

# #lifeincolor





A warm welcome to all of our new Polish colleagues! From January of this year, a new business has become part of the great ICA Group family: ICA Polska, the new Polish subsidiary created through the acquisition of one of our longstanding distributors in that market. 120 new colleagues and 16 depots throughout the territory - to quote just some of the figures - demonstrate the importance of this operation. With this new foreign subsidiary, we are continuing our process of internationalization, which started several years ago and which aims to make ICA the worldwide leader for innovative, eco-friendly solutions.

Similarly, we would like to welcome the five new youngsters who have joined our organization in the wake of the first ICA Academy International Career Master. After an intense training period, lasting almost six months, five young people have been selected to begin a career as an Overseas Technician/Salesperson or Country Manager within ICA Group. I wish them and all of the other new recruits across the business in the various countries all the very best for the future. There have been many new arrivals over recent months - a sure sign that the company is on the up and is expanding.

The future will be full of satisfaction and growth if our whole team - from the new recruits to those who have been here for some time - continue to maintain their sense of responsibility, desire to improve, passion and commitment to their work; the same spirit that my grandfather, the founder of this company, has passed down to us over the years!

**Andrea Paniccia**

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## COATINGS FOR EXTERIORS



## COATINGS FOR INTERIORS



## PRODUCTS FOR WOODEN FLOORING



## PRODUCTS FOR MAINTENANCE



## THE TECHNOLOGY, QUALITY AND PERFORMANCE OF PROFESSIONAL COATING PRODUCTS FOR WOOD, IN YOUR HOME

**Out of its experience in the production of coatings for exteriors and interiors comes ICA for you, ICA Group's DIY line.** Water-based impregnating agents for wood and products for the maintenance of fixtures and wooden flooring, unique solutions for those who want to create projects without neglecting quality or compromising the environment.

The ICA for you range arises out of the desire to offer the hobbyist and craftsman a line of high-tech coatings, impregnating agents and products for the maintenance of wood. Thanks to the work of the research laboratory, ICA for you products deliver unrivalled quality and durability.

The rigorous chemical/physical tests conducted on the applied products guarantee the high level of aesthetic quality of the finishes - which is essential for those who want the same quality and performance previously only available to wood coating professionals such as restorers, furniture/frame/shutter manufacturers, manufacturers of garden furniture and wooden flooring installers. The objective is to offer **high-quality coatings that are easy to apply**. The range is composed of water-based coatings for interiors and exteriors that stand out for their durability - up to twice that of synthetic coatings - uniformity of color and low environmental impact.

The **icaforyou.com** site is the window on ICA Group's world of DIY. If you are a retailer, send us your request online to become part of the official sales network - you'll get a wealth of additional advantages and opportunities! If you want to become a retailer, contact us straight away! We'll put our professional expertise at your disposal, organizing customized training courses for you.

## THE RIGHT PRODUCT FOR ANY NEED

### COATINGS FOR EXTERIORS

Protect your wood against bad weather and UV rays. These coatings are easy to apply to: wooden frames, shutters, fences, balconies, beams, attics and other wooden items located outdoors.

### COATINGS FOR INTERIORS

These coatings protect wood against scratches and staining and can be washed with neutral detergents in an aqueous solution. They can be applied to wooden furniture and items for interiors (chairs, doors, tables, kitchen cabinet doors, baseboards/skirting, etc.).

### PRODUCTS FOR WOODEN FLOORING

The water-based coatings for wooden floors are easy to apply, and protect the surface against wear-and-tear over time. The maintenance products protect wooden floors and create a non-static, dust-resistant surface.

### PRODUCTS FOR MAINTENANCE

The cleaning and maintenance products make it possible to preserve intact, over the long term, the beauty of wood located outdoors. They can easily be applied to frames, shutters, fences, balconies, garden furniture and decking.





