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71



ADRIANA SPAZZOLI.
Realtà Mapei International's Editor-in-Chief

GLOBETROTTING COMPANIES are now global businesses

The image of a globetrotting company is rightly associated with lots of those trailblazing small and medium-size businesses that have widened the horizons of Italian industry, which is now at the very forefront and cutting-edge of the international economy and can boast being Europe's second-biggest manufacturer after Germany. Many years ago, roaming around the continents with a suitcase in your hand (something which is much more than just an old figure of speech) was, in fact, the first step towards creating examples and models of a global company. Back then Italian ceramics companies blazed a trail and Mapei joined them in this initial process of international growth. Whenever a ceramics company "landed" Mapei was there to help provide the complete system: from

the choice of materials for substrate preparation to products for installing ceramic tiles and resilient materials, also offering related training sessions. Italy continues to set the benchmark for a ceramic tiles industry with worldwide vision: suffice it to say that 85% of overall production is intended for exports. The market has changed and so has taste; style, design and eco-sustainability now make the difference when it comes to beating off increasingly global competition.

In this issue of the magazine, *Realtà Mapei International* is devoting plenty of space to the annual Cersaie trade fair in Bologna. The state of the industry, new products and lectures by architects are just some of the subjects featured in the articles about Cersaie.

The hotel business is once again booming with a revival in investment and the redevelopment of facilities: *Realtà Mapei International* presents a wide range of Mapei solutions for the hospitality industry.

Another chapter focuses on Spain, where Mapei has recently taken over Tecnopoli to strengthen its operations in a country where it is involved in such prestigious enterprises, such as the renovation of the Sagrada Família Basilica in Barcelona and the construction of the Botín Centre in Santander designed by Renzo Piano.

As usual, the UCI Road World Championships were held at the end of September. The Mapei brand was again in the spotlight as the Main Sponsor of the races held in Innsbruck, Austria, featuring all the stars of world cycling.

These are just some of the topics examined in this issue of *Realtà Mapei International*.

Enjoy your reading!

A handwritten signature in cursive script, reading "Adriano Spazzoli".

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"Responsible Care" is the world chemical industry's voluntary program based on implementing principles and lines of action concerning staff health and environmental protection.

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SAVE THE DATE

MAPEI WILL TAKE PART IN SEVERAL TRADE FAIRS NEXT JANUARY. COME AND VISIT OUR STANDS!

DOMOTEX

11th - 14th January (Hall 13 - Stand C48/58)
Hannover (Germany)

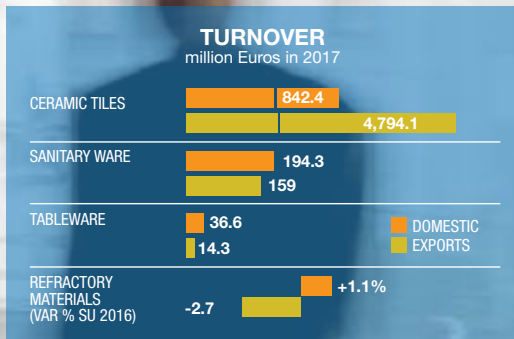
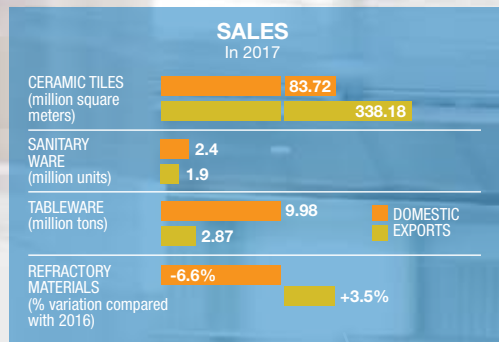


14th - 19th January (Hall B6 - Stand 502)
Munich (Germany)

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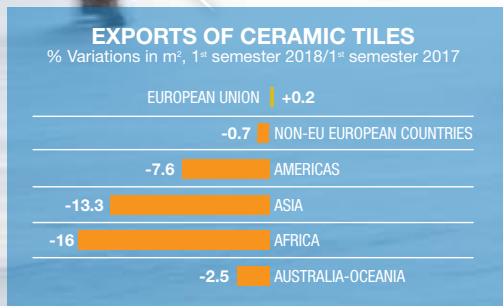


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85%
THE PERCENTAGE
 of Italian production
 intended for exports
 (4.7 million Euros)

515
INVESTMENTS
 (million euros)
 in 2017, +28.6%
 compared
 with 2016





422

PRODUCTION
(million m²)
of ceramic tiles
in 2017, +1.6%
compared
with 2016

5.5

**GLOBAL
TURNOVER**
(billion Euros)
of the Italian
ceramic industry in
2017

ITALIAN CERAMICS: A BOOM IN EXPORTS

A LOOK AT THE MARKET OF CERAMICS IN ITALY AND ABROAD

Exports are still proving to be the strong point for the Italian ceramics industry, in spite of a slight fall in overseas sales figures for the first six months of 2018.

The numbers speak for themselves: according to figures released by Confindustria Ceramica (Association of Italian manufacturers of ceramic tiles and refractory materials) for 2017, exports increased by 2.5% and brought in a total of 4.7 billion Euros for Italian companies, 85% of its total turnover.

The domestic market accounted for the remaining 15%, which was worth 842 million Euros. For the 222 companies operating in this sector, which have to deal with the uncertainty of having to wait until a decision is made regarding the level of duties to be imposed, exports also represent the real challenge for the future due to the weakness of the Italian market, which still hasn't managed to return to the volumes it lost after the international economic crisis of 2008.

But there is no lack of positive signs: for the first time since 2006, there has been an increase in the number of employees working in the sector (+2.9% compared with 2016) and domestic sales (83.7 million m² of tiles) have risen by 1.1%. As far as records are concerned, worthy of note is a real boom in investments into technology and sustainability to improve production processes. Spending reached 515 million Euros (+28.6% compared with 2016), which brings the total amount invested over the last five years to 1.8 billion Euros to help maintain the "Made in Italy" tile brand's leadership at an international level.

The uncertainties of the global market were highlighted in the Acimac (Association of Italian manufacturers of machineries and equipment for ceramics) report, "World production and consumption of ceramic tiles". According to the report, in 2017 the flow of imports-exports fell for the first time in 9 years: a slowdown attributable to a cooling off in Chinese exports, only partially compensated for by an increase in the other 5 major exporting countries: Spain, Italy, India, Turkey and Iran.

Source: Confindustria Ceramica

INTERVIEW
WITH MARCO
SQUINZI, THE
MAPEI GROUP'S
R&D DIRECTOR



Innovation and research to be more competitive

"Research is the brains behind Mapei's growth". That is how Marco Squinzi, the head of Mapei Group's Research & Development, summed up the central importance of research to a Group that operates on global markets and is fully committed to its operations in this specific field.

Let's begin with some facts and figures: can you describe the company's current research operations and how they have changed over the last few years?

In 2015 Mapei could count on 18 research laboratories, but that number has now risen to 31, six of which in Italy and four in North America. The guidelines for research are coordinated from our central laboratories in Milan that employ 170 staff, but we have a network of laboratories in all those nations where Mapei operates. In addition to this network, there are also the research centres in other companies belonging to the Group: Polyglass, Vinavil, Rasco, Sopro.

What are the aims and goals of Research and Development?

Our work must always be focused on carrying out research aimed at specific goals. For example, being close to the market, because this allows high-speed operating and the possibility of making any necessary alterations to products with short life cycles. Another key consideration is knowing the rules and regulations of different countries, which influence the decisions we make. Only people working out in the field know the best way to meet the requirements of architects, designers and, more generally speaking, the end users of our products.

Sustainability is another key factor.

It is, in fact, a priority for Mapei. The goal of transparency means informing the market not just about the performance ratings of each individual product but also the materials used for creating them and their environmental impact. In other words, choosing the most high-performing materials and opting for less hazardous raw materials for designing products that give off very low level of volatile organic compounds. But that is not all. Plant location is also vital for reducing trans-

port costs and the environmental impact of transporting raw materials and finished products. By last January, 172 of our products had received an EPD (Environmental Product Declaration) but that figure has now reached 344, covering almost the entire range of products for ceramics. Mapei focuses the utmost attention on these parameters starting from the design phase. The market is not always willing to pay a little bit more for that something extra required to get products with these distinctive traits. However, I truly believe that manufacturers who have not moved in this direction have ultimately paid the price in terms of a drop in their market share.

What about "targeted" strategies for the ceramics industry?

For some time now, our strategies have been developed in a couple of directions: sustainability, about which we have already spoken, and durability, which, partly overlaps with sustainability. The aim is to create products which are, first and foremost, easy to apply, because this is the most effective way of reducing waste. However, to make the most of the distinctive traits of ceramics, an extremely long-lasting material, we must ensure the materials we choose perform uniformly for an adequate period of time. Requirements are also changing gradually; for example, there has been a transition from standard formats to the kind of large formats that are currently so popular with markets. We must be flexible, meet the specific needs of markets, and keep ahead of trends by constantly offering more and more innovation, an assortment of products and systems ranging from screeds to materials for installing ceramic tiles, mosaics, stone- and wood-effect coverings.

Another feature of Mapei's research is its ongoing relations with universities

We are now working more closely than ever with universities. At our central laboratories in Milan, we keep on hiring and training young people, and I must say that our graduates can certainly compete with even the best students from foreign universities. Indeed, in terms of flexibility and problem-solving, Italy can boast profiles of the very highest standard that are not always easy to find abroad.

EVERYTHING'S OK WITH MAPEI



CERSAIE 2018

Cersaie 2018 confirmed its status as an unmissable show for the world ceramic tile and bathroom furnishing market as the five-day show registered a total of 112,104 visitors, 0.4% more than in 2017. Numbers of international visitors grew by 1.6% to 54,025, while Italian visitor attendance fell slightly (-0.6%) with respect to the previous year.

The 161,000 square metres of exhibition space was fully sold out several months in advance despite the availability of an additional 5,000 square metres.

A total of 840 exhibitors took part, including 314 non-Italian companies from 40 different countries. Ceramic tiles was the best represented sector with 452 companies, followed by bathroom furnishings with 181 exhibitors, a figure that confirmed the importance of this segment at the show.

The Europa Auditorium was packed to capacity with an audience of 1,800 for the Keynote Lecture given Richard Rogers. All the cultural events held in the Architecture Gallery were strongly attended, including a fascinating conversation between the two master architects Mario Botta and Guido Canali.

Mapei's solutions for ceramic tiles

Once again this year Mapei chose this international event to meet together with all its numerous friends, customers and business partners around the world.

The CEO of the Group, Giorgio Squinzi, chose the lively atmosphere of the extremely busy Mapei booth to meet with the managerial team of Sassuolo Calcio, headed by the club President Carlo Rossi, the Managing and General Director Giovanni Carnevali, the team managers Roberto De Zerbi and Gianpiero



"We are proud of having built a global company that is competitive on all the world's markets". That is how Mr Giorgio Squinzi, CEO of the Mapei Group, greeted the 520 guests at a special dinner held during the Cersaie event. "Mapei will continue to invest - so he went on to say - to continue the process of growth that three generations have already contributed to".

Piovani, and several members of both the man's and women's teams.

Innovation, specialisation in the building world, complete product range, durability of work, experts on-site and post-sales technical assistance: with Mapei, everything's OK.

The products and slogans featured in this year's advertising campaign played a leading role at Cersaie, along with the latest products developed for the world of ceramics, resilient materials and wooden flooring.

All Mapei solutions and systems exhibited at Cersaie had their own place on the new, restyled booth and were displayed in a variety of different contexts (hotels sector, residential buildings, commercial spaces, urban design) and their use was shown during all the days of the exhibition through practical demonstrations by specialists from Mapei Technical Services.



KERAQUICK MAXI S1

High performance, rapid cementitious adhesive for installing ceramic and natural stone, including large, thick formats.



ADESILEX P9 EXPRESS

Rapid setting, cementitious adhesive suitable for installing ceramic and stone material, as well as repairing floors in commercial surroundings.



ULTRABOND ECO S958 1K

One-component, silylated polymer-based, solvent-free adhesive, with very low emission of volatile organic compounds (VOC).

new products!

Constructing a sustainable future together

Increasing the awareness of visitors and sector professionals towards a culture of sustainable living was one of Mapei's objectives for Cersaie 2018.

Various panels and posters were displayed on the booth to illustrate the Mapei sustainable perspective. The company measures the impact of its products on the environment during all their lifecycle and communicates the results through EPDs (Environmental Product Declarations), third party's verified and certified documents. Mapei is also sustainable thanks to its range of products with very low emission of VOC (volatile organic compounds) certified as EMICODE EC1 (more than 400 certified products) and the development of products without raw material which are considered as hazardous for the health of installers and end users, according to REACH (Registration, Evaluation, Authorisation and Restriction of Chemicals) standards. Moreover, Mapei products give an important contribution to the green ratings for eco-sustainable buildings all around the world (LEED, BREEAM, WELL, CAM).

Cutting-edge technologies for new products

For the world of ceramics and stone material Mapei introduced two new adhesives. The former is KERAQUICK MAXI S1, a new cementitious adhesive classified as C2FTS1 according to EN 12004 standards. It is a high performance, rapid adhesive for installing ceramic, marble and natural stone, including large, thick formats, suitable for thicknesses up to 15 mm. Floors installed with KERAQUICK MAXI S1 can then be opened to intense traffic use only 24 hours after installation.

The latter is ADESILEX P9 EXPRESS, the cementitious adhesive classified as C2FE according to EN 12004 standards which offers high performance and rapid setting and is suitable for installing ceramic and stone material, as well as repairing floors in commercial surroundings that need to be ready for use quickly (floors are set to foot traffic after just 4 hours and may be opened to heavy traffic after 24 hour).

For the installation of wooden floorings, at Cersaie Mapei launched ULTRABOND ECO S958 1K, the one-component, silylated polymer-based, solvent-free adhesive classified as

hard-elastic according to ISO 17178 standards. It has very low emission of volatile organic compounds (EMICODE EC1 R Plus) and is suitable for installing any type of solid and pre-finished wooden flooring on any type of substrate, including heated screeds.

Among the products for smoothing substrates, ULTRAPLAN RENOVATION, the self-levelling, fibre-reinforced, rapid-drying smoothing and levelling compound, was in the spotlight. It may be applied in layers from 3 to 40 mm thick and may be used on various types of new or existing substrates in commercial and residential surroundings, such as concrete screeds and substrates, stone material, ceramic, wood and various types of panel (if anchored firmly in place). Substrates finished off with ULTRAPLAN RENOVATION are suitable for installing any type of floor in areas and rooms where a high level of resistance to loads and traffic is required. ULTRAPLAN RENOVATION may also be used to cover and embed compact, underfloor heating and cooling systems and to level off any type of existing floor with underfloor heating.

Solutions for public and private building sectors

Also showcased at the exhibition was the Mapei SET THE MOOD collection of coloured grouts. Available in 50 different colours, as well as a transparent version, it is divided into 5 smaller colour ranges for easier choice so that designers and clients can recreate just the atmosphere they are looking for: Serene, Traditional, Natural, Romance and Glamour. A complete range and the only one on the market with such a vast range of products and wide choice of colours, to meet all needs and match any requirement when installing tiles and stone material in any type of surrounding.

Thanks to its great experience in the building industry, Mapei can now offer to the hospitality world rapid solutions with Fast

THE PRIZE-WINNERS OF THE CONFINDUSTRIA CERAMICA AWARDS

One of the most important events on the opening day of the 36th edition of Cersaie, an **international press conference** attended by almost 200 journalists from all over the world, was held right in the centre of Bologna. The prize-giving ceremony for the **2018 Ceramics of Italy Journalism Award** took place at the end of the conference. The prize for this 33rd edition was awarded to the foreign journalist who had published the best article about Cersaie and the Italian ceramic tile industry in a foreign magazine or journal. This year's award went to **Olga Chumak** (editor-in-chief) and **Alessia Poznyak** for their article entitled "Cersaie - When borders no longer exist" that was published in the magazine *Dom / Interior* in January 2018. The prize was awarded after studying 244 articles that appeared in 104 different journals in 21 different nations. Three special commendations for well-deserving articles were also awarded to Marlene E van Rooyen, editor-in-chief of *Floors in Africa* (South Africa), Matthijs Pronker and Renée De Haan, the editors of *TegelTotaal* (Netherlands) and Kemp Harr, editor of *Floor Focus* (USA). During the evening, the **2018 Confindustria Ceramica Distributor Awards** were presented to the best distributors of Italian ceramic products in four different countries. The panel of judges decided to award this year's prizes to leading distributors in Italy, France, Germany and the Netherlands. **Gruppobea** won the prize for Italy, David B. for France, **Fliesen Hüning** for Germany, and **Julius van der Werf** and **Michel Oprey & Beisterveld** jointly for the Netherlands.

"CREATING A SYSTEM" TO OVERCOME GLOBAL CHALLENGES

GIOVANNI. SAVORANI (THE NEW PRESIDENT OF THE ASSOCIATION OF THE ITALIAN MANUFACTURERS OF CERAMIC TILES AND REFRACTORY MATERIALS): MAJOR INVESTMENT IN BUSINESSES FOCUSED ON INNOVATION

"Creating a system" is the favourite soundbite of Giovanni Savorani, the new president of Confindustria Ceramica (Association of the Italian Manufacturers of Ceramic Tiles and Refractory Materials). Italian companies are at the very cutting-edge of global markets, but they must come to terms with increasingly tough and well-organised competition (starting with Spain). "We can only maintain our leadership in international trade - so Mr. Savorani noted during the Cersaie exhibition - if we create a system encompassing all the other players associated with our industry. Creating a system means that our trade unions, banks, credit insurance system, ARPA (the Italian Environmental Protection Agency) and educational institutes must be focused on the international competitiveness of our businesses". With this in mind, education and training will inevitably have a key role to play: the aim is to create university master's degree courses for graduates who will be employed in various sectors of the ceramics industry. Mr. Savorani has been in contact with the chancellors of Bologna and Reggio Emilia universities to explore these issues. Mr. Savorani referred to the example of the Castellón de la Plana ceramics district in Spain, where businesses have pooled their resources to create a system that has received the backing of the public administration, which has financed the construction of supplementary infrastructures: like, for example, two ports just 50 km away, which has allowed businesses to cut their transport costs. A far cry from the situation facing businesses in the Sassuolo district in Central Italy, which are forced to load their goods in Livorno, a considerable distance from the manufacturing sites. This example of "creating a system", experimented on in other countries, could, in Mr Savorani's opinion, be crucial if Italian companies are to remain competitive and overcome "old" issues related to infrastructural shortcomings and the bureaucratic intricacies in the Italian national system.

Italian business people have already played their part throughout the long-lasting global recession by managing to hold on to their market status. "Italian businesses - so Mr Savorani emphasised - are as brave as lions, they have never stopped investing at least 5% of their income in the technology field". In 2017 Italian businesses in the ceramic industry devoted 9.3% of their income (515 million Euros) to upgrade their plants and machinery, given a helping hand by the new Industria 4.0 law, which has favoured digitalisation and provide the technology required for manufacturing large-size ceramic tiles.



SET the MOOD



ULTRATOP LOFT F

One-component, trowellable, coarse-textured cementitious paste to create decorative floors with a trowelled or mottled effect.



ULTRAPLAN RENOVATION

Self-levelling, fibre-reinforced, rapid-drying smoothing and levelling compound, which may be applied in layers from 3 to 40 mm thick.



ULTRACOAT TOP DECK OIL

Oil-based finish for treating external wooden flooring.

new products!

Track Ready technology, cutting-edge materials, products and coatings of outstanding beauty and design. ULTRATOP LOFT for example, the trowel-applied cementitious coating used to create decorative floors and surfaces with a marbled-effect finish, or the range of protective and decorative wall coatings for internal and external surroundings, available in more than 1,000 original Mapei shades from the MasterCollection thanks to the ColorMap® automatic colouring system, which can be used to create an infinite variety of tailor-made colours.

Products for urban design and roof gardens

For public settings and street furniture at Cersaie Mapei proposed COLOR PAVING for creating architectural road surfaces in exposed aggregate concrete and the MAPESTONE system for architectural stone roads in full compliance with the new Italian standard UNI 11714-1:2018 for stone coverings for floors, walls and ceilings.

Also presented at Cersaie was MAPESTONE JOINT to create pervious and elastic stone road surfaces.

Solutions for cycle tracks were represented at Cersaie 2018 by MAPECOAT TNS URBAN, a multi-layered acrylic system for coating footpaths, cycle tracks and urban areas, including in combination with ULTRABOND TURF PU 1K one-component, ready-to-use polyurethane adhesive to bond artificial grass. For green roofs Mapei proposes PURTOP 1000, a pure polyurethane-based waterproofing membrane sprayed onto substrates once they have been suitably prepared and primed. Its exceptional mechanical properties, particularly its elongation and crack-bridging capacities, make this type of membrane highly elastic.

Also for green roofs, Mapei proposed ULTRACOAT TOP DECK OIL, an oil-based finish for treating external wooden flooring. The oil is available in a natural or teak finish and is used to protect external wooden flooring, such as around the edges of pools or on terraces, from damage caused by sunlight, deterioration in general and the spread of mould in the wood.

The next edition of Cersaie will be held in Bologna from the 23rd to the 27th of September 2018.



@ Cersaie

MORE THAN 1,000 VISITORS AT TILING TOWN

Yet again the "Tiling Town" display proved to be a big hit at Cersaie, which this year was held in its new location in Hall 31/A. This was the seventh edition of an idea closely connected to the ideals of Assoposa, the Italian tile installers association. More than 1,000 visitors were registered (+15%), applications to become members of Assoposa have increased (+30% compared with Cersaie 2017) and considerably more interest and participation was shown in the initiatives promoted by Assoposa.

It was just the right occasion to put into practice the idea that designers should also be personally involved with the installation of ceramics. Mapei took part at the "Tiling Town" display by supplying its own brand adhesives (ULTRALITE S1 and ULTRALITE S2) for the installation workshop.

Technicians from the company also took part in "Large-size tiles: design, installation and maintenance", a technical refresher seminar for professional designers, with relative Professional Training Credits, focused on the installation of large-size tiles, with two hours of classroom-based lessons and two hours of practical training in the installation workshop. The seminar was held every day of the Cersaie exhibition and the presentations were held by Assoposa consultants and personnel from the various companies acting as technical partners.

"In the wake of innovation developed by Italian companies", declared Colombo, "We are providing an answer to a precise market requirement: in fact, demand is shifting more and more towards larger formats".

Cersaie 2018 was also the occasion to present EITA (the European Innovative Tile Academy), an advanced training academy for trainers, which aims at promoting training courses at a local level in various countries for installers of large-size ceramic tiles and slabs according to a common European standard.

STRIVING FOR EXCELLENCE IN INSTALLATION

The new developments in the ceramics sector are also revolutionising the type of training on offer for tile installers. Assoposa, the Italian tile installers association, which was established in 2013 by Confindustria Ceramica (the Association of Italian manufacturers of Ceramic Tiles and Refractory Materials) and has Mapei as its technical sponsor, aims to improve the quality of ceramic installations, increase the awareness of manufacturers, professionals and clients and to organise training courses to certify the ability of participants.

