

## Legend

This document outlines the proposed copywriting for the EXPA Materials website. Each section represents a distinct page, detailing the components and placeholder text for content. Placeholder text is indicated in italics and should be replaced with finalized copy.

### HOMEPAGE — /en/

#### [Hero]

##### Korte video vier toepassingen

**Title:** Your dedicated partner for expanded clay solutions

**Description:** *EXPA Materials delivers premium expanded clay aggregates, engineered for superior performance in construction, infrastructure, landscaping, and horticulture across Europe. Lightweight, durable, and eco-friendly **solutions**.*

**CTA Button:** *Explore Our Solutions*

#### [Matrix – 2 Rows]

**Section Title:** *Segments*

- **Infrastructure:**  
*Expanded Clay for Infrastructure Works*  
CTA: *Learn More*
- **Building & Construction:** *Lightweight Aggregate for Building Blocks*  
CTA: *Learn More*
- **Landscaping & Green Roofs:** *Expanded Clay for Green Roofs & Landscaping*  
CTA: *Learn More*
- **Garden & Horticulture:** *Expanded Clay for Green Roofs & Landscaping*  
CTA: *Learn More*
- ~~DESALTATION?~~

#### [Text-Image]

**Title:** About EXPA Materials

**Description:** EXPA Materials is your trusted partner, providing innovative expanded clay solutions that combine ~~strength, sustainability, and efficiency.~~ lightweight strength, efficient water management, and long-lasting recyclability.

**CTA:** Discover Our Story

## [Form-Contact]

**Intro Text:** Have a project in mind? Our team is ready to discuss your needs and provide tailored solutions. Get in touch today!

## SEGMENT PAGE /en/infrastructure

## [Hero]

### Korte video infrastructure

Karel vraagt aan Steinag bv of zij foto's hebben van licht opgehoogd materiaal (update: we gebruiken één video van de fabriek als all-over beeld).

**Title:** Expanded Clay for Infrastructure Works

**Description:** Lightweight expanded clay aggregate for embankments, retaining walls, slope stability, tunnels, pipeworks and civil engineering fill.

**CTA:** View Products

## [Matrix – 2 Rows]

**Section Title:** Applications

- **Road Construction:** Lightweight sub-base material for improved stability and reduced settlement.
- **Bridge Abutments:** Reduces dead load, enhancing seismic performance and foundation design.
- **Drainage Systems:** \_Excellent flow characteristics for effective subsurface drainage.
- **Railway Ballast:** Lightweight alternative for ballast layers, reducing track maintenance.
- **Pipe Bedding:** Provides stable and shock-absorbent support for pipelines.
- **Land Reclamation:** Improves soil aeration and drainage in challenging environments.
- **Geotechnical Fill:** Lightweight fill for embankments and retaining walls.
- **Erosion Control:** Stabilizes slopes and prevents soil erosion.

## [Form-Contact]

**Intro Text:** Let's build a stronger future together. Contact us to learn how EXPA Materials can support your next infrastructure project.

## SEGMENT PAGE /en/Construction

### [Hero]

Korte video building – Karel vraagt video aan Sogut

Mensen die stenen verplaatsen in fabriek

**Title:** *Lightweight Aggregate for precast building blocks and lightweight screeds.*

**Description:** *Expanded clay aggregate for lightweight building blocks. Reduce block weight, improve insulation and support efficient construction.*

**CTA:** *View Products*

### [Matrix – 2 Rows]

**Section Title:** *Applications*

Expanded clay helps reducing weight while keeping the precast building block and the lightweight screeds practical, ~~stable and~~ and suitable for modern construction needs. For block manufacturers, it offers a useful balance between low density, insulation value, workability and mineral durability.

### [Form-Contact]

**Intro Text:**

*Let's build a stronger future together. Contact us to learn how EXPA Materials can support your next construction project.*

**Description:** *EXPA Materials provides high-performance expanded clay aggregates specifically designed to meet the rigorous demands of modern building projects for the future. Enhance durability and reduces weight, ~~and improve drainage.~~*

**CTA:** *View Products*

## SEGMENT PAGE /en/landscaping-green-roofs

### [Hero]

Korte video green roof

Stockfoto (Katrien)

**Title:** *Lightweight Aggregate for landscaping and green roofs*

**Description:** *Lightweight expanded clay for green roof drainage, water retention, landscaping fill, roof gardens and site water management*

**CTA:** *View Products*

## **[Matrix – 2 Rows]**

**Section Title:** *Applications*

Drainage or moisture for intensive & extensive green roofs

Fills for foundation, stabilisation and nivellation

Water treatment and filtration of site landscapes

Green roofs lightweight soil mix

Sport fields and green fields fills, nivellations and drainage

Site landscaping

Urban landscaping

## **[Form–Contact]**

**Intro Text:**

*Let's build a stronger future together. Contact us to learn how EXPA Materials can provide you of expanded clay for your landscaping or green roof project.*

