

Companies, News & Markets

TAGINA STEPS OUTDOORS

Tagina Ceramiche d'Arte has launched an outdoor tile that can also be used for indoor applications.

Wire and Woodays are the company's two latest products, of which the first is characterised by a stone-like texture, and the second draws inspiration from the warm tones and solid feel of wood. What they have in common is the most advanced technological research, directed towards creating a sense of continuity between the various areas of the house.

The monolithic tile with a thickness of 2 cm known as "Compact 20mm" is especially significant, and appears in both collections. Made of thick-gauge material, it offers the combination

of strength and compactness that make it ideal for innovative applications.

Thanks to Compact 20 technology, Tagina's latest collections are suited to traditional installation, floating installation, or laying on sand, gravel and directly on grass.

Their versatility, what's

more, is also such that the 12 and 20 mm versions can be used for both outdoor and indoor applications, including in bathrooms.

INNOVATION MADE BY MONTOLIT

Innovation, research and close attention to market trends are the tools used by Brevetti Montolit to tackle the crisis that has been affecting the economy in general and the construction industry in particular for several years now. The experience accruing from over 65 years in the business, the professionalism of its staff, the quality of its products and its flexibility in the man-

agement of special projects have earned Brevetti Montolit the respect not only of its customers/users, but also of materials manufacturers, for whom the collaboration between technical departments and specifiers represents a key element in the success of many innovative and revolutionary products.

The success and increasingly widespread use of large-format tiles has prompted Brevetti Montolit to offer new tools better suited to the installation of these products. In 2009 the company unveiled Monster, the first manual tile cutter for large-format tiles, which spawned the Masterpiuma 155 cm model and the Vertigo system for vertical use presented at the last edition of Cersaie. The Bologna-based trade fair also showcased the Big Brooklyn 986EV and 988EV electric tile saws, with maximum cutting lengths of 125 and 155 cm respectively.

Brevetti Montolit is now working with major ceramic manufacturers on the development of special equipment for working with innovative porcelain sheet products with lengths of up to 3 m and extremely thin gauges (3 mm), so as to offer comprehensive solutions for the most up-to-date specifiers and tilers.



CERAMICHE COEM AT LIVINGINTERIORS IN COLOGNE

The IMM trade exhibition in Cologne, in Germany's business heartland, has long been an important meeting place for companies and decision-makers from all the major world markets.

The different mix of visitors makes it an extremely attractive appointment for exhibitors.

This year's show incorporated the first edition of LivingInteriors (16-22 January), an event dedicated to interior design and living-space products in all their forms. For the first time, Ceramiche Coem decided to take part in the exhibition, with a sober, white stand that fully reflected the essential concept of the company. Visitors to the stand enjoyed a first-hand view of the company's beautiful new stones, such as Pietra Valmalenco and Millerighe, and various other architectural series that are winning plaudits on the German market.



FILAREFRESH: TWO PRODUCTS IN ONE

FilaRefresh is the new ready-to-use water-based product for everyday maintenance of surfaces in treated natural stone. Its unique double action as a detergent and protector makes FilaRefresh ideal for small household surfaces such as treated tops in bathrooms and kitchens.

Perfect for the end user, this product is an effective everyday cleaner that leaves surfaces clean, protected and pleasantly citrus scented. Thanks to its formula, FilaRefresh cleans deep down and boasts stain protection on previously treated surfaces.

Certified for contact with foodstuffs (it does not release toxic substances into food), FilaRefresh



