

Managing customer relationships between technology and etiquette

The organizer at 8:00 am with a beep remembered that the following day would have arrived at the Venice airport one of the most important customers of the company. A slight click on the customer's name opened a small card on which, in the Notes, it was written that the customer often traveled with his young wife and small child. On the same card was reported the telephone contact, accessible with a slight pressure of the index. The answering service responds, confirming that three are coming: husband, wife and son.

A quick phone call to the airport car rental : "For the car I had booked I would like to request the addition of a rear seat for a child of two and a half years." The customer arrives, and is received by the sales manager who accompanies him to the car rental office. In a few minutes everything is ready: they enter the car and reach the company on time for lunch. Lunch based of fish, of which the customer was particularly greedy (although this was noted on the smartphone card) and at the restaurant table was arranged a high chair for the baby.

The organizer, the computerized customer file, and the connection between the first and the second are the technology; the notes on the card, the courtesy call to the secretary, the welcome at the airport, the rear seat in the car, the menu based of fish, the high chair to the table are the etiquette. The one, powerful but cold, is completed with the "good manners", as powerful and hot. The relationship with the customer is so developed, continually zig-zagging between the technology and the know how to live, between anonymity and intimacy.

All customers deserve attention, but towards each one must be accorded the treatment he deserves. However it is not easy to define the merit of a customer, which includes at least three elements: the current value, the potential value and the intangible value. The customer who came to visit us was one of the most important for the company; he was the third or fourth largest in terms of turnover, and had grown so much in recent years that the company had grown up with him. The turnover was accompanied by a significant profitability, which had allowed the company to invest profits into improving the technology, production processes, products, facilities. The current value is very high and therefore the customer is an important pillar of the strategic soundness of the company. Looking at its past growth and intelligence lavished on the management of his company it was possible to look to the future with cautious confidence, then the customer has a high potential for future growth. The relationship with the customer over time was enhanced to the point that the client was in fact complicit in the company's success, not only as far as he was concerned directly: he suggested new products, had intervened on the name to be given to some products, had expanded the range of products purchased, had advised him to introduce new services, even had "passed the word" bringing some new customer. This is the intangible value, what can not be measured easily with revenues and margins because in reality it is knowledge, not money. However, only the unique and original knowledge generates competitive advantage that is the source of growth, revenue and profitability. Summing up the three values we get to estimate the share that each customer, large or small, brings in business: sales and margins of yesterday and today, future sales and margins, revenues and margins from other customers and knowledge.

Customers are a mainstay of the growth of Colorificio San Marco. The plants must be at the forefront, the Research and Development must be solid and projected into the future, the production and distribution processes must be sustainable, the look of the company must face to the world: but customers must always be at the center of the field. The technology is essential not to lose sight of each individual customer, but it is the etiquette that makes difference.

Pietro Geremia ◀

► The San Marco Group expands into Europe

Colorificio San Marco S.p.A. acquires the polish company Farby Z Motylkiem

► Colorificio San Marco & Dow: high performance synergies

Thanks to a partnership arrives in Italy Icaro, the highly washable water-based acrylic paint based of polysiloxanes with low emissions, the result of advanced technology and award-winning research.

► The new packaging under San Marco brand: sustainable, interactive, international

News arriving with regard to packaging under brand name Colorificio San Marco S.p.A.

► Delux Projects: Colorificio San Marco S.p.A. for the new showroom of Stuart Weitzman in Hong Kong

The international designer Stuart Weitzman opens a new boutique in Hong Kong designed by the Archi Star Architect Zaha Hadid

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THE COLORS OF THE COMPANY THAT HAS PROMOTED WITH SUCCESS IN THE WORLD THE "MADE IN VENICE" DECORATIVE STYLE WERE THE BACKGROUND TO THE MAGNIFICENT WORKS OF THE WORLD'S GREATEST DOCUMENTARY PHOTOGRAPHER

The San Marco Group expands into Europe

COLORIFICIO SAN MARCO S.P.A. ACQUIRES THE POLISH COMPANY FARBY Z MOTYLKIEM

In March 2014, Colorificio San Marco S.p.A. Marcon (VE) has completed the acquisition of the Polish company Farby Z Motylkiem (The butterfly paint), a Polish brand of recognized quality.



