

A PURELY ITALIAN HEART BEATS IN THE VERY HEART OF RUSSIA.

27/3/2017: Laminam opens its new production facility, Industrial Park Vorsino (Moscow)

On the forthcoming 27 March Laminam, specialised in the production of **large format ceramic slabs with only a minimum thickness** for architecture and furnishings, **will celebrate the opening of its new production facility in the Industrial Park Vorsino**, an important industrial area in Kaluga Oblast, around 100 km from Moscow. The facility is entirely dedicated to the production of surfaces in porcelain stoneware in the format 1000x3000mm, in thicknesses of 3 and 5mm, and adopts the same innovative technologies that were developed in the company's main production plant in Fiorano Modenese.

This makes Laminam the first and only company to manufacture ceramic slabs in Russia and represents an important step towards the company's internationalisation and increase in its production.

"With an investment in technology of 25 million Euros and an annual production potential of 1,000,000 m² of ceramic slabs, Laminam has created a new production site for ceramics in Russia, which is efficient and highly automated. It will also significantly increase the production capacity for our surfaces measuring 1000x3000mm, and will meet the growing demand on both a local and international scale" – Alberto Selmi, MD of Laminam.

An expression of excellence and innovation of Italian industry in the world, the new factory covers a surface area of **14,000 m²** and reproduces all the characteristics of the **"Laminam model"**, exploiting the technological systems and machinery created by the System Group, to which the Italian company belongs.

The production process meets the state of the art and is based on an **exclusive system of compaction** of only the finest selected clays and feldspars, sophisticated **decoration systems**, **hybrid furnaces** that run on gas-electricity and are low on consumption, and **dry cutting systems**, which reduce water consumption and water purification costs.

The opening ceremony will take place **one year after the agreement** by which the company became **the majority shareholder in the company "LaminamRus"**. This agreement was sealed at the Kaluga Region Embassy, in the presence of the ViceGovernor of Kaluga Oblast, Potemkin Vladimir Vasilievich, the President of Laminam, Franco Stefani, the Managing Director of Laminam Alberto Selmi, and the entrepreneur, Ismail Timirovich Akhmetov. Through LaminamRus and the new industrial site, Laminam will take advantage of a strategic position that will eliminate logistic barriers and guarantee a greater service level to customers in Russia and in the other Republics of the former USSR.

At the same time as the opening ceremony, Laminam will also be at the **Batimat of Moscow** from 28 to 31 March, the International Construction and Interior Exhibition, further proof of the potential of the Russian market - a showcase for a live display of the large surfaces in porcelain stoneware in a wide array of collections, where their numerous applications will be on show.

This is a double appointment in just a few days, that will shed light on the determination, intuition and passion of Laminam to make its ceramic surfaces known to a large audience, embarking on **totally new paths**, and maintaining the **same high quality of design** and its **logic of sustainability** that distinguish this Italian brand.

LAMINAM S.p.A.

Specialising in the production of large-size, minimum-thickness ceramic slabs for architecture, interiors, design and furnishings, Laminam is the first company to have fully industrialised the manufacturing process.

LAMINAM was founded in 2001, when engineer Franco Stefani had the idea of patenting the technology of this innovative production process and imagining how it could be used. These ceramic surfaces are produced using the cutting-edge machinery created by System Group, Laminam's parent company. The main factory, in Fiorano Modenese, Italy has been joined by two new facilities set to triple production capacity: one in Borgotaro (Parma, Italy), dedicated entirely to 1620x3240mm size slabs, and another in Russia, located in the Industrial Park Vorsino, not far from Moscow, reserved exclusively for 1000x3000mm slabs.

With a consolidated turnover of about 68 million in 2016 and a growth trend of 30%, it exports to Europe and North America, the Gulf States, Russia and the Far East, and its products are distributed in all 5 continents. LAMINAM boasts an extensive portfolio of projects created all over the world, and has established a number of important partnerships, in particular with the Japanese giant Toto Ltd, thanks to which LAMINAM is also able to offer the innovative photocatalytic treatment Hydrotect®, which makes the slabs self-cleaning and air-purifying.