

In harmony with **MAN & NATURE**

Transparency regarding raw materials, formulations, and resource use.

AURO Pflanzenchemie AG Sustainability report 2025



AURO



Passion for natural paints

Learn more about renewable raw materials
and formulations at auro.de/en/transparency/

Table of Content

04 Editorial

05 Our program for
human & nature

08 Continuous further development
of our milestones

09 Holistic MANAGEMENT

10 Sustainability and growth
Interview Edwin Hribek
CEO AURO AG

12 Present in the following countries
AURO worldwide

13 AURO in markets: International
Interview Matthias Freund
Leader Exportmanagement
AURO AG

15 More than green:
focus on ecological transformation

17 Our natural
cycle principle

18 We are part of the
biodiversity

19 Raw materials are our basis
from nature

20 Pioneering RESEARCH & DEVELOPMENT

21 Progress – nature und technology
our quality

22 The future with renewable
raw materials

23 Bio-based:
Tinting system
COLOURS FOR LIFE

24 The future in research
Interview Dr. Markus Lettau
Leader Research & Development
AURO AG

26 We provide
transparency

27 Resource-efficient PRODUCTION

28 Our energy management
at the headquarters

29 Efficient and
environmentally friendly

30 Paint buckets made with recycled
material from marine sources

31 On the Recyclability of
Metal Containers, Paper, and Glass

32 Efficiency: Savings
in production

33 Material-friendly shipping
cardboard boxes

34 Efficiency in the AURO production
Interview Björn Osbahr
Leader Production &
Process engineering AURO AG

36 Social ENGAGEMENT

37 NABU and AURO
united for life

38 Human-wildlife coexistence
NABU – AURO Exclusive

40 Saving the cranes:
Increasing biodiversity

41 Raw material procurement
with respect and protection

42 We are committed to:
Sociale projects

43 Imprint



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!

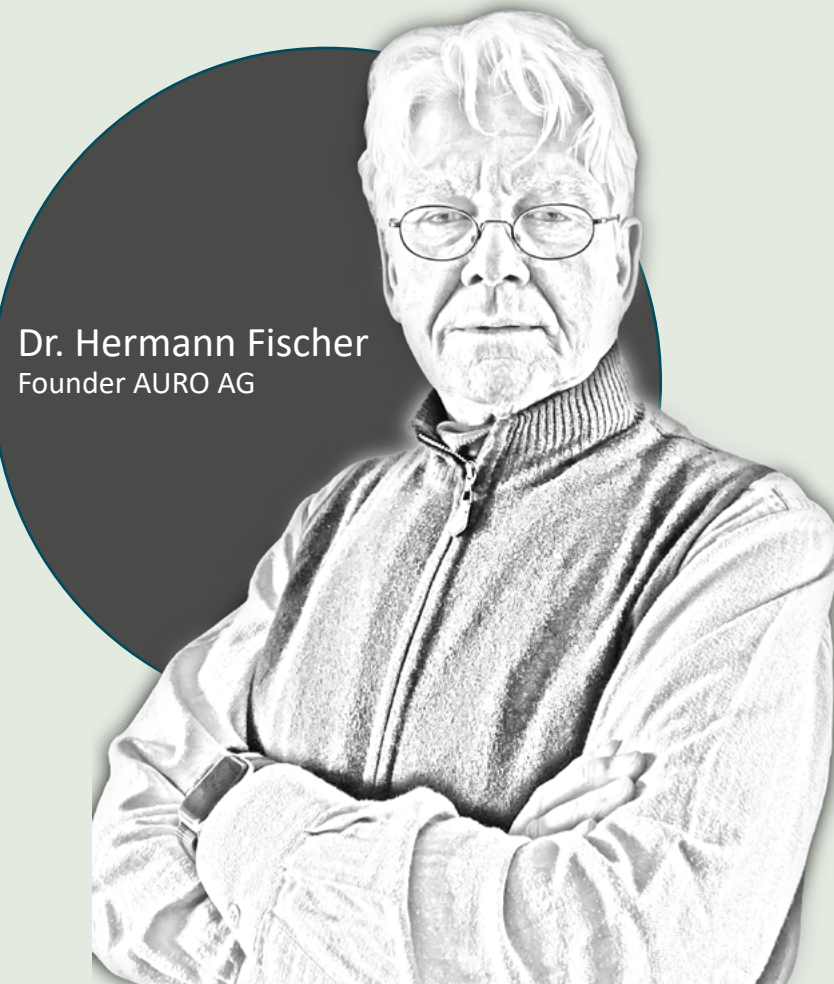
No one had any idea then that this modest source could one day become a broad industrial feedstock. What we understand by sustainability today was already in its infancy back then. AURO has consistently implemented sustainable methods from the day it was founded. The great respect for the AURO brand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





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 in an age in which eco-friendly and sustainable products made from renewable raw materials are becoming increasingly important, 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 and care 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 renewable primary products. AURO natural paints are characterized by their natural look and feel, harmonious colour effects, and authenticity. They impress with their soft texture, breathable properties, and authentic color effect.

By consistently combining quality with an ecological focus, we have become a leading manufacturer of natural paints and are now represented in nearly 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.



The biogenic raw materials used in our formulations can be returned to the natural material cycle as organic components after processing and drying. 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.

