

Building a
SUSTAINABLE
future together

ZERO LINE BY MAPEI



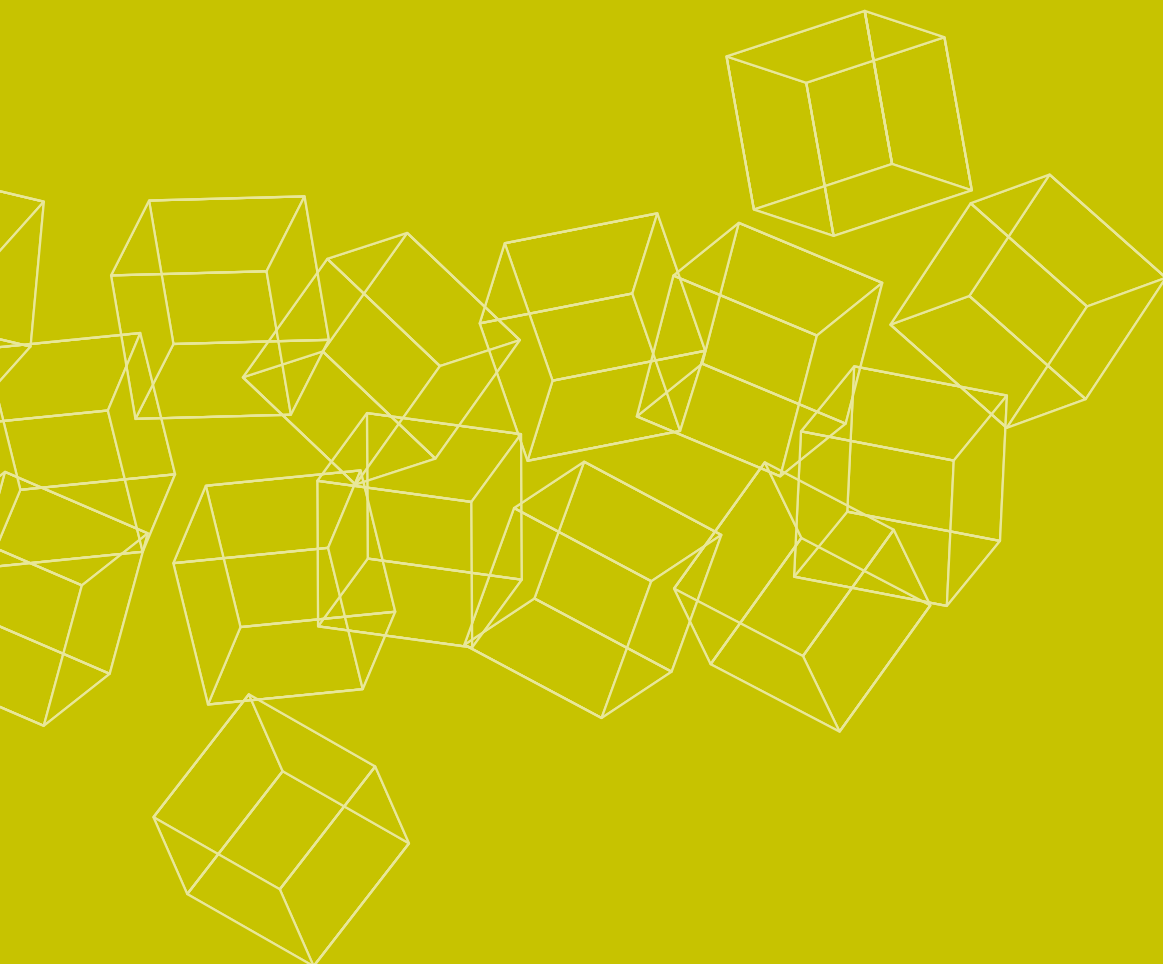
SUSTAINABILITY

Mapei approach

Mapei was founded more than eighty years ago in Milan, Italy, and since then has been proposing solutions of excellence for chemical products for the building sector all around the world. Its products are used in both the construction of large-scale infrastructures and iconic works of architecture, as well as in the residential sector. A target achieved without ever forgetting that it is only a constant, open and transparent dialogue with our contacts and clients that enables us to truly understand the real needs of the market and to provide **innovative and sustainable responses**.