The association is also promoting what they describe as a "Preparation of Excellence" programme. Amongst the tile installers taking part in the initiative, 139 have been awarded a tiling certificate while 98 have earned the title of Master Tiler. New courses have also been organised for site technicians, with 55 having received the qualification, as well as a course for exhibition technicians, with 19 people being awarded this particular qualification. "What seemed to be just a pipe-dream five years ago" commented



Paolo Colombo, President of Assoposa, "the constitution of a professional association of installers and retailers of ceramics, a real, serious and respected association, with hundreds of members and a programme of constant, qualified activities, has now become a reality".

The association is assuming an increasingly international role. "We are taking to the field alongside the manufacturers", continued Colombo, "To train their partners in Italy and abroad; a mix of distributors, retailers and importers". An alliance with industries operating in the sector, and which export their goods all around the world, that has already taken the association's instructors to Jakarta, China and Morocco.

The association has also opened centres in Europe and has become a member of EUF, the organisation that represents tile installers' associations from all over Europe. As far as the domestic market is concerned, for Assoposa the main objective is to obtain a programme in schools to qualify tile installers.

WORLD-CLASS ARCHITECTURE SHOWCASED

Compact cities for all people

THE LECTURE BY THE BRITISH ARCHITECT AND DESIGNER RICHARD ROGERS

The key to organising a successful trade fair is proper communication/promotion, attracting a wide range of highly qualified exhibitors and visitors, and getting nationally and/or internationally renowned personalities involved.

Year after year Cersaie has managed to achieve these goals, which is why Mapei feels it is the ideal event for presenting its latest products for the world of ceramics. As usual the company invited along a number of its business partners, friends and customers from all over the world.

Once again this year, Cersaie opened its gates to world-class architecture by inviting along the great multi-award-winning British architect and designer, Lord Richard Rogers.

Lord Richard Rogers held the *Lectio Magistralis* at the Bologna Fiere Congress palace, preceded by the introduction given by the Italian architecture historian Francesco Dal Co.

One thousand eight hundred people turned out to the auditorium to listen to the winner of the Pritzker Prize, only one of the numerous awards to have been won by him during his career. In the stalls were hundreds of architects, students and enthusiasts, greeted by Mauro Vandini from the General Council of Confindustria Ceramica (Association of Italian Manufacturers of Ceramic Tiles and Refractory Materials), who recalled the work of Rogers as being one of "an architecture based on commitment, social wellbeing and environmental sustainability".

Queues formed at the end of the lecture to obtain signed copies of his autobiography *A Place for all People*. "In reading it, one finds a friend, an opportunity to think, something that will accompany you beyond the day-to-day experience," Francesco Dal Co stated in his introduction.

Lord Rogers delivered an in-depth and profound lecture, opening with the statement, "All architecture is modern in its time and is an expression of that era" - and closing with the phrase of the musician John Cage, which seemed a natural conclusion: "I can't understand why people are afraid of new ideas. I'm frightened of the old ones."

Throughout the lecture, Rogers covered the highlights of his career; beginning with his most famous building, the Pompidou Centre: "I was against it, luckily the others were in favour. So I accepted that I was outnumbered and we did it," - it is the memory of the genesis of Beaubourg, a work that would pay homage to Times Square in New York and the British



© Benedict Johnson, Courtesy of Rogers Stirk Harbour + Partners

Library in London. "Public space is the most important aspect of Architecture. The public liked it - the French took this "toy" and used it to its fullest."

Other buildings designed by Rogers Stirk Harbour + Partners mentioned by Lord Rogers included Bordeaux Law Courts, Madrid Barajas Airport and Lloyd's of London.

Rogers stated that while one must always bear in mind the fundamental concepts, the life blood of architecture is flexibility; the ability of buildings to adapt to people's needs.

This aspect has repeatedly highlighted the social value of work - even in the way that we think about cities: "If we don't want to use cars and if we want to see more of our friends, then cities must be more compact".

With the mention of this idea, Rogers recalled another of the major urban problems of our time, "We are building less houses today than in 1922. Today we have less social housing than we did after the war. It means that the rich live in the city while the rest has to live outside."

Richard Rogers, made his name in the 1970s and '80s, with buildings such as the Georges Pompidou Centre in Paris and the Headquarters for Lloyd's Bank in London. After attending the Architectural Association in London, Rogers studied in the United States at Yale University, where he met Norman Foster. The two architects joined forces with Su Brumwell and Wendy Cheeseman to form Team 4 in 1963. Later on, Rogers began another fruitful collaboration, this time with Renzo Piano. In more recent years Rogers has continued to produce work of great merit, winning the Stirling Prize in 2006 and 2009, and the Pritzker Prize in 2007.

AT CERSAIE 2018

Mario Botta and Fulvio Canali discuss architectural design

THE DISCUSSION WAS HELD AS PART OF THE “BUILDING, DWELLING, THINKING” CULTURAL PROGRAMME HELD AT CERSAIE 2018

Two Maestros of architecture took part in the discussion at Cersaie: Mario Botta and Guido Canali, with Fulvio Irace acting as moderator, discussed their views on architectural design on the 27th of September at the Architecture Gallery, part of the 10th edition of the exhibition's “Building, Dwelling, Thinking” cultural programme..

The stimulating discussion highlighted one issue in particular: these two doyens of the world of architecture have no intention of laying down their arms. For Botta the discussion was the chance to illustrate two of his most recent works: the Fiore di Pietra restaurant at the top of Monte Generoso on Lake Lugano (Switzerland) and the Theatre of Architecture at the Academy of Architecture in Mendrisio (Switzerland). The characteristics of his works are instantly recognisable: pure volumes broken by light, firmly rooted to the ground and made from the same interposed, recurring materials (bricks and stone).

For Canali, on the other hand, it was an excursus on his designs for the museum (mainly restorations and installations) and industrial sectors. The first ones, in the author's own words, are characterised by a soft approach, in an attempt to “Leave what is antique with its most authentic identity”. The second ones, on the other hand, are characterised by their dryness and elegance and their intense relationship with the surrounding countryside.

When talking about the client, Canali, said that when he is given more freedom, his work becomes easier and more enjoyable. Botta, on the other hand, said quite openly that he has often had to battle with “special” clients and he has not always managed to interpret their needs correctly.

And lastly, on the subject of sustainable architecture, Botta stated he is rather sceptical.

Canali, on the other hand, summed up his thoughts by saying that you need to “Listen to the context, the land, the people” and “to eliminate everything that isn't needed, otherwise it isn't architecture”.



Mario Botta, is one of the most well-known international architects and his works include a wide variety of different types of buildings, from museums to banks and from administration centres to places of worship. His works in Italy include MART - Museo d'arte moderna e contemporanea (Museum of Modern and Contemporary Art) of Rovereto and Trento (Northern Italy), the Papa Giovanni XXIII Church in Siate (Northern Italy), the refurbishment and extension work on the La Scala Theatre in Milan, the Church of Santo Volto in Turin and the new Campari head-offices in Sesto San Giovanni (Northern Italy). During his career he has also been actively involved in teaching and promoting architecture and was behind the idea to create the Academy of Architecture in Mendrisio (Switzerland) and, more recently, the Theatre of Architecture, again in Mendrisio, a new centre for cultural activities.

Guido Canali, a professional architect and university professor, shares his time between his design studios in Parma and Siena (Central Italy) as well as Munich (Germany) and the Faculty of Architecture in Ferrara (Central Italy).

During his career he has worked on both living spaces – such as the residential complexes designed along the lines of the “Po Valley House” model in Parma, Reggio Emilia, Sassuolo, Noceto – and workplaces.

His designs include the new Prada factory in Valvigna (Central Italy) where he applied the “garden factory” model, a dear and recurring theme for the architect from Parma, featuring rooftop plants and trees, terraces and internal gardens.

KERAQUICK MAXI S1

THE RAPID, HIGH-PERFORMANCE ADHESIVE

Rapid-setting, extended workability, ideal for thick formats: these are the main features of KERAQUICK MAXI S1, the new white and grey cementitious adhesive classified as C2FT S1 according to EN 12004 standard. It is a high-performance, rapid-setting and hydrating, deformable, non-slip product, suitable for installing ceramic tiles and particularly recommended for natural and engineered stone, including thick, large formats.

RHEOLOGICAL AND APPLICATION FEATURES

The mortar obtained when KERAQUICK MAXI S1 is mixed with water has an extended open time: the mix remains workable for 45 minutes. This allows enough time to mix a whole bag of product in one go, speeding up application times.

- The low viscosity of the mix allows a quick and safe application.
- It is suitable for application in layers up to 15 mm thick without letting even large, thick floor tiles sink into the adhesive, including when applied in thick layers to compensate for uneven areas in the installation bed. It may be applied on vertical surfaces without slumping and without allowing tiles to slip, even large, heavy tiles.
- It allows to obtain excellent wetting of the back of the tiles.
- It allows to use floors and walls very quickly. Floors are ready for use in 24 hours and can be walked on after only 3 hours.
- The white-colored version of the product has very high white balance.



KERAQUICK MAXI S1
GREY



KERAQUICK MAXI S1
WHITE - ULTRAWHITE

ECO-SUSTAINABILITY

- It contains 5% of recycled material.
- It does not give off substances that are harmful for human health and is certified as EMICODE EC1 R PLUS (very low emission of VOC - Volatile Organic Compounds) by the German association GEV (Gemeinschaft Emissionskontrollierte Verlegewerkstoffe, Klebstoffe und Bauprodukte e.V.).
- The environmental impact during its entire life cycle has been measured using the LCA (Life Cycle Assessment) method and the results are reported in the EPD International.

These characteristics make KERAQUICK MAXI S1 ideal to be used in commercial, industrial and civil environments. Indeed, it can be used for repairs in heavily trafficked areas and when surfaces need to be put into service rapidly, such as in public premises, restaurants, motorway services, pedestrian passages, supermarkets, showrooms, as well as in swimming pools, industrial plants, bathrooms, showers, kitchens, balconies, and terraces.

It is also perfectly suitable for bonding on walls, including façades, where the use of a class S1 adhesive is specified/required. Thanks to its features, it is especially suitable for bonding natural and engineered stone materials including the light-colored ones.

Elisa Leoni, Francesco Stronati. Mapei SpA Technical Services



That kind of Italian style loved by the Americans

INTERVIEW WITH HEATHER FIORE, TILE MAGAZINE

What is your opinion concerning the new kinds and trends of ceramic tiles that you witnessed in Cersaie?

I observed a handful of trends at Cersaie this year. Tiles inspired by natural stones remain popular choices, but wood-like tiles have also advanced over the years. Square- and rectangular-shaped tiles have been the most popular choices since the beginning of time, but triangular-, hexagonal- and octagonal-shaped designs have been rising in popularity over the last five years; out-of-the-box patterns, such as florals and animal-inspired prints, are now used to create decorative accents. With state-of-the-art three-dimensional digital printing technology, there is the ability to create extruding tiles with designs mimicking everything from window blinds to fabrics. Decorative tiles have also become popular choices, inspired by textiles, cartoons and even Pop Art.

Do you think large-size ceramic tiles might have a strong potential in the North-American market in the future?

Yes, I do. For the last several years, I've seen more manufacturers introduce larger sizes in their porcelain tile collections. When they were introduced, they spanned more than 10 feet. Over the years, they've only continued to grow, both in size and thickness. These panels/slabs are also being utilized on countertops, tabletops and even end tables.

Which are currently the main trends in the ceramic tile market in the USA?

In the U.S., there is a focus on a modern, contemporary aesthetic. Neutral colors, such as whites and grays, will always remain popular choices for common areas, as well as private spaces. Pops of color are often seen in more private areas, such as bathrooms and bedrooms. Stone-, concrete-, cement- and wood-inspired looks are commonly seen throughout both residential and commercial spaces, as well as industrial-inspired looks. Geometric shapes have also become popular choices for both walls and floors. Patterned, textured and metallic tiles are a few "go-to" choices.

Distribution of ceramic tiles went through deep changes in Italy and the whole of Europe. What about distribution of ceramic tiles in the USA?

In 2017, in terms of total consumption, the U.S. ceramic tile market surpassed 3 billion square feet (over 278.7 million m²), for the first time since 2006. U.S. shipments of ceramic tile rose by 4.1% from 2016 to 2017. Domestic production, which has increased each year for the last eight years, has also been boosted recently by the expansion and opening of additional manufacturing facilities in Tennessee.

Although exports decreased since 2016, the total consumption increased by 5.1%. Imports also increased by 5.6%. Italy remained the largest exporter to the U.S. in 2017, comprising 33.7% of U.S. imports, with China second at 26.6% and Spain third at 13.9%.

How relevant is the choice of installation products for ceramic tiles in North America?

It is crucial that installers and contractors select the correct types of installation products. There are various mortars and materials that have been formulated with different properties, which are suited for specific situations. To ensure a long-lasting tile installation, it is also pertinent to follow the manufacturer's guidelines/instructions.

Is sustainability a plus in the choice of ceramic tiles and related products in the USA?

Ceramic tile in itself is one of the greenest products available on the market. It is made of natural materials, with a lifecycle of several decades. It also emits no VOCs. Architects, designers, contractors and installers alike are always looking for ways to be sustainably sound in their design approaches. Many professionals have made a positive impact on the environment by using ecological tiles and building materials that are eco-friendly.

How do the eco-sustainability standards (LEED, etc.) effect the US market of ceramic tiles?

Manufacturers of tile and installation materials are always looking for a way to lessen their carbon footprint, especially since LEED-certification is a large focus in the U.S. They recycle old materials for re-use, use wastewater and recycled materials to create their new products, and even utilize solar panels to power their factories and plants. Various efforts are being made in order to save natural resources and contribute to improving the environmental performance.

Heather Fiore. Editor-in-chief, TILE Magazine

TILE MAGAZINE

TILE Magazine is a B2B magazine published in the U.S. that provides information on the latest trends and technologies to the professional tile trade. It is the U.S. tile industry's leading publication covering manufacturing, design, distribution and installation of all tile products.





EVERYTHING'S OK
WITH MAPEI

MARMO+MAC™ 2018

STONE INSTALLATION SYSTEMS

Growth in attendance for operators from the United States, China, India and Russia; attendance from European countries was stable, with Germany and Spain again in the top spot, while new opportunities are opening up in Africa and East Asia. The 53rd edition of Marmomac closed on the 29th of September at Veronafiere in Verona (Italy) after confirming its status as the barometer for the world market in the stone industry and related processing technologies.

The role of Marmomac as a leading business platform is strengthened year after year thanks to an ever-increasing internationality. More than 60% of the 1,600 exhibiting companies were international. And out of 68,000 visitors arriving in Verona over the four days, 62% were international, compared to a 60% share posted in 2017. A new record was also set as regards the number of countries represented: up to 150 from 147 at the previous edition. Even countries sending business delegations involving top buyers and architects also increased, from 55 in 2017 to 65 this year.

Mapei at Marmomacc

Mapei was present at Marmomac 2018 to showcase its systems for installing natural stone and new products developed for the natural stone, agglomerates and ceramics market, with particular attention to architectural stone paving. An im-

portant appointment held by Mapei, with the patronage of UNI (Italian Institute for Standards), was the first official presentation of the new UNI 11714-1:2018 standard "Stone coverings for horizontal and vertical surfaces and ceilings - Part 1: Design, installation, and maintenance instructions".

The presentation took place on the 28th of September in the Puccini Hall and was organised by the UNI Standards Group specialised in natural stone. Mapei took the opportunity to present its own installation systems that comply with the new standards, an innovative system for elastic and pervious architectural stone surfaces and the most significant case-histories on architectural stone paving and exposed-aggregate concrete.

The most reliable solutions for stone materials

Mapei's installation systems are reliable and guaranteed by Mapei's experience of site work all around the world. They include materials to create substrates, reliable and permanent waterproofing solutions, rapid and high-performance adhesives to install stone and marble, grouts for joints and stain-resistant sealants available in various colours.

For the natural stone and ceramics market, Mapei introduced at Marmomacc KERAQUICK MAXI S1, the new cementitious

adhesive classified as C2FT S1 according to EN 12004 standards: a high performance, rapid adhesive used to install marble, natural stone, agglomerates and ceramic tiles including large formats, suitable for thicknesses up to 15 mm.

Mapei also displayed at Marmomac NOVOPLAN MAXI, the special self-levelling, fibre-reinforced mortar with high thermal conductivity for compact, highly conductive underfloor heating and cooling systems and thin, water-based underfloor heating systems.

MAPELASTIC, the two-component, flexible cementitious mortar for reliable, long-lasting waterproofing of balconies, bathrooms, terraces and swimming pools., was also on the spotlight, together with GRANIRAPID, the high performance, rapid, cementitious adhesive for installing marble, natural stone and conglomerates, as well as ceramics on floors and walls. Next to them, there were also KERAFLEX MAXI S1 deformable, thixotropic cementitious adhesive, and MAPESIL LM, the solvent-free, stain-free sealant with low modulus of elasticity and BioBlock® technology for sealing joints in marble, granite, sandstone and quartz sensitive to acids and plasticising agents.



MAPESTONE TFB 60
Pre-blended mortar for installation screeds of architectural stone flooring, with high compressive strength.



MAPESTONE JOINT CLEANER
Specific odourless cleaner for residues of MAPESTONE JOINT. It can be used for any type of stone.



MAPESIL LM
Neutral, mould-resistant silicone sealant with very low emission level of volatile organic compounds (VOC) for stone and marble.

product spotlight!

Urban Systems

For the urban design sector, Mapei proposed the MAPESTONE and MAPESTONE JOINT systems for creating architectural stone surfaces and the Mapei COLOR PAVING SYSTEM for road surfaces in exposed aggregate concrete. MAPESTONE is a system for installing and grouting architectural stone surfaces made from setts, flagstones, pebbles, cobblestones, slabs, and blocks. It features high mechanical strength, is resistant to freezing weather and de-icing salts, and guarantees the durability of the road surfaces. MAPESTONE JOINT is a one-component, solvent-free, non-flammable polyurethane binder with a characteristic odour, safe for installers. It is ideal for grouting joints of previously vibro-compacted architectural paving with natural stones, such as pebbles, setts and blocks. Completing the range is MAPESTONE JOINT CLEANER, specific odourless cleaner for residues of MAPESTONE JOINT.

Colours for concrete road surfaces

MAPEI COLOR PAVING is Mapei's proposal, which was on display at Marmomac, for creating durable, tailor-made archi-

tectural road surfaces in exposed aggregate concrete. With this system, locally-sourced aggregates may be used and the type of aggregate, its colour and its exposure depth may be tailored to suit individual requirements.

The cementitious matrix may also be tinted, all of which means unique road surfaces may be created so they integrate perfectly with their surroundings and with the type of stone used.

“Marble” architects

Since 2010 Mapei Corp, the US subsidiary of the Group., participated at Marmomac by sponsoring architects to a week of studying stone.

Mike Granatowski, Director of the Architectural Program for Mapei Corp., lead them to visit quarries and processing plants and attend lectures covering all aspects of stone.

The architects learnt about selection, quality, manufacturing, installations, and maintenance of natural stone, as well as that Mapei can be the best partner with them for their construction needs.

There were 84 architects representing 30 countries.



The MAPESTONE line and the new UNI 11714-1:2018 standard

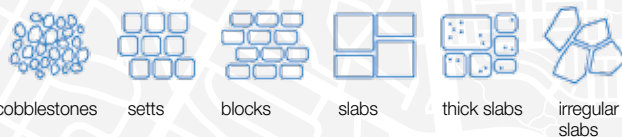
A COMPLETE RANGE OF PRODUCTS
FOR STONE ARCHITECTURAL FLOORS

DURABILITY AND SAFETY

These are the essential requirements of natural stone paving according to the UNI 11714-1:2018 standard, together with regularity, maintainability/cleanability, sustainability and specific performances.

Durability and safety must be already planned during the design phase and are influenced by:

- environmental and working conditions
- nature of the substrate
- design quality
- product quality
- installation quality



cobblestones setts blocks slabs thick slabs irregular slabs

INSTALLATION ON COMPACT BEDS STONE ELEMENTS WITH CONSTANT OR VARIABLE THICKNESS

MAPESTONE SYSTEM, made up of **MAPESTONE TFB60**, pre-blended mortar for installation beds, and **MAPESTONE PFS2**, pre-blended mortar for grouting joints

- recommended by the standard for classes P4, P5, P6, P7, P8
- prescribed by the standard for class P9



INSTALLATION ON COMPACT BEDS - STONE ELEMENTS WITH A TRAPEZOIDAL SECTION OR HIGH THICKNESS

MAPESTONE SYSTEM, made up of **MAPESTONE TFB60**, pre-blended mortar for installation beds, and **MAPESTONE PFS2 VISCO**, pre-blended mortar for grouting joints

- recommended by the standard for classes P4, P5, P6, P7, P8
- prescribed by the standard for class P9



INSTALLATION ON LOOSE BEDS

MAPESTONE JOINT, solvent-free polyurethane binder for elastic and pervious natural stone paving

- recommended by the standard for classes P4, P5, P6, P7, P8
- prescribed by the standard for class P9

NATURAL STONE PAVING CLASSIFICATION

The new UNI 11714-1:2018 standard introduces the classification of natural stone pavings according to the type of traffic loads and identifies the main design conditions or each class (P4, P5, P6, P7, P8 and P9).



PEDESTRIAN USE ONLY
Balconies, terraces, patios, courtyards, domestic paths and pavements



PEDESTRIAN AND LIGHT VEHICLE USE
Pavements suitable for parking, car parks or ramps/garage pathways, courtyards, adjacent lots and pathways for the connection between buildings and their parking lots



PEDESTRIAN AND LIGHT VEHICLE USE
Areas with a 30 km/h speed limit, streets or squares with limited access to vehicles, public car parks and public access ramps



PEDESTRIAN USE ONLY
External terraces of restaurants/bars, pavements for pedestrian and cycle use only



PEDESTRIAN AND LIGHT VEHICLE USE
Squares used occasionally by slow-moving vehicles, including heavy vehicles (parvises, cemeteries, etc.), market squares, loading/offloading areas, and squares for events, town festivals, etc.



HEAVY VEHICLE USE
Streets, streets with lanes for public transport or prescribed lanes, high-traffic roads, roundabouts and speed bumps.



Cagliari

ZEDDA PIRAS: a multifunctional space

A NEW LOOK FOR THE AREA MADE FAMOUS BY THE CAGLIARI DISTILLERY RENOWNED FOR ITS MIRTO AND FILU' E FERRU LIQUEURS

Over the last eighteen months, the urban fabric of the city of Cagliari (Sardinia Island, Italy) has undergone significant transformation in the area which was formerly the site of the Zedda-Piras distillery, renowned for its "Mirto" and "filu'e fer-ru" liqueurs.

The towering chimney, a romantic symbol of its past, will certainly be one of the remaining features of its prestigious history. Apart from the chimney, little will remain to remind us of the factory and what it represented for many decades.

Like a phoenix rising from the ashes of the distillery, a new multi-functional building has been built, one of the most



beautiful and functional the city has seen in the last twenty years, to provide housing and office space.

The first lot of the work involved completing half of this radical conversion project, which will then be followed by the transformation of the older part of the area where the iconic chimney will be left standing, acting as a kind of guardian for the new, modernised area with offices, homes and various cultural services.

