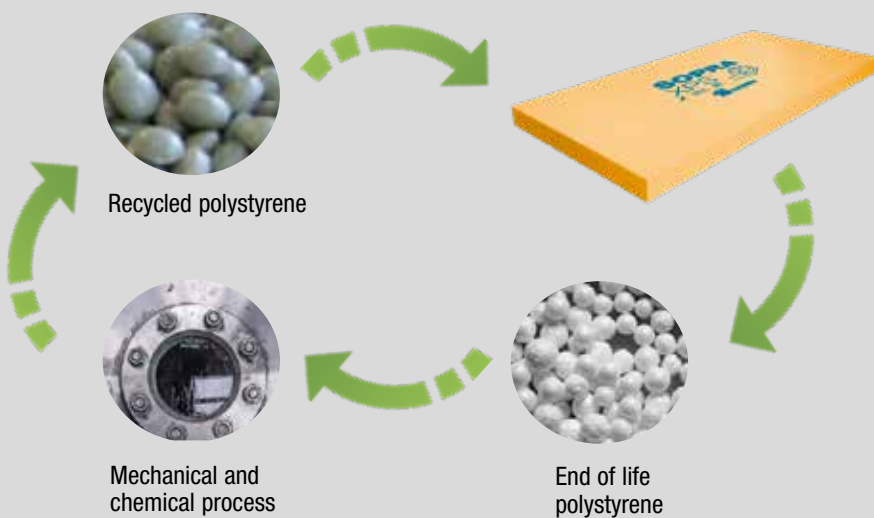


SOPREMA IS GREEN

SUSTAINABILITY IS IN THE DNA OF OUR COMPANY



WE CAN TURN POLYSTYRENE WASTE INTO NEW INSULATION PRODUCTS.



SOPRA XPS helps to stop the climate change reducing the consumption of energy.

WE RECYCLE 40'000 TONS OF POLYSTYRENE EVERY YEAR AVOIDING THE CORRESPONDING CO2 EMISSIONS.

NEW BRAND, NEW PRESENTATION, A PRODUCT THAT IS AN EXAMPLE OF CIRCULAR ECONOMY



NAMING

EFYOS XPS becomes

SOPRA XPS



COLOR

Orange



BOARD DESIGN

Printed in 1 color with symbols that represent the green advantages



NEW PACKAGING

The plastic used comes from recycled products 100%

RECYCLING COMMUNICATION

SOPRA XPS is produced with a very high percent of high quality recycled first materials. We use more than 40'000 tons / year in the production of **SOPRA XPS**.

With **SOPRA XPS** we give a second life to a millions of products thanks to our unique technology in the industry that allows us to produce a thermal isolation product with excellent durability and very high performance while ecologic.

Soprema with **SOPRA XPS** gives also a step forward in the transformation of the sector into a sustainable model and in order to achieve the main goals of the Kyoto protocol.



ADVERTISING PROPOSAL



RESPECT

Our lines includes a 100% recycled Waste Stream thanks to vanguards technology in our production lines of Sopraloop and in our recycling plant, that permits **Soprema** to incorporate the largest percentage of various kind of products into our manufacturing process without compromising our high quality standards. Our recycling plants technology allows the styrene particles to be separated from various products and incorporated into the process as a virgin raw material.

TECHNOLOGY, QUALITY AND ENVIROMENT HAND IN HAND

SECOND LIFE

Our recycling plants technology allows the styrene particles to be separated from various products and incorporated into the process as a virgin raw material, that allows us to include a very high percent of recycled material in our production, our GWP (global warming potential) is 320% lower than the industry's average.

**WE GIVE LIFE TO LIFE.
WITH US THERE IS ALWAYS A SECOND CHANCE.**

CHILDREN FIRST

Our children reserve a helthy enviroment.

Our commitment is to work today for a better future.

AT SOPREMA THE FUTURE HAS BEGUN!



QUALIFY MARKETING / SALES TOOLS PROPOSALS



MAIN CIRCULAR ECONOMY POINTS

- * The used gas is recycled.
- * The raw material is recycled: an advanced technology allows extruded polystyrene of the highest quality, durability and performance.
- * The packaging is made of recycled plastic.
- * We use XPS shims from the waste in our production process instead of pallet.
- * Our recycling plants allows a maximum distance of 600 km to transport.
- * The capillarity of our production plants allows delivery in a maximum of 600km from the plant to the sales point.
- * Our production process is environmentally friendly throughout its cycle.
- * Presentation of a commitment to the authorities in terms of sustainability.

DISTRIBUTORS & INDUSTRY

- Digital Newsletter.
- Flyer to insert invoices.
- Landing page with all the explanation of the product and the possibility of requesting samples, attaching all the communication pieces.
- Creation of stories of events for dissemination in RRSS
- Events at points of sale.
- Possibility of making a short video with testimonials and influencers.
- Media print advertising.
- Digital promotion through banners on all websites.
- Mail signature gift.
- Polystyrene pickup campaign launch, through APP.

