

PRIMA MANO

Colorificio San Marco House Magazine

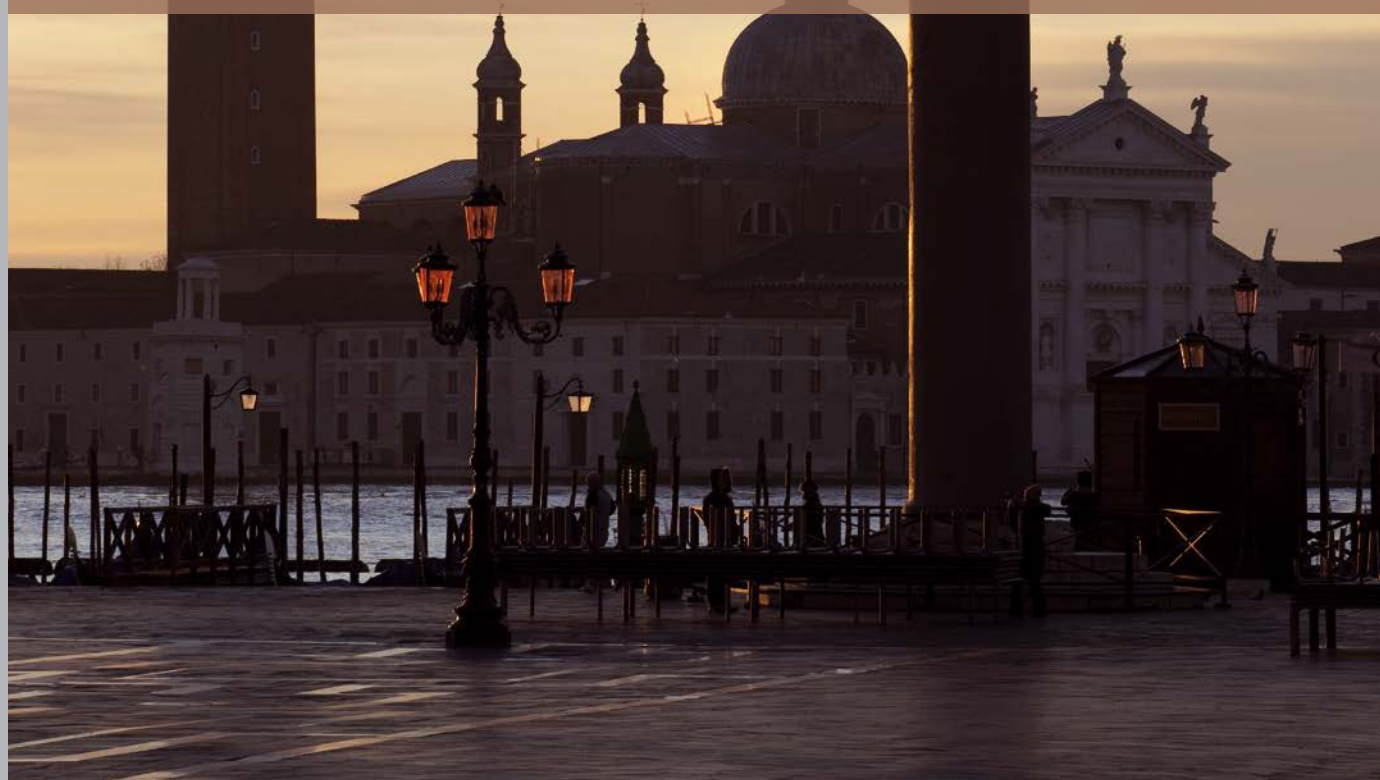
**san
marco**
BUILDING'S COATING SYSTEMS

COVER STORY: THE SEVEN WONDERS OF THE MADE IN VENICE

pag. 04

"So placed on either side of the canal,
the houses were making thinking about natural places,
but of a nature which had created their works with a human image."

(Marcel Proust)



Marcopolo Luxury
Interior decorative finish
Fine metallic texture

INDEX

PRIMA MANO
BECOMES A MAGAZINE 02

INTERVIEW TO
ALESSANDRINA TAMBURINI 03

THE SEVEN WONDERS
OF THE MADE IN VENICE 04/05

NEW LIFE TO STYLE
AND DECORATION 06/07

TRENDS OF ARCHITECTURE
FARBE: MEETING THE COLOR 08/09

MARMO D'AUTORE
RETURN TO TRADITION
ANTICA CALCE ÉLITE 10

SUSTAINABILITY
COLORIFICIO SAN MARCO:
MEASURING THE "SUSTAINABLE WAY" 11

UNIVERSITIES AND COMPANIES
FOCUS ON: COLORIFICIO SAN MARCO 12/13

CLIMATE CHANGE 14

COMBAT 6000 15

NEWS 2016 16/17

SAN MARCO REFERENCES 18

NEXT UPCOMING
EXHIBITIONS 2016 19

MARMO D'AUTORE 20

PRIMA MANO BECOMES A MAGAZINE

More than a few companies that have a "newspaper", but few are those who edit a magazine made by them. The company magazine is launched when a company, getting big, enlarges the number of employees, it gives itself an organizational structure, very wide buildings and open new factories, communicates by writing via email, organizes periodic meetings in which a small number of collaborators is to discuss a specific topic.

Indispensable to reinforce growth, these events transform the organization, thereby removing the daily physical contiguity of all with all that ensured a spontaneous flow of information. The informality of the relationship, the corridor life, the doors open vertically and horizontally, to gradually disappear oral communications: before everyone knew everything that happened, now it remains dark and happen to discover by chance also relevant company facts. Then comes the magazine that published two or three times a year with no real deadlines, has the task of informing employees and sellers of what happens. No pretense of communicating: we just want to inform. The newspaper is receive, you can read it, capture the images, read quickly the few facts that directly and after a while you throw away the magazine without any regret. It ends in the paper bin to be recycled. Now who does not know is "guilty": "What, haven't you read the News?".

