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n. 34

June 2025

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COVER BY
Kerakoll
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Editor
4PUNTOZERO Srl
Via Sapeto 7 - Milano
Tel. +39 320 6261241
info@4puntozero.it

Editor in chief
Federica Fiorellini
f.fiorellini@4puntozero.it

Editorial staff
Anna Baroni, Fabio Braga, Franco
Bulian, Gianni Cantarutti, Tito
Franceschini, Eleonora Mazzola,
Chiara Merlini, Clara Peretti

Layout
Alessandra Migliazza
migliazzaalessandra@gmail.com

Advertisement Director
Luciano Dorini
dorini@4puntozero.it

Secretariat
Jacqueline Davis
segreteria@4puntozero.it



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I LOVE PARQUET

Contents

- 7 Editorial - FEDERICA FIORELLINI
- 8 Agenda - FRANCESCA FERRARI
- 14 NewsRoom - FEDERICA FIORELLINI
- 18 Oh my wood! - FRANCESCA FERRARI
- 22 Between nordic minimalism and eclectic character
- FRANCESCA FERRARI
- 28 Maria Lodges: a contemporary retreat where timber
architecture embraces the alpine landscape
- TITO FRANCESCHINI
- 36 Natural glamour - FEDERICA FIORELLINI
- 52 Exclusive finishes - FEDERICA FIORELLINI
- 58 Clean Industrial Deal: a turning point for Europe's industrial
future - FEP PAGES
- 60 Wood Flooring in the Bathroom? Absolutely! - FABIO BRAGA



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TRANSITIONS

FEDERICA FIORELLINI



When I wrote these lines, Easter had just passed. I spent it at home with my son, tackling a full spring cleaning: getting rid of the old to make room for what's to come. I believe that - even for those who aren't religious - Easter remains a powerful word. It comes from the Greek pascha, and earlier from the Aramaic pasah, meaning "to pass over." This idea of a transition feels more relevant than ever—also for our industry. Reading the latest FEP report (you'll find it on the homepage of our website), I couldn't help but think that the parquet sector too is going through a transition. Not a dramatic rebirth or a booming recovery, but a slow and delicate readjustment, following challenging months marked by stagnant markets, rising costs, and a future that remains

hard to interpret. There are some encouraging signs: in Austria and Germany, for example, renovation activity is picking up again. The EU's provisional anti-dumping duties on Chinese imports are beginning to show results. In Italy, the market is holding steady-albeit with countless caveats. Still, the overall picture remains fragmented, fragile, and far too exposed to geopolitical turbulence and economic uncertainty. We know all too well how little it takes to tip the balance back into instability. And maybe that's the real nature of a transition: not a sudden leap from darkness to light, but a stretch of road where we look around, search for balance, and pay attention to the signals - especially the faint ones. We prepare, perhaps quietly, for what comes next. I believe our role, as professionals in this field (whether we produce, sell, install, or communicate), is not only to react, but to accompany change -with patience, clarity, and hopefully a good dose of trust. Because wood, more than any other material, teaches us that true strength comes with time, ring after ring. Wishing you all a peaceful spring. And a meaningful transition.

Hàbitat València

Av. de las Ferias, Valencia, España
September 29 - October 2, 2025
feriahabitatvalencia.com



TOMÁS ALÍA DESIGNS HOTEL HÁBITAT 2025

At the upcoming edition of Feria Hábitat València (September 29 - October 2, 2025), architect and designer Tomás Alía will create Hotel Hábitat 2025, a sustainable installation of over 800 square meters inspired by the traditional Valencian barraca. These rural dwellings, emblematic of vernacular architecture, are simple, handcrafted constructions that are perfectly adapted to their environment. The project blends tradition,

craftsmanship, and cutting-edge contract design, using sustainable materials and furnishings sourced from the fair's exhibitors. The space will feature a central lobby, bar, auditorium for conferences, and eight luxury suites designed by leading Spanish interior designers, including Pascua Ortega, Pepe Cosín, Luis Calabuig, and HC Estudio. Feria Hábitat València remains the main international showcase for the Spanish habitat industry, featuring a wide range of furniture, lighting, décor, upholstery, and home textiles. In 2025, the event offers an integrated showcase to further engage visitors, with dedicated areas for Textilhogar, Contract 360, nude, crafts, decoration, and interior design.

Cersaie 2025

Bologna Fiera, Bologna, Italy
22 - 26 September 2025
cersaie.it

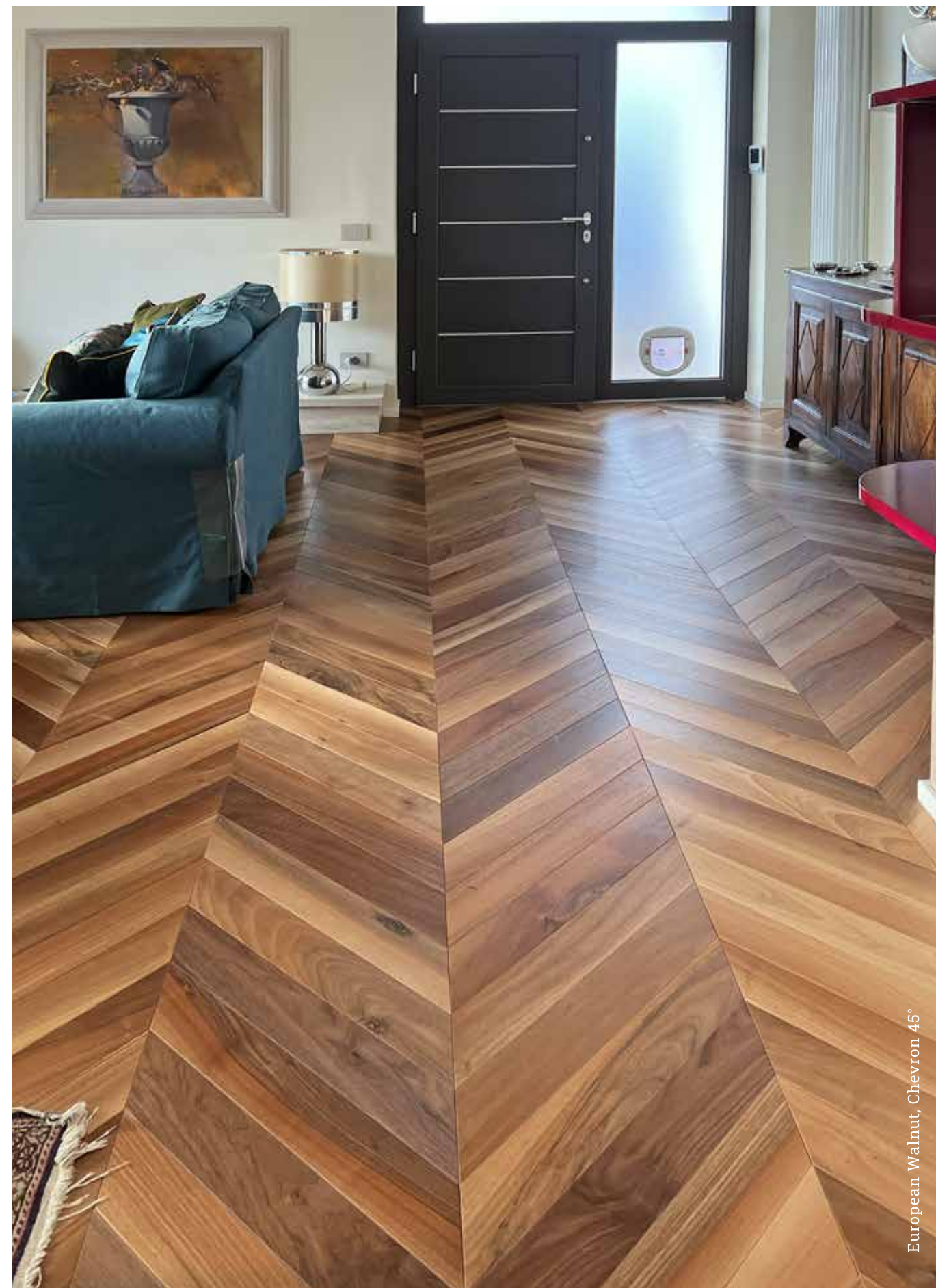


CERSAIE 2025: A SPACE FOR ARCHITECTURAL DESIGN

The International Exhibition of Ceramic Tile and Bathroom Furnishings presents the Manifesto for the 2025 edition, which will take place in Bologna from September 22 to 26. This year's Manifesto reflects the evolving relationship between architecture and everyday life — a continuous, dynamic dialogue that adapts and transforms over time. Global dynamics, rapid mobility, and cultural exchange have

shaped cities where diverse cultures and lifestyles intersect, generating interactions that inspire new habits and redefine priorities. The visual for this edition symbolizes this evolution through an interplay of overlapping volumes and colored planes, creating interconnected, dynamic spaces that capture the energy and complexity of contemporary life. It represents what Cersaie offers its visitors: a design-driven ecosystem of products that fully meets the needs of architects, contractors, and professionals from around the world. The focus will be on sustainable and hygienic solutions.

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ME 2024

Fieramilano (Rho)
19 - 22 November 2024
madeexpo.it



MADE EXPO 2025 LAUNCHES SUSTAINABILITY PRIZE

The 2025 edition of MADE Expo, taking place from November 19 to 22 at Fiera Milano (Italy), marks another significant step forward in promoting innovation and sustainability in the construction and architecture sectors. One of this year's key highlights is the launch of the

MADE Sustainability Prize, a prestigious award created in collaboration with Politecnico di Milano, exclusively for MADE Expo. The prize will recognize

exhibiting companies that stand out for their innovative and sustainable solutions in design and construction.

