

I LOVE PARQUET

magazine

INTERNATIONAL

www.iloveparquet.com

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n. 11

September 2016

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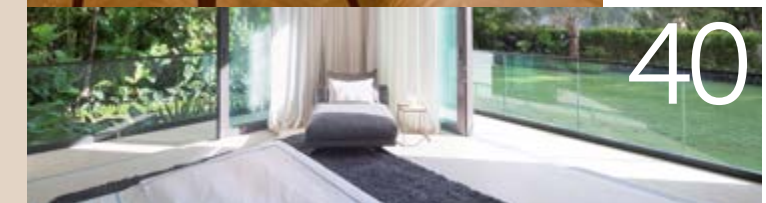
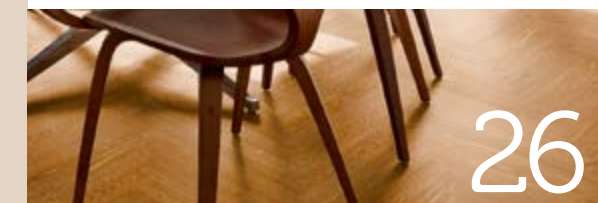
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CERSAIE 2016 Bologna
26 - 30 September
Pav 45 - Stand 22



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WE WILL BE AT CERSAIE 2016
26 - 30 SEPTEMBER, PAV 22 - STAND B103

SESTO SENSO design by diego perusko
LE QUADRE 2.0 (15 x 340 x 680 mm)
European Walnut Rustic Onda Oiled
Waxed Vecchio - Insert Wenge



Elegant Hungarian point
(Chevron)
Oak Pub Suggestion


TRIVENETA
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www.trivenetaparchetti.it



Size is not important

FEDERICA FIORELLINI

Of course there is an economic crisis (we've been talking about it for years now). For sure, those with broad shoulders feel it less (or so it seems). Certainly anyone who sells large quantities on a widespread market feels it more. But if the only thing that counts is size, the elephant would be the king of beasts. I think the thing to do is be aware of your own strengths and realise that you can be the lion. It's easier said than done, but we still have time. Is it enough just to believe this? I don't think so. We need to strengthen our skills, have a mind open to new opportunities, be flexible and be willing to "suffer", that is to do things that require some effort. Then we also need the humility and desire to form networks, to build broader, stronger shoulders through unity and working towards a common objective. We did it at the Fuorisalone in Milan with the Italian Association of Timber Floor Layers and a group of manufacturers. In the "Parquet Art Gallery" we met the challenge of taking a product like parquet out of its context and presenting it in a new, out of the ordinary way which went beyond the usual

conventions and placements. Parquet (along with everything which is normally used to lay it) became a work of art, rising from floor to wall, to be looked at in close-up, touched and photographed. It was even more successful than expected. I don't know if this means that the manufacturers who exhibited will sell more, but I am sure (and I saw this with my own eyes) that we touched people emotionally. Anyone who passed through Via Tortona 12 during the Salone del Mobile exhibition, will have talked about the experience and become a potential promoter of timber flooring. Going back to my initial metaphor, I think small can be beautiful in terms of speed and adaptability. So, why don't we try to change attitudes? In I Love Parquet, we have tried. Since 2014, we have been building bridges to unite different skills, suggesting new points of view and sharing experiences through honest and open information, with the objective of increasing the potential in a sector which has all the right cards in its hand to play a major role in the building and interior design market. We are lions!



WHITE IS THE NEW BLACK
White on white is about
simplicity,
and home is where you
can take refuge from your
life's frenetic pace...
You could never be depressed
in a white room!
(in photo: Bauwerk Trendpark Ash White Lion 'extra glossy')

photo of
the month



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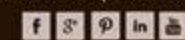
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Sports Hall
in Ras el Bar - Damietta
26 - 27 November 2016
www.woodtech-forum.com

Woodtech Forum: a meeting point for the professionals of wood

In the city of Damietta, in Egypt, on November 26-27, 2016 will take place the first professional event - forum for the wood and furniture industry. WoodTech Forum is the new conference and exhibition for professionals

in wood and furniture that will be held in the center of the Egyptian furniture cluster (72% share of the country's production). In WoodTech forum will take place speeches, presentations and case studies by prominent speakers coming from international institutes and organizations with themes such as: innovation in the wood processing sector and new materials, modern furniture production processes, new sales and marketing methods in accessing new markets, market research on global furniture trends, modern design.



Domotex 2017
Deutsche Messe - Hannover
14 - 17 January 2017
www.domotex.de

Domotex 2017, innovations for carpets and floor coverings

Preparations for Domotex 2017 are already in full swing. Held from 14 to 17 January in Hannover, Germany, the world's leading trade fair for carpets and floor coverings is all about innovations, new trends and new business. And almost eight months out from opening day, demand for display space is looking decidedly strong. "Providers from all around the world will exhibit at Domotex in order to leverage the show's strong international profile and get their 2017 business

year off to a promising start - commented Deutsche Messe Managing Board member Dr. Jochen Köckler -. Domotex will once again be true to form as the global innovation driver and flagship event of the carpets and floor coverings industry", he said, noting that around 85 percent of the show's available exhibition space had already been booked. Visitors at Domotex 2017 will be floored by an extensive array of new materials, colors and designs as they explore the rich and varied lifestyle options and modern interior design possibilities presented by the new rugs, textile and resilient floor coverings and parquet, wood and laminate products on display. "Whatever product innovations and collections will be sweeping the market in the coming season, visitors will see them first at Domotex - remarked Köckler -. This will be impressively evident in all 12 exhibition halls".



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The wooden floor as a declination of a style that for centuries goes through fashions, matters and traditions.

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The International
Surface Event 2017
Mandalay Bay Convention
Center - Las Vegas
17 - 20 January 2017
tisewest.com



The International Surface Event: back in Las Vegas

The International Surface Event (TISE) is the largest North American event serving the floor covering, stone & tile industries. The International Surface Event is comprised of the Surfaces,

StonExpo/Marmomacc Americas and Tile Expo events. Together, these three world-class tradeshows feature four impressive days of the newest products, hands-on demos, inspiring trends, key manufacturers, industry suppliers, along with unmatched education and networking. Held annually each year in Las Vegas, TISE brings together buyers and sellers from all over the world to see the latest products, trends, services and technologies.



Architect@Work in UK

Architect@Work team is already gearing up for the 2017 edition in London next January. The event represents a unique exhibition concept which focuses on innovation and networking in a trendy and lounge-like atmosphere.

Architect@Work gives the opportunity to get into contact with architects, interior designers, engineering bureaus, project developers, technical services, towns & district councils. Architect@Work London 2017

Architect@Work United Kingdom
Olympia Exhibition Centre - London
25 - 26 January 2017
www.architect-at-work.co.uk



INSPIRE YOURSELF

AREA DESIGN is our reserved space for those who are searching for inspiration and don't follow trends in order to create them. It is a tool to use every day to find the right idea for plans and projects.



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info@bassanoparquet.com



MADE Expo 2017
FieraMilano - Rho (MI)
8 - 11 may 2017
www.madeexpo.it

MADE Expo 2017: new and bigger

Following on from its successful 2015 edition (1,450 enterprises, of which 279 international firms and over 208,000 attendees, of whom 36,000 from outside Italy), MADE expo 2017 is poised to strengthen its role as the key event for building industry recovery, which in Italy is underway at last. Once again in 2017, four halls combine to create a single overarching specialist system for design, building

and regeneration: MADE Construction and Materials, MADE Building Envelope and Windows, MADE Interior and Finishings, and MADE Software Technologies and Services.

The fair programme is more appealing than ever, with the return of events that have attracted thousands of industry professionals to the Fair – the BuildSmart arena, the Forum Serramenti, and MADE4Contract for contract business with a focus on finishings and surfaces – along with brand new innovation-led opportunities such as MADE for StartUP, a project that pursues the ambition of uniting creators while fostering innovation in architecture and the construction industry.



