**“EVERYTHING’S OK WITH MAPEI” AT CERSAIE 2018**

*Mapei solutions for ceramics in Bologna from the 24th to the 28th of September*

*Mapei Gallery, Pavilion 25-26*

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

**The products and testimonials** featured in this year’s advertising campaign play a **leading role** at Cersaie, along with the **latest products** developed for the world of ceramics, resilients and wooden flooring.

All Mapei solutions and systems exhibited at Cersaie have their own place on the new, **restyled booth** and are set in a variety of different contexts (hotels sector, residential buildings, commercial spaces, street furniture) and their use is shown during all the days of the exhibition through **practical demonstrations** by specialists from Mapei Technical Services.

*CONSTRUCTING A SUSTAINABLE FUTURE TOGETHER*

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

Various panels and posters will be displayed on the stand to illustrate how Mapei is sustainable. Mapei measures the impact of its products on the environment during all their lifecycle and communicates the results through **EPDs** (Environmental Product Declaration), 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 EC1Plus** (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 standards**. Moreover, Mapei products also play an important role in earning **green credit ratings all around the world** (**LEED**, **BREEAM**, **WELL**, **CAM**).

<https://www.mapei.com/it/en/about-us/mapei-in-italy/the-environment-group>

*NEW PRODUCTS AT CERSAIE 2018*

For the world of ceramics and stone material Mapei is introducing two new adhesives:

**Keraquick Maxi S1**, the **new cementitious adhesive** classified asC2FTS1 according to EN 12004 standards: 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.**

**Adesilex P9 Express**, the **cementitious adhesive** classified as C2FE according to EN 12004 standards, 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 traffic after 24 hours).

**Ultrabond Eco S958 1K**, the one-component, silylated polymer-based, solvent-free adhesive classified as **hard-elastic** according to ISO 17178 standards, has very low emission of volatile organic compounds (**EMICODE EC1 RPlus**) and is suitable for installing any type of solid and pre-finished wooden flooring on any type of substrate, including heated screeds.

**Ultraplan Renovation**, the self-levelling, **fibre-reinforced**, rapid-drying smoothing and levelling compound, 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, terrazzo, 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.

*EVERYTHING’S OK WITH MAPEI*

The key products featured in the advertising campaign transmitted over the airwaves on the main radio stations and in sports papers have their own slot at Cersaie:

**Keraflex**, the family of cementitious adhesives characterised by high performance and extreme versatility for installing ceramic and stone tiles, including large formats and over large surfaces;

**Mapelastic**, the two-component, elastic cementitious mortar for reliable, permanent waterproofing of balconies, bathrooms, terraces and swimming pools;

**PoroMap Deumidificante**, the one-component rendering mortar resistant to soluble salts made from special, Pozzolan-reaction hydraulic binders, applied in single layers for restoring masonry damaged by moisture;

**Dursilite**, high-performance water-based paints with good covering properties, easy to apply and used to protect and decorate internal surfaces;

**Planitop Smooth&Repair**, the rapid-setting cementitious mortar for repairing and smoothing over concrete, available in classes R2 and R4 (Planitop Smooth&Repair R4).

*SOLUTIONS FOR PUBLIC AND PRIVATE BUILDING SECTORS*

Apart from the new products and systems featured in the advertising campaigns, Mapei also proposes **reliable solutions and complete installation systems** for the tourism sector, commercial surroundings and street furniture, including materials to prepare substrates to protective and decorative coatings. Specific, high-performance solutions that can be fully integrated and used in projects for long-lasting, quality work.

Also showcased at the exhibition is 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 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 materic-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.

For public settings and street furniture Mapei proposes **Mapei Color Paving** for creating architectural road surfaces in exposed aggregate concrete and **Mapestone** for architectural stone paving in full compliance with the new **UNI 11714-1:2018** **standard** “Stone floor, wall and ceiling coverings – Part 1: Instructions for the design, installation and maintenance”.

Also presented at Cersaie is **Mapestone Joint** to create pervious and elastic stone paving set on bound laying beds.

Solutions for cycle tracks are represented 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 polyurea-based waterproofing membrane sprayed onto substrates once they have been suitably prepared and primed. Its exceptional mechanical properties, particularly its rate of elongation at failure and crack-bridging capacity, make this type of membrane highly elastic. Also for green roofs, Mapei is proposing **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.

In the **demo area** specialists from the Technical Services Department will be holding **practical demonstrations of Mapei products** every day at 11 am, 12:30 pm, 2 pm and 3:30 pm.

**Mapei’s experience** will feature in a presentation of the most **recent and important projects** from around the world where Mapei products have been used.

Founded in 1937 in Milan, Mapei now has 85 subsidiaries, including the parent company, and 81 production facilities in 34 different countries in 5 continents, a forecast turnover for 2018 of €2.5 Billion and 10,000 employees around the world.

The foundations for the success of the Company are specialisation in the world of building by offering certified products and systems to meet the requirements of clients and market demand; internationalisation to be more in tune with local needs and to reduce transport costs to a minimum; Research and Development, which receives the most support from the Company in terms of both investments and human resources.

*August 2018*