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magazine

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INTERNATIONAL

n. 15

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September 2017

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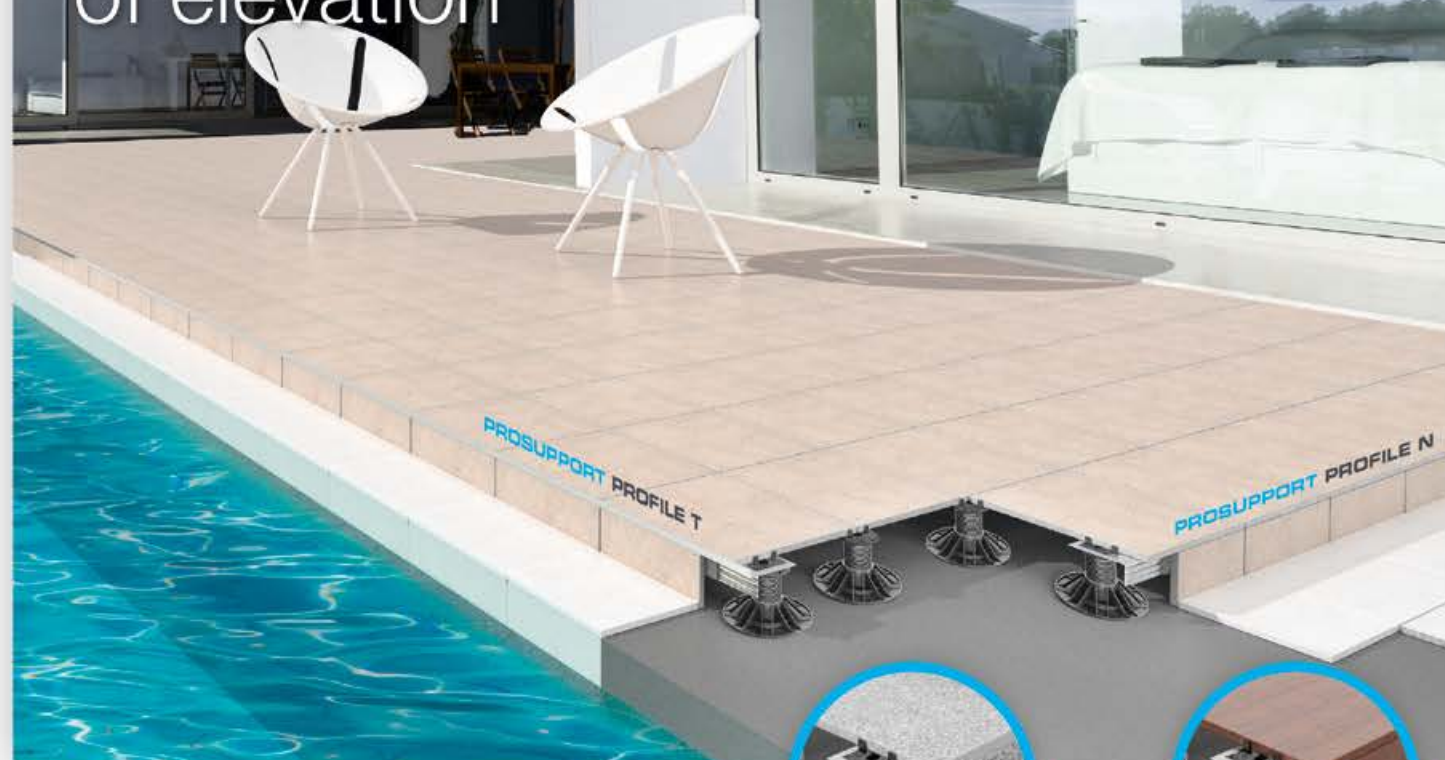


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ANTICO ASOLO 2 LAYERS HERRINGBONE
European Oak Select, Brushed Varnished Natura.

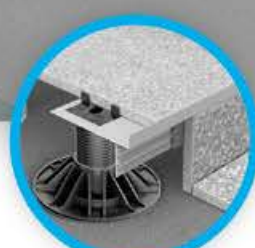
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Collection: Loire Castles Wood species: Oak Surface process: Segato Colour: Grey Castle

If everything around us changes...

FEDERICA FIORELLINI



I am writing these few words on my return from the Fep Assembly, where the European parquet élite meet to look back on the year's work. I can't get the words of Steven Van Belleghem, marketing expert, out of my head. He spoke about digital versus human and warned us *"Real time, the now, is the new baseline for the consumer"*. Change no longer means planning for something which is different from what we are, just to stay where we are needs change too. Because our contacts have changed already.

Every day we meet people (maybe not in our sector, probably not for our product in particular) who are used to having a relationship with the consumer which is very different from the past. If I want sushi, it arrives at my home in half an hour, if my oven light goes off, Amazon brings me a new one in less than an hour. There's an App for everything, from weather to diet. Even my mother, who doesn't know what a personal computer is, has learned to use WhatsApp and gets angry if she sees I've read her message and haven't replied immediately. Nowadays, if I want to refurbish my house, this doesn't mean I'll get oak planks by drone in quarter of an hour, but a certain level of service is expected (*mutatis mutandis*). So, what's to be done? First we need to understand that everything does not depend on us. If everything around us changes, we are obliged to react. We need to observe, open our minds, use everything we've done up to now as important experience, but not as dogma for facing all situations. Research, correct information, the interaction between old and new can be our ingredients, but each of us has to mix them according to our own nature to create our personal recipe.

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European Smart
Homies 2017
London
25 - 26 october 2017
www.wplgroup.com

EUROPEAN SMART HOMES 2017

25TH & 26TH OCTOBER, LONDON, UK



Home & smart devices

European Smart Homies 2017 is a capped conference geared towards senior level attendees with industry leaders sharing their insights in an intimate and interactive setting. The event offers an intensive two days of expert analyses, benchmarking and excellent networking opportunities and hear moment from key players representing the entire smart homes value chain. In 2017, the european smart home market has grown dramatically and is expected to increase 14,5% between 2017 and 2022. According to

Gartner, it is expected that a typical family home could contain more than 500 smart devices by 2022. In this increasing industry, it is imperative to fit, adapt and learn to monetize all the possibilities offered. The actual sectors involved in the smart home market are security & access control, entertainment systems, lighting control, HVAC control, and home health systems but many more are coming. Today not only products but also services - mainly the user experience - are really important for the consumers in order to cover their principal concerns.



Batimat 2017
Parc des Expositions - Paris
6 - 10 november 2017
www.batimat.com

Building innovation

Batimat is the building industry's leading multi-specialist international trade show. It is where decision-makers and industry professionals come together to choose innovative solutions for current and future buildings. It is the forum for promoting or exclusively unveiling innovations to specialist

decision-makers from French and international markets. Business owners, craftsmen, installers, ceo or employees of specialized companies or all trades: Batimat is their exhibition! They all come together under one roof and visit their targeted universe in a business-friendly atmosphere. Batimat enables them to discover in preview new products and innovative implementation techniques. They can meet new suppliers and benefit from privileged business meetings with their partners. Developed services are made available to facilitate their visit at the exhibition.



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Salone del Mobile.
Milano Shanghai 2017
Exhibition Centre
Shanghai
23 - 25 november 2017
www.salonemilano.it

Salone del Mobile. Milano Shanghai 2017

The Salone del Mobile. Milano Shanghai is back, after its successful debut last november, with 56 premium brands and all the different furniture styles: 20-750 visitors from the first tier regions of China and the central regions with strong growth rate, as Sichuan, Hubei and Henan. Important numbers

that have confirmed the expectations of a project well pondered and tailor-made in the course of three years to understand the Chinese market and answer to the growing needs of the Chinese consumers. Second edition of Salone del Mobile. Milano Shanghai will be held from 23 to 25 november, at the Shanghai Exhibition Centre, an extremely prestigious venue that hosts top level cultural and arts events and is one of the city's points of reference. The Salone del Mobile. Milano Shanghai will extend over around 4,000 sqm, showcasing all the best Italian design and furniture has to offer.



