

# TILE

## International

### In the spotlight

- 34 - "The future starts today, not tomorrow", talking with Giorgio Squinzi (Mapei)
- 38 - Progress Profiles keeps growing
- 42 - New plants on-stream at Original Parquet
- 46 - Andrea Castrignano for Ceramica Rondine

### Economy & markets

- 52 - 2016 Ceramic Tile Market Update
- 56 - The Russian building market
- 64 - Confindustria Ceramica's data for 2016

by Andrew Whitman, TCNA



Contents	
3	Editorial
34	In the spotlight
38	Progress Profiles keeps growing
42	New plants on-stream at Original Parquet
46	Andrea Castrignano for Ceramica Rondine
52	2016 Ceramic Tile Market Update
56	The Russian building market
64	Confindustria Ceramica's data for 2016

**Testata: TILE INTERNATIONAL**

**Data: Marzo 2017**

## In the spotlight

# Progress Profiles keeps growing

Progress Profiles, a major Italian manufacturer of technical and decorative finishing profiles, with a proven track-record of creativity and professionalism, has closed 2016 with an increase in revenues of over 25%, and exports accounting for 34% of total turnover. Having fully renovated its Dubai site in 2015, **PROGRESS PROFILES** opened a new subsidiary in Melbourne, Australia, in 2016, bringing its total number of foreign subsidiaries to three. Dennis Bordin, Chairman of Progress Profiles, is fully committed to further increasing the company's worldwide market share, and says: "We keep re-inventing ourselves so as to grow and meet the needs of the most discerning customers, by focusing on a high level of

specialisation, technological research and innovation, and always giving top priority to the use of high-quality materials, that represent the highest standards of Italian manufacturing."

**Tile International:** So you are still pursuing your policy of expansion on international markets?

**Dennis Bordin:** "Definitely: Progress Profiles will carry on growing on international markets, with exports now reaching over 60 countries. This has proved to be a successful strategy over the years, thanks to our ongoing commitment to technological research, creativity and the quality of the material we use.

In 2008, we became the first company in our industry to open a subsid-



**Testata: TILE INTERNATIONAL**

**Data: Marzo 2017**



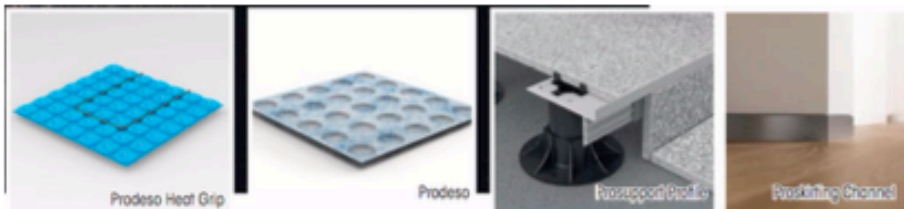
Progress Profiles headquarter in Asolo (Italy)



Australian subsidiary

subsidiary in Dubai, which we completely renovated in autumn 2015, before recently adding an extra warehouse and showroom. We opened our American headquarters in New Jersey in 2012, and PPA Inc has become our top performer at Group level.

Most recently, in October 2016, we opened a new site in Melbourne, Australia, which will play a key role in improving our service to the Asian markets of New Zealand, Indonesia and Japan. Our goal remains that of expanding the Group worldwide, and making it a focal point for everyone looking for installation systems and finishings that incorporate authentic Italian design, which is a perfect blend of el-



Prodeso Heat Grip

Prodeso

Prosupport Profile

Finishing Channel



**Testata: TILE INTERNATIONAL**

**Data: Marzo 2017**



Progress Profiles headquarter in Asolo (Italy)



egance, innovation and material quality."

**Tile International:** But after opening your new headquarters in Asolo, you carried on making investments in Italy throughout 2016, didn't you?

**D. Bordin:** "Our new HQ in Asolo, which we opened in 2015, is a paragon of green building and incorporates many of the most innovative architectural and construction concepts. Built using raw materials that meet REACH\* requirements, the building incorporates highly advanced architectural and construction concepts that combine eco-sustainability with aesthetic impact and class-A occupant well-being. Although our new HQ offers over 13,500 sq.m of floor space, we found we needed to put up another, adjacent building in 2016, to give us an extra 2,500 sq.m to use for au-

tomated warehousing and production purposes. The total floor space of our Asolo facility now amounts to 16,000 sq.m, and the photovoltaic systems we have installed there generate 800 kWh of electricity."

**Tile International:** What are the latest additions to your product range?

**D. Bordin:** "Every year Progress Profiles launches new products, born of technological research that sets new trends and combines high-quality design with innovation."

-Our new profiles for coverings include Prolistel Channel and Proterminal Int, both of which are made of aluminium. Prolistel Channel has a special F-shaped section and can be used as a track for installing glass fixtures on floors and walls, while Proterminal Int creates an internal corner and protects the external corners

of coverings and their perimeter closure.

-For raised flooring in ceramic, wood and composite material, we have developed and patented a new system called Prosupport Profile, for use with the Prosupport System: the new system protects and finishes the outer edge, so that risers can be fixed, with or without decorative elements, without using unsightly clips and mountings.

-For exterior use, we have developed Proside Walk, a perimeter profile in painted aluminium, designed to protect the edges of tiles laid along pavements.

