

**OPEN
DAYS**

**20
Settembre
2021**

**Masutti Marmi e Graniti and outdoor ceramic. Its various uses.
Focus on ventilated facades.**

Before commencing...

A great thank you to Laminam

For collaborating in this first meeting, the first step of a route looking at training and information.

(And particularly to Massimo, Michele and Francesca)



*A heart-felt thank you also to Derve Decor Store in Zoppola of Podernone,
Official local dealer.*



The ceramic outdoor environment

Not all materials are suitable for outdoor installation.

But ceramic is perfect for this: it has great durability, resistance to UV rays, to rain and adverse climate conditions, resistant to fire, mold, stains, salt, slipping and it is also easy to clean.



Why is it also suitable for the outdoors?

Spending time outdoor is synonymous with «living well».

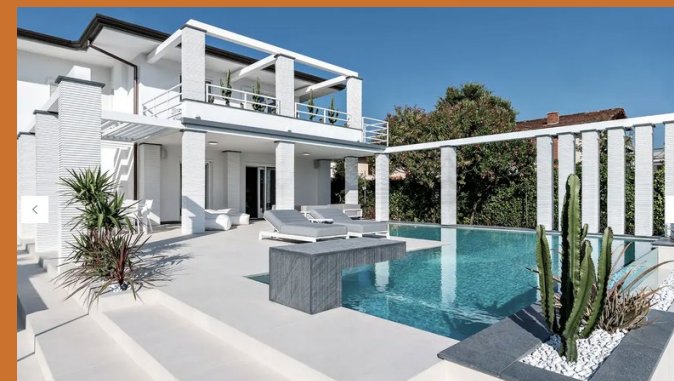
The ceramic is an ideal product to complete outdoor spaces as a just right continuation for the inside of the house. It is an excellent product since it is the perfect bond between design and performance.

It is always more frequent to see outdoor areas decorated as homerooms, as if they are extensions of the living room, the kitchen, or the sleeping areas.

Its various uses

From the building cladding to the realization of floors such as terraces, pool edges, pedestrian paths, porches, garden kitchens, and many more with the scope of providing an extra value to life in the open air, with ideal solutions to decorate the outdoors with the Made in Italy touch.

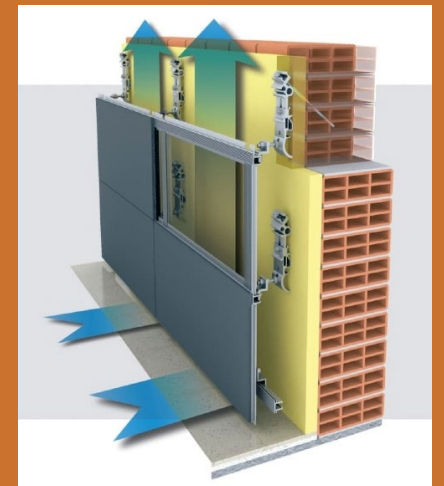
Last but not least: the **ventilated facades**.



The ventilated facade. What is it?

The ventilated facade is a cladding system that puts together two characteristics that seem to have nothing in common: the protection against weathering agents and transpiration. These are false walls installed at a specific distance from the building's facade. This leaves a cavity that allows the passage of air. Hence, the ventilated facade is a system for the natural air circulation.

Hence, the ventilated facade is a system for the natural air circulation. Consequently, this provides that in the summer the hot air in front of the facade slips away, while during the winter months, the ventilated facade allows taking advantage of the natural flow of air to avoid the stagnation of water and consequently cold dump.



A dedicated line

In Masutti we are confident about the great benefits that ventilated facades provide to our everyday life in terms of saving on energy consumption thanks to its thermo-insulating function and improved salubrity due to the reduction of issues connected to humidity and acoustics. We are always focused on the market needs and we created a line fully dedicated to ventilated facades for the outdoors, mainly made of ceramic slabs that can come in custom-made formats as per project specifications.

Facts, not only words!

We put great care in this project. As a matter of fact, at our office it is possible to see a ventilated facade installed as a wall cladding, which is made of different colors and materials



Masutti in practice

To support the commercial development of the business, the Company guarantees:

- Support in the preliminary study for the contingent intervention also with the production of renderings;
- Technical advice for the selection of materials, the structural design, and the relevant authorizations;
- The supporting consultation from Laminam, that can provide help in the selection of the most appropriate materials for each situation;
- Consultation for contingent documents necessary to obtain the relevant incentives;
- Installation squads to execute the works.

A topic we need to think about

Which is the reason why these materials - which are perfect for the outdoors - are not used and not «endorsed, proposed, promoted» for the realization of outdoor kitchen tops, as they should be?

Maybe we are missing something.
Maybe we are all making a mistake.

Let's think about this!

This is the newest initiative of Masutti Marmi e Graniti.

We are pleased to share with you
OUR new awareness campaign
For the re-use of wooden packages, because

***«Bring the package back, and the trees will be
protected!!»***



Every time a packaging is returned, we will recognize a 10 Euro token.

Once 10 packages are returned, We will give you a 100 Euro voucher that can be spent on the next order Placed at Masutti Marmi

Last but not least...

**And to seal the great understanding between Laminam and Masutti Marmi,
In preview just for you**

**here is our latest, unique and «admirable»
creation!**

Seeing is believing...

Thank you all for your attention and...
See you at the next meeting!

