

# I LOVE PARQUET

magazine

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INTERNATIONAL

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ASSOCIAZIONE ITALIANA PARQUETISTI ITALIANI

n. 17

March 2018

THE WALL MARKET  
inside (pag. 28)  
the special  
dedicated to the  
wooden covering  
systems







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

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# Speak to me!

FEDERICA FIORELLINI



Do you know about the *Cluetrain Manifesto*? It is dogma for those who work in marketing and communication. It is a collection of 95 action plans for all companies which work inside the 'new (at the time) interconnected market'. In other words, the web. I came across it some time ago and I wanted to know more about it and share it. The Cluetrain Manifesto was written by Rick Levine, Christopher Locke, Doc Searls and David Weinberger, a group of communication experts, in 1999 (and updated in 2015). So, it is in fact 20 years old, but personally I find it incredibly up to date, considering that now, just in Italy, the average person uses Google 30 times a day and the hours we spend on Facebook (which had 25 million users in June 2017) have doubled in the last two years. "Markets are conversations". This is the first, and probably the most famous, of

the statements. Before the Internet, the authors maintain, the market was a place where people met and talked (about products, prices, reputations) and so kept in touch with each other. Internet has provided a way for anyone who connects to it to re-enter the virtual market and communicate. But (there is a but), companies - our heroes maintain - often 'do not speak with the same voice as these new network conversations. They want to contact an online public, but their voice sounds empty, flat and literally inhuman... 'On the other hand, markets are becoming more intelligent than the majority of companies and through Internet "people are discovering and inventing new ways to share knowledge with incredible speed". In short, the Cluetrain Manifesto is suggesting language reform. You need to have the courage to take a leap in quality, setting aside the 'convenient' but dry, declarations of the company mission (in which every company is a leader in their segment of the market) and start open and sincere conversations. I find this advice relevant and very believable. It applies to everybody. Buying today means chatting and you cannot do this using high-faluting, artificial language. You have to be credible, willing to listen and to apologise if necessary because, as Levine & Co. say, "we are not spectators, eyes, the final users or consumers, we are human beings".

  
MARDEGAN  
Legno  
SUPERFICI D'AUTORE

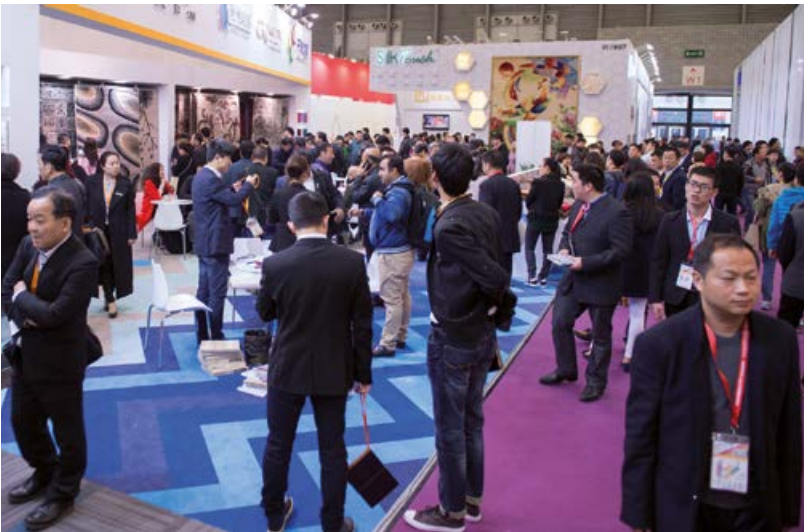
The emotion of a  
hand-made wood surface.

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THAT EXCITES YOU MORE

www.mardeganlegno.com  
f i t i mardeganlegno

Shape: Damasco Wood species: Oak Surface process: Brushed





**Domotex Asia/Chinafloor 2018**  
New International Expo  
Centre - Shanghai (China)  
20 - 22 march 2018  
[www.domotexasiachinafloor.com](http://www.domotexasiachinafloor.com)

### Diversity at Domotex Asia/Chinafloor

During Domotex Asia/Chinafloor, March 20th to 22nd in Shanghai, *Materia* will present the "Material Solutions" exhibition. The theme of this exhibition is "diversity" - the presentation of a diverse lineup of +300 innovative materials for building interiors. *Materia* presents the interior of the future, which calls for comfort, natural materials, better insulation, acoustic value, and most importantly sustainability. Regarding sustainability - woods, bamboo, and other bio sources have been

immensely popular due to their natural characteristics and safe use for the environment. Now, materials created from agricultural byproducts, recycled industrial waste, algae, and fungi are also popular for their dedication to a greener, eco-savvy world. The performance of metals, glass, ceramics, and plastics are already familiar to the industry; however 2017 advances have made these materials perform even better than in the past. For instance, by becoming more lightweight and yet remaining extremely durable. Thanks to these types of technological developments, the materials presented this coming year at the During Domotex Asia/Chinafloor exhibition will not only be for flooring, but also for walls, furniture, cabinets, doors, sunshade and even types of façades. *Materia* will also showcase specialty items, such as wooden textiles, olive tree leaf tanned leather, acoustic felt, recycled leather walls, luxurious water hyacinth wallpaper and more.

**NWFA Expo 2018**  
Convention Center - Tampa, FL  
11 - 14 april 2018  
[www.nwfaexpo.org](http://www.nwfaexpo.org)

### NWFA Expo

NWFA Wood Flooring Expo is the only show in the world dedicated exclusively to the wood flooring industry. Following six consecutive years of growth, this year's the fair will offers even more education, more hands-on demonstrations, and more opportunities to engage with industry professionals.



**DE CHECCHI<sup>®</sup>  
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## Skirting Modern<sup>®</sup> and Pregio<sup>®</sup>

[www.dehecchiluciano.com](http://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







## Back to Morocco

Over 1,000 professional buyers attended the opening day of The Big 5 Construct North Africa 2017 at the Parc Des Expositions de l'Office des Changes in Casablanca, organisers announced. The launch edition in Morocco of The Big 5, the largest and most influential portfolio of construction industry events spanning the Middle East, Asia and Africa, is proving a success in bringing together buyers and manufactures from around the world to network and do business in the North African region.

"177 Moroccan and international exhibitors are participating to The Big 5 Construct North Africa this

year, and thousands of local industry professionals are visiting the show to source the latest and most innovative products for the built environment. This is a great start for an annual exhibition that aims at developing long term growth opportunities for the Moroccan construction industry, along with creating new partnerships," said Andy Pert, Portfolio Event Director. The next 2018 event is again part of The Big 5 brand. Originated in Dubai almost four decades ago, it connected over 35,600 exhibitors, 195,500 visitors, 1,000 speakers and 20,000 conference and summit attendees in 2016.

The Big 5 Construct  
North Africa 2018

Parc Des Expositions de l'Office des  
Changes - Casablanca (Morocco)

10 - 12 april 2018

[www.thebig5constructnorthafrica.com](http://www.thebig5constructnorthafrica.com)



**XYLEXPO**  
2018

Milan, 8/12 May 2018  
fieramilano Rho fairgrounds,  
Italy

**YOUR WORLD  
YOUR BUSINESS  
YOUR SHOW**

26<sup>th</sup> biennial world exhibition  
for woodworking technology  
and components for the  
furniture industry

Xylexpo 2018

Fieramilano - Rho (Milan, Italy)

8 - 12 may 2018

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

## Another Hall for Xylexpo

Activity is back in full swing for the next edition of Xylexpo, the biennial international exhibition of woodworking technology and furniture industry supplies to be held at FieraMilano-Rho from Tuesday, May 8, to Saturday, May 12, 2018.