A magazine that was born ambitious, however, does not remain a newsletter and in a short time turns into a newspaper. Between the magazine and the newspaper there are two important differences: the magazine informs while the newspaper, as well as informing, tells and educates; the magazine is for the interior employees and the sellers, the newspaper is aimed at all the company's stakeholders.

PRIMA MANO, born in the early 90's as a newsletter for internal employees, has grown in stature and with its 60,000 copies printed in 5 languages has become the house organ of Colorificio San Marco. Achieved his 15 years, PRIMA MANO is taking another step

forward and is transformed into a magazine, accompanying the development of Colorificio San Marco, that became a multinational company. Being a leader means to be ahead not only in sales and market share, but also in knowledge and know-how, educating stakeholders, in interpreting the market happenings. A leader must also make culture.

So here is the jump: PRIMA MANO become a magazine, assuming the role of a magazine: issues every six months, A4 browsable format, still report information and news but also comprehensive articles on the paint industry, building, economics and society. A house organ which is configured as a magazine broadens the horizons of his role: it will remain a smoother newspaper and easy to read, but also try to stimulate critical reflection and in the future maybe even debates on topics of particular significance for the sector.

The underlying idea is to promote both Colorificio San Marco, both the value system in which it operates: the company, suppliers, customers, made in Italy as a whole. A commitment of resources, time and energy, but we hope that readers will accompany us in this choice and will consider the new PRIMA MANO an agora, a place for discussion, a point of reference for their activities.



Pietro Geremia
Marketing & Global Sales Director



INTERVIEW TO ALESSANDRINA TAMBURINI

Honorary president of
Colorificio San Marco S.p.A.



*Innovation, curiosity, teamwork:
important values for Alessandrina
Tamburini, founder of Colorificio*

*San Marco, which celebrates 95 years on
March 1. In the interview that follows we
retrace with her the personal and professional
path, and we collect not only memories, but
also reflections that reveal an extraordinarily
young and open-minded mentality.*

Alessandrina, I'd like to start the interview by asking why, very young, you chose to devote yourself to the study of Economic and Business Sciences. I like this question. The reason I chose it was because I really love Venice and, therefore, Cà Foscari, the famous university town. I had the opportunity to study with important professors, like Professor Gino Zappa, Professor Ezio Vanoni, Professor Amintore Fanfani: figures that, after the war, they then made history in our country, in both politics and business.

What are the main values transferred by your father Pietro, as a man and as an entrepreneur? My father gave me some clear

and simple concepts: above all, that when there is work to do you have to work. He also always encouraged to be curious, and to reflect on the changes: if you don't do that, you are likely to stop yourself. From my father I learned the pride, meant like strength and determination in pursuing the own objectives.

You began your career of entrepreneur during a booming economy. What kind of market did you find yourself having to deal with? What were the main problems to face?

When we started our business we had to manage an evolving market, where the demand for innovation was strong and this has forced us to maintain updated our manufacturing processes. As for the main critical issues to deal with, no doubt has been the tendency to resist change, to bask in daily life, to say "but I have always done so." That's why I like to talk and get to know the young people: they are curious, open and willing to change.

Which meaning includes, for you, the city of Venice? I am linked to Venice because it's my town, but it is a place that exerts a strong appeal also for its history, its culture, its beauty. When I celebrated my 90 years I have identified, in Venice, the spiral staircase "Massari" of the eighteenth century as a gift from the Colorificio San Marco I asked it to be restored. On the occasion of my ninety-fifth birthday I would ask the Colorificio a similar tribute: I'd like it to run the restoration of a work that I have already identified. Alternatively, in the aim to enhance the culture, I like it to be established a scholarship, or in Chemistry or Restoration.

You have always focused heavily on teamwork: what criterion did you choose, over time, your collaborators? What are the qualities that most appreciates in them, personally and professionally? I am convinced that it is essential to involve the employees as much as possible so that, along with the owner of the company, they are committed to achieving the goals, sharing successes and failures. I also consider very important to ensure that employees are updated constantly, and this is why, in the company, we have always organized training courses,

open to both our employees and to outside professionals, from artisans, to applicators, suppliers of raw materials. Attending training courses enables to keep in contact with the novelty, as well as take part in activities organized by trade associations, maintaining contact even with competing companies: I repeat it, the opening is fundamental.

Which were, in his opinion, the main changes that, since you began the activities to date, characterized the market? I think that the main change that is characterizing the market lies in the attention to ecology and environmental impact of products. We have always paid much importance to this need, starting to produce, since the Eighties, water-based products, and minimizing as much as possible the use of solvents. We pay attention to reducing emissions, the LCA (Life Cycle Assessment) and therefore careful environmental impact of our products. This is the strength of Colorificio San Marco and, no matter how difficult the road, it makes us very proud.

Alessandrina Tamburini concludes the interview by entrusting his thoughts about the future.

"I am convinced that in the future it will be need to focus on the restructuring, recovery and restoration of the many fabulous cities, Italian and European, and artifacts, both to safeguard them from decay, and to boost tourism, which is a valuable resource for Europe and, above all, for our country. I think is the best way for the younger generation to find their space between history and the future."



