



PRESS RELEASE

GRANITIFIANDRE: Professor Quintieri, Commissioner General of Italy for Shanghai World Expo 2010, visits the Castellarano headquarter.

Introducing the material selected for the paving of the 7000 square meters of the Italian Pavilion: large size slabs from the NewGround collection, 48"x24", made for over 40% of recycled materials.

Professor Beniamino Quintieri, Commissioner General of the Government for the Shanghai World Expo 2010, visited today the GranitiFiandre headquarter in Castellarano (RE), where he met the President and CEO of the company, Graziano Verdi.

The meeting comes in the partnership, signed last March between GranitiFiandre and the Commission of Italy for Shanghai World Expo 2010.

GranitiFiandre - Italian world-leading company in the production of top-of-the range technical porcelain floor and wall tiles – will participate in the forthcoming Universal Exposition, which runs from 1 May to 31 October 2010 with the theme "Better city, better life" by providing the paving for the Italian Pavilion.

The Italian Pavilion, a work of 7000 square meters for 18 meters in height, is designed by Architect Giampaolo Imbrighi like a mosaic in which different constructive modules represent the pluralità of Italian traditions and regional costumes. The Pavilion will present products and materials able of witnessing the ability of innovation, the dynamism of Italian companies and the acquired experiences in improving the quality of cities.

Professor Quintieri visit puts the seal on the partnership between the Commission of Italy and GranitiFiandre and was the occasion to present the innovative material that will be used for the paving of the Italian Pavilion.

The selected material is part of one of the most recent novelties proposed by GranitiFiandre: large size slabs (48"x24") from the NewGround collection, chosen in the color Anthracite, a shade that is at the same time deep and warm, suitable as the best background to the products that will be presented to testimony Italian creativity and excellence.

Anthracite Ground is a material that well describes GranitiFiandre attention for environment and ecology, as it is within the parameters required by LEED (Leadership in Energy and Environmental Design), the system of quality assessment in terms of energy and environmental issues in the field of construction or renovation of environmentally sustainable buildings.

The sensitivity to the environment is an essential theme of the Exposition and the Italian Pavilion - named "City of man" - is designed to capture the excellence of Italian production in terms of attention to the individual.



In this perspective, GranitiFiandre constantly invests in research and vanguard production technology: NewGround collection is among the proposals resulting from this development, being composed for over 40% of recycled materials, but the goal for the future is to create a product made from 100% recycled materials.

“Once again GranitiFiandre shows a strong sensitivity to the culture of the project - says Graziano Verdi, President and CEO of the company - offering innovative solutions for great works of architecture in the major metropolis in the world, such as Shanghai that, with the upcoming Expo in 2010 is putting itself in the center of urban development.

“The Italian Pavilion – goes on Verdi – is part of the culture of architecture of which GranitiFiandre is a great supporter, always near to great architecture and that will make the Italian Pavilion yet another prestigious reference. Being selected by the Commission of Italy for Shanghai World Expo 2010, which in fact is the Olympics of contemporary architecture, is the seal of the results of research and innovation of our company

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