The MADE Sustainability Prize aligns with the principles of the New European Bauhaus (NEB), the European Commission initiative that promotes a new vision of the built environment based on sustainability, beauty, and inclusiveness. The award aims to celebrate companies shaping the future of architecture, by honoring the products and services showcased at MADE Expo 2025 that best embody these three pillars. The winners will make a tangible contribution to ecological transition, technological innovation, and quality of life in urban and architectural spaces.

Domotex

Messegeleände 30521, Hannover
19 - 22 January 2026
domotex.de



DOMOTEX 2026 STRENGTHENS MARKET LEADERSHIP WITH NEW FORMATS AND STRATEGIC PARTNERSHIPS

Preparations for Domotex 2026 are progressing rapidly, and the industry's enthusiastic response highlights the fair's continued relevance as the global benchmark for carpets, flooring, and interior finishing. The introduction of new, cost-optimized participation formats has been particularly appreciated by exhibitors seeking flexibility. Long-standing partners like Decor-Union and MEGA have renewed their commitment,

contributing to the further development of Retailers Park – a successful networking hub for retailers and craftsmen. For 2026, the format will feature a new area, The Work Shop, dedicated to daily demonstrations of products and techniques.

Domotex's strong partner ecosystem remains a key driver of its success, with recent collaborations including EDRA, BHB, GHF, and the Manufacturers Association for Home & Garden. These alliances help extend the fair's international reach and ensure high visibility for innovations and market trends, consolidating Domotex's position as a leading platform for the industry.

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STORIE DI PARQUET

FEP: THE EUROPEAN PARQUET MARKETS, COMING FROM VERY LOW LEVELS, ARE GENERALLY STABILISING



The Board of Directors of the European Parquet Federation (FEP) met in April 2025 at the Bauwerk Group Schweiz AG headquarters in St. Margrethen, Switzerland, and discussed, among other topics, the state of the European parquet markets. The overall situation is slightly improving, though still coming from historically low levels. Several countries are seeing the first signs of relief following the European Commission's provisional anti-dumping duties on imports of multilayer wood flooring from China. The definitive measures are expected by 15 July 2025. Meanwhile, the effects of the ongoing and unpredictable trade war remain difficult to assess but are clearly contributing to continued uncertainty for both consumers and producers.



AUSTRIA

The Austrian parquet consumption rose by 3% during the first quarter 2025 compared to the same period last year, reflecting the activity in new buildings. On the other hand, the general context is now pushing for savings, and energy costs are very high. Fortunately, the European Commission's applicable provisional Anti-Dumping duties on imports of Multilayer Wood Flooring from China have started to bring the much-needed relief to the Austrian parquet industry.



CROATIA

On the one hand, costs are increasing for the Croatian parquet industry: salaries (+25%), energy and raw materials. On the other hand, new buildings and renovation of hotels are restarting and supporting the market but for how long?



FRANCE

The French parquet market declined again by 15% during the 1st quarter 2025. The main driver behind this decline is the decrease of new buildings while wood

products are far from being the first choice for renovation. DIY is doing a bit better, although restarting from its very low level of last year.



GERMANY

The first quarter 2025 was stable on the German parquet market with 0 to +5%. Consumers' interest is present: visitors at BAU, samples requests, and renovation is back in mind... But the general context could jeopardize this mood. Sports and school markets are doing well.



ITALY

The Italian parquet market is basically stable, maybe slightly declining during Q1-2025 compared to Q4-2024. The impacts of the European Commission's applicable provisional Anti-Dumping duties on imports of Multilayer Wood Flooring from China are starting to be visible, bringing back local manufacturers in competition with traders importing Chinese products. Inflation is still present, around 2%. The market is expected to remain relatively stable in 2025 although the effects of the "trade war" are still to be assessed.



SCANDINAVIA

The Norwegian market rose slightly during the fourth quarter 2024 and could slightly slowdown now as the end consumers are hesitant. New buildings are evolving relatively well, renovation increases. The situation in Sweden is still tough, new buildings (apartments) are increasing slowly but come from very low level. Finland had experienced hard times, but a flat to positive evolution from low level is now observed. Denmark is a good market with higher spendings in renovation and a lot of moving supporting refurbishment. But the peak could have been passed and the market is stabilising. Traffic in shops is dropping.



SPAIN

The Spanish market is flat to slightly increasing.



SWITZERLAND

Swiss parquet market is stable, evolving like the building activity which is rising by 2-3%. Inflation is at 0.3 % while energy costs increase very slightly by 1.5%.

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WORKCAMP 2025: CELEBRATING WOOD CRAFTSMANSHIP IN AUSTRIA

From August 25 to 29, 2025, experienced parquet restorers from around the world will gather in Austria to focus on the restoration of historic wood flooring. An event that celebrates craftsmanship, material culture, and the transmission of knowledge.

Five days, three locations, and dozens of specialists from three continents. The Workcamp Parquet Restorer 2025 is more than just a technical event—it is an opportunity for training, exchange, and hands-on experimentation dedicated to professionals specializing in the care of historical wood floors. Delegations are expected from seven European countries (Austria, Germany, Portugal, United Kingdom, Poland, Romania, Czech Republic), as well as from Canada, the Americas, and Australia. Participation is limited to 22 attendees.

The event is organized in collaboration with Workcamp Parquet, the Charterhouse of Mauerbach (Heritage Conservation Center of the Austrian Federal Monuments Authority), and the University of Applied Sciences Coburg (Faculty of Design, Department of Architecture).

The Charterhouse of Mauerbach will host seminars and workshops focused on traditional materials and techniques, while the operational core of the event will take place at Esterházy Palace in Eisenstadt, with hands-on restoration activities, including cleaning, maintenance, use of animal glues, historical tools, and non-invasive surface treatments.

Part of the restoration work will begin in July, during the summer semester application week at the University of Coburg, with a workshop on traditional surface treatments and adhesives.

On August 28, the public will be invited to attend open demonstrations at Esterházy Palace (limited capacity, registration required via email: mauerbach@bda.gv.at). The event will conclude on August 29 with a closing ceremony and a special guided visit to the historic parquet floors at Liechtenstein Palace in Vienna.

"Restoring historic parquet means preserving cultural identity and passing on artisanal knowledge - says René Caran, founder of Workcamp Parquet - It is not just about saving materials, but about connecting generations through craftsmanship."

Workcamp Parquet Restorer 2025 is a tangible example of how artisanal knowledge can drive conservation, sustainability, and European identity.



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OH MY

WOOD!

Clop ▶

Clop, designed by Dominic Siguang Ma & Feng Wei for Giorgetti, is a rocking chair with a birch wood frame. It can be completed with a removable saddle available in fabric or leather, and comes in a variety of finishes.

giorgettimeda.com



◀ Elegance in motion

As an invitation to touch and to look at, the Shanghai partition adds to the expressive power of transparent glass the regular pace of metal slats painted black, in white cherry or heat-treated oak.

In addition to the sliding and fixed versions, the Glide Shanghai pivoting partition rotates around a pivot, creating increasingly complex and articulated solutions, multiplying the possible uses of Glide family in real spaces.

In the picture: Glide Shanghai in white cherry (design Piero Lissoni + Iaco Design Studio)

porro.com



Huli Stool ▶

Federica Biasi consolidates her collaboration with Frigerio with new proposals and range extensions.

The Huli stool joins the collection as a natural evolution of the original lounge chair, echoing its soft curves and distinctive rope weave. With its solid wood frame and refined braided detail, the stool embodies the shared passion of Frigerio and Federica Biasi for craftsmanship, quality, and contemporary elegance.

frigerio.com



L25: Lema's New Freestanding System ▶

L25 is the new freestanding system by Lema, a synthesis of elegance and intelligent design expressed in a contemporary language. Featuring high-load-bearing extruded aluminum uprights, available in both floor-to-ceiling and floor-to-wall versions, it stands out for its slim, lightweight structure that conveys both dynamism and solidity.

Designed for both living and bedroom areas, L25 draws inspiration from the legendary L15 by Tito Agnoli, paying tribute to the brand's artisanal expertise.

In living spaces, it offers a flexible configuration of shelves, drawer units, and drop-down compartments, arranged in a visual grid reminiscent of the Selecta system. The uprights come in three finishes (Noce-L, Charcoal Oak, and Bronze M421), while shelves and storage units are available in two wood options, with tops in matching wood or marble.

lemamobili.com



◀ Sharpener

Nanako Kume's pendant lights would look perfectly at home in an elementary classroom or art studio. The Tokyo-based designer is behind a playful collection of fixtures that layers colored-pencil-style wood shavings into whimsical lampshades. To create the works, Kume developed a large sharpener operable with a hand-crank. A short film by Yunosuke Ishibashi chronicles her process, which includes whittling a piece of lumber into a hexagon, spray painting its exterior, and soaking the material in water to make it pliable. Once inserted into the sharpener and shaved, the jagged, pigmented edges evocative of a colored pencil emerge and are coiled into suspended shades. Kume plans to make some of the collection available for purchase, so keep an eye on her Instagram for updates.

