



The banner features the Ecocem and Synthomer logos at the top. A blue rounded rectangle on the left contains the event details: 'European Coatings Show Product Presentation', '26 March 2025', '10:10 – 10:30', and 'Hall 3, Stand no. 3-742'. To the right are two speaker portraits with their names and titles: Dr. Malin SCHULZ (Technical Service Manager, Construction, Synthomer Deutschland GmbH) and Dr. Loren MASSON (Dry Mortars Research Scientist, Ecocem Materials). A blue bar at the bottom contains the title 'Strategies to reduce the carbon footprint of cementitious waterproofing membranes (Joint presentation with Ecocem Materials)'. A final blue bar at the very bottom provides the visit information: 'Visit Synthomer at ECS Hall 2, Booth 2-222 Nuremberg // Germany 25 – 27 March 2025'.

## Title

Strategies to reduce the carbon footprint of cementitious waterproofing membranes

## Abstract

Join us as Ecocem and Synthomer unveil groundbreaking advancements in reducing the carbon footprint of cementitious formulations. Our focus is on the key modification of the hydraulic binder system and the substantial role of high-level polymer dispersion in enhancing sustainability. Discover how the integration of GGBS (slag cement) and LIPATON™ SB 33Y50 (XSBR polymer dispersion) synergizes to deliver superior performance in 2K flexible waterproofing membranes. Learn about the significant environmental benefits and improved application properties of these innovative materials, setting new standards for sustainability in the construction sector.

## Contact Speakers

Synthomer – Dr. Malin SCHULZ, Technical Service Manager, Construction  
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Ecocem Materials – Dr. Loren MASSON, Dry Mortars Research Scientist  
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