

#lifeincolor





In recent years the debate on the environmental sustainability of human activities has aroused the interest of growing sectors of the population. To win the challenge and guarantee sufficient resources at a global level, it is no longer enough to simply achieve increasingly higher levels of efficiency and productivity. The processes for manufacturing goods and providing services must be rearranged according to the principles of circular economy, for example through the use of renewable energy sources and reuse of rejects from other transformation processes.

In the wood coatings sector, the ICA Group has always fulfilled its customers' desire to have ecological and functional coatings for protecting wood. We have now entered a new phase: I am honored to present IRIDEA BIO, the first range of mono and bicomponent acrylic coatings from renewable sources that is safe for use with human food.

A result of this magnitude is no coincidence. I take this opportunity to thank all my colleagues who collaborated in this project from a technical, administrative and commercial standpoint, our academic partners and the technical partner DSM Resins & Functional Materials, which firmly believed in our company and considered it the world's best choice to channel this extraordinary innovation. I am deeply convinced that these products can only originate and develop through constant attentiveness to the quality of personal relations and corporate life. I therefore wish all of you a Merry Christmas and a new year full of satisfactions.

Lorenzo Paniccia

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ICA SUMMER PARTY 2016 THE HISTORY OF 45 YEARS OF BUSINESS

Sports and premium-quality foods. **Over 1,200** people spent a day together practicing sports and enjoying music, games, street artists, children's entertainment and good food.

On **Saturday July 9th**, employees and collaborators of the ICA Group were invited to spend a day in the corporate complex based in Civitanova Marche to celebrate the **45th anniversary of the company's foundation**.

The Paniccia family, which heads the company with great satisfaction, decided that the occasion had to be celebrated with all those who have contributed to the Group's success and growth.

The celebrations began in the morning. The Italy sales network met in the rooms of the ICA laboratory to discuss the results of the latest sales strategies. Moreover, the program included a **guided tour to Lifelab**, the new laboratory entirely dedicated to customers. This facility is a new, important tool at the disposal of the sales network.

The day also included several **fun moments**. In the afternoon, the corporate green area staged a number of activities for all ages: inflatable games and animation for children, while grown-ups were entertained by street artists and played volleyball, tennis, racket games, bocce and the traditional soccer tournament, opposing numerous collaborators from all over the world. The event was also enriched by an **artistic area** containing a fluo installation by Joel Giustozzi and his body painting. There was also a **photo booth** where participants were able to take a "social" souvenir picture with the hashtag #lifeincolor.

Before dinner, the Chairman Sandro Paniccia guided a **corporate tour** for a group of guests including the Mayor of Civitanova Marche, Tommaso Corvatta, the Deputy Mayor, Giulio Silenzi, the Chancellor of the University of Macerata, Luigi Lacchè, the President of the Province of Macerata, Antonio Pettinari, and the Chairman of Confindustria Macerata, Gianluca Pesarini.

The first show of the evening was the concert by Cristina di Pietro and her band, Pop De Luxe, directly from "The Voice of Italy". Next came the concert by LED laser violinist, Valentino Alessandrini, followed by music with a DJ set and dancing late into the night.

WATCH THE VIDEO: <https://goo.gl/w8bkRL>



Naturally linked to your needs



The ICA Group invests in customer relations.

With **Lifelab Tech** the most advanced coating plants are used to assess product performance up-close. Application tests can be effected with the aid of specialized technicians to obtain the desired results.

Lifelab Discovery is instead packed with creativity and solutions for interior design. This space allows for viewing trendy effects and colors, and getting first-hand experience of different materials and forms. Customers are also provided with all the necessary information to easily achieve the desired outcome.

www.icaspa.com/lifelab



ICA PIDILITE
THE ICA GROUP AGREEMENT FOR DEVELOPING THE WOOD COATINGS BUSINESS IN INDIA



The ICA group finalized an important joint venture with Indian company Pidilite for the distribution of its products on the Indian market and in other nearby countries such as Sri Lanka, Bangladesh, Bhutan, and Nepal.

An Indian company listed on the stock exchange, Pidilite has a turnover exceeding 550 million Euro and manufactures its products in various plants, both in India and overseas. It currently specializes in various sectors, mainly glue and sealers, with various brands, the most renowned being FEVICOL—the leading adhesives brand in India. The Pidilite product

range also includes several types of coatings for paper, fabrics, hobbies, etc.

The shares of the new company **ICA PIDILITE PVT LTD**, formed through the joint venture, are equally split between ICA and Pidilite. ICA PIDILITE has the ambitious aim of becoming the **main player in India for wood coatings**. This aspiration is rooted in the organizational structure and distribution network of Italcote, the long-standing distribution partner of the ICA Group for the Indian market that has helped build a solid reputation for ICA products in the wood sector over the past twenty years. The entire business of Italcote has been incorporated in the joint venture in order to continue the past activities and enhance them further.

The joint venture is certainly an important operation for both ICA and Pidilite. This becomes evident when we consider the investment involved, amounting to 16.9 million Euro, while a further 16.6 million Euro has already been set aside for various development projects. These include the construction of a new production plant in India for ICA wood coatings, scheduled for the forthcoming two-year period.





ICA ACADEMY INTERNATIONAL CAREER MASTER 2nd EDITION

The **ICA ACADEMY** organizes the **second edition of the International Career Master**.

The **ICA Group training school** was set up to value human resources and discover new talents to train, enrich, and prepare for exciting career paths.

The ICA ACADEMY organized the Master's course with the aim of **meeting and training young talents who aspire to work in the Research & Development Department**.

The objective is to **train qualified laboratory technicians with an international outlook** who can then be inserted in a leading multinational corporation in the chemical sector.

This professional corporate Master's course, to

be held **from February to May 2017**, will provide advanced knowledge of corporate processes and excellent technical skills, through an active and laboratory-based didactic approach; the training program is integrated by real work projects and supported by expert personnel under the constant supervision of the relevant technical tutor.

