

I LOVE PARQUET

magazine

INTERNATIONAL

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n. 14

May 2017





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Cover: Bisazza, Wood Collection



Editore

4PUNTOZERO Srl

Via Ressi, 28 - Milano

Tel. +39 02 39265461 - Fax +39 02 45497579

info@4puntozero.it

Editor in chief

Federica Fiorellini

fiorellini@4puntozero.it

Editorial staff

Stefano Abramo, Giuseppe Anzaldi, Anna Baroni, Pietro Belloni, Fabrizio Bernabei, Franco Bulian, Francesco Conventi, Tito Franceschini, Chiara Merlini, Michele Murgolo, Clara Peretti, Raffaele Prisco, Dalvano Salvador, Stiven Tamai, Samuele Tommasini, Davide Vernich

Art Direction

Roberto Cremonesi.Co Srl

info@robertocremonesi.it

Layout

Giuliana Garlaschelli

garlaschelli@robertocremonesi.it

Advertisement Director

Stefano Carlin

carlin@4puntozero.it

Advertisement Sales

Luciano Dorini

dorini@4puntozero.it

Business Development

Dorella Maiocchi

maiocchi@4puntozero.it

International Sales Manager

Giorgio Pierguidi

pierguidi@4puntozero.it

Accounting and Administration

Lara Papetti

amministrazione@4puntozero.it

Secretariat

Elisabetta Andreini

info@4puntozero.it

Advertising

traffico@4puntozero.it

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how to protect it**



ANTICO ASOLO 2 LAYERS HERRINGBONE,
European Oak Select, Brushed Varnished Natura.



Impression - Rovere Kalika

impression

WOODCO
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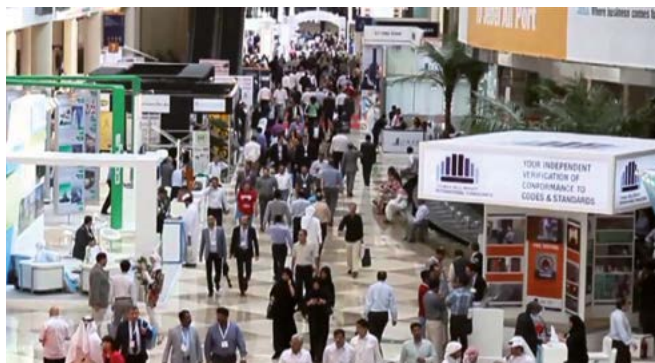


#H2H (let's stay human)

FEDERICA FIORELLINI

With my arts degree and master in marketing, fresh and eager to enter the fascinating work of the editor, at my first job interview, I came up against the existence of two entirely different worlds. *B2B*, business to business (where I should have been placed, writing for journals in the sector) or the world populated by professionals who needed 'company to company' communication. The latter is a very different, separate world from *B2C*, business to consumer (from a company to the final consumer). Those who work in communications and marketing have learned over the years to create different dialogues according to whether they are speaking to a company or to a consumer. *"The fact is that companies do not have emotions. Products do not have emotions. People have them. People want to feel something. And people make mistakes"*, says Bryan Kramer, creator of human to human marketing (*H2H*), the third way. These words make me think again about my small world. In the end, what is a company? I am obviously not talking about warehouses, offices, telephones and computers, I mean who takes the decisions,

who makes the difference between a company which succeeds and one which fails, who, inside those offices and warehouses makes the choices? Choices, right or wrong, courageous or reactionary, are the fruit of the history and talents of people. People, both those in the role of final consumers and professionals or intermediaries, need information, but maybe even more, solid support, to make the leap towards making the most informed choices possible. A leap in which elements like enthusiasm, passion and knowledge are determining factors. We are in the age of storytelling. It is not enough for you to tell me something, you have to know how to tell it so well that I am moved, involved and motivated to decide to take a leap to follow your direction. This is true for everyone. For the manufacturer who is selling his own flooring or paint to a specialized wholesaler, for a designer or a professional photographer, for a floor layer or retailer who are selling their skills to an architect or to the much quoted 'Signora Maria' It is true for me. Through the pages of this journal, I am trying to tell you the story of the extraordinary beauty of a wood floor.



Middle East
Covering 2017
World Trade
Centre - Dubai
22 - 25 may 2017
www.middleeastcovering.com

A dedicated platform for contract business

The Contracting, architecture and design community need access to the latest flooring and wall covering products, technologies and know how if they are to find the best solutions for their projects and clients. Middle East Covering is the only show in the Middle East & North Africa dedicated to

contract business interior and exterior flooring and wall covering design. The event facilitates international brands to unlock the contract procurement potential in the GCC. It also explores new trends in the covering industry, visitors and exhibitors have the unlimited access to more than 2,000 products. The Distributor Meeting Lounge, the onsite networking hub, hosted over 650 business meetings between suppliers and prospective buyers while 41 international speakers delivered educational presentations at The Designers' Forum.



Construmat 2017
Fira Internacional de
Barcelona - Barcelona
23 - 26 may 2017
www.construmat.com

Housing professionals

Construmat Barcelona 2017 is an international building exhibition. The show will be continuing for the duration of five days in Barcelona, in Spain. With over 600 exhibitors and 3000 or more companies represented, the Barcelona Construmat Fair is a

major event for housing professionals. With 4 zones (Calormat, Stonemat, Bathroom and Materials for Installations), Construmat attracts 130,000 visitors every two years and plays a key role for companies interested in discovering the latest developments in equipment for the home or construction.

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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Euroconstruct 2017
Amsterdam
8 - 9 June 2017
www.euroconstruct.org



Euroconstruct Amsterdam

Euroconstruct is the main network for construction forecasting in Europe and has member institutes in 19 European countries. The Euroconstruct conferences are organized twice a year and provide short- and medium-term

forecasts for the main European construction market segments (housing, non-residential buildings and civil engineering, with a breakdown in new work and renovation). The Amsterdam Euroconstruct conference will bring together the suppliers of materials, equipment and construction services with designers, contractors, builders, financial analysts, funders, investors and economists.

European Parquet Congress
Kempinski Hotel Corvinus - Budapest
15 - 16 June 2017
www.parquet.net

42nd European Parquet Congress

In line with past tradition, the European Parquet Congress is a unique occasion for meeting the main players on the European market, developing fruitful business contacts at the highest level and obtaining actual information on ongoing market trends.

This year again, in order to make the event a memorable one, FEP was able to negotiate interesting rates at the exquisite Kempinski Hotel Corvinus in Budapest. This attractive venue will provide perfect conditions for a stress-free accommodation and the smooth organisation of the meetings. Once again, FEP had arranged for an informative and



balanced programme with presentations by expert speakers in various relevant fields. On Friday 16 June, the event will conclude the programme with his traditional get-together dinner.

Your places
are important
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Taylor Collection: Serpentine S01

Two wisely combined deck boards, create 4 lines of product and 8 different configurations.

www.ravaiolilegnami.com





The Big 5 Construct India 2017
Bombay Exhibition Centre - Mumbai
14 - 16 september 2017
www.thebig5constructindia.com

Bigger than ever

Expected to become the third largest in the world by 2030, today India's construction market is contributing to more than 8% of the country's GDP, employing some 35 million people. As Prime Minister Narendra Modi aims to upgrade the country's infrastructure, the Indian Government has recently announced a record spending of \$375 billion to build and modernise its railways, airports and roads. Part of the largest, most influential and renowned

portfolio of construction industry events spanning the Middle East, Africa and South East Asia, the leading B2B trade show for the Indian building and construction community, The Big 5 Construct India, is coming back from 14 to 16 september 2017 at the Bombay Exhibition Centre. "The Big 5 Construct India 2017 is an unmissable platform for industry professionals from around the globe eyeing at the \$126 billion worth Indian construction market", Portfolio Exhibitions Director, Andy Pert, said. Gathering over 7,000 visitors from across the globe in 2016, The Big 5 Construct India will celebrate its fifth anniversary this year, with an array of innovative features for the local and regional construction community.



100% Design 2017
Olympia - London
20 - 23 september 2017
www.100percentdesign.co.uk

100% Design

100% Design, the UK's largest design trade show for architects and designers, returns to Olympia London 20-23 september for its 23rd edition. The show forms the commercial heart of London Design Festival,

presenting leading national and international exhibitors with ideas, products and innovations for the domestic, workplace and built environments, alongside a special focus on emerging brands.