ITALIAN CERAMICS IN THE USA

To promote the Italian ceramic industry in the USA, Ceramics of Italy took part in a conference on facades entitled "Creating the 21st Century Facade: How Architects and Fabricators are Advancing Curtain Wall Design in the Digital Age". The event, organised for the first time by *The Architect's Newspaper*, was held on 16 February at the McGraw Hill Auditorium in New York, with Patrik Schumacher, Director of Zaha Hadid Architects, as the key-note speaker. The topic of the conference was curtain walls, made from materials such as glass, metal and ceramic. The section dedicated to Italian ceramic tiles was entitled "Creating Sustainable Facades with Metal, Mesh, Ceramic and Composites", and was developed by the architect Michael P. Johnson, the owner of MPJ Design Studio, who illustrated a wide range of curtain walling systems made with Italian ceramic tiles, with particular reference to the energy savings that can be achieved with these applications. Eleven Italian companies took part in the initiative - Atlas Concorde, Casalgrande Padana, Coem, Cooperativa Ceramica d'Imola, Emilceramica, Florim, Lea, Marazzi, Mirage, Il Palagio and Ceramica Sant'Agostino - by putting their materials and works on display. The meeting was dedicated to architects, designers, developers, specifiers and builders, all of whom were able to see the presentation of case studies of recent architectural works.

FINCIBEC AT COVERINGS 2012

Century, Naxos and Monocibec, the three brands belonging to the Fincibec Group, will be on display at booth 4018 at the next edition of Coverings at the Orange County Convention Center in Orlando (Florida, USA) from 17 to 20 April. New collections, new formats and new finishes will form the centrepiece of the Group's offering for the American market, at a stand designed specifically to reflect the design philosophy that distinguishes each of the Group's brands. Century, which has always been synonymous with state-of-the-art ceramic, will showcase Peninsula, a deeply appealing collection inspired by stone surfaces, and Stonehouse, which features the rough but attractive appearance of hewn stone. Naxos's strength lies in stylistic research, which is evident in the Betra and Skyline collections, inspired by the most beautiful and elegant marbles. The linchpin of Monocibec's display will be the technical and aesthetic research that has always underpinned the brand, and finds expression in Nexta, a series inspired by concrete, whose expressive potential it harnesses to add a personal touch to residential and commercial environments alike. In line with the Fincibec Group's industrial ecology policy, known as Ecology Care (www.ecologycare.org), the Century, Naxos and Monocibec collections are made according to a production process with decidedly low environmental impact. A string of certifications bear witness to the green spirit of the Fincibec brand, starting with the one issued by Bureau Veritas for the inclusion of over 40% recycled material in the ceramic body. This earns important credits in the LEED system for rating the eco-sustainability and energy-efficiency of buildings.



ITALIAN CERAMICS IN THE USA

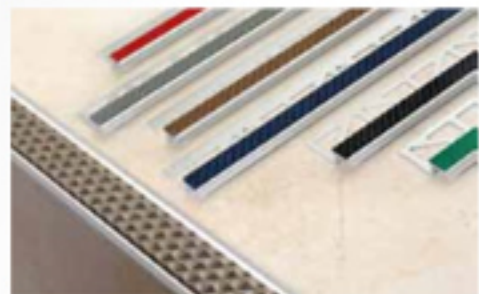
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DIAMONDSTEP: DURAL'S HIGH-VALUE TRIMS

Diamondstep is Dural's latest range of trims, which stand out for their design and safety credentials. Available in 16 colours (two of which are reflective), three widths and four heights (4.5 mm, 9 mm, 11 mm and 13.5 mm), these trims offer high non-slip performance and load cap-

acity, thus making them ideal for steps in both public and private developments.

Thanks to the special cross-section of the trim, what's more, the new Dural range also covers unsightly tile edges. Also available in anodized aluminium, Diamondstep trims are the perfect response to the aesthetic and technological requirements of the market, and enhance both the visual appeal and safety of staircases.



DEVON&DEVON OPENS STORE IN TEL AVIV

The opening of a new showroom in Tel Aviv brings the number of Devon&Devon international brand stores up to 11, and consolidates the Italian company's presence in the Middle East. The new store is located inside the 40,000 sq.m Design Center in Herzliya 2 Lechi St., which hosts the most prestigious names from the world of international design. The showroom entrance, with its two large windows, introduces visitors into a space with a black and white colour scheme that houses the company's longstanding and bestselling products as well as the latest additions, from the Atelier collection floor tiles to the Season and Miami vanity units, the Marlene, Claridge, Colette and Duke console washbasins and the Aurora and Admiral bathtubs.

