



Nature wins!

| WELCOME |

EIHA conference 15th Conference
12th and 13th of June 2018

HempFlax Construction & More

Gertjan Bruins and Eelkje Oldenburger



CONSTRUCTION



ANIMAL CARE



HORTICULTURE



NUTRACEUTICALS



INDUSTRIAL
APPLIANCES



GENETICS &
CULTIVATION



Nature wins!



*The people who are crazy enough to
think they can change the world are
the ones who do.*

- Apple's "Think Different" commercial, 1997



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HORTICULTURE



NUTRACEUTICALS



INDUSTRIAL
APPLIANCES

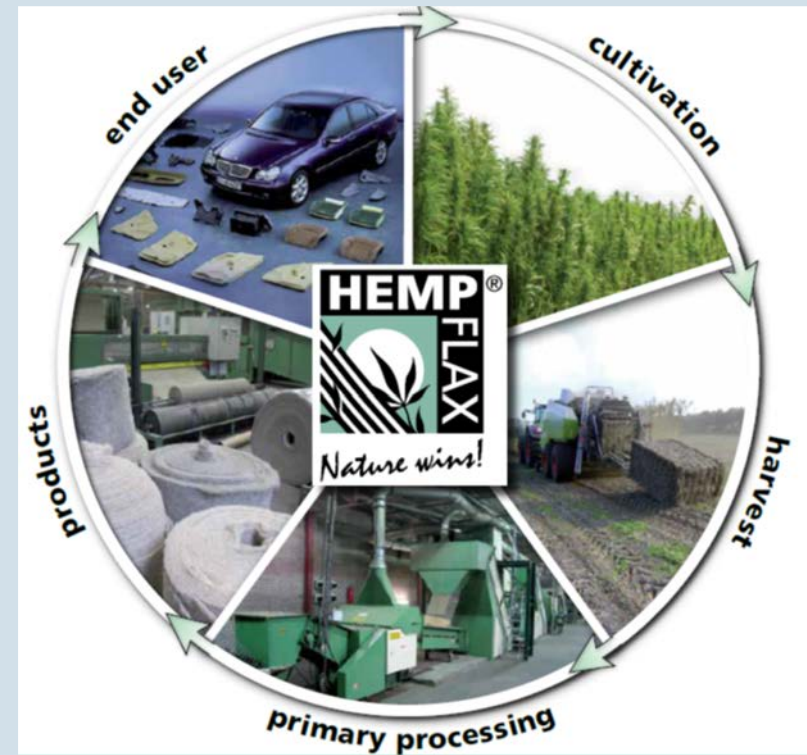


GENETICS &
CULTIVATION



HempFlax history

- ✓ Founded in 1993
- ✓ Cultivation in Oude Pekela from 1996
- ✓ Pioneer in cultivation and processing
- ✓ 50 years status quo
- ✓ Development of:
 - Cultivation technology
 - Processing technology
 - Markets
 - Development from scratches



