

Work and I will work too.

Grow to create wealth in the community

Sitting at the restaurant with some clients, we noticed that there were five people at the next table talking during a working lunch. The restaurant owner, as well as very professional, was a friend, and it was customary that sometimes we were having lunch by him with some customers, suppliers, consultants; they did in many. When the bill arrived it was told us with pride that the previous Saturday all 80 employees of a close company had celebrated 50 years of history, and that he had received reservations for some Christmas business dinners. Knowing each other, he added: “Yesterday there was at lunch Mr. Rossi of the company X, with a couple of colleagues.” The restaurant’s owner works because around him there are companies that work: Employees of companies sometimes go to eat by him and create work for him, his cooks, waiters, cleaners. Here in a nutshell why a software engineer hired by Amazon in Seattle creates 5 jobs for bartenders, taxi drivers, lawyers, doctors, personal trainers and yoga teachers. By the other hand Amazon, like Google or Facebook, are high-tech companies, who work on the frontiers of new technology: they have so many highly paid engineers who go out to dinner, then to the gym, and have a house maid and maybe the dog-sitter. In less advanced sectors, as are most of the sectors of the Italian economy, a worker of a company represents 1.6 jobs in the surrounding community: they can be skilled workers such as doctors and lawyers, but also the waiters and taxi drivers.

These are very interesting results illustrated in the fine book “The new geography of work” by Enrico Moretti, a young Italian professor of economics at the University of California at Berkeley. The work of doctors and waiters, accountants and babysitters, lawyers and taxi drivers, is powered by two motors that drive companies to grow their clients: knowledge and innovation. This is why we talk about knowledge-based economy. The economy of products and services is still there, but the products are available in many variations of size, taste, power, color; are better: they are lighter, less bulky, more beautiful, more ecological. Calvino was right when he argued that in the “following millennium” would have ruled the multiplicity, the speed, lightness. Science has already taught us that with thin entity the world is ruled: just think of the DNA, neurons, quarks, bits. The lightness is not superficial: the software needs hardware to run, but it is the software that controls increasingly the machine. The lightness is much more challenging than the heaviness, because we have to penetrate deeply the problems and come up with elegant solutions to concentrate in a small space and in a few essential movements all the complexity of a phenomenon. Lightness is elimination of space and waste and focusing on critical issues, the ones that determine the true value of a product. Basically, lightness equals simplicity, the ultimate sophistication saddle as claimed Steve Jobs, but it takes a lot of knowledge to achieve it. The lightness is just one example: what matters is that the product is obtained with the light of knowledge and innovation and these generate employment in the community around the company, which is why some thrive and certain territories languish, drawing the new geography of work. At the center of the territories that thrive companies are growing. San Marco Group has 250 direct employees, and has never tried to count the total number of people activated part time or full time by the 250 employees, in Italy and abroad. But we can try to list those of the first ring, the most direct ones, certain of neglecting someone: retailers, sales agents, transport companies and their drivers, canteen cooks, security workers, switchboard operators, maintenance workers, cleaners, consultants, accountants, taxi drivers, vendors.... And soon even the nursery school teachers!

Pietro Geremia ◀
Export Sales and Marketing Director

- Colorificio San Marco S.p.A. continues to grow and invest in Italy
- Professional Training Workshops 2014 – 2015 edition
- Colorificio San Marco among the top companies of the “Made in Italy” green economy
- ABC celebrates 60 years with the new website



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Colorificio San Marco S.p.A. continues to grow and invest in Italy

IT STARTED THE WORKS FOR THE EXPANSION OF THE HISTORICAL HEADQUARTER IN MARCON (VE) OF THE COLORIFICIO AND THE PROJECT AND A NEW WOOD IN COLLABORATION WITH LIPU, FOR A TOTAL INVESTMENT OF 5 MILLION EURO AND A TOTAL SURFACE OF 78,000 SQM.

The expansion of the plant in Marcon of Colorificio San Marco S.p.A.



Rendering of the new plant and the bike path

Marcon (VE), October 14, 2014 – Colorificio San Marco S.p.A., leading company in Italy for professional building's coating systems, continues to invest in the territory. It was started in Marcon the works for the expansion of the plant, as part of a larger redevelopment project planning.

It was May 14, 1962 when Pietro Tamburini and his daughter Alessandrina Tamburini founded the Colorificio San Marco. Today, more than 50 years later, thanks to the stubborn, ambitious and demanding character of the founding family, but also due to ethical and environmental friendly choices Colorificio San Marco S.p.A. leader of the

San Marco Group has come to count 7 production sites in several European Countries and a portfolio of 8 brands. This growth has necessitated the expansion of the historic location of Marcon (VE), where are situated the Headquarters of the Group. The new buildings will rise in an abandoned area of Via Perosi, Marcon (VE), they will serve as

offices, warehouses and will also host a nursery school and a multipurpose space for recreational activities. Among the works on site, to encourage the development of a more sustainable urban mobility, it is also planned to build a bike path that will connect Gaggio to Marcon for the local community.

