

Pioneering Cement-free Construction



Table of Contents

[1. Introduction](#)

[2. Our Unique Solution](#)

[3. Investment Opportunity](#)

[4. The Team](#)



Shaping a Sustainable Tomorrow

The cement concrete industry drives 8% of CO2 emissions. Kruner Industries developed a binder that replaces cement and disrupts the status quo by converting local resources, such as desert sand, into sustainable construction materials.

We are slashing industry CO2 emissions up to 90%, innovatively steering towards a greener future.



With rapid urbanisation and modernisation, cement concrete has become the most consumed man-made material in the world today.

The Challenge Sustainability & Availability



Global warming

Cement concrete production contributes **8% of CO2** emissions worldwide.



Governmental pressure

Increasing **regulations** push the cement concrete industry towards greener alternatives.



Shortage of construction sand

The scarcity of coarse-grained sand is **reaching critical levels**, which is a big challenge for the industry.



Cement price is on the rise

Rising cement prices strain budgets and **impact construction-project** feasibility.

Our Unique Solution

Kruner Binder Technology

- Our Kruner Binder replaces cement.
- Our Kruner Binder mixed with any sand grade, including desert sand, becomes concrete without cement – we call it KrunerRoc.
- Applicable across seven construction & building industries.



Our game-changing binder transforms construction materials, leveraging accessible resources like dune sand.

The Advantages Kruner Binder Technology



UP TO
80%
LESS ENERGY

Our binder drastically reduces energy consumption in **production**.



Minimum 60% less water needed compared to concrete production.

UP TO
90%
LESS CO2

By utilizing our game-changing binder, we **slash CO2 emissions** up to 90%.



More **profitable** than cement.

100%
SUSTAINABLE

Harm-free, mineral-based binder: **100% free** from cement, resin, slag and fly ash. Responsibly sourced and makes use of vast resources of untapped sand.



Committed to a greener future, we design our **cement-free** products to thrive within a **circular economy**.

One Product Unlimited Possibilities

**Our Kruner Binder is applicable across
7 construction & building industries.**

- Cement
- Precast
- Insulation
- Ready-mix concrete
- Stone Slab
- Brick
- Ceramics

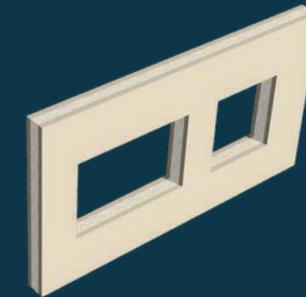


Kruner Binder

Kruner Binder Application Fields



Kruner Binder



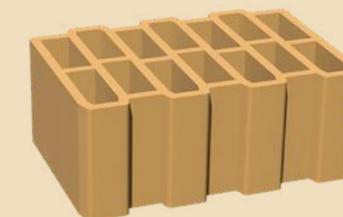
KrunerRoc
Cement-free,
outperforms
concrete



KrunerInso
Safe, harm-free



KrunerStone
Mouldable
designer stone



KrunerClay
Stronger clay,
without kiln firing

Investment Opportunity

**300 Mio. Euro
Investment for up to 49%
shares.**

Establish a binder plant with
1 Mio. tonnes capacity in
Saudi Arabia.