[instagram.com/nanakokume](https://www.instagram.com/nanakokume)

Secretello ▶

With Secretello, Michele De Lucchi reinterpreted the secrétaire by combining it with a display cabinet. A desk conceived as a modern workstation suitable for domestic environments. A public and private space at the same time where books, documents, memories and loved objects can be stored.

moltenimuseum.com



▲ Wood-In

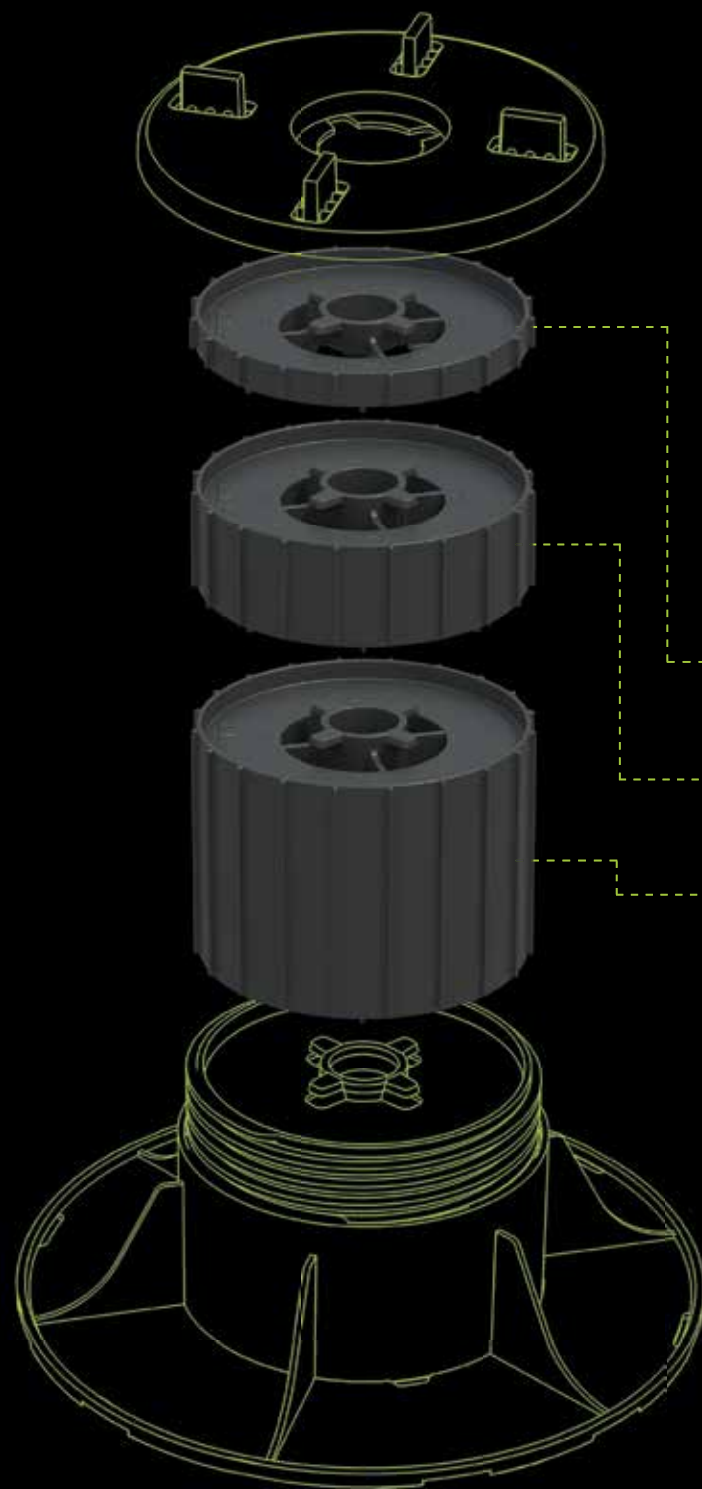
The Wood-In living unit, designed by Piero Lissoni, features a refined aesthetic defined by the iconic "dovetail" corner joint of the solid wood drawers—a detail that celebrates artisanal precision. It is complemented by practical open compartments, ideal for displaying or organizing everyday objects.

depadova.com

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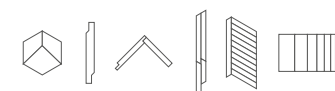

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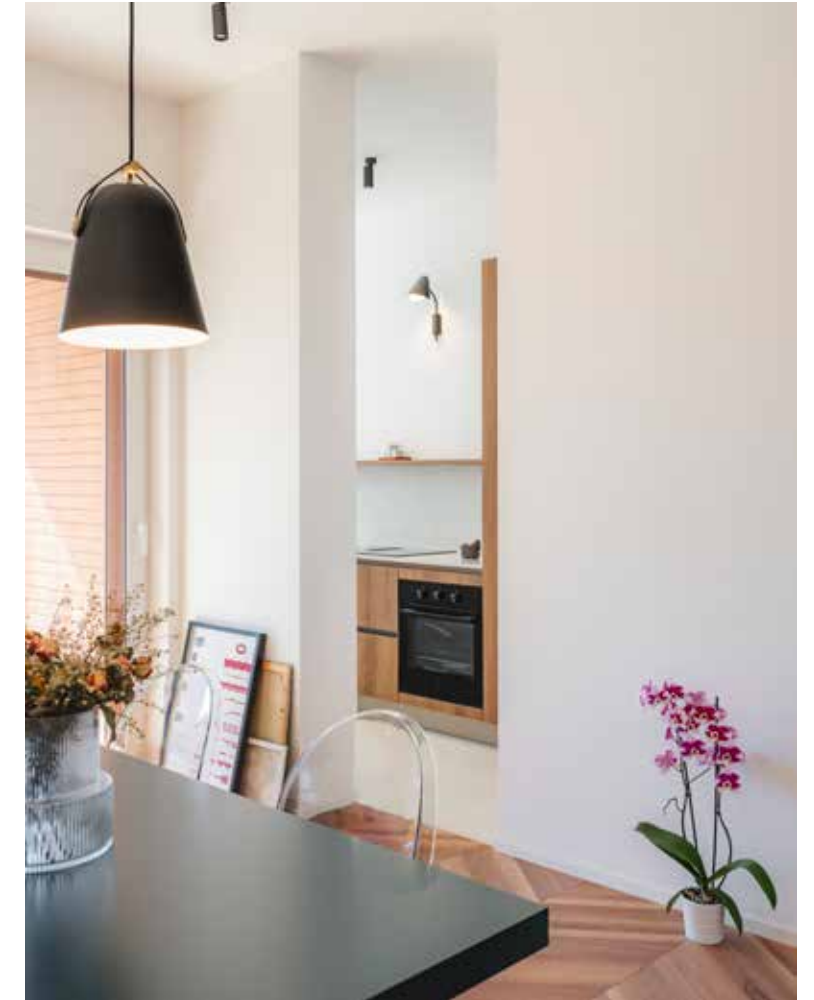


BETWEEN NORDIC

MINIMALISM AND ECLECTIC CHARACTER

In Bari, StudioTandem Architetti has transformed a private apartment into a space where two distinct styles-Nordic minimalism and eclectic flair-coexist in perfect harmony. Walnut parquet flooring takes center stage, setting the aesthetic tone of the entire home

FRANCESCA FERRARI



Designed by StudioTandem Architetti, the project approaches the domestic space with both sensitivity and precision. The original layout was completely reimagined: internal partitions were demolished and rebuilt, allowing for a more efficient configuration of the living area, the addition of a guest bathroom, and an optimized sleeping zone that enhances both function and comfort.

FLUID SPACES AND VISUAL CONTINUITY

The living area forms the heart of the apartment—a flowing sequence of three interconnected spaces: living room, dining area, and kitchen. Wide openings link the rooms both visually and functionally, creating spatial permeability. The kitchen, while remaining