Low-emission 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.

The conscious use of resources is also a priority when it comes to packaging and shipping. Cardboard boxes are used for shipping goods, while modernized packaging processes at the plant systematically reduce material consumption (details on p. 33). The plastic containers for the paints are made in part from post-consumer recycled materials from the maritime industry, such as recycled nets and ropes. This helps reduce the use of primary fossil raw materials in production.

[Learn more](#)



Permanent research for best possible products

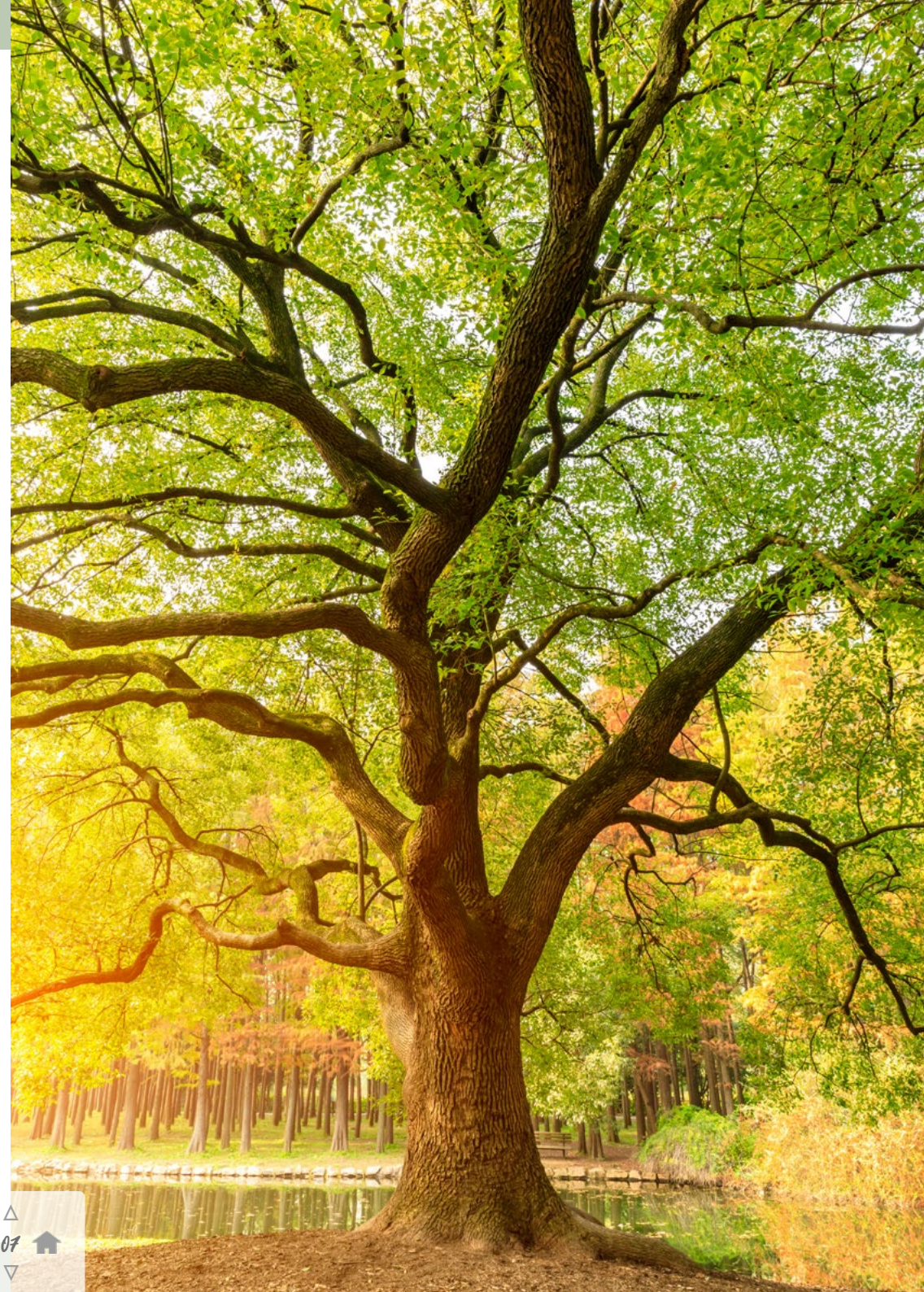
More than almost any other manufacturer, we conduct intensive research into how we can continue to advance both product development and energy generation from renewable sources while balancing responsible business practices with corporate success. As part of our ongoing commitment to optimization, we continuously supplement or replace the raw materials we use with alternatives that meet higher environmental standards or ensure fairer conditions in the supply chain (see details on p. 34). A milestone in this regard was the development of the 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 consistently maximize the proportion of renewable raw materials. 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 its line of mineral-based, 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. Because of their high pH level, they are alkaline and leave mold virtually no chance.

Formulated without the addition of microplastics, the paints in the Ecolith Professional System are based on a combination of mineral and plant-based raw materials. Through the use of modern graphene technology, the coatings achieve high adhesion, durability, and flexibility on the surfaces for which they are intended. In the interest of maximum transparency, the complete list of ingredients and detailed technical data sheets are disclosed on the AURO Raw Materials and Transparency page.