Products branded Farby



A view of the Polish company Farby Z Motylkiem

The transaction is in line with the strategy of the Group's expansion in Europe through acquisitions. It is important to note that Poland is considered, in this field, an interesting market with promising growth prospects in the short / medium term.

The company Farby Z Motylkiem is headquartered in Chorzow, in the region of Slesia industrial area well placed at a strategic level as it is bordered by Germany, Czech Republic and Slovakia. Farby Z Motylkiem distributes some historical brands including Emolak, Remomat, Farby Z Motylkiem, very well-known and well regarded not only by the public but also by the industry. The objective of the operation is to acquire an established brand like Farby Z Motylkiem that has directly and indirectly a hundred

points of sale in Poland - said the Chairman of the San Marco Group Dr. Federico Geremia - that will allow us to enter the Polish market of paints and varnishes for the building sector in an authoritative way. We will then proceed to strengthen the local brand with the expansion of the current range of Farby Z Motylkiem and the development of a tinting system.

Also - continues Dr. Federico Geremia - our

strategy is to introduce the Polish market "Made in Italy" San Marco brand products, both from the high decoration range, and the more technical and specialized products for professional customers.

A model for the development of the markets through acquisitions already successfully used by the San Marco Group, both for expansion abroad and in Italy.

An approach that combines, on the one

hand, the enhancement of the specific culture acquired by the company, on the other hand, the capitalization of economies of scale and sharing of know-how that joining the San Marco Group guarantees with its more than fifty years of history. San Marco was advised in the transaction by Compass Studio S.L. of Barcelona (Spain).

Katia Da Lio
Marketing Department

Lean System: Quality first!

COLORIFICIO SAN MARCO S.P.A. HAS IMPLEMENTED AN INNOVATIVE ORGANIZATIONAL SYSTEM TO ENSURE THE BEST PERFORMANCES TOWARDS CUSTOMERS



Colorificio San Marco S.p.A. during the year 2014 decided to reorganize and improve their organizational processes with an innovative approach: instead of starting with production starting from the cash flows relating to quality.

The approach taken is that of the Lean System more commonly known as "lean production", a structured set of principles, techniques, methods and tools, evolving from the Toyota Production System, it is now well beyond the specific field of production. Colorificio San Marco S.p.A. has decided to transform their process of Quality Control in accordance with the Lean principles; it has identified a plan of physical transformation of processes and training to people.

Quality Control was thus transformed from a "department in its own right" to

a "process in flow with the production" in order to reduce response times towards internal customers and then to external customers. It has therefore taken steps to ensure that the responsibility for quality control of products and processes is properly attributed to the resources involved in various capacities in the processes themselves (operators, laboratory of quality, managers, management).

The results are very positive as said Giovanni Marsili, R&D head of Group: "In a production process characterized by a high complexity, we had to question our way of thinking. The results were not long in coming: we reduced the waiting time between one batch and the next, but most of all we have increased the ability to analyze and solve problems, and this is due to the involvement of everyone, from operators to the warehouse

staff, to the technicians of the research and development department.

Each has its own contribution to improve processes in order to improve the service offered to the Customers of Colorificio San Marco."

Colorificio San Marco S.p.A. to implement this important organizational project relies on Auxili, a consulting firm that supports companies, supply chains and organizations in the lean transformation through a proven and reliable method (the Auxili Lean System), based on the experience gained over time and in various industrial sectors, which enables to increase business performance and achieve levels of excellence.

Katia Da Lio
Marketing Department

A Company to Watch



Colorificio San Marco has received for the fifth time the award COMPANY TO WATCH 2014: as announced Cerved Group S.p.A., the agency that processes the Databank report (market analysis of paints and varnishes for the building sector in Italy). The recognition of the Cerved analysis centre is assigned to the company that has obtained a sales performance above the sector average and a good level of EBITDA/revenues.

The points of strength and success for Colorificio

San Marco that have allowed obtaining this recognition are:

- Domestic distribution structure centered around a hundred points of sale specialized in professional reference;
- Pre-sales and post-sales technical assistance services and training activities, for which it boasts a dedicated center at the headquarters of Marcon (VE);
- Wide and deep offer of paints and varnishes, supplemented by other products for the professional building sector, in particular by the coating system branded "Marco-therm"
- Research and development addressed to the optimization of production processes and the development of products and cycles of products with a low environmental impact;
- Production and logistics structure subject to constant investments aimed at optimizing resources and creating group synergy.

