



CZECH REPUBLIC

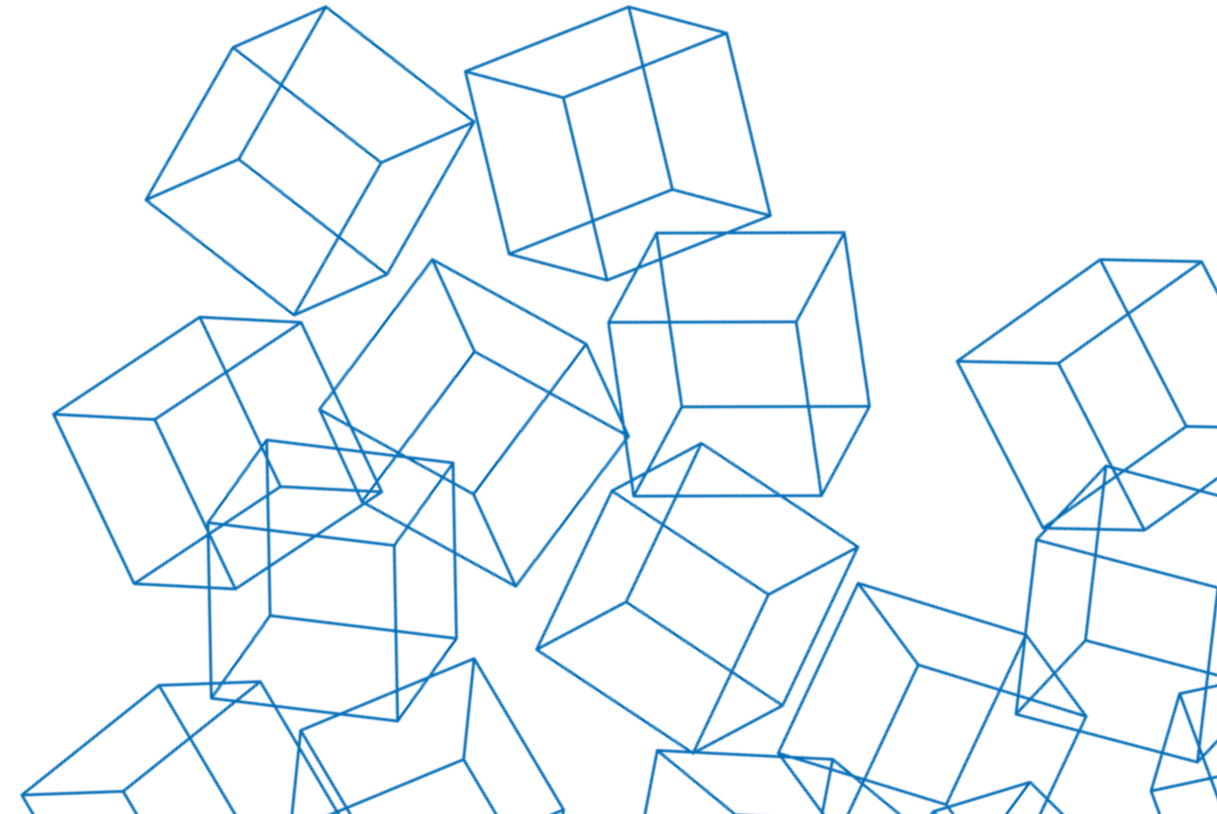
# COMPANY PROFILE

## Teamwork, innovation, passion, respect for people and the environment.

For over **85 years Mapei** has been proposing solutions of excellence for the building industry.

Excellence with an Italian spirit, that of the **Squinzi family**, and an international air.

A goal reached with **sustainability** at the very heart of every decision.



# OVER 85 YEARS OF MAPEI

## The journey continues together with you.

Over 85 years of teamwork, along with clients and collaborators with whom we have shared the desire for innovation, passion and respect for people and the environment.