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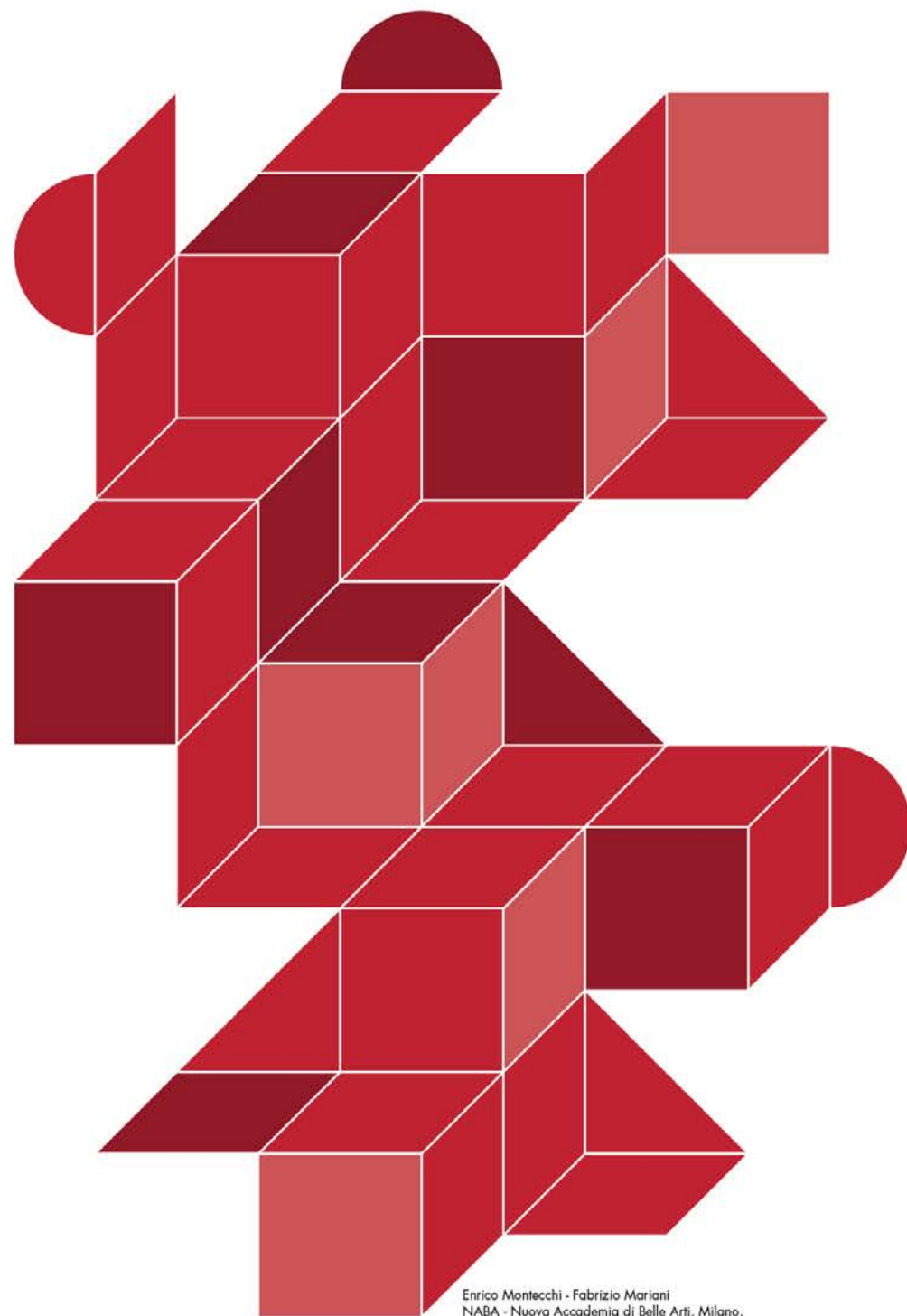
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History and nature: big boards made with selected trees born over 130 years ago. For more than a century they have drunk in the splendor and history of the world, beauty and traces of the past alike, that today are revealed through a surface that is rich and authentic, to be admired.
english.mardeganlegno.com

photo of
the month



Enrico Montecchi - Fabrizio Mariani
NABA - Nuova Accademia di Belle Arti, Milano.

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The taste of the years 40's interior

Debbie is an elegant bookcase characterized by intriguing geometric shapes. Presents, in fact, a metal structure where diamond-shaped drawings connected by fine marble elements stand out. The base and the top are made with Ebony veneer, also available in lacquered Black or opaque Rosewood.
www.marioni.it



Rocking Nest Chair

The Rocking Nest Chair is the result of the creative dialogue between the designer Anker Bak and Carl Hansen & Son, an innovative and functional rocking chair, that combines wood, leather, canvas and steel in an organic and inviting shape. Based on archetypal shapes, natural materials, and respect for the craftsmanship traditions established by his predecessors, Anker Bak has created a rocking chair that combines the classic with the innovative.
www.carlhansen.com

OH MY WOOD!

Wood in all its forms:
energy, character, charm

The new Thonet program

Dining table and benches made of a diversified mix of materials: the wood of the tabletop, seat and backrest, the frames made of bent flat steel and the bentwood elements of the table's optional leg traverse. Robust and yet dynamic and open, the long table invites eating, playing, working or just comfortably spending time together.
en.thonet.de




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www.mardeganlegno.com
f i t i mardeganlegno

Collection: Loire Castles Wood species: Oak Surface process: Segato Colour: Grey Castle



The interplay between full and empty spaces

Marco Acerbis, designer of Soho Collection for Talenti, has been inspired by the finesse and balance between materials: ropes follow a set path and intersect with wood battens creating an elegant and visually soft net that harks back to the nautical world.

www.talenti srl.com

OH MY
WOOD!

Wood in all its forms:
energy, character, charm

Modern Flag

Original composition by Piero Lissoni in the new pale moon essence, whose striated accents contribute richness and expressiveness: a floor base, with a drop-leaf door that may also be closed to create a showy storage platform, supports a 180°-rotating flat-screen TV Flag panel, which makes it possible to adjust the TV to the viewer's viewpoint.

www.porro.com



A sophisticated and elegant world

Armonia is a Console made of solid wood, it is part of IlBagno collection, it is strong emotional line that with the wood texture and clever use of lacquered colours create an intimate and sought out atmosphere. The sensation is that of entering an exclusive and refined world, however, nothing already seen, all is new.

www.antoniolupi.it

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Collection: Design
Model: Versailles Piccolo



RIVA1920 docet

Wardrobe in veneered multilayer, while the doors have a frame in solid wood with grooved handles and glass or mirror fronts. It offers a functional and modular organization of the different elements, based on the customer's needs and requested sizes. It can be customized with the addition of cloth-hangers, shelves, chests of drawers in solid wood with traditional dovetail joints. Perfect with inside in scented cedar, a natural anti-moth agent.

www.riva1920.it

OH MY
WOOD!
Wood in all its forms:
energy, character, charm

Glass&Wood

Original interpretations and exclusive combinations add value to the design potential applied to decisive customisation. That is the case for the Piet table, where different precious woods, ably adorned, meet transparent parts, creating a structured, fascinating, harmonious and geometrical design.

www.vgnewtrend.it



Lift Chair (design Daniele Lago)

A geometric and customizable chair, with classical forms made contemporary by zero-millimetre contact between the seat and the circle that forms the seat back. Comfort is guaranteed by the upholstered seat, and the chair is customisable thanks to an innovative internal frame that lets you quickly and easily regulate the height of the seat back.

www.lago.it



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Oak herringbone
brushed, decapè finishing

MILANO FIERA HOME

The contrast of modern materials and antique details is the theme chosen for the renovation of a 100 square-meter upscale home in Italy, an expression of the many varieties of wood in existence

TEXT
TITO
FRANCESCHINI

The finishes and furniture of this apartment were created by combining recovered historical wooden elements with modern furnishings, with an extensive use of solid wood and with the utmost attention to detail. Slow Wood was responsible for the entire project and, thanks to its approach, the architect was able to custom-design every detail in order to fully satisfy all the customer's needs. The floor is made of solid, beveled, brushed and oiled oak planks. The customdesigned kitchen combines grey lacquered surfaces with antique oak inserts. The antique oak countertop was treated in such a way as to ensure its durability. The centerpieces of the living space are the table and the Enn chairs made of solid Ash characterized by the clean lines typical of the Japanese design by Setsu and Shinobu Ito. The space above the table features Teca, the elegant lamp designed by Shiina+Nardi Design and created by hollowing and turning a solid piece of cherry wood by hand which was then encased in a bubble of clear glass. Slow Wood's work is an expression of the many varieties of wood in existence; by choosing little-known and seldom used species, the wood experts can make any interior unique. The Milano Fiera Home is an example of this; the bathroom furniture has been created using Bostamarinde wood (botanical name *Zygia racemosa*). Also known as "marble wood", it has the same grain as marble with which it also shares a particular hardness. The unique nature of Bostamarinde wood lies the infinite variety of shades that endow it with importance and distinctiveness. The bathroom tiles were replaced with tadelakt, a Moroccan decorative technique which is the product of an ancient artisan tradition and which allows the creation of exceptional finishes for bathrooms.



THE PROJECT

Project: Milano Fiera Home

Location: Milan

Year: 2016

Duration: 90 days between design and completion

Designer: Lisa Parravicini

Realization: Slow Wood s.r.l.