PRESCRIPTION

- We will include the speech in all our interactions.
- Mailing launch: Generate explanatory piece and the possibility of requesting samples.
- Digital campaign.

PRESS

- Press dossier
- Animated video of the production process, from raw material to product transport.
- Events in plants and warehouses with influencers, sustainability specialists that support the importance of focusing on a responsible action with the environment throughout the product life cycle and using our product as an example.
- Press releases of events for dissemination in specialized press.

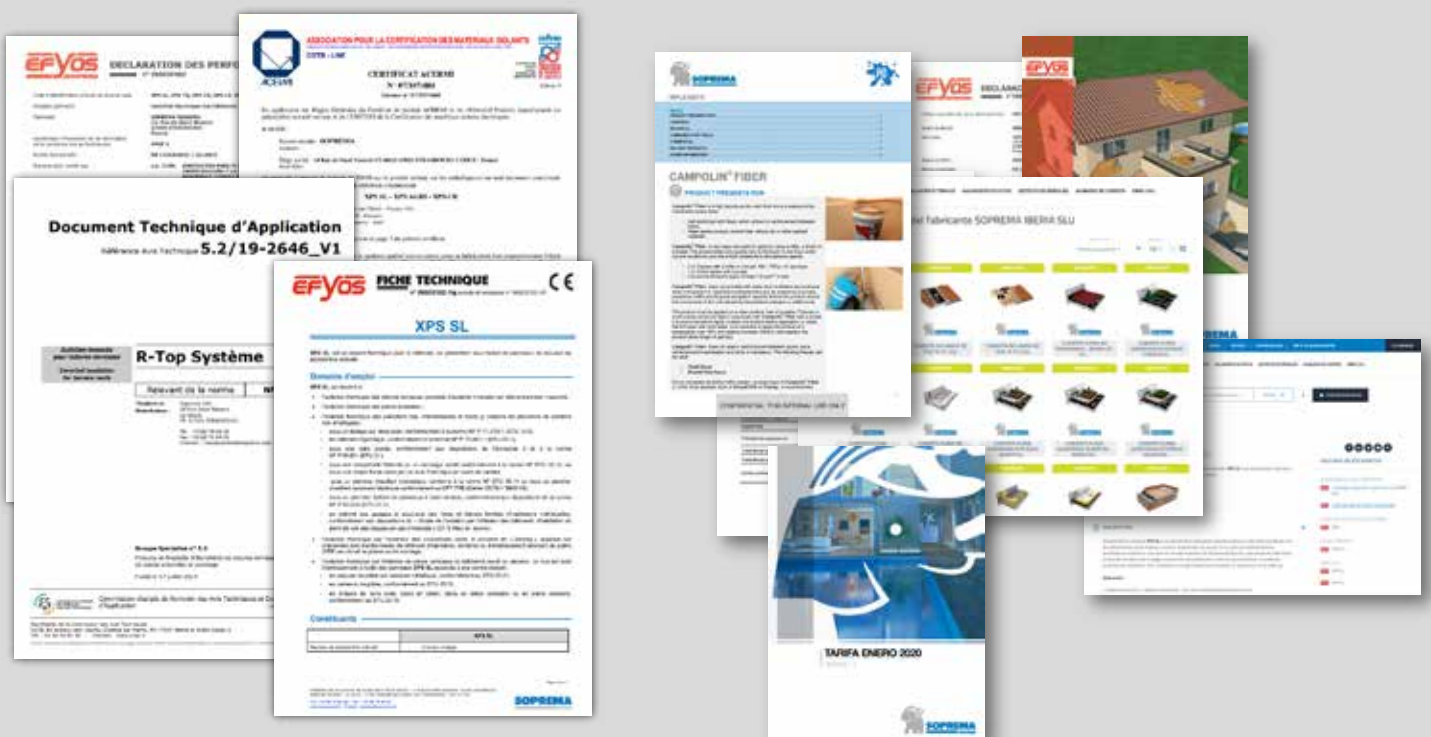
CERTIFICATES / DOCUMENTATION



STEP BY STEP, COUNTRY PER COUNTRY

Catalogs, safety data sheet, technical data sheets, DOP, Website, certificates, website, price list, communication support, BIM objects, Systems.

THE PRODUCT CODES REMAIN THE SAME



GLOBAL SCHEDULE



JAN / MAR 2021

- **LAUNCH & MAXIMIZE**

Product and organization ready.
Accions face to face: commercial / clients.
On-going the makerting ready.
Desimenation through specifiers, press and
RRSS.

OCT / NOV 2020

- **DEVELOP & QUALITY**

Product ready for field test.
Packaging film adquisition.
Printing test in production plants.
Commercial and Technical
documentation ready.
Preparation of the new website content.
Samples production.

UNTIL OCT 2020

- **CONCEPTION / PLANNING & DEFINITION**

Approval business planning.

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