



Sustainability. From every angle.



Reynaers  
Aluminium

Windows.  
Doors.  
Façades.

Together for better

[www.reynaers.com/sustainability](http://www.reynaers.com/sustainability)





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**An overly simplistic way of looking at sustainability as just a factor of embodied carbon at the construction stage is dangerous.**

At Reynaers Aluminium, we believe sustainability cannot be ‘solved’ or ‘answered’ by looking at things through the lens of just one perspective. You have to see the whole picture. It is always about navigating a series of complex trade-offs and options. Not ticking a box.

Our instinct has always been to take a thoughtful, mindful and comprehensive approach to issues like this - considering every angle of sustainability. And working towards solutions together with our stakeholders.

Windows, doors and façades have an important role to play in a low-carbon, weather-resilient future. And we are at the forefront of evolving the right solutions to meet this challenge, collaborating with architects, fabricators, regulators, suppliers and academics to ask the right questions and uncover the right answers.

It is all part of our mission to improve living and working environments for generations to come - creating buildings that are not only efficient today, but enduring and valuable far into the future.

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**GUILLAUME NIJDAM** - Group Sustainability Manager

# Sustainability must be seen in the context of the whole lifecycle of a building.

An overly simplistic way of looking at sustainability as just a factor of embodied carbon at the construction stage is dangerous.

When thinking about the environmental impact of a building, a long-term, whole-of-life perspective is essential. True sustainability will take a much broader perspective to include construction, operation, renovation, disassembly, recycling and more.

It is critical to consider things from every angle, and not just focus on the initial construction alone.

## Sustainability. More than one number.

Sustainability is about more than just one number. A narrow focus on just embodied carbon - the carbon footprint of the raw aluminium material used to make windows, doors and façades - is misleading and confusing.

## What's your number?

If we are shifting to a low-carbon economy, using low-carbon materials would seem like an important thing to do. Which it is. But too often, this conversation begins and ends here. And that is the problem. It is missing the bigger picture.

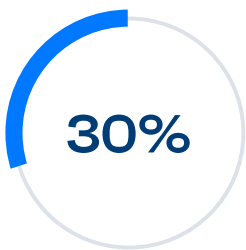
## We cannot recycle our way out of this problem.

Yes, using more recycled aluminium lowers embodied carbon. But with aluminium lasting more than 50 years, 75% still in use and 95% scrap recycled, the availability is limited. Only 36% of European aluminium demand can be covered by recycled content.

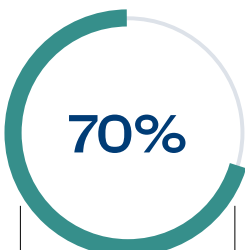
## It is a zero-sum game.

Chasing the highest recycled content ratio is a zero-sum game. Lower over here means higher over there. We need to add new material in the loop.

It is important to consider the entire lifecycle of a building



30% of a building's emissions come from the materials used to build it and at its end-of-life.



70% of a building's emissions come from the energy used to operate it.



RAW MATERIALS

CONSTRUCTION

MAINTENANCE AND USE

END-OF-LIFE

RE-USE



### The optimal blend.

The more impactful approach? “The optimal blend”: a fair share of recycled aluminium combined with new aluminium produced with renewable resources.

Today, already 77% of our aluminium is low carbon thanks to our strong, robust supplier network.

Real sustainability needs long-term thinking – not just short-term carbon wins.

We cannot recycle our way out of the problem.

This is exactly why it is important to see things from every angle, to widen the aperture, consider the angles.



**50yrs**

average useable lifespan of aluminium

**75%**

of all aluminium ever made is still in use

**95%**

of scrap is recycled

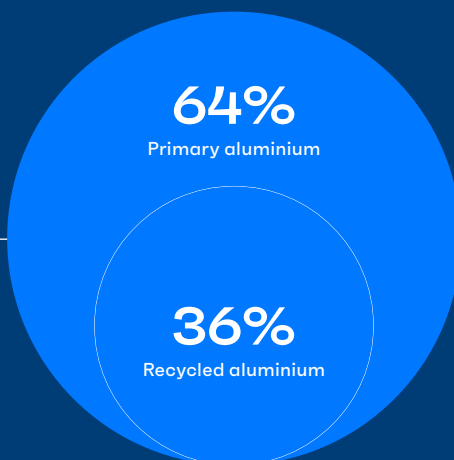
Aluminium is an outstanding material



Which means the in-flow supply of end-of-life scrap is low - there is less recycled material available at any given time because it is still in use.