A new wood to offset the expansion works: The agreement with LIPU



construction and will be presented to the public in the first half of March 2015.

The project started by Colorificio San Marco S.p.A. is part of a larger redevelopment project that aims to preserve the territorial area that will be a treasure trove of biodiversity, in a context of intensive agriculture and urban settlements. At the beginning the "child wood", consists of small seedlings, of a few decimetres of height and a few centimeters in diameter.

Over the years, however, thanks to the care of volunteers of Lipu, trees and shrubs will grow, the oaks will toughen up, poplars will come skyward, flowers and berries of hawthorn, wild roses and other shrubs will give new color to the green expanse that adorn the LIPU Cave Gaggio North (currently Nature Reserve of local interest Cave Gaggio). The same plants will also help to store carbon and will become home to birds and other small animals. These include, in particular, the rare Frog of Latase, an animal related to lowland woods in present in the World only in the Padano-Veneta Lowland.

This new green area will be explored on Sundays from August to December, using the appropriate paths arranged, with illustrative panels, several sheds and a tower for bird watching, which will allow the observation of the animals without causing disturbance to them.

This is the voluntary agreement that Colorificio San Marco S.p.A. signed with LIPU (Italian Bird Protection League), pledging to give the city a new green area. The project is an opportunity to promote the protection of biodiversity, protection of nature, environmental education and awareness. Colorificio San Marco with the planting of about 2000 plants including trees and shrubs will compensate for thinning of the area where started the works for the construction of the new plant. The New Wood is under

A modern nursery school for the employees and the Community of Marcon

The project for the new nursery school of Colorificio San Marco S.p.A., aims to offer the children of their employees and citizens of Marcon, a new modern and functional structure to support the different needs of the new families in the community with the aim to offer new and high quality educational services and education for children.

"Particular care - says Mariluce Geremia, Human Resources Director of Colorificio San Marco - was

also placed in the organization of spaces, in the quality and comfort of the furniture, the choice of materials. The project is inside the framework of a tested policy of Corporate Welfare that Colorificio San Marco have brought forward for a few years and that have given the opportunity for their employees to convert the performance bonus in a wide range of goods and services made available by the company in particularly advantageous terms.

Watchwords: innovation, efficiency and sustainability

Colorificio San Marco S.p.A. confirms itself as a sustainable company with the adoption of clean technologies and renewable energy sources. For the expansion of the plant in Marcon, Colorificio San Marco S.p.A. chose to use not only the best technology available in the market but also raw materials with low environmental impact, in order to ensure the maximum indoor comfort and high energy efficiency.

The building that will house the company nursery school will be of Class A energy virtuous class that ensures the lowest heat loss. Colorificio San Marco S.p.A. has also chosen to become self producer of clean energy, by embarking the construction of a photovoltaic system and a solar thermal 90kWp.

The technology used for the expansion of the plant should so complete that process of eco-design, started several years by Colorificio San Marco S.p.A., whose objective is a net reduction of the environmental impact of the whole system, the carbon footprint (carbon dioxide imprint) and, ultimately, provides a net benefit on the environment and the surrounding territory. "The expansion of our headquarters in Marcon - explains Mariluce Geremia, Human Resources Director of Colorificio San Marco S.p.A. - confirms the company's growth and our commitment to sustainable development. This project aims to meet the needs of our employees but also the community."

Another investment in the territory for Colorificio San Marco SpA that detects the former site in Marcon of La Murrina S.p.A.

After the major expansion project of the company started in October 2014, Colorificio San Marco S.p.A. still is focused in the territory and detects from La Murrina S.p.A. the historic production site in Marcon and its adjoining land, for a total of 25,809 sqm.

"It is a strategic investment for the future of the company in the medium-long term - explains Federico Geremia, President of Colorificio San Marco-. The new area, adjacent to our headquarter, represents an important milestone for our company and a further evolutionary step:

this further expansion opens up new opportunities for the growth and development of the company."