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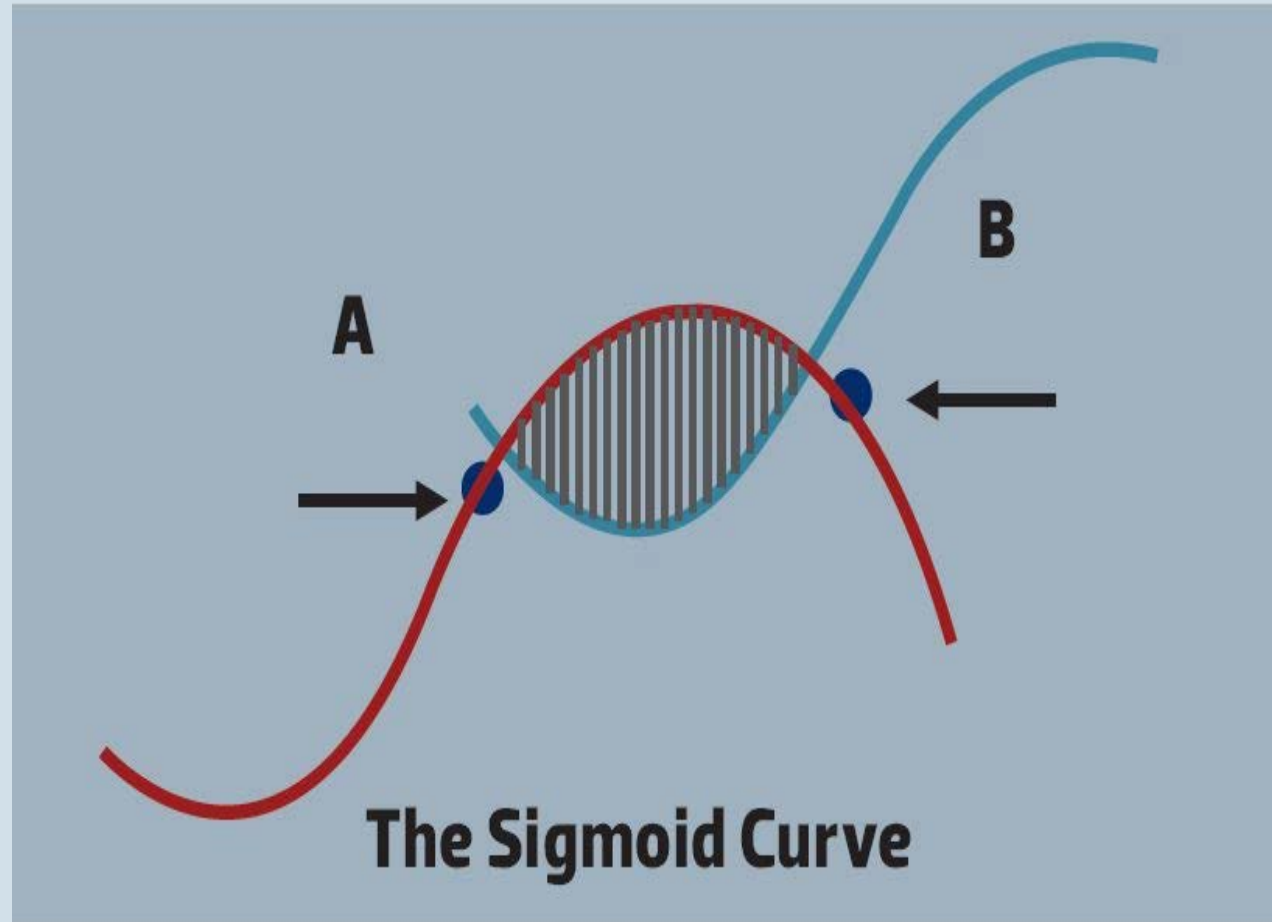


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The Change



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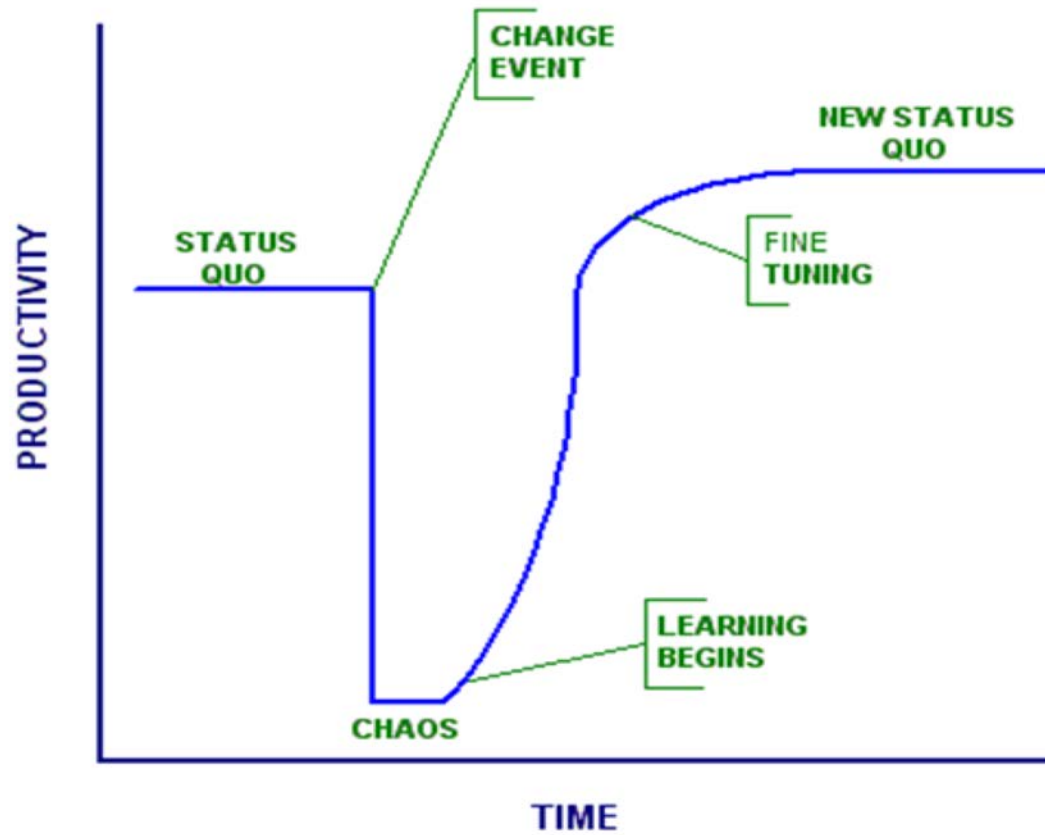