All big brands (Homag, Weinig-Holz Her, Cefla, Ima Schelling, Scm and Biesse, in this sequence) have submitted their registrations, some of them with a significant expansion of their booth area. As a result, organizers have decided to add one hall, the number 4. Halls 1 and 3 will host companies specializing in the production of panel

processing machinery and tools, surface finishing and the related products, hardware, semifinished materials and supplies; halls 2 and 4 will be dedicated to panel and solid wood processing machinery and tools, primary operation equipment and tools, semifinished materials and complementary accessories. Again this year - in line with an approach that Xylexpo adopted several years ago before all major international exhibitions - each hall will have a "focal point" represented by one or more industry "giants". In hall 1 this role will be played by Biesse and Barberan, in hall 2 it will be Scm Group. Homag and Cefla will be the focus in hall 3, Ima and Weinig in hall 4.



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**Coverings 2018**  
Georgia World Congress  
Center - Atlanta (USA)  
8 - 11 may 2018  
[www.coverings.com](http://www.coverings.com)

## The global tile & stone exposition

Coverings 2018 exposes the most innovative tile & stone products in the world and offers an access to free accredited seminars, keynotes, and live demonstration sessions, with networking opportunities and thousands of trade attendees, including distributors, retailers, fabricators, contractors and installers, architectural and design professionals, builders and remodelers.



**Biennale di Venezia 2018**  
Venice, Italy  
26 may - 25 november 2018  
[www.labiennale.org](http://www.labiennale.org)

## Freespace!

The President of La Biennale di Venezia, Paolo Baratta, together with the curators of the 16th International Architecture Exhibition, Yvonne Farrell and Shelley McNamara, met the press today at Ca' Giustinian to launch the 16th International Architecture Exhibition that will take place from May 26th to November 25th 2018 (Preview May 24th and 25th) in the Giardini and the Arsenale, and around other venues in Venice. Yvonne Farrell and Shelley McNamara titled the 16th International Architecture Exhibition *Freespace*, and explained their choice with the following words: «Freespace describes a generosity of spirit and a sense of humanity at the core of architecture's agenda, focusing on the quality of space itself. *Freespace* focuses on architecture's ability to provide free and additional spatial gifts to those who use it and on its ability to address the unspoken wishes of strangers. *Freespace* celebrates architecture's capacity to find additional and unexpected generosity in each project

- even within the most private, defensive, exclusive or commercially restricted conditions. *Freespace* provides the opportunity to emphasise nature's free gifts of light; sunlight and moonlight, air, gravity, materials - natural and man-made resources. *Freespace* encourages reviewing ways of thinking, new ways of seeing the world, of inventing solutions where architecture provides for the well being and dignity of each citizen of this fragile planet. *Freespace* can be a space for opportunity, a democratic space, un-programmed and free for uses not yet conceived. There is an exchange between people and buildings that happens, even if not intended or designed, so buildings themselves find ways of sharing and engaging with people over time, long after the architect has left the scene. Architecture has an active as well as a passive life. *Freespace* encompasses freedom to imagine, the free space of time and memory, binding past, present and future together, building on inherited cultural layers, weaving the archaic with the contemporary».



This extraordinary flooring is sourced from the tallest trees in the forest and is modeled with a single cut to highlight the exceptional dimensions and magnificent grain along the entire length.

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



Typical of classic furnishing,  
nowadays compositions are becoming  
popular also in spaces distinguished  
by a contemporary style.  
This oak inlay is really enchanting.  
[igrandiclassici.it](http://igrandiclassici.it)

PHOTO OF THE MONTH





### Stay with me

Stay is a furniture for a soft peaceful rest. Stay is a neat and small daybed as well as a bench. In Stay solid wood meets fabric and leather to create a nice furniture with many beautiful details.

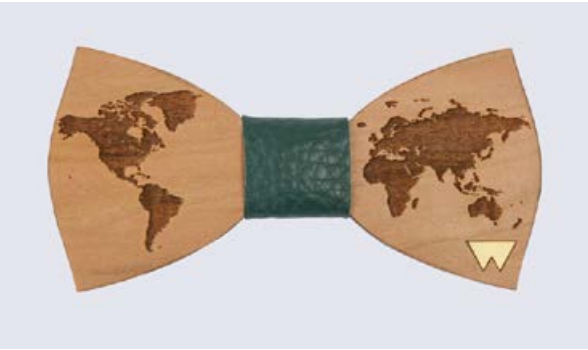
[a2designers.se](http://a2designers.se)

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

### Fly... bow tie

For bow tie lovers looking for a unique design. This handcrafted bowties is made in Italy, using 100% cherry wood, with leather knot.

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



## Green Edition



### Poet Sofa

Inspired by "free art", Finn Juhl designed the Poet Sofa for his own home in 1941. Today this sofa represents a part of Danish cultural history and modern furniture that exudes values that have more or less disappeared in these days of fleeting fancies. The Poet or Poeten is made to the finest manufacturing standards with hand-sewn upholstery, and its legs come in several different types of wood.

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



### Petrol green

With Rise, designer Marianne Andersen has created a wall lamp that is appealing in all its simplicity. The wooden base in ash forms a beautiful contrast to the raw, industrial shade.

[normann-copenhagen.com](http://normann-copenhagen.com)

### About a chair

The solid shell comprises a curved back with armrests in polypropylene, providing excellent comfort and a soft, unified silhouette, while the four-legged wooden base adds a timeless, classic expression

[hay.dk](http://hay.dk)



### Drive

This sliding door can be seen as a beautiful surface simply laid against the wall. The technology is totally invisible and creates an effect of extraordinary lightness.

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



### Kilt

The storage series Kilt was designed in 2009 by Claesson Koivisto Rune, with doors and drawers hidden behind a tartan pattern whose proportions adhere to the principles of the golden section used within classic architectural design.

[claessonkoivistorune.se](http://claessonkoivistorune.se)



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STILE



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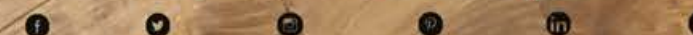


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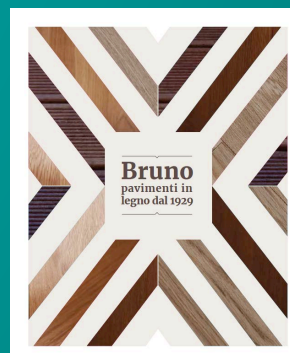
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#### BRUNO PARQUET



#### GARBELOTTO



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# WOOD AND CONCRETE

A difficult challenge.  
A three-width oak wood  
floor with brass inserts, a  
restoration to be carried out  
according to the original  
design. Garbelotto  
for Carraro spa

TEXT  
TITO  
FRANCESCHINI





Carraro is an international leader in transmission systems for off-highway vehicles and specialized tractors. It was founded in 1968 and the factory in the province of Padua (Italy) was designed by the architect Ermenegilda D'Agaro, a student of the famous Venetian architect Carlo Scarpa, whose style can be seen in some of the detail. The building, which includes both offices and production, extends over a surface area of about 184 thousand square metres (37,000 of them covered) and employs more than 600 staff. The challenge given to the Italian parquet company

Garbelotto, was to recreate the floor as it was originally, a three-width oak floor with brass inserts, typical of floors designed and made in the 60s. The movement created by the different widths of the planks coupled with the light coming through the glass, enhances the space with a play on shapes intensified by the lines of light created by the brass. The hues of the wood and the inserts are matched to the colours and materials chosen for the walls, some of which were made with wood panels and to the magnificent painting in the hall entitled "Male Flowers, Female Flowers" by Mario Schifano (1984).





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 and their continuous technological research have enabled the company to reach excellence in the production of a vast range of wooden floors in different sizes and finishes, as well as a wide range of customized options, which keep the beauty and warmth of handicraft made wooden floors. Parchettificio Garbelotto is a proud ambassador of

Made In Italy: every single square meter of wooden floor is designed and manufactured in its factories, in the province of Treviso, and exported all over the world. There is always a special attention to the environment: all the products are CE-certified, E1 class for the emission of formaldehyde and, on demand, customers may have them FSC-certified. 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. [\[garbelotto.it\]](http://garbelotto.it)

00718 Visual Comunicazione - VE



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IMPERTEK.COM



# THE WALL MARKET

If you thought parquet is only meant on the floor, you couldn't be more wrong. Wood lovers know that this material is also an interior design tool, capable inspiring all-over looks...