Katia Da Lio
Marketing Division

Follow online
the works
of expansion





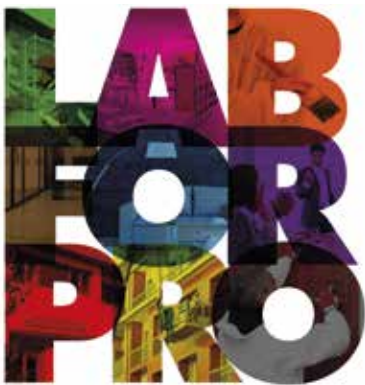
Professional Training Workshops

2014 – 2015 edition

THIS YEAR ALSO COLORIFICIO SAN MARCO SPA STANDS OUT WITH A COMPLETE TRAINING OFFER ADDRESSED TO ITS PAINTERS AND DEALERS.

The LABFORPRO

The Colorificio San Marco strongly believes in training as the cornerstone of its company policy, considering it one of the tools for the success and competitiveness of its customers in the market. Training understood as constant updates on products and application cycles, but which also involves the managerial dimension of those working in the distribution field. In this context, Colorificio San Marco has invested great resources over time to develop a real articulated structure of Training Centers with multiple specific locations, in Italy and abroad, equipped and organized according to the most modern



methods and strategies for a continuous training. The courses offered, addressed to painters and dealers, are consequently highly innovative in their concept because it is constantly updated in the contents and in the ways to keep pace with the changing market meeting with the utmost professionalism the specific needs of customers. With San Marco training courses, painters and dealers, both Italian and foreign, have a point of reference for their professional growth, important moments for meeting and for confrontation with the technicians and the experts of Colorificio San Marco.

The Training Centers and the new locations

TRAINING CENTER

VIA ALTA 12



The training center of Marcon every year welcomes over one thousand people inside equipped areas with big classrooms for theoretical activities and with spaces and tools dedicated for the practical application.

- Concept store
- Meeting Room

● Laboratory of application

It is part of the Training Center also the Historic Route: the history and the development of Colorificio San Marco are retraced through the technologies and the people who accompanied it in over half a century of history.

TRAINING CENTER

VIA PEROSI 40/42



The Training Center in Via Perosi, recently established and designed in the general perspective of a continuous and specialized training, is equipped for the Disegno Masterclass courses, the advanced courses of thermal insulation and Technologies for the restoration that require large space, specific tools and dedicated equipment. Adjacent to the central one of Marcon, it is developed as a separate and well equipped area where are held advanced

practical courses in which all participants have the opportunity to experience, through the application, some specific types of products:

- Coating system, course B2
Thermal insulation in buildings - advanced
- Ready mixed products, course C1
Technologies for the restoration
- Decorative resins for floors, courses
Disegno Masterclass G1 and G2

TRAINING CENTER

SS16 ADRIATICA km 282



The Training Center of Montemarciano, in the province of Ancona, was created inside the Marche company location in 2013, as a space devoted to theoretical courses. This year the training offer expands itself and includes practical workshops on decoratives. Courses provided at the headquarters of Montemarciano:

- B1 Thermal insulation in buildings - basic
- Decorative D1 - basic (new)
- Decorative D2 - advanced (new)

These innovations show once again the great attention and real commitment that Colorificio San Marco give towards the training, as a main point of its company policy.

TRAINING CENTER

KLCOVANY 325



In 2013 San Marco Group inaugurated the new plant and the Training Center of San Marco Kolor, a company belonging to the San Marco Group based in Boleraz (Slovakia), founded in 2006 and specialized in the production of color cards for the entire Group. The new production activity with the new training center - where are held courses only for the export and, specifically,

to meet the needs of the Slovak market and East Europe - are an important stage in the business plan that in recent years is growing abroad. The facility has a classroom specific for demonstrations and applications

Filippo Ton
Marketing Division





Colorificio San Marco and the University of Trento together for the Trento Marketing Challenge

A MARKET ANALYSIS AND AN INTERNATIONALIZATION PROJECT ARE THE INGREDIENTS OF THE MARKETING COMPETITION OF THE UNIVERSITY OF TRENTO.



The collaboration University - companies always involves two communities with marked differences in terms of culture, values and missions. The dialogue and the collaboration between universities and companies is vital because pushes to generate synergies that bring both realities to improve. Colorificio San Marco has always been interested in deepening its ties with the Italian Universities, participated during 2014 to the Trento Marketing Challenge, a project organized by Italo Trevisan, professor of International Marketing of the Department of Economics and Management of Trento in collaboration with UT-FEN, university association in charge of Entrepreneurship and Finance, which brings together young talents and local companies within the frame of internationalization.

//The goal of the initiative - says prof. Italo Trevisan, - is to create a link between the companies of the Northeast of Italy interested to enter or consolidate their presence

in foreign markets and the students of specialization courses of the of the University of Trento, enabling the first to benefit from a survey on a market of interest to them and for those last to work as a business consulting agency for companies. "The international team of students who attended and participated in the Trento Marketing Challenge, analyzed the activity of Colorificio San Marco in some strategic foreign markets for the company and the competitive environments and identified the possible distribution outlets and the possible communication strategies, especially through new digital business model.