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The Challenge



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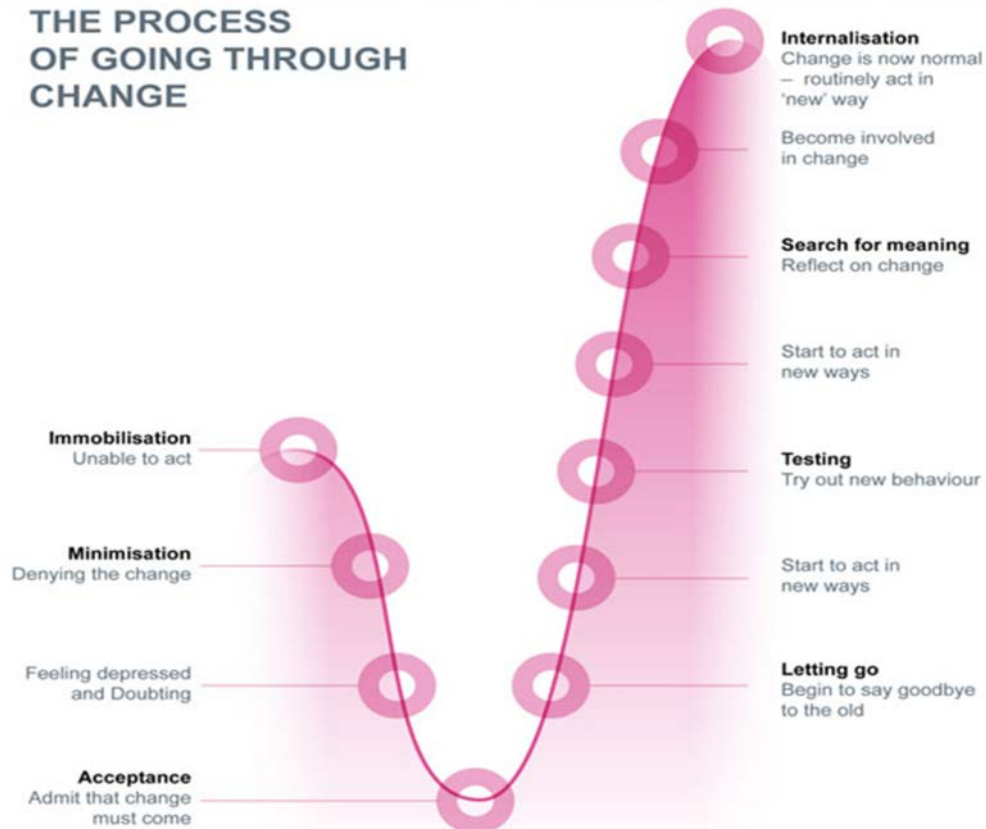
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The Feelings

THE PROCESS OF GOING THROUGH CHANGE



The Sigmoid Curve (Handy, 1994, p. 50)



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Entities and Logo's

HempFlax Group



Construction



Nutraceuticals



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HempFlax Group Business lines

Construction

Sustainable construction using high-quality hemp materials without harmful substances. Extremely comfortable and healthy living with minimal environmental impact.

