



Reach for the  
**power**  
of **Hero**

The **breakthrough** technology  
in **bonding and sealing**

**PROHERO GLUE & SEALANT**  
The new generation  
in **bonding and sealing**

# ▶ Agenda

**01 Our mission**

**02 Selena Group worldwide**

**03 Selena Group brands**

**04 Sustainable buildings**

**05 PROHERO products concept**

**06 PROHERO glue**

**07 PROHERO sealant**

**08 Where & When**

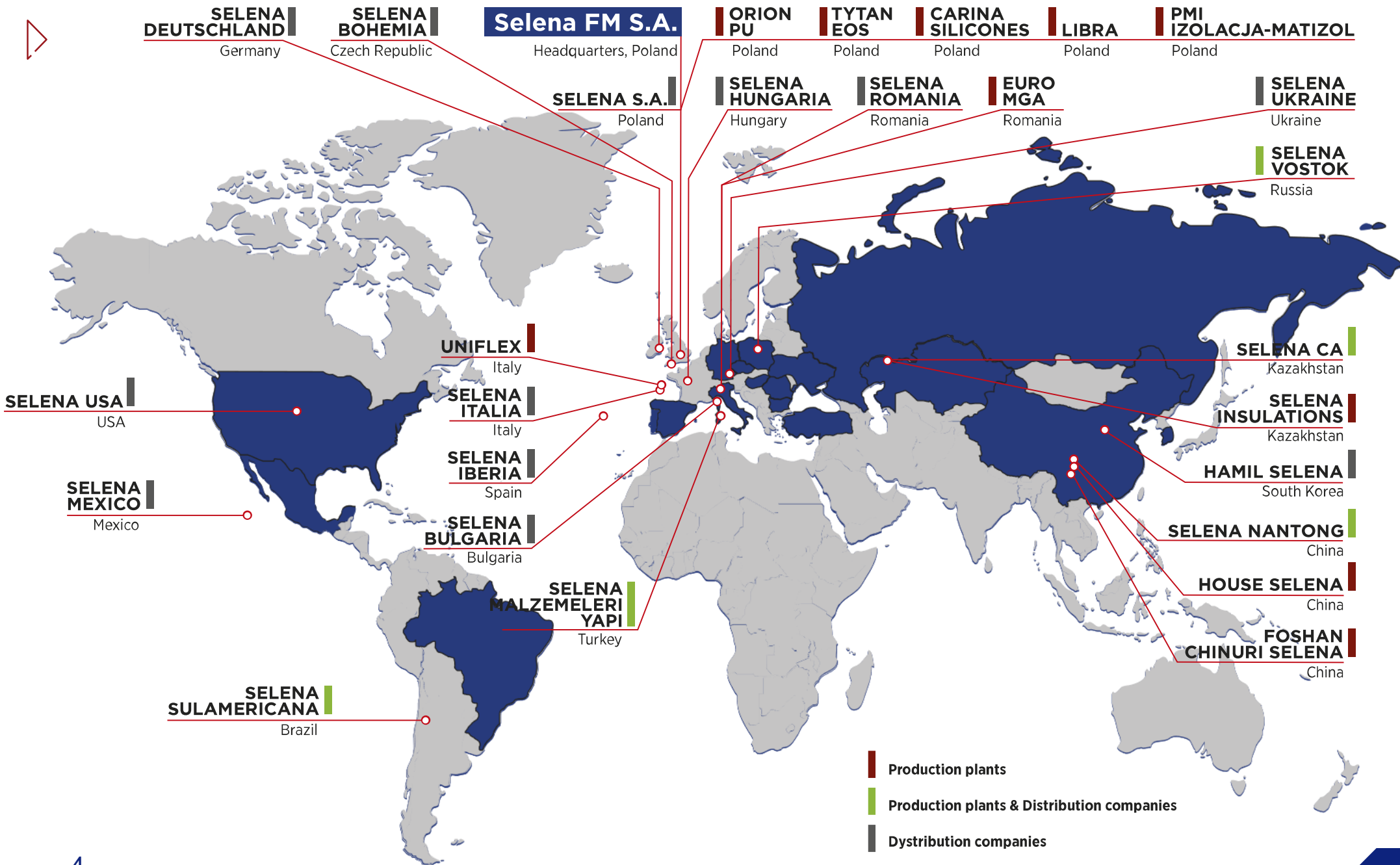
# ▷ Our mission at the core of the strategy

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**Mission** To deliver products and solutions for modern construction jobs, developed for and with the professional builders.

