

I LOVE PARQUET

magazine

INTERNATIONAL

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n. 2
June 2014

www.iloveparquet.com



When parquet goes outdoors

How much is the
European wood flooring
market worth?

From 58th FEP General Assembly



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di un prodotto
italiano



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ILOVEPARQUET

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Bolefloor
(bolefloor.com)

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We Love ...

FEDERICA FIORELLINI

- We love** objects designed to live for a long, long time (like parquet, low-consumption light-bulbs, and the good old sweaters they used to make)
- We love** the beautiful, especially when it's accessible to anyone.
- We love** good food.
- We love** companies that show respect for the world we live in, the ones capable of tracing the lines of a sustainable future today.
- We love** people who ride bicycles (it makes us think there's hope for humanity yet)
- We love** concreteness, the ability to go beyond just talk ('what I am tomorrow, tomorrow I'm not', as Pope Francis says)
- We love** transparency, and anyone who is able to clearly say whatever she or he is.
- We love** slowness (even if we're obliged to rush and hurry fast)
- We love** being informed and knowledgeable. In order to be able to choose.
- We love** coherence, and also the ability to step back and set out in a different direction.
- We love** lightness and humility (those qualities possessed by people who never know they have them)
- We love** people who are unafraid to get their hands dirty (and work on their knees)
- We love** our job.

The factory of your parquet



Armstrong Flooring wins Four Awards from ADEX



Armstrong Residential Floor Products was awarded four Awards for Design Excellence (ADEX) for distinctive products in resilient and hardwood designs. Presented annually for exceptional product design of furnishings and building materials marketed to the design trade, and sponsored by Design Journal, the ADEX competition is the largest and most prestigious awards program for product design of furniture, fixtures and finishes.

Ranked on form and function, two new Armstrong hardwood floors received awards – ADEX Platinum for Artesian Hand Tooled Birch, a delicate hand-sculpted domestic hardwood, and ADEX Gold for Performance Plus™ Hardwood, Armstrong's exclusive acrylic-infused hardwood floor that offers unbeatable strength while enhancing the wood's natural beauty. According to Milton Goodwin, vice president, Hardwood Product Management, hardwood floors are not meant just for show. "People want beautiful looks with the peace of mind provided by true high performance" he says. "These floors withstand the demanding lifestyles of modern families; they're perfect for active homes with kids and pets."

"We are proud to receive these multiple awards. Our team of product designers search the world of art and fashion to find inspiration for Armstrong's portfolio, aimed at bringing designs to retail that people want to buy," said Marketing Vice President Mara Villanueva-Heras.

Frédéric Henry Named Winner of the Third FEP Award

The European Federation of the Parquet Industry (FEP), the umbrella organisation of the wood flooring industry in Europe, announced that Frédéric Henry is the laureate of the 2014 FEP Award. As a prominent expert in the field of wood flooring products, more specifically of parquet, Frédéric Henry has proven to be a valuable colleague who has made a significant contribution to the expertise of the French and European parquet industry. This is the third time that the FEP Award is presented. The FEP strongly believes that the award will



serve to further strengthen the already existing ties between Frédéric Henry, the BNBA and the European Parquet Industry, paving the way for improved expertise to the benefit of parquet consumers all over Europe. Being the European representative of an industry producing innovative quality wood flooring products, the FEP created the FEP Award to recognise the dedicated efforts of an individual, organisation, institute or authority having

made a significant contribution to the advancement of the European Parquet Industry. Not only do their efforts help improve the industry's products, they also contribute in their own way to an ever enhanced and accessible wood flooring experience. Frédéric Henry is the Managing Director of the Standardisation Office for Wood and Furniture (Bureau de Normalisation du Bois et de l'Ameublement, BNBA). The French normalisation office BNBA is a non-profit organization based in Paris. The BNBA, which represents 49 national commissions and committees, is integrated into the FCBA and oversees and coordinates all standardisation works concerning wood, its derivatives and furniture.

The market is smiling on Domotex

The 2015 season (17 to 20 January) of the world's leading trade fair for carpets and floor coverings is a whole eight months away, but already it's garnering impressive exhibitor support. "After this year's highly successful show, the world's carpet and flooring providers are seizing on the opportunity to get their new season's products and collections in front of an international trade audience at Domotex 2015," said Dr. Jochen Köckler, the Managing Board member at Deutsche Messe in charge of Domotex "The positive exhibitor feedback on the new Innovations@DOMOTEX showcase and the excellent exhibitor registration response at this early stage are strong indicators of a great Domotex in the making for 2015."

Next year, Domotex will again enjoy strong international participation, with more than 1,300 exhibitors expected from around 60 nations. Spread across 12 exhibition halls, they will showcase their excellence, innovative flair and creativity in a product landscape that will encompass everything from

textile and resilient floor coverings to parquet and laminate flooring to carpets in an array of materials, colors and designs. With two thirds of the available exhibition space booked so far, it's already clear that the Turkish exhibitors will have their usual strong showing in the area rugs department and that visitors can expect an exciting lineup of high-quality hand-knotted rugs, particularly from the USA. Innovations@DOMOTEX premiered successfully at Domotex 2014 and will be back again this coming January. In 2015, the Innovations@DOMOTEX showcase will be extended to include an additional product category: application, installation and cleaning technology. Köckler: "This is yet another example of Domotex's pivotal role as the trendsetter of the carpet and flooring industry. Domotex is rolling out this special platform to exhibitors of application tools, care solutions, and laying materials and equipment so that they too can generate added exposure for their product innovations."

The expansion of Innovations@DOMOTEX has been welcomed by providers of application, installation and cleaning solutions. "Each year, our sector comes up with new machines, solutions and ideas. So we're delighted that Domotex will now feature a dedicated innovations platform for us," said Uwe Gruber, CEO of Mapei GmbH, Germany. Mapei GmbH is part of the Mapei group, an international manufacturer of sealants, adhesives and other chemical products for installing wall and floor coverings. For further information on Domotex 2015: www.domotex.de.



Mapei Acquires GRT

Mapei Corp. (Deerfield Beach, Fla.) entered the concrete admixture market in the United States with the acquisition of General Resource Technology Inc. (GRT). GRT's operating structure will remain intact, with GRT Vice President Travis Collins acting as general manager of the subsidiary and reporting directly to Mapei Americas President and CEO Luigi Di Geso (photo). "We are very excited about bringing GRT into the MAPEI family" Di Geso said in a statement "Mapei Group has been in the admixture business for a long time globally, and GRT will certainly help us move forward in that market in the Americas."

GRT, founded in 1993, markets concrete admixtures and auxiliary products for the concrete industry in the central U.S. The company has production sites in Minneapolis and St. Louis.



5 - 9 September 2014
Paris
Maison & Objet Projets
www.maison-objet.com

22 - 26 September 2014
Bologna, Italy
Cersaie
www.cersaie.com

22 - 25 October 2014
Bologna, Italy
Saie
www.saie.bolognafiere.it

21 - 25 January 2015
Basilea
Swissbau
www.swissbau.ch

17 - 20 January 2015
Hannover (Germany)
Domotex 2015
www.domotex.de

18 - 21 March 2015
Milan (Italy)
MADE expo
www.madeexpo.it

Agenda

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Photo of
the month

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HOW MUCH IS THE EUROPEAN WOOD FLOORING MARKET WORTH?



