

DSMN8

The World's Most Active Building Materials Professionals on Social - September 2021

Industry at a glance:

Average Score:
5.83%

Total Companies:
254

Average No. Employees:
1,955

Why should you care?

An organization's employees are its number one asset, but did you know that their reach and impact is often greater than that of its company pages?

Your employees are seen as a trusted source of information by the audiences most important to your organization - your customers, prospects, partners and future employees. **Activated effectively, they have the influence to grow your share of voice, website traffic, inbound leads, conversions, and prove ROI.**

Plus, there's no better way to showcase your company culture and employer brand at scale than through the people closest to your business - your employees!

But, how active are your employees currently on social? And how does this compare to the rest of your industry?

Well, we've done the number crunching and listed the results below.

While you're looking, consider that DSMN8 customers typically see **30-40%** of employees regularly sharing company-approved content, with little effort required.

We've got everything you need to launch an effective employee advocacy program that engages your business, customers, and prospects used by senior leadership, marketing, communications, sales, and HR teams.

Isn't it time you added amplified social sharing to your activity? Learn more at www.dsmn8.com

So, where does your company rank?

Position	Company Name	LinkedIn URL	Location	Employees on LinkedIn	No. Employees Shared (Last 30 Days)	% Shared (Last 30 Days)	Rank Change
1	ODL	https://www.linkedin.com/company/odl	United States	527	103	19.54%	▲ 56
2	Davidsons Tømmerhandel	https://www.linkedin.com/company/davidsons-tommerhandel	Denmark	530	100	18.87%	▲ 5
3	Etex	https://www.linkedin.com/company/etex	Belgium	1,495	238	15.92%	▲ 3
4	Heras	https://www.linkedin.com/company/heras	Netherlands	536	81	15.11%	▼ -1
5	dormakaba	https://www.linkedin.com/company/dormakaba	United States	759	113	14.89%	▲ 9
6	Master Builders	https://www.linkedin.com/company/master-builders	Germany	1,005	148	14.73%	▼ -2
7	Oldcastle	https://www.linkedin.com/company/oldcastle	United States	570	81	14.21%	▲ 8
8	Kerakoll	https://www.linkedin.com/company/kerakoll	Italy	1,106	153	13.83%	▼ -3
9	Cosentino	https://www.linkedin.com/company/cosentino	Spain	2,679	353	13.18%	▼ -7
10	PUM	https://www.linkedin.com/company/pum	France	712	92	12.92%	▼ -1
11	Zehnder	https://www.linkedin.com/company/zehnder	Switzerland	738	94	12.74%	▼ -3
12	Cambria	https://www.linkedin.com/company/cambria	United States	1,173	148	12.62%	▲ 23
13	Marshalls	https://www.linkedin.com/company/marshalls	United Kingdom	1,238	149	12.04%	▲ 23
14	LafargeHolcim	https://www.linkedin.com/company/lafargeholcim	France	624	75	12.02%	▼ -1
15	Armaceil	https://www.linkedin.com/company/armaceil	Luxembourg	1,132	136	12.01%	▲ 11
16	Travis Perkins	https://www.linkedin.com/company/travis-perkins	United Kingdom	899	108	12.01%	▼ -4
17	Forbo Flooring Systems	https://www.linkedin.com/company/forbo-flooring-systems	Netherlands	1,599	190	11.88%	New Entry
18	British Gypsum	https://www.linkedin.com/company/british-gypsum	United Kingdom	584	69	11.82%	▲ 48
19	IMI Hydronic Engineering	https://www.linkedin.com/company/imi-hydronic-engineering	Switzerland	780	91	11.67%	▼ -9
20	3A Composites	https://www.linkedin.com/company/3a-composites	Switzerland	715	83	11.61%	▲ 1
21	Assa Abloy	https://www.linkedin.com/company/assa-abloy	United States	677	78	11.52%	▼ -5
22	Xella Group	https://www.linkedin.com/company/xella-group	Germany	738	84	11.38%	▲ 15
23	Breedon	https://www.linkedin.com/company/breedon	United Kingdom	713	79	11.08%	▲ 11
24	DYKA	https://www.linkedin.com/company/dyka	Netherlands	669	74	11.06%	▼ -2