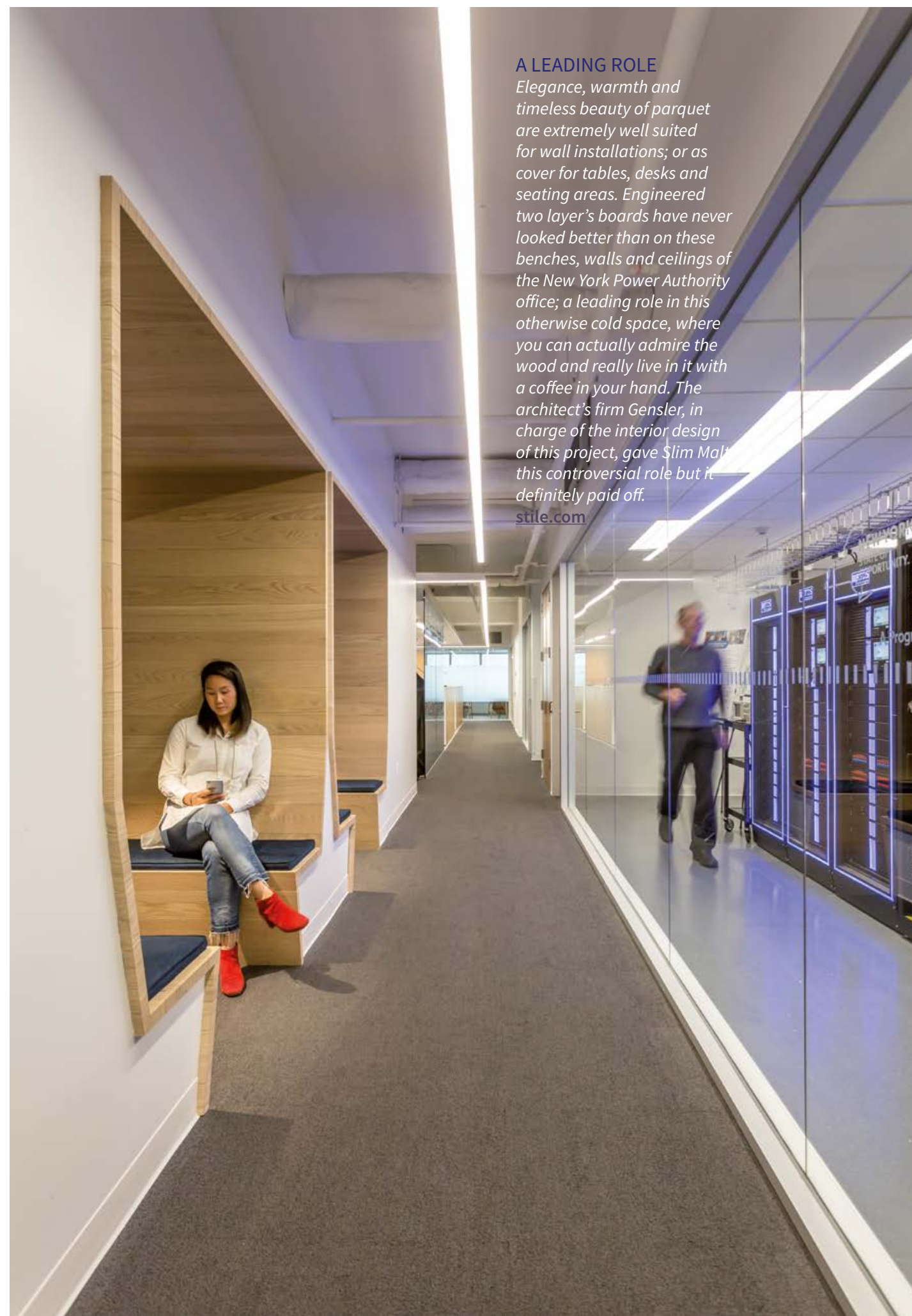
## UNDICI

Listone Giordano revolutionises the wooden flooring world, reinterpreting the material surfaces and redefining the classic aesthetic rules and layout. Carvings and indelible grooves enter into matter to extract a new essence, reinventing the decor blending art and design. A new evocative power emerges from the engraved decoration: as natural as wood and as profound as a hand-sculpted work. Undici is available in three different lines, each made of eleven (UNDICI in Italian) patterns.

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



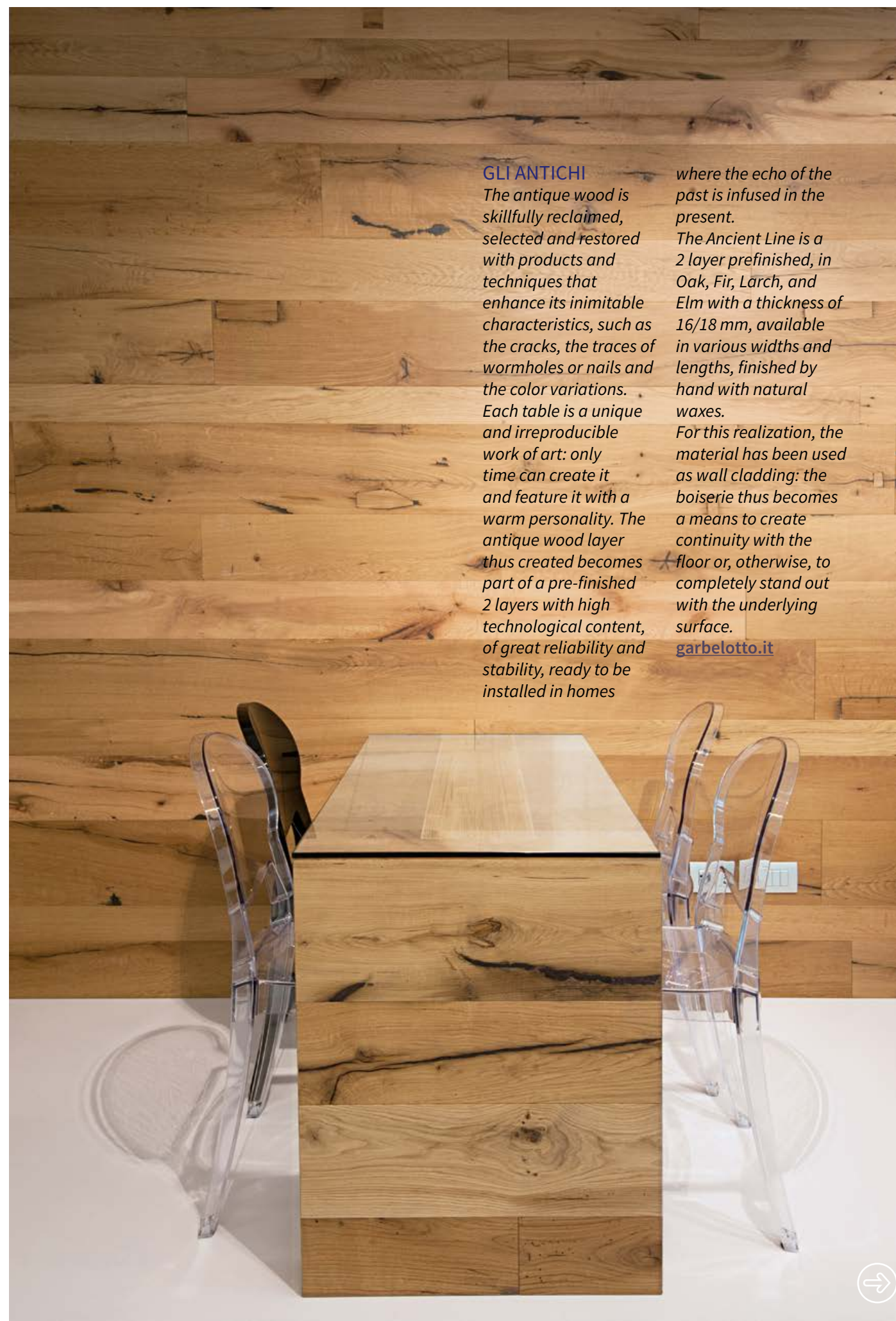




#### A LEADING ROLE

*Elegance, warmth and timeless beauty of parquet are extremely well suited for wall installations; or as cover for tables, desks and seating areas. Engineered two layer's boards have never looked better than on these benches, walls and ceilings of the New York Power Authority office; a leading role in this otherwise cold space, where you can actually admire the wood and really live in it with a coffee in your hand. The architect's firm Gensler, in charge of the interior design of this project, gave Slim Malt this controversial role but it definitely paid off.*