Surface Design Show 2017
Business Design Center - London
7 february - 9 february 2017
www surfacedesignshow.com

Surface Design Show 2017: see, touch, explore

Surface Design Show 2017 is the perfect place to explore the latest trends in surfaces for the built environment. Taking place from 7-9 february at London's Business Design

Centre, over 150 exhibitors will be showcasing the best in exterior and interior surface design giving visiting architects, designers and specifiers the chance to discover the latest trends for 2017.

Since its inception in 2005 the show has become the destination for industry people to see, touch and explore the latest materials, gain new insights and understand how environmental considerations are impacting architecture and interior design.

Teorema is our new board creation made of single pieces cut, beveled and handily inlaid, one by one. A unique Mardegan Legno project.

Collection: Milano Style
Wood species: Oak
Surface process: Brushed

Color: Zucchero
Selection: Unica
Design: Teorema



TEOREMA

COME AND DISCOVER THIS NEW MARDEGAN LEGNO MASTERPIECE AT
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www.mardeganlegno.com
mardeganlegno

REASONS FOR WALKING BAREFOOT ON PARQUET

- 1 Stimulates circulation
- 2 Relaxes
- 3 Develops muscle
- 4 Is a natural massage
- 5 Is healthier
- 6 Helps healing
- 7 Protects from toxic substances



Stimulates circulation



Relaxes



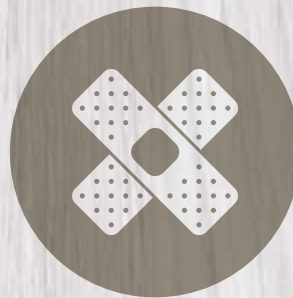
Develops muscle



Is a natural massage



Is healthier



Helps healing



Protects from toxic substances



DIOTALLEVI
DESIGN

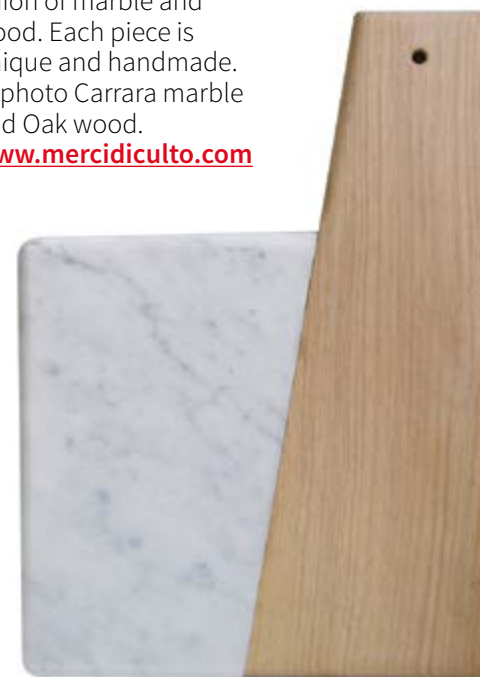


Virgola

This stunning wooden designer Knife block from Italian brand Casa Bugatti is a beautifully crafted accessory for the kitchen worktop. Constructed from a curved piece of dark ash wood and plexiglass windows, it includes five high quality forged steel Bugatti Ergo Knives. T
www.casabugatti.com

Marmore collection

This precious chopping board is born from the union of marble and wood. Each piece is unique and handmade. In photo Carrara marble and Oak wood.
www.mercediculto.com



OH MY WOOD!

Wood in all its forms:
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Bread... with style

Keep your bread stored stylishly in this bread bin, features a tough, durable construction, a non-slip base and a high-quality beech lid.
www.josephjoseph.com



I love pasta

This rolling pin is a large, straight, wooden cylinder created by two souls: Antonio Arico's "drawings" and his grandfather's "handwork". Photo © f. zaminga
www.antonioarico.com



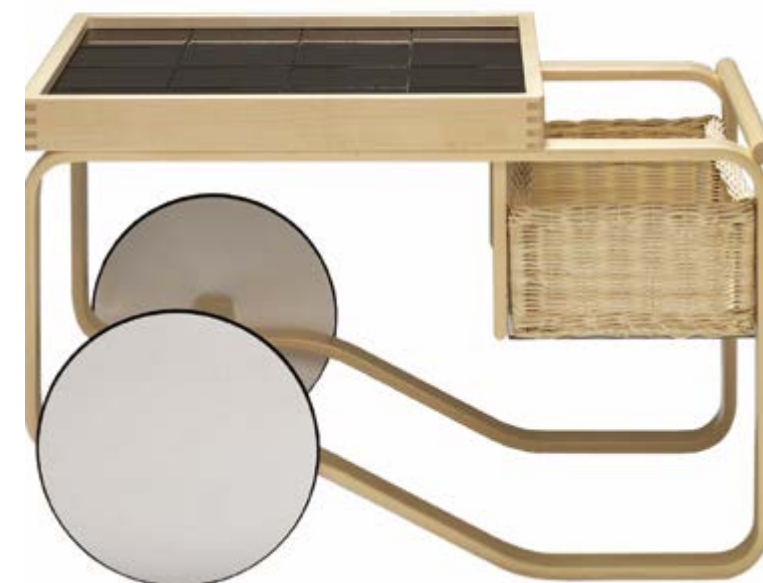
Wildwood Kitchen

A modular hanging kitchen with working tops, front panels and unit doors in solid oak - a kitchen that champions the warmth of this timeless material.
www.lago.it



Door mouse

This adorable, squeaky door wedge is ideal for keeping a door open. Made from machined beech with leather tail.
www.alavit.co.uk



Tea Trolley

Natural lacquered birch with white ceramic tiles, rattan basket, white wheels for this Tea Trolley designer by Alvar Alto.
www.artek.fi



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hall 3 stand 3-627

CERSAIE
BOLOGNA • ITALY

26-30.09.2016
Bologna Italy
hall 44 stand 37

Rêve Parisien - Belle Epoque Collection: the wood as art piece. It's about playing with geometries creating something new, that could attract the consumers, always looking for something that could be special and unique. This collection is realized mixing squared elements framed by narrower planks criss-crossed one to each other creating a particular intersection between the elements. This pattern, made with stained oak, remind the parquet traditionally used in the old Venetian Villas.
www.ideal-legno.com

SMALL IS THE NEW BIG



«Small dimensions allow to create different combinations and to work with unusual geometries».
Sandro Marigo, Ideal Legno marketing manager, research and development

Maybe a little in contrast with the market trends in recent years, we offer a review of small format parquet... To play and experiment with wood, to make the space protagonist



«Small-size parquets are a hymn to creative passion: smaller pieces offer an opportunity to overturn the rules of traditional laying patterns and experiment with new decorative solutions, stimulating the imagination of architects and installers. Today more traditional layouts, such as Hungarian herringbone, are being combined with fresh, new variants, to decorate rooms with prestige and originality at a reasonable cost».

Gian Luca Vialardi,
Woodco general manager



Dreamlife

Dreamlife is a two-layer parquet with Hungarian herringbone pattern. Alternating shades of tone and colour adapt to any interior: from the most traditional home to the most contemporary and essential, from the most exclusive stores to the most traditional. The Hungarian herringbone pattern is achieved by joining two short edges that are placed at a 50° angle to the long edges, thus adding an exclusive, sophisticated effect to your home.

Dimension: 590 x 90 x 12 mm - Wood types: Slavonian Oak, Thermo Oak, Walnut
www.woodco.it



«It is definitely nice to work such small pieces in an artisan way; playing with this geometrical shapes, its lines and small drawings trying to reach perfection.

Each single element is created and handily worked; it means they have to be perfectly finished to be combined and when it is laid all together in a big surface, is there that Teorema reaches its maximum expression and makes us enjoy all its beauty».

