

MAPEI AT MADE EXPO 2023: IT'S ALL ABOUT SUSTAINABILITY

Even more products for complete cycles with offset emissions

Milan, 15th November 2023 – Mapei, one of the leading producers of chemical products for the building industry in the world, is participating at Made Expo 2023, the two-yearly appointment for the building sector being held at the Rho Exhibition Centre in Milan from 15th to 18th November 2023.

For this new edition, Mapei is at stand B01 – E10, Hall 2 focusing attention on the Zero Line: an extensive portfolio of products that meet construction needs, whose CO₂ emissions are measured along the entire life cycle of the products used in 2023 using LCA methodology, verified and certified with EPDs, and offset by purchasing certified carbon credits in support of renewable energy and forestry protection projects.¹

A complete portfolio: of quality, durable and sustainable technologies and solutions that enable more and more professionals from the sector to make their contribution by choosing responsible building.

Mapei colours: performance and sustainability

Colour also now has offset emissions: Mapei professional paints, from Silancolor Paint and Elastocolor Paint, have now joined the Zero Line.

Elastocolor Paint Zero is the sanitising and anti-crack elastomeric paint that completes protection cycles against carbonation in concrete structures. Silancolor Paint Zero is a siloxane-based sanitising, breathable and water-repellent paint, ideal for completing renovation cycles on damp masonry. With the introduction of these two professional paints, Mapei completes two cycles consisting entirely of offset products from the Zero Line.

Responsible restoration

Historic buildings require adequate conservative restoration, renovation or consolidation operations, which is why it is fundamental to choose the right products. In the world of restoration Mapei has the ability to combine the study of materials from the past, innovative technology and environmental sustainability and to supply high quality solutions that remain durable over time and with less impact.

Now, Mapei takes a further step with the introduction of the Mape – Antique NHL range on the Zero products portfolio, offering experts the possibility to use offset products for interventions on buildings of historic and architectural interest for responsible and sustainable restoration work.

Complete cycles with offset emissions

Added to the Zero Line in the range of building products there is Mapelastic Guard Zero, a two-component, elastic cementitious mortar for protecting large concrete structures. A product with fully offset emissions so that now complete systems can be created for restoring concrete elements (pillars, beams and string courses) on facades.

With Mapei Zero products it is also possible to create other complete systems that respect the environment and the wellbeing of people: for renovating masonry, for the complete refurbishment of paving and for waterproofing terraces and balconies, for installing ceramic floor and wall coverings and for installing floor and wall coverings, including waterproofing, in bathrooms.

Mapeproof FBH for versatile waterproofing

Mapei, always with a close eye on the latest market trends, the requirements of clients and cutting-edge research into materials for protecting and conserving the most critical structures, proposes fully bonded membranes as an effective, safe, durable and simple solution for all professionals from the sector and for waterproofing companies.

¹ CO₂ emissions measured throughout the life cycle of products from the Zero Line in 2023 using LCA methodology, verified and certified by EPD, are 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.it

Showcased at Made Expo is Mapeproof FBH, a waterproofing membrane in HDPE sandwiched to a non-woven fabric backing which, along with various system accessory items and post-pour adhesive membranes (Mapeproof SA, Mapeproof AL 1200 AP and Mapethene HT and LT), perfectly integrate with and complete other Mapei waterproofing systems for underground structures.

Consisting of a synthetic membrane in HDPE with a non-woven polypropylene backing, once concrete has been placed, this product adheres completely to the concrete and remains bonded over time without any lateral migration of water between the foundation structure and the membrane. What is more, Mapeproof FBH forms a highly effective barrier against groundwater, moisture in the ground and radon and methane gases.

Tough thermal insulation without renouncing on aesthetics

At Made Expo Mapei is launching the new Mapetherm Materia line. Something new that combines colour, aesthetics and durability: using Mapetherm Flex RP, an elastic skimming product resistant to impact loads, it is possible to create interesting aesthetic effects on facades,, including thermal insulation systems, while maintaining excellent resistance to hail and extreme weather conditions.

Colour is also the protagonist in the EXtra Colour chart, specifically developed for external applications: a collection of 315 carefully selected shades to ensure long-lasting protection for external surfaces in the building sector. Thanks to the use of high performance pigments resistant to UV rays and atmospheric agents, they are formulated to maintain their colour over long periods of time. Extra Colour is divided into 45 colour-coded groups, each available in 7 shades ranging from the most subtle to the most intense.

Mapei at the Agorà del Restauro space

Mapei, with its line of products dedicated to conservative restoration work on buildings of historic and architectural interest, will also be present at Agorà del Restauro: a space in the centre of Hall 2 (N25 – P26) designed and promoted by Assorestauro to spotlight the entire restoration chain.

In this rich programme of cultural and training events held in the Agorà space, in the afternoon on Friday 17th November Davide Bandera, PM from the Mapei Renovation and Restoration line, will make a presentation during the convention: Restoration, innovative materials and sustainability: from CAM building to environmental sustainability and energy protocols.

Polyglass and Profilpas

Apart from Mapei, two other companies from the Group will be participating at Made Expo 2023: Polyglass is present at stand B13-C14, Hall 2, with its innovative solutions for the waterproofing sector, while Profilpas is at stand E01-F10, Hall 2 proposing complete, versatile solutions for showers and for external applications on balconies and terraces.

Mapei, Polyglass and Profilpas experts are on hand to accompany visitors and help them find out more about the latest products and to provide support for the design, construction and maintenance of buildings.