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INTERNATIONAL

n. 20

March 2018

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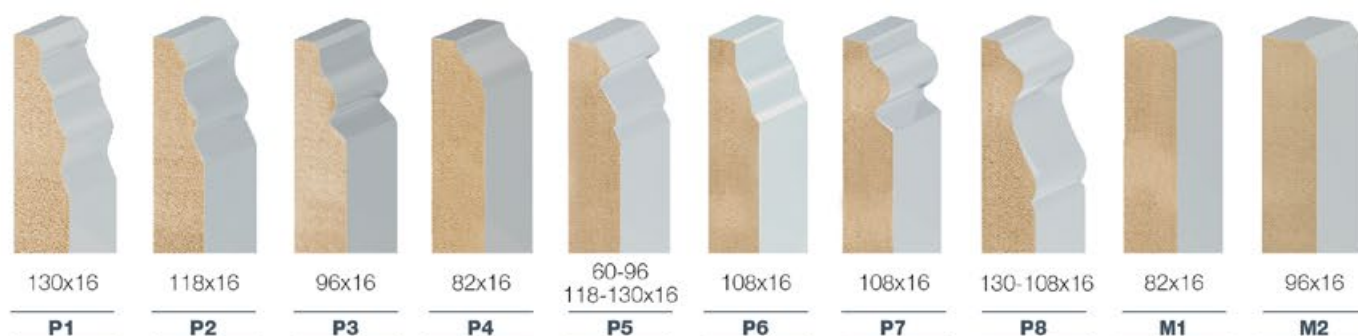
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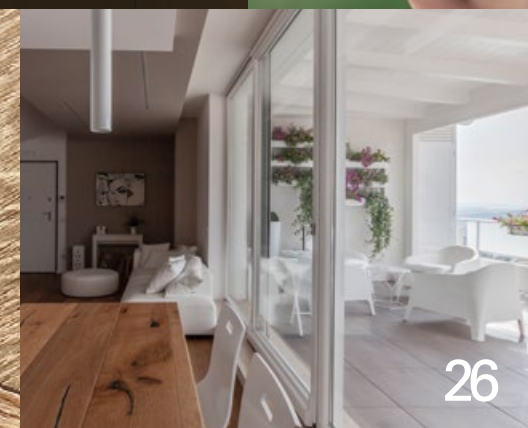
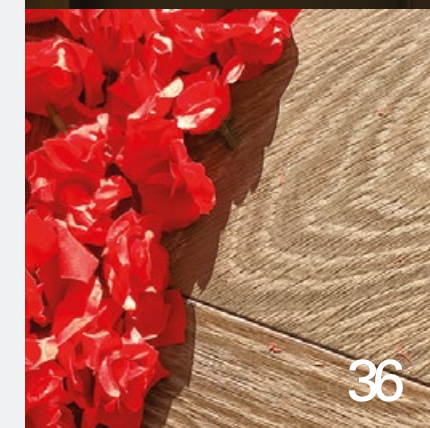
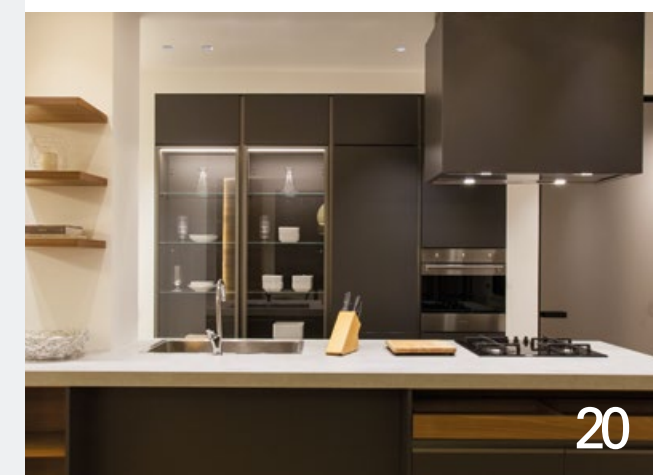
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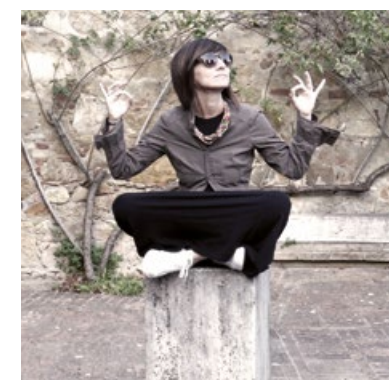
I LOVE PARQUET

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PARQUET: FROM SIMPLE PRODUCT TO LOVEMARK



It happened just after Christmas. I was trying to explain to my husband the strange effects of the Barilla campaign to launch its new spreadable cream (my son, who hates chocolate, had spent days reviewing the supermarket shelves so that he could be the first to touch the magic Pan di Stelle jar) when he testily told me that he didn't even want to hear the name of this product mentioned. "*Nothing can touch Nutella*". Discussion closed. Love and loyalty - according to publicist Kevin Roberts, ex chairman of Saatchi & Saatchi - these are the two feelings which can create lovemarks, products which are different from the others in their category because they create a relationship with customers which

goes beyond rationality. It is a love relationship (like my husband's for Nutella). Maybe it's because of my profession or of the small living room table where I always have a copy of I Love Parquet, but I immediately thought of wood.

If love and respect are what is needed to forge a relationship with customers, those of us who work with parquet start with distinct advantages. A wood floor holds all the cards for penetrating customers' value systems. Wood gives a feeling of security and creates emotions too. It is also authentic and I believe it is not possible to really fall in love with someone - or something - which is not. We need to know how to talk about it. We have to give it our all and we need to do it all together (manufacturers, sellers, layers, associations), using new methods too. We are doing our part with our portal, magazine newsletter and on social media. We were born to do this. To tell of the extraordinary beauty of a wood floor (whether solid wood, pre-finished, diamond-shaped, maxi-slatted or strips) so as to transform parquet into a lovemark, into an object to experience through all five senses, to respect and to love. Who's with us?

Wood you like ?

The wooden floor with the installation in chevron pattern has very ancient origins. It dates back to ancient Rome with the establishment of the use of wood for the floors of the houses and the palaces of the nobles.