The 58th FEP General Assembly held June 5 in Malaga provided an occasion to see how things stand in a market still in difficulty but determined to defend its share of the market

Assembly of the Federation of European Parquet Producers held in Spain at the same time as the European Parquet Congress 2014. Like every good family reunion, everyone was there: the Spaniards (hosts of the event), the English, the French, the Germans, the Poles, the Austrians, the Swedes... Italian producers were also on hand, and were represented this year by Gazzotti (with Carlo Comani – member of the FEP B.o.D – and new-president Giuseppe Salvio), Margaritelli (with Andrea Margaritelli), and flooring products ‘supplier’ Mapei (with Francesco Doria and Angelo Giangiulio). *I Love Parquet* was there, too. Playing the hosts were the European Federation’s President, Lars Gunnar Andersen and its Secretary General, Endre Varga, who ‘guided’ participants through the reading of the data from the market and their comments on the same, while also illustrating the work conducted by the FEP during the year to the

The big players in European parquet met in Malaga, Friday, June 6, to draw some conclusions on the European wood flooring market at the 58th General

	Production development 2013/2012	Consumption development 2013/2012
AT	0,00%	0,63%
BE	-13,33%	1,36%
CH	16,78%	10,16%
CZ	0,00%	3,55%
DE	-0,23%	-5,80%
ES	-0,69%	-14,32%
FR	-5,80%	-7,42%
HU	6,27%	62,01%
IT	-10,50%	-4,90%
NL	5,40%	-0,60%
PL	2,55%	-10,11%
RO	3,06%	26,07%
SK	-9,06%	2,56%
DK/FIN/NO	-22,56%	5,56%
SE	-3,30%	-0,79%
FEP	-1,81%	-2,60%

word originally meant) also means adopting a positive approach to the crisis. More than a wave or two has been battled since 2008 by European flooring producers, bearing in mind that European wood flooring production fell from 100,000,000 square meters in 2007 to 60,000,000 in 2013 and that consumption dropped from 112,225,000 sq m in 2007 to 82,681,000 last year. “We’re a great team – commented Klaus Brammert, President of Bauwerk Boen Group and a newcomer to the FEP Board – *but a small one: wood only accounts for 5% of the floors in Europe: if we want to overcome the problems before us, we mustn’t battle one another but work together instead*”.

“We’re a big family and despite the considerable differences from one country to the next, we all have the same desire to defend our share of the market tooth and nail”

Lars Gunnar Andersen, the European Federation’s President



members. “We’re a big family - FEP President Andersen began– *and despite the considerable differences from one country to the next, we all have the same*

desire to defend our share of the market tooth and nail”. Resilience, the ability to climb back aboard and overturn a boat capsized by the waves (as this sentence’s first

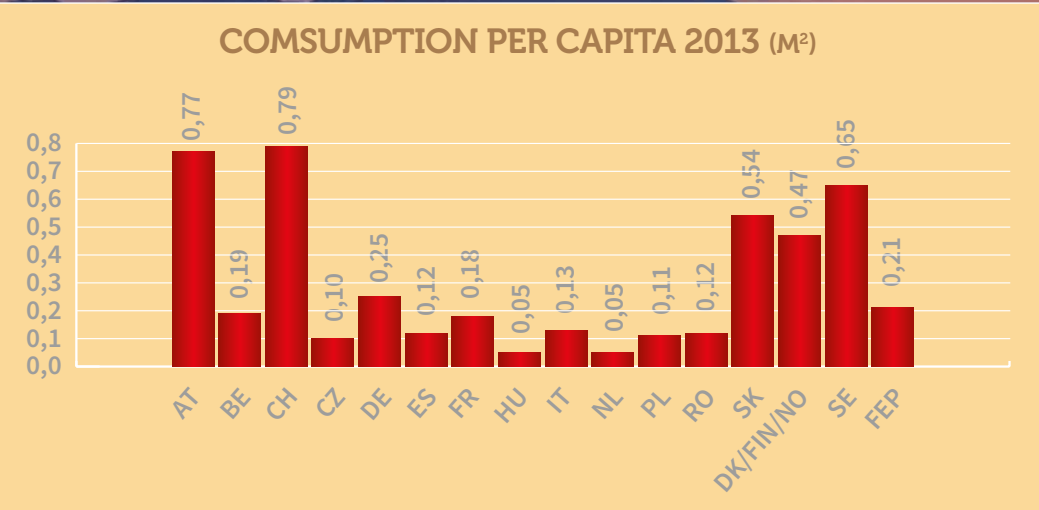
“WE HAVE ONE OF THE WORLD’S MOST LOVELY AND NATURAL PRODUCTS IN OUR HANDS!”
On the subject of working together, the participants in Malaga could not help



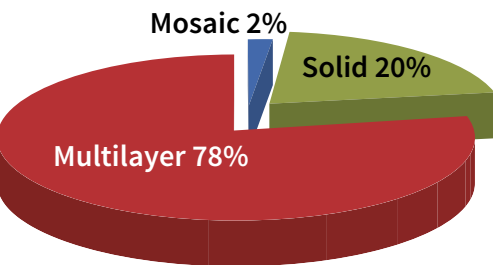
FEP’s President, Lars Gunnar Andersen (right) and Secretary General, Endre Varga.



The big players in European parquet met in Malaga.



PRODUCTION PER TYPE - 2013



but recall that “we have one of the world’s most lovely and natural products in our hands, one that consumers want most, a product that increases a property’s value enormously”, and also for this reason FEP is funding a study on the expectations of European consumers in order to identify the barriers that keep parquet from going beyond that 5% share. One of these is undoubtedly the “false parquet” market, as this product was defined by Andersen, those floors that imitate real wood, such as laminate, luxury vinyl tiles (LVT), and wood-effect ceramics. Enlightening in this regard was the

ABOUT FEP

The European Federation of the Parquet Industry (FEP) reunites European national parquet federations, parquet manufacturers and suppliers to the industry. It is the main body representing and defending the interests of the European parquet industries towards the European authorities. The FEP’s primary goal is to strengthen and improve the position of wood flooring against other floor covering solutions by underpinning the multiple inherent and sustainable advantages of raw material wood and consequently to enhance the growth, prosperity and stature of the European parquet manufacturing industry – thereby protecting its interests and reinforcing its image. The FEP was founded in 1956 and currently comprises in excess of 70 members located in 22 countries throughout Europe.

For more information:
www.parquet.net
www.realwood.eu

PARQUET PRODUCTION IN EUROPE

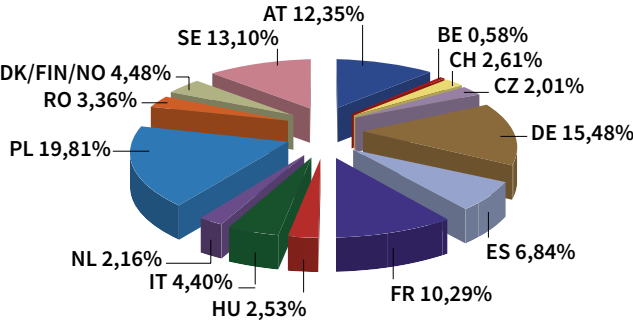
	FEP Countries		EU - outside FEP	Total	
	000 m ²	+ / - %		000 m ²	+ / - %
1997	53.836	6,44%		53.836	
1998	58.308	8,31%		58.308	
1999(*)	64.774	11,09%		64.774	
2000	69.812	7,78%		69.812	
2001	75.621	8,32%		75.621	
2002	76.741	1,48%		76.741	
2003	81.039	5,60%		81.039	
2004	91.453	12,85%		91.453	
2005	95.977	4,95%		95.977	
2006	97.911	2,02%		97.911	
2007	100.334	2,47%		100.334	
2008	84.725	-15,56%		84.725	
2009	67.523	-20,30%		67.523	
2010	70.500	4,41%		70.500	
2011	71.630	1,60%		71.630	
2012	68.266	-4,70%	7.000	75.266	
2013	67.027	-1,81%	10.000	77.027	2,34%

presentation made by Carlo Comani (see photo below) that illustrated the situation in the Italian ceramic floor market, where as much as 35% of Italian ceramic flooring production regards wood-effect tile, a product that poses a serious threat because it is so easy to both install and to care for, and – in the consumer’s imagination – is more resistant than a floor in wood... “We have to defend ourselves by emphasizing the emotions, the naturalness, and the originality that only a wood floor can offer”, Comani concluded. This brief summary can be brought to conclusion by citing some of the most indicative data on the European flooring market available from recent FEP statistics. For even more market detail, see the tables provided below. The first significant value shows that European wood floor consumption dropped by 2.6% from 2013

