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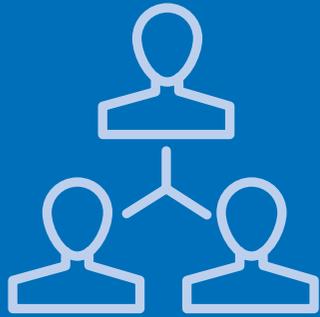
Product safety, respect for the environment during production, close cooperation with the general public.

This is the vision that Mapei has been pursuing for a long time through all its activities.

**TO SUMMARISE:  
SUSTAINABILITY, THE ONLY  
FUTURE POSSIBLE.**



THE FUTURE HAS  
**DISTANT**  
ROOTS



WE KEEP  
THINKING  
**BIG**



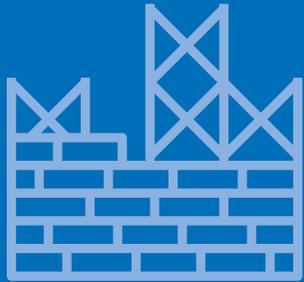
BUILDING THE FUTURE  
**SINCE 1937**



**THE ENVIRONMENT**  
A CHALLENGE TO  
OVERCOME



**INNOVATION**  
IS PART OF OUR DNA

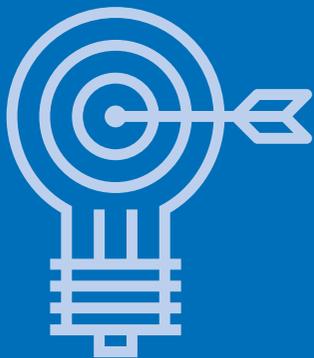


ALWAYS ALONGSIDE OUR  
**CLIENTS**



ALWAYS THE BEST  
**SOLUTIONS**

A ROLE MODEL FOR  
**QUALITY**



**PARTNERS**  
**NOT SUPPLIERS**



**TRAINING**  
CONSTANT IMPROVEMENT

# THE STORY OF MAPEI



## With strength and passion, since 1937.

Ours is a great Italian story which begins on the outskirts of Milan with Rodolfo Squinzi, the company's founder, who began producing Auxiliary Materials for the Building Industry (MAPEI in Italian stands for "Materiali Ausiliari Per l'Edilizia e l'Industria"). It was his idea to focus on a niche market of the sector, adhesives for floor and wall coverings, and was the first step on the road to success. In the 60's, as the Italian ceramics market exploded, Mapei was ready to seize the opportunity by offering a range of products that made the laying of ceramic tiles easier and safer by replacing traditional cementitious mortar.

Those years were crucial for Mapei to understand the value of Research, which quickly became one of the main drivers behind the company's development. Mapei started producing new types of adhesives, but also sealants, special mortars, waterproofing products and admixtures for concrete.

Towards the end of the 70's, Mapei started looking towards International markets and opened its very first facility outside the home country, in Canada. This was how the company's expansion

across all the continents began, turning Mapei into a solid reality during the 80's through the opening of further production facilities in the most strategic areas for the global building market.

*"The capacity to interpret the trends of the sector of adhesives and chemical products for the building industry and the ability to constantly remain one step ahead in order to bring innovative products to the market to meet its emerging needs."*

This was what Rodolfo Squinzi saw as Mapei's mission, a mission which was accomplished and then further developed in an extraordinary way by his son Giorgio, who succeeded him. Giorgio ran Mapei for 35 years – up to the 2<sup>nd</sup> October 2019, when he passed away – with solid ethics and a special interest in people that made him well-known among his employees and co-workers. From his father, Giorgio Squinzi inherited not only his passion for work, chemistry and business, but also for cycling. And it was this latter passion that gave rise to his most famous quote, one which has been a guide and inspiration for all those who have collaborated with Mapei ever since: "Never stop pedaling".



