

OVERVIEW

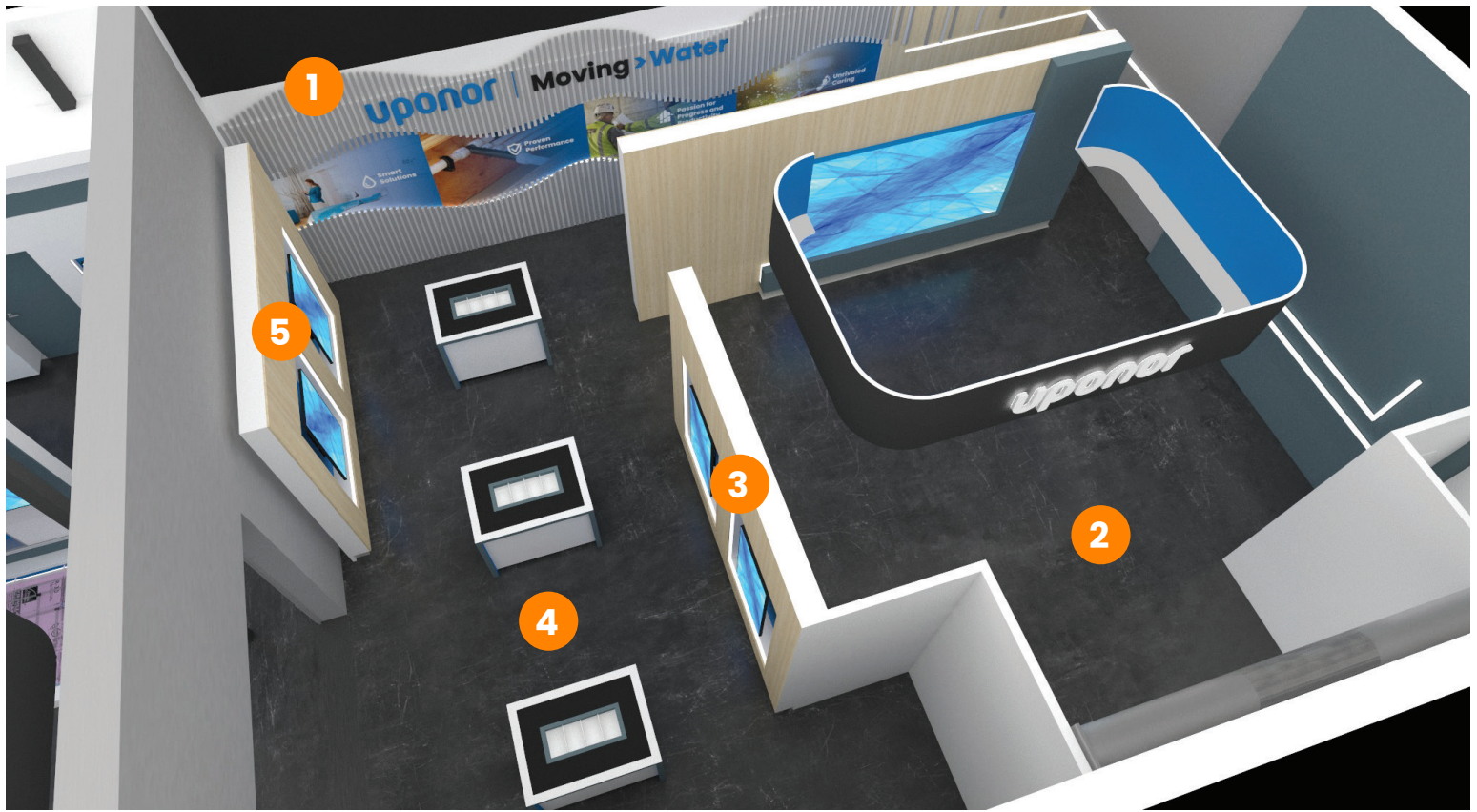
► Uponor Experience Center

The Uponor Experience Center is a flexible, adaptable education and discovery space designed to advance the technical skills of current and potential customers, foster innovation within the plumbing and HVAC industry, and provide an immersive education experience for employees and visitors alike.

Clean and bright design elements give a nod to Uponor's rich Finnish roots, while the flow, displays, and learning areas are the result of several years of planning and gathering feedback from internal teams, customers, partners, and industry influencers.

The 4,500-square foot newly constructed space features three distinct rooms:

- 1. Welcome center and values showcase**, featuring a corporate overview video, as well as the company's unique value propositions, information about markets served, product categories, and sustainability focus.
- 2. Product showcase**, demonstrating real-world applications, interactive displays, videos, productivity case studies, and more.
- 3. Hands-on learning space** with wood and steel structures where professionals learn about and then experience for themselves how to do proper product installations in both Residential and Commercial build environments.



UPONOR EXPERIENCE CENTER

▶ Room 1 – Welcome Center and Values Showcase

- 1. Display** showcasing Uponor's differentiated value in the markets we serve
- 2. Theater** featuring an Uponor corporate overview video
- 3. Video monitors** throughout highlight case studies about Uponor's value and impact on customers' key projects and bottom lines
- 4. Hands-on stations** where visitors can make both Uponor and competitive pipe and fitting connections
- 5. Milwaukee® Tool** partnership display



UPONOR EXPERIENCE CENTER

▶ Room 2 – Product Showcase

1. The right side of the room features Residential product applications in wood framing, specifically:

- › **Uponor Logic** plumbing system and accessories
- › **High-end** bathroom install
- › **Radiant** in both wall and floor
- › **Smatrix Pulse** control system for radiant
- › **AquaSAFE™** fire protection
- › **Domestic hot water** recirculation
- › **TotalFit™** push-to-connect fitting

2. The left side of the room features Commercial services and product applications in steel framing, specifically:

- › **Construction Services**
- › **Plenum** applications
- › **Radiant** solutions
- › **Prefabrication**
- › **Radiant Rollout™ Mats**
- › **Ecoflex®** pre-insulated pipes
- › **AquaPort™**
- › **Kitting Services**



UPONOR EXPERIENCE CENTER

► Room 3 – Hands-on Learning

1. **This area** features a steel structure simulating a Commercial build. Training can be customized to a particular group to enable actual connections and installs of large-dimension pipe, PP-RCT, hydronic systems, AquaPort, radiant, and more. Afterwards, Uponor trainers can remove the materials and reset for another group.
2. **Overhead monitors** for sharing videos, PowerPoint presentations, and other training materials
3. **Lightboxes** promoting new innovations
4. **This area** features a wood structure simulating a Residential build. Training can be customized to a particular group to enable actual installs of plumbing and radiant systems, over-head fire protection, push-to-connect fittings, and more. Afterwards, Uponor trainers can remove the materials and reset for another group.
5. **Workstations** for demonstrations and hands-on experiences

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