

I LOVE PARQUET

magazine

INTERNATIONAL

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n. 6
May 2015

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THE WOOD FLOOR LAYER IS AN ARTIST

FEDERICA FIORELLINI

Artistry and craftsmanship (speaking of parquetry) are two sides of the same coin. This was the theme of the Italian Association of Wood Floor Layers (AIPPL) at the event organized during Milan Design Week (14-19 April 2015).

AIPPL was there in order to demonstrate the exceptional value of a wooden floor designed and installed to perfection and to raise awareness of attention to "floor laying".

Let me look first at what we mean by craftsmanship. I immediately think of Geppetto, the sprightly elderly man with a moustache and glasses who made his son out of a piece of wood. He poured love and dedication into his work. And he never lost heart, even when he got a good kick in the nose. He even gave Pinocchio

two new feet after the puppet fell asleep with his feet on the stove.

When I think of Geppetto, I see him as a metaphor for all the dedicated floor layers I have met in recent years. They are Maestros, as those who were expert in their chosen line of work, were once known. Professionals who are different from each other, but who have respect for their art, for their customers and for their equipment. They are craftsmen who can transform a simple (sometimes simple, other times already worked) piece of wood into a work of art with their bare hands.

I think of parquetry and a sentence of Picasso's comes to mind, "In the end, a work of art is not produced by ideas, but by hands."



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PAVIMENTI FATTI A MANO

A wonderful piece of cabinet making



Giovanni Nardi Photography

The American Hardwood Export Council (AHEC <http://www.americanhardwood.org/>) has partnered with designers Kolman Boye and furniture-makers Benchmark to create a towering structure of food in a commission for Wallpaper* Handmade 2015 called the Rotunda Serotina. The Danish/Swedish architects Kolman Boye were invited by Wallpaper* to design a candy-store concept for doling out free savoury biscuits from local bistro T'a Milano. Wallpaper* teamed up the designers with Benchmark, a company which has almost unparalleled knowledge of wood, to build the structure in collaboration with the American

Hardwood Export Council. The rotunda is constructed entirely of American cherrywood, Prunus Serotina.

At over 3.7m in diameter and the same in height, this is not really a piece of furniture but a substantial yet lightweight structure.

The architects liken the structure to a set of "bones" and the serving trays as "skin". "We liked the idea of giving away the skin so only the bone remains. It's very beautiful, almost choreographical, the way pieces of the cherry are taken away by the public so you can see the structure slowly disintegrate. Like those huge gas holders that slowly empty."



Mohawk Industries acquires

KAI Group, the largest Bulgarian manufacturer of ceramic tiles, has been acquired by Mohawk Industries, a leading global flooring manufacturer with operations in Australia, Brazil, Canada, China, Europe, India, Malaysia, Mexico, Russia and the United States.

The acquisition, which was approved by the Commission for Protection of Competition on Wednesday, is the largest transaction in Bulgaria since the beginning of 2015.

The deal is not final yet as it has to be approved by the regulatory bodies in a number of other countries.

According to KAI Group CEO Spas Shopov, the acquisition is to be finalized in around a month. KAI Group exports more than half of its production to over 25 countries in Europe and throughout the world.

Ilmenau Awarded German Forest Capital for 2015

Ilmenau has become the latest town to be elected by PEFC Germany as the German "Forest Capital", beating five other cities to lift the award for 2015. The town will be officially honored with the award next month on 15 April. As part of the award, Ilmenau will also receive 1,000 trees to plant an urban forest and in July will host the 2015 PEFC Germany General Assembly. The "Forest Capital" competition was initiated by PEFC Germany in 2011 in celebration of the

International Year of Forests. This year six cities and communities across Germany participated, with the town of Bad Waldsee in second place and the city of Ehingen in third, both from the Baden-Württemberg region of Germany.

Ilmenau, located in the Thuringia region, has more than 1,100 hectares of forest – which have been PEFC-certified since 2002 – and is a strong supporter for the sustainable and ecological use of forests. The town is also committed to raising awareness of sustainable forest management and PEFC certification, with a strong focus

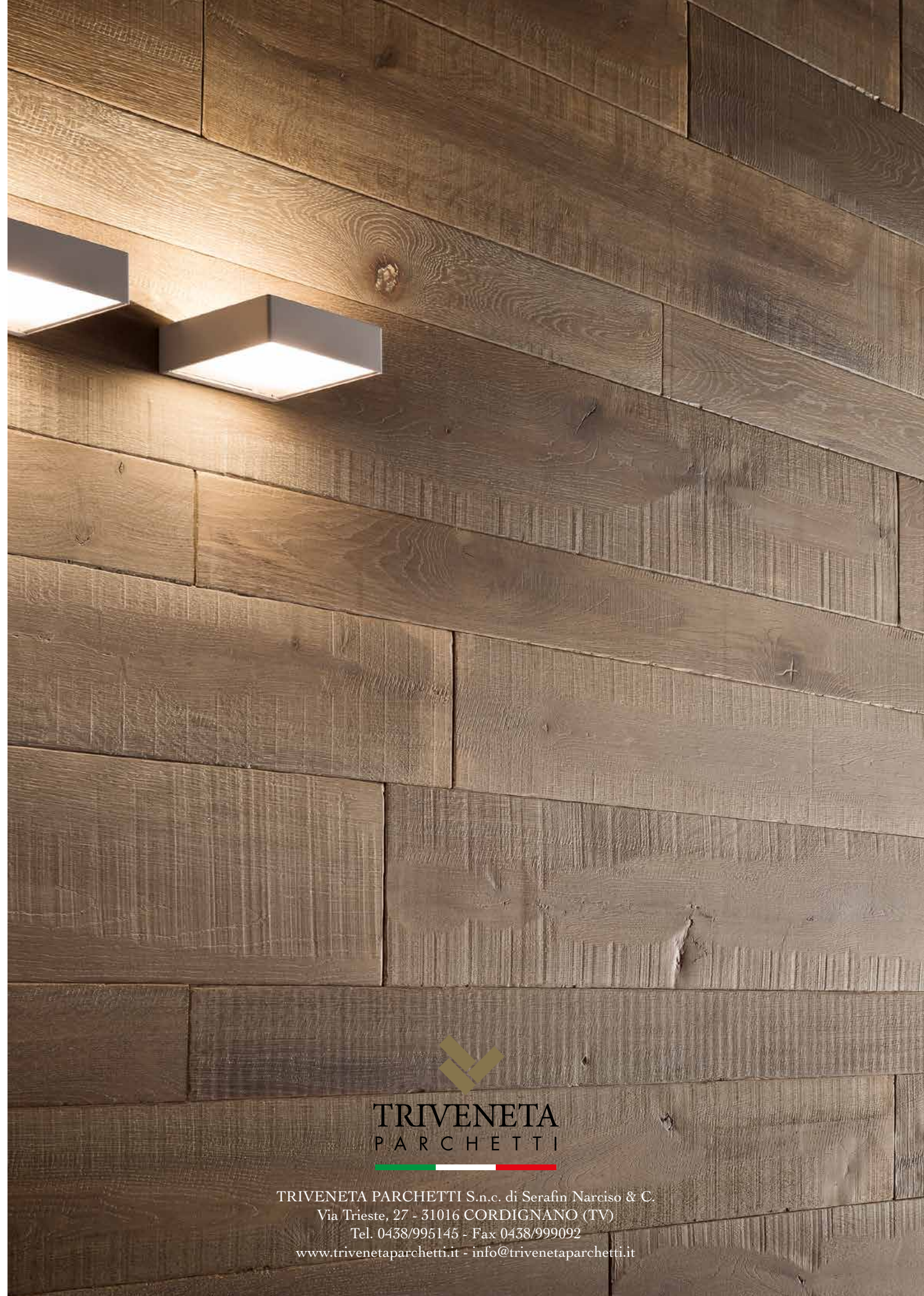


on child and youth education. Never missing an opportunity to educate the local population, Ilmenau used the severe damage it suffered from the storm "Kyrill" as an opportunity highlight the importance of species-rich and sustainably-managed forest resources.

Source: www.pefc.org



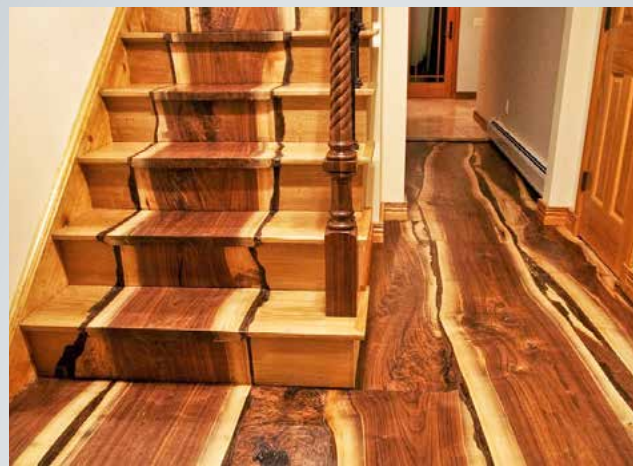
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FSC Russia's International Day of Forests campaign is a success



To engage more people about forests and forestry issues, FSC Russia developed a fun and interactive website (<http://forestday.fsc.ru/>) to celebrate International Day of Forests. The website includes a test called 'What tree are you?', a crossword puzzle – in which 22 different types of trees are hiding – and three postcards that visitors could personalize. The results of the games and the postcards can be shared through social networks.