Giuseppe Mardegan,
Mardegan Legno founder



Teorema

Teorema is a completely handmade wood surface. Is an unconventional use of geometrical shapes; rectangular and trapezes fit together like perfect small mosaic tiles creating an elegant and unique wood surface. It expresses the handcraft power and the patience skills of an assembling made piece by piece. All geometrical different shapes are perfectly combined despite the broken and reassembled lines; in this way Teorema highlights the beauty of the handmade work emphasizing the shallow and deep spaces, giving lightness and three-dimensional feeling to the floor and its environment.

italia.mardeganlegno.com





«After many years of must-have maxi size hardwood floors, today geometrical shapes and smaller sizes become trendy. Light-colored planks for retro patterns and decorations is the new stilysh floor. Latest trends favor the use of small-size strips that can be combined to create original floors».

Marina Salon,
Bassano Parquet administrator

Metropolitan Project

This project is available in all finishes from Bassano's collections. Standard dimensions hexagon: 300 x 200 mm, parallelogram 70 x 280 mm. Patterns, herringbone and chevron: unlimited imagination. Games of species, material and dimensions for every request. Here you can see only a part of many other realizations concerning wood types, finishes and compositions.

www.bassanoparquet.com



«Prestige floors with the low construction height of just 10 mm is very suitable to install on floor heating systems. And nevertheless: it is an economical solution in object business».

Oliver Junghans,
sales director Boen for Western Europe, Asia, Africa

Prestige

A sign of tradition and timeless elegance. Prestige Hardwood floors in several beautiful types of wood is the perfect choice for the herringbone pattern which is back as a very trendy way of laying parquet. It demands a certain expertise to lay but it will for sure last for decades due to the precise production process of the this two-layer hardwood floor.

www.boen.com





«Thanks to the line I Gessi (Chalks) we can indulge ourselves with setting patterns, using it as a wooden floor and as boiserie. The combination of forms and colors tone on tone allows you to create great-looking textures, in large rooms such as in small spaces to bestow great personality. After many years, in which the large-size boards have ruled the market, we are now discovering new dimensions and most original aspect ratio that allow more creativity and customized solutions for each realization».

Renza Altoè Garbelotto,
Garbelotto ceo

I Gessi

Long and narrow prefinished oak boards (70 mm wide and up to 2000 mm long) varnished with 6 different colors. On request, you can have this parquet even in the Noblesse format, that is ready for Hungarian installation.

I Gessi line, as all Garbelotto floors, is suitable for underfloor heating and cooling. It is entirely made in Italy and suitable for green building. On demand it can be FSC certified.

The natural raw effect finish, designed to enhance the most textural and natural characteristics of the wood, is a water cycle treatment, in which a particular base, creating a barrier to tannin, helps to maintain the color and the appearance of an untreated surface.

www.garbelotto.it



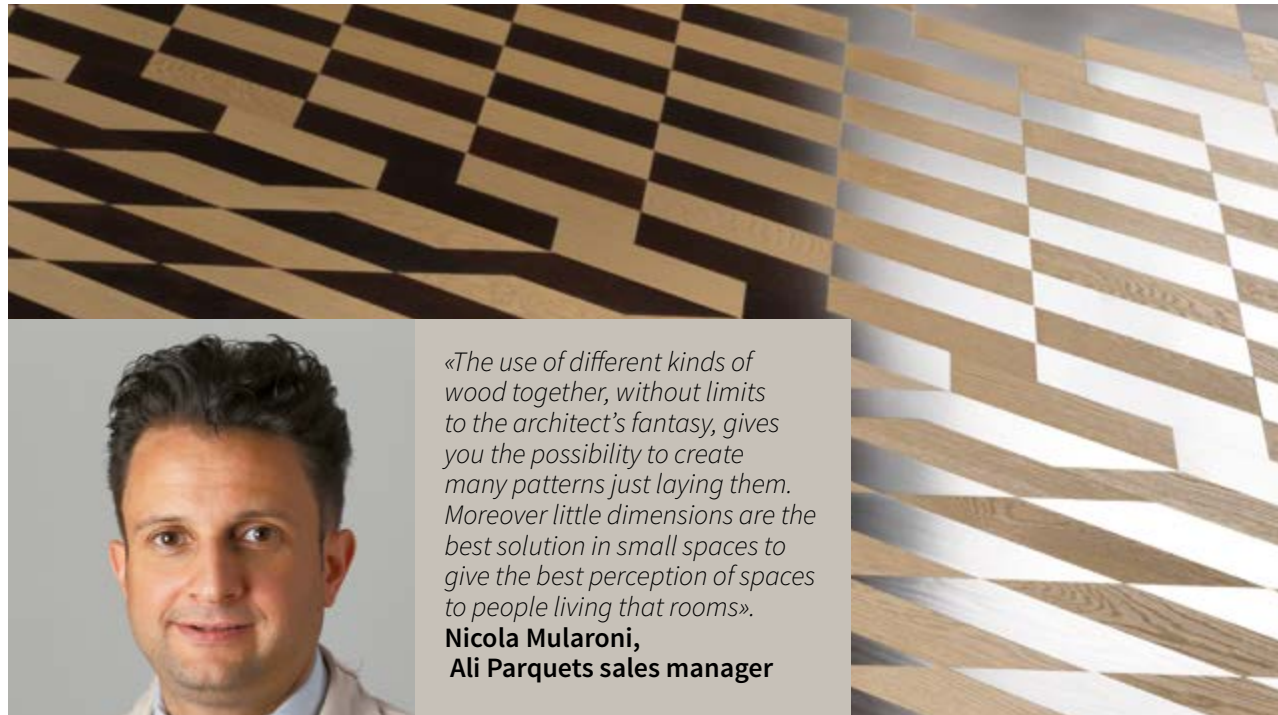
«Small parquet sizes make the rooms look bigger this is because the choice of flooring can significantly contribute to how a room looks. The proportions provide a well-balanced design and visually make the rooms seem bigger. Through its charming charisma, the flooring Oak Decorum, from the Da Capo 2-Strip Collection, guarantees to lend every room with a special flair».

Christer Persson,
Kährs president and ceo

Oak Decorum

The floor is the biggest piece of furniture in a home and its effect is crucial in creating a pleasant sense of comfort within the four walls. Should you decide on a cosy and warm 1-Strip Old Wood flooring, which provides an overall harmonic appearance in the living space, or on the popular and timeless 2-Strip design? Kill two birds with one stone – that's how the varnished product Oak Decorum works, from the Da Capo 2-Strip Collection by Kährs. With this floor, the traditional Swedish company connects the charming Da Capo Old Wood flooring with the reliable 2-Strip surface effect and provides an innovative, versatile and usable product.

www.kahrs.com



«The use of different kinds of wood together, without limits to the architect's fantasy, gives you the possibility to create many patterns just laying them. Moreover little dimensions are the best solution in small spaces to give the best perception of spaces to people living that rooms».

Nicola Mularoni,
Ali Parquets sales manager

Optical Wood

In a period when almost all wooden floors producers offer big format products to "enlarge rooms", Ali Parquets bets everything on small format. The sixties are the starting point: the desire of freedom and the winds of change, miniskirts and hot pants, micro-pois and optical art which makes you see

what is not there. The architects Elisabetta Bartolucci and Michela Sanchi of the co-design studio were inspired by all these features while containing in a fast, simple, clear and concrete message an image which has got all characteristics for becoming iconic, with all the essence of that period but with an extremely modern taste.

The inspiration while projecting the floor is the op art, the art which turns into vision and existential journey, looking for new trends. The surface proposed by the studio offers the perfect optical illusion, getting to the tridimensional depth just using kinds of wood with different colors and finishes.

www.aliparquets.com



«Our long slim floorboards highlight the natural grain along their entire length and give rooms a particularly dynamic, contemporary look».

Massimo Gasperini,
CP Parquet ceo

Antico Asolo Matita

CP Parquet presents Rovere Natur, Impronte, Grey Cashmere Varnished: long slim floorboards with a very special charm. Length: from 1200 to 1800 mm - Width: 65 mm.

www.cpparquet.it



«The return to parquet design evokes the wooden flooring construction art, that is assembled according to elements or color. Skema proposes N.E.C. Square, that identifies a vintage picture, and Opera Ungherese, a pre-assembled herringbone flooring to make the installation easy».

