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# Rockfon’s new branding video shows how releasing the natural power of stone enriches modern living

Chicago (Feb. 2018) – Rockfon presents a new branding video for North American audiences at [www.rockfon.com](http://www.rockfon.com/news+list/news?new=3880).

“At Rockfon, our purpose is clear,” the video begins. “As part of the ROCKWOOL Group, we release the natural power of stone – nature’s most abundant and sustainable resource – to create ceiling solutions that will enrich modern living for generations to come.”

Using Rockfon ceiling panels, specialty metal products and suspension systems, architects and designers “create awe-inspiring and innovative spaces showcasing the best combinations of art and function that will stand the test of time,” the video continues.

The video highlights that Rockfon draws from one of nature’s most abundant resources to make its acoustic stone wool ceiling products, allowing it to maximize the benefits that its products bring to everyday life, while minimizing its impact on the planet.

Rockfon stone wool ceiling products also are described as enhancing fire performance, slowing the spread of flames in the event of a fire; and resisting humidity and water, protecting the harmful affects of mold and mildew.

Rockfon’s new video also features several project applications including in classrooms “where students may clearly hear every word spoken by their teachers and learn a little better,” in office spaces “where people can work more comfortably and productively, and health care facilities where patients can focus on getting better and going home sooner.”

In conclusion, the video emphasizes, “Everyday across North America, in all kinds of ways, Rockfon ceiling solutions are there, releasing the natural power of stone to enrich modern living, to help make life a little quieter, healthier, safer, more sustainable, more productive, and more beautiful for you, for all of us, for generations to come. Rockfon, we bring purpose to life.”

To watch the video and to learn more about Rockfon’s complete ceiling solutions, please visit [www.rockfon.com](http://www.rockfon.com), email [cs@rockfon.com](mailto:cs@rockfon.com) or call 800-323-7164.

**About Rockfon**

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

At the ROCKWOOL Group, we are committed to enriching the lives of everyone who comes into contact with our 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 10,500 passionate colleagues in 38 countries, we are the world leader 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, visit [www.rockfon.com](http://www.rockfon.com).

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