Filippo Ton
Marketing Department



Pietro Geremia, Marketing Director of Colorificio San Marco, receives the certificate Company to Watch 2014



Federico Geremia, President of Colorificio San Marco, receives a plaque of recognition Company to Watch 2014

Colorificio San Marco & Dow: high performance synergies

THANKS TO A PARTNERSHIP ARRIVES IN ITALY **ICARO**, THE HIGHLY WASHABLE WATER-BASED ACRYLIC PAINT BASED OF POLYSILOXANES WITH LOW EMISSIONS, THE RESULT OF ADVANCED TECHNOLOGY AND AWARD-WINNING RESEARCH.

EVOQUE™ 1310 is an pre-composite acrylic polymer VOC and formaldehyde-free, developed by the American company **The Dow Chemical Company**.

Its innovative technology enables to "wrap" the particles contained inside the coating, whether based of titanium dioxide or pigments in general, enabling to obtain optimum dispersion of the same. This results in a greater coverage and uniformity of the finish achieved, white or colored.

A product that represents the search for ever more ambitious performance boundaries through paths environmentally sustainable. **EVOQUE™ 1310** combines in fact maximum performance and minimal impact, even in the livability of the environment in which we live.

In 2013 **EVOQUE™ 1310** won the prestigious american award Presidential Green Chemistry Challenge Award, establishing itself internationally as a revolutionary project of design, technology and sustainability. Due to these characteristics **Colorificio San Marco S.p.A.**, always attentive to the respect of the environment, has launched an operation of collaboration with the multinational Dow, a leader in the fields of specialty and advanced materials, agro-chemical and plastics with a integrated business portfolio and market-oriented, Dow offers its customers in approximately 180 countries a wide range of products and technological solutions in high growth sectors such as packaging, electronics, water, coatings and agriculture. With sales of more than \$ 57 billion in 2013 and 53,000 employees worldwide, Dow manufactures more than 6,000 products in 201 manufacturing facilities in 36 countries.

So, thanks to a partnership with Dow Group, it was created **ICARO**, a highly washable acrylic water based wall paint for interior use with polysiloxanes with low emission of volatile compounds.

Icaro adopts the innovative polymer, **EVOQUE™ 1310**, to ensure the maximum comfort for both the painter, and for the end user of the environment that is painted.

ICARO provides the minimum content of volatile and semi-volatile compounds in a closed environment at a distance of 28 days from the time of application, falling into category A+ (the top) according to the French legislation in force as regards the Indoor Air Quality.

This new highly washable water-based acrylic wall paint, the result of the **collaboration between Colorificio San Marco and the Dow Group**, combines maximum performance and minimal environmental impact.

More information about the product:
www.san-marco.com/eng/products/icaro
More information about the technology
EVOQUE™ 1310:
client.dow.com/sanmarco

Pietro Geremia
Marketing Director



Learn more about
the product Icaro



Learn more about
the technology
EVOQUE™ 1310

ICARO

Highly washable water-based acrylic wall paint based on polysiloxanes with low emission of volatile compounds, for indoor use.

AWARDED TECHNOLOGICAL REVOLUTION

Formulation technology **EVOQUE™ 1310** polysiloxanes based makes **ICARO** a high-performance water-based wall paint:

- high whiteness;
- high coverage particularly with intense shades;
- high resistance to washing;
- aesthetic quality: very good opacity, fine and uniform appearance;
- very low content of volatile substances;
- easy to apply and long working time;
- ICARO falls into the category A+ (the top) according to the French legislation in force concerning the Indoor Air Quality.

Minimum environmental impact
The technology **EVOQUE™** improves the efficiency in the use of raw materials, it optimizes the use by improving the environmental footprint of the product.

Carbon Footprint: 2,51 kg CO₂
Virtual water: 71,9 l of water

The technology **EVOQUE™** of Dow was awarded in 2013 the prestigious American prize, the U.S. Presidential Green Chemistry Challenge Award.

Evoque™
pre-composite polymer by **Dow**
<http://client.dow.com/sanmarco>

san marco
SISTEMI VERNICIANTI PER L'EDILIZIA

Certification of compliance ISO14040 and ISO14044 for Colorificio San Marco S.p.A.