Industrial Applications

HempFlax's fiber hemp is the sustainable alternative in industrial applications and trendy design. From car parts and scooters to furniture and reusable cups.

Animal Care

A-grade litter for large and small animals without the use of chemical additives and processes. Healthy, safe and comfortable for animals and humans.

Nutraceuticals

A healthier and more active living with HempFlax's food and dietary supplements derived from the hemp plant. Enjoy an increased resistance, be naturally fit.

Horticulture

Healthy and sustainable horticultural products from fiber hemp. Free from contaminants and other harmful substances. Natural growth mats for cultivation and germination.

Genetics & Cultivation

Cultivation seeds plus personalized and major advice. Breeding and propagation without the use of genetically modified organisms (GMO).



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HempFlax products



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Sustainability

Definition Circular Economy (Wikipedia)

“An idea for a truly sustainable future that works without waste, in symbiosis with our environment and resources. A future where every product is designed for multiple cycles of use, and different material or manufacturing cycles are carefully aligned, so that the output of one process always feeds the input of another. Rather than seeing emissions, manufacturing byproducts, or damaged and unwanted goods as ‘waste’, in the circular economy they become raw material, nutrients for a new production cycle”



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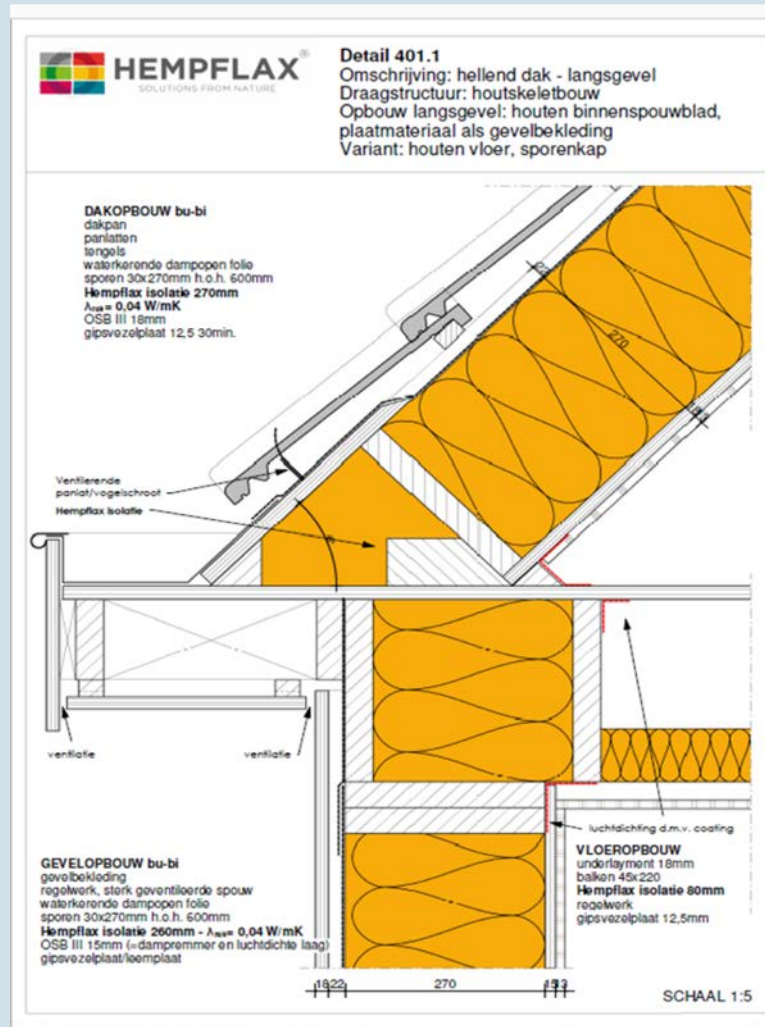


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Construction ROOF



HEMPFLAX PLUS is a high-quality insulation material made from fiber of the industrial hemp plant. A natural (and sustainable) product with exceptional insulating properties. The unique thermal, moisture-regulating properties and acoustic effect of hemp fiber contribute distinctly to a healthy and sustainable living environment.