The ICA ACADEMY offers **six scholarships** for attending its Master's course and acquiring the necessary training to cover the role of overseas laboratory technician.

At the end of the Master's course, the participants will be recruited by the ICA Group as laboratory technicians and will operate in the Group's overseas branches.

www.icaacademy.it/master

WOODSAFE AND FUN201 NEW BIOCIDAL, ANTI-FUNGAL AND ANTI-WOODWORM IMPREGNATING AGENTS



In order to enhance the protection of wooden objects, the R&D laboratory of the ICA Group has launched a **new range of water- and solvent-based biocide, anti-fungi, and anti-woodworm impregnating agents**.

The **WOODSAFE** water-based preserving and impregnating agent and the solvent-based **FUN201** protect outdoor objects exposed to bluing or blue stain fungi, putrefaction fungi, wood-eating insects, or woodworms. When applied with a brush, immersion, or flow coating on unfinished wood, these impregnating agents exert a **prevention effect**, in other words, they prevent attacks on non-infested wood before it is treated, but do not cure damaged wood.

The ICA Group biocide impregnating agents **conform to Regulation (EU) 528/2012 (BPR)** concerning the making available on the market and use of biocidal products and other materi-

als used to combat harmful organisms, guaranteeing a high degree of protection of human and animal health and of the environment.

The products can only be sold in European Union member states if the relevant authorization is issued by the Ministry of Health or by an equivalent body.

They are used to treat **wooden casings and roofs, and structural wood in general** (e.g. gazebos, homes, parking lot canopies, etc.), when the support lacks sufficient durability and is thus prone to attack by harmful organisms pursuant to the UNI EN 350 standard and for a certain class of use (UNI EN 335).

The preserving activity does not require additional applications; however, for an optimal cycle and improved aesthetic effect, the ICA Group recommends protecting the surface with a top coat.



“BIO” WATER-BASED COATINGS FOR INTERIOR FURNISHINGS A NEW HORIZON OPENS UP FOR ENVIRONMENTAL SUSTAINABILITY

A fruitful collaboration project with the prestigious Dutch company DSM resulted in **IRIDEA BIO**, a new range of water-based coatings for interiors.

HIGH PERFORMANCE STANDARDS AND TOTAL RESPECT FOR THE ENVIRONMENT

The new coatings of the IRIDEA BIO range are made with **renewable materials deriving from innovative processes aimed at refining “waste” vegetable matter that cannot be transformed into food for humans.**

These ICA Group coatings, made from vegetable matter, are **resilient and resistant to chemicals and light. They are also suitable for industrial processing, similarly to the respective ICA products deriving from oil.**

They are formulated with acrylic-based resins and, compared to other available products made with alkyd resins from renewable sources, they dry quicker, and possess greater hardness and non-yellowing power. Moreover, compared to similar products derived from alkyds, the monocomponent and bicomponent

base coats of the IRIDEA BIO range are easier to sand and more resistant when subsequent coats are applied, making them suitable for intensive industrial processing cycles.

BIO-INNOVATION FOR COATINGS: THE COLLABORATION WITH DSM

The creation of an innovative and distinctive product such as IRIDEA BIO is the result of many years of **research, experimentation, and collaboration with a major international player in the chemical industry – DSM.**

With a view to environmental sustainability, as early as 2013 the ICA Group’s research and development laboratories began to devise and run tests on a new formula aimed at improving the company’s production mainstay, namely water-based coatings for interiors. The collaboration with DSM, a major technological partner with considerable experience in the production of resins from renewable sources, materialized into the **introduction of innovative materials deriving from renewable sources for formulating water-based coatings for interiors.**

IRIDEA BIO is the ICA Group’s latest technological breakthrough and, technically speaking, is a high-performance product that fully respects the environment and the well-being of end users.

IRIDEA BIO: TESTED FOR BIOGENETICS BY THE ACADEMIC WORLD

Thanks to the **collaboration with the University of Camerino and “La Sapienza” University in Rome**, tests were conducted on IRIDEA BIO

in order to assess the “biogenetic” nature of the materials used; this involved analyzing the nature of the carbon contained in the coatings to verify whether it originated from fossil sources or vegetable biomass. The C14 dating technique demonstrated that **the renewable content varied between 30% and 40%.**

The analysis further proved that IRIDEA BIO is not only an innovative product: it is also sustainable for the environment and for human health.



The “bio-based” resins selected by the ICA Group are produced in Holland by DSM and identified with the Decovery® trademark. This trademark will also appear on ICA products of the Iridea Bio range. The collaboration with DSM yielded an agreement envisaging a period of exclusive use of Decovery® resins by the ICA Group in the production of its water-based coatings for interior furnishings. DSM, a company employing over 25,000 people, specializes in biological sciences and science of matter, and actively operates in the health care, nutrition, and materials fields. DSM provides innovative solutions capable of supplying, protecting, and improving performances in the world’s markets for food and dietary supplements, animal feed, medical devices, automotive applications, coatings, electrical and electronic appliances, ground fault interrupters, alternative energy sources, and biological materials.



TAVAR, WOODEN FLOORING NATURAL IMPERFECTIONS FOR A SUSTAINABLE PRODUCT

“Environmental awareness is on the rise,” comments Giovanni Baldini – a member of the family that owns **Tavar**, a Ravenna-based company leader in the production of pre-finished wooden floors –, “for us it also has commercial implications: those who appreciate wooden flooring also appreciate the natural aspect of wood, its enhanced grain pattern and ‘imperfections’ such as nodes and irregular surfaces. Water-based coatings, together with the FSC certification, highlight the company’s commitment to offering consumers a sustainable product that respects the environment and the quality of life.”