Photo credit:

Teresa Barbujani



ABOUT SLOW WOOD

Slow Wood was born in 2014 to share with its customers the knowledge and passion of its founders: Gianni Cantarutti, considered one of the rare, ancient and lesser known wood species expert with a thirty-year research experience in the timber industry, and Marco Parolini, with extensive experience in industrial project management, who has always been fascinated by the world of woodworking. Thanks to its innovative organizational structure, to the availability of a wide selection of wood with the most diverse characteristics and to a network of carefully selected and coordinated craftsmen, Slow Wood is geared toward professionals and designers who design environments and objects in wood and who are looking for a qualified supplier. The xylotheque is Slow Wood's principal tool and it

is also an instrument for the dissemination of culture and passion. It is a fine selection of woody species from around the world which enables a conscious and effective use of the materials featured in the designs. Our xylotheque can be found in two locations in correspondence of our LabStores in Milan and Udine. The Milan Xylotheque displays more than 400 marketable species, as well as samples of shapes, finishes and treatments, antique and recovered wood, root wood and veneers. Located in the Brera district, the heart of Milan's design neighborhood, it is a meeting place and a point of reference for architects and designers involved in projects that require the use of fine and specific types of wood. Here they can find an experienced team of wood experts who are always available to go over

samples in the form of solid wood or veneer. Slow Wood's warehouse and the other LabStore is located in San Giovanni al Natisone, in the province of Udine. This store also houses a xylotheque with about 2000 woody species and highly refined handicrafts from around the world collected by Gianni Cantarutti during his many travels in search of the rarest timbers. Both locations organize weekly meetings aimed at designers who want to deepen their knowledge of wood. The Slow Wood Xylotheque service is completed by an online xylotheque, a free consultation platform where you can find the different woods from our xylotheques with a particular focus on sustainability, workability, cost, ease of provisioning and most common uses for each kind of woody species. www.slowwood.net



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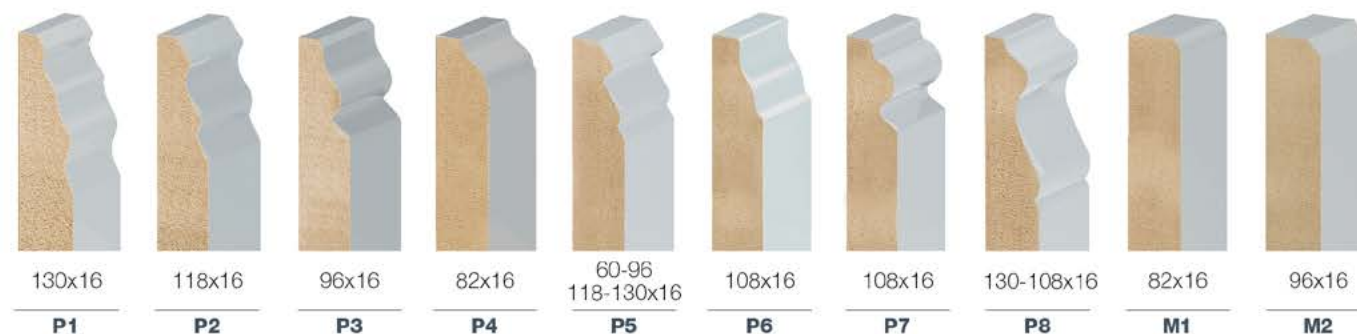
www.dehecchiluciano.com

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.

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d-FixClip
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TELL ME HOW YOU LIVE AND I'LL TELL YOU WHAT PARQUET YOU ARE!

TEXT
GIOVANNI
CARLINI*

A wood floor is not just a decoration choice. It is the expression of an individual personality. It's a style. And you need to bear this in mind with your customers

* Foreign
correspondent



THE AUTHOR

Giovanni Carlini is a consumer sociologist. In his own words, he has been “taught to appreciate the world of parquet since 2000” and found himself “catapulted into North America, becoming a member of the National Wood Flooring Association”. Speaking of parquet, in the last 17 years,

he has committed himself to understanding client behavior and how parquet is presented and ‘explained’. Up to now he has visited and studied 4,000 companies (out of the 98,000 currently active in the United States and Canada) which produce or sell parquet. In his words, “I still have a lot to learn”.
www.giovannicarlini.com

Parquet cannot be ‘sold’. A customer comes to appreciate it as something of quality which ‘decorates the floor’. This phrase always raises an ironic smile and a comment “I wish!”. What I want to emphasise is that parquet is considered as part of everything which determines the quality of life.

FIRST OF ALL PARQUET IS NOT A FLOOR, BUT A STYLE

Canada is cold, very cold. A wooden floor, which you can walk on with bare feet, is very inviting. In the United States, the temperature is milder than in the north, but parquet gives you something to sit on to drink a drop of wine. These examples might seem exaggerated, even though they summarise lifestyles and personal, intimate ways of socializing, but they confirm the concept that parquet is not just a floor, but a style. Still speaking of North America, do you remember the great battle between parquet and fitted carpet. This has now been more or less won by wood, even though we must give carpet an

honourable surrender as it was typical of an epoch. Nowadays, we do not use parquet just to cover a floor, but, on the contrary, wood decorates and leaves its mark. It brings a certain aroma and style of life to a house. This is the first concept you have to understand and transmit to your customers, when you are making a presentation of the product.

PARQUET: HYGIENE AND WARMTH

In a world in which we all suffer from allergies, parquet has an extra value of ‘cleanliness’ and therefore health. We all need things around us to be clean. Wood floors are the answer to various allergies (let’s remember the constant attention necessary for people who live with animals, cats, dogs etc.) But this is not all. Wood is also a help in the case of disabled people at home. We can easily mount and move

guides on wood to direct wheelchair movements and ease difficulties for those who are differently able. Wood floors retain heat – and this is important for elderly people who struggle constantly with the cold – and softens any falls, which can be very serious at an advanced age.

“TELL ME ABOUT YOURSELF AND I’LL SHOW YOU YOUR IDEAL WOOD FLOOR”

You have to attribute a behavioural style to every type of wood floor. Even though there are still technical differences between one type or another, customers must fully understand their choice, which must be connected to different lifestyles. A young couple, on the threshold of a life which will include children, do well to choose a light coloured floor tone,

while more mature people, with adolescent children, can tend towards darker tones, which suggest a house which is always kept tidy. The important thing is to stop presenting the product only from the point of view of its technical characteristics without considering the importance of behavioural and personality identification. In short, when selling, the thought should be “Tell me about yourself and I’ll show you your ideal wood floor”. We are talking about a ‘game’ as a new dimension in the relationship between a floor and its use, a dimension which has never before been considered as an expression of personality.





THE PRICE FACTOR

If I was a powerful man, able to manage a factory producing parquet, I would say to the clients that price is truly the last thing to think about, in the sense that they need to have open minds to consider all aspects. This does not mean I would like to sell all floors in instalments. However, what I want to say is that it is necessary to suit the payment to the client and, for example, consider every instalment on the basis of the client's income. This means personalizing payments according to the clients' needs. Once they have paid a deposit and reached 45% of the cost of the floor, they will start to see it being 'laid'. When the work is finished and a reckoning is done 55-60% of the cost will have been paid and the rest will come after. Therefore, it is possible to find the right relationship between income and

monthly instalment to have a wood floor and this means that the market opens the door to competition. A hypothesis could be that 5% or 7% of monthly income would be what the floor layer could ask for the work. In a post-globalization era (therefore a critical moment of transition from globalization) it is important that the cost of a wood floor does not exclude anyone from having one. The product's characteristics just need to be explained well. Do you work with a high-end quality product? The subject naturally changes. If you can explain to your customer (who is economically comfortable) the intrinsic quality of the product (hand-made!) which you are selling and the enormous advantages of a wood floor (in terms of health, eco-compatibility, design personalization), the price factor becomes of secondary importance.

LAYERS AND SELLERS – WHAT'S THEIR APPROACH?

'Selling' is a horrible word. Going back to the start of this article, it is not about selling something but about explaining its use. Look at how the terminology changes too. Someone who wants – and lives – parquet is not a customer, but a user who chooses a particular lifestyle. All of these matters and details should be organized into a dialogue (not a monologue!) with whoever visits the showroom or parquet shop. I could even say that it would be wise, as a playful exercise, to make a parquet user complete a lighthearted questionnaire to identify their parquet soul mate. All these aspects necessitate the organization of a sales plan which is innovative and 'aggressive' in the sense that it can profoundly influence the way of presenting the world of parquet to the user. In Italy, who would like to take on this responsibility?

To quote thousands of users worldwide,
“a truly great choice!”



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In photo: a look and feel of untreated, newly sawn timber characterises Kährs two new collections – Lux and Lumen. The effect is achieved by treating the surface of these floors with an innovative, ultra-matt lacquer. The innovative surface treatment of Lux and Lumen is non-reflective, effectively enhancing the colour of the floor while giving it a silky, yet strong shield against wear and tear. The colours of these two collections range from a milky white to a smoked, deep brown with black elements. All 3-strip Lumen floors have a colour-matched counterpart in the 1-strip Lux collection, enabling mixing and matching while achieving a homogeneous look.

www.kahrs.com

BRIEFCASE FULL OF... WOOD FLOORING & CO

TEXT
FEDERICA
FIORELLINI



Clip Up System
 Clip Up System® is the innovative patented pending 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/clipupsystem/en

Impregnator for outdoor wooden floors
 Lios Sundeck Wood Oil is a solvent-based wood impregnator particularly recommended for the treatment of outdoor wooden floors, swimming pool edges, verandas, walkways, window and door frames, fences and canopies made of wood. Formulated with natural and synthetic oils with the addition of UV absorbers and special anti-ageing ingredients against the wood decay. Slightly colored to give a warm tone to the woods treated. Lios Sundeck W Oil is a water-based wood impregnator suitable for the treatment of wooden floors located outside as swimming pool edges, verandas, walkways, window and door frames, fences and canopies made of wood. Formulated with water-based resin and emulsified oils. Slightly colored in order to give a warm tone to the decking.
www.chimiver.com