It is the pencil of the Tonino Fadda design studio that has given form to this geometrical masterpiece, with lines and perspectives rising above the very heart of Cagliari in an area of considerable urban interest, but above all an area of historic significance considering its former use.

“We have now constructed two buildings and we will shortly complete work in the so-called new part of the area”, declared with satisfaction Tonino Fadda, owner of the studio. “Once this phase has been completed, we will dedicate our

efforts to the older part of the area, which will involve a more conservative kind of work. We will leave the chimney standing and work on the factory to convert it into offices, quality homes for the elderly, a jazz club and numerous other beautiful spaces designed to host cultural projects and events”.

The complex, which was inaugurated recently, is made up of two imposing structures with outstanding aesthetic appeal overlooking a large, central piazza to preserve the privacy and tranquillity of local residents.

The buildings have been constructed using the latest anti-seismic measures and have large underground car parks, shops and bars on the ground floor and first floor and prestigious apartments on the two upper floors.

The outside of the buildings is of a unique and truly original design, characterised by large windows, terraces overlooking the central piazza and pure white façades that come together into a pointed form, much like the bow of a large ship.



IN THE SPOTLIGHT

ULTRALITE S2

It is a C2E S2-class cementitious (C), improved (2), with extended open time (E), highly deformable (S2) adhesive according to EN 12004 standard. It is used for bonding all types and sizes of ceramic tiles, mosaics and stone on internal and external surfaces. It is specifically developed for large-sized tiles to be laid on large surface areas without double buttering. It is particularly suitable for bonding any type of thin porcelain tile (using the double buttering technique), including on thermal insulation systems.



In the interiors, after building the screeds with TOPCEM PRONTO, the porcelain tiles were installed with KERAFLEX MAXI S1 cementitious adhesives. Joints were grouted with ULTRACOLOR PLUS high performance mortar, both in interiors and exteriors.

HIGH PERFORMING PRODUCTS TO INSTALL CERAMIC TILES

Mapei technicians' constant, productive relationship with the contractor proved to be fundamental during the installation of various materials.

When selecting the most suitable materials, the designers tended to favour characteristics such as strength and resistance, as well as respect for the environment.

The external covering material for the building is made up of ceramic slabs by Laminam with an "Bianco Assoluto (Absolute White)" finish measuring 1000x3000 mm. They are 5 mm thick and were cut into various shapes to cover the structure with a kind of architectural skin.

The slabs were installed using ULTRALITE S2, a one-component, highly-deformable, lightweight cementitious adhesive with extended open time, good trowellability, good buttering capacity and very high yield.

The joints between the slabs were grouted with ULTRACOLOR PLUS quick-setting and drying, polymer-modified, anti-efflorescence mortar with water-repellent DropEffect® and mould-resistant BioBlock® technology, for joints from 2 to 20 mm wide. The expansion joints were sealed with MAPESIL LM neutral mould-resistant, silicone sealant with BioBlock® technology.

Inside the building, preparation of the screeds was carried out with TOPCEM PRONTO ready-to-use, normal-setting mortar with high thermal conductivity.

Grey, large-format porcelain tiles were installed thereupon using KERAFLEX MAXI S1 deformable cementitious adhesive with extended open time, no vertical slip, excellent workability, particularly recommended for installing large-size porcelain tiles and natural stone slabs. In this case too, the final grouting operations were carried out with ULTRACOLOR PLUS mortar. Exceptional products for a successful, ongoing redevelopment project.

TECHNICAL DATA

Former Zedda-Piras distillery area,
Cagliari (Italy)

Period of construction: 2017-2018

Year of the Mapei intervention: 2017

Intervention by Mapei: supplying products for preparing the substrates, installing ceramic tiles on floors and walls, grouting joints, sealing expansion joints

Client: AM Building Srl

Design: Studio Fadda

Works Direction: Studio Fadda

Contractor: Ing. Raffaello Pellegrini Srl

Installation company: Laminam

Mapei coordinators: Fabio Murgia, Emilio Lai, and Carlo Alberto Rossi, Mapei SpA (Italy)

MAPEI PRODUCTS

Preparing the substrates: Topcem Pronto

Bonding ceramic tiles: Keraflex Maxi S1, Ultralite S2

Grouting tile joints: Ultracolor Plus

Sealing expansion joints: Mapesil LM

For further information on products see www.mapei.com

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grout colour collections.



SERENE



TRADITIONAL



NATURAL



ROMANCE



GLAMOUR



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TO MAKE THE SURFACES
READY FOR USE
QUICKLY



**FLOORS ARE
SET TO LIGHT
FOOT TRAFFIC
AFTER 3 HOURS!**

Adesilex P9 Express is a high performance, rapid-setting, cementitious adhesive for floors that can be **set to light foot traffic after only 4 hours**, ideal for renovating old floors on large areas.

EVERYTHING'S **OK** WITH **MAPEI**

Learn more on mapei.com





Florence

AMERIGO VESPUCCI Airport

LOCATED JUST A FEW KILOMETRES FROM THE CITY CENTRE, VARIOUS AREAS OF THE AIRPORT WERE RECENTLY RENOVATED

Florence airport is used for both domestic and international flights and, in 2017, carried more than two million passengers. The airport has 40 check-in desks, 10 departure gates and a 30-m-wide runway measuring 1,750 m in length.

The airport is located to the north-west of Florence and extends over an area of around 115 hectares. The decision to transfer Amerigo Vespucci airport to its current location was taken in 1928 when it was moved from its former site at Campo di Marte, a district in the north-eastern part of Florence, where it had been operating since 1910. Work started in 1938 to build a 1,000-m asphalt runway, which was then used after the war for both domestic and international flights. Over the years, as Florence became an increasingly popular destination on the international tourism scene, the need to provide the city with an airport that could handle the number of visitors arriving from all over the world started to become a serious problem.

A redevelopment plan for the airport was approved in the 1980's, which included lengthening the runway from 1,000 m to 1,400 m. In 1990 the airport was renamed in honour



ITALY PROJECTS INSTALLATION OF CERAMIC TILES



of the famous navigator Amerigo Vespucci, who was born in this area, and in 1992 a new arrivals area was inaugurated, followed by a new departures area two years later. The runway required further work between 2005 and 2006 because the landing strip was no longer suitable to withstand the weight of the more modern aircraft, which by then had become heavier. The airport management also decided to extend the strip even further to its current 1,750 m to bring the structure even more up to date. It was also the ideal occasion to refurbish the structure of the airport and, by the time work had been completed, the annual capacity of the airport had been increased to 2,200,000 passengers.

In November 2009, a project was presented to construct a new airport terminal to handle a further increase in capacity. The new arrivals hall of the terminal, designed by the London-based design studio Pascall+Watson, was inaugurated in December 2011 and then completed in the summer of 2012.

FAST AND LONG-LASTING INTERVENTIONS: MAPEI'S PROPOSAL

Last year, during an intervention to change the layout of the areas used by passengers and to build new offices inside Hangar S52 and a check-in module, the contractor awarded the tender to install around 2,000 m² of ceramic tiles decided to contact Mapei Technical Services and request their assistance on site. After a series of site surveys and meetings with the contractor and installation team, various needs and problems came up that needed to be tackled: it was necessary to form a strong, resistant substrate and to be able to rely on installation products that were both rapid and of high quality so that the work could be completed and handed over as quickly as possible to meet the tight deadline set by the client. Mapei Technical Services fully understood the problem and proposed an installation system consisting of TOPCEM binder and KERAFLEX adhesive for the tiles.

New screeds from 4 to 8 cm thick were formed with TOPCEM special hydraulic binder, which is used to make normal-setting, fast drying (4 days), controlled-shrinkage screeds.

Thanks to the professionalism of the installation team and the quality of the products, once the screed was cured and dry, it was ready for the next stage of the intervention without having to do any further work to level off the installation bed.

To install large-size tiles in the various areas where the work was being carried out, it was recommended to use KERAF-

PHOTOS 1, 2 and 3.

Some of the phases to build the new screeds with TOPCEM: spreading and levelling the binder and power floating the surface.

PHOTOS 4 and 5.

Installation of large-size ceramic tiles with KERAFLEX adhesive. The joints were grouted with ULTRACOLOR PLUS and KERACOLOR FF.



LEX high performance cementitious adhesive with extended open time and no vertical slip.

KERAFLEX has excellent workability, adheres perfectly to all types of building materials and hardens without any appreciable shrinkage.

To grout the tile joints it was recommended to use KERACOLOR FF cementitious mortar, ideal for joints up to 6 mm wide, along with ULTRACOLOR PLUS high-performance, anti-efflorescence, polymer-modified mortar, which is used for joints between 2 and 20 mm wide.



IN THE SPOTLIGHT

KERAFLEX

It is an improved, slip resistant, cementitious adhesive with extended open time, classified as C2TE according to EN 12004 standard. It is used for interior and exterior bonding of ceramic tiles, stone and mosaics of every type on floors, walls and ceilings. It is also suitable for spot bonding of insulating materials.



TECHNICAL DATA

Amerigo Vespucci international airport, Florence (Italy)

Year of construction: 1930; last renovation: 2006

Year of the intervention: 2017

Intervention by Mapei: supplying products for preparing substrates and installing ceramic tiles in the check-in area

Design: Studio Amati Architetti; Dicecca Ingegneria, Paolo De Santo

Client: Toscana Aeroporti SpA

Works direction: Alessandro Panattoni, Ingeco Srl

Main contractor: ITAF Srl

Installation company: Bi.Esse Massetti Srl

Mapei distributor: Spagnesi Srl

Photos: Sergio Fortuna

Mapei coordinator: Massimo Lombardi, Roberto Aiazzi, Mapei SpA (Italy)

MAPEI PRODUCTS

Building screeds: Topcem

Installing ceramic tiles: Keraflex

Grouting joints: Keracolor FF,

Ultracolor Plus

For further information on products see www.mapei.com

SPECIAL FOCUS HOTELS

HÔTELLERIE

AESTHETICS,
FUNCTIONALITY,
ELEGANCE AND
PRACTICALITY
BY MAPEI





PRODUCTS AND SYSTEMS for the hospitality industry

According to the European Travel Commission, in 2017 European tourism demand remained on a positive path. Following the modest 2% increase in international tourist arrivals in 2016, the figure 2017 remained upbeat, between +2% and +3%. The majority of reporting destinations showed robust growth over this period reflecting the positive demand from major intra-regional and long-haul source markets.

The general trend seems to be favouring 4/5-star hotel facilities and, according to forecasts made by Duff&Phelps Reag, over the next 10 years European four-star facilities will provide an extra 200,000 beds compared to the present, as lower quality facilities begin to struggle as they are forced to compete with Bed&Breakfasts and privately-owned facilities offering short-term accommodation.

In 2017 the Italian tourist industry once again confirmed its importance for the nation's economy continuing the positive trend that began in 2016 and which, according to forecasts, will continue throughout 2018.

In a word, the hospitality industry is highly promising in many countries.

Design work for the hotels sector is characterised by a precise commitment: finding the best way to combine aesthetics with functionality and elegance with practicality. Choosing just the right colours and materials is fundamental in defining the quality of the end result and its durability over the years. To truly enhance the personality of spaces and surroundings one must employ, first and foremost, proper installation systems. Mapei is the only company in the sector to have such a comprehensive and articulated range of solutions available, the result of its extensive experience which is constantly updated with the addition of new, innovative products.

From lobbies to kitchens, from floor and wall coatings in bedrooms, bathrooms and communal spaces to the architectural design of fitness centres, spas and wellness facilities, from structural strengthening projects guaranteeing the highest possible standard of anti-seismic safety to the soundproofing of rooms, eating places, bars and meeting/conference rooms, Mapei has certainly no lack of fast and efficient products and systems allowing these facilities to be accessible very quickly. All this without forgetting the needs of facilities alternative to conventional hotels ranging from modernised country homes to eco-friendly locations.

SPECIAL FOCUS HOTELS

HÔTELLERIE

A WIDE RANGE
OF SOLUTIONS
FOR DIFFERENT
ENVIRONMENTS

For further information you
can download the brochure
on Mapei systems for
the hotellerie sector
at www.mapei.it



LOBBIES AND
PUBLIC AREAS



NSR Resort (Ponte Delgada, Portugal)



MEETING AND
CONVENTION
ROOMS, OFFICES



The Westin Hamburg Hotel (Hamburg, Germany)



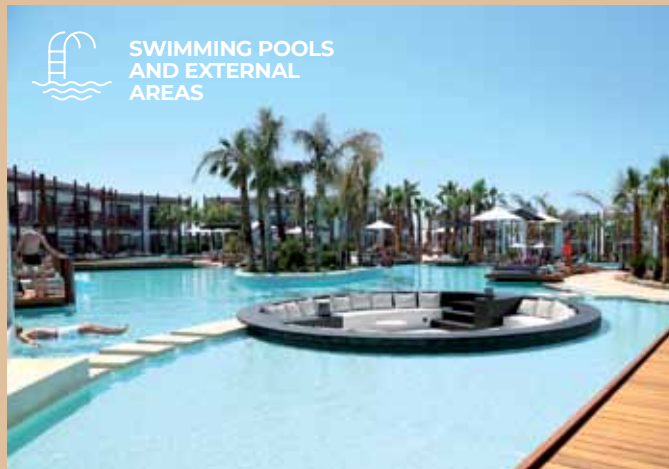
STEPS, STAIRS
AND ELEVATORS



Ritz Carlton Hotel and Residences (Montreal, Canada)



SWIMMING POOLS
AND EXTERNAL
AREAS



Stella Island Resort (Chersonisos, Greece)



**BAR, RESTAURANTS
AND COFFEE SHOPS**



Alise San Francisco Hotel (San Francisco, USA)



KITCHENS



Dusit Thani Guam Resort (Tumon, USA)



**BEDROOMS
AND CORRIDORS**



Da Vinci Grand Hotel (Cesenatico, Italy)



BATHROOMS



Chelsea Creek (London, UK)



**SPAS & WELLNESS
AREAS**



Avalon Park (Miskolctapolca, Hungary)



**GARAGES AND
PARKINGS**



Váci Greens underground garage (Budapest, Hungary)



FAÇADES



Life Palace Hotel (Šibenik, Croatia)



**SOLUTIONS
FOR SEISMIC
UPGRADING
AND ACOUSTIC
INSULATION**



Le Capase Resort (Santa Cesarea Terme, Italy)



**BAR, RESTAURANTS
AND COFFEE SHOPS**



Alise San Francisco Hotel (San Francisco, USA)



KITCHENS



Dusit Thani Guam Resort (Tumon, USA)



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Váci Greens underground garage (Budapest, Hungary)



FAÇADES



Life Palace Hotel (Šibenik, Croatia)



**SOLUTIONS
FOR SEISMIC
UPGRADING
AND ACOUSTIC
INSULATION**



Le Capase Resort (Santa Cesarea Terme, Italy)



AZORIS ANGRA GARDEN PLAZA HOTEL ANGRA DO HEROÍSMO (PORTUGAL)

The Azoris Angra Garden Plaza Hotel stands in the main piazza of the old town centre of Angra do Heroísmo, a UNESCO World Heritage Site, and was the first hotel to be opened in this town on the island of Terceira, in the Azores. The structure recently underwent significant redevelopment work to modernise the interior of the hotel, starting from its 120 rooms, while maintaining its original architectural lines.

The designer and main contractor decided to use Mapei products for the new floors situated in the communal areas (reception, restaurant and bar).

TOPCEM PRONTO special hydraulic binder for normal setting, fast drying (4 days) and controlled shrinkage screeds was used to make the substrates, which were bonded to the floor slab with a bonding slurry made from PLANICRETE latex.

The floors, which are subject to medium-heavy loads and constant foot traffic, also had to be aesthetically pleasing; for this reason, it was recommended to use light grey MAPEFLOOR I 320 SL CONCEPT self-levelling epoxy coating after applying two coats of PRIMER SN broadcast with QUARTZ 0.5.

TECHNICAL DATA
Azoris Angra Garden Plaza Hotel, Angra do Heroísmo (Azorre, Portugal)
Period of renovation: 2017-2018
Year of the Mapei intervention: 2018
Architect: Box Arquitetos
Client: Azoris Hotels &

Leisure
Works direction: João Veloso (Azoris Hotels & Leisure)
Main contractor: Tecnovia Açores
Installation company: Spitex II
Mapei distributor: Spitex II

Mapei coordinator: Miguel Duarte, Lusomapei (Portugal)

MAPEI PRODUCTS
 Topcem Pronto, Planicrete, Primer SN + Quartz 0.5, Mapefloor I 320 SL Concept



UNA HOTEL VERSILIA LIDO DI CAMAIORE (ITALY)

The UNA Hotel Versilia in Lido di Camaiore (Central Italy) is an exclusive residence-hotel built at the beginning of the century. It encloses an open-air 25-m swimming pool that was completely renovated this year.

Preliminary operations included concrete repair with MAPEPROOF SWELL and MAPEGROUT 430. TOPCEM PRONTO admixed with PLANICRETE was employed to level off the substrates of the pool and the kerb around the pool while the vertical surfaces were levelled off with PLANITOP FAST 330.

The corners between the horizontal

surfaces, the vertical surfaces and the changes in slope in the pool were waterproofed with MAPEBAND EASY rubber tape, which was applied over a layer of MAPELASTIC FOUNDATION waterproofing membrane. The surfaces of the pool were then waterproofed with MAPELASTIC FOUNDATION.

ADESILEX P10 admixed with ISOLASTIC was used to install a glass mosaic on the inside of the pool and the joints were grouted with KERAPOXY DESIGN. MAPESIL AC was used to seal the expansion joints and the corners between the horizontal and vertical surfaces.



TECHNICAL DATA

Swimming-pool at Una Hotel Versilia, Lido di Camaiore (Italy)

Year of construction: early 21st century

Year of the Mapei intervention: 2018

Client: Unipol Gruppo SpA

Works direction: Andrea

Gervasi

Contractor: Gervasi SpA
Mapei distributors: Bigazzi Edilizia Srl, Centredile Srl

Mapei coordinators: Federico Regoli, Roberto Aiazzi, Simone Tognetti, and Massimo Lombardi, Mapei SpA (Italy)

MAPEI PRODUCTS

Planitop Fast 330, Topcem Pronto, Planicrete, Mapeproof Swell, Eporip, Mapegrout 430, Mapelastic Foundation, Mapeband Easy, Adesilex P10+, Isolastic, Kerapoxy Design, Mapesil AC





CONTESSINA SUITES & SPA ZAKYNTHOS (GREECE)

Located in the small village of Tsilivi, the hotel is a five-star luxurious complex with 64 suites. Mapei products were used in all construction phases. The super-plasticizer MAPEPLAST G22 (manufactured and distributed in Greece by Mapei Hellas) together with the crystallizing admixture IDROCRETE KR1000 were used for the concrete foundations. The osmotic cementitious mortar PLANISEAL 88 was used both in exteriors and interiors for the protection and waterproofing all basement walls. MAPEPLAN B15 membrane by Polyglass (Mapei Group) was used for waterproofing the roof of the main entrance.

The substrates in all the swimming pools were waterproofed with MAPELASTIC SMART membrane, MAPENET 150 mesh, and MAPEBAND tape. The corners in all the swimming pools were filled with MAPESIL AC sealant combined with PRIMER FD. In all external areas (including the swimming pools) porcelain tiles were installed with KERAFLEX MAXI S1. All the tile joints were grouted with KERAPOXY CQ.

Some walls in the lobby, restaurant and service areas were decorated using the ULTRATOP LOFT cementitious system and finished with MAPEFLOOR FINISH 58W.

TECHNICAL DATA
Contessina Suites & Spa,
 Zakynthos (Greece)
Year of construction: 2017
Year of the Mapei intervention: 2018
Client: Moraitis family
Design: Block 722 | Architects +

Mapei distributor:
 Moraitis Lefteris
Mapei coordinators:
 Ioannis Koropoulos and
 Evangelos Chouliaras,
 Mapei Hellas (Greece)
MAPEI PRODUCTS
 Mapeplast G22, Idrocrete

KR 1000, Planiseal 88,
 Mapelastic Smart, Mapenet
 150, Mapeband, Keraflex
 Maxi S1, Kerapoxy CQ,
 Mapesil AC, Ultratop Loft F,
 Ultratop Loft W, Mapefloor
 Finish 630, Mapefloor Finish
 58 W, Ultratop Color Paste,
 Mapeplan B15 by Polyglass



SPAS & WELLNESS AREAS



Arcadia Hotel, Bratislava (Slovakia)

- 1 Concrete
- 2 Polyethylene sheet
- 3 Topcem Pronto
- 4 Planitop Fast 330
- 5 Mapelastix AquaDefense
- 6 Adesilex P10 + Isolastic
- 7 Kerapoxy Design
- 8 Mapesil AC
- 9 Mapeband
- 10 Glass mosaics

Sophistication and exclusivity are the key aspects which the architecture of wellness and spa centres aspires to. High temperatures and high levels of humidity, and sometimes even high levels of salts or aggressive substances, means it is essential to be able to rely on expert partners to create these types of surroundings, partners such as Mapei who can guarantee the success and durability of the work. Healthiness and hygiene are the requirements that floors and wall coverings must offer in public surroundings such as changing rooms in spa centres and gyms. Exposed to intense use, they need sound installation and waterproofing systems with the capacity to resist water remaining permanently on their surfaces and which maintain their aesthetic properties over the years

MAPEI SPAIN



Riding the SPANISH RECOVERY

THE CONSTRUCTION INDUSTRY IS DRIVING THE GROWTH IN GDP: ALL THE SIGNS ARE THERE TO MAKE THE MOST OF THE PROMISING ECONOMIC OUTLOOK OF THE COUNTRY WHERE MAPEI HAS BEEN OPERATING FOR ALMOST 30 YEARS

THE BEST PERFORMER IN EUROPE

The figures speak for themselves: the recovery has started...and what a recovery! After suffering because of the economic crisis, mainly coming from an inflated bubble in the construction industry, Spain is now poised to shake off its image as part of the so-called PIGS countries and is slowly turning the

tables around on many of its EU counterparts. In fact, forecasters are predicting that in 2018 it will be the "best GDP performer" on European markets with an annual growth of 2.8%.

But that's not the whole story. The Spanish construction industry is destined to overtake, and almost double, the rate of economic growth: for the two-year period 2018-2019, it is es-

timated that investments will grow by 4.4% and by as much as 4.5% in the residential building sector. Compared with the European average (where the forecast is for 3-3.4% growth), the revival of the Spanish building sector will be more sustained. The driver is the residential building sector which, in 2017, had already registered an 8% increase in annual investments.

Interview with FRANCESC BUSQUETS, General Manager of Mapei Spain

How is the Spanish building market performing?

After the crack of the bubble of the construction market in 2007 and the crisis that lasted till 2013, the market has been slowly recovering from its minimum levels in a different way depending on the market segment. Despite this recovery, the general activity of the industry is approximately 1/3 of what it was during the construction bubble period.

Does the main share go to new constructions or to renovation works?

Renovation works and new buildings in some major Spanish cities are leading the recovery of the industry. Civil engineering continues to feature a very low level of activity due to the country's high financial debt and deficit situation that doesn't seem to find a solution soon.

Is technology important? How much?

Innovation and technology, carried out through investments in the R&D sectors, are the key to success. Continuously devising new formulations, products and systems to adapt to the customers' needs and the current market conditions is the key to offer added value and differentiation to our customers and end users. Mapei Spain has been always investing strongly in this field.

