

Excellent companies of the Made in Italy: top, the best, exciting!

Since the end of World War II has become the idea that there are models of excellent companies of a specific country. The first model of excellent company established itself in the 60s in the United States, and was represented by the large Ford company: assembly line, mass production, repetition of operations always the same, maximum task specialization and economies of scale. The management of these companies organized, planned, coordinated the activities according to a military-type approach strictly hierarchical.

This philosophy, known as "Fordism" because found in Ford the ideal environment, was thrown into crisis in the 70s by the Japanese model, applied by Toyota and then becoming famous as "Toyotism". The innovation of the Japanese firm was to develop management methods that reconcile small batches and large-scale production, large quantities and many varieties. This logic was based on the combined effort of all to eliminate waste, identify useless activities, continuously improve the quality, pursue customer satisfaction.

The excellent enterprise was still great, but streamlined ("lean"). While American companies reflected on the superiority of the Japanese model and sought a third way, in the 90's it began to take shape an Italian way to success, that was rather complex. Not only a few large companies to be successful - Benetton, Danieli, Miroglio Group, Natuzzi - but also groups of small enterprises owned by districts (Sassuolo and Prato) and whole industry sectors (packaging machines and packaging, mini-mills).

The Italian model appeared more complex and difficult to condense into a few distinctive features. While also referring to the American and Japanese models was talk of "excellent" companies, the Italian companies with excellent results were described as "successful".

Clearly, something was missing, because success is not synonymous with excellence: success means good results, excellence means much more. We asked a group of managers and professionals and then to a group of ordinary consumers such words associated with the term "excellence". With some surprise to find each other and for the first three places the same words: "top", "the best", "exciting"; follow "unique", "beautiful", "different from normal", "has an edge", "made with care", "it has attractiveness", "magnetic" and many others. As you can guess, excellence means two things: skill so superlative that does not need to be compared and ability to excite. Here are some expressions: "A premium brand must give a spark of emotion", "the excellent brand evokes unique emotions, conveys emotional values and creates long-term trust."

Emotion is a new factor, completely absent from the American model and the Japanese model, which calls into question the link between company and customers. Excellence is in the relationship with clients, built on superior quality, feeds the feeling. It was not until the 2000s, and especially the second decade, to identify the "excellence of Made in Italy", or rather the excellence because the Italian case shows that there are many pathways to excellence. The made in Italy has emerged in four areas, which over time have contributed to the Italian way of excellence: Food, Clothing-Fashion, Furniture-House, Automation. We identified 10 commandments of excellence of the "4A" of the made in Italy: high and superior quality, quality difficult to imitate because it is based on deep knowledge, innovation without ever betraying the heritage, consistent with the values of the founders, strong entrepreneurs at the top management, intense bond with the territory, inspiration by the life of every day, cutting-edge technology but also manual skills, preciousness, Smart Marketing.

Pietro Geremia ◀
Marketing & International Sales Director

PRIMA MANO

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Over 70 million turnover for San Marco Group



Record turnover for San Marco Group which closed 2014 with a consolidated turnover exceeding, for the first time in its history, the 70 million euro. Many positive indications, particularly as regards the Export, where the share of turnover developed in 2014 is equal to 38%. Even Colorificio San Marco S.p.A., parent company, reported turnover growth: "We grew up gaining market share in Italy - explains Pietro Geremia -

focusing on attractive niches such as restructuring and increasing exports of Made in Italy decorative products".

The results of the Group consolidated financial statements 2014 were presented last April 30, 2015 to the Board of Directors and on that occasion it was also resolved to increase the share capital of Colorificio San Marco S.p.A. bringing 6 million to 12 million euro.

A clear and strong will of Geremia's family, at the helm for four generations, to further enhance a company that has always found its foundation on a solid capital base and equity and which remains in constant expansion.