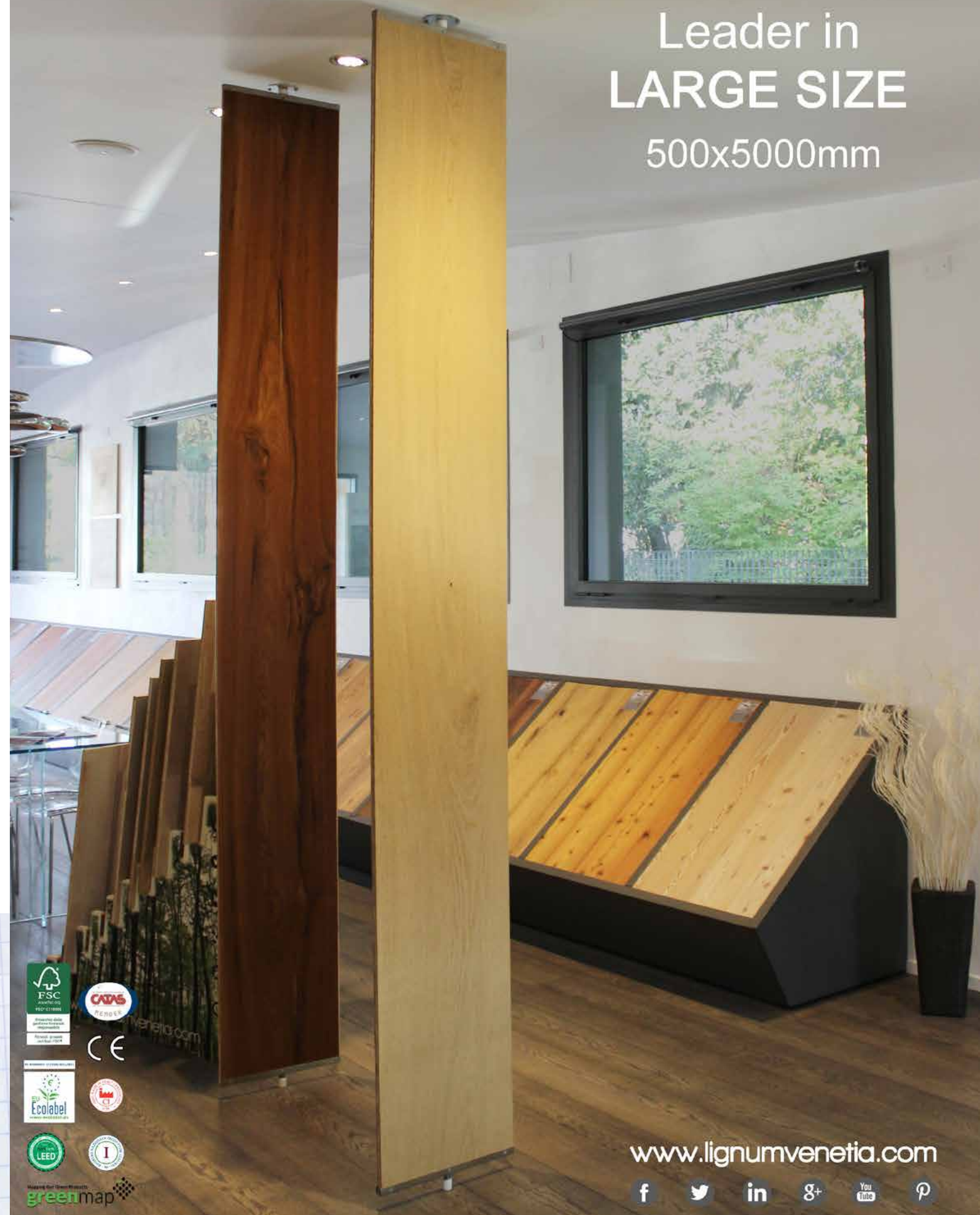


Wood Floor of the Year

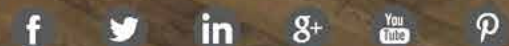
The 2015 Wood Floor of the Year winners were announced April 29th during the All-Star Ceremony at the NWFA 2015 Wood Flooring Expo, and the contest's Members' Choice award went to first-time winner Real Antique Wood (Irvington, N.J.). "On March 5th we posted this image to our Facebook page – we read on the website of Real Antique Wood <http://realantiquewood.com/> – and what happened next truly blew our minds. This photo of the beautiful black walnut live edge flooring we designed and installed in a home in Pompton Plains, NJ went viral. It was shared on Facebook over 22,000 times, received over 125,000 likes, and was seen by oh, just a mere 1,975,000+ people. Created from black walnut trees that had fallen during a hurricane in 2011, these live edge slabs were cut and air dried for 3 years. They were glued and nailed into place and the gaps were filled with an epoxy bark mixture. The stairs were brand new stair treads and risers that we scribed the walnut into and then filled with the same bark and epoxy process".

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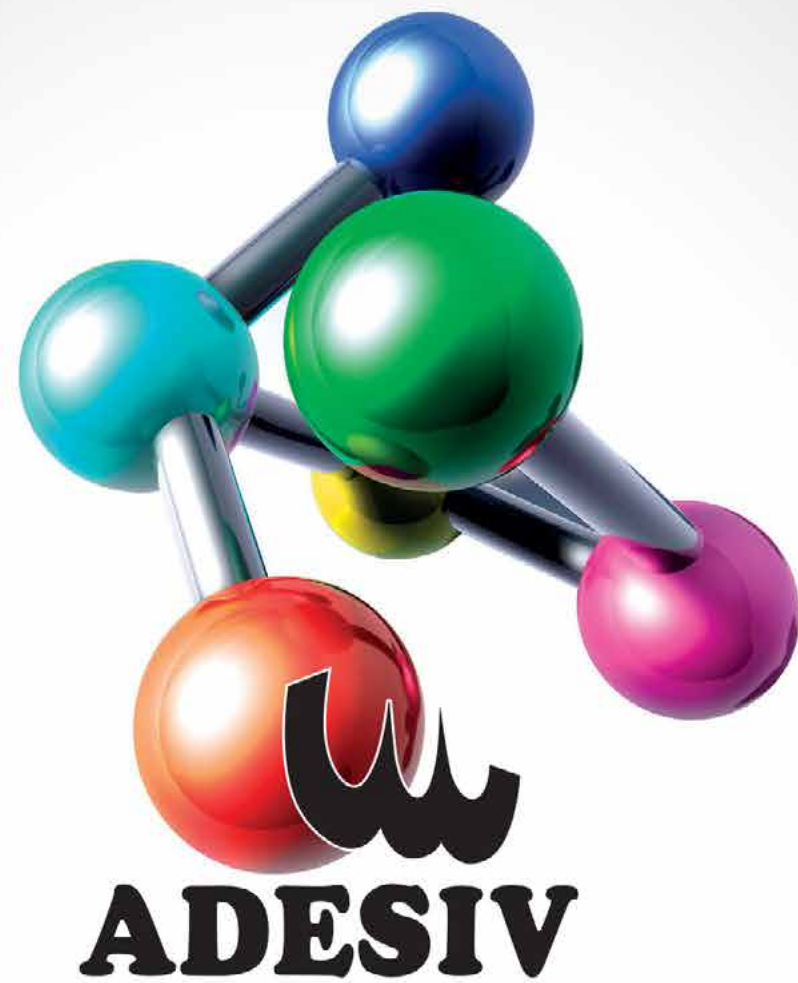
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2 - 5 September 2015
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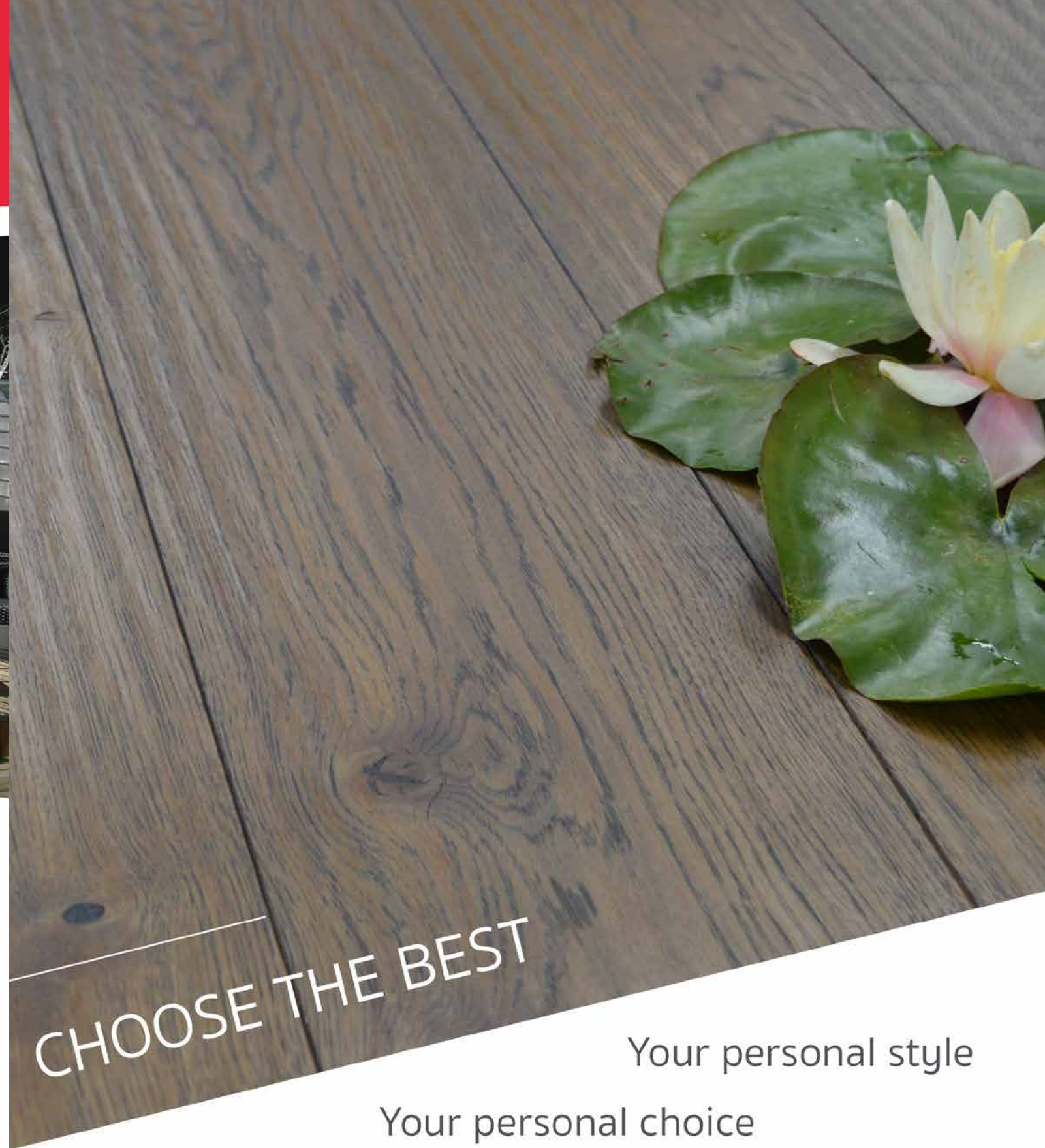
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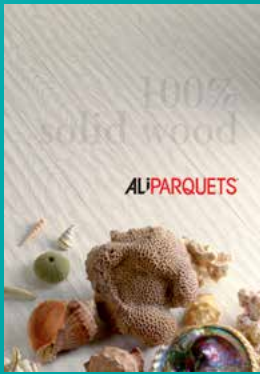
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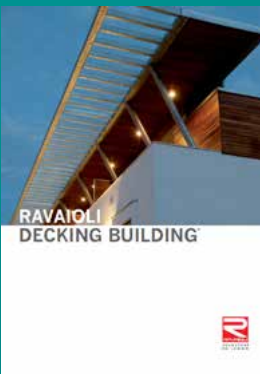
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THE ANATOMY AND CHARACTERISTICS OF TIMBER

Knowing the cell structure, configuration and chemical content of this precious raw material is important for understanding how to use it

TEXT
FRANCESCA
FERRARI

All the main technical details about timber are closely related to its anatomy (the cell structure and shape) and its chemical constitution. These aspects differ among the different species of timber and can even vary greatly within the same species and the same trunk depending on the environmental conditions where the tree grows. In any case, the trunk of a tree consists of:

- **Bark**, made of dead, suberized cells;
- **Cambium**, a single layer of cells which, in the vegetative season, produces wood internally

(providing support and dispersing the raw sap) and bast externally (which circulates the sap);

- **Wood**, prevalently consists of dead cells and, in some areas only, live cells (the parenchyma of sapwood);
- **Medulla**, consisting of the prime parenchyma (which stores starch) corresponding to the axis which leads to the top of the tree and growth from the trunk or the branches.