Only 36% of demand can be met by recycled aluminium - there is not enough supply in EU.



#### The Optimal Blend:

Primary aluminium produced with clean energy - combined with a fair share of recycled content.





# What really makes a building 'sustainable'?

## There are many dimensions to sustainability.

Low-impact construction materials are just one part of it. What is also important is:

- Energy efficiency
- Resilience to climate change
- Durability
- Affordability
- Recyclability
- Ease of disassembly
- Compliance with regulation

All these factors and more need to be considered in the design, build and renovation process.

## There are no simple answers. Just better questions.

Building a more sustainable future is complex. It involves trade-offs and compromises. It is not as simple as reducing one number.

Furthermore, sustainability is evolving quickly in our industry – it demands a continuous process of learning and questioning. And not all questions have ready answers.

Sustainability starts with asking the right questions.

At Reynaers Aluminium, we are committed to open dialogue, where knowledge is shared, assumptions are challenged, and new perspectives are welcome.







# Sustainability is part of who we are. It is in our DNA.

## **Our purpose is to have a positive impact on the built environment we help shape.**

It is what you would expect from a family business that has been going for over 60 years - we are concerned about the legacy we leave the next generation, a liveable planet.

We are committed to this for the long-term, with an ambitious science-based target (SBTi) to guide us.

And through our corporate sustainability program Reynaers Act, we have invested in creating a culture that prioritises sustainable behaviours and responsible action from every employee across every part of our business.

## **We approach sustainability with integrity, depth and a holistic mindset.**

While others may have a narrow perspective when it comes to sustainability, like tunnel vision, focussing on just one dimension - we take a broad, meaningful, 360 view.

We prefer to see the bigger picture and look at all the dimensions. We see sustainability from every angle. Not just one.

For us sustainability is about asking the right questions, seeing the bigger picture and creating solutions that are thoughtful, well-rounded and built to endure.

## **Horizontal integration is a sustainability superpower.**

We are set-up to operate in a way that is optimised for sustainability.

We are a 'systems house'. We maintain and work with an active partner network, which enables us to find and deliver the most sustainable solution for each individual project. This 'horizontal integration' is a sustainability superpower.



**We believe sustainability is a process of collaboration.**

At Reynaers Aluminium we can be your expert partner to navigate the complex and ever evolving maze of regulations and help simplify the path.

We have the expertise and the breadth of thinking so you can trust us as your expert partner to navigate the EU Green Deal and national building regulations, so you are always aligned with the latest requirements.



# Together for better

And that process begins with a relationship that is forged on good questions, and open dialogue.

It is a partnership approach that delivers more sustainable results:

- By asking questions
- By collaborating on the answers
- By co-creating optimal outcomes
- By developing tailored solutions

We can show that 'together' really is 'for better'.





## ABOUT REYNAERS ALUMINIUM

*“Together we are improving the living and working environment for people now and for future generations.”*

As part of Reynaers Group, Reynaers Aluminium is a leading specialist in the development and marketing of innovative, sustainable aluminium solutions for windows, doors and façades. Together with our partners, we focus on creating energy-efficient, responsibly made products that make a difference for homes, buildings and the people they serve.

Reynaers Aluminium is founded in 1965 and currently employs over 2,600 workers in more than 40 countries worldwide. The company exports to more than 70 countries on 5 different continents. In 2024, Reynaers Group achieved an annual turnover of 703 million euros.

The company's success is strengthened by our close partnership with 5,000 partner fabricators, architects, and project developers worldwide. This unique cooperation is reflected in our motto: Together for better.

At Reynaers Campus, our headquarters in Belgium, we focus on sharing knowledge and experience with architects, fabricators, contractors and other building partners while inspiring them with new technologies. Next to the Technology, Training and Automation Centre, Reynaers Campus also has its own Experience Centre where future buildings can be explored in our virtual reality room Avalon.

For more information: [www.reynaers.com](http://www.reynaers.com)



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