

THE ONE*



*VITRIFIED CLAY PIPE



THE ONE*

This brochure will tell you all about The One*. The foundation for our vitrified clay pipes starts with the materials; of which there are only three. Water, clay & chamotte. Nothing more, nothing less. So, put those together, let us create some magic and before you know it; The One has been born. In life, all things created will eventually die out. However, The One will never, or at least outlive all the rest. It has a proven lifespan of over 150+ years, and even when we stop using The One – it will remain alive. It can be fully reused, which means no waste is created. Additionally, The One promises to empower its people in many ways. Because we, the makers of The One, care about more than just vitrified clay pipes. We are passionate when it comes to The One – you might have already noticed. So, in our opinion, The One has many reasons to choose for, and you will read about them in this brochure.

THE ONE FROM A MATERIAL PERSPECTIVE



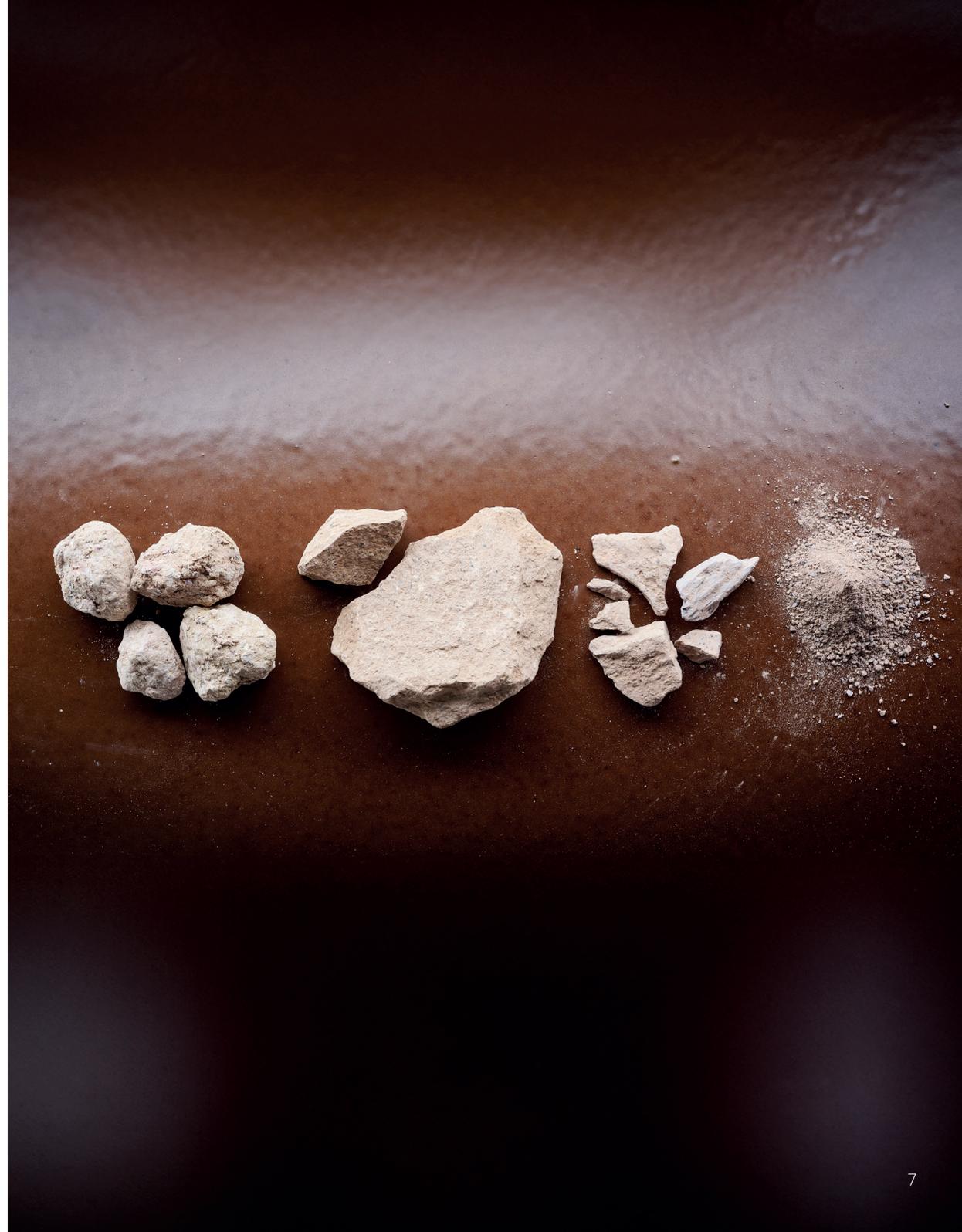
ONLY THREE INGREDIENTS!