## ICA POLSKA ESTABLISHMENT OF ICA GROUP'S FIRST COMPANY IN EASTERN EUROPE

**The Marche-based specialist in the manufacture of wooden coatings opens ICA Polska, a new company 100% controlled by the Italian parent.**

Continuing ICA Group's process of internationalization, which has accelerated markedly over recent years, January 2016 saw the establishment of **ICA Polska**, the group's new Polish company. The operation is the fruit of the acquisition of the Italcolor Sp. z.o.o. company, which for years has been a leading name in the wood coatings sector and longstanding distributor of ICA-brand products in central and southern Poland. The wealth of experience accumulated by the distributor and the intense partnership developed over the years created a solid base for the birth of **ICA Group's first company in Eastern Europe**. With ICA Polska, ICA Group now has four subsidiaries that it controls directly, building on its direct presence in Spain with ICA Iberia, in Germany with ICA Deutschland and in China with ICA China.

ICA Polska, with its head office in Piotrkow Trybunalski, has a **workforce of 112** and covers the territory through an extensive network of **16 branches**, delivering an exceptionally high quality of service to the client base.

The direct presence on the Polish market will allow ICA Group to pursue more effectively its development strategy, thanks also to a complete service and **"turnkey" solutions targeted at the woodworking industry, concentrating on products in line with the latest trends and the most innovative application and drying technologies.**

ICA Group's objective is, as always, to combine innovation and high quality with the lowest environmental impact, focusing above all on water-based and UV-cured coatings.

The highly specialized technicians of the R&D laboratory, together with the technical support staff, provide clients with **specific, innovative, high-performance products for all sets of requirements, which also guarantee optimum production efficiency.**

ICA Polska benefits from being able to offer not only all of the ICA-brand products but also a number of product lines featuring brands that are by now consolidated on the Polish market, including **VERNICOLOR, COLORWOOD, COLORIT DREWNO, INCOLL** (adhesives) and **ISAND** (abrasives).

## MILAN FURNITURE FAIR 2016 MATTER AND MATERIALS



The Milan Furniture Fair 2016 was a great success with the public. The expo signaled a return to **imposing, high-quality design**, made of constructed pieces created not only to be admired but also, and above all, to be experienced.

**Wood** was back in a big way - once again dark and warm, both in natural and aged variants.

Remaining very on-trend were **material-like surfaces**, which put the sense of touch center-stage. Out in front were metals and the finishes that are reminiscent of them, with copper and anodized aluminum coming up time and again.

There was a preference for the **colors of nature** - faint and neutral (dove gray, pink and baby blue - and **white**, which illuminated the living spaces. The combination of the lacquered finishes with other materials, especially wood, was still very much *de rigueur*. Furnishings using this pairing achieved well-balanced, contemporary interiors. The top coats were, for the most part, matt, with gloss being used for classically inspired furnishings.

In the **kitchen**, the trends were clear for all to see: on the one hand, there was the search for solutions to make the most of the conviviality of a space intended to bring family and friends together, welcome guests and create an amicable

atmosphere. Removable peninsula units, worktops and overlaid tables - simple, practical and dynamic solutions. On the other hand, there was a greater focus on the choice of solid, traditional materials, such as solid wood and natural marble, mixed up using clean geometries and refined details.

The rest of the space takes its cue from the act of cooking: the **living space** was, more than even before, a continuation of the kitchen environment, with borders between rooms a thing of the past.

Simple, natural and always-in-vogue materials such as stone, wood, metal and ceramics were features of the latest **bathroom** trends. Squared-off shapes predominated, with the occasional rounded-off exception, returning to the graphical elements of the neo-plastic language, moving towards an absolute rationality and formal purity.

**The search for new, innovative and sustainable materials** was the theme of the SaloneSatellite and of associated events at Fiera Rho: Space & Interiors - staged by FederLegno Arredo - and Material ConneXion. It is important that the professionals of today and those of tomorrow are made aware of the immense array of solutions offered by top coats for architecture, and the associated cutting-edge materials and production processes.

## ROSE QUARTZ AND SERENITY: THE 2016 PANTONE COLORS ICA INTERPRETS THE COLOR TRENDS OF THE YEAR

**Rose Quartz** and **Serenity** are the two colors that have been chosen by the **Pantone Color Institute** for 2016. We find ourselves faced with a major color revolution, following on from last year's scorching Marsala red.

