



# CORPORATE PRESENTATION

2022



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# 1. WEBER AT A GLANCE

# OUR MISSION



**Weber** is the brand that cares about building better for people and the planet by offering solutions that deliver sustainability and performance.



At **Weber**, we design, manufacture and market solutions for façade, tiling, flooring, waterproofing, roofing, masonry mortars, plastering mortars and sealants.



# OUR CUSTOMERS



At **Weber** we serve those who build and those who spend time in buildings while addressing a variety of markets in construction and renovation.



**SPECIFIERS**



**DISTRIBUTORS**



**CONSTRUCTORS**



**DIYERS**



**APPLICATORS**



**OCCUPANTS**

# OUR LOCAL FOOTPRINT AND INTERNATIONAL NETWORK

With **10,000** people in **60** countries supported by almost **200** production units, Weber is the worldwide leader in mortar-based solutions.



Over  
**10,000**  
employees



**200**  
production units



Manufacturing  
sites in  
**60**  
countries



**Global**  
Sales operations



# OUR PASSION FOR INNOVATION



1900

Both companies **Weber** and **Broutin** are founded in France in the early 20<sup>th</sup> century. They merge in 1927.



1946

After World War II, the company expands into the **reconstruction market**



1970

It becomes part of the **Poliet** group in 1970, and gradually expands.



1982

In 1982 Weber & Broutin starts to develop on the **European markets**



1990

Weber accelerates its **European expansion:** Italy, Germany, Eastern Europe...



1996

Weber joins the **Saint-Gobain** group. The company becomes Saint-Gobain Weber.



1998

Take over of Quartzolit and Concreto in **South America**. At the same time, **Asia** becomes Weber's second development zone outside Europe, with operations in Thailand, China, and Malaysia.



2008

Saint-Gobain acquires Maxit Group, extending the presence of Weber to **Nordic and Baltic countries**, whilst reinforcing it in Germany, Benelux, Central and Eastern Europe, Russia and China.



2009

Saint-Gobain acquires SODAMCO in the **Middle East**, opening up good development opportunities in this region.



2012

Weber continues its expansion in **Asia** with a new foothold in Indonesia by acquiring Mortar Utama (MU).

2015

350 reasons to believe in the future! We are celebrating Saint-Gobain's 350<sup>th</sup> anniversary.



2016

Weber continues its expansion in **Asia** with the acquisition of E.Mix in Hong Kong, South-East China, Singapore and Malaysia and in South America with the acquisition of Solcrom in **Chile**.



2017

Weber continues to grow with the acquisition of Megaflex in Argentina and Maris in Greece.

2019

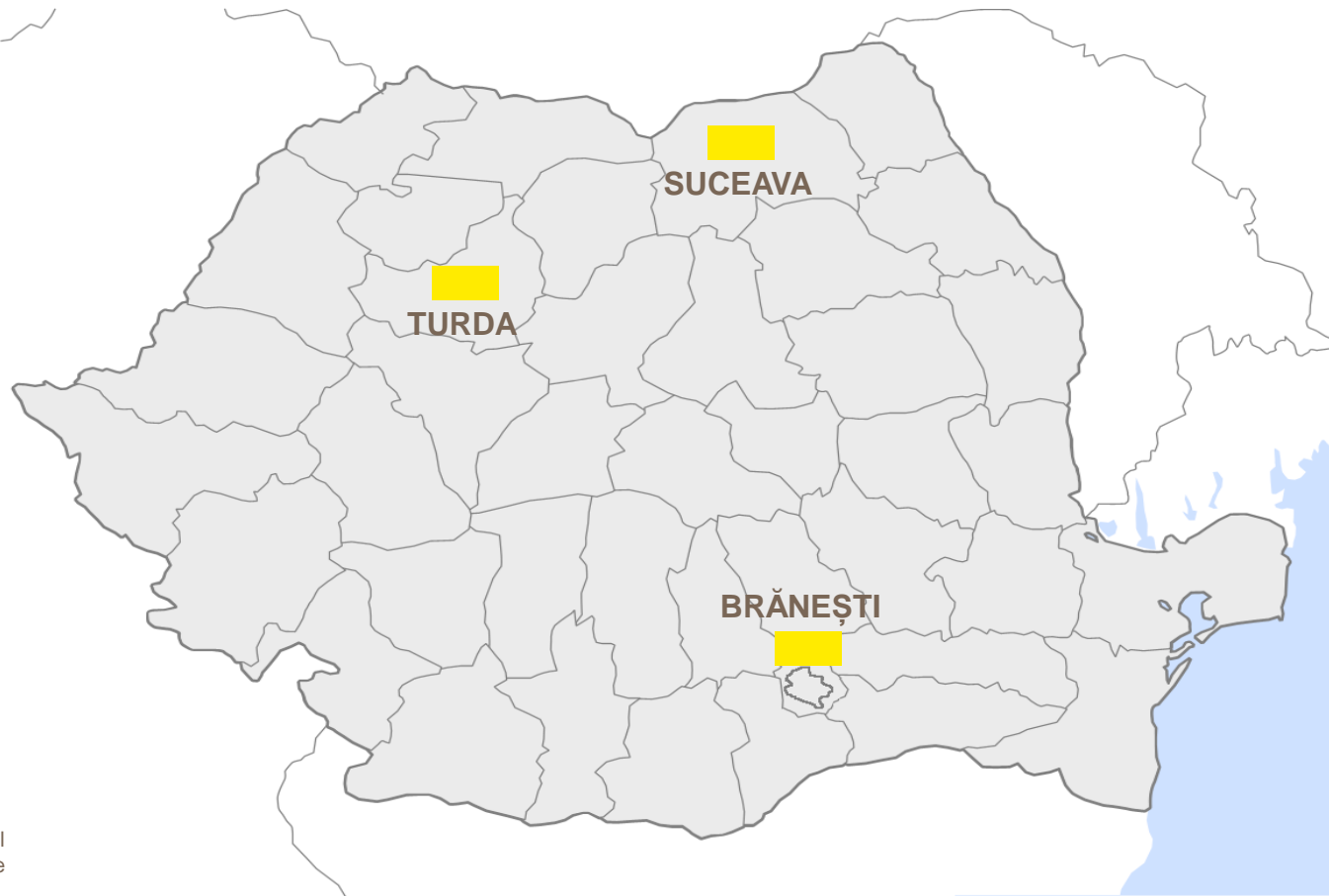
Weber acquires **CELIMA** in **Peru**, leader in tiling adhesives market.



