

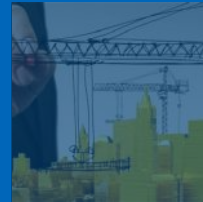


2025
A year of evolution
A year of change





Introduction



Segmentation



Marketing

INTRODUCTION

Following Soprema's acquisition of Rollgum, we are proceeding with a rebranding and repositioning of the brand according to market segments it targets.



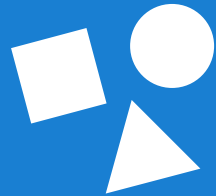
ROOFING

LINING

FACADES



We present SOPRAGUARD



With a product segmentation based on the type of application



Create a product segmentation

Based on the type of application

With the following objectives



Tailored solutions

Offering customized solutions according to needs



Sales strategy

Using different sales strategies



Sopraguard

Position Sopraguard as the leader in EPDM waterproofing



Introduction



Segmentation



Marketing

SEGMENTATION

ROOFING

Sopraguard One and Sopraguard Top



ROOFING



Smooth



Industrial



Embossed



Residential

SOPRAGUARD ONE

SOPRAGUARD TOP

SEGMENTATION

ROOFING

Sopraguard Stick



ROOFING



Smooth self-adhesive



All types of roofs and others

SOPRAGUARD STICK

SEGMENTATION

Lining

Sopraguard Geo and Sopraguard Life



LINING



Smooth



Big reservoirs



Embossed



Decorative ponds

SOPRAGUARD GEO

SOPRAGUARD LIFE

SEGMENTATION

Facades

Sopraguard Face In and Sopraguard Face Out



FACADES



Embossed



Interior application



Embossed



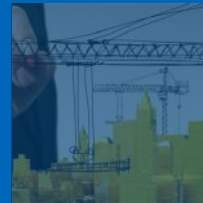
Exterior application

SOPRAGUARD FACE IN

SOPRAGUARD FACE OUT



Introduction



Segmentation



Marketing

Products with SOPREMA brand

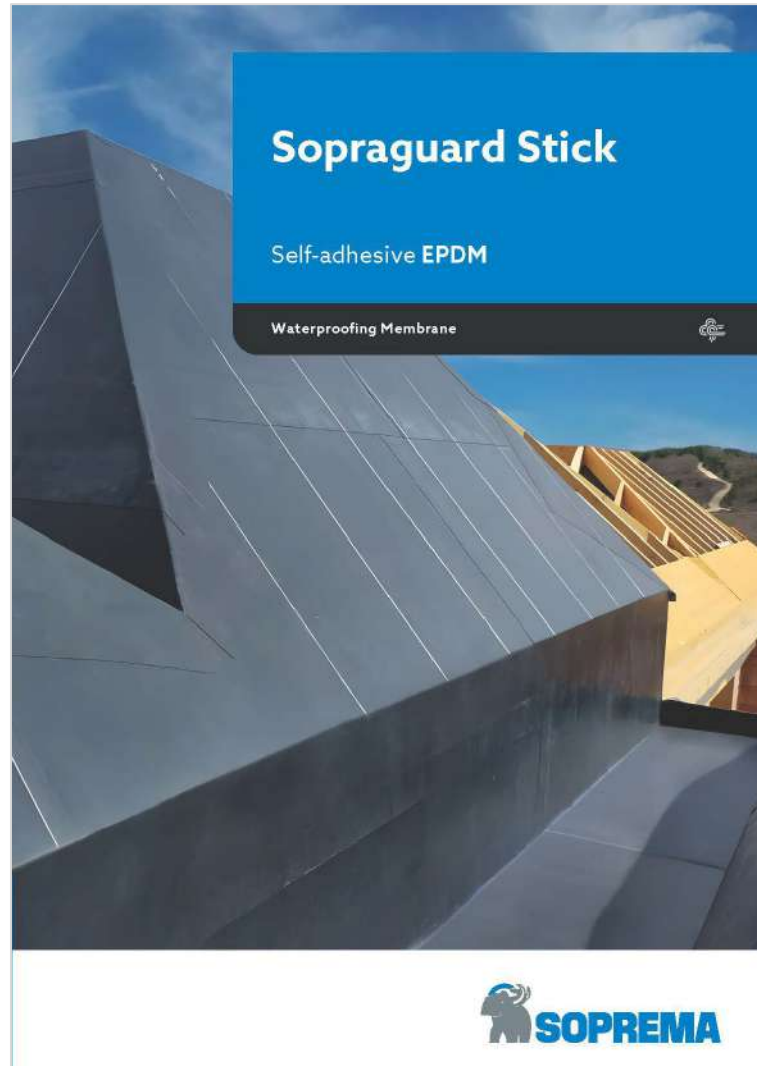
- Sopraguard One
- Sopraguard Top
- Sopraguard Stick
- Sopraguard Geo
- Sopraguard Life
- Sopraguard Face In
- Sopraguard Face Out

- Sopraguard Primer
- Sopraguard Tack
- Sopraguard Tape
- Sopraguard Form...

