

# release PRESS

September 7, 2015

## SAINT-GOBAIN 1665-2015

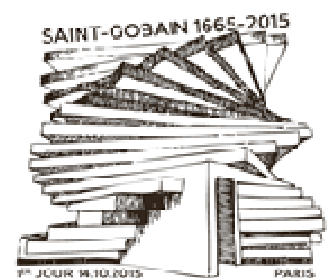
**A company proud to celebrate its 350 years of innovation and expertise in France and around the world**

**To be part of this event, the French postal service, La Poste, has achieved a technological feat with an original postage stamp that combines innovative mirror-effect printing and the traditional copperplate engraving technique.**

Visual available upon request. Mock-up is a non-binding document.



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**The stamp's mirror effect echoes Saint-Gobain's historic business while at the same presenting one of the four of its 350th anniversary pavilions. Engraving is used for the historic glassmaking building in the village of Saint-Gobain, which gave its name to the Group. The franking stamp shows another of the four pavilions created for the Company's**



**anniversary and exhibited on Place de la Concorde in Paris (France), from October 15 to 31, 2015.**

A technological first has been used on this stamp with two layers of metallic silver ink containing aluminum pigments to enhance the chrome effect and echo the silvering used on Saint-Gobain mirrors.

The offset printing was followed by a copperplate engraving print run of the original plant in Picardy using an artisanal technique developed in 15th-century Venice (Italy). Saint-Gobain bears the name of the village in Picardy (France) where the *Manufacture royale des glaces* began production in 1692, away from prying eyes.

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### ***A little history***

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**Created in 1665 under the name “Manufacture royale de glaces et de Miroirs” by Louis XIV’s Minister, Colbert,** to counter Venice’s supremacy on the mirror market, Saint-Gobain has survived the centuries through diversification and internationalization.

**The world leader in habitat,** the company designs, manufactures and distributes high-performance and building materials providing innovative solutions to the challenges of growth, energy efficiency and environmental protection. The Group is unique for having retained its historic core business, the manufacture of flat glass, even if it now only accounts for 12% of its sales.

**Saint-Gobain employs more than 180,000 people worldwide** and has an industrial presence in 66 countries.

**For its 350th anniversary, Saint-Gobain created four sensory pavilions** called “Future Sensations,” which illustrate its capacity for innovation and its expertise in the area of materials, especially building materials. In 2015, these four pavilions toured the world to Shanghai (China), Sao Paulo (Brazil), Philadelphia (United States), and finally **Paris (France), where they will be open to the public on Place de la Concorde from October 15 to 31.**

#### **Saint-Gobain turns 350: 350 reasons to believe in the future!**

“We are celebrating Saint-Gobain’s 350th anniversary. This anniversary is a great opportunity to recall the strength inherited from 350 years of history and 350 years of continual innovation. To celebrate this anniversary, we are therefore looking to the future and innovation, and it is our optimism that we want to share with you. For this reason, I am very honored that Saint-Gobain has been included in the French postal service’s 2015 philatelic program. Our history is linked to that of France and we are proud to contribute today to the country’s worldwide industrial and economic renown.”

**Pierre-André de Chalendar, Chairman and Chief Executive Officer of Saint-Gobain**



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### Technical details

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**Engraver: Elsa CATELIN      Creation: Les Designers Anonymes**

**Mixed printing: offset with silver metallic ink and copperplate engraving.**

**Stamp dimensions:** 40.85 mm x 30 mm

**Stamp denomination:** €0.68

**Print run: 1,200,000 stamps**

**Legal information:** Creation: Les Designers Anonymes; Engraving: Elsa Catelin from photos © Saint-Gobain's pavilions designed by Bruno Tric on behalf of FC2 Events

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### Practical information

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The stamp will go on sale on a pre-release basis on **October 14, 2015**.

▪ **PARIS (75)**

- **SAINT-GOBAIN, Institutional pavilion**, Place de la Concorde, from 4:00 to 6:30 pm, 75008 Paris, France.

Elsa Catelin will be present to sign autographs.

- **Le Carré d'Encre**

10:00 am to 6:00 pm, 13 bis rue des Mathurins, 75009 Paris, France.

The stamp will be released for general sale in certain post offices **from October 19, 2015**, on the postal service's **website** [www.laposte.fr/boutique](http://www.laposte.fr/boutique), at **Le Carré d'Encre**, and for subscribers or mail order clients at **Phil@poste Service Clients** Z.I Avenue Benoît Frachon, BP 10106 Boulazac, 24051 PERIGUEUX CEDEX 09, France.

**Read all the latest stamp news at [www.laposte.fr/toutsurletimbre](http://www.laposte.fr/toutsurletimbre)**



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#### ABOUT SAINT-GOBAIN

In 2015, Saint-Gobain is celebrating its 350th anniversary, 350 reasons to believe in the future. Backed by its experience and its capacity to continuously innovate, Saint-Gobain, the world leader in the habitat and construction market, designs, manufactures and distributes high-performance and building materials providing innovative solutions to the challenges of growth, energy efficiency and environmental protection. With 2014 sales of €41 billion, Saint-Gobain operates in 66 countries and has over 180,000 employees. For more information about Saint-Gobain, visit [www.saint-gobain.com](http://www.saint-gobain.com) and the Twitter account [@saintgobain](https://twitter.com/saintgobain).