Raffaele Ferrara, Skema
marketing and project manager



Oximoro

Characterized by cracks, the tile format of 485x485 mm, the 2,5 mm solid wood top layer, and the TLS connection system, Oximoro N.E.C. Square is proposed in two finishes: natural and silver grey. It is also available in the version Long with measurement 2400 x 255 mm, natural or whitened finish, and PLS connection. The perfect meeting of engineering and design.

www.skema.eu





«Modus is perfect to say: 'Also little is beautiful'».

Elia Bolzan,
Friulparchet owner

Modus

When choosing a wood floor it is important to consider size of the area to pave that could not be wide and not suitable for big wood tables. So, considering this, Friulparchet have created Modus, two or three layered pre-finished wood floor, having an important but restrained size. Choose of dimensions of this modular wood planks was smartly considered, in order that with this product was possible to have many different possibilities of

installation layout. Indeed, thanks to its multiple dimension between width and length, can be installed at herringbone, perpendicularly, at English way, classical, running or others. Noble layer is made on European Oak from Slavonia, wood specie well known for its beautiful veins, in Unica class, enclosing natural features of wood. All this is enriched by a brushing process, followed by natural oiling or lacquering processes. Modus size is mm 15 x 300 x 600.
www.friulparchet.eu



«If you want to live the magic of wood, look for it in small pieces, in patterns, in color games»

Daniela Rosa Gobbo,
Lignum Venetia owner



Creativity and wooden patterns

Composition made with small hexagonal and keystone elements (brushed, oxidized and natural oiled). A pleasant, geometric harmony breaking the monotony of a standard scheme. The uniqueness of an artisanal product
www.lignumvenetia.com



Small particulars make the difference

La San Marco Profili is specialized in working with details: well knowing that small particulars make the difference, the firm is accustomed to search for perfection in great detail that however stand out. The mission of La San Marco Profili is to harmonize the place without overcome it. Following this thought the company created all its accessories, both veneer and solid, in

different woods and colours. A wide range of products such as Basolino skirting, Quadro skirting, skirting Frames and our Piattina model to offer an ideal solution to satisfy every customer's requirements. And last, but not least, the new flush-with-the-wall system, a skirting studied for this particular installation system that is able to catch it with an elegance that always distinguishes La San Marco Profili.

www.lasanmarcoprofil.com

«The small skirting board is cool because, as in all little things, the detail do not disperse, on the contrary, it makes the difference and stands out among the rest. It is for this reason that la san marco profili decides to offer a wide range of small accessories in different woods and colours selected by our research for perfection and quality already recognised by all our clients».

Martina Antiga,
La San Marco Profili
client manager



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“a truly great choice!”



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2017



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2017

parchettificio
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www.forestparquet.it

A HOUSE NOT BY CHANCE

TEXT
TITO
FRANCESCHINI

Casa Clara is an ode to the South beach's lifestyle: Luxurious inside living seamlessly blended with resort style outside living. A custom-made wood flooring project that evokes the Italian style... Welcome to Miami

Casa Clara reflects the will of the client to live in a privileged place, surrounded by nature, with a view on the financial heart of the city.

The floor, born from a specific request of the architect, is a wood flooring of the Classic Collection of Listone Giordano. The creation of custom-made wood flooring projects is one of the strengths and added value of the Listone Giordano Contract Division.

Collections are characterized by dimension, width, finishing and surface treatments, wood essences and construction techniques, being able to respond qualitatively to different segments of the market.

For this project it has been created a dove-grey coloured wood flooring that, with its elegance and simplicity, evokes the Italian style, conforming to the other materials chosen for the house.

Casa Clara has been completely furnished by Italian brands: Boffi, Henge and Listone Giordano.



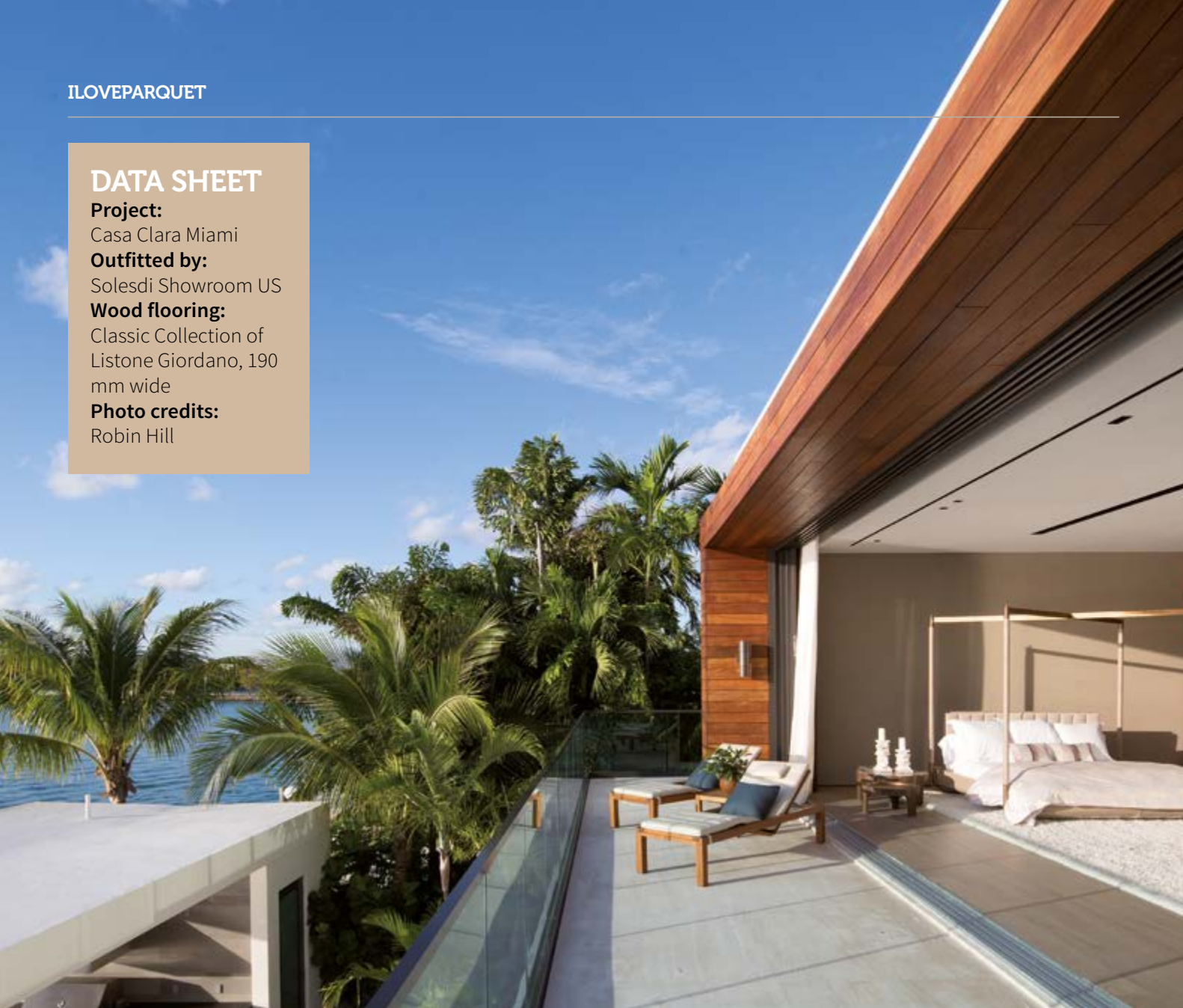
DATA SHEET

Project:
Casa Clara Miami

Outfitted by:
Solesdi Showroom US

Wood flooring:
Classic Collection of
Listone Giordano, 190
mm wide

Photo credits:
Robin Hill



Skirting Modern[®] and Pregio[®]

