

Chosen for its quality

THE PRODUCT

FOCUS

OUR PROJECTS

NEWS

PROJECT

TECHNOKOLLA PROJECT
Year 2 - Issue No. 2 - March 2011

TECHNOKOLLA spa
Via Radici in Piano 558 41048 Sassuolo MO
Tel. 0536 862269 - Fax 0536 862660
www.technokolla.com info@technokolla.com

Editorial project and graphics:
Marilisa Canal - Deana / www.canalcom.it

Print-run:
16,500 copies Italy/abroad



INTERVIEW WITH GRAZIANO VERDI,
CHAIRMAN AND MANAGING DIRECTOR OF TECHNOKOLLA

TECHNOKOLLA ENDS 2010 BY LOOKING TOWARDS THE FUTURE

We are tackling the crisis in the sector by focusing on technological development as well as new markets while keeping faith with our Italian roots.

TECHNOKOLLA ended 2010 with a turnover that was in line with previous years totalling approximately 30 million Euros. A satisfactory result in these times that was largely generated by exports. In fact, TECHNOKOLLA has seen a rise in export orders both to European countries with governments implementing enterprise support policies - France and Germany in particular - as well as to "new" markets experiencing strong growth, especially in the Middle East, India and Qatar. The huge potential of these countries means that TECHNOKOLLA will be paying close attention to them and consolidating its presence there.

Right from the start one of TECHNOKOLLA's main aims was to internationalise its offer, a process that has accelerated in recent years without affecting the company's Italian core. Our aim is to sell an Italian product and enter the elite ranks of Made in Italy with our top quality solutions. Quality that is not limited to the product characteristics but extends to the performance of our highly specialised team of staff. In fact over the past year we have expanded our export team considerably, both with regard to sales force and technical support area. As far as future strategies are concerned, we will be developing foreign markets, above all by participating in international fairs (like the Bau Munich and Buildex in Syria), preferably in partnership with the other Group companies so as to reinforce the concept that we are exporting a package of solutions rather than single products. In other words, a complete system. But in our search for new opportunities in potential markets we have not lost sight of our investments in Italy, which will continue to be our business base and testing ground for the research and development of new products and systems. Our desire to reinforce brand visibility within the Italian construction sector led to the decision to create a house organ in addition to our existing web marketing activities and presence in specialist search engines. Although my arrival in TECHNOKOLLA in 2008 was followed by the intensification of collaboration with the other Group companies, in the past year these efforts assumed crucial proportions following the launch of shared policies and our joint participation in leading marketing and sales events both in Italy and abroad. The aim is to present ourselves as a supply chain offering a "turnkey" package of solutions ranging from design to testing of works that offer customers complete safety and peace of mind with regard to technical reliability. The recent inauguration in the Torre Active Temporary Showroom designed by architect Marco Casamonti on the Campus Bovisa of the Milan Polytechnic Institute will see the participation of TECHNOKOLLA together with Granitech, Fiandre and Iris for the promotion of Active Clean Air & Antibacterial CeramicTM technologies and Powercolor, our new range of antibacterial grouts.

Graziano Verdi

CONTENTS

03 EDITORIAL

Interview with Graziano Verdi,
Chairman and Managing Director of TECHNOKOLLA
**TECHNOKOLLA ends 2010
by looking towards the future**

04 FOCUS

THE SYSTEM METHOD: MORE THAN JUST A CATALOGUE
Through the System method...

06 THE PRODUCT

POWERCOLOR

the new generation sealant that prevents the growth of moulds

TECHNOMAX S1

fluid adhesive for high performance applications

08 OUR PROJECTS

COMFORT AND FUNCTIONALITY

TECHNOKOLLA for certified buildings

PROJECT QUALITY AND PRODUCT QUALITY GO HAND IN HAND

TECHNOKOLLA products for a prestigious new complex at Altamura

10 NEWS

BAU 2011

TECHNOKOLLA participates in the outstanding success of the most recent edition of Munich's international trade fair for architecture

For more information or to request the TECHNOKOLLA Project,
just write to marketing@technokolla.com