Naturalness and the atmosphere of old floors revived: the answer to these trends is the series of reagent tints of the ICA Group. “The fundamental trend,” continues Mr Baldini, “is having color differences on the same floor, which we obtain with the subtle use of reagents. This type of processing enables us

to offer a ‘coordinated’ interior design concept; the public tends to prefer increasingly similar top coats for furniture, casings, and floors, and there is greater awareness to details and color combinations in settings.”

More and more colors and top coats are available, and are never enough: customization has become the standard and there are plenty of color shades.

The range of **ACTIVIN** reactive water-based colorants by ICA allows for obtaining unique colors that enhance the wood grain with a highly original effect.

These oak and mahogany reactive tints penetrate deeply into the wood fibers where they interact with the material and produce “uncontrollable” colors and shades depending on the amount and chemical nature of the reagents and on the wood to which they are applied, while preserving the surface’s “natural” aspect.



ACTIVIN tints are ideal for design contexts that increasingly privilege the use of **oak with open pore top coats**, a solution that retains the natural appearance of wood and makes the various settings simple yet cozy.

ACTIVIN products **guarantee excellent performances and expand the creative options available to interior decorators and designers, while placing considerable emphasis on eco-sustainability and reduced environmental impact.**

The ICA Group is a reliable partner that is attentive to the needs of its customers and interior design trends. The importance attributed to environmental concerns and market demands appealed to Tavar. Thanks to this collaboration, the company recently installed an entirely automatic coating machine that – together with the chosen coating cycle – aims to drastically reduce the emission of solvents into the atmosphere. The introduction

of this plant in the company allowed for completely rearranging production (with definitive times) and standardizing quality, without foregoing the company’s distinctive customization service.

Thanks to cycles defined together with ICA and flexible plants, Tavar is able to propose a **highly extensive range.**

The water-based tint, primer and 100% UV filler-base coat combined with the bicomponent water-based top coat produced **excellent chemical-physical performances** – an essential prerequisite for a walkover product. Moreover, the aesthetic effect stems from research activities conducted in the R&D laboratories of ICA. These allowed for developing specifically for Tavar a series of **trendy colors**, the natural aspect of which is enhanced by the ultra-matte water-based top coat applied as a final coat.

NUSCO S.P.A., DOORS AND CASINGS SINCE 1968 TRADITION AND INNOVATION ATTUNED TO THE TIMES

Nusco S.p.A. is an Italian company leader in Europe in the production of doors for interiors and casings. Founded in the 1960s by Mario Felice Nusco, the current Chairman of the BoD, the company boasts a long woodworking tradition based on authentic Italian craftsmanship. The main operating and production offices are located in Nola (Naples) and Bucharest (Romania). Headed respectively by Luigi and Michele Nusco, the sons of Felice, they cover an area measuring over 40 thousand square meters. The aggregate production reaches one thousand units a day for a total of 200 thousand doors sold annually, yielding an aggregate turnover of roughly 50 million Euro.

Innovation, product quality, and the ability to anticipate market trends have led Nusco to set up showrooms and authorized dealers throughout Italy and in several countries overseas. Its mission is to create the conditions for developing a **constant and successful growth for its partners**, by putting the customer at the center of the strategy. The approach is based on attention to **quality, innovation, design study, and attention to detail** and the **search for solutions**. **Transparency and respect for the environment** have always characterized the Nusco Group's approach. The company is committed to safeguarding the environment, by promoting a "green" awareness internally and striving to implement all the activities geared towards reducing its own environmental impact.

This is why Nusco has chosen **ICA**. The company's transparent and lacquered mono- and bicomponent water-based coatings allow for obtaining customizable models and exceptional results in terms of aesthetics, quality, and performance.

Thanks to its experience and the expertise of its craftsmen, Nusco currently offers a **comprehensive catalog of doors for interiors and casings** made of **premium-quality materials, featuring advanced design and processing techniques**. The resulting furnishing solutions are unique for their design and performances, and preserve the beauty of casings.



SICAM An international exhibition focusing on components, semi-finished products, and accessories for the furniture industry

Pordenone (ITALY) October 18-21, 2016

The **eighth edition of SICAM** was a great success and confirmed the exhibition's status as **the key event of the Italian furniture industry**. Moreover, it has a **strong international dimension**, with over 40% of the visitors coming from overseas.

Even more than before, this year the ICA Group emerged for its proposed innovations with a strong emphasis on environmental sustainability issues. The **Iridea Bio** range was widely acclaimed by the leading furniture manufacturers that appreciated the intense efforts of the ICA Group in developing a range of water-based wood coatings formulated with innovative materials deriving from renewable sources.

The new **Antiche Armonie** colors, displayed on a wall of floral letters, captured the attention of visitors due to their subtle, delicate hues that are highly evocative of the rustic charm of Italian country life. Those with a keen eye for design trends were able to appreciate the new material effects of the **Urban Matter** range: **Liquid Foil, Corten acid-etched** and **Stone**.

Lifelab, the ICA Group's laboratory dedicated entirely to customers, designers, and draftsmen, was also unveiled for the first time.



GLASSTEC International trade fair for glass production, processing, products
Düsseldorf (GERMANY) September 20-23, 2016



Yet again this year Glasstec emerged as the glass industry's global benchmark expo event. The four-day exhibition saw 1,235 exhibitors from 52 countries welcome more than 40,200 visitors from over 100 countries.

The ICA stand was a resounding success; visitors were able to get a close look at the **Deep Black** effect, a water-based top coat capable of enhancing the depth of black. Moreover, new colors were presented for the **Glass Paint Collection** that offer a striking scenic impact on modern-style interior furnishings, besides new effects and colors for bottles and the cosmetic sector.



