

# I LOVE PARQUET

magazine

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n. 13

March 2017

INTERNATIONAL

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inside (pag. 24)  
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Cover: Bruno Parquet



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Supplement to I LOVE PARQUET Magazine  
N. 19, February 2017

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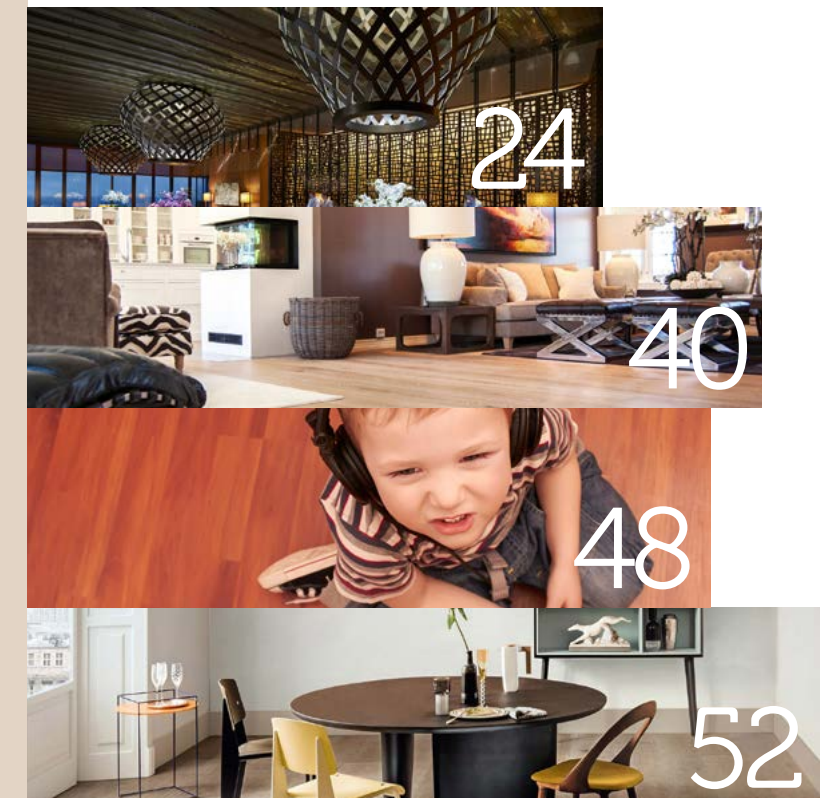


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MADE IN ITALY

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**If you are not trained, you do not sell**





# LE QUA DRO TTE.

*The fine craftsmanship embellishes the parquet with magic inlay works, stemming from the combination of wood, steel, marble and resin. The master craftsmen of Unikolegno create the refined artistic decorations composing the Quadrotte by hand with great skill and precision.*

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## Let's take a forest bathe

FEDERICA FIORELLINI

One of my new year resolutions is to make a greater commitment to achieving a better quality of life by slowing down. There is a Japanese expression which I love and which is about finding the right rhythm and joining with nature: Shinrin-yoku. It is an expression which is impossible to explain with only one word. It means 'taking in the atmosphere of the forest', and also 'forest bathing' and is about that state of being at one with nature which modern man seems to have lost. Shinrin-yoku is practiced seriously in Japan. It was recognized by the government in 1982 and approved by the Forest Agency as a means for improving the quality of life. For a Japanese person it is not a strange prescription to receive from your doctor, because it is generally accepted that taking a walk among trees is useful for reducing stress, depression and anger and for reinforcing the immune system.\*

What if we can't leave the house? Scientists advise us to make contact with nature through aromatherapy and essential oils. So, we can conclude that contact with natural materials - think of walking barefoot on a warm 'living' wood floor - definitely helps us to have the right mental attitude for taking the path to the psycho-physical wellbeing achieved by oriental disciplines and by awareness of the ancient link between man and nature.

*\*Both Japanese and Korean researchers and doctors in a series of studies in 2010 found that people who spend some hours in a natural environment (forests, parks, and other places with a high concentration of trees) have an increase in immune system functioning, a reduction in blood pressure, a reduction in stress and sleep better.*





**Batimat Russia 2017**  
Crocus Expo - Moscow  
28 - 31 March 2017  
[batimat-rus.com](http://batimat-rus.com)



## International construction and interior exhibition

Batimat Russia exhibition is a leading international fair of construction and interior market in the Eastern Europe, traditionally held at "Crocus Expo", the most advanced event area in Russia, March 28-31. Annually it gathers the industry professionals from all parts of Russia, near

and far-abroad countries for networking, partners meetings, finding new clients and concluding contracts. In 2017 the exhibition will be considerably expanded and not only by the "Window systems, fittings, PVC. Aluminum profile systems, Steel shutter systems" section. It will be traditionally expanded due to participation of new companies.



**Space&Interiors**  
The Mall, Porta Nuova - Milano  
4 - 8 April 2017  
[www.madeexpo.it](http://www.madeexpo.it)

## Details for architecture

Following the successful first edition that attracted over 8.000 professional visitors (30% of whom from overseas), returns Space&Interiors, the only event linked with the Salone del Mobile.Milano and entirely centred on architectural finishes. The Mall Porta Nuova, in the heart of Milan's Brera Design

District is the venue of this visually stunning showcase for top notch doors, handles, paint and decorating supplies, windows, wall coverings, finishes and interior architecture. From tuesday 4 april to saturday 8 pril 2017, Space&Interiors will shine the spotlight on a sector that is attracting increasing attention from designers and architects, as well as maintaining powerful dialectic ties with Milan Design Week. The stated interest and high profile of enthusiastic visitors to the 2016 event emphasise the role of Space&Interiors as an unmissable opportunity to capture the attention of professionals on the lookout to incorporate exciting new ideas and products into their projects.



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Shape: Damasco Wood species: Oak Surface process: Brushed





**Coverings 2017**  
**Orange County**  
 Convention Center -  
 Orlando, Florida, USA  
 4 - 7 April 2017  
[www.coverings.com](http://www.coverings.com)

### A tile & stone experience

Coverings 2017 will be held April 4-7 at the Orange County Convention Center in Orlando, FL. Coverings is the premier international trade fair and expo dedicated exclusively to showcasing the newest in ceramic tile and natural

stone. It has grown to be the most important show of its kind in the U.S., featuring 1,100 exhibitors from more than 40 countries and attracting thousands of distributors, retailers, fabricators, contractors, specifiers, architects, designers, builders, and developers. The show is co-sponsored by Ceramics of Italy/ Confindustria Ceramica, Tile Council of North America, Inc. (TCNA), Tile of Spain/ the Spanish Ceramic Tile Manufacturer's Association (ASCER), the Ceramic Tile Distributors Association (CTDA), and the National Tile Contractors Association (NTCA).