Today, the wooden floor is re-evaluated in a more modern form, with modern and design pattern, but which still maintain the soul and the taste of noble times.

The "Jumbo Spina" collection is an extremely modern and trendy product with its French-style cut formed by very wide and not too much long planks: the result of the installed floor is of great effect and makes the chevron installation unusually current and of great aesthetic impact.



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Domotex Turkey 2019

Gaziantep Middle East Fair
Center - Gaziantep
• 27 - 30 april 2019
www.domotexturkey.com

IN THE WORLD OF CARPETS

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

floor covering industry new momentum and to increase their volume of trade. As the leading sales platform for carpet manufacturers in Turkey and the Middle East, Domotex Turkey will again bring together all the major brands under one roof. The event is organized by the Deutsche Messe subsidiary Hannover Fairs Turkey in cooperation with the Gaziantep Chamber of Commerce (GTO), the Association of South Anatolian Carpet Exporters (GAIB) and the Gaziantep Chamber of Carpet Manufacturers (GHO).



NYCxDDesign 2019

New York
• 10 - 22 may 2019
www.nycxdesign.com

INSPIRATIONS AT STARS AND STRIPES

NYCxDDesign, New York City's annual celebration of design, attracts hundreds of thousands of attendees and designers from across the globe. Taking place each May - next occurring May 10-22, 2019 - the event celebrates a world of design and showcases over a dozen design disciplines through exhibitions, installations, trade shows, panels, product launches, open studios, and

more. And, like design itself, NYCxDDesign is everywhere, with events taking place across the city's five boroughs. Brought to life by New York City Economic Development Corporation (NYCEDC) in conjunction with a steering committee of leading members of New York City's design community, NYCxDDesign highlights the unique creative, cultural, educational, and economic opportunities in New York City.

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PONTIDA (BG) - ITALY - chimiver.com





Kyiv Build 2019

IEC, 15, Brovsky

Prospect - Kyiv

• 14 - 17 may 2019

www.worldbuild-kiev.com.ua

TECHNOLOGIES, MATERIALS, EQUIPMENT AND SERVICES FOR THE WHOLE BUILDING INDUSTRY

KyivBuild is a leading international show of building and finishing materials in Ukraine. Every year the exhibition is attended by more than 200 participants: domestic and foreign manufacturers as well as suppliers of building materials, tools, construction machinery and equipment. Visitors

get an opportunity for the time of the exhibition to get acquainted with a wide range of materials and products for construction, decoration and renovation. In addition, visiting professionals are able to select necessary products for their business. KyivBuild is a best place to find new suppliers as well as negotiate with manufacturers of building materials. For professionals in the field of designing and interiors creation attendance of KyivBuild is an opportunity to get acquainted with new collections of wallpaper, decorative stones, roofing materials, tools from leading manufacturers. Moreover, they can learn about advanced technologies in construction. Convenient on-line services, which are available on the webpage of the exhibition, will make a visit to KyivBuild even more comfortable and efficient.



Ligna 2019

Deutsche Messe - Hannover

• 27 - 31 may 2019

www.ligna.de

WOOD TECHNOLOGY 4.0

The next Ligna is being staged from 27 to 31 May 2019, and its organizers, Deutsche Messe and the German Woodworking Machinery Manufacturers' Association (VDMA Holzbearbeitungsmaschinen), have announced that exhibitor registrations are coming in at a very pleasing pace. Highly integrated, interconnected industrial processes pose a number of new challenges. These will be explored at Ligna, because

taking digitization seriously and spotting its opportunities are vital to recognizing and adopting new business models. The show will have a strong focus on the role of automation and digitization in combining the customer-centricity of product individualization with the economies of scale of large-series production. As well as enabling cost-effective batch-size-one production, these smart woodworking and timber processing technologies are yielding gains in energy and resource efficiency.

More natural than nature!

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The Big 5 Construct Qatar 2019

Doha Exhibition & Convention Centre - Doha

• 23 - 25 september 2019

www.thebig5constructqatar.com

QATAR'S INTERNATIONAL CONSTRUCTION SHOW

The Big 5 Qatar brings together professionals from across the construction industry to showcase and compare new and existing products and to enable the opportunity to enhance careers through our CPD

certified workshops. The event also introduces numerous networking features including a business matchmaking tool to help in building new connections, networking with the industry and sourcing the latest products for attendees' upcoming projects.



Batimat 2019

Parc des Expositions - Paris

• 4 - 8 november 2019

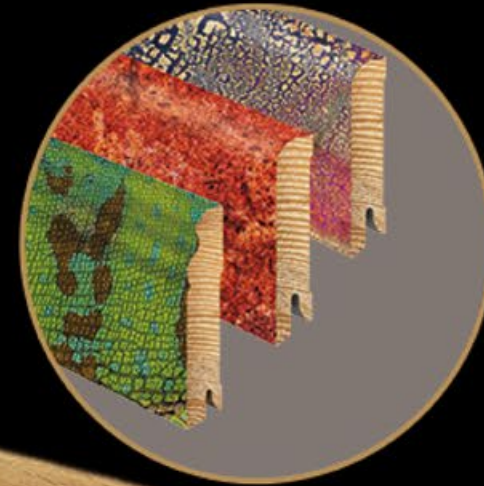
www.batimat.com

LAST INNOVATIONS

Batimat is the multi-specialist and international exhibition focusing on the building and architecture industry and professions. All the decision-makers and construction professionals come together to choose and

select innovative solutions and products that will help them build today's and tomorrow's buildings. Batimat, Interclima+Elec and Ideobain take place under one roof: it represents a unique opportunity to discover the innovations in the building, finishing - fittings and the bathroom industries, meet with one's current and potential suppliers, take part in the demonstrations of products, and learn more about the latest techniques, and technological and regulatory changes in the market.