THE SEVEN WONDERS OF THE MADE IN VENICE



Venice: a name that captivates the imagination. The most famous lagoon city in the world has inspired the imagination of great writers, artists and intellectuals from the art critic John Ruskin to the Romantic poet George Byron, the director Luchino Visconti and the writer Josif Brodskij. Venice's beauty and color, and just thinking of the seven colors of the rainbow can be an inspiration to elapse under review in as many stages of an ideal and very short trip, the curiosities, the traditions and the masterpieces.

The starting point of this ideal trip is unusual, and refers to an idea of the German Sebastian Erras photographer who, in recent months, has aroused great curiosity. The artist has dedicated a project, entitled "Venetian Floors" to the Serenissima floors. "In a city built on water - said the travel writer John Julius Norwich - sparkling reflections of churches

and palaces attracted constantly looks down." Here, then parade, in a kaleidoscope of patterns and colors, sumptuous floors of Ca 'd'Oro; those from the most severe beauty, the Scuola Grande di San Giovanni Evangelista and the Scuola Grande di San Rocco; those lively shops, streets, libraries. The photographer's gaze was caught, inevitably, even from those handicraft masterpieces are the gondolas, which bring us to the second leg of the trip: the boat-sheds.

The Venetian boat-shed is the typical site for rowing boats. At the time of the Venetian Republic the boat-sheds had spread throughout the city. Today there are six. The squero Costantini-Dei Rossi, in the Giudecca, is, in particular, very faithful to the classic type, which features an incline towards the canal or the river for commissioning dry or launching boats. Behind lies the brim,

a wooden construction intended to work and storing tools, indoor and open to the launching plan.

Speaking of boat-sheds have mentioned some of the most popular areas of Venice, whose names deserve, in turn, a stage. Venetian place names is a linguistic masterpiece. Terms such as barbaria (area of Castello where there were stood timber deposits), borgoloco (where there were inns), ruga (street lined with shops and houses, fontego (large building used for the storage of goods) are derived from Latin, French, Arabic. The configuration of the city, divided into six districts, often makes it difficult to trace the personal numbers of the buildings, which are progressive and do not end with the end of the street. the Castello district has a house with the number 6828!

We mention, in the end, the most famous



local craft masterpieces. Beginning with masks, typical of the Commedia dell'Arte. In Venetian times they were manufactured from Mascareri. Those worked the old are made of papier-mâché, and even today are the symbol of the famous Carnival and the most transgressive of the Venetian side. Among the most typical we remember the Bauta, white, worn by men and women in the eighteenth century and associated with a black coat and black tricorne; that, bizarre, the Plague Doctor, from the long hooked nose; and Moretta, black and oval. The islands of Murano and Burano does not, finally, need introduction, as they are famous for the production of glass and lace. The Murano glass artists began to be appreciated and recognized for their style and skill in modeling since the Renaissance, when it was born a Glass School and began to spread in Europe, with the highest social classes, the

use of the crystal.

In the Baroque era dominated roes, artifacts impressive silicate, tin and looks milky white lead. It was from the late nineteenth century that began to be developed the techniques still in use, used in the field of contemporary glass and design.

The Burano lace is famous thanks to the technical point in the air, performed with needle and thread, using media. Over the centuries they adopted various points; from the point Venice, inspired by the bridges of the city, to the point Burano, followed with thin wire, which invokes the networks of island fishermen. The designs are extremely complex; yarn used, linen, silk, cotton, gold or silver, are very thin, and require a long and patient process.



Decorativi

NEW LIFE TO STYLE AND DECORATION

The beauty is enclosed in the details

Designing an environment means, well before defining all the details, to have in mind an atmosphere made of elements that come together in perfect harmony, speaking a single language. The element of color and its texture has assumed vital importance in modern architecture. If the latter - as he wrote Le Corbusier - must be "a fact of art, a phenomenon that arouses emotion", the color is a foundational principle in its design.

Colors, materials and surface effects become constituent ingredients that contribute to the originality of the project, playing the light and space in an innovative way. For this Colorificio San Marco today makes available to color professionals much more than a range of products.

A wide range of creative solutions, effects and decorative finishes with a strong personality and undeniable charm, able to meet the diverse needs of interior decoration and style. With more than 30 decorative paints, 50 textures, 1500 colors available, and combination possibilities almost endless, the products give way to real creations able to dress the walls and result in stylistic

atmospheres, where the emotional impact of the decoration interacts with the space and influence the fruition of a place.

A collection tied to the hometown of Colorificio San Marco, Venice, and the art of decoration that characterizes the city itself. From the stucchi, wrought iron, wood inlaid and mosaics, the highest quality of the venetian products and the splendor of the mansions overlooking the Grand Canal have always testified as the Venetian art workshop has given life force to the material, transforming it into decor, becoming synonymous of sophistication around the world.

To this view, then, are inspired the Decorativi San Marco, born from the synthesis of tradition, craftsmanship and research, closely linked to the idea of "beautiful and well done", characteristic of the best made in Italy, and inspired by an international outlook: all this is the line of Decorativi San Marco that can offer unique solutions, tailored to each individual client, innovative and efficient, in line with current market trends within the furniture, design and architecture.

Marcopolo Sablé,

Interior decorative finish with sand effect







Forma,
Decorative putty base coat for interior

TRENDS OF ARCHITECTURE

The elegance of rust



Can the rust effect be synonymous with style and sophistication? The latest trends in architecture tell us so. It would explain, otherwise, the revival that is going through a material such as the Cor-Ten steel, also called “patinated steel”, invented, in fact, in the early thirties.

This material, whose name combines the English words “CORrosion resistance + TENSile strength”, that is, corrosion resistance and tensile strength, in fact, was patented in the USA in 1933 by the United States Steel Corporation, which launched it as a low-alloy steel with minimum percentages of copper, chromium and phosphorus.

