

INTERNATIONAL

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“A VALUABLE ASSET: OUR BUSINESSES”

Holy Father, I would like to thank you in the name of Italian industrialists for granting us this audience. This is a very special day for us: the first time in history our Association has been able to address the Pope.

An Association which, throughout its entire history, has been engaged in promoting economic, social, civil and cultural growth throughout the country, working together with the aim of living in a better, fairer and more just world that is more respectful of everything and everybody.

Nowadays this is an even more complex matter. We live in an age of great uncertainty, as you yourself have put it so aptly, and I would like to quote your own words: “We are not so much living in an age of changes as in a changing age”.

Your words have taken us this far. Present-day issues reveal a world that calls for everybody to accept their own responsibilities. Responsibilities which business people, first and foremost, cannot and do not wish to avoid, as we remember what the Italian entrepreneur Angelo Costa taught as: “business people have a better chance of affecting other people’s well-being through their work”.

Nowadays we have incredible means at our disposal and yet never before have human beings seemed so lonely and fragile as at the present moment.

Science and technology alone cannot provide the answers to the questions facing us, because the answer lies inside Man himself and in his ability to envisage and construct a new way of living together.

Here today I would like to say, with great humility and an awareness of our limits, that we do not have any immediate solutions

to these planetary issues, but we do have one precious asset at our disposal: our commitment and the commitment of our companies. This is an important asset we can build upon.

The Italian poet and novelist Alessandro Manzoni wrote that God will forgive lots of things and we are well aware that we are just people, who make mistakes like everybody else. Nevertheless, all the stories, ups-and-owns and successes on which our companies have been built have their deepest roots in hard work and fair profits, without which solidarity would just be a meaningless word.

Holy Father, in your *Evangelii Gaudium* you pointed out with great force that “the financial recession we are going through makes us forget that its origins lie in a profound anthropological crisis: a denial of the primacy of human beings”.

In the quest to place Man back at the centre of our uncertain society, faith is of extraordinary importance and vitality, a benchmark even for non-believers, just as business and free enterprise are central components of a society capable of the kind of genuine solidarity that everybody should strive towards. My most heartfelt thanks on the part of everybody for listening to what we had to say.

Giorgio Napolitano

(This is the speech that the President of the Confindustria addressed to the Holy Father on 27th February, 2016)

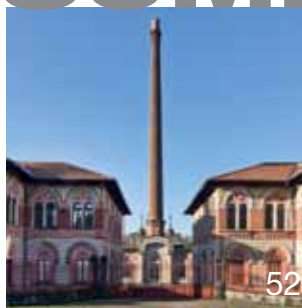
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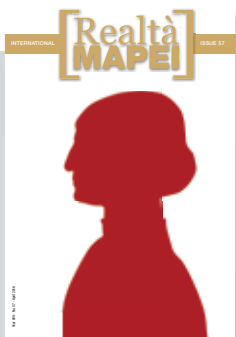


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COVER STORY

"Piero della Francesca. Exploring a Legend" is an exhibition currently being held in Forlì (Central Italy) till the 28th of June. Mapei is partner of this exhibition which also supports charity projects by Fabbrica del Sorriso.

EDITOR IN CHIEF
Adriana Spazzoli

EDITORIAL CONTRIBUTORS AND ENGLISH TRANSLATION
Martyn Anderson, Nicholas John Bartram, Alessandro Brambilla, Metella Iaconello, Federica Pozzi, Tiziano Tiziani, Federica Tomasi

PRODUCTION AND EDITORIAL COORDINATOR
Metella Iaconello

PHOTOGRAPHIC RESEARCH
Davide Acampora

GRAPHIC DESIGNER
Studio Magazine - Milan (Italy)

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Mapei SpA
Via Cafiero, 22 - 20158 Milan (Italy)
Tel. +39/02/376731
Fax +39/02/37673214
website = www.mapei.com
E-mail = mapei@mapei.it

PRESIDENT & CEO
Giorgio Squinzi

OPERATIONAL MARKETING DIRECTOR
Adriana Spazzoli

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Alec Invernizzi, Alberto Quadrio Curzio, Beltrami Studio, Confindustria, Eurocommunication Grandi Eventi srl, ERF, Intrapresae Collezione Guggenheim, Florim Ceramiche, Matt Keenan, Master Group, Ibermapei, Rob Lindblade, Mapei Australia Pty Ltd, Mapei France, Mapei GmbH, Mapei Malaysia, Sassuolo Calcio, Wilma Malucelli, Osservatore Romano



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CONFINDUSTRIA MEETS THE POPE FOR THE FIRST TIME IN HISTORY

OVER SEVEN THOUSAND ITALIAN BUSINESS PEOPLE GATHERED AROUND THE HOLY FATHER TO "DO THINGS TOGETHER" ON 27TH FEBRUARY 2016

February 27th, 2016, was an historic day for Confindustria, the Confederation of Italian manufacturing and service companies. Since it was first established in 1910, seven thousand business people met with the Pope in the year of the Extraordinary Jubilee of Mercy for what many people have described as "the Jubilee of industrialists". An historic event for at least two reasons. It is actually the first time in Confindustria's 106-year history that Italian business people have had an audience with the Holy Father. It is also the first time that the Confedera-

tion of Italian manufacturing and service companies has taken part in a Jubilee, which this year is dedicated to Mercy. "Fare Insieme" (Doing Things Together) is how this event was referred to and it was divided into two separate parts. On the first day of the audience, Friday 26th February, a convention entitled "Fare insieme. Sviluppo, istruzione, lavoro" (Doing things together. Growth, education, work) was held in the Augustinianum Auditorium in the Vatican, which provided the chance to take a closer look at the issues of growth and respect for social

and ethical principles and values.

"Doing things together" were the three keywords that Pope Francis certainly appreciated. They exemplify what businesses and Confindustria think about the social role they have to play: sharing, building solid foundations, and measuring up to the opportunities provided by innovation, both as individuals and as a community. The architect behind this enterprise was the President of the Confederation, Giorgio Napolitano, who was so determined to organise this encounter. A necessary meeting that symbolically marks the end of any kind of ideological rift.

THE REASONS BEHIND THIS EAGERLY AWAIT ENCOUNTER

"We decided to organise this event - so Napolitano stated - because we believe that industry is at the focus of civil society and



can come up with lots of ways of improving the country; the Jubilee provides an important opportunity to get the Pope to listen to what business people have to say and what drives us to go about our business on a day-to-day basis". "Business is still at the focus of our entire social system: only successful businesses - so the President of Italian industrialists went on to say - will allow us to carry out various means of solidarity in the name of civil growth".

This event, which saw the Italian industry meet directly with the Holy Father, is the final and certainly the most striking step along a path that Confindustria has been traveling along for over a century, as it has attempted to give business a solid social role in society. The so called "Pirelli Reform" in 1970 first brought these issues to the fore, but it was actually the "Mazzoleni Reform" in 1991 that led to

the idea that Italian business people are committed to highlight: the values of equality and social solidarity are an integral part of their own vision of democratic capitalism as a system that maximises both the generating of wealth and the social utility of that wealth.

WORK AND HUMAN DIGNITY

The current Pope has very clear and, in various respects, even radical views on these matters.

In his apostolic exhortation *Evangelii Gaudium* he said "no" four times on this subject: no to the economics of exclusion which marginalises certain people; no to the ideology of money and total market freedom; no to the exclusive monetizing of economic relations and financial speculation; no to social inequality that leads to violence.

Just like John Paul II before him, Pope

Francis is keen to focus on work and the relationship between work and human dignity. Work results in active co-creators, players closely involved in the economic process.

In this respect he is not a radical enemy of the markets and, on several occasions, he has spoken out in favour of "social market economics", which views the role and responsibility of business people favourably, places value on private property and presupposes human creativity and freedom.

THE BASIS FOR A NEW SOCIAL CONTRACT

The underlying thinking that led to this historic encounter was outlined by Giorgio Squinzi just a few days before the event in a letter published in the Italian newspaper *Avvenire* on 24th February in which he stated that "the underlying reason why the women and men from Confindustria have asked to meet with Pope Francis is this: a desire to think about what ought to be the foundations of a new social contract". In a rapidly changing world full of danger that appears to have lost its sense of direction, Squinzi's thinking seems to coincide with Pope Francis' one.

"Faith, in an uncertain society that lacks cohesion or systematic ideas, is an extraordinarily important and vital thing. - so Squinzi stated - Business and work are vital components in coming up with an innovative solution based around equality and practical merit. The cunning enemy to be defeated is the illusory game of speculation and our virtual society, which have been, are and will continue to be (unless they are stemmed) the driving force behind so much illusory wealth and genuine inequality and poverty".

POPE FRANCIS'S WORDS: PEOPLE ARE AT THE CENTRE

"Your manufacturing operations should always be focused around the common good or, in other words, creating work and wealth in accordance with a kind of justice that respects human dignity, carefully avoiding any easy compromises". This is the essence of the speech that Pope Francis made to everybody attending the "Jubilee of Industrialists" in

the Paul VI Hall.

"At this meeting, which is an absolute first in the history of your association" - so the Pope pointed out - "you have committed to making a pledge: that of contributing through your work to the creation of a fairer society that is more concerned about people's actual needs. You want to ponder over the ethics of doing business; together you have decided to focus more attention on those values that form the backbone of training projects and projects to enhance the territory and promote social relations, which will provide a real alternative to the consumerist model of profit-making at all costs". According to the Pope, there can be no business ethics or debating about work values unless they can come up with some solution for those mothers and fathers, who are so concerned for their children.

THINK ABOUT REAL PEOPLE

Pope Francis' social thinking is well known. His *Evangelii Gaudium* apostolic

exhortation and *Laudato Si* Encyclical have clearly stated the Pope's thoughts about the relationship between people and the economy. And these two documents - the first of which was referred to in the official greeting by the President of Confindustria to the Pope - are the guidelines Pope Francis drew upon when addressing the thousands of business people of all kinds. The meeting was focused around the idea of "Doing things together" and the Pope has come up with his own interpretation of it: "'Doing things together' actually means basing work not around the solitary genius of one individual, but rather the cooperative endeavours of many people. In other words, it means 'creating a network' to bring out everybody's talents, without, however, overlooking the absolute uniqueness of every individual. So people should be the focus of all businesses: not some abstract, ideal or theoretical notion of people, but real people with their dreams, needs, hopes and endeavours".

LEAD BUT ALSO LISTEN

And, so Francis pointed out, these hopes and endeavours have a face, that of families, the "cornerstones of mankind", in which, so he noted, the experience of work "finds its true meaning and value, the sacrifices that nourish it" and the fruits it brings forth. The faces of old people, who are "too often discarded as useless and unproductive" when, in actual fact, they could still "provide the resources and energy for active collaboration". The faces of young people and of all those "potential" workers, who are "prisoners of working insecurity or long periods of unemployment". Doing business, so the Pope claimed, means working for these categories of people: "It means making sure everybody gets their dues, relieving mothers and fathers from the anxiety of not being able to provide either a future or even present for their own children; it means knowing how to command, but also how to listen, sharing projects and ideas with humility and trust; it means ensuring that





"DOING THINGS TOGETHER" MEANS SHARING, BUILDING SOLID FOUNDATIONS, MEASURING UP TO THE OPPORTUNITIES, BOTH AS INDIVIDUALS AND AS A COMMUNITY



work creates more work, responsibility creates further responsibility, and hope creates more hope for the younger generations in particular, who now need it more than ever before".

UTMOST ATTENTION TO HUMAN DIGNITY

So the appeal the Pope made to industrialists was to be brave since theirs is "a noble vocation" aimed at creating wealth and improving the world for everybody, making sure that: "coming together and doing things together is not just a slogan, but rather a plan for the present and future". With reference to the industrialists in attendance, he urged them to be the "constructors of the common good and architects of a new kind of humanism of work": "Always follow the path of justice, which refuses to take shortcuts in the form of favouritism and such dangerous deviations as dishonesty and easy compromises. The supreme rule to be followed is that other people's dignity, an absolute and unshakeable value, should be at the focus of everything. Let altru-

ism guide you in your endeavours: it will ensure you categorically refuse to allow people's dignity to be trampled on in the name of production demands that conceal egotistical short-sightedness, sad selfishness and a thirst for making money".

AN ECONOMY AT THE SERVICE OF JUSTICE

Pope Francis then went on to conclude that manufacturing should be guided by "the common good", so that "an economy can be developed that belongs to everybody and is for everybody" and is not "insensitive to the look in needy people's eyes".

"This really is possible, provided that the simple proclamation of economic freedom does not take precedence over people's actual freedom and their rights and the market does not become an absolute but actually honours justice and, ultimately, human dignity. Because there can be no freedom without justice and no justice without respect for the dignity of every individual".



CREATIVE SOLIDARITY

THIS ARTICLE BY PROFESSOR ALBERTO QUADRIO CURZIO WAS FIRST PUBLISHED ON THE ITALIAN NEWSPAPER *IL SOLE 24 ORE* ON THE 27TH OF FEBRUARY, 2016

Creative solidarity was the ideal operating paradigm for the seminar held yesterday in Rome providing an opportunity to reflect before the meeting between Pope Francesco and the Confederation of the Italian Manufacturing and Service Companies (Confindustria) headed by Giorgio Napolitano.

The seminar focused on “Doing things together” or, in other words, how “ethics and business can come together in our connected global society”. We attempted to come up to a solution to this soundbite, which also poses an important question. Before outlining our solution, it is worth remembering a statement in Pope John Paul II’s Encyclical: the *Centesimus Annus* from 1991. It states that “the Church has no models to propose. Real and truly effective models can only emerge from a framework of different historical situations, thanks to the combined efforts of all those responsible for tackling concrete issues in all their interwoven social, economic, political and cultural aspects”. It also states with specific and powerful precision, “... the Church provides its own social doctrine as indispensable ideal guidance”. This poses the problem of combining ideals with operating models that are dynamically concrete while conforming to principles. With this in mind we have chosen three categories that are part of both Catholic social thinking and institutional, social and economic thought: solidarity, subsidiarity, growth.

SOLIDARITY

This expression – concept – often refers to the notion of people who have more giving to those who have less. Or, in other words, redistributive solidarity aimed at protecting the less fortunate, which is mainly the duty of our Institutions. But it is also they type off work carried out by so many non-profit organisations, which do not just provide financial aid but also care for those in need, so that they can feel part of a wider community of people.

But there is also creative solidarity that is no less important.

Businesses have the task of providing this kind of solidarity by offering work and professionalism, knowledge and expertise, innovating and thereby making production operations solid and long-lasting. Businesses that operate in this way, that make profits out of creativity (not just consolidating their status as in the case of companies operating on a monopoly basis) and that manage to operate on markets, including international markets, provide economic solidarity with powerful social implications.

Sometimes a certain tension may arise between these two forms of solidarity (redistributive and creative), which is not easily eased because, while creative solidarity looks much more towards long-term growth and hence to forthcoming generations, redistributive solidarity mainly focuses on those suffering in the present. These two forms of solidarity are found in various sections of European Treaties and are both considered worth pursuing.

SUBSIDIARITY

Although this is a less familiar category, it is, nevertheless, very much a part of both the Catholic social thinking and European Treaties, as well as political, economic and social analysis and practice. It provides guidelines for distributing power and functions vertically in various institutions (i.e. levels of government) and horizontally in the three components of good democracy or, in other words, institutions, society and the economy. Subsidiarity means freedom, independence and decentralisation, but also responsibility on the part of all operators as key parts of a democratic system.

From the numerous points of view from which subsidiarity may be observed, we are choosing that of the distinction between representative and participative democracy, in order to focus on the role of companies and businesses, which are all players in this seminar through the Confederation of the Italian Manufacturing and Service Companies. These asso-

ciations come into being in the economic sphere, where they mainly go about their business, but they also serve social purposes and enjoy relations with our Institutions. The extent of their socio-institutional scope can best be understood by thinking, by way of contrast, of those centrally-governed/liberalist democracies polarised between the Government and market that swing from dirigisme to liberalism like a pendulum. In these democracies either the Government is too strong and or the market is too powerful. The conceptual centre of a participative democracy of an economic/socio-economic type is more businesses themselves with their associated systems. In associations of free business people like these, a community is formed that attempts to achieve an economically sustainable goal through creativity and co-operation without just focusing on making as much profit as possible as quickly as possible. It is an arrangement in which *homo faber* takes precedence over *homo oeconomicus*.

GROWTH

This is a complex entity that cannot be calculated solely in terms of national income, but also by drawing on lots of other indicators of wealth. We have opted for two that allow growth to continue over time, i.e. investments and infrastructures. At

this crucial moment in history Europe needs to implement a major investment plan to reabsorb unemployment and prevent the destruction of our production capacity (that will inevitably make our human resources obsolete), in order to make lots of old infrastructures eco-compatible. But Europe is not doing this, because it is losing its self-confidence and, therefore, believe that only taking control of public spending can ensure the sustainability of European economies. This means there are now 3.5 million unemployed under the age of 25 in the Eurozone alone. If European institutions were brave enough, it would be possible to come up with those few thousand billion euros required to make the necessary investments to innovate the entire European economic and environmental system over the next 20 years.

The European Union, which was founded thanks to the creative and farsighted solidarity of its institutions, governments, people-society, economy and businesses, is now in danger of imploding due to its conservative narrow mindedness.

Alberto Quadrio Curzio. President of the Italian science academy "Accademia Nazionale dei Lincei"

We thank Sole 24 Ore for kindly allowing us to republish the article.

WE NEED A DIFFERENT KIND OF EU

THE CONFERENCE HELD BY THE PRESIDENT OF THE ITALIAN FEDERATION OF "CAVALIERI DEL LAVORO", ANTONIO D'AMATO, AT ACCADEMIA DEI LINCEI

On 12th February the President of the Italian Federation of "Cavalieri del Lavoro" (a special recognition awarded to Italians who have been meritorious in agriculture, industry and commerce, crafts, lending and insurance), Antonio D'Amato chaired a conference entitled: "Europe, Identity and Role. The Cavalieri del Lavoro's Viewpoint" hosted at the Accademia dei Lincei headquarters in Rome.

An issue, the EU and her future, that both D'Amato and the President of the Accademia di Lincei, Alberto Quadrio Curzio, agreed to focus on. According to Antonio D'Amato, "we need more Europe than ever before, a politically stronger Europe, more united institutionally and more competitive economically". An opinion that the former President of Confindustria (Confederation of Italian Manufacturing and Service Companies) expressed while describing himself as "firmly pro-European" in light "of the economic recession, urgent social issues and international conflicts".

We are faced with a "complex and unfamiliar scenario that conventional doctrine cannot cope with, including a recession that is in danger of turning into prolonged deflation, conflicts between the north and south, and battles between civilisations".

We need the EU to be "profoundly different from the way it is today. Without an united political vision, and by insisting in making a distinction between Europe based around rigour and Europe based around growth, as if the two were incompatible, we have lost our competitiveness", so D'Amato went on to say as he focused on the three main reasons behind the European crisis: a single currency created without the proper institutions, the decision to extend the borders of the European Union carried out in haste and not based around governance, and a Constitutional Charter that has failed to recognise European values and identity and made its overall workings more bureaucratic and rigid. The EU is in a real quandary. There are too many rules and a mistaken belief that Europe could be focused around innovation and quality, shifting manufacturing to poorer nations, "believing the situation would remain the same, a short-sighted and arrogant vision that has left us short on brains and manpower". Nevertheless, not all is lost, because, so D'Amato went on to say, "we are the biggest consumer market in the world, we have a population of over 250 million consumers and are surrounded by Africa



with its great potential for growth, development and, above all, supply of raw materials".

As regards the great issue of European identity, D'Amato's views are quite clear: "we have absolutely no chance of calmly and constructively tackling the so-called political struggle and battle of civilisations with other entities around our borders unless we can find the strength and capacity to acknowledge our values and our ideals; hiding them away and denying them will just make the tension even greater, more acute and, ultimately, unsustainable from a political and social viewpoint".

"We are all now being called upon to work together in the name of peace, culture, well-being and social-civil sustainability, which should all be part of our common heritage. This is an issue - so D'Amato concluded his speech - that we must get the entire Italian nation involved in, as well as all our colleagues and fellow players of our economic and institutional world, even in other countries, because we are fighting for a common cause and will only win if we are all headed in the same direction".



MAPEI IN MALAYSIA

A NEW MAPEI PLANT OFFICIALLY OPENS NOT FAR FROM KUALA LUMPUR

Asia is the pulsating heart of the world building industry. The Far East and Oceania account for over 45% of the worldwide building market and, according to experts, it should continue to be the main driving force behind growth in the global building industry in the near future and influence the overall trend in the construction market. This is not only due to such gigantic nations as China and India which, on the contrary (most notably China), are beginning to see a slowdown in their dazzling growths. It also applies to other high-performing nations which have highly encouraging prospects.

Malaysia is one of these nations. The third economic power in Southeast Asia, it is also the third richest nation in terms of GNP per capita after Singapore and Brunei. It is certainly one of the world's most competitive economies, ranked 14th worldwide in 2015. The Malaysian GDP growth was well above 4% in 2015 and is ex-

pected to maintain this level in 2016. The unemployment rate, approximately 3% in 2015, should remain the same this year.

Malaysia has continued to grow both economically and in terms of its building industry. Over recent years the Malaysian Government has, in fact, allocated increasingly large shares of its national budget for investments in building: out of the approximately 10.7 billion Euros recently allocated for national growth, almost 103 million were allocated for constructing economic corridors and over 200 million for building and modernising the Malaysian motorway and railway system. Bearing in mind the incorporating of highly ambitious infrastructural projects in the 11th Malaysian Plan (the Government's economic plan for 2016-2020), such as Petronas Rapid in Johor, the Malaysian Valley Vision, Samalaju Industrial Park and the Pan Borneo motorway, local analysts expect that,



THE ASIA-PACIFIC REGION ACCOUNTS FOR OVER 45% OF THE WORLDWIDE BUILDING MARKET. MALAYSIA IS ONE OF THE MOST HIGH-PERFORMING NATIONS AND THE THIRD ECONOMIC POWER IN SOUTHEAST ASIA

once again, this industry will be the real driving force behind the Malaysian economy over the next few years through to 2020. A significant indicator of the thriving property sector is the real boom in sales of ceramic tiles in Malaysia: 108.2 million m² in 2015 (+7.2% compared to 2014) and ceramic tiles sales are expected to increase by a further 6.5% in 2016 and 6.2% in 2017.

MAPEI OPERATIONS IN MALAYSIA

Mapei could not miss out on such an encouraging economic framework. The Group started operating in Malaysia in 1994 through its subsidiary Mapei Malaysia Sdn Bhd with a staff of just six people. In 2001 the manufacturing of powder materials for installing ceramics and stone materials was set under way in Rawang, a satellite town of the capital Kuala Lumpur. The manufacturing plant, which was then based in rented premises, was subsequently extended to accommodate the manufacturing of latex-based liquid materials in 2008 and grinding aids for cement in 2010. An automatic high-tech mixer was then installed in 2011, which allowed the Malaysian subsidiary to increase its productivity so as to cater more effectively for the growing demand for building products coming from both the Malaysian market and neighbouring countries since its formation in 1963.

In order to meet its customers' expectations and in preparation for continuing high growth in the years ahead, the Group decided to build a new manufacturing plant in Nilai (about an hour's drive from Kuala Lumpur), equipped with ultramodern systems, laboratories for Quality Control, Technical Services and training areas and plenty of space for storage and warehousing. Its construction, completed in December 2014, has al-

PHOTO 1. The Malaysian building industry has been performing extremely well for many years now and is expected to be the driving force behind national economic growth in the near future as well.

PHOTO 2. The Mapei manufacturing plant in Nilai (Malaysia) opened on 16th November, 2015.

PHOTOS 3, 4 and 5. Much more spacious facilities for manufacturing, storage and laboratories in the new Mapei plant compared to the old manufacturing unit in Rawang.





PHOTOS 6 and 7. Ushers in traditional costumes and welcoming of guests by Seow Aik Guan, General Manager of Mapei Malaysia.

PHOTO 8. The event was also attended by Veronica Squinzi, Internationalisation and Global Development Director for the Mapei Group, Marco Squinzi, Director of the Group's Research & Development Department, Marcel Smit, Regional Director of Mapei Asia-Pacific, and the

Italian Ambassador to Malaysia, Mario Sammartino. All guests were pinned with a coloured corsage (photo 12).

PHOTO 9. Seow Aik Guan addressing the audience with the opening speech.



lowed Mapei Malaysia to group together most of its operations under one single roof, across an overall area five times bigger than the facility in Rawang, with room for future expansions. The plant handling powder products now has four times its previous capacity, new machinery has been installed for manufacturing materials in both liquid and paste form.

The plant required an overall investment of over 50 million *ringgit* (approximately 10.7 million Euros), but it was worth it: Mapei Malaysia can now offer its customers a wide range of products for building and civil engineering projects and for underground construction sites.

Thanks to the increase in its manufacturing output, the Malaysian subsidiary has managed to make new inroads into various segments of the industry, such as the markets for waterproofing and sealants, structural strengthening systems, systems for repairing concrete, industrial floors and admixtures for concrete, in addition to its well-established position in adhesives for ceramic and stone materials.

Total sales of 70 million *ringgits* by the end of 2015 (almost 15 million Euros). These results have actually enabled Mapei Malaysia to exceed the goal set five years ago by the Group's executive management: to triple sales over the 2010-2015 period.