25	Secil	https://www.link	Portugal	580	64	11.03%	▲ 14
26	Wavin Group	https://www.link	Netherlands	1,207	133	11.02%	▲ 26
27	Forbo Group	https://www.link	Switzerland	2,116	233	11.01%	▼ -2
28	MKM	https://www.link	United Kingdom	734	79	10.76%	▼ -17
29	SRS Distribution	https://www.link	United States	1,259	135	10.72%	▲ 9
30	The Master Group	https://www.link	Canada	517	55	10.64%	New Entry
31	Buildbase	https://www.link	United Kingdom	974	103	10.57%	▲ 19
32	Eurocell	https://www.link	United Kingdom	663	70	10.56%	▲ 19
33	Uponor	https://www.link	Finland	2,001	205	10.24%	▲ 34
34	Bygma Group	https://www.link	Denmark	1,103	110	9.97%	▼ -1
35	Reynaers Aluminium	https://www.link	Belgium	650	64	9.85%	▼ -16
36	Ahlsell Sverige	https://www.link	Sweden	2,180	214	9.82%	▲ 51
37	Geberit	https://www.link	Switzerland	2,851	278	9.75%	▲ 12
38	Tarkett	https://www.link	France	4,420	427	9.66%	▼ -7
39	Etex Building Performance	https://www.link	Belgium	1,318	127	9.64%	▲ 14
40	Brødrene Dahl	https://www.link	Denmark	602	58	9.63%	▲ 29
41	Deceuninck	https://www.link	Belgium	810	77	9.51%	▼ -11
42	TERREAL	https://www.link	France	834	79	9.47%	▼ -24
43	Saint-Gobain Distribution E	https://www.link	France	6,695	627	9.37%	▼ -20
44	ASSAABLOY	https://www.link	Sweden	3,188	296	9.28%	▲ 3
45	STARK	https://www.link	Denmark	1,802	165	9.16%	▲ 10
46	Laminex Australia	https://www.link	Australia	549	50	9.11%	▲ 13
47	Beijer Byggmaterial	https://www.link	Sweden	958	87	9.08%	▲ 37
48	SAMSE	https://www.link	France	963	87	9.03%	▼ -2
49	Saint-Gobain UK	https://www.link	United Kingdom	4,447	401	9.02%	▲ 195
50	VICAT	https://www.link	France	1,021	92	9.01%	▼ -33
51	Hanson UK	https://www.link	United Kingdom	792	71	8.96%	▼ -19
52	Saint-Gobain Weber	https://www.link	France	2,249	199	8.85%	▲ 4
53	KP1	https://www.link	France	611	54	8.84%	▼ -26
54	SIG	https://www.link	United Kingdom	1,219	107	8.78%	▲ 17
55	CEDEO	https://www.link	France	1,227	107	8.72%	▼ -1
56	Bouwmaat	https://www.link	Netherlands	521	45	8.64%	▲ 37
57	Fassa Bortolo	https://www.link	Italy	628	54	8.60%	▼ -12
58	GCP	https://www.link	United States	1,059	91	8.59%	▲ 14
59	Unilin Group	https://www.link	Belgium	1,609	137	8.51%	▼ -31
60	ACO Group	https://www.link	Germany	647	55	8.50%	▼ -2
61	HORNBACH Bouwmarkt	https://www.link	Netherlands	859	73	8.50%	▼ -1
62	Radio One	https://www.link	United States	730	62	8.49%	▲ 39
63	VELUX	https://www.link	Denmark	4,326	365	8.44%	▲ 5
64	Rockwool	https://www.link	Denmark	2,344	195	8.32%	▲ 14
65	Stonhard	https://www.link	United States	663	55	8.30%	▼ -17
66	SGDB	https://www.link	France	1,068	87	8.15%	▼ -46
67	Barrette Outdoor	https://www.link	United States	591	48	8.12%	▲ 25
68	Armstrong Flooring	https://www.link	United States	813	66	8.12%	▼ -24
69	Wilsonart	https://www.link	United States	966	78	8.07%	▲ 37
70	Rain Bird Corporation	https://www.link	United States	894	72	8.05%	▲ 48
71	FRANS BONHOMME	https://www.link	France	1,139	91	7.99%	▼ -47
72	Point.P	https://www.link	France	2,606	207	7.94%	▼ -32
73	AZEK	https://www.link	United States	951	74	7.78%	▲ 0
74	EQUIOM	https://www.link	France	784	61	7.78%	▲ 6
75	IKO	https://www.link	Canada	855	66	7.72%	▼ -11
76	ASSAABLOY Group	https://www.link	Sweden	4,636	356	7.68%	▲ 10
77	IPEX	https://www.link	Canada	1,040	79	7.60%	▲ 19
78	Watts Water Technologies	https://www.link	United States	1,767	134	7.58%	▼ -1
79	LATICRETE International	https://www.link	United States	542	41	7.56%	▲ 21
80	Saitoki	https://www.link	Spain	980	74	7.55%	▼ -18
81	Kawneer Company	https://www.link	United States	914	68	7.44%	▲ 14
82	Toolstation	https://www.link	United Kingdom	1,672	123	7.36%	▲ 28
83	Simpson Strong-Tie	https://www.link	United States	1,817	133	7.32%	▲ 28
84	Carlisle Construction Mate	https://www.link	United States	575	42	7.30%	▲ 15
85	BMN Nederland	https://www.link	Netherlands	673	49	7.28%	▼ -84
86	Emser Tile	https://www.link	United States	840	61	7.26%	▲ 11
87	Jewson	https://www.link	United Kingdom	2,884	209	7.25%	▼ -8
88	Kingspan	https://www.link	Ireland	2,153	156	7.25%	▼ -27
89	Raab Karcher	https://www.link	Netherlands	726	51	7.02%	▼ -26
90	URSA	https://www.link	Spain	609	42	6.90%	▲ 8
91	Mueller Water Products	https://www.link	United States	799	55	6.88%	▼ -8
92	Optimera	https://www.link	Norway	748	50	6.68%	▲ 85
93	Selena Group	https://www.link	Poland	754	50	6.63%	▼ -12
94	RWC	https://www.link	United States	547	36	6.58%	▼ -53
95	DAW	https://www.link	Germany	533	35	6.57%	▼ -20
96	Wolseley UK	https://www.link	United Kingdom	4,865	318	6.54%	▲ 30