DREMA International trade fair for machines and tools for wood and furniture industries
Poznań (POLAND) September 13-16, 2016

ICA Polska, the Group's subsidiary based in Piotrkow Tribunalsky, participated in the Drema trade fair with the new additions to the ICA Group range. The products on display included the **Arborea Metal** impregnating agents and metallic top coats for exteriors, the **Matter Effects** tints and top coats for interiors, the **Urban Matter**, **Liquidice** and other special effects, and the **My Gloss** glossy coatings. A series of innovative, trendy solutions for the Polish wood industry to enhance and enrich surfaces. A **demonstrative stand** was also set up during the event for live applications of the Urban Matter, Activin for parquet and Deep Black cycles.



CEFLA LIVE From finishing to happening
Imola (ITALY) October 12-14, 2016

The ICA Group participated again this year in the **CEFLA LIVE** event held at the **Cefla Finishing laboratory in Imola**, during which important **novelties on coating technologies** were presented.

The ICA technical staff gave demonstrations of the company's products. It conducted **live demonstrations with UV coatings for interiors on Smartedge and on an innovative range consisting of Smartclean and Smartcoater**. In addition, ICA presented on **UV-R LED** the **IRIDEA UV LED CURING** range, comprising coatings curable with UV LED lamps.



BIFE Bucharest international furniture exhibition
Bucharest (ROMANIA) September 14-18, 2016

With its range of eco-friendly and premium-quality products, ICA is a benchmark in the wood coatings, glass, and plastic materials industries also in Romania.

The new additions presented by the distributor LOMI-LUX fulfill various interior design requirements: from classic solutions, with the **Luxury** range products, to more modern contexts, with the new special effects of the **Urban Matter** range.

Glass proposals also featured, with the recently introduced **Deep Black** finish and solutions for parquet floors. The top coats for interiors, which enhance the natural beauty of wood, were also widely appreciated.



DESIGN WALL Innovation meets recognition
Mumbai (INDIA) September 2-3, 2016

Design Wall is an exclusive initiative by **Acetech** that promotes and favors the latest technologies in the construction and furnishing sectors. A prestigious panel of judges, comprising architects and designers, votes for the products displayed by the competing companies. ICA, ever attentive to design trends and the demands of designers and architects, presented **Urban Matter**, a range of wood coatings with a metropolitan dimension. A sample of the Steel effect was distributed among the judges and aroused widespread interest.



MKTK TENDENCY Furniture technologies, components, textiles
Kiev (UKRAINE) September 28-October 1, 2016

The most renowned Italian and international design and furniture brands gathered at the MKTK Tendency trade fair. The 13,000 square meters of the Kiev Expo Plaza housed 220 exhibitors—from 21 Ukrainian regions and other countries, in particular Turkey, Germany, and Italy—and roughly 18,000 visitors. The event, which also included installations, conferences, seminars, and workshops, is a decisive event for the sector's growth in the Ukraine, which already boasts professional producers and talented designers. ICA presented important new additions for outdoor and indoor furnishings, as well as for glass. Among them, the **Deep Black** top coat for glass, the **Liquidice** special effect and the metropolitan effects of **Urban Matter**.



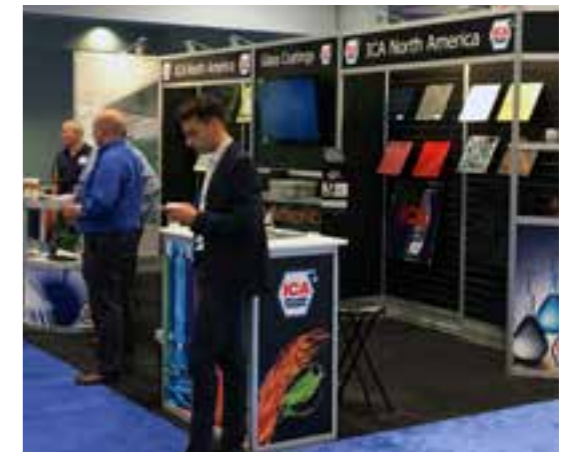
W16 Joinery & furniture manufacturing show
Birmingham (UK) October 2-5, 2016

A fair that keeps track of the sector's trend in the UK and continues to expand. It showcased the latest technologies and materials for processing industrial wood and furniture. Some 200 exhibitors participated in the 2016 edition, of which 30% for the first time, on an area 15% larger than before, open to Italian and international visitors. ICA attended for the first time. The stand of the distributor **WOODFINISHES** showcased—for the first time—the **Iridea UVE** transparent acrylic top coats and base coats. These products are highly resistant to light and are particularly suitable when applied on light woods, solid wood, or reconstituted wooden panels. They contain special additives that, by absorbing most of the UV radiation, minimize yellowing of the coating film and keep the color of the wood unaltered over time. The Iridea UVE range was selected as a finalist of "Element", the new event of W16 dedicated to the world of furniture top coats.



GLASS BUILD AMERICA The glass, window & door expo
Las Vegas (USA) October 19-21, 2016

Producers and visitors from over 73 countries participated in the event dedicated to the glass industry in Las Vegas. ICA NORTH AMERICA attended the event with the extensive **Glass Paint Collection** by the ICA Group. This includes water-based coatings that create astonishing effects on flat surfaces, but also products designed for beverage items, tableware, and cosmetics. The pearlescent colors of the **Liquid Metal** range and the ice effect of the **Liquidice** range create a unique and elegant effect on glass. The transparent, colored, lacquered, and metallic monocomponent and bicomponent coatings of the ICA Group glass range allow for obtaining a highly refined visual outcome, thanks to an extensive range of unrivaled effects and colors. Those on display also included the travertine, satin, and sandblasted effects.



ACETECH Architecture, building materials, innovation and design

Bangalore (INDIA) October 21-23, 2016
Mumbai (INDIA) November 10-13, 2016

Also this year, Acetech confirmed its standing as Asia's largest trade exhibition and the third most important in the world. This international trade exhibition successfully brings together to India architects, designers, engineers, companies, and material suppliers.

