

# In harmony with **MAN & NATURE**

AURO Pflanzenchemie AG  
Sustainability report 2025



# AURO



Passion for natural paints

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*Our mission:*

**A BETTER, HEALTHIER AND  
MORE BEAUTIFUL WORLD**

*Dear Reader,*

More than 50 years ago, when I began to research the production of paints from plant-based raw materials, it was my intention to develop a sustainable chemistry of the future. Turning away from fossil based chemistry, and toward renewable materials - at that time, sounded outrageous to many and for some almost scandalous!

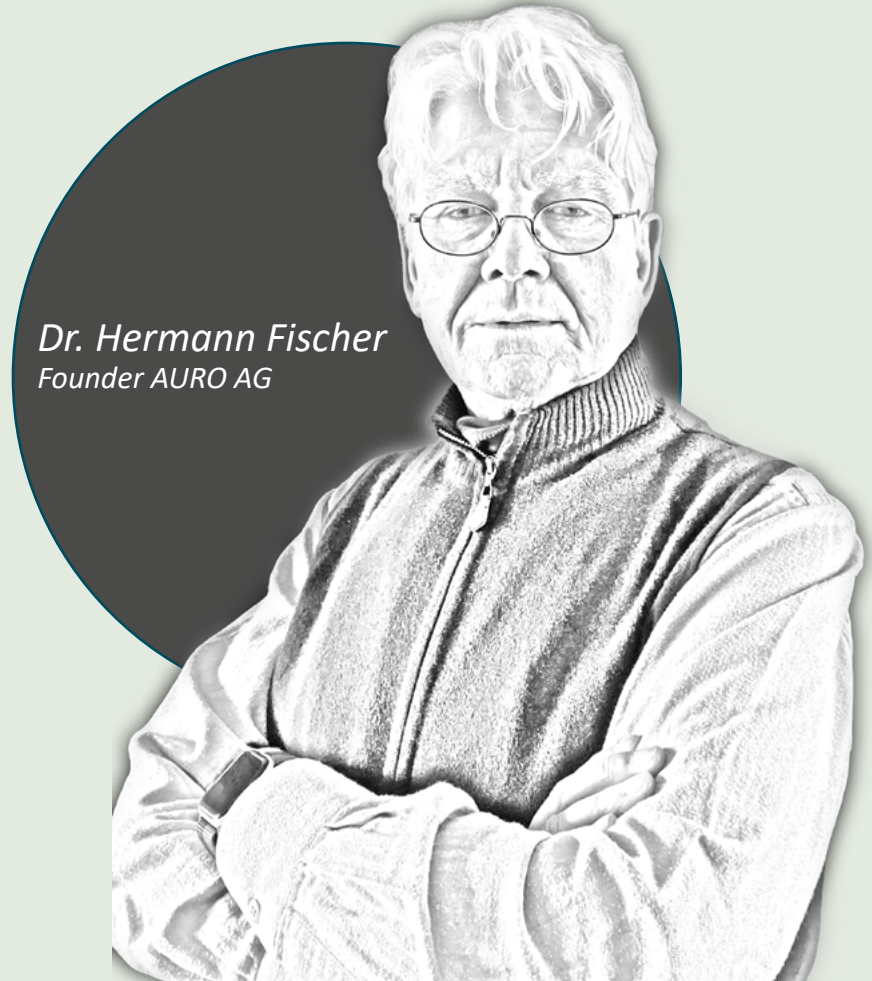
No one had any idea then that this modest source could one day become a broad industrial feedstock. What we understand by sustainability today was already in its infancy back then. AURO has consistently implemented sustainable methods from the day it was founded. The great respect for the AURO brand all over the world is certainly the result of this authentic continuity over many decades.

Paints and coating materials correspond directly with our senses. It is believed that their visual, haptic and olfactory effects directly determine whether we feel comfortable in a room. For this reason, sustainability at AURO has always included not only a strict ecological focus, but also a continued increase in the technical performance, aesthetic quality and regard for health of the products. For us, paints are a technical material, but they are also a sensual medium and a cultural asset at the same time!

As the founder of the company, I am pleased and grateful that AURO has developed from an early ecological start-up to a successful, internationally renowned company. The current sustainability report documents not only the diversity of raw materials and products, but also AURO's comprehensive commitment to the environment - supported by people for whom consistent ecological action, 'walking the talk' is a matter close to their hearts.

Yours sincerely, Dr. Hermann Fischer

*Fischer*



*Dr. Hermann Fischer*  
*Founder AURO AG*



# *Our program for* **HUMAN & NATURE**

## *Over 40 years of sustainability in practice*

Colours influence our mood and well-being. But not only that we live at a time when ecologically produced and sustainable products are becoming increasingly important, even vital and healthy living has become an integral part of our lives. As a manufacturer of natural paints, we are committed to preserving and promoting the health of people and nature.

For over 40 years now, we have focused on the development and production of natural paints, varnishes, glazes, oils, waxes and cleaning agents all made from plant-based and mineral sources. We have pioneered the concept of "green chemistry" developed by AURO founder and chemist Dr. Hermann Fischer, which dispenses entirely with petroleum and instead works with sustainable raw materials. AURO natural paints are characterized by their natural look and feel, harmonious colour effects, and authenticity created by the use of natural raw materials.

With a unique combination of quality and ecology, AURO has become the market leader in natural paints and is now represented in almost 30 countries worldwide.



## *Raw material in harmony with nature*

A healthy natural world is indispensable for humankind. AURO products are based on diverse, plant substances that can be renewed again and again and are thus part of the biodiversity.



All the raw materials that we use can be returned to nature's materials cycle after processing because after drying they are compostable. We have designed our manufacturing processes to be as gentle as possible. Many of the raw materials actually come from controlled organic cultivation. Wherever it is economically and practically possible, AURO also influences the social and environmental conditions of the raw material extraction where biodiversity is preserved, resources are conserved and used sustainably. We also strive for long-term partnerships with our suppliers and farmers and, thereby, help to ensure their own economic stability.

Nature conservation and sustainability are not just abstract concepts for us, they are fundamental to everything we do. In addition, we have been working closely with NABU Naturschutzbund Deutschland e.V. for more than 40 years and we support numerous nature conservation projects.

## *Climate friendly production*

We use resources in a holistic and ecological way. Our production facilities operate on 100% green electricity, which we supplement with a photovoltaic system on the company roof. Our own solar thermal system is used for additional heat generation. We collect rainwater in a processing plant and use it for cleaning purposes in our production. After processing, it is of good enough quality to be returned to the water cycle for reuse.

We also focus on sustainability when it comes to packaging and shipping so we use recycled ocean plastic for our paint buckets. We only use cardboard packaging for shipping and transportation to partners and customers is 'climate neutral'.