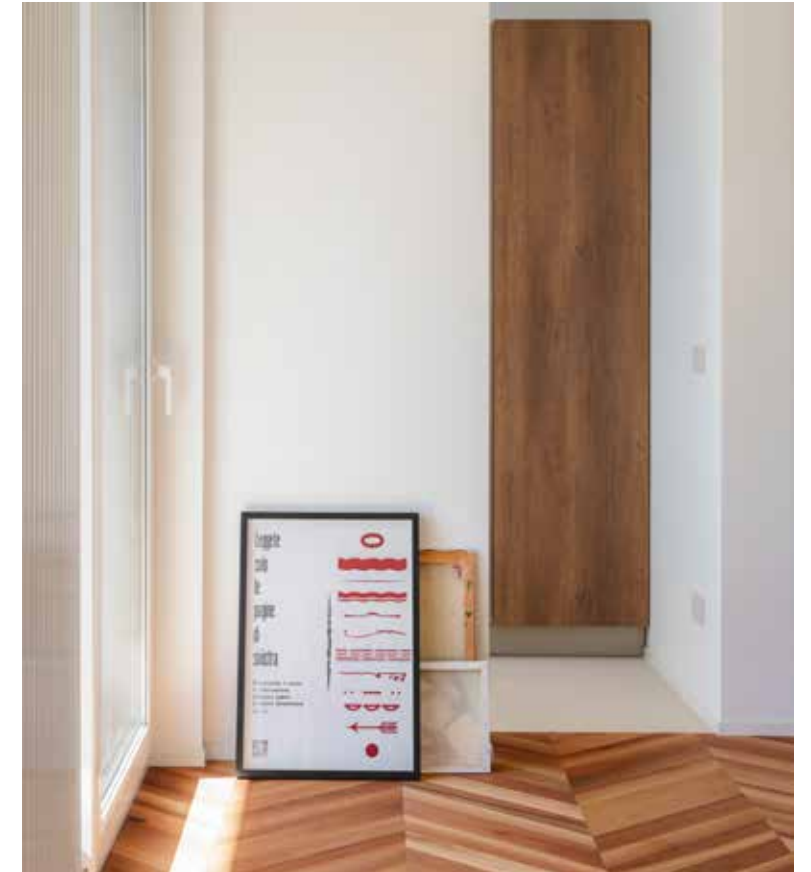
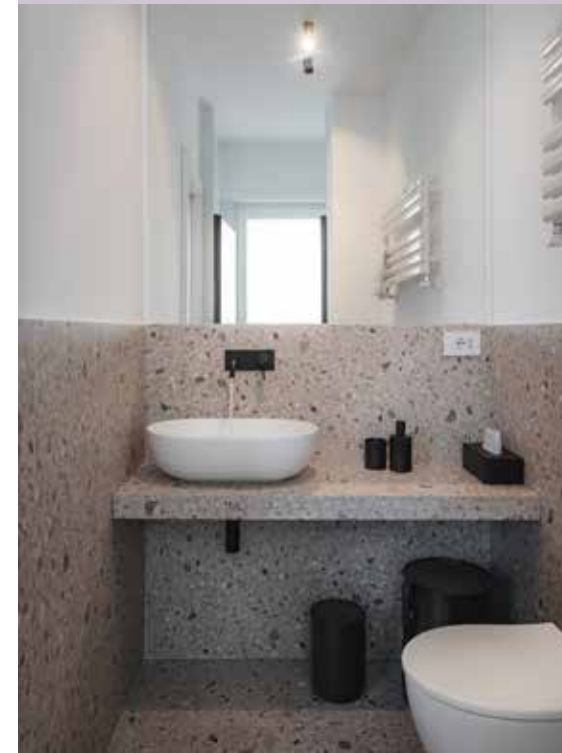
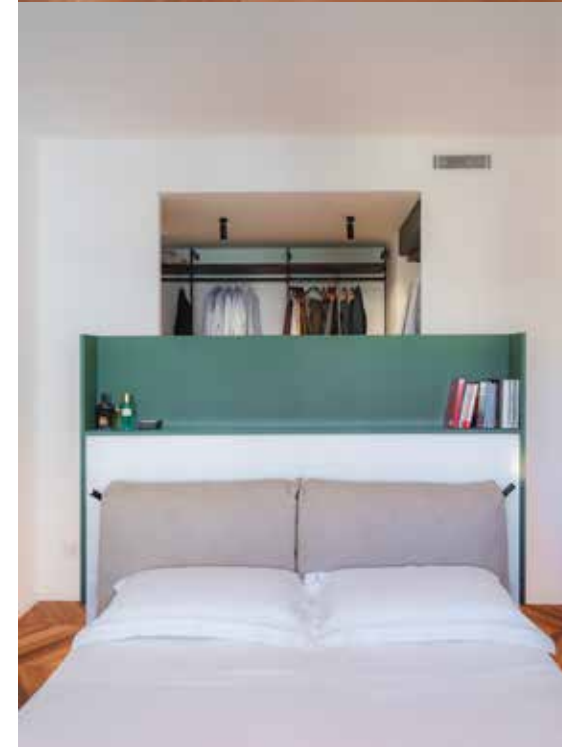
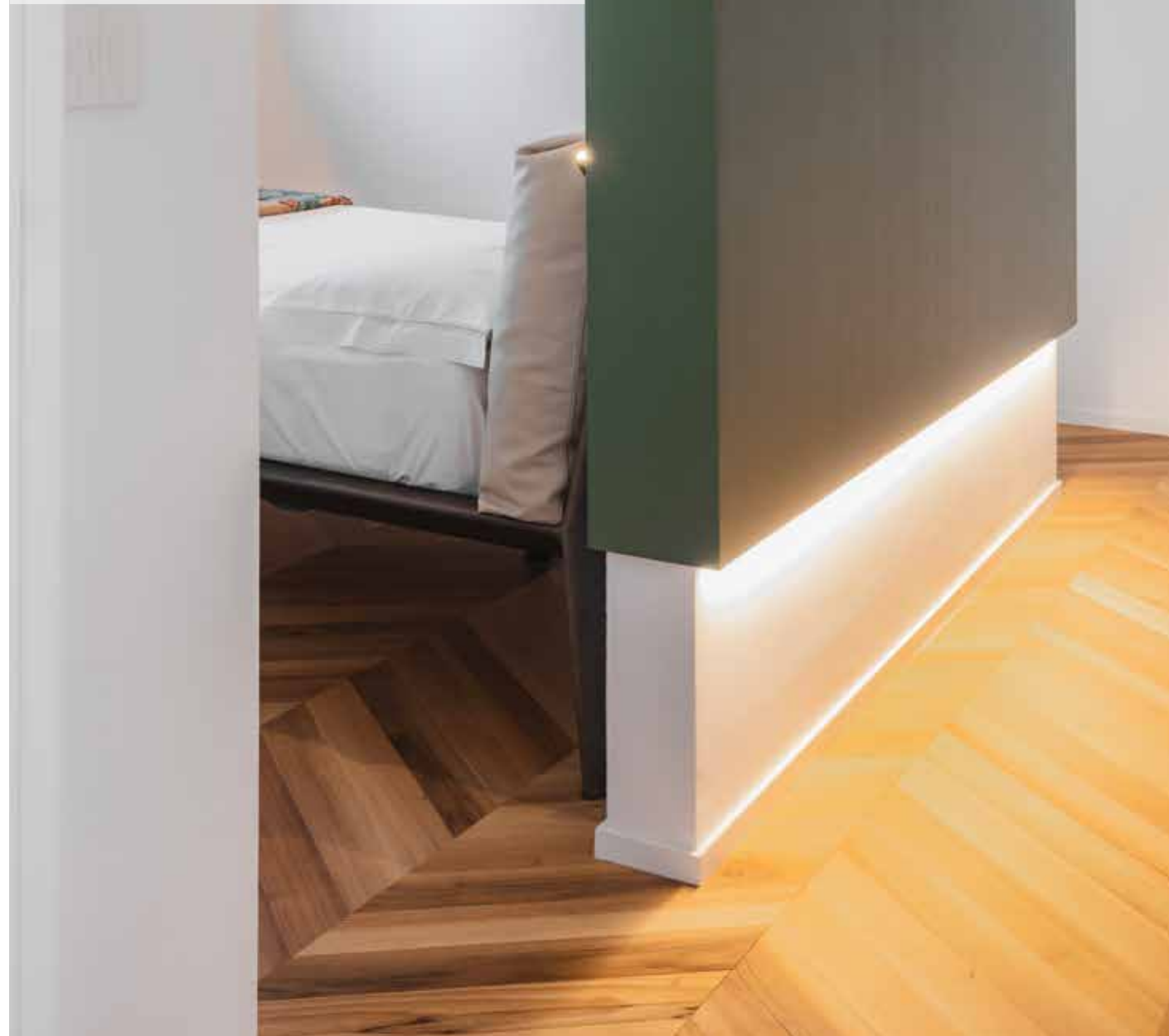
highly functional, is designed with comfort and lightness in mind: a full-length shelf replaces traditional upper cabinets, emphasizing horizontal lines. A custom window frame floods the space with natural light. The wall separating the dining area from the living room acts more as a spatial filter than a division, preserving openness and connectivity.

INTIMACY MEETS TECHNOLOGY IN THE NIGHT AREA

The private area includes a master bedroom with en suite bathroom and walk-in closet. A custom-designed, backlit half-height wall—conceived to accommodate a video projector—serves as both technical partition and headboard, adding a discreet, integrated scenic effect.

PROJECT SHEET

- **Type:** Renovation of private apartment
- **Location:** Bari, Italy
- **Completion year:** 2024
- **Surface area:** approx. 90 sqm
- **Architectural and interior design:** StudioTandem Architetti
- **Bathroom fixtures and finishes:** Quartarella
- **Wood flooring:** Woodco, Natural Walnut parquet, Hungarian herringbone pattern 52
- **Photography:** Pierangelo Laterza

**NEUTRAL SHELL, MATERIAL SOUL**

The architectural shell is conceived as a neutral backdrop: white walls and uniform surfaces allow the tactile nature of furnishings and curated vintage accents to emerge. This calibrated mix of contemporary essentiality and retro charm gives the home a unique, personal atmosphere.

PARQUET AS A DESIGN CONVERGENCE

"The real challenge," explain architects Lorenzo Loiacono and Francesco Passaquindici of StudioTandem, "was to reconcile two different personalities: one minimalist, the other proudly eclectic and passionate about vintage. The key to the project was the Natural Walnut Woodco herringbone parquet, which became the common ground between the two. Its warm, authentic texture satisfied the desire for character and

individuality, while the precise, geometric installation spoke to the more rational side. From that point on, the parquet defined the entire stylistic direction."

WOOD FLOORING AS A NARRATIVE ELEMENT

The Natural Walnut Woodco parquet flooring plays a leading role, defining both the mood and identity of the space. With its golden-brown tones and distinctive grain, it brings depth and movement to every room. The herringbone pattern adds rhythm and reinforces the home's geometric logic, enhancing both open and intimate spaces. The brushed surface, finished with a high-resistance extra-matte varnish, ensures technical performance and visual elegance, becoming a silent yet essential narrative element that connects styles, functions, and materials across the project.

Maria Lodges:

A CONTEMPORARY RETREAT WHERE TIMBER ARCHITECTURE EMBRACES THE ALPINE LANDSCAPE

In the heart of the Dolomites, this high-altitude project by Studio Gamper is a compelling case study in contemporary timber architecture. Built with locally sourced, eco-friendly materials, the ten-unit complex demonstrates how wood can shape a design that is both landscape-sensitive and technologically advanced. A model for integrating sustainability, comfort, and aesthetic clarity in Alpine construction

TITO FRANCESCHINI





In the heart of the South Tyrolean Dolomites, just steps from the Obereggen ski lifts, the newly opened Maria Lodges showcases a successful example of landscape-integrated architecture and high-quality timber construction. This is not a project that aims to impress with spectacle, but one that seeks to dialogue with its surroundings, highlighting local materials, energy efficiency, and a clean, functional aesthetic.

Designed by Studio Gamper in Chiusa (BZ), Maria Lodges expands the well-known Maria Adventure Family Hotel, offering a more private and discreet accommodation option: ten design apartments aimed at guests seeking privacy, sustainability, and comfort, without compromising architectural quality.

TIMBER AS STRUCTURAL AND NARRATIVE ELEMENT

From the very beginning, wood was the project's defining material. Used for the structure, cladding, and much of the interior design, locally sourced solid timber contributes not only to the aesthetics but also to the building's thermal and acoustic performance and environmental balance. A natural, warm material rooted in local building traditions, reinterpreted here in a contemporary architectural language. The volumes are compact yet dynamic: full-height glass walls open the interior spaces to the landscape, while large south-facing loggias extend the visual field and create seamless indoor-outdoor transitions. The mountains visually enter the living areas, becoming part of the living experience.

