

# Introducing New Ways

Launched at the beginning of 2020, New Ways is the fifth division of Etex. It embodies our ambition to be a key player in the transformation of the construction industry. We believe that the emerging market for offsite lightweight and modular building solutions can fulfil many global needs. Specialised in these technologies, New Ways will bring high-quality, beautiful and affordable living spaces to people around the world.

## Driven by modern challenges

## Founded on partnerships

The world is faced with several megatrends that impact almost every business activity: resource scarcity, rapid urbanisation, housing shortage, ageing infrastructure, new technologies, etc. We believe that Etex can address a number of these trends by transforming the way we think about construction.

Built from the ground up to be agile, scalable and technology-driven, New Ways represents a unique shift in the building materials and construction industry.

The division specialises in two core modular building technologies, wood and steel framing. By combining these technologies with Etex's expertise in high-performance fibre cement and plasterboards, New Ways offers its customers strong, fire-resistant, lightweight wall panels and other building elements containing built-in utilities infrastructure and insulation. These modular elements are then delivered to the building site and connected together. The result: smoother logistics flow, less waste, streamlined operational processes, rapid construction, lower costs... and optimal comfort for the end users.

### Wood framing

**E2E:** this joint venture based in Chile is 50/50-owned by Etex and sustainable timber product specialist Arauco. E2E develops and manufactures end-to-end building solutions composed of panels, wood-based interior frameworks and external fibre cement and concrete boards. Two projects were launched in 2019: 'Horizonte del Pacifico' (5 four-storey buildings) and 'Casablanca' (first floors of 400 units). Read more about the latter on p. 36.



→ Tecverde

**Tecverde:** this Brazilian wood-based framing technology pioneer is majority owned by E2E since early 2020. The firm is an established regional player in industrialised lightweight building solutions for the residential and corporate markets in Latin America. To this day, Tecverde has already delivered some 5,000 houses to its customers.



↑ Cristian Montes, Head of New Ways

We invited the Head of New Ways, **Cristian Montes**, to tell us more about the mindset, mission and objectives of the division.

### What is the vision of New Ways?

New Ways activates our ambition to bring beautiful, affordable and high-quality housing to people by offering building solutions rather than standalone products. Our success hinges on our ability to support and empower our customers and to be a bold, technically skilled player in our industry.

### Do you feel that this unique beginning – through targeted joint ventures – has positive impacts on the way the division operates?

Definitely. New Ways is like a start-up within Etex. Our mandate is to build this new business with a pioneering mindset, as it is something different, challenging and new. It's great motivation for all of us – and our flexible mindset will positively impact our company, partners and the people we help.

### What achievements and milestones do you see in the future of the division?

In 2020 and 2021, we will expand our presence in the Americas and Europe. We plan to partner with or acquire at least one factory for the steel framing technology. As for wood framing, we will continue to develop our partnership with Arauco in each of our countries of operation.

In the midterm, I see plenty of opportunity for growth. While we are currently focusing on large-scale housing in Latin America, the same demand for modular exists in markets around the world. As an established global company, Etex offers robust links to these markets. We have already gathered a significant knowledge of regulations and construction systems. The next step is to strengthen the connections between our many locations and companies to create a pool of modular and lightweight construction expertise that is unique in the world.

### Steel framing

**EOS:** based in Newton Aycliffe, UK and acquired by Etex in 2016, EOS specialises in the design, engineering and manufacture of lightweight, fully integrated steel framing systems such as ThruBuild® used in modular building elements. This year, EOS is planning to expand its activities in Latin America and Europe through joint ventures.



→ EOS

## Benefits of modular construction

50%  
faster construction

90%  
less water consumed

85%  
less energy consumed

80%  
lower CO<sub>2</sub> emissions

85%  
less construction waste