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EUROPEAN PARQUET MARKET SLIGHTLY DROPPED IN 2018

Based on information obtained from its member companies and national associations, FEP - the European Federation of the Parquet Industry - estimates that the overall consumption figures of the European Parquet Industry for the year 2018 have moderately contracted by a bit less than 2%. This percentage should be seen as a preliminary forecast and is a result of best estimates discussed with member country representatives at the recent FEP Board meeting held at the BAU fair in Munich. FEP wishes to stress that this is a first prognosis subject to variations, in anticipation of the complete data to be communicated at FEP's annual General Assembly mid-June in Lisbon, Portugal. After three years of moderate growth or stabilisation, and despite a generally good start of the year, the consumption figures of parquet in Europe downturned for 2018. A drop close to 2% is forecasted for the whole year. As was witnessed in the past,

the results show some variation from country to country. The market contraction is mainly due to decreases of parquet consumption observed in Germany, Switzerland and the Nordic market (Denmark, Finland and Norway) as a whole. The Nordic market remains volatile with regional differences reflecting the evolution of residential building activity. Finally, France and Benelux are also reporting declines in consumption. On the contrary, parquet market continues to improve in Austria, Italy and Poland, while it is stable in Spain and Sweden. The FEP Board of Directors fears that the negative trends will continue in the concerned countries at the beginning of 2019. The captains of the industry also underline the still harsh competition from "wood like" flooring solutions, especially from LVT. On the other hand, FEP welcomes the increasing recognition by the EU authorities of the positive contribution of wood products, including parquet, to fight Climate Change and to support Circular Economy, Circular Bioeconomy & sustainability. Parquet is and remains the only Real Wood flooring which allows bringing nature in home and building a better future.



CERSAIE LAUNCHES A NEW IMAGE STRATEGY

To reflect the many changes the show has undergone in recent years as well as broader developments in the world of architecture and design, Cersaie is adopting a new image. The new exhibition concept is called Open Cersaie and includes a new logo design to give Cersaie a more comprehensive and institutional brand architecture capable of reaching new target audiences. The website has also been revamped to reflect the new image strategy.

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Mohawk Group

MOHAWK ACHIEVES LEED GOLD WITH ITS NEW YORK SHOWROOM

Mohawk Group has officially attained LEED v4 Gold certification and WELL Certification at the Platinum level for its flagship showroom in New York. Designed by Gensler, the 13,000-square-foot Chelsea retail space is one of the few projects in the world to be certified under both programs and associated levels. The showroom's biophilic inspiration, open and modern aesthetic, and building credentials express the company's commitment to innovative, stylish flooring and sustainable design.



A FIRST FOR SOUTH AMERICA: DOMOTEX MEXICO @EXPO CIHAC

As part of Deutsche Messe's international expansion drive, the Domotex brand will soon be represented in Central and South America. Domotex Mexico will premiere at Mexico City's Citibanamex convention center from 15 to 19 October 2019. The debut event will be staged in partnership with the UBM Group under the umbrella of CIHAC, Latin America's most important building and construction industry trade fair. Domotex Mexico targets the

Mexican and South American markets and is specifically geared to the needs of construction companies, dealers, manufacturers and designers. The new show will provide a platform for a variety of products, from carpets and soft and hard floor coverings, such as LVT, to tiles and new floorlaying techniques and technologies. The size and dynamic growth of the Mexican market is a key reason for Deutsche Messe's decision to pick Mexico City as the fourth location for its international lineup of Domotex-branded shows.

www.progressprofiles.com

Masterpieces to highlight

COVERINGS Orlando
April 9 - 12 2019
Booth 4343

MOSBUILD Mosca
April 2 - 5 2019
Pav 1 Hall 4 Stand D477

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AN APARTMENT WITH A VIEW

Restoration with an eye to contemporary style and careful choice of materials and colours.
In Sicily

FRANCESCA FERRARI

On the thirteenth floor of the skyscraper Ina Assitalia in Sicily, the highest building in Palermo, the architect Piergiorgio Miserendino (PM Architecture, Palermo) has restored a 95 sq. m. apartment belonging to a well-known professional. The skyscraper was built in the early 50s and reaches a height of 65 metres. There are 18 floors and it is situated in the heart of the city a few metres from the renowned Massimo Theatre. The restoration has been done in a contemporary style, distinguished by a careful choice of materials (wood, glass, metal and

stone) and by a palette of colours in spicy, neutral tones which reflect the light and enhance the space. Every detail has been chosen with care, from the original pieces to the fitted furniture and the apartment is flooded with warm, welcoming light. The spaces are harmoniously designed with spectacular vistas in a sequence of airy lightness. The source of inspiration came from the spectacular view of the gulf of Palermo which warmly embraces the apartment and enriches the rooms with the brightness of the light from the large windows.





SIMPLE AND SOPHISTICATED

The interior is in a simple, sophisticated style. The wood floor ([Listone Giordano, Siena Oak Watermark Natural Oil Heritage collection](#)) gives warmth and continuity to all the rooms. The special open-pore brush treatment of the surfaces enhances the pleasing feel and touch of this wooden carpet when you walk on it with bare feet. The etched glass panelled doors, specifically designed by the planner to fit in with the style of the rooms, add to the architectural individuality of each room. With an eye to energy saving, particular attention has been paid to adequate thermal-acoustic insulation of the dividing walls using dry systems such as gypsum plasterboards and blocks of cellular concrete. To guarantee daily living comfort and pleasant temperature regulation, the parquet has been laid on a radiant floor.



OH MY WOOD!



Red is red

The Ro sofa comes fully upholstered in a selection of unique Designer Selection colours in the fabric Fiord: one colour for the shell and one for the cushions. The base consists of 4 legs in solid oak with a clear lacquer finish.

fritzhansen.com

Bague

Manerba office chairs and armchairs unite the original shapes and functionality necessary in a work space into a harmonious whole. Design, ergonomics, and essentiality take care of providing for the comfort of those inhabiting the firm's offices.

manerbaspa.com



Less is more

Bench Mena distinguishes with a classic form that fits every furnishing style. The structural elements are defined by a clarity of lines. The clear, minimalistic table top completes the graphical expression.

vitamin-design.de

Passion for Amaranth

Fascinating and unusual, this top in Amaranth wood (*Peltogyne venosa*) from South America stands out for its generous size (4 metres long). The clever use of transparent resins highlights its colour and veining, showing a branch design like a broken heart.

giannicantarutti.it



Molletta

Sculpted from a single block of aromatic cedar this wonderfully quirky design takes inspiration from the characteristics of classic Pop Art, enlarging everyday objects to create fun and alternative pieces.