Domotex 2018
Deutsche Messe - Hannover
12 - 15 january 2018
www.domotex.de

Unique Youniverse

The producers of Domotex have announced a series of major enhancements for 2018, including changes to the physical layout of the exhibition, a new lead theme of "Unique Youniverse", an even stronger focus on trends and inspiration and an abundance of new offerings - all contributing to making Domotex 2018

(12 - 15 january) even more captivating for exhibitors and visitors. These innovations and enhancements to the world's leading trade fair for carpets and floor coverings are eliciting an enthusiastic industry response: "We are receiving highly positive feedback about the changes at Domotex. Many exhibitors now see the new site and hall layout, but also the novel, attractive participation formats, as an opportunity to redefine their position at Domotex and profit from this", reports Susanne Klaproth, Domotex Project Manager.



BERTI

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HALL 30, STAND B45



ZOW 2018
Messezentrum - Bad
Salzuflen
6 - 8 february 2018
www.zow.de

Back to ZOW

ZOW is an exhibition for suppliers to the furniture industry and the leading event of this industry sector. At ZOW decision-makers meet to gain and exchange product news and to get inspiration for future design solutions. The ZOW will take place on 3 days from Tuesday 6 february to

thursday 8 february 2018 in Bad Salzuflen. Gerald Böse, ceo of Koelnmesse. Explains: *"The furniture supply industry requires fresh trade fair concepts that fit the individual needs of regional, national and global markets. In my opinion there is no other event capable of giving as important economic and innovative impetus to the industry as interzum and ZOW. With this acquisition Koelnmesse further expands its position as leading exhibition organiser for furniture and interior design".*



CAIRO
16-18 FEBRUARY 2018

An access to the egyptian wood market

Following the great success of the first Woodtech Forum in Damietta, held in november 2016, Medexpo Egypt JSC - in co-operation with Chamber of Commerce Damietta-Furniture sector - expand their activities by organizing the biggest International exhibition for timber, design and technology in Cairo. The name of the new event, held in addition to the November forum, is Woodtech Egypt and will be organized

in the egyptian capital from 16th to 18th of february 2018, enabling Egypt as the meeting point for African continent. A situation in which the biggest European and International wood and furniture industry companies also took the opportunity to meet some very important political and economical personalities of egyptian governement, as well as to the Ministry of trade and industry, deeply involved in one of the biggest economical national project: "Damietta furniture city".

Woodtech Egypt
C.I.C.C. Exhibition Centre
Cairo
16 - 18 february 2018
www.woodtehegypt.com



Wood you like ?

From the "Wooden Fabrics" collection, Georgette takes its name from the french dressmaker who created the ancient fabric of silk and wool. Completely in highly selected Oak, in natural wood tones, or darkened through a thermo-treating oxidation process. Worked in inlay, Georgette is made from individually small wooden pieces artfully cut, treated and laid on a pre-finished panel to quickly and easily dress the floors or walls of any room.

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WOOD: AN INVESTMENT IN THE ENVIRONMENT AND IN HEALTH

TEXT
TITO
FRANCESCHINI

With the European research project **Wood2New** some of the most important players in the sector collaborated with some of the greatest European experts in the field to promote and increase the use of this extraordinary raw material in interiors

The “Competitive timbers and systems for modern planning of interiors in wood”, report produced by the Wood2New European research project which ended last February, reiterated the benefits of wood structures and accessories inside homes. Some important companies in the sector were represented, one of them

the Swedish company Kährs, which collaborated with scientists from six European countries, to chart the effects of using wood for interiors as well as to encourage greater use of interior wood. The research was carried out by the University of Aalto





in Finland and managed to close the gap left by existing publications on the subject. It was presented last March at a seminar at the University of Linköping. The conclusions? Using wood as a building material has beneficial effects both on the environment and on health. We spend 90% of our lives indoors and this has an influence on physical and psychological well-being, as well as comfort. Normally, comfort is related to temperature, humidity, noise, light and smell, all factors controlled by regulations. However, "psychological well-being" inside buildings is as yet a little understood or researched subject. European researchers

have shown that contact with nature is important for the overall well-being of the occupants of a building. The results of the Wood2New research showed that occupants' response to natural materials such as wood was very positive, with a strong preference for interiors with high quantities of wood. Based on the research, the presence of wood produced physiological reactions, particularly in the autonomous nervous system.

TEMPERATURE AND HUMIDITY

Temperature and humidity are fundamental aspects of well-being for internal environments for people. Wood has natural properties which regulate temperature and humidity, unlike for example, cement or ceramics. When humidity levels rise, wood absorbs the surrounding air and when they go down, it releases it slowly. In addition, there is heat release. In the first case, the temperature of the wood surface increases, while, when humidity is released, the wood absorbs heat. These processes, combined with other thermal properties of wood, make it a "mass thermohygrometer", which can help the energy efficiency of a building. The European Union has decreed that all new buildings will be constructed with the highest levels of energy

standards. In spite of the fact that its qualities make wood an excellent material in this respect, it has been little used in pilot projects.

HEAT AND COMFORT

In an experiment in Austria, blindfolded people were asked to touch different surfaces with their hands and bare feet. Wood boards of different types (poplar, larch and oak) with different finishes (painted, oiled and unfinished, with smooth, planed or brushed effects) were put in front of them. Between one type of wood and another, sheets of ceramic, linoleum, marble and laminate were presented. The participants had to give a rating of 1 to 5 for temperature (1 = warm, 5 = cold) and comfort. Each type of surface was presented three times, varying the actual temperature at 18°, 23° and 28°. Wood surfaces were judged overall to be warmer than the other materials. Ceramic and marble for example, were sometimes rated cold even at 28°. Wood2New also confirmed (using research carried out in four nursery schools and an old people's home) that wood is an important element in the perception of comfort inside places where care and assistance are provided. This is not just a stereotype, the use of wood has similar effects to having a window opening onto a view of nature.

For further information
www.wood2new.org

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architectmade.com

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www.cuckoocollections.co.uk

Contaminations

The aim of this project was to find a new expression by combining inspiration from mexican culture with the formal simplicity of nordic furniture. The design of the bench was inspired by stair handrails, metal bed frames, and metal machinery found throughout the city of Helsinki.
cargocollective.com



Ollie the owl

The Ollie Bird! Sewing Toy is made from solid hardwood. It prefers to be hanging on a branch or a hook.
elephantplaythings.com



Wood bag

The Oak Wood Bag by Haydanhuya is handmade using one piece of oak wood and vegetable tanned leather. Its unique id will be written at the backside, and you will receive a certificate for your edition.
www.haydanhuya.com



Wrinkle Square

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www.cozistudio.com



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THE SMILE

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TEXT
TITO
FRANCESCHINI



The Smile was to be an urban installation aimed at transforming the way architects and engineers approach timber construction. The Smile, effectively a beam curving up at both ends, was designed by Alison Brooks Architects and engineered by Arup. It is the first ever mega tube made of timber that you can inhabit and explore; and the most ambitious structure ever made of CLT. Made from American tulipwood, engineered into a pure and efficient structural form, this was an innovative and ground-breaking Landmark project for the London Design Festival 2016: installed in the courtyard of Chelsea College of Art, almost opposite Tate Britain. David Venables, AHEC's European director and initiator of the project, said 'This project is meant to represent the challenges of a building...

American tulipwood is an abundant, lightweight but strong hardwood; and The Smile is the culmination of an effort by AHEC to show that it can have a structural use in buildings'. While CLT is becoming a widely accepted means of building around the world, it has been done exclusively in softwood so far. In contrast to previous AHEC experiments with hardwood CLT, this installation would be made using a real manufacturing process rather than the hand-crafted approach. AHEC's vision was to showcase a product that industry can embrace and present as a solution for architects and engineers: whether in public buildings or in lower cost affordable housing. This project set out to test American tulipwood CLT and showcase it in a series of construction products. Exploiting the properties of tulipwood CLT, Architect Alison Brooks came up with the concept

of a beam that curves up at both ends. The CLT tube is an inherently strong shape, in the same way that a steel tube is. The curve means that it cantilevers from, effectively, a single point in the centre. the answer.