ANATOMICAL SECTIONS OF TIMBER

If we examine the cross section of a recently cut trunk, as well as the bark

and the medulla, with a microscope we can see:

- **Growth rings**, generated by the changing seasons which influence the production of new layers of wood. In mild climates, after the winter pause in growth, the tree begins to produce vernal (or early) wood with large lumen cells and relatively thin walls (to maximize conduction). In summer, on the other hand, the tree starts gradually producing denser wood which is hard and compact and in which the cells have thicker walls and narrower lumina. This

type of wood is called late wood (or summer wood). To the naked eye, the earlywood seems lighter in comparison to the latewood and this alternation is the origin of the annual growth rings. In tropical zones, where there is no winter, only rainy seasons, the rings are less visible and do not necessarily correspond to the annual growth rate.

- **Sapwood and heartwood** in species of timber which have a different colour in the two parts. Sapwood is found in the more exterior areas (near the bark). If there is a colour difference, it is lighter and gives the tree both support and nourishment as it contains a lot of starch. The heartwood, darker in colour if there is a difference, is made up solely of lignified cells, inside which, with the passing of time, particular substances are deposited (tannins, terpenes ...) which give the timber greater resistance to pathogens (durability). The heartwood offers only mechanical support to the tree.

- **Parenchymal rays** (also known as medullar rays), consist of cells laid out in radial rows from the medulla to the bark. Their main function is to store nutritional substances for the tree. They are more or less visible to the naked eye depending on the species of timber.

All the timber cells are contained inside a wall which in its entirety could be compared to a composite in which a matrix (lignin) holds together the cellulose

microfibrils. This is a structure which resembles reinforced concrete in which mortar is like lignin and the iron bars like the cellulose microfibrils. Its organization in different dimensions guarantees certain characteristics (tension distribution, resilience and capacity to resist cracking) which are difficult to reproduce in their totality even in the very latest artificial composites.

UNDERSTANDING HOW TIMBER BEHAVES

There are three fundamental anatomical directions in timber:

- Longitudinal or axial, which coincides with the growth in height of the tree;
- Radial, which is perpendicular to the longitudinal and intersects with the annual growth rings at a right angle;
- Tangential, perpendicular to the longitudinal and tangential to the annual growth rings.

Timber properties vary noticeably with the anatomical structure and different qualities should always be considered in relation to this. Other structural characteristics necessary for defining and understanding timber qualities are:

- **Fibre**, also commonly called, "thread", "direction", "vein", "skin" etc. This shows the longitudinal direction (i.e. the direction of the trunk axis) in which the cells are positioned. The fibre can be straight or deviated (sloping, wavy,

interlocked) and has a noticeable effect on the quality of the wood because it negatively influences processing when it is wavy or interlocked and structural characteristics when it is sloping. Furthermore, whenever it is not straight, it can also have a negative effect on the water-wood relationship described later.

- **Texture**, also known as "grain", shows the size and shape of the cells. The grain may be fine when cells are small and regularly positioned like in maple, or coarse, when there are very large cells next to others of smaller size, like in durmast oak, or medium as in aniegre. Grain is important because it has to be taken into account for the type of processing and the quality of the surface which can be obtained. Its effects on the finished product also need to be considered, when other substances like glue or varnish are used on the wood.

- **Veining**, is the aesthetic effect from the contrasting colours of the annual rings. Lengths of wood cut in a tangential direction are commonly called "flamed", in contrast to those cut in a radial direction which are called "striped" because of the effects coming from the growth rings. Veining therefore represents only an aesthetic characteristic and, although it is often confused with fibre, has no effect on the physical, structural quality of the material.

HOW IMPORTANT IS IT TO PAY ATTENTION TO THE NAME OF A WOOD?

There is a type of wood commercially known as "Tanganyikan walnut" which is neither a walnut nor does it come from Tanganyika

TEXT
STEFANO
BERTI

How important is it to pay attention to the name of a wood? Paying little attention to naming different types of wood and the confusion between real and commercial names has led to misunderstandings in many cases. "Tanganyikan walnut" is an example. The name of the species of this tropical wood is Aniegre. It was widely used in the nineties and is neither a walnut nor does it come from Tanganyika. The confusion arose at the time when there was great demand for timber in the furniture sector and a company which obtained supplies from Africa took a load of timber which was suitable for dyeing to a colour which

greatly resembled walnut. In a short span of time, the demand became so great that it was offered as an alternative, being described as "the same as" walnut because it had the same characteristics of uniformity and easy dyeing. The term "Tanganyikan" was coined, not because of its source, as Aniegre does not grow in that region, but because an exotic name was wanted. This timber was very popular for a long time and is still used. This is how this kind of confusion arises and lasts for a long time. The famous Tanganyikan walnut was widely used because it was available in large quantities, as the trees, which grow in tropical countries, are enormous and can reach the size of

a small flat. The point is that for years, thanks to the inexhaustible resources of tropical forests, we have exploited the felling of trees (and the market!) in a way which was anything but sustainable. Today things are radically different. Since 3 March 2013, Due Diligence has applied. This sets down a series of regulations for those who commercialize and distribute timber and its products in order to combat national and international illegal operations and support environmental sustainability. Fundamentally, it means we should know where the timber comes from and give an accurate name to each species.



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RESPONSIBLE FOREST MANAGEMENT



TM

FSC® launches new global brand

TEXT
ANNA BARONI

April 30 2015: today, the Forest Stewardship Council® (FSC <https://ic.fsc.org>) launches its new global brand: Forests For All Forever.

In the past 20 years, FSC has become a well-trusted and established brand in sectors and markets around the world. With our new branding we plan to extend our reach by targeting consumers directly. "The success of FSC has always depended on consumer awareness and demand for FSC-certified products. We have relied on our partners and certificate holders to spread the message of FSC on our behalf, and their success has been remarkable. But, we have also listened to their calls for more effective tools and materials that could inspire their customers to choose FSC – an identity that would

connect with consumers and be memorable in the retail space. We believe the new branding and marketing toolkit will help them do this," said Kim Carstensen, Director General of FSC. The new strapline - Forests For All Forever - reaffirms the FSC vision of saving the world's forests for future generations, while the visual identity, which includes the animals and people who live and interact in forests, reinforces the all-encompassing approach FSC takes to sustainable forest management. "Forests are so much more than trees and timber. Our Principles and Criteria have always reflected our determination to protect forests and their inhabitants. Now, our commitment will also be expressed in our visual identity, and provide a clearer message to

consumers of what it means when they buy an FSC-certified product," stated Mr. Carstensen.

"In addition, with markets opening up in Asia, Latin America and Africa, it was time to go beyond outreach to producers and retailers," continued Mr. Carstensen. "Supply grows in response to demand, and those at the end of the supply chain – consumers – are vital to ensuring companies seek out sustainable solutions and engage in responsible business practices." The new branding was developed based on a marketing survey that reached 9,000 participants from 11 different countries in 2013. The online toolkit containing the new branding assets can be immediately accessed by certificate holders, and will be available to trademark service providers and key accounts later in the year.

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SOUGHT-AFTER SIMPLICITY

A huge renovation project of an ancient farm building. Charming appearances in welcoming and light places on the trails of an original modernity

TEXT
TITO
FRANCESCHINI





Taking the driveway, the green vegetation and the delicacy of the slopes will enchant your gaze, then laying on a recently-renewed big farmhouse. You are in the hills near Asolo, one of the most characteristic and known places of Veneto, in Italy. Here, the eclectic architect Mirco Cavallo performed a huge renovation project of an ancient farm building. The client had immediately asked him to focus on wood floors: desire

was to walk on healthy, biocompatible and beautiful floors, able to fit and find the best harmony with the surrounding natural context and to warrant duration and resistance, especially required by the presence of their dog. The wood floors (by Fiemme 3000) laid also in the kitchen and bathrooms of this 260-square-metre house. They know that natural elements like water and humidity do not ruin the wood, but contribute to

give it an aged aspect. The internal staircase is made of wood too, like the sculpture-tree in the hall shaped by the skilful hands of experienced artisans, able to create a sense of continuity between one room and the other as if to symbolically bring push the wellness upstairs. The client's passion for art and culture has involved the interior design and accessories: there is a chair marking the modern design - an Eames Lounge Chair made of plywood and

leather in the Sixties -, then some art deco sculptures made of bronze, stylised books to decorate the walls and no classic baseboard. This latter decision goes against the flow, but proves that sometimes real luxury lies in moderation. In the living area, the attention is captured by a suspended fireplace made of iron - a wonderful conical form in a central position, as if to counterbalance the soft nuances of the floors.



FIEMME 3000 FLOORS

The client had immediately asked him to focus on Fiemme 3000 floors, therefore they chose the knot-free essence Platino, of the series Boschi di Fiemme, in its saw-cutting working. The name of the most precious metal for this oak that looks sunburned and revived by the oiling, where hazel and grey nuances alternate with dove-grey traces and whitish flashes that lighten over the years.