## Permanent research for best possible products

We conduct intensive research into how we can further advance both product development and energy generation from renewable sources because we are a manufacturer working in harmony with nature harnessing both sustainable action and corporate success. Part of our ongoing optimization efforts involves constantly supplementing or replacing our raw materials with those that have an even better ecological or social profile. A milestone regarding this was the development of the innovative, biogenic binder Replebin®. It consists of plant alcohol esters with organic acids and is only available from AURO.

Research successes, such as the 100% self-developed biogenic binder Replebin®, enable us to produce even better sustainable paints. AURO paints create a healthy indoor climate, they are low-emission and breathable. Our "classics" - wall and ceiling paints or the professional clay paints - can be tinted in more than 1000 colour shades with our COLOURS FOR LIFE system, with colourants from consistently mineral sources. With the range of purely mineral, environmentally friendly high-grade lime paint, plasters, fillers and coloured paints, AURO also tackles the issue of mould. The high-grade lime paints are based on hydrated lime and do not contain any synthetic substances. Due to the high pH value, they are alkaline and do not give mould a chance.

The extraordinary paints from the Ecolith professional system are completely free of microplastics and other environmentally harmful ingredients: The biological colours are unique on the market and enormously powerful thanks to the graphene technology used. This gives the coatings significantly increased adhesion, durability and flexibility.

## Organic growth

As a commercial business, AURO strives to grow continuously but we understand that economic growth must be in harmony with the environment by renewing nature and the people with whom we work.



# Continuous further development OF OUR MILESTONES

## The company

On 23.12.1983, Dr. Hermann Fischer founded the AURO GmbH, which in 1989 became AURO Pflanzenchemie AG. AURO was one of the first companies to specialize in ecological paints and coating materials. To this day, AURO, with its headquarters in Braunschweig, is an internationally active company and is majority-owned by the Fischer family.

AURO wall paint was rated “good” by Stiftung Warentest in 1989. This was followed by numerous awards, including the 1992 Environmental and Economic Award for Dr. Hermann Fischer as “Eco Manager of the Year”, presented by Capital magazine and the environmental organization WWF Germany. In 1999, he was also awarded the environmental prize of the international environmental foundation “Friends of the Earth”.

*AURO is the first paint manufacturer to develop a machine tinting system with consistently ecological pastes. Market launch of COLOURS FOR LIFE premium wall paint in 800 colours.*

*Market launch of Ecolith colours with graphene technology for interiors and facades; addition the COLOURS FOR LIFE system with solvent-free paint.*

*Construction of a new production hall in order to do justice to the success of the COLOURS FOR LIFE line and the professional lime paint.*



2015

*AURO research is developing the biogenic binder Replebin®. An essential component of the formulations to produce even better sustainable colours.*



2017

*Extension of the machine tinting system with COLOURS FOR LIFE clay colour and professional clay colour.*



2018



2019

*The COLOURS FOR LIFE portfolio has been expanded to include the solvent-free wood stain in 65 shades.*



2022



2023

*Winner of the ‘Winner German Sustainability Award 2025’ in the Paints and Coatings category.*



2024

This timeline shows the most important sustainable milestones of the last ten years. The complete overview since the company was founded can be found on our website.

[Learn more](#)





*Sustainable*  
**ECONOMIC**

# Sustainability and **GROWTH**



*How are the questions of the future being solved at AURO? Why economy and ecology are important and good for business at the same time.*

**AURO celebrated its 40th anniversary two years ago. Which milestones are particularly significant?**

Milestones often have their very special meaning and there are numerous highlights in the company's history. Picking out individual ones can distort the picture a little and for this reason, I prefer to take a comprehensive view. The wide spectrum of outstanding events for AURO range from special awards, such as numerous environmental prizes, to the development of an extensive product range free of harmful chemicals to the sustainable setting of aesthetic trends. Exemplary are the special colour effect of using natural pigments and, the groundbreaking new product developments and their core building blocks, such as our in-house proprietary binder Replebin® and the systems based on it.



**Edwin Hribek**  
CEO AURO AG

**A company that reconciles man and nature, business and ecology, is deeply rooted in AURO's history. How does this work?**

Our understanding of a sustainable company does not mean being exclusively profit-oriented, but also attaching importance to enabling a high quality of life for current and future generations. Balancing this always requires critical self-reflection at the corporate level. We live this every day and that is exactly why the AURO brand stands for responsible and environmentally friendly corporate success.



*"We are a clearly forward-looking company and invest a great deal in our future and competitiveness."*

## What are AURO's biggest areas of investment and innovation for the future?

We are a forward-looking company and invest a great deal in our future and competitiveness. For this reason, development, renewal and expansion are fundamental in all areas of the company. From raw materials to production, from research and development to human resources, and from additions to the product range to social and environmental commitment. At present, our current focal points are the future orientation of our production on the

one hand and, research in several internationally funded research and development projects as a basis for future product innovations on the other.

## AURO is a stock corporation. How can this approach be reconciled with the owners?

Perfectly! Even as a stock corporation, we are still a family business. Our shareholders not only like this mentality, but also share it without limitations.

## Is the connection between people and nature something that strengthens and develops in the markets? What is the biggest challenge in the market?

Certainly, there is a growing awareness among consumers for environmentally friendly products and also for ecological paints. We are, of course, pleased about it. At the same time, however, this development also gives rise to numerous greenwashers who simply attribute sustainability to their products, mostly based on human compatibility. This is of course nonsense - a sustainable product consists of biomass and not "well-tolerated" liquid plastic.



*Present in the following countries:*

# AURO WORLDWIDE



*We sell our products worldwide in almost 30 countries*

The movements in the markets are balanced and ensure a stable development compared with previous years. However, the trend is upward.

# AURO in markets: INTERNATIONAL



**Matthias Freund**  
Leader Export-  
management AURO AG

*The worldwide desire for consistently natural paints and why interest in them is steadily growing.*

## **In which parts of the world does AURO operate?**

We are currently working with customers in Europe, Asia and North America. In total, we are represented or are active ourselves in almost 30 countries. We are constantly working to expand our global customer base.

## **What is important in the marketing of the products in the countries?**

When marketing in the target countries, we attach particular importance to ensuring that our reliable and progressive partners on site are familiar with our colours and our finishes as well as the local market. Above all, however, it is important that the uniqueness of AURO and its products is understood and conveyed in all the markets in which we trade.

## **What does the company want to achieve by exporting its products?**

Our mission is to make ecological paints available to as many people as possible. We started this campaign 42 years ago and we now see that the desire to buy consistent, environmentally friendly products is increasing worldwide.

## **What arguments are used to sell in the export markets?**

The interest in consistent natural paints is growing steadily worldwide. Due to species extinction and climate change many people are realizing that things like biodiversity and the responsible use of existing resources are important. This is what AURO cares about and why the company was formed. By using biogenic raw materials and the possibility of returning product residues to the

natural raw material cycle, we are helping to promote global biodiversity. Through this and the high technical quality of our products, we offer a genuine alternative to conventional, petroleum-based products. Many people have recognized this and are increasingly actively asking for plastic free products.

