
PRESS RELEASE

April 23, 2019

The saint-gobain.fr site for inspiration, advice and services now includes additional functions and has been given a new identity: **La Maison Saint-Gobain**

New identity, new logo, new home environments and a reaffirmed ambition for the saint-gobain.fr website renamed lamaisonsaintgobain.fr (in French only). This new site provides customers with support to complete their redecoration or renovation project from A to Z by offering even more inspirational ideas and solutions for the home, and putting them into contact with building professionals, architects and works coaches.



LA MAISON SAINT-GOBAIN

Finding inspiration, defining the project, estimating the budget, locating the right building professionals and architects, choosing the most innovative techniques, delegating administrative procedures, finding out how to benefit from any tax deductions, or even call on the services of a “Works Coach” for personalized support from project design to delivery of the completed job: all this is available at the one address, lamaisonsaintgobain.fr.

This website provides consumers with the full range of Saint-Gobain expertise for a more comfortable, healthier and more environmentally responsible home.

More inspiration, more advice and more services on an even friendlier website.

Originally launched in March 2018, the site now includes new content and new practical functions to provide even better support for consumers with a works project. The site now offers:

- around 100 redecoration solutions, eight inspirational styles, more than 500 articles with advice, and a huge number of innovative products;
- no fewer than 80 practical guides in five areas (heating and ventilation, interior decoration, exterior joinery, electricity and home insulation);
- new environments, such as outdoors (garden, terrace and balcony);
- an extremely practical tool for estimating the cost of work, by room or type of work, providing a reliable overview of the rates charged by the building professionals in the customer's home region.

A fun and off-beat ad about the pleasure of redecorating or renovating your home

**POUR DES TRAVAUX
À LA HAUTEUR DE
VOS ATTENTES,
UN COACH TRAVAUX
VOUS ACCOMPAGNE
DE A À Z**

De la conception à la réception des travaux,
votre coach travaux assure une mise en
œuvre maîtrisée de votre projet
lamaisonstgobain.fr


LA MAISON SAINT-GOBAIN



The new identity is being promoted in an advertising campaign using a decidedly off-beat tone.

Giraffe, elephant and polar bear: La Maison Saint-Gobain uses a loveable trio of animals in its fun visuals aimed at entrenching a positive image of the brand.

The message of this campaign released online on April 22 is clear: supported from A to Z by the trustworthy La Maison Saint-Gobain brand, consumers can turn their dream into reality with complete peace of mind.

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.

€41.8 billion in sales in 2018

Operates in 67 countries

More than 180,000 employees

To learn more about Saint-Gobain

go to www.saint-gobain.com

and follow us on Twitter [@saintgobain](https://twitter.com/saintgobain).

MEDIA CONTACTS:

Laurence Pernot: +33 (0)1 47 62 30 10

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