Listone Giordano Atelier Désir
 Inspired by the masterpiece The Seer, painted by Giorgio de Chirico in the 1915, Désir is the latest Listone Giordano Atelier Collection. Atelier Désir reinterprets the harmonic proportions of narrow and long wood boards according to ancient hardwood flooring and defines new perspectives. Atelier Désir is presented in exquisite Heritage finishes, Civita 1695 and Fiesole 1125, and thanks to its warm and natural colour is perfect to suite any interior project. The special open-pore brushing treatment of the surface Heritage Filigrana enhances the wood grain of the material and its uniqueness, contributing to the timeless charm of Atelier Collections. Elegant floor solution, Désir collection is perfect also in the vertical dimension, where it becomes a unique "architectural element". Désir perfectly fits with Listone Giordano Heritage collections creating personalized matches and projects, with refined surfaces.
www.listonegiordano.com



Herringbone in Black Walnut

Friulparchet has always been a leading company in field of production of solid and engineered wood, was born in 1927 in Italy and can offer a very wide range of products. Most of them are hand-made, to ensure quality and finishing care. In phptp is proposed a layered wood floor Herringbone in Black Walnut, coated with a natural wax. www.friulparchet.it

Tecnostucco by Tecnokrom

A very new epoxy filler with much higher performance than standard fillers (polyester type) designed to meet wood floor manufactures requirements and solve wood filler problems.

- Non toxic-Cmr FreeEpoxy Filler
 - No smell
 - No structural shrinkage
 - Perfect adhesion all wood types
 - Workable with sander belts, planners and tools. No re-working as with polyester filler
 - No colour change, no wood greyness
 - Usable with all types of water/solvent based coatings, oils, external coatings
 - Waterproof
- Appliable manually with pneumatic gun, or dedicated dispenser system.

www.tecnokrom.com



YOUR PROJECT OUR SUPPORT

Find out Balance, the **self-levelling head** for Jack Supports, and our new collection of **adjustable support pedestals** for outdoor



Impertek Srl
Venice - Italy
impertek.com



08 > 11 May 2017
Doha - Qatar
Hall 2 - Stand D52



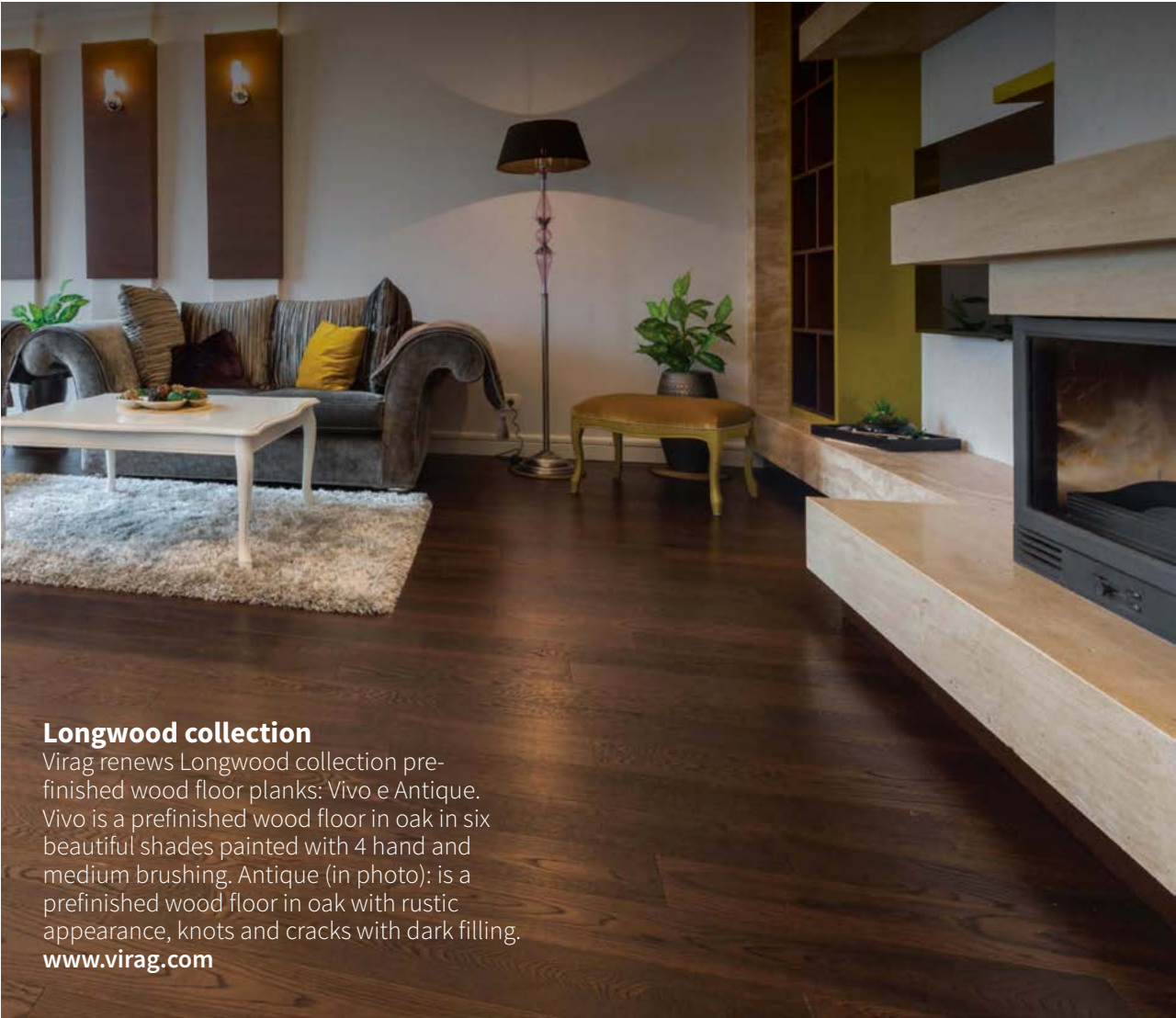
23 > 26 May 2017
Barcelona - Spain
Hall 2 - Stand D421

Antico Asolo Impronte

Wooden floors are renewed by the Antico Asolo Impronte collection. The new finish (marked) creates a textured effect that shows the slight marks left by sawing, as if it had been done by hand with an old saw.

www.cpparquet.it

In photo: Antico Asolo 3 layer, European Oak Rusticone, Brushed Painted Impronte. Private residence, project arch. Michele De Lucchi, Milan Italy.



Longwood collection

Virag renews Longwood collection pre-finished wood floor planks: Vivo e Antique. Vivo is a prefinished wood floor in oak in six beautiful shades painted with 4 hand and medium brushing. Antique (in photo): is a prefinished wood floor in oak with rustic appearance, knots and cracks with dark filling.

www.virag.com



Wakol PU 280 Polyurethane Primer

Fast - one-component: no stirring, Faster - the lightning primer for anhydrite screeds, Fastest - fastest moisture blocker on the market, Simple - no sand sprinkling in the system, Economical - complete laying in one day. Work may already continue 40-50 minutes following the application of WAKOL PU 280 Polyurethane Primer. No other method is as fast, even under difficult construction site conditions. At 100-150 g/m²/layer, WAKOL PU 280 Polyurethane Primer is extremely economical in consumption.

www.wakol.de

The perfect Contact

Contatto of Woodco is the point of perfect contact between advanced Uniclic Multifit glueless technology and the natural quality of wood. The sober palette includes understated, harmonious colours that are strong and warm at the same time. They blend well into different design styles, providing maximum freedom of application in sophisticated spaces as much as in more informal ones. The installation of Contatto is even easier and faster thanks to the Uniclic system, since it is possible to lock the planks together with just one click.

www.woodco.it



Teak modular tile

Teak Module, colour from golden brown to tobacco dark. Its natural oleoresin makes it extremely durable and pest resistant. It is perfect to create a decking both in residential or public areas, like terraces, gazebos, porches, catwalks and wherever it is necessary to remove the flooring easily.

The pre-assembled module is open to a "do it yourself" laying thanks to the "middle" and "start" modules. Exposed to sunlight and weather conditions, Teak wood is subjected to a natural colour variation to grey.

Sizes of the modular Teak tile are fixed: thickness 40 mm, width 570 mm, length 800 mm. The start modular tile differs in length that is half the tile: 400 mm. Modularity helps the laying process.

www.coraparquet.it

www.progressprofiles.com

Exteriors finishing details Protects, enhances

MIDDLE EAST COVERING
Dubai 22 - 25 May 2017
Stand 4D21



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

Embossed on request:



Standard / on request:



Showroom display



WB Mono Ms performance plus elastic

Monocomponent silane adhesive specifically for gluing all types of wooden floors on cement-based sub-floors or on pre-existing non-absorbent floors (marble, tiles, flagstones, wood surfaces).

