



IN THESE PAGES. In the showroom of Milan MAX&Co. boutique in Milan new wooden floors were laid and finished with Mapei products such as ULTRABOND ECO S945 1K, SILWOOD, ULTRACOAT HIGH TRAFFIC and ULTRACOAT PREMIUM BASE.



MAX&Co. Showroom

A new look for the brand's showroom in the centre of Milan

An all-Italian, international brand recognised as the forerunner in pret-à-porter, the Max Mara Group is Italy's leading clothing company, founded in 1951 with the intention of offering top-of-the-range ladies' clothing made using unrivalled industrial manufacturing processes. A leading position that the Group has consolidated over the years thanks to its rigorous style, obtaining public recognition that is clearly demonstrated through its 2,300

boutiques located in various countries.

The first boutique to carry the Max Mara name was opened in Reggio Emilia (Central Italy) in 1964, the first of a network of boutiques that can now found in the most important cities in Italy and around the world.

One of the brand's outlets has been lately completely renovated, and included the laying of wooden flooring using products from the Mapei range. The boutique is in Milan in Corso Vittorio Emanuele II, just a few steps from the Duomo square and the Vittorio Emanuele Arcade (see *Realtà Mapei International* n. 41 for a detailed report of the renovation works in this arcade).

A Rapid, High-quality Laying Wooden Floors

The client and the designer wanted to laying industrial oak flooring in a herringbone pattern on all three floors of the boutique, for a total surface area of 500 m². Another firm request of the client was to laying and finish off the flooring as quickly as possible so that they could open the boutique during the winter. To meet the requirements of the client, the company contracted to laying the flooring contacted Mapei Technical Services Department, who recommended the most appropriate adhe-





Technical Data

MAX&Co. Showroom, Milan (Italy)
Period of Construction: 2009-2010
Year of Intervention: 2012
Intervention by Mapei: supplying products to laying and finish wooden floorings
Client: Maxima
Works Direction: Giuseppe Randazzo
Building Site Direction Kibea Parquet, Sassuolo (MO)
Laying Company: Matteo Magri, Kibea Parquet
Laid Materials: oak wooden floors
Mapei Distributor: Munarini Srl
Mapei Co-ordinators: Alessandro Bonacini, Carlo Rossi and Carlo Alberto Rossi, Mapei SpA (Italy)

Mapei Products

Laying Wooden Floors: Ultrabond ECO S945 1K
Finishing Wooden Floors: Silwood, Ultracoat High Traffic, Ultracoat Premium Base.

For further information see the website www.mapei.com

IN THE SPOTLIGHT

ULTRABOND ECO S945 1K
 One-component, isocyanate and solvent-free, sililated polymer adhesive. It is suitable for bonding pre-finished and solid wooden floors, certified as a product with a very low emission level of volatile organic compounds (EMICODE EC1 R Plus). ULTRABOND ECO S945 1K is easy to apply with excellent ridge holding. The product is a ready-to-use product, therefore no catalyst is required, and no mixing is needed; it is suitable for use even by installers who are allergic to epoxy and epoxy-polyurethane products. It can contribute up to **5 points** to obtain the **LEED** (Leadership in Energy and Environmental Design) certification.



sives and finishing products. The first step was to clean, sand and then dust off the substrate. The solid wood flooring was then bonded in place (14 mm thick industrial wooden flooring), and the choice of the client in this case was oak. To laying the flooring, Mapei recommended using ULTRABOND ECO S945 1K one-component, isocyanate and solvent-free, sililated polymer-based adhesive for bonding pre-finished, multi-layered wooden floors, with very low emission level of VOC, Volatile Organic Compounds (EMICODE EC1-R Plus Certified). Three days after laying the wooden floor was

sanded, after which it was then possible to apply ULTRACOAT PREMIUM BASE two-component water-based, NMP-free, undercoat with high insulating capacity, very low emission level of VOC. The next step was to varnish the floor with ULTRACOAT HIGH TRAFFIC, two-component, NMP-free, 100% polyurethane water-based varnish with high resistance to wear and abrasion and very low emission level of VOC for wooden floors. It is suitable for floors subject to extremely high pedestrian use. SILWOOD acrylic sealant in its oak shade was used to seal perimeter joints.