How is Mapei Spain placed in the Spanish market?

Mapei Spain has been always growing in a sustainable way in this market. Our mission is to be among the top leading Spanish producers of construction materials. With the acquisition of Tec-nopol, the Mapei Group has accelerated the process to accomplish this target.

Mapei Spain launched and is carrying on a communication campaign on transparency. Why?

At the time we were very concerned about the quality of some products available on the Spanish market that were not in compliance with official standards and certifications. This was unfairly penalizing and downgrading the overall industry. The campaign on transparency was launched to demonstrate our commitment to quality and compliance with standards as well as our high level of communication with the market.

Are eco-sustainable products much valued on the Spanish market?

An eco-friendly and safe application is for sure more and more appreciated by our customers and applicators. It is not only a matter of reducing or eliminating VOC (volatile organic compounds) and solvents for the end user but also to protect the health of professional applicators which are interacting with this kind of products on a daily basis.

Does Mapei Spain export abroad?

Mapei Spain is selling some product lines abroad because of its privileged position in the Mediterranean Sea. It also provides support to the Group's export activities in countries and markets where there is not a local subsidiary.





PHOTO 1. The Mapei Spain's manufacturing facility in Amposta, on the Mediterranean coast.

PHOTO 2. The production plant in Cabanillas del Campo, central Spain.

PHOTO 3. Mapei Spain's headquarters in Santa Perpètua de Mogoda, near Barcelona.

And reaping the benefits of this trend are (and will continue to be) construction materials: consumption of cement already saw an increase of 7% in 2017 and it is set to carry on increasing (+4%) in 2018. Sales of ceramic tiles have been picking up since 2014, in 2017 they were up by 9% and, for 2018-2019, there should be an increase of more than 6%. The Spanish tile market may well remain quite a long way from its pre-crisis levels (380 million m² in 2007) but, with its 139 million m² per year, it will still win the title of Western Europe's biggest markets.

CONSTANT EVOLUTION IN ALL SECTORS

Mapei has been operating in the Spanish market for almost thirty years and has managed to make the most of the opportunities it has been presented, in spite of the fluctuating domestic economy.

It all started in 1991 with the opening of its first sales office in Alcorcón, near Madrid. Since then, the company's name has been spreading throughout Spain at a rapid pace: in 1992 the first sales office was opened in Badalona, near Barcelona; in 1993 Ibermapei (now called "Mapei Spain") started selling products for installing ceramics; in 1996 a technical-sales office was founded in Mallorca to cover the Balearic Islands; a second office was founded in 1997 in Onda, near Castellón, the cluster zone where most of ceramic manufacturing in Spain is concentrated; in the same year the Spanish subsidiary acquired the company Hidro Recubrimientos, a manufacturer of coloured coatings for façades. In 1999 a manufacturing facility was built in Amposta, on the Mediterranean coast. One of the next steps was in November 2005, with the construction of a new Center of Excellence including production in Cabanillas del Campo, in the province of Guadalajara, covering the central part of the country. In July 2012, new headquarters were opened in Santa Perpètua de Mogoda, near Barcelona, with large storage areas for the goods produced, offices, a showroom for training courses and a Technical & Application center. The availability of training facilities has also been extended to the Cabanillas del Campo unit.

COMMITMENT TO SUSTAINABILITY

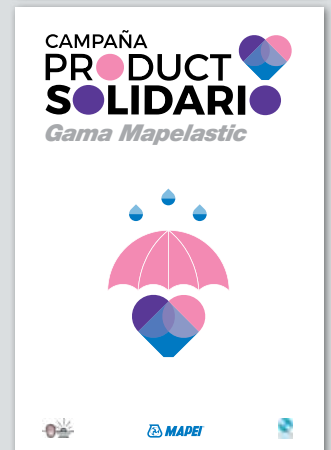
For Mapei Spain sustainability means being fully committed to the environment and having a sense of responsibility for future generations. And to underline this commitment, the Mapei Award for Sustainable Architecture has been established in recognition of designers who choose architecture that respects the environment, from start to finish. The award is being made in collaboration with



the GBCe Technical Committee (Green Building Council of Spain), of which Mapei Spain is the Official Promoter. Mapei Spain is also collaborating with the Sustainability and Architecture Association (ASA) in the "Rehabilitating neighborhoods, rehabilitating cities" competition for students and young architects by providing some of its systems.



A FEW ADVERTISING CAMPAIGNS BY MAPEI SPAIN



TOP OF THE PAGE. Mapei Spain's commitment to sustainability is featured in a number of marketing initiatives.

IN THE MIDDLE. The image chosen for the "Compromiso con la transparencia" campaign.

BOTTOM. The recent "Producto Solidario" campaign represents Mapei Spain's values in graphic form: eco-sustainability, transparency, solidarity and innovative products.

QUALITY, SPORTS, EVENTS AND COMMUNICATION

In 2013, Ibermapei was awarded OH-SAS 18001 certification for its Occupational Health & Safety Management System and ISO 14001 certification for its Environmental Management System: another feather in the cap following the ISO 9001 certification (for its Quality Management System) that had been awarded previously in 2008.

In 2014 the company was involved in the UCI Road World Cycling Championships held in Ponferrada. This event consolidated the long-standing relationship between Mapei and cycling in Spain: in fact, the Mapei brand was already a household name thanks to the successes of the Mapei Professional Cycling Team, sponsored by Mapei Group between 1992 and 2002, which in its ranks included Spanish champions such as Abraham Olano and Óscar Freire and had also collected a series of victories in Spain.

In 2016 the Group's Spanish subsidiary celebrated its 25th anniversary. Apart from organising a number of special events in prestigious locations for its clients and employees, it used this important occasion to announce a change: it adopted the name "Mapei Spain" to be even more in line with its territorial area (not including Portugal) with its own dedicated organization and to reinforce its company values in line with the Group.

2016 also saw the launch of the campaign "Compromiso con la Transparencia", with the aim of making a contribution in defence of quality, ethics and transparency in the sector of chemical

products for use in the construction industry. The campaign also emphasises Mapei's commitment to respect the environment and to safeguard those who use or apply its products.

Since 2017 Mapei Spain has also been sponsoring the Fundación Arquitectura y Sociedad (the Architecture and Society Foundation) that promotes architecture (and high-quality architecture in particular) as an indispensable part of society life and a service for society itself, which furberishes cities with more comfortable public and private spaces and helps create a new socio-economic balance.

More specifically, Mapei Spain provides the Foundation with its technical expertise and is directly involved in supporting its training programme, which includes international conferences and postgraduate master's course.

Mapei Spain's focus on leading players and the most innovative trends in the world of architecture clearly emerges in another realm the Spanish subsidiary invests heavily in: sustainability, as you can read in the facing page.

Mapei Spain can now boast over 160 employees, a turnover of 45.9 Million Euros for 2017 and a forecast turnover of 50 million Euro in 2018, 16 product lines distributed throughout the Spanish country and an extensive sales network covering the whole territory.

INTERVIEW WITH
BRUNO SAUER,
ARCHITECT AND
TOWN-PLANNER,
CEO OF GBCE



More efficient, healthier and safer buildings

How does the GBCE help guide the Spanish industry towards the construction of more sustainable buildings?

GBCe's 2018-2022 Strategic Plan sets the context in which we work: certifications, professional training in the realm of sustainability, working partnerships with public administrations, involvement in congresses and events, and the organising of special days devoted to make the Spanish sustainability guidelines in lines with the European ones. These are highly practical operations arranged in conjunction with business partners, professionals, companies, associations and universities, such as, for example, the Circular Economy work group, the "Buy Green" policy for administrations, the introduction of sustainability guidelines for competitions and tenders.

How has the concept of "green building" developed over the last few years?

An eco-sustainable building is usually associated with efficiency and energy-saving. For approximately the last three years, the European Commission (and with it the GBCE) has been working on drawing attention towards other realms of sustainability: water, health, comfort, and the circular economy.

Are builders showing a greater interest in sustainability?

The building industry is extremely varied, and many people believe we need to change our model, but many

businesses are of the opposite opinion. We hope this way of thinking will change as time goes by and as the GBCE we intend to do our very best to help bring this change about.

In relation to sustainability, what is the situation like in Spain compared to the rest of Europe?

For the time being, only a small number of companies "are progressing" at the same rate as the rest of Europe. There is still a long way to go before we will have a widespread understanding and feeling of co-responsibility on a major scale or a system of incentives and bonuses for good sustainability practices not just as regards building, but also transport, food, education, etc..

What did it mean to be part of the Panel of Judges for the 1st Mapei Award for Sustainability and how does rewarding the quality of a building encourage sustainability?

Being able to express your own opinion and draw on shared guidelines to award a prize to the best professional or building is extremely gratifying and in this case, we rewarded both sustainability and architecture, two concepts that should always go together. Awards are an extremely effective tool and good practices always set excellent examples for others. Training and research into better methods and techniques for constructing buildings both in the present and future should be an ongoing activity for any architect.

GBCE España. GBCE España, which is officially sponsored by Mapei Spain, is a non-profit association bringing together representatives from the building sector to help encourage the industry to adopt more sustainable building practices. GBCE is a member of the World Green Building Council (WGBC) and is acknowledged as one of the organisation's Established Councils.

A sector with a Spanish soul and international vocation

INTERVIEW WITH VINCENTE NOMDEDEU LLUESMA, PRESIDENT OF ASCER, THE SPANISH CERAMIC TILE MANUFACTURERS' ASSOCIATION

What is the story behind ASCER and what is its mission?

ASCER was founded in 1977 and currently accounts for around 95% of the ceramics manufactured in Spain; today, it is one of the largest sector associations in Spain. Its head office is located in Castellón de la Plana in the Autonomous Community of Valencia. And, in fact, it is there that the ceramics industry is concentrated, in its own industrial district. The idea behind ASCER was that it should act as an organisation to support, defend and promote the interests of the ceramics industry. The activities carried out by the association address those areas in which individual companies are unable to successfully carry out certain operations, or they are able to but only at a very high cost.

How has this sector changed in recent years?

The Spanish ceramics cluster is uniquely important for both the local Valencian economy and for the Spanish economy as a whole: it is an industry with Spanish origins and a Spanish matrix, but it is also a point of reference on a global scale for its level of technology, quality, prestige and design. The district is currently the largest European manufacturer and the second most important exporter in the world in terms of volume. Ceramics is also Spain's third most important sector of industry. In spite of the difficulties caused by the economic crisis in general, this sector has managed to carry on being competitive. All factors which make the Spanish ceramics industry an example of European industry, one that can be competitive at a global level and create wealth and jobs.

What is the future of the sector? ASCER recently published an estimate of the prices for ceramic tiles, which have increased compared with last year. Does this depend on the new



trend for the installation of large formats?

At a global level the demand for ceramic tiles is still growing, with production levels rising by 85% over the last 10 years. On our part we promote the Tile of Spain mark, with a diversified range of products in a good 190 countries that can satisfy a whole host of requirements and budgets. And we put a lot of effort into promoting this mark as a symbol of quality and prestige. We invest in research and we are among the world leaders in terms of new technology and the performance properties of our products. The efforts made in the field of eco-sustainability also ensure we obtain higher quality and better energy efficiency per unit of product, both nationally and at a global level.

These interviews were taken from issues no. 22 and 23 of Realidad Mapei, published by Mapei Spain, whom we would like to thank.

Santander

BOTÍN CULTURAL CENTRE

DESIGNED BY RENZO PIANO, THE NEW ARTS CENTRE FAVOURS LIGHT AND SUBTLETY



1

Stretching out over the water as if it were a harbour quay on the sea, the Botín Centre is suspended from the ground thanks to a series of pillars and columns allowing the light to filter through so that visitors can enjoy the view of the bay.

The centre was originally designed as a space to promote the arts and for educational and cultural activities and is in a strategic position on the Bay of Santander, capital city of the Cantabria region in the north of Spain. The aim of the new design was to redevelop one of this Spanish city's key sites: overlooking the sea, close to the old city centre and adjacent to the historic Jardines de Pereda.

Built by the Fundación Botín – a contemporary arts foundation founded by Marcelino Botín Sanz de Sautuola, ancestor of the current owners of Banco Santander – the Botín Centre was inaugurated last year and aims to become a new tourist hub for the city and surrounding area. The Centre was designed by the Renzo Piano Building Workshop in partnership with the Spanish design studio Luis Vidal + Architects. Renzo Piano was personally selected by the Botín family to design and build this museum and, for the Italian architect, it marked his return to the world of museums after his work on

the design of the Pompidou Centre in Paris, the Auditorium Parco della Musica in Rome, the Foundation Beyeler in Basel (Switzerland) and the Art Institute of Chicago (USA).

A STRUCTURE STRETCHING OVER THE SEA

The Botín Centre, nestled between the park and the sea, runs parallel to the public market and sits partly on dry land and partly suspended over the sea. Thanks to this new museum the vast, redeveloped port area of the Albareda quay, which had been closed to the public and used as a carpark, has been returned to the city and the visual connection between the historic urban part of the city and the sea has been enhanced and restored. Development work on the area also included building a 219 m underground tunnel to re-route the main road, as well as the extension of the centuries old Jardines de Pereda right up to the sea, tripling the green area available and giving pedestrians direct access to the seafront.

With a total surface area of 8,739 m², the Botín Centre consists of two rounded volumes connected by a series of steel and glass walkways, creating a kind of raised, public piazza with stairways and lifts providing access to the Centre.



2



3

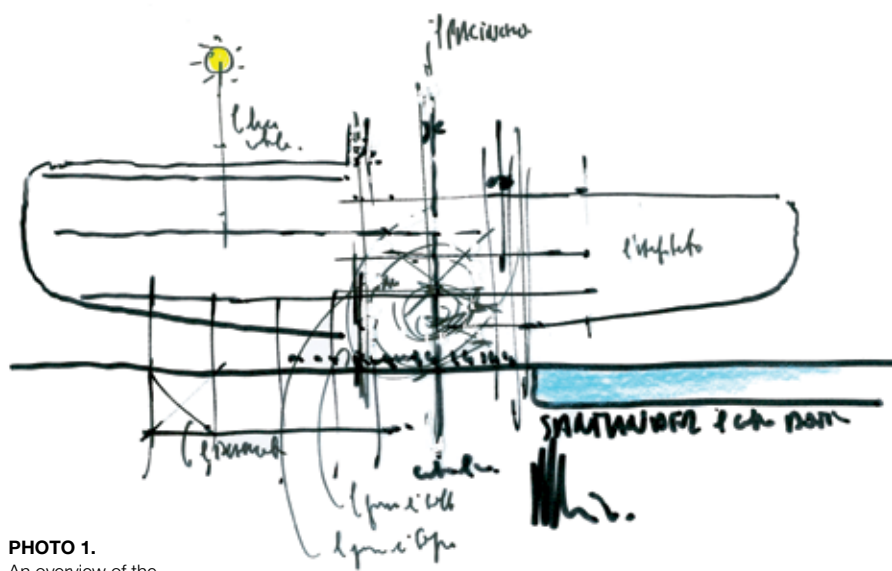


PHOTO 1.
An overview of the Botin Centre in Santander, Spain.

PHOTO 2.
The covered terrace overlooking the sea.

PHOTO 3. Renzo Piano and, to the left, one of his design sketches.



**IN THE SPOTLIGHT
KERAPOXY CQ**

Two-component epoxy grout, easy to apply, with excellent cleanability, a bacteriostatic agent and BioBlock® technology, ideal for grouting joints of ceramic tiles and mosaics.

Can also be used as an adhesive.

Particularly suitable for grouting large areas where easy application and cleaning is required.



The east wing encloses a 300-seat, two-tier auditorium suspended over the sea providing a unique view of Santander and its bay, as well as an educational centre with classrooms and work spaces. This section of the structure has been designed to provide maximum flexibility so it may be adapted to suit various activities: the auditorium, for example, can be switched around to host concerts, lectures and conferences, or even parties, events and ceremonies, while the classrooms in the educational centre can be used for creative arts, music, dance and cooking for both children and adults.

The western part of the structure, on the other hand, is used for cultural and artistic activities and has an exhibition gallery extending over two levels with a total area of 2,500 m², characterised by views overlooking both the sea and the park. The exhibition space on the upper level is lit by natural light filtering through a complex, multi-layered structure of glass, aluminium and white sheets. The ground-floor level, on the other hand, has a transparent façade and a multi-functional space with a coffee-shop, a restaurant, shops and an information centre. Next to the façade on the western side of the structure there is also an amphitheatre that has been “excavated” into the park itself, with an LED screen to project open-air shows and films. The two bodies that make up the Centre are covered entirely with 280,000 small, ceramic briquettes in a mother-of-pearl colour which were mechanically fixed to the substrate and reflect the sunlight and the shimmering sea.

QUALITY INTERIOR SPACES

The RPBW design studio specified the use of high quality materials, in keeping with the architecture of the building and its characteristics of light and transparency. For certain areas,



5

PHOTO 4. The museum seen from ground floor level.

PHOTO 5. A detail of the external ceramic covering.

PHOTO 6. The glass mosaics were installed in the bathrooms with KERAPOXY CQ.

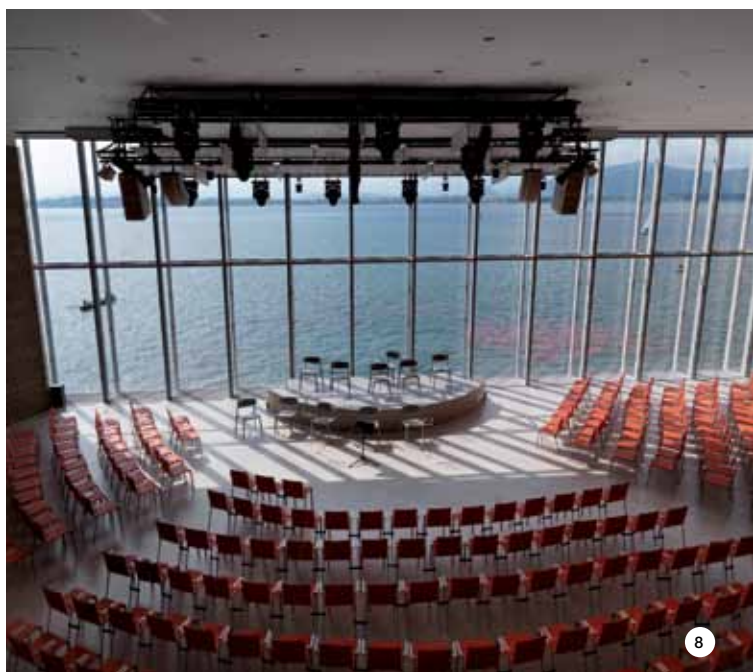
PHOTO 7. The ceramic tiles were installed in the interiors with ADESILEX P9 and joints were grouted with ULTRACOLOR PLUS.

PHOTO 8. The auditorium enclosed in the Centre.

such as the bathrooms, changing rooms and kitchen area, the designers went for a very special solution and decided to cover the walls with mosaics made up of small, shiny glass tiles in subtle shades that change colour as the intensity of the light changes during the day. Mapei Technical Services were also involved in the project and suggested to the installation company to use KERAPOXY CQ two-component epoxy grout and adhesive with a bacteriostatic agent and BioBlock® technology. This product allows floors, walls and worktops to be created which comply with the HACCP system and the requirements of EC Regulation No. 852/2004 regarding hygiene and foodstuffs. In the communal areas, ceramic tiles were installed with ADESILEX P9 high performance, cementitious adhesive with no vertical slip and extended open time for ceramic tiles. Joints were grouted with ULTRACOLOR PLUS high performance, polymer-modified, quick-setting and drying, anti-efflorescence mortar with water-repellent DropEffect® and mould-resistant BioBlock® technology, ideal for grouting joints from 2 to 20 mm wide.



7



8

TECHNICAL DATA

Centro Botín, Santander (Spain)

Period of construction: 2015-2017

Period of the Mapei intervention: 2016-2017

Intervention by Mapei:

supplying products for installing ceramics and glass mosaics

Design: Renzo Piano Building Workshop, Luis Vidal + Architects

Client: Fundacion Botín

Main contractor: Ascan - Ohl

Installation company:

Hisbalit

Mapei distributors: Hisbalit, Azulejos Delgado

Photos: Orlando Gutierrez

Mapei coordinators:

Andrés Garrudo and Eduardo Jimenez, Mapei Spain

MAPEI PRODUCTS

Installing and grouting ceramic tiles and glass mosaics:

Adesilex P9, Kerapoxy CQ, Ultracolor Plus

For further information on products see www.mapei.com

Barcelona

THE SAGRADA FAMILIA

AFTER MORE THAN A CENTURY OF INTENSE ACTIVITY UNDER THE SUPERVISION OF VARIOUS ARCHITECTS, COMPLETION OF WORK ON THE BUILDING DESIGNED BY ANTONI GAUDÍ IS DRAWING CLOSER





IN THE FACING PAGE.

A view of the Sagrada Família Basilica, whose construction works started in 1866.

LEFT. The Glorious Cross, an 8-ton granite work by Gaudí himself, was placed on top of the façade on the 2nd of July this year.

A few years before passing away in 1926, the architect Antoni Gaudí declared, "I will postpone work on the towers of the Sagrada Família façade until a later date so that other generations can collaborate in the construction work on the church. Various times in the history of cathedrals, the facades have been completed by other designers, but also in different styles". The basilica is under permanent construction, with the cranes alternating above the rooftops of Barcelona, and proof that work on site never stops was given on the 2nd of July this year when the Glorious Cross, an 8-ton granite work by Gaudí himself, was placed in its crowning position on top of the facade, 30 metres above the ground.

A BUILDING UNDER CONSTANT CONSTRUCTION

Over the last decade, work on the internal and external areas has intensified (see *Realtà Mapei International* no. 66) and the construction grows every day without receiving any funds from the state, just donations from the faithful and from ticket sales to the more than 3 million tourists that visit the church every year. Antoni Gaudí's initial design for the Sagrada Família has developed over the years and has now taken on more futuristic forms, the opposite of the more modest and traditional dimensions pro-

posed by Paula del Villar, the architect originally commissioned for the project. In 1866 Josep M. Bocabella i Verdaguer founded the spiritual Association of Devotees of San José, with a commitment to build a church dedicated to the Holy Family, and specific instructions that all the funds required should come from donations made by its followers. It was the architect Francisco de Paula del Villar y Lozano who initially presented the first design, which included three aisles, seven chapels and a spire. In 1883 its construction was entrusted to Gaudí who redesigned a new layout for the basilica, this time based on five aisles, and made the entire structure more vertical and dominant. The intention of Gaudí was to make the Sagrada Família visible from every part of Barcelona, which is why he chose to design a temple with a predominantly vertical aspect that would instantly stand out from the other buildings of the city.

The architecture of the basilica is a mix of Art Deco, Gothic Revival and Catalan Liberty, enriched with columns, naves, ceilings, gates, spires, sculptures and towers that required time, considerable expertise and specialised craftsmen. According to the original design, the Sagrada Família was to have 18 towers between 90 and 170 m tall, with the last one intended to be the tallest tower

ever built for a church. Various architects worked on the monument following his death and, since then, construction work has never been interrupted, not even during the difficult years of the Spanish Civil War.

