



CERSAIE 2015

Day 1

Many of you have received my bullet notes before, this is not an article but a "fact sheet" of my likes and some dislikes.

I bolded a couple of my favorites in red....

OK so day 1 is done and I like to sum up things with one adjective..... BIG! as we all know it sizes are getting bigger and we are all figuring out how to sell, install and handle these sizes. It's a good thing as they are going to continue to come. Also, white body wall tile is back BIG time as many companies have the rectangular versions in monochromatic, undulated and spatula design. Oh yeah and don't forget the "Chevron" shape is making a comeback.

Hall 36

Del Conca – Giugiaro is a new line designed by the car designer and has a unique "tie" into the decorative elements with "Air intake" and "Carbon fiber". Three very cool colors.

The "Brick Look" - let's face it Mediterranea nailed it the first round with Chicago Brick and Rondine came out with their version but let's not take the brick look beyond what it truly is.... Many companies have "painted brick looks" that really haven't impressed me.

La Platera - Cool 3x6 backsplash program and the Ressorit line has a great visual.

Viva - Yes the first cement line, soft color palette in 4 different sizes 24x24, 24x48, 32x32, 40x40. Also, check out the Paper Bianco interesting from a distance.

Emil - while Emil had another brick look they had Brick Design Paint which I thought was cool and a wide range of colors. They also had some very cool mosaic designs with Milestone, Tip Tap & Esagona Bicolor - which was a hex within a hex. Oh they also had Kotto Brick which was nice in a 2"x9" with a nice color palette.

Provenza - Groove was groovy (ok maybe a little bit much but I thought it was nice) kind of a European Limestone look with four color and great mosaics.

Baerwolf- interesting rectangle's and patterns in wall tile

Tagina - Details - 3D & pillowed looks for walls.



Refin - Labyrinth - Angle & Mirror these designs will allow freedom for designers to be creative. Plant - 6 colors and sizes in a cement/spatula look. I liked it.

Imola - Wave - 5x13 wall nice....They had a very interesting design you have to check out for wall in a 4.7" x 7" (yes it is a weird size, but that's why we come to Cersaie) with very cool designs.

Proxima - check out the wall Form in 6"x7" hex, Avenue in 3x6 and District in 3x12

Hall 25

Mirage - Noon - yes that is the name. Wood with polished and unpolished five colors, two sizes (one being a Chevron) and two surfaces, polished is cool.

Fondovalle - Furnace Simplicity - Concrete look with some more big sizes, but nice newer graphic.

Self - nice wall tile company out of Italy. With multiples lines: Rectangle, Silk, and Kalahari.

Villeroy and Boch - Creative System - 32 colors in three sizes.

Fiandre - large, large panels - what can I say that are just awesome!

Dom - Aria - funky undulated wall, nice deco's in a tulip pattern

Italgraniti - White and Beige experience been around but is really nice.

Cerdomus - once again didn't disappoint us. Kendo is still kick ass from Coverings. Materia is new in a stone mix plank. Quintessenza Marble just go check it out 3x12, 8x24, 8x48, 12x24, 24x24, 16x24 the Sequoia Black is awesome.

Natucer - 3D Hex - it's a cool mini 3D hex. Manhattan with multiple wall shapes, their Brocat Modelia and Caprice are nice hexagon looks

Hall 22

The hall of, "who am I"some different vendors and staples in this hall

I think Bisazza may be having an identity crisis. Anyways wild hexagon and they had some glass lines...

Brix - cool micro mosaics

Everstone - out of Australia always brings really cool water jet designs in both glass and porcelain.

Marmi Faedo - check out what's behind their entrance very cool tub with running water and a one piece multiple sink piece that was too awesome to miss.



Hall 15

Keraben - excellent Spanish factory with great leadership. Evolution kind of a modern concrete, but nice colors and size package with four sizes and two finishes. Also, I liked Uptown another concrete but more of a next generation look.

Florim/Rex - panels 32" x 96" just awesome!

Gamma Due/Ornamenta- let's talk the hippest booth, a giant foosball table how cool! While many of us thought this was way too nichey I would say you need to take another look....

Pick & Brick - a 2" x 6" wall with 20 colors with some of them even blended in the box! Paper... White, Grey and Black pull out your chalk and have some fun kids this will end up in every bar, coffee shop and my kid's rooms!

Hall 14 AKA "THE PANARIA GROUP HALL"

Cotto D'Este - Blustyle Marmomex is a great looking marble look.

Panaria - Yes another wood but I really like Crosswood

Zirconio- Idea Wall in white and black in cool visual with a wide range of hip deco's! Also look at Imperium nice color with great white veining.

Hall 16

Gambini - Epoca ok can you say SKU count - 55 colors in both gloss and matte of 8x20 wall tile and deco's!