Laying swimming pools and wellness centers

FOCUS

THE SYSTEM METHOD: MORE THAN JUST A CATALOGUE

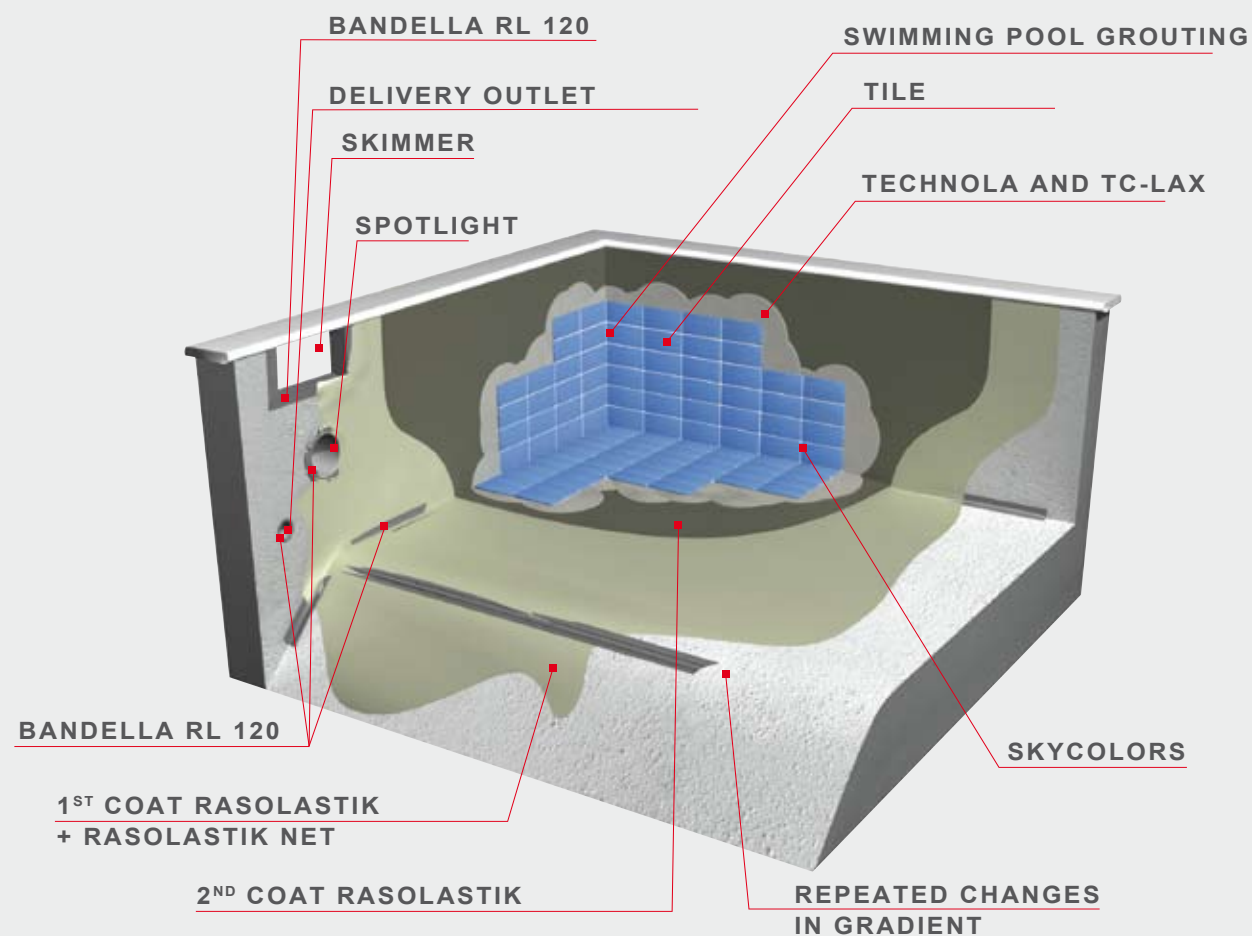
THROUGH THE SYSTEM METHOD...

