



Colombes – March 4, 2021

Launch of the *Bostik Academy*, a high added value online platform for construction professionals

Bostik, Arkema's Adhesive Solutions segment, launched a new online hub dedicated to construction professionals, in particular applicators, the *Bostik Academy*. This free and user-friendly platform, which has attracted over 15,000 visitors in a month, provides a broad range of information on flooring and sealing applications, and all the content Bostik customers need to create smarter solutions for their construction projects. .



Developed by a highly skilled Technical Team, the Bostik Academy is primarily aimed at applicators, who will find a comprehensive knowledge platform complete with technical support. The Bostik Academy thus shares in-depth views of product applications, key industry recommendations, inside resources with FAQs, technical support contacts, detailed product portfolios, video tutorials, tailored training courses, with the opportunity to register for personalized technical seminars. Topics covered include construction and façade, decoration

and paint, floor preparation, soft flooring, and more. [Discover the Bostik Academy](#)

Four regional platforms have already been launched, in France, Germany and the Netherlands, along with a global interface, making over 400 video tutorials available in various languages. Over twenty specific local platforms will also be made available throughout the year and in 2022, ultimately covering all the geographic areas where Bostik is present.

According to Pedro Paredes, Global Training and Support Manager within the Construction & Consumer (C&C) Business Unit, "We are incredibly proud of this new platform. With the Bostik Academy, we have created a tool where our customers can find instant answers to their technical questions on flooring and sealing solutions, and where they can benefit from Bostik's unparalleled expertise to create smarter construction projects: achieving "Better results through knowledge"."

The *Bostik Academy* constitutes an additional step in the Group's initiatives to create customer intimacy and to provide more than just products, namely adhesive solutions and services.

*Building on its unique set of expertise in materials science, **Arkema** offers a portfolio of first-class technologies to address ever-growing demand for new and sustainable materials. With the ambition to become in 2024 a pure player in Specialty Materials, the Group is structured into 3 complementary, resilient and highly innovative segments dedicated to Specialty Materials -Adhesive solutions, Advanced Materials, and Coating Solutions- accounting for some 80% of Group sales, and a well-positioned and competitive Intermediates segment. Arkema offers cutting-edge technological solutions to meet the challenges of, among other things, new energies, access to water, recycling, urbanization and mobility, and fosters a permanent dialogue with all its stakeholders. The Group reported sales of €8.7 billion in 2019, and operates in some 55 countries with 20,500 employees worldwide. www.arkema.com*

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