ICA Pidilite, the new joint venture between ICA and Pidilite Industries, participated in the Bangalore and Mumbai editions. The stand featured a series of visually striking top coats, such as **Deep Black** and **Natural & Soft Touch**. Equally praised among architects and designers alike were the water-based coatings and the new special effects of the **Urban Matter** range, such as **Corten**, **Liquid Foil** and **Stone**. Moreover, the trade exhibition organizers honored the **ICA-Pidilite** stand with the **Gold Award**, a prestigious tribute that was highly appreciated by the entire ICA group.



LESDREVMASH International exhibition for machinery, equipment and technology for logging, woodworking and furniture industries

Moscow (RUSSIA) October 24-27, 2016



The Lesdrevmash trade exhibition is one of the main European events dedicated to the wood processing machinery, equipment, and materials sector. It opens a window onto the lucrative Russian market, one of the largest for the sector's operators. As in past editions, this year's Lesdrevmash exhibition gathered prime professionals and visitors under the same roof. The ICA Group displayed its trendy products in the space arranged by the Italian Institute of Foreign Commerce (ICE): colorants for interiors with material effect, the **Arborea Metal** metallic impregnating agents for exteriors, the special effects of the **Urban** and **Luxury** ranges, which add a glamorous and elegant touch, and the visually striking **Deep Black** top coat for refined furnishings.

CANADA WOODWORKING EAST

Canadian woodworking & home improvement

Montreal (CANADA) November 2-3, 2016

Currently in its second edition, the Canada Woodworking East exhibition confirmed its status as Quebec's leading event for the furniture sector. Quebec indeed has the highest furniture production rate in Canada. Roughly 2,800 professionals of the sector treaded Montreal's Olympic Stadium in the quest for the most innovative products. ICA NORTH AMERICA displayed the ICA product range with special emphasis on the **Steel**, **Corten**, **Cement**, **Liquidice**, and **Liquid Metals** special effects, the **Arborea Pastel** semi-covering water-based impregnating agents with pastel colors, and the **Naturwood**, **Softtouch**, and **Natural Touch** top coats that enhance the natural beauty of wood.



EUROBOIS

The wood processing industry & wood material trade show

Lyon (FRANCE) November 15-18, 2016

The ICA products were displayed in the stand of the distributor T&G Distribution at Eurobois. Lyon is an extremely attractive venue for visitors and is expanding strongly into the markets of southern Europe (Italy, Switzerland, Spain, Portugal) and the Maghreb: a feature that underlines the exhibition's international dimension. In the spotlight were the **Urban** and **Luxury** special effects—Stone, Corten and Liquidice—that guarantee many different and unique effects each time. The various water-based colors for external casings were also on display.



UPCOMING TRADE FAIRS

November 23-27, 2016	SIB	International exhibition building	CASABLANCA MAROCCO
December 15-18, 2016	ACETECH	Architecture, Building Materials, Innovation and Design	DELHI INDIA

THE SPECIALIST FEATURE ON LAB TECHNICIANS



Monia Tomassini
Water-based coatings for interiors

Any tales you'd like to tell us?

I remember that time, during the first days of work, when out of sheer concentration and fear of making mistakes I accidentally reset the scale while a colleague was busy terminating the formulation of a product, so a matte product turned glossy as the wrong catalyst was used.

What do you like to do in your spare time?

My answer risks sounding too plain, so I'll be brief in saying that I like reading, spending time in nature and with animals, traveling, cultivating silence and solitude, and relaxing to recharge my mental batteries. To balance out all this relaxation I also practice a martial art for self-defense: Wing Tsun. It derives from Kung Fu and, as tradition recounts, was developed by a woman while she observed a fox and stork fight each other. It is a very complex sport because it helps to maintain self-control, manage emotions by converting anxiety and panic into reactivity, and, although it is an individual sport, teaches respect for others above all.

How long have you been working at ICA?

I've been working for ICA for 5 years; I started on June 6th 2011—I remember that day very well because I had just been on a short vacation nearby for the June 2nd long weekend before embarking on this new chapter of my life. Time flies!

What do you deal with specifically?

My first approach to coatings was through water- and solvent-based pigmented systems. Initially, therefore, I was involved with the study of pigments in relation to their physical characteristics and the various grinding techniques.

I'm currently part of the team dedicated to water-based products for interiors, an entirely different and very challenging field.

I'm truly satisfied with my career path because it allows me to discover many aspects of this industrial sector but, above all, I'm realizing how important it is to have a broad knowledge base.

What do you like best about your job?

As my previous answer probably highlighted, it's important never to get bored and I definitely have no problems in this regard! New products to develop, new technologies to discover, using my "imagination" and intuition, controlling my adrenaline, and a whole lot more.



TRAVELLERS' TALES

PALESTINE AWAITS TO BE DISCOVERED



Giovanni Monaldi
R&D - Water-Based Interior Coatings Co-ordinator

Last summer I finally decided to visit the land of my Palestinian friend Samir, near Haifa in Israel. I got to know Samir during my university years, on campus, where we were house mates for four years. A long time has passed since but we've always stayed in touch. Whereas he's returned to Italy several times, it was my first time in Israel. Although Israel is a very small country, it embraces many different aspects: modern and chaotic cities like Tel Aviv, tranquil and pleasant cities like Haifa, the desert, the Dead Sea and the Sea of Galilee in the inland territory. Not to mention that artistic treasure and cradle of monotheistic religions: Jerusalem, a fascinating city with a strife-ridden and militarized connotation. A truly interesting experience was seeing how Muslims, Catholics, and the Druze live side-by-side peacefully as they always have, both in Israel's Arab cities and in the West Bank governed by the Palestinian authorities. In the Arab cities I noticed many Italian flags. The people were all supporting Italy during the Euro Soccer Championship! As an Italian I was warmly welcomed by the Arab population. "You are welcome" is the customary greeting. I felt secure wherever I went. Traveling makes many prejudices fall.