All this thanks also to a staff of 90 people operating in the Administration and Finance, Sales, Technical Services, Marketing, Management, Laboratories and Production departments.



PHOTO 10. After completion of the speeches, guests were entertained to a colorful and acrobatic Chinese lion dance. Following this, a commemorative plaque was signed.

PHOTO 11. Guests were given guided tours of the new manufacturing, packaging and storage facilities, laboratories, Technical Services and training areas.



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LION DANCES AND KOMPANG PLAYING: ITS OPENING TIME!

The new manufacturing plant in Nilai officially opened on 16th November 2015. The event was attended by Veronica Squinzi, Internationalisation and Global Development Director for the Mapei Group, Marco Squinzi, Director of Research & Development Director for the Group, Andrea Garetto, Corporate Controlling & Internal Audit Director for the Group, Marcel Smit, Regional Director of Mapei Asia-Pacific, and the Italian Ambassador to Malaysia, Mario Sammartino, customers (including architects, engineers, designers, representatives of building companies and installers), suppliers, local authorities, company staff, and delegates from neighbouring Mapei subsidiaries in Asia-Pacific.

The staff of Mapei Malaysia was ready to welcome guests from 8 o'clock in the morning. When they arrived, members of the Mapei Group's Board of Directors and Ambassador Sammartino were greeted by Seow Aik Guan, the General Manager of Mapei Malaysia, while a troupe of ushers and musicians dressed in customary Malay costumes accompanied them into the beat of *kompang* playing, traditional Malay drums usually played on important occasions. They were pinned with a corsage, decorated with a blue-coloured bow, Mapei's distinctive corporate colour, before being shown to their seats accompanied by Indian *bhangra* drum players. Seow Aik Guan, giving the first speech, explained the reasons for opening this new manufacturing plant, outlined Mapei's targets in Malaysia and thanked the President of the Mapei Group, Giorgio Squinzi, for all investments made in this market, and all the members of Mapei Malaysia for their contribution to the subsidiary's success. Seow Aik Guan also expressed his gratitude to customers for their support, pointing out that his responsibilities as General Manager also include making sure that all his customers', staff's and suppliers' needs are well taken care of.

Speeches were then given by Andrea Perego, Director of the Mapei Group's Manufacturing Operations in Asia and Oceania, and also Marcel Smit, who outlined how the new manufacturing plant in Nilai and the opening and extension of other manufacturing units in various countries were all part of the Group's much more extensive expansion strategy in the region.

The Italian Ambassador, Mario Sammartino, emphasised the growing interest of Italian companies in Malaysia, a country offering services of an excellent standard and highly professional human resources. He also thanked Mapei for its considerable investments in the country and wished the Company enduring success in the future. Last but not least, Veronica Squinzi said that she was extremely proud about the opening of this new plant and pointed out that it was just one of a number of notable accomplishments by Mapei in Asia and around the entire world in recent times. It signified just another step up a very ambitious ladder of growth the Group has set itself for Malaysia, a country in which it is continuing to invest.

Group photographs were then taken of everyone in front of the plant. The formal part of the programme was completed with an acrobatic, Chinese lion dance performance, fire-cracking, a ribbon-cutting ceremony and the signing of a commemorative plaque. The guests were then given guided tours around the plant's manufacturing, packaging and storage facilities, laboratories, and Technical Services and training areas. Buffet lunch was laid on afterwards and gifts were handed out to guests to commemorate what had been a very special day.



PROJECTS IN MALAYSIA

IN MALAYSIA MAPEI CONTRIBUTES WITH PRODUCTS AND TECHNOLOGIES TO THE COMPLETION OF DIFFERENT TYPES OF BUILDINGS AND STRUCTURES : COMMERCIAL CENTERS, SHOWROOMS, RAILWAY LINES, AIRPORTS, SPORT FACILITIES, ETC. THESE PAGES SHOW JUST A FEW OF THE PROJECTS COMPLETED WITH MAPEI SOLUTIONS



KUALA LUMPUR INTERNATIONAL AIRPORT 2 **KUALA LUMPUR**

KLIA2 (Kuala Lumpur International Airport 2) is the newly-built, low-cost carrier terminal located in Sepang, designed to cater for 45 million passengers a year. Installation of ceramic coverings involved a total area of approximately 140,000 m² for baggage claim areas, shopping mall, express rail link terminal, transportation hub, bus stand, taxi-station, walkway to carparks and all toilets in those areas. KERAFLEX MAXI S1 adhesive was used to bond porcelain tiles on most of the floors, as well as to install ceramic tiles on the walls of the toilets. KERACOLOR FF mortar was chosen to grout tile joints.

THE SUNGAI BULOH-KAJANG LINE ALONG THE KVMRT LINE **KUALA LUMPUR**

The KVMRT is a rail-based network which will form the backbone of the Greater Kuala Lumpur/Klang Valley public transport system centred in Kuala Lumpur. The first KVMRT line to be built is the 51 km Sungai Buloh-Kajang Line. The line is expected to become fully operative by July 2017. 9.5 km of the line and 7 of the 31 stations will be underground. Mapei innovative products for underground constructions, such as MAPEBENT CBS 2, MAPEDRILL CCS (N.B this product is distributed in the Malaysian market by Mapei Malaysia), MAPEDRILL CCS, POLYFOAMER FP, and MAPEBLOX T, contributed to the project.



UMW TOYOTSU MOTORS 3S SHOWROOM **RAWANG**

UMW Toyota Motors 3S Sdn Bhd is a Japanese-Malaysian joint-venture company which operates Toyota car dealerships throughout Malaysia. In June 2014, the company started the construction of its second 3S centre to cater to Toyota buyers and owners in the region just to the north of Kuala Lumpur.

For the carpark deck, Mapei proposed MAPEFLOOR PARKING SYSTEM ME to provide a durable and UV-resistant flooring system for vehicular traffic as well as waterproofing and anti-skid treatment.

This included the use of PRIMER SN, MAPEFLOOR PU 400, MAPEFLOOR FINISH 451, and MAPETHENE TA. PLANISEAL 288 was used for waterproofing substrates in the toilets.



MOTOR-RACING INTERNATIONAL CIRCUIT **SEPANG**

The Sepang International Circuit is a motor-racing complex in Sepang-Selangor which has been the Malaysian leg of the Formula 1 racing calendar since 1999. A three-storey building facing the main grandstand hosts 33 pits, race control rooms, time keeping rooms, paddock clubs and management offices. The top deck was covered with ceramic tiles and is used on race days as a viewing area. As the waterproofing layer was no longer effective, the ceramic tiles were removed and the substrate was cleaned before applying MAPEBAND rubber tape for corners and fillets. MAPELASTIC, reinforced with MAPENET 150, was sprayed on the substrate.



IKEA OUTLET **KUALA LUMPUR**

IKEA's second Malaysian outlet is a 3-storey commercial complex with a 2-storey basement car park. When building the complex, the project managers paid very close attention to the quality of the concrete for the basement, ground and first floor slabs. Mapei admixtures such as DYNAMON FLOOR 2 MY, MAPECURE SRA 25, and EXPANCRETE admixtures were used to formulate the concrete; MAPEFIBRE NS12 and MAPEFIBRE ST 42 MY fibres were used to improve its performances.

All these products are manufactured and distributed on the local market by Mapei Malaysia.





BUKIT BINTANG STATION ON THE KVMRT RAILWAY LINE **KUALA LUMPUR**

Among the stations along the KVMRT rail-based network, the Bukit Bintang one is located in the so called "Golden Triangle" commercial hub of Kuala Lumpur, a very popular spot for tourists. The main contractor wanted a durable, high-performance waterproofing system for the roof slab to provide long-term, low-maintenance protection against water ingress. Mapei was able to offer the ideal solutions by supplying products such as MAPEFILL SP, IDROSTOP SW 475, IDROSTOP SW TUBOFLEX, BIBLOCK, PRIMER SN, and PURTOP 1000. MAPEFILL SP, IDROSTOP SW 475 and IDROSTOP SW TUBOFLEX are manufactured and distributed in the Malaysian market by Mapei Malaysia.



PANTAI MEDICAL CENTRE **KUALA LUMPUR**

Established in 1974, the Pantai Medical Centre was a pioneer private hospital in Malaysia. In 2012, construction work started on a new 12-storey block which would increase the number of beds in the hospital to 450 and double its number of clinics to 200. AQUAFLEX ROOF MY + MAPETEX GRP 225 (both distributed in the local market by Mapei Malaysia) and MAPEPLAN TM 15 + MAPEPLAN T D were used to waterproof the roof deck for outdoor activities; MAPELASTIC+MAPENET 150 were used for waterproofing substrates on the terrace; PLANISEAL 288 for waterproofing the surfaces in the toilets.



PETRONAS CHEMICALS GROUP BHD AMMONIA UREA COMPLEX **SIPITANG-SABAH**

Construction of Petronas Chemicals Group Bhd's Ammonia Urea Complex started in mid-2012. The complex located in the Sipitang Oil & Gas Industrial Park comprises an ammonia plant, an urea plant, a granulation plant, integrated utility units and jetty facilities. A highly chemical-resistant and abrasion-resistant covering was required for the cooling tower in the ammonia processing plant and this was provided by a system comprising PRIMER SN, MAPECOAT VE 825 AP and MAPETEX GRP225. PLASTIMUL MY and MAPETHENE TA were used for waterproofing the roof slab. All these products are distributed in the local market by Mapei Malaysia, while PRIMER SN is also available in the international market.





GOOGLE MALAYSIA OFFICES KUALA LUMPUR

Google has the enviable reputation for providing strikingly different, unconventional working environments. The new Google Malaysia offices which opened in August 2013 are no exception, featuring themes and elements from nature. They are equipped with massage chairs, a games room, a putting green and a cafeteria offering free food and drinks for staff and guests. The flooring at the reception, cafeteria and common areas had to feature a natural warm look with a semi-gloss effect, while being highly hygienic and fast to lay. These requirements were fulfilled by using PRIMER SN, ULTRATOP and MAPEFLOOR FINISH 630.



BATU KAWA BRIDGE KUCHING

The 20-year old Batu Kawa bridge was one of the only two bridges linking the city Kuching to the western areas of the state of Sarawak and had, therefore, been heavily used and loaded, which resulted in the formation of cracks in the structure. A refurbishment and structural strengthening intervention was lately carried out using ADESILEX PG2 SP, which is distributed in the Malaysian market by Mapei Malaysia, to repair surface cracks; EPOJET LV for injections into microcracks; CARBOPLATE for structural strengthening; COLORITE PRIMER 800 S and COLORITE 880 W, which are distributed in the Malaysian market by Mapei Malaysia, to provide a protective and decorative coating.



TANJUNG BIN COAL-FIRED POWER PLANT JOHORE

The Tanjung Bin Power Plant was the first private coal-fired plant in Malaysia and the largest in South-East Asia.

During the last expansion intervention, MAPEPROOF sheets were used to waterproof the base slab of the turbine hall and fixed with MAPEPROOF CD; MAPEPROOF SEAL was used for localised strengthening of MAPEPROOF sheets; MAPEPROOF MASTIC for sealing operations and repairs in the sheets; MAPEPROOF SWELL for sealing cracks and joints; MAPELASTIC FOUNDATION for waterproofing the basement walls; IDROSTOP as waterstop for construction joints.

DOMOTEX 2016



CERTIFIED PRODUCTS FOR SUBSTRATES,
ADHESIVES AND MAINTENANCE SOLUTIONS
FOR RESILIENT MATERIALS AND WOOD

DISCOVER INNOVATION

With 1,441 exhibitors from 59 countries and 45,000 trade visitors from more than 100 nations, on 19th January Domotex 2016 drew to a close in Hannover (Germany), earning its place among the best-ever editions of the world's flagship fair for carpets and floor coverings.

Out of a total of some 27,500 visitors from abroad, around 50% percent came from EU countries, with another 25% coming from Asia and 8% from the Americas. There was a notable increase in attendance from Asia, which went up by 29%. Exhibitors were delighted with the high level of competence and decision-making authority among the show's attendees (over 72% of the visitors). The majority of visitors at this year's Domotex were retail and wholesale buyers. The fair also attracted architects, interior designers and contractors, as well as 9,400

skilled tradespeople.

One of the visitor magnet at Domotex was the third edition of the *Wood Flooring Summit*, a special event targeted at the international wooden and laminate flooring sector.

During Domotex 2016, consumers once again had the chance to be inspired by the power of innovation at the Mapei booth in Hall 7 which displayed a complete range of products and systems for the installation, protection and maintenance of wood flooring, high-performance levelling compounds and new adhesives for resilient floor coverings. Numerous Mapei products are certified EMICODE EC1 (very low emission level of volatile organic compounds) by GEV and comply with the requirements of various international systems used to evaluate eco-sustainability.

CUTTING-EDGE LEVELLING AND SMOOTHING COMPOUNDS FOR PERFECT SUBSTRATES

"Discover innovation": that's the motto under which Mapei was present itself at Domotex 2016 in Hannover.

Professionals from the building sector had the chance to see with their own eyes the performances and versatility of Mapei solutions, thanks to products demonstrations carried out by Mapei technicians during the four days of the trade fair.

As is the case every year, Mapei used Domotex to introduce its product innovations in the area of flooring technology to the visitors. Among the Company's 2016 product highlights was a new generation of levelling compounds specific for the German market. The top products were **ULTRAPLAN PLUS** and **PLANITEX D15** which meet the increased demands by builders and contractors in terms of aesthetics, visual appearance and healthy living.

For installers, levelling compounds must be easy to use with excellent self-levelling properties, create a smooth surface, and dry quickly. Nowadays levelling compounds are more than just cement, sand and aggregates mixed with water. To create a good smoothing compound, selecting and combining up to 15 raw materials is required. Binding agents play a crucial role here, as depending on the type of cement and/or gypsum, they determine the setting time and final mechanical strengths.

Excellent self-levelling properties are made possible by HPP (High-Performance Plasticizer) technology, by adding high-performance raw materials. To refine and optimize binding agents, Mapei relies on extensive testing, including the use of their own scanning electron microscope and the thin-layer method, used to monitor the unconstrained plastic phase movements of the product.

Together with the new generation of levelling compounds developed for German market, other Mapei levelling compounds from the **ULTRAPLAN** line, available and produced worldwide, were showcased at Domotex.



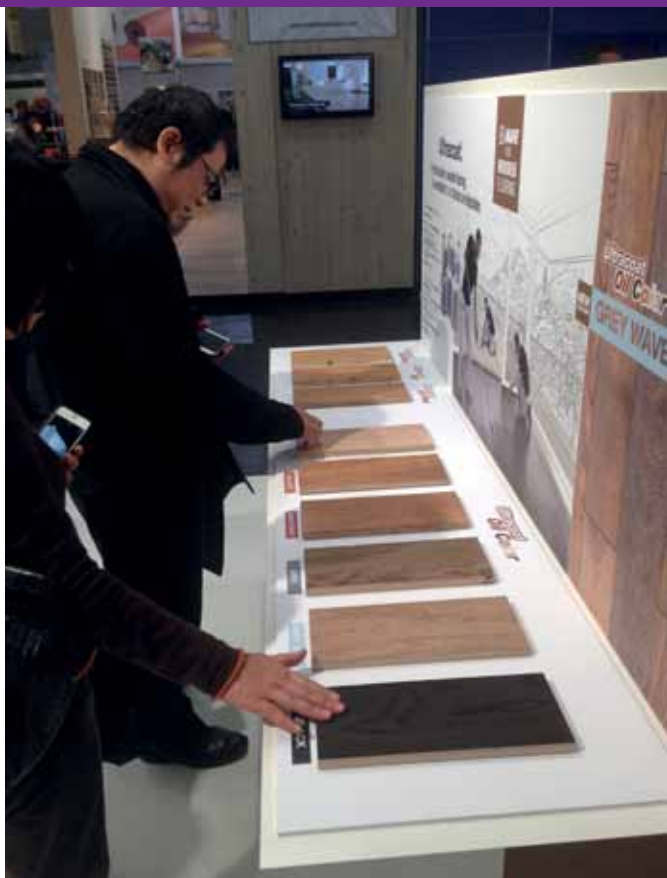
You can download the guide for choosing self-levelling and smoothing compounds at www.mapei.it.

DOMOTEX 2016

RIGHT. The ULTRACOAT OIL line, available in a wide range of colours, was in the spotlight at Domotex 2016.

MAINTAINING AND PROTECTING WOODEN FLOORING

The trend right now for protecting the surface of wooden floors is to use varnishes with a natural effect, which is met by both Mapei's varnishes and their oil or oil-wax systems. Products of the **ULTRACOAT** range offer the right solution for every need and every type of wood, thereby providing the best basis for a long-lasting wooden floor. With the new color Grey Wave for **ULTRACOAT OIL**, which was presented at Domotex 2016, Mapei is further adding to its comprehensive selection of colors already existing in this range. Grey Wave is based on the trend towards surfaces with natural effect and is especially suitable for dark woods. Thanks to the drifted tone, flooring is given a natural 'aged' effect. The matching **SILWOOD** acrylic sealant is now also available in the color grey. A coat of **ULTRACOAT OIL CARE** or the varnish **ULTRACOAT HIGH TRAFFIC** can also be used to provide the right surface protection. To get the highest protection, **ULTRACOAT OIL** range products are suitable to be overcoated with water-based, two-component varnishes.



SYSTEMS FOR INSTALLING WOODEN FLOORS

The topic of 'Green Building' or 'Sustainable Construction' is increasingly important in the building industry. In order to meet these needs, Mapei developed **ECO PRIM S 1K**, an one-component solvent-free silicate polymer-based membrane used before installing wooden floorings with silicated adhesives. **ECO PRIM S 1K** stands out above all thanks to its ease of use, as it can be applied directly from the bag to the floor using a trowel. The material can work as a consistent and sealed layer, which creates a barrier on cementitious screeds and concrete substrates with a residual moisture content of up to 5.0% CM. Multilayered wooden flooring is still the most popular choice. Mapei presented **ULTRABOND P980 1K** adhesive which is easy to apply and features excellent ridge holding. It also has an open time of over 100 minutes, excellent workability and improved cleanability.

Easier to bring and use
Einfacher in Transport und Gebrauch

NEW PACK **Ultrabond Eco P909 2K**
Two-component, solvent-free, polyurethane adhesive for all types of wood flooring. Sehr emissionsarmer, 2-komponentiger Polyurethanleimstoff für Parkett.

MAPEI FOR WOODEN FLOORING

Ultrabond Eco S968 1K
One-component silylated polymer-based adhesive. Einkomponentiger silizierter Polymerleimstoff.

ENVIRONMENT FRIENDLY
EXCELLENT YIELD
HIGH QUALITY
LESS WASTE
LOW CONSUMPTION

NEW COLOUR
ULTRACOAT Oil Color GREY WAVE

Ultracoat.

The first choice to wooden flooring.
Die erste Wahl für den Schutz von Holzböden.

- Products that **respect** man and the environment
- **Solvent free** products
- Water-based systems for **simple application**
- **Rapid** systems to protect wood
- Water-based systems offering high and **ultra-high protection** against wear to wood
- Water-based systems in **reaction to fire** classes **Cfl s1** and **Bfl s1**
- **Certified ECI** products

- Produkte, die Mensch und Umwelt **respektieren**
- **Lösemittelfreie** Produkte
- Wässrige Systeme für eine **einfache Anwendung**
- **Schnelle** Systeme zum Schutz von Parkett
- Wässrige Systeme für hohen und sehr hohen Schutz vor Abnutzung des Parketts
- Wässrige Systeme mit **Brandklassifizierungen** **Cfl s1** und **Bfl s1**
- **ECI** zertifizierte Produkte

MAPEI FOR WOODEN FLOORING

NEW COLOUR
ULTRACOAT Oil Color GREY WAVE



Learn more about products for bonding LVT floors in the dedicated article in this issue of the magazine or from the related brochure available at www.mapei.it.






ULTRABOND[®] ECO 4 LVT

- Fibre-reinforced adhesive
- "High temperature"
- Excellent dimensional stability
- Prevents open joints
- Mittelschwerer Klebstoff
- Harter Klebstofffilm
- Ausgezeichnete Dimensionsstabilität
- Verhindert Fugenbildung

NEW PRODUCT FLEXCOLOR[®] 4 LVT

- Ready-to-use grout
- Easy to apply and to clean from LVT surfaces
- For grouting joints from 2 to 5 mm wide
- Odorunabhängige Dispersionsfarbe
- Leicht verarbeitbar und leicht von LVT-Oberflächen zu reinigen
- Zum Verfugen von Fugen mit 2 bis 5 mm Breite

ULTRABOND[®] ECO VS90 Plus

- "High temperature" adhesive
- Prevents open joints
- Fast set development
- Klebstoff mit harter Klebstoffhülle
- Verhindert Fugenbildung
- Schnelles Anlagungsverhalten

ULTRABOND[®] ECO FAST TRACK

- Very easy to apply adhesive
- Very fast initial grab
- Flooring is ready for use after a very short time
- Sehr leicht zu verarbeitender Klebstoff
- Sehr schneller Anfangsgrasp
- Belag nach kurzer Zeit wieder nutzbar

PRODUCTS FOR GLUE DOWN LVT
PRODUKTE ZUR VERLEBUNG VON LVT

INNOVATIVE NEW INSTALLATION SYSTEMS FOR LVT

Mapei also presented at Domotex 2016 new products for the installation of all types of Luxury Vinyl Tiles, which complete the line of products specifically developed for this kind of floorings. Mapei proposes a complete range of systems which support and complete the installation of LVT: solutions that comply with the principles of certified eco-sustainability, safeguarding the environment and our health. Together with the already existing adhesives (**ULTRABOND ECO 4 LVT**, **ULTRABOND ECO TACK 4 LVT**, **ULTRABOND ECO VS90 PLUS**, **ULTRABOND ECO FAST TRACK** and **ULTRABOND ECO V4 SP FIBER**), two products were added to the line.

PLANIPREP 4 LVT is a ready-to-use grout smoother for skim-coating existing

substrates before installing loose-lay LVT coverings. It is a very fast drying smoothing compound, which is easy to apply and ensures time-saving smoothing work and the achievement of extremely smooth surfaces. **PLANIPREP 4 LVT** is particularly suited for the levelling of ceramic tile substrates or for installing of self-laying PVC floors.

FLEXCOLOR 4 LVT is a ready-to-use grout for LVT, for joints up to 5 mm width. It is easy to apply and remove from the surface of the LVT tiles. **FLEXCOLOR 4 LVT** is resistant to the formation of mold, thanks to the BioBlock[®] technology and enables to add a personal touch to the LVT flooring. For example, it can be used to build joints between individual stone-design tiles, with appealing results.



ABOVE. At Domotex 2016 Mapei presented new products for LVT floors, complementing those already available.

DOMOTEX 2016



You can download the brochure on Mapei systems for sport facilities at www.mapei.it.

HIGH-PERFORMANCE PRODUCTS FOR SPORT FACILITIES

Mapei has gained unique experience in the technology and the application of reactive adhesives throughout the decades. An impressive proof for this is **ADESILEX G19**, an epoxy- polyurethane adhesive which has been used since 1976 for the installation of rubber athletic tracks at the facilities hosting the Olympic Games. **ADESILEX G19** will also be used for the next Olympic Games in Brazil.

Together with **ADESILEX G19**, also the low viscosity version **ADESILEX G20** (easier to apply by trowel and more suitable for installing thin flooring, in order to avoid the ribs of adhesive may shadow through) was showcased at Mapei booth, as well as their fast setting versions **ADESILEX G19 FAST** and **ADESILEX G20 FAST**.

Moreover, Mapei presented at Domotex 2016 a complete line of reactive adhesives for the installation of synthetic turf, among which the two component polyurethane adhesive **ULTRABOND TURF 2 STARS**.

New in the area of reactive adhesives this year is **ULTRABOND ECO S1000 1K**, an one-component, fibre-reinforced, sililated polymer adhesive with very low emission level of VOC, for installing rubber, polyolefin and linoleum floorings.

ULTRABOND ECO S1000 1K is therefore especially suited for highly demanding applications in commercial buildings and the industrial sector, as well as in wet environments due to its resistance to moisture.



Adesilex G20

- Low viscosity, easy to trowel adhesive
- Recommended in the event of extreme temperatures due to solar radiation or in areas with the presence of water
- For sports or thin resilient floor coverings onto dump proof membranes such as *Mapeley*
- Klebstoff mit niedriger Viskosität, leicht zu verarbeiten
- Empfohlen bei extremen Temperaturen bedingt durch Sonneneinstrahlung oder bei Vorhandensein von Wasser
- Für Sportböden oder bei dünnen Bodenbelägen auf feuchtesperrenden Unterlagen wie z. B. *Mapeley*



2
COMPONENT
EPOXY
POLYURETHANE
2-KOMPONENTIG
EPOXI-
POLYURETHAN

NEW
PRODUCT

Adesilex G20 Fast

- Fast setting adhesive
- Low viscosity, easy to trowel
- For quick renovation of heavy commercial and industrial floor coverings
- Schnellabbindender Klebstoff
- Niedrige Viskosität, leicht aufzutragen
- Zur schnellen Renovierung stark frequentierter gewerblicher und industrieller Bodenbeläge



Fast
Setting



Ultrabond Turf 2 Stars

- Adhesive suitable at very low temperatures (as low as 0°C)
- Particularly suitable for installers who are sensitive to epoxy and epoxy-polyurethane products
- With the right tapes and turfs, meets all the Sport Federations standards (FIFA, IRB, etc.)
- Der Klebstoff ist für sehr niedrige Temperaturen (bis zu 0°C) geeignet
- Besonders geeignet für Verleger mit Sensibilisierung gegenüber Epoxi-/Epoxy-Polyurethanprodukten
- Mit dem richtigen Nahtband und Kunstrasen werden alle Vorgaben der Sportverbände erfüllt (FIFA, IRB, usw.)