- 100% MS Technology
- High performance
- Easy to clean
- Free from isocyanate and amines
- Solvent free
- Water-free

www.adesiv.it



Progress Profiles SpA
Certificated company UNI EN ISO 9001:2008





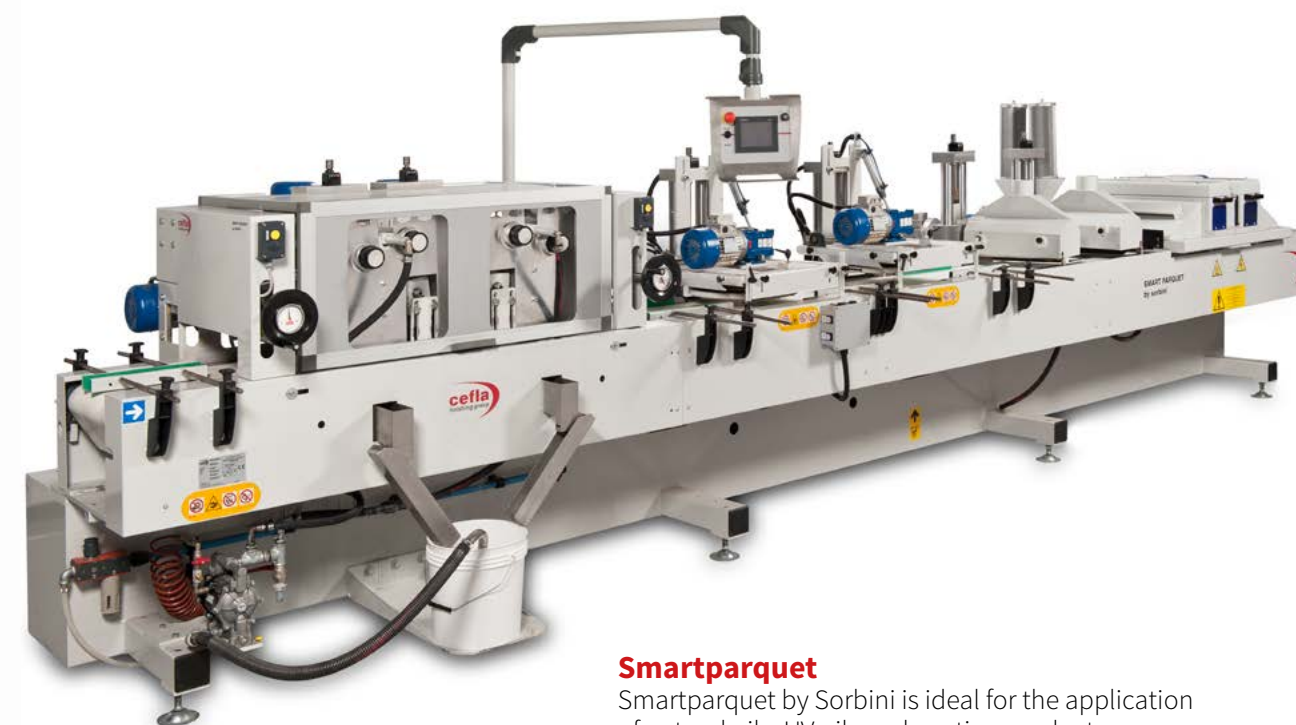
Oximoro Opera

Oximoro Opera is the last novelty introduced in Skema offer of wooden floorings. Thanks to its thin thickness of only 10 mm it can be laid everywhere. It is a prefinished single plank two-layers oak flooring having a remarkable dimensional stability. It suitable for floating or totally glued down installation. The dimensions of the plank measure 1860x150x10 mm and the finishes available are 6. This new collection is finished with an oxidation treatment, a natural technique that gives wood unique shades.
www.skema.eu

Home-Restaurant

With this unusual project the clients wished to lend to their restaurant the warmth of a home. This explains the choice of planking with those warm tones, natural and contemporary, that only heat-treated oak can provide. The furnishing and lighting, chosen with an expert eye to detail, are integrated in pleasing harmony into the lines of the floor and the ceiling work.

www.dezotti.com

**Smartparquet**

Smartparquet by Sorbini is ideal for the application of natural oils, UV oils and coating products, urethane oils and traditional waxes, as well as pigmented products and stains. This advanced solution lets users easily manage the process setting based on the necessary work cycles, which also allows for product recovery once the processing is completed. The line can also be configured with modular solutions such as brushes, reverse and single-head coaters, wiping with pads and brushes and UV drying (with at most 3 UV-R lamps). We look forward to seeing you at Ligna in Hannover from 22-26 May in Hall 17, stand n. F45-F47.

www.cefla.com

**Eco W 500 Glossy and Satin**

Transparent mono-component finishing glossy or satin, suitable for woodwork interior painting systems. Easy to apply, suitable for professional use as it has high compatibility and adhesion characteristics, filling power and covering on different types of wood. It ensures uniform finishing and high mechanical resistance. Formulated with water-based acrylic-polyurethane resins which allow a low environmental impact and low emissions to preserve the well-being and safety of users and the people who live in the environment.

www.caparregghini.it

Uniqua SQ

The first single-pack water-based lacquer with the same performances of a two-component one: perfectly suitable for very high traffic areas thanks to its excellent properties of resistance to wear, black heels marks and spots. The Self-Linking System is the innovative curing process which gets active with water evaporation and creates a strong elastic film with no need of a B component. Available in five different final effects: glossy, semi glossy, matt, extra matt and in a light invisible version. Strong, Safe, Unique.

www.tover.com



StoneOak® ModuloZero

This floor is called StoneOak® because its texture and colors remind the colors of the stone. It is a millennial wood recovered from the ground, logs that slipped beneath the ground as a result of landslides and upheavals of the forest area and were wrapped and protected under layers of clay. After centuries these logs, naturally or as a consequence of excavation, emerge with their load of beauty. The wood after years under the soil naturally acquires beautiful gray colors that go from light gray to anthracite. This special and unique material mixed with Xilopav's woodworking expertise gave birth to StoneOak® ModuloZero. ModuloZero means that all the pieces that compose the flooring have different sizes and lengths, in this way we can use all this precious material respecting what nature has created and preserved for centuries and in the meantime create a flooring that is always different.

info@xilopav.com



SOL 40P

SOL 40P range includes a large assortment of universal jointing profiles in aluminium covered with PVC film that is highly resistant to pedestrian traffic, wear, UV rays and commonly used floor cleaning products. Thanks to the insert in rigid PVC (non-conducting) between the base and the top, the new SOL 40P stops the electrostatic charges and the magnetic fields. Available in twenty-seven wood-effect finishes: light maple, dark maple, light beech, dark beech, light durmast, dark durmast, light cherry, dark cherry, walnut, wenge... plus six anodised finishes. Simple, fast and resistant: you can install your profiles in only 3 steps, thanks to Proinsert System with its interchangeable inserts in 7 different heights according to every kind and depth of the floor.

www.progressprofiles.com



Playwood Rubber

Playwood Rubber is certified EN 14041 together with the floor coverings, which makes the structure suitable for hosting non-sporting events. The sports floor Playwood Rubber, in solid wood, is of high rubber wood quality; it can be sanded frequently and is particularly indicated for intense sports thanks to its resistance. Rubber Wood parquet, known as "Hevea", is one of the most environmentally friendly. The colour is clear, and the heart wood is cream-colored with darker streaks.

www.parquetsportivi.com

Legno&Decking U28 Solas

Single-product treatment for interior and exterior wood, both furniture and decking, made with natural raw material. It renovates and protects wood against stains and wear. Non-toxic, water-based product, ready to use and with 0 g/L VOC. online shop: www.bionaturalstore.com www.vernicinaturali.it

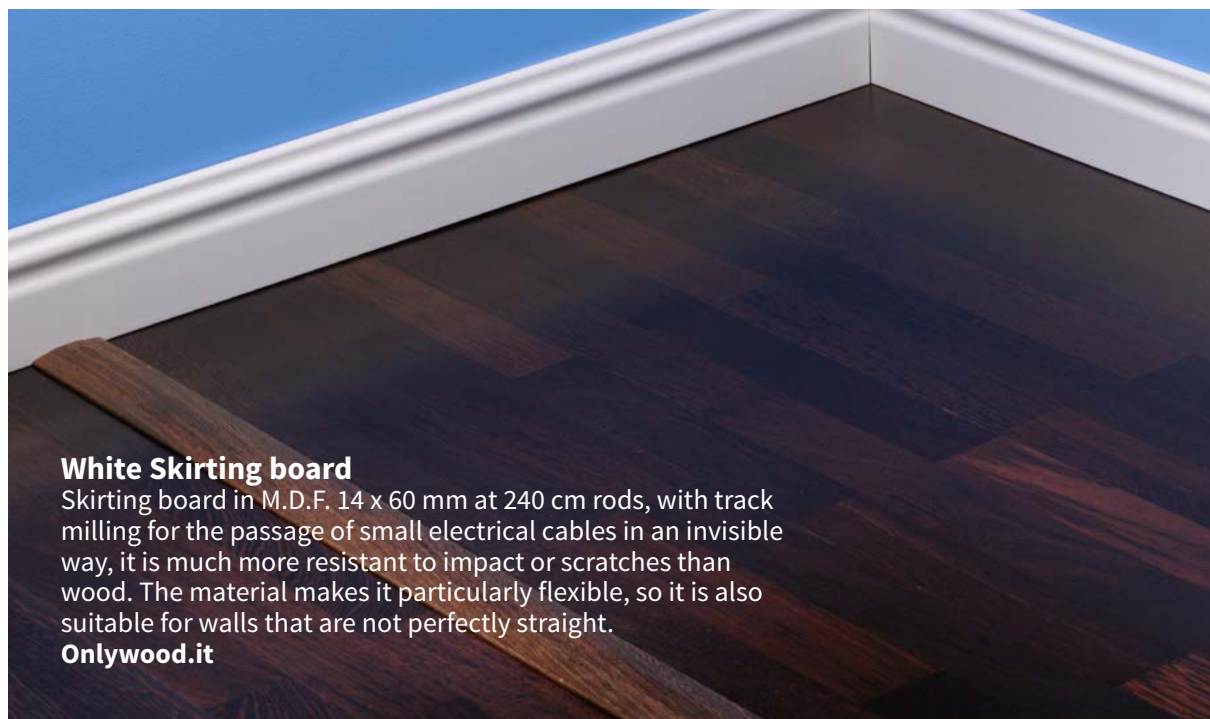




Perfect floor underlay - is it possible?