Katia Da Lio
Marketing Division



Smart building = smart painting!

COLORIFICIO SAN MARCO IN CHINA TOGETHER WITH THE FOSCARINI HIGH SCHOOL AT THE 10TH INTERNATIONAL STUDENT SCIENCE CONFERENCE



sistemi vernicianti: protect ourselves and the environment by Camilla Baruffi, Gaia Grando, Marta Pelizzaro, Silvia Pelucchi

The delegation, made up of ten students attending the third year of the Classical Lyceum and the European Lyceum and by the Professors Eugenia Iovane and Caterina Rossi, has been committed to study the case of Colorificio San Marco as a leader in Italy in the production of professional building's coating systems, which has always been involved in promoting a sustainable development through continuous improvement of processes, work environments and especially with a continuous product innovation.

The research project of the students of the Liceo Foscari started from the premise that "A smart building" is the result of a whole process of smart design.

A smart building make different technologies work together in a synergistic way to exploit their potential and should therefore have a look that is always new and clean and be able to adapt to external conditions but especially should represent the best guarantee for stability of the property investment over time. It would therefore be desirable that the water-based paint applied on the walls of a sustainable building would be formulated in such a way as to prolong the life of the building.

The water-based wall paints have to be washable, therefore easy to clean, with low dirt retention. Students have therefore focused the study on the ease to be cleaned of paints examining two washable wall paints and a protective for decorative under the brand Colorificio San Marco conducting some trials of dirtying:



- **ANTARTICA**, washable water based wall paint, water vapor permeable, resistant to repeated washing with water, odorless and low in volatile organic compounds



- **ICARO** highly washable water based wall paint with low emissions of volatile compounds designed for paints for indoor use. Free of formaldehyde and added plasticizers, it offers the maximum comfort.



- **4 PROTECTION** protective for decorative finishes ideal for protecting, indoors, absorbent surfaces of various kinds that can be damaged during the daily use.

The study discovered that the use of 4 Protection enhanced the hydro and oil repellent properties of the products under study.

Katia Da Lio
Marketing Division

Can a "smart building" built according to the most advanced criteria of sustainable construction be painted with "smart paints" able to preserve the sustainability and value over time? Here is the question answered by the delegates of the High School "Marco Foscari" Venice that from October 12th to 17th, 2014 participated at the 10th International Student Science Conference in Tianjin, China at the Tianjin Nankai High School presenting two projects developed during the term 2013-14, one of which saw Colorificio San Marco as protagonist:

- *Smart Cities _ Città intelligenti* by Giorgia Bonometto, Giovanni Maria D'Antiga, Francesca De Nobili, Riccardo Masaro, Chiara Polo, Alvise Tomaselli and developed with the Consulting Architecture Agency APML in Venice

- *New technologies in paints: protecting ourselves and the environment _Nuove Tecnologie nei*



Colorificio San Marco among the top companies of the "Made in Italy" green economy



**FONDAZIONE
PER LO SVILUPPO
SOSTENIBILE**
Sustainable Development Foundation

Colorificio San Marco has recently received a major award given by the Foundation for Sustainable Development and by Ecomondo for the category Eco Design for Sustainability as part of the Prize for Sustainability 2014.

The Commission for the "Sustainable Development Award 2014", born in 2009 to help raise awareness and enhance the standing Italian entrepreneurship, protagonist of sectors considered strategic for the green economy,

has selected Colorificio San Marco among the 10 top companies in the sector of Design for Sustainability in Italy.

The winning and reported companies stood out for activities and projects that produce significant environmental benefits with an innovative content, economic and employment benefits and a potential for spread. The awards ceremony was held Friday, November 7th, 2014 at Agora South-Ecomondo- Rimini Fair. In the Headquarters of Marcon the researchers of the Research and Development Division of Colorificio are always engaged in the study and formulation of innovative solutions that can satisfy the needs of a changing market with full respect of fundamental values such as the environment, safety and health. Values that have always been part of the DNA of Colorificio San Marco.