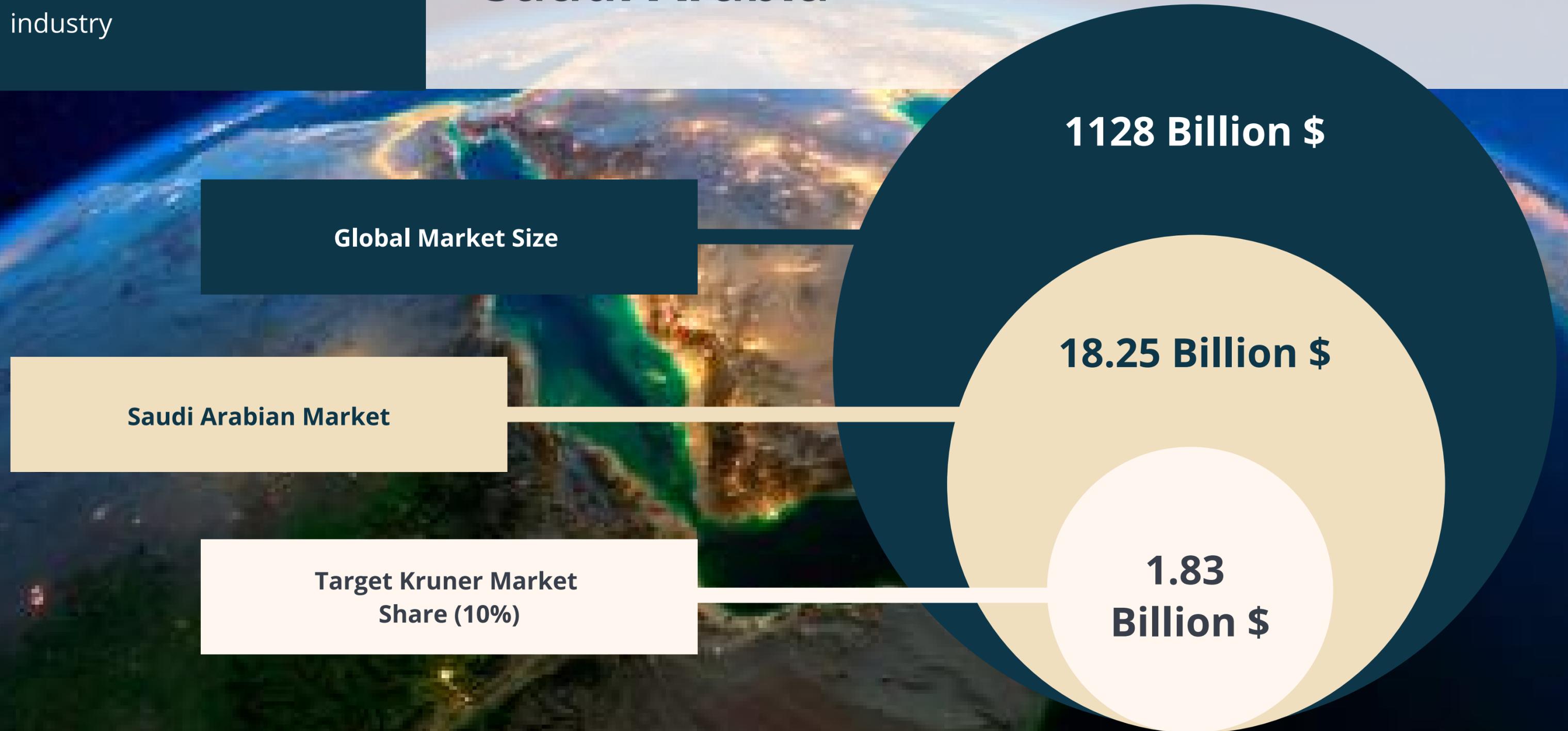
Plant set up: 12–24 months

ROI: 60–80%



Market potential for Kruner
in Saudi Arabia in concrete,
stone slabs, thermal
insulation, brick & ceramic
industry

Market Potential Saudi Arabia



Revenue Streams

Binder Sales

CO2 Certificates

Licence Fees

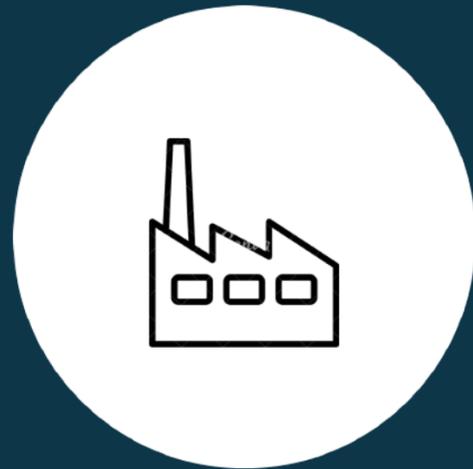
Sales Channels Overview

How We Sell the Binder



Sales Reps

35 dedicated B2B specialists, incentivised with a 5% commission for acquiring new business



Fairs

Consistently present at 15 major global fairs, enhancing visibility and building relationships worldwide



Partnerships

Strategically ally with precast producers who do not have their own cement production, enhancing our mutual growth