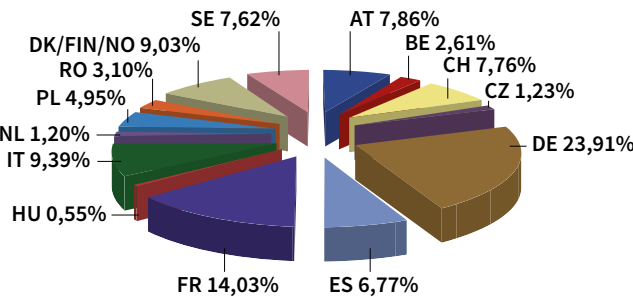
to 2012, and amounted to 82,681,000 sq m. Production fell by 1.81%, and consisted of 67 million square meters. In terms of consumption, Germany is still the leader, with 23.91% of the market’s share, followed by France (14.3%) and Italy (9.39%). The nation with the highest pro capita consumption of parquet is Switzerland (0.79 sq m pro capita). In terms of production, Poland takes the crown, with its control of 19.81% of the total, followed by Germany (15.48%), Sweden (13.10%), and Austria (12.35%). Once again in 2013, layered parquet was the type most produced in Europe (78%); solid wood claimed 20% of the market, and mosaic 2%. Oak was the species most commonly used on the Old Continent, accounting for 71% of the total.

(*) As of 1999, figures shown represent total market in FEP area, no distinction is made between “traditional” and “new” member countries.

TOTAL FEP PRODUCTION PERCENTAGE FOR 2013



TOTAL FEP CONSUMPTION PERCENTAGE FOR 2013



Carlo Comani (Gazzotti).

HANDSOME... FOR A LONG, LONG TIME

TEXT
TITO
FRANCESCHINI

The secret? Regular maintenance.
Here are a few hints, along with a
range of proposals from companies
in the sector.

In order to ensure that your parquet maintains its characteristics virtually unaltered over time, you need to perform regular maintenance and cleaning, bearing in mind both the type of usage the floor undergoes (heavy transit or not) and its finish. The first thing to do is to identify the type of finish your parquet received at the moment of laying (varnish, wax, or oil): this will determine the type of maintenance you need to perform – and the finish is not always easy to identify. In order to make sure that the surface has been given

wax treatment, drop a few droplets of water in a relatively concealed area of the floor: if a few whitish points appear beneath the droplets after a few minutes, you can be sure that the floor has been finished with wax (in order to remove those spots, delicately polish the floor with steel wool moistened with wax).

If drops of water do not produce whitish spots, your parquet has probably been finished with oil or perhaps a more modern synthetic varnish; the latter will most certainly be evident from the sight and the touch.

A FEW TRICKS



Here are a few “tricks” to maintain the beauty of your parquet over time:

- Always place a doormat before the doorstep.
- Aerate your rooms frequently.
- Always keep room temperature between 15 and 25°C.
- Always keep room humidity between 50 and 65%.
- Never utilize corrosive products for floor cleaning and maintenance.
- Always attach felt pads to the legs of tables, chairs, and furniture.
- Avoid keeping the parquet covered with carpeting for extended periods.
- Never pour boiling liquids on the floor.
- When washing the floor, never pour water directly onto the floor directly; always use a moistened cloth.
- Never use cloths that have been used to clean other surfaces (marble, ceramic).
- Always protect parquet with a tarpaulin whenever renovation work or painting is foreseen.



Eco-friendly wax

Kerakoll presents Slc Eco Silolux, an eco-friendly wax for the maintenance of floors, ideal for use in GreenBuilding. Slc Eco Silolux develops a protective, self-polishing and

re-polishable layer to maintain lacquered wood floors. Is single-component and water-based, easy to use product that safeguards the health of both operators and the environment. www.kerakoll.com

Terbased technology to protect you and the environment

Sherwin William presents a waterbased revitalizing wax: self-polishing, regenerates, protects and enhances parquet, hides the scratches. This product is specially formulated with selected waxes and is Ideal for enhancing,

polishing wooden flooring. Ready for use, for interiors use only (floors, stairs and parquet). On previously coated floors: apply the revitalizing wax, code Hp 3000 as a thin film with a cloth slightly soaked with the product On the wooden floors or stairs. The product is self-polishing. The wax restores the beauty. The floor can be used after 1 hour. www.sherwin-williams.it



Two-component polyurethane system

Ignisol Parquet is a two-component polyurethane system, solvent based. It is suitable for the Class 1 fire-retardant treatment of wooden items, particularly for wooden floors. It is colourless. The cycle is composed of several layers of Ignisol Parquet A+B. Ignisol Parquet can be applied on woodwork and derivatives, in

particular for flooring (parquet, footboards, stages) placed indoor, with the exception of:

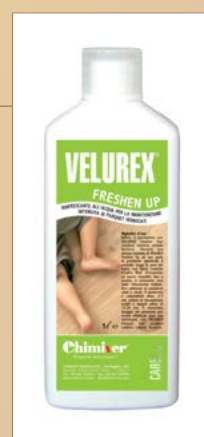
- Veneered materials with slices or strips of wood with adhesives based on thermoplastic resins;
- Materials assembled with a cellular structure or strip or air cavities or filled with miscellaneous materials;

as required by UNI 9796/1990. Technical Data Sheet available on www.caparreghini.it

For intense maintenance

Velurex Freshen Up, by Chimiver Panseri, is a specially formulated waterbased coating for intense maintenance of lacquered wooden floors. Its formula renews, protects and restores dull,

scratched or signed wooden floors giving a matt effect. Specifically formulated without matting agents or waxes, gives a new look to each old and ruined flooring and allows for future coats of lacquer. www.chimiver.com



Reconditioning oil

Oiled wooden floors need care, to keep their characteristics of elegance and functionality. Carver has developed a range of special products such as Carsol, a reconditioning oil to be used for

the extraordinary maintenance. Apply it in a very thin coat on worn-out or damaged areas to extend the duration of the impregnating treatment. Available in neutral version and in different transparent colours. www.carver.it/en



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5

WHEN PARQUET GOES OUTDOOR

TEXT
ANNA BARONI

Formats, laying, and a few hints for outdoor decks. This fascinating product is growing more and more popular for use on terraces, in gardens, and at poolside*

TAVAR (MILAN, TORTONA 37 BY MATTEO THUN&PARTNERS)

*Taken from the Federlegno manual: "Il parquet dal progetto alla posa in opera"



A simple terrace, a long portico, a gazebo, alongside the swimming pool: anywhere it happens to be laid outdoors, parquet gives the surroundings a distinctive touch of class. If it is treated and serviced with care, it will last for years and years, and resist even the harshest weather. The type of wood you chose for your deck must obviously be suited to outdoor use and capable of resisting humidity, rain, and sunlight. Nature offers species of wood that maintain their performance for extremely long periods even when they have not been specifically treated for outdoor use. These species all share elevated durability that allows them to resist the degradation caused by environmental and biological stress even without such treatment, and for such reason have no fear of water and do not require special treatments for their conservation. Teak, Ipè, Iroko, Cardinal, Cumarù and other, especially South American species of wood represent only a few of the types suited for outdoor flooring most frequently seen in the market. Their duration is estimated at around 20 years. High prices and difficulties in procuring hardwood for outdoor use have driven producers to seek alternative systems based on the use of more “commercial” species that provide similar guarantees of durability after being given appropriate treatment, easy procurement of



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The new LED line of Progress Profiles reinvents the concept of profiles by bringing into play the lighting system as a creative solution for a new world of furnishing and living in both public and private spaces. It is enriched by personality, dynamism and by a charming and innovative esthetical and emotional dimension. It's a project in pure contemporary style: the result of profound research and development in collaboration with young professionals from the world of architecture, experimenting new solutions that will be able to meet particular and specific requirements of both technology and design in the field of public and private housing.