A GOAL THAT COLORIFICIO SAN MARCO HAS REACHED THROUGH THE DEVELOPMENT OF A MODEL FOR THE LIFE CYCLE ASSESSMENT (LCA)

Last April 2014 Colorificio San Marco S.p.A. submitted its method of calculation of the LCA critical review, obtaining the certificate of compliance with the standards ISO14040 and ISO14044.

The Life Cycle Assessment (LCA, in Italian "life cycle assessment") is a methodology created to help quantify, interpret and evaluate the environmental impacts of a specific product or service, during the entire life cycle and is taking major importance in assessing the environmental performance of products and is having a strong international spread.

Colorificio San Marco has already used this method for years and, first in the whole sector, has launched already in 2010 a process of evaluation of the environmental impact of its products in order to improve their environmental performance.

Already in 2011 three lime based products under the San Marco brand, **Intonachino Minerale GF**, **Marmorino Classico** and **Antica Calce** have obtained the **EPD certification** that contains the values of environmental impacts achieved through studies of this kind (which take into consideration every step of the life cycle of the product - cradle to grave) and, therefore, subject to independent verification.

The 2014 news is therefore that the critical that the review of the process of calculation Life Cycle Assessment (LCA), however, provides for a review by an independent body about the rigor with which they produce and publish the information on the environmental impact of products in accordance with the provisions of ISO standards, and thus becomes an objective and measurable assessment. The certifier is **CSQA**, an independent certification body specializing in the fields of Agri-food, Public Administration and Territory, Public services and social-health, Tourism, Sport and Fitness, School and Education, based in Thiene (VI), which, in fact, has also assessed the renewal of the EPD that Colorificio San Marco S.p.A. has held since 2011.

The values of impact, defined through the application of this method of analysis, are then published in the environmental data sheets of product an innovative way of information about the product that is added to the technical and safety data sheets.

The **environmental data sheets of the products** under the brand Colorificio San Marco are already available and can be easily downloaded from the product pages of the new website www.san-marco.com

Katia Da Lio
Marketing Department



2014 NEW PRODUCTS



GET MORE DETAILS



Decorative finish for indoor use.

Refined metallic thin texture.

MARCOPOLO LUXURY realizes prestigious surfaces with an extraordinary thin metallic effect, for pleasant and charming environments both classic and by a modern design. With a great ease of application can be obtained many aesthetic effects, plays of light and reflections able to satisfy any aesthetic requirement.

Indicative spreading rate: 4-6 sq.m/l

No. of coats: 1.

Tools: brush, sponge.

Dilution: ready to use; 5% max with water.

Available: silver, aluminium and gold.

Pack: 1 and 4 liters.



The products **MARCOPOLO** are distinguished by the speed and the ease of the application phases: **MARCOPOLO LUXURY** realizes various decorative solutions according to the color combinations and the skill of the decorator. **MARCOPOLO LUXURY** was born to unleash creativity, for an extra touch of brilliance and elegance.

Dettagli D'Arte Range



MARCONOL ORIENTALITE RAPID

GET MORE DETAILS



Thixotropic base coat



MARCOFIX

GET MORE DETAILS



Solvent-based pigmented

ACRISYL FONDO FINITURA

GET MORE DETAILS



Acrylic-siloxanic outdoor leveling filler finishing anti-mold and anti-algae.

High filling power, it realizes in two coats homogeneous aesthetic finishes also on surfaces with imperfections, patches or on surfaces where previously have been removed old coatings or paints. Good water repellency and vapor permeability, it preserves the formation of mold and algae.

Indicative spreading rate: 5-7 sq.m/l per coat.

No. of coats: 2.

fast drying for wood.

MARCONOL ORIENTALITE RAPID realizes perfect homogeneous surfaces, ideal for quality finishes. Excellent filling power, easy to apply and with good expansion. Easy to sand, it provides a solid anchor to the finishing product. Anti-drip properties, it facilitates the application overhead (ceiling, beams) or in difficult positions.

Indicative spreading rate: 6-8 sq.m/l per coat.

No. of coats: 1-2.

Tools: brush, roller.

Dilution: ready to use.

Available: 0019 white.

Pack: 1 and 2.5 liters.

Marconol Range: reliable technical solution for the protection and decoration of wood with products featuring performances of high aesthetic level.Easy and fast application.



