



TILE

International

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Mosbuild & Coverings 2010

New 2010 edition

...bigger
better!!!



GARDENIA ORCHIDEA

The Gardenia Orchidea philosophy



"This is a time of major change in which we need to choose the right course of action carefully and keep on track.

We believe that the right direction is to focus on customer sat-

isfaction, devoting our undivided attention to ensure customers are provided with the products they need to create their dream home. In times like the present, instead of volumes, it is values that come out on top: beauty, wellbeing, sustainability. - We are hearing the views of **Gardenia Orchidea's general director Massimo Bonezzi**, who proceeds with an explanation - "For several years Gardenia Orchidea has been working with a new idea of ceramics, starting from our hallmark obsession with detail, constant aesthetic research and our marked vocation for innovation, with the ambition to impart characteristics of absolute distinction to our products... a mark of recognised exclusiveness, appreciated worldwide, a brand that offers a guarantee of prestige and unquestionably high class.

The result is a philosophy that Gardenia Orchidea has developed day after day in recent years, placing not just customers and the top quality of our products at the centre of our operations, but above all the concept of the home as a living idea, an aesthetic and design project that conveys values and emotions.

Our historic collaboration with Versace, the more recent launch of the King Go collection of bathroom design accessories, and the launch of an aesthetically and technologically unique series such as *Orice*, are just some of the steps that Gardenia Orchidea has taken along this road of distinction.

Crystal Ker, an extra fine porcelain tile of just 3 mm in thickness, is our most recent collection. Once again, Gardenia Or-

chidea has developed an original project that focuses primarily on meeting demands for products of impeccable aesthetic value, using exclusive and patented technology, and leading to the development of a new generation of environmentally compatible ceramics.

And it's an important step because it marks the awareness that past barriers to development in ceramics have been removed, and that in the tile world too, axioms exist only to be disproved.

It is specifically thanks to this philosophy that a company of the standing of Gardenia Orchidea, backed by almost fifty years of experience, can today look to the future with confidence, secure in the knowledge that we embody the distinctive mark of Italian design and craftsmanship in the eyes of the world."

MARAZZI

Products and foreign markets



MARAZZI GROUP

"It is now generally accepted that 2010 will not be an easy year - just as earthquakes are always followed by aftershocks of unpredictable scale," commented **Maurizio Pigliore, managing director of Marazzi Group**. "What is certain is that crises are times when a general rethink is necessary, a rule that I believe Marazzi Group is following to the letter. I joined Marazzi in April 2009 after the onset of

the crisis and was struck by the group's capacity to react and make substantial investments - another fundamental rule. These include a 90 million euro plan for new technologies, doubling of the *Continua* line at the Casigle factory in Fiorano, and various projects that are currently at the start-up stage, such as the new lines for wall tiles and the introduction of the technological tower.

"If I had to say which aspect of company activity is being de-

voted greatest attention, without hesitation I would say that of products. At times like this we have to go back to basics, and for a ceramic tile company this means manufacturing the best possible tiles while focusing on innovation. This guiding philosophy is reflected in the new products that we launched in 2009 and are presenting at trade fairs this year.

"As regards products and consumer demand, we are seeing the emergence of the new con-

Back to Russia with Mosbuild

EDILCUOGHI, Chéri



Mosbuild, the pre-eminent Russian exhibition devoted to the building, construction and interior architecture sectors, is back in Moscow from 6 to 9 April 2010. The 16th edition of the show is held in the Expocenter and Crocus Expo exhibition centres de-

pending on the product sectors. The show is divided into 6 categories: Buildex, Cersanex, Mosinteriors, Stonex, WindowBuild and CountryLiving. Cersanex, the event devoted to finished products and technologies for the ceramic and sanitaryware in-

dustry (20,528 sq.m exhibition space occupied in 2009), is hosted in the Expocenter and is divided into three sections: bathroom, ceramics and Technoceramica, the pavilion devoted to machinery and technologies. Leading names in the industry

are taking part in Cersanex. The bathroom section features such well-known brands as Roca, Laufen, Jacuzzi Europe, Newform, Jacob Delafon and Hansgrohe. In the ceramic section, the Italian industry is present under the



GARDENIA ORCHIDEA, Luxoring



LAMINAM, Filo