**NWFA Wood Flooring Expo 2017**  
 Phoenix Convention Center  
 Phoenix, Arizona, USA  
 11 - 14 April 2017  
[www.nwfaexpo.org](http://www.nwfaexpo.org)

### The future of wood industry

NWFA Wood Flooring Expo is a 4 day event being held from 11th April to 14th April 2017 at the Phoenix Convention Center in Phoenix, USA. This event showcases products like Flooring and coating services, machinery and hardwood products and more in the

Home Furnishings & Home Textiles, Industrial Products industries. The fair is a one-stop opportunity to network with more than 3,000 like-minded professionals, attend education sessions led by industry experts, and be among the first to see new product roll-outs and demonstrations.



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**Domotex Turkey 2017**  
Gaziantep  
22 - 25 May 2017  
[www.domotexturkey.com](http://www.domotexturkey.com)



## Domotex Turkey

Domotex Turkey is an international trade fair for carpets and floor coverings, which takes place once a year in Gaziantep and is open to trade visitors only. The aim of the exhibition is to give the carpet and floor covering industry new momentum

and to increase their volume of trade. The event is a showcase of the industry for innovations, creative designs and new materials. It attracts not only domestic producers, but also the international industry leaders in the fields of carpets and floor coverings, ranging from traditional and modern handmade carpets, woven carpets, mats, carpets for residential and commercial areas, resilient and outdoor flooring to parquet, wood and laminate floors. Added to this is the area of machines, tools and techniques for the production and installation of floor coverings. The fair is an excellent opportunity to gain access to the markets of the Middle East and to establish new business relationships. The Domotex Turkey will take place on 4 days from Monday, 22. May to Thursday, 25. May 2017 in Gaziantep.



**Index Design Series 2017**  
Dubai World  
Trade Centre - Dubai  
22 - 25 May 2017  
[www.indexdesignseries.com](http://www.indexdesignseries.com)

## Returns the Dubai's biggest interiors show

The MENA region's biggest interiors exhibition will unite more designers and suppliers than ever before this year with the best attended Index Dubai to date and the launch of two exciting new events. Now in its 27th year, the Index Design Series is predicted to smash last year's record visitor and exhibitor numbers and bring close to 40,000 interior designers,

suppliers, architects and project managers to Dubai in May. Responsible for generating more than US \$ 5.5 billion of new business in 2016 alone, the show - run by dmg events - is the Middle East & North Africa's prime interiors trading opportunity. It last year welcomed design experts from 110 countries over its four days, 70% of whom will return this year. The show positions itself as the bridge between manufacturer and procurer, bringing trade and consumer customers together with leading suppliers of interior products from across the globe. Seven in every ten exhibitors choose Index as their only annual show at which to exhibit.



## INIMITABLE PROFILES

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geometric designs and fascinating  
colour matchings. magic inlay works...  
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(in photo the birth of le Quadrotte: [www.unikolegno.it](http://www.unikolegno.it))

photo of  
the month



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### Magical

A sink that plays with the meaning of emptiness and depth. Depth derives from an 8cm thick shelf with the central part taken out. The inclined transparent glass bottom makes water magically flow, an effect also accentuated by the invisible and integrated drain.

[www.lago.it](http://www.lago.it)



### Tao

A collection of washbasins made of solid ashwood that has been treated to ensure long-term resistance to water. The curves traced by the washbasin are carried over into the profile of the mirrors and cabinets.

[www.spoldi.it](http://www.spoldi.it)

### Japanese style

Japanese bathing culture is celebrated in this new bathtub. The movingui and the larch wood of the comfortable tub was dried, formed and brought together in an elaborate technique.

Design Matteo Thun and Antonio Rodriguez.

[www.rapsel.it](http://www.rapsel.it)



### For modern washerwomen

Eccentric wall-hung washbasin-washtub with ash wooden board. Design by Antonio Pascale.

[www.ceramicagalassia.com](http://www.ceramicagalassia.com)



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[www.cipitaly.it](http://www.cipitaly.it)



### Enigmatic

Hidden is an enigmatic box designed by Giulio Gianturco reminding the traditional elements of the nautical world and the trunks of yore. When open it reveals its true identity: a very functional make-up area with washbasin and lowered plans in Makril, taps in stainless steel 316L, mirror with integrated light, magnifying mirror, drawer and USB plug.

[www.makro.it](http://www.makro.it)

### Reassuring effect

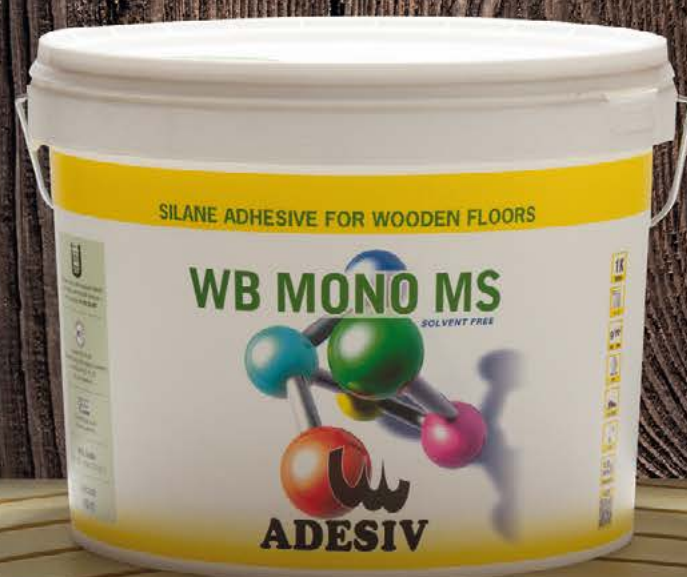
A washbasin of soft and neat lines, inspired by the kitchen traditions. In fact, its shape, together with the various relevant accessories available, recalls the archetypical shapes of pots and pans transposed into the context of the bathroom to create a reassuring effect. Accessories: natural solid beechwood.

[www.everlifedesign.it](http://www.everlifedesign.it)





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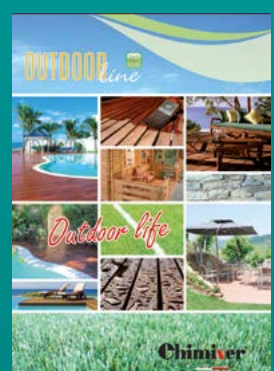
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# PARQUET IS SERVED!

There are more and more parquet companies which specialize in contract work. They offer personalized decorating solutions to hotels, bars, offices or restaurants and even to airports and large ships. It is a growing business in markets where there are big investments in property. Italian companies have prepared themselves to grasp this opportunity with highly attractive products which are, of course, custom-made

TEXT  
DAVIDE  
VERNICH

*"Listone Giordano philosophy is to enhance the uniqueness and peculiarities of the wood, with a continuous expressive research conducted with international designer in a full compliance of the material and environment. Listone Giordano Contract Division successfully operates in several sectors of the large-scale contract market and the flexibility of our collections, the different possible patterns and the sophisticated design, allow to create custom-made wood flooring projects for different segments of the market."*

**Andrea Margaritelli,**  
Listone Giordano  
marketing manager



**In photo:** Biscuit Natural Genius is the innovative collection designed by Patricia Urquiola for Listone Giordano that reinterprets the traditional shapes of the wooden surfaces, rediscovering their historical decorative vocation. The terminal of the planks is imagined as a rounded profile and, together with a slight curvature of the surface, it gives a new and characteristic identity to surfaces. The different geometries and poses allow to create unusual pattern, perfect in horizontal as well as vertical applications, where the wooden surface becomes architectural element. For the project

Igniv Restaurant in Bad Ragaz, Switzerland, Biscuit Natural Genius was chosen as iconic boiserie, innovative wall covering able not only to give character to the spaces, but also help to warm the atmosphere. With Natural Genius, Listone Giordano is the first company in the wood flooring industry to entrust to the creativity of talents in the fields of architecture, design and graphics, the contemporary interpretation of the wooden surfaces.

