



## SAINT-GOBAIN LAUNCHES ITS NEW DIGITAL PLATFORM SAINT-GOBAIN.COM

Saint-Gobain is upgrading its digital communication tools and launching a new website. With more intuitive ergonomics and a resolutely modern design, it is based on a completely revisited architecture that provides better readability of the Group's news, strategy and challenges, to highlight the Group's vision and commitments to sustainable construction.

The Group has also completely overhauled its Digital Web ecosystem to standardize its brand experience for its audiences.

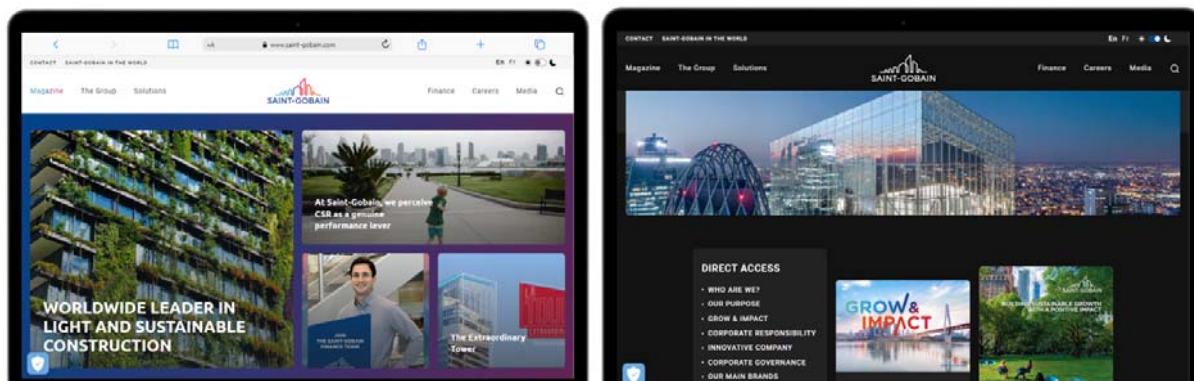
The new Saint-Gobain digital platform consists of:

- the corporate website [www.saint-gobain.com](http://www.saint-gobain.com)
- a galaxy of business-focused country websites
- and a collaborative Extranet, available to the Group's 166,000 employees.



## DISCOVER SAINT-GOBAIN'S NEW DIGITAL PLATFORM

This new digital platform fully supports the Group's purpose, "Making the World a Better Home", its vision of being the worldwide leader in light and sustainable construction and its "Grow & Impact" strategic plan.



Through its eco-design and accessibility, the Saint-Gobain.com digital interface is designed to show the commitment of Saint-Gobain and its employees to a more sustainable world.

Users can consult website pages:

- by default, in a graphically optimized version to facilitate reading;
- or in dark mode, the more environmentally-friendly option saving on terminal and screen battery use.

Search engine optimized, the digital platform is more minimalist, functional, interactive to make information visible, readable and facilitate its consumption through a new User Experience and optimized User Interface:

- A platform accessible on all media in **full Responsive Design**
- **Enhanced digital accessibility** for better reading comfort
- An **ease of use** through an attractive design
- A modernized, more attractive, more accessible, more engaging interface, supported by a new robust technical base
- Optimized navigation and a simplified tree structure

**To complete this digital tool, the Saint-Gobain Group's website has been enhanced with an online magazine to offer a stimulating, engaging and inclusive experience**, reflecting the Group's values and identity, in order to understand, be amazed, meet, question and decipher...

- From construction issues to industrial challenges, from science to the company of tomorrow to major social issues: ***Saint-Gobain takes you on a journey to discover the world as it is being built.***
- Stories and lively content (**podcasts, articles, LinkedIn forums, dossiers, curation of external content**, etc.) from the field, highlighting the Group's employees and our commitments.

This new platform **reaffirms our identity, our values and our difference by bringing our purpose to life digitally.**

- An experience that demonstrates the **relevance and technical and environmental performance** of our local solutions through a globe application that encourages discovery and allows you to go directly to the heart of our projects.
- **New infographics illustrate our solutions in an educational way** to engage our audiences while being more accessible.
- An editorial production that highlights the **testimonies** of our customers, our experts, our employees, and our ambassadors, who bring all our actions to life.
- News to illustrate the daily actions of our Group, in particular our capacity to innovate for sustainable construction solutions and solutions in favor of decarbonization.
- The whole interface is designed and articulated around a design system of optimized components in order **to save energy** on our servers, and to keep a graphic and ergonomic homogeneity.

Finally, Saint-Gobain's new digital platform aims to promote all those who make up Saint-Gobain, because our main material remains the men and women who are the wealth and strength of our Group.

Come and discover the new digital ecosystem of the Saint-Gobain Group, which aims to be an **experiential, dynamic, social and living platform!**

<https://www.saint-gobain.com>

*Credits: Saint-Gobain worked with the agency Razorfish (Publicis Group) for the realization of the new Design System and with the digital agency Mirum (Wunderman Thompson France) for the technical redesign on Drupal 9 and the integration.*

## ABOUT SAINT-GOBAIN

Worldwide leader in light and sustainable construction, Saint-Gobain designs, manufactures and distributes materials and services for the construction and industrial markets. Its integrated solutions for the renovation of public and private buildings, light construction and the decarbonization of construction and industry are developed through a continuous innovation process and provide sustainability and performance. The Group's commitment is guided by its purpose, "MAKING THE WORLD A BETTER HOME".

**€44.2 billion in sales in 2021**

**166,000 employees, located in 75 countries**

**Committed to achieving Carbon Neutrality by 2050**

For more information about Saint-Gobain, visit <http://www.saint-gobain.com> and follow us on Twitter [@saintgobain](https://twitter.com/saintgobain)

## Press Contacts

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