Organic growth

As a commercial business, AURO strives to grow continuously but we understand that our 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—headquartered in Braunschweig—is an internationally active company that is majority-owned by the Fischer family. AURO's pioneering role in the field of more sustainable coatings is reflected in the company's history:

As early as 1989, the AURO wall paint's formula at that time received a "good" quality rating from Stiftung Warentest. This was followed by historic recognition of the company's environmental commitment, including the 1992 award presented to the company's founder, Dr. Hermann Fischer, as "Eco-Manager of the Year" by Capital magazine and WWF Germany. In 1999, the company's efforts at that time were also honored with the environmental award from the international environmental foundation "Friends of the Earth."

AURO is the first paint manufacturer to develop a machine tinting system with consistently bio-based 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, designed to consistently maximize the proportion of renewable raw materials.

2017



2018

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

2019



2022

Expansion of the COLOURS FOR LIFE portfolio to include a machine-tintable wood stain available in 65 shades.

2023



2024

Winner of the 'Winner German Sustainability Award 2025' in the Paints and Coatings category.

The timeline shows the most important milestones in our company's environmentally friendly development over the past ten years. The complete overview since the company was founded can be found on our website.



An aerial photograph of a dense, lush green forest. A dirt path winds through the trees, starting from the left and curving towards the right. The text "Holistic MANAGEMENT" is overlaid in the center. "Holistic" is in a white script font, and "MANAGEMENT" is in a bold, white, uppercase sans-serif font.

Holistic **MANAGEMENT**

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 in the year 2023. Which milestones are particularly significant?

Milestones often take on special significance when viewed in a temporal context. Seen in this light, there are numerous highlights in the company's history. Singling out just a few of them can, for that very reason, give a somewhat distorted picture. For this reason, I prefer to take a broader view. The range of outstanding events extends from very special accolades—such as numerous environmental awards—to the consistent expansion of our product line to include solvent-free systems in our paints and glazes, all the way to the sustainable setting of aesthetic trends. Examples of this include the unique color effects and texture of many of our products, as well as technological innovations in products and their core components—such as our in-house biogenic 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 resource-conserving corporate success.

"We are a clearly forward-looking company, and we link our investments in future viability and competitiveness to measurable milestones."

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 is based on biomass and natural minerals, not on petrochemical binders.

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

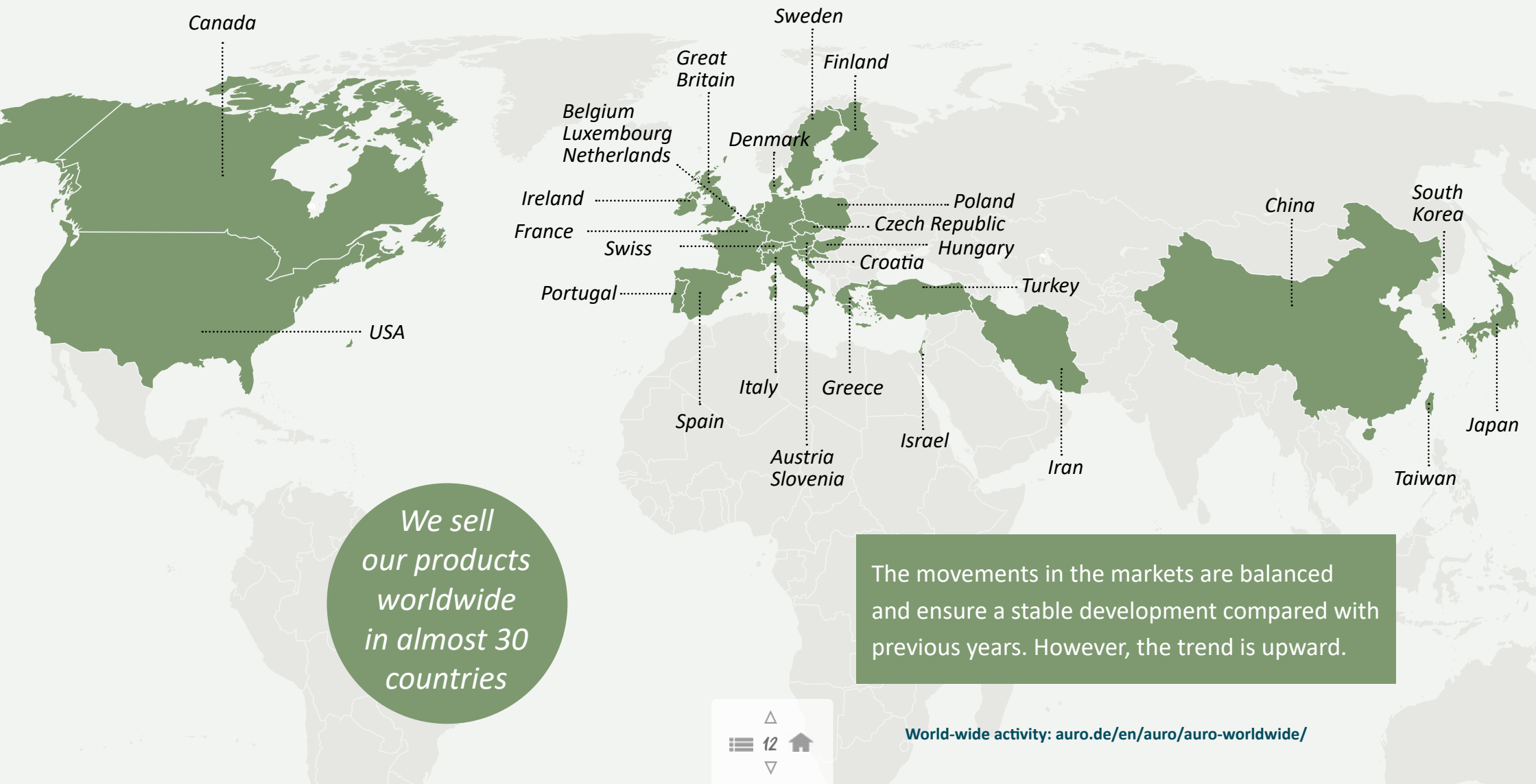
We are a clearly forward-looking company, and we link our investments in future viability and competitiveness to measurable milestones. For this reason, further development, renewal, and expansion are taking place across all areas of the company: from raw materials to production, from research and development to human resources and

