

## Uponor Celebrates Grand Opening of New Experience Center

APPLE VALLEY, Minn., Sept. 27, 2023 — Today, Uponor North America celebrated the grand opening of its newly constructed Uponor Experience Center located at its regional headquarters in Apple Valley, Minn.

Boasting 4,500 square feet of hands-on displays, full-scale residential and commercial training areas, and cutting-edge innovation showcases, the new Uponor Experience Center is a flexible education and discovery space designed to advance the technical skills of current and potential customers. In addition, it will help foster innovation within the plumbing and HVAC industry and provide an immersive experience for employees and visitors alike.

The new Uponor Experience Center occupies the company's previous customer training area, which was originally built in 2000 and renovated in 2010. It is at the center of the North American headquarters campus, surrounded by corporate offices, an R&D facility, and manufacturing space.

"The opening of our new Uponor Experience Center signifies the importance we place on keeping the needs of our customers, employees, and key stakeholders top of mind as we continue our mission of becoming the global leader in sustainable water and energy solutions," says Uponor North America President Andres Caballero. "The 'X', as our employees have begun to call it, is a culmination of our rich history and decades of innovation coming together to generate awareness and create enthusiasm for moving water more efficiently, effectively, and sustainably."

With original concepts beginning back in 2020, the Uponor Experience Center was several years in the making. The thoughtful design, which takes into consideration

the company's rich Finnish roots, resulted from many months of internal team collaboration, as well as feedback from customers, partners, and industry influencers.

As guests move through the front doors toward the back of the space, they first experience displays depicting who Uponor is as a company along with the customers served and the unique value provided to key audiences and the industry. Then, there are product showcases and interactive displays for plumbing, fire safety, radiant heating/cooling, hydronic piping, and pre-insulated piping system solutions for residential and commercial markets. Finally, there is an oversized training area, featuring both wood and steel structures, where professionals will learn proper hands-on installation techniques as well as how Uponor's emphasis on problem-solving and productivity delivers results for their businesses.

"We wanted the Uponor Experience Center to extend beyond simply training customers on our products and systems," says Vice President of Sales Matt Bahr. "As a result, we've created a holistic experience that spans a broad spectrum of who we are as a company, showcasing the depth and breadth of our product portfolio and sustainable solutions as well as providing access to the best trainers in the industry."

With the focus not only on customers but also employees and those in the community, Director of Training Des Clancy says the planning team was very thoughtful about creating an elevated experience for everyone.

"At any given time, we will have contractors, builders, engineers, owners, students, employees, civic leaders, and other guests coming through the doors," he says. "From tours and training, to onboarding and education sessions, the Uponor Experience Center offers something for everyone, and we are proud to showcase all we are offering to the industry and our community."

The Uponor Experience Center was designed and constructed in cooperation with exhibit specialists at [Freeman](#) and will officially open to external audiences for tours and training in October 2023.

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## About Uponor North America

Apple Valley, Minn.-based Uponor North America strives to be the partner plumbing and HVAC professionals rely on for smart water and energy solutions. The company is helping to move the construction industry forward through innovation, education and advocacy focusing on the defining issues of our time: water, energy, and labor. An award-winning manufacturer of PEX piping and marketer/distributor of Uponor PP-RCT in North America, the company offers plumbing, fire safety, radiant heating/cooling, hydronic piping, and pre-insulated piping system solutions for new construction, retrofits, and remodels in the residential and commercial markets. Recognized for best-in-class manufacturing, sustainability, economic development, and as a top workplace, the Uponor group of companies employs about 4,400 professionals in 26 countries in Europe and North America. In 2022, Uponor's global net sales totaled approximately €1.4 billion (\$1.5 billion as of 12/31/22 exchange rate). Uponor Corporation is based in Finland and listed on Nasdaq Helsinki.

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