Marconol Range

GUAMARC TT100



GET MORE DETAILS

Waterproofing liquid membrane for outdoor use.

One-component colored sheath waterproofing for outdoor. Practical use, ready to be used, it creates a continuous and waterproofing membrane, resistant to UV, atmospheric agents and stagnant water. Excellent adhesion, high elasticity, able to resist to any expansion of the substrate, it is suitable for horizontal surfaces, inclined or vertical such as at roofs, old bituminous surfaces, terraces, balconies and cornices.

Indicative spreading rate: 1.3-1.5 kg/sq.m on concrete - 0.8-1 kg/sq.m on bituminous surfaces.

No. of coats: 1.

Tools: brush, long-hair roller, airless.

Dilution: ready to use.

Available: 0019 white, 0449 red ref. Shade 121R, 0428 grey ref. Shade 159B.

Pack: 4 e 14 liters.

Renovate and protect with GUAMARC TT100, water-based product formulated for practical and easy maintenance of concrete roofs and terraces, fibered cement, bituminous membrane, cementitious screeds.



Speciality Range

wall fixative for outdoor.

Covering insulator suitable for the impregnation and consolidation of outdoor wall surfaces, which can be colored by tinting machine. Ideal to realize works in intense shades.

Threefold function:

- Insulating power
- Consolidating action
- Better coverage

Indicative spreading rate: 9-11 sq.m/l

No. of coats: 1.

Tools: brush, roller and spray.

Dilution: 20-50%.

Available: 0001 white.

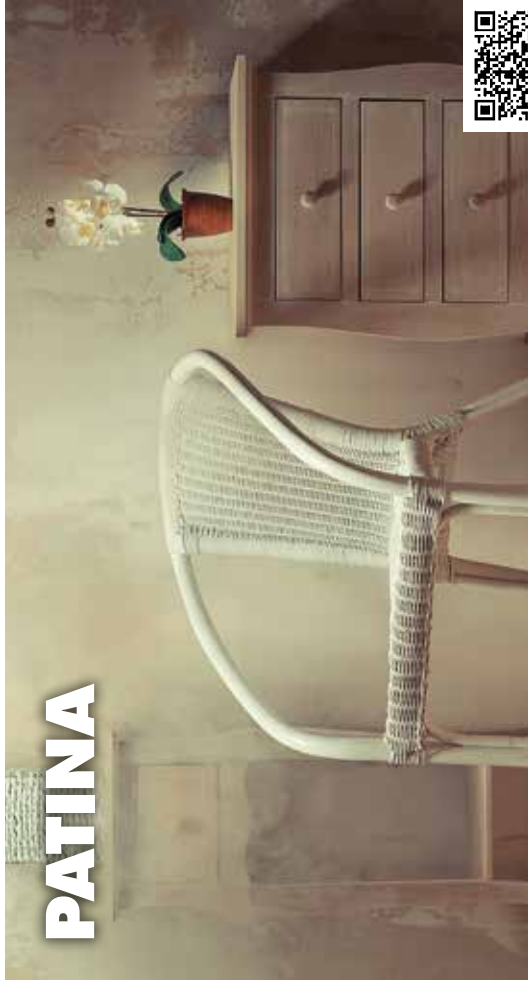
Pack: 4 and 16 liters.

Easy to apply, it penetrates and consolidates providing coverage and matt appearance to MARCOFIX is the professional solution to quickly realize thickness coatings and tinted paints, even in intense shades.



Fixatives Range

PATINA



GET MORE DETAILS

Water based decorative wax for lime based mineral decorative finishes for interiors.

It reinterprets the decorative choices by adding a distinctive sign: higher brightness and soft pearliness depending on the color applied. It enhances the decoration and provides a slight superficial water-repellency. Easy to apply, ready to use, fast drying, suitable for manual or mechanical polishing.

Indicative spreading rate: it may vary, 20 sq.m/l approx.

No. of coats: 1.

Tools: steel trowel and woolen cloth or fabric.

Dilution: ready to use.

Available: 0001 neutral; 0070 silver; 0150 bronze; 0190 gold.

Pack: 1 liter.



Speciality for decorative Tuttorestauro Range

Tools: brush, roller.

Dilution: 20-30% with water.

Available: 0019 white, 0062 transparent base.

Pack: 1 and 15 liters.

The composition based on high technology resins allows to realize the finish in two coats also on surfaces with imperfections.

