

Press Release

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Cleantech Building Materials plc

Accoya® Wood Launches Bold New Brand Identity Ahead of China Factory Opening

Cleantech Building Materials plc (“CBM” or the “Company”) is pleased to unveil the refreshed global branding for Accoya® Wood—marking a new chapter in the evolution of one of the world’s most innovative and sustainable building materials. This brand update reflects Accoya® Wood’s market leadership and its growing adoption across Asia and beyond.

Through its wholly owned subsidiary, Diamond Wood China Limited, CBM is currently constructing the first Accoya® Wood factory in China—laying the foundation for a major shift towards carbon-negative construction in the world’s largest building materials market.

The new brand identity captures Accoya® Wood’s uncompromising performance and unmatched sustainability credentials. It embodies the values that architects, manufacturers and builders have come to associate with Accoya® Wood: innovation, longevity, and a commitment to environmental leadership.

The Accoya® Wood Advantage

Accoya® Wood is a revolutionary solid wood product created through a patented acetylation process that transforms fast-growing FSC®-certified Radiata Pine into a material with strength and durability to rival—and often exceed—traditional tropical hardwoods and carbon-intensive materials like steel, aluminium, and PVC.

Used in applications ranging from windows and doors to cladding, decking, and high-end architectural design, Accoya® Wood offers:

- **Dimensional stability and durability** backed by a 50-year warranty;
- **Low maintenance and long coating life**, reducing total lifecycle cost; and
- **Superior performance in tropical climates**, including high resistance to termites and splintering, and a cooler surface underfoot.

Its aesthetic appeal, performance benefits, and sustainability make Accoya® Wood the choice for designers seeking both form and function.

Sustainability Without Compromise

Accoya® Wood is the only structural building material in the world to have received **Cradle to Cradle™ Gold** certification. Its carbon-sequestering properties are profound: for every cubic metre produced, 944kg of CO₂ is captured, while only 88kg is emitted.

At full Phase 2 capacity, CBM's China factory will produce 320,000m³ of Accoya® Wood annually—sequestering carbon equivalent to the emissions from over 11 million litres of gasoline every year.

Building for a Net-Zero Future

Diamond Wood, CBM's operating business in Asia, has maintained **FSC® certification** since 2008—ensuring full traceability and responsible sourcing from sustainably managed forests. The new China manufacturing facility, now under construction, will incorporate advanced environmental standards and closed-loop systems that repurpose key production outputs—paving the way for a fully circular and low-impact industrial model.

A Brand to Match the Mission

With more than 6,000 projects across Asia already incorporating Accoya® Wood, the refreshed brand signals the Company's intent to lead a global transition toward sustainable, performance-driven construction materials.

Further Enquiries:

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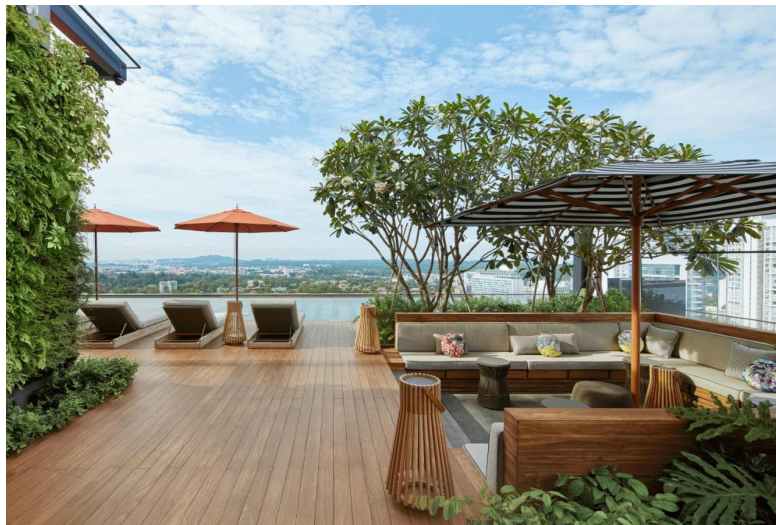
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Notes to Editors:



CBM, through its subsidiary Diamond Wood China Limited, owns exclusive manufacturing rights to Accoya® Wood in China and is in the process of establishing a new large scale Accoya® Wood factory in China to meet the huge demand in the region.

For more information please see: <http://www.cbm-plc.com> and <https://www.diamondwoodchina.com>



Accoya® Wood is produced using a proprietary patented acetylation technology that effectively converts sustainably grown softwoods and non-durable hardwoods into what is best described as a 'high technology wood'. Distinguished by its durability, dimensional stability and, perhaps most importantly of all, its reliability (in terms of consistency of both supply and quality), Accoya® Wood is particularly suited to exterior applications where performance and appearance are valued. Moreover, the Accoya® Wood production process does not compromise the wood's strength or machinability. The combination of dimensional stability, durability and retained strength means that Accoya® Wood offers a wealth of new opportunities to architects, designers and specifiers. These benefits result in lower maintenance and total cost of ownership while using a higher sustainable and environmental responsible building material.



As an example of Accoya® Wood's use, Google's London headquarters, is the largest wooden façade in the world (23,300 m² total area). Accoya® wood was selected for its negative carbon footprint, resistance to exterior elements, and its beautiful natural aesthetic.



For more information please see: <https://www.accoya.com>