In time its composition has been improved in order to code the mechanical strength, purpose obtained through the reduction of

phosphorus and the addition of nickel. In addition to having excellent functional qualities of corrosion resistance, it is appreciated for purely aesthetic characteristics. Its color is hot, intense, its surface leads to a pleasant and reassuring feeling experienced that, not surprisingly, is often chosen for monumental buildings and sculptures located in outdoor areas.

The largest in Cor-Ten steel sculpture ever made is in France, Fontenay - Sous - Bois, a town located near Paris; It was created by the Italian naturalized Argentine Marino Teana (1920-2012), and bears the symbolic title of La Liberté; but are numerous and equally striking examples of works, spread all over the world, designed taking advantage of the aesthetic and functional potential of this material. Its characteristic rust effect, similar

to that alternative Cor-Ten iron, however, is a very nice solution and in step with the times also to give character to interiors: fits perfectly in the industrial trend, characterized by an elegant minimalism and very timely to solve open space.

The walls treated in this way immediately warm environments, becoming protagonists however without overpowering the furnishings. There are several rooms that are well suited to accommodate this style: the living room, for example, can see juxtaposed rust-colored walls with designer fireplaces and furniture with clean lines.

In the dining room the walls themselves will marry Solid tables and chairs, industrial and vaguely retro-inspired, that they can create a convivial atmosphere while in minimalism. The

FARBE: MEETING THE COLOR

After Cologne, which was the setting in 2013, ended also the edition of FARBE 2016, the largest construction and architecture trade fair in Europe, held in Monaco of Bavaria March 2nd to 5th. Stage of the major trends in architecture and regular stop of all the main figures of painting products for the building, FARBE 2016 has been a successfully exhibition for Colorificio San Marco, which participated, with the clear aim to continue in its strong process growth and internationalization.

During the fair, Colorificio San Marco has presented important innovations in 2016, among which the new project Decorative San Marco, to be the strong point of the company from certain success in all markets in which the Made in Italy is synonymous with style, craftsmanship and "know how."



Roxidan,
Interior decorative finish with oxidized effect

lighting should be consistent with the mood dictated rust effect: yes, then, to lamps and suspensions reminiscent of old workshops.

Although, at first, the idea may be surprising, the rust effect can be an effective solution in a diametrically different context, far away from a city industrial loft. It also goes in fact effectively to the rustic style that can characterize a house or a country house, marrying wood in outdoor environments, such as, again, in the living room and dining room and giving a vintage feel so much interior furnishings, for example pots, to external details, two out of all railings and gates.

Also to take into account the choice of Cor-Ten for the fixtures: definitely not an option granted, which can, by itself, help to give each room a pleasant and unexpected

touch of originality and modernity.

In public places, and especially in bars and restaurants, this style will impose itself as a clear signal of trend giving, at the same time, a welcoming and reassuring environment known. Very interesting is also the combination of walls or details in Cor-Ten effect with completely different materials, for example wood: an unusual combination that gives character to the spaces.

In accommodation facilities like hotels, or institutional areas, for example halls for congresses, ceilings or walls lit by warm rust hues teamed with monochrome walls, light or dark, integrate seamlessly with clean, simple lines, which refer to a 'idea of distinctly contemporary luxury.





MARMO D'AUTORE

Art and tradition:
The fascination of the ancient
marble stones

Refined finish with smooth effect, white colored characterized by the presence of fine powders of colored marble. It enriches the brightness spaces and three dimensions.

MARMO D'AUTORE has excellent breathability and is particularly suitable for restoration work, even in buildings of particular historical and artistic interest.



Marmo D'Autore



RETURN TO TRADITION

The irresistible actuality of tradition



So ancient, so actual. The most significant contemporary architecture and interior design trends stands the discovery of materials used for centuries: one on all the marble, which is surprising for its expressive potential and the interesting possibility of processing or whether it would redo the methods traditional, whether use is made of cutting-edge technologies. Marble is a natural stone, intimately linked to the territory in which it originated and never equal to itself: its nuances, reflexes, the faint pattern of veins that distinguishes each block is not in any way likely to be repeated.

It is therefore high time to release the marble from its role as almost inaccessible material, linked to the past and to the monumentality of the works and facilities such as historic buildings and statues: the more that possesses specific functional characteristics that make it particularly suited for the design of 'interiors, and its use for floors, objects, furniture, worktops, stairs.

Its minimalist rigor gives prominence to the volume of the architecture, and is combined with elements such as niches and columns. This is also a material that is easy to clean and maintain; It is healthy, because it takes

away the possibility of forming molds and bacteria; It is insulating, able to optimize the amount of energy devoted to heating or cooling. All these features, combined with the possibility, thanks to modern technology, to work it easily, mean that both the marble as other natural stones are increasingly used for their projects, by famous architects and designers, from Philippe Starck to Renzo Piano, from Matali Crasset to Paolo Ulian.

Not least is the lime charm, the other star of the history of architecture since ancient times. Material that is suitable for use indoors and outdoors, is not only stylish, but can give to unique effects environments thanks to the ever-changing shades and striking color effects. Even in this case, then, the rediscovery of the lime is motivated from a reassessment of this product; dead prejudices that they would like less solid and durable concrete, in fact, they are starting to appreciate the qualities of durability, porosity and permeability that contribute to healthy living, in full accordance with the most recent requirements of bio architecture.

ANTICA CALCE ÉLITE

From the past the enchantment of a brushed lime-based product



It is a lime-based mineral finish reproducing the typical effect of the ancient decorations, smooth to the touch, matt and full of soft shadows. Highly breathable, it adheres without peeling, ideal for the renovation of old buildings and to decorate any environment in the style of the ancient lime works of the Italian tradition.