**Claim** Modern tailored builder solutions for the modern construction.

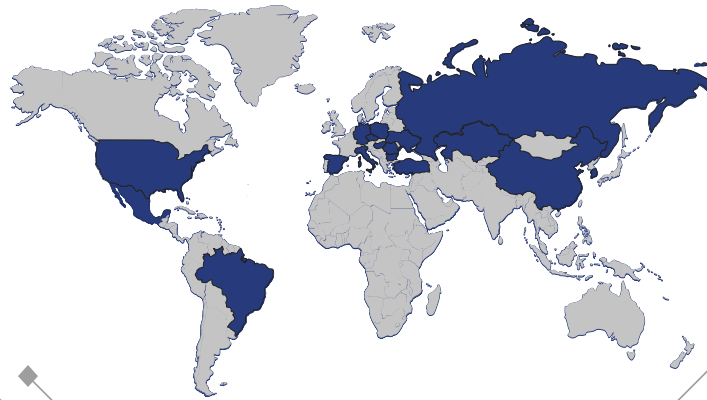




Research & development  
focused on innovation



**35**  
companies in  
**18**  
countries



Sales  
**100**  
countries  
worldwide



One of  
**top 4**  
manufacturers of  
polyurethane foam  
in the world



**19**  
production plants in  
Europe, Asia and  
South America





# ▷ Selena's Brands



# ▷ Sustainable buildings

- In sustainable buildings, especially in buildings with BREAM, LEED, DGNB or WELL systems, particular attention should be paid to the appropriate selection of construction products used for interior finishing.
- These products should be free of: Silicone, MEKO & OXIME, APEO, Hydrocarbons, Phthalate, Solvents and Isocyanates.
- Products should also have very low emission of volatile organic compounds proven by certificates.
- **Tytan Professional PROHERO products meet all of these requirements and help to create the safe and eco-friendly buildings.**