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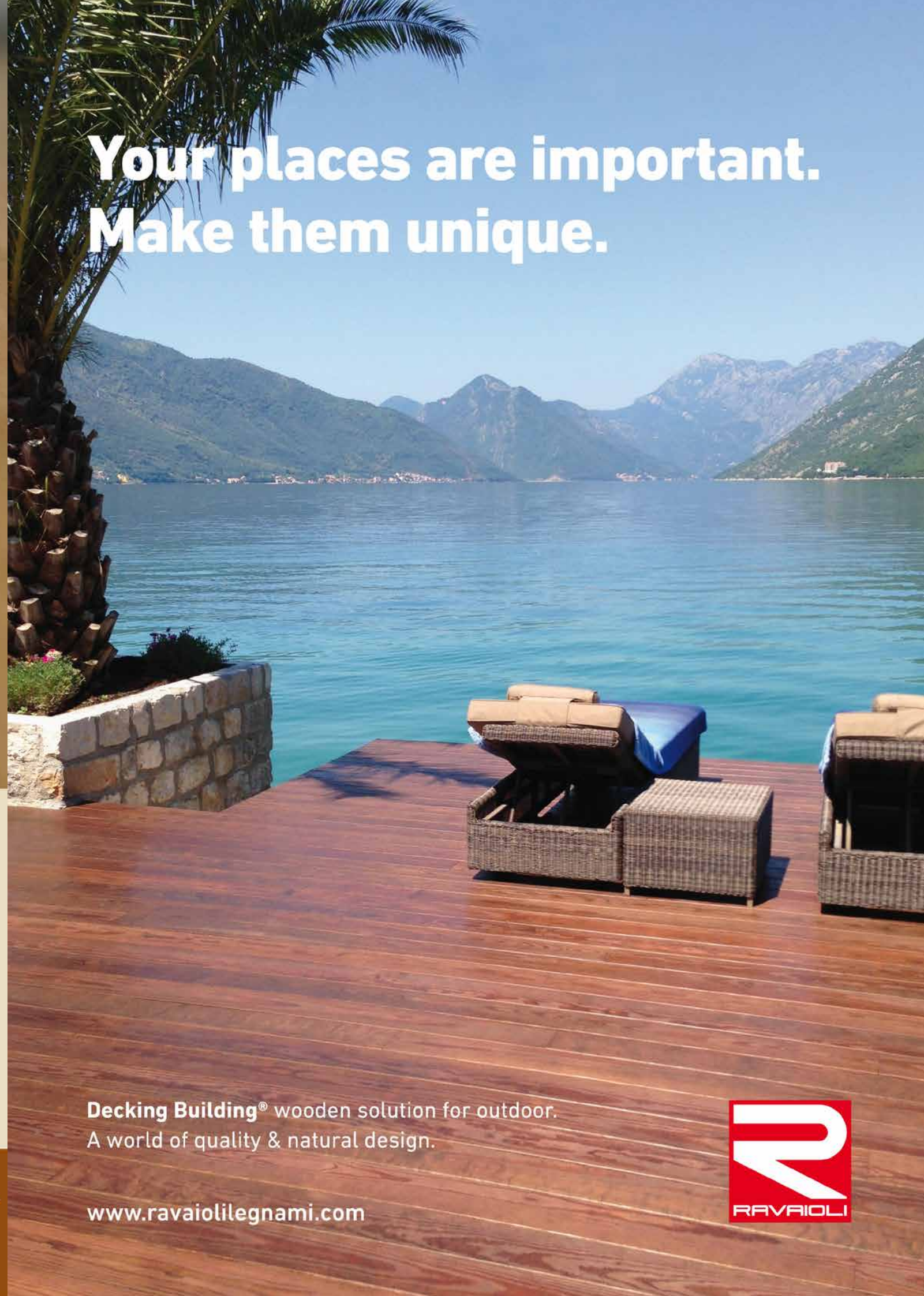


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IIDA TO INDUCT NEW PRESIDENT AND BOARD MEMBERS



Scott Hierlinger, photo courtesy IIDA

Scott Hierlinger and Marlene Liriano are the new president and vice president of International Interior Design Association for 2015-2016

TEXT
TITO
FRANCESCHINI

The International Interior Design Association (IIDA) announced its new board members for the 2015-2016 year. Scott Hierlinger and Marlene Liriano are the new president and vice president, respectively. Jeff Fenwick, Edwin Beltran, James Kerrigan and Doug Shapiro were also elected to the board. All will be inducted to the International Board of Directors at the IIDA Annual Meeting on Sunday, June 14, at the Museum of Contemporary Art in Chicago.

“Scott’s passion for design, his portfolio of high-profile innovative projects, and his expertise in the industry make him the ideal candidate to serve as IIDA’s next president,” said IIDA Executive Vice President and CEO Cheryl S. Durst, Hon. FIIDA. *“Under Scott’s leadership this international board of directors brings together a group of design leaders who collectively have decades of experience, as well as insights into some of the world’s largest design projects. They are all wonderful additions to our IIDA international board and we look forward to their contributions.”* Hierlinger is currently the design director and co-principal of NELSON’s Minneapolis office. He has worked in corporate design for 21 years. Liriano is the director of interiors for HOK in Miami and a member of the professional associations Commercial Real Estate Women and the Society of American Registered Architects. Beltran has worked on

national and international healthcare, commercial and hospitality interiors projects, and has received multiple AIA Honor Awards. Fenwick has 20 years of experiences in the design industry, and has been a recognized leader in the areas of growth, margin improvement and organizational effectiveness in the office furniture industry. Kerrigan is a design principal who has lived and worked internationally in Australia, the UK, Ireland and the U.S. He has 20 years of experience in the commercial, higher education and science and technology sectors. Shapiro is the director of A&D for OFS Brands, and has been with the company for 10 years. He previously held the position of director of product development. He has experience collaborating with world-class product designers from all over the globe on designing and developing new products. He is also a member of Kansas State’s IAPD advisory board.

About International Interior Design Association

IIDA is the Commercial Interior Design Association with a global reach. Association supports design professionals, industry affiliates, educators, students, firms and their clients through network of 13,000+ Members across 50 countries. We advocate for advancements in education, design excellence, legislation, leadership, accreditation, and community outreach to increase the value and understanding of Interior Design as a profession that enhances business value and positively impacts the health and well-being of people’s lives every day.
www.iida.org



{ Valle
SPIRIT COLLECTION 2014

IDEAL
LEGNO

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www.ideal-legno.com

Call me!

World maps get an upgrade with this cool iPhone case made from 100 percent natural wood.

www.uncommongoods.com



My name is Oscar

A contemporary polished timber framed sofa shown in ash. The frame is softened by round edged pill seat cushions which sit on traditional pirelli straps. Design in Collaboration with Oliver Hrubik.

andthendesign.co.uk



Oh my bag

The Briccola wood from Venice is oak posts of the Lagoon, which are replaced after some years because they are broken or worn out. Nalj Gioielli - by scraps of Briccole - created for riva 1920 unique pieces.

www.nalj.it

I want to ride my bicycle

Flat Frame Systems is a small Design House which is in the process of developing products from 'Engineered Wood', with the first being a bicycle constructed with a complete wooden frame.

flatframesystems.com



Mikado

Daring, mischievous and nonconformist. A lamps whose strips of wood unfold in the air and project beautiful rays across the room.

www.lzf-lamps.com



To get close to the nature

Vivid wood pile shape, filled with foam particles, soft and comfortable. It can be placed on the home, car and office.

www.tmart.com

OH MY WOOD!

Wood in all its forms:
energy, character, charm

Masculine

A cosmopolitan desk with beautifully dark sheesham wood, an X-shaped stainless steel frame and a drawer to store the basic writing utensils.

www.kare-design.com



Saya

Daring, mischievous and nonconformist. A A mark, a gesture, a graphic sign, rendered in wood to finish a space like a signature. Design by Lievore Altherr Molina, 2012.

www.arper.com

WHAT COLOUR IS YOUR WORLD?

Each one of us could give a different answer. Beauty, pleasure, sensation: the vibration which lies between light and darkness is an energy which can change our perception and our emotional balance. The world of wood floor understands this and is always presenting new shades

TEXT
FEDERICA
FIORELLINI

Color = fancy. Mould-breaking combinations matching wood's sobriety and color's eccentricity. This collection offer custom-tailored Pantone colors: a wide range of color solutions to coordinate woodfloor with mosaics, stones, textiles.
www.ipfparquet.com



23 NEW OAK COLOURS

Tekno srl, top quality wood flooring industry, constantly involved in the research of technical and aesthetic solutions, has further enriched its already wide range of products with 23 new Oak colours. From the brightness and the elegance of the white and neutral shades to saturated ones, a fantastic chromatic gradation able to attract even the most sophisticated clients. The colours are all available in various widths and lengths, offering the clients a large choice, keeping, however, the quality standard which has been always characterizing Rekord brand over the years.

www.teknoparquet.it



LONDRA COLLECTION BY KOBEL

Old parquet two layers, from wood restored. Suitable for glued installation. The olden choice including any surfaces effect and dimensional tolerances are also intended typological characteristics of this ancient collection. Parquet wood Imperial Harringbone size: 90 x 600 mm. Total thickness: 18 mm (noble 6 mm) Finishing: laquered painted.

www.kobelsrl.it/flywood

MAKROS BY PARKEMO

Counterbalanced oak planks stained and lacquered with a particular high resistance treatment based on latest innovation compounds that have been opportunely developed and tested, offers the maximum resistance, not only to the structure but also to the external surface.

Offered in 13 different colours, from the unrefined basic to the deep grey one, Makros is a strong, solid, stable, resistant but also ductile parquet that can be adapted to any furnishing context.

In photo: Oak Makros, Dove Grey.

www.parkemo.it

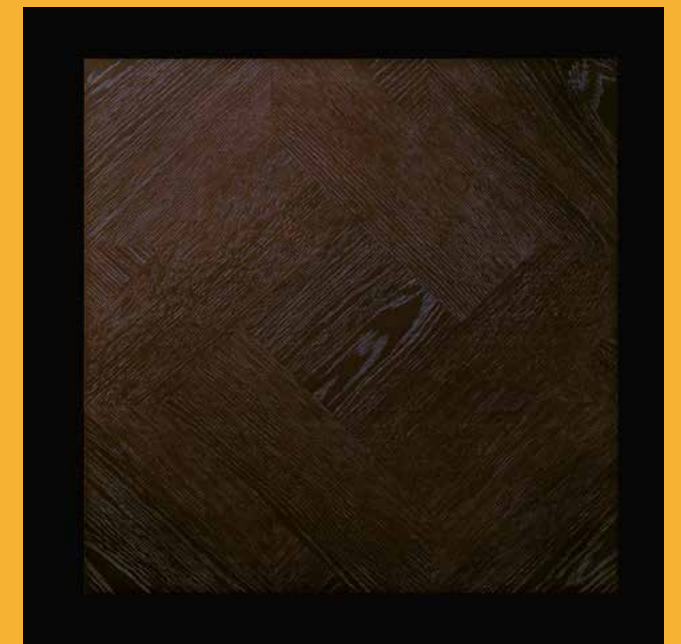


100% MADE IN ITALY

Geawood presents Oak Planks handmade, thickness 15 mm from '100% Made in Italy' Collection.

