



CHOOSE SOMETHING TRIED AND TESTED – CHOOSE SUSTAINABLE AESTHETICS

# COMPETENCE CENTRE FOR NATURAL BUILDING MATERIALS EXPERT ADVICE



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# WELCOME TO THE COMPETENCE CENTRE FOR NATURAL BUILDING MATERIALS

## ADVICE BENEFIT FROM OUR EXPERIENCE

Our strengths are experience, flexibility and a wealth of resourcefulness. We can show your product alternatives and application options. Our experts are there to help you with planning, but also on site during the construction phase. If you like, we can create the call for tender for you. In the run-up to the project, our specialists are available for various analyses and clarifications: energy processes, biological, ecological and/or physical construction problems, service descriptions for whole construction components and workmanship-related processes.





## GEAK AND ENERGY PLANNING

### SAVE MONEY THANKS TO OUR EXPERT KNOWLEDGE

Construction biology and building energy are important cornerstones which we build upon. GEAK (Gebäudeenergieausweis der Kantone) is the official cantonal building energy performance certificate. It shows how energy-efficient a building shell is and how much energy a building requires during standard use. With GEAK, property owners obtain an objective evaluation of the energy condition and the energy efficiency of their building.

The specialists at HAGA AG can create a GEAK on your behalf. If desired, this serves as a basis for an advisory report (GEAK plus) which, in turn, acts as a guideline for an energy-oriented renovation.



# TRAINING CENTRE

## WE PASS ON OUR KNOWLEDGE

### Seminars

The learning process never stops. The regular day seminars pass on specialist knowledge to anyone interested. Whether architect, mason, plasterer, structural engineer or property owner – if you know what it's all about, you can determine the ideal material for your application.

In the practical training room, it's a case of "learning by doing": you create your own sample boards and in doing so, become familiar with the natural building materials, while learning the knowledge behind them in the theoretical training.

**More about the seminars:** [www.haganatur.ch/seminare](http://www.haganatur.ch/seminare)

### Exhibition space

In our exhibition space, we present the development of our thick-layered system structures and our insulating plaster – for example, HAGA Biotherm – using true-to-scale sample builds. Our experts are happy to give you a tour of the exhibition space and explain the applications and their advantages.



## SAMPLE WORKSHOP

### SAMPLES ACCORDING TO YOUR SPECIFICATIONS – TO MAKE IT FIT

This is where we set trends; new colour tones, innovative applications – a whole wealth of options relating to clay and lime are sounded out. And because the workshop team have been doing this for many years now, you also get a great deal of experience, as well as the spirit of innovation.

Sample boards help you to make decisions and make it possible to assess the effect of a material or colour on site. Our specialists can explain a few things about the effect of colour and surfaces, about tried and tested materials and a sense of adventure. The HAGA sample workshop team are happy to advise you and will create your sample material according to your wishes.





## PRODUCTION

### WITH US, YOU WILL GET THE BEST SWISS QUALITY

**HAGA has been producing natural building materials since its foundation in 1953. These decades of experience allow our products to be applied successfully – even with new products and innovations.**

#### **Wet production**

Over 80 products are manufactured in wet production: HAGA Kalkfarbe (lime paint), HAGA Calkosit (lime plaster), HAGA Streichputz (brush-on plaster) and many more. Ready mixed, they are ready to use.

#### **Dry production**

Biotherm (insulation plaster), Hagasit (finishing plaster), base coat, restoration and renovation plaster ... a large number of HAGA plasters are sold as dry mixtures. They have the advantage of being storable and the mix ratio can be adapted to suit the local conditions.

#### **Small and special mixtures**

As well as our stocked goods, we also produce individual mixtures on order. Even for small quantities, whether one-off or recurring.

#### **Individual formulas**

The HAGA product range offers a wide selection of natural building materials for renovating old buildings or listed houses. But it is sometimes necessary to emulate a very specific building material. Our experts and our workshops are available to you for natural building materials following your own formula.



# PRODUCTS AND APPLICATIONS

## PLASTERS AND SURFACE CONSTRUCTION FUNCTION AND AESTHETICS OF OUR "THIRD SKIN"

### Base coat

The purpose of the base coat is to smooth over the rough and uneven wall and prepare for the application of the final surface. HAGA base coats are purely mineral plasters with bonding agents such as trass, white hydrated lime, hydraulic lime and additives.

### Finishing plasters

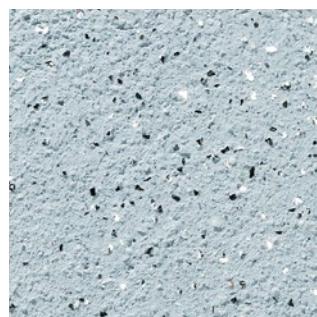
Finishing plasters give a room its look. They also have clear functions however: as the outermost layer, they are responsible for absorbing moisture and controlling the breathing activity, and thus for regulating the moisture levels.