Over the course of the last ten years, the new façade and the apostolic towers have been completed and construction work has started on the central tower dedicated to Jesus, which will eventually reach a height of 172.5 metres, and on the tower of the Madonna and the Evangelists.

The difficulties encountered by the team of designers, which includes the architect Jordi Faulí i Oller who has been the Director of Works and has supervised the work of the technicians since 2012, have also regarded the problem of how to reach a compromise between the drawings left by Gaudí and the use of new techniques, new construction materials and the application of new building regulations and standards. The Patrons and proprietors of the basilica, made up of simple citizens and members of the priesthood, are certain that all the work will probably be completed during 2026, the hundredth anniversary of the death of Gaudí, although according to Faulí i Oller, the site will probably remain open to continue with the constant maintenance work.

MAPEI'S INTERVENTION

Mapei Technical Services has been contacted over the last few years to help designing an adequate substrate for the underfloor heating system to be installed in the presbytery and in other areas. It was recommended to use specific products for the substrate preparation (PRIMER G and NOVOPLAN MAXI) and to install the natural stone floorings (KERAQUICK S, ULTRACOLOR PLUS, MAPEFOAM and MAPESIL AC). Mapei also took part in a second intervention to install floorings inside the Sagrada Família, which is currently ongoing. For the installation of stone floorings over substrates with heating systems, PRIMER G, NOVOPLAN MAXI, MAPESTONE 3 PRIMER were again used, with an additional layer of MAPESTONE

2 (a fibre-reinforced mortar distributed on the Spanish market by Mapei Spain), to prepare the substrate. MAPESTONE 3 cementitious bonding slurry, also distributed by Mapei Spain, was used to bond the stone slabs and ULTRACOLOR PLUS and MAPESIL LM to grout joints and seal expansion joints. In the external access area stone floorings were installed with MAPESTONE 3 PRIMER, MAPESTONE TFB60, ULTRACOLOR PLUS, and MAPESIL LM. The installation of ceramic tiles in the Saint Mary Tower was carried out with ELASTORAPID adhesive and KERACOLOR GG and FUGOLASTIC grouts for joints. The waterproofing of substrates and installation of stone slabs on the roofs required the use of MAPELASTIC SMART cementitious mortar, MAPENET 150 fibre mesh, and ADESILEX P4 adhesive.

Palma de Mallorca

SÓL ALCUDIA CENTER HOTEL

MAPEI WORKED WITH DESIGNERS TO PROVIDE SOLUTIONS FOR AN ENERGY-EFFICIENT HOTEL IN MALLORCA

After 35 years of operating in the tourism sector, in 2014 the moment had finally arrived for the Sól Alcudia Center Hotel, in Palma de Mallorca (Spain), to undergo a complete refurbishment and extension. The Spanish architectural studio Rambla 9 was commissioned for the work and presented a project that perfectly integrated the requirements of the client with the local context, surroundings and climate. The result? Rationalisation of the hotel's energy needs and a reduction in the emission of CO₂ into the environment.

The project included restoring the complex by extending several areas (kitchen, dining room and bar, which are also open to non-residents of the hotel), demolishing other areas and constructing a multi-purpose space for meetings, conventions, etc. Spanish legislation on beach-based tourism, which pre-

scribes and regulates renovation and refurbishment projects for tourist facilities, proved to be an excellent ally for the project.

MAPEI SOLUTIONS

A great deal of attention was paid to energy savings, which was accomplished by using double-glazed windows and a thermal insulation system for the façade to reduce the amount of energy required for the hotel's lighting, heating and air-conditioning systems.

The choice in this case went to the MAPETHERM external thermal insulation system to reduce energy losses, but also to guarantee a certain continuity in the facade between the window ledges, various construction features, etc..

The building itself now contributes to the control of temperatures, during both the winter and summer, by accumulating energy during the day or night and then acting as a supplier of heat to be gradually released as and when required. The thermal insulation system also helps improving the overall quality of the air and the entire structure.

What is more, there is a wide range of finishes, colours, textures and materials available to finish off the system. Another advantage of using this system is that the level of insulation required can be achieved without reducing the surface area available inside a building.

In this case, the application of the MAPETHERM TILE SYSTEM involved the use of MAPETHERM AR1 GG one component, cementitious mortar, PLANITOP



PHOTO 1. The MAPETHERM TILE SYSTEM was used for external thermal insulation.

PHOTO 2. Application of ceramic tiles on the insulated surface with ULTRALITE S2.

PHOTO 3. A view of the insulated wall after completion of the works.

PHOTO 4. Ceramic floor tiles were installed in the new dining room using ULTRALITE S2.





An external view of the hotel.

HDM MAXI high-strength mortar, which was reinforced with MAPEGRID G120 mesh, and MAPETHERM FIX fasteners. On top of that, ceramic tiles were installed onto some walls using ULTRALITE S2 adhesive. Other walls were insulated with the MAPETHERM SYSTEM (MAPETHERM NET + MAPETHERM AR1 GG) before being finished with QUARZOLITE BASE COAT coloured acrylic undercoat and QUARZOLITE TONACHINO acrylic plaster.

This article was taken from *Realidad Mapei* n.16, the in-house magazine published by Mapei Spain, whom we would like to thank.

IN THE SPOTLIGHT ULTRALITE S2

It is a C2E S2-class cementitious (C), improved (2), highly deformable (S2) adhesive with extended open time (E), classified as C2E S2 according to EN 12004 standard. It is a high-performance, lightweight adhesive with very high

yield, easy to trowel and good buttering capacity, with very low emission of volatile organic compounds (VOC), for ceramic tiles and stone material, ideal for thin porcelain tiles.



TECHNICAL DATA

Sol Alcúdia Center Hotel,
Palma de Mallorca (Spain)

Year of the intervention:
2014

Design: José García-Ruiz
Serra, Rambla 9

Main contractor: Spes
Ingeniería & Construcción S.L.

Contractors: Especialistas
en Aislamiento S.L., Inversora
Tamarindo

Mapei distributor: Mastic
Mapei coordinator: Ferran
Ferrè, Mapei Spain

MAPEI PRODUCTS

Thermal insulation: Mapetherm
AR1 GG, Mapetherm Net,
Mapetherm Fix, Planitop HDM
Maxi, Mapegrid G120

Installation of ceramic tiles:
Ultralite S2

Wall coatings: Quarzolite Base
Coat, Quarzolite Tonachino

For further information on
products see www.mapei.com
and www.mapei.es

Tecnopol[®] joins Mapei

THE ACQUISITION WILL ALLOW THE GROUP TO STRENGTHEN ITS POSITION IN SPAIN

The success of Mapei Spain (described at pages 38-41 of this issue) was not enough for the Group, so it took over Tecnopol Sistemas, S.L.U., on 27th June 2018, a leading Spanish chemical company in the manufacture and marketing of waterproofing and insulating systems for the building industry.

Founded in 2005, Tecnopol develops, manufactures and markets top-end technologically cutting-edge products, such as waterproofing materials from the Tecnocoat and Desmopol families, Tecnofoam thermal insulation products, and Tecnofloor industrial floorings. The company is also one of the leaders in Europe, particular for the supply of polyurea-based liquid waterproofing membranes.

Besides, Tecnopol also manufactures and distributes a full range of admixtures, primers and protective finishes mainly serving its waterproofing systems and also sells specific machinery for applying its products.

Tecnopol distributes products from its manufacturing plant in Spain to a variety of loyal customers in over 60 countries.

Tecnopol invests heavily in Research & Development to ensure it always has cutting-edge products and is constantly improving its manufacturing efficiency. In 2017,

Last June the Mapei Group took over Tecnopol, a leading Spanish manufacturer of waterproofing and insulating systems for the building industry. The company heavily invests in Research & Development.



SOME PRODUCTS FROM THE TECNOPOL RANGE: WATERPROOFING SYSTEMS, THERMAL INSULATION MATERIALS AND SOLUTIONS FOR INDUSTRIAL FLOORINGS





for example, it launched 4 new products with excellent performance properties: DESMOPOL DW polyurethane membrane, TECNOTOP 1C one-component aliphatic protection, PRIMER WET for substrates with up to 98% humidity and PRIMER EP-1040 for metal substrates.

The company also provides support through its Technical Service Department for architects, designers, engineers. Tecnopol also operates on international markets throughout Europe, Latin America, the Middle East and Asia.

The Mapei Group clearly intended this takeover to extend its range of waterproofing solutions and further enhance its presence on the chemicals for building market in Spain.

The Group expects sales in Spain to reach 75 million Euros in 2018, a figure that will make it a leading player on the Spanish building market.

SYSTEMS, THERMAL INSULATION LOORINGS



Interview with JORDI CATALÁN, General Manager of Tecnopol

What are Tecnopol's prospects for growth after being taken over by the Mapei Group?

Tecnopol grows systematically every year, mainly due to its sales through distributors. I think this kind of organic growth over the next year may be estimated at approximately 10%.

Another sales channel is its mainly civil engineering projects, whose impact is hard to estimate because it varies from year to year. It is equally tricky to foresee the impact on the turnover of the costs of raw materials, which also go up and down.

The fact that we have joined forces with the Mapei Group means we will be able to draw on a global network, so that several products of ours (not previously part of the Mapei portfolio) can be marketed in some countries of Europe, Asia and the Americas, where we have so far made relatively little impact.

In my opinion, the main advantage will be our access to a range of major building materials distribution groups in various countries, which already work with Mapei.

How will Tecnopol strengthen its operations abroad?

Aside from what has already been said, we intend to draw on platforms Mapei uses in certain other countries to boost our sales.

How will you be able to take advantage of the revitalised Spanish market? Which are the most promising segments of the market for you?

Approximately 80% of our sales are in the civil engineering sector. As has already been mentioned however, we intend to draw on channels used by Mapei to expand into the residential sector too, balancing out our various sources of income and thereby reducing the risks associated with relatively undifferentiated investment.



The General Manager of Tecnopol, Jordi Catalán (in the middle), with (from right on) Giorgio Squinzi, Veronica Squinzi and Marco Squinzi.

VINAVIL: the past and future of fine and secondary chemicals



TAAKO BROUWER
CEO of Vinavil SpA.

THE COMPANY BELONGING TO THE MAPEI GROUP IS ONE OF THE LEADING PLAYERS IN THE INDUSTRY IN EUROPE

Vinavil SpA was first established in 1994 when the Mapei Group took over Eni-Chem Synthesis's vinyl-acetate polymers manufacturing operations. The company continues the great Italian tradition in fine and secondary chemicals and is one of the leading players in the industry in Europe. In 2017 Vinavil's revenue was about 171 million Euros (47% in Italy and 53% abroad), 6% of which was reinvested in Research & Development. It employs 366 staff, 10% of which are involved in research activities. Its manufacturing breaks down into the following production realms:

- Vinylic and acrylic binding agents for water-based paints
- Vinylic and acrylic dispersions for adhesives and for the textiles industry
- Re-dispersible polymer powders
- Solid polymers for the chewing-gum industry
- Polymers in pearls for special uses
- Vinyl adhesives for the "do-it-yourself" market

• Vinylic and acrylic polymers tailor-made for miscellaneous uses (from cement-based additives to suspending agents for polymerisation, etc). Over the last two years Vinavil has invested heavily in expanding its acrylic line by designing and installing a new reactor in its plant at Villadossola (Northern Italy). At the same time it is still successfully developing its range of pressure-sensitive adhesives (PSA). The Vinavil brand has also been familiar to families for decades, thanks to its famous "white glue". Vinavil has two manufacturing plants in Ravenna (Central Italy) and Villadossola, strategically located to guarantee an efficient logistical service for Europe and the Mediterranean basin. Vinavil began internationalising its operations even further in 1997 by setting up Vinavil Corp. (USA) in North America, with headquarters in Deerfield Beach (Florida) and a manufacturing plant in Chicago, as well as Vinavil Inc. (Canada) with a manufacturing plant in Laval (Quebec). A joint-venture was

set up in Egypt (Vinavil Egypt) in 2001 with a manufacturing plant in Suez; the Mapei Group took over the entire company with a view to expanding throughout this important geographical area.

Vinavil has received the following certifications for its own operating systems:

- since 1995, for its Quality Management System, according to ISO 9001;
- since 2004, for its Environmental Management System, according to ISO 14001;
- from 2011, for its Health and Safety Management System, according to OHSAS 18001.

All certifications cover the plants in Ravenna and Villadossola and headquarters in Milan. An additional certification according to ISO/FSSC 22000 has been awarded since 2016 to a production line in Ravenna for products for the food industry. Vinavil joined the international "Responsible Care" programme in 1997.

LEFT. The Vinavil's manufacturing plant in Villadossola (Northern Italy). **RIGHT.** The Vinavil's production unit in Ravenna (Central Italy)





Vinavil sponsors ASD Fencing Club in Cervia and Milano Marittima (top) and Vinavil-Cipir basketball team that plays in Division B (right).



© Aldo Antonietti

SPORT AND CULTURE

Vinavil sponsors various cultural and sports activities particularly in areas close to its manufacturing plants. After years of sponsoring volleyball (through Porto Robur Costa sports club in Ravenna), Vinavil ventured into the world of basketball in 2016, this time in the Verbano-Cusio-Ossola area (Northern Italy, close to Vinavil's main plant in Villadossola). This change in sport was supported by business relations with a major client in the area that already sponsored U.S.D. Rosmini basketball club in Domodossola. The team was completely revamped and renamed Vinavil-Cipir in 2016. The team, which has been promoted to Division B, began wearing the Vinavil logo on its kit both regionally and nationally for live TV broadcasts during the play-offs. Vinavil got the chance to operate more closely with the club, encouraging young people in the area to get involved. This contract has really boosted its business and the positive trend is continuing. Compared to 2015, revenue and sales have tripled, particularly as regards vinyl versatates and styrene acrylates for formulating paint products.

As well as sport, Vinavil has also been sponsoring culture for eleven years now, organising a special gala evening during Stresa Music Festival. This has allowed the company to strengthen its bonds with the local community and given its clients the chance to get involved in a prestigious event. The Festival, which has now reached its 57th edition, is held along the banks of Lake Maggiore and hosts concerts of the highest artistic calibre every year. For a number of years now the concert schedule, which ranges from Baroque to contemporary music,

has featured young people who have won international competitions and gone on to become successful performers. Gianandrea Noseda has been the event's Artistic Director since June 2000. This year, the theme of the event was "Traiettorie incrociate (Cross Trajectories)": understanding classic music through other arts. The gala evening sponsored by Vinavil this year also combined music and film: the 1925 silent film "Der Rosenkavalier" directed by Robert Wiene was shown while Giuseppe Verdi Symphony Orchestra of Milan performed Strauss's opera *Der Rosenkavalier* conducted by Franck Strobel. Before the show, which was held at Stresa

Conference Centre, clients and authorities (including the Mayor of Villadossola) were invited to enjoy some delicious refreshments in the beautiful Liberty Hall of Regina Palace Hotel.

In addition to these sponsorships, Vinavil also supports the La Scala Theatre in Milan, the Accademia Nazionale Santa Cecilia music academy in Rome, and other events and associations, such as San Zaccaria Sports Association in Ravenna (women's 5-a-side football), ASD Fencing Club in Cervia and Milano Marittima, La Fabbrica Theatre in Villadossola, and GSH Sempione Association in Pallanzeno (Northern Italy) involved in various sports for the variously abled.



© Lorenzo Di Nozzi

Every year Vinavil sponsors a gala evening at Stresa Festival, which is held along the banks of Lake Maggiore.



A new “WHITE GLUE” for schools and much more

VINAVIL IS LAUNCHING INNOVATIVE PRODUCTS FOR DIY WITHOUT BACTERICIDES OR ALLERGENS



All the vinyl glues currently on sale contain various kinds of bactericides for protecting products against mould and bacteria.

Bearing in mind that certain particularly sensitive people are allergic to bactericides, this must be stated on the label - in accordance with the laws in force - clearly specifying the molecules used. For the purposes of health and safety, Vinavil has designed a product called “Vinavil Speciale Scuola (Vinavil special product for schools)”, which - while still having all the distinctive features and traits of the well-known Vinavil white glue, obviously including being resistant to moulds and bacteria - is free from bactericides and allergens.

Following a series of tests carried out at its R&D laboratories, Vinavil has chosen a formula that is suitably sterilised to meet these needs.

The product was handed over to Eurofins BioPharma Product Testing. Eurofins Scientific is a world leader in food, environment and pharmaceutical products testing and in agrosience CRO services, with over 38,000 staff in more than 400 laboratories across 44 countries. Eurofins Biopharma Product Testing Kalibios Srl, part of the Eurofin Scientific Group, is the laboratory that certified that the new Vinavil product does not contain allergens and awarded excellent ratings from skin sensitivity tests.

Having ascertained that the idea was good and that the new formula had been given full marks, it simply needed to be launched on the market. Vinavil then carried out a series of marketing operations to ensure the new glue was

innovative and appealing. The main focus of attention was, obviously, UHU Bostik, the exclusive distributor that has been marketing small packets of Vinavil products in Italy for a number of years now. Since the new range is designed for primary schools and nursery schools, it was jointly agreed to focus on school teachers and mothers who have a keen awareness of such issues as the safety of their children, allergenic substances and environmental friendliness. So, it was decided to opt for packaging/labelling that

» **TWO COLOURS ARE COMBINED: CLASSIC RED AND GREEN**

focused on these eco-friendly factors while at the same time spotlighting the brand's authenticity. This resulted

in the choice of two colours: a classic red that has always been the brand's official colour and green that immediately evokes nature. A green strip in the packaging with a picture of a leaf was added to the packaging, which clearly highlights - in white - the words “Dermatologically tested universal adhesive” together with the appropriate logo, “The first containing no allergens” and the test result (“Excellent”). The words “Speciale Scuola” are printed in white against a red background underneath the Vinavil trademark. The final touch was a green cap to really make the new packaging stand out from standard packs.

It should be noted that the new range does not replace the old line, it is actually designed to enhance and extend the old range and is available in a small 100 g bottle, a 250 g bottle and a 1 kg pack. Let's not forget that the old glue, Vinavil in a white bottle with a red cap, is also a pure, solvent-free glue that is quite harmless.

VINAVIL[®]

SPECIALE SCUOLA

The first
containing
no allergens



The dermatologically tested universal adhesive

NOT ONLY AT SCHOOL

Do-it-yourself' has become really popular with the younger generations. Nowadays children have all kinds of tools at their disposal, including technology, which have made them brighter and more culturally advanced. They share things on social media in real time and when a project goes viral everybody wants to copy it.

One such thing is the famous "slime", a strange rubbery ball that is soft enough to be squashed, shaped, mashed and slipped between your fingers without sticking to them. Various types of slime are now marketed, but the idea of making your own is certainly more appealing, partly because it saves you money but also because it can be fun to do. Various recipes can now be found on the Internet and youngsters enjoy posting their own custom-designed formulas, even filming how they make them. Using their own special tricks, children mix household ingredients (toothpaste, starch, Marseille soap, shampoo, dyes, polishes, glue) to make their own homemade 'slimes'. Vinyl glue is definitely one of the basic ingredients and a jar of Vinavil often appears in video clips.

To ease the concerns of even the most

VINAVIL GLUE IS ALSO IDEAL FOR THE MOST CREATIVE HOBBIES

sceptical, Vinavil decided to promote an absolutely harmless, dermatologically tested, bespoke range containing no allergens, so children could give free rein to their imaginations without worrying their parents, grandparents or teachers. It is not just children who have fun like this. There are also plenty of mothers, teachers, young people and even more elderly folk, who enjoy finding new hobbies and getting involved in 'do-it-yourself'. Glue can be used to create paper clothes, original greetings cards, special notebooks made out of fabric, puppets, object holders, paintings, wooden objects and scale models: "art attack" was a very successful TV program in Italy for many years, stimulating everybody's creativity and triggering off a mass phenomenon. "Vinavil Speciale Scuola" was, indeed, inspired by this trend.

The marketing/sales project was launched during the annual "Back to school" campaign, which UHU began

organising in June. Special gadgets were handed out in a holder containing UHU products and "Vinavillino", a nice little keyring with a small bottle of Vinavil attached, which is also featuring the latest green graphics.

Promotional work is also being planned for both major distribution outlets and ordinary stores making use of bespoke displays: small counter displays for stationery shops, taller ones for major sales outlets.

Working with UHU, Vinavil has created its own bespoke website: www.vinavil-specialescuola.it, showing all the latest ideas and innovations in the new range. It is also connected to special blogs linked to the Facebook and Instagram pages of blogger mums, who post their own experiences. The Vinavil banner appears whenever you click on a word connected to a school article on Amazon for a total of 17 million times.

An initial market survey suggests that this new range will not completely take over from the old Vinavil product: we expect it to do well with schools and children and increase the sales overall Italy, well aware that Vinavil is (and always will be) extremely popular with both young and old alike.



25 years of growth and success for Rasco

FROM SMALL-SCALE MANUFACTURER TO WELL-KNOWN BRAND:
THE STORY OF RASCO, A SUBSIDIARY OF THE MAPEI GROUP

Rasco Bitumentchnik has been founded as a manufacturer of bitumen emulsions in 1993 in Augustdorf, in North Rhine-Westphalia, Northern Germany. At that time, Rasco had just three employees but it wasn't long before the company started to grow. The most significant steps along the way were the addition to its portfolio of bitumen thick coatings (PMBC) in 1995 and then **the development and production of cold-applied, self-adhesive sealing/waterproofing membranes made of polymer-modified bitumen and cross laminated HDPE carrier film in 1999**. In 2001, the storage space for Rasco finished products was extended to more than 8,000 m².

In 2006, the development of the company reached a decisive turning point: after intense negotiations between Abdul Rahman Shamout, the former owner of Rasco, Giorgio Squinzi (CEO of the Mapei Group), and Michael Hecker (General Manager of Sopro Bauchemie GmbH and General Manager of Rasco), Rasco became a fully-fledged member of the Mapei family. Holger Fleischmann, Rasco's Plant Manager, was put in charge of the manufacturing plant with the mandate to bring it in line with the standards of health and safety, technology, efficiency and personnel management applied in all Mapei production facilities around the world.

GROWTH ACROSS THE BOARD

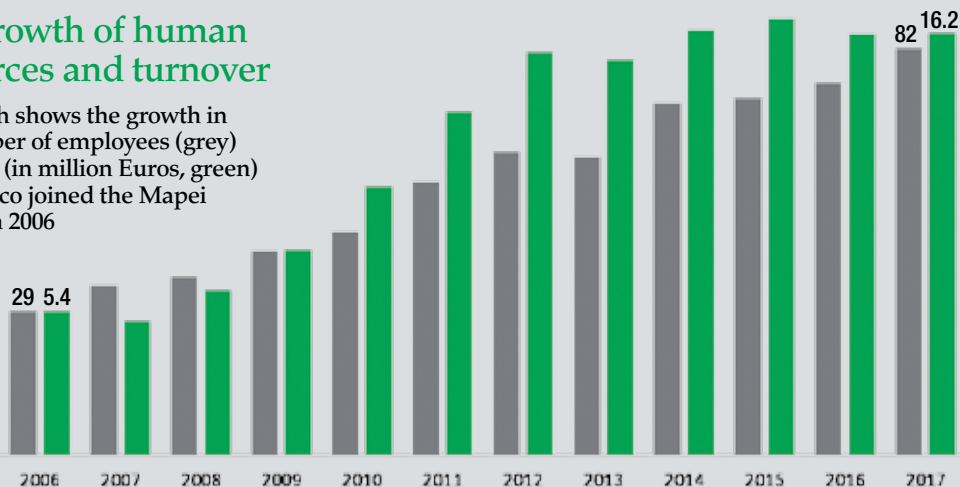
In 2008, the Augustdorf facility also started manufacturing solvent-free bituminous products for protecting and refurbishing roofs and extended its range of bitumen thick coatings.