RIO 2016, AN UNFORGETTABLE "SPORTING" ADVENTURE

Valentina Cesari - Communications Department Manager **Luciano Cesari** - CFO



We decided that we had to experience the Olympics once in our life, so, thanks to our sister who's been living in Brazil for 25 years, we knew we couldn't miss this golden opportunity. We found tickets many months in advance for our favorite sport, mountain biking. We then added other unmissable events that have always defined the Olympics, such as track & field and artistic gymnastics. In the few spare moments of our tight schedule we managed to squeeze in BMX and basketball.

In the weeks preceding our departure, the thought of renouncing crossed our mind several times but we immediately drove it out each time. As the Zika virus appeared to jeopardize the safety of tourists, we got plenty of doubts but in the end, also thanks to a healthy dose of carelessness, we decided to leave anyway. Luckily all went well. Despite criticism and repeated attacks from the media, the organization of these Olympic Games eventually turned out to be very efficient. We always felt "protected" and surrounded on all sides by the Police and Defense Force, as we traveled on metro trains and

footpaths inaccessible to people lacking an official ticket for the Olympics. The organizers practically succeeded in creating a completely tranquil and almost surreal bubble in one of the world's most dangerous cities. My favorite memory is certainly the day we spent in the imposing Nilton Santos stadium for the track & field events. Seeing thousands of people magically go from absolute silence to earsplitting euphoria is an indescribable spectacle, comparable to admiring up-close the towering physiques of the world's best athletes. What about mountain biking? Well, that deserves special mention, because it runs in our blood so we wouldn't be objective!

ON THE CREST OF THE WAVE Giulio Paniccia - Country Manager



This summer I followed my passion for surfing and returned to Central America like last year in the hunt for waves and new places to discover.

Thanks to some illogical marketing schemes devised in a gloomy basement, apparently the cheapest way of flying from Italy to Panama or Costa Rica is through the United States, so our journey started with a three-day stopover in the city that never sleeps: New York.

The flight from Milan to New York (via Oslo) was enriched by a unique feature—and I'm not referring to the unlimited bar service, but to the fact that midway through the flight we began to fly over the polar icecap, with the sun shining on a boundless white blanket and gigantic icebergs gradually appearing as we approached the East Coast of the United States.

Many feel New York is more beautiful in winter, especially over the Christmas period lit up with millions of lights and decorations that, no wonder, inspired a famous song by the U2. However, I find that August reflects the true nature of New York: its active and dynamic side, people on their morning jog in the many sunny parks, the food festivals in Williamsburg and days spent at the beach in Long Island.

What I adore doing is preparing a list with venues, restaurants, "shacks" and other places where to eat ethnic and exotic food, and visit one every day. It turns into a treasure hunt each time and, besides gorging myself, I get to discover new places and suburbs.

After the pit-stop in the US, we took a plane and flew south, to San Jose in Costa Rica.

San Jose is Costa Rica's capital and also the country's largest city, with approximately 350,000 inhabitants. A rather cold and humid climate greeted us upon our arrival. The city indeed lies 1,000 meters above sea level and, for obvious historical reasons, is located in the center of a valley surrounded by mountains densely covered with rain forests.

Driven by my irresistible urge to surf, we stayed in the capital a mere hour. Just enough to hire an automobile. We then headed towards the coast along what must be the wildest freeway in the world. The two-lane road crosses extremely tall and dense forests home to enormous iguanas that cross the road, with the ever-present rain showers that come and go at regular intervals. We reached the west coast after roughly two hours. Our surf tour started from Jaco, a town with a few thousand inhabitants—nearly all foreign, mostly American. Jaco is a "beach break", which in surfing jargon means that the waves form and break on a sandy sea bottom that changes with the current and tides. This creates waves that are fun to surf but unpredictable. During our stay an international surfing tournament was staged, so I was able to admire the numerous professionals and sometimes let them steal several waves from me.

ICA IN INDIA Andrea Paniccia - General Manager ICA Group

Andrea was in India from October 19th to 28th and he spent several days in the State of Punjab, in the country's north-western region. He visited numerous distributors and dealers of ICA branded products during his stay, accompanied by ICA Pidilite collaborators, and was able to hear from everyone what the market demands and discuss future strategies with them.

Everyone was amazed when Andrea told them about the numerous collaborators from Punjab who have been working successfully in the Civitanova Marche plant for many years, evidencing the strong ties between ICA and Punjab rooted in the past and set to continue in the future.

He cherishes special memories of his visit to the Golden Temple in Amritsar. Regarded as the most sacred of places, this Sikh temple is a pilgrimage site that must be visited at least once in a lifetime. I extend my heartfelt thanks to everyone for the warm welcome and marvelous hospitality.



REGIONAL RANDSTAD AWARD 2016 ICA REWARDED AS THE MOST ATTRACTIVE COMPANY FOR REMUNERATION AND BENEFITS



“Here we invest in young people and stop promising talents from emigrating.”

Vittoria Rita – ICA Group Human Resources Manager – collected the **Regional Randstad Award - Region Centro for 2016**.

Currently in its second edition, the Regional Randstad Award is an independent study (no company can register or pay to participate) that takes into account the public opinion's perception regarding the employer branding capacity of companies. It is a spin-off of the global inquiry commissioned by Randstad in 25 countries, involving a total of over 200,000 people.

The study measured the **level of perceived attractiveness of companies based in central Italy by potential employees**, in other words, how much and due to what factors they are capable of attracting the attention of potential employees or people seeking to change their job.

The main factors considered by potential employees when assessing a company and potential job are **remuneration & benefits and job security**, indicated by over half of the sample (53%), followed by pleasant atmosphere in the workplace (51%), work-life balance (45%), and financial solidity (43%). According to the study conducted by Randstad, ICA in Civitanova Marche distinguishes itself for remuneration & benefits.