97	Patrick Industries	https://www.link	United States	683	44	6.44%	▲ 60
98	PLACO®	https://www.link	France	591	38	6.43%	▼ -16
99	Saint-Gobain	https://www.link	France	29,172	1,875	6.43%	▲ 5
100	CCF	https://www.link	United Kingdom	751	48	6.39%	▼ -10
101	Knauf Insulation	https://www.link	Belgium	1,788	114	6.38%	New Entry
102	Carrier	https://www.link	United States	15,449	967	6.26%	▲ 19
103	Tremco Roofing	https://www.link	United States	1,056	66	6.25%	▲ 0
104	Masco Corporation	https://www.link	United States	7,965	496	6.23%	▲ 4
105	Titan Cement Company	https://www.link	Greece	629	39	6.20%	▲ 14
106	SILVAN	https://www.link	Denmark	587	36	6.13%	▼ -21
107	CEMEX USA	https://www.link	United States	557	34	6.10%	▲ 36
108	Hanson Australia	https://www.link	Australia	529	32	6.05%	▲ 31
109	Firestone Building Product	https://www.link	United States	1,212	72	5.94%	▲ 13
110	Schüco International	https://www.link	Germany	1,600	94	5.88%	▼ -19
111	Travis Perkins	https://www.link	United Kingdom	13,862	812	5.86%	▲ 18
112	GLASSOLUTIONS Saint-C	https://www.link	France	636	37	5.82%	▲ 13
113	Lansing Building Products	https://www.link	United States	736	42	5.71%	▲ 15
114	Bona	https://www.link	Sweden	561	32	5.70%	▲ 19
115	Benchmark Kitchens & Joi	https://www.link	United Kingdom	738	42	5.69%	▼ -26
116	Knauf	https://www.link	Germany	3,135	178	5.68%	▼ -7
117	Formica Group North Ame	https://www.link	United States	564	32	5.67%	▼ -23
118	GAF	https://www.link	United States	3,133	177	5.65%	▲ 12
119	Financiera Maderera	https://www.link	Spain	658	37	5.62%	▼ -17
120	Carrier Enterprise	https://www.link	United States	1,611	89	5.52%	▲ 20
121	Kingspan Insulated Panels	https://www.link	United Kingdom	620	34	5.48%	▼ -7
122	Louisiana-Pacific	https://www.link	United States	1,355	74	5.46%	▲ 39
123	Titan America	https://www.link	United States	815	44	5.40%	▲ 50
124	PPG Architectural Coating	https://www.link	United States	957	51	5.33%	▲ 28
125	JELD-WEN	https://www.link	United States	4,034	212	5.26%	▲ 50
126	Consolis	https://www.link	France	1,846	96	5.20%	▼ -11
127	City Plumbing	https://www.link	United Kingdom	1,405	73	5.20%	▲ 4
128	Trex Company	https://www.link	United States	603	31	5.14%	▲ 21
129	Howdens	https://www.link	United Kingdom	4,025	205	5.09%	▼ -13
130	Cabinetworks Group	https://www.link	United States	709	36	5.08%	▲ 14
131	Turtle & Hughes	https://www.link	United States	553	28	5.06%	▲ 35
132	James Hardie Building Pro	https://www.link	United States	2,212	110	4.97%	▲ 0