In photo: Mahogany and Natural color.

www.geawood.com



THE VALUE OF ESSENTIALITY

The skill of the master carpenters of Foglie d'Oro gives birth to a wooden flooring characterized by regular lines, which create a cozy and timeless atmosphere. The entire range of inlaid panels in oak can be declined in all finishes available in the catalogue, to meet and satisfy the most different personalities.

In photo: Bardolino.

www.fogliedoro.com



TULIP POWER

Dutch-born artist who later moved to Antwerp, Ronald Van Der Hilst initially concentrated on designing garden and landscape projects. The tulip has become a constant theme in his work.

Like simple brush strokes or like a floral calligraphy, the tiny tulips are spread out on the wooden planks as if a gentle breeze has blown them to the floor: it's a beautiful collection by xilo 1934.

In addition to natural oak, it is now also available in whitened oak.

www.xilo1934.com



CRAQUELÉ EFFECT

Available in formats 1800/1900x148x15 mm, Skin parquet is part of the collection Art&Design by Alpen Parkett, the brand synonymous with products of excellence by Woodco. The special craquelé effect of Skin flooring in fact is created by hand by expert wood craftsmen, who using special

wood working techniques give the surfaces this special and characteristic crackled effect, resulting in authentic masterpieces of art and design.

Contrary to first impressions, they are simple to install: the three-layer panels are both ideal for floating floors and glued floors, and are also perfect in applications laid on heated screed, without the need for special maintenance treatments.

www.woodco.it



THE IRIS COLLECTION

Magical, iridescent surfaces for places which grab your attention and make you look. The Iris collection is made by Triveneta Parchetti and offers creative furniture and high impact surfaces where colour lives quietly and "reacts" to the light.

Iris parquet is available in 4 colours.

www.trivenetaparchetti.it

www.progressprofiles.com

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PRODESO HEAT SYSTEM

Electrical floor heating system

The Made in Italy alternative

PRODESO HEAT SYSTEM by Progress Profiles combines the benefit of an underlayment membrane with the comfort and convenience of electrical radiant floor heating. The Prodeso Heat Membrane can be installed directly over the entire subfloor as an uncoupling, crack isolating and waterproofing membrane, making it possible to install underfloor electric heating even on problematic substrates such as wood and cracked screeds. The Prodeso Heat Cable is installed in the areas where heat is desired and tiling can begin immediately after the heating cable is in place. No additional steps are required.

PRODESO HEAT SYSTEM is a revolutionary and cost effective way to add warmth and comfort to your cold surfaces.



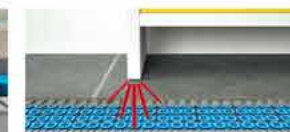
UNCOUPLING / CRACK ISOLATION



VAPOR AND MOISTURE MANAGEMENT



WATERPROOFING



LOAD DISTRIBUTION

PROFILES & SYSTEMS

Progress Profiles SpA
Certificated company UNI EN ISO 9001:2008



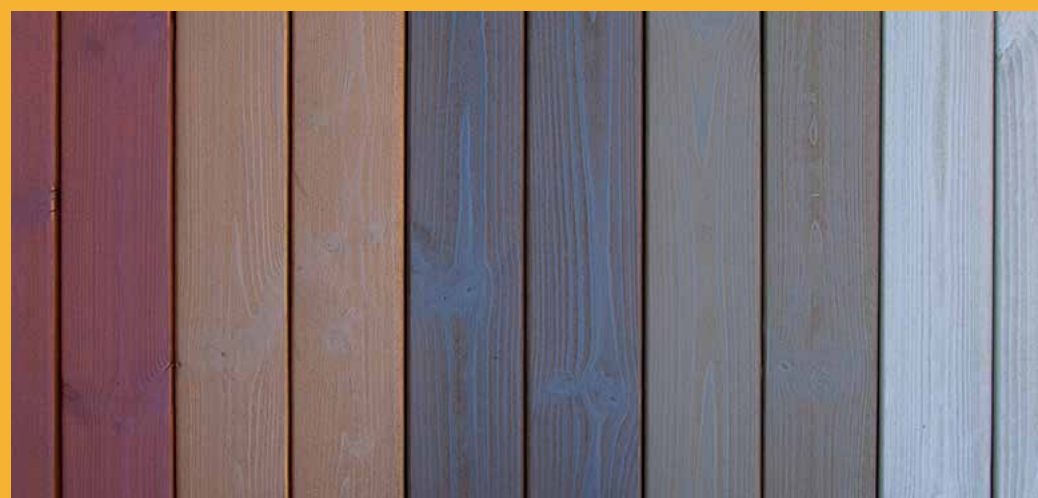
Available on the App Store

PROGRESS
PROFILES

DOMUS COLLECTION

Alma by Giorio presents a 2 layer engineered parquet, European Oak brushed laquered "Grigio cenere". This grey color matches with all architectural styles, modern or traditional and gives harmony and elegance to any space. This woodfloor is part of the new "Domus collection" available in 18 different colors. The total thickness is 10 mm, the top layer 3,8 mm of European Oak on a support of birch plywood.

www.giorio.it



THE ORIGINS OF DECKING IN A MODERN AND COLORFUL VISION

Cromo Basic deck boards are made by Scandinavian Pine planks impregnated in Autoclave and are available in 7 different colors. Cromo Basic decking will make your outdoor spaces more cheerful and lively. It is available in dimension 19x95mm lengths from 2 to 4 meters and in the following brushed colors: white, green, dove-grey, silver, iron, dark & light walnut.

Cromo Basic could also be varnished in all RAL colors.

www.ravaiolilegnami.com

SPIRIT COLLECTION

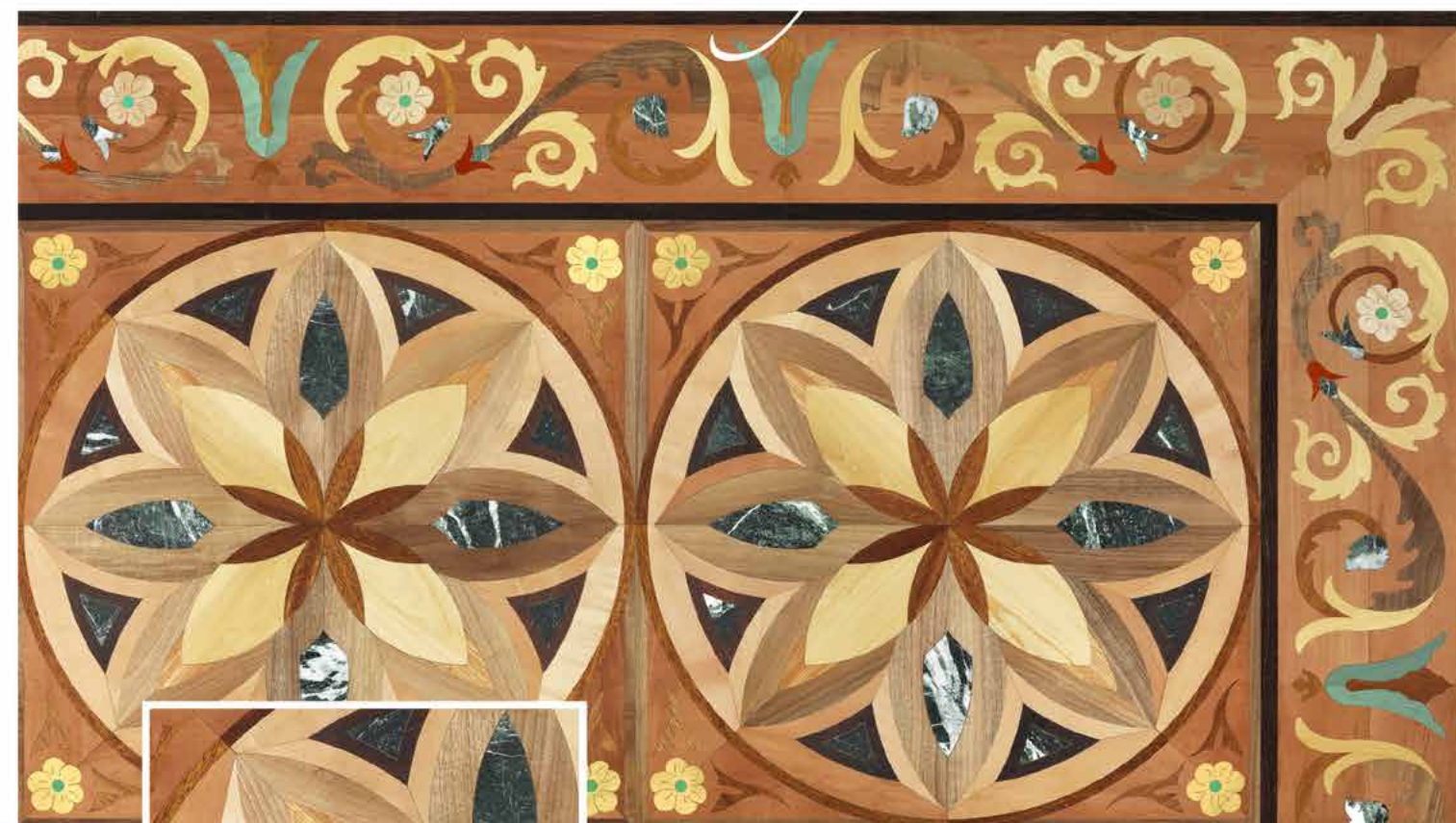
From the union between past and innovation arise the Spirit Collection, thought for those who wants to enjoy new trends without abandon the style of classic wood floorings. The places' tradition is echoed in the colours that give a nostalgic, but at the same time original soul.