POLYURETHANE
FOR TURF
POLYURETHAN
FÜR KUNSTRASEN



SYSTEMS FOR THE INSTALLATION OF RESILIENT AND TEXTILE FLOORINGS IN TRANSPORTATION EQUIPMENT INDUSTRY

A complete line of Mapei products suitable for marine equipment in compliance with the Marine Equipment Directive (MED) 96/98/EC and subsequent amendments was also in the spotlight at Domotex 2016. This line encloses the new epoxy based underlay **MAPE-DECK EP20 UL**, the lightweight self levelling compound **ULTRAPLAN MARINE 900** and the adhesives **ADESILEX G19 FR FAST** and **ULTRABOND ECO VS90 PLUS**.

The innovative reactive adhesive **ADESILEX G19 FR FAST** is also suitable for trains equipment, and complies with the requirements of EN 45545-2:2013 for the Hazard Levels HL1-HL2, requirements set R10. It also meets the requirements of smoke-gas toxicity specified in the Chinese standards TB/T3237:2010 and TB/T3139:2006.

The next edition of Domotex 2016 will take place in Hannover from the 14th to the 17th of January, 2017.



Adesilex G19 FR Fast



- Solvent-free adhesive
- Fast setting
- Very good adhesion to all substrates normally used in transportation equipment industry
- Lösemittelfreier Klebstoff
- Schnelle Abbindung
- Sehr gute Haftung auf allen üblicherweise in der Transportindustrie verwendeten Untergründen

Suitable for marine use in compliance with the Marine Equipment Directive (MED) 96/98/EC.
Geeignet für Marineanwendungen gemäß der Richtlinie über Schiffsausrüstung (MED) 96/98/EC und der folgenden Änderungen.



2 COMPONENT EPOXY-POLYURETHANE
2-KOMPONENTIG EPOXI-POLYURETHAN

INNOVATIONS@DOMOTEX 2016 AWARDS

Just like in 2015, Mapei played a leading role at Innovations@DOMOTEX event. A jury of ten experts from the fields of design, architecture, interior design, the media and the property market assessed products in the respective categories according to specific criteria, including their relevance for the various target groups, technological innovation, design concept and quality.

FLEXCOLOR 4 LVT and **ULTRABOND ECO S1000 1K** were awarded the Innovations@DOMOTEX 2016 prizes in the category of "Applications and Installation Technology". The benefits of these innovative Mapei solutions could be experienced not only at the Company's booth in Hall 7 and on the website www.mapei.com, but also at the specially equipped Innovations@DOMOTEX areas during the fair.



SPECIAL PRODUCTS FOR GLUE DOWN LVT

- Ultrabond Eco 4 LVT
- Ultrabond Eco VS90 Plus
- Ultrabond Eco V4 SP Fiber
- Ultrabond Eco Fast Track
- Flexcolor 4 LVT

SPECIAL PRODUCTS FOR LOOSE LAY LVT

- Ultrabond Eco Tack 4 LVT

SPECIAL PRODUCTS FOR SELF-ADHESIVE AND TACK -DRY LOOSE LAY LVT

- Eco Prim VG
- Planiprep 4 LVT

SPECIAL PRODUCTS FOR INTERLOCKING AND CLICK CONNECTING LOOSE LAY LVT

- Mapecontact
- Mapecontact + Mapesonic CR

ONLY BY MAPEI THE COMPLETE SYSTEMS FOR LVT INSTALLATION

In retail, hospitality and work settings, design makes a first and lasting impression of how people experience such spaces. Creating the right atmosphere is the result of aesthetic and functional choices that can live together in perfect harmony. The stunning collections of LVT (Luxury Vinyl Tiles) offer a wide palette of highly realistic stone, cement or wood finishes in tile and plank formats: they allow you to harmonise attractive, practical and high performance flooring with endless creative possibilities. With their complete range, LVT collections reveal a world of emotions, styles and moods that guarantee very high performance in terms of duration.

LVT are ideal for use in residential settings, but also in commercial and heavy commercial environments and industries such as schools, healthcare and the retail sector, with longevity and durability as standard for total peace of mind. The different technical aspects of LVT offer glue-down, click-connect, loose-lay or stick-down solutions, which are a real help for the client and the designer when it comes to the the actual fitting that is required. In short, the LVT collections available really do provide an "application to suit everybody".

Mapei has always had a keen eye on the requirements of new design trends and proposes a complete range of systems which technically support and complete the installation of LVT. Solutions that fulfil the need to guarantee reliable, long-lasting installation systems in compliance with the principles of certified eco-sustainability, with full respect for international programmes aimed at safeguarding the environment and our health.

High performances
with style.



The brochure **Products for Luxury Vinyl Tiles** is available for download at www.mapei.it

SPECIAL PRODUCTS FOR

GLUE DOWN LVT

The installation of glue-down LVT requires the most suitable adhesives in terms of adhesion and dimensional stability. Mapei LVT adhesives are specifically developed and tested in order to guarantee the durability of flooring and to prevent joints from opening when the flooring is exposed to temperature variations, direct sunlight or heat.

ULTRABOND ECO 4 LVT



Highly shear resistant, hard set, wet-bed dispersion adhesive, specific for LVT flooring. Improved by the addition of fibres, therefore particularly suitable for heavy wear use in domestic, commercial and industrial settings (e.g. hospitals, shopping centers, airports, etc.).



ULTRABOND ECO VS90 PLUS

Universal, highly shear resistant, hard set, wet-bed dispersion adhesive, specifically developed and certified for the installation of LVT in naval applications. This product is suitable for marine use in compliance with the Marine Equipment Directive (MED) 96/98/EC and subsequent amendments.



0474

ULTRABOND ECO V4SP FIBER

Ultra high-performance fibre-reinforced universal dispersion adhesive.



0474

ULTRABOND ECO FAST TRACK

Synthetic resin-based adhesive in water dispersion, with very fast initial tack and rapid and high final bond strength, specifically developed for the installation and renovation of LVT flooring which needs to be ready for use quickly.



0474

FLEXCOLOR 4 LVT

Ready-to-use grout for Luxury Vinyl Tiles. FLEXCOLOR 4 LVT allows you to add a personal touch to LVT flooring. For example, it can be used to create an effect similar to that of a ship's deck for floors with a wood design. Alternatively, it can be used to form joints between individual stone-design tiles. The effects achieved are often very surprising.



SPECIAL PRODUCTS FOR **LOOSE-LAY LVT**

In addition to its standard use in residential and commercial areas, loose-lay LVT can be removed and repositioned several times, making it ideal for raised floors and platforms in trade fairs. Installation is very quick and it may be applied on all types of smooth, compact surface as long as they are free of dust (cement, concrete, resin floors, marble, ceramic, bonded wood, metal and so on). In order to prevent planks and tiles from slipping or joints from opening, the use of a suitable tackifier is always recommended: when dry, the film formed by these special adhesives remains tacky so that loose-lay floors may be held in place and then easily removed and/or replaced.



ULTRABOND ECO TACK 4 LVT

Tackifier specific for loose-lay LVT. When dry, the film of ULTRABOND ECO TACK 4 LVT remains tacky so that loose-lay flooring may be held in place and then easily removed and/or replaced; this adhesive has been proven to reduce the opening of gaps and joints which makes it particularly suitable for installing loose-lay LVT.



SPECIAL PRODUCTS FOR **SELF ADHESIVE AND TACK-DRY LOOSE-LAY LVT**

The installation of self-adhesive and tack-dry loose lay LVT is very fast and can be made on all surfaces provided they are smooth, compact and free of dust. Most times these floorings are chosen for those situations when there is no possibility to close premises during refurbishments, or also for DIY in residential area. The use of a suitable, ready to use, anti-dust primer onto absorbent substrates, which tend to be powdery, or a ready-to-use grout smoother on existing ceramic tiles flooring is always recommended. For these floorings Mapei provides special products which best suit to their characteristics.



ECO PRIM VG

Ready-to-use acrylic primer in water dispersion. It improves the adhesion of self-adhesive and tack-dry LVT when installed on absorbent, powdery substrates.



PLANIPREP 4 LVT

Ready-to-use grout smoother. It is suitable for skim-coating unfinished, rough-textured existing substrates before installing self-adhesive and tack-dry loose-lay LVT.



SPECIAL PRODUCTS FOR

INTERLOCKING AND CLICK-CONNECTING LOOSE-LAY LVT

The installation of interlocking and click-connecting loose-lay LVT is really fast and can be made over most existing surfaces, with no need to close premises during refurbishments, saving customers time and money. In areas of the flooring subjected to heavy traffic such as corridors, entrances, exposition areas in retails or areas of the flooring exposed to variation of temperature or direct sunlight (such as near the windows), they may need to be fixed to the substrate with high-bonding dry adhesives.



MAPECONTACT

Double-sided adhesive band for the installation of LVT. It is suitable for fixing interlock and click-connecting LVT flooring subjected to heavy traffic such as corridors, entrances and display areas in shops; also recommended for areas of flooring exposed to temperature variations or direct sunlight, such as near windows. MAPECONTACT also prevents planks from slipping.



MAPECONTACT + MAPESONIC CR

Fast soundproofing and isolating system for laying interlocking click-connecting LVT. The system is made of a double-sided adhesive film and soundproofing sheets. The two sides of the MAPECONTACT film have a very high degree of tack to guarantee a good bond for the MAPESONIC CR soundproofing sheet even though fixed only in correspondence of the joints. This system prevents planks and tiles becoming damaged due to uneven existing subfloors, and also acts as a shock-absorber when walked on.



MAPESONIC CR

PRODUCTS FOR LUXURY VINYL TILES



THE IKEA

BAYONNE-AMETZONDO STORE

BONDING PVC FLOORS IN A NEW STORE INAUGURATED BY THE SWEDISH FURNITURE BRAND

Located on the outskirts of the city of Bayonne in the dynamic Atlantic Pyrenees Region, the new IKEA store expects to receive around 8 million clients a year. Before choosing this area for the new store, in-depth market research studies were carried out that took into consideration various criteria. The most important was the surrounding road network and access to the store: situated at the crossroads between the A63 and A64 motorways, the IKEA Bayonne-Ametzondo store is directly connected to the surrounding roads network and has a large car-park with 1,200 parking spaces.

The second criterion concerned the various target

groups of clients, with the inhabitants in the area divided into groups based on average age, the number of couples, families with children and families without children. The catchment area has around one million inhabitants and the store is also expecting to attract the inhabitants of Landes department and Béarn province, as well as other clients from as far afield as the Basque Country and the Spanish Navarra region.

The final criterion was the size of the store itself, which are generally between 20,000 and 35,000 m². In this case, the management chose to display their almost 9,000 articles inside the store over a total floor space of 22,000 m², divided into 46 different areas with furniture and accessory items from the Swedish company.

This new store is particularly important for IKEA. In fact, for the first time in the history of this Swedish giant, this IKEA store is fully integrated with a shopping centre. The



IN THESE PICTURES.

The IKEA Bayonne-Ametzondo store has 22,000 m² of sales areas.

shopping centre covers an area of 76,000 m² and, apart from IKEA, there are another 75 shops and a Carrefour hypermarket.

PROTECTION AND TREATMENT FOR THE CONCRETE

The building site was broken in 2014 and, because it is located in a seismic zone and on a floodplain, the first work to be carried out was to protect it from damp and to install special foundations. In the car-park and warehouse areas, 25,000 vertical drains were also installed to help accelerate the consolidation process of the clayey ground before starting the building work. The building itself sits directly on a foundation slab supported by 352 foundation piles driven to a depth of between 35 m and 50 m into the ground. In total, 45,000 m³ of poured concrete were used for this site, along with 22,000 m² of roofing, 3,500 tonnes of steel and 18,000 m² of façades. As far as the work below ground level and the construction of the warehouse were concerned, the contractor GTM BATIMENT AQUITANE decided to use Mapei products to treat and protect the concrete.

A survey had revealed the presence of cracks in some of the concrete elements which needed to be repaired. To seal the cracks wider than 5 mm, the surfaces were cleaned to remove all the dust and then they were repaired by filling them with EPORIP TURBO polyester resin, which is ideal for sealing cracks in screeds. EPORIP TURBO hardens very quickly (in around 20 minutes) and is usually employed to seal cracks in screeds, or is mixed with clean dry sand to make mortar for minor repairs. ADESILEX PG1 two-component, rapid-setting thixotropic adhesive, a specific product for structural bonds, was used to complete the work.

To anchor metal framework in place the contractor used MAPEFILL F high performance grout, which is used to anchor and seal metallic structures. MAPEGROUT SV FIBER hi-flow, steel fibre-reinforced compensated-shrinkage, quick-setting and hardening, high-ductility cementitious mortar was recommended for repairing the expansion joints and lastly, around 300 m² of surfaces were treated with MAPECRETE LI HARDENER treatment in liquid form made from lithium silicate. Thanks to the consolidating effect of this product, it penetrates into the porosity of the concrete and its surface is made more resistant.



BRAND IDENTITY FOR THE FLOORING

The flooring contractor Atlantic Revêtements also chose to use Mapei products to prepare the substrates and to bond the LVT (Luxury Vinyl Tiles) floor covering, the latest evolution in vinyl flooring. In this case, the client and the designer chose this type of flooring for the restaurant, the company canteen and for the Swedish shop.

The first step was to apply ECO PRIM T, a solvent-free acrylic primer with a very low emission level of volatile organic compounds (VOC), which improves the bonding of smoothing agents on both absorbent and non-absorbent substrates.

Before laying the LVT flooring, the surfaces were smoothed over to make them perfectly flat with MAPE-SOL 3, a self-levelling and smoothing compound for layers from 3 to 10 mm thick. This product is manufactured and distributed on the French market by Mapei France. The LVT flooring chosen for the 440 seat restaurant, the company canteen and the Swedish shop has an antique oak effect finish. IKEA is planning on making LVT with this particular effect the theme for all their restaurants and in areas where Swedish products are sold. This material looks just like real wood, as in this case, or real stone, but has all the advantages of vinyl flooring: easy to install and maintain, soundproofing properties, resistant and long-lasting.

To bond the flooring (a total of 2,000 m²) Mapei Technical Services recommended ULTRABOND ECO V4 SP multi-purpose, acrylic adhesive in water dispersion with a long open time and very low emission level of VOC, particularly suitable for LVT flooring.

REDUCING THE FOOTPRINT OF A PROJECT

In common with Mapei, IKEA is also committed to reducing their impact on the environment and, for this new project, one of their requirements for the new store was to obtain the internationally recognised certification BREEAM (Building Research Establishment Environmental Assessment Method).

This voluntary protocol was established in the United

PROJECTS INSTALLING RESILIENT FLOORS

Kingdom to assess the environmental performance of buildings.

Various environmental factors are taken into consideration and points are awarded to calculate the award: Pass, Good, Very Good (the one IKEA Centres aim for), Excellent or Outstanding.

IKEA Bayonne-Ametzondo benefits from numerous innovative and eco-friendly features and installations such as rainwater capture, LED lighting, zenithal illumination (light is channelled into a building through openings, cupolas and skylights on the roof), heating and air-conditioning from heat pumps and proper waste separation and collection.

The products used for the IKEA store in Bayonne were not chosen by accident and the client was directly involved to make sure all the products used complied with their eco-sustainable specifications. In particular, ECO PRIM T, MAPESOL 3 and ULTRABOND ECO V4 SP are certified EC1 Plus by GEV, a German association that checks the VOC emissions of flooring products.

This article was taken from *Mapei & Vous* no. 43, the in-house magazine published by Mapei France, whom we would like to thank. We also thank IKEA and the companies GTM and Atlantique Revêtements for their help with the preparation of this article.





ABOVE. In the Swedish shop LVT floorings were bonded with ULTRABOND ECO V4 SP, after priming the substrates with ECO PRIM T and smoothing with MAPESOL 3.

BELOW. LVT covering was used for the floors of the restaurant in the Swedish shop and was installed with ULTRABOND ECO V4 SP adhesive.

IN THE SPOTLIGHT

ULTRABOND ECO V4 SP

It is a solvent free, synthetic polymer-based adhesive in water dispersion. It can be used as wet-bed adhesive for all kind of resilient floorings on absorbent substrates, as well as transitional pressure-sensitive adhesive for bonding dimensionally stable floor coverings on impervious, non absorbent substrates.

It is very easy to apply and has an extended open time, good initial tack, excellent

wetting even with difficult coverings, very high peel strength and good dimensional stability. It can contribute up to **4 points** to obtain the **LEED** certification for eco-sustainable buildings.



TECHNICAL DATA

IKEA Store, Bayonne (France)

Period of Construction: 2014-2015

Year of the Mapei

Intervention: 2015

Intervention by Mapei:

supplying products for preparing, repairing and smoothing substrates, sealing joints, anchoring works, and bonding LVT floors in the restaurant and Swedish shop

Design: Enia Architectes

Client: IKEA

Developpment SAS

Main Contractor:

Egis, GTM BATIMENT AQUITAINE

Flooring Contractor:

Atlantique Revêtements

Mapei Co-ordinators:

Eric Bougues and

Christophe Souveraine, Mapei France

Photos: Stephan Amelinck and Atlantique Revêtements

MAPEI PRODUCTS

Sealing cracks: Adesilex PG1, Eporip Turbo, Mapecrete LI Hardener

Anchoring: Mapefill F

Sealing expansion joints:

Mapegrout SV Fiber

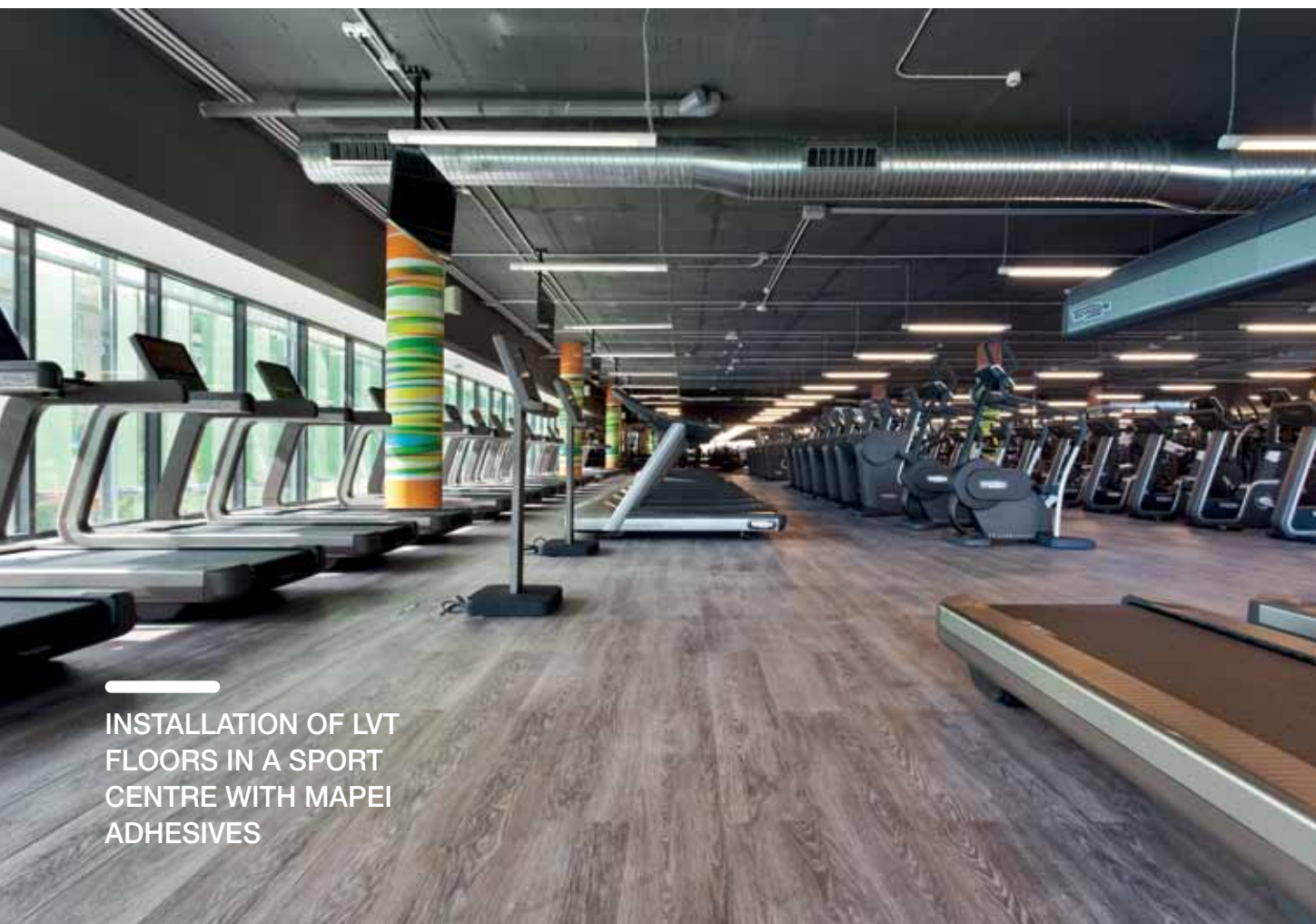
Preparing floor substrates:

Eco Prim T, Mapesol 3*

Bonding LVT floors: Ultrabond Eco V4 SP

* This product is manufactured and distributed in the French market by Mapei France.

For further information on the products see www.mapei.com and www.mapei.fr



INSTALLATION OF LVT
FLOORS IN A SPORT
CENTRE WITH MAPEI
ADHESIVES

GO FIT VALLEHERMOSO SPORTS CENTRE IN MADRID

After six years of works and a total investment of 17 million Euros, the GO fit Vallehermoso sports centre finally opened its doors last September, becoming the first municipal sports centre in the Chamberí district of Madrid and probably one of the largest sports centre of the Spanish capital.

With a surface area of almost 27.000 m², GO fit Vallehermoso is also one of the most wide-ranging sports complexes in the whole Europe.

The building once hosted the Vallehermoso Stadium before being transformed into an imposing municipal sports centre. For over six years the works involved over 100 professionals and

many companies from the building sector, all of whom worked under the direction of the company Ingesport, appointed as main contractor by the Madrid City Council.

The excitement amongst local residents caused by the new complex was immediate, which is not surprising as the sports center includes four fitness classes with over 250 fitness sessions scheduled every week, a huge fitness room of over 1.500 m², two indoor swimming pools and an outdoor one, a spa, a sauna, a solarium, a Jacuzzi pool, three paddle tennis courts on the roof, a multipurpose pavilion with seating for 1.000 people, a fencing room of 1.000 m², and other services.

LEFT. The new GO fit Vallehermoso sports centre sports PVC and LVT floors installed with Mapei products.
BELOW. LVT floor coverings were bonded on the floors of the spinning and fitness rooms with ULTRABOND ECO 4 LVT adhesive.



PREPARING THE SUBSTRATES

In 2014, Mapei was the company commissioned to supply the materials for installation of the new floors in the GO fit Vallehermoso sports centre. To begin with, the substrates had to be prepared, for which a mix of NIVORAPID cementitious smoothing compound and LATEX PLUS elasticising latex was applied to level the existing flooring and provide an even surface.

Then PRIMER G synthetic resin primer was applied, diluted in a 1:2 ratio, to provide uniform absorption of the substrate and avoid the presence of air bubbles and imperfections that could endanger the look of the surfaces during the following

smoothing operations.

A layer of ULTRAPLAN self-levelling, ultra quick-hardening smoothing compound was applied in a thickness of between 3 and 4 mm for smoothing the surfaces.

DIFFERENT USES, DIFFERENT PRODUCTS

Different kinds of floor coverings were installed according to the different uses and specificities of each area of the sports centre (fitness room, spinning area, activities room, changing rooms, showers, etc.).

In the spinning and fitness rooms a LVT (Luxury Vinyl Tile) floor





RIGHT. ULTRAPLAN self-levelling, ultra quick-hardening smoothing compound was applied on the substrates before bonding the floor coverings with ULTRABOND ECO 4 LVT.

BELOW. In the toilets and changing rooms PVC floors were bonded with ULTRABOND ECO 375 adhesive.



covering was installed, supplied by Tarkett and bonded with ULTRABOND ECO 4 LVT, a fibre-reinforced LVT adhesive specifically developed for the installation of LVT floorings.

In the changing rooms and bathrooms, another type of PVC covering by Tarkett was chosen for the flooring and bonded with ULTRABOND ECO 375 adhesive in water dispersion with a strong and quick initial bond.

Likewise, PVC coverings by Tarkett were applied on the walls in the changing room area with ULTRABOND ECO V4 SP multi-purpose, acrylic adhesive in water dispersion with a long open time and very low emission level of volatile organic compounds (VOC).

In the rooms for other activities, another kind of PVC flooring by Tarkett was installed with ULTRABOND ECO 375.

Lastly, in the shower area, the PVC floors were bonded with ADESILEX G19 two-component, epoxy-polyurethane one-buttering adhesive which is ideal for installation in wet environments.

This article was taken from *Realidad Mapei* no. 16, the in-house magazine published by Ibermapei, whom we would like to thank.