The company, a world leader in the production of wood coatings, topped the rankings for level of remunerations and benefits, highlighting the company's commitment towards corporate welfare. The study was conducted between April and May 2016 based on interviews with 4,000 people including students, workers, and unemployed people aged between 18 and 65, grouped according to gender, age bracket, and level of education. A total of 100 corporations were analyzed that employ between 200 and 999 people, operating in 10 different goods categories.

THE EUROPEAN HOUSE - AMBROSETTI MARKET AND DESIGN APPROACH TO PRODUCT INNOVATION

ICA supports the initiatives of The European House - Ambrosetti, and on October 7th hosted a formative meeting at the plant in Civitanova Marche. The professional group, The European House - Ambrosetti, was founded in 1965 and gradually developed numerous activities for consulting for the integrated management of companies in Italy, Europe, and the rest of the world.

The meeting was attended by businessmen and local business managers to exchange views on the market and design approaches that favor product innovation. The speech by Andrea Paniccia focused on innovation and design within ICA.



ICA SUPPORTS LOCAL ASSOCIATIONS A PRECIOUS AID TO RESEARCH

**SCLE
ROSI
MULT
IPLA**
associazione
italiana



The ICA Group has always been attentive to the context in which it operates and is constantly committed to supporting local associations.

On October 18th, at the Rossini Theater in Civitanova Marche, it supported the cabaret show organized by the Italian Association for Multiple Sclerosis (AISM). Moreover, this year the Group promoted several events organized by the Italian Association for Cancer Research (AIRC). On October 23rd, the local Lifefood venues were arranged for a buraco tour-

namment in favor of the association: some 150 people intervened, comprising actual players and people participating in the light dinner. The event was organized to raise funds for the best cancer research projects funded by AIRC.

Moreover, ICA will devolve part of its Christmas gifts to research on pediatric tumors, in an attempt to support researchers and accelerate the discovery of new therapies to donate precious time to many children.

GO ALTAIR GO! THE WINNING SEASON OF ALTAIR 3



In the past regatta season, Sandro Paniccia's Scuderia 50 boat, **Altair 3**, faced four worthy challenges against fierce opponents of the seas.

In the 22nd edition of **La200**, from Caorle-Grado-Sansego (CRO) and back, organized by the Circolo Nautico Santa Margherita, the team won the Trofeo Paulaner Line Honour XTutti trophy for the second consecutive year, crossing the line at 7:58 on Sunday, May 8th. The boat finished first overall and first in the XTutti class.

"A wonderful edition," explained boat owner Sandro Paniccia, "I am very satisfied with the behavior of the team and of the boat—it did not let us down and en-

abled us to keep sight of our opponents at all times."

At the 7th edition of **151 Miglia** - Trofeo Celadrin trophy, held between June 2nd and 4th, Altair 3 took an excellent second place in the ORC Overall ranking in crossing the line in front of the Punta Ala yacht club. It was a difficult regatta, with rather tough weather conditions. The entire team was very satisfied with the results.

A less successful campaign was the **Giraglia Rolex Cup**, one of the most famous offshore regattas in the Mediterranean, currently in its 64th edition. The regatta started in Saint Tropez under an overcast sky with heavy rain. Up to the rounding of the Giraglia rock (in Corsica), the tactics and maneuvers enabled Altair 3 to stick with the group of favorites in the leading positions. However, a sudden wind shift followed by a total ceasing of the wind altered all the plans, favoring the smaller boats which had been trailing behind up to that point. The ensuing bad weather, with winds of up to 40 knots, ensured that the boats reached the finish line in front of the Yacht Club Italiano in Genoa planing on the waves with a downwind, leaving the final rankings unchanged. In the end, Altair 3 performed well and managed to overtake the group of favorites to which it had navigated very close for the entire regatta.

The season ended on a high with a victory in real time at the 16th edition of the **Civitanova-Sibenik International Regatta**. Altair 3, which had triumphed with a record in the past edition, crossed the line at the island of Zlarin (just outside Sibenik's fjord) at 5:58, one hour ahead of its opponents.



THE REGATTAS OF FOLGORE AND ADRIATICA FINE PERFORMANCES IN THE 2016 SEASON



The boats of shipowner Piero Paniccia experienced an action-packed and thrilling 2016 season.

Folgore, the J88 boat in the ORC International category, won the **Trofeo Stecconi** trophy held in Ancona on June 18th and 19th.

Moreover, from June 30th to July 3rd it was engaged in the 16th edition of the **Civitanova-Sibenik International Regatta**, organized by Club Vela Porto Civitanova. Among the most exciting long regattas in the Mediterranean, it takes place over 106 nautical miles in the heart of the Adriatic Sea and joins two cities of crucial importance for the history and commercial development of Europe. The race, valid for qualification to the Italian Offshore Championship, saw Folgore take first place in Category B with a team of only four members.

From July 27th to 30th, the boat participated in the "**Trofeo Diesse**" Italian Offshore Championship in the magnificent scenery of Palermo, with its splendid sea. The blue sky and gentle, medium-light breeze crowned a magnificent championship in which Folgore ended 11th in the general rankings and 4th in its class.

But the most important victory came in the **25x2** event, also organized by the Club Vela Civitanova and reserved for two-member teams, in which Folgore repeated last year's success.

In turn, the Farr 280 **Adriatica** boat ranked 3rd in the **Italian Mini-Offshore Championship** held in Torri del Benaco, on Lake Garda, a mere point behind the second-ranked boat. The rankings were drawn up after a total of five races. Unfortunately the result could not be improved with additional races due to lack of wind.

Adriatica then traveled to Chioggia for the **European Sportboat Championship**, featuring over 50 boats of the sportboat class.

"Everyone agrees that it was a fantastic championship," declared the President of Il Portodimare, Gianfranco Frizzarin, "the regatta field was excellent and allowed for competing in practically all sea weather conditions." Adriatica fared well and finished 6th in the overall rankings.