The paints that features at the same time properties of base coat and finishing product.



Acrisyl System

4PROTECTION



GET MORE DETAILS

Decorative protective for indoor use.

It realizes surfaces properly decorated and protected and improves resistance to everyday practices, cleaning and washing. Low dirt retention, it reduces the formation of mold and algae. Ideal for bathrooms and kitchens.

Indicative spreading rate: max 15 sq.m/l per coat.

No. of coats: 1-2.

Tools: brush, woolen cloth or fabric.

Dilution: ready to use.

Available: 0001 neutral.

Pack: 1 liter.

Applicable on: synthetic and minerals decorative finishes, paints, stone materials, marble, natural stone, brick and concrete.



Speciality for decorative Dettagli D'Arte Range

san marco
SISTEMI VERNICIANTI PER L'EDILIZIA

The new packaging under San Marco brand: sustainable, interactive, international

NEWS ARRIVING WITH REGARD TO PACKAGING UNDER BRAND NAME COLORIFICIO SAN MARCO S.P.A.



SUSTAINABLE PACKAGING This is the challenge of Colorificio San Marco S.p.A. which in recent years is moving towards the search for sustainable solutions for the environment. Thanks to a project of Eco Design has decided to adopt the new packaging made from recycled plastic the use of which improves the environmental performance of products because it enables to: reduce emissions of CO₂ into the environment and save the energy resources necessary to produce virgin plastic.



Colorificio San Marco S.p.A. starting from 2012 has taken an **evolutionary path in which the role of packaging is modified to support business strategies related to quality, safety, interactivity and especially to sustainability** by making 3 fundamental changes to their packaging that now become

+ SUSTAINABLE, EQUIPPED WITH QR CODE AND MULTILINGUAL BROWSABLE LABEL.

WHY A SUSTAINABLE PACKAGING?

2012: Market launch of packaging made from recycled plastic for two products;

2013: Marketing of 134,000 recycled packaging;

2014: In the first four month period have already been placed on the market other 22,000 recycled packaging.

During 2013 Colorificio San Marco scored a total saving of 175 tonnes of CO₂, equivalent to 535,000 Kilometers traveled by car or 13 laps around the world. The new environmentally friendly packaging can be distinguished by the special logo shown on the container.

INTERACTIVE PACKAGING Colorificio San Marco S.p.A. from 2013 kicked off to a great **project of web marketing** that is also oriented towards the **digitization of paper contents already available to the market**. This news was also reported **at the level of packaging**



INTERNATIONAL PACKAGING Colorificio San Marco launched during the month of June 2014, on the Italian and foreign market new packaging with **browsable label in 12 languages for the decorative finishes Patina and 4 Protection**. The project started with the goal of making **available to foreign markets to the instructions for use of the products in multiple languages**. Through an innovative "browsable" solution the

user is able to consult the instructions on the package in 12 languages.

By lifting the corner of the label suitably indicated can be browsed the instructions in 10 other languages for a total of 12 languages: ITALIAN, ENGLISH, FRENCH, SPANISH, RUSSIAN, GERMAN, ARABIC, ROMANIAN, SLOVAK, CZECH, BULGARIAN, TURKISH.

Let's renovate and boost your home value!

COLORIFICIO SAN MARCO SPONSORING THE PROJECT MORE IN ITALY



Colorificio San Marco S.p.A. is now an official partner of the project More in Italy: a concrete initiative for cooperation between Italian companies, established with the objective of supporting and enhancing the Made in Italy and, **in collaboration with Banca Mediolanum, it is proposed to declare all the economic advantages to individuals and families who want to renovate their homes.**

The project also aims to provide information and updates to industry professionals.

The best companies in the Italian building and design sector are so united under the brand name "Mii - More in Italy" to network and collaborate together to jump-start the Italian economy of the "home field."

So... LET'S RENOVATE AND BOOST YOUR HOME VALUE! For more information visit the website: **www.moreinitaly.it** or download the App.

Filippo Ton
Marketing Department



WATCH THE VIDEO!

Fabrizia Magnoler
Marketing Department

Events in full color!

Throughout the **second half of 2014**, the **San Marco Group** will be engaged in a series of **events and appointments** not to be missed!

