



CUPA PIZARRAS

The world leader in natural slate

Press kit

HISTORY

CUPA PIZARRAS, the world leader in natural slate

CUPA GROUP is a multinational company made up of 65 businesses with subsidiaries in 10 countries and 22 quarries. It exports to more than 70 countries on all 5 continents, employing over 2,100 people. The group's two main businesses are **CUPA PIZARRAS**, the world leader in natural slate, and **CUPA STONE**, the experts in natural stone.

Slate quarrying began at Solana de Forcadas in 1892. It continues today and the company is the oldest of all those that make up the group. **CUPA GROUP** was formally established in 1968.

It was in **CUPA PIZARRAS**'s DNA to become a leader in the production and marketing of roof slate. Since its creation it has focused its efforts on researching new sites with different types of slate and new production techniques in order to meet the needs of each country and each client. The company strives to guarantee production capacity by opening several quarries, which is rapidly making it a **leader in the sector**.

During the 90s, the company focused on commercial activity and expanded its business with the creation of first sales offices and then subsidiaries in European countries such as France, Belgium and the United Kingdom. In addition to acquiring new quarries (16 in total), **CUPA PIZARRAS**'s commitment to internationalization was reinforced with the opening of **companies in Denmark or the United States**. Today, **1 in 3 roofing slates carry CUPA PIZARRAS brand in the world**.

In UK we opened our operation in 1996, in Edinburgh. At present, 150.000 tons of natural slate are imported in UK every year.



NATURAL SLATE



Slate is a product with unmatched technical properties that adapts to any project, always providing considerable added value.

Natural slate gives any roof or facade an inimitable, timeless, unchanging appearance. Its elegance and personality confer a unique character.

Our resolute commitment to quality has earned us the trust of thousands of architects, installers and customers, reaffirming our **world leadership** in the natural slate sector.

If you add our exhaustive quality control, our traditional know-how and the constant search for new, more efficient and sustainable production processes to its extraordinary natural properties, you get a truly **UNIQUE material** – CUPA PIZARRAS' natural slate.



Slate's natural properties give it exceptional technical characteristics: **long service life, waterproofing and fireproofing**. Unlike other prefabricated materials, natural slate will not change, either in appearance or in performance.

Our **totally natural slate** is only subject to extraction and craft working processes, with no need for additional treatments. This makes it the ideal material for more sustainable construction to reduce environmental impacts.

The natural sheen and inimitable texture of natural slate make it an elegant material with a **unique personality**. As a differentiating feature it confers prestige to any surface where it is used and ensures a timeless style with incredible durability.



Heavy 3 is the best choice for Scottish roofs. Besides its beautiful appearance, Heavy 3 can last over a hundred years, making it a very cost-effective roofing material!

Its extra thickness of 7-8 mm gives it the perfect strength to withstand Scottish weather while boosting the value of any property.

TRACEABILITY

Quality and traceability, the hallmark CUPA PIZARRAS

The success of CUPA PIZARRAS is based on the **control of the entire production chain**, from quarrying to quarrying marketing and delivery and compliance with a policy strict quality.

The means of control put in place by CUPA PIZARRAS represent added value in the extraction activity natural slates. These means go well beyond the requirements international regulations. Indeed, **the company has created a unique traceability system based on decades experience.**

An exclusive internal procedure **identifies each produce and retrieve information about him since his origin.** The system uses barcode technology, affixed on each pallet after satisfaction with production inspections and quality control.



The identification of each pallet is thus made possible by clear and precise way: indication of test results and essays, name of quarry, slate size and pattern, number of parts, name of the technical manager validating the quality.

This system makes it possible to control the quality of all products in real time but most importantly **it allows to provide distributors and customers CUPA PIZARRAS accurate information about each product slate.**



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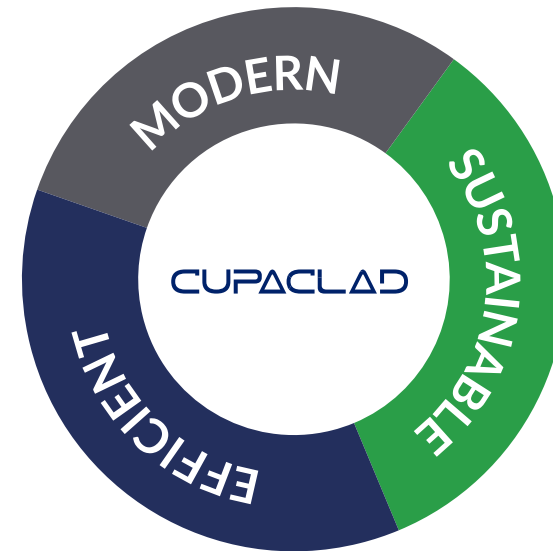


Our R+D department develops new and sustainable solutions with natural slate.