MAKING CHALLENGE

The Smile is not just showcasing the use of hardwood CLT, but that it makes the elements work as hard as they possibly can. It is a massive challenge in terms of scale and engineering as well as a demonstration of just how exciting and beautiful a building using CLT can be. Andrew Lawrence, Arup's global timber specialist says 'This is by far the most complex CLT structure that has ever been made'. It was a massive challenge in terms of scale and engineering as well as a demonstration of just how exciting and beautiful a building using CLT can be.'



Not only does it have a double cantilever, but the entrance door in the centre of the structure is placed exactly where the stresses are highest. Solving these challenges has useful lessons not only for this structure but also for all future CLT buildings. 'Although it is a sculpture,' he says, 'you are effectively looking at a 20m cantilever that is like the core we use to stabilise a building. The weight of 60 people at one end of the cantilever is equivalent to the wind load on a five-storey building. Nobody has done a core

that slender in wood.' One of the first challenges for Lawrence was determining the properties of the American tulipwood that the project is using. The strength of the CLT is derived from testing undertaken on 100 full size planks of tulipwood 15 years ago. The design had to take some very demanding circumstances into account. The shape and the loadings mean that it is in tension at the top over the door and in compression through the floor under the door. In addition to the position



of the door, there was the way that The Smile sits on its wooden foundation. This is partly buried in the ground, to minimise the visual impact and, for the same reason, is as small as possible, while not allowing it to be so small that the structure could roll over, lifting the foundation which is weighted by the use of steel weights within the wooded box.

Another consideration relates to the behaviour of visitors. The designers had to allow for the fact that all the visitors could be at one end of the structure at one time - another design consideration was that everybody might stand to one side, tending to turn The Smile on its side. The structure also had to be strong enough to resist 'lozenging', the tendency to distort from a square cross section to a rhomboid when the wind blows from one side with a force equivalent to 10 tonnes. Therefore stiff moment connections have been introduced at the roof to wall junction to limit the amount of lozenging. All the connections were achieved with self-tapping screws, about 400 mm long and very carefully positioned. Another challenge comes from the sheer size of the elements.

CLT lends itself to being made in large pieces and in this case it is essential, as there could not be a join in the centre, where the structure is most highly stressed. After all this work and effort, assembly was relatively simple... 'like a piece of Ikea furniture but on a much larger scale,' said Lawrence.



ABOUT AHEC

The American Hardwood Export Council (AHEC) is the leading international trade association for the U.S. hardwood industry, representing the committed U.S. hardwood exporters and the major U.S. hardwood product trade associations. AHEC runs a worldwide programme to promote the full range of American hardwoods in over 50 export markets.

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- 2 It's a material that requires extremely low energy consumption in its production phase
- 3 It's one of nature's most amazing constructions
- 4 It can be transformed into a work of art in the hands of the craftsman
- 5 It's lovely to see, to touch... even to smell!
- 6 It's elegant and has eternal charm
- 7 It helps maintain the ideal microclimate
- 8 You can walk barefoot over it
- 9 It provides a soft surface for toddlers to fall on
- 10 It's elastic, and this makes it the ideal flooring material for indoor sports
- 11 It's warm
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Sandro Marigo, marketing manager - research and development



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www.unikolegno.it

Gianni Dettori,
sales manager



LE QUADROTTE

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 Le Quadrotte by hand with great skill and precision. The combination of the different materials gives rise to sophisticated geometric designs and fascinating colour matchings.



MARDEGAN LEGNO

Mardegan Legno has been established in Hungary to share its love for wood. Surrounded by forests where the air is pure you can deeply breathe the oxygen realized from the best European wood, the Slavonian oak, which has been used since ancient times for the construction of vessels and durable wine barrels. This is not only a love declaration for nature; it shows at the same time our moral responsibility towards nature: our Company is committed to provide a selection of surfaces starting from certified raw materials to respect the lives of trees and forests. Each working surface process is skillfully followed inside the factory from our master craftsmen. Starting from log selection to cutting trunks, from the lamella preparation to the layer assembly, finalizing with several handmade working surfaces possibilities, together with a wide range of colors and finishing choices. Mardegan Legno surfaces floor and wall, stairs and shapes keep inside the pursuit for the essential; all its finishes, absolutely handmade, look after an important aim: to enhance the beauty and the heart of one of the most fascinating material in the world: wood.

italia.mardeganlegno.com

Giuseppe Mardegan,
founder



ARTISTIC SHAPES

Mardegan Legno artistic shapes make each floor and wall surface as one of a kind. Each space can be designed differently, building geometrical patterns that can go from a smooth simply combination to a valued refined one. To highlight the beauty of the material, its color and the unique working surface each single wood element can be easily combined and matched to bring out the perfect authorial result. Mardegan Legno shapes create elegant, hand-made compositions that enhance the wood's characteristics and re-design your space. Our wood combinations become like precious mosaic tiles, able to spread motion, emotion and three-dimensionality to the surfaces on which they are laid, creating unexpected optical games, characterizing and enriching the environment they are installed and which will welcome you.



TECNOKROM

Tecnokrom, founded in 1964 by Luigi Padoan, is a family run company and currently managed by the family's third generation. For over 50 years Tecnokrom has developed and manufactured customized coatings and finishings for top segment wooden floors manufacturing companies and design furnitures manufacturers. Our curiosity and enthusiasm for innovative techniques and products combined with our craftsmanship is always finding new challenges and the amazing final products our customers exhibit yearly at the Salone del Mobile in Milan are confirming Tecnokrom's leading edge position in the coatings market year after year. Moreover Tecnokrom products are developed with the utmost attention to the environmental impact and we always invest in research and development to meet the strictest environmental rules and regulations. Our strong expertise allows us to supply fully customized products as well as providing assistance from product concept to product development plus technical training on product application. Over the years we have built and developed partnerships with some of the key players of wooden flooring and design furniture manufacturers.

www.tecnokrom.com

Franco Padoan,
president, and Eleonora
Padoan, managing director



TECNO OIL CLASSIC AND TECNO IDRO OIL NATURE
Tecno Oil Classic totally free from chemical substances. Formulated with a mix of natural oils. Biocompatible. Tecno Idro Oil Nature composed by teak oil, fluoropolymers, wax resins, cooked linseed oil, tung oil, propolis, essences, water. The plus: provide full protection to interior wooden floors, easy to apply, colourless, deeply penetrate wood fibres to ensure total waterproof, do not alter wood textures, pigmentable, fully customized finishing. Our Epoxy Filler is totally free from CMR and complies with new European law: no unpleasant smell - waste reduction, double working speed - 100% dry residual - no emission - no shrinkage - full adhesion on all types of wood - easy to work with any tools, great reduction of reworks - endurance of colour after sanding, no turning greyish - possible to re-varnish with water or solvent based varnish, oils, wood-stains - water repellent, usable outdoor i.e. decking.



CIAMBELLA LEGNAMI

Ciambella Legnami was founded in 1946 as a timber trade company. Thanks to this activity, it consolidated the know-how and technical skills in natural wood, that were the premises for the development of our solid parquet production branch. Our products have undergone extensive development over the years - but the foundation remains the traditional solid GIANT® plank. The company has never stopped growing, and GIANT® has become a fine example of extraordinary Made in Italy excellence.

www.listonegiant.it

Giuseppe Ciambella,
managing director



THE SOLID HARDWOOD GIANT® PLANK
GIANT®, the flooring made of solid hardwood 20 mm thick, comes in large sizes and in a variety of wood-species, whose details are perfect, thanks to the expertise of the craftsmen that follow the production process step by step. The wide product range offers also rare and precious exotic and tropical wood species, that nowadays are really difficult to find, such as Wengé, Palissander Santos Morado, Incense Cabreuva, African Zebrano, African Afrormosia and the original Wild Burma Teak. The broad choice of woods, available in various dimensions, allows for infinite decor possibilities. GIANT® finished or unfinished or even customized with special finish treatments and processing according to the desire of the client. The success of GIANT® is pushed by the revaluation of solid hardwood in modern architecture, that is linked to the current trend to prefer natural and biocompatible materials, which possess their own authentic beauty, functionality and durability. GIANT® is a completely natural product, ideal for green building and contributes towards satisfying LEED® credits.



