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**DECORATIVE SURFACES BY PURICELLI**

**COMMUNICATING SUSTAINABILITY**

For more than 70 years, the Puricelli Group has been a leading international brand in the field of interior and external decorative surfaces and coatings.

The family business now in its third generation continues to pursue the founding values and vision of Cav. Luigi Puricelli, an entrepreneur conscious of the importance of innovation in addressing the demands of the environment.

Fifteen years ago, the company implemented a number of significant changes to the laminate production cycle. Substances harmful to man and the environment were eliminated to protect both the safety of workers and consumers.

‘Puricelli. Natural core with design’ is reflected within the company policy in its respect for people and the environment.

The production process is based on green principals and environmentally friendly values such as a choice of suppliers who share the same commitment to the environment. Puricelli is certified FSC® Chain of custody (FSC- C115064) and uses cellulose based raw materials from controlled and responsibly managed forests.

In 2007, the company withdrew the use of phenol in their production process and opted for ecological thermosetting resins. Puricelli laminates do not contain Substances of Very High Concern (SVHC) as described within the REACH –ECHA legislation, or hazardous substances in concentrations greater than 0.1% w/w. The laminates do not contain chlorine, halogen compounds, phthalates and polycyclic aromatic hydrocarbons, they have no traces of heavy metals such as arsenic, mercury, lead or chromium and are classified A+ in the emission of VOCs.

**Increasing Awareness**

Over the last year, the Group has focused on its communication to the market ensuring it is both original and effective.

“Fortunately, - indicates Luigi Puricelli, the groups CEO – we are now increasing the awareness of the design and technical features of our products to sectors outside of those like naval and hotel. Today we are informing the area of residential furniture. A market that comes into regular contact with decorative surfaces, yet paradoxically, have a limited awareness of the product specifications.

For this reason we are promoting more targeted information to the end user that acknowledges todays design needs and gives the added advantage of being able to offer a collection of exclusive products that respond to the demands of sustainability.

Each product has a technical data sheet and certification aligned to the product use (e.g. exteriors, floors, furniture) and the collection of choice dependant on material e.g. wood, metal, marble etc. This new component is part of the production process.

We now have available distinct products with superior value-add that use veneers of precious woods or dyes, or reproductions on paper, inspired by nature that can be used to elaborate design concepts.

**CHALLENGES IN THE YEARS TO COME**

“There are challenges in the next few years – concludes Puricelli – beginning with the assumption that raw materials are becoming limited. The future is having the ability to perfect these products in response to pressure from emerging economies and factors relating to the environment. We in Puricelli are already working to this aim and are able to refine these materials. With our 20 pressing lines, the Puricelli Group has a significant production capacity. We need to manage the availability of material resources while reinforcing and building upon the recycling process.

Consensus and corroboration are increasingly necessary principals for any valued brand. The importance of sustainability in terms of our interaction with the environment as a collaborator, user and end customer is a priority, especially as our products are in close contact with the most frequent activities in our daily lives, from the kitchen, bathroom, office and communal areas etc.

Looking ahead in Puricelli, we are developing our young people to have the know-how for the time to come. Our experienced people lead us in this evolution phase on a solid and safe route to the future”

**Puricelli Decorative Surfaces**

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