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**Rockfon supports building industry circularity, launches Rockcycle program for end-of-life stone wool ceiling tiles and panels**

Chicago (Oct. 2024) – Rockfon North America, part of ROCKWOOL Group, announces the launch of its [Rockcycle®](https://www.rockfon.com/Rockcycle) take-back program. Customers now can fully support their building project sustainability goals by bringing their end-of-life stone wool acoustic ceiling tiles and panels to ROCKWOOL manufacturing facilities in Mississippi and West Virginia. Stone wool can be repeatedly recycled while maintaining its essential performance properties.

Supported with a 30-year warranty, Rockfon acoustic stone wool ceiling tiles and panels have a long lifespan contributing to commercial and industrial projects’ interior designs and overall footprint. Anticipating customers’ future needs, Rockcycle program offers a sustainable choice to reduce waste from their projects and extend the material’s use beyond the end of the project lifecycle.

“We fully support the transition to a society based on circular economy principles. Circularity is at the core of our sustainability strategy because of stone wool’s remarkable benefits. Two important traits are its recyclability and durability,” explained Rockfon’s senior sustainability manager, Rachel Berkin, LEED AP O+M. “Stone wool is endlessly recyclable, meaning that it can be recycled again and again, while maintaining its performance properties. The Rockfon team is excited to bring this program to the North American market and offer this sustainable option to our customers.”

In North America, qualified, end-of-life stone wool will be received at two ROCKWOOL factories in West Virginia and Mississippi. The material can then be fed back into the production cycle, conserving resources and minimizing waste. Through this process, new high-quality stone wool products are manufactured and contain post-consumer recycled content.

Stone wool is manufactured with primarily basalt rock, one of the world’s most abundant and continuously generated resources. Harnessing the inherent properties of stone, Rockfon creates ceiling tiles and panels products resistant to the toughest conditions. Stone wool is antimicrobial without any additives, flame-resistant, hydrophobic and sound absorptive. These properties are delivered in an acoustic ceiling tile product that contributes to safe, comfortable and beautiful spaces.

Rockfon promotes sustainability and solutions, inspired by nature. Its stone wool is a fully recyclable material and part of a “closed-loop” process. Rockfon’s manufacturing process has always been circular, and Rockcycle program is another step towards circularity across the product lifecycle.

The Rockcycle reclaimed material service program is now available in 21 countries including the U.S. and Canada. As part of its sustainability initiatives, ROCKWOOL Group plans to offer recycling services for its products in 30 countries by 2030.

To learn more about participating in Rockfon’s Rockcycle program, visit <https://www.rockfon.com/Rockcycle> for participation terms, conditions, transportation and other details, For additional support from the Rockcycle team, email Rockcycle@Rockfon.com.

***About Rockfon***

*Rockfon is part of ROCKWOOL Group and is offering advanced acoustic ceilings and wall solutions to create beautiful, comfortable spaces.*

*At ROCKWOOL Group, we are committed to enriching the lives of everyone who experiences our product solutions. Our expertise is perfectly suited to tackle many of today’s biggest sustainability and development challenges, from energy consumption and noise pollution to fire resilience, water scarcity and flooding. Our range of products reflects the diversity of the world’s needs, while supporting our stakeholders in reducing their own carbon footprint.*

*Stone wool is a versatile material and forms the basis of all our businesses. With approximately 12,000 passionate colleagues in 40 countries, we are one of the world leaders in stone wool solutions, from building insulation to acoustic ceilings, external cladding systems to horticultural solutions, engineered fibers for industrial use to insulation for the process industry, and marine and offshore.*

*For more information, please visit* [*https://www.rockfon.com*](https://www.rockfon.com)*.*

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