PROSKIIRTING GILED



Floor installation



Ceiling installation

PROLISTEL LED



PROSTAIR LED



Progress Profiles SpA
Certificated company UNI EN ISO 9001:2008



Available on the App Store



the raw material, and contained costs. In order to make up for the natural shortcomings of these particular species of wood and to qualify them for outdoor use, a special high-pressure vacuum-treatment known as “autoclave impregnation” has been developed that protects them from mildew and insects. This type of treatment improves the characteristics of the more economical types of resinous wood that are more easily procured in European markets and is especially indicated for one species in particular: Pine. In recent years, the use of other types of decking in

HERE ARE A FEW MORE HINTS TO REMEMBER BEFORE LAYING

- Dedicate extra attention to the following aspects to ensure the correct laying of your deck:
- *Draining and/or slope of the underfloor.* The underfloor for the fastening/resting of your deck must be designed and constructed for the rapid runoff/drainage of rainwater.
 - *Preparation of the wood prior to laying.* The planking can be washed with water prior to laying in order to prevent the subsequent outflow of tannins and/or extracts that might damage adjacent planking and/or other flooring. This procedure is not required for wood that has already been treated with the appropriate primers and/or stains for outdoor use. In the later case, we recommend treating the planks on all sides, including the ends and/or any milling present.
 - *Storage.* As may be easily imagined, even if the wood used for outdoor decks is constantly subjected to a wide range of variability in temperature and humidity that may alter its dimensional stability, it is seasoned at the fixed moisture content specified by the producer (usually much higher than the wood used for interiors). This helps ensure that the planks maintain good dimensional stability, at least until laying. For this reason, we recommend storing these planks indoors with good aeration, in this way avoiding the sudden or pronounced changes in temperature and/or humidity that might alter the dimensions of the wood to such extent that satisfactory laying becomes difficult or impossible.



LISTONE GIORDANO



TAVAR (©G.BISERNI)



XILO1934

a special combination of wood (approx. 70%) and plastic materials has been gaining in popularity. These materials are particularly resistant to the weather and are non-deformable, and also require very little maintenance.

FORMATS AND LAYING

Although the most commonly adopted format is single planks of various size (decking), also wood square tile/panel solutions in variable size fastened on

appropriate metal or plastic grating or pre-assembled on squared wooden beams are becoming more and more popular. These removable modular panels are assembled on supports made of various materials (wood, PVC, metal) often laterally connected at the sides by an interlock system. These characteristics make both laying and removal quick and easy, while also giving the floor good drainage capacity and permitting installation on

any type of surface. The most commonly used laying systems for outdoor installations include:

- tile or pre-assembled panel support systems,
- exposed screws fastened to squared wooden beam systems,
- concealed clips fastened to squared wooden beam systems,
- systems with screws or clips fastened to squared wooden beams anchored on spacers/dome screw cover caps with adjustable height.



CP PARQUET

WHEN PARQUET GOES OUTDOOR



LA SAN MARCO PROFILI

Nowadays the natural choice for interior decoration of our homes is taken for granted. Usually, it is because of aesthetics and the warmth and harmony that born from the environment that surrounds us. This is the reason why we support the same choice for our outdoor spaces. A wood flooring becomes as a whole between furniture and nature. This green choice is already a must-have of furniture. On this growing trend, La San Marco Profili presents its wide range of outdoor floorings and it shows its high quality with both deck tiles and decking boards. It invests all its experience and knowledge of wood to provide ad hoc working process and accessories for easy installation without compromising the results.

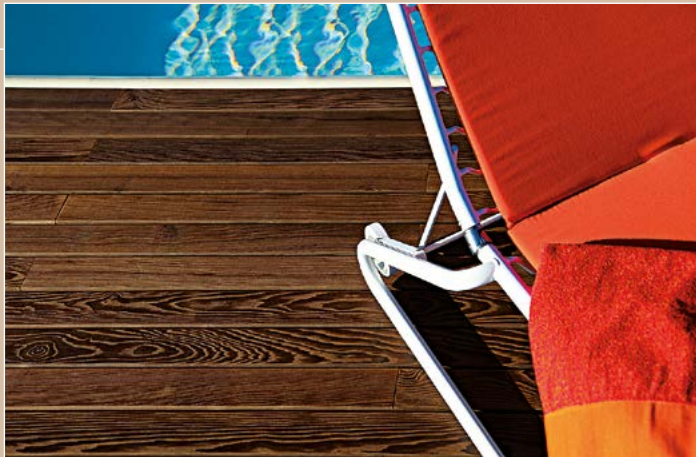
www.lasanmarcoprofil.com

LISTONE GIORDANO

The respect of the environment and the sustainable management of the resources are the main values guiding the development of the heat-treated. Ash Decking product. Ash, a widespread wood species in the French forests, features ideal technical characteristics and mechanical resistance.

The steam heat-treatment, chemicals-free, improves the durability and dimensional stability of the product required for outdoor application. The brushed and unfinished surface enhances the natural elegance of the wood. The flooring installation by the means of an invisible fixing system is easy, quick and resistant over a long period of time.

www.margaritelli.com



CIAMBELLA LEGNAMI

Original Burma Teak grows wild in Myanmar forests and must not be confused with other types of teak coming from plantations. Giant® uses only Original Burma Teak for its Decking. It ensures high resistance to atmospheric agents, making it the ideal material for the coating of porticoes, terraces and balconies, outdoor areas with swimming pool and any other outdoor space in any climate. It 'is also ideal for installations into seaside areas: its special robustness, its beauty and versatility makes it the most widely used material for coatings also in the marine field.

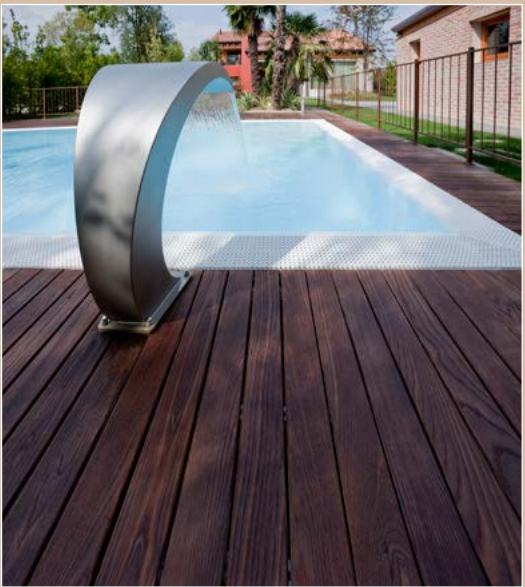
www.listonegiant.it

CP PARQUET

Experience the wonder of a wooden floor also outdoors. Extend your home beyond its boundaries, into garden greenery to create a relaxing pool-side oasis, a panoramic patio or pier. Walk barefoot on a warm, velvety surface, smooth with no fear of slipping. Made of extremely hardwearing wood that's easy to maintain, they are resistant to water, weather, bacteria and wear. Photo: Decking 215° heat treated ash.