### Structures and surfaces

The desired surface structure depends on the processing methods and the tool used. It can range from completely smooth to rough. Plasters and colour tones can be refined with additional materials such as basalt, golden mica, reed grasses and other admixtures.

### Natural colours

Whether modest or striking, colourless or colourful – this is a question of taste. To a great extent, colours influence our condition. The HAGA colour fans have over 200 colour nuances. With this, both lime and clay paints and plasters can be tinted.



# INSULATING WITH NATURAL BUILDING MATERIALS

## EFFICIENT AND FREE FROM HARMFUL EMISSIONS

### Natural raw materials

Wood fibres are the most widespread of the natural building materials. They are made from coniferous wood waste materials. Wood fibre insulating material is available as boards or as loose wood shavings.

Cork is obtained from the bark of cork trees. As a raw material which grows back, cork is very sustainable. It is available in different sizes as a loose filler for hollow spaces and as boards.

Perlite is a mineral granulate material of volcanic origin. It is offered as an insulating filler. Perlite is an integral component of our insulating plasters such as Biotherm.

Cellulose fibres from recycled paper are used as pellets or loose filler. The material is made from 100% recycled paper and is also recyclable, in turn – an extremely environmentally-friendly insulating material.

### Insulating materials

HAGA has a large selection of natural mineral insulating materials. They have a high insulating capacity and heat retention ability and serve as heat or cold protection and as acoustic insulation. Depending on the product, they are available as boards or as loose filler.

### Thermal insulation systems (WDVS)

HAGA thermal insulation systems with natural insulating materials are moisture regulating, thick layered and capillary active. The composite systems have been tried and tested over decades and are offered with a system guarantee.

### Insulating plasters

Insulating plasters achieve good values with a high level of flexibility in the application: they can also be applied to uneven substrates and be used to level these out. High-quality and efficient natural building materials are mixed into the plaster, which then ensures the desired insulation values.





## RENOVATING AND CONVERTING OLD BUILDINGS TURN THE WHEEL OF TIME

Many single-family homes in Switzerland are getting old. Plaster is crumbling and the rooms are damp and cold despite high heating costs. This goes hand in hand with a loss in building value. Correctly renovated, insulated and heated in an optimal manner, old houses can be turned into energy-efficient gems. The investment is worth it: they reduce energy consumption, increase living comfort and ensure a retention in value. A few buildings can even heat with half the energy costs after renovation. In the best case, you can also create new spaces: damp cellars, for example, unused for years, can be renovated into a living space or a hobby room. HAGA offers insulating materials, plasters and paints for every need. A GEAK in the run-up to the renovation will guarantee ideal solutions (> chapter GEAK and Energy Planning).

## MOVING MOULD AND DAMP USE HEALTHY SPACES

If mould is forming due to a lack of insulation and moisture regulation, and not as a consequence of construction faults, you can avoid a renewed build-up of mould by using interior insulation and natural building materials, for example, lime plasters. Prior surface renovation and the accompanying drying of damp walls guarantee a cellar and walls which remain dry in the long term.



# RAW MATERIALS

## COMPLETE DECLARATION THE PURITY OF OUR PRODUCTS SPEAKS FOR ITSELF

HAGA natural building materials are free from artificial aggregates or preservatives. HAGA takes a crucial step further than the legal requirements and offers a complete declaration of the component materials. We see this transparency as active consumer protection.



### Our ammonite

"Our" ammonite was dug up in Frick/AG by Dr Ben Pabst. It hangs in the reception of HAGA AG. At approx. 200 million years old, it is a real Methuselah.

Ammonites were the cephalopods of the primordial oceans. They died out in the Cretaceous period and are today only known as fossils. They are made of lime. The lime we use today comes from precisely these primordial oceans – as remnants of shells and skeletons which harden over time.

## NATURAL LIME (MARBLE PIT LIME)

### MOULD-RESISTANT AND MOISTURE-REGULATING

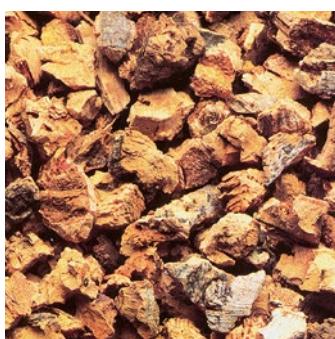


HAGA processes pure limestone to create products of exquisite quality and the highest purity. They consist of 98% calcium carbonate and are free from artificial aggregates.