Katia Da Lio
Marketing Department



Grand Gala of the Italian entrepreneurs

Colorificio San Marco Spa on Friday, September 18, 2015 received the Award for Excellence "Grand Gala of the Italian entrepreneurs" in the framework of an event sponsored by **Museum of Emigration Pietro Conti - Center for Research of the Italian Emigration**, in Gualdo Tadino in collaboration with **Il Sole 24 Ore - Training and Events**.

The Grand Gala is an event dedicated to the Italian entrepreneurs and companies who have distinguished themselves in the Italian national economic context for achieving manufacturing excellence, for the promotion and defense of the *made in Italy* and for the commitment in the promotion of the **Italian cultural heritage**.

These are the flattering words used as a

reason for the prize:

"For being a leading company, managed today by the fourth generation of entrepreneurs, in the production and marketing of paints and varnishes for professional building industry in Italy, with 8 production sites and business units in several countries and a portfolio of seven brands. For the innovation capacity, the capillarity of the distribution sector and business agility in a context seeing an increasingly rapid technological change.

Katia Da Lio
Marketing Department



Colorificio San Marco official technical sponsor of the photography exhibition "Look of woman"



Colorificio San Marco S.p.A., leading manufacturer in Italy of paints and varnishes for professional building sector, will participate as a technical sponsor of the photography exhibition *Look of Woman* by Francesca Alfano Miglietti.

The exhibition will open on September 11 at the Casa Tre Oci, on the Giudecca Island in Venice; it will be exhibited the photographs of 25 extraordinary artists who, with a very feminine sensitivity and depth, reveal a world of compassion, responsibility, diversity and injustice often silenced.

The photographic narrative exposure is even more exciting thanks to the arrangement by **Antonio Marras**.

Geremia family, at the helm of the company of Marcon (VE) for four generations, has decided to contribute with enthusiasm to this important cultural event, pursuing with dedication to promote exhibitions and the enhancement of historic buildings and monuments, celebrating its historical link with the territory and its great passion for art and color. The look onto the world without fear of diversity, released by the images on display, pursues to communicate a message of strong sense of responsibility, consistent with the corporate values of Colorificio San Marco. Thanks to the colors and the application experience, the company helps to bring out these precious testimonies of women who, with passion and

bravery, interpret the deep issues of the human life.

Katia Da Lio
Marketing Department



COMBAT system STOP TO MOLD IN 3 STEPS



Accomplice **climate change** in recent years, the phenomenon of the **formation of mold, algae, fungi and other microorganisms** has strongly accentuated becoming a growing problem that affects housing.

How to respond to climate change and the emergence of mold?

Colorificio San Marco offers the **COMBAT SYSTEM** and various **SOLUTIONS OF PRODUCTS TO FACE THE MOLD BY THREE WINNING MOVES**.

Request more information to your **TRUSTED DEALER** and do not lose the offer **COMBAT KIT spring 2015: COMBAT products** are now available in convenient **READY TO USE KIT!**

Katia Da Lio
Marketing Department



New color chart 336 Outdoor Colors



A new color selection which consists of 336 colors, designed to offer all color opportunities to characterize with elegance and style every architectural solution. The new chart **336 ESTERNI IN TINTA** is a colorimetric project that in 2015 enabled the expansion of the selection in the color space of the most requested shades by the market: **more neutral tones, yellow, red, orange and gray.**

All colors obtained through the 24 canister tinting system are reproduced with inorganic pigments with

maximum outdoor stability. As regards the presentation of the colors it has been improved by adopting gradation in color combinations that facilitate the reading and the choice of colors.

The new chart **336 ESTERNI IN TINTA** supports the professional user in the correct architectural design of the color, according to the type of space, the environment and the purpose of use.

Katia Da Lio
Marketing Department



Sales agents recruitment for expansion foreign markets

San Marco Group researches in Europe sales agents to renew and strengthen its sales network.