LISTONE GIORDANO

It is the keeper of ancient memory and skills. Since its debut on the market it has been driven by an untamed spirit of innovation. It has combined the innate gift of nature with the genius of man to manufacture unique wood flooring creations. Listone Giordano wood flooring collections are featured in some of the best residential projects in the world as well as it takes central stage in the main international designer and architectural projects worldwide. All this and more is Listone Giordano today. www.listonegiordano.com

Andrea Margaritelli,
marketing manager



UNDICI

The innovative collection of laser-engraved parquet originated from the cooperation between Listone Giordano and Inkiostro Bianco, it now expands the range of possible graphic designs. The French Oak features texture, geometry and decorations weave in the wood interconnecting, changing and disappearing. Drawn-by-hand lines imprint in the wood forming patterns and geometries and creating a play of engravings, lights and shades. Decorum slips from the wall and come to rest on a horizontal tridimensional surface or climbs up the walls with a process that reinvents the decor blending art and design.

HALL
45
STAND
22



PROGRESS PROFILES

Over 32 years of research and development applied to the most advanced materials and technologies on the market, and collaboration with talented young professionals in the areas of architecture and interior design have allowed Progress Profiles to create exclusive solutions that combine high performance and contemporary style. Everything is done with one precise objective: to invent a new way of living public and private space using profiles as creative and dynamic design features to add character and personality to any environment. Over 10000 square metres of indoor space and the latest generation of plant and equipment are dedicated to the production of innovative interior finishing solutions for residential and commercial applications. Our products come in all types of material and surface and are perfected by regular testing as well as massive and constant investment in advanced technology. Modern layouts and management methods ensure the systematic organisation of materials and products in our warehouse while advanced stock control software monitors orders in order to guarantee the prompt and efficient customer service for which we are rightly famous. www.progressprofiles.com

Dennis Bordin, AD

THE DETAILS OF THE PERFECT SHOWER

Linear drain shower is a practical and elegant choice for a modern and trendy bathroom; to avoid unexpected events and inconveniences it is fundamental to choose the most innovative systems and first-quality finishes. For example the Profoil membrane guarantees a perfect waterproofing, ideal for floors and coverings. Moreover, to obtain a perfect slope of the shower tray, Progress Profiles has realized the isolating Proshower Panel that, if installed earlier than the tiles, guarantees the best incline, considerably reducing the time required for coverings' installation. To define the perimeter of the shower basis and sustain the protective glass there is the Proshower Profile, adjustable in height, conceived for the protection of floor edges and the joining of plane tiled surfaces to inclined tiled surfaces. Finally, for a perfect water flowing towards the drain Proshower Drain is a water collecting duct system with floor flush, that avoids malodorous stagnation, available in 5 different lengths and equipped with 6 different stainless steel finish grids, for a touch of modern design.



WOODCO

For over 30 years, Woodco has endorsed the pursuit of quality living by giving it substance in the sensory experience of wood, to bring in all the splendor of nature through high-quality, durable and reliable flooring. Result of advanced production technologies and uncompromising quality controls, Woodco parquet flooring is safe and non-toxic: the choice of using only natural and ecological finishes demonstrates the company's green commitment, to protect the environment and people. In the wide range of proposals, contemporary colors go alongside processing techniques of timeless charm, where traditional joinery techniques enhance the characteristics of each type of wood. The attention to detail creates a product that passes down the passion for wood through the uniqueness of every single planks, which is inspiration for designers and architects, and is able to blend and integrate with the most creative furnishings.

www.woodco.it

Gian Luca Vialardi,
general manager



SLIM 180

With a thickness of just 10 mm, Slim 180 enables surfaces to be renewed without the need to remove the existing flooring. Available in large format (1500/2200x180x10 mm), the entire range enhances all the salient features of Slavonian oak and it offers optimal aesthetic value and quality, ideal for modern residential settings where design takes form and colour through the wood. Installation is quick and easy, thanks to the flexible strips, as well as the tongues and grooves cut to precision. Parquet Silm 180 can be fitted on concrete, anhydrite screeds, fibrous wood panels and floor tiles, and its reduced thickness also means perfect performance on heated flooring. Thanks to environmentally friendly finishes, using water-based lacquer and natural wax and oil, Slim 180 is also a parquet "healthy", safe and extremely easy to clean and care for over time.

HALL
22
STAND
B37

BAMBOO ELEGANCE

Bamboo Elegance is a special product of exceptional hardness and dimensional stability. Thanks to its patented heat treatment and high density, the material is not subjected to twisting phenomena, it is highly resistant to weathering and its finishing, which confers to the product a naturally aged effect, allows the product to avoid the maintenance and protects it from stains. Available also with FSC certification, the product can also contribute to various credits for Broom and Leed thanks to its ecological characteristics; in fact Bamboo Elegance is Co2 negative over the full life cycle and made of an highly recyclable material such as bamboo that grows very fast and does not die when stems are harvested. Thanks to its characteristics of natural durability and is high resistance to fire (Bfl - S1), this material can be used both for decking and for cladding.

Measures: 20/18x137x1.850 mm

Finishing: brushing, grey oiling
and polishing

National Museum of Science & Technology
Leonardo da Vinci, Milano (Italy).
Project: arch. Luca Cipelletti, AR.CH.IT Studio

RAVAIOLI LEGNAMI

Ravaoli Legnami develops and offers wooden solutions since 30 years. Specialized in the manufacturing of wood, the company provides a complete service of assistance, customization and manufacturing of materials for outdoor flooring, cladding and facades. The products of Ravaoli are the result of a daily research, aiming at ensuring the highest quality, with particular attention to sustainability in the supply chain and production processes. The company uses materials from certified forests, as well as sustainable products with FSC® certification and it can provide structural wood with CE certification and a lot of personalized finishing and working on boards.

www.ravaiolilegnami.com

Mirko Franceschelli,
commercial manager



HALL
22
STAND
A58



ALMA

Alma is one of the most renowned brands of wooden flooring and is well established in both the Italian and international markets thanks to the wide range of solutions offered. Alma combines the warmth and naturalness of wood with exclusive finishes and will enhance any space. A combination of the best raw materials and the latest trends in the world of parquet has created a series of collections with a unique style thanks to their appearance, the way they feel to the touch or the look they create. Those who choose Alma, choose style and beauty without compromising on quality, the trademark of the Giorio brand.

www.almafloor.it

Alessandro Giorio,
president



BARRIQUE MODEL

Thanks to its ability to transmit warmth and cosiness, parquet is one of the most popular floors. With the new Barrique Model, Alma by Giorio proposes a parquet characterized by a smooth surface, which enhances the natural peculiarity of the wood. Characterized by embossed knots, repaired with declining filler, it has a brushed, irregular not-planar surface. A forceful personality parquet, able to bring a touch of style to any environment: a mixture of originality and refinement, for a strong character parquet.