### **To what extent does sustainability play a role in global shipping?**

We pay special attention to the most intelligent shipping methods, for example, avoiding air freight as far as possible and to always choose the most ecological shipping route. Our common goal, together with our distribution partners, is to pack and dispatch shipments as efficiently as possible in bulk, so that unnecessary small consignments and transports are avoided. When packaging our products, we pay attention to plastic-free packaging materials. For example, we use wooden crates, wooden pallets, cardboard boxes or crimped packing paper instead of plastic pallets and boxes, foils or artificial filling chips.

### **Is there cross-cultural collaboration?**

Regular visits or virtual meetings offer a very good opportunity to exchange ideas with our foreign partners. This is important for all of us to stay in touch with news and developments, but above all, it offers the possibility to get to know different cultures. We want to learn and teach what we have learned. Through this intercultural exchange we want to contribute to diversity and friendly networking of the world. We are always looking for new partners abroad to further pursue this goal.

*"Through the high technical quality of our products, we offer a genuine alternative to conventional, petroleum-based products."*





*AURO is the winner of the 17th German Sustainability Award*

The German Sustainability Award (DNP) is the largest national award for sustainable excellence and is presented in cooperation with the German government, scientific institutions and civil society organizations.

More than 200 jurors were this year's drivers of sustainable change in Germany for companies of the German Sustainability Award and, in a two-stage process, selected the companies that they currently see at the forefront of the pioneers of transformation in their industries. Their decisions show the diversity and depth of this transformation – from different challenges to companies of different sizes and contexts.

*More than green:*

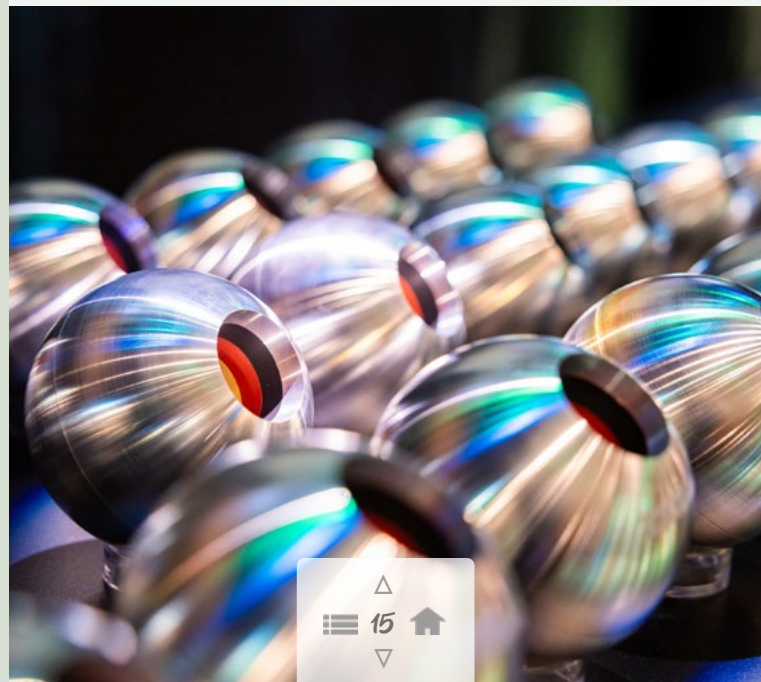
## FOCUS ON ECOLOGICAL TRANSFORMATION

The expert jury has placed AURO AG at the top of the sustainable pioneers of transformation in the business sector, category paints and coatings.

By winning the German Sustainability Award, AURO is honored for its consistent ecological orientation and its innovative approaches in the natural paint industry. The sustainably developed paints are not only aesthetic and functional, but also promote the circular economy thanks to their long-lasting and resource-saving properties. We are delighted to have won Europe's most important sustainability award for ecological and social commitment.

Read the interview (German language) with AURO CEO Edwin Hribek in the magazine "German Sustainability Award" on the subject of clarity, consistency and quality.

[Learn more](#)



*"Only the consistent use of regenerative energy sources and renewable materials makes our society in the best sense, suitable for grandchildren."*

Dr. Hermann Fischer  
AURO-Founder & Eco-pioneer

# Our unique SUSTAINABILITY PRINCIPLE

## Holistic sustainability

Our products are strictly ecological, just like all our entrepreneurial activities since the company was founded in 1983. We have been following the principles of sustainability; so renewability, biodegradability and social aspects.

## Sustainable management

Only a company that consistently invests in sustainable product, social and personnel-related corporate responsibility can be economically successful.

## Plant and mineral raw materials

For our paints, varnishes, glazes, oils, waxes, cleaning and care products, we only use substances that originate from biological sources. The products can be returned to nature's material cycle without any problems.

## Pioneering Research & Development

With a unique concept and our know-how of many years for the best ingredients we combine technology, quality and environmental science. This makes our products powerful and exceptional.

## Climate friendly production

Renewable energy plays a role in climate-friendly processes. The power supply in the company consists exclusively of green electricity. The company is constantly reviewed for its economic efficiency and identified energy efficiency measures are initiated.

## Social engagement

An important aspect of our understanding of sustainability is our long-standing commitment to social projects and sponsorships. The focus of these commitments is on the support and contributions of man and nature.

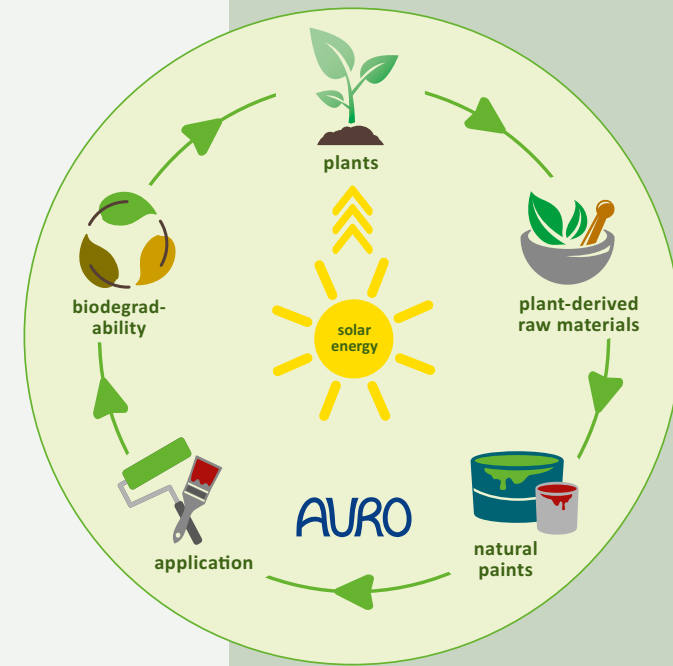
## Sustainable packaging

For our paints and plasters, we use containers made of recycled plastics from ocean plastic, therefore reducing the burden of plastics in the oceans. The tin plate used for paints, oils and glazes has a very high recycling rate, thus reducing the use of resources and saving CO<sub>2</sub>.