June, 8th 2014_ Rome_ Colorificio San Marco at the CONFERENCE "Speed up your Business" on the Microsoft Dynamics AX business management solution

June, 19th 2014_ Palermo_ Colorificio San Marco at the TECHNICAL SEMINAR on **thermal insulating coating system** for the Board of Surveyors of Palermo

June, 24th 2014_ Rome_ Colorificio San Marco at the CONFERENCE "Differentiate, enhance, protect sustainability in the supply chain" at the Università del Sacro Cuore

July 2nd-4th 2014_ Bressanone_ Colorificio San Marco at the CONFERENCE "What is sustainability for the restoration - Colorificio San Marco participated with the speech titled "Cool-Roof in Restoration Projects"

September, 18th 2014_ Naples_ Colorificio San Marco at the TECHNICAL SEMINAR "Solutions for the restoration" in collaboration with the Chamber of Architects of Naples

September 18th-19th 2014_ Sochi, Russia_ Colorificio San Marco at the XII INTERNATIONAL CONFERENCE "CIS Coatings and Raw Materials Markets". Colorificio San Marco will participate with the speech titled "New trends in European decorative market".

September 24th-26th 2014_ Riga_ Latvia_ Colorificio San Marco at the CEPE CONFERENCE "Paint IT is smart!" Colorificio San Marco will participate with the speech titled "Immediate communication channel, customer crowd sourcing & trend radar: Social media as rewarding part of a decorative paint manufacturer's consumer communication".

October 6th-7th 2014_ Trento_ Colorificio San Marco will participate in the **presentation of a project on internationalization in partnership with the University of Trento**, Department of Economics and Management

October, 8th 2014_ Marcon_ Colorificio San Marco at the WORKSHOP "Index forecasts for the definition of Purchasing Budget 2105".



International presence at trade fairs

Even during the second half of 2014 Colorificio San Marco S.p.A. together with its distributors and local dealers will be attending some of the most important trade fairs abroad dedicated to the building, design and architecture sectors. We look forward to many!

COUNTRY	CITY	FAIR NAME	DATES	WEBSITE OF REFERENCE
USA NYC	NYC	BUILD EXPO USA	1-3/10/2014	www.builtexpousa.com
AZERBAIGIAN	BAKU	BAKU BUILD 2014	22-25/10/2014	www.bakubuild.az
ARABIA SAUDITA	RIYADH	SAUDI BUILD	10-13/11/2014	www.saudibuild-expo.com
GIAPPONE	TOKYO	JAPAN HOME & BUILDING SHOW	12-14/11/2014	www.jma.or.jp/JHBS/en/
EAU	DUBAI	BIG 5 DUBAI	17-20/11/2014	www.thebig5.ae



Colorificio San Marco in Prague for the foreign customers convention : *Ready Together to Colour the World*

FROM FRIDAY, MAY 16TH TO MONDAY, MAY 19TH 2014 TOOK PLACE IN THE COLORFUL PRAGUE THE FIRST CONVENTION FOR FOREIGN CUSTOMERS OF COLORIFICIO SAN MARCO S.P.A.



"Thank you. Thanks for coming here numerous and enthusiastic. The San Marco Group family is growing." : The first convention for foreign customer of Colorificio San Marco S.p.A. was held in one of the most colorful cities in Europe: the fantastic Prague.



They were **significant days of intense work and extraordinary aggregation**, sharing of different business experiences and rewarding exchange of ideas as far as technical professional aspects are concerned, but even more personal. **Why is with the "retreats" that the team is built**; the team

that we wanted to convey in the course of the Convention and throughout the course of the Meeting, through activities of work and fun. In the course of this, although brief, "retreat" we had, once again, confirms that **our team possesses a higher gear to tackle the**

tough game on the market, because full of personality, talented, capable, and creative and serious.

It was a pleasure being able to share with our partners the results achieved so far and to introduce the **new challenges** that await us

in the future, the challenges that we will face it head on and armed with that will, conviction and dedication that has always characterized the spirit of the San Marco Group. **Ours is not just a job, it is a mission that we are passionate about** and that we carry every day, each one for its expertise, **proud to be part of the great family of San Marco.**

It is thanks to our **skills, respect for the views of the countries with which we come into contact, thanks to all of you partner, that we want to spread this love of color in the world. And today more than ever we are ready to do it all together: We are Ready Together to Colour the World!**

On behalf of all San Marco Staff a special thanks to all our partners who, thanks to their passion and their daily work, bring up the name and values of the Colorificio San Marco in the World.