# ▷ PROHERO packshots





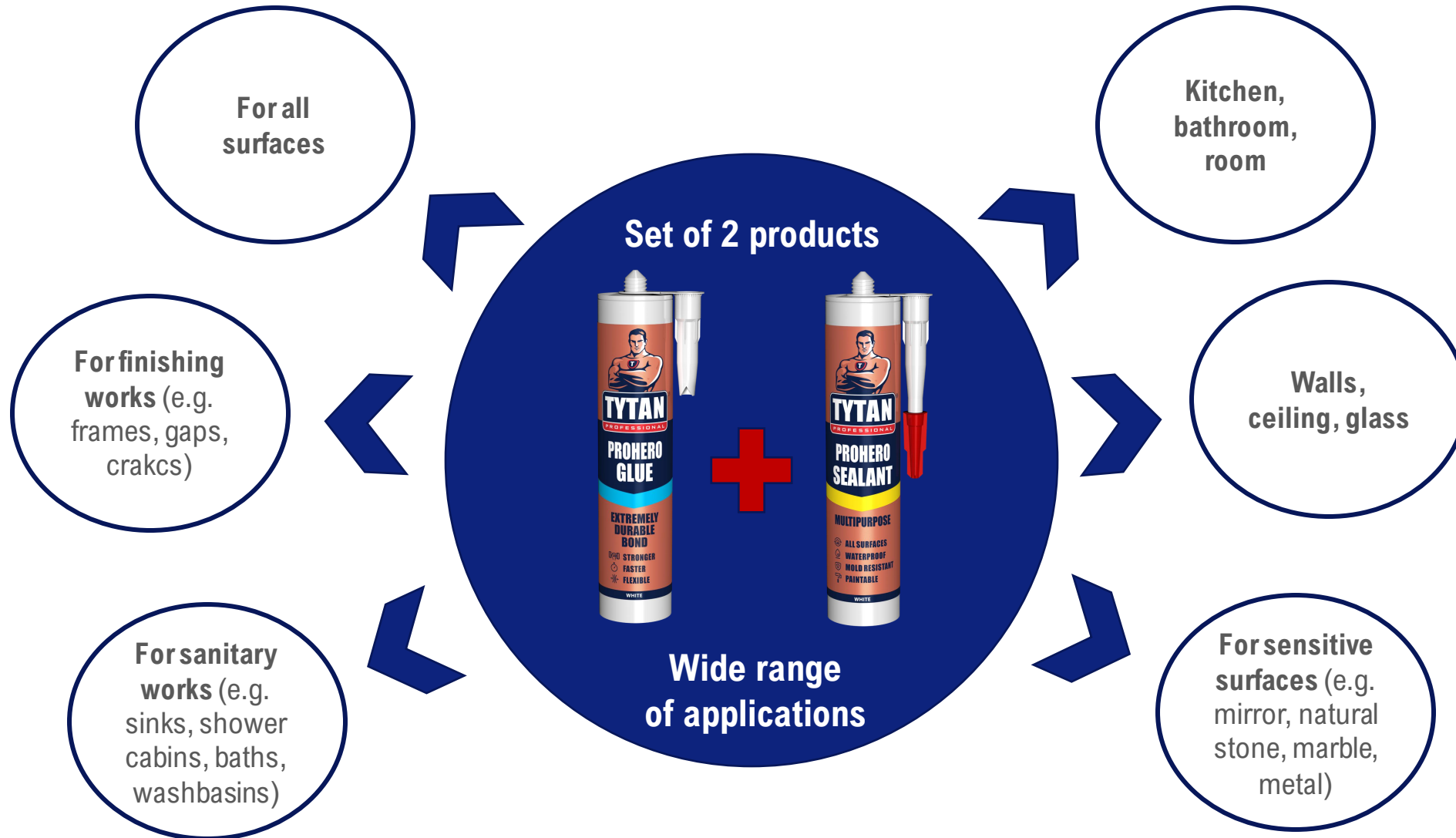
# PROHERO Products Concept



**In every Professional  
Builder Toolbox  
&  
DIY Home workshop**



# ▷ PROHERO – set of 2 products for almost all applications



**The breakthrough technology  
in bonding and sealing**

# PROHERO Glue

The new mounting adhesive with extremely durable bonding

30 years guarantee for joint durability



For all surfaces



Interior & Exterior



Bonds immediately without support



Extreme bonding power



Super flexible



Safe for environment

## ▷ PROHERO Glue – sustainable aspects

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**It's low VOC, odor free & eco-friendly product:**

- Phthalate free
- Low emission of volatile organic compounds (VOC)  
– proven by certificates
- Silicone free
- Solvents free
- Isocyanates free





# PROHERO Sealant

The new SPD technology of multipurpose sealant



**TYTAN PROFESSIONAL PROHERO SEALANT**

**MULTIPURPOSE**

ALL SURFACES  
WATERPROOF  
MOLD RESISTANT  
PAINTABLE

WHITE

**TYTAN PROFESSIONAL PROHERO SEALANT**

**MULTIPURPOSE**

ALL SURFACES  
WATERPROOF  
MOLD RESISTANT  
PAINTABLE

TRANSPARENT\*

All surfaces 

Waterproof 

Mold resistant 

Paintable 

 Food contact approved

 Bathroom, kitchen, room

 Excellent adhesion to surfaces

 Walls, ceilings, glass

 Safe for sensitive surfaces

 Super flexible

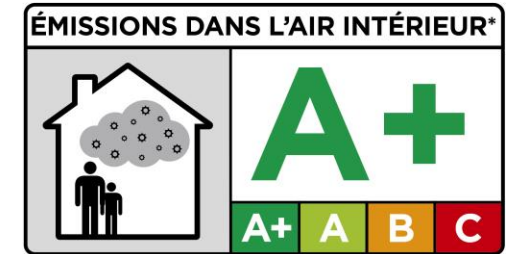
 Safe for environment

**SEAL – FILL - REPAIR**

## ▷ PROHERO Sealant – sustainable aspects of product

### It's low VOC, odor free & eco-friendly product:

- Food contact approved
- Does not contain phthalates – phthalate free
- Low emission of volatile organic compounds (VOC) – proven by certificates
- Silicone free
- MEKO & oxime free
- APEO free
- Hydrocarbons free



