

An aerial photograph of Apple Park in Cupertino, California. The building is a large, circular structure with a glass facade and a solar roof. A large, colorful rainbow sculpture is visible in the foreground, and a pond is located near the building. The surrounding area is lush with greenery and trees.

— Acquiring an iconic leader

Firestone solar roof shown at Apple Park, Cupertino, USA.



“The future is green,
the future is circular,
the future is solar.”

Jan Jenisch, CEO

Firestone Building Products



The acquisition of Firestone Building Products is a milestone in our transformation to become the global leader in innovative and sustainable building materials and solutions.

Firestone
NOBODY COVERS YOU BETTER™

Firestone, an iconic technology and growth platform

With the acquisition of Firestone Building Products (Firestone), LafargeHolcim aims to become the global leader in flat roofing systems, a global USD 50 billion market.

As one of the largest players in the world's number one roofing market, the United States, Firestone offers an ideal growth and technology platform for us to build on.

It is at the forefront of innovative and sustainable roofing solutions with three innovation centers, over 40 patents filed in the last two years and more than 57,000 product approvals and certificates.

It's an iconic company that sets the standards in its market, with its leading technologies from insulating, waterproofing, cool and green roofing systems. This makes it a provider for the world's most eco-conscious global brands from Apple and Nike to Tesla or IKEA.

With its innovation-focus, and leading level of LEED and other sustainable building certifications, Firestone's technologies are increasingly specified by architects and building developers who are shaping the next generation of buildings.

Champion segment within building and construction market

The flat roofing segment is a highly attractive market, with its capital-light business and innovation-driven profile delivering strong and consistent margins.

Its growth potential is clear. The flat roofing segment is not only booming – it is a hidden gem.

Because flat roofs maximize living space, they are becoming the norm for buildings in urban environments. Driven by both rapid urbanization and the increasing demand for sustainability, flat roofs make up one of the fastest-growing segments in the building industry.

It is a vibrant high growth segment, covering new buildings as well as the repair and refurbishment of old ones. Even facing the historic headwinds of 2020, Firestone successfully grew its business. And today it is in a prime position to benefit from the stimulus packages ahead, starting with the US economic recovery “Build Back Better” plan.

Becoming a global leader in flat roofing systems

Today Firestone operates primarily in our largest market, the US. This acquisition will immediately add CHF 1.5 billion to our revenues in this hot market.

Our ambition is to take Firestone’s leadership around the world, to become the global leader in flat roofing systems. It is a fragmented market, with consolidation opportunities ahead as the top 10 players represent 35% of its market share.

Our ambition is to double the business within the next five years, starting by expanding its reach across Europe and Latin America.

The acquisition also opens up opportunities for LafargeHolcim products and solutions to penetrate the repair and refurbishment segment, where Firestone generates over half its sales. Whether in new construction or repair, the combination of Firestone and LafargeHolcim will offer enormous potential for accelerating sustainability and innovation from roof to foundation (see box).



Inner Mongolia Science & Technology Museum
Inner Mongolia, China

Accelerating sustainability and innovation from roof to foundation

Firestone will be able to introduce more materials and solutions to architects and engineers, while LafargeHolcim will give Firestone an entry to every building market in the world. Soon we expect to deliver a comprehensive offer to customers who value:

- Sustainable building – by combining Firestone’s green roofs with ECOPact green concrete
- Speed of construction – by exploring the use of our patented fast-curing concrete with Firestone’s self-adhered membranes
- Breakthrough technology – by applying solutions such as Airium with the Firestone total system offer
- Circular economy – by discovering opportunities to co-process demolition waste from old roofs safely and cleanly at our Geocycle facilities



Les Trèfles School
Anderlecht, Belgium