[www.listonegiordano.com](http://www.listonegiordano.com)





*"Itlas manufactures customized products, tailored on specific projects- its focus is supporting architects and designers who require specific and personalized solutions. One of the company's assets is the power of capturing and interpreting the demands coming from the market, even transforming itself, but always remaining true to its core values: quality, craftsmanship, exclusivity, 100% Made in Italy".*

**Gilberto Garbin,**  
Itlas export manager



**Itlas - Cantina Pizzolato,**  
**Villorba (TV, Italy)**

There are projects and partnership that arise because certain encounters reveal affinities - in this case a love of nature and a desire to safeguard the environment and human health. This was the start of the Pizzolato Winery: a complex project adjacent to an historic sixteenth century mansion, merging with the surrounding territory. The work of Studio Made Associati, the project involved Itlas as a fundamental partner who provided not only the material, but also its experience, craftsmanship and ability to develop specific solutions for this type of assignment. The task began with choosing wooden floors for the interior and then went on to cladding, external decking and complementary décor items. Everything is made in PEFC certified beech from the Cansiglio Forest and was therefore locally supplied to the winery.

[www.itlas.com](http://www.itlas.com)



*"The Contract business requires increasingly refined, customised products. The CP Lab division of CP Parquet provides architects and designers with the opportunity to implement their inspiration with truly unique, top quality parquet, boiserie and complementary decor items, certified 100% made in Italy."*

**Manuel Ghengin**  
and **Nicola Lazzaron**,  
export managers CP Parquet



**CP Parquet - Antico Asolo**

The Mandarin Oriental Hotel project in the splendid coastal setting of Bodrum, Turkey, has used over 5,000 square metres of brushed Teak Burma from CP Parquet's Antico Asolo 2 layer collection, with a special natural oil finish that is friendly to guests' health and the environment. The client's special

needs were met through careful choice of materials, processing and finish, new planning solutions and the high quality standards of CP Parquet products. The project employed CP Parquet products 100% made in Italy, now an important benchmark for the Contract business as well as other areas of the trade.  
[www.cpparquet.it](http://www.cpparquet.it)







*"Garbelotto's history originates from Italy. Creation and innovation are in our DNA and the value that our business is based on is the family tradition and passion that combined with the new technologies allow us to product 100% made in Italy."*

**Benedetta Martini,**  
export manager  
Parchettificio  
Garbelotto



### Garbelotto - Clip Up System

Clip Up System is the innovative patented installation system by Parchettificio Garbelotto R&D department that allows you to lay the parquet in a simple and fast way, with the great advantage to have the possibility to replace one or more tables in any time. Clip Up System laying is recommended also for the floors that have to be easily inspected. If you need to work under the Parquet, the operation will be easy: just remove the boards, fix the problem and reposition them. Clip Up System will ensure a fast laying and the floor will be immediately walkable. And the rooms will be furnished at once!

[www.garbelotto.it](http://www.garbelotto.it)



*"For more than 100 years, Gazzotti has been producing high-quality, traditional and pre-finished wood floorings. In the first years of its history, the company has been a supplier of the Royal House of the Italian Kingdom. In the new millennium, its parquets play a leading role in the most elegant and high-end environments. In the course of time, building and laying technologies have changed and Gazzotti's creations have been enriched by new wood species, sizes and compositions. At the same time, architecture and interior design's trends have evolved, adhering to cultural changes. Gazzotti has always managed to decipher change, by reinterpreting the contemporaneity and by renewing its products and processes through every historical period. Thanks to the cutting-edginess of their proposals, nowadays Gazzotti's parquets are chosen to customize private abodes, flagship stores of many among the world's most famous fashion houses, conference halls, hotels and banks offices, historic buildings' halls, theatres, restaurants and other prestigious spaces."*

**Giuseppe Salvio,** ceo Gazzotti Group



### Gazzotti - Vintage XXL Large Oak Philadelphia

During 2016 Gazzotti Group has delivered several thousands of square meters of Vintage engineered wood flooring for the FMC Tower in Philadelphia USA. The color tone has been specifically designed for this projects and since then has become part of Gazzotti's series production. The wood flooring has been installed in offices, apartments and hotel rooms. Vintage is the wood flooring that has revolutionized the way we understand and experience our home. The result of years of research, its exclusive, scientifically tested, microporous finish gives it an extraordinarily natural feel, and offers the sensation of always being in contact with the wood. The finish is highly durable, and maintenance is easy and effective. Thanks to its environmentally friendly characteristics, Vintage is suitable for use in sustainable architecture. My Vintage offers an infinite array of solutions, with customized laying patterns.

[www.gazzotti.it](http://www.gazzotti.it)





*"Giorio provides the most practical solutions taking into account the style preferred by its costumers, guaranteeing professionalism, expertise and an unrivalled level of care. Those who choose Alma parquets, choose style and beauty without compromising on quality, the trademark of the Giorio brand".*

**Fabrizio Varvello,**  
account manager  
Alma by Giorio



#### Alma by Giorio

Luxurious villa that features unusual geometries, which has the aim of supporting the uniqueness in new aesthetic character, to make sure that the floor is the absolute protagonist of every space. Creativity blended with high craftsmanship and unusual combinations of materials, create unique floors that reflect the personality of those who choose them and lives them. Wood charm, combined with the preciousness of metal then merge to create exclusive floors with a strong personality. Marquetry parquet, oak and brass, brushed finish, oiled.

[www.almafloor.it](http://www.almafloor.it)





*"The floors Parquet In are made by Italian staff, almost entirely by hand by master craftsmen and each piece is carefully controlled. Parquet In, over the years, it has grown and it has complied with the requirements of customers while maintaining high quality standards. We can produce every kind of design on request of our customers. Each project is different and customized."*

**Eliana Dellatte,**  
Parquet In owner



**Parquet In - precious wood carpet**

Following our pluriennial experience and that of our skilled wood craftsmen, who still work the material with ancient process, we have obtained the Parquet In product. A smooth and classic surface that with harmony is adaptable to any kind of furniture and environment. The result of an experience that not only brings us to higher quality of the traditional parquet, but also to an innovation in its aspect. Natural wood worked in a variety of colours and shapes. A rich carpet that warms up environment and imagination, a phantastic floor that highlights and renovates the past experience of marquetry, interlacement and groove. Here is Parquet In: we combine colours, shapes and dimensions, unique and personalized environments, the exaltation of wood, light and colour. They represent the arabesque oriental works, the complexity of byzantine mosaics, a mixture of italian art and european style.