PRODUCT INNOVATION

We have a dedicated R+D department focused not only on improving our production process, but also on developing new and sustainable solutions with natural slate.

CUPACLAD, Natural slate rainscreen cladding systems

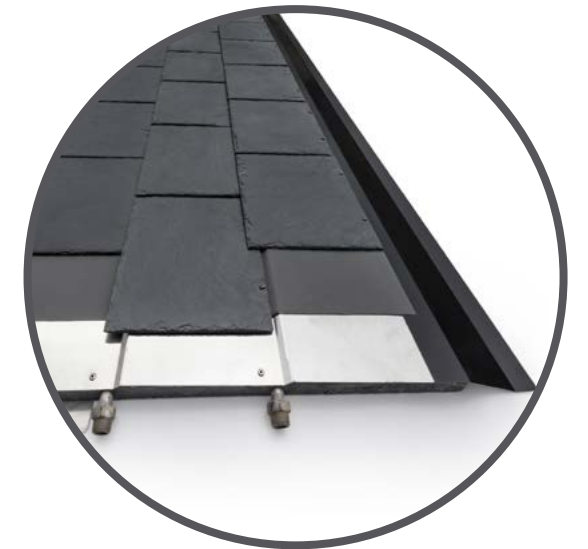


Developed alongside Danish architects and contractors **CUPACLAD® slate cladding systems** offer a revolution in cladding applications for natural slate.

The use of highly durable tectonic slate, new fixing systems and rainscreen cladding efficiency make **CUPACLAD®** a competitive, **totally sustainable alternative for cladding any type of facade**. Its success in Denmark and its rapid implementation in the rest of Europe show that **CUPACLAD®** opens up a world of options for designing with natural slate.

THERMOSLATE, Energy in natural slate

THERMOSLATE® roof solar collectors are the only solar system to use the properties of natural slate, converting sunlight to energy to produce heating, hot water or for pool heating.



With a range suiting all construction systems, **THERMOSLATE®** solar collectors are completely undetectable once installation is complete.

Moves towards sustainable architecture reaffirm the need to implement solutions such as **THERMOSLATE®**, which as well as improving the **energy efficiency** of your home, offers aesthetics that suit any architectural design.



INNOVATION AT THE HEART OF VALUES

The geological period and the extraction zone determine the quality and purity of shale. CUPA PIZARRAS selects rigorously the slate extracted from its 16 quarries of Galicia and Castile to **offer each customer the product that meets best to his needs.**

Natural slate is produced in a multitude of formats and thicknesses: from thin slate, and in small formats to the Japanese

market and up to larger, thicker formats, required by the Scandinavian climate.

In addition, the laboratory of research and development of CUPA PIZARRAS has developed products that have become market references, combining innovation and high quality, to obtain **solutions that meet at the current architectural demand for more materials sustainable and more ecological.**



NATURAL SLATE, OUR ENVIRONMENTAL POLICY

CUPA PIZARRAS' commitment to the environment shows in the products we make and sell, in the continuous improvements to our production processes and in the innovative construction solutions we have designed, that feature a clear focus on reducing energy consumption and CO₂ emissions.

We are specialists in producing an ecological material and are committed to developing construction solutions that boost the use of natural products.



CUPA PIZARRAS has ISO 14001 certification, specifically reflecting our environmental protection plan. We were pioneers in the natural slate sector in obtaining this certification and we continue to lead in the search for new methods to reduce the environmental impact of our business.



The Environmental Construction Product Declaration (DAPc®) is an eco-labelling programme focusing on the transparency through which we commit to improving our production processes.



The French FDES Environment and Health Declarations are standardised documents that analyse the complete life cycle of our products and certify their low environmental impact.



Natural slate needs a certain level of moisture to permit extraction and for the manual working process. We have created closed circuits that enable us to reuse water, so reducing consumption to a minimum.



We at CUPA PIZARRAS are leaders in our initiatives to restore quarries. As the extraction of natural slate does not require the use of environmentally unfriendly products, once the reserves of slate have been exhausted, the quarry can be restored by hydroseeding native plants, so ensuring natural recovery of the local flora and fauna.



We at CUPA PIZARRAS understand that a significant part of the pollution caused is generated on transporting the product to our distributors. For this reason, over 60% of our production already uses ship transport, which is cleaner and more efficient.



PROJECTS



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CONTACT INFORMATION

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