

Fortune favours the bold



At first, there was nothing. Just two university graduates, current owners Jaan Puusaag and Jaanus Paeväli, whose aim was to establish something huge and break out of their homeland. They invested their knowledge, energy and souls in it, because limits are meant to be pushed and boundaries redrawn. It took them more than 10 years to create the leading construction chemicals brand PENOSIL, which offers a wide range of construction foams, sealants, adhesives, coatings and membranes for interior and exterior use. By the time PENOSIL was born, its Estonian factory had been built in place of a dilapidated mazut station, and its modern production centre near Moscow had just gained recognition. Within a decade there were already three of them, with a well-known Spanish sealant producer being acquired.

People who shape innovation around us



Each morning 30 scientists, chemists and product specialists start their day in PENOSIL's R&D centres in Estonia and Spain. More than 1000 people in our factories, offices and sales sites all over the world help bring innovation to every single customer. We already know what building materials you will start using in the future. Since entering the market as a new kid on the block 15 years ago, PENOSIL has been a fresh wind of change on dormant markets. The company invests approximately a million euros every year in product development. We deal on a daily basis with chemical development, tool design and product packaging layouts.



Tried and trusted

Above and below and in the middle as well: PENOSIL applications cover a variety of construction work from the tops of roofs to the bottoms of basements, from window installation to façade sealing. We offer reliable solutions through a deep understanding of our products and the needs of our customers for window installation, sanitary sealing, thermal insulation, flooring, facade sealing and decoration. At first, PENOSIL appeared on the scene with a new generation of one-component construction foams with a little help from James Bond. GoldGun, licensed to fill, set a new foam quality standard on the market. Today the PENOSIL foam range includes gun and straw foams and foams with a top-notch EasyGun applicator and spray nozzle. Our selection of sealants includes a number of products that reduce air leaks, improve weather resistance, protect from moisture, compensate for movement in joints and more. Our adhesives are characterised by fast adhesion and a strong bond. The focus of development is on environmentally friendly products and new application methods.



We save energy

Between Nordic darkness and our enduring love of hygge, the blazing southern sun, hectic metropolises and the snow-blanketed taiga, there is a brand that unites every continent in the search for cosiness and comfort. PENOSIL's driving ambition – to save energy – embodies a passion and enduring curiosity for developing products and sustainable building solutions that are safe, energy efficient and environmentally friendly. Properly insulated and sealed structures help to achieve those requirements and reduce heating and cooling expenses. Our products successfully solve hydrothermal issues (heat loss, air-tightness, weather resistance, vapour-tightness, cold bridges and deformations) and therefore contribute to energy efficiency, without compromising on a building's aesthetic appearance. **#wesaveenergy**



You are a hero

Every day, at least 1,000,000 craftsmen and companies in the building, renovation and decoration sectors use PENOSIL products and solutions on construction sites around the world. And they do so because PENOSIL is known for its consistently high quality and wide range of products, satisfying the needs of professionals and industry clients, as well as hobby users. Innovative formulations and easy-to-use tools save builders time and provide extra assurance of lasting results, as well as contributing to the production of renewable energy solutions. You pull the old one down to build a new one. You renovate to give new life. You are our hero. Our James Bond and handyman MacGyver.



The art of perfection

PENOSIL foam is widely used in stagecraft decorations and foam sculptures because it is easy to process and model. Students in the Sculpture and Installation, Jewellery and Blacksmith Departments of the Estonian Academy of Arts use construction foam on a daily basis to prepare three-dimensional sculptures. Over the years, polar bears, stalactites, puppets and famous public figures have been produced from the foam. These can be found in museums, theatres, urban spaces and family adventure parks.

An original 3.8-metre foam sculpture of the famous Baltic ballerina Kaie Kõrb is on permanent display at the Wolf Group's headquarters. Sculptor Maigi Magnus said that she was inspired by Kõrb's movement, which is as graceful as it is powerful.

PENOSIL's achievements in design competitions are evidence of the success of its tool design. In 2011, the brand won the Design Applier award for its EasyGun construction foam applicator. EasyGun is a successful replacement for the traditional foam gun which makes it possible to dose the construction foam precisely and to use it sparingly. Almost 6,000,000 EasyGun applicators have been sold to date.

In 2018 the EasyPRO Spatula reached the final round of the Estonian Association of Designers competition in the Engineering/Technical Product category. Previously, clients had had to use a moist finger or an additional tool to smooth joints, but the sealant now comes with a spatula that produces an even result across the entire joint.



Investing in a happier society

The key areas of PENOSIL's responsibility are safety, a good user experience, environmental responsibility and corporate social responsibility. These are based on our mission and vision. The PENOSIL brand has supported initiatives that are aimed at solving key social problems in less fortunate areas. We stand globally for the well-being of children and youngsters.

In Russia and Kazakhstan, PENOSIL has been supporting children suffering from oncological, haematological and other serious diseases.

In Estonia, for almost five years now we have sponsored the Estonian Wrestling Federation, contributing financially to the promoting of children's and youth wrestling.

Together with the SOS Children's Village, PENOSIL's EasyPRO products are raising money for school aid packages in Spain and Portugal.

In Latvia, PENOSIL supports charity campaign that help teenagers and families with mental health issues.