

El Punt Avui highlights PAPIK Group's proposal at Construmat 2009

In the midst of the construction sector's crisis, the newspaper El Punt Avui focused on the alternative that PAPIK Group presented at the 2009 Construmat trade fair.

The 2009 edition of Construmat took place at a particularly difficult moment for the sector, marked by the crisis of conventional construction. In that context, the newspaper El Punt Avui highlighted the initiative that PAPIK Group presented there: an alternative to the dominant model, built on a different construction system.

An alternative to the brick model

The proposal PAPIK Group brought to the fair reflected an agile, lightweight and highly energy-efficient approach. While much of the sector was facing the exhaustion of the traditional real-estate cycle, the company used the Construmat showcase to present a different way of building homes, oriented towards energy performance and the optimisation of the construction process.

That media presence reflects a path PAPIK Group has sustained over the years around industrialised, efficient construction, an approach that in time crystallised into the proprietary Eskimohaus system and the Passivhaus standards.

El Punt Avui's recognition at Construmat 2009 confirmed, at the height of the brick crisis, that lighter, more efficient construction was not an exception but a direction.