will have an influence on the development of cars of the future.

The cars of the future will change considerably as a result of population growth and increasing urbanisation. These are the findings of a survey conducted by the auditing and consultancy firm KPMG. According to industry insiders, the trend is moving in the direction of environmental zones, car-free town centres and, as a result, changes in behaviour where mobility is concerned. Lower fuel consumption and safety considerations are what buyers are focusing on. Ninety percent of those surveyed expected most innovations in the hybrid and electric engine area, as well as in safety technology. The balance of power between manufacturers and suppliers will shift as strategic partnerships will be indispensable for the development of technical innovations.

www.kpmg.com

Magic formula

Fuel cells are one of the magic formulae that make mobility more environmentally friendly. This is because they are able to take oxygen and hydrogen and convert chemical energy into electrical energy and thus generate a very low level of pollution, which makes for a very promising future.

The development of fuel cells is still not yet at the stage where they are ready for mass use. Therefore, international research is also focussing on new materials that can contribute to making fuel cells a reality. One interesting material that the scientists in the EU-funded FP7-People Programme Cordis are working on is fluorinated polymers. These have a very high resistance to solvents, acids and bases and are extremely competitive in terms of their performance and costs. They should give the European energy industry a welcome boost.

www.fuelcellmarkets.com

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