Government

Bidding for government projects, like NEOM, and partnering with non-governmental organizations, including the UN



End Customer

Buys product containing our innovative and sustainable binder technology "Kruner Inside"

Major Global & Regional Potential Customers

Kruner Industries

Cement

- CNBM
- Cemex
- Henkelit
- Italcementi
- Taiwan Cement
- Holcim
- Yamama

Ready-Mix Concrete

- Lafarge Holcim
- Cemex
- Heidelberg Cement
- Votorantim Cimentos
- Anhui Conch Cement
- CRH
- Buzzi Unicem
- Yamama

Precast

- Oldcastle Infrastructure
- ELO Beton
- Spancrete
- Tindall Corporation
- Forterra
- CEMEX
- Holcim
- Gulf Precast

Ceramics

- China Ceramics
- Roca
- SCG Ceramics
- Mohawk Industrie
- Kohler
- Porcelanosa Grupo
- Villeroy & Boch
- Geberit

Brick

- Wienerberger
- Boral
- Interbrick
- Brickworks
- Redland
- LafargeHolcim
- Acme Brick

Stone Slab

- CNBM
- Cemex
- Henkelit
- Votorantim
- CRH
- Holcim
- Yamama

Past, Present & Future

2012 – 2017

- R&D
- Binder prototype finalised

2018 – 2022

Technology adaptation and Industry application development for:

- Kruner Clay non-kiln-firing brick process developed
- Kruner Roc precast wall production successfully tested at the precast factory
- Kruner Inso material developed
- Kruner Stone Block adapted for mass production

2023 – 2024

- Kruner Stone designer sink development finalised
- Kruner Binder patent pending
- Binder plant design finalised
- Funding in progress

2025

- SOP in Saudi Arabia
- SOP in Malaysia

2040

Own
450 plants

2026 – 2029

- MENA 3x plants
- APAC 3x plants
- SOP in Poland
- SOP in USA

Our Expert Core Team United in Vision



Mag. Samuel Krupensky
CEO & Co-Founder

- 17+ years experience in construction and real estate
- Vast experience in leading people
- Sales leader
- Serial entrepreneur



Helmut Lerner
CTO & Co-Founder

- 25+ years experience in process automation
- Specialist in aircraft and automotive engineering
- Head of R&D in liquid plastics



Robert Rentz
COO & Quality Manager

- Composite-materials expert in development and electrical engineering
- 29+ years in mineralogy and chemistry



Peter Wiesinger
Investor & Board Member

- 30+ years of expertise in architecture, development, and international leadership
- Experience in city and infrastructure development in the Middle East



Ching Keh Chew
Investor & Board Member

- 20+ years in advertising & communications
- Proven regional leadership
- High-profile clients: ABN AMRO, Microsoft, AIA, Singapore's Temasek Holdings, etc.

Our Expert Advisory Team



Peter Hammer

- Vice President of special projects Battenfeld-Cincinnati
- Expert in extrusion production plant set-up
- Six Sigma certified



Dr. Christoph Piribauer

- Head of working group, raw materials and industrial minerals, FGK – Glas/Keramik Institute
- R&D Project Manager at RHI AG
- Montan University of Leoben graduate
- Specialises in raw material development



DI Friedrich Willitsch

- 35+ years consulting experience in planning and building cement- and waste-processing plants
- Austrian Innovation Award recipient
- Expert in cyclone-based cement technology



Univ. Prof. Dr. Lengauer

- Director, Minerology Department, University of Vienna
- Published 143 articles in mineralogy

Our Partners

At Kruner Industries, we foster innovation through strategic global partnerships with industry leaders, advanced R&D facilities, and esteemed universities.

These alliances, an integral part of our DNA, provide unique expertise and resources that drive our mission and accelerate innovation. Through these collaborations, we uphold our commitment to excellence and pioneering solutions.



Invest with us!

Mag. Samuel Krupensky
CEO & Co-Founder



Phone

+43 680 23 131 23



Mail

[Get in touch via Mail](#)



LinkedIn

[Click here](#)



Web

krunerindustries.com



Book a Meeting

[Click here](#)



More Information

[Scan or click here](#)