our social engagement. We are currently aligning our production with a binding environmental roadmap through 2028, in which the continuous conservation of resources is firmly established as a guiding principle for our operations. At the same time, we are focusing on basic research in several internationally funded projects as the foundation for future, sustainable product innovations.



Present in the following countries:

AURO WORLDWIDE



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 consistent environmental profile 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 consistent natural paints available to as many people as possible. We started this campaign 42 years ago and we now see that the desire to buy products made from renewable raw materials 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 plant-based raw materials from certified cultivation, we conserve finite resources.

es and help protect existing ecosystems. 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 crumpled packing paper instead of plastic pallets, crates, plastic wrap, or synthetic packing 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.

World-wide activity: auro.de/en/auro/auro-worldwide/

"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 those companies that are at the forefront as pioneers of transformation. Their decisions show the diversity and depth of this transformation – from different challenges to companies of different sizes and contexts.

[Learn more](#)



More than green:

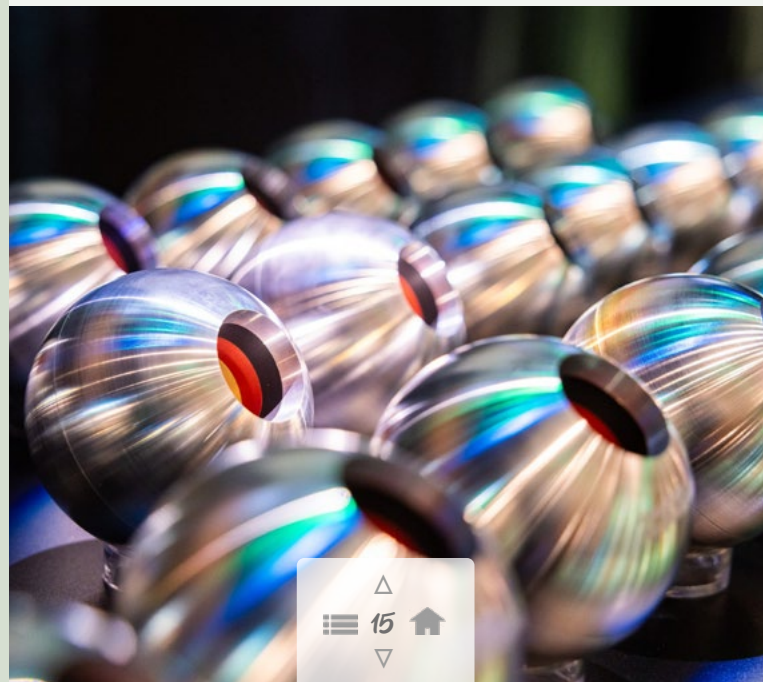
FOCUS ON ECOLOGICAL TRANSFORMATION

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 natural CYCLE PRINCIPLE

Social and Environmental Commitment

For us, responsibility doesn't end at the factory gate. For decades, we have actively supported global conservation and aid projects for people and nature—ranging from regional donations to international species conservation partnerships with NABU (details on pp. 36–42).

Recycled Packaging

Our plastic buckets are made from post-consumer recycled material (PCR) and waste materials from the maritime industry (such as nets and ropes). By using these recycled containers, we reduce CO₂ emissions by approximately 45% per package (see page 30 for details).

Resource-Efficient Production

Renewable energy plays a key role in our manufacturing processes. 100% of our electricity needs are met by certified green electricity and our own photovoltaic systems. Through active energy management, we are continuously improving our efficiency (see page 28 for details).

Consistent Circular Economy

Since the company was founded in 1983, we have operated according to three verifiable core values: the use of renewable raw materials, the biodegradability of organic ingredients, and social responsibility in the supply chain.

Holistic Management

We combine economic success with a consistent commitment to product, social, and human resources responsibility. The fact that business and environmental protection successfully complement each other at our company is demonstrated by our winning the 2025 German Sustainability Award (details on p. 15).

Plants and Minerals as a Basis

Our formulations are based on renewable raw materials and mineral components. After drying, the organic components of the paints can be returned to the biological cycle (see p. 19 for details).