In photo: Spirit collection Agrigento.

www.ideal-legno.com



Colored Inlays



COLORED - The new collection by Randa Line wants to refurbish the inlaid surfaces with a completely new style, integrating the great choice of wood offered by the nature with something unique. dye the wood allows us to obtain new colorations and tones not always available in nature so we are actually able to widen our range of colour to create new compositions with the constant guarantee of made in Italy



MADE IN ITALY

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WWW.RANDALINE.COM



TAKE AN IDEA... SKEMA TURNS IT INTO REALITY

Through the Live project, Skema offers the possibility of creating the best solution for your living spaces.

Thanks to the mastery of Italian craftsmen, client can choose among special workings like sawing or handscrapping, matt or glossy finishes, oil or wax effects, and treatments with special varnishes like coloured lacquers or coloured varnishes.

An example is "Il Bagno Mediterraneo" space with its Blue Trame flooring and wall covering that go along with the works of famous mosaic artisans at the Verona exhibition Abitare il Tempo in 2011.

www.skema.eu



ANTICO ASOLO

Cp Parquet, natural wood floors made in Italy with precious woods and great attention to human health, presents Nature European Oak brushed varnished ice white.

Collection Antico Asolo.

www.cpparquet.com



COLORS IN EVOLUTION

Lignum Venetia leader in oil finishings produces the widest range of colors using blends of natural substances. Lignum floors are valuable products processed and handcrafted: the floors can be planed, brushed, carved, unstructured, worked with ancient tools conveying to the wood signs and atmosphere of former times, wear and tear and pattering of real-life.

www.lignumvenetia.com



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UNIQUE WOOD COLOURED THROUGHOUT ALL THICKNESS

PreMass Color is a composite parquet made from solid wood coloured right through the piece. This procedure, which uses natural pigments, means that the colour is retained even after several sandings, maintaining all the properties of the solid wood intact. PreMass Color is available in Listello (Strip), Tassello (Block) and Mezzo Tassello (Half Block) sizes, so that designers can have infinite possibilities of decoration for all PreMass wooden floors.

www.aliparquets.com



SUGAR PAPER EUROPEAN SELECT OAK

A unique and high-tech floor: all features that make it perfect if placed in a space with minimal and essential furniture. The Sugar Paper European Select Oak parquet of the Elite Planks Collection was created specifically to meet the needs of those who want a floor dedicated to the absolute modernity. Enhanced by the natural grain of the European Oak, it presents "brushed" working. The special "Sugar Paper" coloring gives the wood multiple shades of gray, base color that, associated with white, creates color combinations even straying to sky blue and green.

www.cadoringroup.it



WE MAKE IT IN ALL COLOURS!

Friulparchet's varnishes, the latest colours in matt or glossy finishes on European Oak. The highly resistant varnish used makes this product suitable for residences and, particularly, for public places. A wide range of colours is available, as well as other RAL colours on request. Add a touch of colour to your parquet floor!

www.friulparchet.it



BEAUTY PRODUCTS FOR YOUR OUTDOOR LIVING!

Maintenance and no-stain protective treatments



Chimiver®

"Il mondo del parquet"

OUTDOOR line



View our catalogue Outdoor Line

TO SATISFY THE MOST 'COLOURFUL' WHISHES

Bruno parquets have been thought to meet any modern design and architectural need. A part from natural finishing, all pre-finished wooden floor are also available in different colours such as bleached, sand, ash grey, slate, antique style, decapato or any other costumized nuance the client would request. The coloured planks made by Bruno parquets combine with any style, allow to re-define the aspect of any room and satisfy the most various and "colourful" wishes.

In photo: Velvet Large Oak Sand

www.brunoparquet.it



VINTAGE BAUWERK COLLECTION

Warm colors imprinted on oak boards using only natural paints and matt lacquering that preserves the beauty unaltered in time to create a truly original and playful flooring: this is the proposal of Bauwerk Parquet with the collection 'Multicolor' designed by the Swiss designer Virginia Maissen. Each slat of the collection (strictly natural wood) is different and is assembled to create a surface intentionally irregular and "old". In practice each laying becomes a unique flooring. The 'Multicolor' is part of the Vintage Bauwerk collection with several other proposals: it is characterized by a series of endless variations, with 2047 different combinations and types of installation.

www.bauwerk-parkett.com



NUEVO, ETHICO RANGE

Ethico is a three-layer pre-finished flooring in European oak characterized by finishing with various mineral salts and synthetic plant extracts. It ensures good quality and maximum stability. Suitable also for floating laying.

www.coraparquet.it



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FLOOR TREATMENT SPECIALIST

MiniTimba

Wood sanding machine with twin counter-rotating heads.

Compact and powerful twin counter-rotating heads sanding machine. It quickly levels very close to the wall, thanks to the two counter-rotating heads which are perfectly balanced, Minitimba is easy to be used even by operators with little experience. Directional wheels drive Minitimba in all directions with the same easiness of a computer mouse. It is ideal for both finishing works and for levelling a screed. Light and easy to carry. Designed to work in tight spaces but its great effectiveness allows to work even in bigger ones. The top handle improves the quality of work allowing to operate in a stand-up position and thanks to the innovative directional and swivel rod, Minitimba is extremely easy to manoeuvre.



For a comfortably work



Short Handle.



360° Pivoting wheels.



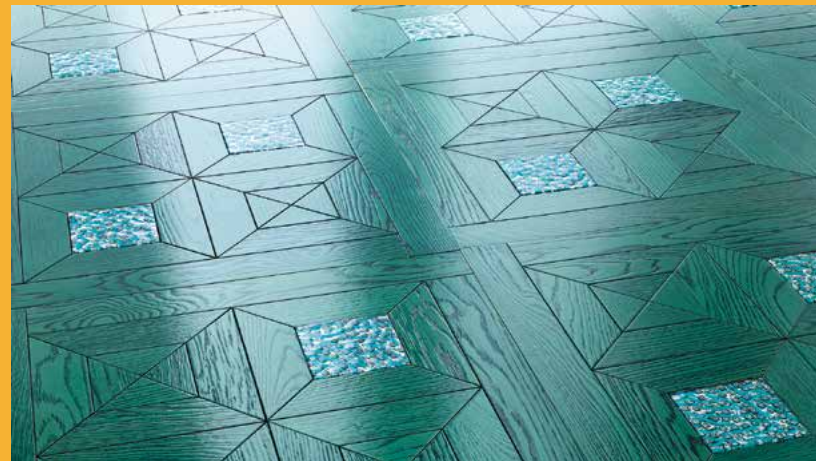
New anti-trace guide.



Connection for vacuum cleaner.



To work Under the radiators and in tight spaces.



VENETIAN ARTISTIC GLASS

A perfect mix between art and nature: precious Murrine, made with Murano glass, turn your parquet into a real work of art. Authentic Murano glass produced in Venice, 100% original, handmade, furnace-baked, set with magnificent Murrine is mixed together with our Creator® Line.

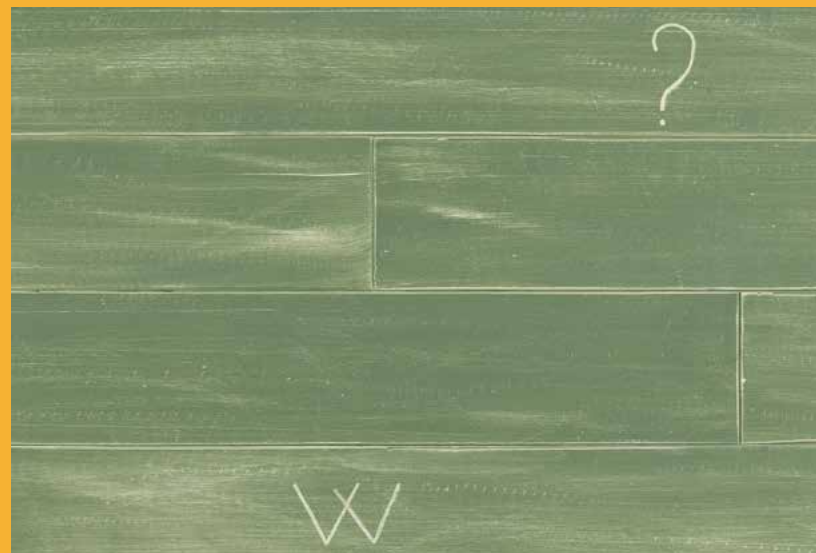
Design your own floor choosing between many colors and models studied by expert Venetian glass masters: it is a real unique opportunity.

www.garbelotto.it

MANI DI FIEMME

A coloured, ironic, modern and amazing series by Fiemme 3000 where wood becomes both tool and accomplice of man's overwhelming need to communicate. Innovative floors, inspired by the emotional nature of wood, glorified by vivid and peculiar colours, carved with always different drawings, writings, notes and messages. The strong and covering tones are possible thanks to particular techniques that produce an old-looking effect on a white base. By bevelling the edges freehand and in depth, each board looks like being ruined by foot traffic and wear and tear. Indeed, Mani di Fiemme comes to life thanks to an innovative, creative and modern concept: the ancient tradition of woodworking is the most precious richness that nature has been giving our valley since ever.

www.fiemme3000.it



COLORS AND EMOTIONS

Colors and emotions to express a world of freedom and happiness.

Mardegan Legno produces natural and colored wood floors with a young and contemporary style and offers up to 129 different colors for Oak floors.

All surface treatments are carried out strictly "by hand" making every floor unique and exclusive.

www.mardeganlegno.com

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COLOUR YOUR PARQUET!



ELEVATED COLORING POWER

Adesiv's Paviolio 25 WB is a pigmented and modified vegetable-based oil for wooden floors to impregnate indoor parquet flooring. It's a versatile product that offers many possibilities that can be coated with 2 component-based water varnishes. Amongst the available colors, Adesiv suggests the neutral, white, gray, teak, cognac and wenghe. www.adesiv.it



CHROMOTHERAPY

The main features of systems Artwork and Color.Oil are ease of use, a guaranteed end result and low environmental impact. With Chromotherapy you can choose whether to achieve a "wood covering" effect or for a more classical style, an effect to "highlight the grain". The Chromotherapy stain systems renew the look of the floor and also allow you to choose the type of protective treatment to use, whether with oil or a waterborne finish, whichever you prefer. www.vermeister.com



SOLAS WATER TREATMENT

DIY treatment, truly natural, free of solvents (VOC = 0), formulated specifically for open pore wooden floors.