2021

Saint-Gobain acquires a majority stake in **a.b.e.®**, a leading producer – and a licensee of Chryso – of technical mortars, additives and waterproofing products in Mauritius and South Africa. This acquisitions strengthens the Group's presence in Africa and accelerate its growth in the region by enriching its range of solutions for light and sustainable construction.

# WEBER INDUSTRIAL OPERATIONS - ROMANIA



  
Industrial  
presence



**3**  
mortar  
factories

Turda  
Brănești  
Suceava



# OUR LOCAL HISTORY IN ROMANIA



**2002**

OPEN 1st FACTORY  
In TURDA, Cluj

Current: WCM-Silver



**2007**

OPEN 2nd FACTORY  
In BRANESTI, Ilfov

Current: WCM-Bronze



**2008-10**

OPEN WAREHOUSES:  
2008 – TIMISOARA  
2009 - IASI  
– BAIA MARE  
CRAIOVA, Olt  
CONSTANTA



**2013**

OPEN 3rd FACTORY  
in SUCEAVA, Suceava

Current: WCM-Silver

*WCM= World Class Manufacturing*

# FACTORIES ARE PART OF THE INTERNATIONAL GROUP

## World Class Manufacturing

The World Class Manufacturing (WCM) of Saint-Gobain is a program specifically adapted to the Group's culture, combining a standardization of methods, tools and best practices, with a modularity that is indispensable to accommodate a wide variety of industrial processes and sites of different sizes.

It is based on pillars which cover performance improvement methods such as Lean, Six Sigma and TPM (Total Productive Maintenance) or 5S.

This ongoing improvement program defines the logic, rigor and actions necessary to implement lasting improvements to performance and customer satisfaction.

The WCM program ensures rigorous implementation of Saint-Gobain's internal and external standards, including certification procedures such as ISO 9001 for quality, ISO 14001 and 50001 for the environment, OHSAS 18001 and ILO OSH 2001 and ISO 45001 for health and safety or internal standards such Saint-Gobain Attitudes for Human Development and the risk prevention standard.



Source: <https://catalogue.saint-gobain.com/2020/en/76/>

# WEBER BELONGS TO SAINT-GOBAIN



Saint-Gobain was founded in 1665 by **Louis XIV**



Operating in **76 countries**



About **3,500 sales outlets**



**€44.2 billion** in sales in 2021



About **800 manufacturing facilities**



One of the **TOP 100** global innovator



Over **166,000 employees**



Worldwide leader in light and sustainable construction, Saint-Gobain designs, manufactures and distributes materials and services for the construction and industrial markets.