Sant Agostino - Shadewall was very nice in an undulated wall tile with great colors and variation, they also have Shadewood and Shadestone but the wall was a keeper. Digital Art was shown in a large area and is very nice as we saw at Coverings.

Equipe - great wall shapes check them out.

Hall 18

Atlas - once again a nice look and overall concept with Dwell and EticPro wood - check out the entire look at the glossy counter top in the booth. 3D wall designs are also cool!

Fioranese/Coem - Kanvas a trowel, tweed look very different. Yes a "travertine" look Reverso nice colors especially Patinato they nailed it! Painted wood - again different take on wood but nice- Folly Blue, Manor Grey, Comfort White. Really like Chevronchic 3x24 and 3x21/3x7 gotta see the colors awesome job

Hope this is helpful and we will see some of you tomorrow!



Day 2

I will send a final document with all of the information so you will have a summary you can save and it will also be available on my website as prior shows have been below:

<http://josephlundgrenconsulting.com/trade-show-notes-2/>

Since I was able to cover a lot in day 1 I have less information today and only have one hall tomorrow and then a day at Marmomacc for the "stone enthusiasts"! I will be sharing my take on the trends at Cersaie with Kemp Harr tomorrow so stay tuned to Floor Daily, if you're not signed up a highly recommend you do as he has great interviews like the recent one with Armondo Cafiero, Managing Director of the Italian Ceramic Industry.

<http://www.floordaily.net/Flooring-Interviews/default.aspx#interview2948>

Hall 16 - yes I doubled back!

Serenissima - Duomo - nice graphic and size package 8x8,8x18,16x16, 16x32.

CIR - another Serenissima factory-New York - yes a brick look but the true next generation in a 4x8 with a hexagon.New Orleans , a Cotto look (I know another one) but has an awesome color palette with a great grey range and deco's in blue and beige range. It also boasts a 4x8, hexagon and 8x8.

Kale- Sinterflex another option for those looking to enter the thin tile market. Tonewood is a nice simple wood look with deco's.

Edilcuoghi/Edilgres -Antigua-launched at Coverings but a definite US product. Superlative - a marble look with 3 colors and two surfaces. Marblelab- check this out too another nice marble look. I really liked Move in Metro, Tube and Subway in 4x12.

Hall 19

Cevica - decorative wall very nice

Quintessenza - wall wall, wall excellent color ranges

Saloni - Up! cool line name for a range of 3D deco's very nice

Onix mosaics always a great look.

Hall 20

FAP - a great factory for wall products, very high quality and looks. Roma is a nice floor and wall and an array of formats in marble looks



Ragno - Rewind was a fresh look very clean mix of concrete and also woodcraft was nice.

Hall 18- another double back

Opera - Tudor wood was simple but nice.

Hall 26

I did a sneak speak at a couple booths as this is my last one I need to walk.

Edimax- they nailed it with Texture, a nice new crisp look not seen at any competitors.

Tonalite - another great wall selection with great shapes and colors!

Day 3

I'm done! Yes all halls walked and a few wrap up meetings tomorrow and off to Marmomacc.

A side note to start and that's for you US distributors that have not seen WOW, well WOW is all I can say. The team setup off site and delivered another set of great new products and awesome new concepts.

<http://www.wowdesigneu.com/collections/ref620000en>

I doubled back on a couple halls, but just because I found a new one I wanted to share.

Hall 15

Artistica Due - Italian company that really hits the US market at prices that make sense with the looks you need. They are not about building their brand, but focused on price and nice looking Italian product.

Hall 19

Mosavit - awesome ink jet mosaics!

Dune - check out the new line that was designed by Michael Golden at Dune. Cool colors in Cinema, Gilded & Tinsel.



Hall 26

Iris - yes we have all seen "thin porcelains" and are talking about how we install, where we install and how the heck do we handle this size tile/panel/slab in our warehouse, but let's just talk product and I was amazed at the Blue De Savoia it was the BEST I have seen in replicating the actual stone and if you have not seen the fireplace in the booth it is awesome! Now don't think well they only concerned themselves with the LARGER than life panels because they launched Aura in a 4x12 available in matte and gloss with really nice colors and deco's!

Hall 23

One last hall that was "hidden" and showcased a few vendors:

Kutahyah - check out the Versatile wall shape.. different.

Eliane - Ecovilla & Primitiva 8x48, Iron Ext is cool in a 24x48. Also their Hex in a 3D is a different look that is very cool !

Mamomacc

There were not a lot of new concepts, a lot of equipment companies almost 50% of the show! While there are a lot of stones to see and textures there was nothing new that caught my eye except for :

Hall 10

Biastone - really cool shapes and textures in a variety of colors.

The final report, next week you can find the PDF on my website at:

<http://josephlundgrenconsulting.com/trade-show-notes-2/>

Hope to see you at Total Solutions!

<http://www.ctdahome.org/tsp/2015/>