# **THE FUTURE HAS DISTANT ROOTS**

Mapei started operating in 1937 with its founder Rodolfo Squinzi (the second from the right in the group photo) and 7 employees.

# THE FUTURE OF MAPEI



## The challenges thrown down by the market require an increasingly wider vision, as well as more innovation and a focus on sustainability.

We are the third generation of a family of entrepreneurs. And just like our grandfather, Rodolfo, and our father, Giorgio, we have the same irrepressible enthusiasm in our DNA, the desire to find new solutions and the capacity to reach ambitious goals.

We run what has become a leading company in its sector, thanks not only to the quality of our products, but also a winning mindset and a great and close-knit team that manages the business according to interdependent social, environmental and economic values.

An increasingly complex future awaits us in an increasingly globalised world where everything moves and will continue to move faster and faster. And where the sustainability of our choices towards the environment and society in general will be an increasingly essential requirement to guarantee a better

world for the generations to come. Nonetheless, we know that the great technical, human and ethical heritage that made Mapei great in all these years allows us to look to tomorrow without fear and with the same level of trust, to be, as always, the architects of our future.

*Veronica and Marco Squinzi*

**WE KEEP THINKING**

**BIG**



# Mapei Figures



# 2.8

Billion Euros  
consolidated turnover in 2019



More than

# 1,000

New formulations by  
Mapei Group every year

# 31



research centres in 20 countries

More than

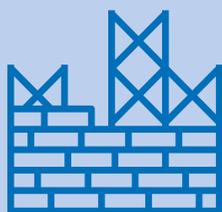
# 10,500

Employees



# 90

Subsidiaries in 57 different countries



More than

# 5,500

Products for the  
building industry of  
the Mapei Group



# 83

Plants in 5 continents,  
in 36 different countries

More than

# 161,000

Professionals from the  
sector involved in Mapei  
training courses



More than

# 50,000



Tons of CO<sub>2</sub>  
offset

More than

# 66,000



Clients around the world

# 3,000,000



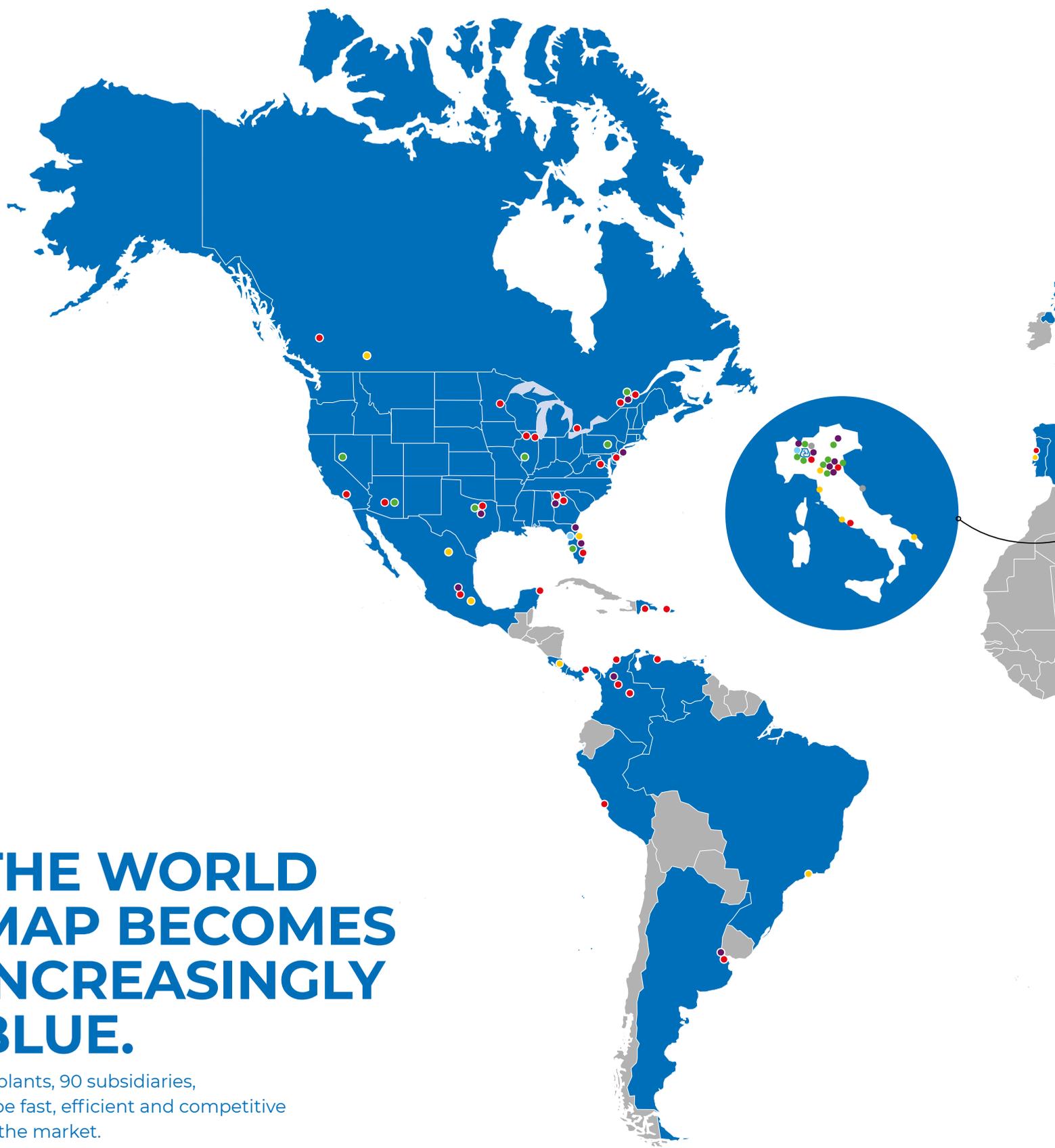
Tons of CO<sub>2</sub> saved thanks  
to Mapei additives  
for cement grinding