riva1920.it

Rival chair

Konstantin Grcic's Rival Chair represents a fresh approach to the wooden chair. The legs are milled from one piece of solid birch, taking on a fluid quality more similar to moulded plastic than timber. The backrest provides support for long periods of sitting while the low back offers a high degree of flexibility, defining the sitter's range of movements.

artek.fi



Lounger

In the wake of its success, BD has added other pieces to the Collection by Jaime Hayon, one of these being: The Lounger. It has an elegance carried throughout the series, the comfort that this typology requires in an armchair and the unmistakable hallmark in Hayon's designs - contrasts between classicism and modernity, monochrome finishes and quality manufacturing with material or leather upholstery.

bdbarcelona.com



The clever restoration of an attic transforms a poky, uncomfortable place into a cosy, welcoming home

TITO FRANCESCHINI

Our psychological and physical well-being depends on living in a light and airy atmosphere. For this reason, one young couple decided to completely transform the space in an attic to turn it into a warm, welcoming home. The renovated apartment is 65 sq.m. on one level on the top floor of a new building containing eight living spaces. The attic was narrow and uncomfortable because of the limited spaces and the sloping ceiling. It needed careful planning to make it a multifunctional open space. Nicola Letizia, who did the architectural plan for the interior design explains, “*The couple’s requirements were very clear. They wanted an airy, functional, minimalist place. Faced with the available space, the priorities were to let in as much light as possible and to make use of every available centimetre. The first need was met by using sliding glass to separate the living area from the outside terrace, which was designed to be a natural extension to the home. It was conceived as an open-air room to bring the outdoors into the house. The second objective of optimising space was achieved by a complete revamp of the original layout and by careful attention to fittings, colours and materials*”.

THE ATTIC CENTIMETRE BY CENTIMETRE

To meet the clients’ demands, all the existing partitions had to be removed to make a single open space which includes a kitchen, living area and home office. The latter is partially screened from the living area by a wall which is designed to hold the TV cabinet on one side and a work desk on the other. A small hallway has been created to lead to the sleeping area which not only separates the bathroom from the double bedroom but also makes use of the space for a walk-in wardrobe. Careful attention has been paid to the fittings, specifically designed by the architect to be inserted between the perimeter walls and the roof pitches. There are two main themes on the colour front. One clear and ethereal as represented by the white on the ceilings, walls, furnishings, cupboards and window frames, the other warmer and cosier as represented by the rust-coloured wall in the living area and the oak floor. The latter with its knots and evident grains, is used not only for the surface to walk on, including the sleeping area and bathroom, but also for the island in the kitchen and the platform for the TV cabinet. The result is a sophisticated intermix of colours and textures, enhanced further by the careful planning of the position of light fittings.



WOOD FLOOR: IMPRESSION BY WOODCO

Impression fully embodies artisan mastery, with pieces that have been completely worked by hand. Manual techniques have given life to unique boards with an inimitable style, characterised by the typical signs of time and harmonious finishes. Each board is hand scraped and wired brushed. The surface primed with Osmo oil-wax absorbs light without reflecting it, creating a natural matt surface, leaving the authentic appearance of the wood intact. The natural oil-wax based primer used has a dry residue made up exclusively of natural elements to give the floor optimal resistance to wear, making it easy to maintain, repair and restore.

woodco.it



WHAT ARE BIOMATERIALS?

Plastics, resins, glues or varnishes which come from organic sources are products which look ahead to a future containing raw materials which do not come from the petrochemical industry and are therefore eco-friendly. An interesting thought amplified by a little research into ‘natural’ products for treating parquet

FRANCO BULIAN,
VICE DIRECTOR AT CATAS SPA

The prefix “bio” is used a lot nowadays to describe a product. It comes from the Greek Bioc and is clearly linked to the concept of living, life or being alive. A product can be called bio for at least two reasons, either it is “friendly” to living beings, or it comes from them.

In the first case, the concept of bio refers to user safety and safety for the environment in general, while in the second it means that the raw materials it is made of come from living (or once living) organisms. Even if these concepts are often confused, they are two completely different things which do not necessarily coincide. In this article, we are going to look at the second case. We will briefly talk about the biomaterials like plastics, resins, adhesives and varnishes which are appearing more and more often on the market nowadays. As we said, we mean products which come from organic sources, normally called “biomass”. The definition Biomass obviously excludes all materials which come from geological

formations or are fossilised like coal and petrol. Therefore, examples of biomass are plants, trees, seaweed, animal organisms and micro-organisms. It is important to mention that bio-based products, although they come from biomass, are themselves subject to chemical, physical or biological treatments to make the final product (plastic, varnish etc.). A bio-varnish therefore may not be a “natural” product in the sense that it is a material which occurs in nature (e.g. an oil) without having undergone any special chemical treatments. For various reasons linked to availability, qualities and even costs, biomaterials are defined as those which contain at least a certain percentage of raw material which is organic in origin. This percentage is usually about 25% (CEN TC249/ WG17Biopolymers), although there are no specific, clear regulations on this definition. So, with regard to the subject of this article, we can say that for the above-mentioned reasons, it cannot be taken for granted that a biomaterial is both eco-friendly or safe and compatible with the environment. For example, there are biomaterials which because of

NO. OF SAMPLE	MAIN COMPONENTS
6	Urethaned alkyd resins
5	Vegetable oils
4	Alkyd orthophthalic and isophthalic resins
3	Vegetable oils and polyamide waxes
3	Vegetable oils and emulsifying agents
1	Acrylic resins

their molecular structure, are highly resistant to bio-degradability. In fact their biodegradability may be inferior to that of some synthetic polymers. Product safety is also an aspect which is not covered by the bio-based label. On the basis of their chemical composition, additives and any other ingredients (solvents, monomers, etc.) “bio” products can require as much attention to their safe use as the more traditional synthetic products. For sure a bio-plastic, bio-varnish or bio-adhesive are products which look to a future containing raw materials which do not come from the petrochemical industry and which is going towards products which are more renewable and sustainable. However, it is important

to remember that these materials are not necessarily eco-friendly or safe and compatible with the environment purely by definition. They have to be evaluated in the same way as any other chemical industry product.