Pioneering Research & Development

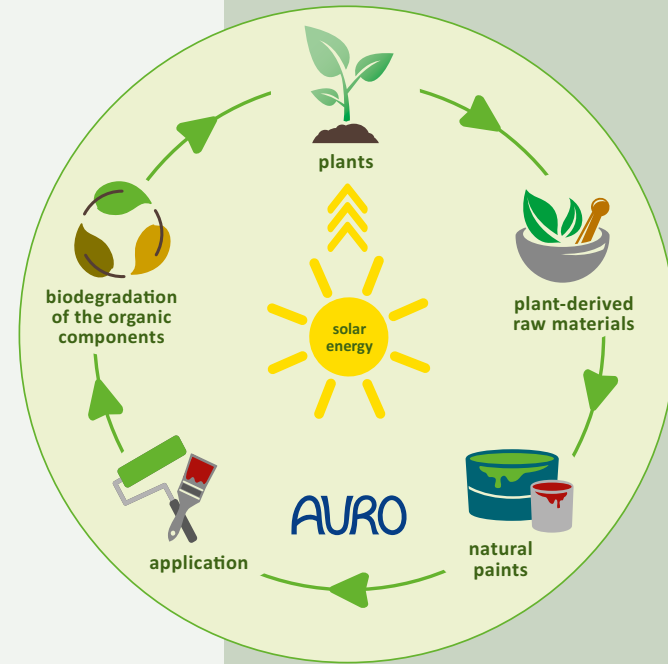
Drawing on decades of expertise in plant chemistry, we develop sustainable alternatives to fossil-based materials. A major milestone is our proprietary biogenic binder, Replebin®, which combines reliable performance with consistent environmental sustainability (see pp. 20–25 for details).



Learn more about renewable raw materials and formulations at auro.de/en/transparency/

We are part of the **BIODIVERSITY**

Since the company's founding, responsible conduct has been an integral part of AURO's corporate culture. Our mission is to preserve and promote the health of people and nature. To this end, we draw upon a vast array of diverse, continuously renewable plant-based substances. In this way, our products contribute to biodiversity. To manufacture our comprehensive product range, we rely on oils, resins, waxes, and pigments derived from nature. The raw materials, which come from plant sources, can be returned to the biological cycle as organic components after processing and drying. (Details on raw material content on p. 19).



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 provide an immeasurable abundance of raw materials, the organic components of which are biodegradable. This is because every single plant is a highly efficient natural factory that produces its products with absolutely no waste.



Raw materials are our basis FROM NATURE

In our product line, we consistently prioritize raw materials of biogenic origin. We ensure that the organic components of our materials are biodegradable and are extracted 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

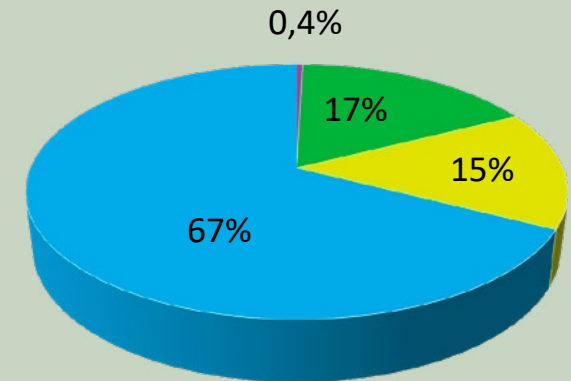
processed natural materials



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



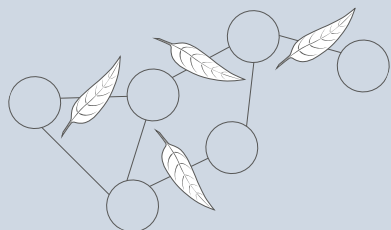
We conduct our research with a deep understanding of and enthusiasm for technology, material quality and environmental and biological standards. This results in technologically advanced products – including wall paints, varnishes and care products – that exceed conventional standards and are based on many years of expertise in plant-based chemistry.

Research is central to our work, which is why we have expanded our workforce to promote bio-based alternatives.

For information on publicly funded research projects such as Horizon 2020 and Wood For Health, see pp. 24–25.

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.





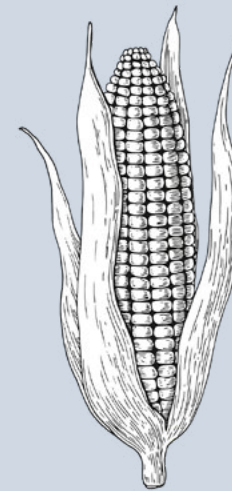
The future with renewable **RAW MATERIALS**

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. It is an essential component and ensures the high quality and resource-efficient properties of our products.



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



maize



wheat



camphor

Bio-based 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 bio-based and mineral-based pastes 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 higher-performance bio-based 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:

Thanks to the use of Replebin®, COLOURS FOR LIFE paints are formulated to be low-emission, non-yellowing, and resource-efficient. This AgBB-compliant paint can be applied by roller, brush, or spray to all common surfaces.

Ingredients and Full Ingredient List at auro.de/en/transparency/

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. For example, oils from certified organic cultivation, such as flaxseed oil, canola oil, and castor oil, are used here.