More than

# 25,000

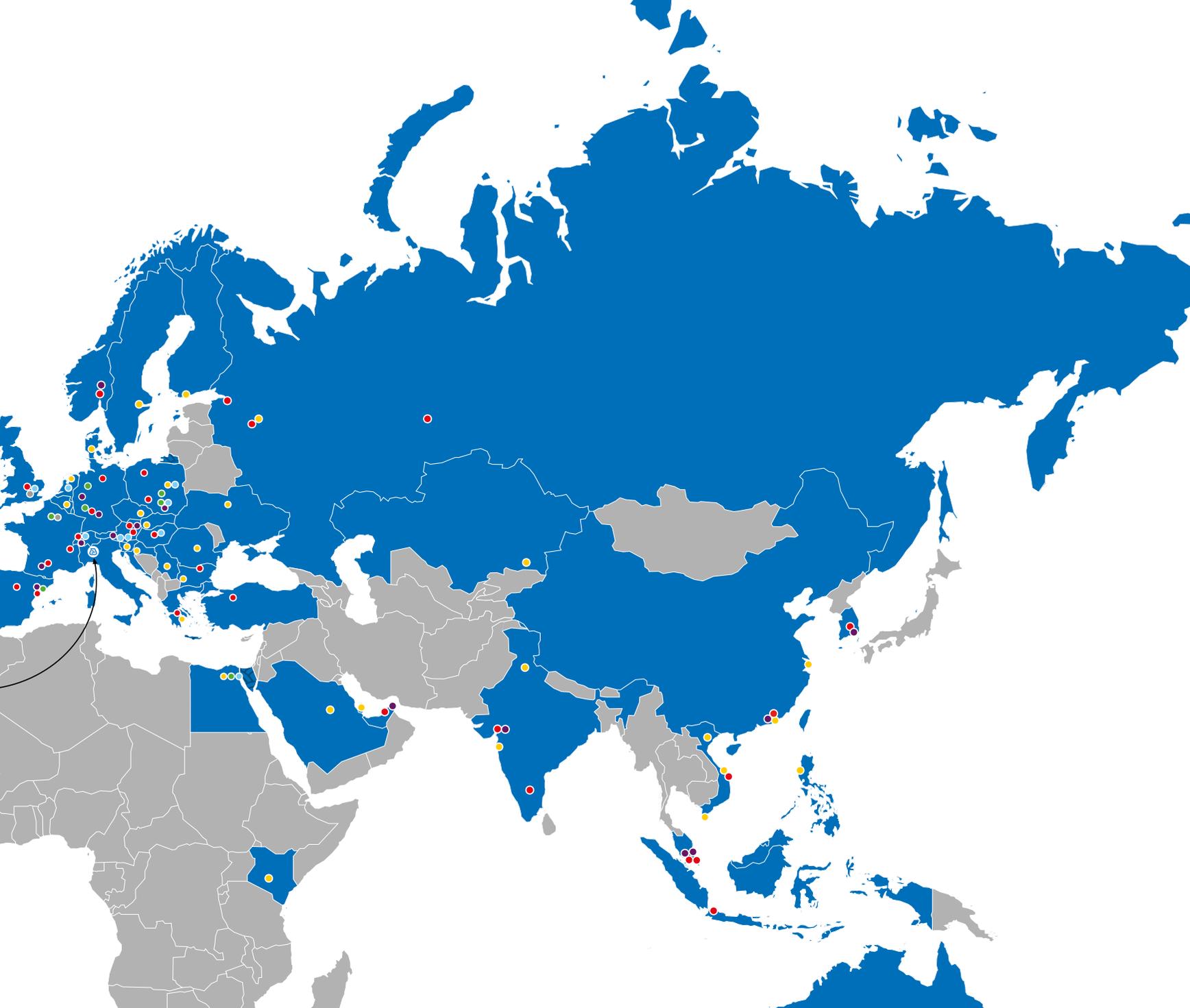


Tons of products shipped  
every day



# THE WORLD MAP BECOMES INCREASINGLY BLUE.

83 plants, 90 subsidiaries,  
to be fast, efficient and competitive  
on the market.



**KEY**

-  Mapei Headquarters
-  Mapei main offices with factories
-  R&D centres
-  Mapei commercial branch offices
-  Mapeiworld Specification Centres
-  Offices and factories of other Mapei Group companies
-  Commercial branch offices of other Mapei Group companies

# OVER 80 YEARS OF EXCELLENCE



## Day in day out, construction sites all around the world can count on Mapei.

For more than 80 years, the Mapei team has been providing solutions of excellence for the building market. All around the world, we take part in both the construction and the restoration and preservation of buildings of historical and artistic value.

We are a global enterprise, with an Italian heart and mind. Our headquarters are located in **Milan, where our story began.** To us, quality in construction really makes the difference and this is what made us **global leaders in the production of adhesives, sealants and chemical products for the building industry.**

Wherever we go, our corporate philosophy accompanies us: **first-class specialisation, unrivalled know-how, internationalisation, research and development to create increasingly advanced products, customised service for our clients, undivided attention to the economic, social and productive sustainability of our company, as well as care for the health of installers and end users of our products, while always acknowledging the value of every single member of the world of Mapei.**

The image shows a bright, modern interior space, likely a homeless shelter. A large, bold blue graphic on the left wall reads "BUILDING THE FUTURE SINCE 1937". In the center, a wide staircase with dark steps and white railings leads upwards. The ceiling features a series of skylights with blue frames, allowing natural light to fill the space. The walls are white, and the floor is a light, neutral color. A circular pendant light hangs from the ceiling on the right side.

**BUILDING THE FUTURE  
SINCE 1937**

Ponta Delgada,  
Portugal  
homeless shelter

Waterproofing and external thermal insulation products, together with cementitious and resin flooring systems by Mapei, for this construction with a striking design and a dual mission: a shelter for the homeless and a focal point for social integration.