CATAS RESEARCH INTO ‘NATURAL’ PRODUCTS FOR TREATING PARQUET

The plastics sector is already drawing up specific norms to regulate the complex materials of bio and natural products, especially with regard to terminology. As we have seen, transparency about what constitutes a biomaterial is essential, taking into account the percentage of biological derivatives it contains. Information on related aspects like biodegradability is also clearly necessary to get a



totally clear picture of the material under consideration. Introducing these regulations is certainly a good thing in the adhesive and varnish sectors too when we consider the growing number of natural and bio products on the market in the wood and furnishing sectors. To prove this need, Catas has recently finished research into about twenty products for treating parquet, which were all defined as "natural".

A simple analysis was carried out using an infrared spectroscope (see box) to identify the substances present in the highest quantity in each product, but excluding water and any solvents present. The table at page 29 shows the results obtained from this small sample. As is clear from the results summarised in the table, the majority of the products analysed (14 out of

22) clearly do not have a natural base as they contain synthetic resins or waxes. In only five cases was there a clear presence of vegetable oils. Three samples contain emulsifying agents whose nature needs further clarification. Furthermore, especially considering the fact that many of these products have a solvent base, their composition needs to be examined further in relation not only to how 'natural' they are, but also in comparison to any other product from the chemical industry with regard also to safety aspects for users. In conclusion, this short article shows the results of a small sample study carried out by Catas which clearly shows the need for clear, transparent regulations on these more and more frequently recurring matters, which also affect the wood and furnishing sectors.



ABOUT CATAS

Since the foundation of Catas, more than 40 years ago, we have the safety and the quality of raw materials and finished products to our heart: every day in the operating centres of San Giovanni al Natisone (Udine) and Lissone (Monza) we carry out chemical analysis, physical and mechanical tests on raw materials, components and finished products

of the wood, furniture and building industry. Thanks to our expertise and specialization we are considered the biggest European laboratory for testing and for applied research in the wood and furniture sector.

• **Our main activity areas:** Test laboratory, Certification body, Training

• **Our numbers:** 8.000 m² laboratory surface / More than 1.200 Catas Members / 2 operating centres: San Giovanni al Natisone (UD, Italy), Lissone (MB, Italy) / 40.000 test/year / 50 experts: wood technicians, chemists, biologists, engineers, mathematicians and physicians

Discover new Klindex Wood Line



I DID IT LIKE THIS

(THE IMPORTANCE OF HAVING A SHOWROOM)

If you are a supplier of wood floors as well as a layer, having a showroom is essential for doing your best work. But not all showrooms are the same. Not all of them show off wood to its best advantage... Experiences from real life

STIVEN TAMAI

I'll start with my own story. When my father started out he worked alone exclusively as a floor layer. A box of tools and a van were all he needed to reach his customers. However, with time the company structure changed and, as well as laying, he started to sell timber and gradually it became clear that a small space was needed (which with time became a room) to keep samples in to show customers

At the beginning, things were somewhat haphazard and, like many others, we paved our house garage with planks and wood tiles, laid out in order of size. Thinking about it now makes me smile and it seems impossible that everything started from there, but that's how it was. Obviously, the garage was not the best place to show our materials, apart from the fact that our company had changed again through the years. So we decided to invest in a much larger space where we could transfer everything. And from the very start we thought about a space to exhibit things too. My brother and I were very proud of our new factory and thought we had 'arrived'. To our way of (simple, crude) thinking, clients would come to us just because of the size of the factory we had built. How naïve! We made a showroom out of the room in front of the entrance. It was nice to look at, but had no logical structure. Anyone who arrived could see the samples, which had grown in number with time, but that was it. This

phase was at the beginning of the 2000s and I have to admit that this factory was a satisfactory solution both for customers and for me and my brother until a few years ago. However, in 2015, we changed company policy and we realised that the showroom no longer represented us. Through the years we had begun to feel strongly that we needed to be different, to offer personalised, and most importantly, certified wood products. This realisation was a real turnaround for our company and we wanted to make the change obvious. It was no longer enough for my brother and I to talk about the new direction, we wanted it to be visible as soon as the entrance door was opened. At this moment of change, we put all our experience to work: project analysis, planning and evaluation, and this led us to call on an architect who could put our ideas into practice (this was not something that happened fast, it started in July 2018 and will be finished on 15 March 2019 for the official inauguration). As our factory has two floors, we

thought of putting the showroom on the upper floor where it would have much more space and where, as well as things on exhibit, there are three areas with trees. Shiny tables and 'dated' finishes needed to be restyled in keeping with the current need to respect the ecology and biocompatibility. Now when I sell a piece of timber, I sell a piece of a real wood. When a customer enters my showroom, I want them to feel at ease and have the same sensations they have when they go into a real wood. In short, with this new showroom, my way of approaching customers has changed. The advice I would like to give colleagues is to change the way they do things. Learn to tell your story in the best way possible using your showroom, timber and its advantages (in whatever shape or form is best for you) to be better than average on the market. Otherwise, our customers themselves will make us face the realities of mass distribution, without recognition of the value of our professionalism.

WHAT'S NEW

1| Wonderful texture

Parkemo Smoked Oak floor, brushed and finished with invisible oil, has a stunning wonderful texture where its veins and particular colours are the protagonists. Parkemo Smoked Oak embraces, involves, distorts even the most common spaces giving charm and warmth and making each room wonderfully unique. Produced in a 3-ply counterbalanced structure and standard grading, it is offered in sanded or brushed finishing, natural or invisible oil.

Photocredit: Maurizio Marcato

parkemo.it

2| Contemporary and irresistible

Solid herringbone 15 x 50 x 450 mm, T&G joint, micro-bevelled natural wax oil finishing by Milano Parquet.

