

# The Rockwool Group inaugurates new production line in Denmark

4 September 2015 by Rockwool

## The first pallet of insulation was packed yesterday when Prime Minister Lars Løkke Rasmussen cut the ribbon at the factory in North Jutland.

In a time where many companies are relocating their production outside of Denmark, the ROCKWOOL Group has just opened a new production facility and new buildings at its factory in northern Jutland. With this investment, the ROCKWOOL Group provides jobs for more than 150 production workers and their families in the Hobro area.

“With this investment, we achieve three things at once: we strengthen our position in the market with even better quality and enhanced competitiveness, we ensure Danish jobs and we maintain a sustainable model with production close to the market, avoiding resource-intensive transport of our products,” says Thomas Kähler, managing director of ROCKWOOL Scandinavia.

## Skills boost for factory employees

The new production line will use significantly more advanced production equipment, which places increased demands on employees’ skills.

The staff is welcoming the challenge, as they have already improved their skills in recent months at the ROCKWOOL School, the company’s training programme. Some employees have also participated in internships in the United States, where the ROCKWOOL Group opened a factory with similar production technology last year.

With this investment, the ROCKWOOL Group strengthens its position in the market with new quality products for a construction industry in growth after seven difficult years. “We expect that the slowly emerging growth in construction in Denmark will continue, increasing the demand for insulation and our innovative insulation systems,” says Thomas Kähler.