IN THE SPOTLIGHT ULTRABOND ECO 4 LVT

It is a solvent free, fibre-reinforced synthetic polymer-based adhesive in water dispersion, formulated in a ready to use light beige paste.

Specifically developed for bonding LVT in tiles and planks, it is characterised by a fast and strong initial grab and a rapid set and gives the floor covering a very good dimensional stability. It is very easy to apply and features low waiting time,

excellent wetting, and very good peel strength. It is solvent free, not inflammable and **EMICODE EC1 Plus-certified** (very low emission level of volatile organic compounds) by GEV. It can help to obtain **3 points** for the **LEED** certification.



TECHNICAL DATA

GO fit Vallehermoso Sports Center, Madrid (Spain)

Year of the Mapei Intervention: 2014

Project: ABM architects

Client: GO fit

Project and Site Manager: Valladares

Works Direction: Ingesport

Contractor: Bonifacio Solís

Flooring Contractor: Fieldturf Poligras

Mapei Co-ordinator: Sergio Ordoñez, Ibermapei (Spain)

MAPEI PRODUCTS

Preparing the substrates:

Nivorapid + Latex Plus, Primer G, Ultraplan

Installing LVT floorings:

Ultrabond Eco 4 LVT

Installing PVC wall and floor coverings: Ultrabond Eco 375, Ultrabond Eco V4 SP, Adesilex G19

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



ULTRABOND[®] ECO 4 LVT

Fibre-reinforced **adhesive** specially developed for **installing LVT (Luxury Vinyl Tiles) floorings**.
It ensures excellent adhesion and dimensional stability.

- High trowellability
- Rapid initial set
- Excellent wetting of the back of the planks even 30 minutes after applying the adhesive

- High final setting
- Excellent dimensional stability
- Solvent free
- Very low emission level of volatile organic compounds



Product info



Mapei is with you:
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MAPEI PRODUCTS CHOSEN
FOR THEIR STRENGTH AND
DURABILITY TO INSTALL
NEW WOODEN FLOORING



KARE KRAFTWERK IN MUNICH

The new Kare Kraftwerk centre in Munich is not just a new branch of the popular chain of furniture stores. With the purchase of what used to be a cogeneration power station, the management of the company, whose head office has been based in Munich for more than thirty years, also found the ideal location for their new store. The building, an historic example of 1960's industrial architecture, is now an outlet for high quality furniture and furnishings. Since August 2014 the areas in the building, which have been completely renovated, have been offering four floors of original solutions in an almost eccentric style. When deciding on the renovation work to

be carried out, the owners, designers and contractors all agreed on one point in particular: the original lines and forms of the building, typical of industrial architecture, had to remain visible and adapt to suit their new use, but without losing their individuality. The curved openings in the roof, through which the chimneys used to spout, were converted into round windows, while components from the generators were used to create a sculpture adorning the main entrance. Other details, such as the fair-faced concrete surfaces, switches and buttons, were deliberately placed in various areas of the store to help preserve its "character".





TO THE LEFT. Wooden floors, chosen for some of the floors in the complex and installed with ULTRABOND ECO P909 2K, blends in harmoniously with the industrial architectonic style of the surroundings inside the building.

ABOVE. Large wooden planks were bonded with ULTRABOND ECO P909 2K in the restaurant area before treating the surface with ULTRACOAT OIL WAX.

AN ARCHITECTURAL CONTEXT THAT HAS REMAINED INTACT

Standing eighty metres high, the building is easy to recognise from a distance. It was originally used to generate electricity and provide heating and, in spite of the slump in the real estate business, in 2010 the owners decided to save the structure from being completely destroyed. The renovation and redevelopment work on the original structure took four years and was completed in August 2014. Today there are various themed areas (such as “Everything for sleeping” and “Tables and Chairs”) spread over a floor space of 10,000 m², along with examples of different styles of interior design to help find a solution to different furnishing problems. In this “cathedral” there is also a display of padded furniture surrounded by walls and blades, through which air used to be forced from outside to help keep the inside of the power station cool. “To have used the rough, fair-faced concrete surface as a backdrop for the items on display is quite a unique solution”, said the architect Markus Stenger. Visitors may also wander through so-called “sandwich rooms”, actual mini-apartments, featuring walls with round openings in them to house large ventilators that were formerly used to keep the power station well ventilated.

STYLISH AND SAFE WOODEN FLOORS

On the top floor of the store visitors can relax and enjoy numerous culinary delights. The “Power Station Kitchen”, which includes a bar, a bistro, a coffee-shop and a large terrace with panoramic views of the Alps, remains open once the furniture store has closed its doors for the day. Here, just like in the adjacent display areas and in other sales areas, the oak floors add a touch of elegance to the architectonic style of the building.

A key player in the installation of the flooring was ULTRABOND ECO P909 2K, a two-component, solvent-free, polyurethane adhesive with very low emission level of volatile organic compounds (VOC), that is suitable for use on both absorbent and non-absorbent substrates. It has a very high bonding strength, excellent ridge holding and is easy to prepare, and within just 24 hours of application surfaces can be set to light foot traffic. After installing the wooden floor covering, which in certain areas, such as the restaurant and display ar-



ABOVE. The areas inside the old power station have a perfect layout to display the goods on sale from Kare. Wooden floors were installed in various areas using ULTRABOND ECO P909 2K.

IN THE SPOTLIGHT

ULTRABOND ECO P909 2K

It is a two-component, water- and solvent-free adhesive, with very low emission level of volatile organic compounds (**EMICODE EC1 R Plus-certified**). By mixing the two components together, a uniform coloured product is obtained that can be easily applied with a notched trowel and has an excellent ridge holding. It is used for the bonding of mosaic parquet elements, solid lamparquet products, solid parquet elements with grooves and/or tongues, pre-assembled hardwood boards, multi-layer parquet elements and all types of wood and pre-finished wood on cementitious screeds, as well as MAPECEM, MAPECEM PRONTO, TOPCEM, TOPCEM PRONTO screeds and existing flooring in ceramic tiles, marble, and terrazzo tiles.



ease, is quite literally “walked all over”, it was finished off with a treatment of ULTRACOAT OIL WAX, a water and oil-repellent oil/wax finish with very little odour used to protect wooden surfaces and give them a delicate, warm colour.

These products were particularly appreciated by the client and the flooring company for the durability they guarantee to a natural material such as wood, as well as for their sustainability. ULTRABOND ECO P909 2K adhesive in particular has very low emissions level of volatile organic compounds (certified EC1 R Plus by GEV), which means it is safe to use in internal environ-

ments without any risk to the health of those who use the rooms.

The top management of the Kare organisation certainly showed great foresight when they imagined what could be created out of this complex that had been in disuse for ten long years. And with their new store in Munich their dream has come true: to create a furniture store that is anything but conventional. Thanks also to Mapei.

This article has been taken from *Realtà Mapei Deutschland* no.17, a magazine published by Mapei GmbH, a German subsidiary of the Mapei Group, whom we kindly thank.

TECHNICAL DATA

Kare Kraftwerk, Munich (Germany)

Period of Construction: 1960's

Period of the Intervention: 2013-2014

Design: Stenger 2 Architekten GbR, Markus Stenger, Munich

Period of the Mapei intervention: 2014

Intervention by Mapei: supplying products to install and finish wooden floors

Works Direction: KARE intern

Main Contractor: KARE DESIGN GmbH, GF Jürgen Reiter and Peter Schönhofen, Garching

Flooring Contractor: Innenausbau Jarek Niedzwiecki, Munich

Mapei Distributor: GUMA München, Munich

Mapei Co-ordinator: Stefan Eimer, Mapei GmbH (Germany)

MAPEI PRODUCTS

Bonding the wooden floors:

Ultrabond Eco P909 2K

Finishing the wooden floors:

Ultracoat Oil Wax

For further information about Mapei products visit www.mapei.com and www.mapei.de

Ultrabond Eco P909 2K Plus

easier to bring
and use.



**NEW
PACKAGING!**



Two-component, solvent-free, polyurethane **adhesive** with **very low emission level of volatile organic compounds (EMICODE EC1 R Plus)**, for all types of wooden floors.

Product info



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take a closer look at www.mapei.com





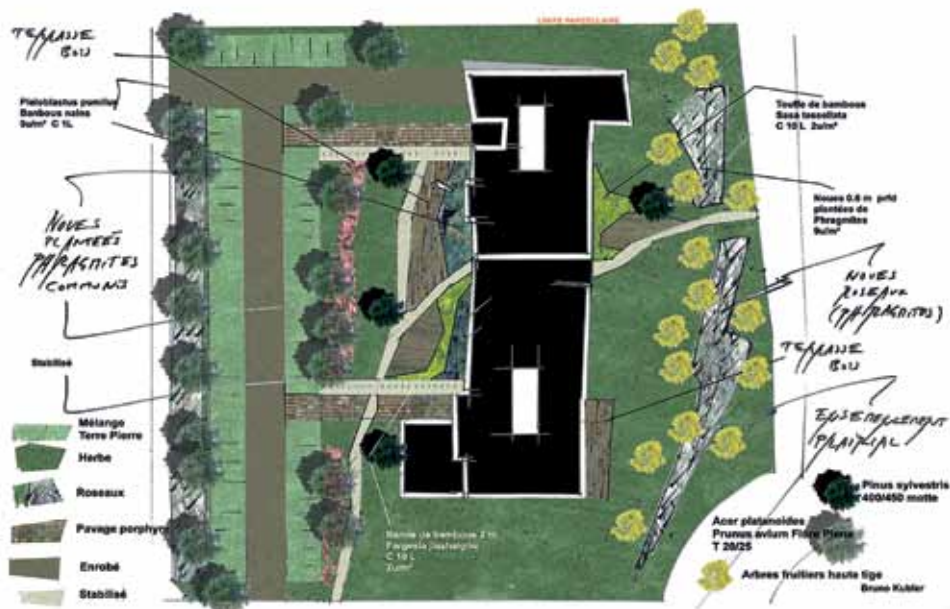
ECO-SUSTAINABLE SYSTEMS FOR THE OXYGÈNE BUILDING

A DESIGN THAT PUT TRANSPARENCY AND ECO-SUSTAINABILITY FIRST

In the Alsatian city of Schiltigheim (France), the Oxygène Building (which hosts the local head offices of Vinci Construction France) has been designed according to bioclimatic principles: it is built facing in a favourable direction, has an external “shell” to insulate the building and has large windows to exploit the natural light. The building is air-conditioned by a geothermal system that uses groundwater to lower the temperature naturally. Also, to protect the areas inside the building from the high summer temperatures, all the windows are equipped with “intelligent” external parasols that are automatically raised and lowered according to how much they are exposed to the sun.

A SOBER, MODERN DESIGN

The design of the building makes a play on the contrast between the north-facing façades, which have a particularly urban appeal with their smooth, regular surfaces, and those on the southern side of the building overlooking the communal garden, highly coloured and offering more movement. The design is deliberately simple in the way it defines the external volumes, while for the internal spaces the designer imposed the concept of natural light and transparency, thanks in particular to the large windows that mark out the façades. The internal walls were left with a fair-faced concrete finish and in the natural colour of the material. The electrics and air-conditioning system have been built into the suspended ceilings. As a contrast to the minimalistic and modern style, maybe even too impersonal in the office suites, the choice for the flooring was an oak wooden covering with a warm, comfortable finish.



LEFT. An external view of the Oxygène Building.

BELOW. The oak wooden flooring, installed with Mapei products, has a warm, comfortable finish.



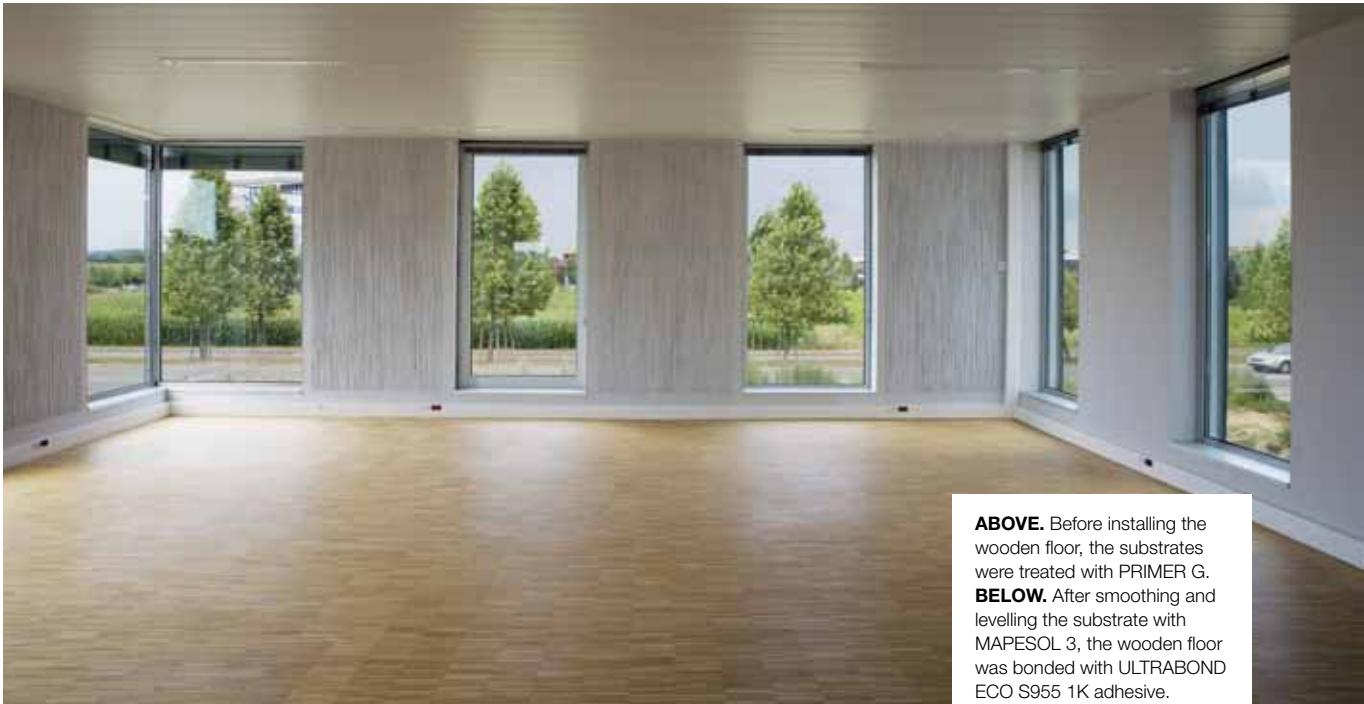
MAPEI PRODUCTS USED TO INSTALL WOODEN FLOORS

The architect who designed the floors opted for industrial oak wood. This type of flooring, very pleasing to the eye yet highly durable, is particularly appreciated for its hard-wearing properties.

Mapei Technical Services Department gave advice on the most suitable products to prepare the substrates and to install the wooden floor coverings inside the building.

Amongst the various requirements of the customer, a particu-

larly important one was to use eco-sustainable products that are safe for both the wooden floor installers and for those who will actually use the rooms. Initially the substrate was treated with PRIMER G synthetic resin primer in water dispersion with a very low emission level of volatile organic compounds (VOC). PRIMER G is an adhesion promoter, that can be used as an anchoring coat for gypsum-based sprayable plasters, to provide uniform absorption in cementitious or gypsum surfaces and to improve the bonding of smoothing compounds on substrates. Before installing the wooden covering, the surfaces



ABOVE. Before installing the wooden floor, the substrates were treated with PRIMER G.
BELOW. After smoothing and levelling the substrate with MAPESOL 3, the wooden floor was bonded with ULTRABOND ECO S955 1K adhesive.

were smoothed over with MAPESOL 3 to make them perfectly flat, a high-performance smoothing and self-levelling compound which is applied in layers from 3 to 10 mm thick. This product is only manufactured and distributed on the French market by Mapei France. After smoothing and levelling the surface, the wooden elements measuring 22mm x 16mm x 8mm were bonded in place with ULTRABOND ECO S955 1K one-component, solvent-free, silicated polymer adhesive with very low emission level of VOC (EMICODE EC1 R Plus certified). "This adhesive has excellent ridge holding. With an open time of 60 minutes it allows you to work comfortably. My team really appreciated it, especially because it is solvent-free", said Yannick Cabrol, the head of the flooring contractor.

This article was taken from issue no. 41 of *Mapei et Vous*, the magazine published by Mapei France, whom we kindly thank. Our thanks also go to the contractors who took part in this project for their kind help in writing this article.



TECHNICAL DATA

Oxygène Building, Schiltigheim (France)

Period of Construction: 2012-2013

Year of the Mapei Intervention: 2013

Intervention by Mapei: supplying products to prepare, smooth and level the substrates and to bond the wooden flooring

Designer: Les Architectes SA

Customer: Vinci Construction France

Main Contractor: Urban-Dumez

Flooring Contractor: CF Parquet

Mapei Distributor: Dispano

Mapei Co-ordinator: Boris Zimmer, Mapei France

Photos: Jean-Baptiste Dorner, Mapei France

MAPEI PRODUCTS

Preparing the substrate:

Mapesol 3*, Primer G

Bonding the wooden floors: Ultrabond Eco S955 1K

* This product is manufactured and distributed on the French market by Mapei France.

For further information on these products visit www.mapei.com and www.mapei.fr

IN THE SPOTLIGHT

ULTRABOND ECO S955 1K

It is a one-component, silicated polymer-based adhesive without water, solvents, with a very low emission level of volatile organic compounds (EMICODE EC1 R Plus-certified) for bonding wooden floors and all types and formats of pre-finished materials.

It is ready-to-use, easy to apply with excellent ridge holding, suitable for use by installers who are allergic to epoxy and epoxy-polyurethane products.

It helps earn up to **5 points** towards LEED certification for eco-sustainable buildings.



Ultrabond

Bring the sky into the room.



Ultrabond Line,
for a perfect bond to guarantee **hold**,
quality and **respect for the environment**
with **every type of parquet**.



Product info



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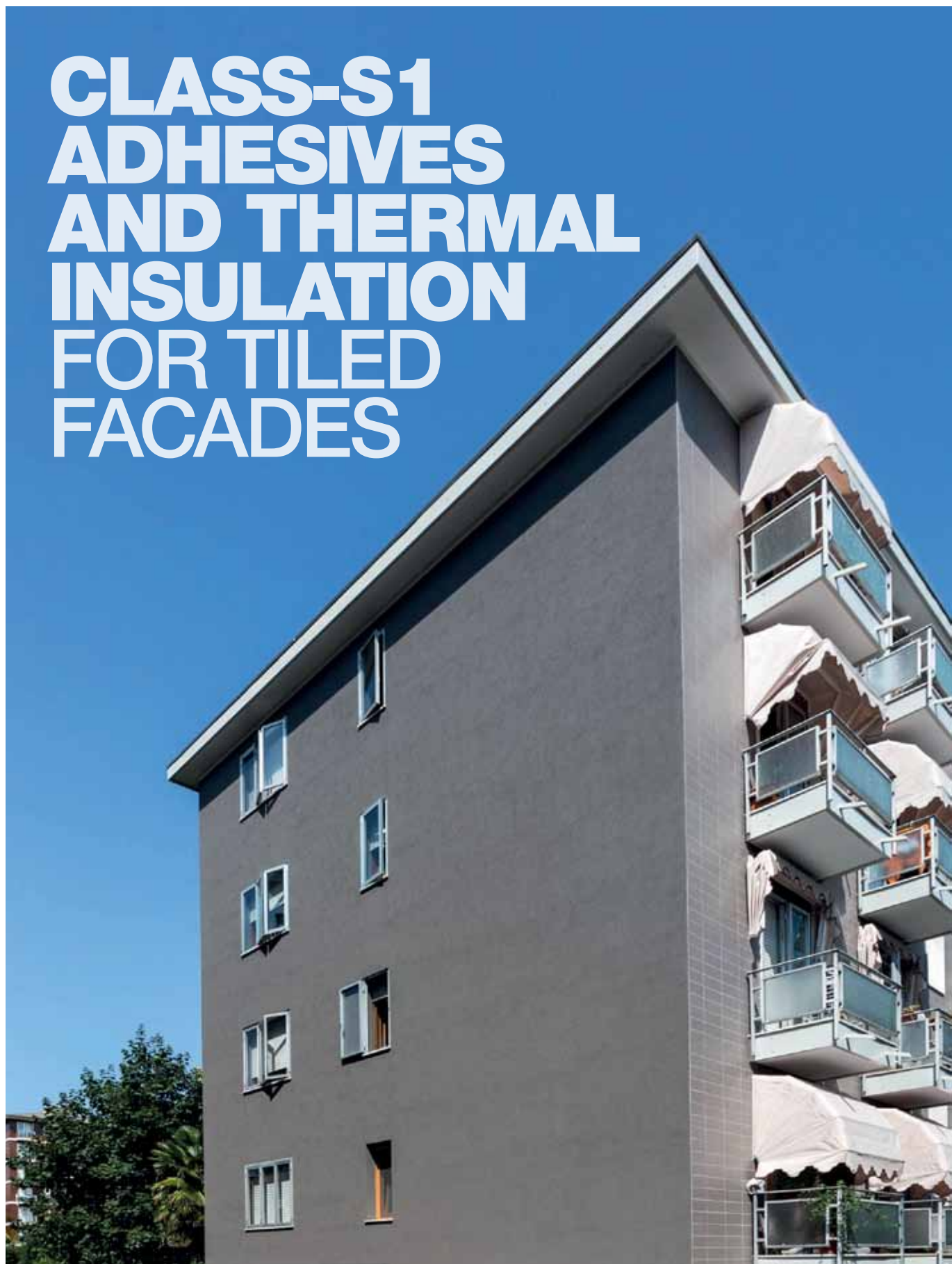
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ADHESIVES • SEALANTS • CHEMICAL PRODUCTS FOR BUILDING



CLASS-S1 ADHESIVES AND THERMAL INSULATION FOR TILED FACADES





BIOACTIVE CERAMICS AND MAPEI CUTTING-EDGE MATERIALS FOR THE “TIEPOLO” HOUSING COMPLEX IN MESTRE

The “Tiepolo” apartment complex is located in Mestre (not far from Venice, Italy) and was built at the beginning of the 1970’s. It is a particularly large complex and is made up of two main blocks that come together to form an “L” shape and has 32 housing units with access via 4 sets of stairs.

The façades were covered with klinker tiles which, after around 40 years, had started to show their age. Because of the poor condition of the tiles and the risk of falling tiles, it was decided to remove them and give a new look to the building.

The work, which was carried out not only on the façades but also on the terraces, was followed by technicians from the Mapei Technical Services Department (who carried out a study on the treatment required for the substrate of the façades and on the bonding materials) and by the ceramic tile manufacturing company Casalgrande Padana for the new ceramic tiles.

The two companies, along with the administrator of the complex, the architect Silvia Bortolozzo, carried out a survey of various layers of the substrate (adhesive and render) with a series of pull-off tests

to measure their resistance.

To check the condition of the render on which the tiles had been bonded in the 1970’s, a total of five pull-off tests were carried out, mainly to check if the existing render was strong enough to hold the new ceramic tiles.

PREPARATION OF THE SUBSTRATES

After removing the old ceramic tiles, all the damaged parts of the render were removed from the surface and the remaining areas of the surface were cleaned with high pressure water jets to eliminate all traces of dirt, dust, grease, oil, old paint, etc.

The surfaces were then treated with MALECH water-based acrylic undercoat and bonding promoter, diluted 1:1 with water.

The primed surface was smoothed with NIVOPLAN smoothing mortar mixed with PLANICRETE synthetic latex rubber at a rate of 2 kg for every 25 kg of NIVOPLAN.

At the contact points between the various substrates (between the beams, pillars and buffer walls) and around the openings for the windows, a 2 mm gal-

BOTTOM OF THE PAGE.

The housing complex before the renovation works. The intervention began with a survey of various layers of the substrate (adhesive and render) with a series of pull-off tests to measure their resistance.

IN THE SPOTLIGHT

KERAFLEX MAXI S1

It is a deformable (S1), improved (2) slip resistant (T) cementitious adhesive (C) with extended open time (E) classified as C2TE S1 according to EN 12004. It is used for interior and exterior bonding, up to 15 mm thick, on floor or ceramic tiles of every type and size on uneven substrates and renders; for interior and exterior bonding of stone materials; for spot bonding of insulating material in interiors. It can contribute up to **5 points** to obtain the **LEED** certification for eco-sustainable buildings.





TECHNICAL DATA

Tiepolo Housing Complex, Mestre (Italy)

Period of Construction: 1970's

Year of the Intervention: 2014

Intervention by Mapei: supplying products for bonding ceramic tiles and thermal insulation systems

Client: Condominio Tiepolo

Main Contractor: Complet Edil 3 Società Cooperativa

Installation Company: Ideal Casa

Mapei Distributor: Nalon Srl

Mapei Co-ordinators: Michele Orlando, Mauro Orlando, Cristiano Bordignon, Roberto Orlando, and Francesco Stronati, Mapei SpA (Italy)

MAPEI PRODUCTS

Preparing and waterproofing substrates:

Malech, Nivoplan, Planicrete, Topcem Pronto, Mapelastic, Mapeband

Thermal Insulation: Mapetherm AR1 GG, Mapetherm Net, Quarzolite Tonachino Plus

Installing ceramic tiles and grouting joints: Keraflex Maxi S1, Keracolor GG, Ultracolor Plus, Mapesil LM, Mapefoam

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

vanized wire mesh was embedded in the render to prevent the formation of cracks.

