

**OPEN
DAYS**

**14
Ottobre
2021**

Masutti Marmi e Graniti
authorized dealer of Atlas
Concorde tiles: the reasons
of this choice.

Before commencing...

*A heartfelt thank you to Atlas Concorde and Atlas Plan,
for cooperating with us in this meeting
which is just a step towards
training and information.*

*(Particularly to Monica Magro of Atlas Plan and
Stefano Chiavaroli of Atlas Concorde)*



Atlas Concorde and Atlas Plan. Who are and What they do

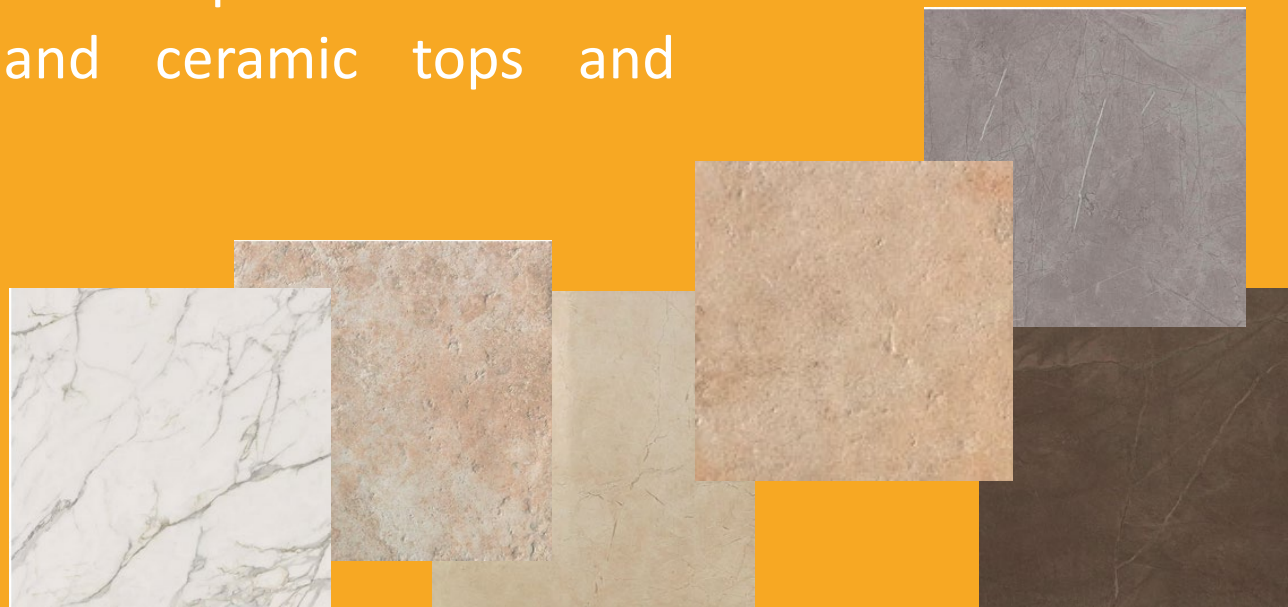
Atlas Concorde is the parent company of Gruppo Concorde, one of the most important ceramic holding in the world. They have more than 2500 employees, 2 production plants in Italy, 1 in the USA, and 1 in Russia. Also, there are several showrooms and sales offices in the 5 continents. Starting from 1969, Atlas Concorde became one of the leading brands in the works' ceramic field and highly skilled in the production of porcelain stoneware tiles for indoor and outdoor use. These exquisite tiles can meet any architectural needs.

Atlas Plan is a brand belonging to Atlas Concorde, specialized in manufacturing big dimensions porcelain slabs. Atlas Plan surfaces are characterized by innovative materials and a sophisticated style. They can add a distinctive touch to every indoor and outdoor setting. Atlas Plan offers a wide range of formats, thicknesses, and finishes for surfaces needing hygiene and resistance such a kitchen tops, washbasins, tables, and vanity for bathroom furniture.