HALL
22
STAND
A38

PARCHETTIFICIO GARBELOTTO

Since 1950 Garbelotto Industries have produced wooden floors of great beauty and of the highest quality with select wood from all over the world. The love for wood linked to the enormous experience of the Garbelotto family, their continuous technological research and the love of the Nature have enabled the company to reach excellence in the production of a vast range of eco-friendly wooden floors and accessories. Garbelotto is, one of a few Italian factories 100% Made in Italy producer and thanks to this plus it has the capacity to produce customized products answering the project request. The Company is always able to supply big quantity of parquets for big projects (thousands of square meters) or handmade artistic flooring for private residence. Garbelotto's products has been chosen by international architectural firm for major projects such as Selenium Twins in Istanbul, Shangri-La in Toronto, Dukley Gardens in Montenegro and other. The Company has also worked on the futuristic headquarters of the Group which house offices and the new innovative showroom where you could see all Garbelotto products, with a new look that combines art, fashion and technology.

www.garbelotto.it

Renza Altoe Garbelotto, AD



CLIP UP SYSTEM®

Clip Up System® is the innovative patent pending innovative floating laying system, inspectionable, for prefinished wooden floors system. The installation is made with clips laying on the subfloor. With a little pressure planks are fit together and with the same easiness they may be removed, allowing the reuse of both boards and clips, with also 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! This revolutionary system is ideal for raised floors also for all private and public spaces, such as hotels, restaurants, airports, museums and so on.



CP PARQUET

Since 1982 CP Parquet is a story of love of nature and quality, a long family tradition that began over 35 years ago. We use the most outstanding wood species to create refined wooden flooring at the top end of the market, ensuring they are sustainable and not harmful for humans. All processing takes place in Italy, in our own facilities, with strict control of every stage of the production process to guarantee the highest quality and painstaking details. Our fathers have transmitted environmental awareness, a love of beauty and to be passionate about seeking excellence. It is our task to renew the values of tradition, preserve Nature and develop new design solutions without betraying our roots. Our love of nature guides all our decisions, seeking sustainable balance between humans and the environment. For processing our flooring we use the most ecological methods to enhance the authentic beauty of wood and preserve the world's wellbeing. Choosing CP Parquet flooring means living in a cosy, healthier environment. The finishes on our wooden flooring use water-based varnishes, natural oils and adhesives that will not harm health or the eco system.

www.cpparquet.it

Gianni Miatello,
sales manager



HERRINGBONE AND CHEVRON

The effect of light streaming onto the floor is fabulous. To create a chevron pattern the floorboards are coupled so that the opposing grain on the elements gives splendid crossed reflections, highlighting the natural grain of the wood. The ends of the boards are cut 45 or 30 degrees to create the typical rhythm that gives movement and dynamism. When laying a herringbone pattern, the boards are placed perpendicular to each other, with a 90° angle, forming a pattern that recalls a fishbone. The direction of the herringbone can be parallel or diagonal to the walls to enhance the volumes of rooms.



CHIMIVER PANSERI

It was in 1965 when Mr. Giovanni Panseri established Chimiver, a small laboratory producing coatings for wood and parquet floors. Today, Chimiver has become the undisputed market leader in the sector of products for gluing, treating and maintaining wooden floors. All this has been achieved thanks to the passion, tenacity and many sacrifices of Mr. Panseri and his wife Franca who's always being by his side supporting him. These days Chimiver is ran by his two sons Oscar and Nevio who with their distinctive but complementary skills have brought to the company new development strategies and ambitious goals. Commitment and the desire to develop new innovative products of the reasons and missions that always inspired Chimiver to strive for continuous improvement. Customer focus, an immediate response to market needs and synergy among the staff are some of the ingredients that have motivated Chimiver to produce complete lines of products for different types of flooring: parquet, resilient, resin and outdoor. Chimiver has a well equipped and modern R&D laboratory that guarantees the chemical and physical characteristics of each product. For years, ahead the time, Chimiver has been promoting the research of valid environmentally sustainable products that are always accompanied by national and international certificates which attest the green footprint of the Chimiver laboratory. Innovative solutions and continuous investments have enabled Chimiver to be present today in more than 60 countries all around the world.

Oscar Panseri, managing director



FOR MAINTAINING ALL KIND OF FLOORS

- Cleaner Star Super is a sanitizing multiuse cleaner, suitable for maintenance of lacquered wooden floors. It also efficiently acts on PVC, linoleum, melamine, marble, etc. removing dirt, tire tracks, various stains.
 - Ceramic Cleaner Super is a sanitizing multiuse cleaner, specific for the cleaning of ceramic floors. Thanks to its composition it acts efficiently also on tiles, marble, etc., removing dirt, tire tracks, various stains.
 - Lamin Clean Super is a sanitizing detergent suitable for the cleaning of laminate floors and all other hard surfaces. It contains an antistatic emulsion which helps the absorption and the prevention of dust built up.
 - Vinyl Cleaner S Super is suitable for cleaning vinyl flooring. The antistatic emulsion helps the absorption and prevention of dust build-up.
- All these products contain special nanoparticles which give to the treated surfaces a long lasting sanitizing action.



GAZZOTTI

The Gazzotti Group is the Italian leader in wood flooring sector. Founded in 1910, the company has been producing prestigious parquet flooring for over 100 years with very high production standards. Its headquarter and factory are based in Italy, in Bologna, its prefinished wood floors are now distributed in over 40 countries around the world. Since the foundation, the company has always been a reference point for quality wood flooring and becoming soon a provider of the Real House of the Kingdom of Italy.

A long history of Gazzotti, made up of innovations and references that has led it from Buddhist temples in Korea, to the skyscrapers of Philadelphia, as well as the stores of the most prestigious protagonists of the luxury world. Gazzotti has always had high standards value, innovation, quality, design, rigorous selection in raw materials, with particular attention to environmental sustainability. Designers, Architects, Direct Customers, with Gazzotti can be sure they will not only find a type of floor that will meet all their needs and fit their style, but also can find a product that will retain its beauty and quality for a long, long time.

www.gazzotti-group.it

GAZZOTTI
il parquet italiano dal 1910

HALL
22
STAND
A50



SPINA DORICA

Spina Dorica is the new exclusive product of Gazzotti, a unique, simple, innovative and trendy project that finds its origins in the most classic parquet formulation. Gazzotti, with more than 100 years of history, is to retrieve the old tradition of Spina, revisiting them in innovative, modern, trendy and design. Designed by Stefano Natalucci, Spina Dorica is a fusion from the elegance of the Hungarian Spina with the tradition of the Italian one. Insert into the new line calling Mood, thanks to the exclusivity of Spina Dorica, the charm of the colors and the introduction of the recycled woods from Idee & Parquet, make Mood products to the highest level, able to satisfy the most exigent consumer and the designer more sophisticated. This allows direct dialogue with the designers, enabling the personalization of rooms and making parquet a complement of furniture and a protagonist of the place where it was laid. The Spina Dorica project is covered by an international patent, so it is not replicable.

Discover new Klindex Wood Line

klindex®



www.klindex-wood.com



FRIULPARCHET

We are Friulparchet, a four generation family company that this year is getting 90 years old, all them spent in production of wood floors. From that times, we work to give to our customers the best products, a wide range of finishes and colours. We spend our time, our skills and secrets that have been transmitted us, to use such a precious material as wood, in the best possible way. Wood is selected with care, experience and passion into origin countries. We believe that customer satisfaction is result of our commitment and of passion that we pay in each thing we do.
www.friulparchet.it

Elia Bolzan,
general manager



BIOLINEA MAXITOP

MaxiTop, three layered wood floor, top layer in European Oak, planks in width 145 and 240 mm, hand-planed and Moka oiled. A three layered wood floor, noble thickness 3,5 mm in European Oak that has been hand-planed using simple and traditional tools, without use of machineries. This process, realized by hand by our craftsmen, gives evidence to beauty and naturalness of wood, also gives a unique effect given by a hand-made finishing. Treatment has been realized using resistant and natural-based oils, in Moka colour. This recalls shades of old and rustic wood floors.



ISOLDRUM PU RADIANTE

IsolDrum PU Radiante is an insulating underlay made of thermal-conductive viscoelastic material, specific for installation of wooden or laminate flooring onto underfloor heating. This product is coated with an aluminated film to prevent rising moisture. IsolDrum PU Radiante is specifically recommended in case of hot water underfloor heating or in case of moisture or rising moisture from the underlying layers.
Impact Sound Reduction $\Delta L_w = 18 \text{ dB}$ | Reaction to fire class Bfl-s1 | Reflected Walking Sound Insulation 23 sone | Water Vapour Resistance $S_d = 150 \text{ m}$ | Thermal Resistance $R_t = 0,01 \text{ m}^2\text{K/W}$ | Thickness approx. 1.8 mm.