BONDING CERAMIC TILES AND GROUTING JOINTS

Bioactive ceramics by Casalgrande Padana were chosen for the façades that would not be thermally insulated: 15 cm x 45 cm x 9.5 mm porcelain tiles belonging to the "Titano" collection in natural ash grey colour shade for the façades and with a bush-hammer finish for the bases. These tiles are photocatalytic, antibacterial, self-cleaning and able to contribute to reduce environmental pollution. They were bonded with KERAFLEX MAXI S1 deformable, cementitious adhesive with no vertical slip, extended open time and Low Dust technology. They were bonded in place using the double-buttering technique, with the adhesive applied on both the substrate and the back of the tiles, to guarantee a solid bond.

The tile joints were grouted with ULTRACOLOR PLUS anti-efflorescence, quick-setting and drying mortar with water-repellent DropEffect® and

mould-resistant BioBlock® technology. The expansion joints were sealed with MAPESIL LM neutral silicone mould-resistant sealant with BioBlock® technology for movements up to 25%.

To gauge the correct size of the joints and prevent MAPESIL LM adhering to the bottom of the joints, MAPEFOAM closed-cell, extruded foam polyethylene cord was placed into the joints.

MAPETHERM THERMAL INSULATION SYSTEM

The end walls of the building were covered with the MAPETHERM thermal insulation system, with MAPETHERM AR1 GG adhesive used to bond the insulating panels. Once the adhesive was completely dry, an even layer of MAPETHERM AR1 GG, in this case used as smoothing compound, was spread over the surface of the panels and MAPETHERM NET alkali-resistant glass fibre mesh was embedded in this layer. After 24 hours a second skim coat of MAPETHERM AR1 GG was applied to form a compact, even surface suitable for the final coating of QUARZOLITE TONACHINO PLUS highly protective, mould and mildew-resistant acrylic coating. This product is made from acrylic resins with good filling properties and is recommended for finishing off walls where the surrounding conditions encourage the growth of mould, mildew and fungi.

REPAIR WORK ON THE TERRACES

Apart from installing new ceramic tiles on the façades, some of the terraces were also repaired. After removing the existing screed a new one was made using TOPCEM PRONTO, before waterproofing the surfaces with MAPELASTIC and MAPEBAND. The ceramic tiles were bonded with KERAFLEX MAXI S1 in its grey shade and joints were grouted with KERACOLOR GG. The joints between the walls and floor of the terraces were sealed with MAPESIL LM.

We would like to thank architect Silvia Bortolozzo for contributing to the preparation of this article.



MESTRE WOODLANDS

CLEANING UP THE SURROUNDING AIR AND RENOVATING THE EXISTING HERITAGE

Mapei products and Casalgrande Padana ceramic tiles contribute to the safeguard of the environment surrounding the Tiepolo apartment complex. Indeed, around 1,300 m² of surfaces of the complex were covered with bioactive ceramic tiles, which purify the same amount of air the equivalent of 1.3 football pitches or around 1 hectare of woodland, or eliminating the amount of nitrous oxide given off by 96 cars in one day. The work carried out on the complex also contributed to the objectives of the “Mestre Woodland” project, founded in 1984 to help optimise the resources of the mainland in this borough of Venice. 230 hectares have already been developed and there is a project for the future development of a further 1,100 hectares.

The objectives of the “Mestre Woodland” project are to:

- clean up the air and water courses that flow into the lagoon;



- protect the mainland from flooding;
- rehabilitate and increase the biodiversity;
- create areas for recreation and leisure time;
- teach people about the environment and create a “natural living laboratory”;
- preserve the city’s history and reinforce its identity.



ROAD MAINTENANCE: AN EUROPEAN PROBLEM

The European Union Road Federation (ERF) is a non-profit association which coordinates the views of Europe's road infrastructure sector and acts as a platform for dialogue and research on mobility issues. According to ERF, the total length of roads in Europe is 5 million km, for a total value of over 8,000 billion Euros. Since road transportation of goods and passenger account for 75% and 80%, respectively, of the whole inland transport, proper maintenance is extremely important. According to ERF, the minimum maintenance required for European roads should be 5% of the value, whereas the current average maintenance level accounts for less than 1% of the value.

THE IMPORTANCE OF MAINTENANCE

Most of society makes use of roads

every day so they may believe that, because they are suitable, then the condition of the road network across the European Union is satisfactory. However, what looks acceptable on the surface can be hiding significant problems just below. In Member States where surveys have been carried by ERF there are indications that the backlog of outstanding road maintenance has caused irreversible deterioration of the road network. The shortfall in investment in maintenance generates higher real risks of accidents, problems of congestion, increased noise and a reduced service to society. The problem is that road infrastructure is often not seen as a financial asset for society and the economy, largely due to the lack of awareness of its value. The consequence of not fully valuing these assets is similar to increasing our debt: everyone becomes poorer.

A number of studies by asset managers across Europe suggest that the only way to manage the European road asset so that they meet both needs and aspirations is to carry out regular surveys and undertake regular planned maintenance. The graph on the left dramatically illustrates that, by committing regular funding and taking regular action, the total cost of maintenance can be significantly reduced (Graph 1).

While guaranteeing high quality and safe road transport environment, adapted to economic, climate change and social challenges, proper maintenance would also ensure the following advantages:

- benefits to the economy as a whole through keeping roads in good condition and open to all users;
- well considered use and, where appropriate, re-use of materials;
- jobs based on a comprehensive under-

standing of the techniques and materials;
• Identification and anticipation of the skill needs of workers in order to guide policy.

WHAT MAKES POTHOLES APPEAR?

Potholes are a nightmare for every driver, motorcyclist, cyclist and pedestrian. Driving carefully and respecting the speed limits is the best solution if you want to drive safely and avoid problems, but when the road surface becomes an obstacle course, accidents are often just waiting to happen.

Starting from the base, roads are made up of several layers. The surface of the latter layer protects the road structure from traffic and seasonal weather variations and guarantees its durability and waterproofing capacity over the year. Various factors contribute to the deterioration of road surfaces and amongst the most significant causes are environmental factors and loads from traffic. The traffic causes gaps and cracks in the road structure, whereas water penetrates into the gaps and then seeps down into the structure under the surface of the road and softens it, making it less resistant. Also, the pressure of the water quickly erodes the structure of the granular material, causing the bitumen to separate from the asphalt aggregate. The immediate result is the formation of potholes and deterioration of the surface of roads and pavements. Wear in the asphalt is normal, but often it takes just one day of rain for new potholes to appear in the crumbling asphalt.

And so we get to the problem of road maintenance because, while it may be normal for a road to be worn by the

constant passage of vehicles, it is less normal that atmospheric agents, such as rain and sun, have such an effect that they make potholes appear more quickly.

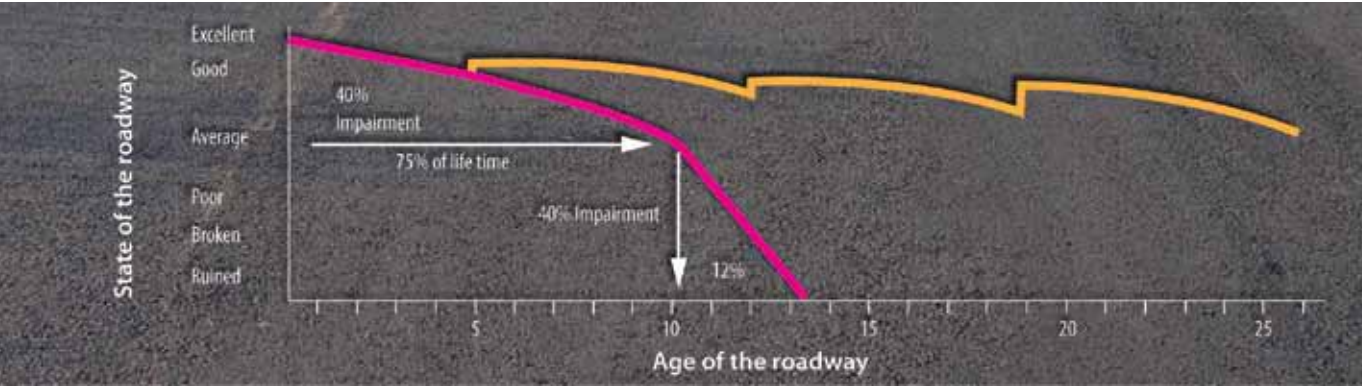
What has been missing in recent years in several countries is an on-going, effective maintenance programme using suitable products to carry out quality repair work. Often the bodies who look after our roads don't take into consideration the type of repair work

required, but rather choose to go for a cheaper option. In so doing, repairs to potholes tend to have a short service life because, all too often, companies contracted to carry out the work just fill in the holes with a simple layer of bitumen. Also, if we look at the problem on a long-term basis, the cost of constantly carrying out thousands of small repair jobs is often higher than a large-scale public work designed to last a number of years.

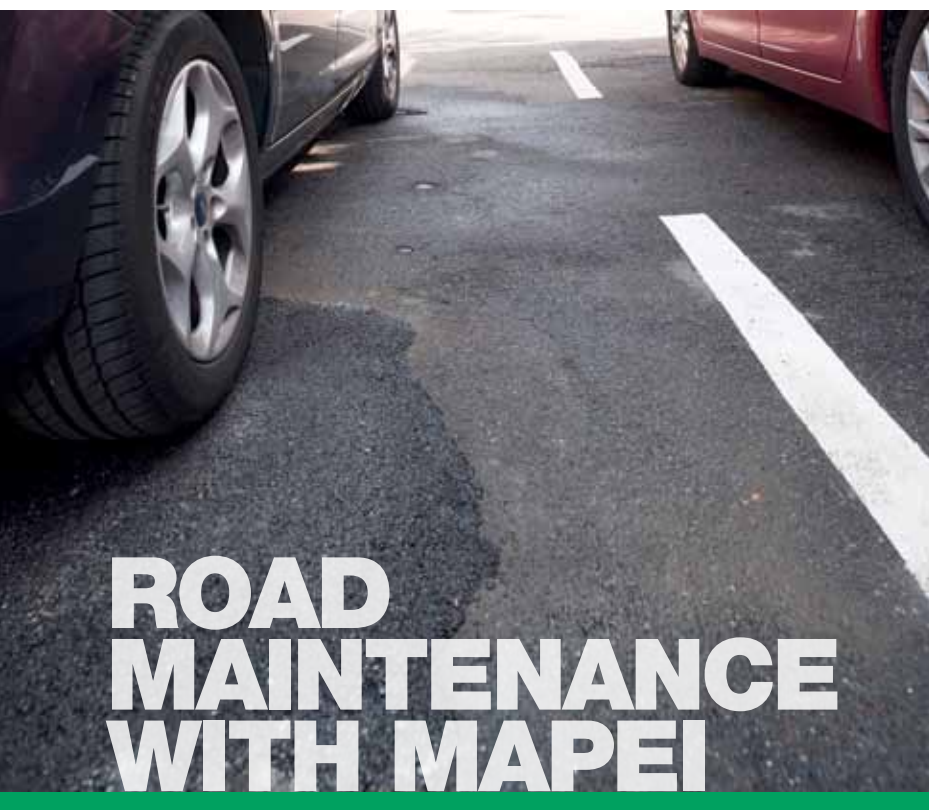
The Roads in the European Union Facts and Figures

- ➔ Goods inland transport: **75% by roads**
- ➔ Passenger inland transport: **80% by roads**
- ➔ Total length: **5 million km**
- ➔ Total value: **over € 8,000 billion***
- ➔ Minimum maintenance required: **1.5% of the value**
- ➔ Current average maintenance level: **< 1% of the value**
- ➔ **1 € spent on road maintenance** prevents spending up to **15 € in rehabilitation or reconstruction**

*based on reconstruction value
Source: "Keeping Europe Moving" by the European Union Road Federation (ERF)



GRAPH 1. The graph shows the relation between the state of a roadway and its age, highlighting the rapid decrease of its performances after the 75% of its life time and its high performances if properly maintained (yellow line).



able, shrinkage compensated, quick setting and hardening, high-ductility cementitious mortar, applied at temperatures as low as -5°C , with stiff steel fibres. It is especially suitable for repairing concrete floors in roads and joints in motorways, as well as for rebuilding and levelling off the upper parts of base plinths and reinforced concrete bearing elements on motorway viaducts.

- **MAPEGROUT SV T** is a quick-setting and hardening, shrinkage compensated, thixotropic mortar used for construction work on roads which need to be quickly reopened to traffic, for repairing roadside pavements and access ramps, as well as for fixing road signs, urban fixtures, protective barriers and crash barriers in place.

- **MAPEGROUT BETONTECH HPC** is a ready-mixed, free-flowing, shrinkage compensated cementitious grout used for repairing and strengthening structural elements and members in areas where particular types of dynamic stress require the use of free-flowing mortar with a work-hardening effect. It is ideal for rebuilding and strengthening motorway kerbs, anchoring acoustic barriers and guardrails, repairing concrete road surfaces, and repairing joints in motorways.

For some years now Mapei Research & Development Laboratories has been developing a wide range of products for proper road maintenance.

- **MAPE-ASPHALT REPAIR 0/8** is a solvent-free, ready-to-use reactive asphalt which is applied cold. It is ideal for repairing holes in roads and motorways and roads damaged by freezing. Thanks to a special chemical process, it hardens in exposed areas when in contact with water so road surfaces may be repaired quickly without interrupting the flow of traffic. With MAPE-ASPHALT REPAIR 0/8, holes from 20 mm to 70 mm deep may be repaired with a single layer. Deeper cavities may be repaired by applying several separate layers, but each single layer must be wetted and compacted accordingly. Once hardened, MAPE-ASPHALT REPAIR 0/8 does not soften, even at high temperatures, it is resistant to high loads, freezing weather and rain.

- **MAPEGROUT HI-FLOW TI 20** is a pre-blended mortar in powder form. It is used for the repair of concrete structures where greater thicknesses are required, or when repairs to complicated shapes require the use of a free-flowing mor-

tar. It is especially suitable for repairing concrete surfaces of roads and joints in motorways.

- **MAPEGROUT SV** is a fast-setting and hardening compensated-shrinkage, easy-flow mortar. It is ideal for rebuilding and levelling reinforced concrete bearing elements on motorway viaduct piles; repairing concrete floor surfaces of roads; repairing joints in motorways, kerbstones and protection barriers.

- **MAPEGROUT SV FIBER** is a flow-



Rapid solutions for road maintenance.

fluid expansive mortar for anchoring works

Mapefill R 

castable mortar

Mapegrout SV  

reactive asphalt, applied cold,
for repairing holes in roads

Mape-Asphalt Repair 0/8



Mape-Asphalt Repair 0/8

**One-component reactive asphalt, applied cold,
for repairing holes in roads.**

Used for:

- Repairing holes in roads and motorways without interrupting the flow of traffic
- Repairing holes in industrial floors and concrete squares
- Repairing pavements and car-parks

Product info



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SOUTHERN STACK AT CRESPI D'ADDA VILLAGE





TECHNOLOGY COMBINED WITH HIGH ADDED VALUE FOR THE RENOVATION OF THIS SYMBOLIC TOWER OF A WORKERS' VILLAGE THAT HAS BEEN LISTED AS AN UNESCO WORLD HERITAGE SITE

Advanced technology, combined with the latest generation of inorganic matrix composites, the Mapei FRG System, and Mapei FRP system fibre-reinforced, polymer matrix composites, were used for the static consolidation and structural strengthening of the Southern Stack in the workers' village of Crespi d'Adda in Capriate San Gervasio (Northern Italy). Mapei products of excellence were used on this project under the constant supervision of the company's highly qualified technicians, working alongside the Studio Ing. Giovanni Battista Scolari design studio and the S.M.V. Costruzioni S.r.l. construction company, right from the very first phases, such as taking samples of the materials.

The Crespi d'Adda Village takes its name from the Crespi family, Northern Italy cotton magnates who, at the end of the nineteenth century, built a modern "ideal workers' village" next to their textile factory along the banks of the River Adda. The employees of the factory were provided with a house with its own garden and vegetable plot and all the utilities required to run the house.

Only those who worked in the factory were allowed to live in the village and the life of each person and the entire community rotated around the factory, according to the pace and needs of the factory.

On the 5th of December 1995 UNESCO added Crespi d'Adda village to its World Heritage Sites List as an "Outstanding example of a workers' village, the most complete and best conserved in the whole of Southern Europe".

CONSOLIDATION AND STRENGTHENING INTERVENTION

The chimney stack is more than one hundred years old and used to be part of the power station. Today it stands as an

imposing symbol of the village of Crespi D'Adda.

Taking into account the year in which the chimney was built, 1878, the aim of the project was to intervene on the masonry structure and improve its static performance characteristics, thereby eliminating the weak points in the structure and making it safer. The renovation work on the tower, which started at the end of November 2014 and was completed in 2015, also included the restoration and protection of the external terracotta facing wall.

The first step was to take samples of the materials and then to check the state of the materials by carrying out pull-off tests.

Then, after carefully preparing the substrates with water jets to remove the efflorescence and loose material, a layer of PLANITOP HDM MAXI high ductility, pozzolan-reaction, fibre-reinforced mortar was applied by spray, with MAPEGRID G220 alkali-resistant glass fibre mesh embedded in the mortar. The product was applied by starting at the top and working downwards along the length of the chimney.

The aim of this first phase was to strengthen the masonry and even out its surface before applying MAPEWRAP C UNI-AX carbon fibre fabric.

Metal platforms, made up of a fixed part and a mobile part, were then installed inside the chimney so that the workers could enter the structure to carry out the maintenance work.

The strengthening phase involved applying eight strips of twin-layered MAPEWRAP C UNI-AX carbon fibre fabric (in its 300/20 version) vertically along the entire length of the stack. The next step was to place a series of hoops made from a double layer of the same MAPEWRAP C UNI-AX fabric inside the chimney at a pre-set pitch. Four double-layered strips of MAPEWRAP C UNI-AX fabric were then applied in a spiral pattern along the stretch of the chimney running from 48.5 m to 65.74 m above



IN THE SPOTLIGHT

PLANITOP HDM MAXI

It is a two-component, ready-mixed, high ductility, pozzolan-reaction fibre-reinforced mortar. PLANITOP HDM MAXI is used in combination with MAPEGRID G120 and MAPEGRID G220 primed alkali-resistant glass fibre meshes or MAPEGRID B250 primed alkali-resistant basalt fibre mesh to structurally "reinforce" stone, brick, tuff and mixed masonry structures.

The system follows the approach defined by the guidelines for the approval of FRCM (Fibre Reinforced Cementitious Matrix) systems which stress the importance of obtaining approval for the entire strengthening package.

It may also be used on its own to restore the texture of masonry or to level and even out the surface of reinforced concrete and masonry.



TECHNICAL DATA

Southern Stack at Crespi d'Adda Village, Capriate San Gervasio (Italy)

Year of Construction: 1878

Period of the Mapei

Intervention: 2014-2015

Owner and Client: Odissea Srl

Intervention by Mapei: static consolidation and structural strengthening

Project: Studio Ing. Giovanni Battista Scolari

Main Contractor: S.M.V. Costruzioni S.r.l

Masonry Restoration Contractor: Cocciopesto Restauri Sas di Casula Roberto

Tester: MSC Associati Srl, eng. Danilo Campagna

Mapei Co-ordinators: Dominica Carbotti, Giulio Morandini, Davide Bandera, Paolo Baldon, Alessandro Ladislai, and Federico De Niederhäusern, Mapei SpA (Italy)

MAPEI PRODUCTS

Structural Strengthening: Planitop HDM Maxi, Mapegrid G220, MapeWrap C UNI-AX, MapeWrap C Fiocco, MapeWrap Primer 1, MapeWrap 11, MapeWrap 31

Static Consolidation: Stabilcem, Mape-Antique MC, Consolidante 8020, Antipluviol S

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

the ground (the highest part of the tower). The points where the fabric crossed over were reinforced with extra strengthening ties made from MAPEWRAP C FIOCCO carbon fibre cord. The holes used to house the ties, which were necessary to avoid having to make holes in the strengtheners applied afterwards, were drilled where required before inserting the ties and then sealed temporarily with removable markers.

The application sequence, using the wet-on-wet technique, began with a layer of MAPEWRAP PRIMER 1 two-component epoxy primer, followed by MAPEWRAP 11 two-component, thixotropic epoxy grout, MAPEWRAP 31 two-component, medium-viscosity epoxy adhesive to impregnate the fabrics and, finally, with the application of MAPEWRAP C UNI-AX fabrics. The last operation was to broadcast the surface with quartz sand.

To form the ties, the stiff part was moulded into shape by impregnating it with MAPEWRAP 21 two-component, super-fluid epoxy resin, after which the surface was broadcast with quartz sand. Once the resin had set, they were inserted in the holes and fixed in place with MAPEFIX VE SF styrene-free, hybrid vinyl resin-based chemical anchor.

The dry part of the ties was then splayed out and fixed in place over the fabric applied previously with MAPEWRAP 31 and broadcast with quartz sand.

PHOTOS 1 and 2. For the structural strengthening of the chimney stack MAPEWRAP C UNI-AX fabrics were used after applying MAPEWRAP PRIMER 1. **PHOTOS 3 and 4.** MAPEWRAP C FIOCCO cord was applied with MAPEWRAP 21 epoxy resin. Once the resin had set, they were inserted into the holes and fixed in place with MAPEFIX VE SF.

PHOTO 5. View of the inside of the chimney after completion of the works.

PHOTO 6. A slurry made with STABILCEM was used to repair cracks on the external sections of the chimney. Final protection was ensured by ANTIPLUVIOL S.

EXTERNAL CONSOLIDATION

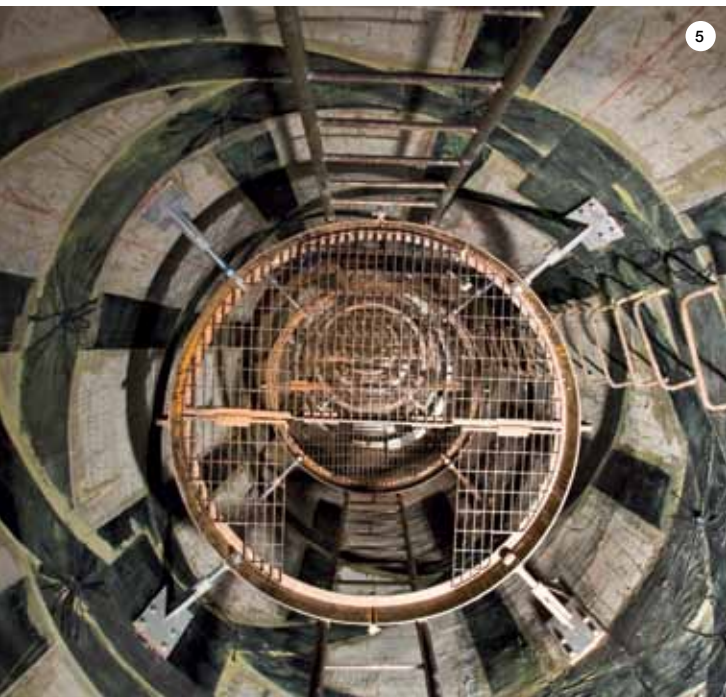
For the external part of the chimney, consolidation work included injecting the cracked areas with a slurry made from STABILCEM super-fluid cementitious binder. The masonry structure of the chimney was repaired by pointing it with MAPE-ANTIQUE MC lime and Eco-Pozzolan based mortar.

The same product was used to rebuild the missing areas of brickwork, by mixing the render with special oxides to give them the same colour as the original bricks.

CONSOLIDANTE 8020 consolidating product was used to anchor the final broadcasting of sand and then the entire chimney was protected with a coat of ANTIPLUVIOL S water-repellent impregnator.

The thing that made this strengthening project unique was the logistics involved, because the only way of reaching the top of the chimney was to use scaffolding almost 70 m high.

Also, the choice to use composite materials for strengthening proved to be the only possible route, thanks to their low weight and easy handling, particularly important when working at such a great height.





IN THESE PICTURES. Many girls from Sierra Leone joining educational programs as education is the key to progress. This country's young people dream about studying abroad (bottom, left).

ABOVE, RIGHT. Meeting Sierra Leone's First Lady Sia Nyama Koroma.

The Diamonds of Sierra Leone

REPORT ON A COUNTRY THAT IS COMING BACK TO LIFE

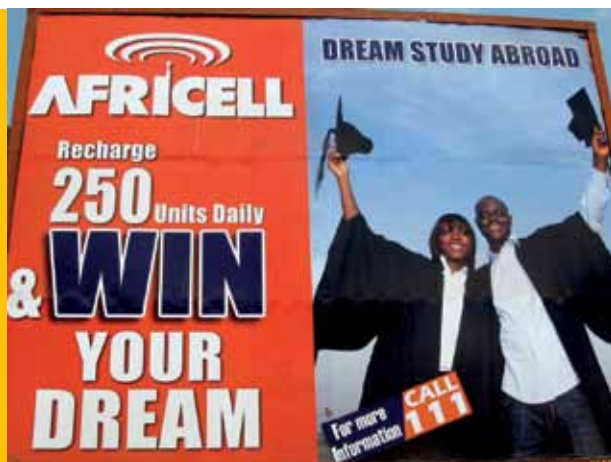
Less than thirteen years after the end of an atrocious fratricidal war, Sierra Leone is ready to take on new challenges and is already coming back to life. Ernest Bai Koroma's government, which has been firmly in power since 2007, is committed to the re-founding of a nation that can boast great natural and human resources. Battling against dishonesty and corruption is Mr. Koroma's categorical imperative, a Christian businessman who was re-elected with a large majority in 2012 to serve a second term in office as President: even the advertising signs along the roads encourage people to.....pay taxes!