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



#### GLI ANTICHI

*The antique wood is skillfully reclaimed, selected and restored with products and techniques that enhance its inimitable characteristics, such as the cracks, the traces of wormholes or nails and the color variations. Each table is a unique and irreproducible work of art: only time can create it and feature it with a warm personality. The antique wood layer thus created becomes part of a pre-finished 2 layers with high technological content, of great reliability and stability, ready to be installed in homes*

*where the echo of the past is infused in the present.*

*The Ancient Line is a 2 layer prefinished, in Oak, Fir, Lärch, and Elm with a thickness of 16/18 mm, available in various widths and lengths, finished by hand with natural waxes.*

*For this realization, the material has been used as wall cladding: the boiserie thus becomes a means to create continuity with the floor or, otherwise, to completely stand out with the underlying surface.*

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





#### UNEXPECTED EFFECT

Wood is a noble material: it provides warmth and welcome to every environment. Using it only for flooring, at times, is reductive. Alma boiserie can be made with the same finishes as the parquet, in order to create high impact environments with a strong personality.

Endless combinations of colours, treatments and finishes, for an unexpected and surprisingly scenic effect. Wall panels are the ideal solution for creating a functional and elegant environment, sought after and at the same time unique. [almafloor.it](http://almafloor.it)

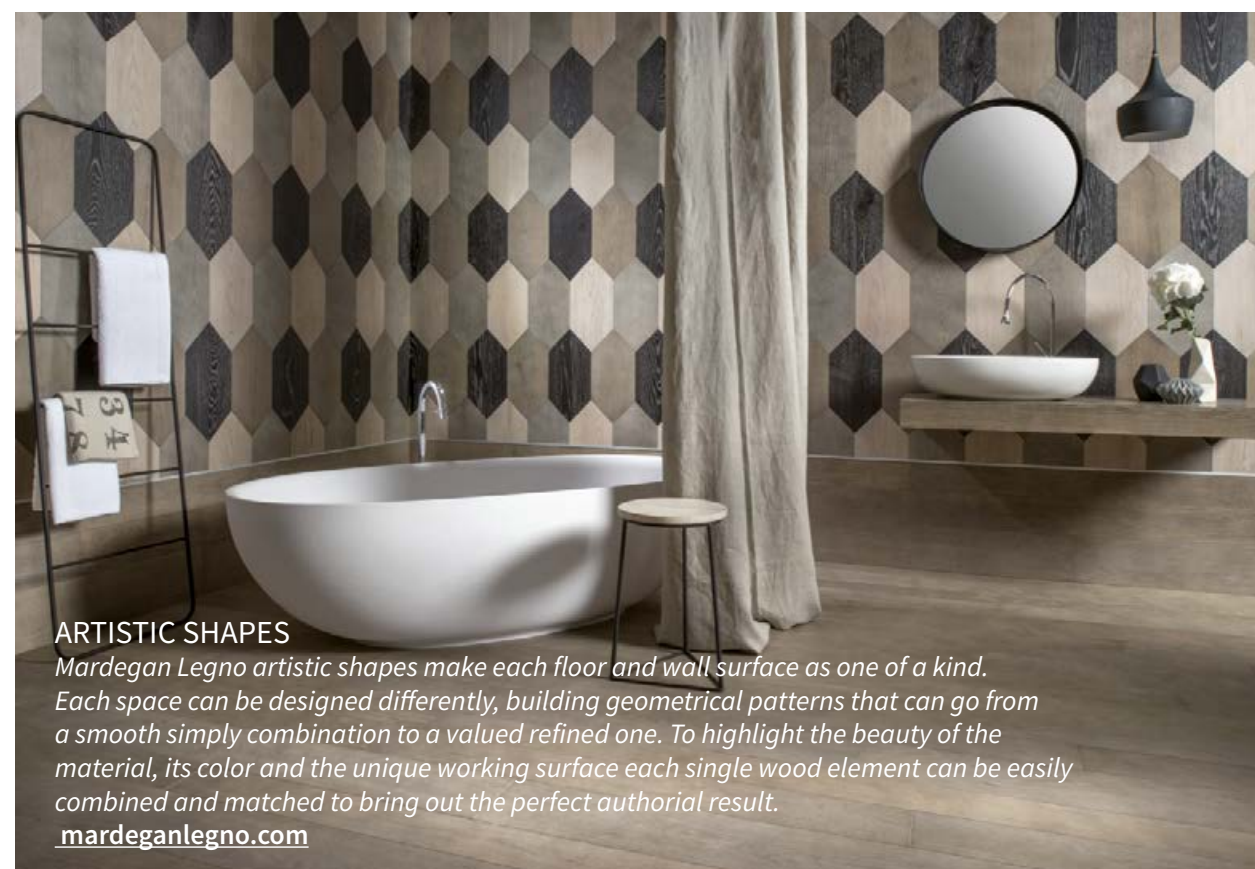
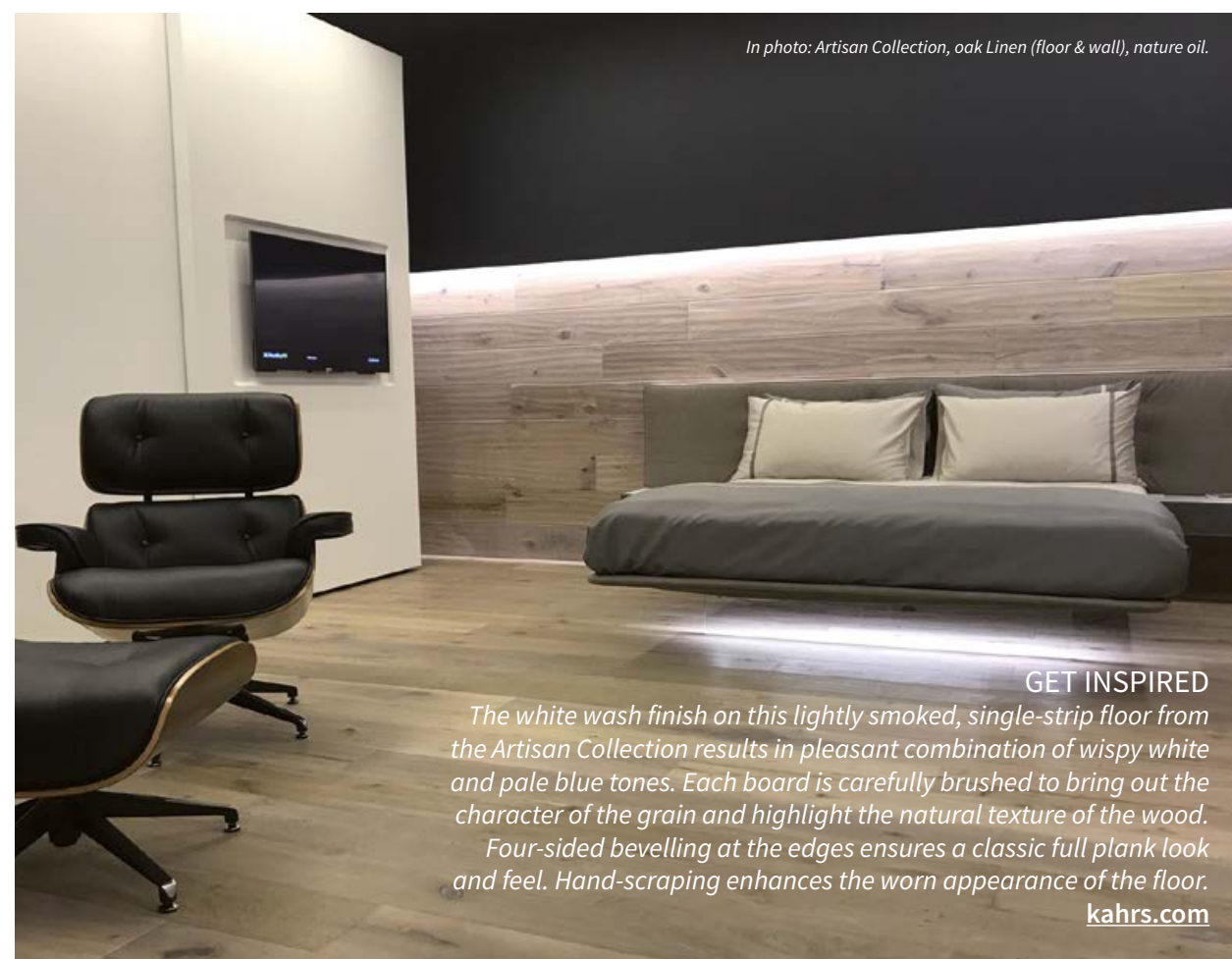