The world's leading authority on color has set in motion a new trend through its selection of the two shades that will symbolize this year: Rose Quartz, a delicate, romantic pink, and Serenity, a soft, chic sky blue. It all adds up to an alchemy of light and reassuring nuances that blend into a renewed quest, the purpose of which is to transform the space in which we live, our home, into an oasis of tranquility, even in terms of its furnishings and interior design.



Consumers seek mindfulness and well-being as an antidote to modern day stresses. Rose Quartz and Serenity demonstrate an inherent balance between a warmer embracing rose tone and the cooler tranquil blue, reflecting connection and wellness as well as a soothing sense of order and peace.

**Leatrice Eiseman**  
Director of the Pantone Color Institute

The **2016 Pantone colors** are becoming true must-haves. And we wanted to interpret this emerging trend. How? By formulating **two brand-new lacquered colors** (P50000 and P50100), which are also available in the new **MICRO MATTER** microtextured top coats.

The two pastel shades, in all of their possible undertones, captivate the eye thanks to their capacity to adapt to various types of elements, both internal and external. By appealing to all finishes - **matt, metallic and gloss** - pink-tinged Rose Quartz and blue-tinted Serenity give rise to winning combinations and solutions, with myriad application options.

Some examples?



The delicate **Juniper** and **Turmeric** shades of the **NATURAL MATTER** range for interiors, for those who love modern furnishings that exude the beauty and warmth of wood.



The steel-effect **Rose gold** top coat of the **URBAN MATTER** line, which can be combined with the on-trend lacquered colors - perfect for refined, metropolitan spaces. The specific application for glass, with **sublimated mirror effect**, part of the **GLASS PAINT COLLECTION**.



The **Turquoise** and **Peach pink** pastel tones of the **ARBOREA PASTEL** collection, semi-hiding water-based impregnating agents for wood and frames/shutters, which are perfectly in synch with the styling of the latest interior designs.

So many possibilities, for a pastel-colored home that's all about design and well-being. This really is chromotherapy!



## INTERZUM China International Woodworking Machinery & Furniture Raw Materials Fair

Guangzhou (CHINA) March 28-31, 2016



In Guangzhou, **ICA China** presented the latest innovations from the world of ICA Italian coatings. First and foremost, on show was the **Deep Black** series of top coats. This new interpretation of the color black was developed by the R&D laboratories. Applied to a range of materials, the Deep Black top coats are ideal for high-quality furnishings with great visual impact. Another sneak preview given in China was the **Micro Matter** line of microstructured top coats, with high levels of chemical/physical resistance that imbue interior furnishings with a unique texture. The range of products for interiors on display also encompassed the **Urban Matter** special effects and the high-gloss solutions for the **Luxury** sector. ICA's exterior coatings were also on show, including the **Arborea Metal** impregnating agents and metallic top coats, which embellish frames and shutters, endowing them with a unique brilliance, and the **Arborea Pastel** semi-hiding impregnating agents, which color the wood while allowing the natural beauty of its grain to show through.

## FIMMA-MADERALIA International fair of woodworking machinery and tools

Valencia (SPAIN) February 2-5, 2016

Great success for FIMMA-MADERALIA in Valencia, with visitor numbers 40% up on the previous year. Of these, there were a large percentage of foreigners from a total of 72 countries, including Portugal, Italy, Morocco, France, Germany, Finland, Turkey and Israel.

At the 37th edition of the expo, ICA Group presented its important innovations in the world of coating and color: the **Micro Matter** line, composed of top coats with a microtextured effect, and the **Deep Black** series, composed of water-based coatings of various types with the capacity to infuse the various materials to which they can be applied with the power and intensity of black - from glass to wood and plastic materials. Amongst the products for exteriors highlighted were the **Arborea Metal** shades, which were very well-received here, too.



## INDIAWOOD International Trade Fair for Furniture Production Technologies, Woodworking Machinery, Tools, Fittings, Accessories, Raw Materials and Products

Bangalore (INDIA) February 25-29, 2016



ICA returned once again in 2016 to the Indiewood trade fair in Bangalore, which was staged this year for the 9th time. It is one of the largest biennial events in the woodworking sector held in the southern part of the sub-continent.

The flow of visitors (around 700) also included a large number of interior designers, architects and professionals.