Length: mm 1200-1500-1800-2400-2700-3000-3300
Width: mm 112 Thickness: mm. 20

www.cpparquet.it



PARCHETTIFICIO GARBELOTTO

Suitable for the flooring of pool-sides, terraces, walk lanes, balconies, patios, walls and external coatings. Two versions are available:

- Traditional boards in Teak, Ipè, Massaranduba and Thermo Ash to be installed in ship deck pattern, in line or in herringbone style with concealed fixing clips (supplied separately), and to be screwed on wood nailing strip.

- Pre-composed square boards with resin support in Thermo Teak or Thermo Ash that can be easily installed thanks to joints on 4 sides.

Photo: Ipé Lapacho Boards thickness 19/21 x width 90 x length 900/3000 mm. Smooth or with non-slip ridges and clip grooves

www.garbelotto.it



ALMA

Beautiful swimming pool surrounded by the impressive landscape of Langhe hills and vineyards. The floor was made using fine reeded teak planks with a non-slip surface which ensures maximum safety and an impressive aesthetic effect. Teak wood is wet and bad weather resistant and ensures stability and durability, too. Swimming pools, terraces, parks, public or private spaces are ideal places for installing this type of flooring for outdoor, as well as any area surrounded by nature or by greenery.

www.almafloor.it



TAVAR

Deck Tavar: 100% made in Italy. Single-selection solid-wood board for exteriors. The long sides of the board are rounded off and one of the two surfaces has a “non-skid” treatment. The boards are laid on floating supports, arranged along a variable centre line, with visible screws or with “concealed” fixing plates housed in the milled section on the long sides of the board. Height-adjustable support feet are also available. After laying, it is advisable to treat the flooring with Deck Oil, an impregnating oil for exteriors. www.tavar.it

BOLZAN

Bolzan produces Iroko decking Pyra, the wood floor specifically made for outdoor and it is water, weather and time resistant. You will have the charm of parquet floors outdoor on decks and at the poolside. www.bolzanparquet.it



BRUNO

Big dimension solid wood planks with rounded edges. The planks must be fixed on pre-assembled frame of wooden supports with stainless steel screws or metallic plates. Dimensions: 19/21 x 90/120 x 1000/220 www.brunoparquet.it

Fiemme 3000

The choice that graces every building and transforms even small spaces into sanctuaries of relax and beauty. When you choose to lay a FIEMME 3000 wooden floor in your garden, terrace, veranda or near your pool, you radically transform the appearance of these outdoor spaces, because the charm of our boards gives character, elegance, sophistication and an incomparable sense of order and tidiness. The offer of Fiemme 3000 for outdoor is mainly composed of very solid essences of teak, because of the stunning beauty and optimal resistance of this material. We also offer boards in ipè or larch wood, essences hard and resistant by nature and that show great adaptation skills also in the most difficult conditions. www.fiemme3000.it



RAVAIOLI LEGNAMI

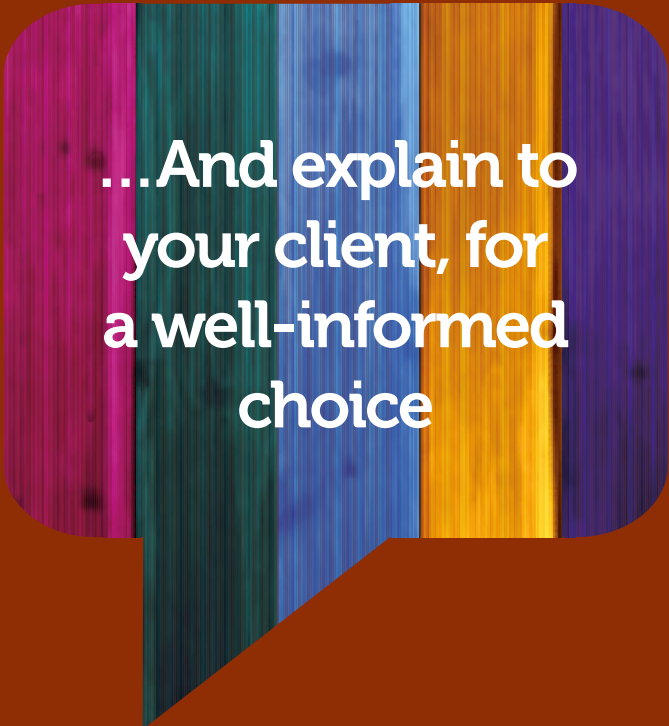
Geometrical lines and new volumes play with materials such as glass, stone and wood, in a residential project studied to keep the human being in harmony with the territory and the urban architecture. The terraces of the compound are made of Ravaoli's Teak deck boards, of size 19x90 and 19x120, the flooring has been pre-oiled in order to make even more warm and beautiful the color of Teak and has been fixed with visible screws on an exotic wood substructure to guarantee the maximum durability and resistance by the time. www.ravaolilegnami.com

ALI PARQUETS

Nowadays parquet is not only laid inside home: it is always more appreciated also outside. For this reason ALI selected four kinds of wood which guarantee stability and durability. ALI's outdoor wooden products are available both in floor panels and blocks, offering the possibility to choose among different solutions. While outdoor wood floor blocks are available in the kind of wood Thermo Teak 190° C and Ipé, outdoor floor panels are available in Ipé, Iroko Teak and the newest Eucalyptus which is one of the best combinations of good quality and price. Photo: Federico Foschi Architect www.aliparquets.com



15 Things YOU NEED TO KNOW IF YOU'RE SELLING WOOD FLOORS



1 Wood is a natural material with variations in color and grain that make each piece different together with an aspect that modifies depending on the angle of view.

2 Remember that the samples and brochures they show you in the store are just examples: when it arrives, your floor may be different in some ways from the sample because after it has been exposed to sunlight, wood tends to darken and its various tones become more uniform.

3 The natural color of wood, and therefore your floor, is a characteristic that varies over time: exposure to air and light can lead to even significant variations in

the color of the wood's cell walls (oxidation). Whenever possible, avoid covering your parquet with carpeting, throw rugs or straw mats for long periods of time.

4 The finish applied to parquet (varnish, oil or wax) serves a protective purpose that cannot, however, totally prevent the dings caused by impact, falling objects, or the application of concentrated loads on small surfaces.

5 Different types of wood have characteristics that are well worth knowing in order to make well-informed reasonable choices. Just ask your dealer or installer! When it comes into contact with the light, the color differences between each plank of Doussié become stronger, for example,

whereas Teak has natural streaks that tend to disappear with progressive exposure to light.

6 Doussié, Iroko, Merbau and Teak are the most appropriate species of wood for laying in bathrooms and kitchens, and wherever floor heating is present.

7 The ideal humidity for a room with a parquet floor ranges from 45 to 60% (these are the levels that should normally be maintained in a home for a healthier life, by the way).

8 Parquets or wax finishing must be cleaned with the most careful attention! Use only appropriate products by following the instructions

provided by the producer and the retailer.

9 Standard UNI EN 13756 states that only a wood floor with a top layer of noble wood at least 2.5 mm thick prior to laying may be defined as parquet.

10 European Council Directive 89/106/EEC specifies that as of March 1, 2010, wood floor cannot be sold in the market without the EC mark. Remember to make sure to check that it's there!

