

## Airium™, a revolution in insulation

Airium™, an innovative new product from LafargeHolcim, is a **disruptive technology in the insulation market**. Developed and patented by LafargeHolcim's global R&D center near Lyon, France, Airium™ is a mineral insulating foam that improves energy efficiency for buildings, from floor to ceiling.

Airium™ addresses the **energy efficiency** challenges facing society today as well as the needs of construction professionals and homeowners:

- It is **entirely mineral** based, thereby **healthier**
- It offers maximum **fire resistance**
- It exhibits **excellent durability**, as it does not shrink over time (up to 100 years)
- It is **100% recyclable** with a low CO<sub>2</sub> impact
- It is **easy to use**

Between 30 to 40% of global energy consumption is used for heating and cooling buildings and LafargeHolcim targets the thermal insulation market with this new solution. This can be reduced by the installation of insulation that is stable and durable. Airium™ will target the thermal insulation market, initially in Austria, France and Morocco.

The development of Airium™ is in line with the commitments of LafargeHolcim's **2030 Plan** to generate one third of its revenue from a portfolio of products and services with enhanced sustainability performance. LafargeHolcim is committed to deliver **energy savings** and offer **healthy and sustainable construction solutions** for occupants.

Airium™ offers numerous possibilities for use as insulation and is being launched for the filling of concrete blocks in France and Austria and for roof terraces in Morocco. The insulation of concrete blocks with Airium™ makes it possible to build and insulate at the same time, thus saving construction time and can increase the available living area for occupants.



Airium™ will soon be available in other markets, notably in North America and other European and North African countries.

“With the launch of Airium™, LafargeHolcim demonstrates once again its ability to rethink construction practices in order to continue delivering innovation,” says Gérard Kuperfarb, Group Head of Growth & Innovation at LafargeHolcim. “This product truly represents a new concept for insulation. Healthier, safer and simpler to work with, Airium™ is an energy-efficient insulation for buildings, in keeping with LafargeHolcim’s commitment to offering sustainable, high-performance construction solutions.”

Detailed information about Airium™ is available on: [www.airium.com](http://www.airium.com)

## About LafargeHolcim

With a well-balanced presence in 90 countries and a focus on cement, aggregates and concrete, LafargeHolcim (SIX Swiss Exchange, Euronext Paris: LHN) is the world leader in the building materials industry. The Group has 100,000 employees around the world and combined net sales of CHF 29.5 billion in 2015. LafargeHolcim is the industry benchmark in R&D and serves from the individual homebuilder to the largest and most complex project with the widest range of value-adding products, innovative services and comprehensive building solutions. With a commitment to drive sustainable solutions for better building and infrastructure and to contribute to a higher quality of life, the Group is best positioned to meet the challenges of increasing urbanization.

More information is available on [www.lafargeholcim.com](http://www.lafargeholcim.com)