[www.parquetin.com](http://www.parquetin.com)



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**Sandro Marigo,**  
marketing manager - Research and Development Ideal Legno



**Ideal Legno - Bistrot Spina Italiana**

A customized brownish colour made in oak and processed with a strong sawn-effect on the whole surface, conceived to be laid in herringbone 90° and specifically designed in compliance with the requirements of a special customer. In fact, this item entered in our range after have been supplied to a big name in the hospitality world: the Hilton Hotel chain. It has been used to realize several areas of the building, in particular it has been choosen to enhance the beauty of the Executive Lounge areas, the Ballroom, All Day Dining and the Wine Room.

[www.ideal-legno.com](http://www.ideal-legno.com)





*"A part from high quality and variety of its products and the respect towards environment and social impact, Bruno Parquet distinguishes because of its high attention towards clients, logistics, after-sales and training services; both in Italy and abroad thanks to skilled staff and multi-language brochures and technical sheets".*

**Federica Botto,**  
Bruno Parquet export manager



**Bruno Parquet - Le Valli**

The collection Le Valli bio has been totally conceived in Piedmont. A pre-finished wooden floor, with a 4 mm thick solid wood top layer, suitable both for glued or floating laying. A collection which gives the wooden floor its natural aspect and which satisfies the desires of those who want to live their home in a healthy way with biological raw materials. Le Valli collection is handcrafted by expert artisans and because of the different surface treatments (brushing,

planning or saw-cut), looks back on old wooden floors marked by the process of time. In order to fulfill the needs of Contact sector, the collection "le Valli" has been renewed and it is now available also with varnished "oil effect" finishing, easy to maintain and suitable for rooms subject to heavy tread and wear and tear. The tailor made features of the collection Le Valli allow the contractors to costumize their projects and create exclusive contract locations.

[www.brunoparquet.it](http://www.brunoparquet.it)





*"Nowadays people lives for a lot of time in close areas, this is why is important to stay into wealthy rooms, built with natural materials. Beauty of natural wood has a unique and special sensation. Behind a wood floor there are many histories, going from the tree to the skills of Craftsmen who work it. This year our company becomes 90 years old and has always paid attention to quality and naturalness of its product."*

**Elia Bolzan,**  
Friulparchet owner



#### **Friulparchet - Maxi Top**

At a few kilometres from Gorizia, on the hills of Friulian Collio, there is Oslavia, a little locations known for its Military memorial monument. Here, in the middle of vineyards, into such a beautiful landscape that takes the breath away, there is Radikon farm, well known all over the world for quality of its wines.

Into its heart, in close contact with environment, has recently been created a comfortable Bed & Breakfast where, to create the beauty of the surrounding nature also inside the walls, has been designed a very natural and enchanting place.

Prevalent in this rooms is wood floor, that has been installed on floor heating systems. Kind of wood floor is MaxiTop in European Oak from Friulparchet in Natur grade, three layered plank. Into the hall has been choose a plank in width 240 mm and lengths 1800/2200 mm while in the bedrooms has been choose this same product but in width 190 mm. Between the many varieties of wood floors finishes proposed by Friulparchet, the selected one was the one brushed and neutral oiled, to give more naturalness and warmth.

Objective was the one to keep an equilibrium between rooms context and surrounding environment, thing that just with wood help can be reached. Objective reached!

[www.friulparchet.it](http://www.friulparchet.it)



*"Why choose Corà as a partner? Because since 1919 Corà means culture and passion for wood. In wood we have our roots."*

**Enrico Olivieri,**  
export manager

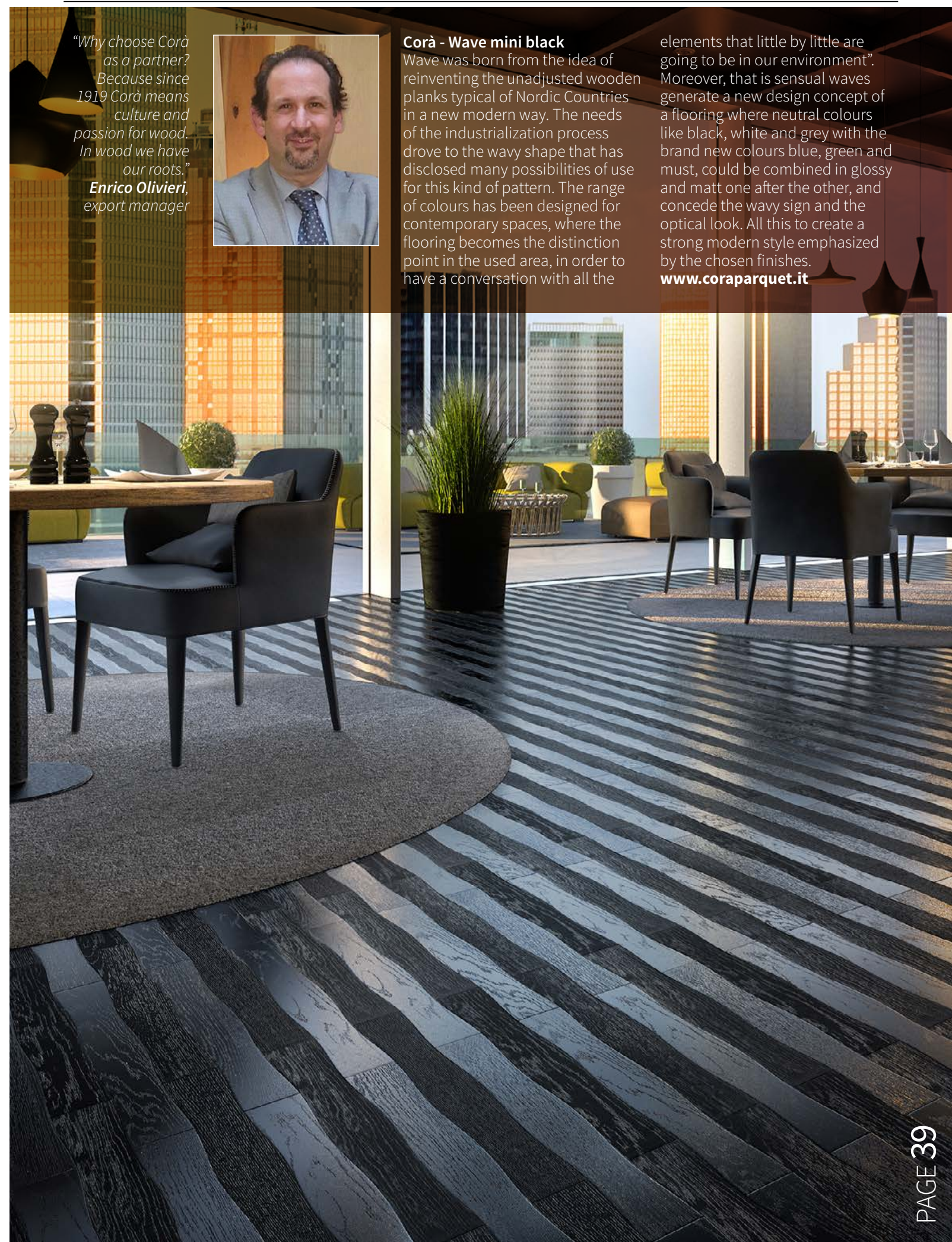


#### **Corà - Wave mini black**

Wave was born from the idea of reinventing the unadjusted wooden planks typical of Nordic Countries in a new modern way. The needs of the industrialization process drove to the wavy shape that has disclosed many possibilities of use for this kind of pattern. The range of colours has been designed for contemporary spaces, where the flooring becomes the distinction point in the used area, in order to have a conversation with all the

elements that little by little are going to be in our environment". Moreover, that is sensual waves generate a new design concept of a flooring where neutral colours like black, white and grey with the brand new colours blue, green and must, could be combined in glossy and matt one after the other, and concede the wavy sign and the optical look. All this to create a strong modern style emphasized by the chosen finishes.