The Life Cycle Assessment (LCA) to quantify the environmental performance of products



Colorificio San Marco, for many years engaged in the search for sustainable solutions at both the levels of coating systems and production processes, started as early as 2010, a path for the evaluation of the environmental impact of its products in order to improve the environmental performance. In order to quantify, interpret and evaluate the environmental impacts of its products, Colorificio San Marco, using the Life Cycle Assessment (LCA) method in Italian, analysis of the life cycle of the product. The calculation of the environmental impact to define precise objectives of Eco-design, and

thanks to the knowledge of all the processes that take place in the value chain are identified areas for improvement: the suppliers of raw materials, the formula recipes, the production processes, logistics processes of distribution. It is through the study of the LCA that we can know the Carbon Foot Print of a product, or the sum of the greenhouse gas emissions generated during

the entire life cycle, is one of the main indicators of environmental performance of a product. Recently Colorificio San Marco has also submitted its calculation method of Life Cycle Assessment to critical review by CSQA Certifications, independent certification body, obtaining the certificate of conformity to standards ISO14040 and ISO14044.

Full transparency through the innovative environmental data sheets

Colorificio San Marco also wanted to make public the information about the life cycle of its products by providing its members, on its website, an innovative tool called Environmental Data sheet.

The environmental data sheet combines the technical data sheet of products and

supplements for all that concerns the relationship with the environment, and is useful not only for designers so they can prepare specifications or calculate credits for environmental certifications of building, but also for those more careful individuals which want to read up on the products used for the own house.

Packaging increasingly environmentally conscious

To ensure better environmental performance of its products, Colorificio San Marco has decided to adopt new packaging made from recycled plastic. Already in 2012 the company began to market disposal systems, and then expanded during 2013 their use:

last year Colorificio San Marco has used 134,000 packaging of recycled plastic for four different products, resulting in a reduction in CO2 emissions of 175 tons. From this year has been further expanded the use of packaging made from recycled plastic, marked by a special



logo, and by the end of 2014 environmental friendly containers will be used for additional 12 product ranges.

The advantages of the new packaging is not limited to protecting the environment. In addition to being more sustainable packaging are equipped with the QR Code technology, which enables quick access to all the information about the product: from the online catalogs to technical data sheets directly downloadable, until the safety data sheets and the environmental data sheets.

The Marcotherm coating system to improve the energy efficiency

The energy efficiency of buildings is another major issue on which the company has invested and a further evidence of its sensitivity towards the environment. Colorificio San Marco offers four different solutions of thermal insulation, inclusive of all components necessary for the

perfect functioning of the system. In 2015 the Marcotherm range will expand with the introduction of an innovative polyurethane insulating panel.

Katia Da Lio
Marketing Division

Research & Development News: organic pigments in building's paint products

COLORIFICIO SAN MARCO PRESENTED AT THE CONFERENCE ADVANCES IN COATINGS TECHNOLOGY IN POLAND AN IMPORTANT STUDY

Sosnowiec, also known as the "city of pines" is an important industrial and metropolitan city which has about 250,000 inhabitants in Poland in the Silesian region, in the north-west from Krakow. Every two years the city of Sosnowiec hosts at the convention center Expo Silesia a major conference of the industry Advances in Coatings Technology dedicated to advanced technologies in the field of paints and coverings for the building industry.

At the 2014 edition, held in October from 21st to 23rd, has actively participated Colorificio San Marco which has been invited as speaker after the publication, in February 2014, of a scientific article on the resistance of organic pigments to pollutants such as ozone, in the famous international industry magazine European Coating Journal.

During the three days of the conference attended about one hundred delegates from different countries of the world including Poland, Germany, Italy, Spain, Russia, USA, UK and the Netherlands and were presented the major technical innovations of the sector on pigments, tinting systems, fillers, additives, machinery, measuring instruments and other legislative issues related to



the world of paints and varnishes for the building sector.

The research work presented by the Research and Development team of Colorificio San Marco in collaboration with the University of Padua aims to establish the interactions that occur between air pollutants, especially ozone and organic pigments.

From this study, it was found that some organic pigments, used in traditional paints for the building sector, in addition to having interactions with environmental factors such as light and weathering, are subject to a reaction with ozone said ozonolysis, which generates color variations in pigments. This important study has enabled

to understand the causes of some phenomena of interaction which are not known to date analyzing the mechanisms and identifying possible solutions. The presentation at the conference, has opened a new scenario on the behavior of organic pigments used in building's paint products, starting a comparison with the different manufacturers of pigments, on the determination of the resistance characteristics of the pigments and possible developments.

Umberto Dainese
Research & Development

For more information



book tip
DISPERSING
PIGMENTS AND
FILLERS
Jochem Winkler
www.eurocoat-
coatings.com/
books



When the color enhances the interiors and stands in harmony with the environment

ANOTHER SUCCESSFUL EXAMPLE FOR SAN MARCO DECORATION PRODUCTS IN THE MIDDLE EAST.



Finding the right **colors and effects to enhance the living environment** can sometimes become a hard task.