Mapei pursues a **concept of sustainability** that encompasses a host of aspects in terms of living comfort and wellbeing. It firmly believes that the profits of a company should go hand in hand with **ethics, respect** for people and the **creation of value for the territory**.

It has always applied these principles to its strategy.



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Delivering projects with offset CO₂ emissions	2
How we measure CO ₂	4
Certified values	6
ZERO Line by Mapei	8





Delivering projects with offset CO₂ emissions

Reduce environmental impact without compromising on performance. That was the idea behind the products from the **ZERO Line by Mapei**.

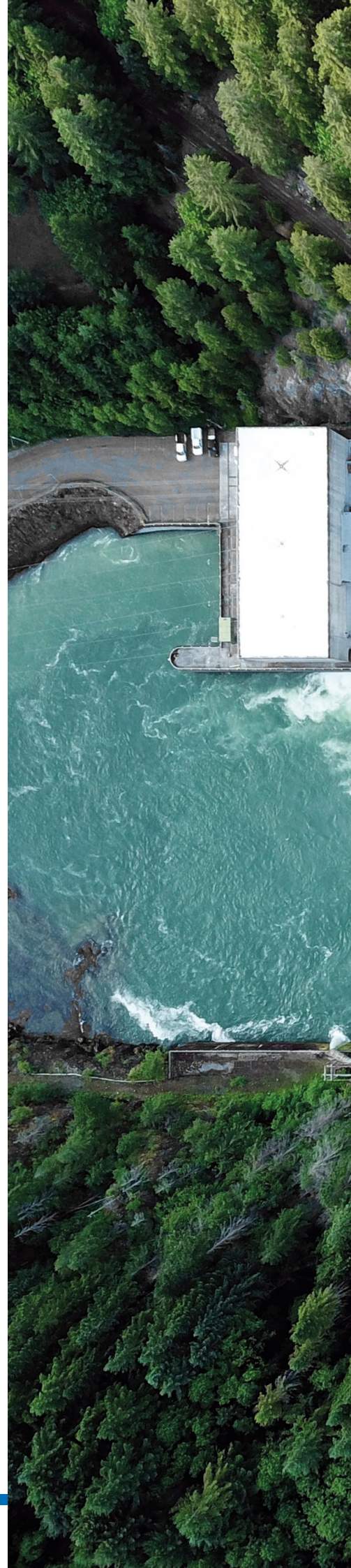
Mapei Research & Development, which has always been at the heart of the company, analysed every formula, looking for, and finding, formulations with less impact on the environment but with the same performance, and in some cases even better. Products from the **ZERO Line** enable new buildings to be constructed and old buildings to be restored so they last, thinking about future generations, the good of the planet and the wellbeing of both those who construct them and those who inhabit them.

Lower emissions and full offsetting

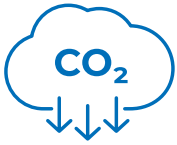
Optimised formulations and production processes result in a considerable reduction in CO₂ emissions. Any residual emissions are then **fully offset** through renewable energy and reforestation projects.

Respect for the environment and people

Products from the **ZERO Line by Mapei** have been developed to **safeguard the health** of installers and of those who use them on site, creating healthier surroundings for the people who will live them.