USP

- ✓ Vapor permeable
- ✓ Easy to process
- ✓ HEALTHY
- ✓ Sound reducing
- ✓ Sustainable solution



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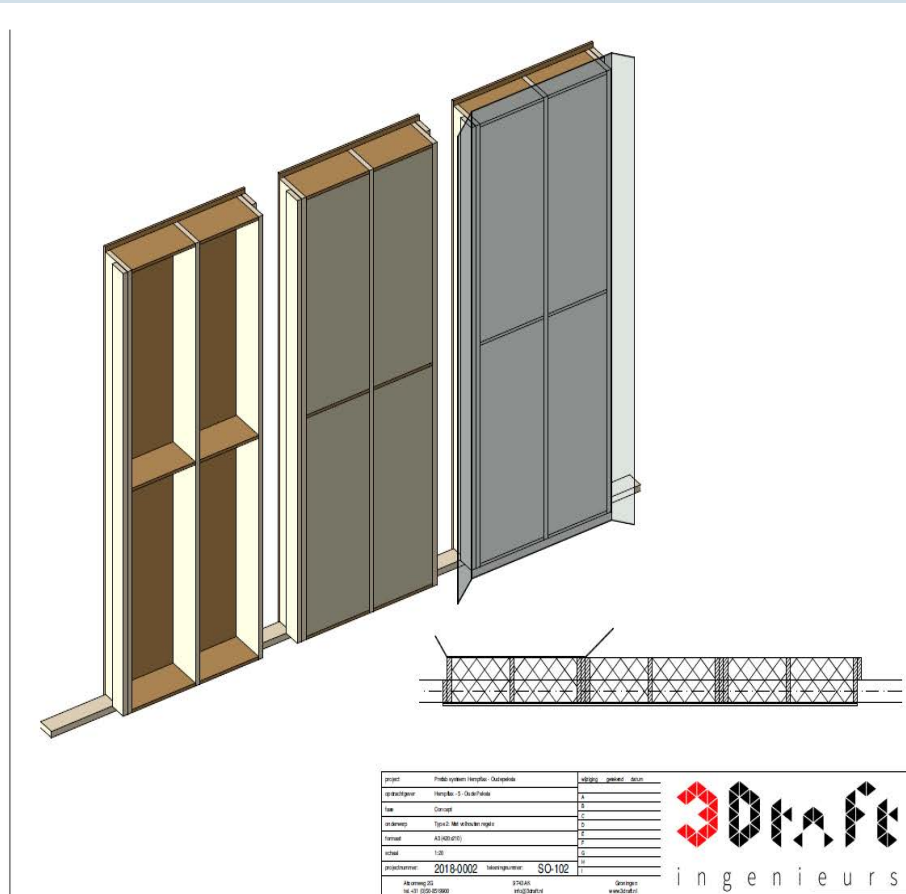


GENETICS & CULTIVATION



Prefab wooden Hemp element insulated with Hempcrete

- ✓ BIM modulation
- ✓ Healthy living environment
- ✓ Reduction energy costs >70%
- ✓ Finished product
- ✓ Easy construction
- ✓ 3 Draft engineers and architects
- ✓ Custom-made finishes
- ✓ Sustainable >95%





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Construction



HempFlax Oude Pekela facade

- ✓ Trial project
- ✓ Utility building
- ✓ Facade element attached to a steel construction
- ✓ Testing indoor climate before and after renovation



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Construction



Project Almere Oosterwolde

- ✓ Consumer built
- ✓ End to end project
- ✓ BIM design
- ✓ Hempcrete pefab facades
- ✓ Plus insulation