ISOLMANT

Isolmant stands out for its expertise in the acoustics technology sector, which, as for flooring underlays, joins the expertise in floating floor installation. Over the years these two characteristics have allowed Isolmant to develop a complete and varied range of products to meet any application or technical need. Our Customers do not have to select a product among a definite range; in fact, they are free to evaluate the materials, the technical features and the installation specifications that better meet their needs. Quality is the only feature that they cannot choose as it is common to all our products. All references meet the European standard defined by EPLF (for laminate flooring) and MMFA (for LVT flooring), and this is a further guarantee of quality. Custom made products and custom made purchasing system: Isolmant does not force to purchase big quantities. Our Customer, in fact, can compose their own ideal range. Expertise, range of products and customer service allow us to really put primary emphasis on the request of our target customer that is the big dealer supplying private residence and installers.
www.isolmant.com

Simone Mannocci, sales
manager Linea Sottoparquet





TECNIK WOOD

Tecnik Wood rediscovers through its passion and love for the territory the oldest building material: wood. The wood is strong, biodegradable, a source of heat, it is handy to work with and resistant over time. You can even bend it, returning to the original shape without losing elasticity. Tecnik Wood researches and studies every day this material respecting its needs and characteristics. We aim at finding a balance between this fundamental element of the Earth and the needs of those who love a natural and eco-friendly floor, rediscovering in the wood a material capable of expressing and reinterpreting your personal life style. We recognize the value of wood importing timber from forests managed using sustainable development methods to protect the natural habitat, biodiversity, and the role that green areas play in protecting the climate, soil and water.

tecnikwood.it



ASSI CLASSICHE

Fashion is a continuous changing of styles, year after year trends change. But there is a trend that never goes out of fashion one which is repropose and revisited, but always sets a trend since it is classical but also adaptable to a modern style. This is why we offer a classic and timeless style that has no rivals not subject to the latest fashion since this, in the long run, can tire. This is the principle of our Assi Classiche line. A line consisting of prefinished parquet in two or three layers with the possibility of laying it in mono or multilayer both floating and glued.

DE CHECCHI
LUCIANO

Skirting Modern® and Pregio®

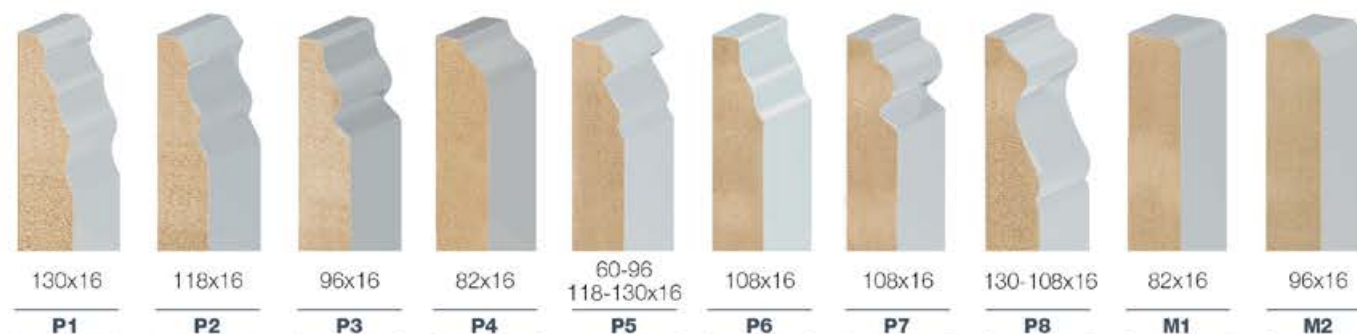
www.dehecchiluciano.com

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

Designed & Made
in Italy



d-FixClip
quick fixing skirting



BRUNO

The first company Bruno G.B. was founded in Mondovì (CN-Italy) in 1929 and dealt with sawing and wood trade. In the following years those activities have been integrated with wooden floor production and sale. More than 85 years of activity and three generations involved have made of Bruno a high qualified and professional company. Choosing a Bruno wooden floor means to choose a guaranteed product, the result of a tradition which has made the most of a natural resource such as wood. Bruno production offers a wide range of wooden floors: a variety of products which meet any taste and any interior design need, "custom-tailored" collections which offer versatile finishing with peculiar unique character. All Bruno products are CE labelled and comply with the standards required by the most recent European regulations on wooden floors. Moreover, Bruno has always stood out for its concern for the environment and for the social impact of its products. It is a "transparent" company whose aim is to communicate in a clear and precise way its wood supply chain in order to guarantee that the product has been made with rough material from sustainable forests.

www.brunoparquet.it

Bruno Bessone,
commercial manager



LEGNOARIA+

Recent surveys about "well-being" have confirmed that contact with nature and a healthy environment are the principal features which define a "comfortable status". Always devoted to physical and psychological well-being of people and answering to the more and more demanding requests of green building, Bruno Parquet has developed the new collection LegnoAria+. This is a natural oil finishing with 100% solid content and very low VOCs emissions. Laboratory tests carried out by CATAS have proved that LegnoAria+ products comply with emission class labelling A and A+ according to French regulations, therefore they can be defined as VOC free. LegnoAria+ is an eco-friendly surface treatment which deeply penetrates and protects the wood, intensifying the soft and natural look of wood grains.

OPERA PRIMA

The pride and joy of Bassano Parquet that is a compendium of the handicraft expertise of our company. The features are very irregular hand planing on the entire floorboard including chamfering, light brushing, filling even very evident, the finishing raw effect varnished waxed. Here in all the charm of the Rovere Effetto Calce finish.



BASSANO PARQUET

We would like to spare just a few words to speak about our company, our great passion for wood that has been handed down through so many generations. Our deeply-rooted history consists of more than 150 years of experience in this sector, yet this adventure did not begin with timber, but with the whip handles made from "huckberry", a particularly elastic and long-lasting tree that grows spontaneously on rocky land. The motivation towards innovation blended with the fundamental element of the manual dexterity of the craftsmen during the processing and finishing stages as well as our productive flexibility are our strong points that allow us to be appreciated worldwide and these are the ingredients needed in order to create unique and unmistakable projects. Today, Bassano Parquet presents a rich catalogue with 16 types of wood that enhance our collections with the most exclusive painted, oiled, brushed, hand-scraped and heat-treated finishes.

www.bassanoparquet.com

Marina Salon,
owner



LIGNUM VENETIA

Lignum Venetia is a young company, located in Pordenone, Italy, producer of high quality wooden floors. It comes from a passion lived in family, from a unique experience gained over time, based on the love for wood and respect for nature and its original beauty. In this way Lignum Venetia addresses itself to a demanding public that perceives the values and emotions of the wood essences used, as well as the workmanship artistry and dexterity. Somebody who chooses 3 layers Lignum Venetia wood planks wants to recreate the bond with nature, enter a room and leave behind the worldliness and the frenzy, take off his/her shoes and let the shaped wood warmth lead him/her back to the pleasure and peacefulness. Lignum Venetia produces technical wooden floors in 2 and 3 layers, reserving particular attention to the structure, finishings and to ecological aspect in the continuous research for reconciling nature, technology, mankind and his environment. Lignum Venetia products are 100% certified made in Italy and they are treated with natural oils and waxes that are environmentally-friendly.

www.lignumvenetia.com

Architect Daniela Rosa
Gobbo, owner



HEXAGONAL PATTERNS

LV proposes an alternative beyond the classic wooden floor, playing with geometrical shapes that creating particular visual effects. The combination of hexagons in Oak natural oiled creates a mosaic that donates a unique style to space. An original proposal that can be customized on the client's requirement.