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 are firmly committed to the principles of gentle chemistry and preserve the natural structure of our raw materials as far as possible.

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

In the field of mineral raw materials, these include fillers such as calcium carbonate or kaolin, as well as pigments, which at AURO are also of mineral origin. With the COLOURS FOR LIFE tinting system, we have launched a pure mineral-based tinting system onto the market that utilises mineral pigments. Petrochemicals play a very minor role in our production processes. We deliberately avoid using them in production and use them only where we are legally required to do so, particularly for preserving the colors. 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

biofaIR

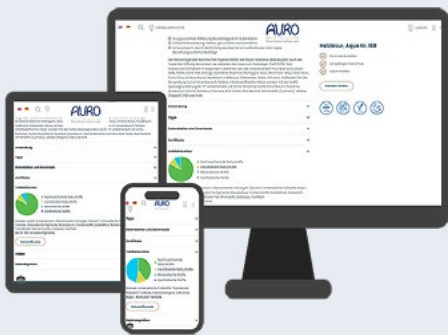
The aim is to replace synthetic biocides in facade paints with biobased latent heat storages.



We provide TRANSPARENCY

Full declaration

Something we take for granted, but which is a rarity in the industry: The full declaration of all ingredients. As a pioneer for natural paints, we declare our ingredients comprehensively 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



On all labels



Commodity science

Knowing what's inside? We provide our customers with clear guidance based on reliable facts. 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: Transparency is the most honest form of environmental protection.

[Learn more](#)





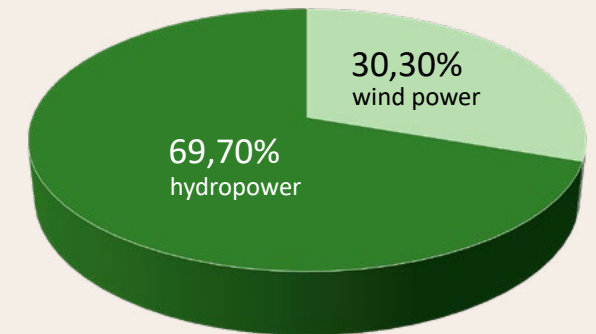
Resource-efficient **PRODUCTION**

Our energy management AT THE HEADQUARTERS

We use 100% green electricity. Since 1999, the administrative and production processes at our headquarters have been based on a resource-efficient energy supply. The electricity we use comes from renewable energy sources, specifically onshore wind power. Combined with the photovoltaic system on the company's roof, we meet our entire electricity demand from renewable energy sources. Since July 2023, a total of 148 modules have been generating a total output of 62.9 kWp. This results in a projected CO2 reduction of 36,000 kg per year. An additional solar thermal system is used for heat generation.



*Green electricity from
100% renewable sources*



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 CO2-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.



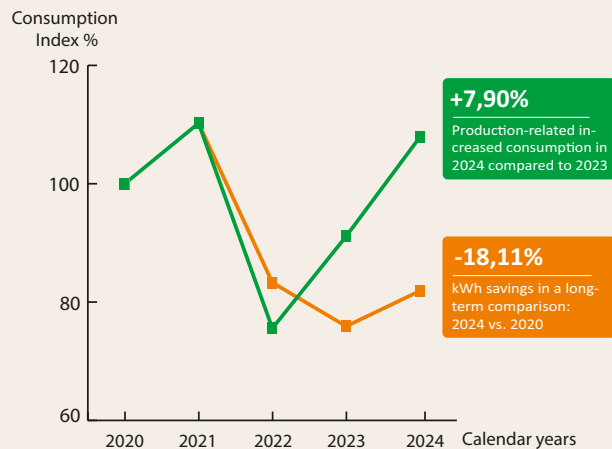
Efficient and

ENVIRONMENTALLY FRIENDLY

Lower Grid Power Consumption & Active Energy Management

Active energy management plays an important role in climate protection. Thanks to the photovoltaic system (63 kWp) installed in 2023, we were able to reduce our purchase of grid electricity by about 19%. The tables below show the trend in our gas and electricity consumption over the past five years and demonstrate our long-term commitment to continuous resource conservation.

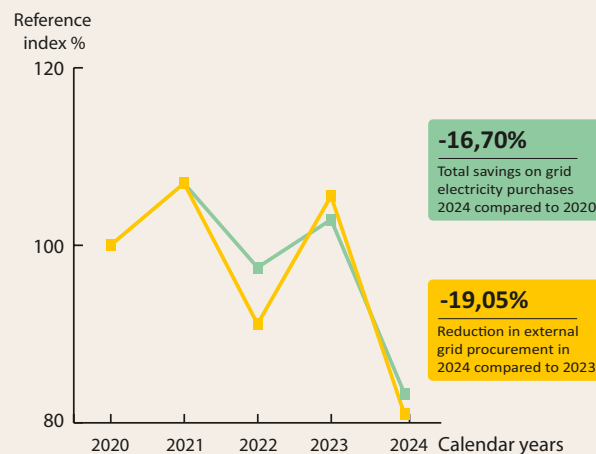
Gas Consumption: 5-Year Trend



Long-Term Trends in Gas Consumption (2020–2024)

Indexed representation of kilowatt-hours (kWh) consumed compared to the base year 2020 (100%).