The individual, lost in the experience of selection of what is most appropriate for him, often chooses among ranges coming from a certain number of paints manufacturers that reproduce up to 7 million colors distinguishable by the human eye.

Gradually he begins to realize which of these **colors can be combined harmoniously on the wall** of the living room or the bedroom, starting from the light tones, then moving to the complementary colors.

By applying the rule that opposites attract, whether created pairs can always be spotted each other at opposite ends, within the range of colors achievable.

Once the furniture has been combined with the effects and colors choices, the latter do not merely act as a boundary, but become the real protagonists of an environment within which each material element brings out the best of himself. It comes into play the **role of the interior designer** who, using tools of support such as the color card and the color chart, will facilitate the research and provide the most convincing proposal. Starting from the awareness of the role and specificity of the colors, the effects obtainable by a decorative finish, as well as the combination of the various elements of furniture, he will conduct aesthetic results as the one presented. Each room is naturally balanced with the **powerful combination of colors and effects with the surrounding environment**.

The **complex of four villas** presented here boasts an area of 5000 m2 and is located in the **Jordanian capital Amman**, where the seat of the headquarters **Raghadan Paints Co Ltd, importer and distributor of San Marco**. The quality of the decoration applied and the skillful ability to enhance every single element leads to consider this reference to the primary level within the Middle East residential context. The products used by different combinations of colors and methods of application are the metallic effects such as **Cadoro, Marcopolo and Abc Riflessi**, the synthetic glossy decorative coating **Stucco Veneziano**.

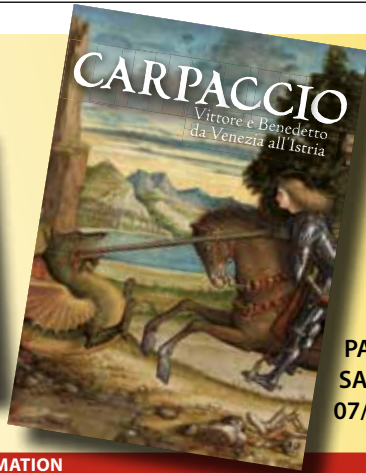
Moreover it was also devoted space to a contemporary touch using the new **oxidized effect finish Roxidan**.

Alessandro Zadra
Export Manager



Events in 2015 not to be missed!

Colorificio San Marco opens 2015 with a full calendar of events, exhibitions and artistic events dedicated to the industry operators, to designers, architects and lovers of color. We invite everyone to come, visit and learn about the San Marco brand and the new products. For information about the events write us on our social pages or contact the Marketing Division : marketing@sanmarcogroup.it



PALAZZO SARCINELLI
07/03-28/06

DATE	COUNTRY	LOCATION	EVENT	ADDITIONAL INFORMATION
March 07th – June 28th 2015	Italy	Conegliano, Palazzo Sarcinelli	Art Exhibition "Carpaccio" Vittore and Benedetto From Venice to the Istria	by Giandomenico Romanelli and Colorificio San Marco S.p.A. as technical sponsor of the event
April 14th -17th 2015	Belarus	Minsk	Belorussian Construction Week - 2015	by the dealer BROSNA CITY with Colorificio San Marco S.p.A.
April 28th-29th 2015	USA	New York	BuildingsNY	by the distributor AR BUILDING TECHNOLOGIES
April 28th -30th 2015	Australia	Sidney	Design Build	by Colorificio San Marco S.p.A.
May 04th – 07th 2015	----	Doha	Project Qatar 2015	by the distributor RAGHADAN PAINTS CO. LTD with Colorificio San Marco S.p.A.
May 12th – 14th 2015	----	Bahrain	Gulf Interiors 2015	by the distributor RAGHADAN PAINTS CO. LTD with Colorificio San Marco S.p.A.
May 19th -21st 2015	Kazakistan	Astana	Astana Build	by the distributor ABILITA LLP with Colorificio San Marco S.p.A.
November 09th – 12th 2015	----	Riyadh	Saudi Building Exhibition 2015	by the distributor RAGHADAN PAINTS CO. LTD with Colorificio San Marco S.p.A.

