



PRESS RELEASE

Paris (France), June 2, 2016

SAINT-GOBAIN REINVENTS ITS BRAND

At its Annual General Meeting on June 2, Saint-Gobain unveiled its new logotype. A new interpretation of the 'bridge' symbol that has represented the Group for more than 40 years, it also incorporates a vibrant skyline illustrating the Group's brand territory of "living places." Warm and bright colors have been used to create a more emotional connection with customers and end consumers.

This logo reflects an updated positioning for the brand, based around its promise: to design, manufacture and distribute materials that improve the wellbeing of both individuals and society as a whole. For Pierre-André de Chalendar, Chairman and Chief Executive Officer of Saint-Gobain, *"At Saint-Gobain, our materials and solutions are designed to help increase the comfort of people today, wherever they live, work and travel. But we need to do this sustainably, helping to safeguard the planet for future generations. For us, these aspects of wellbeing are complementary, two sides of the same coin."*

The shift in brand positioning underlines the Group's commitment to creating a stronger connection with the general public. Better informed through digital media, consumers play an increasingly important role in specifying the products that are used in their projects. Saint-Gobain wants to explain how its materials and solutions contribute to daily life, through its brand values: expertise in materials, a culture of innovation, an understanding of customer needs and an approach based on openness and responsibility. *"We need to be more visible to end consumers,"* says Pierre-André de Chalendar. *"Today's strong brands demonstrate the value they bring to people. I want everyone to know what Saint-Gobain stands for, and the role our brands play in daily life."*

ABOUT SAINT-GOBAIN

Saint-Gobain designs, manufactures and distributes materials and solutions which are key ingredients in the wellbeing of each of us and the future of all. They can be found everywhere in our living places and our daily life: in buildings, transportation, infrastructure and in many industrial applications. They provide comfort, performance and safety while addressing the challenges of sustainable construction, resource efficiency and climate change.

World leader in habitat

€39.6 billion SALES in 2015

Operates in 66 countries

More than 170,000 employees

www.saint-gobain.com

[@saintgobain](https://www.instagram.com/saintgobain)

MEDIA CONTACTS:

Charles Hufnagel : +33 (0)1 47 62 30 10

Susanne Trabitzsch : +33 (0)1 47 62 43 25