ICA's coatings for exteriors and interiors were presented at the stand of the company's distributor. A great deal of interest was aroused by the **TOPDECK** high-coverage, monocomponent, water-based impregnating agent/top coat, in both its transparent and metallic versions, which is ideal for decking and other outdoor applications.

The **fire-retardant coatings** at the stand were being showcased for the first time on the Indian market, and were very well-received.

## ACETECH International exhibition and symposium on architecture, construction and engineering

Ahmedabad (INDIA) January 22-24, 2016

ICA participated in the ACETECH expo in India to exhibit some of its important **innovations for interior furnishings**.

More than 500 visitors made their way to the stand of ICA's distributor ITALCOATS, including numerous architects, interior designers and designers. The ICA product range generated a high level of interest. Over the course of the trade fair, ICA received the "**Grand Stand Award**", achieving second place in the Gold Category for the layout and design of the stand.



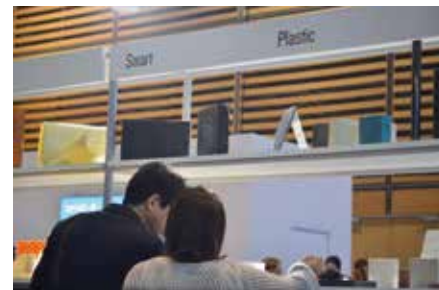


## MAISON & OBJET PARIS International trade fair for interior design

Paris (FRANCE) January 22-26, 2016



ICA appeared at the M&O PARIS trade fair via the stand of **MATÉRIO**, a cutting-edge French company that is always on the lookout for state-of-the-art materials and technologies from around the world. MATÉRIO is all about inspiration, creativity and consultancy. It benefits from the input of a team with the capacity to flank a wide range of clients - from architects and designers to companies in the luxury, cosmetics, sports equipment, automotive and electronics industries, amongst others - both online, by making available a database of thousands of materials, and through a number of showrooms around the world. ICA offered its **Liquidice** to MATÉRIO. When applied to wood and glass, this special coating makes it possible to achieve a surface with an aesthetic effect that reproduces ice crystals.



## INTERIORS & EXTERIORS EXHIBITION Goa's biggest exhibition on building & construction products, art, furniture, and interior design

Goa (INDIA) January 28-31, 2016

INTERIORS & EXTERIORS is an annual trade fair focusing on construction, art, furnishings, interior design and lifestyle. It is open to architects, interior designers, designers, engineers and companies operating in the contract sector.

The locals of host city Goa are renowned for their design consciousness and their imagination, and are forever searching for new ideas and innovations in products and technologies. Out of this tendency arose the trade fair, which brings the resources of the Indian and international markets to the city.

ICA participated for the first time at this year's event (the 19th edition) together with its distributor ITALCOATS, clocking up 420 visits from industry professionals who were impressed by **ICA's top coats for interiors** and stated their intention to use them in order to give their own products more than a little added value.



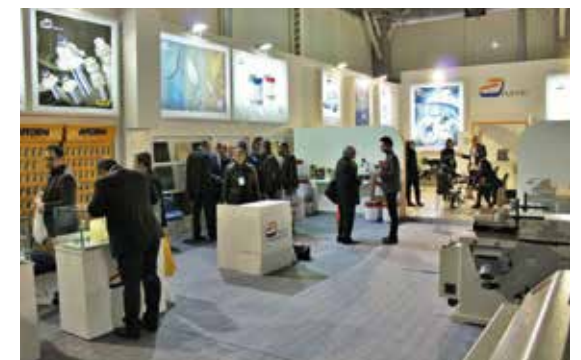
## WOODEX International exhibition for accessories, furniture machinery, equipment and related industries

Tehran (IRAN) January 31 - February 3, 2016

Si rinnova la partecipazione di ICA alla fiera WOICA participated once again at the WOODEX trade fair in Tehran, the main international event in the woodworking sector in Iran. At the fair, ICA's distributor AVAND GROUP exhibited the ICA-brand water-based coatings for interiors and exteriors, the coatings for glass and the polyurethane coatings.

The **micro-structured top coats**, with their pleasing material-like effect, and the **low-opacity** top coats were those that generated the greatest curiosity and enthusiasm on the part of the numerous visitors to the stand.

