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Heidelberg Materials launches new global brand for low-carbon and circular products: evoBuild®

- **Under the new evoBuild® brand, Heidelberg Materials now applies globally consistent and stringent criteria for sustainable products and aims to set new standards for decarbonised products as sustainability leader in the building materials industry**
- **evoBuild® enables a clear, coherent, and transparent tiering for sustainable products globally and complements the recently launched brand evoZero®**
- **All countries in which the company is present will gradually integrate their sustainable products into the evoBuild® portfolio**

Heidelberg Materials introduces its new global product brand evoBuild for low-carbon and circular products. evoBuild products are characterised by their clear sustainability credentials, and each product must meet strict requirements to become part of the range. As the first company in the heavy building materials industry, Heidelberg Materials is using globally standardised criteria to label sustainable products. All countries in which the company is present will gradually integrate their sustainable products into the evoBuild portfolio.

“After rolling out our new corporate brand Heidelberg Materials in more than 20 countries, harmonising our strong sustainable product portfolio on a global level is the next logical and important step,” says Dr Dominik von Achten, Chairman of the Managing Board of Heidelberg Materials. “We recently introduced our evoZero brand for the world’s first carbon captured net-zero cement. Now, we are adding evoBuild to the evo brand family with a new framework for all products that are characterised by their special contribution to carbon reduction and circularity. This also reflects the strong focus of our business activities on sustainable solutions for our customers.”

“The launch of evoBuild means that we are now applying the same clear criteria for sustainable products to all our Group companies around the world. The consistent evoBuild tiering is based on our sustainability strategy and significantly increases transparency towards our customers and stakeholders. This is an important step towards achieving one of our key targets on the way to net zero as we aim to generate 50% of our revenue with sustainable products by 2030,” says Dr Nicola Kimm, Chief Sustainability Officer at Heidelberg Materials.

evoBuild products will be available in all business lines and are either low-carbon (cement and concrete), circular (concrete) or feature a combination of both attributes. Low-carbon products must provide a CO₂ reduction of at least 30% compared to the reference value¹. Circular products must contain at least 30% recycled aggregates, or they must reduce material requirements by at least 30% – e.g. Heidelberg Materials' special mortar for 3D concrete printing.

Following the launch of the evoZero brand, the world's first carbon captured net-zero cement in November 2023, evoBuild is now Heidelberg Materials' second global brand with a focus on sustainability.

Caption

evoBuild is Heidelberg Materials' new brand for sustainable products.

About Heidelberg Materials

Heidelberg Materials is one of the world's largest integrated manufacturers of building materials and solutions with leading market positions in cement, aggregates, and ready-mixed concrete. We are represented in more than 50 countries with around 51,000 employees at almost 3,000 locations. At the centre of our actions lies the responsibility for the environment. As the front runner on the path to carbon neutrality and circular economy in the building materials industry, we are working on sustainable building materials and solutions for the future. We enable new opportunities for our customers through digitalisation.

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¹ The evoBuild reference value is at least 30% in CO₂ reduction vs. the global reference values from the Global Cement and Concrete Association (GCCA) for CEM I from 2020, which translates to ≤552 kg CO₂/t cementitious material and ≤ 5.5 kg CO₂/m³/MPa for ready-mixed concrete.