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**THE PURICELLI GROUP**

For more than 70 years, the Puricelli Group has represented an Italian excellence of decorative surfaces for internal and external covering on the market. Founded by Cavalier Puricelli in 1948, from the start, the family company stood out for its initiative and capacity of looking beyond the Italian boundaries, being able to establish itself as one of the international market players. In a few years, thanks to the determination of the Cavaliere, it became a multinational company with 5 still active production plants in the Mediterranean basin.

Passion, expertise with the capacity of keeping up with the times are the distinctive features of a company which follows the inspiration of its founder even today.

Today, we find the third generation of the family at the head; Chief Executive Luigi Mario Ceruti Puricelli and Valentina Ceruti Puricelli who have strengthened and updated the company, lightening management processes, investing in plants and speeding up the commercial push, going so far as to open a showroom and a warehouse in Shanghai.

With the new management, the company began to talk more consciously also about design, thanks to the collaboration with international designers and big brands, and the discussion on technology has been deepened. These topics have allowed the company to carve out an important place among the trend setters of the market.

## **THE VALUES**

The Puricelli Group has always placed the welfare of final consumer and natural resources at the center of its ecosystem. Therefore, over the years, the company has focused its efforts on the production of materials which allow people to feel safe: non- toxic, solid and esthetically pleasing. The person is at the center of the company philosophy. This choice affects the whole production process, the design and characteristics of our products. Environmental responsibility comes as a result, in respect of the close connection between man and nature, with the main purpose of developing processes with the lowest possible environmental impact. The desire of creating sustainable products inspire the whole research activity, from the selection of raw materials, the production of resins, and it takes shape in development of careful and conscious production processes. The products of the Puricelli Group are guaranteed to be phenol free with zero formaldehyde emission, as well as antibacterial and non-toxic.

**KNOW HOW**

What differentiates the Puricelli Group are exclusive integrated technologies. It is one of the few producers that has plants (more than 70mln squared meters of laminated products spread over 5 establishments for a total of 17 production plants) to manage the whole production cycle of the laminate, starting directly from basic raw materials. It starts from an accurate selection of papers, the internal production of resins for the paper impregnation up to the realization of laminates and all other surfaces. Thanks to a coordinated research and development laboratory, to a development center of design and to a specialized technical department, the Group is able to face any request from clients.

From the research and development division, cutting-edge products were born, and then, in the last few years, these products have been put on the market by the Group; MOREMATT and MORMATT GHOST ultra-matt anti-fingerprint surface, MOREWOOD real wood surface, MIXIS patented laminate collection with metallic embossed and printed surface, to name a few.

**THE PRODUCTION PROCESS**

Since 2007, the Puricelli Group has stopped using phenol as raw material of its production process, instead using thermosetting resins. The commitment to eliminate this dangerous raw material was a natural choice and it was the result of the fact that the safety of the workers and final users of a product has always been a priority.

The laminates of the Puricelli Group, thus, do not contain substances which could be harmful to humans or to the environment.

They do not contain SVHC (Substance of Very High Concern) included in the candidate list of the REACH regulation or harmful substances in concentrations greater than 0.1% w/w, which means that the Puricelli Group does not need to issue safety data sheets attached to its products. The laminates of Puricelli Group do not contain chlorine, halogenated compounds, phthalates, and polycyclic aromatic hydrocarbons. They do not contain any residues of heavy metals such as arsenic, mercury, lead or chrome. They are not subject to the CARB legislation. They are classified A+ in the VOC emission.

**THE PURICELLI PRODUCT SYSTEM**

Puricelli offers the market a constantly evolving product system, result of experience, research and development, and progress. Among them, the PURI-SYSTEM products, the full range of melamine surfaces, the ultra-matt anti-fingerprint MOREMATT-SYSTEM, real wood surface MOREWOOD-SYSTEM, metal surface MIXIS-SYSTEM, antibacterial surface A.BAC-SYSTEM, external covering N.EXT-SYSTEM, flooring selection STEP.BY-SYSTEM have been included.

The Puricelli products have the following certifications: Imo Med (Navale), Certificate for Volatile Organic Compound (Class A+), Phenolfree, CE (Costruzioni).

**Puricelli Decorative Surfaces**

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