NOTHING MORE,
NOTHING LESS

Choosing for The One is an excellent choice as it only uses natural, inexhaustive resources. Clay, chamotte and water. Nothing more, nothing less. No additives are needed: our pipe solely comes from nature and goes back to nature without any ecological impact. That's it.

Our ceramic product has high performance characteristics for both chemical resistance and mechanical/physical properties. Due to the absence of additives, there are no secondary manufacturing processes: there is no

production required of additives or catalysts, no refinery of intermediate products. Note that each of these extra steps also have their own impact: many of these products need to be synthesized from other resources, leading to extra waste generation (the yield of these processes is never 100%), energy consumption and additional transportation. With our clay products, you are always ensured that The One can stay in the ground without any soil pollution or harm.





CLAY

The main ingredient of The One. A widely abundant and practically inexhaustible resource that is fully natural, formed by sedimentation.



CHAMOTTE

The term used to describe recycled ceramic material which is grinded back into granular size. Our ceramic products contain between 30% to 50% recycled material that does not degrade and holds a guarantee of the same quality.



WATER

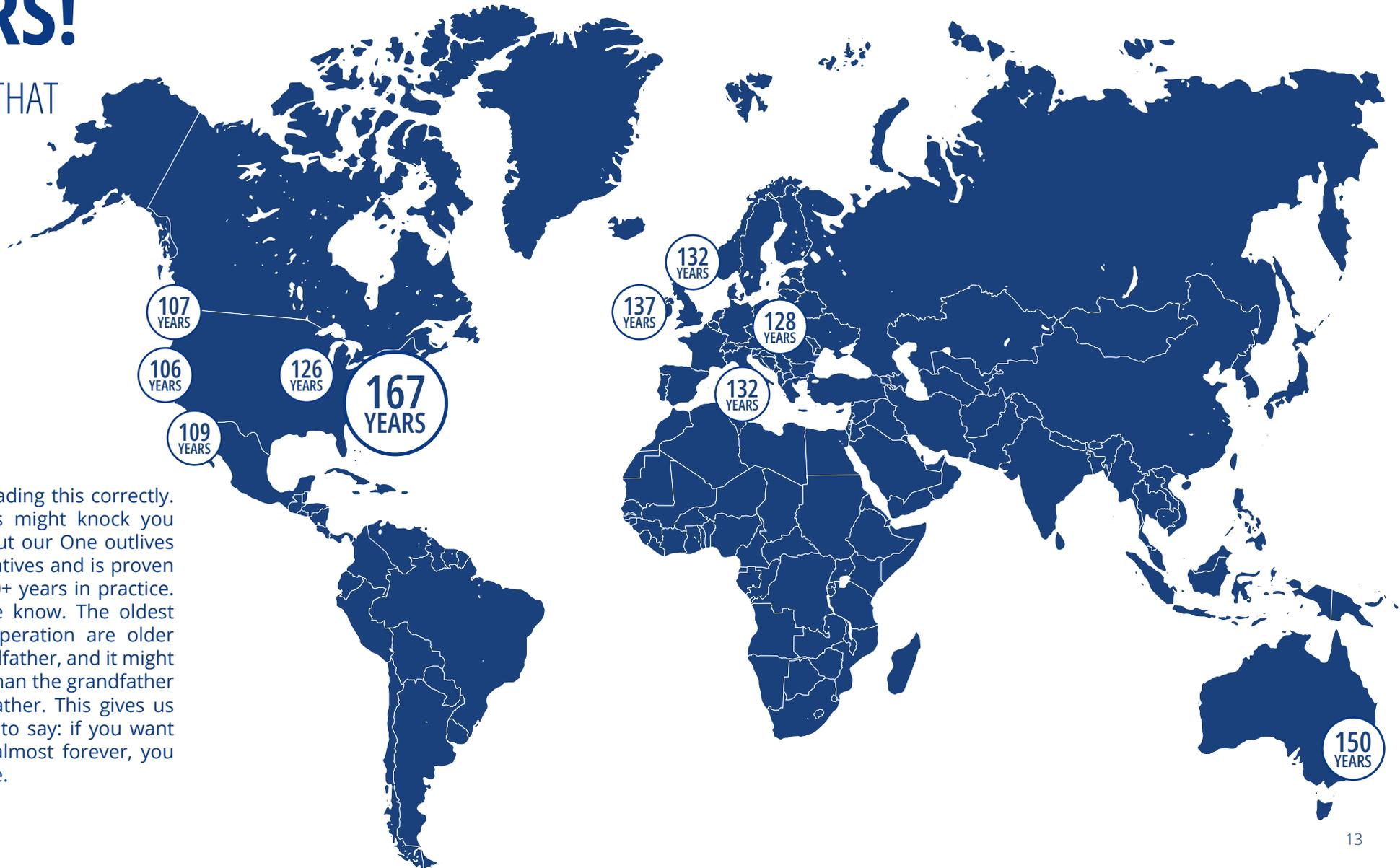
Our clay already contains a suitable amount of moisture so the need to add water is limited.

