



WITH A TRUE TEAM SPIRIT

The success of GranitiFiandre SpA is based on a number of factors, including innovation, quality, a solid tradition and a high level of skill. It is also fuelled by a true team spirit, allowing the company to be a real partner for its clients. Barbara Rossi reports for Industry Europe.



GranitiFiandre SpA commenced its activity in 1961 and has since grown into a group which exports 'Made-in-Italy' excellence to over 110 countries all over the world. The company, which is based near the northern Italian town of Reggio Emilia (Castellarano), is a leader in the production of full-body porcelain tiles for floors and coverings, offering a wide range of solutions for both internal and external use. Through its collections – offering a range of different styles, effects and special materials – Fiandre serves a number of construction segments, including residential, medical and leisure.

Throughout its 50-plus year history it has combined innovation and tradition and has worked in close contact with architects, so as to be able to offer optimal solutions. In fact, architects and designers have drawn inspiration from the natural beauty of the Fiandre products.

Because of its focus on innovation, Fiandre has always employed a high level of technology, positioning itself at the cutting-

edge. It was actually the first company to believe in porcelain tiles and in a 20 x 20cm format, a truly remarkable fact back in the 1960s and one of the many milestones placing the group at the forefront in terms of innovation and quality. Fiandre has experienced a successful growth path and has consolidated its business in all the markets acquired over the years.

Its full body porcelain stoneware is a unique product, made of entirely natural, high-quality raw materials, quarried by Fiandre around the world and processed in Castellarano, one of Europe's most advanced production works (and the world's largest polishing plant), where Fiandre produces over 50,000m² of matt and polished stoneware daily.

The Fiandre production process is vertically integrated, from raw material sourcing to packaging and shipping. The fact that the company has control over the entire process, without any third party involvement, has led to quality and efficiency at all levels, and to an impressive portfolio of clients and projects.

The pureness of the raw materials is accompanied by the most advanced technology and a continuous study of aesthetic trends and forward-looking design, producing outstanding results. Fiandre releases new products and adopts new techniques every year. In fact, attention to new opportunities is what has allowed Fiandre to launch advanced products responding to market needs and the company's varied clientele.

Large, stylish and clean

The company has been celebrating over 50 years in the business with the launch of some exciting new products: the Maximum collection, the Precious Stones collection, and Active Clean Air & Antibacterial Ceramic TM. The Maximum collection offers slabs of large dimensions (4.5m²) offering strength, light weight, flexibility and ductility. The collection (which has recently seen the addition of the new 100 X 100 size) includes a range of finishes and models.

Fiandre was also present at the Rex and Mosbuild Russian exhibitions with its >





Precious Stones collection (and particularly with the new Tiger Gold). The Precious Stones collection is inspired by marble and hard stones and is made with absolute perfection, thanks to the employment of the most advanced technology. It is truly able to enhance modern architecture with its uniqueness and elegance.

Active Clean Air & Antibacterial Ceramic TM was launched in 2009 and constitutes a real peak of excellence, thanks to an exclu-

sive process developed by Fiandre. The fact that its products are charged with Titanium Dioxide means that when exposed to light a catalytic reaction occurs and drastically reduces airborne pollutants in the proximity of the surface in question. Titanium Dioxide is employed in micrometric rather than nanometric particles, thus avoiding the health risk factors connected with the use of nano particles. As an indoor solution Active is highly recommended for residential

buildings, spas, hotels, restaurants, gyms, schools and medical centres.

When employed for outdoor surfaces the Active products are dirt repellent. This means that no detergents are required for their cleaning, as rain water is sufficient for this purpose. In addition to this, the photo catalytic process which is triggered when Titanium Dioxide is exposed to light breaks down toxic organic and inorganic substances into harmless compounds. This results in



TRAVEL TRASPORTI S.R.L.

Travel was established in 1996 as a transport and logistics operator.

Goods shipments are carried out using articulated lorries, tow trailers with tubs and palletizable tipper trucks. Open top vehicles are used for full, partial and small loads.

On demand, the company can also supply 4-axis traction vehicles for building site excavator digging. The service is geographically widespread and covers the whole of Italy. At the Sassuolo goods and traffic management centre, Travel can avail itself of a warehouse area equipped with five lift trucks and a covered section for perishable goods.

Travel offers fast deliveries, always complying with agreed schedules and has an average of 1200 operational transport and shipment vehicles on the road every day.

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S.P.C. Glazes for Ceramic s.r.l. was founded in 1984 and from the outset has been producing a wide range of frits, glazes, engobes, screen printing pastes, stains and grits for every ceramic use for the industrial production of floor and wall tiles. Investing in constant research to ensure the best technical and esthetic results.

Ongoing graphic and structural research as well as constant technical assistance has enabled us to customize tiles in our clients' plants, and those products have proved to be reliable in every stage of production, always obtaining satisfying sales results.

Prompt deliveries and the rapid solution of technical problems have always distinguished our company on the market in our sector, facilitating our penetration in areas of ceramic production abroad.

In 2011 we acquired the ceramic supply company "Arco divisione smalti Iris." The Arco plant produces frits, stains for glazes and body, sinterized products, grits, atomized, liquid products, special glazes, metallic and iris glazes, and many other solutions designed for use in the ceramic industry.

The digital evolution in the tile decoration brought changes in the ceramic sector; due that SPC ARCO has decided to expand its production by a new ecological line named *Eco friendly ink*

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improved air quality for the surrounding area, as well as in a visibly cleaner building surface. These benefits are long-lasting, as once installed Active never stops interacting with the surrounding environment. Moreover, Active also qualifies as an anti-bacterial surface covering able to kill dangerous strains, such as Escherichia Coli, Klebsiella pneumonia and Staphylococcus aureus.

Active is the world's only ceramic floor and wall tile to hold the ISO 10678:2010, ISO 27448-1:2008 and ISO 27447:2009 certifications, to which it has recently added a prestigious European patent issued by the European Patent Office. Thanks to their anti-pollution qualities, 1088m² of Active slabs have been used for paving the new town square opposite the Museo Ferrari in Maranello, where the headquarters of the famous car brand are based.

As well as focusing on quality, skills and innovation, Fiandre also places enormous importance on environmental sustainability. This commitment first started in the 1980s and is not limited to the use of materials made of natural minerals (with no use of sealers, waxes, epoxies, artificial binders or colour pigments) and to the fact that products are manufactured using up to 100 per cent of recycled materials. In fact, in addition to these important achievements, Fiandre has installed water treatment

plants, heat recapture systems and 50,000m² of rooftop solar panels, thanks to which annual carbon dioxide emissions have been cut by more than 2000 tonnes. Waste water recycling procedures have also been put in place.

Fiandre's products are designed to last a lifetime and are more durable than any other of their surfacing counterparts, as well as requiring very little maintenance (thanks to their high stain resistance). What's more, porcelain tile materials do not require treatment at the end

of their life cycle since, due to their chemical inertia, they do not release harmful substances into the environment.

Fiandre holds a number of certifications: ISO 14001, EMAS and LEED (Leadership in Energy and Environmental Design). LEED is an energy-environmental quality assessment system issued by the Green Building Council for the construction of high-performance 'green' buildings, which has been awarded to over 250 of Fiandre's products. □

