

25 YEARS OF
1997-2022

**Concrete
Works**

**IDEAL
WORK®**
THINK CONCRETE

Concrete Works

Feel free to create

25 YEARS OF
1997-2022

IDEAL
WORK®

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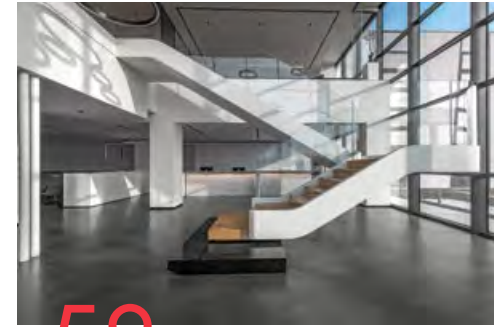
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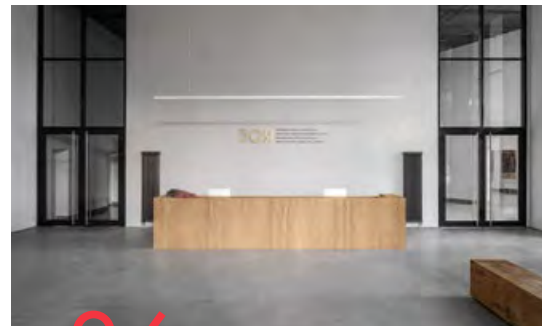
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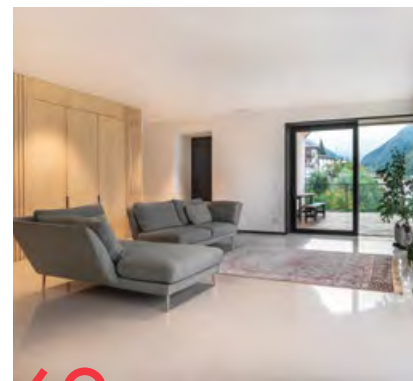
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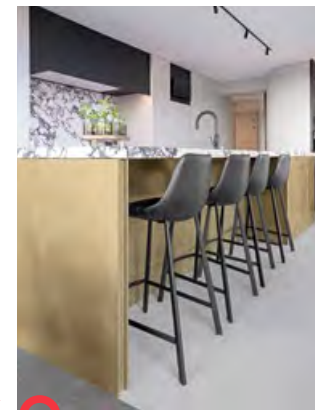
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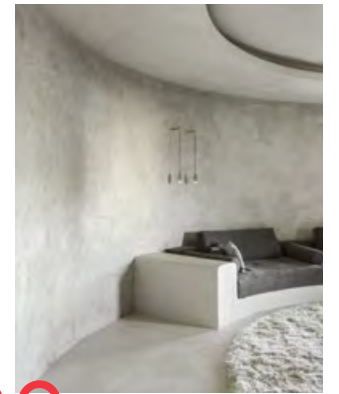
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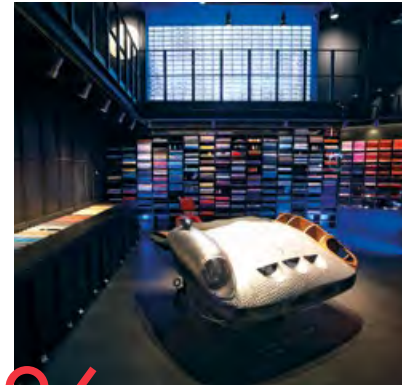
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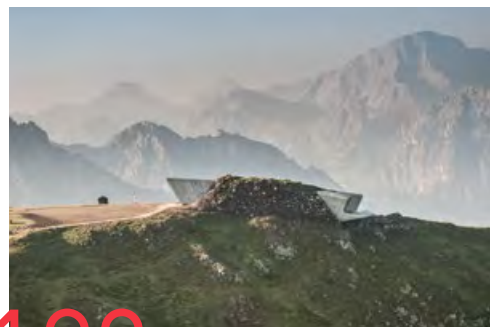
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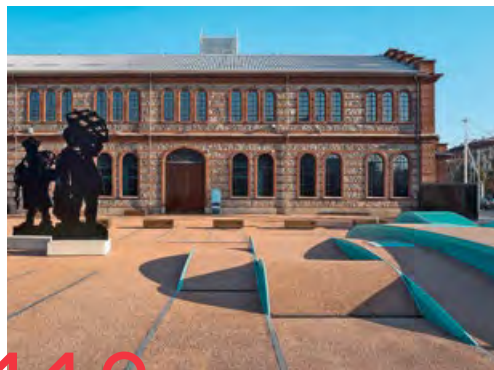