#### WHY NOT?

Bruno's Le Pareti is a new and original idea to transform your home. An original idea to exploit wooden floors in an elegant, stylish way; a modern solution to decorate and warm the rooms up. Mixing wooden species, colours and different dimension planks you'll create original design effects. Moreover, as an alternative to classical planks used as panelling, Bruno presents Walls, the wooden covering system easy to install. These panels are realized with European wooden species recovered from different sources and assembled by expert artisans. The result is the exact combination between vintage and modern style which suits any taste and any location. [brunoparquet.it](http://brunoparquet.it)







# Innovative and complete Shower system

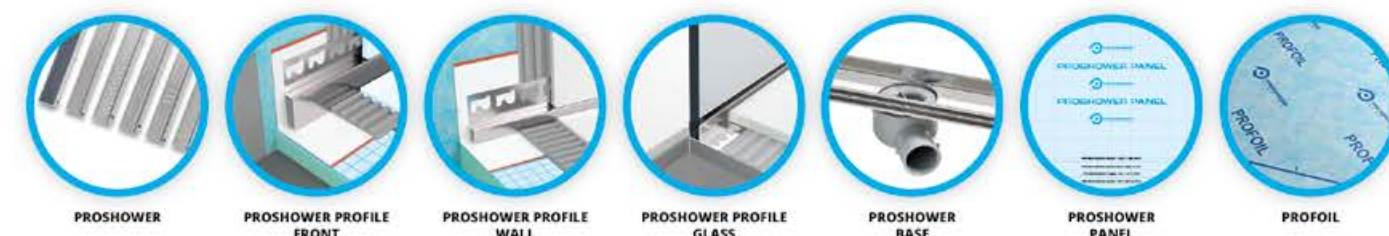
**COVERINGS 2018**  
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## PROSHOWER SYSTEM

**PROSHOWER SYSTEM** is an innovative system that combines functionality and design to provide a wide range of solutions for your next shower project. Modern design styling utilizing time savings and easy installation techniques. **PROSHOWER SYSTEM** is a fully integrated and modular system that allows to combine various high-quality design elements in your project.

The **PROSHOWER SYSTEM** includes: **PROFOIL** waterproofing membrane; **PROFOIL PANEL** waterproofing foam board for walls. **PROSHOWER PANEL** pre-pitched waterproof shower base; **PROSHOWER BASE/ BASIC** Shower drain to efficiently remove water and give a touch of elegant modern design with multiple design and size grate options and finally **PROSHOWER PROFILE LINE** the crown jewel of the entire system to complete the entire perimeter of the shower and to support the shower glass.



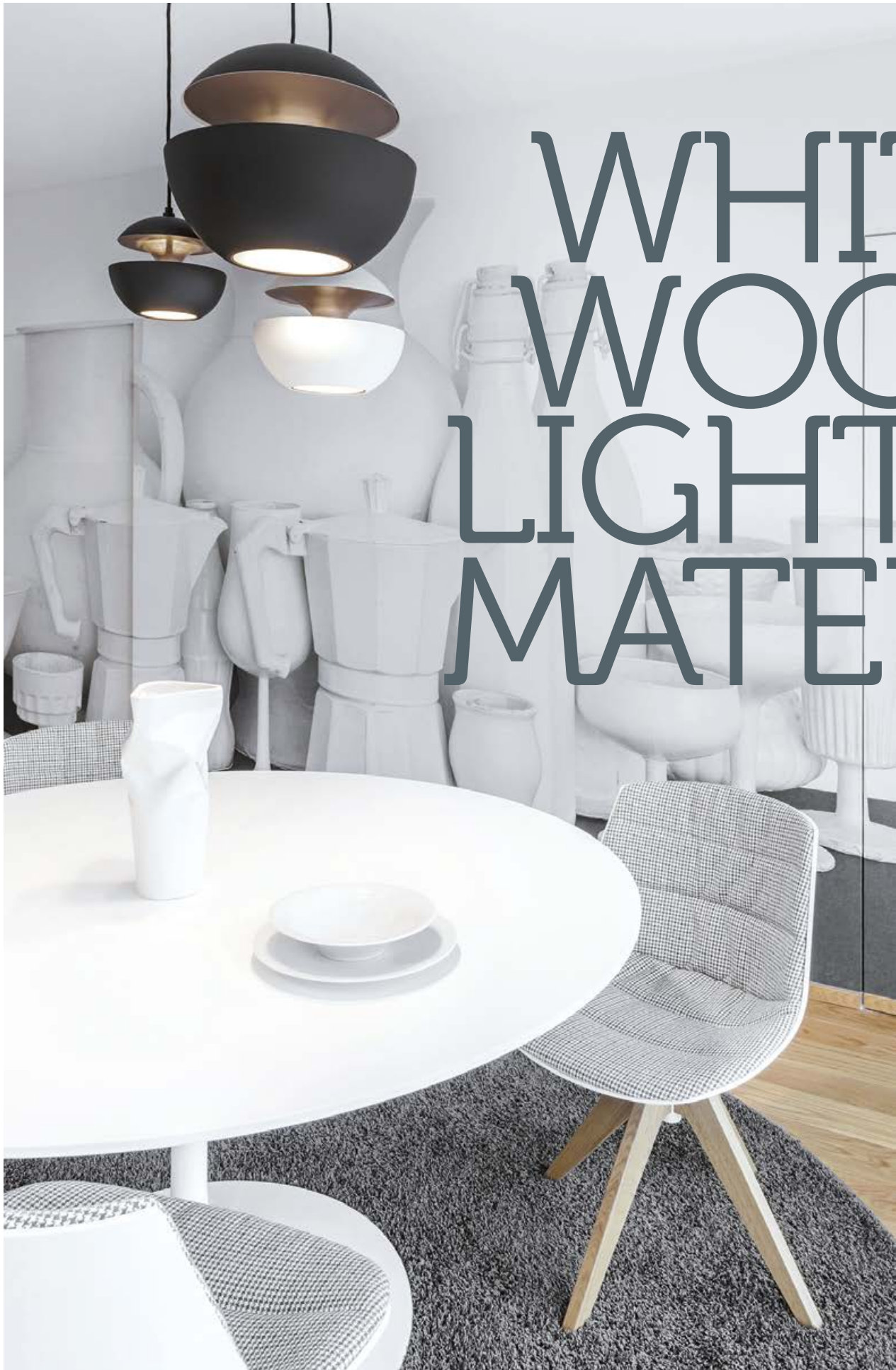
Progress Profiles SpA  
Certified company UNI EN ISO 9001:2008



Available on the  
App Store  
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Google Play







# WHITE, WOOD, LIGHT IN MATERA

A light, quiet, stylish home. Shapes and materials come together in a simple, yet harmonious way to create cosy, warm spaces. Wood power!

