



MAPEI.COM WINS PROGRESS SITEFINITY'S BEST WEBSITE OF THE YEAR AWARD

Winner of the "multisite" category for its structure, content, user-friendly navigation, and innovative use of the platform's own functions

The **mapei.com** global website won the **best website award in the "multisite" category** of the **competition** organised by **Progress Sitefinity**, a Web Content Management System (C. M. S.) platform.

This competition, which was organised for the first time in 2011, is designed to recognise websites developed on the Progress Sitefinity platform offering **outstanding user experience** and making **innovative use of functions** promoted by the platform itself.

The award is divided into two stages. During the first stage, Progress Sitefinity makes nominations based on six guidelines: design, content, layout and navigation, innovation, complexity and relevance. The second phase involves public voting to select winners in the various categories.

More specifically, mapei.com was rewarded for the **complexity** and **layout** of its master site in Italian and the local websites of the Mapei Group's subsidiary companies, making a total of **59 website** translated into **62 languages** with approximately **240,000 pages attracting 550,000 individual visitors each month**.

The project for the new websites first began in 2017 with the relaunching the Italian holding company's main website. It was then developed and extended to cover all the Group's subsidiaries and was completed with the launch of the final three websites of the North American subsidiaries in May 2020.

Alongside the **architecture** of the websites, this important prize was also awarded for the **quality of their specific technical content** for the general public, **wide range of tools** developed using the platform's own features and capabilities, and the **design** and **ease of navigation** of the website that is optimised to be used intuitively and responsively.

*"The next steps we take will be focused on further developing the websites for the subsidiaries of other brands, such as Vinavil, Vaga, Adesital and Polyglass for a total of 10 more sites with different features and a different degree of complexity - so the Marketing Director, **Stefano Ranghieri**, commented, adding that - My special thanks go to Paola Naldi and her Digital Team for their tireless and enthusiastic work, and also our technical sponsor, Mediaengine, which was constantly committed to providing the quality we were looking for".*

Founded in 1937 in Milan, Mapei now has 90 subsidiaries in 57 countries and 83 production facilities in 36 countries throughout the five continents, a consolidated turnover in 2019 of €2.8 Billion and more than 10,500 employees around the world.

The foundations for the success of the Company are Specialisation in the world of building by offering certified products and systems to meet the requirements of clients and market demand; Internationalisation to be more in tune with local needs and to reduce transport costs to a minimum; Research & Development, which receives the most support from the Company in terms of investment and human resources. Mapei has always been fully aware of the impact the company has on the environment and on society in general and, over the years, the three cornerstones of the Mapei philosophy have been joined by Sustainability as an essential driver behind the continuous development of the company.

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