

Nordic Waterproofing rolls out Matakı brand for Norwegian professional market

Nordic Waterproofing's Matakı brand holds a strong position in the Swedish professional market for roofing products. Now Matakı will become a more visible name in the Norwegian professional market and at building merchants. Well-established products are being supplemented with newly developed ones, which will be sold under the shared brand.

Nordic Waterproofing acquired Norwegian company Nortett AS in 2012 and has, since then, offered the market products under several brands. Although the Nortett brand has been used for all product categories, the differences will now be made clearer, with Nortett being aimed towards private individuals with their own projects.

"Since the outset in 1904, Matakı has maintained high quality requirements and is a strong and well-respected name in the Swedish market," says Petter Holth, business unit manager for Nordic Waterproofing's Norwegian operations. "We now offer a good range of Matakı products meeting the demands of the Norwegian market and we have, at the same time, expanded our range aimed at professional roofers. Accordingly, we now feel it is time to roll out Matakı at building merchants and for roofing contractors throughout Norway."

An example of a new product is [Matakı Power](#), a complete system that makes it easier for roofers seeking to use electrical hot air equipment to install roofing felt with watertight seams on flat roofs, regardless of whether the building has just been built or is being renovated.

"In Sweden, Matakı is a top of the line brand for the professional market," says Martin Ellis. "Now, we will stand under the same umbrella and climb up into the Norwegian premium segment, applying the same profile in both countries. Part of this work will be featured on our new Norwegian website, www.matakı.no and in a new [film](#)."

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Nordic Waterproofing in brief

Nordic Waterproofing is one of the leading providers in the waterproofing market in northern Europe. The Company provides high-quality products and solutions for waterproofing in Sweden, Finland, Denmark, Norway, Belgium, the Netherlands, Poland, the United Kingdom and Germany. Nordic Waterproofing also provides installation services through wholly-owned subsidiaries in Finland and through part-owned franchise companies in Denmark. The Company markets its products and solutions under nine brands, all with an extensive heritage, most of which are among the most established and well-recognized brands in waterproofing in their respective markets, such as Matakı, Trebolit, Phönix Tag Materialer, Kerabit, Nortett, SealEco, SPT-Painting and Taasinge Elementer. Nordic Waterproofing is listed in the Mid Cap segment on Nasdaq Stockholm with the stock ticker NWG.

Additional information about Nordic Waterproofing is available at www.nordicwaterproofing.com