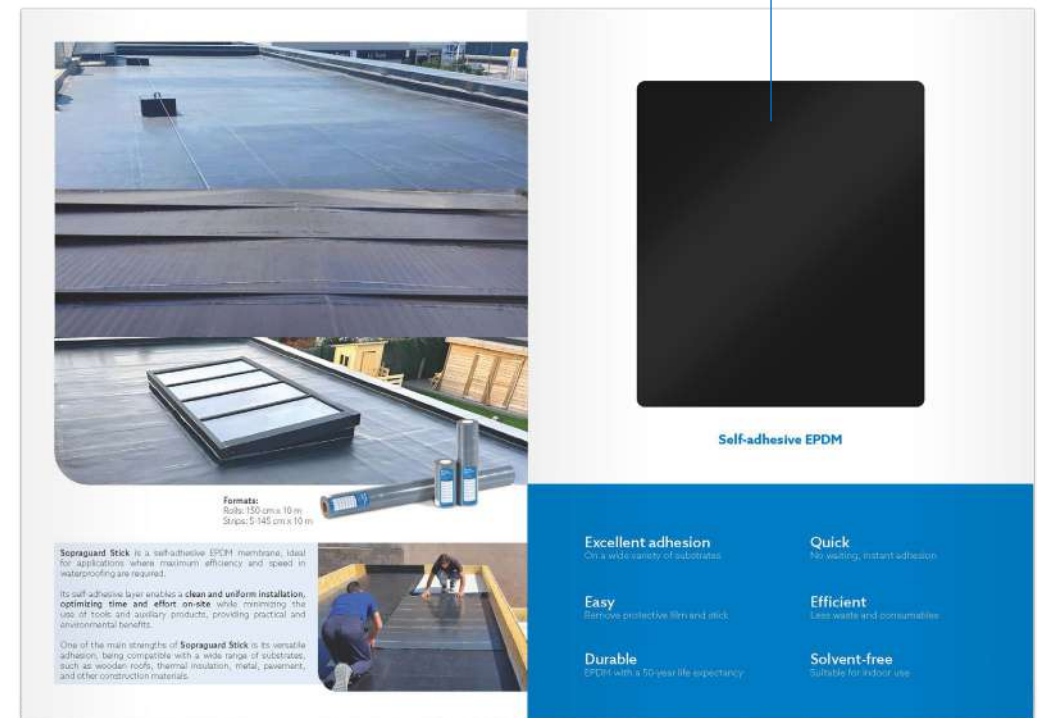


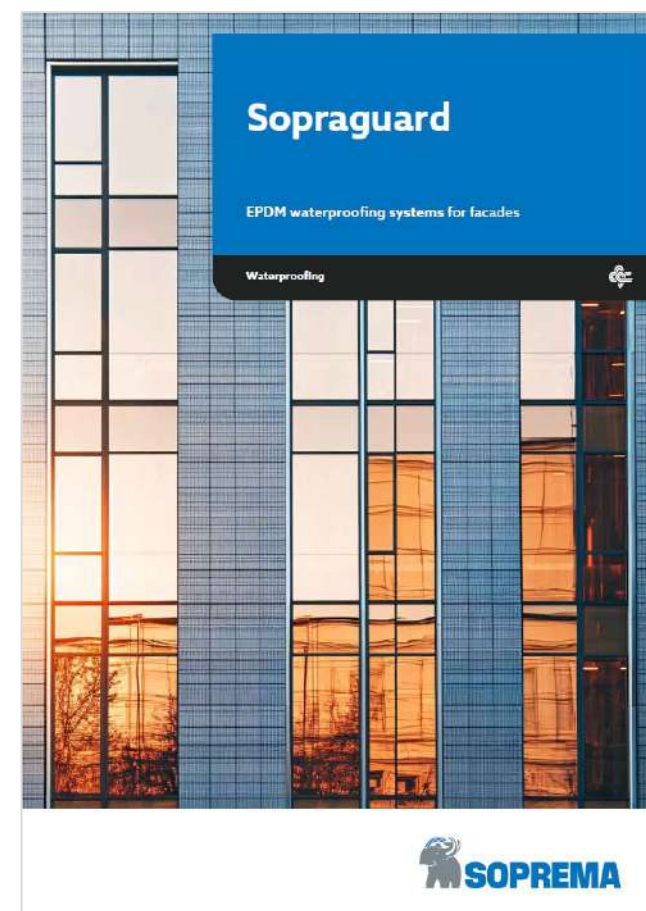
SOPRAGUARD





SAMPLE







Internal guide

Sopraguard EPDM Membrane

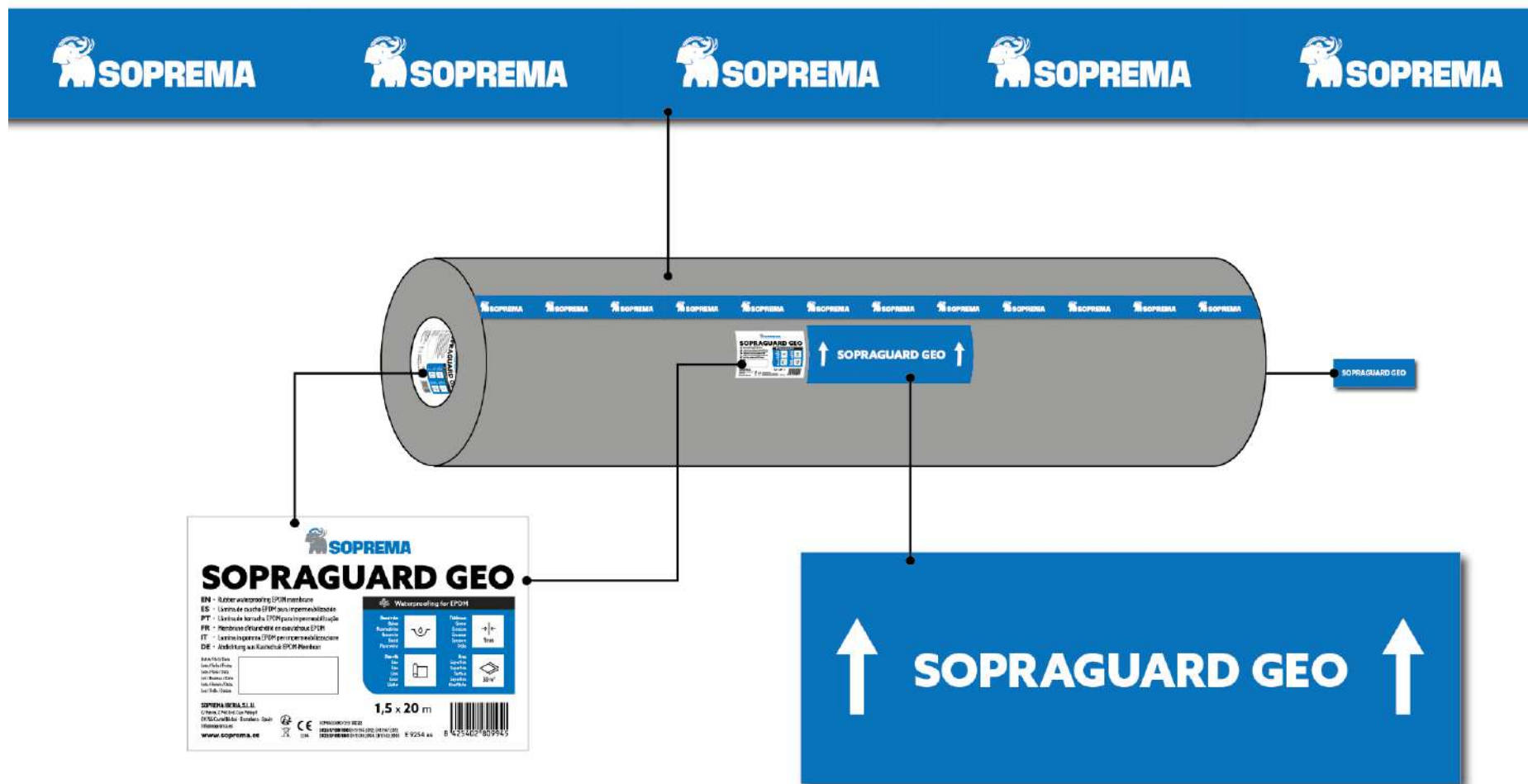
Waterproofing systems

Introduction

EPDM (Ethylene Propylene Diene Monomer) is a synthetic rubber widely used as a waterproofing membrane in several construction project types. EPDM membranes stand out for their elasticity, durability exceeding 50 years, UV resistance, and low CO2 footprint, making them a reliable solution for the most demanding waterproofing needs.