TEXT  
ELEONORA  
MAZZOLA



INKIOSTRO BIANCO

A trademark, a workshop where creativity flows on walls and floors and where inspiration comes from a continuous research process and from the contamination between styles, materials and ways of thinking. Its specialization is the production of continuous surfaces as well as artistic and customizable decorations and its aim is the reinterpretation of classic wallpaper. [\[inkiostrobianco.com\]](http://inkiostrobianco.com)



The ambience of this apartment in the center of Matera is bright and spacious due to the natural light coming in from the large windows. Shapes and materials come together in a simple, yet harmonious way to create cosy, warm spaces. The extraordinary chromatic shades and patterns of the apartment are defined by the unique furniture, the wooden panelling, the wallpaper, the floor, as well as all the tiny details and finishing.



Project:  
Asp/Progetti Gravina  
in Puglia  
Photography:  
Pierangelo Laterza



LISTONE GIORDANO

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





# BERTO AND HIS CARPENTRY SHOP

TEXT  
RICCARDO  
DIOTALLEVI

## (A STORY TO BE READ AT ONE SITTING WHICH TELLS OF AN ANCIENT CRAFT AND A NOBLE MATERIAL)

**M**y first professional experience of wood was when I was doing a project in the year before I got my degree in architecture (1987).

It concerned the fitting out of a hairdresser's, with iron structures to be integrated with carpentry work. It was my first job and, on tiptoe, I tried to learn as much as possible from the craftsmen who were working with the different materials. I watched carefully to steal useful ideas and information for future jobs. I will always remember Berto and his carpentry.

His enormous, fascinating workshop represented the fusion of man's knowledge with the power of wood, whose essence united the two. The place was heated by a huge cast iron stove in the centre fuelled by wood offcuts. The various machines were distributed like in a board game, amidst a cloud of dust and sawdust, you always went back to the start. I remember the green equipment which all worked: the band saw and table saw; thickness planer; the long sander; the spindle moulder; the press and many other things such as hand tools. Almost anything could be made from wood. I learned a lot from him. Berto was a great carpenter who had learned his trade as a young man as a cabinet maker. He spoke about how his teacher had taught him the art of inlay through training which started from etching on soft wood to arrive at, as his experience grew, carving

small angels from walnut shells. These figures were used in relief to make a decorative inlay and then plastered and painted with gold leaf for a church altar.

He was a gifted craftsman who knew wood like a tailor knows cloth. Its nature was like fabric for Berto, it was to be chosen to match different styles and structures. Usually, his regular job was producing frames for prototypes and small ranges of divans for a small upholstery company whose structural planning he managed. His skill was in making these structures as if he was an engineering calculator who could take risks with sizing while saving on materials.

He guaranteed the robustness of the divans which he continuously tested by twisting and stretching them with the help of his workshop apprentice. He displayed this scientific knowledge of the properties of wood in everything. He made the classic trestles for tables so slim that they seemed like fragile sticks while in reality they could bear heavy loads. Their wood axes were fixed to each other with joints glued with vinyl glue which he spread on them like a medicinal rub.

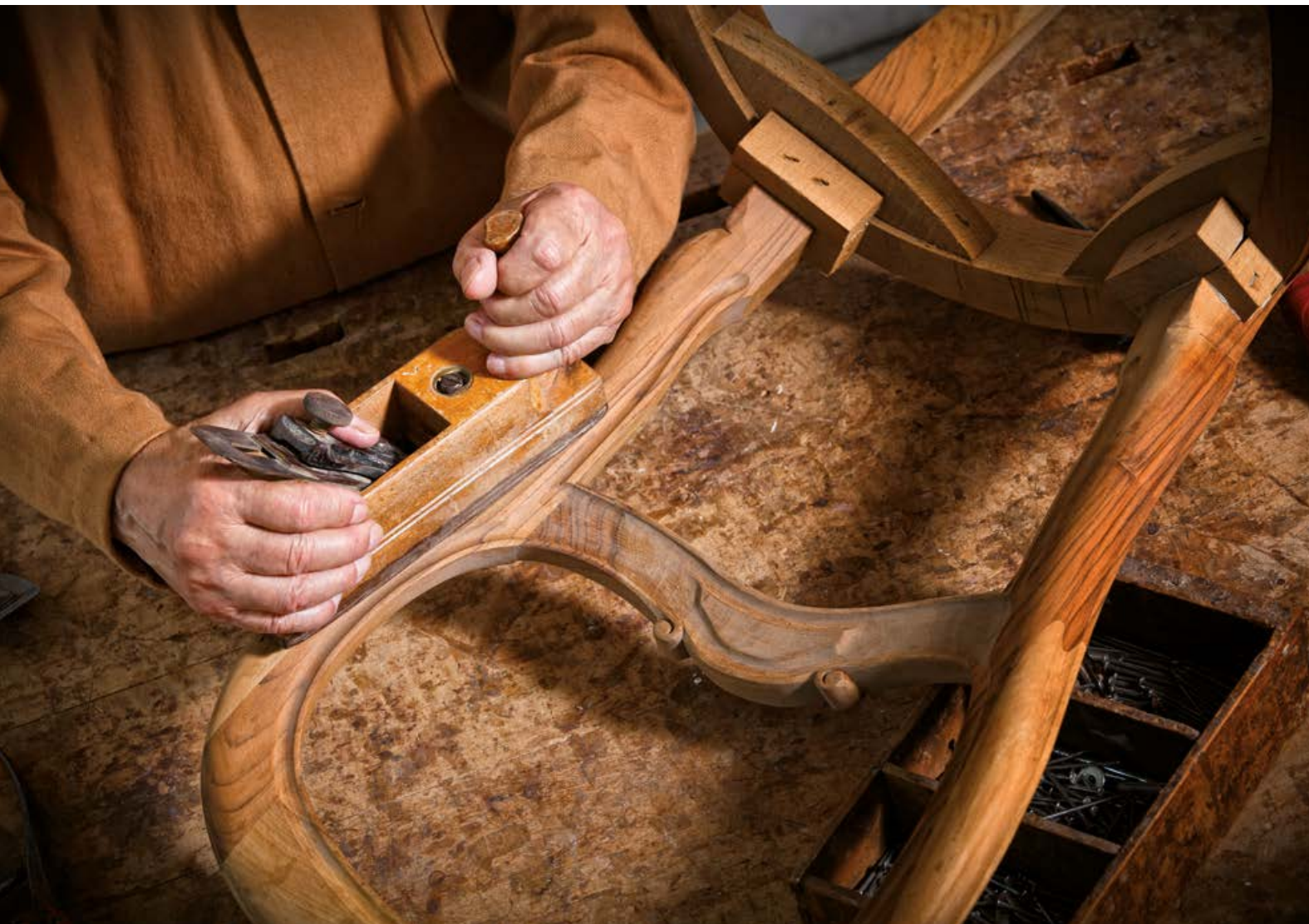
His one limit, or maybe his strength, was that he only used solid wood even when he made decorative wood panels. He wanted nothing to do with veneers.

His choice of woods was made from seasoned boards whose history he knew. Not the tree of course, but certainly where it came from and the direction of the sawing. His expertise consisted of choosing the right board from his external store, where they were stored on racks to protect them from weather conditions.