Delux Projects: Colorificio San Marco S.p.A. for the new showroom of Stuart Weitzman in Hong Kong

THE INTERNATIONAL DESIGNER STUART WEITZMAN OPENS A NEW BOUTIQUE IN HONG KONG DESIGNED BY THE ARCHI STAR ARCHITECT ZAHA HADID



The American designer Stuart Weitzman famous for its beautiful shoes and for his use of unconventional materials, including 24-karat gold, is in a phase of intense growth and development of his brand and has instructed the **star architect Zaha Hadid**, known worldwide for its futuristic buildings typically characterized mainly by curved shapes, to the realization a number of showrooms in some of the fashion capitals in the world. After the opening of the first boutique, in Milan

last year, **it has just opened a new point of sale in Hong Kong which is located in the temple of luxury IFC Mall (International Finance Centre)** and others will follow in the coming months in London, Beijing, New York and Rome.

In the design of this showroom, Zaha Hadid has created a space enclosed in a glass case, to maximize the visibility of the exposure from outside. The space inside is fluid and organic and curved walls are developed to also take a practical function and integrate with shelving. The shelves

and benches for customers are made from fiber glass with rose-gold-colored details. Colorificio San Marco S.p.A. through its official distributor **SAN MARCO PAINTS (ASIA) PTE LTD** and the construction company Elite Distribution Co. Ltd - Hong Kong has realized the interior surfaces of the new showroom of Hong Kong, using the water soluble acrylic-urethane satin finish for concrete floors **Marcotech AU 3D**.

The walls of the showroom in Hong Kong are in fact carved into the form of niches and lights

that emphasize the curves of the space, creating a visual path that makes want to wander and get lost and admire everything that is exposed. The formulation based on acrylic-urethane resins in water dispersion and tinting pigments with high resistance to the light and yellowing then make **Marcotech AU 3D** the ideal product for exhibition rooms, show rooms, and plenty of space dedicated to the public.

Katia Da Lio
Marketing Department



Marcotech AU 3D adorns
the new showroom of
Stewart Weitzman in Hong Kong



Colorificio San Marco S.p.A. partner of the photo exhibition "Genesi" of Sebastião Salgado

THE COLORS OF THE COMPANY THAT HAS PROMOTED WITH SUCCESS IN THE WORLD THE "MADE IN VENICE" DECORATIVE STYLE WERE THE BACKGROUND TO THE MAGNIFICENT WORKS OF THE WORLD'S GREATEST DOCUMENTARY PHOTOGRAPHER



Fotoshooting by Califfo



Sebastião Salgado and Lelia Salgado Wanick at the opening of the exhibition

Colorificio San Marco S.p.A. from February 1st until next May 18th, 2014 was a partner of the photo exhibition "GENESI" made by Amazonas Images and produced by Contrasto e Civita Tre Venezie, edited by Lelia Salgado Wanick open to the public in Venice at the beautiful Casa dei Tre Oci.

The exhibition Genesi of Sebastião Salgado is a photographic journey across five continents to document, with images in black and white of great charm, the rare beauty of our main assets, unique and precious: our planet. "Colorificio San Marco with its colors and its application experience - says Federico Geremia, President of the Colorificio San

Marco S.p.A. - has been selected by Lelia Salgado Wanick, curator of the exhibition "Genesi", as a partner for the exhibition in Venice.

We decided to collaborate on this event with enthusiasm, because it is a project perfectly consistent with our corporate values: the continuous search for quality in the work that we develop, protect the environment, respect for nature, the well-being of people.

The coincidence then that an event of such cultural and ethical value, at an international level, to take place in our city - the magnificent Venice-represented to us that we had in the "made in Venice" a distinctive style in the world, an experience not to be missed. We

then joined the Genesi project by providing the colors to paint the walls of the exhibition: **IDROPITTURA BRAVOCASA in five shades selected by the curator Lélia Wanick Salgado**, as well as ensuring the technical support for the state of the art application of paint to create backgrounds, as if they were stage sets, with great attention to detail, featuring contemporary colors, strong tones that come from the fashion of the northern Europe countries. **An excellent result with a minimalist style which ties in well with the style of the artist.**

Katia Da Lio
Marketing Department



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.



san marco service



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