FullSulate®

FP Plaster: Comparative Summary

Finishing & Renovation Plasters – Technical & Economic Comparison

1. FP Plaster vs. Market Plasters — Technical & Economic

Technical comparison

Metric	FP Plaster	Market Avg.	FP Advantage
Flexural strength (N/mm²)	4.52	1.29	+350%
Compressive strength (N/mm²)	14.15	3.40	+315%
Capillary absorption ($kg \cdot m^{-2} \cdot min^{-0.5}$)	0.07	0.30	+428%
Adhesion to substrate (N/mm²)	0.49	0.33	+48%
Vapor diffusion μ (–)	13.8	11.0	Comparable
Price (€/kg)	100%	234%	50% less

Economic comparison

- **FP Plaster offers** an average **cost advantage of 50–60%** compared to other plaster products. Prices of competing brands in the dataset range from 1.94 to 2.73 times higher than FP Plaster.

2. FP Plaster — Consolidated Unique Selling Points (USP)

- **High mechanical performance for a finishing plaster**: flexural ≈ 4.5 N/mm², compressive ≈ 14 N/mm², several times stronger than average renovation plasters.
- **Ultra-low capillary water uptake** (~0.07 kg·m^{-2}·min$^{-0.5}$) providing excellent moisture resistance while remaining vapor-open (μ ≈ 13.8).
- **Hydrophobic and workable formulation** – can be applied with standard plastering tools.
- Mineral, non-combustible composition **ensuring full fire safety compliance**.
- **Lowest material cost among benchmarked alternatives** (50–60% cheaper per kg).
- **Sustainable and circular** – based on the FP additives™ platform with reduced waste and full reuse potential.

3. Positioning Statement

FP Plaster is a high-strength, hydrophobic, vapor-permeable breathable plaster, designed to combine exceptional mechanical strength and minimal water absorption with market-leading cost efficiency. It is ideal for moisture-exposed renovations where durability, breathability, and rapid application are essential.