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:

VERSATILE

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

INTEGRAL

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)

BEAUTIFUL

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

ECOMONICAL

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.

SUSTAINABLE

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