In photo, historic residence in Milan Center.

milanoparquet.it

3| Everything is possible with the direct digital print

With the direct digital print on skirting boards and profiles, a new and rigorously tested technology is now ready to join the Pedross production options. Through the usage of UV-curing direct printing ink, a limitless range of motifs on various substrate base materials with a brilliant look and unique feel are now possible - all without

the need for digital printed foil. This means that exclusive, protected woods, extraordinary designs and countless other ideas and individual designs can be printed directly onto base materials such as spruce, MDF or PVC. Furthermore, the print is UV and light resistant - be it in direct sunlight or in damp rooms.

pedross.com



4| **Forme collection: beauty takes on new shapes**

New decorative effects provide floors with fascinating geometrical patterns that are fantastically modern and dynamic. Textures are created by using wood elements in different colours and shapes, composed in evocative modular patterns. Innovation and tradition meet through these original ideas by CP Parquet due to exclusive,

stunning design that expresses the very best in craftsmanship, as the compositions are created by hand during laying. Our new decorative flooring is the latest stage in the creative system developed by CP Parquet over the years with 3D mosaics and Quadrotte. This research is distinguished by three valuable, distinct elements: design, the Made in Italy label and attention to detail with refined hand finishing. cpparquet.it

5| **We love Teak**

The original Burma Teak, proposed by GIANT® in massive version, is a timeless classic, ideal for both modern and classical style rooms. The exceptional stability and the beauty of the

grain and of the color tones make it one of the most requested woods in the market. GIANT® Burma Teak is available both unfinished and pre-finished with oil-UV Lacquer or natural oil. listonegiant.it

6| **CLIP UP SYSTEM-Æ** Clip Up System-Æ 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-Æ laying is

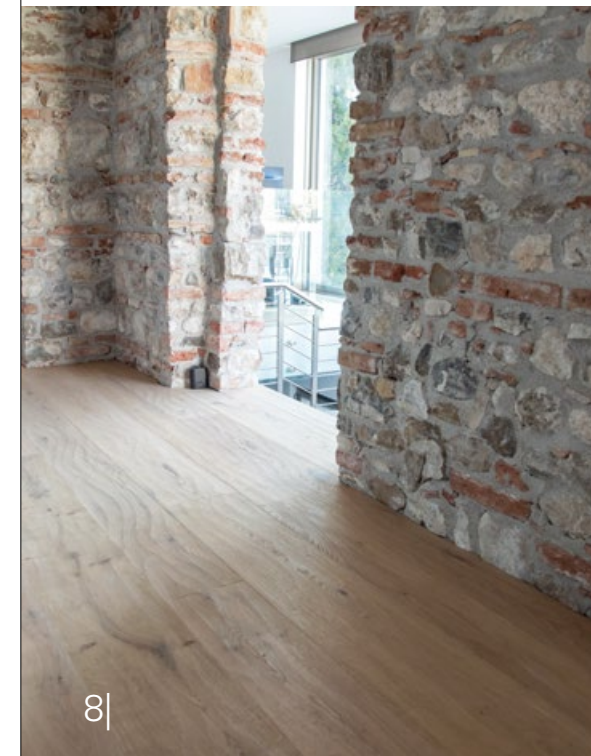
recommended also for the floors that have to be easily inspected. If you need to work under the parquet, the operation will be easy: just remove the boards, fix the problem and reposition them. Clip Up System-Æ will ensure a fast laying and the floor will be immediately walkable. And the rooms will be 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. clipup.it



8| **Epoca**

Epoca is collection of wood floors by Friulparchet that proposes, by a very special aging process and some old-effect color shades, sensation of an used wood floor. Process, to make nature and wood fibres much more exalted in European Oak, is made by hand,

as colors and finishes. Epoca is proposed in different colors and in three sizes of 15 mm thickness plank and width 145, 19 or 240 mm, that can be installed single or mixed, lengths overtake the 2 meters. In the proposed attached image, Artico color. friulparchet.it



7| **Rail System**

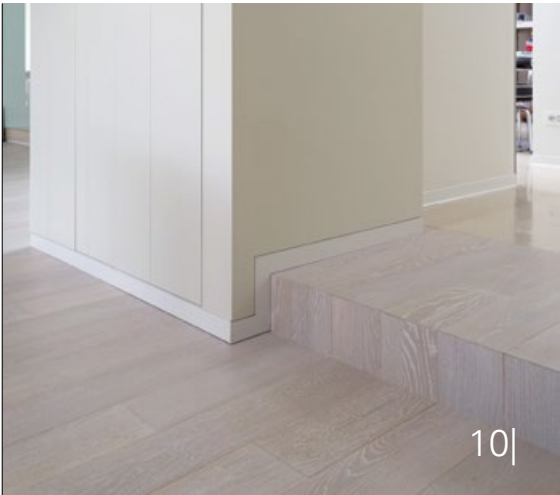
Rail System is the new system of Impertek products to install decking boards, and stonewares or slabs made of stone and ceramic, of any shape and size. Rail is a new joist developed to attach itself to the heads of the Pedestal Line supports. The second great news is Click Rail Head, the new head for the MegaMart line, which is rapidly fitted to the aluminium profile, thereby guaranteeing maximum stability and safe installation. Lastly, the new Top Rail AS Heads have a generous diameter of 120 mm in which to host ceramic stonewares of any size,

thereby ensuring maximum acoustic performance thanks to the soft anti-shock and anti-slip AS rubber, designed for soft and safe support in every situation. When setting up the raised floor with the Balance Line supports, which can be adjusted between 25 and 392 mm, and with a self-levelling head, we immediately noted that the aluminium is designed with a lower silhouette that fits perfectly on the self-levelling head wings. Once the stands are positioned on the ground and adjusted in height, simply and rapidly engage the Rail joists on the wings. impertek.com



9| **Chevron tailor-made**

Chevron in antique larch, retrieved from the roof of an old house nearby our company, hand-planed and oiled. The glue belong to the Class 1 classification. Dimension of the chevron on demand and tailor-made. pavimentiantichi.com



10| **Minimalist decoration: new total white Proskirting Channel and Flat**

According to the interior design decorators, total white decoration and minimalist elegance are two of the very latest trends for domestic and public spaces. Following this trend, Progress Profiles, the Italian major manufacturer and seller of technical and decorative profiles and membranes for construction

and interior design, presented the new flush skirting boards Proskirting Channel and Flat, available in white varnished aluminium. Perfect for sober and contemporary spaces, both skirting boards are designed with an integrated system for plasterboard walls and are devised to create a skirting flush to the wall with decorative inner grooves for a modern and contemporary touch.