# SUSTAINABILITY



Tons of CO<sub>2</sub>  
offset

**50,000**

More than

## Experience, research and innovation to build a sustainable future together.

The ability to offer the best and most innovative solutions, to help design and construct according to eco-sustainable principles, is a fundamental commitment for Mapei. This requires a sense of responsibility and the ability to make solid choices in order to supply designers, contractors, workers and clients with **products which are safe, reliable, durable over the years and which have the lowest impact possible on the environment.** This means safeguarding the environment and our health and uniting quality architecture and R&D, thanks to the experience matured by the company through operating on the most important construction sites around the world. Mapei makes a substantial contribution to the concept of “green” building by formulating products made from innovative, recycled and ultra-lightweight raw materials, specifically developed to reduce energy consumption and to have very low emission levels of volatile organic compounds. Another important contribution to eco-sustainability is made through the development of products with improved mechanical performance characteristics and durability which, by allowing a longer life cycle of structures, leads to an inevitable reduction of waste and lower

consumption of materials and energy for their construction.

**Our choice looks to the future and comes from our constant commitment to research into innovative, efficient formulas which can be integrated to form complete application systems.**

Maintaining quality standards of excellence also requires significant, targeted investments. Excellence, however, is not just something you declare: what we communicate is measurable, measured and certified by external bodies who can evaluate our claims objectively. And Mapei has gone even further; since 2012 we have offset more than 50,000 tons of CO<sub>2</sub> associated with the Italian production of KERAFLEX MAXI SI ZERØ in Italy through the acquisition of certified credits by financing wind energy projects in India. Mapei concretely promotes sustainability by joining international programmes and organizations, among which the **Responsible Care** initiative that is the commitment to sustainable development and the **LEED system** Leadership in Energy and Environmental Design – developed by the US Green Building Council for the design and construction of eco-compatible buildings. Mapei’s products **are certified in compliance with the strictest and most demanding norms and standards.**



# THE ENVIRONMENT A CHALLENGE TO OVERCOME

Jewel Changi Airport,  
Singapore

Singapore-Changi airport, inaugurated on 17<sup>th</sup> April 2019, houses big gardens and attractions, as well as food service and retail structures. Mapei is present in each and every one of these areas, through its adhesives for laying ceramic and natural stone coverings.

# RESEARCH & DEVELOPMENT



## Intense research and development in the name of innovation and sustainability.

Research centres  
in 20 countries

31

Research and Innovation have always been the drivers behind Mapei's growth and Mapei has always channeled significant investments into Research & Development. **Forward-thinking, cross-disciplinary and expertise** are the watchwords for Mapei R&D. The fast pace of the markets requires an immediate reaction in the creation of new products.

The primary objective of Mapei's research **is to provide users with innovative and, above all, safe, sustainable** and lasting solutions to improve all aspects of site work, including the most complex and difficult ones. For Mapei it is not possible to stop innovating: it would mean stopping a growth process that is an integral part of our corporate vision.

**A considerable amount of the Group members are employed in this sector** and the majority of the new resources are hired for R&D.

Mapei's research scientists work within a global network comprising of **31 main Centres**, with our **Corporate Research Centre in Milan** acting as a central analysis laboratory and central hub to

coordinate the activities of the other **30 laboratories**. The R&D laboratories, equipped with the most sophisticated equipment available, work in close contact with each other, and also collaborate with prestigious universities, and scientific and industrial research institutes. **They also provide support to the Technical Services Department to help solve all the problems and reply to the most complicated requests from our customers**, and are flanked by the quality control laboratories, present in all **the Group's 83 production facilities**.

