



Materials for the Future

Hanwha Azdel

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HANWHA AZDEL DRIVES INNOVATION TO HOUSING

Warren, MI, September 21, 2017– Hanwha Azdel, a South Korean based conglomerate with three streams of business in manufacturing & construction, finance, and services & leisure, has big plans to grow its North American presence in building materials and construction.

“We are a solid competitor in the auto sector today”, says Todd Wodzinski, VP of Global Sales & Marketing. “However, to really grow our business we are seeking out sectors looking for new and advanced materials, such as building materials and construction markets”.

Hanwha Azdel has recently been featured in an article, by HIVE (Housing, Innovation, Vision, and Economics) a Hanley Wood Think Tank, for entering the building and construction space with an advanced composite material designed for the automotive sector.

http://www.hiveforhousing.com/products/material-sciences/hanwha-azdel-drives-innovation-to-housing_o

“Developers and builders have been seeking out materials, like SuperLite, to replace products which are prone to moisture and rot or that have no fire resistance capabilities.” says Wade Tennant Business Development Manager for Hanwha Azdel.

[SuperLite™](#), the company’s core product line, is a light weight reinforced thermoplastic (LWRT). It provides many attributes being sought by architects, engineers and builders alike in the housing sector. These include the ASTM E84 Class A fire rating along with low VOC’s, Formaldehyde free, and sound absorbing NRC rating of 0.85. The core matrix, being glass and polypropylene, provides exceptional strength to weight ratio with a low coefficient of linear thermal expansion. The core also happens to be inorganic which makes the panel moisture and rot resistant.

Hanwha Azdel has continuously grown from a small 1 line facility in the early 1990's to multi-line production today. Along with our new North American Business Center in Warren, the company has over 250 employees dedicated and focused on continuous growth in existing and new sectors.

[Hanwha's approaches its markets with a "Winning Partnership" perspective. Hanwha's core values of Challenge, Dedication and Integrity are demonstrated in this approach and the company moto is: "We can go further together, than alone"](#)

We define Challenge as "never being satisfied with the status quo". We pursue excellence through change and innovation and develop our synergies with our customers to be the best in our respective businesses.

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If you would like more information about this topic, please contact Tennant, Wade at Hanwha Azdel or email at sales@azdel.com.