progressprofiles.com



11| **Old Chic Collection**

Today Parquet In's creative research leads to the creation of sophisticated decor elements: tables and console tables designed by the artistic director, Eliana Dellatte, as a sophisticated accompaniment to the new carved floors that she created for the collection. Entirely hand-crafted and characterized by thorough attention to detail, Old Chic Collection parquet and furniture unites classic Italian taste and

contemporary design in a perfect balance, to fully satisfy those who always demand the highest level of quality and originality. All elements in the Old Chic Collection are created with brushed surfaces and prefinished with a UV Oil, ready for installation and immediate use. The manual manufacturing process makes each piece unique and individual, the colour of the wood is never flat, the surfaces are antiqued and irregular.

parquetin.com



13| **Biggest Collection**

Biggest is a 3 layers wood flooring (1st layer: 3/4mm lamella; 2nd layer: European Birch; 3rd layer: Poplar) highly resistant to foot traffic and light. Despite exposure to the sun, color and tone don't change. Biggest 3 layers is available in three versions: unique plank, 3 strips and bio eco. Thank to our joint system, is very easy to lay our Biggest 3 layers wood flooring, no glue needed. You can lay it on ceramic floor, cement floor or other material floor. Easily cleaned, no wax or specific treatments required. Thank to the protective layer a rang out damp cloth is enough.

stemausrl.it

15| **Uniqua**

Thanks to Uniqua, the first high-traffic Self-Linking lacquer range, Tover has formulated the right solution to every parquet professional's requirement. You can find it in the Uniqua SQ version in 4 different glosses (extra-matt, matt, semi-glossy, glossy) - Uniqua Natur, with invisible look - Uniqua Antislip, matt version R10 anti-slip certified, and Uniqua Paint, in 19 colours with covering effect. Only two coats to satisfy countless style

demands. With their innovative Self-Linking system activated by water evaporation, these finishes guarantee the best resistance to abrasion, stains and black heel marks without addition of a B component. Ready to apply and reusable for further finishes, Uniqua is a secure choice: it does not contain isocyanate and is free from migration of hazardous substances from the wood. It has also obtained the certification required for sport flooring.

tover.com



14| **Reclaimed Oak**

Recycling seems to be a key word these days, this process not only preserved the environment, but also gives object a second life and in many cases a more dignified one than the original. Reclaimed wood serves exactly this purpose, rescuing lumbers from decking, old barns, factories and warehouses and give them a real chance to shine inside your home, as furniture, ceiling beams and of course wood-flooring. Its unique appearance

and strong character make it a very popular product, not to count its increased strength and stability compared to newly-cut wood, as this has been exposed to changes of humidity for far longer. Following this new trend of the market, Stile has just launched this product as part of our LAB collection. Reclaimed Wood will be proposed on multiple widths, two layers engineered planks, brushed and finished with Bona top of the range products.

stile.com



17| **Eclectic and sustainable**

Artistic compositions by Bruno are handmade by expert artisans who know how to transform and enhance the noblest and most ecological raw material. And so, simple wooden planks become eclectic elements which

both decorate and complete in a simple and elegant way the most classical houses, so much as warm up and enhance the most refined design locations. In the picture a customized composition in solid oak. A contemporary choice, eclectic and sustainable. brunoparquet.it

18| **Omeg-Art by Carver**

Carver is specialized in products for wood floors finishings since 1957, and has enlarged its range with products for indoor and outdoor. With an R&D laboratory and a production unit in Italy, Carver is one of the most famous brands for wood finishings and promotes the made in Italy all around the world. Carver, a Blanchon Group brand, realizes a significant part of its sales on foreign markets.

Omeg-Art: Two-component waterborne polyurethane finish for wood or cork floors or other surfaces exposed to strong wearing. Omeg-Art maintains the natural colour of the wood and provides excellent abrasion, scuff and shocks resistance, as well as excellent resistance against chemicals for domestic use. The Naturale version has been specifically designed to give a natural look to clear wood. carver.it



16| **Eco W 500**

Eco W 500 is a water-based paint, suitable for painting systems of wooden floors placed in interior. It is easily applicable, ideal for professional use as it has filling power and adhesion on sandpapered waterbased undercoats and various wood species. Its rapid drying also reduces the painting time. Eco W 500 ensures a finish characterized by high uniformity and mechanical strength.

caparreghini.it



20| **Ecotraffik 2K**

Ecotraffik 2K is a two-component water-based high durability polyurethane 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 traffic surfaces. chimiver.com

19| **The right supplier for flooring market**

SCM range of celaschi tm profiling machines offers several solutions to suit all needs in flooring market. The entry level celaschi tm30, dedicated to small productions, is ideal for stand-alone use. For feed speeds from 60 to 200 m/min, the range includes celaschi tm60, the high-performance profiling celaschi tm120 and the top-notch celaschi tm200. Finally, the newest

celaschi tmc is the profiling machine able to realize the very elegant Chevron profile in addition to the classic ones. It is also possible to add specific devices such as painting units, edge impregnation units, imperfections detection systems and devices for Click tabs insertion. SCM is the right supplier for complete solutions such as solid wood processing, sizing and pressing, lacquering, profiling and packaging lines. scmgroup.com

21| **Geometrici collection**

The Geometrici collection stands out for its innovative shapes. Treccia is the new lead, characterised by a design, both original, yet classical, where the nature in wood meets design, creating a dynamic and extremely elegant parquet. Each piece is handmade by expert

craftsmen, allowing it to be completely bespoke. Treccia symbolises the bond of love. Passion, complicity and dreams intertwined perfectly. Wood, fragrance and emotion embedded impeccably together. It has already conquered our hearts and we are certain Treccia will find a place also in yours. almafloor.it





22|

22| Ground: from the Mother Earth, wood in its purest form

Ground is the new Woodco parquet collection that uses wood in its purest version to give life to new, surprising and exciting surfaces. Thanks to its accentuated materiality, Ground makes it possible to create authentic spaces with a strong narrative value: on the one hand the knots and the splits of the raw material become themselves decoration, on the other the nuances and the soft color variations create extraordinary effects. The large planks (1800/1900x189/190x14 mm) are proposed in seven different colours with a brushed surface, bevelled on all four sides and finished with non-toxic and safe matt lacquer. The result is a collection of materic and authentic parquet flooring that transform power of nature into a true sensory experience.