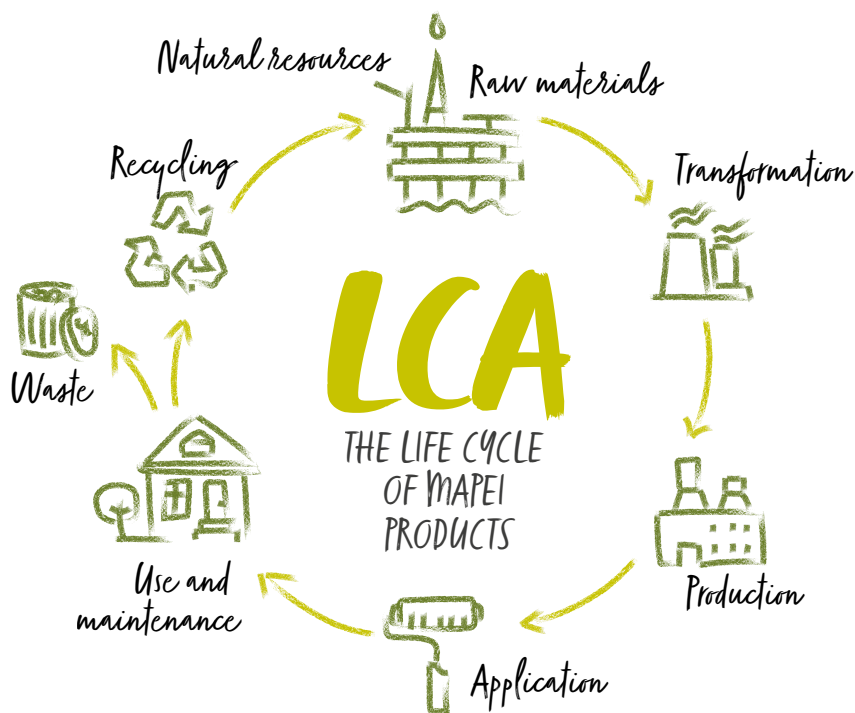




How we measure CO₂

CO₂ emissions of products from the **ZERO Line** are quantified using standardised **LCA** (Life Cycle Assessment) methods.

For every product, **the environmental impact is evaluated throughout every stage of its life**: from extraction of the raw materials that make up the formula to their transport to the production plant, and then on to the production cycle, its packaging, to waste materials, to transporting the finished product to the distributor, then lastly on to its final disposal.



The analysis of a product's life cycle is an evaluation of its impact on the environment during every stage of its life.



Measured environmental impact



GWP

Global warming potential (GWP)

This refers to the presence of greenhouse gases in the atmosphere that contribute to an increase in the average temperature of the surface of the planet.



ODP

Ozone depletion potential (ODP)

Ozone depletion potential quantifies the damage to the ozone layer.



POCP

Photochemical ozone creation potential (POCP)

The creation potential of photochemical smog indicates the process by which ozone is **formed in the lower atmosphere** due to pollutants such as VOC and NOx.



EP

Eutrophication potential (EP)

This **evaluates the build-up of nutrients in ecosystems** that lead to an imbalance in their equilibrium, provoking the death of fauna and a reduction in biodiversity.



AP

Acidification potential (AP)

Acidification potential refers to the emission into the air of acidifying substances that lead to a reduction of the pH of precipitations and causes **acid rain** phenomenon.



ADP-ELEMENTS

Abiotic depletion potential: minerals & metals (ADP-ELEMENTS)

Expresses the **depletion potential of mineral resources**.



ADP-FOSSIL

Abiotic depletion potential: fossil fuels (ADP-FOSSIL)

Expresses the **depletion potential of fossil fuels**.



WDP

Water deprivation potential (WDP)

Expresses the **deprivation potential of water resources** caused by the use of water.



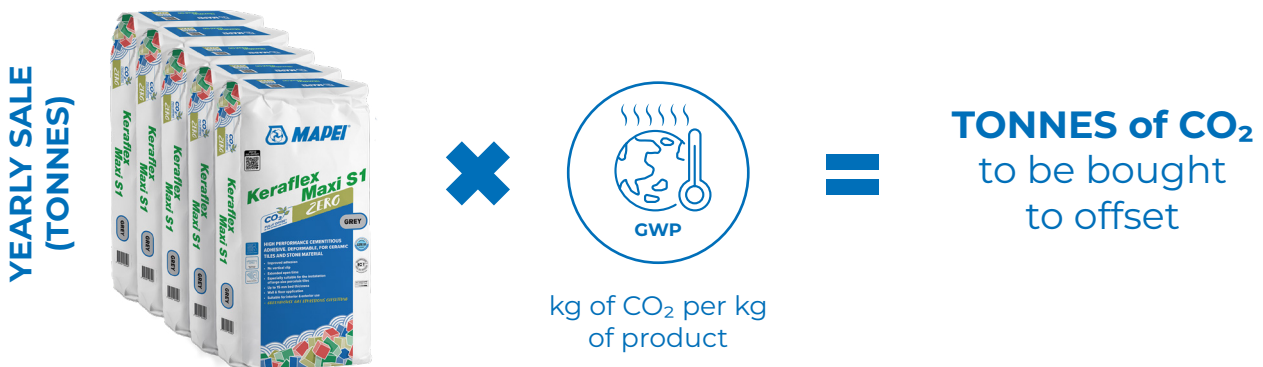
Certified values

The results obtained through LCA are verified and certified by an external body by means of an **EPD (Environmental Product Declaration)** published with the International EPD System. An **EPD documents the environmental effect of a product throughout its life cycle** and, in the construction sector, are a great help to architects, design engineers and other buyers for a better understanding of the sustainability characteristics and impact on the environment of a product.