# We are part of the **BIODIVERSITY**

Since the foundation of the company, sustainable action has been the fundamental part of corporate culture at AURO. Our mission is to preserve and promote the health of people and nature. To achieve this, we draw from a cosmos of diverse, ever-renewable plant substances. This means that our products are part of the earth's biodiversity. For the production of our comprehensive range, we rely on oils, resins, waxes and pigments from nature. The raw materials, which originate from plant and mineral sources, can be returned to nature's cycle of materials after processing.



## The diversity of plants: Our motivation

Future "green chemistry" is dependent on intact, rich biodiversity. Any impoverishment of the animal and plant world limits it. After all, plants offer an immeasurable wealth of raw materials, which are completely biodegradable. This is because each individual plant represents a highly efficient chemical factory that produces its products completely waste-free.

# Raw materials are our basis FROM NATURE

In our entire product range, we give preference to basic materials of biogenic origin. We make sure that our substances are biodegradable and are obtained and processed as gently as possible. It is only through the modification of basic substances from nature, in combination with our technical knowledge and skills, that we develop high-quality, modern and high-performance products.



dammar resin  $\hat{=}$  wild fruits

renewable natural materials

As a measure of the degree of modification, we offer a comparison with foodstuffs that characterises the deviation from the natural origin. While wild fruits or unprocessed salt represent the purest form of a natural substance, processed flour is already slightly modified by the baking process. Saccharin, on the other hand, represents the end of this comparison as a fully synthetic sweetener.



lime  $\hat{=}$  salt

mineral materials



plant soap  $\hat{=}$  backed bread

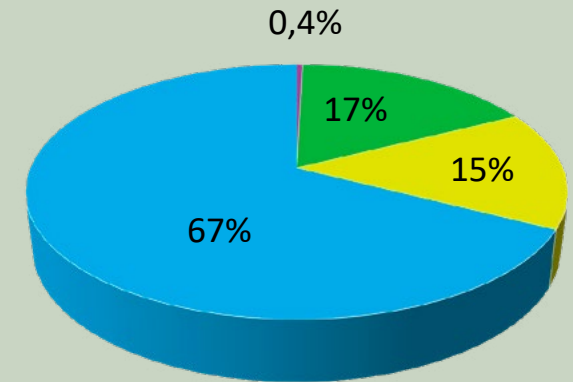
processed natural materials



thiazol  $\hat{=}$  saccharin

synthetic materials

## Distribution of basic materials in the product range



Rounded values

## Evidence of the substances

Before we select a new raw material for a product series, we intensively research the properties of the material, but also of the plant. We specifically coordinate the compositions of the ingredients - effective, high-quality and innovative.



*Pioneering*  
**RESEARCH & DEVELOPMENT**

# Progress - nature and technology

## OUR QUALITY

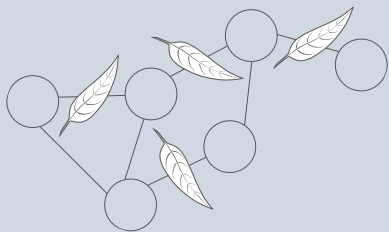


We research with knowledge and enthusiasm - because technology, quality and the environment are our top priorities. This drive gives rise to unique products. Our wall paints, varnishes, glazes, oils or waxes, care and cleaning products are more than just "green" products. Each item incorporates many years of scientific and plant chemistry expertise, a level of quality that goes far beyond a good living experience.

Research and development is of decisive importance. Therefore, we have comprehensively expanded our personnel in this area over the past few years.

## Research & Development

Quality and performance - these are the basic characteristics that our products must have. In addition, they can also be aesthetically, care and cleaning, and have a pleasant feel. To achieve this, we have many specialists working on research and development.





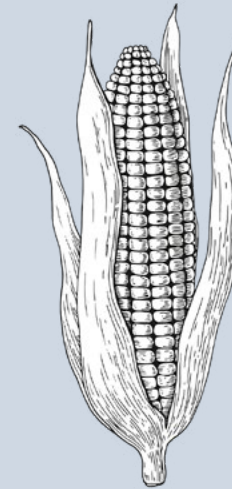
# The future with renewable **RAW MATERIALS**

## Our strength lies in the plant

AURO develops products in an integrative way - by combining plant-chemical knowledge from decades of experience and the latest scientific research methods. This expertise was used in 2015 to create the biogenic binder Replebin®, which consists of plant alcohol esters with organic acids. The raw materials required for this come, for example, from the residues of corn and wheat that cannot be used in the food chain. The starch still present in these ingredients is the basis for our raw materials for Replebin® production. In almost all AURO paints and plasters the modern binder is used and guarantees excellent quality and sustainability of the products.



Plant residues are used that are not usable for the food chain, for example from:



maize



wheat



camphor

# Ecological tinting system

## COLOURS FOR LIFE

### Pure mineral pigments

AURO was the first paint manufacturer to succeed in developing a machine tinting system for wall paints, varnishes and glazes with consistently environmentally friendly pigment pastes. With the pigments from mineral spinels, a new colour spectrum was made possible for the first time. The shades of violet, yellow, blue, orange and green now make many other nuances possible. Only red is left out of the range, as there is not yet an alternative mineral pigment for colour production. As before, pigments made from iron oxides, English red and Persian red are used. With the biogenic binder Replebin®, which we developed ourselves and which has its origin in plant starch, we can now produce even better natural paints.



### More than 1000 natural colour shades

Whether as a luminous full shade, lightened with white or only lightly coloured as off-white, in the COLOURS FOR LIFE colour fan we show more than 1000 colour shades. The ecological variety of colours is very popular among retailers and customers. The spreads with their authentic and natural appearance are incomparable. The colour shades are simply tangibly alive.



COLOURS FOR LIFE

— The professional system —

### By the way:

Because of the use of Replebin®, COLOURS FOR LIFE coatings are low-emission, non-yellowing and naturally consistently sustainable. The AgBB-compliant paint can be applied on all common substrates by roller, brush or spray.

# The future in **RESEARCH**



*We manufacture our products according to the latest technical and environmental standards.*

## **What raw materials are used in paint production and how do they differ from manufacturers of conventional paints?**

Most of our paints are water-based. For this reason, water which AURO obtains from the nearby Harz region with its deposits of particularly soft water, is an important basic raw material. Moreover, we use mineral fillers and pigments for colouration and the covering power of the paints. The binder, the core component and backbone of a paint, is produced in-house at AURO, and the raw materials required for it come from the remains of corn and wheat plants that cannot be used in the food chain. The starch still present in these is the basis for our raw materials for Replebin® production. The additives needed to adjust the functionality of AURO products are obtained from renewable raw materials such as rapeseed or castor

oil. In particular, the provenance of these key raw materials are the differences to the conventional paints, where these are petrochemically based!