**Salzburg, Austria**  
Camping & Hotel  
Sportcamp Woferlgut

**INNOVATION**  
IS PART OF OUR DNA

The Mapei solutions used in this brand new wellness centre have ensured great performance and long-lasting durability for the coatings applied in those areas exposed to high levels of damp and sudden temperature changes. ELASTORAPID and ULTRACOLOR PLUS proved to be the winning choices.

# PRODUCTION



Tons of products  
shipped every day

**25,000**

More than

## Our production system: powerful, efficient, flexible and sustainable.

Cutting-edge production technology is used in Mapei's production facilities, allowing the intense rhythm of the entire chain to be flanked by constant quality control, from raw materials to final packaging. 83 production facilities in 5 continents and in 36 different countries. 25,000 tons of finished products leave our production facilities every day (4.5 million tons per year) along with just as many tons of raw materials to keep sites supplied all around the world. These are the figures that represent Mapei. And the results are there for all to see: optimisation of logistics costs, proximity to our customers, a guarantee of maximum efficiency of production processes with total respect for the environment and the local expectations.



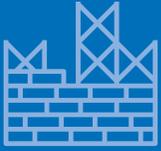
# ALWAYS

# ALONGSIDE OUR CLIENTS

This is a structure with an eye-catching design created by the Genoese architect Alfonso Femia and focuses strongly on the company's most important principles: the bond with our territory, but also with technology and training. Mapei mainly provided products for installing the innovative 3D mosaics on the façade and resins for the interior flooring.

Varano de' Melegari  
(Parma), Italy  
Dallara Academy

# PRODUCTS



Products for the building industry of the Mapei Group

More than **5,500**

## 20 product lines. An incomparable range offered for every site around the world.

With its vast range of products, more than 5,500 in total, Mapei helps improve the characteristics of buildings, from anti-seismic upgrading to the healthiness of the surroundings where they are used. We meet all our customers' requirements with the widest offer of building products in the world. Our commitment ranges from the processing of raw materials up to the selection of best resources, to deliver the best possible product every time. Ours are the most innovative products for the building industry, developed to reduce energy consumption, manufactured locally in production facilities that respect the environment, are safe for workers and end users alike and certified according to the highest official standards. With their cutting-edge technology, Mapei products meet all the needs of designers and end users alike, supplying the best solutions each and every time. Mapei is aimed specifically at the needs and evolution of the market, with thousands of reference sites from around the world and the most complete range available. Often invisible, always indispensable: such are all Mapei products.

1. Products for ceramics and stone materials
2. Products for resilient, LVT, textile materials
3. Products for sports flooring
4. Products for wooden flooring
5. Products for cementitious and resin flooring
6. Products for acoustic insulation
7. Products for building
8. Admixtures for concrete
9. Architectural stone paving
10. Architectural exposed aggregate concrete surfaces
11. Products for structural strengthening
12. Products for masonry restoration
13. Products for thermal insulation
14. Wall protective and decorative coatings
15. Products for waterproofing
16. Products for underground constructions UTT
17. Elastic sealants and adhesives
18. Products for the marine industry
19. Cement additives C-ADD
20. Asphalt pavements



THE BEST SOLUTIONS

ALWAYS

Doha, Qatar  
Red Line Underground

40 km of high-tech railway: the new Red Line North Underground is the latest pride and joy of Qatar. Mapei Technical Services took part in the waterproofing works below ground level. Mapei systems were used for the cementitious coverings and for the installation and grouting of the custom-made mosaics supplied by Mosaico+.



Plants in 5  
continents, in 36  
different countries

83

## We work to produce constant Quality: for our customers, contractors, the environment and our corporate culture.

Mapei plays an important role as world leader in the sector of chemical products for the building industry through the constant improvement in the satisfaction of its customers and of all those involved in the industry (employees, suppliers, local communities, local authorities and proprietors). Our Code of Ethics is our identity document. Our management systems are the foundation stones of our corporate culture: quality, environment, safety, sustainability and social responsibility. A Quality Management System has been applied by Mapei since 1994. It is certified as compliant with ISO 9001 standards and, since then, has been constantly updated. Mapei's main production facilities apply an Environmental Management System compliant with ISO 14001 standards. And, every year, the programme is extended to include an increasing number of the Group's production facilities around the globe. It is a source of great pride that many of our production facilities have been awarded OHSAS 18001 or ISO 45001 certification for their Occupational

Health and Safety Management Systems. The Group's main production facility adopts EMAS III (Environmental Management and Audit Scheme), and Environmental Management System of the European Union.

