

For Immediate Release

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Uponor Innovations Identifies Emerging Markets and Game-changing Products

Uponor, Inc. is excited to announce the launch of Uponor Innovations LLC — a new, wholly owned subsidiary and corporate enterprise designed to identify emerging markets and create new, game-changing products.

“We are very fortunate to work with very talented and creative people at Uponor,” says Bill Gray, president of Uponor North America. “But, we have to recognize that no single



Uponor Innovations LLC offers entrepreneurs an avenue to turn innovative ideas, new technologies and leading-edge products into a reality; ideas that improve the way people design and construct the human environments where we live, work and play — in a green and sustainable way.

Uponor Innovations

We Welcome Your Ideas
Leading the way with better ideas and solutions, identifying emerging markets and creating new products is not new to Uponor; it's in our DNA. And Uponor Innovations LLC is one way for you to turn your idea into a successful reality.

The entrepreneurial spirit is core to our culture at Uponor. It's what's made us the leading manufacturer and supplier of plumbing, fire sprinkler and radiant heating and cooling systems for residential and commercial spaces in North America. More than 70% of our current revenue is derived from products we've introduced to the North American market over the past 20 years.

Uponor Corporation, listed on the NASDAQ OMX Helsinki Ltd., Finland, has more than 5,200 employees in 30 countries, with revenue exceeding \$1 billion.

How we can help you
We'd love to hear about your new idea. We're looking for new technologies and leading-edge products that improve the way people plan, design, construct, improve and manage environments in a green and sustainable way. Creative solutions that take us beyond what's already been done to improve the environments where we live, work and play every day.

Who can submit an idea?
Anyone — we welcome ideas from entrepreneurs, business owners, management teams, investors, funds, etc. Determining a promising fit starts with an assessment of the environmental improvement, technical feasibility, manufacturability, required capital, current business performance, market size and growth potential.

Our interests include acquisitions, equity participation and licensing. We are not an investment portfolio enterprise. Our approach is to pursue involvement where we can best leverage mutual success through existing Uponor assets and resources.

Why us?
We offer engineering, manufacturing and distribution networks to transform visions into real-world solutions. While Uponor Innovations LLC and Uponor, Inc. are based in Minneapolis, our global reach extends throughout North America, Europe, Asia and Central America.

The Uponor Innovations website is a resource where entrepreneurs, startups, business owners, management teams, investors and funds can submit an executive summary of their ideas for a new product, process or technology.

company has a monopoly on good ideas. Uponor Innovations is one way we can connect with others externally and help turn their good ideas into a reality.”

Anyone from entrepreneurs to startups, business owners, management teams, investors and funds can submit an executive summary of their ideas to www.uponorinnovations.com. Uponor is open to exploring ideas that may or may not build on its existing product profile and business model.

“Someone may have a good idea, but lack the resources to gain any traction or success,” says Gray. “That’s where Uponor can help. We have a successful and established infrastructure to help introduce ideas, products, processes and technology to our industry.”

This infrastructure includes staff, funding, manufacturing, marketing, sales, technical support and a national distribution network. Uponor Innovations is not an investment portfolio enterprise, but rather its approach is to pursue involvement through existing Uponor assets and resources.

Gray believes that building an innovative culture internally and externally is a great opportunity to build products and create new processes and technologies that not only help its customers differentiate and grow their business, but also inspire the industry with fresh, innovative and sustainable solutions, and enrich people’s way of life.

“The entrepreneurial spirit is a core part of our culture at Uponor; it’s in our DNA,” Grays says. “We’re very excited about this new venture where we can all capitalize on better ideas and solutions to revolutionize our industry.”

Uponor, Inc. is a leading provider of plumbing, fire safety and radiant heating and cooling systems for the residential and commercial building markets in the United States. Uponor, Inc. employs nearly 500 people at its North American headquarters in Apple Valley, Minn. For more information, visit www.uponorpro.com, www.uponor-usa.com or call (800) 321-4739.

For more information about Uponor, visit the Uponor media room at <http://uponor.oreilly-depalma.com> or www.uponor-usa.com/mediaroom.

Hi-res versions of a photograph to accompany this release are available for immediate download in .tif format by using this link: <http://uponor.oreilly-depalma.com/2013/innovations-us.shtml>.

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