ARCHITECTURE FOR WELL-BEING

Each apartment accommodates two to six guests, ranging in size from 45 to 70 square meters. Interiors are designed with clean lines and warm finishes, combining minimalism with comfort. The 20-square-meter loggias act as private outdoor rooms, maintaining intimacy while enhancing spatial quality. In line with ESG principles, the project features eco-compatible materials and cutting-edge technologies for reduced environmental impact. The goal was to offer an experience that is not only comfortable, but also environmentally conscious—hospitality in harmony with nature and modern family needs.

A CASE STUDY IN HIGH-ALTITUDE TIMBER DESIGN

Maria Lodges stands out as a valuable case study for architects, designers, and builders working in Alpine or sensitive landscapes. It shows that timber construction at altitude can deliver technical performance, spatial quality, and aesthetic coherence. More than a technical or stylistic choice, the use of wood here represents a true building philosophy, one that bridges tradition and innovation, sustainability and wellbeing.

The mezzanine level opens onto full-height windows framing the surrounding nature, while the warm timber flooring enhances the quiet, intimate atmosphere of the living space.





In the bathroom, wood continues as a narrative thread: featured in the ceiling and custom cabinetry, it adds warmth and material coherence to the minimalist design.





Fiemme Tremila

BENEFIT CORPORATION

■ MARCO FELICETTI - CEO

Fiemme Tremila is a company based in Trentino, Italy, that specialises in biocompatible wooden flooring, wall coverings, and furnishings. Founded in 1993 in Val di Fiemme, it was born from an ambitious vision: to bring the benefits of the forest into the home. A Benefit Corporation since 2023, Fiemme Tremila uses only wood from FSC® and PEFC-certified forests, processed in solid Triplostrato® layers and treated with Fiemme Tremila BioPlus® – a plant-based oil made from over 50 natural substances, which protects the wood and improves indoor air quality, as confirmed by research conducted by CNR-IBE.



FIOR DI TERRA

The Fior di Fiemme collection by Fiemme Tremila brings nature into the home in its most precious form: noble woods, carefully selected by the company, that turn the floor into the true protagonist of the living space. Essential craftsmanship protects and respects this exclusive raw material, allowing its natural beauty to emerge. The biocompatible teak planks of Fior di Terra evoke the strength of sun-scorched earth, with irregular fibre patterns interwoven with shafts of light and brown-olive veining. Fior di Terra is made from certified wood, crafted using solid Triplostrato® technology, and treated with Fiemme Tremila BioPlus®.

fiemmetremila.it

Garbelotto



■ RENZA ALTOÈ GARBELOTTO - CEO



Garbelotto stands as a symbol of Italian excellence in the parquet industry. For over 70 years, it has combined artisanal tradition with technological innovation, offering top-quality, sustainable, customizable wooden floors that are 100% Made in Italy. Each product showcases refined craftsmanship and sophisticated design, making Garbelotto a benchmark for architects, designers, and lovers of a unique and distinctive style.

CREATOR® LINE

Garbelotto presents the Creator® line, an exclusive collection featuring decorative rugs, medallions, Quadrotte, and artistic geometric patterns. Each piece is handcrafted with tailor-like precision, individually assembled and in some versions enriched with Venetian *murrine* and 24K gold, mosaics, precious stones, marble, or fine leather inserts, adding a touch of luxury and uniqueness. Garbelotto's Creator® transforms parquet into a bespoke work of art, ideal for prestigious settings where elegance and craftsmanship come together.

garbelotto1950.it

■ **MATTEO BERTI** - MARKETING MANAGER

Berti

Since 1929, Berti has turned wood into emotion. Born from Cesare Berti's vision, the company has passed down a true passion for parquet through three generations, blending skilled hands with cutting-edge innovation. Each plank tells a story of Italian beauty—crafted, refined, and brought to life in iconic spaces worldwide. Where there's Berti, there's soul.



BLACK SHADOW

UMMO reveals Italian flavors in a unique setting, enhanced by the Black Shadow parquet from Diesel Living with Berti. Fading from black to natural-wood tones, it adds rhythm and depth to the design by Elmsurfaces and StudioKCreative. Ideal for refined spaces and paired with design skirting, it stands as a symbol of elegance, innovation and Italian handcraftship.

berti.net

Corà

■ **ETTORE CORÀ** - OWNER

Corà has been cultivating a passion for wood for over 100 years and 4 generations, and is now one of the leading national distributors of wood essences. The Wood Flooring Division, the flagship of the company, offers more than 150 products for every indoor and outdoor need. Design, research and quality meet design excellence with iconic collections, innovative proposals and tailor-made solutions, thanks to collaborations with the big names in design such as Studio Pininfarina.

UNIQUE FLOORS MADE ACCORDING TO YOUR DESIGN

Beauty can take any form you want. For this private villa designed by Guido Ciompi Studio, Corà created an exclusive wood floor, exactly as imagined by the designer. The chosen finish Cipro Oro from the Ethico collection was applied on the rhombus shape of the oak floor with brass inserts, the result of a project that tells the sartorial soul of the company: Corà works side by side with designers and architects to transform every vision into custom-made wooden floors.

In the Gold and Silver versions, the parquet is enriched with fine precious powders that capture the light and elegantly enhance the wood's natural grain.

coraparquet.it



■ LORENZO ONOFRI - PRESIDENT

Stile



Stile, a renowned reference brand in the sector of high-quality parquet and wooden flooring, was founded in 1965. It has its roots in the heart of Umbria, in Città di Castello, where the company's headquarters and production facility are located.

Quality and innovation have allowed Stile to establish a prestigious presence in both national and international markets.

The added value of Stile lies in its 100% Italian in-house production, which has always been supported by highly advanced manufacturing plants. Over the years, Stile has invested in expanding its cutting-edge technologies to effectively manage the entire production process, ensuring flexibility in product offerings. The Stile product range is wide and diversified to meet the various needs of the market.

LAB STRIP

LAB STRIP collection represents a perfect blend of innovation and design, a new format that combines the past and the future, drawing inspiration from mid-20th-century design flooring and bringing it to life with a contemporary color palette. The choice of an engineered plank ensures maximum stability and precision during installation, optimizing the final result.

The dimensions of Lab Strip, 15 x 40 x 500 - 1600, are designed to fit perfectly in any type of space, offering versatility that allows for the creation of environments with a strong visual impact while remaining highly functional. Lab Strip is offered in the Naturale UV finish, which offers a tough, invisible protection, with a surface that feels soft to the touch and appears extremely matte and natural, like raw wood.

stile.com

Woodco



■ GIAN LUCA VIALARDI - GENERAL MANAGER

Since 1983, Woodco has believed that there is the right parquet floor for every design project and for every person. That is why the company places its knowledge and craftsmanship at the service of its customers, to create wooden floors of superb quality that are both affordable and unique. The extensive understanding of wood, workmanship and suppliers allow Woodco to add value throughout the whole production chain, providing first-class quality to its customers so that everyone can enjoy living in the warm and pleasant surroundings that wood is able to create.



SPINA LARGA

With an exceptional width of 180 mm, equal to that of a large board, the new Spina Larga by Woodco enhances the natural beauty of wood with an airy, relaxed and at the same time refined design, a recognized symbol of timeless elegance. Available in two different variants (with a 45° angle or a 52° angle), in four different woods (oak, walnut, elm and chestnut) and in over forty colours, it intertwines history, architecture and design in a story full of emotions and suggestions.

woodco.it



■ NICOLA DE MENIS - CEO

Skema



Skema was founded in 1992 in the province of Treviso and for more than thirty years has been offering wood, SPC and laminate surfaces for the home, office and contract sectors, inside and outside buildings.

Floors, walls and ceilings are offered with finishes and materials perfected through years of experience, respecting the health of the environment and of people. The extreme attention to environmental comfort has led to the creation of a division of sound-absorbing wall and ceiling coverings in perfect aesthetic and material continuity with the floor collections.

Passion, experience and taste are the key words that animate every company choice and every relationship with Italian and foreign customers.

FOLIA

With its pattern, the Folia designed parquet from the Yles line symbolises the beauty of nature. This unusual herringbone, born from the tight intertwining of elements, is reminiscent of a set of leaves that follow one another, meet and create dynamism and rhythm. At the base of this parquet is a trapezoid, developed in two elements centred on 10° to 45° angles. The wooden floor is three-layered, made in Italy, traced and certified. Yles is also distinguished by its surface treatment with a clearly visible bevel, natural oil stain and a brushed and textured surface.

skema.eu

Profilpas



■ ENRICO BARISON - CHIEF EXECUTIVE OFFICER

In a field where the balance between functionality and aesthetics plays a key role, Profilpas stands out for its ability to offer custom-made solutions for interior design. Part of the Mapei Group, the company has made innovation its strong point, investing in technologies capable of responding concretely to new design requirements.

Our digital printing system PDS represents one of the latest developments in this direction: an advanced technology that broadens creative possibilities and guarantees a perfect visual match between floor, skirting board and profiles. A concrete step forward towards increasingly customised, flexible and detail-oriented solutions.