The wooden floor treated with Solas Fermalegno U14 and Finitivo U18 is alive: free of insulating films, can continue to breathe and its grain to shine, making rooms healthier and more beautiful to live in. www.vermicinaturali.it

OLD LOOK

Chimiver Panseri presents Old West: new line wood-ageing reactive system specifically created for Parquet Industry. The antique-effect is very charming. www.chimiver.com



COLORS ARE BEAUTIFUL BY TOVER

Tintoretto Design is a ready to use coloring oil to be used as an oil finishing in two coats with a very good spots and wear resistance. But its major innovative characteristic is that it can be overcoated with any Tover two-component water-based lacquer without adhesion issue. The result is the open pores natural effect of a oil treatment combined with the resistance to abrasion and chemicals of a two-component lacquer. Available in 28 standard colors. www.tover.com

THE 54TH EDITION OF THE SALONE DEL MOBILE HAS CLOSED TO GREAT ACCLAIM



310,840 visitors, 69% of them foreign, this world-class event confirms it is the top event for furniture and design

TEXT
FEDERICA
FIORELLINI

The 54th edition of the Salone del Mobile closed on Sunday 19th April. The fair has always shown the latest trends in international design. With 310,840 visitors this year, its appeal is still internationally recognized. On the two days when it was open to the public, there were 30,881 visitors. At the time of writing, the official final figures have not yet been released, but the organizers have made it known that 69% of the

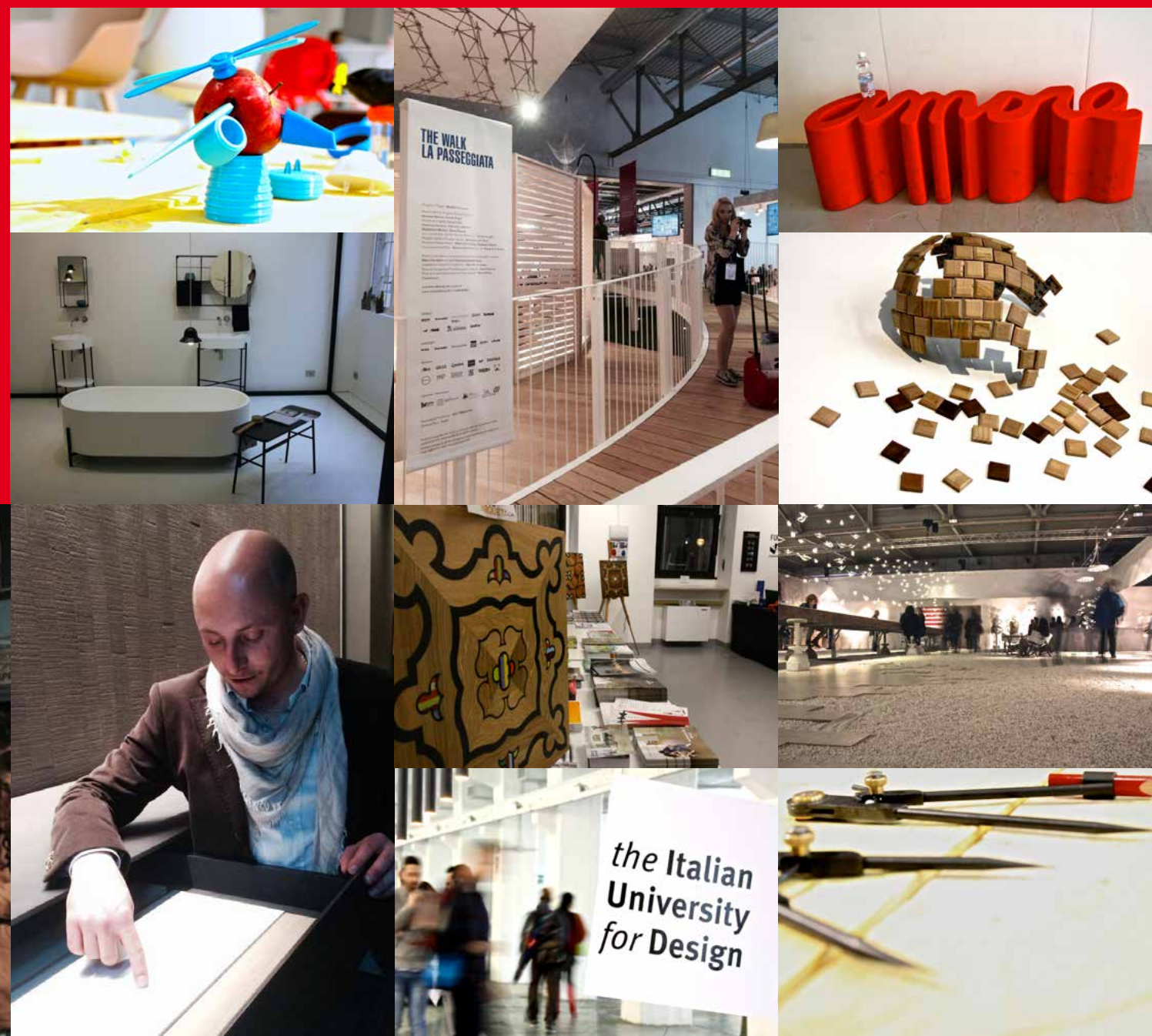
exhibitors were high profile foreigners with strong spending power. China was in first place for foreign visitors, followed by Germany, Russia and other Eastern European countries. There was also a significant presence from Saudi Arabia, Libya and Egypt. Exhibitors from the USA, United Kingdom and India are increasing in numbers. "These figures confirm the importance and attraction of a fair which shows the best of Italian and international

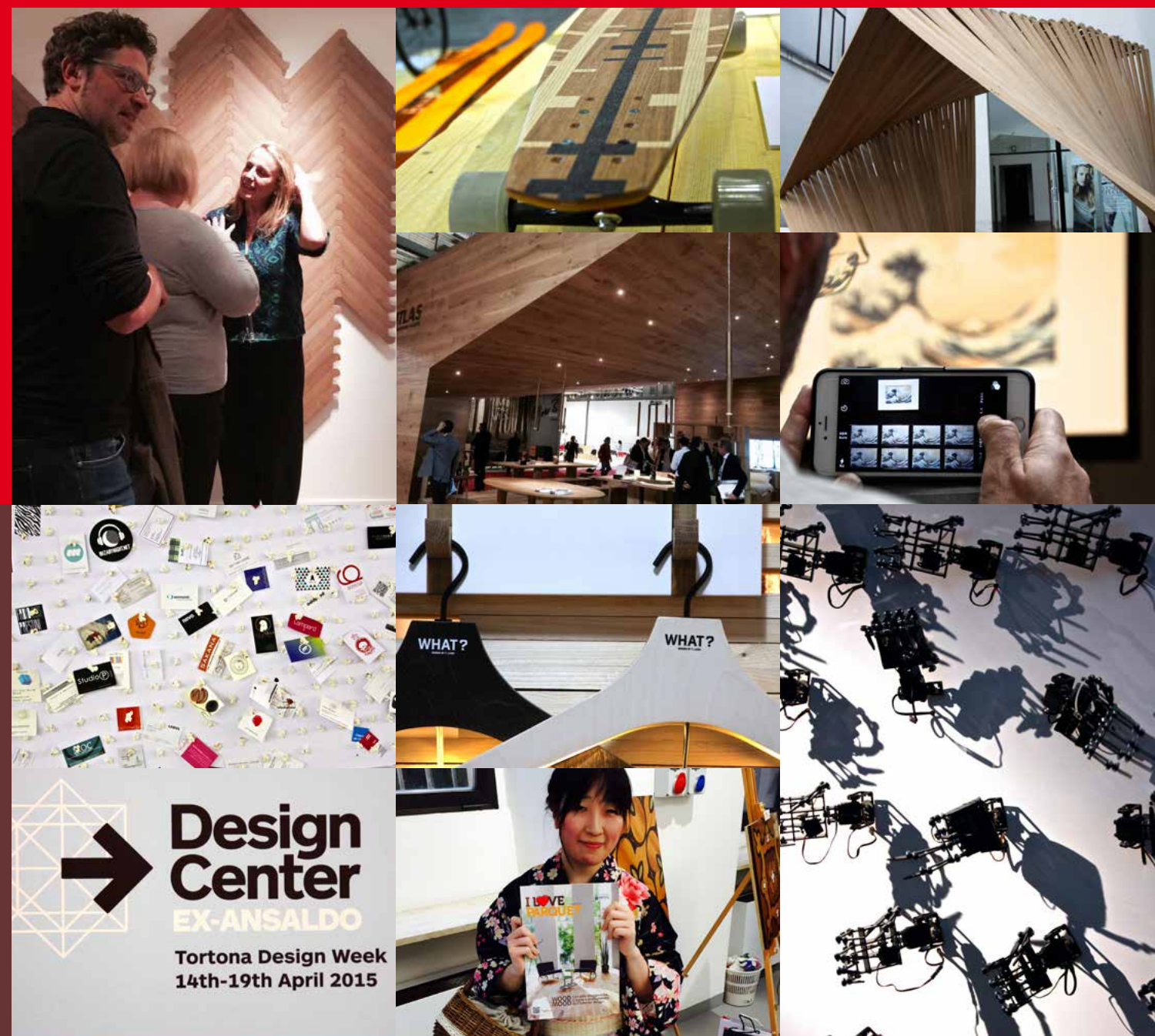
furniture", said Roberto Snaidero, Chairman of the Milan Furniture Fair, "companies are very satisfied with the quality of the attendance and with the concrete business results achieved in the six days of the fair. This is the result of the commitment and dedication necessary to successfully overcome the difficult economic situation of recent years. The Fair is, therefore, the first sign of the recovery predicted. Premier Matteo Renzi's

words on his official visit to the Fair on the first day: "There are those who think the Furniture Fair is nothing but showing off, but it is a symbol of Italy with an extraordinary impact on the economy". Our task was to 'tour' the Fair to look at timber (and parquet). So we stopped to admire the work of Michele De Lucchi, "La Passeggiata", which gave suggestions and inspirations for work spaces and where a lot of parquet was used (made by Mp).

We swung by the International Business Lounge, an area where the exhibitors catch up with the latest news and work. Here the many foreign exhibitors met Italian companies (there was parquet here too, from Listone Giordano and Garbelotto -MasterFloor. In the Brianza Design section (a project which involved six schools in the sector, 34 designers and the same number of craftsmen from Brianza),

we touched the American Cherry from the American Hardwood Export Council and Caleidolegno Mw Ecozero from Tabu. We could not miss the Itlas stand showing the wonderful "I Massivi" collection, the result of the mastery in woodworking of the famous Italian parquet manufacturer. Single pieces, each numbered as a work of art, and, among the designers of the enchanting wood furniture, Claudio Silvestrin.





