



## Refreshed branding for a Sustainable Future – Saint-Gobain Hong Kong & Macau



We are excited to announce a significant milestone in our journey towards reinforcing our brand identity and aligning with our global vision. Starting from January 2024, the communication brand name "Saint-Gobain Weber Hong Kong" will be rebranded as "Saint-Gobain Hong Kong & Macau".

This transformative step goes beyond a name change, together with our product brands Weber, Gyproc and Isover, the rebranding initiative will strengthen our Saint-Gobain brand image as a global leader in light and sustainable construction. The new visual representation contributes to a comprehensive enhancement of our overall image and solidifies our position in the industry, transitioning towards a more sustainable future.

Our commitment to providing innovative and eco-friendly construction solutions remains unwavering. Operating under the name "Saint-Gobain Hong Kong & Macau", we will continue to deliver excellence in both products and services. This commitment is geared towards meeting the dynamic needs of our customers while contributing to a greener and more resilient built environment.

We are grateful for your continued support as we embark on this exciting transformation. Our core values of quality, sustainability, and customer satisfaction remain unchanged. Our team is dedicated to ensuring a seamless transition, upholding the high standards you have come to expect from us.

For any inquiries or further information, please do not hesitate to contact our sales representatives. We value your continued partnership and look forward to a future of sustained growth and innovation together.

Saint-Gobain Hong Kong & Macau Communications Team