## **Are there any other renewable raw materials that are needed for paint production?**

Classic natural substances, such as linseed oil or stand oils are used in AURO oil products for floor and/or furniture care. In addition to oils, AURO also uses a wide range of fats in its own soap production, which in turn is the basis for many of our cleaning products. Thus, controlled biologically cultivated fats are used like linseed oil, rapeseed oil or castor oil.



*Dr. Markus Lettau*  
*Leader of Research*  
*& Development*  
*AURO AG*

## How are raw materials extracted from plants?

The processes can be very different. Oils and fats are obtained by simply squeezing the fruiting bodies, waxes by tapping them off the leaf surface of the plants. Alcohol or acetic acid are obtained by fermenting sugar, as it is done in beer or wine production. Ultimately, there are no limits to the "chemical" technology here. At AURO, we also rely on gentle processes and gentle chemistry, and we leave the raw materials in their natural form as far as possible.

## To what extent are mineral substances and products from the petrochemical industry used?

In the area of mineral raw materials, these are fillers, such as calcium carbonate or kaolin, but also pigments, which at AURO are also of purely mineral origin. With the COLOURS FOR LIFE tinting system, we offer the only ecological tinting system on the market, which uses mineral pigments only. Petrochemicals play a very minor role in our production processes. We refrain from using them as far as possible and only use them where we are legally obliged to do so, in particular for the preservation of the paints. They have only a very small share in the formulation, with bio-based and mineral raw materials making up the largest part. The incentive in research & development is to find a bio-based counterpart for petrochemical raw materials used in classic paint and coatings production and to implement it into the AURO formulations.

## Where do you see potential for development in the area of sustainable paints?

In 2010, AURO decided to develop the core component of a paint, the binder, itself and to manufacture this in its own production plant. In the recent past, we have already been involved in projects on how to expand the pool of raw materials for binder production. The focus here is on modifying the in-house binder in order to extend its properties to new areas of application. We believe that external research should strive to increasingly produce other components of paint formulations from biomass.

## Why do the newly developed COLOURS FOR LIFE varnishes and stains have such good properties?

Technologies have come a long way in recent years and biobased binders and paints no longer have to hide behind conventional petrochemical products. In addition to the ecological aspects, they are also often technologically superior, as many natural substances also have special properties. Nature often protects itself and has perfected many protective mechanisms in the course of evolution.

## Which research projects are currently being pursued?

We are dealing with many technical issues in order to further advance the use of bio-based paints. This can be an approach to develop new types of flame-retardant paints

or to develop systems that, through suitable technologies, can do without synthetic preservatives in the future. In these projects we cooperate with renowned research institutes and this year we even started a project that falls under European funding (Horizon 2020). In this project, we are working in an interdisciplinary way with researchers and universities in Finland, Sweden, Latvia and Germany.

### Current research projects

#### Horizon 2020, Wood For Health

The overall objective is to develop coatings with antimicrobial properties based on natural substances. A hospital serves as a model, in which wooden surfaces are to be installed that are antimicrobially equipped with coating materials. [www.woodforhealth.eu](http://www.woodforhealth.eu)

#### biofaIR

The aim is to replace synthetic biocides in facade paints with biobased latent heat storages.



# We provide TRANSPARENCY

## Full declaration

Usual for us, unusual for most manufacturers: The full declaration of all ingredients. As a genuine manufacturer of natural paints, we declare our ingredients comprehensibly and to the fullest extent for the consumer on the product label and on the website. The complete declaration of the ingredients is what AURO does and amplifies the high quality of AURO products and the natural raw materials used, which are carefully selected.



Online at [auro.de](http://auro.de)



On all labels



## Commodity science

Knowing what's inside? In the jungle of greenwashing, we give our customers orientation. In the AURO raw materials guide, all the raw materials we use for paints, care and cleaning products are explained in detail. The meaning, the country of origin and the use in the product are listed without gaps. We believe: More transparency is not possible.

[Learn more](#)



# *Climate-friendly* **PRODUCTION**

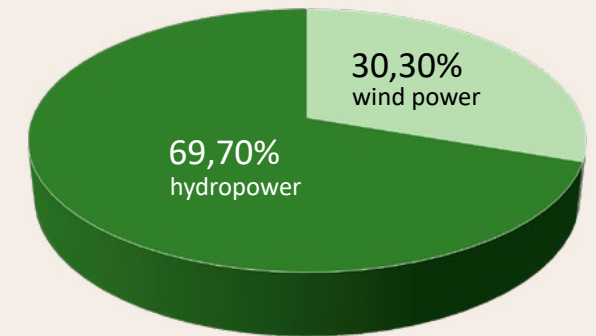
# Our energy management

## AT THE HEADQUARTERS

We use 100% green electricity. Since 1999, we have been working in a climate-friendly manner in the administration and production processes of our headquarters. The electrical energy used comes from renewable sources, obtained from onshore wind power. Supplemented by the photovoltaic system on the company roof, we are thus guaranteed to work green. From July 2023, in total 148 modules will generate a total output of 62.9 kWp. The projected CO<sub>2</sub>-reduction amounts to 36,000 kg/year. An additional solar thermal system is used to generate heat.



*Green electricity guaranteed green*



Company mix 2023 | Source: naturstrom

### 100% green electricity

Renewable energies from Germany with proof of origin, not subsidised under the EEG.

### Environmental impact

0 g/kWh CO<sub>2</sub>-Emissions | 0 mg/kWh radioactive waste

Since January 1, 2025, the electricity has been supplied by the independent green electricity supplier 'naturstrom' with 100% green electricity from hydropower and wind power. The company enables us to promote the construction of green energy plants. It is also recognized by certifications such as the "TÜV seal" and the "Green Electricity" Label of the environmental associations. We are thus sending out a clear signal for the energy transition and demonstrating our commitment to sustainable energy procurement.