COLORIFICIO SAN MARCO: MEASURING THE "SUSTAINABLE WAY"



The "sustainable way" is, for Colorificio San Marco, a sort of trademark. Each year, the leading company in coating systems for the professional building industry in Italy is trying to build processes, internal and external, oriented to the environment and effective and efficient use of resources, through three core activities:

- Control of hazardous chemicals, in constant application of a conversion plan that aims to reduce the chemical risk for those who produce and those who apply the products
- Innovation in products to find solutions that present a reduction of environmental impact categories
- Design and process change to improve environmental performance

Colorificio San Marco has also recently submitted its calculation method Life Cycle Assessment (LCA), CSQA, an independent certification body, obtaining the certificate of compliance with ISO14040 and ISO14044 standards. LCA is an acronym which in Italian means "life cycle assessment"; born is a method to quantify, interpret and evaluate the impacts of a specific environmental product or service during the entire lifecycle. Measure the LCA is essential to apply the principles of "ECO - design", or to act on the activities to reduce greenhouse gases, the emission of harmful substances, pollution and other factors that fall under "environmental impact".

To communicate the environmental characteristics of the products in a transparent, simple and complete, Colorificio San Marco has developed environmental data sheets consulted on the company website. Such data sheets are official documents of the Colorificio San Marco, on a voluntary basis, alongside the technical data sheets and to integrate everything to do with the environmental aspect.

SUSTAINABILITY

The Future of the building? It is always greener



Less and less a choice, more and more a necessity today as never before sustainability in the building sector is crucial to reduce emissions that are compromising the environment, to reduce energy consumption, increase the value of housing and, consequently, improve significantly the quality of people's lives.

The attention to this issue is, fortunately, higher, and is manifested in all steps that mark the life cycle of a building: the extraction and transportation of raw materials, to their processing, the transport to the jobsite for their use, the construction of the building. The sustainable approach is continued once the construction is finished, with solutions aimed at optimizing the operation and maintenance of the systems and building components and, subsequently, their disposal and possible reuse.

In the construction field, one of the most interesting innovations of recent decades concerning the production of energy and the thermal insulation of buildings within the use of photovoltaic pergolas or wooden shelters and that of the thermal insulation coating system.

Pergolas or photovoltaic wooden shelters have roofs made of photovoltaic modules that optimize the installation space of a solar system. Since it is raised structures, in fact, they do not create nor cubatures surface and can be installed in a building, in more than one area, without the need for masonry work, harmoniously integrating with the surrounding environment.

If installed in the garden, in addition to supporting solar modules, creating an area of shelter from the heat in summer and cold in winter. Used in urban settings, however, they are beginning to be exploited as public parking areas.

For "thermal insulation coating system", often identified with the acronym ETICS (External Thermal Insulation Composite Systems), is defined as the exterior wall coating of a building by means of insulating panels of various nature which, thanks to their low thermal conductivity drastically reduce the passage of heat between the outside and the inside, ensuring a better living comfort and limiting the consumption of energy needed for heating and cooling.

UNIVERSITIES AND COMPANIES

Close to the managers of tomorrow



Increasingly, finally, companies support initiatives that aim to open to the youth the doors of the world of work, giving them the opportunity to concretely put into practice their analytical and decision-making skills, the skills acquired during their studies, the qualities of intuition.

A model especially prevalent in Northern Europe (Germany in particular), but that is spreading rapidly in the light of the results it brings, both the educational and experiential growth plan for the student and the possible reduction in the rate of youth unemployment.

Within enterprises, especially in northern Italy, the relationship with universities, identified as valuable forges of possible candidates, is becoming important and not coincidentally are spreading special professionals who have the specific task of deepening and managing communication and relationships academia, combining a deep knowledge of

the company, that of the reference area, that is, young people and university.

Are often rewarded students who, moved by a strong curiosity and resourcefulness, they decide to make transfers abroad, even for medium-long periods, in Europe or on other continents. Useful experiences both on the academic front of that work, that allow the development of transversal and knowledge of foreign language skills.

In light of the above, with this collaboration between school and work, then, to get rich it will not only be the experiential luggage of students, but also the company itself, which will rely on an innovative contribution by young promising and "internationalized". Made a contribution of ideas, study, research, which often result in major thesis, through which the company can understand and assess new scenarios which would not take into account, thus improving itself.



Colorificio San Marco working group at Trento Marketing Challenge

FOCUS ON: COLORIFICIO SAN MARCO



A company with a well-established tradition, but focused in the present and looking carefully and with participation to the future. It is no coincidence that Colorificio San Marco has assets of important collaborations with prestigious universities in the North Italy.

In recent years we have been carried out collaborations with major Italian universities, including Uni Bocconi in Milan and Ca 'Foscari of Venice, in a variety of fields, from research and development to business management.

2015 was the year of the Colorificio San Marco partnership with the University of Padua, during master's of Engineering Management, which took shape in the participation in the Competition Lean project, conceived by the university Venetian, designed by JEst - Junior Enterprise collaboration with Sintesia. Lean Competition has provided a realistic simulation of a production process, in which members of each team were in effect the "process

owners", directly responsible for the activities. Colorificio San Marco has therefore hosted at the headquarters of Marcon some students, who have had the opportunity to live a good day of work full of food for thought.

A second interesting initiative aimed at young people is the project Trento Marketing Challenge (TMC), now in its fourth edition, the second of which actively participates Colorificio San Marco: in this case two groups of students of the "International Marketing courses - IM Management " and "International Marketing - Master in International Management " had the task of analyzing, for Colorificio San Marco, two processes of internationalization, in order to evaluate the possibility to enter or modify the already implemented policies in specific foreign markets.