133	Viega	https://www.link	Germany	786	39	4.96%	▼ -16
134	BSS	https://www.link	United Kingdom	1,774	87	4.90%	▼ -11
135	Saint-Gobain North Americ	https://www.link	United States	8,546	405	4.74%	▲ 13
136	Reece Group	https://www.link	Australia	2,179	103	4.73%	▲ 50
137	CRH	https://www.link	Ireland	4,490	210	4.68%	▲ 10
138	Mapei	https://www.link	Italy	3,777	176	4.66%	▼ -96
139	Richelieu	https://www.link	Canada	861	40	4.65%	▼ -32
140	Marvin	https://www.link	United States	1,753	81	4.62%	▼ -13
141	CSR Limited	https://www.link	Australia	1,971	90	4.57%	▲ 29
142	Holcim Australia	https://www.link	Australia	554	25	4.51%	▼ -37
143	PAROC	https://www.link	Finland	555	25	4.50%	▲ 8
144	CRH	https://www.link	United States	3,778	170	4.50%	▲ 11
145	Dal-Tile Corporation	https://www.link	United States	1,090	49	4.50%	▼ -8
146	Engineered Floors	https://www.link	United States	726	32	4.41%	▲ 7
147	dormakaba	https://www.link	Switzerland	7,011	306	4.36%	▼ -82
148	Armstrong World Industrie	https://www.link	United States	2,895	126	4.35%	▲ 34
149	DH Pace Company	https://www.link	United States	1,284	55	4.28%	▲ 14
150	Beacon Building Products	https://www.link	United States	2,440	104	4.26%	▲ 12
151	Forterra	https://www.link	United States	2,162	92	4.26%	▲ 5
152	Hörmann	https://www.link	Germany	640	27	4.22%	▼ -32
153	ARAUCO	https://www.link	United States	569	24	4.22%	▲ 5
154	BMI Group	https://www.link	United Kingdom	2,890	121	4.19%	▼ -80
155	OC	https://www.link	United States	8,328	347	4.17%	▲ 19
156	Lehigh Hanson	https://www.link	United States	2,138	89	4.16%	▲ 12
157	Seico Builders Warehouse	https://www.link	United Kingdom	909	37	4.07%	▼ -16
158	Sto	https://www.link	Germany	566	23	4.06%	▼ -4
159	Masonite®	https://www.link	United States	2,674	108	4.04%	▼ -23
160	Metrie	https://www.link	Canada	671	27	4.02%	▼ -48
161	Associated Materials	https://www.link	United States	731	29	3.97%	▲ 33
162	CARTERS	https://www.link	New Zealand	596	23	3.86%	▼ -16
163	Oldcastle BuildingEnvelop	https://www.link	United States	1,495	57	3.81%	▲ 37
164	Cornerstone Building	https://www.link	United States	2,849	108	3.79%	▼ -5
165	Andersen Corporation	https://www.link	United States	3,840	145	3.78%	▼ -27
166	Reliable Automatic	https://www.link	United States	506	19	3.75%	▲ 59
167	PPG Industrial Coatings	https://www.link	United States	1,938	72	3.72%	▲ 2
168	Fletcher Building	https://www.link	New Zealand	6,836	252	3.69%	▼ -3

