

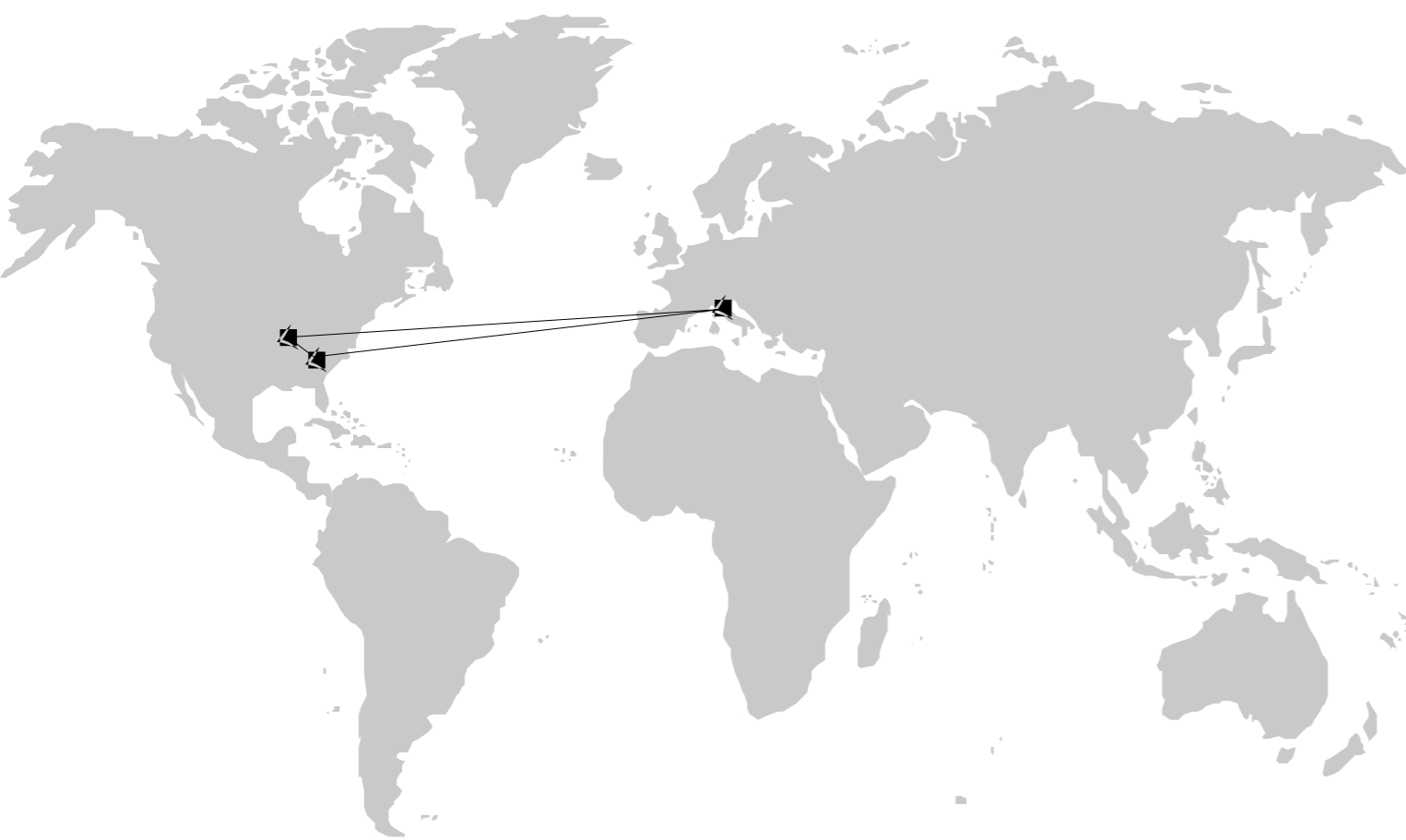




- Italian tile in U.S.A.
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Italian tile in U.S.A.

Florim USA possesses the Italian soul and expertise of its parent company Florim, the gem of the **Made in Italy** ceramic sector. Florim USA in fact has its manufacturing roots in the "Made in Italy" concept. The label is synonymous with **experience, quality, innovation, dependability**, and **creativity**, and Florim USA has excellently adapted these qualities to the American stage.



Thanks to its heritage of experience and passion for work, both cornerstones of the company's manufacturing philosophy, Florim USA blends beauty and functionality, **evolution and regard for the environment**, thereby offering quality solutions that correspond to the stylistic, technical and ecologically compatible requirements of contemporary American residential architecture.

FLORIM: Passion and experience for quality solutions

Florim's identity takes roots in the heart of the industrial district of Sassuolo. Geared toward technological and responsible growth, the company offers quality, efficiency, and innovation to the world of building projects and design. Florim's approach to the market is aimed at creating a culture of housing and at disseminating a new aesthetic of surfaces. It consequently provides architects, designers, and businesses with concrete **solutions to specific practical, technical, and stylistic demands.**



Florim's focus on research, its expertise in planning, involvement of its human resources, and high manufacturing quality fostered by continuous technological improvement, have led the company through an industrial evolution that has ensured its **leadership** in the global ceramic sector.

FLORIM: A brief history

1962: The engineer Giovanni Lucchese introduces to Italy the production of **extruded klinker**, an avant-garde German technology at the time. Floor Gres is founded in the very heart of the Sassuolo industrial district.