Electricity Consumption and the PV Effect



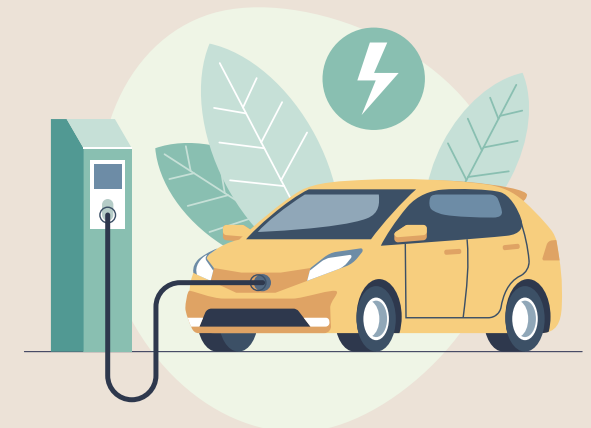
Trends in External Electricity Procurement (2020–2024)

Indexed representation of electricity purchases. The decline in 2023 is primarily due to the commissioning of the plant's own photovoltaic system.



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 made with recycled material

FROM MARINE SOURCE

We've made the switch. Since mid-2022, our paint buckets have been made from recycled plastic, which conserves valuable resources and actively helps reduce the environmental impact. Once emptied, the containers are recyclable and can be returned to the recycling stream.

Post-consumer recycled material

The recycled material comes from waste generated by the maritime industry (such as used fishing nets and ropes) as well as from household recycling collection (yellow bag). The buckets are recyclable by material, provided that the bucket, handle, and lid are sorted separately.

Minimal use of virgin plastic

Only the lid and the handle are made of white virgin plastic, which is absolutely essential for the container's mechanical stability.



Reducing the burden on the oceans

We use marine and household recycling sources to reduce the use of petroleum-based plastics and keep plastics in the circular economy.

CO₂ Savings

We reduce CO₂ emissions by approximately 45% per container when using this recycled material. Verified EPDs and life cycle data: auro.de/en/transparency/

On the Recyclability of METAL CONTAINERS, PAPER AND GLASS

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

Metal containers

Our metal containers for paints and oils are completely light- and gas-tight. In addition, tinplate has an excellent material recycling rate. Like glass, metal is a permanent material: It can be melted down and recycled an infinite number of times without any loss of quality — a closed-loop material cycle.

Paper packaging and glass

Packaging made of paper, cardboard, and bags uses wood fiber, a renewable resource that achieves the highest recycling rates in the waste paper cycle. Glass can also be remelted and recycled as a material an almost unlimited number of times without any loss of quality. This makes waste glass a valuable, resource-conserving raw material.





Efficiency: Savings IN PRODUCTION

Consistently implement sustainability measures in our operations and continuously reduce resource consumption. The responsible use of all 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

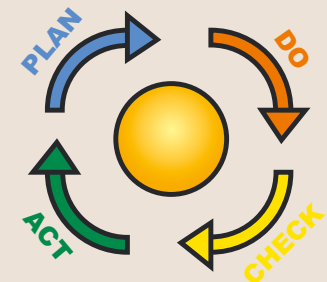
Production and warehouse facilities are gradually being converted to LED lighting using the latest technology. Besides the lower power consumption, the longer service life of the lamps and the resulting reduction in maintenance work are significant advantages.



[Learn more](#)

Continuous improvements

Optimizing production processes and making improvements for our employees are ongoing efforts and reflect our continuous pursuit of process optimization and resource efficiency 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.



Material-friendly shipping

CARDBOARD BOXES

Resource saving packaging

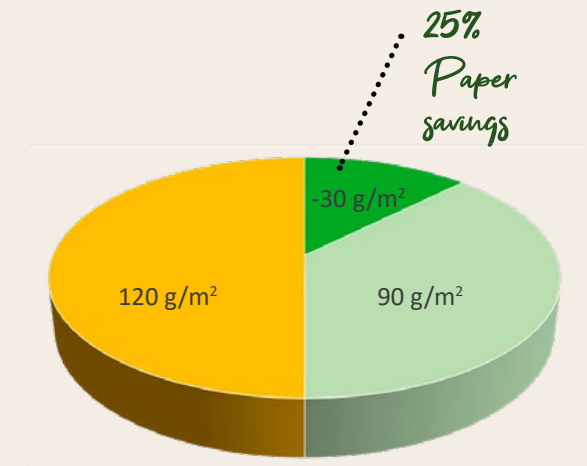
Cardboard boxes are made of corrugated or solid cardboard containing varying proportions of kraft paper and recycled paper. We use only cardboard boxes for shipping our products. The raw material for manufacturing cardboard is wood, making it one of the sustainable and renewable resources in the packaging industry.

Optimizing operational processes ensures a targeted reduction in material usage immediately prior to shipping at the factory. The packages are then shipped via the regular transport route through our logistics partner, DPD. Further insights into AURO's philosophy can be found at auro.de/transparenz.

