

SOFT LAUNCH OF #EG60 GUIDE

OUR KEY MESSAGES



In 2021, we turned 60. For our birthday we created the #EG60 Guide. The #EG60 Guide is a collection of 60 examples of **remarkable, sustainable, affordable and aesthetic** achievements with gypsum.

THE GOOD VIBES OF GYPSUM:

V E R S A T I L E

You can see the *versatility* of gypsum by looking at the different types of buildings represented in the Guide:

- Residential buildings
- Businesses
- Infrastructure buildings
- Artistic buildings

I N T E G R A L

Gypsum is *integral* to European buildings. The guide shows how gypsum solutions:

- Perfectly match contemporary challenges, from a performance and aesthetical point of view contribute to Europe's objective of climate neutrality
- Fit in the New European Bauhaus initiative (sustainable, beautiful, together)

B E A U T I F U L

Gypsum is *beautiful*. The guide shows many examples of how gypsum solutions contribute to architectural creativity and building's aesthetics.

E C O N O M I C A L

Gypsum is *economical*. The guide shows how gypsum provides solutions at a reasonable price to all types of interior environments. This aspect is key for the Renovation Wave, i.e. the effort needed to renovate a great number of buildings for us to meet the carbon neutrality goal.

S U S T A I N A B L E

Gypsum is *sustainable*. The guide shows how gypsum contributes to sustainability, meaning:

- Respect of the environment we are in
- Energy and resource efficiency
- Adaptability of the built environment to people's needs
- Comfort