Choosing an underlay is usually an art of compromise. We choose the arguments we are concerned about at the moment, forgetting that the new flooring is an investment for many years. So how to avoid the future disappointment? Max SD Pro by Fair Underlay is the answer. This is a really universal underlay. Perfect for underfloor heating (TR=0.0037m²K/W), ideal for heavy traffic areas (CS=60kPa), with an above-average sound absorption (IS/Δlw=20dB) and most importantly – carrying VOC (Volatile Organic Compounds) emission class A+ signature, which means it's absolutely safe for use in residential buildings. As we add an attractive price to this, the choice becomes obvious: Max SD Pro has an ideal price / performance ratio. And it is manufactured in Poland.

www.fairunderlay.com



White Skirting board

Skirting board in M.D.F. 14 x 60 mm at 240 cm rods, with track milling for the passage of small electrical cables in an invisible way, it is much more resistant to impact or scratches than wood. The material makes it particularly flexible, so it is also suitable for walls that are not perfectly straight.

Onlywood.it



Noble collection

The Noble collection, inspired by the classic, modular technique of the 1950's, introduces two completely new chequered patterns with squares measuring 9.5x9.5 cm (Small Block) and 19x19 cm (Big Block), in addition to the classic one: Basket Weave.

Tarkett, with an experience of 130 years in the woodworking, developed a technique that guarantees robustness and reliability. Both the Noble and Heritage collections are as easy to install as all of Tarkett's wooden flooring, using the Tarkett 2-Lock click system. Brushing and Proteco Hardwax Oil finish create an interplay of light which reflects on the surface in new and exciting way. Oils and waxes emphasize the natural wood structure offering a resistant, long-lasting high quality and readily reparable finish and making Tarkett floors better than an only oil finish ones.

www.tarkett.it



Hydrolac: Protection and resistance for wooden flooring

Hydrolac is a water-based varnish ideal for maintenance and protection of wooden flooring. It is ecologically safe, very resistant to abrasion and fire. Ecologically safe – Hydrolac satisfies the rigid performance and environment protection criteria requested by the European Ecolabel for high quality, environmentally friendly products. A guarantee for a healthy living space. Nice to see and easy to apply Hydrolac adds a beautiful aesthetic finish to your wooden furniture as well as a lasting anti-yellowing effect. Fire-protection Hydrolac protects your wooden flooring from damage caused by embers, cigarette butts or accidentally fallen down candlelights. It is capable of delivering Class Bfl s1 fireproofing according to current EU standard EN 13501-1.

www.amonn1802.com



Tile Model #2

Get inspired with new ideas to makeover your own place choosing the innovative GIANT® Tiles made of prestige solid wood 20 mm. thick, in an array of patterns and rare wood-species. You can pave the whole area of your rooms with tiles or create an inset rug pattern in the traditional wood-flooring. In this image: GIANT® Tile Model #2 in American White Oak & African Wengé.

www.listonegiant.it

Ombre Ca' Corner

Geometrical precision and soft shades, dynamism and freshness, contemporary taste: these are the characteristics that make Ombre Ca' Corner unique, the new Foglie d'Oro creation, result of its extraordinary know how, made of wood knowledge and design research. Oak, brushed, stained and varnished, Ombre is a 2 layers item with tongue and groove connection all around and bevel on 4 sides, thickness 15 mm, top layer thickness 4 mm and birch multilayer support.

www.fogliedoroparquet.com



Unisystem Plus®

A complete range of profiles for wooden and laminate floors. The range is composed by connections profiles for floors at the same level (range Z), different level (range C/), border profiles for floors (range S/) and stair nosing profile for steps (item G/). The fixing clips and the PDS® (Profilpas Digital System) technology are the evolution of Unisystem range. New solutions developed by Profilpas R&D to permit to layers to work easily and to improve the aesthetic performance of the profiles with a wide offer of decors and tones and the possibility of décor customization. We propose also the PVC skirting boards 8608 with technology Profilpas Digital System®, for glued or floating floors.

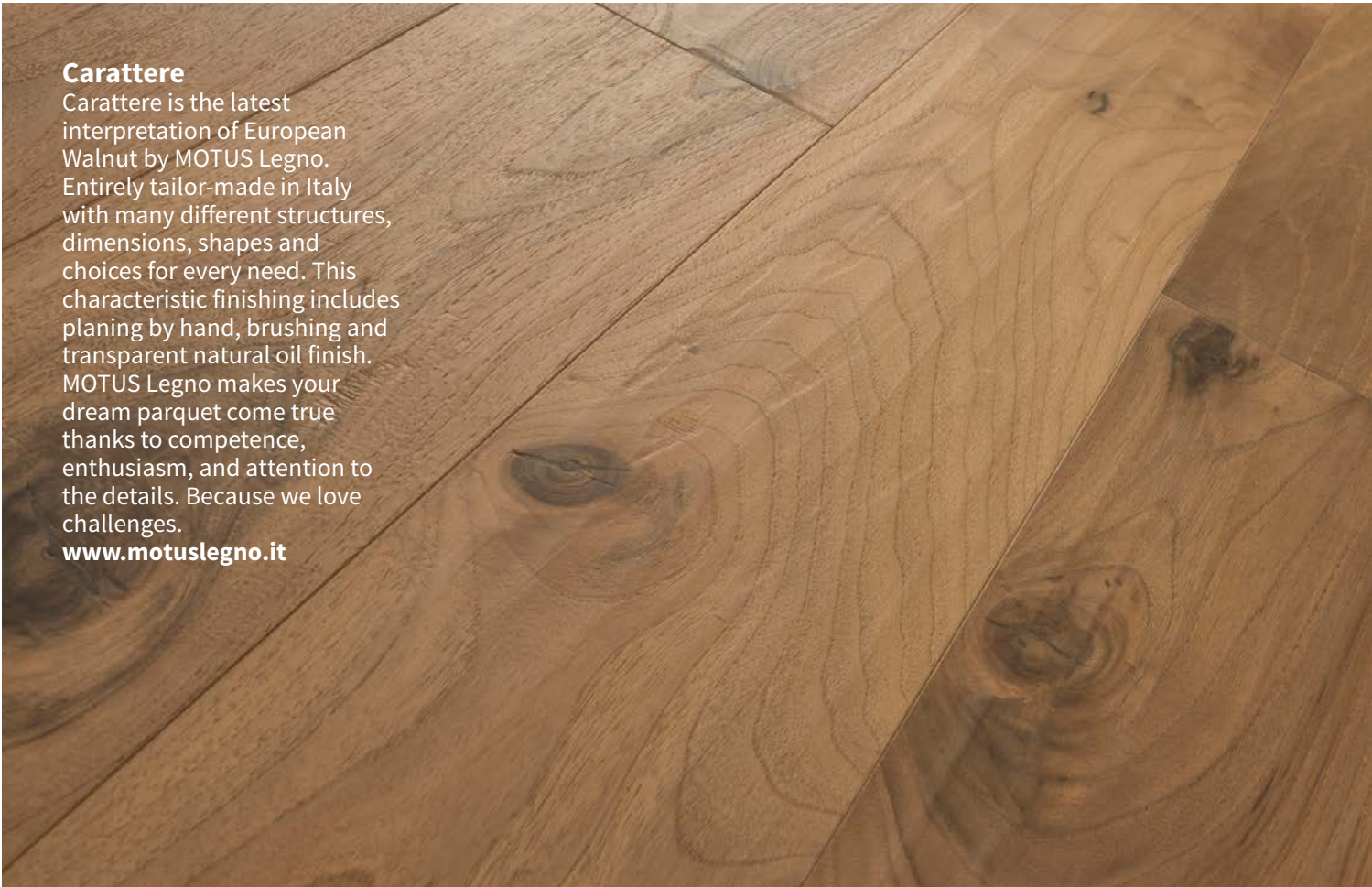
www.profilpas.com



Carattere

Carattere is the latest interpretation of European Walnut by MOTUS Legno. Entirely tailor-made in Italy with many different structures, dimensions, shapes and choices for every need. This characteristic finishing includes planing by hand, brushing and transparent natural oil finish. MOTUS Legno makes your dream parquet come true thanks to competence, enthusiasm, and attention to the details. Because we love challenges.

www.motuslegno.it



“Olivo is our passion”

Legno Parquet produces parquet of olivo from over 50 years. Why to choose it? The Olivo is the hardest wood (Brinell 5,99). It is elegant, it can be placed on heated floor, only if it has the joints. The firm have available so many different formats, massive, prefinished 2 layers or 3 layers, industrial and so many different choices, from the very veined one to the not veined, with knots or without. Last novelty is the format 14 x 70 x 500 T&G with G&G on the short sides for herringbone.