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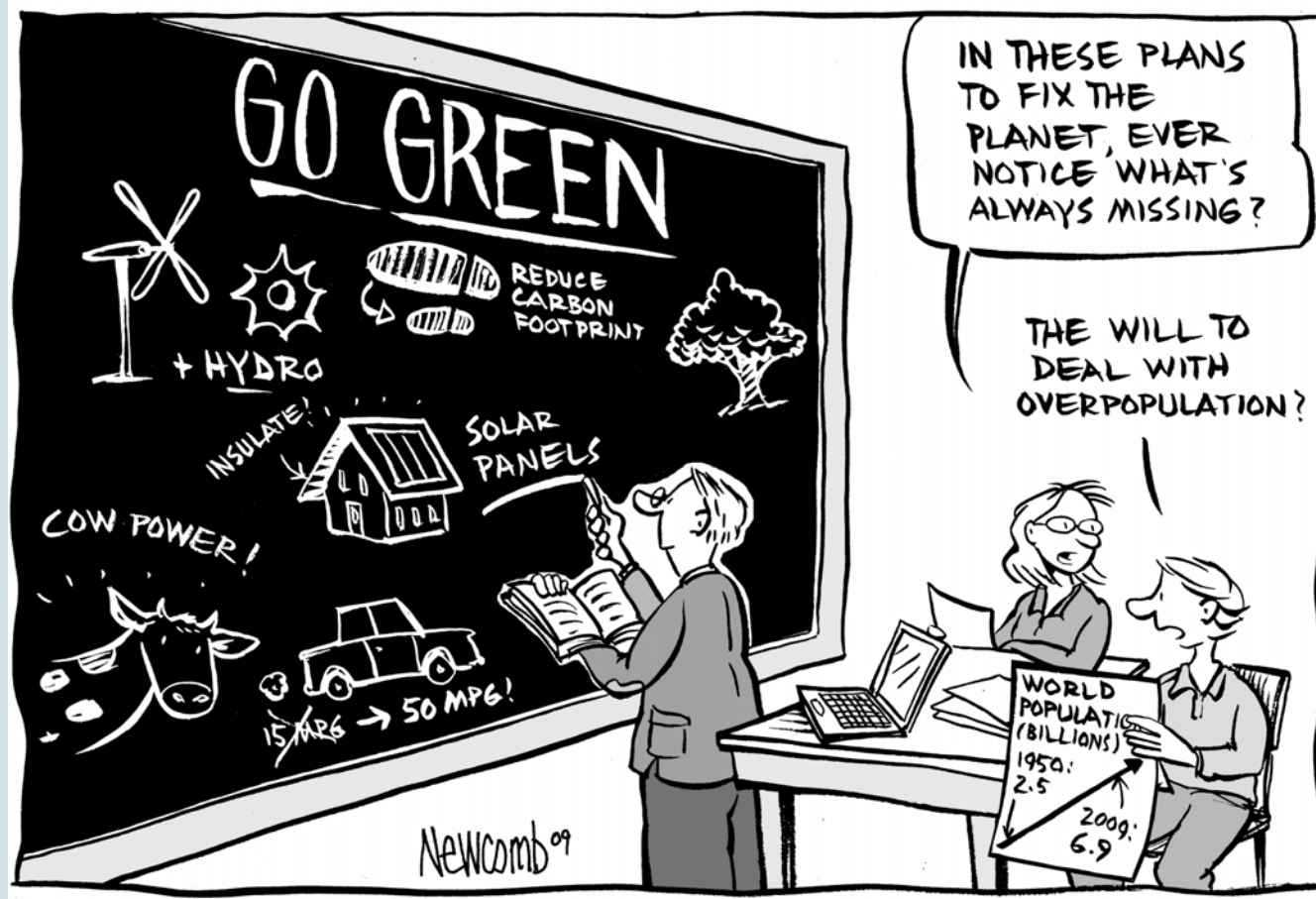


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Sustainability the real problem



