

Trade fair BAU 2025

Agrob Buchtal presents its "Road to Net Zero" for climate-neutral production "Made in Germany"

Agrob Buchtal, leading manufacturer of architectural ceramics, is presenting its strategy for the future of climate-neutral tile production in Germany under the guiding theme "Road to Net Zero" at BAU 2025. The company is focussing on renewable energies - especially solar energy - digital and efficient processes and innovative technologies to drastically reduce its carbon footprint. In doing so, it combines its experience in ceramic production "Made in Germany" with the expertise in green technology and digitalisation of its new owner Meta Wolf AG. In addition to this central focus, Agrob Buchtal will be showing a wide range of products for various areas of application as well as innovations 2025 - presented on a consistently sustainable exhibition stand.

From 13th to 17th January 2025, BAU 2025 will open its doors in Munich, and Agrob Buchtal is sending a clear signal for a sustainable future of the construction industry with its participation. Under the motto "Road to Net Zero", the company will present its pioneering vision of climate-neutral tile production "Made in Germany". The term "Net Zero" describes the goal of reducing the CO₂ emissions of the entire production chain so that only a minimal amount of greenhouse gases are emitted. These unavoidable emissions are then offset by targeted compensation measures so that complete net CO₂ neutrality is achieved. "Our vision for Agrob Buchtal is clear: We want to reduce the CO₂ footprint of our production to net zero. In doing so, we consistently rely on future-oriented technologies and renewable energies. Sustainably produced ceramics made in Germany offer architects and builders the opportunity to make their buildings more environmentally friendly and thus reduce their own carbon footprint. In this way, we are actively shaping change and taking responsibility for future generations," explains Sandy Möser, CEO of the Metawolf Group, which took over Agrob Buchtal in 2024.

In order to achieve this ambitious goal, Agrob Buchtal is pursuing three central objectives:

1. Decarbonisation through renewable energies: A key step towards achieving net zero is the use of renewable energies, in particular locally generated solar power to cover the current electricity requirements of production and enable future electrification of the kilns.
2. Electrification of production: By switching from fossil fuels to electrical energy sources, energy consumption in production becomes more efficient and environmentally friendly. Electrification not only lowers CO₂ emissions, but also reduces energy costs for the company in the long term. Customers benefit from products that have been manufactured under sustainable conditions.
3. Digitalisation of the processes: Agrob Buchtal optimises its production processes with the help of digital technologies such as the Ceramic Metaverse. Sensor technology, automation and data-based control ensure greater efficiency, less waste of resources and better quality control. This leads to faster, more precise and more environmentally friendly production, which offers customers reliable and high-quality products.

Innovative solutions, authentic ceramics and a designer collection - Agrob Buchtal scores with its holistic product range

In addition to the central theme of "Road to Net Zero", the architectural ceramics specialist will be showcasing a mixture of further developments of tried-and-tested products and innovations for 2025, building on its strength of a solution-orientated product strategy. The focus will be on the diverse possibilities of the KeraTwin[®] ventilated curtain wall façade, which is the first ceramic façade system to have Europe-wide approval and enables easy dismantling and potential reuse. The new "Ocean" series, which was specially designed for creating atmospheric pools and wellness landscapes, creates surfaces with depth and elegance without losing their functional properties. And with the "Solid Ground" series, Agrob Buchtal offers a new concept series designed together with the architect and designer Hadi Teherani as a highlight in the interior sector - the combination of colored concrete look and travertine creates a calm, elegant and harmonious spatial effect.

Contemporary and sustainable exhibition stand concept

At BAU 2025, Agrob Buchtal shows that with pioneering and climate-friendly production technology and a well thought-out product strategy, ceramic production in Germany is fit for the future. The trade fair stand also reflects this and consistently focuses on waste avoidance and reuse. All components are modular in design and will be reused in new contexts after the trade fair. The use of sustainable materials and a

well thought-out design minimises the consumption of resources and makes a clear statement for environmentally conscious trade fair appearances.

approx. 5,200 characters

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3D model of the planned solar park at the Schwarzenfeld production site



The ceramic facade system KeraTwin is as versatile as it is economical.