THE ONE FROM A LIFESPAN PERSPECTIVE



150+ YEARS!

THE ONE THAT
OUTLIVES
THE REST



Yes, you are reading this correctly. These numbers might knock you off your feet, but our One outlives all other alternatives and is proven to last over 150+ years in practice. That's a lot, we know. The oldest pipes still in operation are older than your grandfather, and it might even be older than the grandfather of your grandfather. This gives us the confidence to say: if you want to choose for almost forever, you choose The One.

WHAT'S IN IT FOR ME?

ECONOMICAL BENEFITS

Third party research shows that while The One may require a higher upfront investment, they deliver unmatched economical benefits once the 40 years threshold is reached. When considering maintenance, replacement and residual value, vitrified clay pipes emerge as the clear winner, offering the most cost-effective solution that protects your investment for more than 150 years.



“Independent LCC research confirms that if the operational lifetime exceeds 40 years, The One is the best investment from an economic point of view.”

THE ONE FROM A CIRCULAR PERSPECTIVE



THERE IS NO WASTE

BECAUSE IT'S A
CLOSED SYSTEM

The One does not become waste. It is designed for a long lasting life. That is the biggest contribution to circularity, it is designed for durability – it prevents waste. But what can be done with The One if it is no longer needed? Just re-use it. Anywhere. Dig it up and put it back in another place. Or, recycle it. It can be used to make chamotte or as the foundation of a roadwork, for example. You never have to dispose The One. So, no waste – ever.



“We’re proud to be pioneers in circularity. While the industry has only recently started shifting towards recycling, Steinzeug-Keramo has been using recycled materials since 1950.”

PREVENTION

The most sustainable choice is The one that already exists. Vitrified clay has an unbeatable lifetime compared to other materials, making The One the preferred choice. Longer operational lifetimes mean longer prevention of waste creation like replacements and preserving resources for future generations. Choosing The One is therefore the most effective way to eliminate additional waste.

REUSE

Since there is no loss of performance, The One is also well-suited for reuse, extending their useful life without requiring extensive processing. The benefit of reuse is clear: there is no waste of materials nor, due to recycling, yield losses. In practice, The One is excavated and usually reused near the former location.

RECYCLE

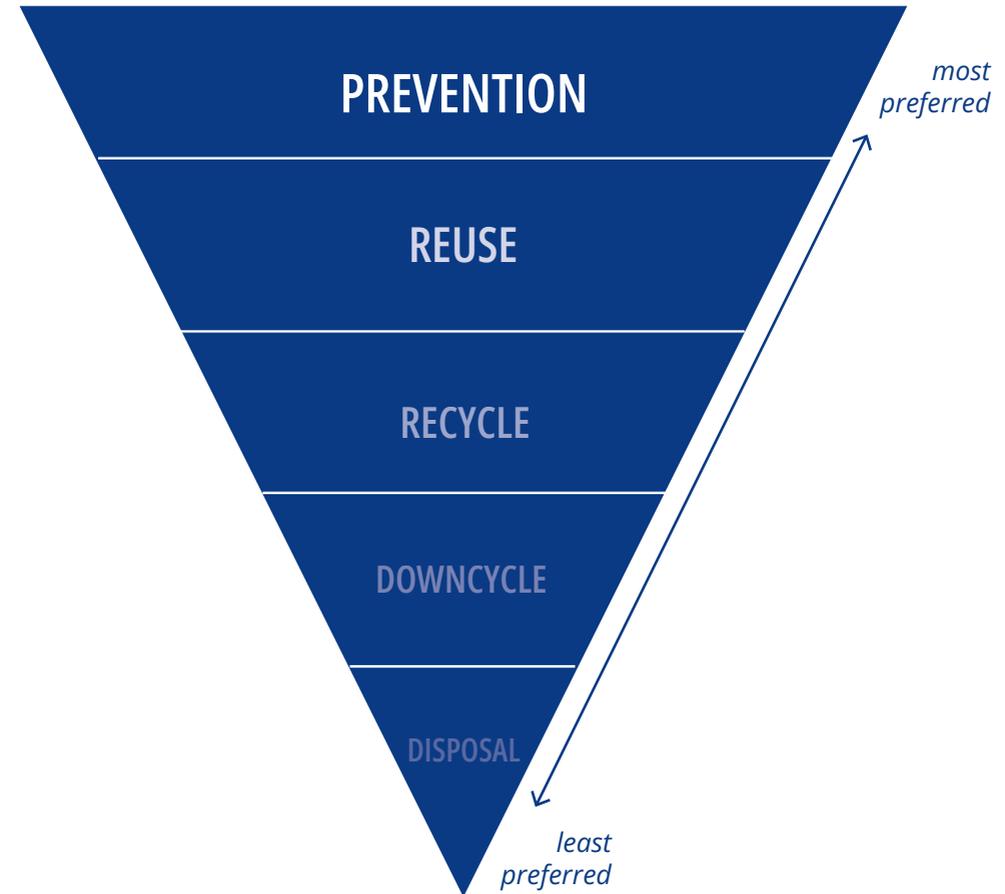
The One can be recycled infinitely. It is the only material that does not suffer from quality losses. As a result, old vitrified clay pipes can be repurposed as chamotte for the production of new pipes: the new products will have the same quality as the old pipes.

