

豪瑞屋力维官方公告 关于中国市场战略调整及品牌保护的声明

豪瑞欧洲、中东及亚洲解决方案与产品有限公司现就其在中国市场的业务运营及品牌保护事宜发布以下重要更新：

• 业务模式调整

作为公司在中国区域业务模式战略调整的一部分，豪瑞屋力维（上海）建筑制品有限公司已停止直接面向市场开展销售业务。即日起，所有销售活动在另行通知前，均已全面转移至我司授权经销商。

• 授权经销商： [点击此处查看详细信息](#)

• 品牌保护与打假声明

近期，我们发现中国市场上出现未经授权、冒用屋力维（原凡士通）品牌名称的产品，包括 TPO 防水卷材、保温板、隔汽层、PVC 卷材、EPDM 卷材及其他建筑产品。

上述假冒产品并非由我司授权生产，可能对项目质量及市场声誉带来重大风险。豪瑞始终致力于保护自身知识产权以及客户的合法权益。

• 特别声明

对于任何参与生产、分销或销售假冒豪瑞 / 屋力维 产品的企业或个人，我司将依法追究其全部法律责任。

• 举报未经授权行为

我们感谢广大合作伙伴共同维护公平、真实的市场环境。如您发现可疑产品或未经授权的销售行为，请通过以下官方渠道进行举报：

投诉邮箱：info-emea-hbe@holcim.com

感谢您一直以来对我们品牌的信任与支持，并感谢您协助我们共同维护全球统一的高品质标准。

豪瑞欧洲、中东及亚洲解决方案与产品有限公司

2026年5月19日

豪瑞屋力维（上海）建筑制品有限公司

2026年5月19日



Official Announcement

Strategic Transition and Brand Protection in China

Holcim Solutions and Products EMEA BV is announcing important updates regarding our business operations and brand integrity within the Chinese market.

- **Business Model Adjustment**

As part of a strategic realignment of our business model in the China region, Holcim ELEVATE (Shanghai) Building Products Co., Ltd. has stopped its direct sales to the market operations. All sales activities until further notice have been fully transitioned to our authorized reseller:

- **Authorized Partner:** <<click here>>

- **Brand Integrity & Anti-Counterfeiting Alert**

We have recently identified unauthorized products—including TPO membranes, insulation boards, vapor barriers, PVC membranes, EPDM membranes and other building products—falsely bearing the ELEVATE brand name (previously known as Firestone) in the Chinese market.

These counterfeit goods are produced without our authorization and pose a significant risk to project quality and market reputation. Holcim remains committed to protecting our intellectual property and the interests of our customers.

Notice: We will pursue all available legal remedies against any entity or individual involved in the production, distribution, or sale of counterfeit HOLCIM / ELEVATE products.

- **Report Unauthorized Activity**

We value the support of our industry partners in maintaining a fair and authentic marketplace. If you encounter suspicious products or unauthorized sellers, please report them through our official channels:

Complaint Email: info-emea-hbe@holcim.com

We appreciate your continued trust in our brand and your cooperation in upholding our global standards of quality.

Holcim Solutions and Products EMEA BV
19, 2026

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19, 2026

