

SAINT-GOBAIN, 350 YEARS OF HISTORY



Quick overview Saint-Gobain diversifies **Refocus on materials** into new markets with a high technology Saint-Gobain and new products content and entry into Invention of celebrates its building distribution glass table casting 350th anniversary and plasterboard Merger between Pont-à-Mousson Creation of and Saint-Gobain. Saint-Gobain expands in Saint-Gobain the Manufacture Ongoing Europe: Germany, Italy, focuses its royale des glaces internationalization **Belgium and Spain** strategy on habitat 1900 1850 1990 1970 2007 2015 1665 1688 1950 900 vears AR ITTO

1. Creation



King Louis XIV creates the Manufacture royale des glaces under the impetus of his Minister Colbert

 Aim: Compete against Venetian supremacy in mirror glass manufacturing



BEGINNINGS

 The Manufacture royale des glaces founds its reputation on large royal orders



Manufacture of the mirrors for the Hall of Mirrors in the Palace of Versailles



2. MODERNIZATION

 In the 18th century, mirrors became increasingly fashionable and accessible. The Manuers, modernized



The innovation of **glass table pouring** made it possible to produce larger pieces more quickly than with the blown glass technique

2. diversification

 In the 19th century, confronted with strong international competition, the Saint-Gobain



Materials for **public buildings** with the development of architecture using iron and glass

2. INTERNATIONALIZATION

• Saint-Gobain started to develop beyond French borders to work more closely with its customers **Netherlands** Germany Belgium Italy Spain

3. ONGOING INTERNATIONALIZATION • Saint-Gobain continues its international expansion



4. NEW GEOGRAPHICAL AREAS FOR GROWTH