11 Law No. 126 dated 10/04/1991 "Information to Consumers" prescribes that every material-manufactured article placed on sale – including parquet – must be adequately recognizable and identifiable. The seller must deliver a "Product fact sheet" that provides information on the producer, the name and identification of the material, the presence of substances

that may be harmful to people, animals, or the environment, instructions for the cleaning and care of the product, and instructions and precautions for use, etc.

12 European standards specify three classes of appearance for wood floors: the class marked by a circle (?) means that this wood has the minimum extent of flaws; the class marked by a triangle (?) allows the presence of slightly more noticeable defects, while the class marked by a square (?) signifies that even more flaws may be present. There's also a "free class" that does not require the producer to apply any particular classification mark. Look for these classification marks and compare them with what the sales person has told you!

13 Before proceeding to the laying of your floor, it's always a good idea to make sure that:

- the room's humidity is in the range of 45% and 60% and that the temperature is not lower than 10°C,
- the building's windows and doors have already been installed,
- the rooms are aerated and protected against sudden temperature changes.

14 Before laying on top of heated floors make sure that the heating system complies with standards, that the heating coils are covered by at least 3 cm of underfloor, that the maximum temperature of the laying surface is between 27°-28°C, and that the floor heating is switched on gradually according to the times provided for the laying of parquet.

15 Wood can be renewed again and again (the number of grindings depends on the thickness of the strips or planks and the degree of wear the parquet undergoes over time).

A TERRACE ON THE GULF OF NAPLES

In Posillipo, Napoli (Italy), there's a fine example of delicate equilibrium in which space, light, and material are blended to a single intent: essentiality. The home's most distinctive feature is its wood floor that defines its volumes and areas.

TEXT
TITO
FRANCESCHINI





MUST... HAVE!



Must by Woodco is a collection of parquet with three layers of quality that offers all the allure and warmth of Oak felled in Slavonia. The remarkable craftsmanship that is this floor's distinctive characteristic is a result of traditional carpentry techniques that exalt the natural beauty of the raw material. Available in four different sizes (90x1000/1500 mm, 160x1000/2500 mm, 220x1500/2500 mm and 350x1500/2500 mm), Must is a counterbalanced three-layer wood parquet in which one 4 mm top layer in Slavonian Oak is bonded to a central layer in multilayer wood and a bottom layer in Oak for a total thickness of 16 mm. The pronounced chamfering on all four sides provides yet another demonstration of all the handcraftsmanship that has gone into the product. The natural attraction and feel of wood are further enhanced by finishing with Osmo beeswax oil.

and value enhancement project centered on the complementariness achieved between handicraft charm and minimalist design, traditional composition and stylistic hunch, a fulfillment of all the needs of daily living combined with sensorial enhancement. The result is a home that makes essence its calling card, bringing together space, light and material in a delicate balance of contrasts.

Lying between the Phlegraean and Sorrentina peninsulas, the Gulf of Naples is a natural amphitheater studded with jewels that treats the eye with changing colors and breathtaking views. With rocky cliffs that plunge down to the sea, gracious villas, and citrus orchards, Posillipo is one of the most glamorous neighborhoods in Naples, and recently provided the setting for an exclusive home renovation



Located inside a private residential park, this 180 sq m residential unit stands on a terrace overlooking the sea that ensures perfect daylight exposure and enjoys the Gulf's magic atmosphere. The building's geometry is simple and precisely-designed, offering a good contrast with the variegated Campania landscape.

Conceived as an expression of compositional flexibility, the interiors are practical and particularly airy. The large and numerous apertures provide glimpses of the beauty of the natural surroundings and bring in all the Gulf's light. The spaces are organized in such way that everything converges in the central unifying section that promotes their interaction in a stylistic and architectural continuum. White, the dominating colour, fills all the house's surfaces –

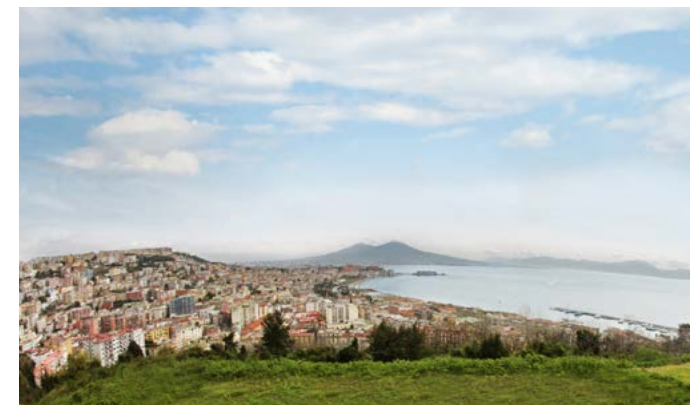
from the plastering of the door and window frames to the furnishings and the baseboard – and exalts the luminosity of the interiors as if to encourage a constant dialogue with the coastline outside.

PARQUET, THE STAR OF THE SHOW

The purity of the vertical structures - interrupted only rarely by the splash of color of an item of décor – leaves full stage to the wood flooring, which becomes the star of the show through a play of contrasts that warms up the home's minimalist atmosphere. Selected directly by the homeowner, a big fan of interior design who supervised his home's entire renovation, this parquet produced by Woodco was chosen for its particular effects of texture and materialness that bring an additional element of design through

characteristic knotholes, grain, and splits. The large-sized planks (1800/2500x220x16 mm) provided with floating laying make the floor a continuous and fluid surface that extends to all the rooms and reinforces the feeling of belonging to a

unified design concept. The chromatic contrast with the rest of the decor provides an original compositional equilibrium that waives the right to expressing itself in purely antithetical language, even if it would be perfectly clear and intelligible.



THE DESIGN

Location: Napoli
Year of renovation: 2013
Area: 180 sq. m.
Flooring producer: Woodco
Product: Must Collection; **Item:** Cool
Supplier and installer: Aversa Fabio Parquet (Napoli)
Agent: Pietro Pizzo



WITH BOTH FEET FIRMLY ON THE GROUND, GAZING BEYOND BORDERS

Merely wanting to export isn't enough. You need products with good quality, solid company reputation, and the right approach to every market you enter. Chimiver has all this and more, along with half a century's experience in developing solutions that simplify wood flooring installers' lives

TEXT
FEDERICA
FIORELLINI

Chimiver Panseri has been a constant presence in the market of products for the laying and care of wood floors for nearly half a century – next year, the Italian company will celebrate fifty years of activity – and for all this time it has been distinguished by the close contact it maintains with the sector's operators and the careful attention it dedicates to their needs and problems in order to propose the most appropriate answers and solutions. The company stands on a solid foundation and relies on a tried and tested staff, a modern and updated structure, a consolidated relationship with the clientele and its partners based on correctness, transparency, and reciprocal esteem. Just months away from a very significant anniversary,

we interviewed Nevio Panseri (at the helm of Chimiver together with his brother Oscar and his father Giovanni), who spoke to us about his company's "foreign policy", its offer, and just what "green chemistry" really means.

How would you describe Chimiver to those unfamiliar with the company?

Nevio Panseri: Despite our long history, the three adjectives I would choose to describe Chimiver are: dynamic, propositive, and young. We may be 50 years old, but the truth is, we still feel like kids: we've placed our bets on emerging talent (the average age of our staff does not exceed 25), innovation (in the "green" sense), and internationalization, without neglecting what has always been our reference market, Italy.

What can you offer the market?