Why did Masutti decide to sell tiles from Atlas Concorde.

A layman would wonder why Masutti - specialized in the manufacturing of stone, quartz, and ceramic tops and furnishings - decided to sell tiles too.

It is as simple as that!



First of all, Masutti Marmi wants to offer to its Clients a 360 degree service.

Nowadays the trending style sees kitchens that are one with the home's living area: with great spaces without divisions/partitions and harmony is a must.

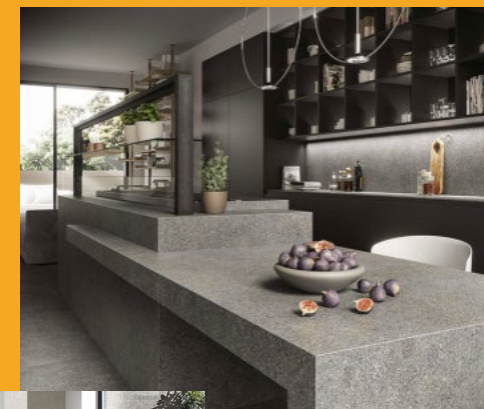
Thanks to its big slabs, Atlas Plan offers an excellent product for the kitchen and/or furnishings. Atlas Concorde proposes also **flooring and cladding** solutions that match the texture of big slabs.



The unbreakable bond between Atlas Concorde & Atlas Plan.

The great peculiarity of these 2 brands is that the first finds its “extension” in the second’s products.

Tiles manufactured by ATLAS CONCORDE find their continuity - in terms of color, texture, and finishing - in the big dimension ceramic slabs produced by ATLAS PLAN.



atlasPLAN
THE SIZE OF EMOTIONS



atlas concorde

Masutti Marmi is an official transformer of Atlas Plan.

atlasPLAN
Official Fabricator



Masutti Marmi is a friend of the environment...

We are one of the few stone field Companies certified with the ISO 14001 standard and in our daily activities we rely on eco-sustainable technologies, procedures, and expedients with a low environmental impact. The main objective is the reduction of every actions of ours.

- We produce electrical power thanks to a photovoltaic implant placed on our buildings' roofs. The supply provides for our daily needs.
- We treat the water used during the stone slabs' manufacturing process with a specific implant and in addition to that, we monitor the process for the disposal of scrap material deriving from the same treatment.



... Masutti Marmi s a friend of the environment.

- We give always more importance to natural stone as this is an extremely low environmental impact material. This is why we launched a dedicated line: Natural Stone Masutti.
- We work with materials that do not entail - or at least limit - the content of resins and silicones.

But this is not enough!

We want to do more.

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.

The new equipment to install tops...

After a statistic study of the complaints/signaling arrived in the Company, it is still high the number of breaks that our Clients provoke during the transportation or the installation of the kitchen tops. So we felt obliged to understand, delve into the topic and solve it.

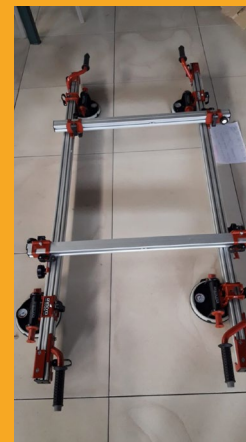
How the idea was borne. I attended in first person a class organized by Atlas Concorde on the installation of big tiles, which was in cooperation with Raimondi (manufacturer of installation tools). This is when I understood something could be done.

By implementing an already existing tool, which is a “must” for the installation of big dimension tiles, we were obtained an efficient tool for the installation of kitchen tops.

... The new equipment to install tops.

Brief description. The instrument - that you can see here soon - is adaptable: it can be extended or shortened, widened or tightened depending on the needs. It has been handled to facilitate the transportation and installation of the top. The hooking of the slab or top is done with innovative suction cups that guarantee a firm and secure grip.

The next step. As soon as we complete a testing period with our Client who decided to cooperate with this experiment, the equipment will be put on the market. The deadline for its commercialization is the end of November 2021.



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