PROFILPAS DIGITAL SYSTEM

Perfectly matching skirting boards, profiles and floors has never been easier. With the printing technology PDS - Profilpas Digital System -, it is possible to faithfully reproduce wood, SPC, marble, stone, ceramic and other specific decors on Alcom® Plus films. The digital varnish can also add a stunning 3D effect that gives greater depth and realism to surfaces. This system also makes it possible to greatly reduce metamerism: the optical effect that happens when the colour of an object changes with the changing temperature of light. This is particularly important in environments with different types of lighting, such as showrooms, shops and exhibition spaces, where the perception of colour can significantly influence the experience.

profilpas.com



■ LUIGI GIUDICI - OWNER

BGP GROUP

BGP Group was founded over twenty years ago, drawing on the thirty years of experience of its founder, Luigi Giudici. Until 1999, he traveled across Africa, America, and Hungary to explore every detail of the world of wood and its processing techniques. Upon returning to Italy, he established BGP Group, a company with deep roots in the Bergamo area. For more than ten years now, the company has been led by his children, Georgia and Giovanni, who have carried forward their father's vision with a spirit of innovation. Thanks to a close-knit and skilled team, BGP Group is today one of the leading Italian players in wooden flooring for both indoor and outdoor applications. The product range is structured around five synergistic brands, each with its own identity and specialization:

- Gaia – The true soul of wood, the flagship brand dedicated to natural and authentic parquet;
 - Antica Falegnameria Annoni & Perego, a fully handcrafted brand, 100% made by our carpenters;
 - SmartFloors, a line of technical flooring designed for specific and high-performance needs;
 - Aquawood, a complete range of durable, weather-resistant outdoor flooring;
 - Rubia, a collection of practical and versatile laminate floors.
- A wide availability of ready-to-ship materials allows for quick and efficient order fulfillment, while the breadth of the offering ensures solutions tailored to every type of project.



ANTIQU OAK

An artisanal parquet born from an exclusive project for the Baglioni Hotel in Florence: panels made of antique oak, sourced from reclaimed beams and handcrafted to enhance the authenticity and history of both the material and Florence's oldest hospitality establishment. The oil finish brings out the texture, warmth, and timeworn charm of the wood. The design, custom-developed for the hotel's interiors, turns the flooring into an architectural element of great character and elegance.

bgpgroup.it

Friulparchet



■ ELIA BOLZAN - OWNER

With over ninety-five years of experience, the Bolzan family's passion for craftsmanship and wood is the hallmark of Friulparchet's professionalism and reliability. Guided by its heritage, the company pursues uniqueness by combining cutting-edge technologies with traditional craftsmanship, creating products that are attuned to contemporary trends and design, while meeting the highest quality standards such as UNI EN ISO 9001:2008 and complying with regulations like CE marking in accordance with EN 14342. Friulparchet's wide range of offerings is based on the use of the finest wood species from around the world, for both solid and engineered wood flooring. In addition to supplying materials for both indoor and outdoor environments, Friulparchet handles every phase of the process: from consulting on material characteristics and providing samples, to installation by specialized teams and ongoing surface maintenance.



GEMMA

In the luxurious setting of a high-end hotel in Saudi Arabia, the opulent furnishings and sophisticated interior design of these exclusive suites are further enhanced by the Gemma pattern by Friulparchet. Custom-made in American Walnut for this project, Gemma adds a majestic touch to the environment, thanks to its warm, refined tones and distinctive geometric shape. Part of the Forme collection, Gemma is available in a variety of finishes, including bespoke options. It is the perfect solution for both contemporary and classic interiors—whether residential or, as in this case, hospitality spaces—offering a versatile and modern design element.

friulparchet.it



Progress Profiles

■ DENNOS BORDIN - CEO

Progress Profiles has been a leader in the production of technical and decorative finishing profiles and laying systems for buildings and interior design for 40 years. The company offers over 15,000 products and 21 patented systems for a wide range of environments. Progress Profiles' Italian heritage is evident in its wide range of functional and aesthetically pleasing solutions, which are produced using high-quality materials and state-of-the-art machinery at the company's headquarters in Asolo (TV), designed with a focus on sustainability.



KALEIDOS

Progress Profiles' skirting boards are among the products that best express the company's new Kaleidos concept, offering an unparalleled range of design options to complement the latest interior design and furnishing trends. They are available in heights of 40, 60, 80 and 100 mm, and with or without adhesive. They are practical and quick to install. They can also be combined with fittings such as internal and external corners, plugs, and joints to ensure that no detail is overlooked.

progressprofiles.com

Ravaoli LEGNAMI



■ ANGELO BAGNARI - OWNER

Ravaoli Legnami was established in 1985 in Villanova di Bagnacavallo (RA). Over almost 40 years it has implemented its organisation, its production processes and its facilities, thanks to the innovative spirit of the Bagnari family and to its working group.

Today Ravaoli develops solutions for the decking and cladding world, with an eye to innovation and quality, taking great care in selecting certified, sustainable and highly technological materials. Its production facilities allow to achieve any type of processing. This way, Ravaoli can manufacture made in Italy products that are unique and customisable according to the needs of its clients.



BAMBOO RESISTO IROKO

Distributed by Ravaoli Legnami, Bamboo Resisto Iroko is the bamboo decking that combines refined aesthetic, technological innovation and environmental sustainability. Its unmistakable warm and enveloping caramel colour gives the outdoor spaces an elegant and distinctive feature, conceived to last over time.

Thanks to a cutting-edge production process – consisting in high-density pressing of the bamboo fibres, a steam treatment and a special protective finish – Resisto guarantees excellent performances as regards durability, hardness, dimensional stability and fire resistance. Supplied already oiled with a specific protective product, Resisto is a reliable and certified choice for those who look for a beautiful, performative material that respects nature, and it is also available in the shades Ipè and Teak.

In the photo: Gallia Palace Beach Golf SPA Resort, Punta Ala (GR). Photo: Gianluca Ricci

ravaolilegnami.com



Pedross GROUP

■ **DAVID PEDROSS** - CHIEF VISIONARY OFFICER

The Pedross Group is a global leader in skirting boards and floor accessories. With innovative technologies, long-standing partnerships, and a focus on resource efficiency, the company has been committed to sustainability for generations. Now in its third generation and with 155 dedicated employees, Pedross continues to set high standards.

"Innovation, sustainability, and teamwork are the pillars of our success. For 70 years, we've set benchmarks for the future."



PEDROSS PROTECT

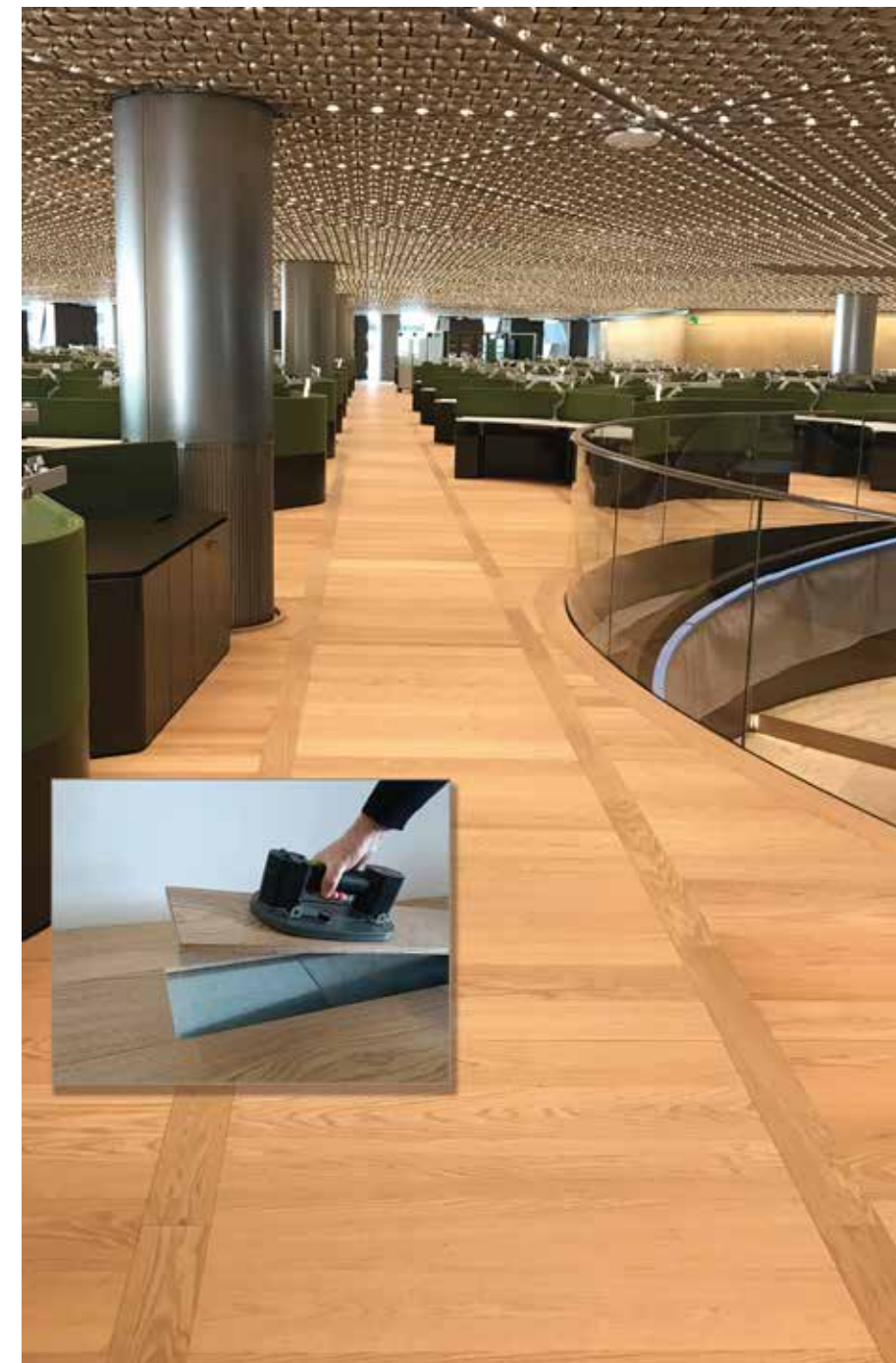
The innovative corner protection from Pedross Protect ensures elegant transitions and reliable protection at every corner. The Pedross Protect and Pedross Protect Lite variants offer functional solutions for both inner and outer corners – with shock absorption, premium aesthetics, and color coordination. The Pedross Protect Connector joins skirting boards invisibly. Custom-made, even in small quantities, and easy to install – for durable, stylish skirting solutions.

pedross.com

Legno Tecnika



■ **THE LEGNO TECNIKA TEAM**



Magnetik Floor is a trademark of Legno Tecnika srl, Italian wood flooring manufacturer or over a decade now, though boasting a twenty-year-long experience in the field.

