

## HUECK WORLD LIFE BALANCE: A BALANCED ANSWER TO THE DEVELOPMENTS IN THE CONSTRUCTION INDUSTRY

Nowadays, the entire construction industry is shaped by the trends of digitalization, urbanization and sustainability. The Lüdenscheid aluminium system house HUECK finds its answer to this social and technological development in the HUECK World Life Balance. The greatest possible customer benefit is achieved through a fair balance between the action fields Smart World, Urban Life and Green Balance. Throughout, the focus for HUECK is on acting for one another, optimizing sensibly and thinking sustainably.

**Digitalization** aims to integrate modern technology into life and to promote global networking through technologically supported communication. The digital transformation also brings with it new forms of community, cooperation and economic activity. In the action field **Smart World**, HUECK deals in detail with the digitization of areas of life and work and offers contemporary networking options and modern tools. In doing so, HUECK consciously does not follow every trend, but carefully weighs which digital services bring really meaningful added value for the customer. In view of the proven equilibrium of the HUECK World Life Balance, personal contact with the customer is also indispensable.

“We provide digital tools for process simplification that are specially tailored to the needs of architects and metal workers. Tender documents, apps, data in OrgaData LogiKal, as well as online ordering options and tracking are continuously optimized. As the basis for efficient building planning, BIM objects and CAD data of our standard series are available”, explains Rafael Wilk, Head of Marketing at HUECK. Processing, assembly and warehousing are optimized through the use of the tried and tested, cross-series component sharing principle. In the HUECK online documentation, important documents are freely accessible at all times. The solution-oriented support of the aluminum system house can of course also be reached on all digital communication channels.

In a global, increasingly complex world, HUECK focuses on making solutions not only cheaper, more powerful and more efficient, but also less complicated, simpler and more practical. “By reducing to the essentials, we **optimize sensibly** and improve where it makes sense and is beneficial. This proven basic attitude has been trend-setting for HUECK for decades”, explains Thomas Leimkühler, Head of System Management at HUECK.

All over the world, more and more people live in cities. **Urbanization** gives rise to new requirements for urban planning, since compacted spaces have to be designed and organized intelligently. Smart networking turns buildings into holistic solutions that meet the individual needs of their residents. Today, modern architecture must also meet emotional needs by offering not only comfort, but also protection



Figure 1: HUECK World Life Balance Logo (source: HUECK)

from noise and unhealthy environmental influences. Quality of life is largely determined by how people live and work. Especially in urban areas, changing needs for safety, health, tranquility, fresh air and sustainable living are developing. In the **Urban Life** action field, HUECK takes these needs as an incentive for intelligently developed systems. The balanced product portfolio with a versatile and combinable range offers well thought-out solutions for modern work and living spaces.

The innovative HUECK Lambda Silent Air soundproof window, for example, offers excellent soundproofing when partially open. The enormous importance of fire protection systems spurs the HUECK team on to continuously put expertise and experience into the new and further development of fire and smoke protection elements. The system components of the HUECK Lambda WS/DS 075 and 090 window and door series have been optimally matched to one another and guarantee burglary protection up to resistance class RC3. Antibacterial and antiviral handles can withstand high hygiene requirements and maximize safety and health. The HUECK aluminum profile systems impress with their architectural elegance and slim profile views and allow maximum window sizes and sash weights.

At HUECK, one is aware that entrepreneurial action must be determined by moral integrity. Responsibility, solidarity and **acting for one another** are very important. HUECK Managing Director Thomas Polonyi explains: "We live fairness in dealing with employees and customers and are convinced of respectful interaction and partnership on an equal footing. As a company we stand by our responsibility for the effects of our actions."



Figure 2: HUECK World Life Balance action fields: Smart World, Urban Life, Green Balance (source: HUECK)

**Sustainability** refers to the development of social awareness towards a long-term, resource-saving, environmentally friendly economy. It is about a balance between environmental, economic and social goals. This complex requirement poses completely new challenges for architecture, the real estate industry and the construction industry. At HUECK, one strives for a meaningful balance in the field of **Green Balance**, which is based on the responsible handling of the environment, people and the future. The manufacturing process is already influenced in production, not just in purchasing and material procurement. Out of tradition, HUECK processes aluminum, which impresses with its low weight, long durability and unlimited recyclability. When developing and manufacturing system solutions, the focus is on efficient use of resources, recyclability and a long service life. We are also working continuously at all company levels to reduce Co2 emissions and energy consumption, to increase the use of renewable energy, to reduce resource consumption and to minimize waste.

Out of conviction, HUECK has always used aluminum, as this material is highly recyclable, light and durable. For customers with a particularly sustainable orientation, HUECK offers HS80+ aluminum profiles, which consist of 80% of the maximum permitted amount of scrap and 20% Icelandic aluminum. Attention is paid to the careful use of resources, the minimization of the ecological footprint in production, the avoidance of printed documents, sustainable building management and the reduction of business trips. The HUECK team is particularly proud of successfully implemented projects that meet the corporate goal of sustainability and conscious use of resources. As a member of the GDA, HUECK ensures the highest possible recycling rate for the valuable raw material aluminum. In addition, many products in the HUECK product family are EPD-certified.

„Life is like riding a bicycle. To keep your balance, you must keep moving.“ – Albert Einstein

For more than 200 years, long-term and **sustainable ways of thinking** have determined all corporate aspects at HUECK. As a founding member of the A|U|F, great importance is attached to the resource-saving and sustainable handling of the valuable material aluminum. The sophisticated product concepts can, for example, be optimally combined, easily retrofitted and are uncomplicated to dismantle. The HUECK Lambda WS/DS 075 construction kits are certified with the Cradle to Cradle Bronze sustainability certificate. The innovative HUECK Trigon FS facade system is currently in the Cradle to Cradle certification process.

The HUECK World Life Balance concept was defined in order to summarize all corporate measures in one framework. It bundles the existing ways of working and thinking at HUECK and forms the orientation for future action. In this way, any specific measure can be assigned to a field of action within the HUECK World Life Balance. The strategic focus on a balanced company orientation was deliberately chosen in order to be a holistic partner for customers. The concept is understandable and logically summarized and promotes awareness of a balanced economy. The pursuit of balance, as opposed to concentrating on a single topic, is what sets HUECK apart in the market.

Information on HUECK World Life Balance is now available at: [www.world-life-balance.com/en](http://www.world-life-balance.com/en).