The profile of our future agents:

1. Be able to pose questions to clients to listen to their needs and propose professional responses
2. Know most of the distributors of building coating systems of their territory
3. Be able to define a distribution strategy in their area of expertise by creating territorial coverage
4. Know how to best use all the tools made available by San Marco Group
5. Engage in study and know all aspects of the industry: technical content and service content
6. Know how to plan the activities independently and comprehensively and strategically active.
7. Knowledge of English or Italian (in addition to the mother tongue) is a necessary requirement

What we provide:

1. a range of leading products and services in the international market of professional systems for the building industry
  2. 5 brands with different offers and positioning that enable to differentiate the distribution on the same territory.
  3. continuous support on technical and management training
  4. great development potential
- We are not only looking for people with experience and knowledge, but careful people to listen to the market and offer many solutions that the group San Marco provides them: we seek "sales consultants" to identify and develop the best partners of the building market of the future. We are looking for people who hear the present and understand the future.

Our challenge is to select the best:

- the best sales consultants
- the best distributors of solutions in the building industry
- the best craftsmen entrepreneurs of the future

Colorificio San Marco gives color to travel

GRASSELLO DI CALCE AND UNIMARC SMALTO MURALE FOR THE "NIKOLA TESLA" BELGRADE AIRPORT



Thanks to the collaboration of DDTon, historical distributor of Colorificio San Marco, the products of the Venetian company have been used to decorate the walls of the VIP Lounge area at the "Nikola Tesla" Belgrade airport, the most important airport in Serbia.



A premium reference for Colorificio San Marco and DDTon: for the occasion were chosen GRASSELLO DI CALCE white and UNIMARC SMALTO MURALE red. For more information about these products, please feel free to visit our website www.san-marco.it

Giulio Stocco
Marketing Department



Creativity and color for a better future

UPGRADING INITIATIVE OF THE MOGLIANO VENETO (ITALY) SUBWAY SPONSORED BY COLORIFICIO SAN MARCO



On 21 June 2015, the Nite Park Family, Moglianese voluntary association, with the aim to redevelop the cars subway in Pra dei Roveri Street, in the center of Mogliano Veneto, has created Shake Well. A combination of festival and hard work: to do so, they scraped away old graffiti, repainted the walls into blue and left room for the writers of the RGB Crew who, along with other Special Guests, have

redrawn the style and mood of the subway. Colorificio San Marco has decided to sponsor this wonderful initiative through the provision of products, including the fixative ATOMO and BETONCOVER. A great success!

Giulio Stocco
Marketing Department

Colorificio San Marco - New Products 2015

RANGE DETTAGLI D'ARTE CAVENIER

Modernity and Style Minimal Chic



The decorative solution, extremely **versatile suitable for all wall surfaces even on those not perfectly homogeneous**. Cavenier decorates with simplicity and elegance, characterizes all spaces with a variety of decorative effects in 1 or 2 coats, depending on the manual expertise and the creativity of the painter.

Decorative textured effect pearlescent finish for interior



RANGE STREET LIFE CONCRET ART

The aesthetic and strenght of concrete also outdoor



From this year CONCRET_ART becomes the star of the exterior facades, it reproduces the aesthetics of the "fair face" concrete looking solid, tactile and naturally aged of cement, in all effects in every single detail. The formulation evolution with acrylic copolymer - siloxane modification makes

CONCRET_ART the perfect decorative solution for all facades, even on thermal insulation coatings.

Interior-external decorative finish with concrete effect.



NEW PRODUCT COMBAT HP

Exterior-extra proction anti-mold/ anti-algae



Also due to **climate change** in recent years, the phenomenon of the formation of algae, fungi and other microorganisms is strongly accentuated becoming a growing problem that affects the buildings facades. As a **response to this problem it comes the solution COMBAT HP**.

High Performance sanitizing additive - specific for exterior anti-mold anti-algae coatings and wall paints.



FOR THE DO-IT-YOURSELF UNIMARC HOBBY

Unimarc Hobby presents the new metallic shades



The new range METALLIC SHADES, special to give space to fantasy: 20 metallic colors designed and selected to make special decorations and do-it-yourself of items and wood, plastic, metal and wall support surfaces.