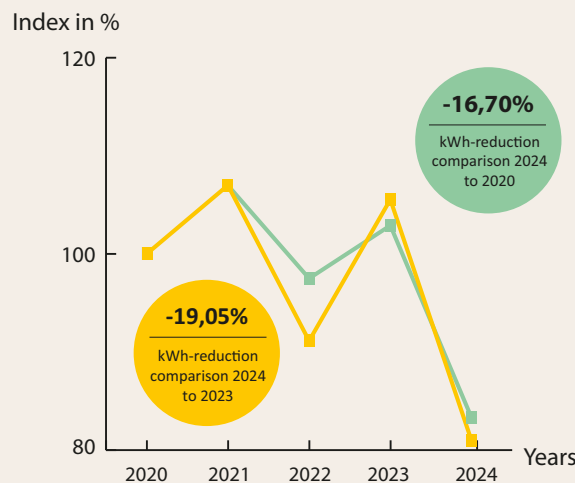
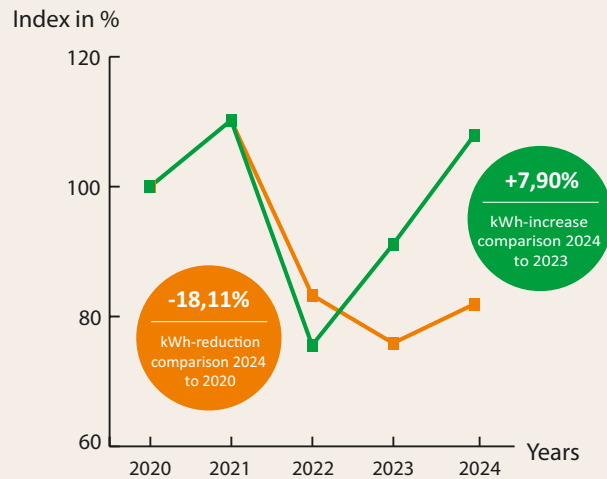
# Efficient and

# ENVIRONMENTALLY FRIENDLY



## Decreasing gas consumption and green electricity

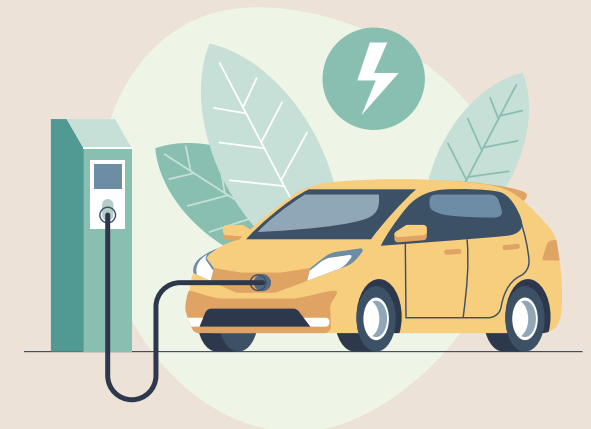
Reducing energy consumption is an important contribution to climate protection. The photovoltaic system installed in 2023 63 kWp photovoltaic system installed on the roof of the production hall in 2023 has reduced electricity consumption by around 19%. We have thus succeeded in further reducing consumption. The development of gas and electricity over the last five years is shown in the the following tables.



Trends in gas and electricity consumption over time.

## Modernised car fleet

The car fleet is continuously modernised in order to keep emissions as low as possible. In doing so fuel-efficient variants in the respective vehicle classes. Vehicles with combustion engines are gradually being replaced by electric cars. Since 2025, six vehicles with electric drives have been added to the fleet. In addition, a charging facility with two charging columns and a total of four charging points has been put into operation at the AURO site.



# Paint buckets with recycled **OCEAN PLASTIC**

We have changed over. Since mid-2022, our paint buckets have been made from recycled plastic collected from the sea.

## Recycled plastic

The recycle is obtained from reused sources in the maritime industry, such as used fishing nets, trawls and ropes. A further PCR fraction comes from household recycling collection such as yellow sacks/yellow garbage cans. The containers can be recycled again.

## Less PET plastic

Only the lid and handle are made of white primary plastic, which is absolutely necessary for the stability of the container. The new plastic used can be completely recycled.

## Relief for the oceans

With our paint buckets made from recycled ocean plastic we are relieving the oceans and making a contribution to put plastic waste to good use.



*We save about 45% CO<sub>2</sub> per container by using ocean plastic.*

# Metal containers, paper and glass

## UNLIMITED RECYCLABLE

Metal and paper packaging reliably protects the goods from external influences during transport and storage.



### Metal containers

Our metal containers must be impermeable to light, gases, liquids and solvents for the paints, oils, care and cleaning products. In addition, tinplate is particularly environmentally friendly due to its high recycling rate. Like glass, metal is a permanent material. It can simply be melted down and reshaped again and again without any loss of quality. In this way, a new metal raw material is constantly being created for production, entirely in the spirit of a circular economy.

### Paper packaging and glass

Sustainable packaging such as paper, cardboard and bags are often the best choice. The most important raw material, wood fibres, is a renewable resource and also the most recycled of all packaging materials. Glass is 100% recyclable and can be reused an infinite number of times without any loss of quality. This makes it a sustainable material and waste glass a valuable raw material.



# Climate-friendly: Savings IN PRODUCTION

Implement, reduce and equalize sustainability measures in the company.  
The responsible use of resources is part of our corporate culture.

## Rainwater harvesting

At AURO, rainwater is collected in a water treatment system and cleverly used in a targeted manner. The water can be returned to the local water cycle in good quality after processing. Even the vessels in our paint production are rubbed with a stripping paste made from wheat bran after use, before they go into the washing line, and then cleaned with treated rainwater.



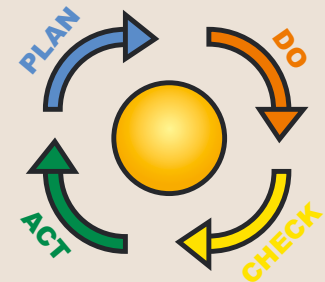
## Energy-efficient lighting

In the production and warehouse locations, we use LED lighting using the latest technology. Besides the lower power consumption, the longer service life of the lamps and the resulting reduction in maintenance work are significant advantages.



## Continuous improvements

Optimization in the production processes and improvements for the employees are continuous activities and a never-ending striving for perfection in everything we do. Harmonious processes are created and optimal responses are made to the various challenges. For example, our raw material storage and the production department are placed close together to reduce the energy requirement per kg of finished product.



# Sustainable shipping

# CARDBOARD BOXES

## Environmentally friendly packaging

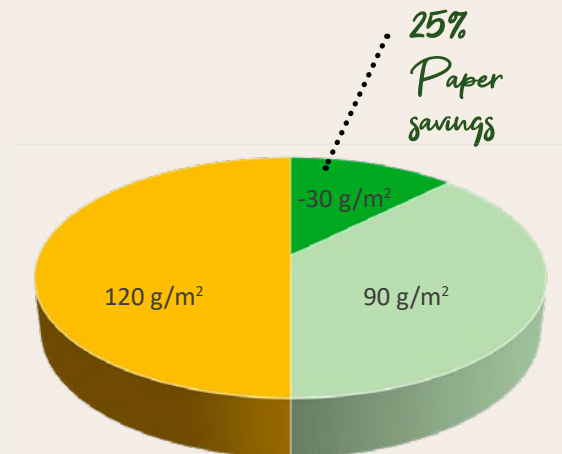
Cartons are made of corrugated or solid board with varying percentages of kraft paper and recycled paper. We use only cardboard boxes for our product shipments. The raw material for the production of cardboard is wood and is therefore

one of the most sustainable and renewable resources in the packaging sector. In addition, together with DPD, we support the climate protection with every order by offsetting the emissions generated during transport.