Nevio Panseri: Our slogan says it all: "The world of parquet". Originally founded for the formulation and production of paints and varnishes for wood, parquet in particular, Chimiver can now offer operators a complete range for indoors and outdoors – a truly complete assortment of products for outdoor decks that has given us enormous satisfaction, especially from sales abroad. Just the other day, in fact, we received news of a big order from India for our Sundeck. Furthermore, Chimiver is now a partner of the leading producers of wood floors (both indoor and outdoor products) because over the years we have worked at their side, providing all our assistance and support, participating in the development of the most appropriate product for each one.

Who is your typical client?

Nevio Panseri: retailers of wood floors and specific products for laying, and large scale flooring installers.

Why should a retailer decide to become a partner of yours?

Nevio Panseri: Because we can offer a complete range of products, from A to Z, from primers to post-laying floor care products. Because along with any of our products a customer also 'purchases' a set of fundamental services, starting from timely and efficient post-sales service. Because we have our own research laboratory that lets us guarantee the physical-chemical properties and therefore the overall quality of every product we make. Because we supply all the product's technical data sheets and certifications required by all our reference markets.

On the subject of certifications, by the way, I think there are just too many in our sector in Europe right now. We're going through a period of 'inflation' of Quality Seals: there are too many and often they are valid only in a few nations (in clear contrast with the principle of free circulation of merchandise inside the European Union; I'm referring particularly to Germany, which has already been "officially reprimanded" for this) and this only confuses the final consumer, on one hand, and obliges companies to face significant economic burdens and bureaucratic procedures, on the other.

With which countries do you work most?

Nevio Panseri: I'd say those in Eastern Europe, especially Poland and Russia, even if we've gradually begun working

in the Middle East (Saudi Arabia and Qatar are starting to provide satisfying results). We have a warehouse that we manage ourselves in Brazil, a nation in which wood flooring culture is beginning to take root. We're also working well in Turkey and Ukraine.

All in all, we export 35% of our production, a value that is destined to continue growing. Our objective is 50%. In this regard, we've already begun investing in human resources and assigned two people to monitoring our exports, Flavio Barcella and Manuel Todeschini, in addition to me, of course. If you want to keep growing, you have to open your horizons, move around, cross the ocean. "Exporting" to Europe is just not enough.

The strength of the Euro might not help export sales much, and even put a brake on our business at the start of the year, limiting our competitiveness. But we won't let that stop us.

Which of your products is obtaining the greatest success in international markets?

Nevio Panseri: our best-selling product abroad is unquestionably our Ecostar 2K bicomponent water-based paint, our winning card, a new-generation varnish at the top of the range in terms of hardness, resistance to chemicals, and mechanical strength. In our outdoor line, Sundeck Wood Oil has achieved remarkable success as a primer that is particularly suited to treating outdoor decks.



Nevio Panseri, at the helm of Chimiver together with his brother Oscar and his father Giovanni.

These positive signals from both products show that our greater attention to the environment and the applier has been well received by the market.

By the way, what does "green chemistry" mean to Chimiver?

Nevio Panseri: First of all, it means using raw materials derived from renewable energy sources. Our research laboratory has been working for years to develop products with the lowest environmental impact possible. This does not mean that we have completely eliminated all our solvent-based products, however, because a strong demand for this type of product still exists in certain parts of the world. Our approach to research and our main efforts will definitely be continued in "green" direction just the same: we work hard every day to improve the performance of water-

based products to at least the level of solvent-based products, if not better!

Are specialized trade fairs an important instrument in your internationalization policy? Which appointments should a company should never miss?

Nevio Panseri: The most important show for us is undoubtedly the Hannover Domotex Show, which in my opinion is the only event that has proven capable of becoming an important point of reference in the wood flooring sector over the years. Outside Europe, this year (and this is only as of June) Chimiver has participated in Domotex Asia/Chinafloor (in March, Shanghai), Feicon Batimat (in March, San Paolo, Brazil), the Wood Flooring Expo staged by the United States NWFA Association (in April, Nashville, Tennessee), and the Medwood Show (in May, Athens). We make

substantial investments in trade fairs abroad as an important part of our internationalization policy that also offer us the precious occasion to meet with our foreign clients and partners.

Do you have any suggestions for wood flooring installers?

Nevio Panseri: First of all, you've got to find a company that can provide you with adequate support, a company you can rely on. All kinds of problems can arise at worksites today and all too often the flooring installer is left to face them alone. Secondly, don't think only of the price of the glue or the varnish you're buying: give more attention to its coverage per square meter, performance, and certifications. Last but not least, try to choose "green" products whenever you can that are less harmful to your health and to the environment we all share. Remember that today's consumers read about products on Internet and are more and more interested in keeping their own families and surroundings healthy.

What do you love most about parquet?

Nevio Panseri: Its natural warmth, of course, but perhaps the way it suits any environment most of all, and the way it offers infinite possibilities for personalization in terms of laying configuration, format, species of wood, finish, and color. You can be as creative as you like... even more when you use Chimiver varnishes (smiling).

WE ARE LOOKING FOR AGENTS FOR U.K., FRANCE AND EAST EUROPE

DE' VENETIA

BETTER WOOD FOR BETTER LIFE by Ardesia

www.devenetia.com

PROGRESS PROFILES INAUGURATES NEW HEADQUARTERS



The building incorporates the most innovative concepts of architecture and construction that combine eco-sustainability with focus on aesthetic impact and the wellbeing of the occupants

TEXT
ANNA BARONI

Progress Profiles, an Italian leader in the production and sale of profiles and sections for use in interior décor sector has opened its new Asolo headquarters as a symbol of the new-generation entrepreneurial spirit that looks to the future with complete respect for the environment. The building consists of two co-penetrating wings that form a unified roofed structure of over 11,500 sq m area on 21,000 sq m grounds. Constructed using raw materials developed to REACH* requisites, the building incorporates the most innovative concepts of architecture and construction that combine eco-sustainability with attention on aesthetic impact and the wellbeing of the occupants. Careful construction choices permit reductions in company pollution while ensuring a high quality of life, both in terms of the living comfort and

wellbeing of the occupants. A spacious rooftop garden-terrace, in fact, ensures employees relaxation during lunch and coffee breaks. The new Asolo headquarters is equipped with a photovoltaic system that produces 700 kW power for self-consumption, even if the building's energy needs at peak operating level amount only to 500 kW. This healthy and safe sustainable environment for employees is inserted in an articulated corporate structure in dynamic evolution with nearly 30 years of experience. The air-conditioning system for the offices is powered by the photovoltaic system, while an efficient radiant strip heating system reduces the consumption of town gas from the local mains in the production area. All this, together with optimum zenithal lighting, a passive solar energy design, and a highly insulated facade makes

the new Progress Profiles HQ a point of excellence in contemporary green building. *"Investing and creating jobs in Italy these days is certainly not an easy task – declares Managing Director Dennis Bordin (photo) – Italian companies usually prefer to open productive units abroad in Poland, China, and Turkey; Progress Profiles, instead, believes in our nation's potential and has dedicated over 10 million Euros to this project while shunning the siren's call for delocalization and continuing to invest with success in the Veneto Region and Made in Italy".*

REACH

This European Parliament Regulation sets restrictions on the use of chemical substances in order to improve awareness of the risks and hazards derived. The building's offices are all in Class A (high energy savings).

