

Turning peat into the future: Pfleiderer wins the German Award for Sustainability Projects 2026

Award recognises pioneering use of raw material fibres from peatland rewetting for the wood-based materials industry

Neumarkt i.d.OPf., September 2026 – Pfleiderer Deutschland GmbH has been awarded the German Award for Sustainability Projects 2026. The award was given to the project **‘Peat board – Fibreboard made from raw materials from peatland rewetting’** in the **‘Material/Component – Construction/Architecture’** category. The award is presented jointly by the German Institute for Service Quality (DISQ), the news channel ntv and DUP UNTERNEHMER magazine. From a total of **433 submitted projects**, the expert jury selected the Pfleiderer innovation as the winner.

Combining climate protection with industrial innovation

With the peat board, Pfleiderer is pursuing a novel approach to the sustainable further development of MDF fibreboards. For the first time, fibres from so-called **‘Paludi’ biomass** – which grows on rewetted peatlands – are being used. These include, amongst others, reeds and cattails. These biogenic raw materials supplement some of the wood fibres used to date and create an additional sustainable raw material pathway for the wood-based materials industry.

“The challenges posed by climate change require new ways of thinking along existing value chains. With the peat board, we are opening up a completely new raw material source for the wood-based materials industry whilst also contributing to the rewetting of peatlands, one of the most effective levers for climate protection,” says Dr Stefanie Eichiner, Head of Sustainability at Pfleiderer. “This award confirms our commitment to consistently combining sustainability and innovation. With the peat board, we are demonstrating that climate protection does not simply mean making sacrifices, but creates new solutions and prospects for sustainable materials.”

Contact:

Stefan Göldner
Head of Product and Marketing
Communication
Tel.: +49 172 824 19 50
Email: stefan.goeldner@pfleiderer.com

Melanie Helmsorig
Marketing Assistant
Tel.: +49 5241 871-379
Email: melanie.helmsorig@pfleiderer.com

Contributing to the rewetting of peatlands

The project is driven by the particular importance of peatlands for climate protection. Drained peatlands account for 7 per cent of land-based greenhouse gas emissions, making them one of the largest sources. Their rewetting enables significant quantities of CO₂ to be sequestered. At the same time, the cultivation and use of Paludi biomass produces a renewable raw material that can be utilised industrially.

The peat board thus combines several sustainability goals: it contributes to the reduction of greenhouse gas emissions, conserves natural resources, strengthens regional value chains and, in the long term, increases the security of supply of fibre raw materials.

New prospects for the wood-based materials industry

The project arose as part of Pfleiderer's involvement in the 'Alliance of Pioneers', which was established by the Umweltstiftung Michael Otto as part of the toMOORow initiative. This initiative brings together committed business leaders who wish to develop and scale up their value chains using Paludi biomass.

For the wood-based materials industry, the peat board opens up new opportunities to expand the use of alternative raw material sources whilst meeting the growing demands for climate protection, decarbonisation and resource efficiency. The pilot phase of the project will take place in 2026 at Pfleiderer's Baruth site and will form the basis for potential industrial-scale production at a later date.

Sustainability as a driver of transformation

As one of Europe's leading manufacturers of wood-based materials, Pfleiderer continuously develops solutions that combine environmental responsibility with technical performance, such as the OrganicBoard Pure chipboard, which is made from recycled wood and a biogenic binder and was also honoured with the German Award for Sustainability Projects in 2024. These awards underline the company's role as an innovation partner for sustainable construction, living and interior design.

For further information, please visit: www.pfleiderer.com

About Pfleiderer

Pfleiderer is a leading manufacturer of high-quality wood-based materials, based in Neumarkt in der Oberpfalz. The company develops and produces raw and decorative wood-based panels, laminates, worktops and compact boards for use in architecture and in the manufacture of furniture, interior fit-outs, outdoor applications and structural building applications. The combination of high-quality core boards, hundreds of decors and a wide variety of surface textures enables consistent design solutions across all product groups. Pfleiderer thus offers coordinated solutions for design, functionality and cost-effectiveness from a single source. Founded in 1894, Pfleiderer employs around 2,000 people at five German production sites. Through its brands Duropal, Thermopal and Wood Construction Systems (WCS), the company operates in Europe and selected international markets. ESG is a central component of the company's strategy. This includes responsible raw material sourcing, resource-efficient production processes, the promotion of the circular economy, and transparent environmental information, including product carbon footprints..

Images



Dr Stefanie Eichiner at the presentation ceremony for the 2026 German Award for Sustainability Projects

Photo: Thomas Ecke / DISQ / DUP / ntv



Dr Stefanie Eichiner with patron Brigitte Zypries (former Minister)

at the presentation ceremony for the 2026 German Award for Sustainability Projects

Photo: Thomas Ecke / DISQ / DUP / ntv