The subsidiary made steady progress in terms of workplace health and safety and quality management which culminated in Rasco being awarded ISO 9001 certification in 2013.

In 2016, considerable resources were invested in marketing, particularly for its waterproofing systems: the product portfolio was analysed and reorganised and 3D images were created so clients could get a better impression of the benefits obtained with the subsidiary's solutions. Since the company joined the Mapei Group, Rasco has been growing not only in terms of production, certified quality and marketing: since then, turnover and the number of employees at Rasco have increased by no less than three-fold. All this is thanks, on the one hand, to increasing intercompany sales and, on the other hand, to the continuous enhancement of its product portfolio. As a result, turnover for 2017 was more than 16 million Euros and, in the same year, more than 20,000 tonnes of waterproofing products were shipped from the Augustdorf works. The constant, progressive growth in sales is a reflection of the diversified and more structured range of products. Apart from

The growth of human resources and turnover

The graph shows the growth in the number of employees (grey) and sales (in million Euros, green) since Rasco joined the Mapei Group in 2006



Employees
+283%
from 29
to 82 people



Turnover
+293%
from 5.4 to 16.2
million Euros



TOP OF THE PAGE.

Rasco's manufacturing plant in Augustdorf, Germany, and its Research & Development Laboratory.

LEFT. Michael Hecker, Rasco's General Manager, and Plant Manager Holger Fleischmann cutting Rasco's specially decorated anniversary cake.

BELOW. On 14th September Rasco celebrated 25 years in business with employees and their families.



A QUARTER OF A CENTURY... WORTH CELEBRATING

So much success and ambitious plans for the future like the ones mentioned above certainly provided a reason to celebrate: last September, on the 14th, Rasco invited its employees and their families to celebrate 25 years of doing business since its foundation until today.

About 60 people took part in the event, which began in the early afternoon and finished late in the evening. All kinds of entertainment and games were laid on for the guests, similar to those organized for Oktober Fest in various German cities. Michael Hecker, Rasco's General Manager, gave an official speech outlining the key moments in Rasco's history before cutting a specially decorated anniversary cake.

bitumen thick coatings, self-adhesive membranes and flooring products, Rasco also supplies thin coating products, joint filling compounds and emulsions: a portfolio of more than 50 products, all tested according to the procedures prescribed by EN standards and German DIN (Deutsches Institut für Normung) norms. Rasco is now renowned for its own-brand solvent-free, bituminous waterproofing products, it has a Research & Development laboratory to analyse bitumen and provides support to its clientele to help analyse their product portfolio, plan and manufacture tailor-made products, manage logistics and support with different waterproofing courses and seminars.

For the not too distant future, Rasco is planning to take on the challenge of applying industry 4.0 automation and introducing alternative raw materials, as well as extending its product range even further and, obviously, increase sales even more.



RASCO: SOME OF THE WIDE RANGE OF BITUMEN-BASED WATERPROOFING PRODUCTS



PIATTI TENNIS CENTER in Bordighera

EXCELLENT PLAYING
COMFORT FOR
TENNIS COURTS
MADE WITH
MAPECOAT TNS
SYSTEM

In the 19th century Bordighera, a small town on the coast of Liguria, was the seaside retreat of Italian and European nobility, as well as the summer residence of Margherita of Savoia, Queen of Italy. Bordighera is also famous for being the summer residence of both the architect Jean-Louis-Charles Garnier (who designed the Opera House in Paris) and the painter Claude Monet. In 1878, it was here that a group of British residents founded the first ever tennis club outside the British territory, with 15 clay courts for use by the various VIPs and nobility that frequented the area at the time.

No wonder that a world-renowned tennis coach, such as Riccardo Piatti, chose Bordighera as the base for his club. Piatti is the most successful Italian tennis coach at an international level. He started working as a private coach in 1988, following talented players such as Renzo Furlan, Cristiano Caratti, and Omar Camporese. He also worked with Ivan Ljubičić, Novak Djokovic, Milos Raonic and Richard Gasquet. Today, he is working with one of the leading players in the world, Borna Ćorić, and is also manager and head coach of the Piatti Tennis Team.





A TOP-LEVEL TENNIS CENTER

The club was inaugurated on the evening of Thursday, the 12th of April. The inauguration was a special event for the centre and the guests included some of the best players in the world, as well as other VIPs and representatives from various bodies from the world of tennis.

Amongst the top players that certainly didn't want to miss the event were the Croatian Marin Cilic, the Austrian Dominic Thiem, another leading Croatian player, Borna Coric (who is currently one of the players followed by staff of the Piatti Tennis Center), and the Canadian players Denis Shapovalov and Milos Raonic.

The Piatti Tennis Team is made up of a group of professionals who have pooled all their expertise to provide a complete, all-encompassing service to the mem-

bers of tennis schools, their pupils and to any players interested in this service, to help optimise the performance of every single athlete.

Their intention is to create an innovative approach to the coaching of tennis players and provide athletes with a technical and psychological-physical support network on a daily basis through thanks to well-coordinated specialists.

THE WORKS

The newly constructed Tennis Piatti Center included the installation of 4 new tennis courts made from MAPECOAT TNS COMFORT, a multi-layered system used to create both indoor and outdoor courts with excellent playing comfort, ideal for those who use the courts for hours on a daily basis. This system was only chosen once coach Piatti had

IN THE SPOTLIGHT

MAPECOAT TNS FINISH 1.3.4

Coloured acrylic resin-based coating product in water dispersion with selected fillers for indoor and outdoor tennis courts and multi-purpose playing surfaces. It is suitable for new indoor and outdoor tennis courts and for overlaying existing resin courts, as well as for basketball, volleyball and handball courts, 5-a-side football pitches, etc.

MAPECOAT TNS FINISH 1.3.4 may be applied on both existing asphalt and concrete substrates coated with resin and on new surfaces which require coating. It is available in three courtpace categories (1, 3 and 4) and is certified by the ITF (International Tennis Federation).



IN THESE PAGES.

4 new tennis courts were completed by using the MAPECOAT TNS COMFORT multi-layered system.





In several areas of the complex ceramic tiles were installed with KERAFLEX, KERAFLEX MAXI S1 ZERØ and KERAQUICK.

performed out an in-depth analysis and evaluation, who declared this system the best technical solution to carry out his work.

To complete the courts the following products were used: ULTRABOND TURF 2 STARS, solvent and water-free polyurethane adhesive for bonding the MAPECOMFORT flexible rubber matting, MAPECOAT TNS PRIMER EPW, two-component epoxy primer in water dispersion, MAPECOAT TNS GREY BASE COAT, semi-flexible, acrylic resin-based basecoat and filling paste in water dispersion, MAPECOAT TNS FINISH 1, coloured acrylic resin-based coating product in water dispersion certified by the ITF (International Tennis Federation), MAPECOAT TNS COLOR, fine-

grained coloured coating made from acrylic resin in water dispersion and micro-granular quartz sand, and MAPECOAT TNS LINE, acrylic resin-based paint in water dispersion for marking out indoor and outdoor sports courts and pitches.

This project clearly shows that Mapei is the ideal partner for both designers and users.

In fact, various Mapei products were employed to waterproof substrates and structures (MAPELASTIC), installing ceramic tiles (TOPCEM PRONTO, KERAFLEX, KERAFLEX MAXI S1 ZERØ, KERAQUICK), providing wall coatings (ELASTOCOLOR PAINT), and waterproofing roofs (EVLIGHT S and EVOLIGHT S MINERAL).



TECHNICAL DATA

Piatti Tennis Center,
Bordighera (Italy)

Year of construction:
2017

Year of the Mapei intervention: 2017

Intervention by Mapei:

supplying products for building tennis courts, waterproofing roofs and substrates, installing ceramic tiles, coating walls

Client: Piatti Tennis Center

Design: Giorgio Bonavia

Works direction: Paolo Farina (Restauro Srl)

Contractor for tennis courts: Costruzioni Impianti Sportivi Parola

Contractor for building works: Restauro Srl

Mapei distributor: Biesse Srl

Photos: Claudio Gavioli

Mapei coordinators: Franco Tomaini, Fabio d'Amato and Andrea Pecini, Mapei SpA (Italy)

MAPEI PRODUCTS

Building the tennis courts:

Mapecoat TNS Primer EPW, Mapecoat TNS Grey Base Coat, Mapecoat TNS Finish 1, Mapecoat TNS Color, Mapecoat TNS Line, Mapecomfort, Ultrabond Turf 2 Stars

Installing ceramic tiles: Keraflex, Keraflex Maxi S1 Zerø, Keraquick

Waterproofing and preparing the substrates: Mapelastic, Mapenet 150, Mapeband, Topcem Pronto

Wall coatings: Elastocolor Paint, Malech

POLYGLASS PRODUCTS

Evolight S and Evolight S Mineral

VAGA PRODUCTS

SabbiaCEMENTO

For further information on products see www.mapei.com, www.vagaedilizia.it, and www.polyglass.com

Mapecoat® TNS



RESIN SYSTEMS FOR TENNIS COURTS



Alberto Cipolloni
Tennis Club
Foligno (Italy)



REPAIR OF OLD
EXISTING FLOORINGS



HIGHLY FLEXIBLE



UV-RESISTANT



AVAILABLE
IN 24 COLOURS

Mapecoat TNS multi-layered, acrylic resin-based systems: a complete range of strong, durable systems certified by the **ITF** to meet the playing requirements of all sports centres.



EVERYTHING'S **OK WITH MAPEI**

Learn more on mapei.com





Pordenone

OTTAVIO BOTTECCHIA VELODROME

4,000 M² OF TRACK COMPLETELY RESTORED USING MAPECOAT TNS CYCLE TRACK, A SPECIFICALLY DEVELOPED SYSTEM FOR SPORTS SURFACES

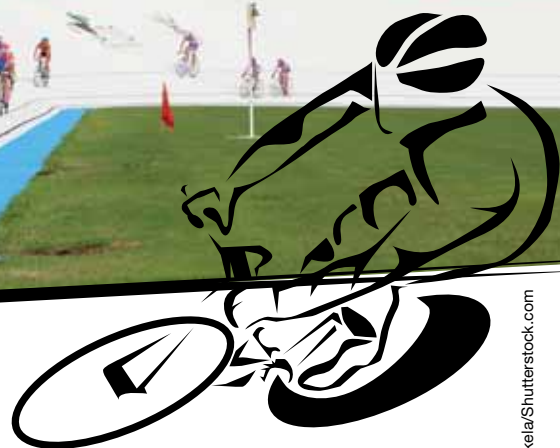
The Ottavio Bottecchia velodrome in Pordenone was built in 1925 by a group of local businessmen who later donated it to Pordenone City Council, which is still the rightful owner. Even though it is now eighty-five years old, the structure itself is still in good working order from a technical point of view and was recently approved by the International Cycling Union (UCI).

With a view to maintaining this high technical standard, and to even improve on it, Pordenone City Council decided to invest more resources into the quality of the track. Mapei took part in this project by supplying products specifically developed for this special type of sports surface.

The intervention involved completely renovating the surface of 4,000 m² of track. After removing the old surface (installed 20 years ago), cracks in the substrate were sealed with EPORIP two-component, solvent-free epoxy adhesive and the surfaces were treated with PRIMER SN two-component, fillerized epoxy primer.

Work on the track was carried out using MAPECOAT





© Arkeia/Shutterstock.com

TNS CYCLE TRACK, a multi-layered, acrylic resin-based system specifically developed for tracks for outdoor velodromes installed on bituminous or cementitious substrates.

This system – which comprises the application of successive coats of MAPECOAT TNS FINISH 1, MAPECOAT TNS PAINT, MAPECOAT TNS PRIMER EPW and MAPECOAT TNS WHITE BASE COAT– is used to create a surface with good mechanical properties, high resistance to abrasion and an excellent combination of low friction and high stability for cycle tyres, thereby helping riders reach a higher level of performance.

The joints in the reinforced concrete structure were then sealed with MAPEFOAM closed-cell, polyethylene foam cord and MAPEFLEX PU 45 FT paintable, rapid, high-modulus, polyurethane adhesive and sealant, suitable for joints subject to movements of up to 20%.

This tried and tested system was developed thanks to the company's experience over the years of installing tracks in velodromes in Italy and abroad.

TECHNICAL DATA

Ottavio Bottecchia Velodrome,
Pordenone (Italy)

Year of construction: 1925

Year of the Mapei intervention: 2018

Intervention by Mapei: supplying products for renovating the cycling track

Client: Pordenone City Council

Design and works direction: Alberto Endrigo

Project Manager: Guido Lutman, Pordenone City Council

Contractor for the track: Tagliapietra Srl

Photos: Roberto Munizzi

Mapei coordinators: Marco Cattuzzo and Luca Nordio, Mapei SpA (Italy)

MAPEI PRODUCTS

Preparing the substrates: Eporip, Primer SN, Mapefoam, Mapeflex PU 45

Rebuilding the track surface: Mapecoat TNS Finish 1, Mapecoat TNS Paint, Mapecoat TNS Primer EPW, Mapecoat TNS White Base Coat, Mapecoat TNS Protection

IN THE SPOTLIGHT MAPECOAT TNS PAINT

Coloured paint with a smooth finish made from acrylic resin in water dispersion, for indoor and outdoor tennis courts in porous cement, asphalt or concrete, multi-purpose playing fields, pedestrian areas and cycle tracks. It may be applied on both old surfaces which are already painted and on new surfaces which require painting.

MAPECOAT TNS PAINT has excellent resistance to abrasion and guarantees the durability of surfaces, even when used frequently.



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PHOTO 1. Spray applying MAPECOAT TNS WHITE BASE COAT.

PHOTOS 2 and 3. The coloured section of the track were painted with MAPECOAT TNS PAINT.

PHOTO 4. After completion of the works, MAPECOAT TNS PROTECTION transparent finishing product was applied on the surfaces.

IN THIS PAGE. The team of Dagnoni-Barbieri, who won the Italian Derny Championship, in action and on the podium. Right, Viviani and Meyer.



THE "TRE SERE CITTA' DI PORDENONE" EVENT MARKS THE BEGINNING OF A NEW ERA

Pordenone Velodrome-Arena is named after the legendary two-time Tour de France winner Ottavio Bottecchia. As well as international events, it also hosted several editions of the Italian Track Cycling Championships.

The first event to be hosted at the Bottecchia velodrome after the repair/modernisation operations were completed was the "3 Sere Internazionali Città di Pordenone" (3 International Evenings in the City of Pordenone), which was a great success with both the general public and sponsors. The organisers decided to keep the name "3 Evenings" even though the event was actually held over four days. As well as a normal Six Day event for teams of two riders, the organisers also scheduled the Italian Derny Championships for men and women, and other specialist events for both professionals and young amateur riders. Apart from the Italian Derny Championships, all the other races were standard international events featuring highly motivated riders racing for UCI ranking points. The standings determine who will take part in the World Track Racing Championships and Olympics. The first of the four days featured a spectacular men's omnium with riders from seven nations competing over four events, i.e. a scratch race, tempo-race, elimination race and points race.

The Olympic Omnium champion, Elia Viviani, won the scratch race ahead of the Australian rider Cameron Meyer and a promising young rider called Matteo Donegà. Meyer was then in great form in the tempo-race (a variation on the points race) winning easily ahead of the Hungarian rider Krisztian Lovassy with Donegà finishing third. This took Meyer to the top of the standings. Viviani was back to his winning ways in the elimination race with the Russian rider Sergey Rostovtsev finishing second and Meyer third.

Meyer then showed his class by winning the decisive points race to claim overall victory in the City of Pordenone omnium with a final score of 210 points. "When Meyer is in that kind of form, he is unbeatable.", so Viviani told us. The rider from Verona then went on to talk about the track: "I am extremely pleased with the new Bottecchia track, it is fast and high-performing".

The sprinter Riccardo Minali won the Italian Derny Championship. Leonardo Fedrigo came second riding behind Marco

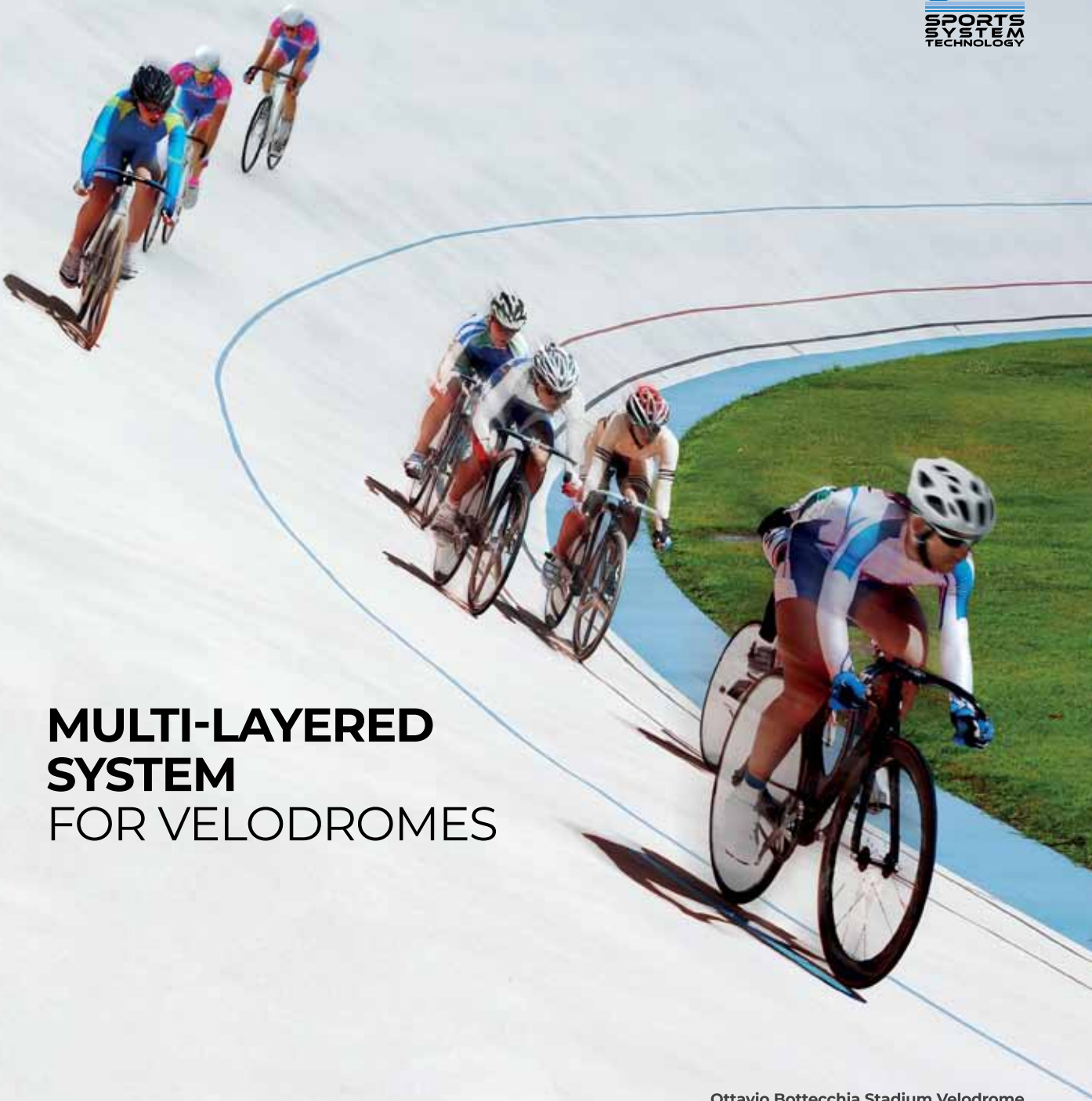
Cannone's derny and Andrea Guardini finished third (behind the derny rode by Cordiano Dagnoni). The Italian women's championship was won by Rachele Barbieri, who raced behind Cordiano Dagnono, with Marta Cavalli (riding behind Cristian Dagnoni, Cordiano's brother) winning the silver and Letizia Paternoster (accompanied by Fabio Perego) taking the bronze. "Of all the outdoor tracks with resin/cement-based surfaces – so Dagnoni noted – the Bottecchia is the fastest in Italy. And I can assure you it is one of the fastest in Europe. I would like to congratulate whoever refurbished it, because it has just the right surface texture. A totally smooth track would be no good, because there would be no grip (and not just round the bends) at any speed. The roughness of the track at Bottecchia velodrome is the ideal mix to ensure maximum speed and safety. And bearing in mind that this is a 400-metre track with long straights, a derny can reach higher speeds than on indoor tracks".

The audience at the Bottecchia velodrome cheered on the cyclists in the pairs race. After four days of fantastic battles in the Madison, elimination, scratch, 200 metres Flying TT and points race, the winners were Andrea Guardini and Paolo Simion ahead of Matteo Donegà and Filippo Ferronato. Davide Plebani and Carlo Alberto Giordani finished third, one lap behind.

VIGORELLI DI MILANO, RE-OPENING FOR THE ITALIAN NATIONAL CHAMPIONSHIPS

Milan's "magical track" is back in action. Vigorelli-Antonio Maspes Velodrome in Milan hosted a series of track races for the Italian Cycling Championships. The winners of the Italian Championships were the junior racer Davide Boscaro (omnium), the elite riders Francesco Lamon (omnium) and Francesco Ceci (keirin and sprint), the team of Lamon-Michele Scartezzini (madison) and, in the women's elite races, Elisa Balsamo and Maria Giulia Confalonieri (madison), Miriam Vece (sprint), Martina Fidanza (keirin) and Rachele Barbieri (omnium). The Vigorelli was back hosting the Italian Championships 17 years after they were last held at this venue. The refurbishment work carried out by City Life has not finished yet: the stands and changing rooms will be completed by March 2020. In any case, from spring 2019 the "Vigo" will be an important training facility for the Italian national team as it gets ready to take part in the 2020 Olympics in Japan. Mapei was lately involved in the renovation works at this Velodrome and we will provide further details in the next issues of *Realtà Mapei International*.





MULTI-LAYERED SYSTEM FOR VELODROMES

Ottavio Bottecchia Stadium Velodrome
Pordenone, Italy

Mapecoat TNS Cycle Track is a highly flexible, acrylic resin-based system in water dispersion for professional use in **velodromes**. It is available in a **wide range of colours**. Other colours available upon request. **The elastic, rapid, winning system.**

EVERYTHING'S **OK** WITH **MAPEI**

Learn more on mapei.com



Trailblazers of the growth abroad

ONE OF THE GROUP'S "OLDEST" SUBSIDIARIES... ALWAYS A HIVE OF ACTIVITY

Mapei Austria GmbH, founded in 1981, was the second foreign subsidiary in the history of Mapei, and its manufacturing plant was one of the first Mapei opened abroad. The company was a key player in the Group's initial internationalization plans and expansion operations into Russia, Hungary and the Czech Republic. In 2009 Mapei Betontechnik GmbH, a company that manufactured admixtures for concrete, joined the Austrian subsidiary and was merged into Mapei Austria GmbH in October 2016. Andreas Wolf took over the position of General Manager of the Austrian subsidiary in August 2013. In 2017 the warehouse of the plant in Nußdorf ob der Traisen was extended.