A small nation with huge potential for farming and, above all, mining: there are not just diamonds hidden underground but also coltan, iron and bauxite.

"Blood diamonds" has been said as this was the cause of the bloody war that raged in the country for ten years: diamonds were, indeed, what the rebels from nearby Liberia were after. Order has now been restored and there appears to be lasting peace: UN peacekeeping forces were still in Freetown in 2010, but they did not seem to be playing a key role in the capital's politics and society. And, in fact, people were already proudly talking about real democracy and political stability that President Koroma appears to embody and ensure. He lives with his family in a beautiful lodge up in the hills in a residential neighbourhood of Freetown, where we got the chance to meet the First Lady, Sia Nyama Koroma: a crucifix hangs on the wall of the office where she welcomed us! She talked to us about her husband's social policies and projects she herself is working on to help improve people's living conditions and speed up the government's education plans.

The conditions in which women and children live is the subject of our meeting with the Minister of Social Welfare, Children's Affairs and Gender Politics, Dr Soccoh Kabia, who tells us about government efforts in the field of family planning, without which there can be no growth. Women and children are the weak link in society, victims for ten years of war violence and now of other kinds of abuse, which the social system is too weak to combat. The traditional structure of villages has been broken down, ripped apart by the fratricide, and now fatherless children, who used to be looked after by the community, are no longer protected.

A meeting in Kambia in the west of the country with the head of an association that takes care of children reveals to me the



harsh reality of the trafficking of minors: the close vicinity of the border with Guinea Conakry makes the enslavement of children from Sierra Leone even easier. These are, alas, the so-called "street children", easy prey for the new slave traders. An island off the coast of Freetown provides a sad reminder of its painful past: this is Bunce Island, the "Slaves Island", where slave trading ships used to set sail for America loaded up with their human cargo; after the slave trade was abolished in the latter half of the 19th century, even the name of the capital city, "Freetown", was intended to be a reminder of the newly gained freedom. But who will free the modern-day slaves (women and children) from their chains? NGOs, Onlus and Humanitarian Organisations, such as the British foundation HANCI, which Soroptimist International has backed with its own Quadrennial Project, have begun operating in Sierra Leone. Constant working partnerships with local communities are the strong point of this cooperation project, which Freetown's Soroptimist Club "monitored" carefully before presenting it at the 2007 Soroptimist International Convention in Glasgow. Alison, the partner who organised our "Study Tour", personally keeps track of progress on a constant basis and keeps a record of any successes achieved during the four-year partnership focused around education programs for children and professional training courses for young girls. Thanks to a form of micro-credit, mothers from poor families are given their own little business enterprise making them financially self-sufficient and also guaranteeing them a home.

Reconstruction is now underway after the devastating war, but the wounds are still visible: the rebels burnt entire villages to the ground, spreading terror and death and forcing child-soldiers to enrol in their army, who witnessed and were actually responsible for the most horrendous violence and atrocities.

The time has now come for Sierra Leone to get back on its feet, thanks to education and professional training courses, family planning programs and financial independence for women; we need to bring out all their potential to restore their dignity, making them the driving force behind socio-economic changes in the country. This is the challenge that Soroptimist International

is taking on with its "Sierra Project", a highly successful aid, planning and management transparency model, whose results are there for all to see. This is the challenge that the E4Impact Foundation is taking on to promote society, develop the economy and train young people in lots of African countries, including Sierra Leone.

The rebirth of Sierra Leone, interrupted last year by the spread of the Ebola virus, still requires a great effort on everybody's part. The ten-year war destroyed everything: the few existing roads and railways were demolished and telephone and electricity lines were knocked down. In 2010 only Freetown had electricity and the small number generators elsewhere only worked for a few hours in the evening! And yet there was great hope for the future and already talk of a highway that would connect all the countries along the Gulf of Guinea, whose route had already been planned and, in certain regions of the country, was actually starting to take shape.

A meeting in Makeni, the country's second biggest city, with the emeritus bishop, Monsignor Giorgio Bigussi, born in Cesena (Central Italy), provided me with some further insight into the intricate state of affairs in this largely Muslim country. Peaceful coexistence between Islam and Christianity and mutual tolerance guarantee a prosperous and peaceful future: the Head of State is Christian, the Mayor of Makei is Catholic, most of the schools are run by religious orders, such as the Xaverian Brothers, and the University of Makeni was founded thanks to Monsignor Biguzzi himself, who is esteemed and respected by everybody. During the war he was responsible for saving lots of children and at the end of the war he set up facilities for assisting soldier-children and accommodating evacuees and refugees. Thanks to a humanitarian organisation, Mariatu Kamara, a young girl just twelve years old, was lucky to survive after being the victim of merciless soldier-children, who cut off both her hands. "The Bite of the Mango" is the name of a book in which Mariatu tells her dramatic tale.

Wilma Malucelli. Past President of Soroptimist International of Italy



WOMEN'S BUSINESS ENTERPRISE FOR THE COMMON GOOD

Soroptimist Club di Milano Fondatore is an active player in Milan, giving women a voice and interpreting their needs and aspirations in this ever-changing city. Reading change and drawing input from it is vitally important in our rapidly evolving society. This is the background behind an event held in Milan on 9th March with two exceptional speakers: Diana Bracco and Adriana Spazzoli Squinzi, the voice of women's business enterprise at the highest level as they are working for two companies that have taken the lead in changing the city. Mapei, with all its various projects in the urban fabric of

Milan, is in every respect the artificer of the city's new skyline: Adriana Spazzoli's wonderful speech traced the various steps along a path marked by all the various projects that Mapei has carried out, and is still carrying out, in Milan and elsewhere. Soroptimist's mission is in perfect harmony with Mapei's mission, an actively engaged player in so many co-operation and aid projects in partnership with humanitarian associations in Italy and around the world. Africa, where Soroptimist also plays a leading role in helping young people, sees Mapei involved in a variety of Education for Development

and Training projects. Adriana's words really plucked the "heartstrings" of an audience and their message was further reiterated in Diana Bracco's account of the vast scope of action of the "Bracco Foundation". A big company is rejuvenated if it successfully grasps society's needs and expectations, if it manages change with far-sightedness, and works towards real improvement: this can be grasped from what Adriana and Diana had to say. And, for the first time, the audience discovered a "brand-new" aspect of two companies, which have made supporting charitable enterprises an authentic "philosophy".

FORLÌ

MUSEI SAN DOMENICO

13 FEBBRAIO

26 GIUGNO 2016



Piero della Francesca, *Madonna della Misericordia*, Museo Civico, Sansepolcro (Italy).

PIERO DELLA FRANCESCA. EXPLORING A LEGEND

ART AND SOLIDARITY: MAPEI'S
CONTRIBUTION TO AN EXHIBITION BACKING
PROJECTS BY FABBRICA DEL SORRISO

Mapei is taking part as a partner in the "Piero della Francesca. Indagine su un mito" exhibition been hosted in the striking setting of San Domenico Museums in Forlì (Central Italy), which officially opened on 12th February and is scheduled to run until 26th June.

The exhibition is being put on by Fondazione Cassa dei Risparmi di Forlì bank and a percentage of ticket sales will go towards projects organised by Fabbrica del Sorriso, an enterprise by Mediafriends (a nonprofit organization based in Northern Italy) supporting research, prevention and the treatment of tumours afflicting children.

For this edition Fabbrica del Sorriso has decided to finance projects by four major associations: AIL (Associazione italiana contro le leucemie-linfomi e mieloma Onlus, a nonprofit organisation providing assistance to patients in their struggle against blood diseases), AIRC (Associazione italiana per la ricerca sul cancro, the Italian Association for Cancer Research), Dynamo Camp (a nonprofit organization supplying social and medical assistance) and IOR (the socially-active nonprofit organisation Istituto Oncologico Romagnolo Onlus), which, for years now, have been carrying out research, providing hospital and home care, and helping improve the lifestyle of young patients and their families.

More specifically, IOR and IRST IRCCS (Istituto Scientifico Romagnolo per lo Studio e la Cura dei Tumori, the Romagna Region Scientific Institute for Studying and Curing Tumors) will be able to use funds coming from the event to complete work on a radiotherapy centre serving the whole of the Emilia-Romagna region, including paediatric patients.

A television advert will be broadcast on all Mediaset Networks from February until the end of June to promote the exhibition and provide information about this charity enterprise. The advert will focus on the four partner companies, which have jointly taken on this initiative: Mapei, Ima, Orto Mio and Fondazione Romagna Solidale.

AN EXHIBITION UNIQUE OF ITS KIND

It is immediately worth pointing out that an exhibition like this has never been organised before. This dream has come about thanks to the endeavours of its Managing Director,



Felice Casorati, *Silvana Cenni*, Private Collection.

Gianfranco Brunelli, assisted by a scientific committee headed by the Director of Vatican Museums Antonio Paolucci and including other scholars of the very highest calibre.

The event being held in Forlì has been an arduous undertaking, because assembling an adequate number of works by Piero della Francesca is in itself a tricky operation. And, of course, bringing his works together with the greatest masters from the Renaissance, such as Domenico Veneziano, Beato Angelico, Paolo Uccello, Andrea del Castagno, Filippo Lippi, Fra Carnevale and Francesco Laurana among others, was certainly no easy undertaking.

It was also no easy matter documenting Piero's influence on the generations of artists that followed him. But this exhibition has gone even further, examining how Piero's legendary status re-emerged, after being forgotten for centuries, in the modern age and in artists like those from the Macchiaioli group, Borrani, Lega and Signorini. But, above all, taking a look at how many European artists were so fascinated by his painting, such as Johann Anton Ramboux or Charles Loyeux and then the fundamental rediscovery of his work in England in the early 20th-century, mainly due to Roger Fry, Duncan Grant and the Bloomsbury Group.

Paolucci himself has written in the official exhibition catalogue that: "At a certain moment in the critical historiography of the 20th century, Piero della Francesca seemed to be the perfect embodiment (ancient and therefore prophetic) of an idea that dominated our age for so long: how painting, more than being some kind of discourse, was fundamentally a harmony of colours and surfaces".

The exhibition sets out to highlight the wavering fortunes



ABOVE. The official opening was attended by Maria Elena Boschi, Italian Minister of Constitutional Reforms and Relations with Parliament, the Italian art historian Antonio Paolucci, Roberto Pinza representing Fondazione Cassa di Risparmio di Forlì, the Mayor of Forlì Davide Drei, and the Italian art critic Vittorio Sgarbi.

down the centuries of the great master from Sansepolcro (Central Italy): from the adulation he enjoyed during his lifetime (Luca Pacioli described him as "the monarch of painting") to those long periods when he was forgotten (overshadowed by Michelangelo, Leonardo and Raffaello) and then the revival of this legendary figure due to critics and artists at the end of the 19th century and in the 20th-century in particular.

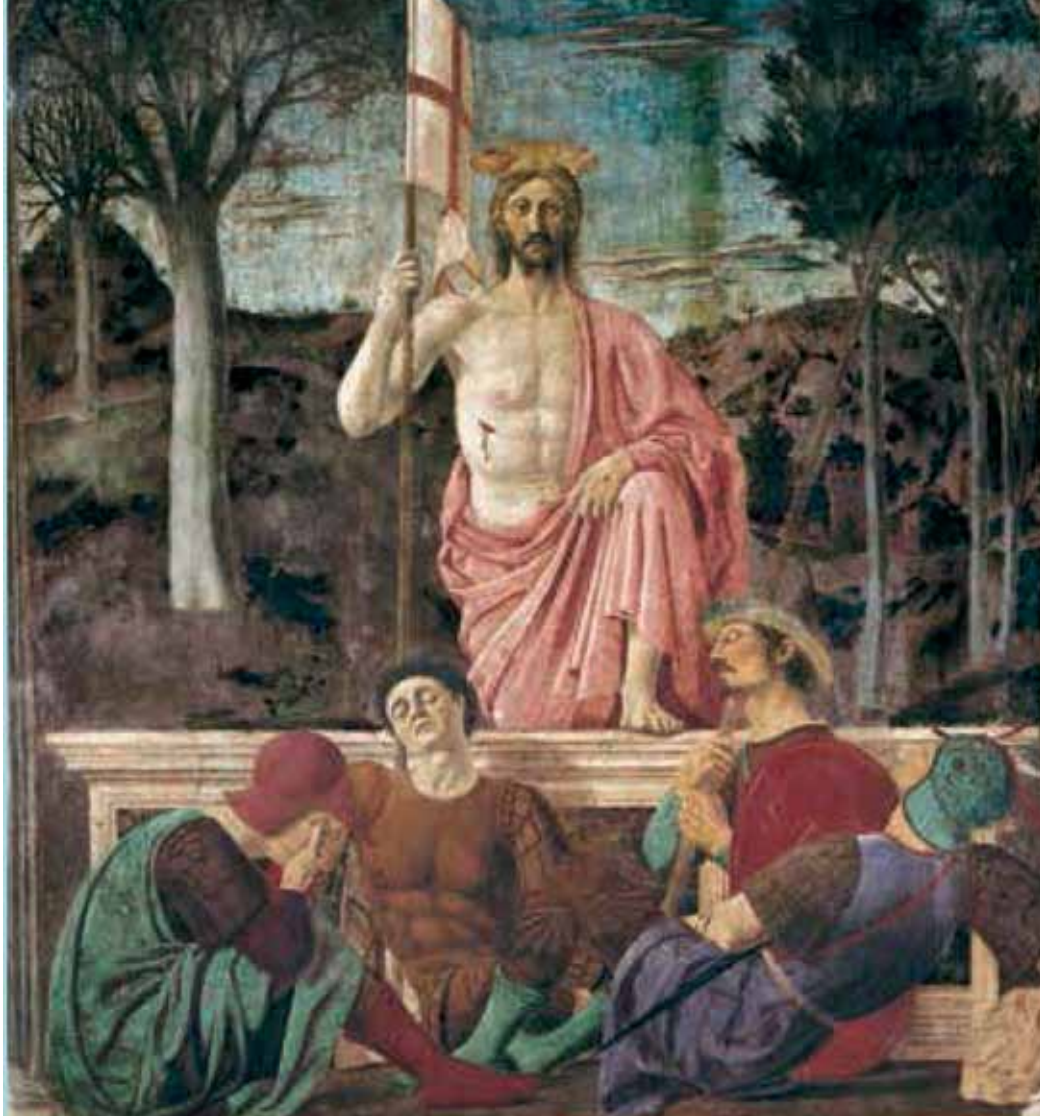
WORKS AND ARTISTS

The most famous painting on display is definitely the *Madonna della Misericordia*, the central panel of the polyptych of the same name, which has left its home in Sansepolcro Civic Museums for the first time ever. This work provides a foretaste of a distinctive feature of Piero della Francesca's art, which had so much influence on modern painters: a feeling of suspension and abstraction resulting from the peacefulness and composure resonating from the human figures and faces, protagonists in a world governed by rationality and the very close bonds between art and science in the Renaissance. At this exhibition Piero's *Madonna* is placed directly (and not just theoretically) alongside the 20th century painter Felice Casorati's *Silvana Cenni* painting, reminding us once again of the real purpose of this exhibition. Other works by Piero that are leaving their natural home for the first time



IN THESE PICTURES. Left: Roberto Pinza. Below: the official presentation with Antonio Paolucci and Minister Maria Elena Boschi. Bottom, left: Gianfranco Brunelli, Managing Director of the exhibition.





Piero della Francesca, *Resurrezione*, Museo Civico, Sansepolcro (Italy).

are the *Madonna con il Bambino* from the Alana Collection (Delaware, USA), *San Gerolamo e un Devoto* from the Gallerie dell'Accademia in Venice, and *Sant'Apollonia* from the National Gallery of Art in Washington.

As previously mentioned, a number of other artists are on display at the exhibition, starting with those great Renaissance painters that were so important for his own artistic training (such as Domenico Veneziano, Beato Angelico, Paolo Uccello and Andrea del Castagno), as well as a number of his contemporaries, who got the chance to become familiar with Piero's work during the latter's travels around Italy (including Francesco del Cossa, Melozzo da Forlì, Luca Signorelli, Giovanni Bellini and Antonello da Messina). The biggest nucleus of works is by painters from the latter half of the 19th century and the 20th-century, who helped restore Piero's legendary status: from the Macchiaioli Group (Lega and Signorini) to Seurat, Signac, Degas and Cezanne (the importance of perspective and geometry, among Piero's greatest achievements, are clearly evident in the latter two artists' work).

The exhibition concludes with the works of two much more contemporary artists, the French painter Balthus (*A Midsummer Night's Dream*) and the American artist Edward Hopper (*Approaching a City* and *Manhattan Bridge Loop*), confirming Piero della Francesca's timeless legendary status and rightly acknowledging him as one of the fathers of the Renaissance.

SOLIDARITY CHANNELS



Mapei, which is proud to take part in this fundraising campaign and this exhibition about Piero della Francesca's genius as a painter, is confirming ongoing support for major cultural and artistic events and important musical evenings in aid of scientific research and charity.

The Piero della Francesca exhibition has been backing projects by Fabbrica del Sorriso (an enterprise by Mediafriends in favour of research, prevention and the care of tumours in young children).

For this edition, Fabbrica del Sorriso has chosen to finance projects by four associations: AIL (Italian Association for fighting leukemia-lymphomas and myelomas), AIRC (Italian Association for Cancer Research), Dynamo Camp and IOR (Oncological institute for the Romagna region non-profit organization) that carry out research, provide hospital/home care and help improve the lives of young patients.

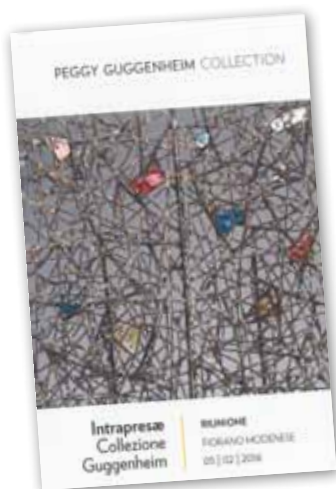
This year Fabbrica del Sorriso will be working in partnership with a prestigious institutes like the Fondazione Cassa dei Risparmi di Forlì bank, which will be supporting the chosen projects by making a donation and contributing a percentage of the ticket sales.

Channels are open for supporting Fabbrica del Sorriso's 2016 campaign: donations can be made by credit card on www.mediafriends.it website or bank payment directly to the Mediafriends current account (IBAN: IT92R0103020600000055555575).



A PASSION FOR ART

THE BEST OF ITALIAN BUSINESSES SUPPORTING THE PEGGY GUGGENHEIM COLLECTION



TOP OF THE PAGE.

The photo shows a special dish prepared by chef Massimo Bottura for the Intrapresæ members hosted by Claudio Lucchese, President of Florim: a piece of art on its own!

The cooperation between Mapei and the Peggy Guggenheim Collection in Venice is continuing with great success: the various members of Intrapresæ Collezione Guggenheim, the corporate membership project to which a number of well-known Italian companies belong and which Mapei has been taking part since 2008, met in Fiorano Modenese (Central Italy) on 5th February, 2016.

A PROJECT SUPPORTING ART

“Art inspires business. Business supports art”: the pay-off of this project reveals both its aims and identity, representing the commitment of certain leading enterprises to enhance and make use of art.

Intrapresæ Collezione Guggenheim is the first and best known corporate membership project in an Italian museum also involving some of the most famous Italian companies, which, like Mapei, have managed to match the excellence they have achieved in their own business sector with the passion for art inherent in the people representing them.

As for Mapei, this fruitful partnership has been going on between the Company and the “locations of Guggenheim art” for several years now. In 2008 Mapei products were used to renovate Frank Lloyd Wright’s building housing the Solomon R. Guggenheim Museum in New York (USA). In 2009 Mapei also helped restore the complex hosting the Peggy Guggenheim Collection in Venice (Italy).

The meeting on the 5th of February was held at the headquarters of Florim in Fiorano Modenese (photos 1, 2 and 3) and was attended by representatives from firms like Florim, Allegrini, Apice, Arcilinea, Bsi, Corriere della Sera, Gruppo Campari, Distilleria Nardini, Hangar Design Group, Istituto Europeo di Design, Manifatture Sigaro Toscano, Rubelli Swatch and Trend Group. As well, of course, as Mapei, which, in the afternoon, invited everybody taking part over to Ricci Stadium to meet the Sassuolo football team (photos 4 and 5) and enjoy some refreshments.

Art, communication and membership



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IN THIS PICTURE. From left on: Claudio Lucchese, Philip Rylands, Adriana Spazzoli.



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were all discussed during the day's proceedings, taking stock of an excellent 2015. Claudio Lucchese, President of Florim Group, welcomed the guests who later enjoyed a meal prepared by Massimo Bottura, one of the best chefs in the world.

GREAT ART IN VENICE

Philip Rylands, the Director of the Peggy Guggenheim Collection, reported the record number of 400,000 visitors who came to see the Collection in Venice in 2015. Lots of projects have already been planned for 2016: work on modernising the Collection began in November last year and a new wing with a new coffee bar should be open by the end of the summer.

The exhibition space currently used for



2

temporary exhibitions will also be given a new educational wing in the autumn.

There is an equally extensive exhibition schedule in 2016, which focuses on the post-war period with three exhibitions devoted to big names from the 20th century: "Postwar Era. A Recent History Homages to Jack Tworok and Claire Falkenstein" (running until 4th April 2016), "Imagine. New Imagery in Italian Art 1960-1969" (23rd April-19th September 2016), "Homage to Tancredi" (12th November 2016 – 14th March 2017). But Guggenheim art will not just be open at "Peggy's home": a major exhibition on the Guggenheim art collection is also scheduled to be held in Palazzo Strozzi in Florence, while the Peggy Guggenheim Collection in Venice will be taking part in the 500-year commemoration of the Jewish ghetto with a photographic exhibition about Peggy.

MAPEI'S COMMITMENT

The bond between Mapei and the Peggy Guggenheim Collection in Venice has gradually strengthened down the years, due to the fact that the Company has played a pivotal role in renovating two important Guggenheim art locations: the Solomon R. Guggenheim Museum in New York and the Peggy Guggenheim Collection in Venice. In 2012, 2014 and 2015 Mapei was also sponsor of several exhibitions held at Palazzo Venier in Venice ("Cycling, Cubo-Futurism and the 4th Dimension. Jean Metzinger's 'At the Cycle-Race Track'" and "Themes & Variations. The Empire of Light", "Jackson Pollock's Mural: Energy Made Visible" and "Alberto Burri: The Trauma of Painting.").

Mapei has always been an enthusiastic supporter of the conservation of artistic heritage, supplying products and expertise for renovation work on the great sites of culture worldwide, and plays an important role in promoting the culture that has always been a cornerstone of the Company's philosophy.



4



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© Florim Ceramiche



MILAN POLYTECHNIC ORGANISED A CONVENTION TO DISCUSS THIS HIGHLY TOPICAL SUBJECT WITH MAPEI AND THEIR PRODUCT SOLUTIONS PLAYING A LEADING ROLE

THE DEVELOPMENT AND UPGRADING OF SPORTS FACILITIES

A convention, entitled "The Development and Upgrading of Sports Facilities", was held on the 14th of March in the Rogers Hall at the Polytechnic of Milan. It was organised by the Polytechnic's ABC (Architecture, Built Environment and Construction Engineering) Department and Gesti.Tec Laboratory in collaboration with Accademia Sgr and Mapei.

For Mapei it was an ideal opportunity to present their latest projects in this sector to such a gathering of experts, with examples of structures where their products and specialised teams have played a leading role. And an example of their total commitment, which was presented during the convention, was the redevelopment and upgrading of the Mapei Stadium – Città del Tricolore in Reggio Emilia (Central Italy).

Because of the strong growth in all sectors and levels of sport, in both professional and semi-professional football, basketball, volleyball, rugby, athletics, swimming, tennis, etc., discussing the potential of sports facilities has become highly topical. The number of people taking part at a semi-professional and,

in particular, at an amateur level is increasing, and there is also an increasing number of spectators, larger audiences for TV sports programmes and, in general, more interest in all information regarding the world of professional sports.

"TO CREATE A NEW ITALIAN MODEL WE MUST FOLLOW THE EXAMPLES OF BEST PRACTICE APPLIED ABROAD"

Italy has achieved a level of excellence in almost all sports, but the structures of Italian facilities are currently dated and not up to standard from a safety point of view, and are generally not functional enough nor fit for purpose if we take into consideration the increasingly diversified market demand.

The upgrading of existing facilities, along with the construction of more attractive and more efficient structures, has been a necessity for a number of years, but there have been numerous obstacles, especially economic, due to the recession Italy has been going through.

SPORT IS A SERIOUS BUSINESS

The convention included a presentation of the most innovative structures and projects currently on-going in Italy, along with



WHILE MOST OF THE ITALIAN SPORT FACILITIES ARE CURRENTLY DATED AND NOT UP TO STANDARD, MAPEI STADIUM IN REGGIO EMILIA IS A PIONEERING STADIUM IN TERMS OF TECHNOLOGY AND SOLUTIONS

the people and tools that have made them possible.