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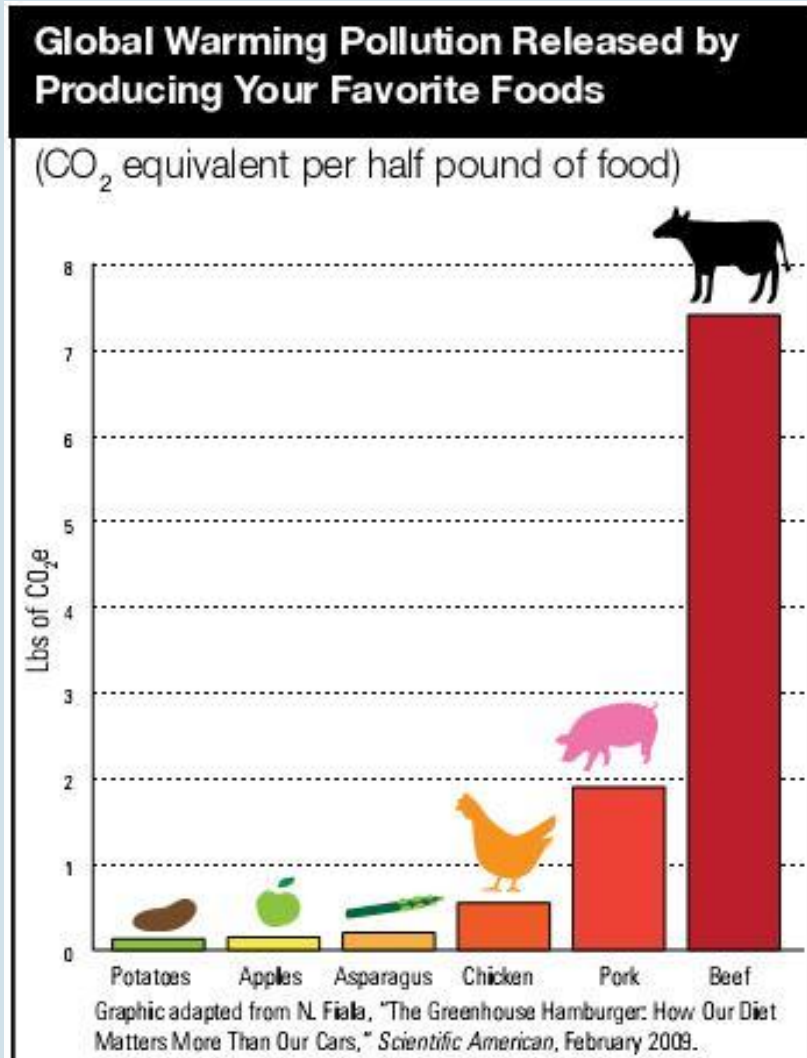


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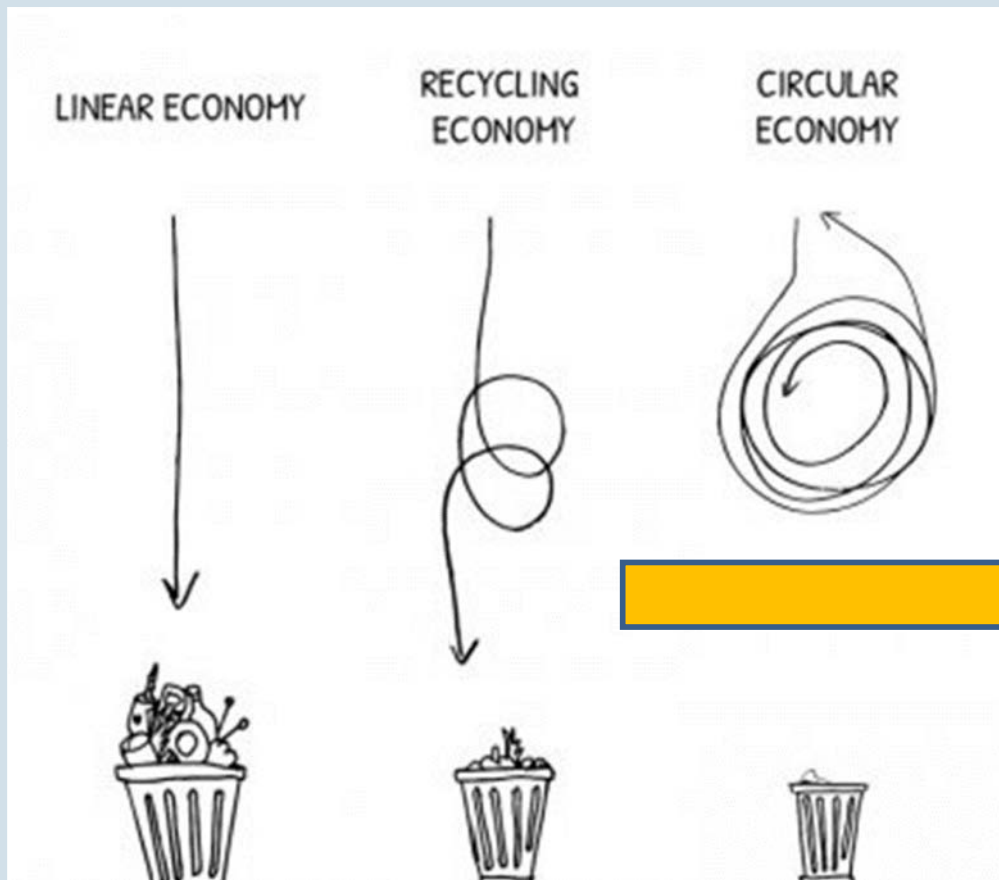
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Sustainability and construction