...TECHNOKOLLA offers its customers all its know-how acquired in the laboratory together with experience gained in the field to provide them with support in carrying out perfect projects. From substrate preparation to waterproofing products, from bonding agents to sealants, from ecological to remediation materials, from tools to accessories: TECHNOKOLLA is well-informed about all its products, carefully controlling every aspect of their production. Assessing and developing new application systems, customised solutions for single cases, specific products for more

difficult applications... these are the challenges that the R&D Division faces and overcomes every day. TECHNOKOLLA does not stop at supplying the market with first-rate products. It aims to be at the forefront of the evolution of the construction sector by putting its entire body of know-how, its vision and staff at the disposal of all those involved from architects to site managers and workers. The tool supporting this philosophy is the System. More than just a catalogue, it is an extremely useful on-line tool, highly appreciated by professionals, providing support for the planning and carrying out

of works. Clear exhaustive information is provided for the 20 main procedures using the company's entire product range illustrated by means of technical diagrams and 3D exploded views and completed by a list of all related items in technical specifications. The technical sheets also include practical advice on intended use and environmental conditions to be considered, the nature of the material to be installed, product interaction and incompatibility and common mistakes to avoid.

Marilisa Canal



ALL SYSTEMS

- Ecological building
- Damp rooms
- Underfloor heating systems
- Laying on façades
- Laying of large-format tiles
- Laying of porcelain stoneware tiles
- Swimming pools and wellness centres
- Balcony and terrace renovation
- Cement grouting
- New balconies and terraces
- Outdoor overtiling
- Wood floors
- Resilient floors
- Marble, granite and natural stone floors
- Engineered marble floors
- Concrete repair
- Laying on gypsum plaster
- Floor acoustic insulation
- Epoxy-based grouting
- Damp wall remediation

All TECHNOKOLLA Systems can be easily consulted and downloaded from the website.
Hard copy available upon request

Subscribe to www.technokolla.com to receive our newsletter

THE PRODUCT

POWERCOLOR

THE NEW GENERATION SEALANT THAT PREVENTS
THE GROWTH OF MOULD, FUNGUSES AND BACTERIA

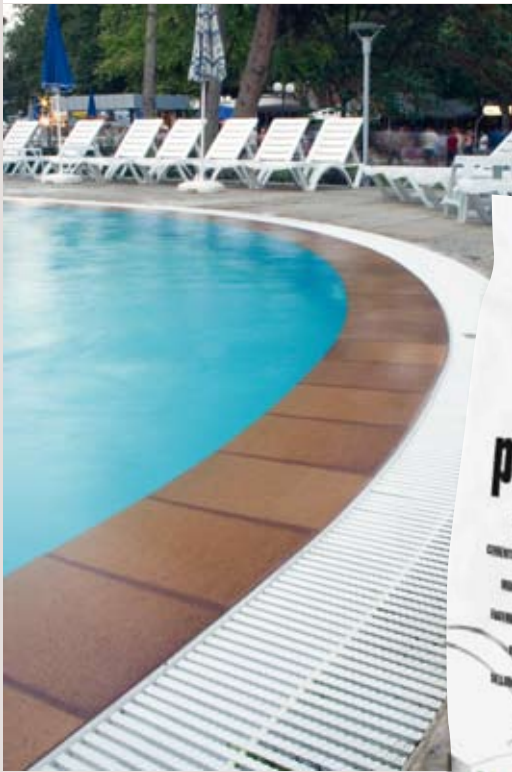
POWERCOLOR is a cement and silver ion sealant suitable for 1-5mm joints on all types of tiles and ceramic mosaics and for marble plastering, both indoors and outdoors, that can be used in wet areas and for underfloor heating screeds. It uses the innovative Silver Active system recently patented by our Research & Development Laboratory guaranteeing long-lasting resistance to microorganisms such as bacteria, moulds and fungi after grout carbonation even in wet areas. Water-repellent, strong and highly abrasion and freeze resistant, it is available

in four brilliant long-lasting colours: white, ash grey, beige and light grey. To use just mix POWERCOLOR with water to obtain a smooth paste. For high traffic or elastic floors we recommend using TC-STUK instead of water. Apply the sealant using a trowel: first make sure the tile joint is filled and then remove any excess product using the tool edge. When sealant starts curing clean using a damp sponge. We recommend testing a small area first in case of highly absorbent or very light coloured cladding systems.