The themes and objectives of the study day were presented by Professor Oliviero Tronconi, from the Polytechnic's ABC Department, followed by a presentation by the Italian volleyball champion Maurizia Cacciatori, who discussed her involvement in the "Allenarsi per il futuro (Training for the Future)" initiative, which aims at introducing more youngsters to the world of work, promoting more training courses and improving school/careers liaison services. The aim is to involve 25,000 students from middle and secondary schools and universities from all over Italy and to offer 250 internships. The initiative has a "team" of well known champions from the world of sport to help explain the importance of making the right professional choices based on personal strengths.

The need to invest more into sports facilities to bridge the gap, as soon as possible, between Italy and countries such as Germany and the United Kingdom, and to go back to competing on equal terms with the leading European clubs, was the theme of the presentation by Niccolò Donna, Head of the Research, Special Initiatives and Corporate Social Responsibility Department of the FIGC (Italian Football Association).

"To create a new Italian model", explained Niccolò Donna, "we must follow the examples of "best practice" applied abroad where they have managed to increase income from the stadiums by more than 73%. The road-map to improve our sports facilities must include project financing, naming rights and multi-purpose stadiums. It is also fundamental that we invest in training, as we are doing at FIGC with the 'Stadia Management' course and the 'Stadia Tour' initiative".

Alberto Bollea, CEO of Accademia Sgr (Banca del Sempione Group), after illustrating examples of the success of this approach, such as Manchester United in the UK, ended his discussion by declaring that "The management and execution of rebuilding or renovation projects for sports facilities require common sense, realism, dedication, tenacity and professionalism".

A good example of this virtuous approach is the project for the new, poly-functional J Village centre, illustrated by Fabio Tucci (Head of the Legal Department at Juventus Football Club) and the General Manager of Juventus Stadium Francesco Gianello. Located in the former Continassa area next to the stadium, the aim is to redevelop this abandoned area and to concentrate all the activities of the club within a single site, as well as to play a part in the development of the city of Turin.

A DREAM COME TRUE - MAPEI STADIUM

After a brief presentation of the Company and its decade-long history of working on sports facilities all around the world, Elisa

Portigliatti, Sport Facilities Product Specialist for Mapei, highlighted Mapei's singular approach whereby, rather than just offering highly advanced products, the Company provides complete solutions for the building world.

After presenting an analysis of the current situation of Italian stadiums, Elisa Portigliatti highlighted innovative Mapei solutions that can be adopted for playing surfaces, hospitality areas, resilient floorings and structural strengthening.

Particular emphasis was placed on the history and current situation of the Mapei Stadium in Reggio Emilia, a pioneering stadium in terms of technology and solutions.

"In this facility", pointed out Elisa Portigliatti, "Mapesoil technology has allowed us to create an even, sufficiently dense playing surface with high drainage capacity, to guarantee that the pitch remains open all year round and that, during matches, it performs the same in every area of the pitch".

Repairs to the damaged concrete and the waterproofing layer for the terraces were carried out using Mapei products of excellence, such as PURTOP 1000 and MAPECOAT TNS URBAN, as part of an overall redevelopment project that has been rewarded with an official recognition: the Mapei Stadium will host the final of the Women's UEFA Champions League on the 26th of May 2016.

After describing the first two phases of the redevelopment project, which were carried out in 2014 and 2015 to bring the pitch in line with the functional and structural standards for





ABOVE. Elisa Portigliatti, Sport Facilities Product Specialist for Mapei.

LEFT. Andrea Fabris, General Secretary of Sassuolo Calcio.



sport facilities required by the Serie A Italian Professional Footballers League and UEFA, Andrea Fabris, General Secretary of Sassuolo Calcio, presented the work scheduled for 2016.

"In the summer, at the end of the current championship", said Andrea Fabris, "we aim to upgrade the West Stand, which still needs to be modified. We are also going to move the benches so they are more similar to the English style, and we will modify the part of the moat that is at the foot of the stand".

The third phase of the redevelopment project will also include replacing the seats in the West Stand and building a new platform for the two main cameras. Permanent walkways will be installed on the wooden roofing structures, so that they can be inspected on a regular basis and maintenance work can be properly planned for these areas.

The redevelopment programme for Mapei Stadium will also include extending the hospitality area in the upper part of the

North Stand and building a new "TV Compound" area. For further details on the works see the dedicated article by Sandro Beltrami in this issue of the magazine.

Given the general theme of sport seen from every angle, the convention, which opened with a presentation by a volleyball champion, could only be closed by another champion. The Olympic canoeing champion Antonio Rossi, Councillor for Sports for the Lombardy Region, outlined the current situation in Lombardy and explained that, "Even though the sports facilities in Lombardy should not be compared with the state of facilities in other Italian regions, their situation is still critical. The presence of facilities suitable for sporting activities is vital. Lombardy is a region of sports with around 10,000 clubs and 850,000 athletes. The number of facilities, therefore, is very high and, if we count each and every court, pitch and infrastructure suitable for sport, there are around 17,000. According to our estimates", he added, "60% of these facilities are either unsuitable or do not comply with current standards. This is clearly not the most ideal situation but we do not have the resources we are crying out for from the Italian Government".

Prof. Oliviero Tronconi, who acted as mediator for the convention, rounded off the day's activities by stressing how the new phase in the development and renovation of sports facilities will begin with a meeting between some of the most important Italian sports clubs and the world of real estate, which has the expertise and effective tools to help in the development of real estate deals in the world of sports too.

The journey has just started and the future of Italian sports facilities looks like being full of surprises. But one certainty is that Mapei, as it has always traditionally done, will continue to be part of this development.



VAVASSORI ACADEMY: NEW PLAYING SURFACE



A NEW COURT HAS BEEN COMPLETED AT THE VAVASSORI TENNIS ACADEMY IN NORTHERN ITALY USING THE MAPECOAT TNS REMOVE SYSTEM

In the playing surfaces sector, too, Mapei is synonymous with research and innovation to meet the requirements of a market in which the quality and reliability of a playing surface play a key role in bringing out the best in a player's technical ability while safeguarding them from injuries.

With the aim of offering solutions that can be used to renovate existing playing surfaces rapidly, economically and efficiently, Mapei has developed MAPECOAT TNS REMOVE for the world of tennis. This system is unique in the world for its particular combination of materials and versatility.

Created to help renovate playing surfaces more quickly on substrates whose conditions would normally require expensive, preliminary preparation work, this innovative ITF 3 certi-

fied system was used last February to successfully complete a new tennis court at the Vavassori Tennis Academy in Palazzolo sull'Oglio (Province of Brescia, Northern Italy).

The Vavassori Academy is renowned at an international level and has been classified as a "Top School" by the FIT (Italian Tennis Federation). It is used by professional players but, above all, it has an important youth academy which trains young players, starting from the basics, and helps them develop with the sound principles and values that sport teaches. And it was thinking how to preserve the physical wellbeing of the young players that the most suitable system for building a new playing surface proved to be MAPECOAT TNS REMOVE, whose characteristics are similar to those of a normal hard court but is only a few millimetres thick, while the bounce of the ball and playing conditions are typical of those normally found on hard courts used on the ATP (Association of Tennis

Professionals) circuit.

This innovative Mapei system allows playing surfaces to be created which have excellent playing comfort and excellent performance characteristics, such as a perfect bounce of the ball, quick, safe changes in direction and an excellent compromise between balance and slide for players.

DESIGNED FOR TOP LEVEL PERFORMANCES

MAPECOAT TNS REMOVE is a removable, multi-layered system – available in a wide range of colours – made from acrylic resin in water dispersion with selected fillers applied in combination with a fibre-reinforced PVC mat. It is used to create indoor courts suitable for professional-level tennis and multi-purpose playing surfaces in indoor environments with high resistance to wear.

MAPECOAT TNS RE PLAY is a fibre-reinforced PVC mat which, thanks to its excellent dimensional stability, is also suitable for outdoors. This is a floating mat which is not bonded to the substrate, which means it is suitable for installing new playing surfaces in areas where previously the old substrate would have to be completely removed or re-made.

Thanks to its high level of elasticity, MAPECOAT TNS REMOVE may also be used for temporary events where removable playing surfaces that can be used for other sports are required.

Apart from tennis courts and other playing surfaces (basketball, volleyball, 5-a-side football, handball and skating), the MAPECOAT TNS REMOVE system may also be used for cycle lanes, playgrounds, urban fittings, and car-parks in shopping centres to mark out pedestrian areas from parking spaces.



1

IN THESE PAGES. A new playing surface was lately completed at Vavassori Tennis Academy using MAPECOAT TNS REMOVE, a removable, multi-layered system made from acrylic resin in water dispersion.



2

IN THE SPOTLIGHT

MAPECOAT TNS RE PLAY

It is a highly stable 3.6 mm thick underlay made from fibre-reinforced PVC used to make tennis courts and multi-purpose playing surfaces. MAPECOAT TNS RE PLAY is particularly flexible which helps it adapt perfectly to any substrate. It does not absorb moisture, is perfectly stable and is practically unaffected by changes in temperature. It also improves heat insulation and soundproofing against the noise of

footsteps.

It is also ideal for maintenance operations on indoor and outdoor playing surfaces, including old worn surfaces, as well as on cracked indoor and outdoor screeds when the cracks cannot be repaired due to the risk of movement. Due to the special "remove" technology, it may be used to create temporary playing surfaces for indoor sports events without damaging existing flooring in wood, rubber, etc.



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TECHNICAL DATA

Tennis Court at Vavassori Academy, Palazzolo sull'Oglio (Province of Brescia, Italy)

Year of Construction: 1992

Year of the Mapei Intervention: 2016

Intervention by Mapei: supplying products for renovating the tennis court with a new acrylic resin coating

Client: Vavassori Tennis Academy

Flooring Contractor: Waterproofing Srl

Mapei Co-ordinators: Angelo Nobili, Fabio D'Amato, and Marco Cattuzzo, Mapei SpA (Italy)

MAPEI PRODUCTS

Mapecoat TNS Re Play, Mapecoat TNS White Base Coat, Mapecoat TNS Finish 1, Mapecoat TNS Finish 3, Mapecoat TNS Color, Mapecoat TNS Line, Ultrabond Turf Tape 100, Ultrabond Eco Tack.

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



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CITTÀ DEL TRICOLORE STADIUM: GETTING READY FOR THE WOMEN'S CHAMPIONS LEAGUE FINAL

TOP-CLASS FOOTBALL IN REGGIO EMILIA ON 26TH MAY

The UEFA Women's Champions League Final will be held in Italy for the first time: Città del Tricolore Stadium in Reggio Emilia (Central Italy) will host the match scheduled to take place on 26th May. Reggio Emilia is about to become the European capital of football along with Milan. Indeed, ever since 2010 the final of the UEFA Women's Champions League always takes place in the same country as the Men's final, which is scheduled to be held at Meazza Stadium in Milan on 28th May, 2016.

The final of the Women's Champions

League was presented in Reggio Emilia City Hall. The Mapei Group was represented by Adriana Spazzoli, Operational Marketing and Communication Director, at the official presentation held in the Council Chamber. She was accompanied at the table of speakers by Luca Vecchi, Mayor of Reggio Emilia, Carlo Tavecchio, President of the FIGC (Italian Football Federation), Karen Espelund, Chairwoman of the UEFA Women's Football Committee, Francesca Sanzone, Vice General Manager of the FIGC, and Roberto Rosetti, Event Coordina-

tor for the Final. Others taking part included Antonio Conte, team manager of the Italian Men's football team, Antonio Cabrini, team manager of the Italian Women's football team, the women footballers Patrizia Panico, Alessia Tuttino and Melania Gabbiadini, as well as Rosella Sensi, former president of Roma football club and now the Italian Amateur Football League's Delegate for women's football, and also the former champion long-jumper Fiona May. Team manager, Eusebio Di Francesco, was there to represent Sassuolo; it is worth



mentioning that members of the Pal-lacanestro Reggiana basketball team, sponsored by Mapei and one of the favourites to win this year's Italian championship, were also in attendance, along with delegates from other sports clubs in the Emilia and Lombardy regions.

Since February 2015 the FIGC has set up a Development Department for women's football. "By organising the final in Reggio Emilia - so President Carlo Tavecchio claimed - we are aiming to get Italian public opinion more interested in the women's football movement. Developing women's football is the key to improving the Italian football system as a whole. The FIGC believes in this project, because, alongside its great sporting potential, the Federation also realises the importance of the socio-cultural message it conveys".

Karen Espelund had this to say: "Two of the most important teams in Europe will meet in Reggio Emilia on 26th May. Ticket prices will be fair for everybody, because we hope to bring as many families and children to watch the final as possible".

THE CITY GETS INVOLVED

The Mayor of Reggio Emilia is proud to host the final: "From April onwards - so Luca Vecchi assured us - Reggio Emilia will be dressed up to host the UEFA Women's Champions League Final and the atmosphere will permeate every corner of the city. All the static and dynamic posters and billboards for promoting the event will allow locals and tourists to enjoy a festive atmosphere even before the real entertainment starts when the match kicks off. From advertising on

buses to billboards, Reggio Emilia will 'dress up in pink' inviting all the local city folk to come to the stadium on the day of the final". Promotional work has also been scheduled to take place during the Vivicità marathon on 2nd-3rd April and at the International Festival of European Photography in early May. The Women's Champions League Final will be a very special chance to promote Reggio Emilia and the whole of the Emilia region, which will be involved in a variety of side events aimed at getting fans of all ages to come and watch what will surely be a great football spectacle".

"Our city - so the Mayor went on to say - is open to the world and to international relations in all fields, ranging from children's education (our most distinctive realm of expertise) to economics, culture and sport. The city has a real vocation for getting people involved, so it is only natural that we should be delighted to host such an important and prestigious sports event as the Women's Champions League Final, working as closely as possible with the organisers. We firmly believe that the social and competitive values of football and sport in general will be upheld and supported by our community as it is only fitting".

TROPHY TOUR AND TV

On the evening of 26th May the captain of the winning team will lift the Champions League trophy. In the weeks leading up to the match, there will be a special Trophy Tour displaying the Cup in various locations, so that football fans can come and take selfies with the trophy. The final of the Women's Champions League will kick off at 6 p.m. and be



ABOVE. Top, left: Antonio Conte and Antonio Cabrini. Right, from above on: Carlo Tavecchio, the Mayor of Reggio Emilia Luca Vecchi and Karen Espelund; in the middle: Conte, Fiona May and Cabrini; above: Francesco Magnanelli and Eusebio Di Francesco representing Sassuolo.

broadcast live on television by Eurosport TV channel. The name of the final's testimonial was also announced during the press conference: Patrizia Panico, the centre forward of Fiorentina's women's team and a member of Italian football's "Hall of Fame". Patrizia holds the record for the number of caps for the Italian team (204), also scoring 110 goals.



VERONA AND BRESCIA

The first edition of the Women's Champions League was held during the 2001-2002 season. No Italian club has ever won it. Brescia and Verona are the only Italian teams taking part in the 2015-2016 Champions League. Verona qualified for the Champions League by winning last year's Italian championship, the fifth in its history. Manager Renato Longega's girls beat the Austrian team Spatzern in the round of the last 32. Verona won the away tie 5-4 with goals by Larsen, Bonetti, Gabbiadini and two by Pirrone. The yellow-and-blues then drew the return leg 2-2 with Gabbiadini scoring twice. Unfortunately, Verona then lost to the Swedish team Rosengard in

the round of the last 16. The Swedes won 3-1 at Bentegodi Stadium and 5-1 in Malmö. Pirone and Gabbiadini scored Verona's goals.

Brescia did better, achieving a great result by knocking out Liverpool ladies in the round the last 32, winning both legs 1-0 (with Gama and Bonansea scoring the goals). The girls coached by Milena Bertolini then met the Danish team, Fortuna Hjørring, in the round at the last 16. The home tie at Rigamonti Stadium turned out to be crucial with the white-and-sky-blues winning 1-0 (Sabatino scored the winning goal). The return leg in Denmark was a hard-fought 1-1 draw with Boat-tin scoring the equaliser for Brescia in the 89th minute.



THE CHAMPIONS

2001-2002	FRANKFURT (GER)
2002-2003	LIMEA (SWE)
2003-2004	LIMEA (SWE)
2004-2005	POTSDAM (GER)
2005-2006	FRANKFURT (GER)
2006-2007	ARSENAL (ENG)
2007-2008	FRANKFURT (GER)
2008-2009	DUISBURG (GER)
2009-2010	POTSDAM (GER)
2010-2011	LYON (FRA)
2011-2012	LYON (FRA)
2012-2013	WOLFSBURG (GER)
2013-2014	WOLFSBURG (GER)
2014-2015	FRANKFURT (GER)



SEMIFINALS OF THE WOMEN'S CHAMPIONS LEAGUE

The semifinals of the 2015-2016 Women's Champions League will both be derbies: an all-German battle between Wolfsburg and Frankfurt and a French encounter between Olympique Lyon and Paris Saint Germain. Brescia was knocked out in the quarter-finals by Wolfsburg.



ADRIANA SPAZZOLI: "IT WILL BE A STADIUM FOR EVERYBODY, MEN AND WOMEN"

Adriana Spazzoli, Mapei Group's Operational Marketing and Communication Director, represented the Company at the official presentation of the UEFA Women's Champions League Final. "As the stadium owners – so Adriana Spazzoli pointed out – we are honoured that UEFA chose us to host the final. We have a great responsibility: to meet the very high standards of such an important international event. This is a tricky task, but we have already got off to a timely start so that UEFA will have a welcoming, well-organised, cutting-edge stadium at its disposal for hosting such a major sports event. We have invested in new technology to provide an ambitious location worthy of hosting major events". There is always plenty of talk about getting families to come to football stadiums. "That is also our aim", so Adriana Spazzoli noted. "As well as constant improvements and further investments, one aspect we need to work on is the construction of a family-friendly facility. On 26th May we would like to see the stadium full of families, children and young people ready to cheer on the teams in the final". Adriana Spazzoli also talked about the team sponsored by Mapei: "Sassuolo is strongly supporting the UEFA and FIGC (Italian Football Federation) so the final is a great celebration for everybody, men and women. The final will be an excellent opportunity to make public opinion aware of the role of women in football as players, managers, spectators or just ordinary fans".

The journey will not end on 26th May. "For us this will just be the beginning: we have set off on an important journey focusing on women's football, the youth sector and sports education for young girls. We are also involved in promotional work during Sassuolo's home games. Under the slogan "Everybody, boys and girls, to the Mapei Stadium" (which is how the Città del Tricolore Stadium is also called) we are drawing in young boys and girls under the age of 16 who belong to sports associations and schools, along with girls and women who are members of the ladies football union. At last season's final home game we organised a major event out on the pitch that 700 kids took part in. We wanted to send out an important message about equality in football and, more generally speaking, in men's and women's sports. In view of this year's final, all the boys and girls attending Sassuolo's home games during the second half of the season will be able to watch the final being held in Reggio Emilia on 26th May. Women's football is a great passion for those who take part in it and we would like this passion to extend to all the other cities in Emilia Romagna and perhaps even the rest of Italy". Mapei's aim is to send out the message that football is for everybody, males and females. "We began with Sassuolo's home fans – so Adriana Spazzoli concluded – when promoting the Women's Champions League Final, also trying to draw in families and fans from other clubs that have come to play here, like, for example, AC Milan, and teams who will be coming in the future, such as International Milan, Udinese and Hellas Verona".

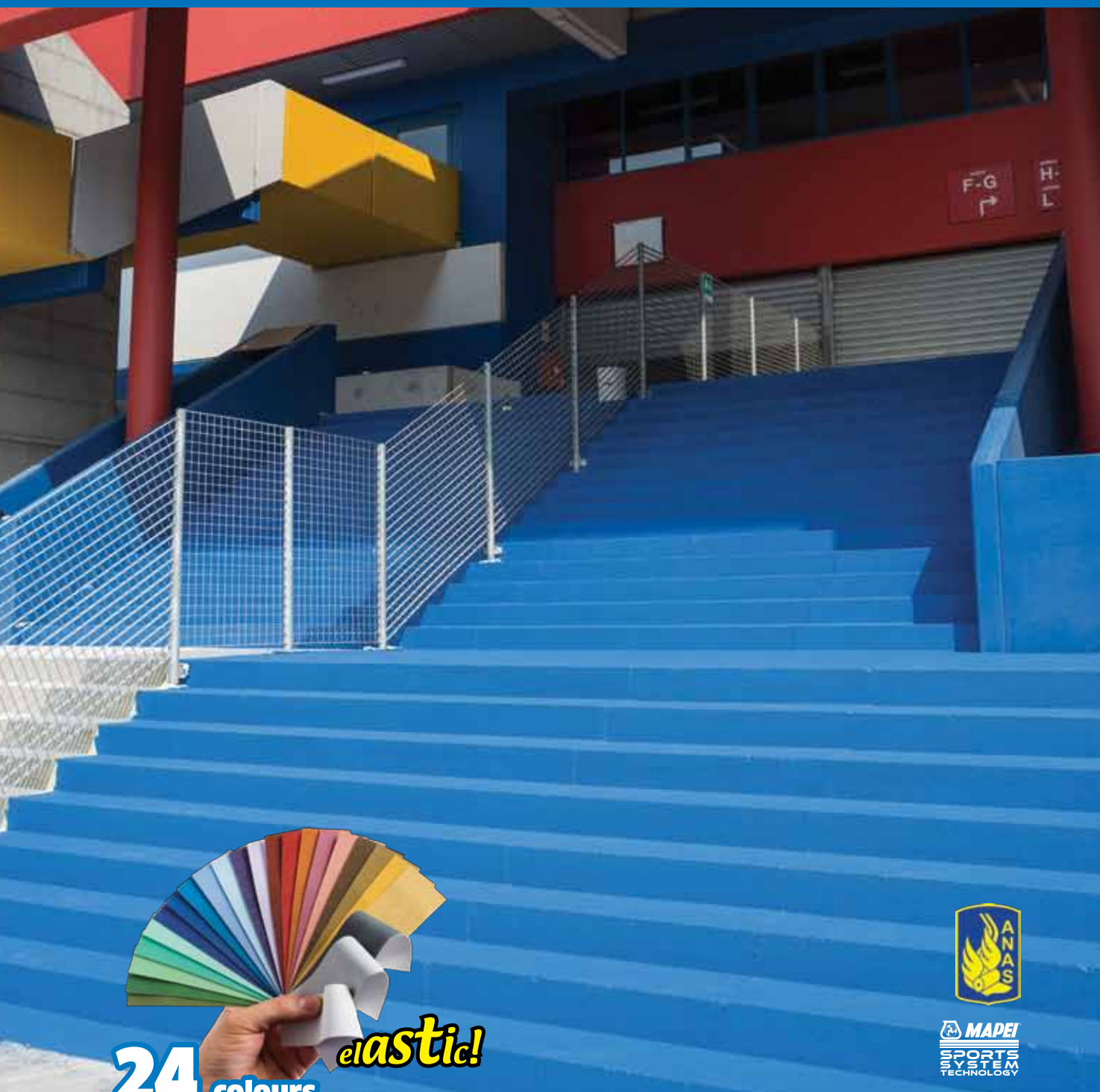
Sassuolo is renowned for its fair play. "We hope that this kind of fair play is not just confined to the footballers and fans but might also be a starting point for getting women involved in our plans for the stadium and club".



MEN'S AND WOMEN'S MATCHES IN REGGIO EMILIA

There is no doubt about it: this year Reggio Emilia really is the capital of top-class women's international football. Indeed, the Women's Champions League Final, scheduled to take place on 26th May, is not the only major women's football match taking place at the Città del Tricolore Stadium during this part of the season. The stadium in Reggio also hosted a qualifying event for the European Championships: a match between Italy and Northern Ireland's women's football teams. So Reggio Emilia's one really is the stadium of the three colours of the Italian national flag, as well as of the skyblue of the Italian national football team.

Last September Mapei Stadium also hosted the European Men's Under 21 qualifying match for the 2017 European Championships between Italy and Slovenia. Italy won 1-0 with a goal by Bernardeschi, Fiorentina's star player. The Italian team, managed by Gigi Di Biagio, was making his debut in a tournament that also includes Ireland, Andorra, Lithuania and Serbia.



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- **Solvent-free** and environmentally-friendly

- **Excellent aesthetic appearance**
- **Wide range of colours**
- **Ideal for coating cycle tracks, footpaths** and urban features
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NEW CHALLENGES FOR THE MAPEI STADIUM

A NEW WAVE OF REDEVELOPMENT AND UPGRADING
WORK IS ON THE CARDS

2016 is another busy year at the Mapei Stadium (also called "Città del Tricolore Stadium") with numerous redevelopment and upgrading interventions already planned. While the main objective is undoubtedly to complete work to bring the stadium up to the standards required by the Serie A and UEFA for infrastructures, one of the aims is to continue its formal and functional upgrade and transform the Città del Tricolore Stadium into a "new", more modern and sustainable complex that offers an unique experience for everybody using it (players, supporters, reporters and television crews, etc.) and guarantees high safety standards.

Ever since the first phase of work carried out in 2014, the owners have been striving for this goal by adopting simple, effective and innovative technical and formal solutions.

During the most recent important phase – between October and November 2015 – the steps were upgraded and new seats were installed in part of the covered stand (photo 1) which, apart from helping to make watching matches more comfortable for the supporters, has also given the stands a more attractive look and helped them blend in much better with the stands behind the goals, where new seats had been installed the previous summer.

Once the work scheduled to be completed for the end of summer 2016 has been carried out, the stadium will comply with UEFA standards and be able to host international matches: the Women's 2016 Champions League Final to be held on the 26th of May will be the inaugural international game.