# ▷ PROHERO Glue & Sealant – logistics data



PROHERO Glue white	
Availiability	
MQO	
Quantity per box	
Qunatity per pallete	



PROHERO Sealant white	
Availiability	
MQO	
Quantity per box	
Qunatity per pallete	

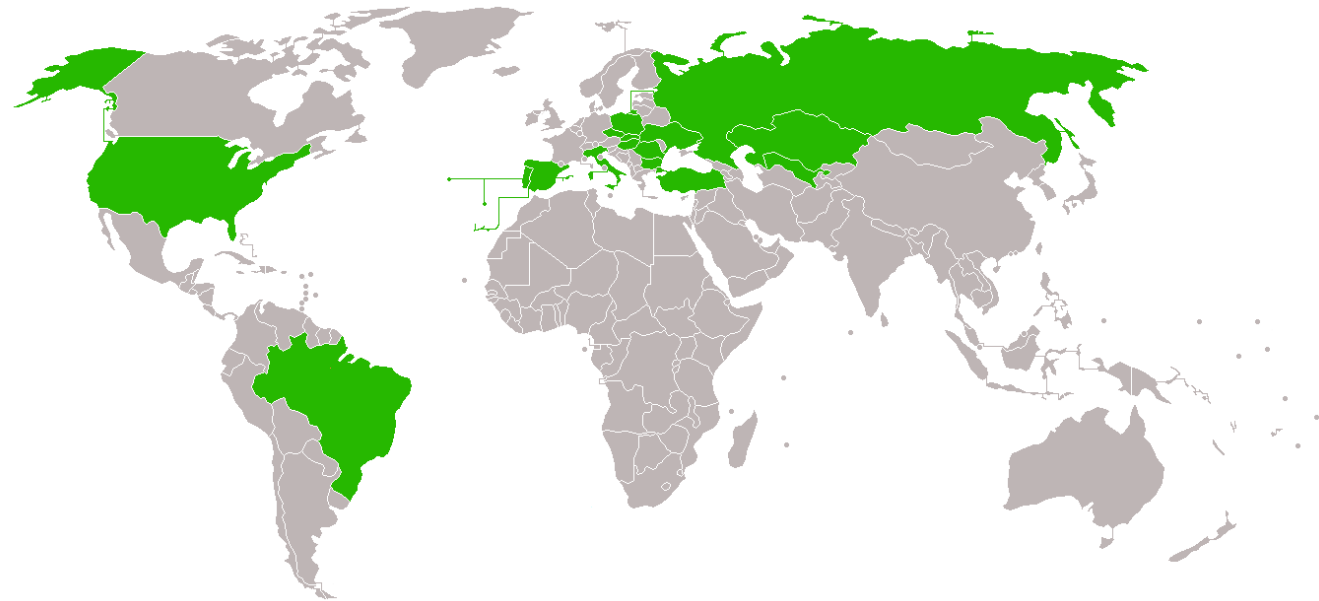


PROHERO Sealant transparent	
Availiability	
MQO	
Quantity per box	
Qunatity per pallete	

## ▷ Where & When?

- **First simultaneous products launch on 15 different markets in Selena history.**
- **Launch time span:** March - May 2022
- **Where:** Bulgaria, Czech Republic, Slovakia, Hungary, Italy, Kazakhstan, Poland, Romania, Russia, Spain, Portugal, Turkey, Ukraine, Brazil, USA

Country	Availability
PL	March 2022
RU, KZ, UA, TR	April 2022
ES, IT, PT, BR, US	May 2022
HUN, CZ, SK, RO, BG	May 2022





▶ Thank you for your attention!