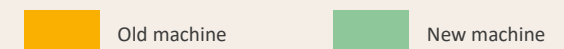


## Efficient paper cushioning machine

Even better for the environment. Cushioning, fixing or wrapping, the paper cushioning machine newly purchased in 2022 uses less material and now forms single-ply, rather than double-ply, paper into cushions that are used to protect our products during transport. Due to the lower paper consumption, we save another 25% with the new machine.

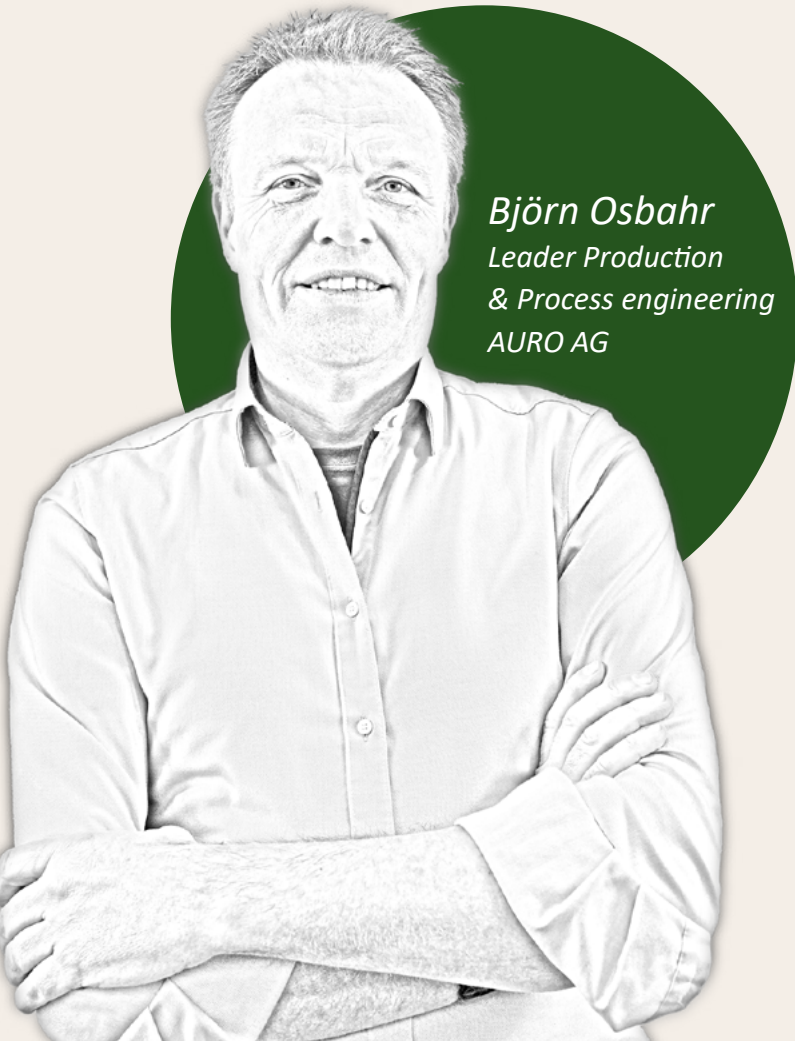


Material consumption paper cushioning machine



Climate-friendly

# AURO-PRODUCTION



**Björn Osbahr**  
Leader Production  
& Process engineering  
AURO AG

*Björn Osbahr tells us how great the influence of ecological products in manufacturing is on environmental protection.*

**You have been with the company as Production and Process Engineering Manager since February 2022. What are your responsibilities?**

I am responsible for the production area. My responsibilities include the production of AURO products and the labelling of the sales containers: the planning, control and inspection of manufacturing processes and quality assurance. One of the main tasks is to further improve the interlocking of the individual departments. We are greatly assisted in this by the ERP system introduced two years ago, in which we map the processes from raw material procurement to shipping.

**How sustainable is the supply chain at AURO?**

Our supply chain is socially and ecologically compatible. Wherever it is economically and practically possible, the company exerts influence on the specific social and ecological conditions of the origin. One example of this is the raw material achiote. Since AURO raw materials also come from exotic growing areas, we ask our suppliers to provide declarations on social standards - based on the core standards of the International Labour Organization (ILO). These include the renunciation of child labour, living wages, humane working conditions as well as freedom of association and free collective bargaining.

## What are the latest developments in production at AURO?

We have successfully realised the goal we set ourselves over a year ago. The modern production facility, which we now use to manufacture the majority of our wall paints and base products, has enabled us to further improve the quality of our products and increase efficiency at the same time. The energy requirement per kg of finished product has been reduced by around 20%. The optimised work processes have also significantly reduced the workload for our employees. In addition, the production plant has been designed to minimise dust formation in the work area and reduce noise pollution. The 63 kWp photovoltaic system installed on the roof of the production hall supplies part of the energy required for the production of our wall paints.

## Are there any other measures that could optimisation of the production processes contribute to the optimisation of production processes?

Yes, thanks to the integration of a specially developed software solution that focuses on our specific industry requirements, all company processes at AURO have been even better linked for some time now. The digitalisation of our production processes has been further designed for efficiency and ensures our future performance.

Based on the recipes and a chemical-specific article/container article/container logic, the entire production process is mapped. It includes batch production, filling, cost accounting, barcode creation, labelling as well as various evaluations and the integration of process technology. In addition to optimised time and cost management, this results in short waiting times and less administrative work.

## How is it ensured that the compostable paint residues are safely returned to the natural cycle?

Every year, we filter around 9,430 kg of solids from our production wastewater, which can of course be safely returned to the natural material cycle. These can of course be returned to the natural material cycle without hesitation. The dried production residues from the boilers are first dissolved with AURO stain and cleaned with rain-water from our cistern.

The filtered out suspended matter is dried and the purified water is released into the public sewer system. Dried paint residues can be returned to the natural cycle as they are biomass and can therefore be used as fertiliser.

*"The energy requirement per kg of finished product has been reduced by around 20%."*





*Social*  
**ENGAGEMENT**

# NABU and AURO

## UNITED FOR LIFE


### *For people and nature*

This is the common motto and has united the German Nature and Biodiversity Conservation Union (NABU) and AURO for 40 years. For over a hundred years, NABU has been working for people and nature with convincing commitment, expertise and has a total of around 875,000 members. As a pioneer in the field of ecological natural paints, AURO is also committed to environmental protection and nature conservation. The protection of species, the preservation of forests and other ecosystems are close to our hearts. By supporting various projects, we set a sign that environmentally friendly products and sustainable production processes alone are not enough. It is even more important to be actively involved in as many environmental issues as possible.



