

## CAIROX supports indoor sport and indoor air quality

Zaventem (Belgium), 24 August 2017 – From 25 August to 3 September inclusive the Belgian men's national volleyball team (Red Dragons) is playing against France, Turkey and the Netherlands at the 2017 European Championships in Poland. SIG Air Handling – expert in total solutions for air improvement, air movement and air diffusion – is sponsoring this indoor volleyball team with its own product label CAIROX. The company aims to draw attention to the importance of air quality in indoor spaces such as sports halls, businesses and more.

### Healthy air in sports halls and other indoor spaces

“Through the partnership between CAIROX and the men's national volleyball team, the Red Dragons, we are launching our European brand dynamically, with a high return on investment. The **visibility and media value** we create via this sport will have a positive impact on our reputation as total solution partner and specialist in the world of ventilation,” says Bert Van Buggenhout, Marketing Manager of SIG Air Handling International.

Under the motto ‘Improving air because we care’ SIG Air Handling is striving for healthier indoor air for all: in the home, at work or during exercise – a perfect match with indoor volleyball. In addition, the Red Dragons and SIG Air Handling share the same values and energy, because **both top players combine passion, strategy and tactics with strength, talent and technique.**

SIG Air Handling does this on three fronts – distribution, projects and services – and as a result the company offers its customers major added value.

### Products and guidelines for better Indoor Air Quality

SIG Air Handling develops products and systems for air improvement, air movement and air diffusion. With more than one hundred branches in Europe this expert in Heating, Ventilation & Air Conditioning provides its customers and partners with support in the shape of **professional advice, specialised systems and total solutions in heating, ventilation and air conditioning.** Since 2016 the company has also developed and distributed products under its own CAIROX label – to further strengthen its service provision and position on the European market.

SIG Air Handling also does its bit for **social and community engagement.**

The company does this in cooperation with, among others, the European Federation of Allergy and Airways Diseases Patient's Associations (EFA). Together they strive for better European standards and measures for Indoor Air Quality and healthier indoor air for all – in particular people with allergies, asthma and chronic lung diseases. Furthermore, this socially responsible company is also active in several working groups of the European Ventilation Industry Association (EVIA).



Bert Van Buggenhout, Marketing Manager SIG Air Handling International (left) and Geert De Dobbeleer, General Director of the Flemish Volleyball Federation (right)



### **About SIG Air Handling**

SIG Air Handling is a leading supplier of products and systems for heating, ventilation and airconditioning (HVAC). The company operates in 12 European countries and has 100 distribution outlets. SIG Air Handling offers its customers optimal service in the field of distribution. The group also continues to focus on wide-ranging consultancy and project solutions for ventilation in the construction industry. The company embodies top product quality, excellent logistics, technical expertise and a customer-focused, problem-solving approach. SIG Air Handling has a Pan-European team, based in Zaventem. Its turnover is approximately 300 million euro and around one thousand people work there. Since May 2016 the company has been an official partner of EFA, the European Federation of Allergy and Airways Diseases Patients' Associations. Together they are striving for better Indoor Air Quality standards.

### **About SIG plc**

SIG plc or Sheffield Insulation Group, founded in 1957, is the European leader in specialised solutions for the construction industry. The group is well-established in its four main product categories of Exteriors, Interiors, Insulation and Air Handling. SIG plc sells and distributes its products and services from 700 distribution outlets spread across 15 countries in Europe and the Middle East. SIG plc is a FTSE 250 company listed on the London Stock Exchange. Its annual turnover is around 3.2 billion euro and the company employs approximately 10,000 people.

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