## 2. OUR SOLUTIONS

We offer a full range of solutions  
for building construction and renovation



PRODUCTS AND SYSTEMS  
FOR FAÇADE



PRODUCTS AND SYSTEMS  
FOR TILING



GROUTS &  
REPAIR  
MORTARS



MASONRY  
MORTARS



FINISHINGS  
WITH  
PLASTERING  
MORTARS



SEALANTS



PRODUCTS AND SYSTEMS  
FOR FLOORING



PRODUCTS AND SYSTEMS FOR  
WATERPROOFING



## PRODUCTS AND SYSTEMS FOR FAÇADE

Weber façade solutions are suitable for new building or renovation projects in residential, public or industrial premises. We can help with thermal insulation and ventilated façade systems for new buildings and renovation, decorative renders and paints.



**External Thermal Insulation System (ETICS)**



**Decorative renders and paints**



**Facade renovation and old buildings**



**Ventilated façade & other systems**



## PRODUCTS AND SYSTEMS FOR TILING

Weber tiling solutions are suitable for new building or renovation projects in residential, public or industrial premises. We can help with tiling walls and floors, interiors and exteriors in dry or wet environments.



**Adhesives for fixing ceramic tiles and natural stone**



**Waterproofing under tiles**



**High-performance grouts for ceramic tiles**

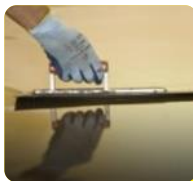


**Reducing impact noise transmission through a tiled floor**

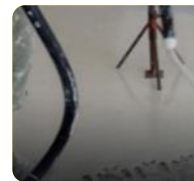


## PRODUCTS AND SYSTEMS FOR FLOORING

Our range is made of smoothing, levelling, covering and comfort products for small renovations to large new-build projects in residential, commercial or industrial buildings.



**Hand-applied floor solutions for filling, levelling, smoothing**



**Machine applied screeds**



**Floating flooring systems to improve comfort in residential or commercial buildings**



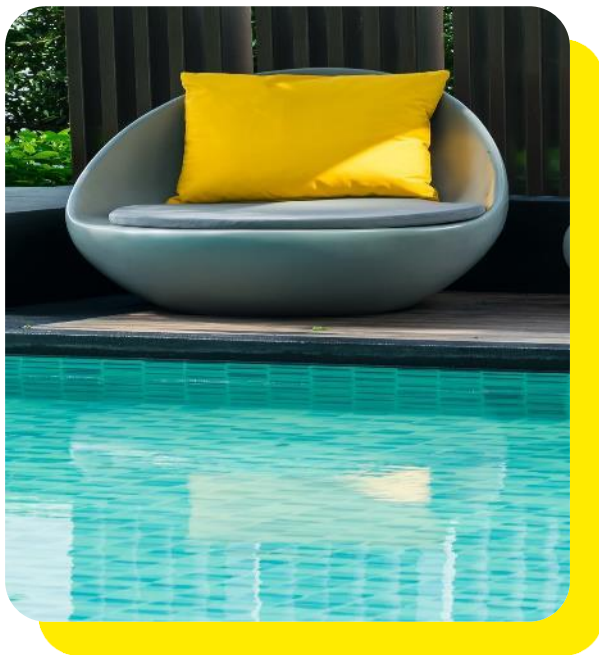
**Self-leveling screeds as final layer in flooring for commercial spaces or car parks**





## PRODUCTS AND SYSTEMS FOR WATERPROOFING AND ROOFING

Waterproofing solutions for all types of buildings, for new buildings and renovation. Solutions designed to be easy to apply by specialists, craftspeople and end users alike



**Waterproofing  
of bathrooms  
and wet areas**



**Waterproofing  
of basements**



**Waterproofing  
of terraces and  
balconies**



**Waterproofing of  
water tanks and  
swimming pools**



## GROUTS & REPAIR MORTARS

Tiling grouts, repair mortars, adhesive mortars



## MASONRY MORTARS

A better alternative to job-site mix created from sand-cement, Weber masonry mortars offer the same quality over time and a safer choice; they are designed for new constructions and renovations. Suitable for all types of brick or blocks – solid ceramic bricks, hollow ceramic bricks, cellular concrete blocks.



## FINISHING WITH PLASTERING MORTARS

Weber plastering mortars are designed for levelling, smoothing or fine-smoothing uneven surfaces before final treatment – paint, wallpaper, etc. They are based on gypsum, cement or polymer, depending on applications and local expectations.



## SEALANTS

Weber sealants are designed for sealing and grouting joints. They protect against moisture. They can be used for exterior and interior.