San Marco in the jobsite with... Acrisyl Fondo Finitura

JOBSITE DATA

Private palace Viale Lombardia, 18 Milano
800 mq

ENTERPRISE

Edilfull di Geom. Gianluca Scarfó
Via Federico Luigi Menabrea , 20
20159 Milano

SAN MARCO RETAILER

Chromatica srl
Via Martelli 42
20080, Zibido San Giacomo (MI)

PRODUCTS APPLIED

Atomo
Acrisyl Fondo Finitura. Col. 4802
Acrisyl Fondo Finitura. Col. Grigio



In-depth analysis

Acrisyl Fondo Finitura
ACRIL-SILOXANE SMOOTHING FILLER
FINISH ANTI-MOLD ANTI-ALGAE
FOR OUTDOOR USE _ SERIES 637

It is a pigmented finishing product for outdoor use based of acryl-siloxane in water and highly inert fillers dispersion. ACRISYL FONDO FINITURA enables to achieve in two coats finishes with high power to mask any imperfections in the surface due to patching or superficial uneven of painted surfaces. Suitable as smoothing finish on support surfaces where previously have been removed old coatings or paints. With good water repellency and water vapor permeability the finish ACRISYL FONDO FINITURA is protected by the formation of mold and algae.



THE TECHNICAL ASSISTANCE SERVICE BEFORE AND AFTER SALES

Colorificio San Marco offers a tailored service to each professional (designer or applying enterprise) from the choice of the studied materials until to the building site.

The main services of the Technical Assistance for the San Marco Retailer are: Toll Free of Technical Service for answers and / or resolutions to technical questions about products, systems and application cycles; Presence of a dedicated technical reference in the area, for advice before and after sales with technical drawings for work on new or existing buildings; Consultancy in the jobsite for complaints on products and application cycles; Theoretical and practical training to applying enterprises at the retailers' shops.

Legislative and Regulatory Update on tax incentives; Assistance for designers during the preparation of technical specifications, with updates on new technologies; Possibility to carry out the request of the designers dimensional calculations of Transmittance, Attenuation and Phase Shift for the design of surfaces to be insulated by coating systems; Thermographic and humidity analysis.

Fabio Stefanini
Technical Assistance

Luxury References: Burgas Beach Hotel in Bulgaria

One of the largest and most famous seaside resort in Bulgaria is Sunny Beach. It's located near the town Burgas and Burgas International Airport. In this resort , which opens great opportunities for vacation, relax, business and investment, is located fully renovated hotel Burgas Beach. It found it's place on a beach and right in front of him you can see a magnificent panoramic view of S. Vlas and the ancient Nesebar.

Burgas Beach - one of the oldest hotels in Sunny Beach began it's entire modernization assigning to himself the achivement of a very modern look. Last year, after a long and successful partnership with an architect Ivan Zaharinov and sculptor Valko Bekirski - owners of Architecture Studio "VIART ZONA LTD", to especially given criteria

and rrequest, was made qualitative selection and it's deservedly chosen our exterior wall coating - Acrisyl Decora.

A few months after a given task, the official distributor for Colorificio San Marco S.p.A. - **San Marco BG** signed a contract with **Rügen BG** (daughter company of Sunny Beach Hotel Holdings), and become part of the history of this luxury building. Thanks to this agreement now hotel Burgas Beach is fully restored with our facade Acrisyl Decora (for 9000 m²), as for that implementation are used 921 buckets of wall coating. It's achieved a luxury contemporary exterior with the high quality materials that perfectly protect the surface from the mould and algae.

Looked closer, the beautiful 19-floor building

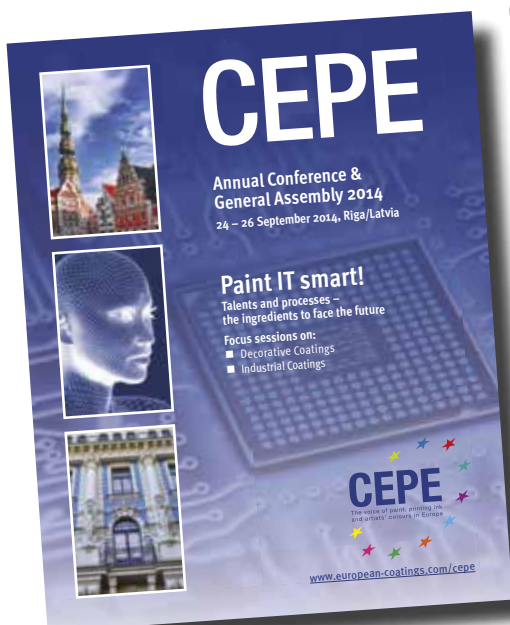
resembled of a gracefull tower wrapped in sparkling crystals. Now Burgas Beach deservedly become one of the most popular and luxurious 4-star hotels on the Bulgarian Black Sea coast.