The increasing focus on the woodworking industry and its associated equipment makes this sector a major investment opportunity, and accordingly the Woodex trade fair attracts exhibitors and visitors from as far afield as Germany, Italy, France, Austria, Turkey, South Korea, Malaysia, Taiwan, Hong Kong, the UAE and China.



## KIFF & MTKT INNOVATION International exhibition of materials for furniture production, decor & facing, accessories, mechanisms & components

Kiev (UKRAINE) March 9-12, 2016

The Kiev International Furniture Forum KIFF and MTKT Innovation expos are the most eagerly awaited events in the calendar for the Ukrainian furniture industry. These essential events this year welcomed more than 500 exhibitors from 14 countries and more than 20,000 trade visitors. It all added up to a great launch pad for a market with exceptional potential. ICA participated for the first time with its distributor EUROPEAN PAINTING SYSTEM S.R.O. On show were all the latest Italian innovations, from **Deep Black** to the **Micro Matter** top coats, as well as the **special effects for wood and glass**. The visitors were able to see and feel the high-quality of the coatings made in the central Italian town of Civitanova Marche.





**PARQUET VERLEIM** Meeting for wooden floor-laying specialists  
**Rome (ITALY)** March 5, 2016



On March 5, ICA organized a meeting for wooden floor-laying specialists, in partnership with the VERLEIM depot in Rome, run by Mauro Panichi and Michele Mangagnello.

The course - which covered theory and application - was targeted at raising awareness of the products in ICA's **PARKEA** line for wooden floors. Those in attendance were given the low-down on the **ICASIL** silanic adhesive (free from isocyanates, amines and solvents), certified and featuring the **EMICODE EC1 PLUS** mark due to its very low level of volatile organic compounds.

In addition, various water-based cycles were applied using the **FA10** bicomponent water-based base coat and the **VPA208G5** nanotechnological, essence-effect water-based top coat. A wealth of experience and specialist knowledge were put at the clients' disposal.

**MEETING ORIENT MEBEL** ICA client seminar in Uzbekistan  
**Tashkent (UZBEKISTAN)** March 25-26-28, 2016



The distributor ORIENT MEBEL invited the local Uzbek companies to its facility for a three-day theory-and-practice seminar on ICA's coating products, with the main objective being to raise the brand's profile in the Uzbek market. The main topics were **stains, special effects, polyurethane coatings** and **glazes**.

Participating in the event were directors and technicians from some of the largest businesses in the furniture sector, who were given the opportunity to apply, touch and try out the excellent performance and high quality of ICA coatings.



They applied entire production cycles and, in the process, came to appreciate the effectiveness and attractiveness of the coating on the furniture product, declaring themselves to be highly impressed.

**MEDWOOD** International exhibition of tools and equipment semi-finished products, components-accessories and woodworking machinery for the furniture industry  
**Athens (GREECE)** April 7-10, 2016

April 7-10 saw ICA and ZAKOS GROUP taking part in the MEDWOOD expo in Athens, which is a leading event in the Mediterranean for equipment, components, semi-finished products, accessories and woodworking machinery for the furniture industry.

Greek market, including the top coats formulated by ICA using the **Deep Black** paste. This exceptionally deep paste has been designed to achieve surfaces with a level of intensity never seen before. Also on show were lacquered and transparent coatings, including a selection of **material-like top coats** - the Micro Matter line, which is the fruit of cutting-edge research by the R&D laboratory. In response to the requirements of the market, visitors were shown the **water-based coatings for exteriors**, the **low-opacity top coats**, and the **polyester coatings with 100% solid content**. Last but not least came the **Liquidice** special effect, which was very well-received. This was a great opportunity to consolidate the ICA brand in Athens and in the surrounding areas.



UPCOMING TRADE FAIRS

May 24-28 2016	<b>XYLEXPO</b> Biennial world exhibition for woodworking technology and components for the furniture industry	<b>MILAN ITALY</b>
August 24-27 2016	<b>IWF</b> The Largest Woodworking Show in USA	<b>ATLANTA USA</b>



## THE SPECIALIST FEATURE ON LAB TECHNICIANS



**Simone Pecoraro**  
Polyurethane,  
nitro-cellulose  
and fireproof coatings

### How long have you been working at ICA?

I've been working at ICA as an R&D lab technician since June 2004.

