



# Mapei

Standards promoting higher quality and paving the way for international expansion

Founded in 1937, Mapei was a very small producer of varnishes and waterproofing agents. The company later diversified into adhesives for floor and wall coverings, introducing a set of innovative products. Today, the Mapei Group is the world's leading manufacturer of mortars, adhesives, grouts, sealants, waterproofing agents, additives for concrete, and other specialty products for the building industry. The Group comprises 68 subsidiaries, 18 main research and development centres, and 60 production facilities in operation in over 27 countries.

**Company name:** Mapei

**Country:** Italy

**Industry:** Construction and construction materials

**No. of employees:** 7 500

**Revenues/profits:**

EUR 1.8 billion/EUR 73 million  
(USD 2.4 billion/USD 96.7 million)  
(Mapei Group) (in 2010)\*

**Main products/services:**

Chemical specialty products for the building industry, such as adhesives, mortars, sealants, varnishes, etc. The assessment focused on adhesives for the ceramic floor and wall tiles business unit, which generates around 40% of the Group's total sales.

**Main use of standards:**

- Research and development and technical assistance
- Production, including quality assurance
- Marketing and sales



### Most important standards used:

- ISO 9001:2008, *Quality management systems*
- ISO 14001:2004, *Environmental management systems*
- OHSAS 18001:2007, *Occupational health and safety management systems*
- SA 8000, *Social accountability*
- ISO 10002, *Customer complaints handling*
- Various EN and ISO standards defining product requirements, testing methods, etc. (e.g. ISO 13007, EN 12004)

**Economic benefits generated by standards:** EUR 2.12 million (USD 2.8 million), amounting to 0.12% of revenue and 2.9% of the EBIT of Mapei Group.

**Key qualitative benefits:** Standards contributed to the harmonization of management practices and business processes throughout the Group's subsidiaries.

## What were the major benefits for Mapei of using standards?

Using standards allowed Mapei to:

- Communicate to the market the high value of its products
- Sustain its strong international expansion by using consistent management systems for the transfer of knowledge, good practices and operational procedures
- Support a high rate of product innovation

## How did standards lead to these benefits?

The implementation of an integrated management system based on International Standards (for quality, safety and environmental aspects) has been core to Mapei's strategy, helping to structure and harmonize business processes in line with market growth objectives, and combining specific local requirements with knowledge and experience acquired on a global scale. Product standards (in particular ISO 13007 or the European EN 12004) and the European CE marking practice have played a large part in disseminating clear and objective information on the performance of adhesives, thus paving the way for better-quality products that have considerable user benefits in terms of the ease and speed of installation. This has been extremely beneficial to Mapei, whose primary offer is focused on high-quality innovative products. A key condition to Mapei's success in implementing standards is its active participation in the standards development process as this affords the opportunity to influence the standards' content as well as obtain first-hand information on new trends in the industry's technological developments.

\* EUR 1 = USD 1.32515 (2010-12-31)