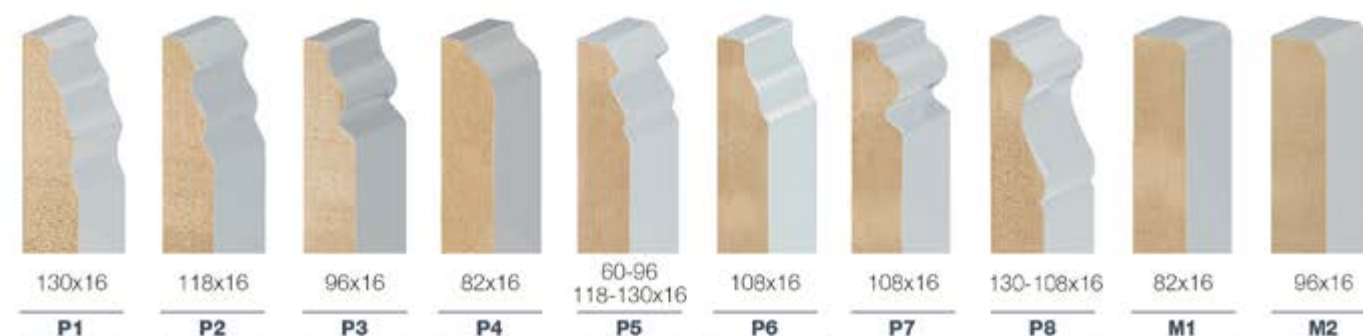
www.dehecchiluciano.com

Two new **modern and classic** white lines of skirting are broaden the range of lacquered skirting creating comfort; there is possibility to choose from **ten new shapes** following the fashion and design evolution. The skirting made from MDF covered with white flex paintable paper with clip-on system **d-FixClip**, generally is interesting by price and quality.

Designed & Made
in Italy



d-FixClip
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LISTONE GIORDANO

It was 1984 when Prof. Guglielmo Giordano ingeniously conceived a hardwood flooring of groundbreaking characteristics that improved the limits of traditional hardwood flooring and inaugurated a new era. Stability, precision, reliability, beauty, long-life and respect for the environment are still the keywords to this huge success. The technological heart of Listone Giordano lies in the special multilayer birch support, which, together with the transversal incisions and micrometric joints make the hardwood floor stable over time and keep it from ever warping. A unique product characterized by values ranging from the selecting of the finest raw materials directly in the forest to the special sawing techniques, the marine adhesives, the ecological finish treatments, the precision machining, the sophisticated selection criteria, and the most advanced frontiers of the new shapes and surfaces of contemporary design.

www.listonegiordano.com

THIS IS MUCEM

The Museum of European and Mediterranean Civilisations designed by architect Rudy Ricciotti is the flagship project of Marseille's on-going architectural and cultural renaissance...
A wonderful setting to showcase heat-treated ash

TEXT
TITO
FRANCESCHINI

The museum is located on Marseille's seafront next to a seventeenth century stronghold, Fort St Jean. Built upon the Greek and Roman vestiges of the antique city-state, the Fort is charged with history and includes a chapel which dates back the twelfth century.

Rudy Ricciotti's classic monolithic design is built around a perfect square; each side of the building is 72 metres. An inner square of 52 metres per side forms the heart of the museum and comprises the exhibition and conference halls. The inner structure, which is composed of steel and glass, has been covered with a delicate ornamental skin of filigreed concrete. The same innovative material has been used to create 308 tree-shaped pillars that stand at over 8 metres high and form the vertical structure of the building. This patterned concrete skin opens the building to natural light and views of the sea allowing the marine atmosphere to pervade entirely the inside of the building. Furthermore, the lace veil of concrete on the outside of the building creates intricate shadow patterns that can be seen as "a projection of the bumpy and irregular sea bed" comments Ricciotti. He goes on to say his Museum is, "open to the sea, to draw a horizon where the two shores of the Mediterranean can meet". The Museum is organised on three levels with an array of exhibitions, an auditorium and a bookstore. The rooftop is a particular feature and is set to become an iconic venue for the city with



MUCEM MARSEILLE MUSEUM: FACTS & FIGURES

Client: French
Ministry of Culture

Architects: Rudy
Ricciotti

Associate architect:
Roland Carta

**Landscape
architects:** In Situ

Surface area:
15,510 m²

Timetable:
2009 - 2013

Species:
American ash

Photographer:
Gabrielle Voinot



ABOUT AHEC

The American Hardwood Export Council (AHEC) is the leading international trade association for the US hardwood industry, representing committed exporting US hardwood companies and all the major US hardwood production trade associations. AHEC runs a worldwide programme to promote American hardwoods in over 50 export markets, concentrating on providing architects, specifiers, designers and end-users with technical information on the range of species, products and sources of supply. In addition, AHEC also produces a full range of technical publications.

www.americanhardwood.org.



beautiful panoramic views of the sea and harbour. At night a lighting scheme designed by Yann Kersalé creates a magical atmosphere with shades of blue and turquoise.

AMERICAN ASH

The top floor roof decking, which spans a width of 24 metres covering an area

of 1600m², is made from heat-treated American ash, supplied by Bingaman and Son Lumber Company in Pennsylvania, USA. The top deck sits along the pedestrian route running through the Museum and across Marseille's historic seafront, so with a constant flow of pedestrians a heavy duty decking solution was essential. "We asked the general contractor to come up with a decking solution that could withstand an average load of 250 kg/m²" explains Tilman Reichert, the project architect. Eric Durand from Roofmart, the contractor in charge of supplying the heat-treated ash decking comments, "The architect was looking for solutions that would avoid him specifying tropical

hardwoods; initially he wanted to try heat-treated pine but was not happy with the results of the initial trials. The quality of the heat-treated ash we were delivered was first class. When the architect saw the samples he was won over both by the aesthetic appeal of ash with its characteristic grain but also its dimensional stability and long lengths (20 x 140)." The thermal modification process uses a high temperature in a controlled environment permanently altering the wood's chemical and physical properties. This limits the ability of the wood to absorb moisture, so products are more dimensionally stable and less prone to cup, warp and twist with changes

in humidity. The thermal modification process also removes the nutrients in wood that would otherwise provide a food source for insects and wood-destroying fungi. This increase in dimensional stability and decay resistance significantly extends the service life and reduces maintenance needs of the decking. Given its marine environment, the deck is highly exposed to weathering from the sun, rain and sea spray so will be monitored to assess its performance over time. Tilman Reichert the project architect comments: "We believe that ash with its long wood fibre will offer greater resistance to wear than pinewood". The decking is laid on a traditional system of

boarding joists to allow the insulation membrane directly under the wooden decking to be well ventilated. The boards were nailed not screwed which is visually more pleasing. AHEC European Director David Venables says, "The Museum of European and Mediterranean Civilisations is a superb example of the use of newer technologies of hardwood durability enhancement. There's a developing market for thermally modified hardwoods in Europe and this project publically showcases their potential. By processing wood produced from America's well-managed hardwood forests, thermally modified hardwood provides a quality, environmentally friendly and sustainable

alternative to imported tropical hardwood species." The weight of the 24 metre wide rooftop terrace contributes to stabilising the concrete pergola above it through a clever system of stainless steel cables. The vast veil surrounding the terrace is made up with the same intricate filigreed concrete that covers the sides of the building. It rests on 15 metre wide concrete cantilever beams that sit on top of the main vertical pillars of the building. On the outside of the building the cantilever beams carry the weight of the external ramps that lead up to the terrace through long stainless steel braces that span the whole height of the building. Stainless steel cables have also been fixed

from the wooden deck to the cantilever beams which overhang above the terrace by 4 metres to stabilise the whole canopy structure above the terrace.