Water-soluble acrylic enamel for do-it-yourself decorations



RANGE STREET LIFE LUNANUOVA

Lunanuova for a touch of class



Decorative innovative solution that easily renews and transforms the surfaces in a unique way, moving to the environments an extraordinary touch of class and modernity. Free the fantasy, **Lunanuova fascinates and turns the colors of a thousand reflective crystals**, with a luminous effect and delicately textured.

Interior decorative finish with multicolor crystals effect.



RANGE STREET LIFE EASY-ART

Easy decoration taking after up to details



Renewing environments, decorating has never been easier with a secure aesthetic result with a strong visual impact. With **great ease** and a minimum of manual expertise EASY_ART realizes any creative idea, it **personalizes the walls and also decorates wood and plastic furnishings**, harmonizing and integrating them into the decorative project of the environment.

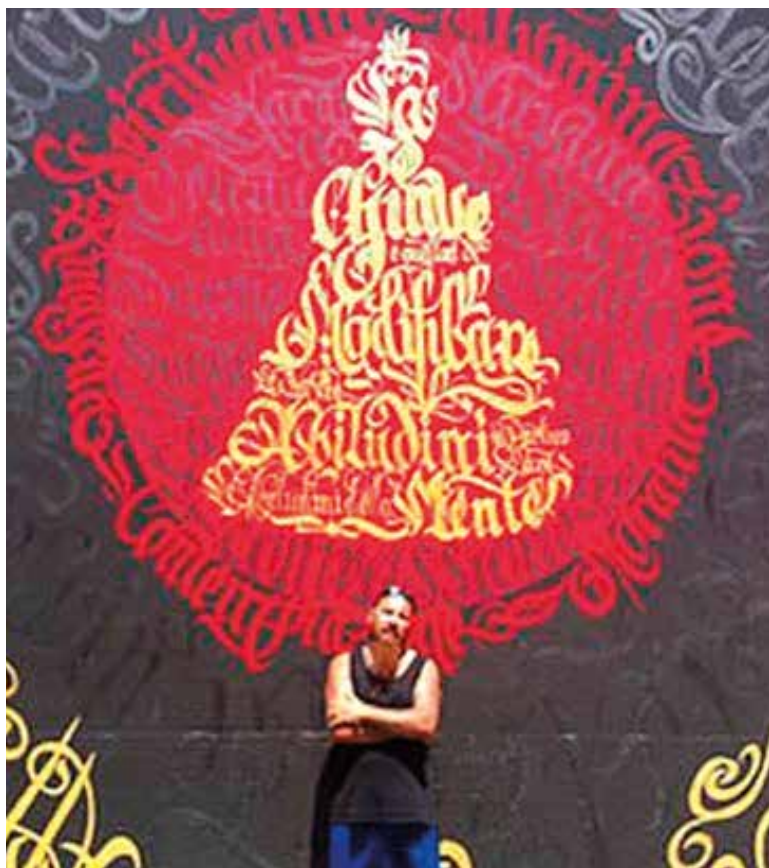
Interior decorative finish with metallic effect.





"When writing...is an art!"

INTERVIEW À GIUSEPPE GEP CASERTA



It's a warm day in early July and we are here in Milan in a very special location to interview Giuseppe stage name "Gep" Caserta, one of the leading Italian representatives of the art of calligraphy. Gep is involved in a very interesting project born from the collaboration between the Milan cultural association "Stradedarts" and the Hippodrome of San Siro which provides for the repainting of more than 3 kilometers of the perimeter wall of the structure along with 350 other artists and writers.

• **Hello Gep, could you introduce yourself to our audience?**

My name is Giuseppe Caserta stage name Gep. I started out as writer and for more or less eight years I have dedicated myself to writing. Of course having this background of street artist, I brought the calligraphy on the wall directly.

• **When did you start becoming fond of Calligraphy? Who are your Masters?**

I started this adventure and artistic change attending a course at NABA (New Academy of Fine Arts) in Milan and my Master is Umberto Fenocchio: long lasting calligrapher and greatest exponent in Italy, and not only with regard to classic calligraphy. Thanks to him, I received a great stimulus and many ideas to do what I am today... then I'm no one, I'm one who paints the walls.