Compost



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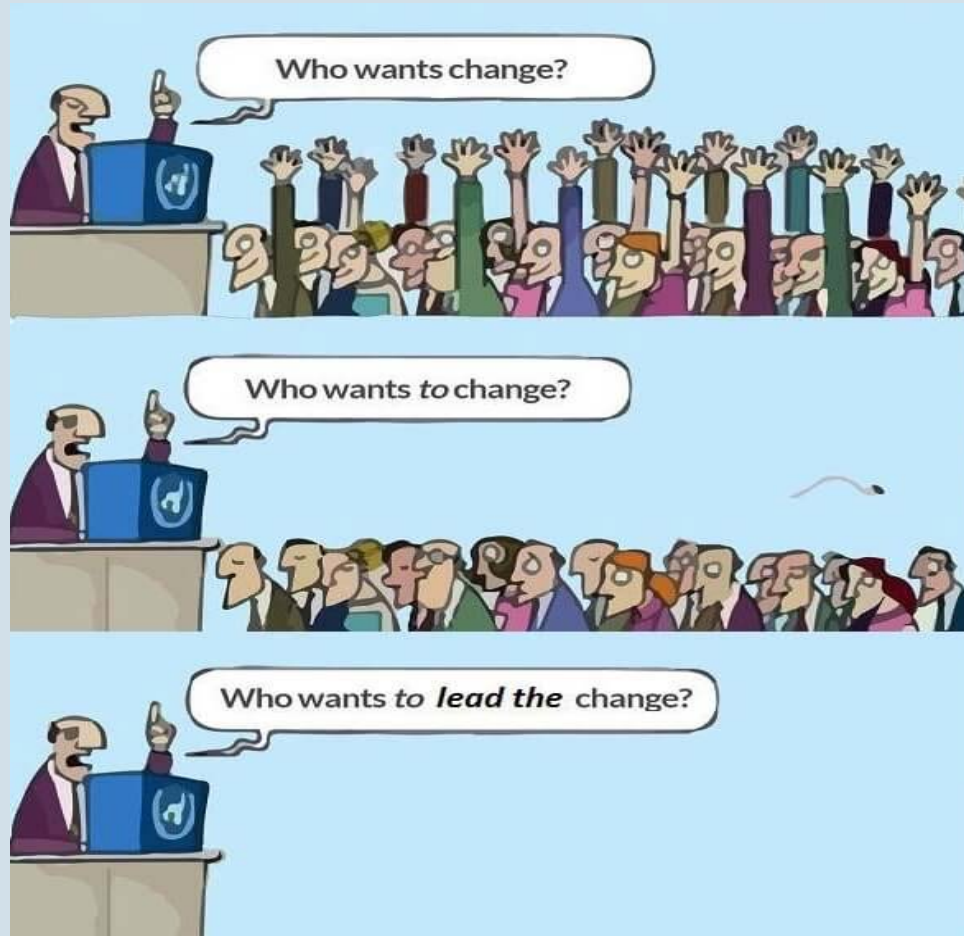


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Change management in real life



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Thank you!



Mister Gertjan Bruins will welcome you at our stand.

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