During the last edition, the Colorificio San Marco group ranked first so getting the opportunity to participate in the final phase in Russia.

CLIMATE CHANGE

Global warming: a subject closer than what we think



That of the “global warming” is a subject of very narrow topical: last November has been the subject of Cop 21, World Conference on Climate Change, which took place in Paris and was attended by 200 countries. On this historic occasion it has finally reached an agreement that aims to stop him: a goal that can be hopefully achieved only by cutting, and immediately, the greenhouse gas emissions responsible for the problem and its numerous and dangerous repercussions.

consequences that these changes entail. The general rise in temperatures, accompanied by frequent flooding, favors, in fact, the appearance of mold, bacteria colonies which represent one of the first causes of indoor pollution, both in private buildings as in public facilities. The presence of molds not only compromises the environments from an aesthetic point of view, but affects the health of those who live or inhabit them. Home molds tend to creep in high humidity, eg in bathrooms and kitchens.

Mold presence affects the health

beginning of the twentieth century, in fact, the average temperature of the Earth's surface have begun to increase for reasons not attributable to natural causes; responsible for this change are, rather, human activities and especially power generation using fossil fuels such as oil and oil products, coal and natural gas, and deforestation, which is responsible, in turn, for the greenhouse effect. Our homes are not immune from the

Their presence, and hence the spread of fungal spores in the air of microscopic dimensions, can lead to reaching the deeper airways, causing breathing problems, including allergic in nature: children and the elderly are the ones who suffer the worst effects of this phenomenon, but adults are not immune. Here is the main reason why it is essential to prevent their creation.





NEWS
2016

COMBAT 6000

FOR HOME WITH MOULD ISSUES OF HIGH HUMIDITY ENTITIES. CAPABLE OF MAINTAINING THE AESTHETIC APPEARANCE OF THE ORIGINAL PAINT PRESERVING IT FROM THE FORMATION OF MOULD.

Anti-mold sanitizing and uniforming fast drying matt washable water-based wall paint for indoor use

New formulation technology based of modified polymers enabling a fast drying and a prompt use of the house setting. Water based wall paint with a high coverage power and properties of masking the imperfections. Easy to apply, suitable for matt and homogeneous finishes. Low content of volatile organic compounds.

- Wet-scrub resistance per UNI 10560: >3000 cycles, resistant
- Wet-scrub resistance per ISO 11998: class 3
- Resistance to mould UNI EN 15457: 0 = no development.
- The product is applied in at least 2 coats
- Indicative spreading rate: 9-12 m²/l per coat
- Drying time: to touch in 30 min; to recoat after 2 hours.

Certificate: VOC-FORMALDEIDE



STOP
mould in
3 STEPS

System COMBAT

ANTI-MOULD
THERMAL INSULATING

step

1

REMOVE THE MOULD WITH
COMBAT 222 - SANITIZER
FOR CLEANING SURFACES
WITH MOULD AND ALGAE



step

2

PREVENT AND BLOCK THE
REAPPEARANCE OF MOULD
WITH COMBAT 333 - ANTI MOULD
SANITIZER FOR WALLS



step

3

PAINT AND PRESERVE FROM
MOULD FORMATION

Depending on the needs,
it is possible to choose
between the specific anti-mould
paints of the COMBAT range:

SUPERCONFORT
COMBAT 6000 NEW 2016!
COMBAT 999EW
COMBAT 777



2016



LAGUNA 3.0

Odorless matt washable water-based wall paint for interiors professional application.
The response to the most contemporary needs for painting interiors.

Water-based wall paint for indoor use, based on acrylic binders in water dispersion, formulated with next-generation technologies able to obtain a pleasant matt finish. Specially formulated for professional use, high smoothing power, anti-spurt, easy retouching, excellent flow and brushing.



UNIMARC SMALTO MURALE

Wall enamel specific for big indoor and outdoor surfaces such as hospitals, schools, kindergarten, medical laboratories and any setting with high sanitation standards through frequent cleaning. Based on acrylic resin it is indicated for foodstuffs environments, industrial ones, hotels, restaurants, bakeries.



FORMA

Decorative putty base coat for interior.

Create the suitable undercoat for every single aesthetic appearance.

Base coat for the realization of textured undercoats with varying thickness, to be decorated with many decorative finishes: ROXIDAN, CADORO, CADORO VELVET, ABC RIFLESSI, MARCOPOLO, MARCOPOLO SABLE', MARCOPOLO LUXURY, VELATURE, PERLACEO, ABC RIFLESSI, DECORI CLASSICI.



ROXIDAN

Decorative finish with oxidized effect.

All oxidized effects for the contemporary and refined design.

It realizes a metallic decorative wax effect that reproduces the typical oxidized appearance of supports aged by atmospheric agents. Easy to be applied it allows results of great refinement and modernity.



COMBAT 6000

Anti-mould sanitizing and uniforming fast drying matt washable water-based wall paint for indoor use.

For home with mould issues of High humidity entities. capable of maintaining the aesthetic appearance of the original paint preserving it from the formation of mould.

New formulation technology based of modified polymers enabling a fast drying and a prompt use of the house setting. Water based wall paint with a high coverage power and properties of masking the imperfections. Easy to apply, suitable for matt and homogeneous finishes. Low content of volatile organic compounds.



PAINTOP ANTIALGA

Anti-mold anti-algae quartz washable water-based wall paint for outdoor use.

Washable wall paint based of acrylic binder in water emulsion, for outdoor use, of general use. Good filling power and properties of masking the imperfections of the surface. High resistance to weathering and alkaline support surfaces. Matt aesthetic appearance.