OUTDOOR FLOORING



LA SAN MARCO PROFILI

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AN UNCOLLECTED GIFT SALE IS A

It still happens that – unfortunately – I meet retailers who after having refused to pay, act as if nothing had happened, and begin discussing new business opportunities, new investments, and every single time, I have to marshal all my “diplomatic skills” in order to avoid losing my temper and breaking delicate balances. Later, if I reflect with the necessary calm and realize that if today a large part of the building sector gives such scarce value to “payment”, it’s only because someone allowed them to do so in the past (just to make a sale, regardless of the “price”) and transformed payment into a just another part of their sales pitch that distinguished them from all the others. Unfortunately, the margins that permitted this and more disappeared in 2008, and a similar approach to the market is absolutely unacceptable today. Companies today invest heavily in developing new products, new ideas, and new instruments to increase and transport value, and then find themselves retail partners who gladly accept this nice new package in its entirety (also because it helps them enormously in selling and differentiating themselves from their competitors) but refuse to pay for it. Many reasons have been claimed for this, but the most surreal one that I have heard is the dealer who was forced to go to court on account of low-cost imported products. He lost the suit and was unable to collect payment, and now he is unable to pay his

TEXT
DAVIDE
GABRIELLI



Work without earning is known as hobby. If this is what you want to do, at least have fun, because you'll be paying for the privilege of doing it. Today's problem is not just to sell, but to sell well, and above all, collect payment (in the times and ways agreed)

THE AUTHOR

Davide Gabrielli has specialized in marketing and in each one of its phases, from analyzing company identity to the positioning of the product in the market, from the planning of sales strategy to its implementation at the point of purchase and sales network.

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suppliers at other sites. As a consultant, I could only ask the question: “Are you sure that it’s really intelligent strategy for you to go out searching for – and finding – and selling products with low-value, low price, and low profitability when these shoddy products create the risk you might lose the right to sell the higher quality brands that might help give you a better name?”

THE CONCEPT OF BAD DEBTS

Whenever I speak to some of these retailers, I realize that the yardstick they use to measure the concept of insolvency is all wrong: there’s a big difference between the concept of losing the commercial margin and losing capital. In such a fiercely competitive market as today’s, no one can afford to lose capital, because you risk having to make another 10 sales just to recover what you lost on the 1 that went bad. If unpaid debt remains the extraordinary event that it has always been, it can still be managed, but if improvised numerous entrepreneurs make a common practice of not paying their suppliers on time, the risk of destroying value in a very short time becomes real.

A VICIOUS CLOSED CIRCLE

Even if it has a good brand name and excellent positioning, if it begins accumulating too much credit outstanding, a high-quality company will begin having cash flow problems, and as a result it will be required to borrow, in this way raising its financial

costs while limiting its credibility in the opinion of the banks at the same time because this is a sign of fragility. By losing important marginality, the company will be required to optimize its costs in order to balance the budget, and as another result, it will be required to limit those activities that helped it gain its share of the market and brand recognition over the years. This “thinning” activity risks producing a decrease in value – less innovation, less marketing, less versatility – and in the end, only price can be used to differentiate it from its competitors and win contracts. When it begins doing this, its margins grow even slimmer and it will enter a closed circle that can only drag a brand lower and lower: in order to increase total sales, either the square meters or the products must be doubled, and to do this more sales outlets are required. The more sales outlets there are in competition, the more aggressive the price war will be, and brand loyalty can only suffer as a result.

A CHOICE MUST BE MADE

My question is: “Is it worth all the trouble to be the money-lender to companies that are incapable of selling value? Is it worth it to jeopardize your own future for someone who gives no value to his own? Is it worth it to keep reasoning in terms of total sales or would it be wiser to consider a sale as having been effectively made only when final payment has been received?” I think the future of this market will necessarily pass through here. It’s normal for

all markets to have cycles: some years you earn a lot (sometimes even more than what you sowed), in others you don’t earn much at all. You need to use the resources and wealth set aside during the fat years in order to survive the lean years. Unfortunately, in Italy there are many rich families and just as many poor companies because especially in the construction market, the short-term view has always been adopted ever since the golden years of the building boom. Once again, a choice must be made: the producers must decide which model they wish to employ to transport their value downstream and which guarantees of reliability they wish to adopt, because a large part of the game is going to be won or lost here. Retailers must decide once and for all where they want to position themselves, by facts, not by words (everyone says they want to work in the top end of the market). They must decide how to make themselves reliable, how to generate margins and value, how to sell and how to transmit value, and consequently, with which partners all this will be more probable and with which partners less. One thing for sure: the same retailer cannot sell one car for 8,200 Euros alongside another one for 150,000, even if he’s got the best salesman in the world. He just won’t be believable. Today’s problem is not just to sell, but to sell well and to resell well, and above all collect payment (in the times and ways agreed).



Rustique chic

The creative artists at Ak47 propose products that are docile, innovative, efficacious and efficient. The intuition of Ak47 is to design and produce furnishing accessories that shun the obvious, venturing into questions that are still unexplored.

www.ak47space.com

OH MY
WOOD!

Wood in all its forms:
energy, character, charm

Coo Chair

Coo dining chair is produced from oak and walnut with Danis oil finish and designed for indoor use. Untreated teak or varnished iroko version is suitable for outdoor use.

karredesign.net



Designed in Singapore

Flak is a new and modernised family of seats and accessories designed in Singapore and made in Europe with solid oak.

www.puntmobles.com



Skog

The Skog lights are all produced using mouth blown crystal with a base in oak made with the technique of wood turning. Skog is the Norwegian word for forest and this series is inspired by the large forests surrounding Magnor Glassverk.

carolineolsson.no

A book experience
The book hook is an innovative bookmark, a practical place to keep books and an attractive design object all in one.

www.bookhook.de



Before I Sleep

Funny throw pillow cover made from 100% spun polyester poplin fabric, a stylish statement that will liven up any room.

www.ashliamabile.com



Bee apis

Wood tiles for wall decor: two types of wood, cedar and beech, two designs, flat and faceted.

monoculodesign.com





The only water collecting duct system with a real touch design

The new Proshower System is a water collecting duct system with floor flush overall height of 85 mm, available in 5 different lengths and equipped with 6 different stainless steel finish grids. After the production cycle, Proshower undergoes electro-polishing and then passivation to make the product fully corrosion-resistant. The process of electro-polishing guarantees a smoother and shinier surface: the metal becomes much easier to clean and the surface shiny, reflective and aesthetically pleasing. Furthermore the following passivation protects the metal surfaces from decay. The duct is inclined inside to make water flow towards the drain, preventing malodorous water stagnation; moreover, the siphon under the grid can be easily checked over and cleaned.

www.progressprofiles.com

Contemporary charm plank



Walk along a gravel beach, feeling under bare feet sweet little round and smooth pebbles. The suggestion is strong but it is even more so if, once you open your eyes, you realize that the surface is a soft wood. The last frontier of Cadoring Group is this: impress on the floor real reliefs, a completely new and patented novelty in the field of wood flooring /paneling. So the Gravel of Larch proposal of Tracks Planks collection, that reproduces the random disorder of gravel, is eye-catching, creative, definitely out of the traditional schemes. The raw material is the Austrian Larch worked on the surface with a gravel relief drawing and subsequently finished with a nuanced gray and white varnish, through which you can see the wood grains.

www.cadoringroup.it

Made in Italy inlaid surfaces

An inlaid floor or aboiserie are two of the most important points of a palace, a high class apartment, a villa, an exclusive hotel, a historical castle, a restaurant, a disco or a yacht... When we seek unique, exclusive and refined beauty, these two elements become the very protagonists. Essenze, the line led by Marco Galante, can solve this basic aspect with extreme distinction, class and uniqueness.

www.essenze.org



De' Venetia (by Ardesia)

Ardesia presents new items and collections, under the new brand De' Venetia. The company is proud to offer its enlarged and improved range of engineered wooden floors.

www.devenetia.com



must

this must be the parquet!

WOODCO

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