**BUILDING A PRESENT  
DESIGNED TO HAVE A FUTURE**



# THE STORY OF MAPEI



**With strength and passion, since 1937.**

1937

Rodolfo Squinzi began producing Auxiliary Materials for the Building Industry, **MAPEI** (**Mapei** in Italian stands for “Materiali Ausiliari Per l’Edilizia e l’Industria”).

70’s

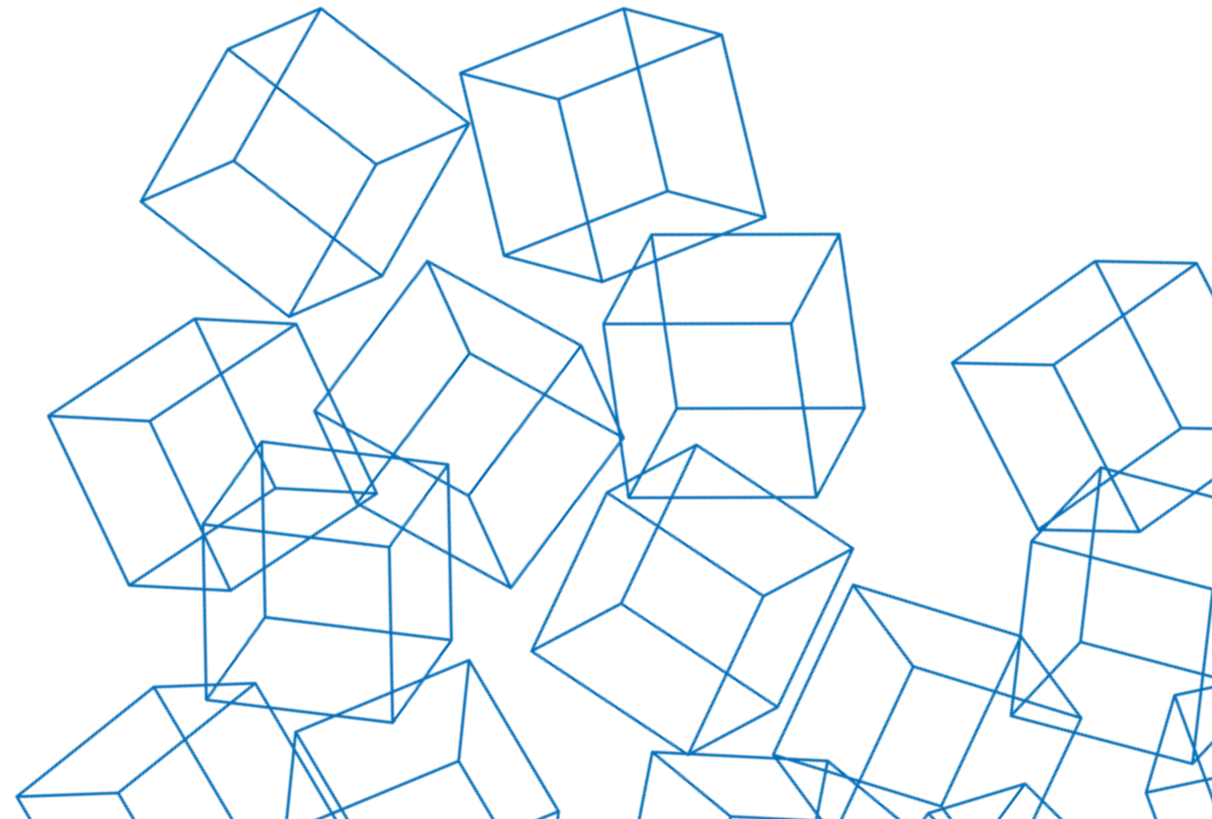
**Mapei** revolutionized the **world of ceramics** by offering a range of products that made the laying of ceramic tiles easier and safer.