Lastly, it took 1st place in the mini-offshore and overall rankings at the **Trofeo Enrico e Luca Dignani** trophy, held from September 19th to 20th in Civitanova Marche. Five races were held thanks to two splendidly sunny and windy days that rewarded the excellent performances of Adriatica.

Well done to Piero and his team: Guglielmo Bonfili, Chicco Capecci, Andrea Casale, Claudio Celon, Erick Moretti, Lorenzo Paniccia.

MOTORCYCLES: PURE PASSION FROM ITALY'S ROADS TO MOTORCYCLE RACE TRACKS



Matteo Sordelli – ICA Group Area Manager – has always had a passion for motorcycles. Since 2014 he has been racing on Italy's race tracks with his Kawasaki Ninja ZX10R. He recently participated in the Trofeo Italiano Amatori trophy in the 1000 basic class, where he finished third in the Mugello (in Tuscany) session and second at the Vallenga (in Lazio) race track. Congratulations!

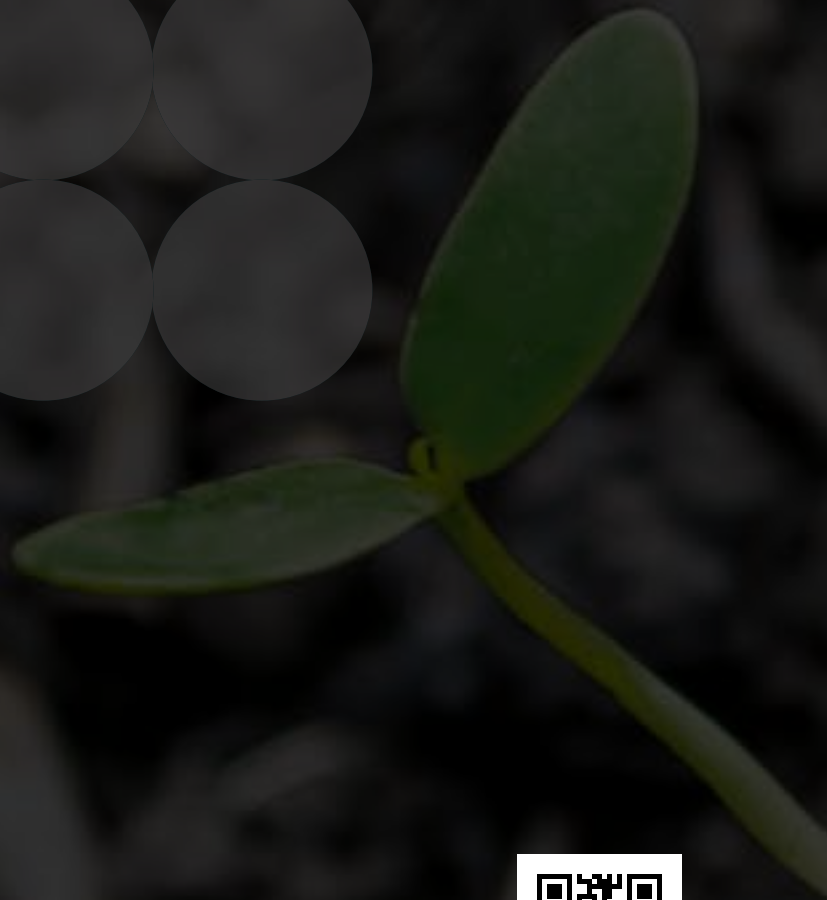
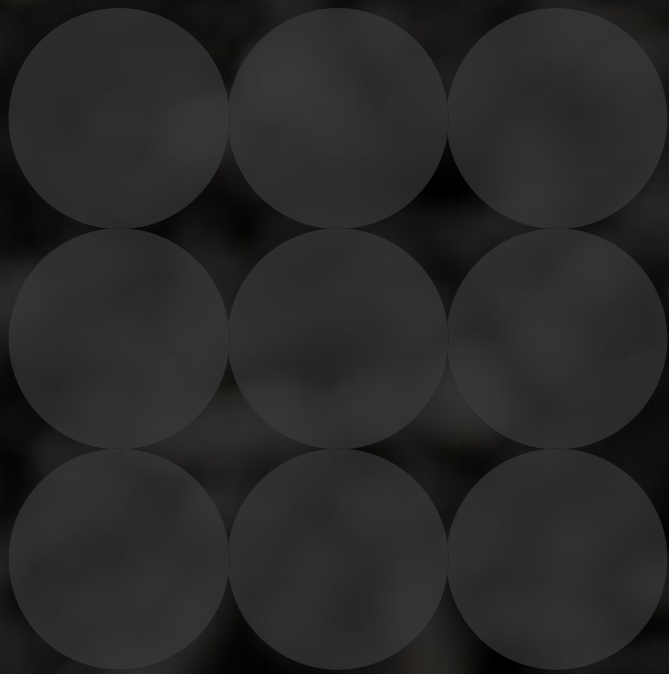
ASD SORDI CITANÒ TREBLE VICTORY



The ASD Sordi Citanò association made Citanova Marche, the Macerata territory, and its sponsor ICA proud for the treble victory comprising the **handball** championship title, the **Italian Cup**, and the **Supercup**, organized by the **Italian Deaf Sports Federation (FSSI)**. On April 9th in Milan, the team won the championship title against a team from Turin. Its fourth title in 5 years. On September 10th the team won the Italian Cup in Padua after an epic battle. It was the team's fourth straight Italian Cup victory. Lastly, on September 11th again in Padua, it conquered its

fourth straight Supercup. That makes its 12 trophies out of 13 in 5 years. A fantastic result that the ICA Group is proud to celebrate together with the association.

What's more, seven athletes were selected for the Italian national team to participate in the European handball championship in Germany, in May. These gratifying results reward the considerable dedication, attention, and concentration that went into this activity.



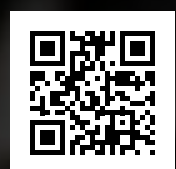
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