www.legnoparquet.com



MultiMaster

The powerful and universal system for interior work and renovation with the most extensive accessories for a fantastic range of applications. The new sanding set (edge length 130 mm). For quickly and cost-effectively sanding medium-sized surfaces. The alternative to eccentric or random sanders. No kick-back effect at edges. Easy to use, very good sanding capacity. Can be used with or without dust extraction. Plastic carrier plate for preventing damage and marks on the workpiece.

www.fein.com





Roto-Orbital single brush

Maxi Orbit Sander is the professional, innovative and multi-functional single-brush that makes working on all surfaces quickly and easily. The oscillating head adapts to all surfaces and allows for easy manoeuvres also on uneven surfaces, thereby minimising operator fatigue. Countless accessories available and the large wheels resting on the ground allow for the work to be simple and efficient. Thanks to the roto-orbital principle with high-frequency oscillations, Maxi Orbit is surprising for its excellent

stability and manoeuvrability. The robust and compact frame, the ergonomic handle with reinforced rod, the large wheels, the light weight and the release system of the main components (optional) make Maxi Orbit a durable machine but also one that is easy to transport. Thanks to its roto-orbital movement, Maxi Orbit offers excellent performance while simultaneously maintaining great stability and uniquely simple manoeuvrability, a level of quality that allows the machine to also be used by inexperienced operators or others with no particular physical strength. Thanks to the roto-orbital technology you can even work in homes with old electrical systems because the machine consumes less power than a traditional single-brush. Excellent not only for parquet but also for treatments and washing brick, carpet, marble, etc.

www.klindex.it



Compleat

Anti-woodworm, protective, odorless fungicide with special formula for the protection of antique furniture, wooden sculptures, frames, purlins, trusses, parquet floors. Odorless and colorless - Long lasting efficiency (10 years) - Does not release harmful gases and does not cause allergies to the operator - Non-corrosive for metals or alloys - Does not damage wax or shellac finishing - Does not leave any oily residues - Makes wood waterproof and protects it from humidity; does not allow the "retreat" in dry climate - Can be mixed with paglierino oil - Does not damage glue and paint - Does not remove gildings and does not damage tempera - Does not alter tapestries or wallpaper - Protects wood from fungi, algae or bacteria - Creates an antitrophic action (makes wood non edible for insects).

www.ecolkem.it

Biosplan

The dry screed made with Biosplan and its panels achieves the maximum level of floor soundproofing: above 32 dB The thermal insulation can be precisely calculated by the designer. Biosplan's dimensional stability is further guaranteed by large and thick layer. Dry building offers significant advantages: insulation, the speed and ease of installation but, above all, the total elimination of the drying time for the wet screeds which are the causes of delays and serious damage to wooden floors.

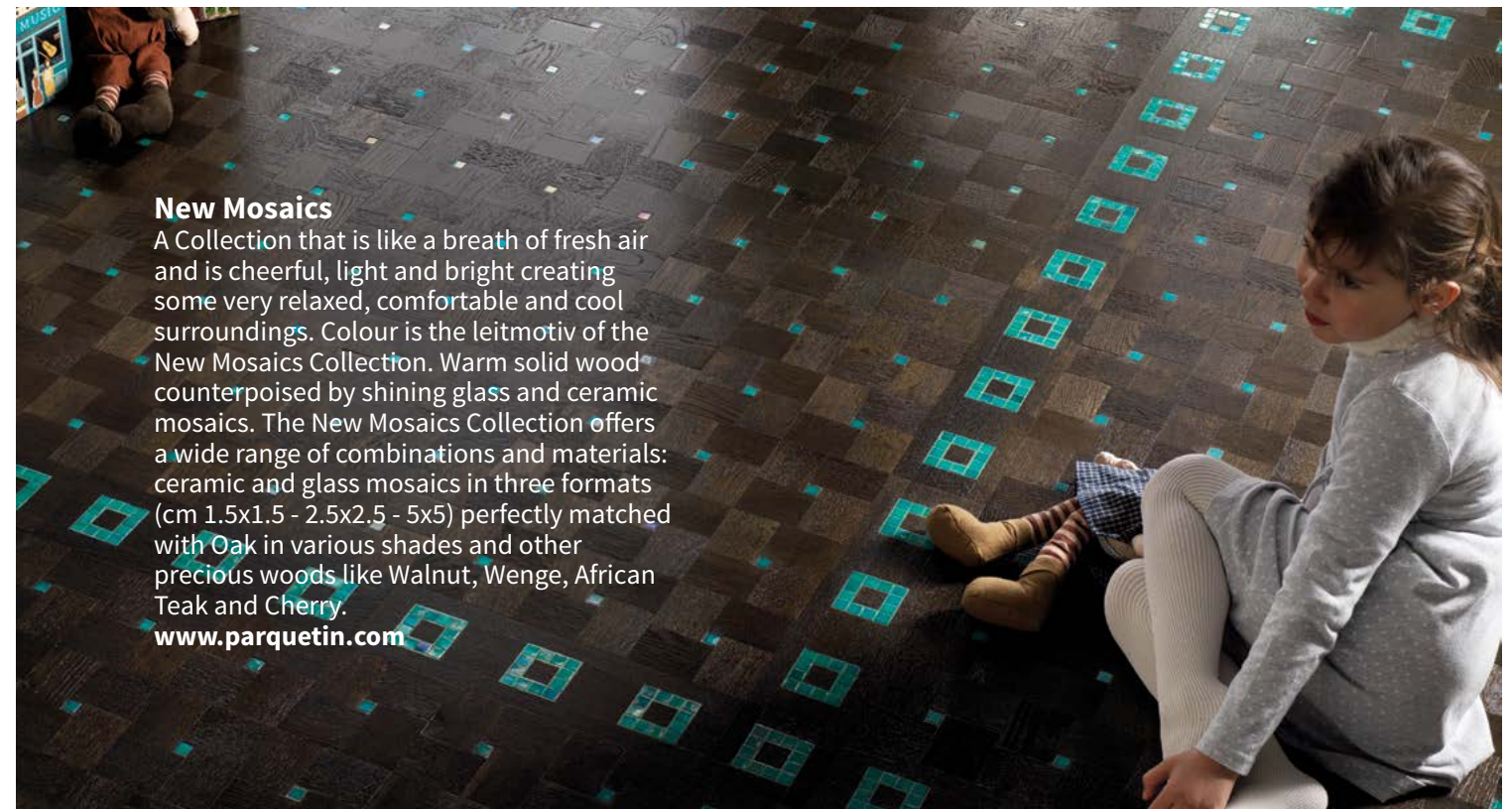
www.leobodner.it



New Mosaics

A Collection that is like a breath of fresh air and is cheerful, light and bright creating some very relaxed, comfortable and cool surroundings. Colour is the leitmotiv of the New Mosaics Collection. Warm solid wood counterpoised by shining glass and ceramic mosaics. The New Mosaics Collection offers a wide range of combinations and materials: ceramic and glass mosaics in three formats (cm 1.5x1.5 - 2.5x2.5 - 5x5) perfectly matched with Oak in various shades and other precious woods like Walnut, Wenge, African Teak and Cherry.

www.parquetin.com





Rêve Parisien

Rêve Parisien (Belle Epoque Collection) is Ideal Legno's interpretation of wood as art piece. A design inspired by the parquet traditionally used in the old Venetian Villas consisting of small planks which are mixed to squared elemnts.
www.ideal-legno.com



Respiro

Respiro, collection Boschi di Fiemme, is a genuine and thick oak that, refined by a light bleaching, becomes unexpectedly agreeable and light like the cloud of steam you see while breathing out when temperatures are low.

