

VALOR Econômico

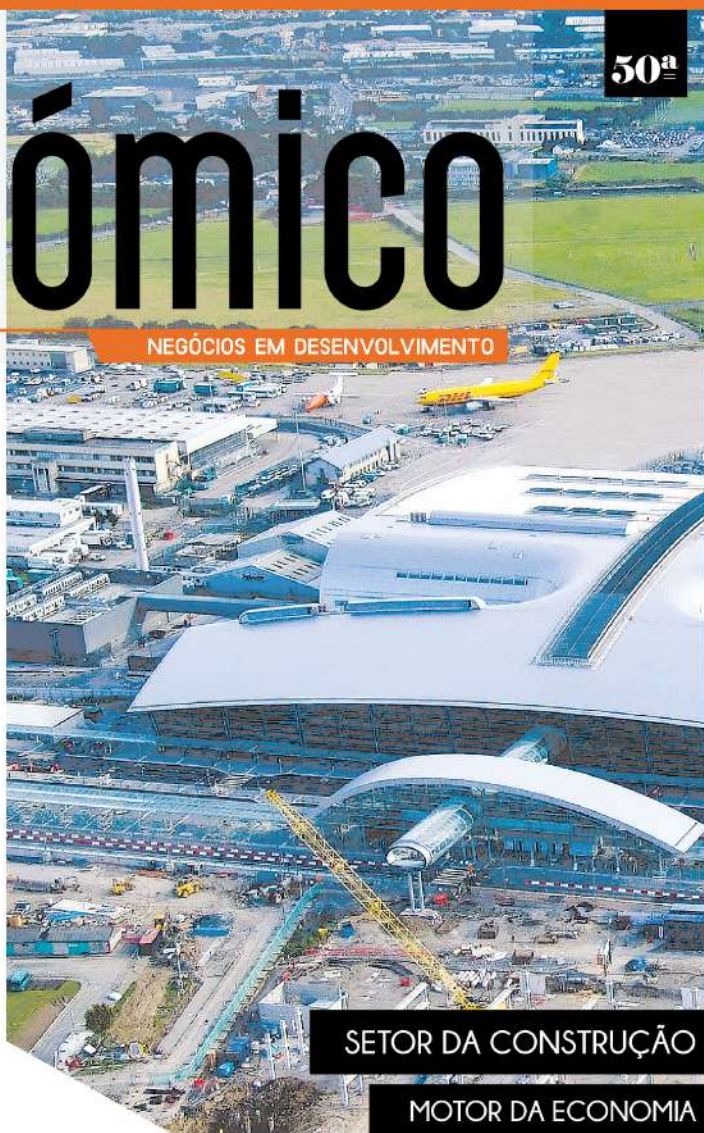
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NEGÓCIOS EM DESENVOLVIMENTO



EFFISUS

EXCELLENCE IN WEATHERPROOFING



SETOR DA CONSTRUÇÃO

MOTOR DA ECONOMIA



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EFFISUS

EXCELLENCE IN WEATHERPROOFING

Under the perspective of adding value and working in a personalized way according to the specific needs of each client, EFFISUS differentiates itself by being associated with the best industrial partners in each area, translating into the combination of all these ingredients in a unique offer.



Created under the logic of differentiation and added value in the civil construction market, Up-Way Systems was founded in 2005 by Paulo Carvalho and Pedro Carvalho. Effectively, the two managers had the ambition to have their own project where they could implement their ideologies and business vision without any limits. "We believed that it was possible to do more and better and that is what we wanted to offer to the market", explain the two partners.

And what does the EFFISUS project consist of? This is a company located in Vila Nova de Famalicão that develops and sells integrated solutions, or turnkey, for roofs and facades, aimed at their watertightness and waterproofing. These are solutions covered by the EFFISUS brand, which is characterized by efficiency and stability, sustainability, essential values for the founders.

INTEGRATED SYSTEMS WITH HIGH VALUE ADDED

Precisely, motivated by excellence, Paulo and Pedro Carvalho brought to Portugal these innovative and pioneering solutions, which combine efficiency and sustainability in a balanced way, promoting integrated construction systems with high added value and superior quality.

"At the time, when we started marketing these products, we launched them in various parts of the national territory, in Algarve, Lisbon and Porto, where many leading companies decided to experiment, test our solutions and cooperate with us to this day", reveal those responsible.