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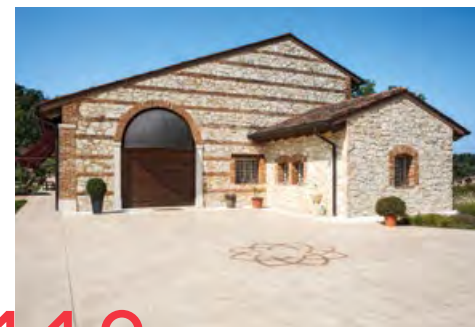
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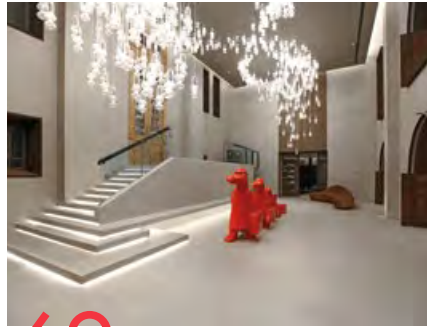
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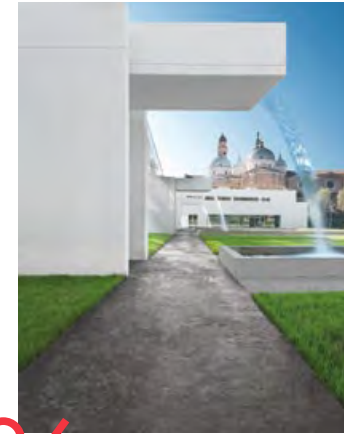
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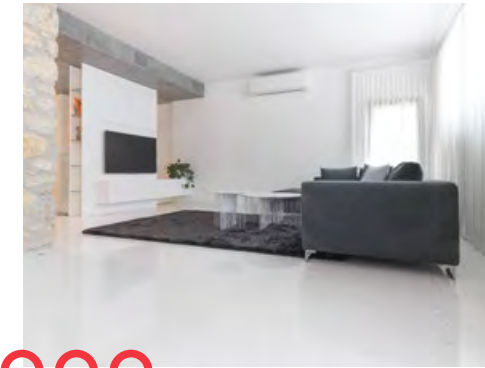
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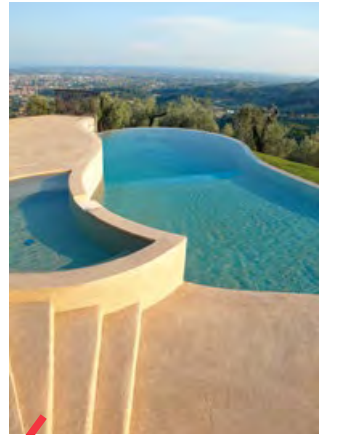
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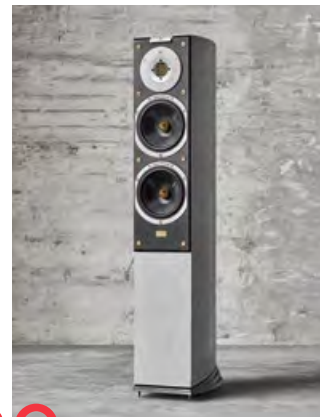
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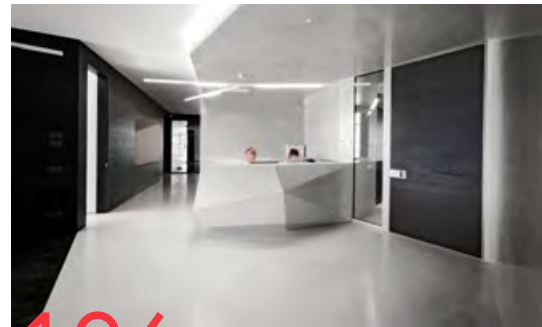
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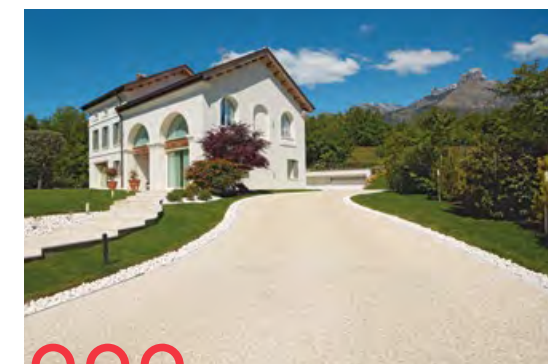
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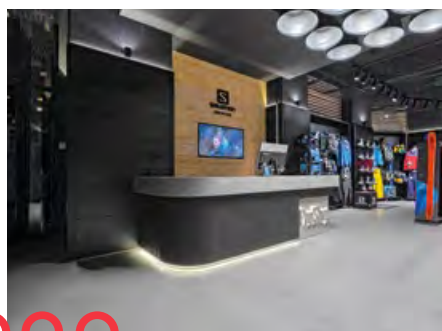