UNIMARC IMPREGNANTE LEGNO

Impregnant odorless water soluble finish for exteriors and interiors.

Suitable for the decoration and protection of interior and exterior wooden artefacts. Based on water-based acrylic/alkyd resins of new generation, with high penetration and adhesion. High breathability, it revitalizes and enhances the shades leaving visible the original grain of the wood. Excellent elasticity, it follows the natural structural variations of wood.



SBIANCANTE PER LEGNO

Water-based gel with whitening action.

Special treatment to renoto wood.

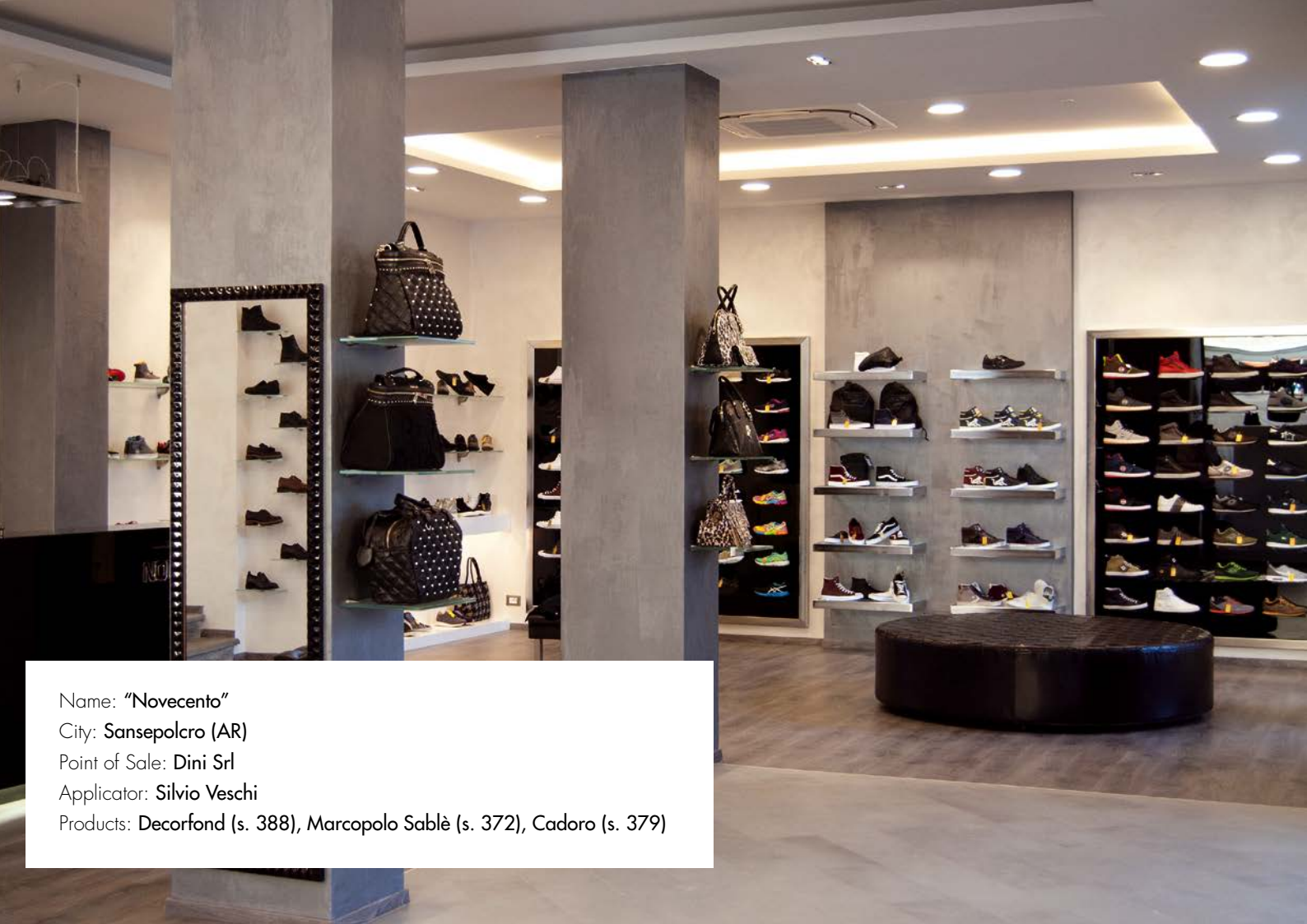
Water-based gel with whitening action. It restores the original color of the wood degraded by exterior exposure. Water-based gel formulation, it doesn't strain, ready to use, ensures quick and penetrating action, eliminates the gray, stains and dirt without altering the structure of the wood, without discoloring the wood species.



NEW READY COLORS WHITE AND PURE GOLD CADORO - CADORO VELVET - MARCOPOLLO LUXURY

To follow the contemporary fashion trends, new items come with a whiter white appearance and a golden color which is even brighter compared with the former ones.

They are ready to use colors formulated to be applied as they are in order not to lose their exceptional brilliance. To obtain the colors just use the bases for tinting machine.