DOWNCYCLE

Due to the fact that vitrified clay is just fired clay, it can be favorable to reuse the material locally in a lower quality application instead of recycling it. The material can be used in the foundation of the roadworks, avoiding the need of transportation and providing the jobsite with high quality material, thus optimizing the impact on the environment.

DISPOSAL

Since vitrified clay does not age and its quality does not alter, disposal of the material is never required. This is in sharp contrast to other materials, where recycling or downcycling is only a lifetime elongation step: in thermoplastic or multi-layered products, the final destination of the product will eventually be disposal to a landfill or incineration.

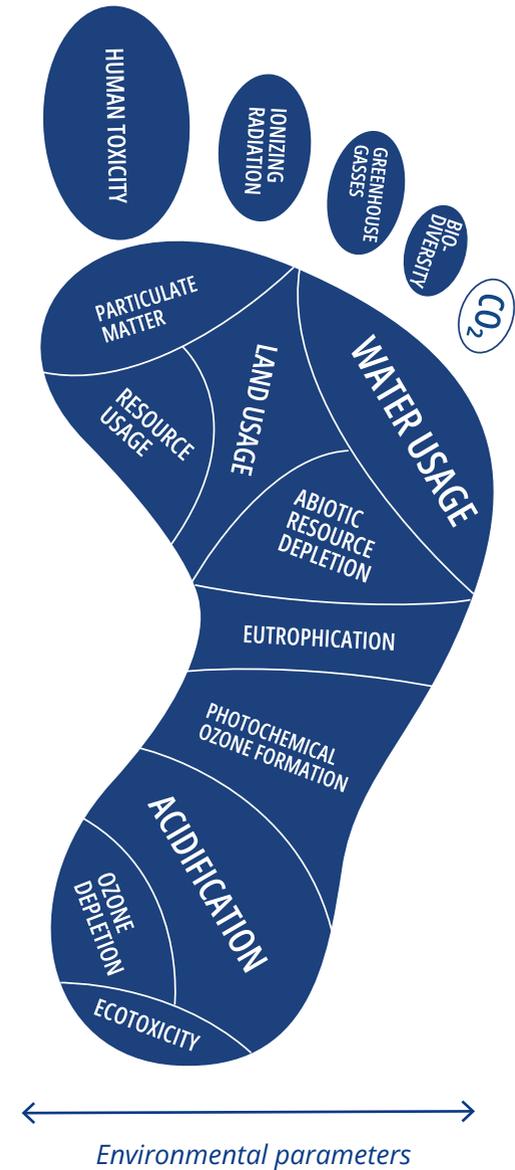


IT'S NOT ONLY ABOUT CO₂!

LIFE CYCLE ANALYSIS

When it comes to measuring impact, we – as a society – always discuss CO₂. It seems like this is the only indicator we use to express environmental impact, but CO₂ emissions only do not cover the whole issue. And truth be told, we produce CO₂. However, if only we look at that indicator, we only have a limited view on the environmental impact. How can we check the total impact? Life Cycle Analysis! This is the most straightforward and widely accepted way to analyse impact of a product or production chain.