Marica Rossi

Main features

- Oligodynamic action
- Antibacterial action
- Excellent hygienising action
- Water-repellent
- Freeze resistant
- Long-lasting colours



TECHNOMAX S1

HIGHLY RESISTANT CEMENT-BASED FLUID ADHESIVE FOR HIGH PERFORMANCE APPLICATIONS

Contains quartz/silica mineral fillers and special additives. TECHNOMAX S1 (class C2E according to EN 12004 and S1 according to EN 12002) is specifically designed for single-coat applications with particular requirements such as industrial floors, overtiling of existing ceramic floors, underfloor heating systems or laying of large-format tiles. Suitable for the laying of all types of wet area tiles and natural stone materials, both indoors and outdoors, on top of cement and concrete screeds or existing ceramic tiles. A primer must be applied first in case of anhydrite, PVC, vinyl or wood

screeds. This adhesive can also be used as levelling mortar on horizontal surfaces up to an overall thickness of 15 mm, also by means of a straight edge trowel, 24-72 hours before laying the cladding. Mix TECHNOMAX S1 with water using only low-speed drills until you obtain a fluid creamy paste with good thixotropic qualities easy to apply with a trowel. For a single coat application (maximum thickness of 6mm), make sure substrate is perfectly even. Should be used between 5° and 30° C.

Main features

- Fluid adhesive
- Medium fast
- Laying of large-format tiles
- Single-coat
- Extended open time

Marica Rossi



OUR PROJECTS

COMFORT AND FUNCTIONALITY

TECHNOKOLLA FOR CERTIFIED BUILDINGS

A single-family dwelling, Villa Alferi, designed to deliver the maximum energy efficiency and minimum environmental impact was built in Aceto, in the province of Reggio Emilia. The architects and construction company - Studio Abaton in Scandiano (RE) and Del Campo Costruzioni in Mezzanino (PV) - brought together their professional skills and expertise to guarantee a Band A Energy Performance Certificate for the new building under the criteria established by the Region of Emilia Romagna and the even more stringent requirements of the Agenzia CasaClima. The

badly damaged ruins of several rural buildings on the plot were completely demolished, paying close care to the safe dismantling and disposal of the asbestos roofing sheets. The building systems used techniques and materials ensuring considerable energy savings and low environmental impact. This was done by isolating the floor-wall junction (15 cm thick), retaining walls (10-cm thick thermal insulation cladding), roofs (20-cm thick wood fibre insulation) and installing low consumption plants (floor heating with condensing boiler, internal mechanical ventilation system). In Italy high energy

efficient building is still in the experimental phase making it particularly important to use certified products guaranteed to be suitable and ensure optimum results.

Marilisa Canal

THE PRODUCTS

GEOMAT: FLOOR SCREED
RASO K: LEVELLING MORTAR FOR EXTERIOR THERMAL INSULATION CLADDING
SALUS: INTERIOR PLASTER WITH **GEOCALYX END FINISH**
WD-GEO: PARQUET FLOOR BONDING AGENT
TECHNOSTAR: TILE BONDING AGENT
POWERCOLOR: ANTI-BACTERIAL TILE GROUT



Del Campo Costruzioni constructs high quality purpose-built works combining comfort, functionality and attractive design that put the client's needs first.



PROJECT QUALITY AND PRODUCT QUALITY GO HAND IN HAND

TECHNOKOLLA PRODUCTS FOR A PRESTIGIOUS NEW RESIDENTIAL COMPLEX AT ALTA MURA

This newly built residential complex in Via Regina Margherita stands out for its high quality fixtures and finishings and panoramic site overlooking the historic centre of this town in the province of Bari. The building has four floors above-ground and three floors below-ground housing the garages, appartenances and storage rooms, and comprises 32 dwelling units as well as 6 penthouse apartments, all with spacious verandas, balconies and terraces. The 2,000 sq m block has a height of 17 m above ground. The ground floor will house commercial activities while the remaining floors will be exclusively residential.

The reinforced concrete structure features high quality finishings and is clad in travertine sheets of various sizes. Travertine was also used for the floors in the commercial units and hallways. The new complex is the result of a sophisticated project designed by local architect Vincenzo Laborante to be sensitive to the site and local building traditions and built to high standards by local firm **Clemente Srl**, with the support of **Euroedil Srl**, local **TECHNOKOLLA** distributor for the choice of products.

Marilisa Canal

THE PRODUCTS

ADHESIVES

For the exterior travertine sheet cladding: **white TECHNOLA** mixed with liquid resin **TC-LASTIC** and **white** two-component bonding agent **TECHNORAP -2**

For interior and exterior travertine sheet floors: **white TECHNO-ONE**

For flooring of terraces and balconies in porcelain stoneware and clinker bricks:

white TECHNO-ONE and **white TECHNIKO**.