A company originally designed to produce for other brands, both domestic and international, it has improved the production process to offer valued service and flexibility to the customers in terms of quality, product variety and speed of execution.

Legno Tecnika srl is also owner of the trademarks: Teknik Wood (manufacture and sale of engineered wood floorings) and Teknik Decor (sale of resilient floorings).

MAGNETIC WOOD FLOORING

Legno Tecnika presents: Magnetik Floor, the first and only self-laying system, that allows for firm installation of any wood flooring, though offering the greatest advantage of removing and replacing one or more planks in a fast and easy way.

Magnetik Floor, thanks to its magnetic power, ensures ease of positioning, total absence of glue and above all, the possibility of substituting one or more staves without difficulty or fear to damage the subfloor.

Magnetik Floor is the first, authentic and innovative magnetic parquet.

legnotecnika.it



Florian

■ **CLAUDIA FLORIAN** - HEAD OF THE FLOORING DIVISION

With a history of over 50 years Florian offers a wide range of products resulting from the processing of raw wood in full respect of the environment. Over time, the Florian Group has evolved to become the European leader in the hardwood industry, creating an ecosystem of dynamic companies driven by innovation and sustainability. The success of a company depends on many factors: the market, social and economic changes at local and global level, innovation capacity, commercial strategies and much more. Among all these variables, the one that makes Florian stand out is its strategic vision and the skills of the people involved.



FAMILY®

Among the various wood flooring by Florian, we have Family®: the new generation wood flooring, produced entirely in Italy, resistant, comfortable and pet friendly. Composed of a surface layer of oak, a core of birch plywood and a base of cork, natural materials that reduce noise and ensure well-being and health. Quick to install even on existing floors and equipped with floor heating. Florian's flooring proposals also include Engineered Floor, which is available in oak, either painted or unfinished.

- Flo.2: two-layer, with oak top layer and birch plywood.
- Flo.Light: three-layer, with oak, spruce middle layer and a solid support layer. Made entirely in Italy, these floors can be customised to meet all customer requirements.

familywoodfloors.com

Alma BY GIORIO



■ **ALESSANDRO GIORGIO** - CEO



Giorio Srl was founded in 1969 by Pierino Giorio, coming from a solid culture of wood and a great passion for this material. Over the decades, with the next generation, the company has become one of the most important companies in this sector. Alma has seen its business volume steadily grow and is now present in the main world markets. Following a gradual development, Alma is always keeping the craftsmanship quality at the center. Alma controls the entire production chain, starting from the selection of the best logs up to the latest finishes, dedicating the best care to each step of processing.

TRECCIA, A DESIGN ICON

Original, eccentric, and unique: the Geometrici Collection by Alma is an ideal choice for those seeking a parquet floor with a strong personality, capable of transforming the entire home. Interlocking patterns and innovative contrasts create unexpected, refined shapes, making design the undisputed focal point of any room. In this Milan apartment, the Smoked Treccia finish was installed—an iconic design that enhances the natural beauty of wood through a distinctive interplay of shades. The smoking technique adds depth and character, making each plank a one-of-a-kind piece.

almafloor.it



■ NEVIO PANSERI - CEO

CHIMIVER

PANSERI SPA

Chimiver Panseri S.p.A. is the leading Italian company in the market for adhesives, finishes and maintenance solutions for wood, resilient, resin, indoor, outdoor, and synthetic grass flooring. With 60 years of experience, Chimiver is now present in more than 60 countries worldwide.

The company has made Sustainability its vocation, anticipating European regulations by several years. Since 2023, it has been publishing its Sustainability Report—a first step toward an ambitious goal: achieving Carbon Neutrality.

The company strongly believes that investing in better, more durable, and more sustainable technologies is the best way to refine itself and contribute to creating a future of success, a sustainable future, that benefits everyone.



LIOS BIOIL COLORATO + ECOTRAFFIK 2K SYSTEM

The Lios Bioil Colorato + Ecotraffik 2K system delivers a natural-looking finish without compromising durability. Lios Bioil Colorato is a colored natural oil treatment for wooden floors, available in 18 shades. It penetrates deeply into the wood, enhancing the grain and emphasizing its natural beauty. After a drying period of 72 hours - or as little as 24 hours when accelerated with Lios Booster Oil K-Technology - Ecotraffik 2K is applied. This is a two-component, water-based polyurethane lacquer with high mechanical and chemical performance, combining aesthetics with long-lasting protection.

chimiver.com

CLIPLIST™
Patent Pending

**NEW
PRODUCT**



WATCH THE VIDEO
TO UNDERSTAND
HOW FAST AND
EASY CLIPLIST™
INSTALLATION IS

Designed & Made
in Italy

The decorative strip with **Push Clip System**






Elegance, practicality and minimalism.

This is how the new Unydeco product **CLIPLIST™** is summed up, an innovative patented fixing system of skirting boards to the floor using the “push clip system” technology.

The minimal skirting boards are fixed without the use of nails, adhesives or silicones; they are elegant in their shape and are offered in the main anodic finishes, such as silver and bronze, or white or black lacquered; moreover, through digital printing, they can be customized making the strip become one with the laid floor: a skirting board which, despite being installed, becomes invisible!

CLIPLIST™ strips can be laid on any floor: parquet, laminate, SPC, tile or marble; the only caution when laying the floor is to leave a minimum expansion of 3 mm around the perimeter. and a maximum of 15 mm. Profiles can be used with floors that have the thickness not less than 5 mm.

Strengths:

-  **Practical assembly without nails or glues.**
-  **Possibility of disassembly and reinstallation.**
-  **Pleasant aesthetic result.**
-  **Color customization with digital technology.**
-  **Cable trunking.**
-  **Possibility of LED installation.**
-  **Noise transmission attenuation.**

www.unydeco.com

UNYDECO®



Kerakoll GROUP

■ ALESSIO BRUNI - CORPORATE PRODUCT LEADER

The Kerakoll Group is a multinational company working in the construction industry, offering an integrated range of products and services for building better places to live.

Kerakoll was established in 1968, in the heart of the Sassuolo ceramic district, and began by producing ceramic tile adhesives. Today, the Group is divided into three Business Units focusing on the needs of Laying, Construction and Surfaces.

Our Group achieved a turnover of 774 million euros in 2023 – 59% of which came from Italy and 41% from exports – and currently provides work for over 2,300 people including employees and freelancers. We have a direct presence in 11 countries and operate 21 production plants. Kerakoll is a Benefit Corporation. We also obtained B Corp certification in 2023, confirmation of our journey towards a new ESG business model generating economic, social and environmental value.

MICRORESINA PARQUET

Parquet is a beautiful décor element able to bring elegance and character to any home. To keep it in pristine condition, it must be taken care of properly. This is why Kerakoll has developed Microresina Parquet, an innovative technology designed for the protection and decoration of Legno+Color floors and to “redesign” existing surfaces. This is an option that not only enhances the original beauty of parquet flooring, but also offers a sustainable solution that safeguards resources. With a range of 150 different colours available, from pale, delicate tones to more decisive shades of grey and blue, Microresina Parquet can be used to give the home a new look, adapting it to the changing demands of contemporary living. Simple to apply and with excellent adhesion, Microresina Parquet is a water-based coloured micro-film. It is easy to clean, and even the darker colours are resistant to detergents and disinfectants. The matt lacquered finish is suitable for use in environments where food is prepared (it is compliant with the HACCP protocol) or where children are present, thanks to the quality materials, craftsmanship processes and high quality standards adopted by Kerakoll.

In photo: Floor Legno+Color Large KK 30

kerakoll.com

Masterpieces to highlight



SKIRTING BOARDS

Only PROGRESS PROFILES offer you a complete range of skirting boards able to satisfy any technical, stylistic and functional need.

Beauty that makes a difference.

New lines become part of the wide range of SKIRTING BOARDS in steel, aluminum and PVC. Wall wire for a modern style, or wood effect for the perfect match with any type of floor. Technology and beauty in tune to make a difference. Details that come to light, hard not to notice.



Progress Profiles SpA

Via Le Marze 7
31011 ASOLO (TV) Italy
Tel. +39 0423 950398

info@progressprofiles.com
www.progressprofiles.com





■ ANGELO GIANGIULIO - PRODUCT MANAGER WOODEN FLOORING

Mapei



Founded in 1937 in Milan, Mapei is now one of the world's leading manufacturers of chemical products for the building industry and has contributed to the construction of some of the most important architectural and infrastructural works worldwide. With 102 subsidiaries operating in 57 countries and 90 manufacturing plants in 35 different nations, the Group employs more than 11,900 staff worldwide. The Mapei Group's consolidated revenue amounted to almost €4 billion in 2022. The foundations for the success of the company are specialisation, internationalisation, research & development and sustainability.

ULTRACOAT RENEW FL

Restore quickly, hygienically and effectively. Because of their type of use, floors are the surfaces most exposed to contamination from external sources and today, more than ever before, environmental hygiene is of primary importance. Which is why Mapei is proposing a risk-free solution for restoring and hygienising wood floors in a short space of time and provide a high level of protection against the proliferation of bacteria. And now, with Ultracoat Renew FL, it is possible to restore the finish of wood floors without changing their original look and, more importantly, without disruption and lengthy work times, to give a new lease of life to their surface finish.

mapei.com

Wood. Dance to a different tune.