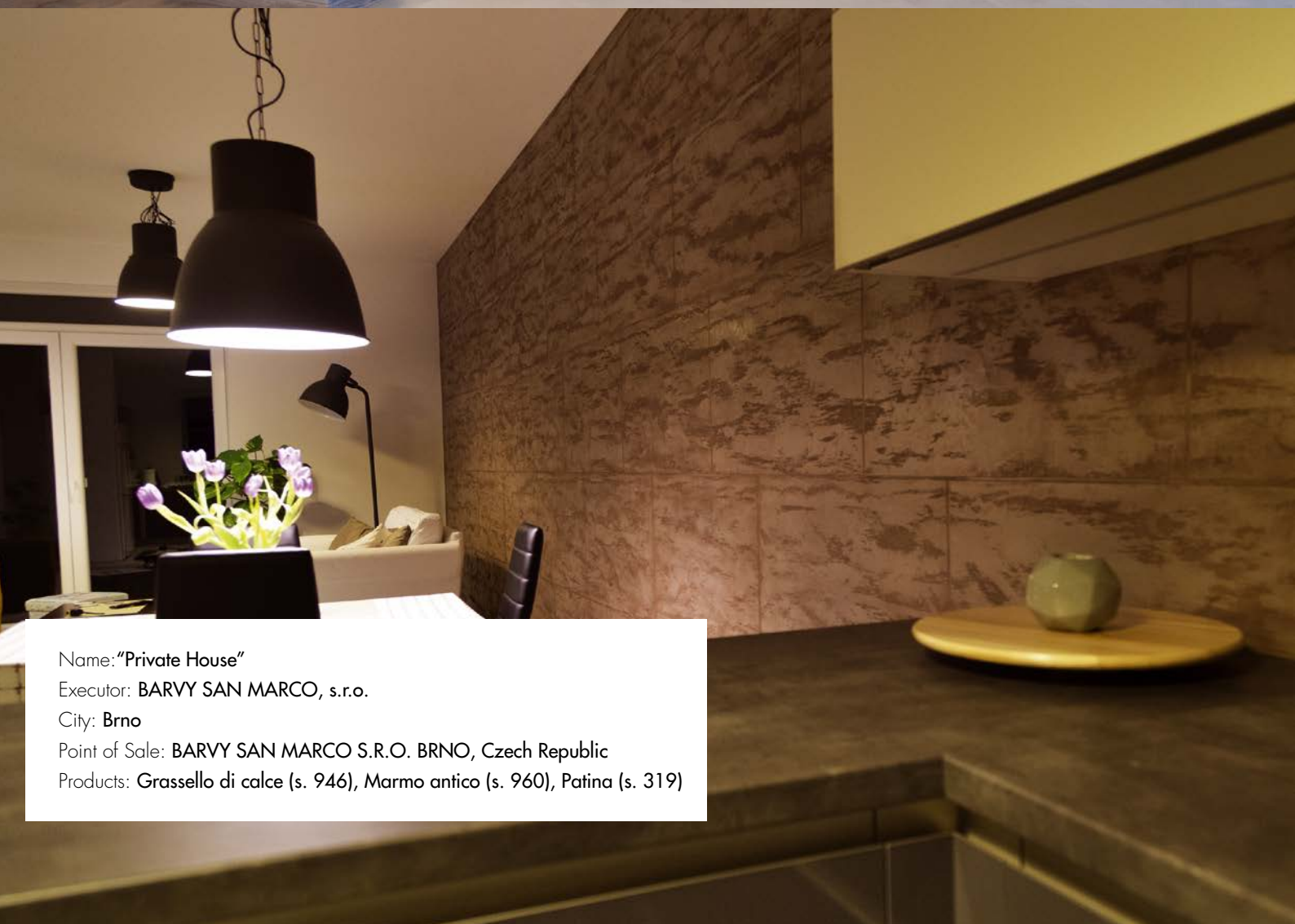
Name: "Novecento"

City: Sansepolcro (AR)

Point of Sale: Dini Srl

Applicator: Silvio Veschi

Products: Decorfond (s. 388), Marcopolo Sablè (s. 372), Cadoro (s. 379)



Name: "Private House"

Executor: BARVY SAN MARCO, s.r.o.

City: Brno

Point of Sale: BARVY SAN MARCO S.R.O. BRNO, Czech Republic

Products: Grassello di calce (s. 946), Marmo antico (s. 960), Patina (s. 319)

NEXT UPCOMING EXHIBITIONS 2016



5-8
APRIL

MOSBUILD 2016
OOO VERNICI
www.mosbuild.com

MOSCOW

RUSSIA



12-16
APRIL

FEICON SAN PAOLO
COLORIFICIO SAN MARCO
www.san-marco.com

SAO PAULO

BRASIL



4-7
MAY

BATIMATEC
PH COLOR
www.batimatecexpo.com

ALGIERS

ALGERIA



18-20
MAY

ASTANABUILD 2016
ABILITA
www.astanabuild.kz

ASTANA

KAZAKHSTAN



27-29
JUNE

EXPOVIVIENDA BUENOS AIRES
MICROFLOOR
www.microfloor.com.ar

BUENOS AIRES

ARGENTINA



31 MAY
3 JUNE

PROJECT LEBANON
ALLIED TRADING
www.projectlebanon.com

BEIRUT

LEBANON



7-9
SEPTEMBER

BEX ASIA BUILD ECO XPO
SAN MARCO ASIA/CSM
In collaboration with Colorificio San Marco
www.bex-asia.com

SINGAPORE

SINGAPORE



17-20
OCTOBER

SAUDI BUILD
RAGHADAN COMM COMPANY
www.saudibuild-expo.com

RIYADH

SOUTH ARABIA



26-28
OCTOBER

HOME & BUILDING SHOW
ON THE WALL
www.jma.or.jp/homeshow

TOKYO

JAPAN



MARMO D'AUTORE

Mineral decorative coating for indoor and outdoor use

Effects: Smeraldo & Rubino

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.

Colorificio San Marco S.p.A. Via Alta, 10 - Marcon (VE) - ITALIA - Tel. +39 041 4569322 - www.san-marco.com info@san-marco.it export@san-marco.it