woodco.it



23| Kontakt-K

A.Costa-Righi, a leading company in the production of woodworking machines and plants, has always stood out in the world scenario by offering products of the highest quality construction, technological innovation and durability over time. Top of the range of the parquet division is the Kontakt-K, bonding/pressing machine in continuous way, which process the two and three-layers engineered parquet in a simple and efficient way achieving a high productivity. The final result is proof of many plants already installed in the world.

costarighi.com



24|

24| The Thermo Oak of Unikolegno

Unikolegno achieves natural colouring for oak wood flooring through an exclusive heat treatment process. Heat alters the shades of the wood without the need for additives or varnish. Applying different temperatures achieves several brown shades that darken as the

temperature goes from 130° to 157° and then to 185°. Colouring is not just superficial, but penetrates deeply into the entire thickness of the wood. As there are no differences in colour in the layers of floorboard, scratches are less evident. Heat treated flooring is also more resistant to water and humidity.

unikolegno.it

25| Idro 2K

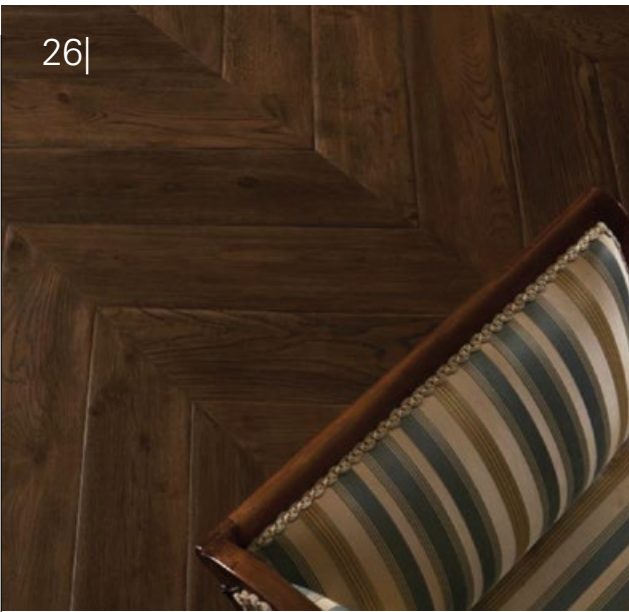
Two component polyurethane waterborne finish available in 3 different sheen levels. In the "natural wood effect" version, IDRO 2K confers a natural appearance to floors together with a uniformity and cleanliness that can only be compared to the results achieved with impregnation cycles with oil and/or wax. Apart from these features regarding appearance, Idro 2K combines qualities of resistance to abrasion and to rubber marks never before

achieved by waterborne products so it is even recommended for use on heavy duty flooring (in salons, shops, etc.). If it is applied directly without a sealer, it brightens up the colour of the wood quite considerably, without leading to yellowing over time. The EC1 classification certifies the very low level emission of volatile organic compounds both when the product is applied and when the floor is in use. Since 1998, over 10000 wood floor installers, from more than 60 countries worldwide have chosen Idro 2K for its high reliability.

vermeister.com



26|



26| Palatino

It is a collection that stands out for its exclusive surface treatment Engraved and for the important size of the individual pieces: through skillful use of the tools, Mardegan Legno's master craftsmen work the material in depth to draw its value to the

surface and give each board a fine, aged look. The Palatino collection boasts five exclusive nuances: Angora, Raso, Broccato, Organza and Velluto. Palatino's elegant format 180mm width and 760mm length with a 45 °cut, is in 15mm or 20mm thickness available.

mardeganlegno.com



27| Uptec!

Profilitec presents Uptec, an innovative, modular, patented, adjustable support system for raised floors. The system allows you to assemble any floor height with just 3 elements (3 item codes). Uptec, the most technical solution in the raised floor market, presents a unique advantage both in terms of logistics and

construction site management. Uptec is ideal for 2cm tile and decking, particularly in terraces and outdoor environments such as pool edges, elevated gardens, balconies or outdoor commercial structures. Additionally, Uptec lets you change from a fixed head to a self-leveling head with just one product.

uptec.profilitec.com



29| Bella Sander

Bella is the innovative wood sanding machine born in Klindex home. Available with 2900 Watt motor is ideal for cleaning, treatment, grinding and polishing wooden surface. Bella features all the interchangeable accessories to overcome all challenges that occur at construction sites.

Main Features: Ergonomically designed handle with hand protection - Sturdy frame, reinforced handle rod - Body carcase in shockproof and scratchproof polyurethane material - Built in dust vacuum hood - Centre of the disc water hose release output -

Powerful motors available also with speed controller (VS version) - New compact and modern made in Italy design - Big wheels for easier transport - Wide range of handle's adjusting positions to permit comfortable working - Ergonomic carrying handle - Features the unique K4 planetary system - High autonomy of water thanks to the 18-liter tank - Predisposition to the use of dedicated weights - Power outlet for accessories (optional) - Adjustable height of the wheels - Led lamp for working in poorly lit environments (optional) - Along the wall grinding - Designed for working also under heaters.

klindex-wood.com



28| Barolo Collection

Barolo is a made in Italy parquet completely hand-made in the MEG Trading joinery and wood shop: it is composed by an european oak noble layer, supported by a birch phenolic multilayers. The customized lacquered, also artisanal, ensures the wood quality, resistance and durability over the time. This floor holds the typical wood grain by enhancing them: the characteristics knots and cracks are treated by our carpenters in order to make it pleasant to the touch, like the time has worked instead of the human hands. The Barolo Parquet changes everyday acquiring wonderful nuance. Every plank of wood is one of a kind and completely customized by your own colour, dimension and working choose.

megtrading.it

Every story starts with a wish.

We create wooden floors because we have a real passion for this material and we believe that a parquet has the ability to fill homes with well-being and the vital energy of nature in addition to the beauty of the wood itself.

IT IS FROM THIS LOVE THAT ALL OUR PARQUET FLOORS HAVE CONTINUED TO GROW FOR OVER 30 YEARS.

WOODCO
STORIE DI PARQUET

www.woodco.it