169	Mueller Industries	https://www.link	United States	570	21	3.68%	▼ -2
170	EJ	https://www.link	United States	1,145	42	3.67%	▼ -94
171	Dahl Sverige	https://www.link	Sweden	797	29	3.64%	▼ -47
172	HeidelbergCement	https://www.link	Germany	6,717	243	3.62%	▼ -59
173	Therma-Tru Doors	https://www.link	United States	805	29	3.60%	▼ -23
174	Royal Building	https://www.link	Canada	650	23	3.54%	▼ -10
175	Moelven	https://www.link	Norway	511	18	3.52%	New Entry
176	Lindab	https://www.link	Sweden	1,343	47	3.50%	▼ -88
178	Quanex Building Products	https://www.link	United States	632	22	3.48%	▼ -2
177	Ram Tool Construction	https://www.link	United States	948	33	3.48%	▼ -42
179	Mannington Mills	https://www.link	United States	847	29	3.42%	▼ -37
180	Nucor Building Systems	https://www.link	United States	621	21	3.38%	▲ 34
181	MasterBrand Cabinets	https://www.link	United States	2,791	94	3.37%	▲ 4
182	CertainTeed	https://www.link	United States	2,435	82	3.37%	▲ 1
183	Johns Manville	https://www.link	United States	2,534	85	3.35%	▼ -5
184	Pella Corporation	https://www.link	United States	3,676	121	3.29%	New Entry
185	UFP Industries	https://www.link	United States	2,415	78	3.23%	▲ 3
186	Moen Incorporated	https://www.link	United States	2,130	68	3.19%	▼ -2
187	GEZE	https://www.link	Germany	873	27	3.09%	▼ -117
188	GAP	https://www.link	United Kingdom	778	24	3.08%	▼ -9
189	CERSANIT GROUP	https://www.link	Poland	616	19	3.08%	▲ 0
190	MSI	https://www.link	United States	2,350	72	3.06%	▼ -3
191	American Woodmark	https://www.link	United States	2,223	68	3.06%	▲ 5
192	Wienerberger	https://www.link	Austria	3,071	93	3.03%	▼ -149
193	USG	https://www.link	United States	4,424	131	2.96%	▲ 14
194	BlueScope	https://www.link	Australia	5,343	157	2.94%	▲ 25
195	Quikrete	https://www.link	United States	957	28	2.93%	▲ 3
196	Harvey Building Products	https://www.link	United States	689	20	2.90%	▲ 7
197	SunCoke Energy	https://www.link	United States	623	18	2.89%	▲ 30
198	Holcim	https://www.link	Switzerland	42,988	1,215	2.83%	New Entry
199	84 Lumber	https://www.link	United States	3,377	94	2.78%	▼ -2
200	BlueLinx	https://www.link	United States	1,394	38	2.73%	▲ 5
201	Truilite Glass & Aluminum	https://www.link	United States	892	24	2.69%	▼ -41
202	White Cap	https://www.link	United States	3,872	104	2.69%	▼ -9
203	Carter Lumber	https://www.link	United States	1,200	32	2.67%	▼ -2
204	Rogers	https://www.link	United States	656	17	2.59%	▼ -33
205	PGT Custom Windows	https://www.link	United States	557	14	2.51%	▼ -3
206	LafargeHolcim in the US	https://www.link	United States	1,840	44	2.39%	▲ 18
207	PrimeSource Building Products	https://www.link	United States	879	21	2.39%	▼ -12
208	Huttig Building Products	https://www.link	United States	588	14	2.38%	▲ 25
209	Foundation Building Materials	https://www.link	United States	853	20	2.34%	▲ 0
210	National Gypsum	https://www.link	United States	932	21	2.25%	▲ 24
211	Romstal	https://www.link	Romania	666	15	2.25%	▼ -5