-Our skirting boards include Covecap and the Procap profile, both made of co-extruded, non-toxic, flexible vinyl resin, which are ideal for vinyl flooring and carpet because they provide coving and pe-

rimeter closures that facilitate correct installation."

**Tile International:** How is Progress Profiles responding to the question of vocational training for tile setters?

**D. Bordin:** "Our company has always paid close attention to the technical updating of trade professionals, and we firmly believe in people and training as a cornerstone of our development policy. That's why we have made substantial investments and equipped our HQ in Asolo with a Progress Profiles Training Centre. This includes a 150 sq.m showroom with a further 200 sq.m specifically designed to receive architects, engineers, surveyors, designers, contractors and installers. We are also still successfully running the Progress Profiles Training Academy, which offers a wide range of free technical workshops and

## Testata: TILE INTERNATIONAL

Data: Marzo 2017

seminars, both at our headquarters (where we bear the cost of accommodation for participants) and all round Europe and Italy's major cities. The courses are certified by the National Council of Architects, and in recent years, we have met over 3,000 professionals and visited over 60 cities, including foreign capitals such as Beirut, Kiev, Krakow and Madrid. These courses include practical demonstrations, in which participants gain hands-on experience under the guidance of our technical personnel, and theory sessions covering certifications and regulations. The course entitles Italian participants to 6 training credits, which is the maximum number laid down by the order of architects."

**Tile International:** How are your end-of-year results looking?

**D. Bordin:** "Progress Profiles has recorded growth of more than 25% in 2016. Our exports are now reaching over 60 countries and account for a substantial 34% of turnover. At the

same time, our home market, with 66%, is still growing strongly and steadily. This is a major achievement and it derives from our constant commitment to investing in technology and specialised training, backed up by highly qualified, well managed staff, comprising directors, area managers and a first-class sales network."

**Tile International:** What are your forecasts for 2017?

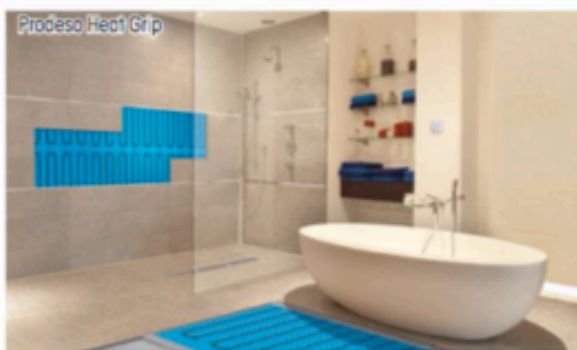
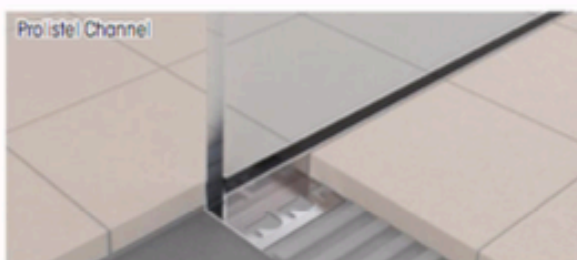
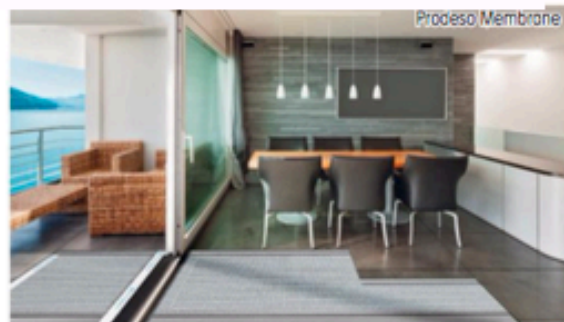
**D. Bordin:** "This year, as well as expanding our Australian market with the aid of our new Melbourne facility, we are planning to step up our investments in the American market and the Middle East, both of which are enjoying continuous growth.

As for products, we're putting in a lot of work on membranes. Our Prodeso membrane is still earning widespread acclaim thanks to its special characteristics. As well as providing a waterproofing and decoupling layer, it ensures adhesion to the substrate and floor covering, facilitates optimum vapor management, drastically reduces construction times

and uniformly distributes the load and heat of any heating system that may be installed. We have also just developed a new membrane for the Prodeso Heat system: thanks to its new shape, Prodeso Heat Grip ensures better anchoring of the adhesive, higher tear resistance and a higher vapour venting capacity.

Our skirting boards are still among our key products too, especially the models with contemporary design, which can now be applied to plasterboard walls thanks to the integrated system they incorporate. Our best-selling products include Proskirting Flat and Proskirting Channel, two elegant flush-mount skirting boards with or without internal decorative channel. For

our entire range of aluminium and steel skirting board, we will provide internal/external angles, joints and caps made of metal (aluminium with various surface treatments) as well as plastic, so as to make them durable and, above all, elegant and attractive. Lastly, thanks to new machinery, we can now create exactly the nuance of wood that customers want for their specific requirements, from light and bright birch to cherry, oak and maple for our Skirting Line 7011/7016 and ProInsert System Line. So yes, we expect 2017 to be another year full of challenges and success stories, and we will carry on investing in research and new technologies, with a constant eye to the future". X



**Testata: TILE INTERNATIONAL**

**Data: Marzo 2017**