**Description:** *EXPA Materials provides high-performance expanded clay aggregates specifically designed to meet the rigorous demands of modern landscaping and green roofs. Enhance durability, reduce weight, and improve drainage.*

**CTA:** *View Products*

**SEGMENT PAGE** /en/horticulture

**Korte video garden management**

## **[Hero]**

**Title:** *Lightweight Aggregate for ~~precast building blocks~~ horticulture*

**Description:** *Expanded clay pebbles for horticultural substrates, hydroculture, drainage, root aeration and professional growing media.*

**CTA:** *View Products*

## [Matrix – 2 Rows]

### Section Title: *Applications*

Potting & repotting indoor & outdoor plants

Substrate for plants

Hydroculture

Phytopurification culture (natural pools & ponds)

Green house farming

## [Form–Contact]

### Intro Text:

*Let's build a stronger future together. Contact us to learn how EXPA Materials can support your horticulture management.*

**Description:** *EXPA Materials provides high-performance expanded clay aggregates specifically designed to meet the rigorous demands of contemporary garden culture. Enhance durability, reduce weight, and improve drainage.*

**CTA:** *View Products*

## PRODUCT OVERVIEW — /en/products

### LINK NAAR TOEPASSINGEN BESPREKEN

Foto's van de verschillende afmetingen van klei naast elkaar (in cirkels of rechthoekig). Karel zorgt voor foto's.

De benaming van de producten wordt nog gefinetuned door Karel.

Bijv..

EXPA SAND (0-1)

EXPA 0-3

EXPA 3-8

EX 4-10 Broken (wegenbouw, blokken, groendaken, zie ook de mix)

EXPA 16-32

EXPA MIX 3-8 + 4-10 broken (4-10 lichte fractie en stabiel) / 3-8 sterk, 10% minder licht

[Hero]

**Title:** *Our Expanded Clay Product Range*  
**Description:** *Explore EXPA Materials' versatile range of expanded clay aggregates. Available in various sizes to suit diverse applications in construction, landscaping, horticulture and more applications. Need technical advice on the right expanded clay solution for your project? Contact our team.*

[Matrix – 2 Rows]

**Section Title:** *Aggregate Sizes*

IMAGE 0-1

**0-1 mm:** *Fine aggregate ideal for lightweight mortars and decorative applications.*  
**CTA:** *View Details*

IMAGE 0-3

**0-3 mm:** *Suitable for drainage layers and lightweight screeds.*  
**CTA:** *View Details*

IMAGE 4-10

**4-10mm: Crushed 16-31**  
**CTA:** **View Details**

IMAGE 3-8

**3-8 mm:** *(Fine grade) Excellent for hydroponics and soil conditioning.*  
**CTA:** *View Details*

IMAGE 8-16

**8-16 mm:** *All-purpose aggregate for construction and drainage.*  
**CTA:** *View Details*

IMAGE 16-31

**16-32 mm:** *Larger aggregate for significant drainage and insulation.*  
**CTA:** *View Details*

IMAGE 4-10 CRUSHED

**4-10mm: Crushed 16-31**  
**CTA:** **View Details**

**ZAND**  
**details te bezorgen**

[Table]

**Table Title:** *Technical Specifications* *compilatie van de brochure*

## [Form-Contact]

**Intro Text:** *Need specific technical data or have application questions? Our experts are here to assist you.*

*+ tabel uit brochure*

## PRODUCT DETAIL — /en/products/Exp-0-1

**VAN WAAR KOMT DE TEKST BIJ DEZE PRODUCTDETAILS?  
ER IS GEEN TEKST IN DE BROCHURE**

**(PRODUCT DETAIL NOG TE KOPIEREN VOOR ALLE GAMMA'S)**

## [Hero] *IMAGE 0-1*

**Title:** *EXPA 0-1 mm Expanded Clay Aggregate*

**Description:** *This specific grade of [Product Name] offers [unique benefit of this size, e.g., optimal flow rate, precise particle size distribution] for your specialized applications.*

## [Text-Block]

**Title:** *Detailed Product Information*

HIER PER PRODUCT ENKELE ZINNEN AANVULLEN WAT DE USP IS EN WAARVOOR JE HET BEST KAN GEBRUIKEN OF WAAR HET IN UITBLINKT.

**Content:** *Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. This specific size is particularly well-suited for [mention specific use cases].*

*state of the art crushing resistance, neutrale ph value*

## [Downloads]

**Title:** *Downloads*

**Content:** *[Specific Datasheet for Size] | [Related Application Notes PDF]*

## [Matrix – 2 Rows]

**Section Title:** *Discover More Applications*

## [Form–Contact]

**Intro Text:** *Have questions about the [Size] mm grade? Reach out to our technical specialists for expert advice.*

**[Download technical sheet]** Pdf met lead generation

## ABOUT US — /en/about-us

Liggende video van de mooie rechtopstaande video die Karel maakte in Turkije.