80’s

**Internationalization** and **research and development** made **Mapei** a global player.

2019

**Veronica** and **Marco** succeeded their father **Giorgio** and took over the management of the company.




# Mapei figures

 **4.0**

Billion Euros consolidated turnover 2022

**32** 

Research centres in 20 countries

More than **100,000** 

Tons of CO<sub>2</sub> offset

 **90**

Plants in 5 continents, in 35 different countries

More than  **11,900**

Employees

 **102**

Subsidiaries in 57 different countries

More than **70,000** 

Clients around the world

**238,000** 

Professionals from the sector involved in Mapei training courses

More than  **7,000**

Products for the building industry of the Mapei Group

**27,900** 

Tons of products shipped every day

 **700**

Products with EPD (Environmental Product Declaration)



# MAPEI CZECH REPUBLIC

## 32 years of Mapei in Czech Republic



**MAPEI, spol. s r. o.** was founded in **1991** with its seat in **Moravian city Olomouc**.

Ing. **Zdeněk Runštuk** has been the CEO right from the beginning and under his leadership the company aimed at being the **preferred partner of the Czech construction sector**.

# MAPEI CZECH REPUBLIC

## 32 years of Mapei in Czech Republic

The establishment of this Czech subsidiary made part of MAPEI's **Internationalization strategy** that started in the nineteen eighties with the opening of several Mapei entities all over the world.

Initially the **challenge** in the Czech Republic was quite difficult: **convincing the Czech tilers to use high quality adhesives** instead of applying tiles in the traditional way, i.e. with sand and cement.

Soon one of the most iconic MAPEI products became a success: **Kerabond**. The first full truck load was delivered to an important project in Most and in the meantime Kerabond, like many other MAPEI products and systems, has become well-known in the whole of the Czech Republic.





# MAPEI CZECH REPUBLIC

## Additional seat in Prague



This successful strategy led to the decision to open a **second seat in Prague in 1993**. Ever since the company has been growing and prospering both in **Moravia** as in **Bohemia**.



# MAPEI CZECH REPUBLIC

## Product lines

Soon after the successful launch of the **Ceramic line** in **1991** other MAPEI Product Lines were introduced in the Czech Republic: the **Building** line, **Soft Coverings line** and the **Admixtures for Concrete** contributed to the construction of some of the most important architectural and infrastructural works.



# MAPEI CZECH REPUBLIC

## Sharing experience and expertise



Another important milestone was the **training of the craftsmen**. A complete training system to pass on MAPEI's experience to craftsmen and business partners, introducing new trends and showing them how to work with MAPEI products and systems.



It includes an **interactive Academy**, DEMO training in the form of a video café and a Promotour, which travels across the country to be closer to the customers.

These trainings didn't stop even during the coronavirus era thanks to webinars. In the last 30 years **MAPEI Czech Republic has trained tens of thousands of craftsmen**.


# MAPEI CZECH REPUBLIC


## Numbers

 **27**  
Million EUR turnover

More than  
**500**   
Customers

  
**90**  
Employees

More than  
**21.5**   
Millions kg of products  
shipped per year

More than  
**3.700**   
Professionals from  
the sector involved  
in Mapei training  
courses per year



# MAPEI CZECH REPUBLIC

## References

Mapei has been involved in **crucial Czech projects** and participated in the reconstruction of iconic monuments.

MAPEI's fast products were the **right solution for overcoming a big delay.**





# Charles Bridge



# Mrázovka tunnel







**Tunnel  
Ejpovice**





O2 arena

LAYER CUP  
PRAGUE 2017

O2 Arena

LAYER CUP 2017

LAYER CUP

LAYER CUP

LAYER CUP

LAYER CUP



A row of large, polished copper brewing kettles in a modern brewery. The kettles are arranged in a line, with the closest one in sharp focus. The background shows a bright, modern interior with large windows and a metal railing. The lighting is warm, highlighting the metallic sheen of the copper.

**Brewery  
Prazdroj  
Plzeň**



# Tunnel 513 Praha