For interior ceramic and porcelain stoneware floors and cladding: **white TECHNOLA** and **white TECHNIKO**.

For mosaics in Internet ceramic: **white TECHNOSTONE**.

WATERPROOFING PRODUCTS

For terraces and balconies: **RASOLASTIK ADV HD**.

For walls in below-ground rooms: **TECHTONIKO**

STUCCOS AND GROUTS

For interior cladding **TECHNOCO LORS**, **TOPSTUK**, **SKYCO LORS** and **ACESI L-310** in different colours.

For exterior travertine cladding:

TECHNOSTUK G.G. mixed with **TC-STUK**.

PRIMER

For ease of application of tiles on screeds and cement and anhydrite-based plasters and plasterboard walls:

PRIMER-T.

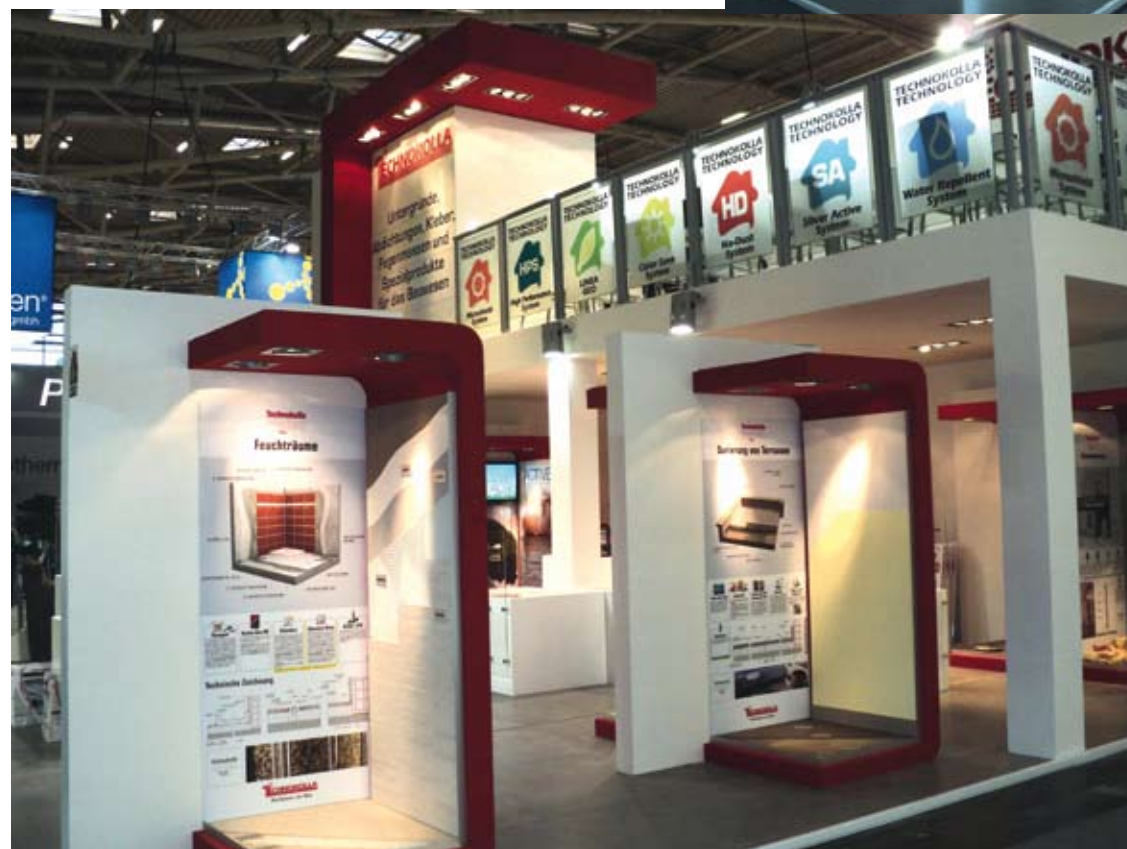


BAU 2011

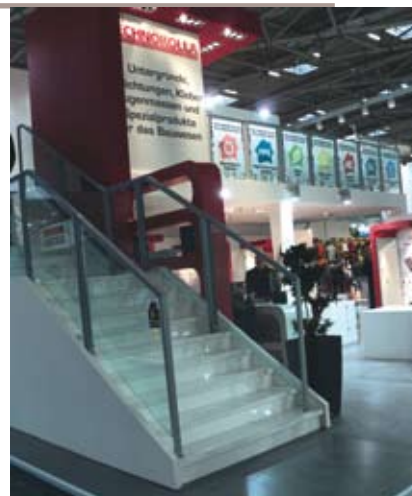
TECHNOKOLLA PARTICIPATES IN THE OUTSTANDING SUCCESS OF THE MOST RECENT EDITION OF MUNICH'S INTERNATIONAL TRADE FAIR FOR ARCHITECTURE

2011 was a record year for BAU: this year's International Trade Fair for Architecture, Materials and Systems registered the highest number of foreign visitors ever to attend the fair since it was established fifty years ago: over 56,400 visitors from 150 different countries. This record was met by the palpable enthusiasm of the exhibitors who were literally overwhelmed with requests for information by both locals and visitors mainly from Austria, Switzerland, Italy, Turkey, Czech Republic, Poland, Russia, Slovenia, France and Great Britain. There was also a marked increase in flows from non-European countries including India, Japan, United States, Canada and the United Arab Emirates. On the occasion of the fair, from 17 to 21 January, TECHNO-KOLLA presented its System, 20 procedures for 20 different types of application with highly useful technical guides that transfer the company's know-how to site staff. Right from the start, the high levels of visitors to the stand confirmed the success that the company is continuing to have abroad, in Germany in particular, thanks to a series of cutting-edge products with high technological content. The starring products were mainly those based on HD technology: RASO LASTIK ADV HD waterproofing

product and the TECHNO-ONE HD and TECHNOSTAR HD adhesives with extremely low emission of dust. Also in the spotlight SKYCOLORS and SKYCOLORS SHINE, a series of epoxy-based grouts that combine high technical performance and chemical resistance with attractive aesthetic effects new to this sector and the innovation of