He also chose the direction of the veining which he treated with careful techniques to guarantee stability over time. With all this knowledge, the hairdresser was in safe hands. He started to look over my project by reducing the thicknesses and along with me, breaking new ground





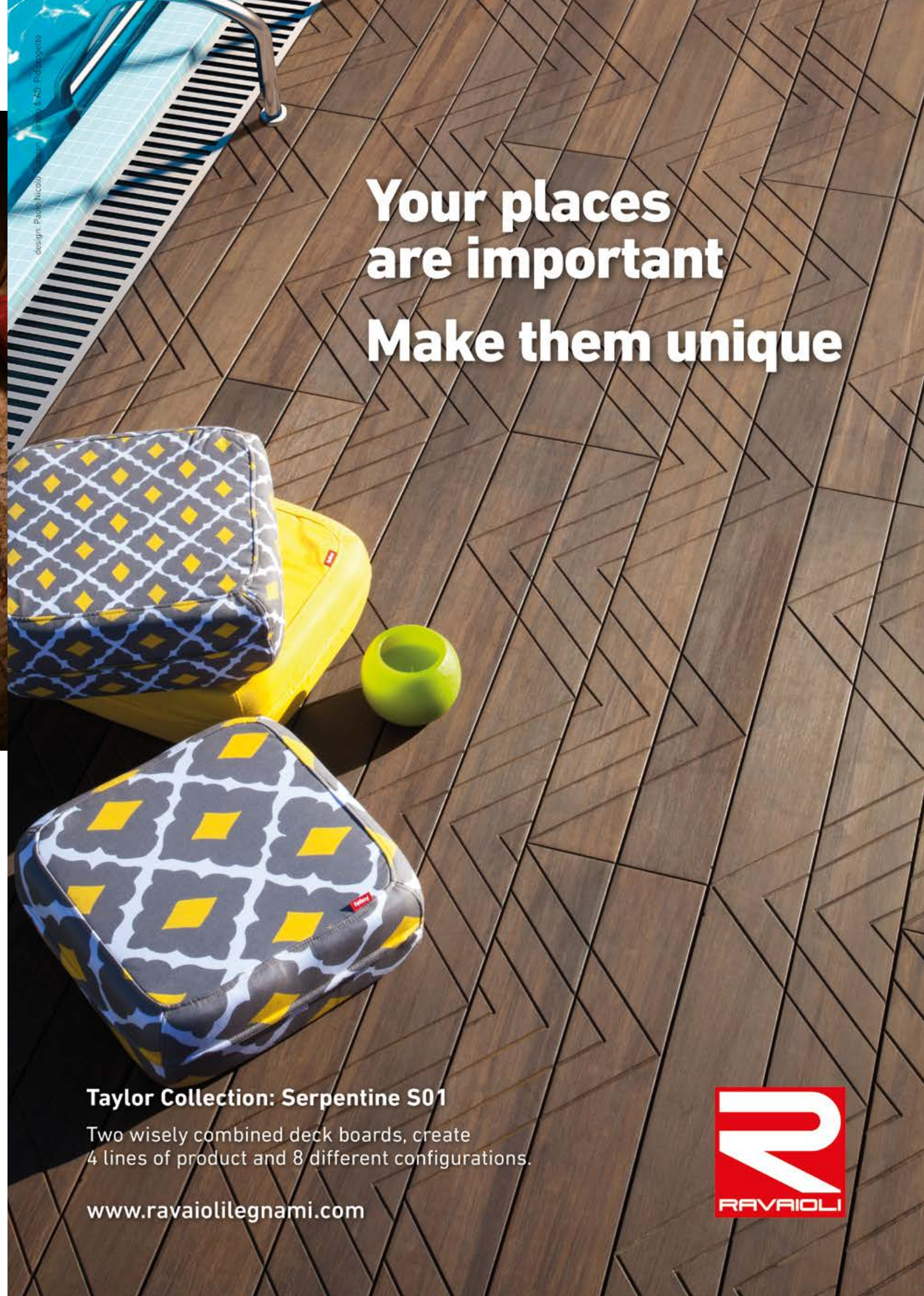


with the structures. I made a strange cupboard whose only mirrored door opened by using a long metrical vertical hinge. The carpenter therefore became my structural and technical consultant. In this relationship between the learner designer and the expert craftsman, I learned one of the most important things: tolerance. Being tolerant with people is a positive thing, but in this case it was better to apply the word to the components who were meeting together to match their parts. "Zero on zero does not work", Berto would repeat. He meant that if two parts with the exact same size are put together they could not fit. My project therefore, as well as having less sections also became effectively smaller.

I had designed wooden chests of drawers and trays which could be inserted into the iron structure. The carpenter told me I should have let in air between the wood and the iron, both for assembly and for the expansion of the wood. Wood is alive, it moves and always will. It feels the seasons, temperatures and humidity. It is a living, feeling entity. Wood is an organic material which continues to breathe like the tree it came from. In this way my wood fittings took on shapes and sizes so that they could breathe, stretch and shrink within the iron structures. Simple anilines and stains were used to colour the wood and he led me by the hand right up to the waxing which he could do in his workshop without taking the pieces to another

craftsman with a paint shop. Assembly was like a child's construction toy, few screws and some slivers of wood locked the connection between wood and iron. The cupboard was in a niche in the wall and had its own light. Tolerance and good matching, intelligent proportions and sizes and choices guided by an expert craftsman meant that these fittings were hard-wearing for the hairdresser. I will finish by saying that when the fittings were taken down, the various parts were re-used for other things. A product designed to last. Today, Berto's techniques have been replaced, materials have changed and there is more choice, but I would do everything the same.

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Make them unique**



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# EUROPEAN PARQUET MARKET CONTINUES TO PROGRESS AT A MODERATE PACE



## According to the first estimates of Fep, the consumption figures in Europe continue to increase for the third year in a row

According to the first estimates of the European Federation of the Parquet Industry (FEP) for the year 2017, the consumption figures of parquet in Europe continue to increase for the third year in a row. While consumption progressed by 1.7% in 2016, a modest growth of close to 1% is forecasted for 2017. This prognosis is based on information received from member

country and company representatives present at the recent Board meeting held at the DOMOTEX fair in Hannover. It should be seen as a first estimate subject to variations, in anticipation of the consolidated results to be presented at FEP's annual General Assembly next June in Sorrento, Italy. This rather moderate progression is mainly a result of a slight decline

of parquet consumption observed in Germany, the biggest European market for parquet, and Switzerland. On the contrary, all other countries are benefiting from the improvement of the general economic context, especially from the growth of the European consumption, and of the positive trends reported by the construction sector. At country level, Poland, The Netherlands, Belgium and Sweden are experiencing the highest growths of parquet consumption, followed by the Czech Republic, Austria and France. Parquet consumption in the Southern European markets such as Italy and Spain is also progressing though to a lesser extent. The political situation in Spain and the coming elections in Italy are somewhat limiting the positive developments already observed last year. Finally, the Nordic market (Denmark, Finland and Norway) remains stable after years of turbulences. Although the issue seems less acute than in the previous years, the captains of the parquet industry report difficulties in wood procurement, particularly for oak. FEP regrets to notice limitations to wood market access in Russia,

Belarus and, especially Ukraine, which has a Deep and Comprehensive Free Trade Agreement (DCFTA) with the EU, and Croatia, which is part of the EU28 and its Internal Market. The FEP Board of Directors also underlines the tough competition from "wood look flooring substitutes" and the widespread misuse of the PARQUET denomination which is causing a growing and unjust confusion at consumer level. Parquet though remains the genuine original, the only flooring solution made of sustainable and renewable raw material Real Wood, coming from sustainably managed and expanding forests!

### GENERAL ASSEMBLY 2018

As announced at last year's annual meeting in Budapest, FEP's 62nd General Assembly and 43rd Parquet Congress will be held on 14 & 15 June 2018 in the enchanting city of Sorrento, Italy. The Italian member companies and FEP look forward to welcoming all members, international guests, press representatives and colleagues at this exclusive annual event for the European Parquet Industry.

### ABOUT FEP

The European Federation of the Parquet Industry (FEP) reunites European national parquet federations, parquet manufacturers and suppliers to the industry. It is the main body representing and defending the interests of the European parquet industries towards the European authorities. The primary goal of FEP is to strengthen

and improve the position of wood flooring against other floor covering products as well as to enhance the growth, prosperity and stature of the European parquet manufacturing industry – thereby protecting its interests and reinforcing its image. The activities of FEP are situated in the areas of raw material supply, production, market and internal affairs.

TEXT  
ELEONORA  
MAZZOLA



# DO YOU KNOW YOUR LOCAL MARKET?

TEXT  
ANNA BARONI

Getting statistics about the inhabitants in the area where you operate (or would like to operate) is like getting an estimate of what your real turnover could be. A mistake about the size, type or layout of a sales point could be expensive...