[www.coraparquet.it](http://www.coraparquet.it)





# HANDSOME

# HOME

*Classical style*

A manor style house in Norway, great on inside as on the outside. A beautiful oak floor made from timber sourced from oaks up to 200 years old

TEXT  
VILDE  
HØSFLOTH







If you drive in one of the small side roads past Hamresanden in Kristiansand, you will come to a manor style house. The house is a classical style and is as great on inside as on the outside. The couple who own the house have bought many of the furnishings from Artwood, Englessen in Oslo, Norway. The owner also helped them with the styling of their home. With its fine furnishing, this home requires a floor that can complement the quality. “Our dining chairs, from Riviera Maison, were the basis for how our entire home was going to look. I am very detailed with textile and products of good quality. I imagined a warm and timeless floor that could fit in with the rest of our home. I was determined on buying wood flooring and the floor should have an oiled surface to give a natural expression. We are patriots, so we wanted to use a local suppliers such as Boen flooring”, says the hostess. The couple knew what they was looking for. Yet it turned out to be a difficult task finding the perfect hardwood floor that would complement for generations. The owners spent some six months finding the right floor.





It takes a lot to not notice the beautiful oak floor, with boards 30 cm wide and 2.75 meters long. The parquet floor is named Chaletino, Oak Sand, made from timber sourced from oaks up to 200 years old. It is one of BOENs largest format and most exclusive floors. Both the floors width, length, color and structure stands in harmony with the house's classic interiors and architecture. *"The floor is one of the most important elements in a home, and we saw this as a one-time investment. We wanted a floor we could be 100% satisfied with, but it was hard to imagine how the floor would fit our home. One day I saw a picture of a Chaletino floor from Boen in an interior magazine. That was when I decided that it was this type of floor I wanted. The final decision was taken when the man of the house, who is a carpenter, came home with a whole plank of Oak Sand Chaletino borrowed from a local retailer. When the plank was lay in our living room, we both could finally imagine how nice it would be in our home! The floor will remain in this house at least for as long as we can",* says the owner while she's laughing.

Photocredit: BOEN Flooring



### CHALETINO

Large rooms often tempt people into choosing particularly wide planks. Chaletino planks by Boen create a lovely and elegant atmosphere with a width of 30 cm and length of 2.75 m. The oak surfaces of the Chaletino and Chalet planks are available in a range of finishes to suit the most varied of furnishing styles. The hardwood wear layer has a thickness of approx. 4.5 mm and the solid 3-layer design has been engineered for a long service life. All planks have a micro bevel of 1 mm at 45 degrees along all four edges. The bevel highlights the long length and breadth of these large boards. All boards are tongue & grooved on the long edge with loose tongue on the short end.

[boen.com](http://boen.com)





### ABOUT BOEN

BOEN is international player in the hardwood flooring business. BOEN products are sold in more than 50 countries, on four continents, with Corporate Management based in Norway. In addition to production sites in Russia, Lithuania and Switzerland, BOEN has sales offices in Norway, Germany, Lithuania, UK and USA and a big partner network around the world.

The newest product developments from BOEN include the introduction of the ready-to-use natural oil surface Live Natural, exclusive product innovations such as the Fashion Collection as well as the expansion of the exclusive plank formats in the 2-layer segment.



www.progressprofiles.com

# Exteriors finishing details

## Protects, enhances


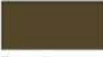









**MADE Expo Milan**  
08 - 11 March 2017  
Stand A11/B12 Pav. 6

**BATIMAT Russia Moscow**  
28 - 31 March 2017  
Stand 7-110 Pav. 2 Hall 7

## PROTERRACE SYSTEM

**Profile Systems for terraces and balconies, that protects the edges of the tiles and guarantees the flow of water.**

A full range of multi-functional perimeter profiles, in aluminum and stainless steel, to replace the "L" element in ceramic and the marble thresholds. Proterrace profiles have a vertical section that finishes the edge detail and a built in lower flap that sheds water away from the structure. These profiles have a punched flange to facilitate its bonding to the substrate and optional water draining holes to remove any water that may have infiltrate the coverings and need to be eliminated. (Drain Version Only)

COLOUR RANGE			Standard / on request:		
Embossed on request:					
					
White RAL 9010	Testa di moro RAL 8019	Grey RAL 7038	White RAL 9010	Dark Brown RAL 8019	Grey RAL 7038
					
Beige on demand RAL 1019	Corten		Anthracite Grey	Beige on demand RAL 1019	Corten



Showroom display

  
**Progress Profiles SpA**  
Certificated company UNI EN ISO 9001:2008





# PREVENTION IS BETTER THAN CURE?

Here are a few hints, along with a range of proposals from companies in the sector

INTERVALS FOR NORMAL MAINTENANCE OF FINISHED, COATED FLOORS

MAINTENANCE OPERATIONS	Floors		
	LITTLE USE	MEDIUM USE	HEAVY USE
DUSTING	DAILY	DAILY	DAILY
CLEANING	WEEKLY	WEEKLY/DAILY	DAILY
USE OF PROTECTIVE PRODUCTS	WEEKLY	MONTHLY	WEEKLY

Note: these are only examples and suggestions

FREQUENCY OF NORMAL MAINTENANCE FOR A WAX-TREATED FLOOR

MAINTENANCE OPERATIONS	Floors		
	LITTLE USE	MEDIUM USE	HEAVY USE
DUSTING	DAILY	DAILY	DAILY
CLEANING	MONTHLY	WEEKLY	DAILY
POLISHING	MONTHLY	WEEKLY	DAILY

Note: these are only examples and suggestions

In order to ensure that parquet maintains its characteristics virtually unaltered over time, you need to perform regular maintenance and cleaning, bearing in mind both the type of usage the floor undergoes (heavy transit or not) and its finish.

The first thing to do is to identify the type of finish your parquet received at the moment of laying (varnish, wax, or oil): this will determine the type of maintenance you need to perform - and the finish is not always easy to identify. In order to make sure that the surface has been given wax treatment, drop a few droplets of water in a relatively concealed area of the floor: if a few whitish points appear beneath the droplets after a few minutes, you can be sure that the floor has been finished with wax (in order to remove those spots, delicately polish the floor with steel wool moistened with wax). If drops of water do not produce whitish spots, your parquet has probably been finished with oil or perhaps a more modern synthetic varnish; the latter will most certainly be evident from the sight and the touch.