LA SAN MARCO PROFILI

La San Marco Profili, founded in 1989, thanks to the experience of its two generations that with an intense dedication and resolution have administrated and innovated it, becomes nowadays a benchmark for the Italian and foreign market for the supply of skirting, profiles for the home and office, as well as wooden floors for outdoors. La San Marco Profili responds quickly to whatever customers need providing a qualified staff always ready to satisfy your requirements: direct contact, fast solutions to avoid wasting time. The company hold a huge well-organized stock of products that enable it to fill orders quickly and without mistakes. It offers a wide range of standard products and thanks to its flexibility, it handles all special quantities or personalized finishes requests.

www.lasanmarcoprofili.com

Lisa Antiga,
export manager



NEW PRODUCT CATALOGUE

La San Marco Profili, with the aim of offering its customers an increasingly more comprehensive service, will soon launch a new revised product catalogue. The choice of the Old Style skirting line will be wider, with mdf and solid new profiles with attractive design to satisfy all markets requests, in Italy and abroad. Even the round on top Classics skirting line and the straight Elite Style skirting line will be updated with additional new finishing and particular veneer surfaces. Furthermore, you will find a flush-with-the-wall profile installation system, luminous profiles and numerous accessories that complete this new project in order to provide customers with all the necessary and more. In fact, the only problem customers will probably have is to be spoilt for choice.

ADESIV

Since 1971, we have been producing industrial adhesives for the construction, footwear and paper sectors. Our evolution and our strategic choices have always been based on a very clear mission and objectives: quality products, quality customer care and respect for the environment. From 1971 up to the present, thanks to the investments in the Research and Development sector and above all thanks to the installation of a technologically advanced plant for the production of raw materials, we have never stopped growing. We have taken our brand name into over 40 countries worldwide and have taken on a leading role in our reference market, where we are top of the table when it comes to products for the installation, finishing and maintenance of wooden flooring.

We are able to offer professionals in the flooring installation sector a wide range of customised solutions, aware that wooden flooring is an investment designed to last a lifetime, and as such must be treated with the utmost care and respect.

www.adesiv.it

Filippo Dal Ponte and Enrico Passerini, export managers

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.



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STAND
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PEDESTAL RANGE

The Pedestal range is a complete series of products designed for installing external raised flooring. A range of adjustable height supports and accessories for laying, which adapts to most situations in the construction site, finding the best solution for any type of flooring, from wooden and composite decking, to ceramic, concrete tiles and natural stone. Impertek supports cover differences in level starting from 10 millimetres up to heights of more than one metre, with capacity up to 800 kg and different families of specific products: the Mini Supports, for heights from 10 to 37 mm, the Jacks, from 25 to 392 mm and the MegaMart supports from 35 up to 1020 mm. Laying is simple and quick, supports underlying installations and can always be inspected. The height of the supports can be adjusted during the laying stage even on irregular flooring, and thanks to the new Balance self-levelling head, continuous adjustment of the height always goes hand in hand with perfect flatness of the final flooring.

IMPERTEK

Established in 1985 as a company specialised in the installation of PVC conduits and materials, today Impertek is one of the most well-known and successful companies in Italy, as well as abroad, in the field of manufacturing and marketing of waterproofing and construction components. With more than 60% of turnover coming from export, Impertek brand is known and appreciated for the quality of the materials provided.

Impertek's offering is wide: from roofing to foundation components, from waterstops to fixing components for the construction industry, from equipment to special items for construction sites.

The company's flagship is the production of supports for outdoor raised floors. An innovative technology that may be used with wooden, synthetic or stone floors, ensuring fast installation, removal of slopes, natural drainage of water and wiring.

www.impertek.it

From left Riccardo, Roberto and Luca Giacomini, respectively sales, purchasing and marketing managers.



DISCOVER A RANGE
OF ACOUSTIC SOLUTIONS
FOR WOODEN FLOORING

isoldrum



IsolDrum PU Radiante

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

Isolmant, which is fully committed to market development and has a strong expertise in the sector, has developed **complete range of products that are specifically used to install floating wooden and laminate floorings**. Thanks to their mechanical, acoustic and thermal characteristics, these products are designed to meet the requirements of different environments with a wide range of applications.

Like **IsolDrum PU Radiante**, conceived to achieve high impact sound reduction and moisture barrier performances. This product is coated with an high vapour resistant aluminated film. IsolDrum PU radiante is specifically recommended in case of hot water underfloor heating. Reaction to fire class Bfl-s1.



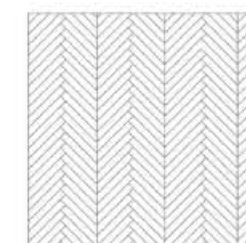
SPINA DORICA
unique and inimitable.

GAZZOTTI
il parquet italiano dal 1910

Spina Dorica is the new exclusive product of Gazzotti, a **unique, simple, innovative and trendy** project that originates from the most classic parquet tradition. Gazzotti, thanks to more than 100 years of Company history, retrieves the elegance of chevrons, revisiting them in an innovative, trend setting and design project.

Designed by **Stefano Natalucci**, Spina Dorica is the fusion of the elegance of the chevrons and the Italian laying in herringbones. Inserted into the new Gazzotti line named "Mood", the exclusivity of Spina Dorica and the introduction of the recycled woods from **Idee & Parquet** make "Mood" products, able to satisfy the most demanding Consumer and the cutting edge Designer.

The Spina Dorica project is covered by an International patent: it is unique and inimitable.



Spina Dorica
designed by Stefano Natalucci

CERSAIE 25/29 September 2017 / **Bologna Fiera, Stand A50, Hall 22**

We are waiting for you every day of the fair from 7.00 pm for **exclusive aperitifs** at our **showroom in Galleria Cavour**, via Farini - Bologna

AT LAST A STABLE EUROPEAN PARQUET MARKET

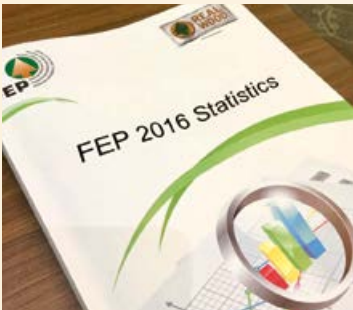


The latest figures from the European Federation of Parquet Producers were presented in Budapest on 16 June. “Europe has to learn to be a team” was the warning from Hungary

TEXT
FEDERICA
FIORELLINI

The annual Fep (European Federation of Parquet Producers) was held in Budapest on 16 June. This is the day on which the most important market leaders in our sector (parquet and floor-laying product manufacturers) meet to look back on the previous year and assess the current market situation, country by country. “The world has changed a lot in the last twelve months”, stated Chairman Lars Gunnar Andersen, “We have seen Brexit, the rise of Donald Trump and the many different economic and ideological challenges Europe must face. Europe has to learn to work as a team and to collaborate if we are to come through this as winners.”

“With regard to our sector”, he continued, “developments are encouraging. Both the demand for and the production of parquet have increased, even if only by a small percentage. The



Federation’s research into consumers’ expectations has also shown that 50% of them would choose wood without hesitation. This is a good starting point. What we have to do is improve our communications with the decision makers - architects, planners and consumers - because the potential for wood flooring is huge. The second factor we need to think about is the spontaneous synergy amongst our manufacturers.”