Katia Da Lio
Marketing Department



Talents and "smart" processes: these are the ingredients to face the future

COLORIFICIO SAN MARCO MADE A SPEECH IN RIGA AT THE MOST IMPORTANT CONFERENCE OF CHEMICAL INDUSTRY IN EUROPE BY SUBMITTING ITS SOCIAL MEDIA AND WEB MARKETING POLICY



CEPÉ (European Confederation of Paint, Printing Ink and Artists' Colours Manufacturers Associations), is the Confederation that includes the main manufacturers of paints, inks and colors in Europe and represent about 85% of the entire European industry of paints and inks, with sales of around 17 billion Euros and 120,000 employees. During September 24th-26th 2014 in Riga, Latvian capital of European culture 2014, was held the **Annual Conference and the General Assembly in 2014 of CEPE**, titled "Paint Smart IT! Talents and Processes: the ingredients to face the future". The goal of the conference, which was attended by over 130 delegates, was to present the new market trends, new strategic approaches in the field, with a focus on training in the field of digital communication and talent management in the European paints field. **Pietro Geremia, Export Sales and Marketing Director of Colorificio San Marco S.p.A.**, spoke at the conference with a case study focused on how the company uses and benefits of the potential created by the new digital communication tools and social networks to open new communication channels with its customers and building relationships of value even in the web.

"The digital revolution - explains Pietro Geremia - gives immediate access to information, that would have been difficult or impossible to reach or disclose some years ago with other tools. It is this that has radically changed the way we communicate and do marketing. "As pointed out by the president of CEPE Jan van der Meulen during his opening speech, the paints and coatings industry is evolving at a rapid pace to industry 4.0. If we want to keep up, there is an urgent need to attract new talents in our industry and keep them."

Katia Da Lio
Marketing Division



ABC celebrates 60 years with the new website

ON www.abcpaints.it ALL PRODUCT SHEETS AND THE POINTS OF SALE'S GEOLOCATION

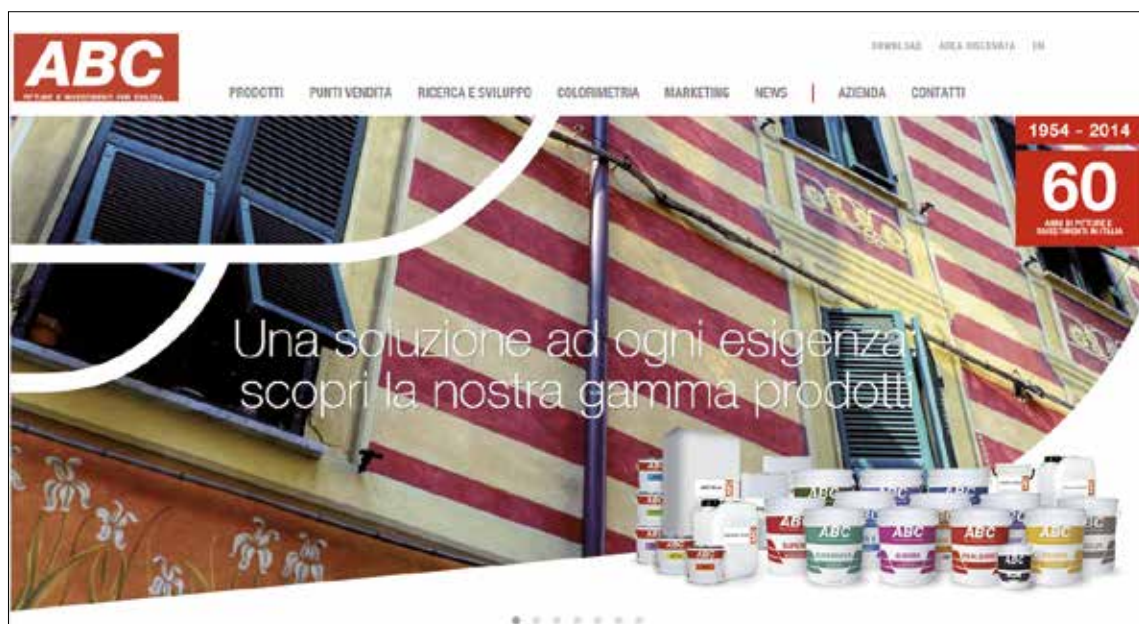


Now is online www.abcpaints.it, the new website of ABC Paints, brand of San Marco Group. The company of Marina di Montemarciano (AN), has renewed its website with a essential and consumer-oriented design. The site contains the technical sheets of the ABC range of products, from the solutions for the protection

of facades to those for the protection of iron and wood, from wall paints to those for specific uses as the decoration of the concrete or the intervention of slotted plasters. All product sheets are complete and easily accessible. And thanks to a geolocation system, in a few moments it is possible to locate the nearest point of sale. The site

also has a colorimetry section, where information is available about the tinting system ABCcromie, and a news section is constantly updated with the latest news about the company and its products. www.abcpaints.it is also accessible via mobile smartphone or tablet.

Katia Da Lio
Marketing Division



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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