• **What does it mean this art for you today?**

Calligraphy has been to me a "back to the past" evolution. In the sense that having done first letters closer to the world of graffiti and then studying ancient literature, those who were in 1400/1500, for me it was an "against" evolution. About what I want to express ... is a little what I did with graffiti: or they are personal messages

or many times I write aphorisms starting from a theme.

• **You do many Workshops. Whoever comes to this kind of events?**

I have done these workshops for about 4 years. I started with three people who came to learn how to write, then I came to have up to 10-12 people. They are people of every class and age, there's the guy or girl of 18 years as the lady of seventy; from the tattoo artist to the lady who wants to make Christmas greeting cards; they come by necessity, to deepen or for their own pleasure.

• **What characters do you use in your drawings?**

The works I do are a mix of Gothic and humanistic, however when I do this kind of work, I personalize them a lot.

• **What is among your works the most important to you or that you prefer?**

Well yes, it's "La Rondine". It's a 3x4 metres canvas where I made in the center a golden dove, obviously made with the letters, and around other silver words. The theme was "The Journey" and so I thought to swallow.

• **Plans for the future?**

In late October I'm going to realize the San Nicola in Bari, made for the moment only on paper, for a project of Hip Hop of the "Bari Jungle Brothers". On September 6, I'm going to do a Live Painting with a micro-exhibition in France, in Orleans, but we are still organizing.

• **You use various San Marco products. Talking about color, what do you look for on it and what should it convey to you?**

I had a paint company with my father hence I know colors very well, he established it when I was 10 so I was born with colors.



I was searching for a gold that will have given the effect of an "old miniature". Going to the paint factory in Rho, from Re Ceconi, where I have been supplied for a long time, requesting what I was looking for, I did see and experienced Cadoro ("Dettagli D'Arte" range).

In fact it is very good. I started using it with "La Rondine" and on canvas makes it much, because the iridescent effect is amplified, creating a kind of three-dimension playing with the brush.

• **Could you do without it?**

No, because there is no gold so good. Which can then be the gold, silver and other colors that I have them done. I play a lot with colors: for example, I had an iridescent black done to play in a black on black tone, so that depending on how you move the letters are read in one way rather than another ... and the effect is really very cool!

What to say... if there is the right mix of quality and creativity, the world of color is a universe full of potential!

Giulio Stocco
Marketing Department



At school with Colorificio San Marco

COLORIFICIO SAN MARCO HOSTED A CLASS OF FRENCH STUDENTS FOR A TRAINING DAY



On September 30, 2015, Colorificio San Marco S.p.A. hosted at its headquarters in Marcon (Italy) the class of a French training school, the BTP CFA Vendée, composed of 15 young volunteers and onlookers. Initiative of certain relief and interest, which makes it possible to the young to get in touch with companies entities operating in their area of interest. Training for Colorificio San Marco is understood as activation of a virtuous

circle that adds value to the entire company and allows especially, as in this case, to help applicators and designers "of tomorrow" in their academic and professional career.

Giulio Stocco
Marketing Department



San Marco in the jobsite with Acrisyl Fondo Finitura



LOCATION
BellaVista Relax Hotel
Levico Terme (TN)

E.D.L. PROJECT
Studio X Architettura Luca Valentini and
Raffaele Cetto
Tenno (TN)

APPLICATOR
Claudio Alfare'

SAN MARCO RESELLER
DIVINA GIANNI SNC BOTTEGA DEL COLORE
Borgo Valsugana (TN)

PRODUCTS USED
Rasamix
FIBRORINFORZATO FIBER REINFORCED ANTI-SHRINKAGE LEVELER FOR PLASTERS AND PLASTIC WALL COATINGS
Isomarc
SOLVENT-BASED WALL INSULATING FIXATIVE
Marcofix
SOLVENT-BASED PIGMENTED WALL FIXATIVE FOR OUTDOOR USE
Acrisyl fondo finitura
ANTIMOLD ANTI-ALGAE UNIFORMING ACRYL-SILOXANE FILLER PAINT FOR OUTDOOR USE