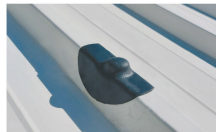


As a dynamic brand, EFFISUS has, throughout its history, created new products and adapted existing ones according to the needs of different customers. "We have always taken a proactive approach in the development and suitability of solutions, even creating very specific and characteristic products, within what waterproofing is and the needs of each client, market and situation. This gave us the ability to innovate and



adapt", says Paulo Carvalho. The types of products available are divided into several segments, namely facades and

innovative and high performance solutions. "Within the facades, we are the No. 1 in terms of water, air and fire protection solutions, offering options that can be customized. In addition, all products offer certification in each of the markets where we are present. Therefore, there is a suitability from a technical point of



view and certification depending on the different geographic areas", they explain. On the other hand, "innovative and high-performance solutions" respond to very particular needs on site. This includes, namely, the Effisus Stopper – a unique and patented solution worldwide, developed by the team with its exclusive Multishapper mold – or the membranes that guarantee watertightness between different materials. "I would say, in short, that we have solutions for different markets that adapt to different segments, customers and needs, while at the same time we are able to meet the regulations of different countries",

THE TYPES OF PRODUCTS AVAILABLE ARE DIVIDED INTO SEVERAL SEGMENTS, NAMELY FACADES AND INNOVATIVE AND HIGH PERFORMANCE SOLUTIONS. "WITHIN THE FACADES, WE ARE THE NO. 1 IN TERMS OF WATER, AIR AND FIRE PROTECTION SOLUTIONS, OFFERING OPTIONS THAT CAN BE CUSTOMIZED. IN ADDITION, ALL PRODUCTS OFFER CERTIFICATION IN EACH OF THE MARKETS WHERE WE ARE PRESENT. THEREFORE, THERE IS A SUITABILITY FROM A TECHNICAL POINT OF VIEW AND CERTIFICATION DEPENDING ON THE DIFFERENT GEOGRAPHIC AREAS".

explains Paulo Carvalho. Customization also extends to the fact that projects are developed according to each request and need. This is really an essential feature, since EFFISUS has a global approach.



ch, working both with the end customer, as well as with promoters, laboratories, companies, among many other entities. That said, the solution to support the customer can even combine several options, if that is more convenient.



INTERNATIONAL FOOTPRINT

EFFISUS solutions have already reached the markets of the Middle East, Europe, North

America and the United Kingdom, having worked with 40 countries last year. As Paulo and Pedro Carvalho state, the company has always had a global spirit, so there was an internationalization perspective from the beginning. "We started working with some leading companies nationally and one of the projects that catapulted us was Dublin Airport, in which the solutions implemented were immensely successful. This was a moment that boosted our international path, particularly in the UK market", they highlight as one of the important moments of EFFISUS.

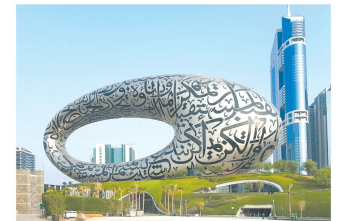


Customer loyalty has been part of the entity's journey: "We work to meet the expectations of our customers and we are always on their side. I believe that when the customer recognizes value, loyalty turns out to be a natural process. But this is also part of our company's culture, as we insist that the relationships we establish are lasting. We have customers who have been with us since we opened our doors in 2005", confesses Paulo Carvalho.

Historically linked to emblematic projects worldwide, which entail great challenges.



Of note, Hudson Yards, in Manhattan (New York), Battersea Power Station, in London – where they are currently working –, terminal 2 of Dublin Airport, as mentioned above, and the Museum of the Future, the pavilions of Expo2020 and the Burj Al Arab, all three in Dubai. "These are just a few examples of iconic projects that reveal our global presence."



THE BEST IS YET TO COME

The most important pillar for EFFISUS is the training of its people and the transmission of knowledge. "The success of the company is achieved by developing people" consider the founders as the purpose of the company. "We provide our employees with technical and theoretical advantages that allow them to face the most challenging jobs."

With the development of its people, the

company's growth, in addition to expanding borders, also forced the expansion of the physical presence. As such, EFFISUS currently has offices in London and Dubai, to be closer to clients and projects. "It is essential to be close to customers and their markets, because only then do we know how we can bring them added value. This is also the only way we can provide the service in the way we think is most appropriate, from conceptualization

to final installation on site." Innovation and development is something that is always present in the company's DNA, and its objective is to find the best solutions available or improve existing ones: "We want to be one step ahead and anticipate new developments."

Beyond the specific certifications it has in the various countries where it operates, this is the only company in the world that has certified solutions and systems for water protection, steam with A1 fire resistance level, which means that in technical terms they are "at the highest level of demand." Due to all its potential, "all the work developed so far is just a sample of what is to come", says and concludes Pedro Carvalho, anticipating very positive prospects for the future and growth, efficient and sustainable.