### What do you deal with specifically?

For 12 years, I've been part of the solvent-based polyurethane group under the direction of Piero Paniccia, with technical co-ordination by Roberto Giusti. I deal with the development of polyurethane, acrylic, nitro-cellulose and fireproof products; the refining of coating cycles; the optimization and, where possible, reduction of the cost of the raw materials. Our team works to identify and then meet the needs of the clients, coming up with rapid and effective responses.

### What do you like best about your job?

The consolidated effectiveness of the solvent-based polyurethane coating products demands research in pursuit of solutions that achieve ever-higher levels of aesthetics and performance. This prerogative is an "intellectual" challenge that motivates and fascinates me: aiming to refine yet further a technology that already delivers very high levels of performance.

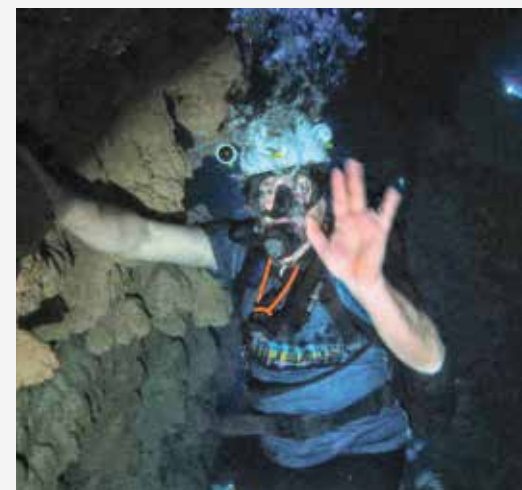
In our field, the combination of multiple useable raw materials can generate innumerable different results, and even a single gram of difference in the formulation can make an excellent product mediocre. The precision and quality of the calculations are essential.



### What do you like to do in your spare time?

I wouldn't like to sound boring, but I love to "pack my bag and go". Travel is an investment in the self! Another great passion of mine is being surrounded by nature, which I find revitalizes me like nothing else. Living in Sirolo, in the winter I like to stroll through the woods and drink in the beautiful panoramas of the Conero Riviera; in the summer, I get up early and head off to one of the many beaches, and maybe fish for some Mediterranean mussels to enjoy later with some spaghetti in the company of friends. Obviously, the things we like to do wouldn't be anywhere near as much fun if we didn't have anyone to enjoy them with - I think friends really make the difference.

## TRAVELLERS' TALES AN EMOTIONAL JOURNEY



**Roberto Funari**  
Vehicle Maintenance & ADR Specialist

The Giusti cave is located at **Monsummano Terme** in the province of Pistoia, at the foot of the hill of Monsummano, which like a sponge absorbs the rainwater that enters the cave and reaches a depth of 900 meters before returning to the surface at a temperature of 34°C. The cave - which can only be visited by diving and swimming for 250 meters, and even then only between November and April - is a karst cave, and as you explore it you can very clearly see all the changes made over the years by the water and the calcite.

Since 1983, it has been permissible to dive here, but the dives must be carried out as follows: first, you receive a briefing that explains the history of the conformation and prepares you for what you will see in the cave, then you carry out an initial exploration of the fault, walking like crabs and gripping onto the rock with your hands and feet. You do not use flippers - just breathing apparatus, a gas canister and a helmet with a head torch, which is essential since no natural light filters through at all. The dives begin after 6pm, because before that time the cave is open for use as a natural sauna.





OUR DINNERS  
GETTING TOGETHER BEFORE CHRISTMAS



ICA - December 18, 2015 - Cosmopolitan Business Hotel - Civitanova Marche (Macerata)



ICO - December 11, 2015 - Ristorante Dalla Mena - Romano d'Ezzelino (Vicenza)



ICA Deutschland - December 19, 2015 - Gasthaus Bakenecker - Gronau-Epe (Germany)

ICA Iberia - December 19, 2015 - Restaurante Pau - Benicarló (Spain)