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Private Villa
Stamped Concrete



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Salomon Store
Microtopping®

EN Ideal Work® systems and solutions allow you to obtain a unique, attractive, valuable finish which can only be provided by true artisan craftsmen and quality materials. Each surface is a unique work of art.

IT Le soluzioni Ideal Work® consentono di ottenere superfici uniche e pregiate, con tutto il valore intrinseco che solo le creazioni artigianali hanno. Ogni nostra superficie è un'opera unica.

La Ghiacciaia

2020. North of Italy
Architect: [MAO Architect](#)

Lixio®+
Sassoitalia®

Near Treviso, there is a peculiar place, a restaurant with an interesting story: La Ghiacciaia is the result of an important restoration project involving a XVII century icehouse which then became a bunker during the Great War.

The project has been developed by MAO Architects Studio. Sassoitalia® and Lixio®+ have been used for the external and internal spaces respectively, giving continuity and harmony to the project.





Seabreeze House

2021. Camber Sands beach, East Sussex, UK
Architect: [RX Architects](#)
Ph: [Richard Chivers](#)

Microtopping®





Private Villa in Mestre

2020. Mestre, Italy
Architect: [ANK Studio](#)
Ph: [Luca Casonato](#)

Nuvolato Architop®

A historical villa in Mestre has recently been expanded with a new modern structure characterised by an ethereal look created by its wide glass windows. Nuvolato Architop®, used on both the internal floor and the surrounding porch, connects the different spaces with character and neutrality.



Villa Theo

2018. Schilde, Belgium
Architect: [Arjaan De Feyter](#)
Interior Architects
Ph: [lucid.lucid](#)

Microtopping®
Purometallo

Decorating with gold and a touch of colour:
those are the highlights of this beautiful,
recently restored villa in Belgium.

Just a few clever elements, attention to
detail, seamlessness and a vibrant touch
through Microtopping® surfaces.