# OUR SELECTION OF PRODUCTS & SYSTEMS

weber  
superflex max<sup>2</sup>



## PERFORMANT TILE ADHESIVES

Flexible adhesive for critical surfaces, compatible with heated floors and big tiles up to 100x120 cm

weberpas topdry



## AQUABALANCE TECHNOLOGY FOR PREMIUM DECORATIVE RENTERS

Decorative renders with self-cleaning effect due to active capacity of surface humidity regulation.

WITHOUT biocides.

weberepox easy



## ADVANCED TILE GROUT SOLUTIONS

Epoxidic bi-component grout for interior and exterior. For bathrooms, swimming pools and spa/thermal baths; resistant to abrasion and cleaning with chemical products.

webertherm prestige



## ETICS SYSTEMS FOR FAÇADES

Thermal insulation – systems with EPS/XPS/Graphite EPS. Most performant system with mineral wool, offering besides thermal and acoustic insulation, also fire protection and durable façade without deformation caused by temperature differences.

# OUR SOLUTIONS IN ROMANIA



Soluții complete pentru sisteme de termizolații și tencuiele decorative.

<https://www.ro.weber/fatade>



## Adezivi pentru termosisteme

Adezivi pentru lipirea și armarea materialelor termoizolante: polistiren expandat, vată minerală, polistiren extrudat.



## Tencuiele decorative

Tencuiele decorative potrivite oricărui tip de lucrare, cu rezistență și flexibilitate ridicate, într-o gamă variată de culori ce rezistă în timp.



## Plasă din fibră de sticlă

Plasă de armare din fibră de sticlă, disponibilă în două variante de densitate - 145 g/mp și 165 g/mp.

Soluții complete pentru placări ceramice - gresie, faianță, piatră naturală și marmură și sisteme de hidroizolații.

<https://www.ro.weber/placari-ceramic>



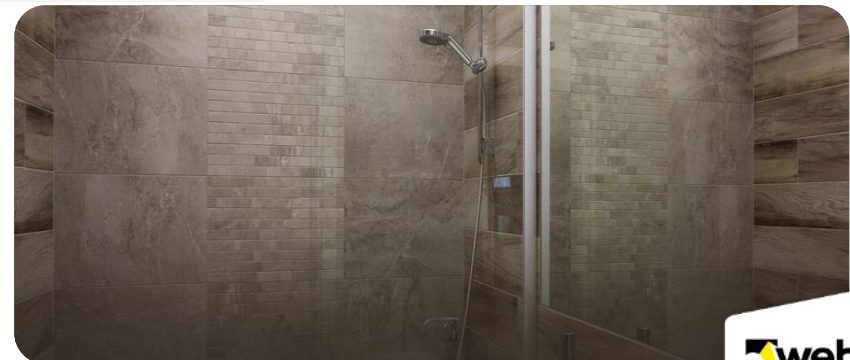
## Adezivi pentru placări ceramice

Adezivi, hidroizolații și soluții pentru placarea suprafețelor cu gresie, faianță, piatră naturală, marmură, mozaic sau cărămidă de sticlă.



## Chit de rosturi

Soluții pentru rostuirea suprafețelor cu gresie, faianță, piatră naturală, marmură, mozaic sau cărămidă de sticlă.



# OUR SOLUTIONS IN ROMANIA

Soluții pentru finisarea pereților.

<https://www.ro.weber/finisaje-pentru-pereti>

we  
care



## Glet

Soluții complete pentru finisarea pereților interiori și exteriori. Gleturi pe bază de ciment, compuși minerali sau rășini sintetice.



## Tencuială fină (tinci)

Tencuieli fine pentru finisarea pereților interiori și exteriori. Tinci alb și gri.

Soluții pentru zidire și tencuire.

<https://www.ro.weber/zidire-si-tencuire>



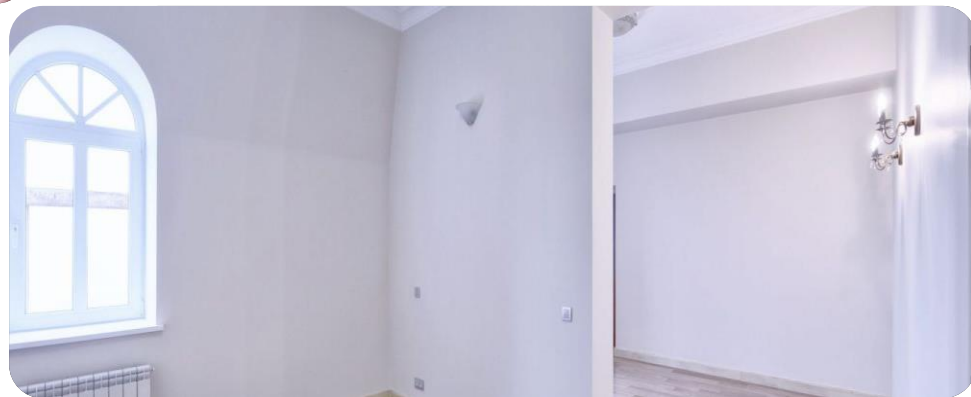
## Mortare de zidărie pentru cărămidă și BCA

Mortare de zidărie pentru cărămidă și BCA



## Tencuială de bază

Mortare pentru egalizarea zidărilor.