cement grouts: POWERCOLOR, the only grout with permanent antibacterial properties using silver ions to create resistance to bacteria, fungi and moulds.



SERIE100 wins the "AIT Award" as product of high architectural quality.

SERIE100 Ecosustainable by choice

Target: 100% sustainability. Using the highest percentages of recycled products from the ceramic sector, Fiandre has created a new material that is both beautiful to look at and kind to the environment. Also available in **ACTIVE Clean Air & Antibacterial Ceramic™**.

ACTIVE GranitiFiandre exclusive production methodology, thanks to the high-temperature application of micrometric particles of titanium dioxide (TiO₂), exploits photocatalysis activated by light and allows the production of **ECO-ACTIVE** ceramic slabs for floor and wall coverings with real anti-pollutant and anti-bacterial properties, contributing effectively to improve the quality of life.

size: **75x75** 60"x30"

References by TCNA (Tile Council of North America) and Centro Ceramico Bologna (Italian Ceramic Center).

FIANDRE®
ARCHITECTURAL SURFACES

GranitiFiandre spa
via Radici Nord, 112
42014 Castellarano (RE) Italy
www.granitifandre.com

powercolor

GROUTING FOR TILES

TECHNOKOLLA
TECHNOLOGY



**Silver Active
System**

SILVER ACTIVE SYSTEM,
the only active system which,
thanks to the oligodynamic
action of silver ions, provides
extremely effective, long-
lasting protection against the
formation of mould, mildew
and bacteria.

LONG-LASTING EFFECT



Laboratory tests confirm its
extremely efficacious and
long-lasting effects



Activate clean life

*The first tile grouting compound with **Silver Ions** that
actively combat the development of bacteria and mould*

Technokolla's researchers have come up with a cement-based grouting compound that actively prevents mould and bacteria from forming. Thanks to Silver Active technology, POWERCOLOR grouting compound provides effective and long-lasting protection against the formation of bacterial micro-organisms.

The silver ions act against mould and microbes, thus guaranteeing the very highest standards of hygiene in places like hospitals, common areas and bathrooms. Powercolor grouting compound also features Color Save System technology, allowing its colors to remain unchanged over time, and Water Repellent System, for the utmost water resistance.



Chosen for its quality



substrates, waterproofers, adhesives, grouting and special products for the building sector