The idea of opening or renewing a sales outlet can come from customer demand, a sales rep's suggestion, an article you have read, from something seen at a fair or from a visit to a showroom in another city or abroad. The road leading to the opening of a new sales point may be long and complex or not. For sure, one of the first and most important steps

along this road is an analysis of the local market. Undoubtedly, the value of market research is different for a new producer taking their first steps in the parquet sector and for a layer/seller who has been established in the sector for many years, maybe even for more than one generation. The former needs useful information to formulate a business plan and evaluate the possibilities of entering in that market. The latter needs an opportunity to compare and verify their perception of the market. Opening a sales point means investing a lot, both

from a financial point of view and an organizational one. A mistake about the size, type or layout could be expensive, much more so than doing market research which could avoid it.

## IDENTIFYING THE CATCHMENT AREA

The first question to be answered is "where do our customers come from?" Every showroom attracts people from a specific geographical area called the catchment area.

The extent of this area depends on a number of factors, for example:

### **Position and visibility.**

A showroom situated on a road where thousands of people pass every day attracts customers from a wider geographical area than a showroom in a town.

**The size and range of what's on offer.** Customers are prepared to drive, even for an hour, to visit a large showroom where there is a wide variety of choices. Otherwise, they confine themselves to visiting exhibitions nearer home. The image and reputation of the company. A respected company which has known how to invest intelligently in communication, will have a wider catchment area than a company which has not considered it important to promote its image and to

communicate.

### **Local features and viability.**

A showroom situated in Como for example, could attract customers from Switzerland, but you need to take into account the limits imposed by the lake and by the heavy traffic on the roads around it.

## THE SOCIAL-ECONOMIC CHARACTERISTICS OF THE CATCHMENT AREA

After having identified and outlined the catchment area, the next questions are, "who lives in this area? How many potential customers are there? Are they wealthy people who love beautiful things and who can afford them or are they people with limited financial resources?" The most important information which market research can provide is:

- The number of inhabitants

- Categorization in terms of income, profession, age, family members etc.
- The number of house and apartment owners
- The other economic activities in the area
- The trends: increase or decrease in the birth rate, increase in the population etc.

## CHARACTERISTICS OF THE BUILDING STOCK AND URBAN PLANNING IN THE AREA

This feature of market research is aimed at estimating the size of the market and predicting the potential for growth in the short and medium term. This estimate is made possible by knowledge and interpretation of some data regarding:

- The composition and main characteristics of

the building stock in the catchment area

- The presence or absence of building land
- Plans for events which could produce an increase in new construction or restoration
- Urban requalification plans approved by the local councils
- The creation of new residential areas
- Incentives or easements for restoration work on the older buildings
- New regulatory proposals being studied or implemented
- An estimate of the number of recoverable lofts (where regional laws permit)
- The creation of infrastructures and new industrial or business areas which could encourage population growth.







Studying this information in conjunction with that about the catchment area, means paying careful attention to the types of products to accompany tiled or wood floors. In a large city, choices will be aimed at owners of apartments who come into the showroom on the day on which they decide to redo the living room floor or restore the apartment. In a small town or the suburbs of a city which is expanding, it is possible that the showroom will be designed on the basis of customers who are brought by builders of houses and apartments to sell.

**COMPETITORS**

Knowledge about the

competitors in the catchment area is an important strategic factor for deciding on the position of the sales point. The more varied the products, the more complex it is to identify the competition. For example, if you are offering wood staircases it is easy to identify other exhibitors but more difficult to understand and correctly evaluate the work, the contacts and the turnover of those who operate without showrooms. Good analysis of the competition should include, where possible, all of those operating in the market of interest:

- Floor layers and sellers of wood floors
- Sellers of tiled floors

- Showrooms for sanitary ware and accessories, sanitary ware sellers, specialized large distributors (like Leroy Merlin and other do-it-yourself centres)
  - Sellers and representatives of wood staircases
  - Exhibitors and sellers of internal and external shutters and blinds
  - Exhibitors and sellers of stoves and fireplaces
- Analysis of the competition should highlight the strong and weak points of the companies examined and give useful tips for strategic choices in the areas of marketing, communication, sales and services for the customers.

**WATCH OUT FOR TRENDS!**

Good market research also explores the possibilities of the creation of new laws and tax concessions. An apartment owner may anticipate or delay restoration work on the basis of being able to take advantage of tax concessions or loan interest rates. Last but not least, there are new trends and new directions for the market which create new niches to be evaluated. Think about the growing attention paid to well-being and health, to the need to reduce energy consumption and environmental pollution and to the customer's strong desire for personalization. These are all trends to be taken into consideration.

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1

**GENUINE FORCE OF NATURE**

Ego by Woodco: the modern interpretation of the wide-plank classic. The big size (1900/2200 x 240 x 15 mm) of this new collection of wood floor accentuates the highly tactile properties of the oak, with its distinct knots and veins enhanced by the marked wire-brushed finish. Ego is a solution for interior designs that explore different aesthetic and compositional choices, for bedrooms as much as for living areas. The very wide boards take center stage in the home, adding elegance and sophisticated details thanks to craftsmanship and quality finishes. Water-based stains and solvent-free oils and waxes are used to ensure an all-natural finish, creating a healthy and safe living environment.

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

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**ADHESIVES FOR WOOD FLOORS**

Properly gluing wood flooring to absorbent or non-absorbent subfloors is an art that requires excellent and specific products, designed keeping in mind the parquet and its size; this is why R&D has always been a key focus for ADESIV in making adhesives that ensure the best performance and give floor fitters the peace of mind and assurance of flawless adhesion.

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

3

**SPACE TO THE HEXAGONS!**

A decorative solution for those who love the geometric shapes. The hexagon become the absolute protagonist of this composition able to arouse the imagination and the creativity of those who choose it. An alternative wooden floor that enhance even more the sense of space within the room.

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



4

4

**MAXI ORBIT SANDER**

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 and marble.

[klindex-wood.com](http://klindex-wood.com)

5

**TAILOR-MADE**

"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.

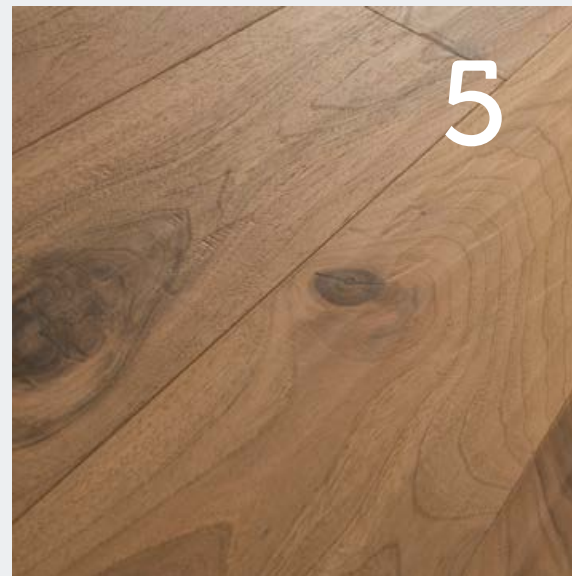
[motuslegno.it](http://motuslegno.it)

6

**ECOTRAFFIK 2K**

Ecotraffik 2K is a two-component water-based outstanding wear durability PU finish for wooden floors, characterized by high solid content, easy to apply, high pore wettability even on brushed wood floors giving a warm and pleasant shade to the floor treated. Ecotraffik 2K has high abrasion and black heel mark resistances allowing its use for high

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### 3D-DEC PVC SKIRTING BOARDS

Applied digital prints, a new way of customising skirting is following current fashions in home design. We propose digital print applied to melamine paper or real veneer that opens the door to infinite solutions: logos, cartoons, environments, photos, particular finishes and samples are scanned or graphically constructed which are then digitally stamped; creating skirting board that matches your parquet in a short amount of time with excellent results is no longer impossible. With the current boom of LVT flooring we invented a special kind of skirting with base of foam waterproof PVC and covering with 3D-DEC digital print technology that perfectly matches the flooring.

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

7



8

### WOOD AS ART PIECE

Rêve Parisien is an 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 elements.

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

8



9

### TWENTY-SEVEN WOOD-EFFECT FINISHES

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.

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

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