Being sustainable is not merely about CO₂.



THE ONE FROM A SOCIAL PERSPECTIVE



THE ONE IS MADE BY PEOPLE

AND WE CARE
ABOUT THEM

Choosing for Steinzeug-Keramo is choosing for a greater good. Because if you choose for The One, you're not only choosing for a product that is good for the world, but also for a company that takes care of their people and the environment.





E

ENVIRONMENTAL

For us, energy and water are important topics. Therefore, we use green energy in both of our factories. Therefore, energy and water management plans have been used and executed, making sure that our company takes its responsibility in society.

S

SOCIAL

As a pioneer on this topic, we have been implementing social responsibility actions for more than a decade. For us, the well-being of our people is our number one priority!

G

GOVERNANCE

Being part of wienerberger, we comply with its code of conduct. We communicate our counteractions related to bribery, corruption, cybersecurity and more.



GREEN ENERGY USED ON ALL SITES



LOCAL PRODUCTION



ENERGY & WATER MANAGEMENT PLAN



OCCUPATIONAL SAFETY & HEALTH CHECKS



SOCIAL FAIRNESS



COMPETENCE DEVELOPMENT



EDUCATION & PROFESSIONAL DEVELOPMENT



DATA PRIVACY & SECURITY



SAFETY PRECAUTIONS & MEASURES



EMPLOYEE WELLBEING



FAIR WAGES & WORKING HOURS

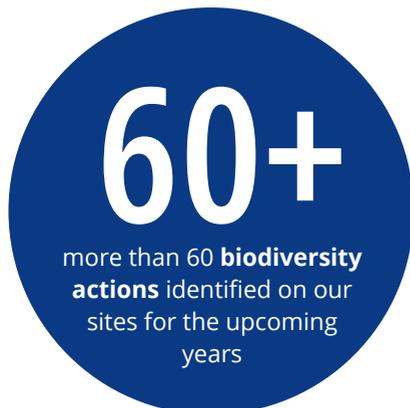
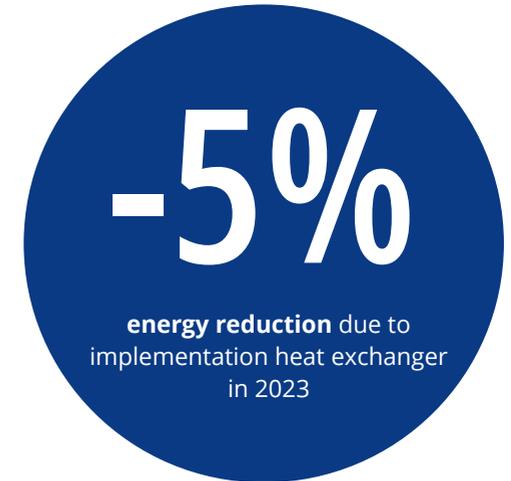
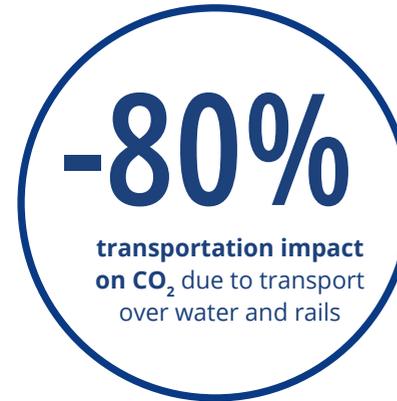


SUPPLIER CODE OF CONDUCT



“People don’t want to hear elaborate, inspirational words about companies sustainability initiatives - they want figures and facts.”

- Tom Deckers, CEO Steinzeug-Keramo Group





The contents and information contained in this brochure are intended for general marketing purposes only and shall not be relied upon by any person as complete or accurate. In particular, this brochure cannot replace proper expert advice on the characteristics of the products, their usage, suitability for any intended purpose, or the proper processing method. All contributions and illustrations in this brochure are subject to copyright. Unless explicitly otherwise stated, the repetition of content is not permitted. The use of photocopies from this brochure is for private and non-commercial use only. Any duplication or distribution for professional purposes is strictly forbidden. Non-Liability: STEINZEUG-KERAMO has established this brochure to the best of its knowledge. We cannot accept any liability suffered or incurred by any person resulting from or in connection with any reliance on the content of or the information contained in this brochure. This limitation applies to all loss or damage of any kind, including but not limited to direct or indirect damages, consequential or punitive damages, frustrated expenses, lost profit or loss of business.