A WALK THROUGH THE HISTORY AND AROMAS OF THE MEDITERRANEAN

The roof terrace offers visitors an inclined walkway made up of 115 metres of bridges travelling out from the roof of the building and crossing the harbour basin. This links the Museum to Fort Saint-Jean which hosts the main

restaurant managed by local cooking celebrity Gérard Passadat. In time the fort will house a further 15,000 m² of museum exhibition space. Furthermore the open public spaces around the Fort have been redesigned to showcase a unique botanical collection of Mediterranean plants along a landscaped promenade. Another footbridge leads visitors to le Panier, the oldest and most traditional neighbourhood in Marseille with endearing narrow streets and steep steps.



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THE CORTINA EXPERIENCE

TEXT
ANNA
BARONI

Completely surrounded by the Dolomite mountains, which have been declared a natural world heritage, this recently restored hotel is a little jewel... In wood

AC
AMBRA CORTINA
HOTEL



The Ambra Hotel, which we will show you in all its splendor, is a historical building of great charm. It is in the hill-walking area of Cortina d'Ampezzo in Italy, the indisputable queen of the Dolomites (a UNESCO world heritage area) with breathtaking views of Tofana di Rosez and Faloria. Cortina d'Ampezzo's most glamorous hotel has recently been completely restyled. New "concept rooms" for a sophisticated, international clientele, have been designed

from scratch. Each of them has a different colour scheme, furnishings and accessories - individuality aimed at producing refined, but never banal, settings. The one thing they have in common is the floor, which itself has great character: Creator® by Garbelotto. These tiles (in this case the Asia range) have been inspired by prestigious, antique residences and are made of durmast oak whose grain enhances the inlays. The parquet flooring goes perfectly with the furnishings and colours chosen for the hotel. The green and amber of Nature, the red and midnight blue (which represent the Theatre), are enhanced by the warm tones of oak and the delicate inlays of the wood floor. As always, a guarantee of elegance, warmth and charm.

CREATOR® BY GARBELOTTO

Inspired by antique and prestigious dwellings, this line is suitable for any kind of room that wants to be peculiar, from the most modern to the classical one. Creator® line is enriched with laser inlays and timeless paintings, for a floor which is never out of fashion. The high quality of the product is guaranteed by the experience of company's craftsmen who, as in the old times, make by hand each square. Everything is prepared to allow a quick and easy installation and obtaining in this way a spectacular effect.

www.garbelotto.it



FEP: FACING THE FUTURE WITH OPTIMISM



TEXT
ANNA
BARONI

European Federation of the Parquet Industry indicates that the global European market experienced a slight growth in 2015

The big players in European parquet met in Thun (Switzerland), Friday, June 17, to draw some conclusions on the European wood flooring market at the 60th FEP (European Federation of the Parquet Industry) General Assembly. The consolidated data provided by member companies and affiliated national associations indicates that the global European market experienced a slight growth of 0.5% in 2015. Though the results show some variation from country to country. Compared to 2014, the overall consumption figures in 2015 point to an increase by 0,48%. As far as production is concerned, the trend already witnessed in the previous years, namely the strategic choices made by several producing companies to relocate their production in European countries outside the FEP territory, was once again confirmed and reinforced. The production in FEP territory upturned by 2,61% to almost 64 millions square meters, while the

European production outside FEP countries is at an estimated 14,6 millions square meters. The total production in FEP territory rose by 2,61% to a volume of 63.982.220 m². Taking into account the total production in Europe (FEP countries + EU outside FEP) implies that production in 2015 rose by 3,59% and exceeded 78,5 million m². Consumption in the FEP area improved by 0,48%, to a level of 75.768.490 m². It is important to note that maritime pine and softwood are no more considered in French estimations of parquet consumption and production, time series have been revised accordingly. The 2015 total parquet production per type remains similar to the picture already presented from 2010 onwards, whereby multilayer comes in first with 79% (compared to 76% in 2014), being followed by solid (including lamparquet) with 19% (compared to 22%) and mosaic at 2% of

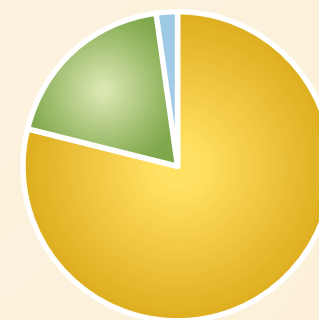
the total cake. In absolute production figures by country, Poland maintains its top position at 20,32% despite a slight decrease in production. Sweden consolidates its second place on the podium with 16,63%. It is followed by Austria at 14,23%, which took the last position on the podium from Germany. Consumption in the FEP area rose by 0,48% to reach 75.768.490 m² compared to 75.404.400 m² the year before. In terms of consumption per country, Germany

maintains its first position with 23,46% and is still followed by France at 10,38%. Sweden completes the podium with 9,71% and is followed by the Nordic Cluster at 8,72%. Italy with 8,25% was not able to keep its fifth position taken by Switzerland (8,37%). The per capita parquet consumption remains the highest in Switzerland (0,76 m²), followed by Sweden at 0,75 m² and Austria (0,72). In the total FEP area, the consumption per inhabitant remains stable at 0,19 m² in 2015.

PRODUCTION AND CONSUMPTION DEVELOPMENT 2015		
	Production development 2015/2014	Consumption development 2015/2014
AT	1,26%	0,00%
BE	16,67%	3,00%
CH	-3,07%	1,89%
CZ	-7,24%	0,00%
DE	-7,25%	-1,55%
ES	10,44%	0,96%
FR	0,10%	5,85%
HU	-2,10%	7,00%
IT	4,19%	-1,96%
NL	15,53%	3,65%
PL	-1,29%	-2,03%
RO	0,18%	0,00%
SK	14,05%	0,58%
DK/FIN/NO	11,90%	-11,26%
SE	14,53%	14,29%
FEP	2,61%	0,48%

OUTLOOK FOR 2016 & 2017

After several years of hardship for the European Parquet Producers and the overall negative developments in both consumption and production, the sky has somewhat cleared up in 2015 positively impacting the global result. The EU economic indicators point towards a continuation of a slightly positive trend and the generally encouraging reports received from a majority of FEP member countries after the first quarter of the current year fuel the hope for better times ahead. Two additional factors seem to be of crucial importance in the given context: the raw material supply situation (especially for oak); the degree of success in "lifting" parquet to the level of being an indispensable product in interior decoration and thereby moving it to the earlier stages in the consumers' decision process. "From previous detailed marketing surveys



PRODUCTION PER TYPE 2015

mosaic	2%
solid	19%
multilayer	79%

that FEP has conducted – said European Federation's President, Lars Gunnar Andersen - we know that parquet has a very high desirability coefficient. It is sustainable, made from a renewable raw material and should be valued as a long-term investment. Focused consumer education seems to be a sine-qua-none on the road to success".

(*) As of 1999, figures shown represent total market in FEP area. No distinction is made between "traditional" and "new" member countries.
(**) Best estimates according to information received from FEP affiliates
(***) Please note that maritime pine and softwood are no more considered in estimations of French parquet consumption and production, time series have been revised accordingly

PARQUET PRODUCTION IN EUROPE					
	FEP Countries (***)		EU - OUTSIDE FEP(**)		TOTAL
	000 M ²	+ / - %	000 M ²	TOT.	+ / - % TOT
1990	35.634	3,09%		35.634	
1991	35.294	-0,95%		35.294	
1992	37.977	7,60%		37.977	
1993	40.396	6,37%		40.396	
1994	44.972	11,33%		44.972	
1995	49.798	10,73%		49.798	
1996	50.578	1,57%		50.578	
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	93.977	2,76%		93.977	
2006	95.911	2,06%		95.911	
2007	98.334	2,53%		98.334	
2008	82.724	-15,87%		82.724	
2009	65.522	-20,79%		65.522	
2010	68.500	4,54%		68.500	
2011	69.630	1,65%		69.630	
2012	66.266	-4,83%	7.000	73.266	
2013	65.027	-1,87%	10.000	75.027	2,40%
2014	62.357	-4,11%	13.500	75.857	1,11%
2015	63.982	2,61%	14.600	78.582	3,59%

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IsolDrum PU Radiante FR



The laying procedure for **floating wooden flooring** or dry installation is increasingly popular thanks to its ease and efficacy.

