



BALADIN FARM AND BREWERY



IN THE BIRTHPLACE OF BEER, THE RIGHT PRODUCTS TO INSTALL CERAMICS

The Baladin brewery was founded by master-brewer Teo Musso in 1996 to produce and serve their own beers in Piozzo, a small town in the Langhe area in Piedmont, in Northern Italy.

Their initial aim was to produce beer with its own characteristic flavour and image for the Italian restaurant and delicatessen sectors, and today their products are also exported abroad.

Since January 2012, Baladin is both a farm and a brewery, enabling them to be fully responsible for the entire production chain of their beers, right from growing and harvesting the raw materials.

Their ultimate goal is to have a fully self-sufficient cycle, producing not only wealth but also values and ethics. They have not quite reached the point of being entirely self-sufficient, but future development prospects indicate

that this goal will be reached within a few years.

A new, more modern 3,000 m² production facility was inaugurated in 2016, at the foot of Piozzo Hill, in the near town of Farigliano. The idea was to renovate an existing building to avoid building on a green area.

The new facility will enable Baladin to increase production from a current annual capacity of 12,000 hectolitres – divided across 30 different types of beer – to a possible 50,000 hectolitres per year in the future.

PERFECT PRODUCTS FOR PERFECT INSTALLATION

Works on the new Baladin facility, which will be used for the production and storage of their range of beers as well as the new Head Office, started in October 2015 and was completed at

the end of June 2016.

The new offices were tiled with porcelain tiles measuring 60x60 cm with a thickness of 10 mm, made by the company Cotto d'Este, while similar tiles, but with a thickness of 14 mm, were installed in the production and storage areas.

To prepare the substrate in the processing areas, the choice was for a concrete floor with a power-float finish to create all the slopes required, while for the new offices a more traditional substrate was installed.

Once all the substrates had been cured sufficiently, installation of the ceramic flooring could take place. This was carried out to perfection by Roberto Gondolo, the first ever Assoposaccredited Master-tiler in the Province of Cuneo, using KERAFLEX MAXI S1 grey, high-performance, non-slip ce-



TOP OF PAGE. The new Baladin brewery, inaugurated in 2016.

BELOW. Porcelain tiles were installed in the new offices using KERAFLEX MAXI S1 cementitious adhesive. They were then grouted with KERACOLOR GG.



PROJECTS INSTALLATION OF CERAMICS



mentitious adhesive with Low Dust technology, very low emission of volatile organic compounds (VOC) and certified, offset greenhouse gas emissions, a special product for bonding large format ceramic tiles and stone material.

The product chosen to grout the tiles in the offices was KERACOLOR GG high-performance, polymer-modified

cementitious mortar for grout lines from 4 to 15 mm wide. The grout lines in the processing and storage areas, on the other hand, were grouted with KERAPOXY CQ (colour 113), a two-component, anti-acid, easy-to-apply, bacteriostatic epoxy filler with excellent cleanability and BioBlock® technology, ideal for grouting wall and floor coverings in the food industry where

a high level of protection against the formation and proliferation of microorganisms is required.

KERAPOXY CLEANER was then used to clean all the marks and traces of epoxy grout from the surfaces.

For the expansion joints, the product chosen was MAPEFLEX PU30 epoxy-polyurethane sealant, ideal for sealing joints in ceramic floors subjected to intense traffic.

The aluminium skirting in the processing and storage areas was bonded with ULTRABOND MS RAPID, rapid-setting assembly adhesive for internal and external use with a high sucker effect.

The second phase of the project is now under way, which includes a park, home-grown wheat and hops and their own butcher's shop. The aim is to open the works to the public, with guided tours and areas to relax and enjoy life. Creative entrepreneurship and ethical values first and foremost. These are the ingredients behind the success of the Baladin Brewery. An excellent example of Italian industry in constant growth which Mapei hopes will never stop.

IN THE SPOTLIGHT

KERAFLEX MAXI S1

High-performance, non-slip, deformable, cementitious adhesive with extended open time.

This product is particularly suitable for large-sized porcelain tiles and natural stone. KERAFLEX MAXI S1 also has very low emission of VOC (Volatile Organic Compounds), to safeguard the health of both those who apply the product and

those who use areas in which it is applied, and is certified EC1 R Plus by the German association GEV.

The innovative Low Dust technology which characterises this adhesive considerably reduces the amount of dust given off during mixing compared with conventional MAPEI adhesives, to make floorlayers' work

easier and safer. It helps contribute up to **5 points** to obtain the **LEED** certification.



PHOTO 1. 14 mm thick porcelain tiles measuring 60x60 cm were chosen for the production and storage areas and were installed using KERAFLEX MAXI S1.

PHOTO 2. The grout lines were filled with KERAPOXY CQ epoxy filler.

PHOTO 3. KERAPOXY CLEANER was the product chosen to clean the surfaces and remove all the marks and traces of grout.

PHOTO 4. MAPEFLEX PU30 epoxy sealant was chosen for the expansion joints.



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TECHNICAL DATA

Baladin Farm and Brewery New Production Facility, Piozzo (Cuneo, Northern Italy)

Period of Construction: 2015-2016

Period of Intervention: 2015-2016

Intervention by Mapei: supplying products for the installation of porcelain tiles and for the bonding of aluminium

Client: Baladin Farm and Brewery

Project and Works Direction: Studio

Associato S.A.P.I., Domenico Falbo (Turin, Italy)

Contractor: Artigiana Costruzioni CQV - Impresa Edile Valle

Installation contractor: The Assoposa master tiler Roberto Gondolo

Mapei Distributor: Casaoikos/ Berardo Ceramiche (Busca, Cuneo), Andrea Faramia and Luca Berardo

Mapei Coordinator: Effegi, Luca Giuliano (Mapei SpA)

MAPEI PRODUCTS

Installation and grouting of porcelain tiles: Keraflex Maxi S1, Keracolor GG, Kerapoxy CQ, Mapeflex PU30, Kerapoxy Cleaner
Bonding of aluminium skirting: Ultrabond MS Rapid

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