## A FEW TRICKS

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



**Chimiver  
Velurex Cleaner  
Star Super**

Velurex Cleaner Star Super by Chimiver is a sanitizing multiuse cleaner, suitable for maintenance of lacquered wooden floors. It also efficiently acts on PVC, linoleum, melamine, marble, removing dirt, tire tracks, various stains; it doesn't leave halos and perfume the environment making it hygienic. Velurex Cleaner Star Super is a neutro detergent with addition of the special nanoparticles which give to the treated surfaces a long lasting sanitizing action. For this reason Velurex Cleaner Star Super is particularly recommended for cleaning of the floors lacquered with Ecostar 2K Saniplus.

[www.chimiver.com](http://www.chimiver.com)



**Adesiv  
Maintenance Line**

Taking proper care of parquet will ensure the durability and beauty of your floor over time, plus the sense of cleanliness and hygiene will make all spaces feel more comfortable. On the basis of this principle, Adesiv has developed a line of care and maintenance products to meet daily and periodic needs.

[www.adesiv.it/en](http://www.adesiv.it/en)



**Solas  
Legno&Decking**

Legno&Decking represents the wonderful goal of Solas R&D. It is an oil for the treatment and care of flooring outside and it can be also applied on any wooden structure, such as chairs, gazebos, pergolas, tables, planters, benches, grills and coatings. It's ready to use: no pre-treatments are required! It has a water repellent action and it protects against stains and damage. The product can be simply applied by brush, applicator, roller or spray and it has a yield of about 12 square meters. With a honey color and a satin finish, it is dry in after just 4 hours! Legno&Decking like all Solas products is free of petrochemical derivatives and it doesn't contain toxic and harmful substances. Just one product to protect the wood with all the power of nature!

[www.vernicinaturali.it](http://www.vernicinaturali.it)

**ICA  
Deolux Neutral  
Conditioner**

Neutral liquid conditioner for coated wooden flooring. Protects wooden floors against wear and creates a dust-proof, anti-static surface. To revitalize the wooden flooring from time to time, dilute the product (250 ml for every 5 liters of water) and apply using the appropriate microfiber cloth. To treat particularly worn wooden floors, apply the product without dilution, using the appropriate microfiber cloth, taking care to dampen the cloth first.

[www.icaspa.com](http://www.icaspa.com)



**New Chemical  
Nutro-Parquet**

Nutro-Parquet is a natural wax oil in aqueous solution to be used as a preserving treatment on all indoor oiled surfaces, to nourish and protect wood. It enhances and protects oiled and waxed wooden floors, ensuring and increasing stain protection properties, facilitating routine maintenance.

[newchemical.it](http://newchemical.it)



**Loba Home**

From Loba, an easy and effective way to keep your wood floor in shape: ParkettRefresh+, for varnished floors; ElasticRefresh+, for oiled floors; ElasticRefresh+, for PVC, vinyl, designfloors and linoleum.

**Some specs:**

- Maintenance and protection for floors
- Apply neat or diluted
- Cleans and cares in one wipe
- Environmentally friendly thanks to purely natural ingredients
- Easy to use
- Protects against wear and moisture



**A complete range  
by Tover**

Tover offers a complete range of products for the parquet maintenance, granting the opportunity to anybody to benefit from professional products at home. The type of finishing, oils or varnish, determines the choice of the proper detergent specifically formulated for frequent cleaning: Deteroil for an oiled or waxed surface, Pulito Parquet and Saniparquet for a varnished parquet; used with Cinderella spray mop, they guarantee a perfect hygiene and aspect. Tover also developed for periodical maintenance a polish available in semi gloss and mat version: Lux, to preserve and revive the original beauty of a wooden floor.

[tover.com](http://tover.com)



**Last but not least  
FloorCleaner+:**

- Cleaner for Hardwood and all water resistant surfaces
- Powerful results with a pleasant scent
- Removes even the most stubborn stains and dirt
- Easy to use
- Gentle to the surface and pH neutral
- Environmentally friendly thanks to natural ingredients

[www.loba.de](http://www.loba.de)



# A NATURAL CHOICE

Ego by Woodco: nature finds a place in the home. Talia, Anthea, Nevet: there is a life lived in each knot and vein

*Talia, Ego collection by Woodco.*  
Surface: brushed and bevelled on 4 sides.  
Finishes: Osmo oil wax  
Sizes: 1900/2200x240x15 mm

*Anthea, Ego collection by Woodco.*  
Surface: brushed and bevelled on 4 sides.  
Finishes: matt lacquer  
Sizes: 1900/2200x240x15 mm

*Nevet, Ego collection by Woodco.*  
Surface: brushed and bevelled on 4 sides.  
Finishes: matt lacquer  
Sizes: 1900/2200x240x15 mm

Nature, with its genuine force and vigor, finds a place in the home thanks to Ego by Woodco, the modern interpretation of the wide-plank classic. The big size (1900/2200x240x15 mm) of this new collection of wood floor accentuates the highly tactile properties of the oak, with its distinct knots and veins enhanced by the marked wire-brushed finish.

Only three items formed this exclusive collection: **Talia, Anthea, Nevet**. There is a life lived in each knot and vein; a story that has started a new path to bring true emotions in the home. In Ego, in fact, the wood is

skilfully crafted into a new shape, but its substance remains; as its colour is transformed, but its essential character does not change. Ego is a solution for interior designs that explore different aesthetic and compositional choices, for bedrooms as much as for living areas. The very wide boards take center stage in the home, adding elegance and sophisticated details thanks to craftsmanship and quality finishes. Water-based stains and solvent-free oils and waxes are used to ensure an all-natural finish, creating a healthy and safe living environment.

YOUR PROJECT  
OUR SUPPORT



Find out the **NEW COLLECTION** of adjustable height supports for **outdoor raised floor**.

**WITH IMPERTEK, INNOVATION TO BE CONTINUED**



Impertek Srl  
Venice • Italy  
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08 - 11 March 2017  
Milan • Italy  
Hall 7 • Stand R09-S10



04 - 07 April 2017  
OCCC Orlando • Florida  
USA • Stand 2139



# DOMOTEX 2018: WHAT'S NEW?

TEXT  
ANNA BARONI

The Hanover Fair is gearing up to be more attractive than ever, with a host of major enhancements to go live in 2018. The changes are in response to market shifts and changing requirements, and will also help improve the flow of visitor traffic