Soprema offers a wide range of membranes tailored to different applications, backed by international certifications and a sustainable approach. These solutions ensure efficiency on-site thanks to large prefabricated formats, flame-free installation, and minimal joint generation.





WIDE PANELS





SOPRAGUARD ONE

- EN • Rubber waterproofing EPDM membrane
- ES • Lámina de caucho EPDM para impermeabilización
- PT • Lámina de borracha EPDM para impermeabilização
- FR • Membrane d'étanchéité en caoutchouc EPDM
- DK • Abdichtung aus Kautschuk EPDM-Membran

Batch / Roll / Date
Lote / Rollo / Fecha
Lote / Rolo / Data
Lot / Rouleau / Date
Los / Rolle / Datum



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CE

2286

SOPRAGUARD ONE 100 22
2022/C/100/R00 EN 13956:2012; EN13967:2012
2022/B/100/R00 EN 13361:2004; EN13362:2005

1,5 x 20 m

E7057aS



Waterproofing for EPDM

Roofing
Cubiertas
Coberturas
Toitures
Tagdækning



Thickness
Grosor
Grossura
Grosseur
Dicke



1mm

Smooth
Liso
Liso
Lisse
Glatter



Area
Superficie
Superficie
Surface
Oberfläche



30 m²



SOPRAGUARD TOP

- EN • Rubber waterproofing EPDM membrane
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E7057aS



Waterproofing for EPDM

Roofing
Cubiertas
Coberturas
Toitures
Tagdækning



Thickness
Grosor
Grossura
Grosseur
Dicke



1mm

Embossed
Gofrado
Gravado
Embossé
Embossed

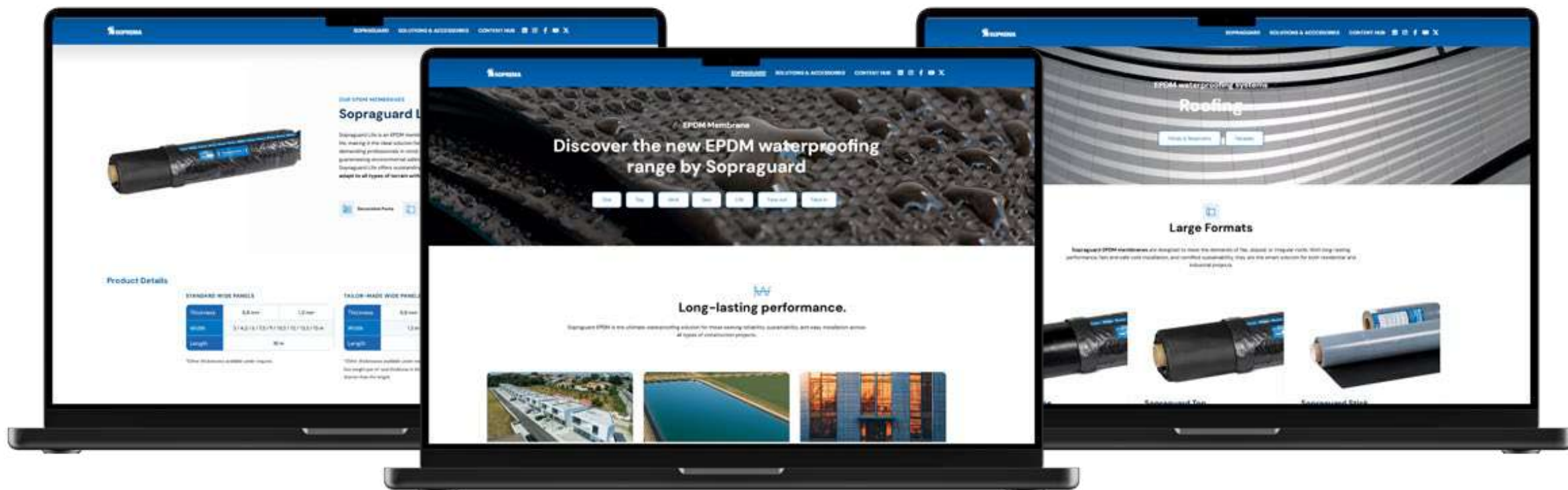


Area
Superficie
Superficie
Surface
Oberfläche



30 m²





[Home](#)



Thank you