Mapei Austria GmbH now has a staff of 133 and headquarters in Nußdorf ob der Traisen, in Lower Austria, including offices, a manufacturing plant, a Quality Control lab, and a training centre for its customers and employees. It also has a manufacturing plant in Langenwang, in Styria, for producing concrete admixtures and cement additives, with offices, a Research & Development Laboratory and a warehouse. The company also has warehouses in various locations around Austria: Graz, Klagenfurt, Hall in Tirol, Linz, Nußdorf ob der Traisen, Langenwang and Brunn am Gebirge. In Brunn am



1



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Gebirge there is also a Mapei "flex store" where customers can pick up their products 7 days a week on a 24 hours daily basis. Mapei Austria totalled a turnover of almost 47 million Euros in 2017 and has a forecast turnover of almost 50 million Euros for 2018.

CLIENTS FIRST

Customers have always played a central role for the Austrian



4



5

1981
YEAR OF FOUNDATION

46,8
MILLION EURO: TURNOVER IN 2017

49,8
MILLION EUROS: FORECAST TURNOVER IN 2018

133 STAFF

2
MANUFACTURING PLANTS IN NUSSDORF OB DER TRAISEN AND LANGENWANG

7 WAREHOUSES ALL OVER AUSTRIA

40 TRAINING EVENTS INVOLVING

780
CUSTOMERS IN 2017

2,080
CLIENTS

PHOTO 1. The Mapei Austria's headquarters in Nußdorf ob der Traisen, in Lower Austria, encloses offices, a manufacturing plant and a Quality Control lab.

PHOTO 2. In Langenwang, Styria, Mapei Austria owns a manufacturing plant for concrete admixtures and grinding aids as well as a warehouse and a R&D Laboratory.

PHOTO 3. Every November, the Mapei Austria Reference Grand Prix awards the best projects carried out in Austria with Mapei products. The photo shows Andreas Wolf, General Manager of the company, with one of the winning customers and Product Manager Stefan Schallerbauer (left).

PHOTO 4. The "Mapei Insights" is a special event organized by Mapei Austria which takes place on a yearly base: customers can discuss together with experts of the industry.

PHOTO 5. The visual chosen for the "Services Campaign" by Mapei Austria.

PHOTO 6. At Baukongress, an Austrian event devoted to the concrete industry, Mapei Austria was in the spotlight with a booth inside the fairground and a silos and a van in the outdoor area.

subsidiary: special events for customers, partners and the staff are organized every year. First of all, the so called "Mapei Insights", a special event which takes place on a yearly base during which customers can discuss together with a well-known speaker and experts about the latest developments in the industry and for which Mapei Austria GmbH is widely known to be an opinion leader in Austria.

Every November, the Mapei Austria Reference Grand Prix takes place with customers, partners and the press at a project site. Last time Graz, the capital of Styria, hosted about 90 Mapei customers. Beside awarding the best references in all business lines, key note speakers talked about recent Mapei projects and products. The winners of the Mapei Austria Reference Grand Prix were invited to one of Austria's most popular winter events, the Nightrace at Schladming (Men's World Cup Night Slalom), followed by a skiing day.

The so called "Service Campaign" by Mapei Austria is an advertising campaign focusing on 12 special services (e.g. technical service, logistics, training, quality checker, felx tsore, etc.) the company offers its clients. The key visual chosen for this event shows a football scene and was displayed on all advertising means (vans, point of sales, press kit, web, etc.).

Mapei Austria GmbH is also very well known for the direct support of its own technicians and business representatives on both building sites and at their offices, as well as for its trainings, too. While the company used to hold training blocks (3-days-training sessions) in the past, individual trainings at customers site and at the company's training center at Nußdorf ob der Traisen are now on the agenda. About 780 customers have been trained in 2017 and around 600 persons have been involved in training activities in 2018 till August.

Mapei Austria also offers special updating training on concrete for customers of the admixture line. These training sections are mandatory according to Austrian standards and include an external speaker. Every year about 60 to 70 people join Mapei Austria for this training. Mapei Austria charges a fee for it but this fee is used at the end of the year for a social responsibility initiative in cooperation with the city councils of Nußdorf ob der Traisen and Langenwang.

Beside the UCI Road World Championships sponsored by the Group, many side events were organized at the same time by Mapei Austria, as you can read in a dedicated article in this issue of the magazine.



6

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Not only amongst the mountains

PRESTIGIOUS PROJECTS IN AUSTRIA ARE ANOTHER SIGN OF MAPEI'S SUCCESS: OVER THE COURSE OF THE LAST FEW YEARS, MAPEI AUSTRIA HAS AGAIN PLAYED A KEY ROLE IN THE CONSTRUCTION OF A NUMBER OF PRESTIGIOUS BUILDINGS



PRIMARY SCHOOL GRAZ-STRASSGANG

This primary school is one of the 41 state schools in Graz, in south-western Austria. Because the school is located in a dated building, work was required to upgrade it and bring it in line with modern standards. New, highly colourful pupil classrooms with wooden flooring were built during the summer months. Mapei played a part in the attractive end result by supplying products to treat various types of substrate as PRIMER G, ECO PRIM PU 1K TURBO, NIVORAPID and ULTRAPLAN O10 (produced and distributed in Austria by Mapei Austria), adhesives to install wooden flooring such as ULTRABOND S940 (also produced and distributed in Austria by Mapei Austria) and finishes to treat the existing wooden flooring such as ULTRACOAT OIL and ULTRACOAT OIL PLUS.



CITY PARK GRAZ

Fashion, technology, style, sport, design and great food: all these are on offer at the new City Park shopping centre in Graz, one of the most famous Austrian cities and an important tourist location in the state of Styria. The centre extends over an area of around 40,000 m² right in the heart of the city and has more than 100 shops and boutiques. Mapei products were used to prepare the substrates (ECO PRIM GRIP and PLANITOP 400), install ceramic tiles (ULTRAFLEX S2 QUICK, an adhesive produced and distributed in Austria by Mapei Austria) and to seal expansion joints (MAPESIL AC).



PRIVATE HOME

MONTAFON VALLEY GASCHURN

This luxury residence is located in the Montafon Valley, in Voralberg, a well-known area of outstanding natural beauty renowned for its skiing and alpine sports in general. It is surrounded by the Alps and stands out in particular for its audacious style, very different from that of traditional local architecture. It took two and a half years to build it and required the use of various Mapei products to install ceramic and stone over a total area of around 2200 m², including in the bathrooms, in the outdoor swimming pool and on the patio. The key players in this case were the high-performance adhesives VARIO QUICK S1 (distributed on the Austrian market by Mapei Austria) and KERAFLEX MAXI S1.



HOTEL ARCOTEL DONAUZENTRUM VIENNA

This hotel reopened its doors to the public in August, 2017 following extensive renovation work. The hotel stands out for its particular architectural style and its striking design which has quite a visual impact. Apart from its modern, welcoming rooms, the hotel also has conference rooms and a chill-out zone in one of the Austrian capital's most popular tourist areas. Before replacing various types of floor covering with carpet, the substrates were skimmed with PLANIPATCH and smoothed over with ULTRAPLAN O10 (distributed on the Austrian market by Mapei Austria). The carpet was then bonded with MAPECRYL ECO adhesive.





PUMMERSDORF TUNNEL ST PÖLTEN

This tunnel is 3.5 km long and covers one of the most important stretches of the rail freight transport line which runs between the towns of St. Pölten and Loosdorf in Lower Austria. The line extends for around 24.7 km and is part of the “Westbahn” project, jointly financed by the European Union and part of the Trans-European railway network. The tunnel has two tracks and six emergency exits. Various admixtures for concrete were used during its construction, such as DYNAMON LZ 40, DYNAMON LZSP, MAPEAIR LP 100 and MAPEQUICK 043 FFG, manufactured and distributed in Austria by Mapei Austria GmbH.



SÜDGÜRTEL TUNNEL - B67 GRAZ

This tunnel, along the B67 dual carriageway in the Austrian state of Styria, was built between 2012 and 2017. It is around 2 km long and its width varies from 26 to 40 metres. More than 100,000 m³ of concrete mixes made with admixtures such as the superplasticizer DYNAMON LZ 40, MAPEAIR LP MH air-entraining admixture and MAPETARD VZ retarder, were needed for its construction. These admixtures, which are distributed in Austria by Mapei Austria GmbH, enabled the design of high performance concrete mixes, which guaranteed the maintenance of workability, the development of mechanical strengths, resistance to freeze-thaw cycles and other aggressive agents, as well as high flow and good slump retention.



WAIDHOFEN TUNNEL WAIDHOFEN ADN DER YBBS

This tunnel is around 1.6 km long and connects the road network around the city of Waidhofen adn der Ybbs, in Lower Austria, to the nearby B31 expressway. The construction of the tunnel, which was carried out between 2009 and 2011, required an investment of around 44.4 million Euros and the use of accelerating admixtures such as MAPEQUICK 043 FFG for the shotcrete, which is distributed in Austria by Mapei Austria GmbH. This liquid alkali-free accelerator for sprayed concrete, based on inorganic salts, is specifically formulated to be used in shotcrete characterized by rapid setting times and a quick and constant development of the mechanical strengths after only a very short curing time.



Passion and tradition

ANDREAS WOLF, GENERAL MANAGER OF MAPEI AUSTRIA, SHARE WITH US HIS VIEW ABOUT THE AUSTRIAN SUBSIDIARY'S INVOLVEMENT IN THIS YEAR'S BIG EVENT

Mr Wolf, this year's UCI Road World Championships were held in Innsbruck. What did that mean for your company?

The Road World Championships certainly offered us, our brand, our products and our systems the chance to reach a much broader spectrum of people. As the Main Sponsor, Mapei was clearly involved through various means of communication, such as television, the Web and the press. It was up to us to make the most of this opportunity to strengthen our brand even more and convey those values which are so important to us. Of course, this headline event also gave us the opportunity to strengthen our ties with our customers, who were invited to watch the races

Of course, Mapei customers showed plenty of interest...

There was considerable interest, even though the events happened to coincide with Cersaie, the ceramics trade fair in Bologna, which caused some headaches when it came to scheduling appointments. Not just for our customers, but also for us at Mapei Austria. We had to share the workload: some colleagues, particularly those involved in the products for ceramics line, travelled to the trade fair in Bologna, while most of the remaining staff, especially colleagues from the marketing department, went to Innsbruck. We hosted our customers for a total of nine days and, in addition to the cycling races, we laid on an interesting evening schedule of events, so that our customers were looked after in every possible way, something they have come to expect from Mapei for a long time now.

An event of this scale usually keeps the companies involved busy for an entire year. Was that the case with you?

The Road World Championships were obviously the main

focus of lots of our activities this year that required careful planning in terms of human as well as financial resources. We began showcasing the event at the beginning of the year during a number of major specialist trade fairs. We reminded our customers and visitors about the event by means of both a game (for winning prizes) and through various means of communication. As the Mapei Group was the Mapei Sponsor, we also went out into the streets of Innsbruck and our presence could clearly be felt during the various days of racing. For example, in the Mapei Hospitality Area very close to the finish line or by means of our bus and container used to showcase our portfolio of products.

A personal question: are you a keen cyclist?

I quite like cycling, but I am certainly no professional cyclist. I like to go for a bike ride every now and again with my family, but I am more of a tennis player. However, there are plenty of keen cyclists in our team, who decided to take part in the "Ride to Höll" held in Innsbruck.

Mapei has been sponsoring the UCI Road World Championships for several years now. In your opinion, what was so special about this year's event?

First and foremost, the fact that it was held in Austria this year. It will be some time before we once again get this kind of opportunity to showcase our nation to so many people and boost the tourism industry in such a crucial way. Secondly, there was the attempt to bring together sport and Tyrolese traditions and, last but not least, the actual course for the race: the organisers described it as "crocodile-toothed". The various climbs along the race route looked like the teeth of a crocodile: nothing like the courses of previous editions of the event. It was certainly a real challenge for the cyclists and really exciting for the fans to watch, particularly as the cyclists came flying down the hills at top speed.



IN THIS PAGE . In Innsbruck the Austrian riders were warmly cheered up by Mapei Austria's clients and friends.





MAPEI and VALVERDE triumph in Innsbruck-Tyrol

UCI ROAD WORLD CHAMPIONSHIPS: GREAT SUCCESS WITH TV, SPONSORS AND RACERS

Innsbruck, the delightful capital of the Tyrol region (Austria), hosted the 2018 Road World Championships. As is now traditional, Mapei was the Main Sponsor of this global event. The Mapei Group first sponsored the Road World Championships in 1999. Mapei has been the sponsor of the Road World Championships working in perfect synch with the International Cycling Union (UCI) since 2008. The 2018 Innsbruck-Tyrol event provided an important opportunity to enhance public relations with Mapei's clientele, who are particularly fond of cycling.

A BRAND ON A GLOBAL STAGE

Needless to say, all the races in Innsbruck were broadcast worldwide. Millions of TV viewers could see the full array of Mapei's advertising paraphernalia: banners, panels and both inflatable and rigid arches located in both the start and finish areas of the race.

The unmistakable Mapei brand also appeared as a backdrop during interviews, press conferences and prize-

giving ceremonies; the logo was also clearly on display on all the communication-publicity material. Two arches publicising the products ULTRABOND ECO and KERAFLEX MAXI S1 were also placed in the centre of Innsbruck, well away from the race route and headquarters, due to the sponsorship of a concert.

To ensure even greater visibility with the UCI Road World Championships, Mapei continued the advertising campaign it began with Eurosport in 2017. The channel broadcast TV adverts and billboards during both live and repeated TV programmes. They were also featured on the special app, the website, in a special advertising display campaign and on social media. As regards Italy in particular, as well as being broadcast on the RAI (Italian national public broadcasting company) and Eurosport TV channels, the event was also covered by Bike Channel Sky 214, which broadcast a daily report on the Road World Championships "crammed full" of Mapei billboards and TV adverts.

MAPEI OUT AMONGST 600 000 FANS

The Mapei brand also made a big impact with crowds attending the event, as it could be seen everywhere: the World Championships were held over eight days and at least 1 million spectators, including 600,000 over the final weekend, watched the races. The Mapei Group also had its own Motorhome at the Championships in Austria, as well as a special, elegantly furnished Hospitality Area (located close to the finish line). Andreas Wolf, General Manager of Mapei Austria and Romana Ramssl, the Marketing Manager for the subsidiary, were perfect hosts. The area was visited by 800 satisfied customers. As well as Austria and Italy, Mapei also welcomed guests arriving through its subsidiaries in Norway, Slovenia, Switzerland, Belgium, the Czech Republic, Germany and Croatia.

IN THESE PICTURES.

Mapei welcomed its clients with its Motor-Home and a Hospitality Area next to the finish line. The Mapei brand also appeared on backdrops, arches, banners and billboards.





The Mapei facility was only open to Mapei guests and featured an external section and a covered section with glass windows at the sides so guests could watch the cyclists as they sped by.

GREAT “EX” CYCLISTS IN ATTENDANCE

As is now customary, a number of former important members of the Mapei Professional Cycling Team visited the area to chat with guests: a perfect opportunity to have your photograph taken with these former champions and then post it on social media. The great names from the past included Freire, Museeuw, Bugno, Bettini, Nardello and Noè. Mapei also focused plenty of attention on tourism, organising guided tours in various regions of Austria. Mapei guests and friends also got the chance to enjoy an international gala evening in Innsbruck attended, amongst others, by the president of the UCI, David Lapaert, the former cycling champion,

Francesco Moser, and other VIPS from the cycling world.

THE BIG RACE

The evergreen Spanish rider, Alejandro Valverde, is the new Men's Road World Champion after beating the French rider Romain Bardet and the Canadian Michael Woods in a sprint finish. The Men Elite road race was the last on the schedule for the 2018 UCI Road World Championships in Innsbruck-Tyrol.

FORMER MAPEI RIDERS BACK TO WINNING WAYS

Quick Step Floors won yet another Men's Team Time Trial world championship for professional sports teams. The Quick Step team of Niki Terpstra (Netherlands), Bob Jungels (Luxembourg), Maximilian Schachmann (Germany), Kasper Asgreen (Norway) and the Belgian riders Yves Lampaert e Laurens De Plus finished 18" ahead of the reigning champions Team Sunweb, whose

team included Tom Dumoulin, and 19" ahead of BMC, whose ranks included Damiano Caruso, after covering a total of 62.8 km.

It is worth mentioning that Quick Step Floors, which has now won its fourth world title in this event, has lots of former members of the Mapei Professional Cycling Team working for its technical staff. The Quick Step Floor team manager is, in fact, Patrick Lefevere, who had the same job at Mapei from 1995-2000, and the sports directors are Davide Bramati, Tom Steels and Wilfried Peeters, who were all once proud members of the great Mapei cycling team. 22 teams took part in the Men's Team Time Trial and 12 in the Women's event. The women's race was won by the Canyon-Sram team from Germany, which included the Italian rider Elena Cecchini from the Friuli region. The other riders in the team were Alena Amialusik, Alice Barnes, Hannah Barnes, Lisa Klein and Trixi Worrack. The Canyon-Sram girls were 22 seconds faster over the 54.70 km course than the Boels Dolmans team, with the reigning champions from Team Sunweb finishing third, 28" behind the winners.

YOUNG RIDERS RACES

In the Women Juniors Individual Time Trial race (for girls aged 17-18), the fastest over the 20 km course was Rozemarijn Ammerlaan from the Netherlands, who finished ahead of the Italian rider Camilla Alessio, who finished just 7" behind the winner. The daughter of a former professional cyclist (her dad won the 2004 Paris-Roubaix road race) came third, 18" behind the winner. The Men Juniors Individual Time Trial





LEFT. Valverde won the Men's Road World Championships; the podium of the Men Elite Race and the podium for the Men Individual Time Trial. **BELOW, LEFT.** Quick-Steps riders celebrating their victory.

first rider in history to win the European time trial and road race and then two gold medals in the same events at the World Championships.

The Junior Women's road world championship over a distance of 71.770 km finished as follows: first place Laura Stigger (Austria), second Marie Le Net (France) and third Simone Boilard (Canada) with the Italian rider Barbara Malcotti finishing fourth. After breaking away on the descent, the Swiss rider Marc Hirshi won the Men Under 23 Road Race (over a distance of 180 km) coming home 15" ahead of the Belgian Bjorg Lambrecht and the Finnish rider Jaakko Hanninen.

The world-class Dutch rider van der Breggen was the comprehensive winner of the Women Elite Road Race over 156.2 km, finishing way ahead of the rest of the field: the Australian Amanda Spratt finished 3'46" behind in second place with Tatiana Guderzo from Italy third, 5'26" behind the winner.

VALVERDE, HURRAH FOR SPAIN!

Thanks to Valverde, the Spanish national anthem was the last to be played at the final prize-giving ceremony. Alejandro has been a professional cyclist since 2002. He won 14 other races in the 2018 season before his great victory in Innsbruck, including two stages at the Tour of Spain.

The 2019 UCI Road World Championships are scheduled to be held between 22nd and 29th September 2019 in Harrogate, Yorkshire (UK).

race was won by the highly talented Belgian rider, Remco Evenepoel, who covered the 27.700 km at an average speed of almost 50 km/h, with the Australian Luca Plapp coming second, 1'23" behind the winner, and Andrea Piccolo from Italy finishing third, 1'37" behind the winner. Evenepoel will be riding as a professional for the Quick Step team in 2019. This makes him one of only a few junior riders who have moved on directly to professional racing without taking part in under 23 events. Other riders who have done this include Filippo Pozzato, who signed on for Mapei in January 2000, after just two seasons racing as a junior.

The thirty-six-year-old Dutch rider Annemiek van Vleuten was crowned world champion in the Women Elite Individual Time Trial; she covered the 27.700 km at an average speed of 48.822. van Vleuten topped of an all-Dutch podium: Anna van der Breggen came second, 29" behind the winner, and Ellen van Dijk finished third, 1'25" behind van Vleuten. The best placed of

the Italian riders, Elisa Longo Borghini, finished ninth, 2'17" behind the winner. The Danish rider Mikkel Bjerg won the world championship for the Men Under 23 Individual Time Trial for the second year in a row, finishing 33" ahead of the Belgian rider Brent van Moer and 38" ahead of Mathias Norsgaard Jorgensen, also from Denmark.

The new world champion in the Men Elite Individual Time Trial was Rohan Dennis from Australia, who covered the 52.500 km, including a long uphill climb, at an average speed of 49.585. Dennis beat the favourite Tom Dumoulin, who finished 1'12" behind the winner with the Belgian Victor Campenaerts coming third.

Italy also won a medal in the Men Juniors Road Race (132.40 km) thanks to Alessandro Fancellu, who finished third in a race dominated once again by Evenepoel with the Austrian Marius Mayrhofer taking silver. It is also worth mentioning that Evenepoel lost two minutes following a fall but managed to catch up and then soloed to victory. Remco is the

MAPEI'S WORLD CHAMPIONSHIP VICTORIES

Mapei has always had extremely close ties with cycling at the highest level. From May 1993 until the end of 2002 Mapei sponsored a Professional Cycling Team that was at the very top of the world rankings. Mapei's professional riders won four Road World Championships: the Spanish rider, Abraham Olano, won in Duitama (Colombia) '95, the Belgian Johan Museeuw in Lugano '96 (Switzerland), Oskar Camenzind (Switzerland) in Valkenburg '98 (The Netherlands) and Oscar Freire (Spain) in Lisbon 2001 (Portugal).

A number of Mapei riders also finished on the podium in Individual Time Trials at the professional world championships: Andrea Chiurato

(Italy) came second in Sicily '94, as did Olano in Duitama '95, while Toni Rominger from Switzerland finished third in Lugano '96 and the Hungarian rider László Bodrogi took bronze in Plouay 2000.

The Mapei Group also won a gold medal in the under 23 Road World Championships. Francesco Chicchi from the Trevigiani-Mapei team won in Zolder (Belgium) in 2002, and the team also won a silver medal in Lugano '96 with Roberto Sgambelluri and a bronze in San Sebastian (Spain) '97 thanks to the Austrian rider, Gerrit Glomser. Rinaldo Nocentini, who rode for Grassi-Mapei at the time, came second in Valkenburg '98.

SASSUOLO GETS OFF TO A FLYING START OF THE SEASON

ON COURSE TO FINISH NEAR THE TOP
OF THE TABLE



Sassuolo got off to a flying start in its sixth season in the Italian Serie A. The team managed by Roberto De Zerbi beat Inter Milan 1 – 0 in its first match at Mapei Stadium. Of all the top teams, Inter Milan has certainly strengthened its squad most during the transfer campaign. Inter's team manager, Mr. Spalletti, picked a former Sassuolo player, the outside forward Matteo Politano, for the match at Mapei Stadium. In front of a crowd of almost 20,000 fans in the middle of August, the penalty Sassuolo was awarded after Inter Milan's central defender Miranda fouled Di Francesco turned out to be crucial. Domenico Berardi converted the penalty in the 27th minute of the first half, continuing his successful scoring record against the team from Milan. It is true that a number of Inter Milan's

players who took part in the FIFA World Cup in Russia were not in great shape but, nevertheless, these were three extremely important points for Sassuolo.