After four action-packed days, Domotex 2017 drew to a close, on 17 January, chalking up considerable growth in terms of its exhibitor lineup and the total amount of space booked, and with an even higher percentage of exhibitors and visitors from abroad. A total of 1,409 exhibitors from more than 60 countries showcased

their latest innovations to a global audience at the Hannover Exhibition Center, once again impressively highlighting the innovative spirit and high performance capability of the floor coverings industry. But the organizers do not stop, and Domotex continues to undergo

further development and enhancement, featuring a new exhibition layout and the introduction of an annual keynote theme in 2018, plus an even stronger focus on trends and innovations. The new exhibition layout will involve a reorganization of product categories, providing trade visitors with even better orientation and a superior market

overview. “Up to now we had been assigning exhibitors exclusively according to product categories. Many exhibitors however carry more than just a single category. Since the range of offerings from many exhibitors has undergone this development and the relevant product categories are increasingly beginning to overlap, while at the same time certain segments have also been growing rapidly over the last few years, we needed to make a change,” reported Gruchow as the responsible member of Deutsche Messe’s Managing Board. “So, in line with the wishes of numerous exhibitors and visitors, we are moving hand-made carpets and rugs from halls 14, 15, 16 and 17 into halls 2, 3 and 4. Mats and clean-off systems will remain in the eastern portion of Hall 4. Machine-made carpets from halls 2 to 5 will be moved to



The special Framing Trends display in Hall 9 will be divided into four different modules, featuring contributions from a number of different players. The Flooring Spaces module for instance will feature creative displays by floor covering firms reflecting the keynote theme. And the Living Spaces module will bring together partners from various disciplines who will work together to construct inspiring lifestyle displays. In the “NuThinkers” module, students, young designers and start-ups can present the innovative projects they have developed on the topic of “Unique Youniverse”. And the “Art and Interaction” section will feature exhibits from the worlds of art and design that use interactive and multimedia presentations to make the keynote theme tangible to the senses. In addition, a special “Talks” program will feature lectures on topics relating to the “Unique Youniverse”. Finally, 2018 will also see a change in the days on which Domotex is staged. The new run of the show will be from Friday to Monday (and no longer Saturday to Tuesday). This means that Domotex 2018 will open on 12 January and close on 15 January. This corresponds to the preferences voiced by many exhibitors for the event to officially open on a Friday.

halls 5 to 7. Hall 8 will feature innovative, design-oriented providers of modern, hand-made rugs. This will mean an even stronger physical concentration of hand and machine-made rugs, in accordance with the wishes of our exhibitors,” commented Gruchow. In addition, the organizers will be turning Hall 9 into a base for lifestyle and brand-oriented enterprises from the entire range of product categories in a setting dominated by the annual DOMOTEX keynote theme. Carpets from halls 5 and 6 will be moving to Hall 11, while resilient floor coverings and luxury vinyl tiles as well as parquet, wood and laminate floorings from halls 6, 8 and 9 being grouped together in halls 11, 12 and 13. The exhibition organizers are taking particular care to meet the needs of exhibitors who are carrying an increasing number of floor covering types. In a related context, the application and installation sector will move from Hall 7 to Hall 13. The newly added halls will

be ideally accessible via two additional entrances: The South entrance features a covered connection between halls 9 and 11, leading visitors directly into either hall, while rail passengers can take a skywalk from the “Hannover Messe/Laatzen” train station directly to the doors of Hall 13. The North 2 and East 3 entrances will remain in operation, with several taxi stands and train stations all contributing to the ideal connections. As in the past, parking lots and ramps will be available along the northern, southern and western perimeters of the exhibition grounds.

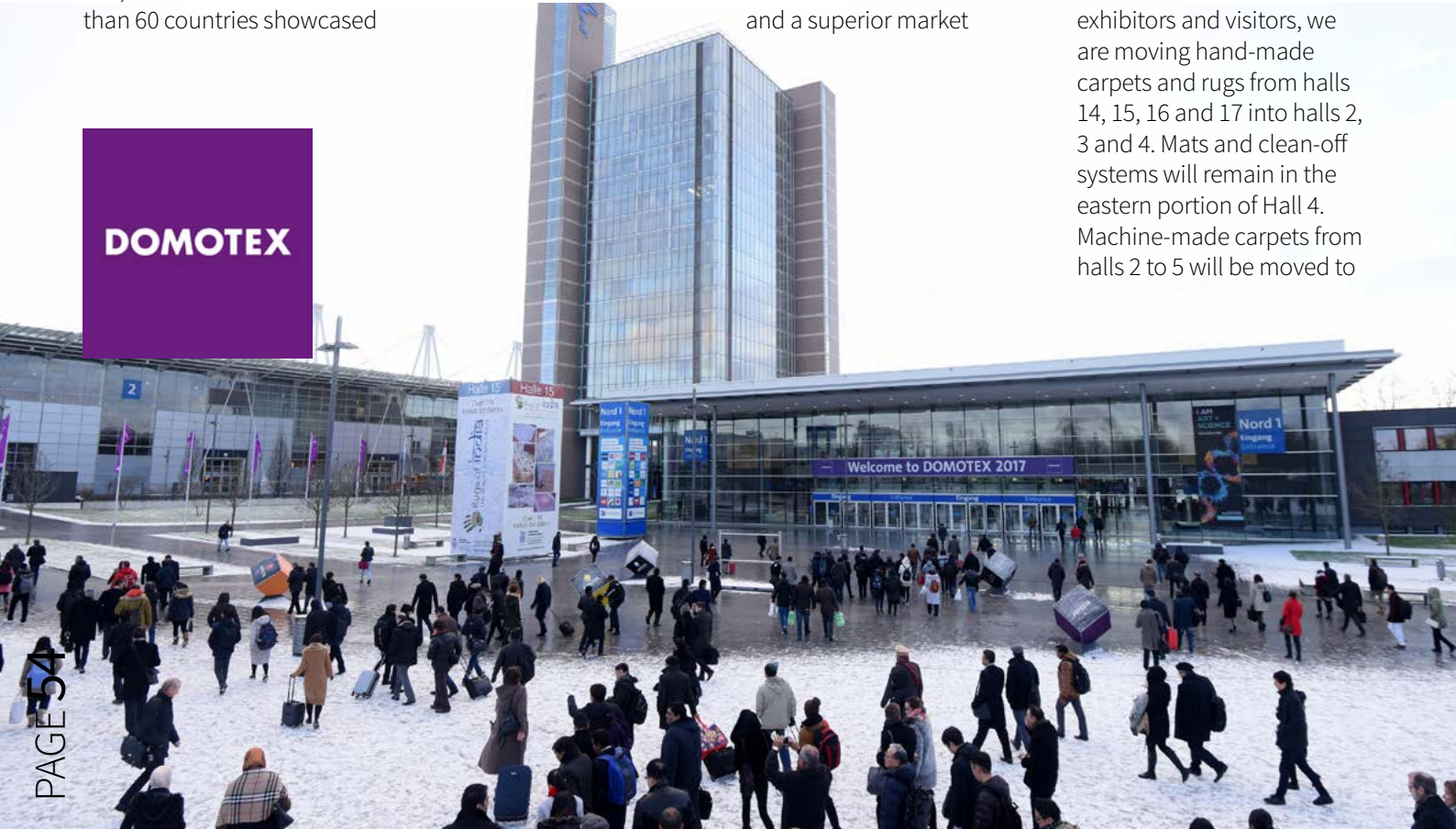
The industry-relevant aspect relates to more custom products and services, which can even be individually produced. Customers have a desire to be more directly involved in the design process. New and more sophisticated technologies are making it possible to create uniquely personalized customer experiences and a “Unique Youniverse”, said Gruchow.