Their degree of brightness is unparalleled. In manufacture, we use wood-burned marble pit lime. This is created when the burnt lime is extinguished and drained. Lime is used as base or finishing plaster, and as paint. Its advantages are its high alkalinity which makes the formation of mould and algae impossible, as well as its breathability and moisture regulation.

## CORK

### THE NATURAL INSULATION



Cork is a proven, regrowing natural building material. Thanks to its natural wealth of positive features such as heat and noise insulation, it is also excellent-

ly suited to façade and interior insulation. Cork can be used in board form as complete insulation or it can increase the insulating effect of insulating plasters as a milled addition. Cork does not rot and can also be used after many decades for renovation. This makes it particularly sustainable.

## CLAY

### FOR A HEALTHY ROOM TEMPERATURE



Clay is plaster and paint at the same time. It is the oldest building material of humanity. The growing environmental awareness and the desire for healthy

house construction is encouraging the rediscovery of naturally pure, waste-free biological construction materials. Clay plaster has the ability to absorb a great deal of moisture - up to nine times more than gypsum. It is stored and released when the ambient air becomes drier again. In this way, clay ensures a balanced moisture level and prevents the formation of mould and damp. But the natural building material clay does not just ensure a healthy room temperature. Clay is already environmentally friendly from the point it is obtained: clay requires very little primary energy for treatment and processing.

## WOOD

### AN INEXHAUSTIBLE BUILDING MATERIAL



Wood is the most sustainable building material there is. Switzerland has an inexhaustible stock of wood. It is versatile and easy to process, with high

stability, free from emissions, electrostatic charge or radiation. Wood is one of the best thermal insulating materials because it only conducts small quantities of heat.



# REFERENCES

**HAGA has been producing natural building materials since 1953. During this time, many buildings have been constructed from scratch or converted. The following five projects will give you an impression of the broad range of application options of HAGA natural building materials. We would also be happy to show you further references.**

## Single-family home Biel-Benken

- New construction of a two-level single-family home with 5 ½ rooms
- Façade with thick-layered mineral thermal insulation
- Traditional scuncheons on the windows give the modern design its independence

### Product selection:

- HAGA Biotherm Purely mineral-based insulating and dehumidifying plaster
- HAGASIT and Calkosit  
The purest mineral coating with marble pit lime



## Gasthof zum Bauernhof Oberlunkhofen

- Total renovation of the village restaurant into a bed & breakfast with 8 individually designed double rooms
- Façade with thick-layered mineral thermal insulation
- Damp removal in the vault cellar

### Product selection:

- HAGA Biotherm Purely mineral-based insulating and dehumidifying plaster
- HAGATHERM Insulating and dehumidifying plaster
- HAGASIT and Calkosit  
The purest mineral coating with marble pit lime



### Schloss Lenzburg

- Renovation of part of the façade in 2004
- Close collaboration with the preservation of monuments

Product selection:

- HAGA Restauriergrundputz  
Based on a special formula
- HAGA Calkosit Sumpf-kalkputz Highly breathable alkaline plaster for fine to rough structures
- HAGA Kalkfarbe  
Pure mineral coating, hygienic and antibacterial



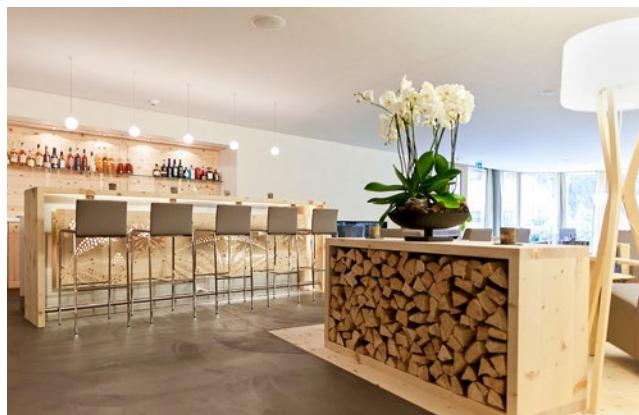


#### Pension Laresch

- New construction of a mountain hotel in the natural park
- Corresponds to the most recent requirements for energy efficiency and construction ecology

Product selection:

- HAGA Bio-Grundputz  
Grey cement-free high diffusion base coat
- HAGA Lehmcolor  
Finishing plaster made from various tones and clay, lime sand and natural additives
- HAGASIT and Calkosit  
The purest mineral coatings and plasters with marble pit lime



#### In Lain Hotel Cadonau

- Renovation and restoration of an old Engadin house
- Renovation of the façade with thermal insulating plaster
- Authenticity thanks to the artfully applied sgraffito

Product selection:

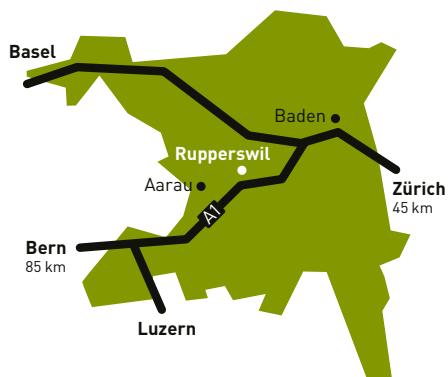
- HAGA Biotherm Purely mineral-based insulating and dehumidifying plaster
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The purest mineral coatings and plasters with marble pit lime



# THE COMPANY

## EMPLOYEES

40 employees work in ecological construction for HAGA. Our in-house and field specialist advisors are experienced construction practitioners and are there to help and advise you with natural construction solutions. Our specialists in production can also rely on many years of experience. And if they talk shop over lunch, funny, but also very innovative, ideas often emerge. They are supported by our administration employees.



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A PRIORITY  
PRIORITAIRE

**HAGA**   
NATURBAUSTOFFE SEIT 1953

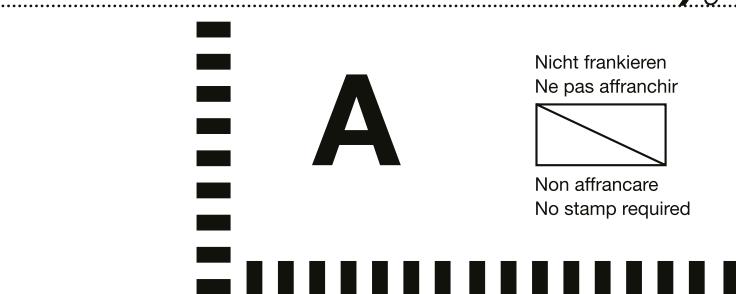
## LOCATIONS AND STORES

Our office in the central and strong economic Schweizer Mittelland allows us to process and deliver to the whole of Switzerland in an efficient manner. The regional responsibility of our field sales employees ensures that you have a competent point of contact in your region.

Swiss quality is in global demand: the HAGA products also go to Germany, France and even Japan and Korea. Particularly in the demanding Asian market, the impressive qualities of HAGA plasters and paints are highly valued.

Our customers and partners include painters and plasterers, customer masons, architects, property owners, energy advisors, monument conservationists and structural engineers.

More about HAGA: [www.haganatur.ch/unternehmung](http://www.haganatur.ch/unternehmung)



RÉPONSE PAYÉE  
SUISSE

HAGA AG Naturbaustoffe  
Amselweg 36  
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SCHWEIZ



The biological building materials from HAGA AG are produced with natural products such as lime, clay, cork, wood fibres, flax etc. and have been tried and tested over many years.

With an appointment with a HAGA customer advisor, you can obtain information about the many benefits of HAGA products. Fill out the appointment form or give us a call. We are also happy to advise you on site.



#### I would like the following documents:

- Organic plasters and paints, natural lime and clay
- Mineral façade insulation systems
- Natural insulating materials, interior insulation
- Electric smog shielding
- Prevention of home mould
- Day seminars "learning with natural building materials"
- Wall/ceiling heating and cooling systems in clay construction
- Free specialist advice on site

**Send the form by post  
or by fax to +41 (0)62 889 18 00**

First name

Surname

Company

Street/house no.

Postcode / city

Telephone

Email

## HISTORY WITH KNOWLEDGE AND PASSION SINCE 1953

1953 Dr Harald Gäumann (Qualified Chemical Engineer), founded the single company "HAGA Wandbelag" in Wildegg, using the letters of his name. The company produced plasters and paints. In that time, the bonding agents were casein, cellulose and bone glue.

1977 Ernst and Annegret Bühler purchase the company and found the public limited company "HAGA AG Naturbaustoffe". They specialise in mineral-based plaster and insulation systems. Their son, Thomas Bühler, joined the company in 1978.

1980 Move from Wildegg to Rapperswil, where the former factory building of Zile Bonbons was purchased. Soon after, the new construction of a warehouse and continuous expansion of production.

1991 The first export of HAGA natural lime systems to Germany. Further EU countries followed suit. Thomas Bühler took over as managing director of the company. An individual sales network with field sales employees was built up and continually expanded.

2001 The first overseas exports. In Asia, Japan became an important market for HAGA natural lime and clay plasters.

2013 In July, ground-breaking ceremony for the construction of new premises in Rapperswil.

2014/15 Acquisition of the new construction on Amselweg. Currently 40 employees.