"I think Sassuolo played really aggressively and did not allow Inter to get going", so Paolo Rossi pointed out, Italy's world-famous striker from the 1982 World Cup in Spain.

"We had to work hard but we deserved the win", according to Mr. De Zerbi, who could not have hoped for a better start as Sassuolo's new team manager. "We could have finished off the match in the second half, but we wasted two chances on the counter-attack. I do not like to play on the counter-attack, but against top teams sometimes you are forced to". Sassuolo against Inter was Kevin Prince Boateng's 'second debut'

ABOVE. Sassuolo's team manager Roberto De Zerbi.

BELOW. Sassuolo's Rogerio breaks free from Matteo Politano, a former player for Sassuolo, in the match against Inter Milan.



RIGHT. The Inter Milan player Brozovic clashes with Sassuolo's captain Magnanelli.
BELOW. Again in the Sassuolo-Inter Milan match, Berardi is challenged by Asamoah.



in the Italian top-flight after being bought by Sassuolo this summer: he had previously played for AC Milan. At the end of the game Kevin Price was delighted: "I am so happy to be back playing in Italy and making a successful debut against one of the favourites to win the league. It was hard work, because Inter Milan are a strong team, but we were determined to enjoy ourselves and everybody deserves praise for their performance. The way Sassuolo play is perfect for me: I played this kind of football for a year in Spain. I was not very lucky in this match, but the important thing is we won. We want to play well, better than last year. The club has invested a lot and we want to play entertaining football and beat the top teams". "Prince – so De Zerbi added - did the work of two players, he put in a great performance. I am also extremely pleased with Bourabia, aged 27, who showed great quality and personality. I thought Sensi played really well after coming on in the second half, he helped out his teammates and also

showed how good he is on the ball". The first game of the 2018-19 season is Sassuolo's seventh win against Inter Milan in the 11 matches they have played since 22nd September 2013; Inter has won four times. "Our hard work and determination made the difference in this seventh win" – according to the captain, Magnanelli, who played a great match in defence.

A HARD-EARNED POINT AT SARDEGNA STADIUM

The team sponsored by the Mapei Group battled hard to take an extremely important point away from a very tense 2-2 draw against Cagliari at Sardegna Stadium. Pavoletti opened the scoring for the Sardinian team after 10 minutes with Berardi getting the equaliser in the 53rd minute. Berardi scored a typical Berardi goal. Sensi passed the ball to Domenico who was just on-side and he fired home a left foot shot after bursting into the penalty area. Pavoletti then scored a second in the 73rd minute before Boateng equalised from the penalty

spot well into time added on. The referee, Mr Pairetto, awarded the penalty for handball against Romagna after checking with the VAR.

FIREWORKS FROM SASSUOLO

Playing its third match of the season at home in Reggio Emilia (Central Italy), Sassuolo showed it is a serious contender this season after winning a dazzling match 5-3 against Genoa. The team from Liguria (Northern Italy) took the lead with a goal by the outstanding Piatek, but goals by Boateng, Lirola, Babacar, an own goal by Genoa's Spolli and another goal by Ferrari, all in the first 62 minutes, saw the team sponsored by Mapei run riot. Genoa pulled two goals back late on in the game through Pandev and Piatek again, but it was too little too late.

RONALDO, TWO HISTORIC GOALS

Sunday 16th August 2018 will go down in the history books: it was the day when Cristiano Ronaldo scored his first two



CROWDS: SASSUOLO - INTER MILAN, RECORD GATE FOR THE START OF THE SEASON

Season ticket sales for the 2018-19 season have been a real success: the club has sold a total of 7169 season tickets. The biggest attendance over the first few games of the season at Mapei Stadium was for the Sassuolo – Inter Milan match that the team won 1 – 0: the attendance figure was 19601. It is worth mentioning that the match took place on the first day of the season, 19th August, and lots of fans were still on holiday, so the crowd of almost 20,000 may be considered a record.

RIGHT. From left, the goalkeeper Consigli in the match against Juventus, Boateng who scored in the match against Genoa and the former Sassuolo player Missiroli and the team's new signing Magnani in the match against Spal.

BELOW. From left, Matri's goal against Spal, Bourabia gets around the AC Milan players Kessie and Castillejo and, finally, Boga, again against AC Milan.



MATRI: THERE IS GREAT TEAM SPIRIT AND THE CLUB IS ON THE SAME WAVELENGTH AS THE TEAM MANAGER

BERARDI, FOUR GOALS AGAINST INTER

When he was little Domenico Berardi, born in 1994, was an Inter Milan fan. As fate would have it, playing out wide in Sassuolo's attack he has made a habit of scoring against Inter, particularly from the penalty spot. Domenico scored his first goal against his favourite team on 1st February 2015 at Mapei Stadium in Reggio Emilia. The match finished 3-1 for Sassuolo and was the team's first win against Inter Milan. Berardi also scored the third goal from the penalty spot in the 93rd minute. He also converted the crucial penalty in Sassuolo's home win against the team from Milan on 10th January 2016. Domenico scored from the spot in the 95th minute in Sassuolo's 1-0 win against Inter. On 12th May 2018, Berardi scored Sassuolo's second goal in the 72nd minute of the match played at San Siro stadium. The game finished 2-1 for Sassuolo. Finally, on the first game of the season on 19th August 2018, Domenico scored from the penalty spot in the 27th minute in the 1-0 win. That means he has now scored four goals against its beloved team. Domenico came through Sassuolo's youth system before going on to play for the first team in the Italian Serie B in the 2012-13 season. Over the following seasons he remained loyal to the team sponsored by Mapei and has been a regular in Italy's Serie A.

goals in the Italian Serie A, unfortunately, against Sassuolo. Juventus beat the black-and-greens 2-1 in Turin: Babacar scored a consolation goal right at the end. Ronaldo gave Juventus the lead in the fifth minute of the second half with a simple tap in from almost on the goal-line. He then scored a second 15 minutes later with a magnificently struck left foot shot at the end of a counter-attack. New signing Filip Djuricic from Serbia was outstanding for Sassuolo. Here is De Zerbi's post-match analysis: "I am really pleased with our performance. It is annoying to lose, but it happens. I am disappointed with the first goal we conceded and the second was a counter-attack, which means we reacted well when we went behind and were playing attacking football. After Ronaldo's first goal we started to play better, more freely, possibly because we then had nothing to lose". Roberto De Zerbi knows all about Djuricic after the Serbian played for him last season at Benevento. "Against Juventus - so the manager was keen to point out - I picked Djuricic because I thought team manager Allegri would play either Cancelo or Cuadrado. Djuricic is a very skilful player and I knew he would cause Cuadrado and Cancelo problems".

De Zerbi, do you regret not having brought on Babacar earlier?

"A bit, yes. I waited to bring him on so as not to risk everything by bringing on another forward; let's not forget we were playing against a wonderful Juventus team. I also did not want to alter the way we were playing".

DI FRANCESCO: BETTEGA-STYLE GOAL

Sassuolo's fifth game of the season got off to a difficult start against Empoli with

the team from Tuscany scoring after just 18 seconds. But it was not long before Sassuolo equalised through Boateng in the 13th minute; the Mapei stadium then erupted after Gian Marco Ferrari scored in the 57th minute and Federico Di Francesco got a third in the 85th minute. Sassuolo's 3-1 win took them into the Champions League's zone. Sassuolo's third goal was an absolutely fantastic strike by Di Francesco junior, who clipped a cross from the right into the far corner of the net with the inside of his heel leaving Empoli's goalkeeper stranded. Juventus's centre forward Roberto Bettega once scored an almost carbon-copy goal of similar brilliance against AC Milan at San Siro back in the 1971-72 season.

FERRARA, SWEET FERRARA

A swashbuckling Sassuolo managed to win its sixth game of the season 2-0 away to Spal Ferrara. In the glorious Mazza stadium in Ferrara, Sassuolo was playing against its past: Simone Missiroli, for so many years such a steadfast player for the black-and-greens, was now playing for the opposition. In the





second half, the up-and-coming young 20-year-old Claud Adjapong gave Sassuolo the lead with a tap in from inside the six-yard box. Then, right at the end of the game, the highly experienced Alessandro Matri scored a second. “My situation - so Alessandro told us after he was brought on just a few minutes from the end of the match in place of Babacar - was very clear right from the beginning . I knew I would begin the season as the third-choice striker and I am training hard so that I am ready to make the most of any time I get on the pitch. There is great team spirit and the club is on the same wavelength as the team manager, which makes everything so much easier”. Matri scored his first goal in the 2018-19 season. “I had not scored for a long time - so Alessandro went on to say - I had almost forgotten what it feels like to score a goal.”

END OF A GOOD RUN

Up until the sixth game of the season, Sassuolo had been right at the top of the table. But then AC Milan came to Reggio Emilia and beat Sassuolo on its

own pitch. The red-and-blacks won 4 – 1 with Kessié scoring the opening goal. Suso and Castillejo then got two more for the away team in the second half before Djuricic pulled one back for Sassuolo. Suso scored AC Milan’s fourth in the 94th minute. All AC Milan’s goals came from shots from outside the area.

“Three of the four goals we conceded – so De Zerbi pointed out - were due to defensive errors. Locatelli and Rogerio also made mistakes, but they are both just 20 years old and this kind of thing will help them develop: I would not swap Locatelli and Rogerio for any other players”.

Indeed, De Zerbi was not completely dissatisfied with his team’s performance against AC Milan.

De Zerbi, what is your main regret after this 4-1 defeat?

“We could have taken the lead in the first half, but let’s not forget that AC Milan is a team with really great players.”

If you have beaten AC Milan, your team that was already in the

GOALS AND RESULTS

19-8-2018	SASSUOLO - Inter	1-0
26-8-2018	Cagliari - SASSUOLO	2-2
2-9-2018	SASSUOLO - Genoa	5-3
16-9-2018	Juventus - SASSUOLO	2-1
21-9-2018	SASSUOLO - Empoli	3-1
27-9-2018	Spal - SASSUOLO	0-2
30-9-2018	SASSUOLO - AC Milan	1-4

Champions League zone would have gone up to second place in the table. Do you think this affected the lads’ performance?

“Some of my players are indeed very young and they are not used to being so high up the table and perhaps all this attention was a bit overwhelming for them. Some of my players were not really at their best. In any case, I congratulated everybody at the end of the match and told them once again that defeats like this are all part of a learning curve. Needless to say, we are disappointed to have lost”.





GOLF AT VILLA D'ESTE





DESIGNERS, BUSINESS PARTNERS AND LOTS OF MAPEI'S GOLFER FRIENDS COMPETED AT VILLA D'ESTE GOLF CLUB

The Mapei Golf Trophy was held at Villa d'Este Golf Club in Montorfano (Province of Como, Northern Italy) on 2nd June, 2018. Over 130 players took part, including customers, business partners, designers and golfer friends directly invited by the company. For some time now, golf has stopped being a sport for an elite few; it has opened up its doors to a huge number of people, who have discovered just how entertaining and good for your health and well-being this sport can be. Lots of Mapei's friends have become golf enthusiasts. To help the sport become even more popular and, abo-



Over 130 golfers took part in the Mapei Golf Trophy at Villa D'Este last June.

ve all, to strengthen the team spirit that has always been one of the company's distinctive traits, a golf tournament has been held on La Fornace golf course at Bormio Golf Club for a number of years now in conjunction with the Re Stelvio Mapei sports event. This year was the 14th edition of the local Mapei Golf Trophy with over 80 golfers taking part (see *Realtà Mapei International* no. 70).

On the crest of this constantly growing wave of enthusiasm, it was decided to create another competition to be held on one of Italy's and the world's most famous golf courses.

Villa d'Este, the seventh golf course to be constructed in Italy (1925), has always been one of the most beautiful, classy, traditional and charming of all. Initially built as a private club for one of the world's most famous hotels, Villa d'Este in Cernobbio, an incredible procession of royalties, famous actors and captains of industry have all played the 18 holes of this famous course.

Many of the world's most famous golfing personalities have played the course designed by James Peter Gannon at least once, one of the best golf course designers in the early 20th century.

The Italian Open has also been held here 12 times: a national record.

The tournament, results and winners

The extremely successful first edition of the Mapei Golf Trophy at Villa D'Este was held using the Stableford scoring system for three different categories.

First prize in the handicap event went to Manuel Ciprandi with a score of 36. **Elisabetta Majocchi** won the first category with a score of 37, just ahead of **Edoardo Mango**, who scored 36. The second category was a close battle with **Paolo Bizzio** (Golf Cavaglià) eventually coming out on top with 42 points, just ahead of Paolo Frello, who finished with a score of 41. Young **Sofia Trioni** won the third category with a score of 40 ahead of **Cesare**



ELISABETTA MAJOCCHI



CESARE SACCHI



SOFIA TRIONI



BIANCA DEL FAVERO

Scacchi, who scored 39. Special prizes were awarded to **Bianca Del Favero**, who won the women's event with a score of 37, and **Giulio Casartelli** (Buena Vista Social Golf), who came first in the super-senior competition with a score of 38.

The day's event - which concluded with a prizegiving ceremony followed by a cocktail party - proved once again that sport is a vital building block for further strengthening Mapei's team spirit. Golf makes this easy.

That is why Mapei has decided to sponsor golf, well aware that it is one of the world's most widely played sports...



CLOCKWISE FROM TOP. Piazzale Genova, the Cadorna roundabout and Treffz Park. Bottom, from left: the Mayor of Cervia, Luca Coffari, Mapei promoter Giuseppe David, the singer Sara Dall'Olio and Councillor Michela Lucchi.



CERVIA GARDEN CITY, MAY IN BLOOM

MAPEI SOLUTIONS FOR URBAN DESIGN AT EUROPE'S BIGGEST FLOWER SHOW

Mapei once again took part in "Cervia Città Giardino, Maggio in Fiore (Cervia Garden City, May in Bloom)" this year, an event devised by Germano Todoli around the end of the 1960s, which can now boast international status of the highest standing.

The event has grown from year to year thanks to the forward thinking of a succession of town councils in Cervia (right through to the present council headed by Luca Coffari) and promoted by a team of experts in landscaping and greenery led by Riccardo Todoli, who, unfortunately, passed away on 18th October.

"Cervia Garden City" it is now Europe's biggest outdoor flower show and a benchmark for landscape technicians and architects from all over Europe.

Unique of its kind, Cervia Garden City is an extremely extensive outdoor show, open 24 hours-a-day from spring to well into autumn, before revamping the city's floral image once again the following spring.

The exhibition is spread right across Cervia's public areas embellishing the city and surrounding landscape.

The event has always been focusing on an extremely important issue at the very cutting-edge of contemporary debate: caring for and protecting the environment.

Every year over 60 associations, schools, all kinds of business and mainly European cities compete to present the very best and most striking 'green architecture' created out of plants and flowers.

In accordance with the Cervia area's great passion for sport, this year's event, the 46th edition, chose "Sport in the Environment and Nature" as its 2018 theme, opening its gardens on 26th May as part of a celebratory weekend in the name of nature and sport that provided landscape architects and tech-



nicians with the stimulating opportunity to revamp and redesign its flowerbeds and green areas.

SUSTAINABILITY AND SPORT

Mapei, which has been taking part in the event since 2006, took the opportunity this year to spotlight its creativity in various locations throughout the Cervia area. Mapei's love for the city of Cervia - let's not forget the contribution it made to the construction of a brand-new seafront in Milano Marittima - is clearly shown by the company's great interest in this flower show over the last few years.

Three Mapei gardens were specially created for the exhibition in Piazzale Genova, Treffz Park and Cadorna roundabout in Milano Marittima (a seaside district belonging to the City of Cervia), where a panel was set up to advertise the MAPEI COLOR PAVING line, a system for creating architectural exposed aggregate concrete surfaces that integrates perfectly with their surroundings and is ideal for large-scale public projects, small private areas, surfaces open to vehicles subject to constant heavy loads, pavements and cycle paths.

Mapei, which has always been a leading player in the world of sport both directly and by providing high-performance products for constructing various types of sports facilities, can count its involvement in the event as having been positive both in terms of visibility and direct working relations with "green technicians".

But, above all, it was a wonderful opportunity to strengthen the company's bonds with this territory.

All this in accordance with the wonderful quote by the Japanese thinker, Daisaku Ikeda, that inspired this edition of Cervia Garden City: "To be in harmony with others is the supreme beauty of life, like a marvellous flower".



INSTALLATION OF STONE MATERIALS

THREE COMMON PROBLEMS: WATER ABSORPTION, DIMENSIONAL STABILITY AND THE CHOICE OF THE INSTALLATION SYSTEM

For example purposes, let's choose three (excellent) materials: Carrara Marble, Red Verona Marble and Luserna Stone. But are they all really types of marble? Can I use the same bonding method for all three of them? How do they behave in damp conditions? These are all pretty basic questions but, as any stone installer knows only too well, apart from their commercial names, they are not the same at all. Their behaviour in terms of compressive strength, abrasion resistance, water absorption and workability, for example, can vary quite considerably. And it is no mere coincidence that the reference norms divide stone materials into different families: marble, granite, travertine and natural stone (which includes everything not covered by the other definitions).



Let's look at each of the following three aspects separately: *water absorption*, *dimensional stability* and choosing the right *installation system*.

1. ARE STONE MATERIALS USED FOR FLOOR AND WALL COVERINGS IN THE RESIDENTIAL BUILDING SECTOR SENSITIVE TO CONTACT WITH WATER?

Some of them, yes. The presence of moisture underneath a marble floor, for example, can cause unsightly marks or stains in various colours to appear on the surface, such as yellow or red (which are often irreversible). In certain cases, the backs of slabs absorb so much water that a stone element can become permanently deformed. Where does the water underneath a floor covering come from? From a substrate that has not been dried correctly, for example, or if there is not an adequate vapour barrier to counteract rising damp. In certain particular cases, stone material may also absorb water contained in the adhesive itself.

2. DIMENSIONAL STABILITY TEST

The aim of this test is to understand the behaviour of the stone material to be installed when it comes into contact with water contained in the adhesive used for installation. This particular test method is contained in an annex to the relative Italian standard UNI 11714.1 regarding the installation of stone floor and wall coverings. How is the test performed? In simple terms, by positioning a slab of the selected material on a support connected to a series of high-precision sensors. The amount of water in the installation system is simulated on the back of the



slab and, at regular intervals of several hours, the amount of movement in the material being tested is recorded. Some materials do not deform at all, while others have quite large levels of deformation. So what should we do?

3. WHICH INSTALLATION SYSTEM SHOULD BE CHOSEN?

If the stone material is dimensionally stable, a normal-setting installation system may be used. In this case, which system to use depends on other factors, such as the size of the slabs, the final area of use and particular site requirements and conditions.

If the material is unstable when it comes into contact with water, on the other hand, it is necessary to opt for a rapid installation system. In so doing, the water contained in the adhesive will be quickly consumed by the cement and won't be able to be absorbed by the natural stone. Rapid adhesives are classified by the letter F (fast), in compliance with European standard EN 12004. Amongst the Mapei installation systems, examples of these types are ELASTORAPID (C2FET S2) and Granirapid (C2F S1). In certain particular conditions, such as when the stone material to be bonded has significant amounts of movement (≥ 6 mm), adhesive without water must be used. Mapei manufactures and distributes KERALASTIC epoxy-polyurethane adhesive containing no water (R2).

In consideration of the above, a few simple questions can prevent problems being encountered on site: is the material I am about to bond sensitive to moisture? Should I use a rapid-setting installation system? Is the substrate on which the material is to be installed suitable for the type of stone I have chosen?

Marco Albelice. Mapei SpA Technical Services Department



RIGHT. The installation systems proposed by Mapei help to tackle common problems related to stone materials.

ABOVE. The equipment used in the Mapei Research & Development laboratories for the dimensional stability tests.





PRODUCT SPOTLIGHT

PROTECTING REINFORCEMENT RODS,
RENOVATING MASONRY SURFACES AND
SMOOTHING SUBSTRATES: SOLUTIONS BY MAPEI



MAPESHIELD I

For the galvanic cathodic protection against corrosion of reinforcement rods in new structures and in structures requiring repair, Mapei proposes **MAPESHIELD I** pure zinc anodes covered with a special conductive paste which keeps the system active over the years. After connecting **MAPESHIELD I** to the reinforcement rods, it impedes corrosion, even if the surrounding environment is particularly aggressive, for example due to the presence of chlorides. It may be used for piles and abutments on bridges and viaducts, floor slabs, pre-cast reinforced concrete structures, front edges of balconies, concrete floors, foundations, basins, and precast structures. It is available in different lengths and masses for different kinds of applications.

AVOIDING THE CORROSION OF STEEL



NIVORAPID

NIVORAPID is an ultra-fast setting, thixotropic, cementitious levelling compound to be applied on horizontal or vertical surfaces in layers from 1 to 20 mm thick. It is used for repairing, levelling and smoothing interior floors, walls, steps and arrises where very rapid hardening and drying are required. By adding LATEX PLUS to **NIVORAPID**, levelling with excellent bonding strength on metal surfaces, old rubber floors, PVC, needlepunch, chipboard, parquet, linoleum or similar is obtained. **NIVORAPID** mixed with water becomes an easily workable thixotropic paste with high bonding strength and rapid drying which allows subsequent installation operations for floor and wall coverings, or painting, within only 4-6 hours after application.

RAPID SMOOTHING



POROMAP DEUMIDIFICANTE

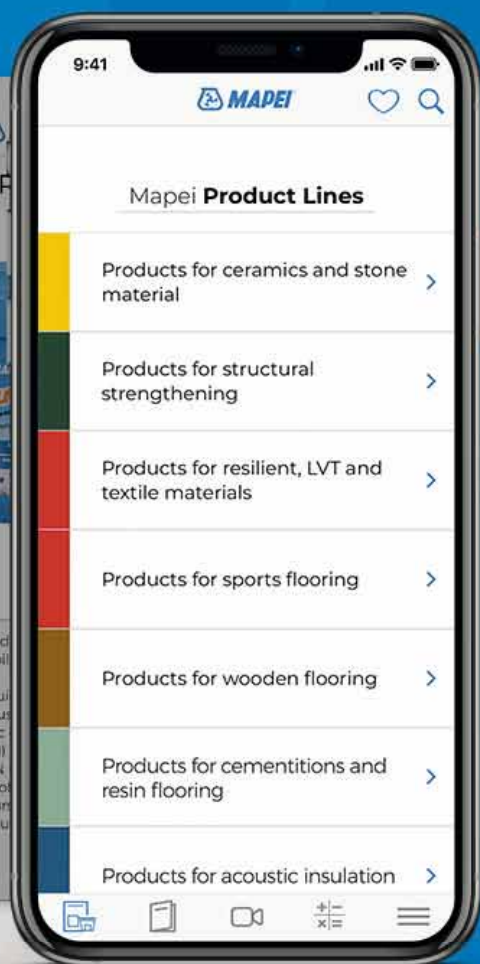
With **POROMAP DEUMIDIFICANTE** one single product is enough to renovate stone, brick, tuff and mixed masonry buildings (including recent builds) with capillary rising damp and saline efflorescence.

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DEHUMIDIFYING MASONRY



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