## CONTENT, INSPIRATION, EMOTIONS

In translating the keynote theme into the space on the exhibition grounds, Hall 9 will play a key role, creating a diverse realm of experience that reaches its peak at the heart of the show. This will be the location for brand and lifestyle-oriented companies. This hall will also house the special “Framing Trends” showcase to which companies, newcomers, artists and actors - individually or in groups - can contribute. The “Unique Youniverse” keynote theme will be highlighted most distinctively there.

## KEYNOTE THEME FOR 2018: “UNIQUE YOUNIVERSE”

“Unique Youniverse” is the keynote theme for 2018, focusing on the ever-increasing process of individualization, which will express itself in years to come via the omnipresent search for self-determination and uniqueness, driving topics like self-reliance and the do-it-yourself economy.





# IF YOU ARE NOT TRAINED, YOU DO NOT SELL

TEXT  
GIOVANNI  
CARLINI

The market law is cruel. The hardwood flooring seller has to be trained for giving advices to the customers. Without a "certified trining" there is a 47% reduction of the revenue



Our journalist  
abroad - USA,  
Giovanni Carlini

**T**he NWFA is the american association of hardwood flooring, his headquarters is in St. Louis. The italian editorial office I Love parquet asked NWFA to explain italian readers why the training is so important to american customers. Megan Lhamon is the association marketing manager and she is answering Mrs Anita Howard questions.

**I Love Parquet: Thanks Mrs Megan for this interview. Could you please describe**

**me the association training path for american hardwood flooring operators?**

**Megan Lhamon:** In my country, the shaping reaches out many purposes. We would like to involve our staff into the association projects. We aim to create a strong networking between our employees. The customer appreciates very much all the hardwood flooring seller advices. For instance the worker has to suggest the perfect kind of hardwood for the specific area: lake,

sea, desert or mountain. The buyer, in this way, is interested in purchasing.

**I Love Parquet: I think I understood the NWFA training goal, but I need more details.**

**Megan Lhamon:** Let me show you our 2017 shaping planning. You can notice there is not a beginning neither an end, but there are many courses in different cities. Thanks to all-the-year-round training updating conferences the sellers can share their experiences and

they appreciate it. As you can see, some conferences deliberately replicate during the year in different cities. This system does work thanks to the word of mouth of the subscribers.

**I Love Parquet: Is it possible to define it as a subscriber loyalty schemes?**

**Megan Lhamon:** Yes absolutely. We shape sellers and we teach them how to have a good relationship between each others, the association and the customer.

## ABOUT NWFA SERVICE CORPORATION, INC

NWFA Service Corporation, Inc is a for-profit subsidiary of the National Wood Flooring Association that provides industry-specific services assisting NWFA members in advancing their businesses in areas such as marketing, promotion, web design, research and other custom services and activities. Key programs include a Technical Call Center, a maintenance products online service, a moisture meter program for dealer/contractors, and a certified inspection clearinghouse.



**Brett Miller,**  
NWFA Service Corporation's  
Director of Certification  
& Education



**Megan Lhamon,**  
NWFA Service Corporation's  
Marketing Content  
Coordinator





**I Love Parquet: Excuse me I have not understood the concept of not selling.**

**Megan Lhamon:** We have studied that talking to the customer just for selling is not so polite. We have created a new philosophy: the presence is more important than the sale. The hardwood flooring worker has to listen to the customer needs, to advice him/her and let he/she know his training knowledge without pushing the customer decision. In this way the sales have increased up to 47%.

**I Love Parquet: Thanks Mr Vice President Brett**

**Miller for this interview. Who gives money for the training school?**

**Brett Miller:** The students pay only for the shaping and they have a free courses admision. We appreciate all the gifted items from the firms. Our learners study on up-to-date products. It is Research and Development.

**I Love Parquet: How much does a course cost and how long does it last?**

**Brett Miller:** Our courses go from half day up to five days in the classroom. The price goes from 199\$ to 1699\$. The majority of our students prefers the basic or

intermediate level, it costs 599\$ and it lasts four days.

**I Love Parquet: Is the study plan adjustable for every kind of learner?**

**Brett Miller:** We have developed carrier paths for our students. Our courses are basic, intermediate, advance, expert and many others more. The students learn how to build, sell and check the hardwood flooring.

*Conclusions. Thanks NWFA for this important interview. We hope to shake your hand de visu in Italy, so we can show you our training system. Have a nice day.*

## NWFA 2017 TRAINING SCHEDULE

### First Quarter

**February 2** | Retail Sales | St. Louis, MO  
**February 7-9** | Basic Installation | St. Louis, MO  
**February 21-23** | Intermediate Installation | West Park, FL  
**March 7-9** | Basic Sand & Finish | St. Louis, MO  
**March 14-16** | Intermediate Installation | San Jose, CA  
**March 28-30** | Intermediate Installation | St. Louis, MO

### Second Quarter

**April 4-6** | Basic Installation | Marietta, GA  
**April 6-7** | Concrete Preparation for Wood Flooring | Phoenix, AZ  
**April 25-27** | Intermediate Installation | King of Prussia, PA  
**April 25-27** | Intermediate Sand & Finish | St. Louis, MO  
**May 9-11** | Basic Sand & Finish | Marietta, GA

**May 16-18** | Basic Installation | Chicago, IL  
**May 23-25** | Intermediate Installation | Chicago, IL  
**May 23-25** | Intermediate Sand & Finish | West Park, FL  
**June 6-8** | Intermediate Installation | Denver, CO  
**June 13-15** | Intermediate Sand & Finish | San Jose, CA  
**June 16** | Concrete Moisture Testing | Dallas, TX  
**June 20-22** | Basic Sand & Finish | Chicago, IL

### Third Quarter

**July 11-13** | Intermediate Sand & Finish | Chicago, IL  
**July 18-20** | Intermediate Installation | New York, NY  
**August 1-3** | Intermediate Installation | Marietta, GA  
**August 2** | Inspecting Wood Floors | San Jose, CA  
**August 8-10** | Intermediate Sand & Finish | New York, NY  
**August 15-17** | Advanced Training | Chicago, IL  
**August 18** | Concrete Moisture Testing | Milwaukee, WI  
**August 22-24** |

Intermediate Installation | Vancouver, CAN  
**September 12-14** | Intermediate Installation | Herndon, VA  
**September 15** | Machine Maintenance | Chicago, IL  
**September 19-21** | Intermediate Sand & Finish | Marietta, GA  
**September 25-28** | NWFACP Inspector School | St. Louis, MO

### Fourth Quarter

**October 3-5** | Intermediate Sand & Finish | Denver, CO  
**October 9-13** | Advanced Installation | St. Louis, MO  
**October 17-19** | Intermediate Sand & Finish | Herndon, VA  
**October 19-20** | Concrete Preparation for Wood Flooring | Temecula, CA  
**October 24-26** | Advanced Finish | St. Louis, MO  
**November 7-10** | Specialty Training | St. Louis, MO  
**November 14-16** | Intermediate Sand & Finish | Vancouver, CAN



Designed & Made  
in Italy



dl-FixClip  
quick fixing skirting



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 **dl-FixClip**, generally is interesting by price and quality.

