BMI

Celebrating 5 Years Together Campaign

BMI Group is Europe's largest manufacturer of pitched and flat roofing, with a significant presence in Asia and Africa. The company was formed in 2017, bringing together Braas Monier and Icopal, two of the industry's most trusted brands. Today BMI employs over 9,000 colleagues across 116 sites in 40 countries.

2022 marked BMI's five-year anniversary. In support of its change journey, the business wanted to celebrate its past to help its teams look to the future with confidence by sharing stories about the deep expertise, rich diversity and genuine passion of its people; and create a sense of pride and excitement about its plans for future growth and innovation.

A global, multi-channel approach was vital to reach offline and online audiences of mixed education. Stories about BMI people and the company history were brought to life using video, digital and print material in local languages, while team and country celebratory and ad hoc 'micro events' were arranged in the most culturally and operationally appropriate way by and for plants, offices and teams using some core materials and content.





I'm proud of my job and the work I do, and am grateful for the chance it has given me and my family to improve.

DREAMS

BUILDING

5.



GAF

BMI

COBERT

dla pracowników I BRAAS BMI ICOPO