### *The Board of Trustees*

Dr. Hermann Fischer has been closely associated with NABU for a long time; for many years he was an honorary member of the NABU executive committee. The founder of AURO has been a member of the Board of Trustees since 2019 and supports it in its efforts to engage in dialog with other social groups on environmental policy goals and strategies.

[Learn more](#) 



Dr. Hermann Fischer, AURO founder, belongs to the board of trustees.



# Human-wildlife coexistence

## NABU-AURO EXCLUSIVE

### Elephant conservation in Tanzania

International projects primarily include those that involve local people and contribute to sustainable development. AURO exclusively supports the work of the NABU International Nature Conservation Foundation. Human-wildlife conflicts should be minimized in the vicinity of Mkomazi National Park in Tanzania. There, humans and elephants have lived together for centuries. However, as more and more land is used for agriculture, the population increases and the ancestral habitats of humans and animals are becoming smaller, conflicts are inevitable.



Mkomazi Nationalpark, East-Tanzania at the border to Kenya



Sunflower fields destroyed by elephants

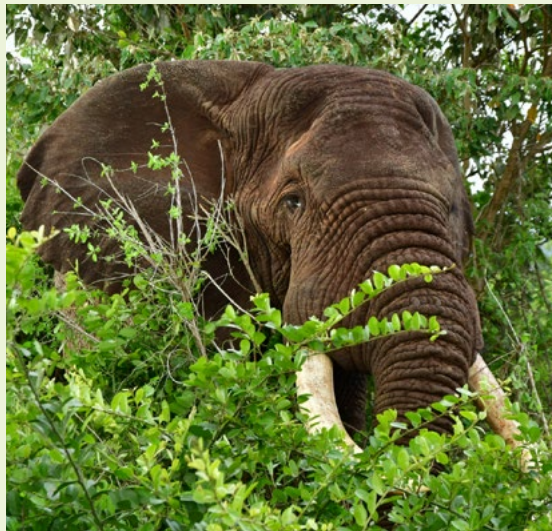




The elephants are tagged to find out more about their migration routes.



The pachyderms enter the villages and pose a threat to the inhabitants and their crops.



Beehive fences prevent the elephants from entering the villages.

## From conflict to coexistence

Elephants often leave the Mkomazi National Park at night to the nearby shambas in search of water and food, destroying people's homes and gardens. To reduce conflicts with elephants, the local people are involved. The TANZANIAN ELEPHANT FOUNDATION advocates a gentle approach to elephants. To ensure that crops are protected from the pachyderms, beehive fences are built. Elephants are afraid of bees because they can inflict painful stings on them. The fences, made of wire, are connected to beehives. If an elephant tries to enter a garden or field, the wire sets a whole row of beehives in motion. The alarmed bees fly out and deter the animals. Even the harvested honey can be sold at local markets and is another source of income for the villagers.



[Learn more](#)



## NABU measures:

- Attaching transmitters to the migrating elephants, so that migration routes have to be kept clear
- Establishment of an early warning system for local communities and the national park
- Installation of beehive fences
- Training local Village Game Scouts - village wildlife scouts who will ensure the sustainable conservation of natural resources (wildlife, forests, apiaries, and fisheries) at the village
- Establishment of response teams which guard the fields and keep away the elephants
- Environmental education in schools and other institutions



# Saving the cranes:

## INCREASING BIODIVERSITY

### Conserve Rugezi Marsh wetland

Africa's Gray Crowned Cranes are threatened primarily by habitat destruction and direct persecution; their populations have declined dramatically. The Rugezi Wetland is an area of high biodiversity as well as home to the endangered Gray Crowned Crane. In addition to habitat loss, hunting and trade play a major role in the wetland. As well as killing for human consumption, the eggs and young birds are also stolen from nests to be traded.

NABU International with support from the NABU corporate initiative, of which AURO is also a member, has been involved in the protection of the Grey Crowned Crane in Rwanda for many years, in recent years mainly in the Rugezi wetland and Umusambi Village near Kigali.

Educational work is carried out with schoolchildren, fishermen and farmers - with the result that people who used to hunt cranes have begun to protect them. Thanks to the Rwanda Wildlife Conservation Association (RWCA), several inhabitants of the Rugezi wetland have



also been trained as community rangers. Volunteer rangers monitor the Rugezi Marsh around the clock to protect cranes from poachers and monitor the population.

In addition to bird protection measures, natural regeneration measures on the Rugezi Marsh are also being carried out. Preservation of the wetland not only provides a habitat for rare plants and birds, but also contributes to climate protection.



# Raw material procurement

## WITH RESPECT AND PROTECTION

To ensure that customers can buy AURO products with a clear conscience, we attach great importance to fair sourcing of raw materials and also with regard to biodiversity protection.

### Ipiak

The red dye achiote, is called "Ipiak" by the Shuar Indians and is obtained by grinding the oil seeds of the annatto bush in the Amazon lowlands of Ecuador. Ipiak is used by AURO as a raw material as a supplementary pigment in the colour wash plant glaze. We support the organization "education biotropical", which is restoring a 96% destroyed rainforest area west of the Andes. At the same time, AURO supports the Shuar Indians, who traditionally produce and use this dye.



### Carnauba wax

The valuable carnauba wax from the Brazilian carnauba palm, is versatile and free of any fragrances. As an additive in ointments, creams and lipsticks or also as an ingredient in AURO care waxes, the wax of the palm leaves is used. We attach great importance to a statement of origin and sustainability, that way responsibility for environmental and human rights, labour and social standards in the trade chain can be assured.



# We are committed to: **SOCIAL PROJECTS**

It is part of our tradition and our identity to be socially aware and at all times to promote fairness. For this reason, we are active in the area surrounding our location and we also support other social projects.

These are some examples that we are proud of:

## *Commitment to animal welfare*

There are many ways to support animal shelters. Everyone can help directly with simple means. AURO supports animal shelters in the region with donations in the form of paints. Since maintenance of the facilities and the care of animals are expensive, product donations are more important than ever.



## *Viva con Agua*

Realizing the vision together: "Water for all – all for water". Viva con Agua advocates for access to clean drinking water, sanitation and hygiene facilities for all people. With our Christmas cards, we supported and donated to water projects of Viva con Agua and donated to them. We will continue to promote these sustainable actions in the future.




## *everwave*


AURO supports the start-up everwave, which has set itself the mission to clean rivers of plastic waste. It operates garbage collection boats and river platforms that prevent waste from entering the world's oceans. The collected material is recycled using environmentally friendly processes and fed back into a 'circular economy'.




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AURO AG | As of 05.2025

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p. 41 Shuar-Indian: Dr. Eckart Baum, Ipiak plant: panthermedia/Vinicius Tupinamba

p. 42 Viva con Agua; everwave



**AURO**  
  
Passion for natural paints