WELCOME TO ICA GROUP WITH US SINCE 2015

January	PAOLO FERRACUTI	Depot Stock & Returns Management Specialist
	IVAN VERDICCHIO	Logistics Specialist
	MAURO VALENTINI	Production Specialist
	LUCIA ULISSI	Supplier Accounting Specialist
	GIANFRANCO DELLA ROCCA	Support Technician Italy
February	ROBERTO COLOMBO	Technician / Salesperson Italy
March	GIANFRANCO CRICCA	Glass Division Sales Manager
	UDO WENNINGHOFF	Logistics Co-ordinator
	GIUSEPPE SANTUCCIO	Sample Products
	CRISTIAN FELIX DUMITRASCU	Driver
	ALBERTO ZANCANELLA	Overseas Technician / Salesperson
April	FABIO LIAM FERRONI	Overseas Technician / Salesperson
	DAVID MARIANI	Production Specialist
	ANGELO FORESI	Production Specialist
	ELISA FRANCINELLA	Marketing Specialist
	LUIS MARTIN FIRPO	Packaging Specialist
Maggio	STEFANO ANSELM	Production Progress Specialist
	CARMINE COSTANZO	Production Specialist
	FRANCISCO ROYO BONET	Warehouseman
	CRISTIANO LUCIANI	Quality Control Specialist
	ESTER MANCINI	Regulatory Affairs Specialist
June	LUCA ROSSI	Warehouseman
	ELEONORA GRELLONI	Client Management Team
	ROBERTO DE SANTIS	Packaging Specialist
July	GUERRINO MARTINO	Production Services
	ALESSANDRO CENSORI	Warehouseman
	MATTEO CAMACCI	Warehouseman
	RICCARDO VERDINI	Quality Control Specialist
	ANDREA MORRESI	Warehouseman
September	FRANCESCO ROSSANO	Communications Specialist
	SARA MARILUNGO	Logistics Specialist
	MONICA MERCURI	Production Assistant
	ANDREA GALASSI	Packaging Specialist
	LUCA FERRANTE	Packaging Specialist
October	DAVIDE COMETA	Packaging Specialist
	FRANCESCO SBARBATI	Production Specialist
	LI XIN CHEN	Logistics Specialist
	ALESSANDRO IMBASTONI	Overseas Technician / Salesperson
November	DEBORA MAZZOCCOLO	Supplier Accounts Specialist
	CARLA FRANCESCONI	R&D - Water-based Products for Interiors
	VALERIO BUFALINI	Quality Control Specialist
	DANILO NAPOLEONI	Packaging Specialist
	GIORGIO TEODORI	Production Specialist
December	CARLO SACCHETTA	Packaging Specialist
	FEDERICA CLAPIS	R&D - Pastes, Pigmented Coatings, Special Effects
	DAVID LOZANO BARRANCO	Overseas Technician / Salesperson
	MATTIA PIERDICCA	Help Desk
	ENRICO TOSTO	Packaging Specialist



## UNI AND ICA NOW YOU CAN CLASSIFY YOUR WOODEN FLOOR



**Francesco Cinquepalmi**  
R&D Chemical-Physical Testing Manager

For around five years, Francesco Cinquepalmi has represented ICA in the **UNI/CT 022/GL 07 work group on “Wood finishes (mixed Wood/Furniture commission)”**, participating actively on the revision and drafting of new sector guidelines. In relation to the latest output of the work group, Francesco has contributed - in partnership with other industry bodies (Federlegno and Catas) and other coating manufacturers - to the **creation of an important UNI**

**standard on surface treatments for wooden floors**, which came into force on February 4. ICA's input was substantial, in terms both of the number of tests carried out and of the use of cutting-edge instruments.

**UNI standard 11622-1:2016** concerns “Indoor Wood and/or Wood Based Flooring - Protective Surface Treatments - Part 1: Minimum Requirements for Coating Cycles” and defines **the minimum requirements for the protective surface treatment** of wood and or wood-based floors and similar coverings, such as the walkable surfaces of wooden stairs, for use in interiors, and the methods and criteria for verifying the performance of a coating cycle applied to a normalized surface.

UNI 11622-1:2016 was drafted with specific reference to the production phase of protective surface treatments and the associated coatings cycles, and is **applicable to coating products or cycles that produce a continuous, even film on the surface to which they are applied**. The document is part of a series of standards for manufacturers of coatings for wooden floors, geared towards enabling the **finished product to be classified**.