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Like **IsolDrum PU Radiante FR**, conceived to achieve high impact sound reduction and moisture barrier performances. It has a high level punctual conformability that makes it suitable in case of uneven screeds. This product is coated with an high vapour resistant aluminated film.



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DO YOU REALLY LOVE WHAT YOU SELL ?

Because customers will know. Learn to look at yourself in the mirror and recognize what you truly believe in so that you exude passion and empathy

TEXT
DAVIDE
GABRIELLI

I've always been curious, paying attention to detail, to the needs of buyers and sellers, to all the insignificant (for many, maybe too many, people) details which, when put together to forge a business relationship can make the difference between a positive or negative outcome. I love seeing customers look excited and curious when they enter a shop. Buying is, and always should be, pleasure, gratification and satisfaction. It is normal that if someone goes into a sales outlet to look at what's on offer, it's because they think they can find what they need inside. The bigger and better the pre-sales phase, the more open the customer's attitude. It is also interesting to see how a customer's enthusiastic gaze and attitude can slowly be extinguished, becoming expressionless as emotion changes into rationality. Why does this happen? What is it that derails the possible positive outcome?

LET'S HELP OUR CUSTOMERS TO BREAK THE ICE

Customers need a clear, precise and ordered response to their needs. So they feel more at ease in an environment with these characteristics. However, most importantly, they need to be welcomed in the right way, to be helped to break that famous ice which always exists at the start of a relationship and to find another person who is equally curious, positive and willing. Finding passive, negative people is not a pleasure and it is even worse to be met by people terrified because "today there have been fewer customers, and this is bad". It is interesting to hear people say this, because this fact, apart from being subjective, is not linked to any qualitative analysis. So what if 50 people came in before, were they all good customers? Were they all reliable? Did we earn something from them? If this was not the case, it would have been better to have 25 of the right kind, don't you think? But this is

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



another story. To go back to our customers, if they are dealing with someone who is afraid, transmits fear and therefore puts the other on the defensive, it will be an uphill struggle to establish a business relationship. Another point to remember: customers are not there to satisfy the needs of sales people, they are there to satisfy their own needs.

CUSTOMERS DON'T BUY WHAT YOU ARE SELLING, SO WHY ARE YOU MAKING IT?

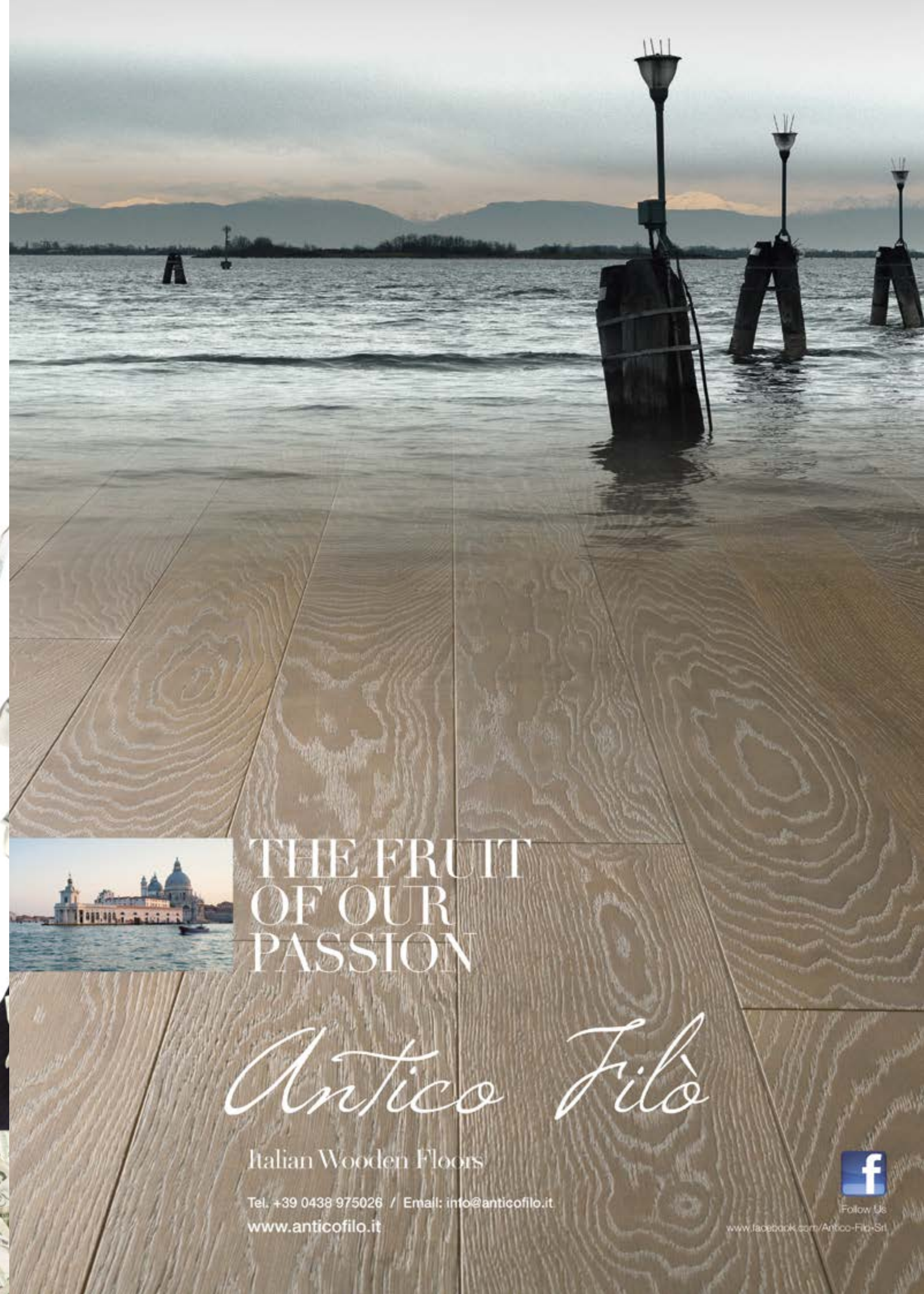
When customers realise a salesperson is not prepared and in particular, has not really made the right choice from the range of products and brands, they become totally rational. The seller has simply wanted to put as many arrows as possible in his quiver without any coherence. Remember customers don't buy what you sell, but why you make it. Why have you experts in the field chosen one brand over another? Why have you not chosen other products? Sometimes it is incredible listening to some sales

people, because you can tell instantly that they do not believe in the product or in the brand - they are not totally mad about them ... they are selling because something or someone is forcing them to. But do you really think it is possible to sell something you do not believe in? Do you think someone who adores music could convince someone else to go and play tennis? Or would it be easier to persuade them to consider music as a hobby?

LOOK AT YOURSELVES IN THE MIRROR

Carry on selling and carry on making a lot of effort with little result. Or, learn to look at yourselves in the

mirror and recognize what you truly believe in. Prune the other branches which are non-productive and, worst of all, which put you in such a negative state that you transmit confusion and unreliability. If your shops are visited constantly by regular customers who think like you do and your sales closures are over 50%, with adequate margins, that is without using discounts as your main selling point, my advice would be "don't touch anything and carry on as you are". You are on the right road and all you have to do is not stray from it.