FOR PVC SHUTTERS
Unimarc smalto seta
ODOURLESS WATER-SOLUBLE SATIN ACRYLS PROTECTIVE
FOR MARBLE SUBSTRATES
Facciavista pro
STONE-BASED TRANSPARENT COLOURLESS CONSOLIDATING PROTECTIVE BASED ON SILOXANES AND ACRYLATES



San Marco in the jobsite with Marcopolo Luxury



LOCATION
Private house
Nantes (Francia)

PROJECT
Kosydeco

SAN MARCO RESELLER
ATELIER VENEZIA
Vertou , France

PRODUCTS USED
Marcopolo Luxury
DECORATIVE FINISH FOR INDOOR USE – REFINED METALLIC FINE TEXTURE



2015/2016 San Marco Events

Colorificio San Marco continues with a will to participate in the most important events of the sector at a national and international level. We do not talk only about 2015 but also 2016! Colorificio San Marco will participate for the first time ever at FARBE 2016, among the most important trade shows in the world in the building industry, to be held in Munich from 2 to 5 March. For more information about our events, please contact us through our social pages, or at the following address: marketing@sanmarcogroup.it We will be happy to answer to you!

Giulio Stocco
Marketing Department

DATES	COUNTRY	LOCATION	EVENT	ADDITIONAL INFORMATION
21st-24th October 2015	ARZEBAIJAN	BAKU	BAKUBUILD	by the distributore EKAM with Colorificio San Marco S.p.a.
26th-29th October 2015	SAUDI ARABIA	RIYADH	SAUDI BUILD	by the distributor RAGHADAN PAINTS CO. LTD
18th-20th November 2015	JAPAN	TOKYO	JAPAN HOME & BUILDING SHOW	by ON THE WALL INC. with Colorificio San Marco S.p.a.
23th-26th November 2015	UAE	DUBAI	BIG 5 DUBAI	by the distributor AL FAJER ESTABLISHMENT
02nd-05th February 2016	POLAND	POZNAN	BUDMA	by Colorificio San Marco
02nd-05th March 2016	GERMANY	MUNICH	FARBE, AUSBAU & FASSADE	by Colorificio San Marco
05th-08th April 2016	RUSSIA	MOSCOW	MOSBUILD	by the distributor OOO VERNICI with Colorificio San Marco S.p.a.

Professional Training Laboratories 2015 – 2016 edition

ALSO THIS YEAR COLORIFICIO SAN MARCO S.P.A. STANDS OUT WITH A COMPLETE TRAINING OFFER ADDRESSED TO APPLICATORS AND DEALERS

The LABFORPRO



Always dedicated to the training of professionals, also the 2015/16 season promises plenty of high-level courses, designed specifically for the dealer and the professional applicator. Here is the official calendar! We are waiting many of you to grow together!

Giulio Stocco
Marketing Department

2015 – 2016 COURSES LIST

A1 New San Marco dealers*

**B1 Thermal insulation
in the buildings - basic**

**B2 Thermal insulation
in the buildings - advanced***

**B3 Certification of the application of
thermal insulation coating system***

**C1 Products range and systems
for applicators***

**C2 Renovation of facades
and interiors***

D1 Decoration products - basic

D2 Decoration products - advanced

E1 Shop Attendants - basic*

E2 Shop Attendants - advanced*

*Courses in Italian language



The San Marco Group coordinates the activities of 7 manufacturing sites and 3 trading companies located in different European countries and 8 brands. The Group was established to manage the strategy for growth and expansion of Colorificio San Marco S.p.A. The creation of a group of companies and a portfolio of brands, acquired and even developed from the inside, enables to greatly expand business opportunities towards new markets, new customers' segments, new applications. Each company and each brand has a specific role, and the Group has the task of enhancing peculiarities, defining positioning, reducing duplications, exploiting synergies and economies of scope.

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