

# PROFESSIONAL Parquet

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AND OTHER SURFACES

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## RUSSIA'S LARGEST INTERIOR DÉCOR SHOWROOM

Madex - Expo Design Center, inaugurated last spring, is the largest interior décor showroom in Russia and will cover an area of 18,000 sq m west of Moscow.

Designed to be an important commercial crossroads, Madex is the site of preference for the display of new design and informing visitors of all the latest news and innovation in the market. The idea came from similar structures opened in fashion capitals like Milano, London, New York, and Paris: all are functional venues where architects, designers, and decorators can work in synergy and meet their customers in total comfort, allowing them to directly inspect doors, stairs, parquet, furniture, and other interior décor elements.

## GAZZOTTI'S FIRST 100 YEARS

No mere allusion to nostalgia but rather a point of departure for new challenges, this was the spirit in which Gazzotti commemorated its first century of selling wood floors last June 22. The birthday was celebrated along with all the Bologna company's employees (each and every one!), who were offered a truly special "family lunch": you certainly don't get the chance to blow out 100 candles every day.

What's more, not just everyone has passed through two world wars and two economic depressions unscathed, especially when you've opted for the path of virtue (where the gate is narrow indeed), transparency, and correctness.

Today, vaunting 120 employees and total sales that have more than tripled in 20 years, the latest gauntlet has been thrown: selling parquet floors to those who - like the Chinese - have become giants thanks to mass standardization. «We've just opened a showroom in Shanghai, and in the next few years we'll be opening another 14 sales outlets» explains Carlo Comani, the Bologna company's Managing Director. «The most widely-copied product in China today is one of our parquet floors, but we'll be offering a personalized and ecological object of design, and above all, high quality». On the strength of the results of its Trebbo productive unit, Gazzotti is also betting on the handcrafted production of a small subsidiary in Tuscany, Idee & Parquet. The formula appears to be working, given that after a 14% drop in sales in 2009, the worst year of the crisis, the first 3 months of the company's 100th year of business have seen a 30% leap in orders. «We're developing new weapons against the crisis, and proudly celebrating our 100th anniversary in the meantime», Comani concludes, with two sons now ready to keep the company tradition going, "and if we've made it this far, it's thanks to the experience of the previous four generations before them».



## LABORLEGNO, RESTYLING FOR THE WEBSITE

The latest version of the official website of Itlas partner Labor Legno parquet producers is now online with a young and more dynamic makeover: richer in content, attractive new graphics, and naturally, an updating of the assortment the company offers the market divided into three sections: "I prefiniti", "La tradizione" and "Legno per esterni" (Pre-finished, Traditional, and Wood Decks). Like the official Itlas site, also [www.laborlegno.it](http://www.laborlegno.it) offers an area dedicated entirely to customers with reserved access guaranteed by password.



**BEST SELLER:**

The exclusive nature of this product is demonstrated by its certified origin: pre-finished, three-layer



beech planking subjected to handcrafted working and precious finishing. Treated with natural water-based varnish, there are as many as six different finishes available, each one benefiting from structural interventions sufficient to ensure a unique result that emphatically evokes the territory of origin: Cansiglio Forest.

An Assi del Cansiglio floor represents a series of well-informed choices by both producer and purchaser alike: 100% Italian, 0-kilometer guaranteed, this product is the proud result of efficient synergy between the public and private sectors (the Veneto Region Dept. of Agriculture and Itlas).

**IN A NUTSHELL:** Founded at the start of the '80s, Itlas Spa is an Italian leader in the production of wood flooring. Eco-compatibility, environmental sensitivity and total attention to production quality are the essential principles of this company certified to Fsc-Coc, Pefc and 100% Made in Italy that is now also a recent member of the Parquet Transparency Code desired by Edilegno Arredo.

**THE OFFER:** "Assi del Cansiglio" (pre-finished 3-layer floor boards), "Tavole del Piave" (pre-finished 3-layer floor boards), and "Legni del Doge" (pre-finished 2-layer parquet).

**THE WINNING CARD FOR SURVIVAL IN THE MARKET:**

«Competitiveness, quality, guarantees, because in order to be competitive even in a particularly delicate economic phase like this one, you have to offer the market high-quality products guaranteed by certifications that clearly declare the origin of the raw material and the working it has received».

**ITLAS**

Patrizio Dei Tos,  
Administrator

**BEST SELLER:**

"Essenze di La Brenta" has just created its new Polvere di stelle (Stardust line): a selection of pre-finished, modular floors (600 x 600 mm and 600 x 300



mm) composed of various types of wood and gold and silver fabric inserts "drowned" in resin that provide unique luminescence and transparency.

The modules proposed blend in with any type of room and style, from kitchens with modern geometrical patterns to official state rooms in the most classic style.

In this new line, wood sets out on an exciting new journey alongside these unprecedented materials to enhance the emotion and warmth that only parquet can give, while exalting and renewing every previous inlay experience at the same time.

In this way, traditional wood flooring acquires greater interpretative and innovative quality in its aesthetics for more elegant and refined interiors.

**IN A NUTSHELL:** With its new brand "Essenze", La Brenta addresses its attention to decorative compositions on wood. Expertise and experience enable the offer of valid and practical support to anyone who designs and lays wood floors by proposing new solutions capable of meeting the demands of today's customers.

**THE OFFER:** Inlay flooring for room centres (in particular), Greek key patterns, artistic and geometric modules in both traditional solid and pre-finished wood. Modules also available for unbroken assembled walls in methacrylate wood.

**THE WINNING CARD FOR SURVIVAL IN THE MARKET:**

«Because we are a typically handcrafting company, it is fundamental for us to uphold determined quality standards, use only materials of high quality and give an accurate finish to every detail. It is also important for us to attempt to enter foreign markets that are already familiar with our type of product and succeed in increasing our presence in the national market by providing architects and interior design studios with adequate and valid support».

**LA BRENTA**

Marco Galante,  
Administrator