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PROGRESS PROFILES: COMFORT, DESIGN AND INNOVATION

Prodeso Heat e
Proshower System
transform the
way to enjoy the
bathroom

TEXT
ANNA BARONI

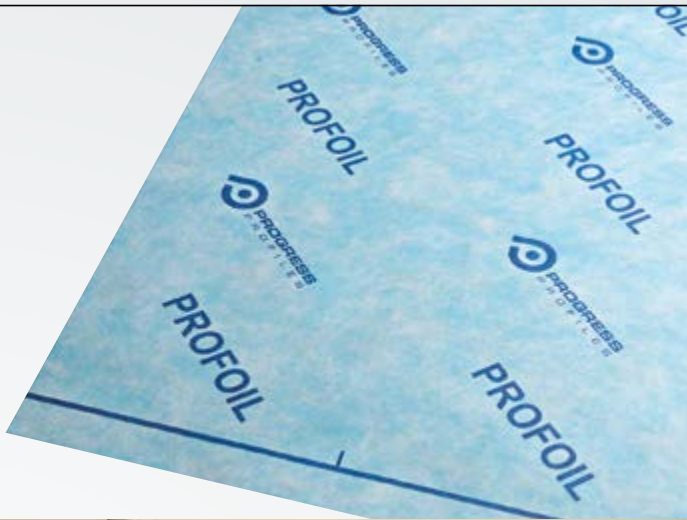
Today more than ever, the bathroom has become the main place for wellness and relaxation, a peaceful oasis where reigns the combination of functionality and aesthetics. Progress Profiles, Venetian company leader in the field of technical profiles and decorative finishing, offers true innovative systems that revolutionize the way we live the bathroom. For instance, Prodeso Heat. The new floor heating is perfect to rediscover the pleasure of walking barefoot. Farewell to moisture and cold tiles. In few minutes,

Prodeso Heat donates heat to the environments guaranteeing a considerable reduction in installation costs, the dispersions of heat and therefore an important energy saving. Moreover, thanks to the special membrane Prodeso Heat Grip - unique on the world market with its design newly renovated that ensuring a better grip - the laying of the coatings will be perfect and faster. Prodeso Heat can be placed in only one day, and even on an existing floor; also it can be placed only in areas that require it and thanks to the special thermostat the heat can be



controlled and programmed even from outside the house, differentiating the areas of the dwelling, without waste. To give an exclusive design touch to showers and sinks, Progress Profiles offers Proshower System, is a water collecting duct system with floor flush available in 5 different lengths and equipped with 6 different

stainless steel finish grids (They are all made of steel and impervious to any corrosion). The particular slope of the system, makes the water flowing towards the drain, thus avoiding malodorous stagnation, and ensuring an easy cleaning of the siphon. In the end Progress Profiles offers Profoil, a blue



waterproof polyethylene membrane laminated with synthetic felt. It is particularly suggested for waterproofing floors and surfaces in moist environments, such as shower cubicles, laundry rooms, and Turkish bath cabins covered with ceramic and/or mosaic, to prevent transmission of moisture and water.

PROLISTEL: ALUMINUM, STEEL AND BRASS

Moreover Progress Profiles has introduced a new line of decorative profiles, called Prolistel, made of aluminum, steel and brass. The variety of finishes is so broad that it can satisfy any kind of color or contrast coordination: the possibilities for

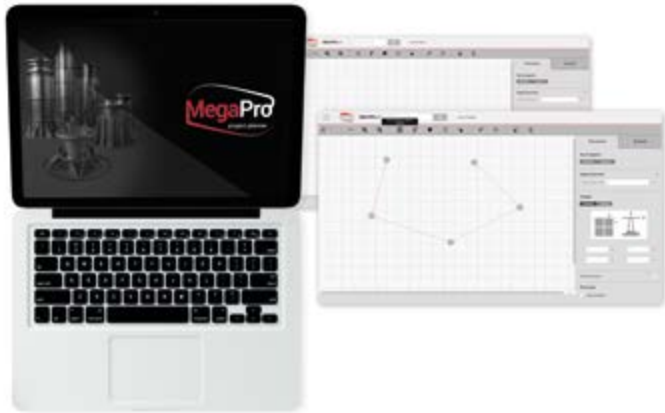
customization are endless. Prolistel Channel is an aluminium profile to decorate wall and floor coverings in ceramic, mosaic and natural stone. Its special F shape section, allows the realization of a decorative joint between tiles in the width of 12 mm. The profile can be used as track for fixing the glass elements of the shower. Thanks to these innovative systems by Progress Profiles the bathroom not only will become friendly, usable and customizable with trendy finishes, but also will become a modern environment where the quality of materials is combined with the latest technology.

A HIGH-PROFILE COMPANY

An example of cutting-edge entrepreneurship with determined goals and a forward-looking action plan aiming at seizing the latest trends in the sector. All this is proved by over 30 years of success in the international market, a steadily increasing turnover, and a solid business context, which, as of today, boastover 100 employees and over 100 collaborators, and network of over 120 high-profile national and international agents, and two headquarters abroad to promote Italian high quality through a bold internationalisation policy. A dynamic policy that is expressed in the participation in the most important trade fairs, as well as in an active confrontation with all the subjects and spaces of development, which are challenged with great enthusiasm and will to grow.

www.progressprofiles.com

INNOVATION TO BE CONTINUED



Impertek, which always pays attention to ongoing technological innovation, provides its customers with actual support, customised and easy to use, revolutionising the concept of online estimates.

TEXT
TITO
FRANCESCHINI

Impertek, a leading manufacturer of products for the construction industry for over 30 years, continues its innovation process. The Italian company, with headquarters near Venice, has become a positive example of “Made in Italy” production, with a smart and exponential growth in a market accounting for 60% of exports abroad. From Europe to Asia, from the Middle East to Africa, from the USA to Canada, the Impertek brand is valued for its quality, cutting-edge technology,

customised product development and its fast and effective organisation. Impertek offers a wide range of products, from roofing components to components for foundations, from fittings for tunnels to fixing components, from equipment to special items for construction sites. But the company’s flagship is its vast selection of supports for raised floorings. An extensive range of fixed and adjustable supports capable of meeting all kinds of requirements, with a full range of Jack Supports, MegaMart, extensions with millimetre adjusting and interchangeable heads for any type of flooring. A series of constantly evolving products, for any type of flooring, from decking

to ceramic floorings, with unique and innovative features, created to facilitate the work of the layer. The wide ranges of Jack Supports and MegaMart are developed in smaller groups with similar characteristics, such as roofing for smaller or greater heights and adaptability of the head, which can be replaced according to the type of flooring used. Height adjustment also with part of the floor already laid, and the option to choose the most suitable type of head to meet the needs of a specific site become a real support for the layer; the fact that heads are interchangeable makes it easier to purchase compatible supports also in different projects or projects that change as the work progresses.

“STARTING TODAY, WE ALSO DEVELOP YOUR PROJECTS”

Impertek, which has always provided its customers with tangible support, has recently further extended the actual concept of customer “support” by creating a new product that goes completely

beyond its production standards: MegaPro, a web application to design laying with the entire range of jack and MegaMart supports for external floating floors. Accessible directly online, MegaPro has all the potentials of a website, including ease of use and constant updating. By logging in to a reserved area, exclusive for each customer, you can access a workspace to design the laying of supports on the basis of your own fully customisable technical drawing. The tools available replicate real ones, which are essential for a technical drawing table: drawing board, ruler, zoom, editing, etc., with the option to show the heights of each section. The supports are chosen from the full range of Jack Supports and MegaMart and you can quickly set the characteristics of the flooring on which you are working. Moreover, a unique and key feature is that MegaPro allows you to save your projects and generate, for each one, specifications with details of the supports used. More information at www.impertek.com



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K4: new 4 headed planetary with hidden and protected gears.



Opera Ungherese

As the name suggests, Oximoro Opera Ungherese is a three-layer wooden flooring produced with rustic oak that is proposed with herringbone geometry to evoke the elegance of the past. With a size of 1848x305 mm, brushed and light smoked, it is finished with natural oil for a classic effect or with natural grey oil for a more modern appeal.

www.skema.eu

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Allowable thickness range is 3-400 mm.

www.casellispa.com



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www.chimiver.com

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Design Arch. E. Bartolucci and Arch. M. Sanchi

magazine.it - ph. R. Tard

The power of light

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www.woodled.com



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Thickness: Approx. 2 mm
Size: Rolls of 1 m x 15 m equal to 15 m²
www.isolmant.it

WB Mono MS performance plus

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www.adesiv.it



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