

Athens, 19 January 2023

**HERACLES Group highlights the Greek cultural heritage and the country's industrial history on the new [heraclespanorama.gr](https://heraclespanorama.gr) platform**

A journey that brings to life images of past times through unique works of art and a tour that illustrates the modern industrial life in Greece through rare photographic material offered by **HERACLES Group** via [heraclespanorama.gr](https://heraclespanorama.gr). The new platform includes abundant visual material from the historical archive, as well as the rich art collection of the Group.

Specifically, after classifying and digitizing its archive of over 40,000 photographs, HERACLES Group regularly shares and renews on the [heraclespanorama.gr](https://heraclespanorama.gr) platform selected photographic material, which captures the facilities, the ports, the thousands of employees and its over 110-year tradition in a particularly atmospheric manner. At the same time, it shows works of art by more than 60 distinguished artists, which adorned the calendars of HERACLES GCC from 1956 to 2009. Thus, HERACLES Group provides a visual journey to the past highlighting both its long history, that determined and shaped the industrial history of the country, and the Greek cultural heritage.

Visitors to the [heraclespanorama.gr](https://heraclespanorama.gr) platform are able to enjoy the artworks and share photos via posts on their own social media channels. At the same time, they have the opportunity to be informed about events and exhibitions that have taken place or are planned in the near future.

**Ms. Evi Ioannidou, Communication Director of HERACLES Group**, stated: “For over 110 years, we have remained pioneers, adapting to every challenge and moving forward creating value for all, without relinquishing on our past. Through the [heraclespanorama.gr](https://heraclespanorama.gr) platform, we offer a unique browsing experience over the long history and tradition of HERACLES Group, which is identified with the modern industrial history of Greece. At the same time, we are once again reaffirming our Group's commitment to safeguarding and highlighting our country's rich cultural heritage.”

**HERACLES Group of Companies**

*Heracles Group of Companies, member of Holcim, is Greece's largest cement producer and has been serving the market for more than 100 years. With a network of 36 production and commercial sites across Greece, the Group is leading the transformation of the building materials industry into a less carbon-intensive one that applies the principles of circular economy in terms of resource use. Heracles Group offers innovative products and sustainable solutions to the Greek and international markets that meet the diverse needs of customers and the requirements of modern sustainable construction.*

For further information, please visit: [www.lafarge.gr](https://www.lafarge.gr)

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### **About Holcim**

*Holcim builds progress for people and the planet. As a global leader in innovative and sustainable building solutions, Holcim is enabling greener cities, smarter infrastructure and improving living standards around the world. With sustainability at the core of its strategy Holcim is becoming a net zero company, with its people and communities at the heart of its success. The company is driving the circular economy as a world leader in recycling to build more with less. Holcim is 70,000 people around the world who are passionate about building progress for people and the planet through four business segments: Cement, Ready-Mix Concrete, Aggregates and Solutions & Products.*

For more information please visit [www.holcim.com](http://www.holcim.com); you can find out more about the Group's new vision at [www.holcim.com/about-holcim](http://www.holcim.com/about-holcim)