# OUR SOLUTIONS IN ROMANIA



Soluții pentru egalizarea pardosellor.

<https://www.ro.weber/egalizare-pardoseli>



### Șapă de egalizare

Șapă de bază pentru egalizarea pardosellor la interior.



### Șapă autonivelantă

Șape autonivelante pentru interior și pardoseli încălzite.



### Grund de amorsaj

Grund universal de profunzime.

Sisteme complete de hidroizolații.

<https://www.ro.weber/hidroizolatii>



### Hidroizolații pe bază de ciment

Soluții de hidroizolații pe bază de ciment.

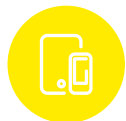


### Accesorii pentru hidroizolații

Benzi de etanșare.



# OUR HIGH VALUE SERVICES ALL ALONG THE CUSTOMER JOURNEY



## SERVICES TO HELP IN THE SELECTION

**Guide for Weber** that you can consult online or download App for mobile phone or tablet WeberApp downloadable from **App Store** (for iOS) or **Google Play** (for Android)  
Online simulator **[www.fatadecolorate.ro](http://www.fatadecolorate.ro)** for arranging colour patterns on facade using a picture or a drawing from your project or from us)  
BIM Objects – for 3D design of solutions Rigips-Isover-Weber



## SERVICES TO FACILITATE PURCHASE

**List of partener sellers** available on website  
**Orders online** for our trade partners / sellers (B2B)



## SERVICES TO FACILITATE THE USE OF OUR SOLUTIONS

We offer **training at Technical Academy** - physical presence or online  
**Assistance** – consultancy, support on construction site & demonstrations



## SERVICES TO FOSTER BUSINESS RELATION

**We support our clients** with marketing materials, training, promo offers, launching innovations with dedicated support for communication





### 3. OUR COMMITMENT



# OUR COMMITMENT

At Saint-Gobain, we all have the same vision: **TO BE THE WORLDWIDE LEADER IN LIGHT AND SUSTAINABLE CONSTRUCTION.**

Our construction brands contribute to achieve this vision thanks to a concrete commitment: **we care about building better for people and the planet by offering solutions that deliver sustainability and performance.**



# OUR PROMISES

Everything we do  
is built on 4  
distinctive promises.



## CUSTOMER PROXIMITY

We commit, beyond our local footprint, to be always by your side as your reliable, expert business partner



## INNOVATIVE SOLUTIONS

We commit to constantly anticipate your needs and bring added value solutions



## PERFORMANCE

We commit to respond to your challenges by bringing you trusted solutions which offer productivity, financial benefits and a quality finish, delivering the expected performance



## SUSTAINABILITY

We commit to care about people by making installation and indoor environments more comfortable and safer, and to care for the planet by reducing buildings' environmental impacts

# OUR COMMITMENT

For Weber, our commitment translates into concrete actions, for example:



It means that we constantly innovate to satisfy customers' needs. We develop environmentally friendly product ranges – using less virgin raw materials, formulas without biocides, products that ensure a long-lasting durable construction so that along its lifetime there is no need of rework-renovation.



It means helping our customers selecting the best solution for each project thanks our written Weber guide or digital – WeberApp, Questions and Answers on website [www.ro.weber](http://www.ro.weber).



It means we commit to share our expertise about mortar's solutions and help professionals to build better in all aspects – durable buildings that offer aesthetics and more comfort with less effort – at our Technical Academy and via our colleagues from Commercial Department.



It also means rewarding our customers' loyalty via dedicated communities and clubs that help them in their everyday activity and with their business development – Club [www.ExpertSG.ro](http://www.ExpertSG.ro)

# LET'S STAY IN TOUCH!



[apps.apple.com/ro/app/saint-gobain-weber/id1459849540](https://apps.apple.com/ro/app/saint-gobain-weber/id1459849540)

<https://play.google.com/store/apps/details?id=com.sg.R25B.weberfr>



**Weber cares about building  
better for people and the planet.**