1967: Floor Gres is the first Italian manufacturer to produce **white-body single-fired tiles**, using technology later adopted by most ceramic companies.

1976: Floor Gres establishes a new facility for commissioned projects: the **Swimming Pool Division**.

1981: As one of the world's premier companies, Floor Gres begins producing **fine porcelain stoneware**. Today, Floor Gres has unparalleled expertise in the manufacture and application of this material.

1984: Following the premature death of his father, **Claudio Lucchese** takes the helm of Floor Gres.

1990: Floor Gres acquires **Cerim Ceramiche**, founded in Romagna in 1962.

1992: **Florim** emerges from the union of Floor Gres and Cerim.

1994: Florim acquires **Rex Ceramiche Artistiche**, originally founded in Fiorano Modenese in 1968.

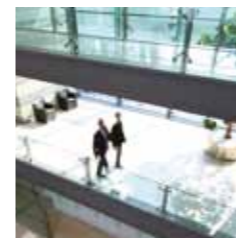
1995: Florim establishes the **Projects Division**, which provides technical and design support for special applications of ceramic products (raised and industrial flooring, ventilated façades, swimming pools, and so forth).

2000: Florim purchases a manufacturing facility in the United States: it is thus that **Florim USA** is born as a leader in the American market.

2005: Florim acquires **Casa dolce casa**, among the youngest and most distinguished companies in the ceramic industry.

2006: Florim launches **Casamood**, a brand dedicated to interior design, offering color-coordinated surfaces and new materials in addition to porcelain stoneware.

2008: Florim Solution: this is Florim's answer to architectural demands for the best solutions to a variety of project requirements.



FLORIM USA: A large manufacturing facility in North America



Strength in research, continuous development of avant-garde manufacturing technologies, and ability to capitalize on and enhance industrial know-how that satisfies an ever-changing market, have allowed Florim to establish **one of the largest porcelain ceramic facilities in North America.**



Continued investments in the facility and production lines have allowed the company to adapt its own industrial philosophy to market demands and to achieve excellence in both manufacturing and distribution. Evolution and enhancement of its technical-industrial heritage, research, environmental concerns, and belief in sustainable development characterize Florim USA and place it at the summit of the American porcelain tile industry.

FLORIM USA: Concern for the environment and social commitment

The Nobel Prize winner Paul J. Crutzen defined **Anthropocene** (from the Greek “man at the center”) as the geological era in which we now live: a historic period in which humanity is technologically adept at changing the Earth, but not wise enough to conscientiously steer this change. If indeed we are to protect our planet, it is imperative that we make choices governed by awareness and sustainability.



Committed to such choices, Florim continuously invests in the research of materials and manufacturing processes that can give impetus to an **industrial evolution that is compatible with ecologically sustainable requirements**, such as contemporary architecture has also adopted.

Fully aware that the focus on sustainable development induces a more meaningful and ample growth of all of society, Florim has become a member of the **U.S. Green Building Council (USGBC)**, a non-profit organization established to encourage Americans to adopt eco-sustainable building practices. To this purpose, USGBC launched LEED® (Leadership in Energy and Environmental Design), a classification and certification program that assesses the sustainability of building projects vis-à-vis specific parameters, including energy conservation, use of renewable resources, environmental impact, and the selection of construction materials derived from recycled raw materials.

It is precisely in the **“Materials and Resources”** category that Florim can confer LEED points to a building, thanks to the eligibility of its own product lines, as certified by **Bureau Veritas**. Moreover, LEED certification also rewards projects that utilize products manufactured within **500 miles** from the building project.

Florim has also garnered the distinctive recognition of **Bureau Veritas** for Cerim’s **Recycled Stone** line. This certification attests to the use of **recycled** material in the manufacturing process and represents for Florim a significant step in enhancing an efficient industrial philosophy, which allows the company to optimize its investments and to ensure that its products fully conform to the latest domestic and international standards.

Florim USA thus promotes the development of green structures, as well as a new sensitivity toward sustainable building, a philosophy adopted by the Green Building Council and embraced by Florim USA as a corporate priority.



LEED





Environment
PRIORITY ONE

ECOLABEL

Florim's environmental commitments have led to the creation of **Ecotech/**, the Floor Gres porcelain stoneware line whose **patented** formula was obtained by recycling powders, pastes, and residues from the plant's industrial processes. The reintegration of such compounds into the production cycle occurs without compromising the efficiency of the plant and without weighing down the energy budget. With Ecotech/, Florim converts waste into resources and recreates matter in a creative fashion, transforming it in the end into an innovative project design. Ecotech/ was the first product line to receive **Ecolabel** certification, the European stamp of ecological quality based on an analysis of the product's entire life cycle. The Ecolabel is thus a guarantee of reduced energy consumption in production, decreased emissions into water and air, and functional and sustainable waste management.

The technological evolution spurred by Ecotech/ has allowed the company to bring the total portion of **recycled material in its plants to 98.2%**. This result attests to Florim's continued commitment to further enhance its performance in the ecologically sustainable sphere.

Aware furthermore that real technological development cannot exist without profound regard for the environment, Florim has developed "Environment Priority One - Using Nature's Resources Responsibly," a label meant to conform to ISO 14021 standards and at the same time confirm Florim's commitment to the reduction of energy consumption in its manufacturing processes, to the decrease of emissions into the air, to the complete recycling of water, and to efficient waste management.