For this purpose, a number of **pictograms** have been created that describe the usage class, based on the results obtained in the various tests (chemical resistance, adhesion, abrasion, etc.) carried out on the wooden floor. With this standard, **wooden flooring producers** will have an additional tool to verify the performance of the coating products and cycles that they use, while **coating manufacturers** can base their research on a powerful new method of analysis, in order to guarantee the achievement of ever-higher levels of performance.



## ITALCOATS BANGALORE CELEBRATES RECORD TURNOVER

In February, the ITALCOATS team in Bangalore celebrated - with a cake-cutting ceremony - **the increase in turnover of 10 million rupees**. This great success represents an increase of 40% in one year, thanks to the commitment of just three sales officers. But the growth continued with the reaching of another “crore” in March, thereby achieving the sales target for 2015-2016.



## HUMAN & NON-HUMAN RESOURCES TEACHING WITH ICA GROUP



On April 12, **Vittoria Rita** - ICA Group's Human Resources Manager - spoke at the “Human & Non-Human Resources” conference staged in Ancona by Este and Persone & Conoscenze - The Voice of the Personnel Executive - as part of a round table on training and development. It afforded an important opportunity to hear about the projects and experiences of local companies that put, right at the heart of their operations, the growth and enhancement of the skill sets of their employees. Participating at the event were numerous other leading locally based companies, each of which described its own situation.

## EUROCUCINA 2016 OPPEIN MEETS THE DESIGNERS



**OPPEIN**, based in Guangzhou (China), is one of the five most successful furniture manufacturers in the world. Its specializations are its kitchen, wardrobe and door divisions. The partnership with ICA Group dates back to 2012, when it began to buy polyurethane base coats and top coats from the PC, IN and CNA series for the coating of its kitchen doors, initially, followed by its wardrobes. This relationship arose out of the OPPEIN's requirement for a technology partner that could deliver innovative, high-quality products with the capacity to allow the manufacturer to reach the same level of quality as Italian-made furniture.

In conjunction with its appearance at **EUROCUCINA**, on April 15 OPPEIN staged an invitation-only event for its most important suppliers - a group of Italian and Chinese designers - with a view to integrating the experiences of the various players and enhancing its own quality level through the introduction of new ideas and products. ICA Group was invited to report on its own operations and thus had the opportunity to give a number of designers the low-down on its new effects for kitchens, wardrobes and doors.

## LUBE VOLLEY ICA SPONSOR DAY



Sunday, March 20 saw the entire Eurosuole Forum clapping like never before in support of **Lube Volley** as the team triumphed for the 14th consecutive time in the championship.

The deafening noise was generated by a gadget made by ICA Group for the **sponsor day** dedicated to the group, which provided an opportunity to present to the fans the brand-new ICA for you line, specifically designed for DIY - the fruit of ICA's years of experience in the production of professional coatings for wood. At the entrance to the sports center there was also an inflatable ICA for you tin and, for the winners of the competition, a kit for the cleaning and refreshing of wooden frames and shutters, which is a DIY gift that is particularly useful at this time of year.

On the bench, alongside the Lube Volley coaches, was President Sandro Paniccia, who at the start of the match gave a beautiful wooden volleyball to the youngest player, centerfielder Marco Vitelli.

This was how ICA Group celebrated its 10th anniversary as a sponsor of Lube Volley. Indeed, the ICA brand has featured on the shirts of the red-and-white players for 10 consecutive years, both in the SuperLega championship and in the Champions League.

## HIS EXCELLENCY CESTER ICA GROUP'S "BOMBER"



**Matteo Cester** - warehouseman and logistics specialist at the ICA Group branch in Gorgo al Monticano (Treviso) - is the new "bomber" of A.C.D. Portomansué. With a goal in the 17th minute in the match against the City of Musile, he led his team to victory, guaranteeing its promotion to Excellence five days ahead of schedule. Delivering a perfect shot and sufficient clout (without overdoing it) to move as it wished within the field, they allowed the opposition to breathe before just about suffocating them. The team was a war machine that, after 19 victories clocked up, is returning to Excellence. Hats off to them!





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