In defence of the original.

Wood used in building comes from forests with controlled timber felling. It is a completely renewable material which requires very low levels of energy in the production processes. A wood floor helps to maintain an ideal micro-climate inside the house, softens the falls of those just learning to walk and can be restored an infinite number of times.

Choose a wood floor.
Sounds like music to your ears?

CLEAN INDUSTRIAL DEAL: A TURNING POINT FOR EUROPE'S INDUSTRIAL FUTURE

One year after the launch of the Antwerp Declaration, EU Commission President Ursula von der Leyen returned to Antwerp to present the Clean Industrial Deal. With over 400 business leaders in attendance, the initiative aims to boost competitiveness, drive decarbonisation, and restore confidence in Europe's industrial base



On 26 February 2025, one year after the launch of the Antwerp Declaration and 100 days after the new European Commission came in office, 400 business leaders have reunited in Antwerp to discuss the just published Clean Industrial Deal with European Commission (EC) President, Ursula von der Leyen, during a high-level meeting. The EC's presence in Antwerp shows its engagement and focus on competitiveness. The Clean Industrial Deal is a business plan to support the competitiveness and resilience of the industry. The Deal will accelerate decarbonisation, while securing the future of manufacturing

in Europe. The Deal positions decarbonisation as a powerful driver of growth for European industries. This framework can drive competitiveness as it gives certainty and predictability to companies and investors that Europe remains committed to become a decarbonised economy by 2050. The EC is also taking actions to make regulatory environment more efficient while reducing bureaucratic hurdles for businesses. Proposed measures are the results of the active engagement with industry leaders, social partners and civil society in the context of the Antwerp Declaration for a European Industrial Deal and the EC's Clean

Transition Dialogues.

TWO SECTORS AT THE CORE OF THE DEAL

The Deal focuses mainly on two closely linked sectors:

- Energy-intensive industries which require urgent support to decarbonise and electrify. The sector faces high energy costs, unfair global competition and complex regulations, harming its competitiveness.
- Clean Tech which is at the heart of future competitiveness and growth as well as crucial for industrial transformation. Circularity is also a central element of the Deal, as there is a need to maximise EU's limited resources and reduce overdependencies on third country suppliers for raw materials.

The Deal presents measures strengthening the entire value chain. It serves as a framework to tailored actions in specific sectors (automotive, steel & metals, chemical, clean tech).

SIX DRIVERS OF INDUSTRIAL TRANSFORMATION

The dedicated Communication identifies business drivers for industry to succeed in the EU:

- Lower energy costs → Action

- Plan on Affordable Energy to lower energy bills for industries, businesses and households.
- Boosting demand for clean products → Industrial Decarbonisation Accelerator Act to increase demand for EU-made clean products by introducing sustainability, resilience, and made in Europe criteria in public and private procurements. The Act will also launch a voluntary carbon intensity label for industrial products, starting with steel in 2025, followed by cement.
- Financing the Clean Transition → Clean Industrial Deal State Aid Framework, Innovation Fund, Industrial Decarbonisation Bank, increased InvestEU's risk bearing capacity, → 100 billion to support EU-made clean manufacturing. The EIB Group will also launch a series of new financing instruments to support the Deal.
- Circularity and access to materials → EU Critical Raw Material Centre to jointly purchase raw materials for interested companies. Circular Economy Act in 2026 to accelerate circular transition. Goal: 24% circular materials by 2030 (vs. 12% today).
- Acting on a global scale → Clean Trade and Investment Partnerships to diversify supply chains and protect industry from unfair global competition via Trade Defence tools.
- Ensuring access to a skilled workforce → Union of Skills.

FROM DECLARATION TO DELIVERY

The Antwerp Declaration, now signed by over 1300 companies

and associations, including FEP, and presented in February 2024, lays out ten concrete actions to restore the business case for investments, to implement Europe's sustainability ambitions and safeguard quality jobs in Europe. Nine out of its ten calls have been addressed in the Clean Industrial Deal. We need now to transform Europe's ambition 'to be' into a determination 'to do' while Europe's industries are facing historical challenges: declining demand, stalled investments, reduced capacity, and EU gas prices 4-5 times higher than its competitors. Between 2023 and 2024, Europe's manufacturing output – a sector employing over 31 million people – dropped another 2.6%.

A CLEAR CALL FOR URGENT ACTION

Ahead of the European Council meeting in March, industry is calling on EU Heads of State to take urgent actions across all EU Member States to implement the Clean Industrial Deal without any delay. When we say actions, we mean actions, not strategies, policies or plans. We need the Deal to be delivered. Industry also calls on all new EU initiatives to be evaluated against the following criteria:

- Do they keep Europe safe and independent?
- Do they reduce energy prices?
- Do they ease the administrative burden on companies?
- Do they attract investments to Europe?
- Do they create markets for sustainable - low-carbon and circular - products?

- And do they safeguard/secure quality jobs for European workers in Europe?

If the answer to any of these questions is no, EU policymakers should reconsider and revise the proposal accordingly.

MONITORING THE IMPACT: THE KPI FRAMEWORK

The Antwerp Declaration remains an urgent call to revitalise Europe's industrial landscape. Europe's industries stand ready to do their part and continue supporting policymakers in building a competitive, resilient and sustainable future in Europe amid shifting geopolitics.

Time has now come to start measuring progress towards the key asks of the Antwerp Declaration. To this end, Deloitte, in collaboration with the sectors that have signed the Antwerp Declaration, is aiming at developing a Monitoring Framework. The goal of this Framework is to measure progress on the pillars of the Antwerp Declaration through a set of Key Performance Indicators (KPIs). To hold the EU accountable for the progress, the KPIs will focus on the enabling conditions rather than the performance of the industry. A survey has collected feedback to finalize a set of KPIs. Once finalized, a first report on the Monitoring Framework (including a detailed description of the KPIs) will be published on the Antwerp Declaration website. Then, a data collection exercise will take place in order to actually measure the progress (most probably on an annual basis) of the KPIs.



WOOD FLOORING IN THE BATHROOM? ABSOLUTELY!

L'autore ci invita a riflettere sulla posa non solo come esecuzione tecnica, ma come occasione progettuale: una superficie può raccontare molto, se pensata con coerenza, precisione e consapevolezza

FABIO BRAGA

Wood flooring in the bathroom: yes or no? That is the question.

Sooner or later, all true wood flooring lovers face this Hamlet-like dilemma when choosing finishes for their home.

And yet, nowadays, answering whether wood is a good choice for bathrooms has become relatively simple: it's now widely accepted that well-treated and properly installed wooden floors can handle water splashes—and even a little user carelessness—without trouble. So yes, go ahead with wood flooring in the bathroom.

THE BENEFITS OF WOOD IN THE BATHROOM

The biggest advantage of extending wood flooring into the bathroom is the visual continuity it brings throughout the home.

Using the same surface material in every room expands the perception of space, enhancing even the most compact interiors. Partially replacing the wood with laminate or ceramic tiles that imitate natural timber is often not a great solution—imitations rarely compare to the original. And then there's the feeling: stepping out of the shower and onto warm wooden grain is

priceless—not to mention the sensory and psychological benefits.

RECOMMENDED WOOD SPECIES

The best wood species for bathrooms are Asian teak, with its golden hues and high moisture resistance, and Iroko, its African counterpart—slightly more affordable, yet equally reliable. Both are naturally oily and naturally water-repellent, making them ideal for humid environments.

Boards destined for bathroom use can also be pre-treated by manufacturers with 100% natural protective finishes that preserve the wood's beauty and performance.



FABIO BRAGA - A wood technologist with 45 years of on-site experience, Fabio Braga approaches wood as a marvelous creation with endless stories to tell. He is a partner, along with his brother John, in Braga Srl, a second-generation company specializing in the supply and restoration of wooden floors and antique flooring. For the past three years, he has also been involved in online and offline training for the architectural associations of Novara, Varese, Alessandria, and Bergamo. In 2020, he founded Braga Academy Online, the first academy dedicated to designers and flooring specialists interested in the world of wooden flooring and on-site problem-solving. Fabio is a member of the board of directors of ASP and FederlegnoArredo; he also participates in the UNI standards revision commission.



Photocredit: Parchettificio Garbelotto

WOOD FLOORING IN THE BATHROOM: WHAT TO KNOW

- Yes, it's possible! When properly treated and installed, wood flooring works well in humid environments.
- Visual continuity: using the same flooring throughout enhances even the smallest spaces.
- Teak and Iroko: the most suitable species, thanks to their natural oils and water resistance.
- Protective finishes: manufacturers offer natural, high-performance treatments ideal for bathrooms.
- Glued and sealed installation: crucial to prevent water infiltration.
- Simple maintenance: ventilate after showers, dry up standing water, and use gentle cleaning products.
- Every mark tells a story: scratches and imperfections are part of the charm of living wood.

SUPPORT YOUR CLIENTS!

It's up to the installer or experienced dealer—the true wood flooring professional—to guide the client, recommend the right type of parquet for the bathroom, and above all, ensure a precise and careful installation that can withstand occasional standing water. The key is to glue down solid or engineered planks and seal the joints properly to prevent moisture from seeping in.

AFTER INSTALLATION: MAINTENANCE TIPS

Once installed, it's the user's responsibility to treat their wood floor with care—especially in a bathroom setting. Here are a few simple tips to share with your clients:

- Open the windows and ventilate the room after showering to keep humidity levels in check.
- Wipe up water spills immediately, especially puddles or splashes.
- Avoid harsh cleaners like bleach,

which can damage the wood's finish.

- Clean following the direction of the wood grain for best results.

EVERY SCRATCH TELLS A STORY

That said, every wood flooring user should keep in mind that every scar tells a story. Scratches, stains, and small imperfections only add to the floor's character and charm. That's the beauty of natural materials: they age with grace—and personality.