The first Sustainability Report was drawn up in 2017 to take stock of all Mapei S.p.A. operations in the realm of social responsibility.

Companies certified ISO 9001: 42  
Production facilities certified ISO 14001: 41  
Production facilities certified OHSAS 18001 or ISO 45001: 21



Sassuolo, Italy  
Mapei Football  
Center

Built entirely from Mapei systems and solutions, Mapei Football Center extends over an area of 45,000 m<sup>2</sup> and consists of 6 football pitches, 1 grandstand and a four-storey building hosting the first team, the junior teams and the offices. An excellence in the field of sports facilities, both in Italy and worldwide.

# CONSULTANCY AND TECHNICAL ASSISTANCE



## **Designers, contractors, users, building suppliers: all together to work better and to get long-lasting results.**

New formulations  
by Mapei Group  
every year

More than  
**1,000**

More than

All those who use Mapei products can see for themselves at first hand, day after day, how this choice leads to optimising their work, the maximum application yield and perfect results, under all conditions. Mapei is not only a supplier, but a partner for all those who work in this sector.

From the constant, ongoing exchange of experience and ideas with our customers and building suppliers, Mapei takes all their comments on board to guide innovation and widen its product lines and references. From the smallest to the largest sales points for ceramics and building materials, you will discover how Mapei quality is not limited to the product itself, but extends to the competence of the sales team, the passion of our retailers and the value of their advice.

Our clientèle can also take advantage of our Technical Services Department and their constant, expert support, from the design phase right up to the execution phase, to guarantee an end result that always lives up to their expectations.

# PARTNERS NOT SUPPLIERS

Da Nang, Vietnam  
Golden Bridge

A truly unique pedestrian bridge sitting on two huge concrete hands around 24 metres tall and 13 metres wide, with each finger approximately 2 metres in diameter. DYNAMON SR2 VN was the admixture which made this construction possible.



## We implement the best training methods. And the results prove us right.

Professionals from the sector involved in Mapei training courses

161,000

More than

Technical training has an important role to play for Mapei and we promote refresher courses and installation workshops all around the world to perfect the application techniques for our products. The courses are held by Mapei Technical Services and our expert technicians through practical demonstrations, audio-visual training and the distribution of technical and information packs. And to reach sites directly, Mapei also uses a special motor-home which is available for a number of countries, a kind of mobile training centre which allows us to form a wider network of training opportunities anywhere we wish. Just as important is on-line training using the latest digital technology, accessible via PCs, tablets and smartphones. Periodically, Mapei organises technical refresher conventions and seminars, both in form of lectures and webinars, in conjunction with various Chartered Bodies for designers, site managers and specialists from the construction sector.

Mapei is an accredited Advanced Training Body for the National

Council of the Association of Architects Landscape Planners and Conservationists, authorised to carry out training work and award professional training credits. Over 6,700 events are carried out at the various Mapei training centres, our specification centres, throughout Italy and the rest of the world, including France, Norway, Germany, Singapore, United States, Poland and Hungary, just to mention a few. The events always involve expert speakers from the industry and focus on cutting-edge technical issues in the building and design industries.

# CONSTANT IMPROVEMENT

Stupino, Russia  
Mapei Academy

A modern, 1200 m<sup>2</sup> building made entirely from Mapei solutions. A next-gen learning platform with training programmes focusing on materials and the latest technologies in tile installation and the repair and protection of concrete, as well as coatings for façades, swimming pools and floors.