212	MI Windows and Doors	https://www.link	United States	805	18	2.24%	▲ 1
213	Argos USA	https://www.link	United States	912	20	2.19%	▼ -22
214	NIBCO	https://www.link	United States	686	15	2.19%	▼ -4
215	Boise Cascade	https://www.link	United States	2,627	53	2.02%	▲ 3
216	TAMKO	https://www.link	United States	694	14	2.02%	▼ -4
217	PlaceMakers	https://www.link	New Zealand	1,086	21	1.93%	▲ 9
218	Oldcastle	https://www.link	United States	2,013	38	1.89%	▲ 3
219	Milgard Windows and Doors	https://www.link	United States	1,075	20	1.86%	▲ 1
220	Italcementi	https://www.link	Italy	1,239	22	1.78%	▼ -4
221	Timber and Building Supplies	https://www.link	Netherlands	1,019	18	1.77%	▼ -192
222	JJ Haines	https://www.link	United States	514	9	1.75%	New Entry
223	Irving Materials	https://www.link	United States	634	11	1.74%	▲ 19
224	Wayne Dalton	https://www.link	United States	530	9	1.70%	▲ 12
225	Zekelman Industries	https://www.link	United States	668	11	1.65%	▼ -8
226	Construction Specialties	https://www.link	United States	3,554	57	1.60%	▼ -3
227	L&W Supply	https://www.link	United States	1,253	20	1.60%	▼ -5
228	ABC Supply	https://www.link	United States	4,824	74	1.53%	▼ -13
229	Builders FirstSource	https://www.link	United States	7,851	120	1.53%	▲ 9
230	US LBM	https://www.link	United States	2,170	32	1.47%	▼ -49
231	Woodgrain	https://www.link	United States	626	9	1.44%	▼ -59
232	Lyman Lumber Company	https://www.link	United States	509	7	1.38%	New Entry
233	Norbord	https://www.link	Canada	802	11	1.37%	▼ -3
234	CalPortland	https://www.link	United States	908	12	1.32%	▼ -23
235	Overhead Door Corporation	https://www.link	United States	2,552	33	1.29%	▼ -36
236	McCoy Corporation	https://www.link	United States	676	8	1.18%	▼ -8
237	Cement Australia	https://www.link	Australia	509	6	1.18%	▼ -2
238	Acme Brick	https://www.link	United States	957	10	1.04%	▼ -7
239	Arabesque Online	https://www.link	Romania	588	6	1.02%	▲ 1
240	Ply Gem	https://www.link	United States	1,494	15	1.00%	▼ -3

241	Clopay Corporation	https://www.link	United States	751	7	0.93%	▼ -2
242	Metal Sales Manufacturing	https://www.link	United States	574	5	0.87%	▼ -10
243	Atrium Windows & Doors	https://www.link	United States	752	6	0.80%	▲ 0
244	Masco Cabinetry	https://www.link	United States	895	7	0.78%	▲ 8
245	BMC	https://www.link	United States	3,007	23	0.76%	▼ -4
246	AGC Glass Company Nort	https://www.link	United States	538	4	0.74%	▼ -38
247	Builders FirstSource	https://www.link	United States	3,706	26	0.70%	▲ 2
248	NCI Building Systems	https://www.link	United States	784	5	0.64%	▲ 0
249	Amarr	https://www.link	United States	644	4	0.62%	▼ -2
250	Allied Building	https://www.link	United States	1,568	8	0.51%	▲ 0
251	Stock Building Supply	https://www.link	United States	1,235	4	0.32%	New Entry
252	RSG	https://www.link	United States	503	1	0.20%	▼ -7
253	Carter Holt Harvey	https://www.link	New Zealand	562	1	0.18%	▼ -2
254	McDonald	https://www.link	United Kingdom	1,981	2	0.10%	▼ -1

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