Congratulations to the association.

INSIDE AND OUTSIDE...

But we did not stop at the Salone del Mobile in our search for wood floors during the Milan design week. We could not miss our usual trip through the 'outside Fair' (Fuorisalone) streets, which are a complementary addition to the Fair. Our first stop was the Moroso showroom in Brera Design District, where the highly original Biscuit collection designed by Patricia Urquiola for Listone Giordano was presented

to the press on Wednesday evening. Some hours later, in the Kerakoll design gallery in Via Solferino (a new studio-workshop for designers in the heart of the Milan design district) we took part in the presentation of the Kerakoll Design House Warm Collection. This is a new project using innovative materials: cements, resins, hand-crafted wood, micro-finishings, paints and varnishes, coordinated in a

single colour range. For us from I Love Parquet, the Fuorisalone was most importantly the Milan Space Makers in Via Tortona, where, in conjunction with the AIPPL (the Italian Association of Wooden Floor Layers) we highlighted the value of a state-of-the-art wooden floor. The parquet floor maker is an artist (an artist and a craftsman, two sides of the same coin), this was the leitmotif of the event. It was a great success.



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CHINAFLOOR
EVER

The show has put in a strong performance, consolidating its position as the Asia-Pacific region's biggest trade fair for carpets and floor coverings

TEXT
ANNA BARONI

THE STRONGEST
DOMOTEX ASIA

This year's show was staged from 24 to 26 March at the Shanghai New International Exhibition Center (SNIEC) in China, one of the world's most dynamic markets for floor coverings. It attracted a record 46,115 visitors (2014: 42,386), featured 1,275 exhibitors from 38 nations, and occupied 140,000 square meters (over 1,506,900 sq. ft.) of gross display space spread across 12 exhibition halls. The international importance of the show was evident from that fact 289 of the 1,275 exhibitors came from outside China. Among their number were companies like Balta, Oriental Weavers, Alsorayi, Armstrong, Gerflor, Krono Flooring, Kronotex, Beaulieu, Egger, Berry Alloc and Witex. There were also national pavilions from Afghanistan, Belgium, Germany, India, Iran,

the Netherlands, Nepal, Pakistan and the USA. About a quarter (11,374) of the visitors came from places other than China – principally from other countries in Asia. Impressively, over 60 percent of the exhibition space was rebooked on the spot for next year – a sure sign of exhibitor satisfaction with the fair and the business opportunities it opened up.

FOCUS ON INNOVATION

This year, the InnovAction Flooring platform once again enabled exhibitors to profile their product innovations online to pre-registered visitors ahead of the show. 18,706 visitors used the platform's online feedback system to vote for their 10 favorite products in each of three categories: parquet and laminate flooring, carpets, and resilient floor coverings.

This year's winning companies in the parquet and laminate flooring category were: Star-living, Dasso, Nature, Shenzhen Kingforest, Jinqiao Flooring, Zhejiang Shiyou, Zhejiang Yuhua, Ciambella Legnami, Beamy International and Zhejiang Yongyu. The top 10 in the resilient floor covering category were: Gerflor, Novalis, Armstrong, Tarkett, New Tech, Changzhou Liberty, Flooring Industries, National Flagship, Zhejiang Sunflower and Guangzhou Tongxin. An expert jury assessed the products profiled by these companies and selected the seven best for inclusion in the InnovAction Flooring Center – a dedicated on-site display area at DOMOTEX asia/CHINAFLOOR. The seven winning products this year were "Back to Nature with Bamboo" by Dasso Industrial Group,

"Source-Nature" by Weihai Shanhua Carpet Group, "Aurora" by Newspec, "Carol Land" by Suzhou Duolaiyun Houseware, "BIO +STYListic" by Gerflor, "Symphony in Colors" by Novalis Innovative Flooring, and "Infinity" by Star-living.

SUSTAINABILITY IS IN

DOMOTEX asia/CHINAFLOOR 2015 hosted the second GreenStep Asia Awards. The Awards, a joint initiative between the show's organizers and the US trade journal Floor Covering Weekly, honor manufacturers who have undertaken initiatives that demonstrate exemplary commitment to sustainability and environmental protection. The winners are selected by an expert jury made up of representatives of some of the most influential associations and media organizations

in the flooring industry. This year, Shan Dong Li Fang Jie won the Green Product Category with an "Environment-friendly Floor Cleaning Membrane", Weihai Shanhua and Zhejiang Sunflower jointly won the Green Process Category, and Novalis Innovative Flooring took top honors in both the Green Promotion and Green Pinnacle categories. Honorable Mentions went to Wuxi Huacan and Dalian Huade in the Green Product Category, Beaulieu Asia in the Green Process category, and Polyflor (represented by Shanghai Linkstrong) in the Green Pinnacle category.

WPC DEVELOPMENT FORUM

Another major highlight of the various on-site forums and special events held in conjunction with this year's DOMOTEX asia/

CHINAFLOOR was the 2015 China International WPC Development Forum. WPC stands for wood-plastic composites – a class of new materials that now rank among the most sought-after products in the global flooring industry. The forum attracted around 200 attendees (buyers and manufacturers) from over ten countries. Highlights included presentations on the latest developments in WPC by Bryan Fairbanks, Executive Director of Trex, and Takeyasu Kikuchi, CEO of WPC Corporation. Other special events included the Wooden Integrated Products Area – a new showcase on wooden products for interior home furnishing that made its debut this year; the Floor Heating Installation Show; the Handmade Carpet Salon; and the Sports Experience Arena.

DO YOU ONLY SELL WOODFLOOR? I'LL SOLVE YOUR PROBLEMS

TEXT
DAVIDE
GABRIELLI

Analyze your market, look at your competitors, look in the mirror to understand what your real strong points are and then specialize. Because customers are looking for solutions, not just floors

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.

✉ davide@studiodavidegabrielli.com

🏠 www.studiodavidegabrielli.com



Let's be clear from the start: a client is ready to buy only when they have a problem to solve. If the only reason a customer should choose to come to you is for a particular brand or product, be prepared to use price as an incentive. The solution to your customer's problem is not so difficult to find on the market. Let me explain better: the client's real need nowadays is not to buy a product/ service, but to resolve an actual or future problem. Let's not forget too that clients are perfectly capable of recognizing quality. This is why the market divides into two macro categories: those who solve problems and those who sell products. The more complex the problems we are able to solve, the greater our profit.

SPECIALIZE!

It is clearly necessary to choose a position and decide on a specialization. We can find a multitude of problems on the market, and we certainly cannot solve all of them in the same way. This would be a generic approach which is no longer acceptable. So, analyze your market, look at your competitors, look in the mirror to understand what your real strong points are and then specialize in something. Today, products must reflect your skills and talents, which, added to the production cost, decide the final price.

OFFER DETAILS

You cannot focus everything on the product, it would be too difficult for customers to



understand the something extra it has. So, detail all the services you provide apart from the product (floor-laying, analysis, assistance, consultancy, planning etc.) so that the client can understand that each one of these offers something extra which he needs. This will also all help you to recognize competitors who only sell low-cost products without any extra services.

Bear in mind that the reason for having a long, organized process is that each link in the production chain must add value to the original product. If the value is not added by personal service, but by storing, sales points and exhibitors, the client will no longer be prepared to pay a higher price.

So, you need to learn how to increase the value with concrete, high quality skills. You need, in other words, to broaden your horizons.

USE A NEW APPROACH, WITH METHOD

“Madness is always doing the same thing and expecting different results”, said Albert Einstein. This sentence contains a great truth: we often hope a problem will solve itself without us having to do the work change necessitates. Unfortunately, (or fortunately, depending on your point of view), making this leap and taking a new approach to the market, is difficult and needs mental and organizational growth. However, I believe that nowadays it is no

longer possible to advance exclusively through technical skills, which are now out of date and not conclusive when making choices. Fear and unease at not having control over this development will be with you in the first stages, but only with perseverance and continuity can you use the new approach with success.

INVEST IN TRAINING

I must therefore, underline an important point: to broaden your horizons, it is necessary to invest in your own personal training. Forget about easy shortcuts: a video clip, an hour’s meeting or a chat with an expert. If so little were enough, everybody would be a highly-regarded professional, who stood out from the crowd and was valued for what they do. Fortunately, life is not like this: you earn if you sell well and you don’t if you don’t.

SACRIFICE IS NECESSARY

You need to make sacrifices in order to gain benefits. If you want to broaden your horizons, you have to understand first where to invest (communications, client management, needs analyses, general marketing?) and then start your journey. Read books with an open mind, enroll on courses which follow a programme (not only single motivation and awareness days, but courses which, over some months, teach you to understand things and how to put them into operation). And then train yourself to use new operating methods: at first there will be disasters, but remember this is absolutely normal and that it

would be worrying if it didn’t happen.

You have to have commitment, make sacrifices, work hard. Only in this way can you develop your own identity and stand out because of your real merit and quality. Remember that the market nowadays will not support the extra cost of an intermediary only because he has a particular product or brand for sale. You need to add something of real value if you want to sell, otherwise you will have more and more difficulty.

CARVE OUT YOUR NICHE

Not all clients will be the right ones for you, but if you know how to identify the right niche for you and learn how to stimulate and manage it, you will see that the numbers of clients will be more than enough, especially since they will be of a higher quality than those interested in the generic sales there are nowadays. So, arm yourselves with courage and patience and start out on your journey towards broadening your horizons and developing your skills. Remember that organized distribution – built for convenience – is trying to conquer new market sectors, because there is an understanding that those who control these sectors do it without method and without the capacity to compete through the value of their quality.

Kerakoll Design House is a complete interior design project composed of ten innovative materials ranging from cement and resin for seamless floorings and coatings such as Cementoresina®, Cementoflex® and Cementocrudo®; to the Legno+Color® parquet in the three sizes of small, medium and large; the microresina® coatings - Wallcrete® and Wallpaper®; the decorative paints - Paint®, Patina®, Decor® and finally the baseboard Invisible®.

Inspired by the authentic parquets produced by traditional craftsmanship, Legno+Color® floors are made exclusively with Slavonian Oak or Quercus Robur.
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INSPIRATION