Selection: knot-free *Surface:* saw cutting

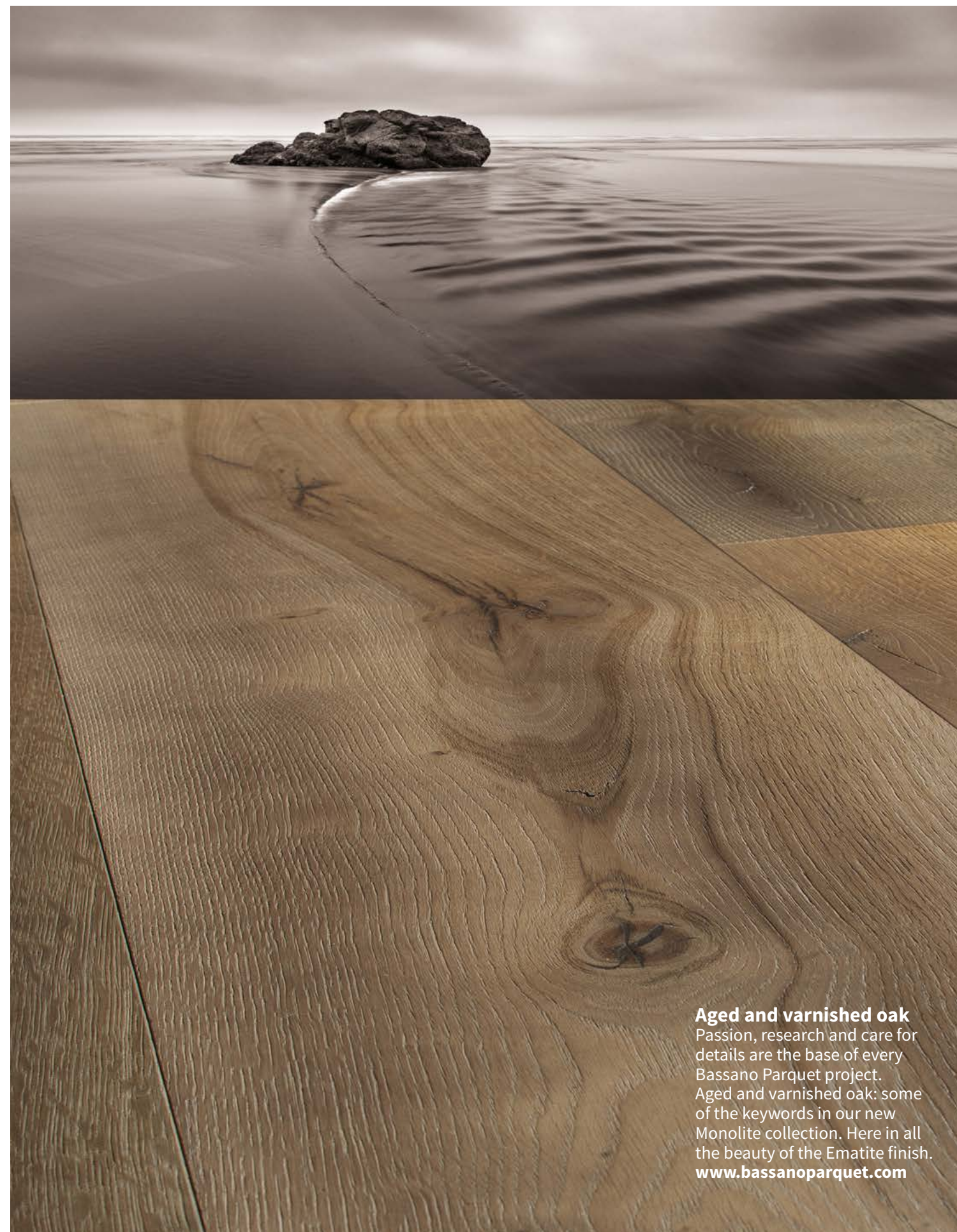
Treatment: oiled Fiemme 3000 Bio Plus

www.fiemme3000.it

Woozen

Woozen is the LG Hausys WFPC (Wood Fiber Polymer Composite) dedicated to outdoor fittings like terrace, public area, poolside, marina's jetty, ventilated facades and any other exterior use. Woozen is composed by sustainable and eco-friendly FSC products, all of them house made by LG including the wood powder and fibers as the oleofin resins and the colour pigments as well to get the best consistency. Their combination makes a highly technological and functional floor, extremely stable, durable and resistant to all of the polluting agents as well as sun and ice. It's covered all sides by extrusion with a thick layer which protect it also against bacteria and moulds and it's very easy to clean Woozen from dust and mud with just water and brush because they can't penetrate through the thick skin. Woozen is available in 5 colours with flat grain planks or riftsawn planks with deep texture.

www.woozen.eu



Aged and varnished oak

Passion, research and care for details are the base of every Bassano Parquet project. Aged and varnished oak: some of the keywords in our new Monolite collection. Here in all the beauty of the Ematite finish.

www.bassanoparquet.com

PARQUET IN THE BUILDING SITE: HOW TO PROTECT IT



TEXT
SAMULE
TOMMASINI

The topic again is wood and humidity. What are the ideal environmental conditions and how do we maintain them? There are many, small tips to remember to safeguard floor-laying, from the timber to the staining and the environmental conditions

An important thing to consider when you use wood, particularly parquet and fittings, in building sites is how to protect it from the environmental temperature variations. Wood needs to be in constant balance with environmental humidity and so, to avoid any undesired swelling or shrinking, we need to limit variations to the ideal humidity levels as much as possible.

WHAT ARE AND HOW DO WE MAINTAIN THE IDEAL ENVIRONMENTAL CONDITIONS?

The first fundamental point is to protect places where floors are to be laid from extreme weather conditions. So, outdoor greenhouses must be installed with the correct glass to guarantee an internal minimum temperature of 15°C and a humidity level between 45% and 60%. These are the typical conditions for

living quarters and conform to the health parameters for good housing. They keep humidity in balance for parquet at between 7 and 12%, the levels reached and maintained during its preparation and production.

BE CAREFUL STAINING AND PAINTING

Parquet reacts to environmental humidity, but not only the humidity in the air. One frequently underestimated source

of humidity, particularly during restoration or building undertaken in a short time, is the moisture present in stains and paints. The preparation and finishing of walls often uses a high level of water which has to disappear through evaporation in order for the primers and paints to dry correctly. It is not rare to find cases where, when restoration has been done in a hurry, in a period of cold weather, when the place has

been totally painted and the wood has been sanded, the wood floor swells excessively to arrive at a critical point in an attempt to achieve a balance in the presence of the humidity in the environment caused by the work on the walls. A good parquet floor layer knows when and how to intervene in order to reduce the risk of inconvenient problems, co-ordinating restoration activities with the other craftsmen and professionals on the site.

SCREED INSULATION

There is a wealth of literature on plans for laying wood floors, as there is on the various restrictions laid out in regulations. The screed is actually the only element of a building which is attached to the entire parquet surface. Thus, its role as a potential source of humidity is crucial. To limit the humidity in the screed, the best and least onerous solution is the good planning and construction of the layers of damp-proofing to be put in place before the basement. It is good practice to include insulation with bituminous sheaths or similar, placed without breaks in the structural layers of buildings. In this way, the entire structure is insulated from the risk of rising damp from the ground and also in good measure from that of infiltration. Obligatory insulation is laid out in regulations, particularly with reference to underfloor heating, that is the placing of a steam brake, facing towards the walls and mounted and sealed as necessary at the junctions to form a basin pond inside which the plant and screed

will be made. The placing of this barrier means the screed is insulated from the rest of the construction casing, ensuring that once the screed is dry, the wood is safeguarded against any undesired absorption of moisture.

SCREED SEASONING: THE TIRESOME PROBLEM OF DRYING TIMES

Before laying parquet, it is therefore necessary to verify the humidity content of the new screed. In these screeds, the humidity content is very high until the construction water has gone leaving the screed with a humidity content in balance with the environment and suitable for laying the parquet. There is very often an unpleasant incomprehension between the different workers and the owner about the time needed to dry the screed. The term drying very often is used as a generalization which includes different concepts like suitability for walking on, maturation/hardening and a suitable level of humidity. It may be that the owner complains that they asked for a quick-drying screed (for example a week or less) to speed up the laying of the parquet too. While a couple of months later, the screed is still damp and the floor cannot be laid. This is because the screed has matured within a week, reaching its required characteristics, but the water content has not yet balanced out. A suitable value for laying parquet on traditional cement screed is 2% (1.7% in the case of underfloor heating), as laid out in regulations.



Unfortunately, long screed drying times are also due to inexact mixing and working of the screed. The addition of too much water to increase the fluidity of the mix, means an exponential increase in drying time. Hardening is done chemically, but it is very difficult to release the excess water in the environment. Another example is excessive smoothing of the surface to make the finished surface flatter. This, however, reduces the porosity of the screed making the release of excess water more difficult.

CONDITIONS OF USE AND ENVIRONMENTAL HEALTH

Environmental conditions in the home are between 45% and 60% humidity and a temperature between 18 and 20°C. Excessive humidity produces discomfort in our bodies, whether temperatures are high or low, making us feel excessively stuffy and inducing sweating as

a defence, or too cold and provoking shivering. On the other hand, air which is too dry can cause dryness in the respiratory tract, skin rash, sore throat or breathing difficulties. Ideal conditions coincide substantially with those for wood floors, which are therefore in perfect balance between internal and environmental humidity. Wood also gives us the gift of functioning as a natural regulator of humidity variations, absorbing or releasing moisture in the environment as it continuously searches for

the ideal balance. When there is underfloor heating, the wood, contrary to what we might think, improves the screed thermal flywheel performance and makes heat distribution more uniform. However, these gifts wood offers never go hand in hand with excessive variations in temperature in the home. We need to pay a little attention to the seasonal climate to limit excessive highs and lows in humidity and temperature in the home due to seasonal changes. In this way we can avoid situations which are critical for physical wellbeing as well as maintaining optimal conditions for the flooring. Particularly dry environments, for example where underfloor heating is on all year, can take the moisture balance in the wood to well below standard with shrinking and cracks appearing. Places which are excessively humid and hot for some time on the other hand can cause swelling and curling which is not desirable. Remember that the ideal conditions for maintenance and use of your wood floor are shown in the technical specifications provided by the manufacturer in the Product Specifications.

NOT EVERYBODY KNOWS...

Wood also gives us the gift of functioning as a natural regulator of humidity variations, absorbing or releasing moisture in the environment as it continuously searches for the ideal balance. When there is underfloor heating, the wood, contrary to what we might think, improves the screed thermal flywheel performance and makes heat distribution more uniform.

Discover new Klindex Wood Line