GROWTH IN DEMAND AND PRODUCTION

Let’s have a look at the figures. Total consumption in Fep countries increased by 1.7% in 2016 over 2015, reaching about 77

PARQUET PRODUCTION IN EUROPE 2016

	COUNTRY FEP		EU (NON FEP)**	TOTAL	
	000 M ²	+ / - %	000 M ²	TOT.	+ / - % TOT
1990	35.634	3,09%		35.634	
1991	35.294	-0,95%		35.294	
1992	37.977	7,60%		37.977	
1993	40.396	6,37%		40.396	
1994	44.972	11,33%		44.972	
1995	49.798	10,73%		49.798	
1996	50.578	1,57%		50.578	
1997	53.836	6,44%		53.836	
1998	58.308	8,31%		58.308	
1999*	64.774	11,09%		64.774	
2000	69.812	7,78%		69.812	
2001	75.621	8,32%		75.621	
2002	76.741	1,48%		76.741	
2003	81.039	5,60%		81.039	
2004	91.453	12,85%		91.453	
2005	93.977	2,76%		93.977	
2006	95.911	2,06%		95.911	
2007	98.334	2,53%		98.334	
2008	82.724	-15,87%		82.724	
2009	65.522	-20,79%		65.522	
2010	68.500	4,54%		68.500	
2011	69.630	1,65%		69.630	
2012	66.266	-4,83%	7.000	73.266	
2013	65.027	-1,87%	10.000	75.027	2,40%
2014	62.357	-4,11%	13.500	75.857	1,11%
2015	63.982	2,61%	14.600	78.582	3,59%
2016	65.603	2,53%	14.800	80.403	2,32%

*As of 1999, figures shown represent total market in FEP area. No distinction is made between “traditional” and “new” member countries.
**Best estimates according to information received from FEP affiliates

million sq. m. Production increased by 2.5%, exceeding 65 million sq. m. Poland maintained its position as the lead producer with 20.08% of the total, followed by Sweden

(16.99%) and Austria (14.02%). With regard to sales, Germany has a clear lead (23.65%), followed by France (10.63%) and Sweden (9.94%). Italy is just ahead of Switzerland with 8.18%. If we look at the type of timber used, hard oak continues to be the leader in Europe at 80.8%, 7% of the total timbers used for parquet.



TOTAL FEP PRODUCTION PERCENTAGES FOR 2016

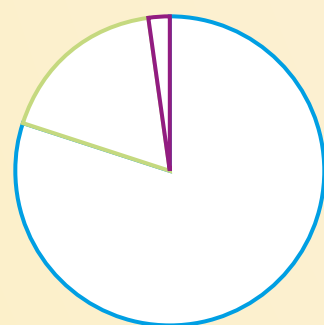
AT	14,02%
BE	0,72%
CH	2,51%
CZ	2,06%
DE	11,97%
ES	7,29%
FR	8,06%
HU	2,72%
IT	3,35%
NL	3,19%
PL	20,08%
RO	3,43%
DK/FIN/NO	3,62%
SE	16,99%





TOTAL FEP CONSUMPTION PERCENTAGES FOR 2016

AT	8,18%
BE	2,92%
CH	8,05%
CZ	1,30%
DE	23,65%
ES	7,14%
FR	10,63%
HU	0,64%
IT	8,18%
NL	2,44%
PL	5,12%
RO	3,33%
DK/FIN/NO	8,48%
SE	9,94%



PRODUCTION PER TYPE - 2016

mosaic	2%
solid	18%
multilayer	80%

PRODUCTION AND CONSUMPTION DEVELOPMENT 2016		
	Production development 2015/2016	Consumption development 2015/2016
AT	1,0%	2,0%
BE	4,0%	4,0%
CH	-3,3%	-2,2%
CZ	18,3%	3,6%
DE	2,6%	2,5%
ES	0,9%	2,2%
FR	3,0%	4,1%
HU	3,5%	1,0%
IT	-1,8%	0,8%
NL	13,4%	-4,2%
PL	1,3%	1,8%
RO	-0,2%	0,0%
SK	4,0%	1,6%
DK/FIN/NO	1,1%	-1,2%
SE	4,7%	4,0%
FEP	2,5%	1,7%

CONSUMPTION PER CAPITA 2016	
Country	m2
AT	0.73
BE	0.20
CH	0.74
CZ	0.09
DE	0.22
ES	0.12
FR	0.12
HU	0.05
IT	0.10
NL	0.11
PL	0.10
RO	0.13
SK	0.54
DK/FIN/NO	0.40
SE	0.77
FEP	0.19

Tropical timbers are stable at 4.1%, while, after oak, the most popular types of wood are ash and beech at 5.7% and 2.5%. Let's finish by looking at types of parquet. Multi-layered is the most popular type produced, it monopolises the market at 80% of sales, solid wood parquet has 18% and mosaic 2%. After many years, there was an atmosphere of cautious optimism in Budapest, with talk of a slow but steady recovery. The role of the Federation was also discussed. It wants, and needs, to be a strong, competent partner for all companies. Appointment for 2018: the next Fep appointment will be in Italy on 15 and 16 June with the 43rd European Parquet Conference.



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DO WE REALLY KNOW HOW TO COMMUNICATE?

We have seen an explosive evolution in communication in recent years in many different ways and methods. From passive spectators we have become active participants in a multidirectional communication process which offers freedom of expression to agree or disagree. Internet has changed the rules of play. Now we can easily take part and express our opinions to a multitude of people. Social media have created communities which share common cultures and where people can exchange opinions, thoughts and values. Sharing your thoughts, demonstrating your knowledge, in other words marketing yourself, exposes you to the judgement, approval or disapproval, of a public which we ourselves have created. This is why these developments in communication have highlighted the importance of relationships. Establishing trust and having a good reputation have become the objectives of every professional and company. What does 'to communicate' mean? The word means to

The author offers us a 'philosophical' discussion on the best way to create healthy, satisfying relationships, both personal and professional. The nub? Satisfying communication depends on how well we can listen, know ourselves, speak without judgement or prejudice and avoid wounding the other

TEXT
FRANCESCA
MOTTOLA*

share. It comes from the Latin "cum" meaning "with" and "munire" meaning to link or put together, have in common. Putting out and receiving content and messages, whether verbal or non-verbal. It is interesting to note that communicating is a prime need, the need to relate to yourself and to others. This is the element which connects us all, even when we are still and not talking, we communicate with a simple gesture, look or expression. Whether we know it or not, we are all connected by a network of interaction. As the marketing guru Philip Kotler says, the future lies in 'Humanistic Marketing'



or in what has recently been called H2H (Human to Human). Knowing how to use the right words in the right situation is one of the determining factors of good quality interpersonal relationships.

SKILLS TO DEVELOP: SELF-AWARENESS

What skills do we need to develop to communicate better? Wherever we are, in the office, at home or with a client, voluntarily or involuntarily we adopt

attitudes which are revealed by posture, tone of voice or looks. These are the things which distinguish us from other people. Focusing our attention on non-verbal communication gives us greater awareness of how we appear to others and so makes us ready to understand their reactions and ask ourselves why when these are negative. We need to understand that there is a relationship which comes before any other: our relationship with ourselves.

Self awareness, awareness of our own emotions, of our own being, means we can identify our own needs and desires, strengths and weaknesses. Knowing yourself helps you to be authentic as you recognize your own way of reacting and thinking. Satisfying communication depends on how well we can listen to and know ourselves. Asking yourself whether an interaction has gone well or badly helps you to understand the environment in which you live.

ACTIVE LISTENING

Listening means to question yourself and others, to be interested in the conversation and to understand a mood. We often hear empathy talked about, it is a social skill which enables us easily feel what the other

feels. Empathy is the ability to put yourself in the other person's shoes, to understand their needs and point of view. The person you are speaking to, whether it's a colleague, client or friend, wants to be heard. They simply want to feel you are someone they can trust. In short, assertive communication may be the best way to achieve successful interaction. Assertive communication is a way of interacting with full participation, a responsible attitude and with no judgement or prejudice. It is the ability to communicate our thoughts without being aggressive or overwhelming the other. Communicating in this way helps to establish equal, harmonious relationships, as you respect yourself and the other person. Very probably you will have far more positive reactions and reduce negative ones to the minimum. The more communication involves good self awareness, active listening to yourself and others and assertiveness, the more the quality of interpersonal relationships will improve. This is why we need to shine a light on the way we communicate, so that we can create healthy, satisfying relationships, both privately and professionally. These are all things which inevitably spread by word of mouth and lead to loyalty and repeat orders. Every professional in the sector needs to consider them if they want to grow and achieve the results they hope for.

*Marketing manager
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