REDEVELOPMENT WORK ON THE FRONT STAND

Works are scheduled to begin in the spring to complete redevelopment work on the lower part of the Front Stand which is exposed to weather. The surface of the concrete in these sectors will be repaired and waterproofed with PURTOP 1000 pure polyurea membrane (which has already been used for the stands behind the goals) and then finished off with a cycle of MAPECOAT TNS and MAPEFLOOR FINISH 451, before installing the same type of seats as those used in the covered sector. The entire operation will involve an area of around 5,000 m² and the installation of around 2,600 seats and is scheduled to be completed and accessible in time for the final of the Women's Champions League.

NEW TV COMPOUND AREA

During the same period, and when possible due to league matches being played which will temporarily interrupt the operations carried out, work will commence on the new TV Compound area in the corner of the ground between the North and East Stands. This area will be used by TV crews which, at the moment, have to set up their equipment on match days inside the entrance to the ground, which is undoubtedly too small for this type of activity (photo 2); the new area will also include its own bathrooms for use by the TV crews.

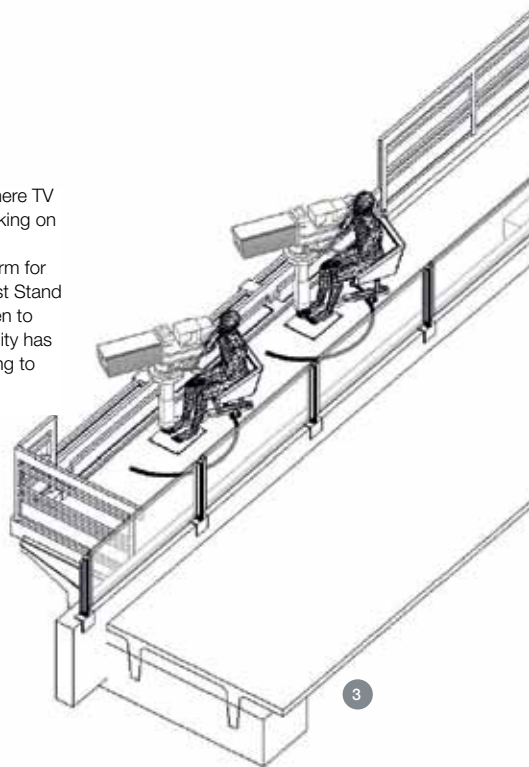
For the final of the Women's Champions League, the new platform for the two main cameras in the West Stand will also be in use. Thanks to this work, the two cameramen will have their own dedicated position and it will free up the area in the entrance to the VIP stand on the third floor where their equipment is currently set up. The new platform, with a kind of carousel which will allow the cameramen to remain seated, as well as a barrier which can be lowered down, has been designed according to high safety standards (photo 3).

REDEVELOPMENT WORK ON THE WEST STAND

The most important work on the West Stand will commence once the current Serie A championship is over and will involve

PHOTO 2. The area where TV crews are currently working on match days.

IMAGE 3. A new platform for TV operators in the West Stand will allow the cameramen to remain seated. The facility has been designed according to high safety standards.



the entire stand, from pitch level right up to the fourth floor.

The first important work will be to modify the moat, which will be covered in order to host the new benches for the players and teams, moved further back from the touchline compared with their current position to comply with the distances specified by UEFA standards. Moving the benches will also allow the area immediately behind them to be redeveloped and improve the view from the area reserved for disabled spectators. This area, which will have virtually no barriers between the pitch, will allow spectators to view areas of the pitch which previously could not be seen. The surface covering both the moat and the area where the new benches are to be installed will be in synthetic grass so that, from the stands, the spectators will have the impression of there being a seamless area of green from the pitch right up to the stands (image 4).

The stand behind the moat will be completely restyled and, just like the sectors in the opposite stand, the surface of the concrete will be repaired, waterproofed and finished off in the same style. New seats will also be installed here but, in this case, their quality and comfort will vary, depending on which sector they have been installed in and, therefore, on the level of service purchased with the entrance ticket.

This work will involve an area of around 10,000 m² and around 6,100 new seats and is scheduled to be completed for the middle of August, in time for the area to be accessible for the start of the new championship.

The new lay-out of the stand will provide an excellent view of the pitch from any position, not just from the "upper" seats but also from those down at pitch level.

HOSPITALITY AREAS

At the same time work will be carried out on the areas under the stands to upgrade the hospitality and refreshments areas used by guests and the paying public. The aim of the work is to transform the existing refreshments areas – which at the moment are quite Spartan and not particularly comfortable or inviting – into ones that are more welcoming and befitting of



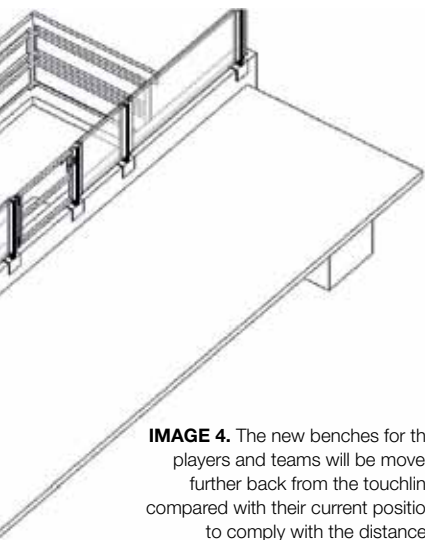
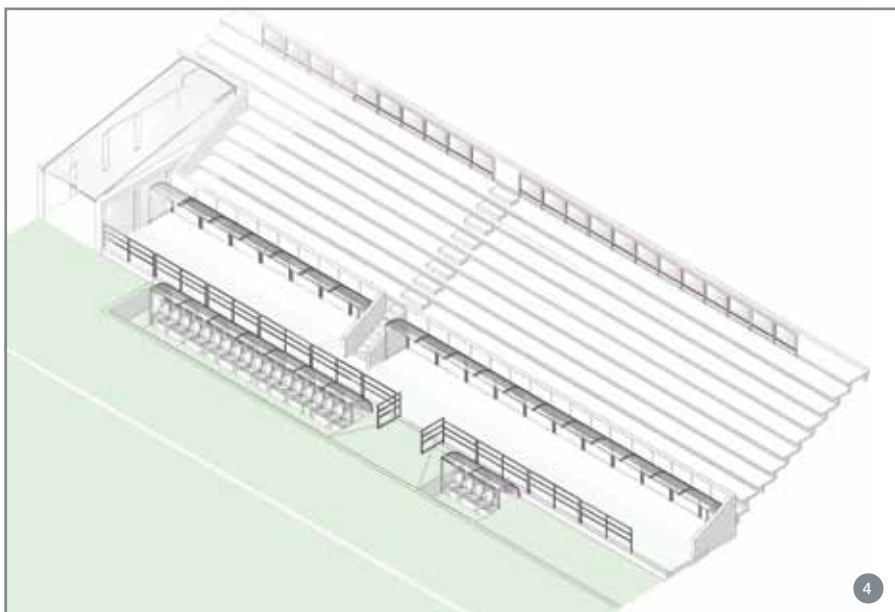


IMAGE 4. The new benches for the players and teams will be moved further back from the touchline compared with their current position to comply with the distances specified by UEFA standards.

PHOTO 5. The lamps used for artificial photosynthesis of the grass playing surface will be enhanced with the addition of three more modules so that the grass can be treated more intensively next winter.



the new image the Mapei Stadium is aiming to project. For the larger areas, plans have been approved for the creation of new, more comfortable “lounge” areas with large windows, along with new lighting, heating and mechanical ventilation systems to control the surroundings more efficiently. Less of an impact, but just as important, is the series of interventions planned for the plant and service equipment used to run and maintain the complex, which is also scheduled to be completed by the start of the next championship.

OTHER WORK

The lamps used for artificial photosynthesis of the grass playing surface (photo 5) will be enhanced with the addition of three more modules so that the grass can be treated more intensively next winter. During the summer, therefore, work will commence on laying a new electric feed to the eastern part of the pitch along with the upgrading of some of the electrical boards and components in the electrics room.

An agreement between Mapei Stadium and the Iren Group (a multiutility company operating in the sector of electricity, thermal energy for district heating, gas, and integrated water services) is in the process of being finalised to connect the stadium to the city's district heating network. The need to upgrade the existing methane power plant (the generators date back to when the stadium was first built) has provided the opportunity for yet another innovative choice inspired by, amongst other things, Mapei's commitment to environmental sustainability.

Various interventions on the roof of the West Stand have already been scheduled for the coming weeks. The first one will be to definitively solve the problem of water seepage which, in particular as for rainy weather, go as far as the main stairwell, while the second one is aimed at solving the years-old problem of the existing drainpipes, with new ones to be installed on the metal columns at the back of the stand.

We would also like to announce that, starting from next winter, important work lasting several months will commence to



install walkways on the wooden roofing structures, so that they can be inspected on a regular basis and maintenance work can be planned for these areas. This work is particularly complex and costly and, to install the metal walkways, “suspension” bridges will need to be erected using techniques normally adopted for the construction of viaducts.

If we stop and think for a moment that the last match to be played at the stadium will be on the 4th of June 2016, and that the first match of the new season will most likely be played during the second half of August, the conclusion we can come to is that the next “challenges” to animate and enthuse Mapei Stadium will not be limited to football.

Sandro Beltrami. Beltrami Studio, Cambiago (Italy).
www.beltrami-studio.it



DI FRANCESCO: “WE WANT EUROPE!”

“Get us into Europe, Eusebio get us into Europe”, is what the Sassuolo fans sing particularly when the black-and-greens beat teams that have a much longer and more prestigious history in the Italian first division, not to mention many more supporters. “We have a dream - so the team manager Eusebio Di Francesco admitted - and we want it to come true”. For much of the second round of the season Sassuolo was seventh in the table. Sixth place would actually qualify the team to play in the preliminary round of the Europa League. Should Sassuolo win that match, they would then be in a play-off and by winning that they would qualify for the group phase of the Europa League. Moreover, if A.C. Milan win the Italian Cup against Juventus, they would have to finish fifth and not sixth. The team has stayed in the 7th position meaning that, despite a few minor setbacks particularly in matches at the Mapei Stadium in Reggio Emilia (Central Italy), there is still a good chance of qualifying. The black-and-greens drew 2-2 against Palermo in their 24th game of the season: the result could have been better. And the 1-1 draw the following week against Chievo at Bentegodi Stadium in Verona was not such a great result either. But things turned out better in the match against hard-working Empoli that Sassuolo eventually won 3-2 at the Mapei Stadium. Zielinski scored first for the away team but then Sassuolo turned the match around with a goal by Berardi and two by the French centre-forward Defrel, the match winner. The team from Tuscany then reduced the deficit when Maccarone scored.

FIRST WIN IN ROME

29th February 2016 will be remembered as an historic day for Sassuolo: that was

THE TEAM AND PLAYERS SHARE THE SAME DREAM OF QUALIFY FOR THE EUROPA LEAGUE

when the team won at the Olympic Stadium in Rome for the first time. In the pouring rain and bitter cold that made it a very heavy pitch, “Di Francesco’s boys” beat Lazio 2-0. The team owned by the Mapei Group played a great game, scoring a 41st minute penalty in the first half (taken by Berardi, who has scored four goals in his last four games against Lazio) and another in the 22nd minute of the second half, thanks to a left foot shot by Defrel.

Despite being penalised by the extremely heavy playing surface, the black-and-greens played hard physical football with plenty of pressing and counter-attacking. Sassuolo’s Duncan was a real lion in midfield, and Consigli’s saves were crucial for vanquishing any hopes the team from Rome might have had. “We played a perfect game defensively – so Di Francesco claimed - often catching our opponents offside. We managed to handle Lazio’s physicality, suffering when we needed to and always looking dangerous”.

MAPEI STADIUM: A STUMBLING BLOCK FOR A.C. MILAN

6th March 2016 also deserves to be included among the landmark dates in Sassuolo’s history. For the third time running in three Italian championships, Sassuolo managed to beat A.C. Milan at the Mapei Stadium. The match finished 2-0, what is often referred to as the “perfect score” according to an old football adage.



ABOVE. Eusebio di Francesco.

IN THE FACING PAGE, BOTTOM.

Sansone being challenged by A.C. Milan’s Bertolacci and Duncan playing against Lazio.

The first goal came from a set piece practised in training, which caught the A.C. Milan defence off guard: Berardi took a corner from the right, Sansone did really well to make a “dummy” and Duncan, a midfielder from Ghana who learnt his trade at Inter Milan, came in from the right and struck an incredibly powerful left-foot shot that the young goalkeeper Donnarumma could do nothing about. Sassuolo made a great start to the second half too, scoring in the 27th minute to make it 2-0.

A.C. Milan’s hopes were revived when the referee sent off Defrel, who had looked lively throughout the game, for two yellow cards, but A.C. Milan could not take advantage of having the extra man.

“We won and deservedly so”, was what a delighted Sansone had to say at the end of the match. And to think that the game did not start very well for Sassuolo, as Di Francesco himself admitted: “We cannot expect to dominate all 90 minutes of a match, particularly against opposition like A.C. Milan, who were

unbeaten in their previous nine games and still hopeful of qualifying for next year's Champions League". The match against A.C. Milan was probably Sassuolo's best game all season so far: "I was really pleased with how the lads played and we showed we are not inferior to A.C. Milan. In the second half, even when we were down to 10 men, we were never under threat and they had no shots on goal".

This third win in a row proved that the black-and-greens had really picked up their game after some disappointing performances in January. "Our fitness is better and we are mentally stronger, even though we have lost Cannavaro and Missiroli through injuries", so Di Francesco says. The club owner, Giorgio Squinzi, was extremely happy: "We are reaping the rewards of our club policy based around young Italian players, making very few changes from one season to the next". It is worth pointing out that in three league championships Sassuolo have now won four of its six matches against A.C. Milan. Indeed, last season Sassuolo even managed to beat them 2-1 at San Siro Stadium in Milan.

JUVENTUS ENDS SASSUOLO'S FINE RUN

In three seasons in top-flight Italian football, there is only one big stadium where Sassuolo has always lost: Juventus's. Juventus won again 1-0 in the 29th game of the season, thanks to an extremely accurate "left-foot hook" by the world-class player Dybala. Nevertheless, Sassuolo can boast having beaten Juventus 1-0 on their home pitch.

After the match at Juventus's home ground, Sassuolo played Udinese in Reggio Emilia and certainly were not at their best: Zapata opened the scoring for Udinese and then Politano equalised to make the final score 1-1.

De Canio taking over as the manager of Udinese (in place of Colantuono) has certainly injected some fresh life into Udinese. Nevertheless, Di Francesco was disappointed with the draw: "All of Udinese's chances came from our

mistakes, giving away possession. We literally handed them the first half. In the second half my team played much more tightly, we certainly improved and I was pleased at the way they tried to retake control of the game, even though we did not pass the ball around as well as we usually do. It was not easy. We can definitely talk about a missed opportunity".

BIDS AND AMBITIONS

Despite a slight drop in form by the team, lots of people are interested in buying Sassuolo's star players, particularly Berardi, who certainly gives the Mapei club that something extra. "Berardi – so the Managing Director of the team, Giovanni Carnevali, said in an interview with Sky 24 Sport – is the target of both foreign and Italian clubs, but that does not mean we will be selling him. If, for example, we were offered 30 million Euros for Domenico we might also sell two other players for 15 million Euros each, so we would recoup the same amount of money without letting Berardi go".

Giorgio Squinzi's plans for the future will have Sassuolo fans dreaming: "Winning the Italian league is difficult, but staying in the top five in Italy is within our reach: we will try and achieve that in next year's Championship".

ITALIAN HOPEFUL

In the more immediate future, the defender Francesco Acerbi, aged 28, has another goal: to be called up by the Italian team manager, Antonio Conte, to play in the European Championships in France. "It is my greatest dream", so Francesco admits, who joined Sassuolo in June 2013 after playing for A.C. Milan and Chievo, among other teams. Conte has called him up to play for Italy in the Easter friendlies. If Sassuolo play well at the end of the season, then this might well help Acerbi get into the Italian team in June, as well. "We need to prepare for the European Championships with great humility and determination" so Francesco says, "and I am ready to do my best for it".

AT THEIR BEST AGAINST THE BIG TEAMS

Sassuolo is often accused of playing well against the big teams and performing badly against the little teams. The list below shows how well the young black-and-greens have done against the top teams.

23-8-2015: SASSUOLO–NAPOLI 2–1	10-1-2016: INTER MILAN–SASSUOLO 0–1
20-9-2015: ROMA–SASSUOLO 2–2	17-1-2016: NAPOLI–SASSUOLO 3–1
25-10-2015: A.C. MILAN–SASSUOLO 2–1	3-2-2016: SASSUOLO–ROMA 0–2
28-10-2015: SASSUOLO–JUVENTUS 1–0	6-3-2016: SASSUOLO–A.C. MILAN 2–0
29-11-2015: SASSUOLO–FIORENTINA 1–1	11-3-2016: JUVENTUS–SASSUOLO 1–0





A MEMBERSHIP DEAL
IS CURRENTLY BEING
DEVELOPED

THE NEW SASSUOLO STORE IS NOW AVAILABLE ON-LINE

Sassuolo's merchandising website has been available on line since 7th March at www.store.sassuolocalcio.it. The website is full of ideas for gifts, articles of clothing and stadium kit custom-designed for fans.

But that is not all: the on-line store will also be connected with a membership deal, so that, as well as lots of other special rewards, members will also be able to collect points by purchasing products from the official store and this will entitle them to a selection of prizes ranging from official team shirts and match tickets to the chance to visit the club stadium.

Once they have joined, members will be able to access some exclusive material:

- TG Flash Neroverdi: a weekly programme providing all the latest news about the team and youth sector
- Anteprima Match Program: the magazine handed out at the ground is now available on-line from the Friday before match day
- Early Match Highlights: the most exciting moments from Sassuolo's matches are uploaded to the website one week before they are due to appear on the official YouTube channel.

Membership will also include the following deals:

1. E-card

All members of the Sassuolo website will have the chance to sign-up for their own Sassuolo E-card using their smart phone. The card is designed to recognise members, so that they can collect points.

2. Discounts and special deals

Members will also be entitled to a range of special offers only available after signing up. So far deals have been arranged with UCI Cinemas, Volvo, A.C. Assicurazioni, Reggio Revisioni and Revisioni Italia, Febalcasa, Regio Hotel.

3. Collecting points

There will also be a points collecting campaign: members

can obtain points from the online store (1 point for every 10 Euros they spend) and by taking part in events organised by the club. After collecting points, members will then be entitled to a variety of different prizes:

25 points: 1 ticket for the Front Stand
60 points: 3 tickets for the Front Stand
70 points: 1 ticket for the Lower Main Stand
180 points: 3 tickets for the Lower Main Stand
420 points: 1 ticket for the Upper Main Stand + Tour of Mapei Stadium

4. Competition

On 2nd February 2016 I Petali shopping mall launched its "Totopetali" competition in partnership with Sassuolo.

The week before home games, all shoppers who have spent at least 10 Euros at the shopping mall can visit the special stand to try and guess the final result of the match. At the end of the 2015-2016 season a winner will be drawn for each match and they will receive a special coupon to be used at the shopping mall. Moreover, everybody taking part will be included in the final draw: the prize will be two tickets for the Men's Champions League Final held at Meazza Stadium in Milan.

5. Dedicated Events

Last season members got the chance to buy a ski pass and meal at a discount price thanks to the "Scendi in Pista con il Sassuolo (Get on the piste with Sassuolo)" event. There are plans for other exclusive events like this for members only.

6. Multimedia Contents

Users will have exclusive access to previously unseen video clips, photographs, wallpapers and monthly surveys.



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LEFT. The Cadel Evans Great Ocean Road Race 2016 was held in and around Geelong on 30th-31st January.

RIGHT. Cadel Evans with Darryn Lyons, Mayor of Geelong, and Mark Beretta, Channel 7 TV presenter.

CADEL EVANS GREAT OCEAN ROAD RACE

The Cadel Evans Great Ocean Road Race is one of the most important races for Australian amateur and professional cycling, named after the famous Australian cyclist. Its first edition took place last year, on 31st January-1st February. Attracting over 120,000 spectators, the second edition of the Cadel Evans Great Ocean Road Race was held in Geelong on the weekend of the 30th-31st January 2016. Mapei were again a proud Support Partner of this international event.

The Company, through its local subsidiary Mapei Australia, hosted a VIP Hospitality venue at the Novotel on the oceanfront of Geelong and greeted over 500 guests during the weekend. The VIP Hospitality venue was located on the street of the start/finish line and the venue included an inside room and two outdoor terraces that were branded with Mapei signage.

All Mapei guests were delighted by a visit from Cadel Evans who spent time talking and signing autographs, mostly on their Mapei Cycling Caps. Four Mapei guests were also lucky enough to be invited to ride in a Subaru and follow the Men's Race on Sunday. Matt Keenan, a former Australian cyclist and current cycling commentator on race days, wrote the following report for *Realtà Mapei International*.

CADEL BRINGS CYCLING TO AUSTRALIA AND TAKES AUSTRALIA TO THE WORLD

The victory by Cadel Evans, in the 2011 Tour de France, was a ground breaking moment in Australian sport. When he returned to Australia the welcome home parade, in the heart of Melbourne, closed the city down. More importantly,

he inspired people, of all ages, to start riding. Those people, and that positive impact on their lives, play a key part in the Cadel Evans Great Ocean Road Race. While the international attention is focused on who will win the Elite Men's and Women's race, the Momentum Energy People's Ride includes thousands of recreational cyclists who are focused on their own performance. The first edition saw the Prime Minister of Australia, Tony Abbott, take part in the ride. This year it attracted the Australian Minister for Sport to do the ride. The atmosphere on the mass participation ride has a lot in common with an Italian Gran Fondo.

For Cadel, the inaugural edition of the race was also his last race. The race includes the Australian U23 team, which, like Cadel, has had a long association with Mapei. Including a women's race, from the outset, the event has seen the whole weekend of racing embraced by the cycling community. Starting and finishing in Geelong, where the 2010 UCI Road World Championships were held, the race takes in many of Cadel's old training roads and along the Great Ocean Road. This year the race was broadcast internationally. The race has made quick gains in its UCI ranking and has all the ingredients to be included on the World Tour calendar.

LEFT. Mapei hosted many guests in their Hospitality area providing entertainment for everyone.

RIGHT. Marcel Smit, Mapei Regional Director for Asia-Pacific, presented the Mapei Jayco-AIS Young Riders Jersey. The Jayco-AIS World Tour Academy Team is a team of under 23-year-old Australian cyclists that enjoyed a longtime partnership with Mapei Sport.



ReStelvio 2016 MAPEI

SUNDAY, 10TH JULY
BORMIO - STELVIO PASS

PROGRAMME

8.50 a.m. HALF MARATHON (for FIDAL's and sport promotion institutions' members only)

9.00 a.m. RUNNING EVENT OPEN TO ALL

9.15 a.m. RE STELVIO - MAPEI COMPETITIVE CYCLE RACE - 32ND EDITION (for FCI's and Italian National Cycling Commission' members only)
Start for the Female Cycle Race

9.30 a.m. RE STELVIO - MAPEI COMPETITIVE CYCLE RACE - 32ND EDITION (for FCI's and Italian National Cycling Commission' members only)
Start for the Male Cycle Race

AFTERWARDS "ALDO SASSI" MEMORIAL BIKE RIDE (for all those interested, alongside champions of the former Mapei Professional Cycling Team and other sport VIPs)

2.00 p.m. TIMELIMIT FOR ALL PARTICIPANTS

4.00 p.m. PRIZE-GIVING CEREMONY in Piazza Kuerc, Bormio

A FREE TRAINING SCHEDULE FOR RUNNERS AND CYCLISTS IS AVAILABLE FROM:

www.mapeisport.it

COURSE

A 21.097 km climb from BORMIO (1,225 m a.s.l.) to the STELVIO PASS (2,758 m a.s.l.)
Difference in level: 1,533 m.

STARTING LINE: VIA AL FORTE (BORMIO CITY CENTRE)
RETURN FROM STELVIO PASS TO BORMIO STARTING FROM 2.00 P.M.

ENTRIES

FROM 1ST APRIL TO 7TH JULY

at the web site www.usbormiese.com
or else at the Unione Sportiva Bormiese headquarters, Via Manzoni, Bormio
Maximum amount of entries: 3,000

Entry fee:

30 euros, for entries from 1st April to 30th June;

40 euros, for entries from 1st July to 7th July

The fee includes:

- Re Stelvio-Mapei jersey, which you are kindly requested to wear
- Clothes transport service up to the Stelvio Pass
- Refreshment points alongside the course and at the finish line
- Shuttle bus service from the Stelvio Pass to Bormio (for athletes)
- Commemorative medal
- Photo and race certificate, both available and downloadable
- Personal race time

N.B. Free entry on the website www.mapei.it

for Mapei customers using their customer code and for readers of Realtà Mapei using their Realtà Mapei code

HOTEL INFO

Phone: +39 0342 903300

booking@bormio.eu

www.bormio.eu





Hard work produces results.

Sassuolo has climbed up the ladder of Italian football with 3 promotions: 2005-06 into Serie C1, 2007-08 into Serie B and 2012-13 into Serie A. The same kind of determination has made **Mapei** a leading company and benchmark in the building industry, always offering all the very best products and solutions.