Offsetting: a simple calculation

Once the amount of CO₂ has been calculated using LCA, it just needs to be multiplied by the amount sold in tonnes.

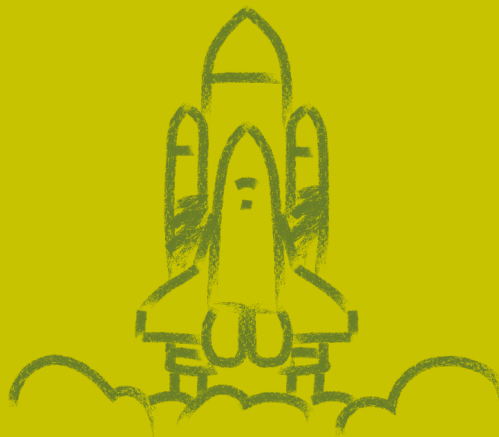
Once this figure has been calculated, **Mapei offsets emissions** by purchasing **certified carbon credits** to promote renewable energy and forestry protection projects. A commitment to the planet, to people and to biodiversity. **1 credit = 1 tonne of offset CO₂.**



Up until now, Mapei has purchased credits for **80,000 tonnes of offset CO₂**. What are they equivalent to?



4 billion
coffees



17 space shuttle
launches



6K
km of car journeys

We only purchase certified credits

We take great care when choosing which **projects to finance through the purchase of credits**: they must lead to a significant and sustainable impact on the development of emerging and developing Countries that goes much further than simply reducing CO₂ emissions. In addition, they must meet the requirements of many of the SDGs set by United Nations for sustainable development from a social, economic and environmental perspective.



VIETNAM: RENEWABLE ENERGY PROJECT

Reduction in emissions: **+550,000 tCO₂/year**
Annual production: **+636,900 MWh**

New job opportunities: **+1,800**
Standard: **Clean Development Mechanism (CDM)**



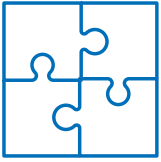
INDONESIA, REDD+ PROJECT

Reduction in emissions: **+3,500,000 tCO₂ /year**
Biodiversity safeguarded: **+90,000 ha of protected forest**

New job opportunities: **+70**
Standard: **Verified Carbon Standard + CCBS**



CO₂ emissions measured throughout the life cycle of products from the **Zero line** in 2024 using Life Cycle Assessment (LCA) methodology, verified and certified with EPDs, have been offset through the acquisition of certified carbon credits in support of renewable energy and forestry protection projects. A commitment to the planet, to people and to biodiversity. For more details on how emissions are calculated and on climate mitigation projects financed through certified carbon credits, visit the webpage zero.mapei.com.



ZERO Line by Mapei

The **ZERO Line** can be used across a host of **Mapei** ceramic line solutions. It includes products for installing ceramic and natural stone tiles with fully offset CO₂ emissions. So, with **Mapei**, every project can be a choice for sustainability.



PRODUCTS FOR CERAMICS AND NATURAL STONE

GROUTS



Ultracolor Plus

High-performance, anti-efflorescence, fast-setting and drying polymer-modified mortar free from Portland cement with water-repellent **DropEffect**[®] and mould-resistant **BioBlock**[®] technology for grouting joints up to 20 mm wide, with very low emission of volatile organic compounds and fully offset Greenhouse Gas Emissions.

CHECK THE
TECHNICAL
DATASHEET

on mapei.com.au



ADHESIVES



Keraflex Maxi S1 ZERO

Special high performance, deformable, non-slip grey adhesive with extended open time, very low emission of volatile organic compounds and with offset Greenhouse Gas emissions for bonding ceramic tiles and large stone slabs.

CHECK THE
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Ultralite S1 Flex ZERO

One-component, high-performance, deformable, lightweight, grey and white cementitious adhesive with no vertical slip and extended open time, extremely high yield, with very low emission of volatile organic compounds and offset Greenhouse Gas Emissions. Easy to apply by trowel with high back-buttering capacities for ceramic and stone tiles. Ideal for large-format tiles.

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