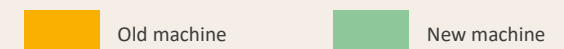


Efficient paper cushioning machine

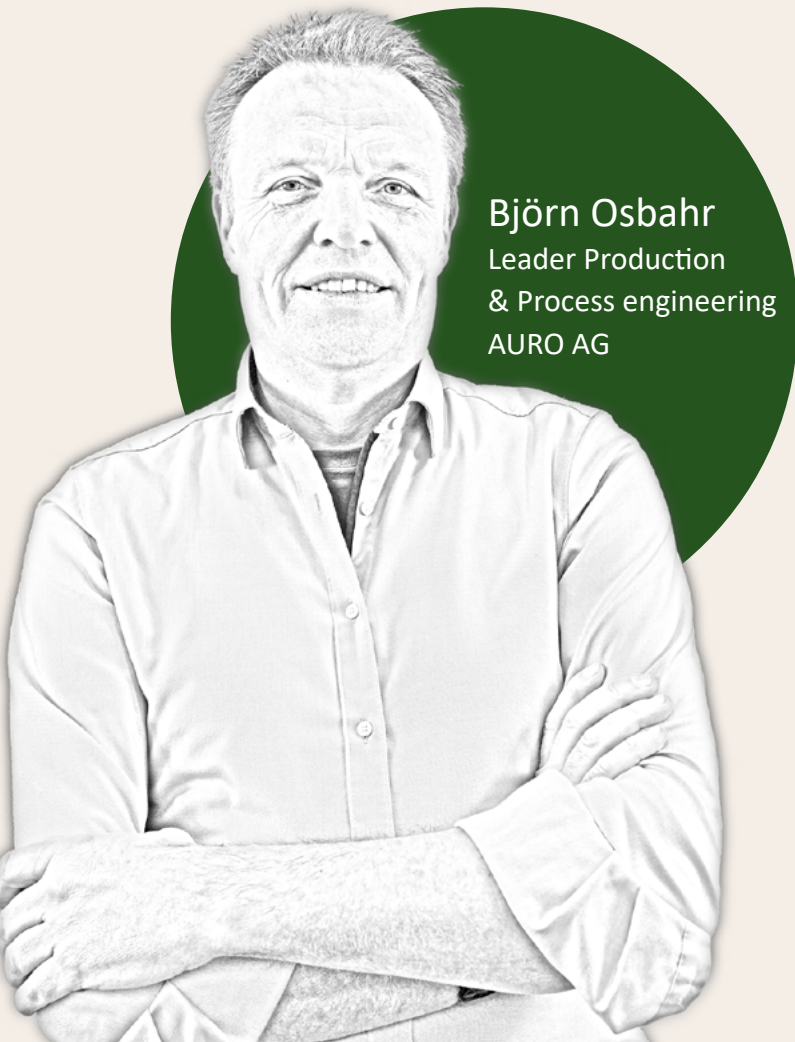
A Contribution to Resource Efficiency: Cushioning, fixing or wrapping, the paper cushioning machine newly purchased in 2022 uses less material and now forms single-ply, rather than double-ply, paper into cushions that are used to protect our products during transport. Due to the lower paper consumption,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



Material consumption paper cushioning machine



Efficiency in the 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.

Responsible Sourcing: When selecting raw materials, we adhere to recognized social standards and the core conventions of the International Labor Organization (ILO). Details on the countries of origin of our raw materials can be found at auro.de/en/transparency/

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 does AURO conserve resources when cleaning its boilers?

The dried-on production residues from the boilers are dissolved using AURO pickling solution and rinsed away with treated rainwater from our cistern. Using our in-house filtration system, we mechanically separate approximately 9,400 kg of solids per year, allowing the treated water to be discharged into the sewer system. The dried mineral and plant-based residues are properly disposed of and recycled.

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



A scenic landscape featuring a calm river flowing through a lush green area. On the left, a large tree with dense foliage frames the scene, with a bright sunburst effect emanating from behind its branches. The foreground is filled with tall green grass and numerous small yellow wildflowers. The river reflects the surrounding greenery and the soft light of the sun. In the distance, more trees and a hazy horizon are visible under a clear blue sky.

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 **100** 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 are sending a clear message that simply selling eco-friendly products is not enough on its own to drive ecological change. 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 population growth leads to more and more land being used for agriculture and the traditional habitats of wild animals are shrinking, conflicts are inevitable.



Mkomazi Nationalpark,
East-Tanzania at the
border to Kenya



Sunflower fields
destroyed by elephants



Project Transparency: Further information about the NABU International Nature Conservation Foundation and the specific measures being implemented on the ground can be found at:

nabu.de

international.nabu.de

auro.de/auro/nabu-und-soziales-engagement



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 gardens or fields, 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

Learn more: You can find the latest project reports on our exclusive partnership with NABU online at auro.de/auro/nabu-und-soziales-engagement/.



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. Preserving wetlands not only provides a habitat for rare plants and birds, but also actively contributes to climate protection through the natural CO₂ storage function of intact peatlands.



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. Treating others with respect is our top priority: We work exclusively with partners who actively uphold fair working conditions, human rights, and environmental protection.



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. We use the proceeds from our Christmas cards to support Viva con Agua's water projects through targeted donations and 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 materials are processed using professional recycling methods and effectively returned to the circular economy.

everwave

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AURO Pflanzenchemie AG | As of 05.2025 (KV)

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Passion for natural paints

Learn more about renewable raw materials
and formulations at auro.de/en/transparency/