## [Hero] FOTO FABRIEK?

**Title:** *A Circular Product for a Sustainable Future*

**Description:** *EXPA Materials is committed to the most environmental production and logistics. Our expanded clay is produced using sustainable practices, offering an eco-friendly solution with potential for reuse.*

*Containers, groot deel over zee, ontginning vlakbij de fabriek*

*Expanded clay offers strong circular potential thanks to its long service life, mineral composition and easy-to-recycle properties. When clean and uncontaminated, the material can often be recovered and reused in suitable applications, helping to reduce waste and limit the need for new raw materials. This makes expanded clay a smart material choice for projects that aim to combine technical performance with more sustainable construction and landscaping practices.*

*All our products are tested in our high-end laboratory at our factory in Söğüt (Turkye).*

*Our expanded clay products are produced and tested in accordance with the relevant European standards for lightweight expanded clay aggregates. Depending on the intended application, our products fall under standards such as EN 13055 and 13055-1 (mortel en beton voor blokkenbouwers) or lightweight aggregates, EN 14063 for loose-fill expanded clay thermal insulation products, and EN 13055-2 for lightweight fill and thermal insulation products in civil engineering applications. Consult are technical sheets for more info.*

[Text-Image]

FOTO'S

VIDEO MAKING OF?

**Title:** *Our Product in the Making*

**Description:** *Witness the transformation of natural clay into high-performance expanded clay aggregates. Our state-of-the-art production process ensures quality, consistency, and environmental responsibility.*

Productieproces

[Text-Image]

FOTO?

VERMELDEN TEAMLEDEN TURKIJE?

**Title:** *Who we are*

**Description:** *Founded on principles of innovation and sustainability, EXPA Materials is a leading supplier across Europe. We pride ourselves on quality, sustainability, and building lasting partnerships.*

**CTA:** *Learn About Our Mission*

*Karel Van Eeckhout*

*Business Developer Europe*

*GSM*

*info@expa-materials.com*

*Expa materials is a brand of Sogut Toprak*

[Form-Contact]

**Intro Text:** *Interested in partnering with a company dedicated to quality and sustainability? Contact us to explore collaboration opportunities.*

FAQ — /en/faq

[Hero]

**Title:** *Frequently Asked Questions*

**Description:** *Find answers to common questions about EXPA Materials' expanded clay products, their applications, and our company.*

[FAQ]

## Frequently asked questions

### What is lightweight aggregate for building blocks?

Lightweight aggregate is a mineral material used to reduce the density of building blocks. Expanded clay is one type of lightweight aggregate. It has a porous internal structure and a hard ceramic shell, making it useful for lighter concrete blocks and masonry products.

### Why use expanded clay in building blocks?

Expanded clay can reduce block weight, support thermal performance and improve handling. It is stable, mineral and suitable for industrial production when the correct particle size and mix design are used.

### Is expanded clay suitable for lightweight concrete blocks?

Yes, expanded clay can be used in lightweight concrete blocks. Suitability depends on the required strength, density, insulation performance and production method. Technical testing is recommended before full-scale production.

### Does expanded clay improve insulation?

Expanded clay can contribute to better thermal performance because of its porous structure. The final insulation value depends on the block design, mix composition, density and production quality.

### Can expanded clay be supplied in bulk?

Yes. Expanded clay can often be supplied in bulk, big bags or other formats depending on the supplier, volume and logistics requirements.

[Form-Contact]

**Intro Text:** *Still have questions? Our knowledgeable team is happy to provide further assistance.*

# CONTACT — /en/contact

## [Hero]

**Title:** *Get in Touch with EXPA Materials*

**Description:** *We are ready to assist you with your project needs. Whether you require product information, technical support, or a quotation, our team is here to help.*

## [Text-Image]

**Title:** *Let's Discuss Your Project*

**Description:** *Reach out to our dedicated team. We serve clients across Europe and are committed to providing prompt and effective solutions.*

*Karel Van Eeckhout*

*Business Developer Europe*

*GSM*

*info@expa-materials.com*

*Expa materials is a brand of Sogut Toprak*

## [Form-Contact]

### MEER GERICHTE VRAGEN?

Are you a European supplier, importer or distributor of high-quality materials?

Are you a contractor, road builder, or active in landscaping, green roofs or outdoor space design? Get in touch with your question for your next project.

*Contact Form*

**Content:** *[Name Field] | [Company Field] | [Email Field] | [Phone Field] | [Subject Field] | [Message Field] | [Submit Button]*