“Chubby Girl” Restaurant

2020. Beijing, China
Architect: [Office AIO](#)

Lixio®+



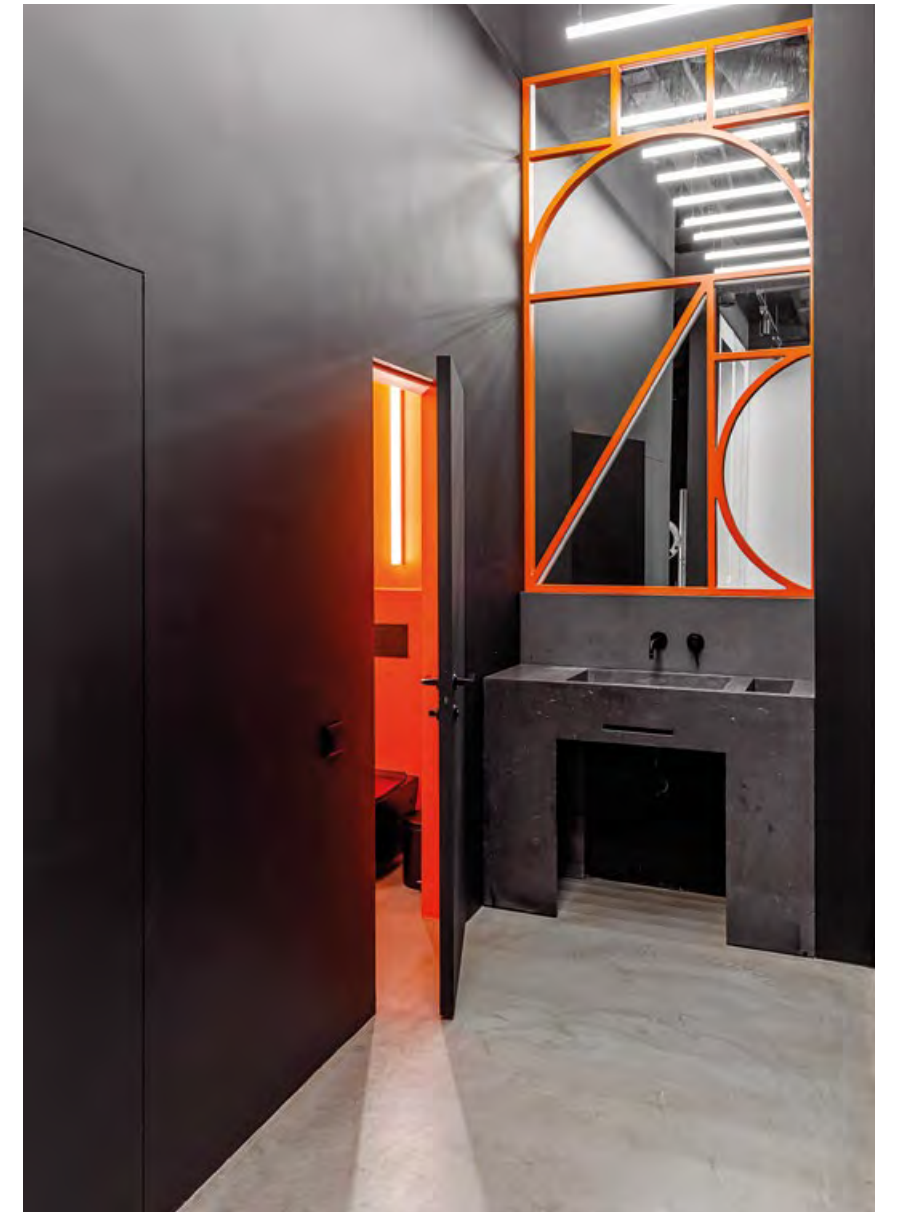
Wonderlab 2.0

2020. Krasnodar city, Russia
Architect: [Anna Lutaeva](#)

Microtopping®

Designed by architect Anna Lutaeva, Wonderlab 2.0 is a beauty parlor characterised by the combination of a minimalist and futurist style: neat lines, curves, geometry and lighting effects make this a place out of time. On the floor, Microtopping® harmoniously connects the different spaces.





Private apartment in Salento

2019. Salento, Italy

Rasico®

Natural shades and textured materials characterise a lovely apartment with a balcony overlooking the sea in Santa Maria al Bagno, Puglia. Rasico® has been used for the external areas, unifying the spaces with beauty and harmony.





Zoya Museum

2020. Petrishchevo, Russia
Architect: [A2M](#)

Nuvolato Architop®

Located in the small village of Petrishevo near Moscow, the Zoya Museum has been designed by architects A2M to commemorate a Russian heroine of World War II, Zoya Kosmodemyanskaya.

The interior is characterised by minimalism and precision – a setting into which Nuvolato Architop® and Microtopping® fit perfectly. Their use in such environments is not merely aesthetic, but also enhances the building by making the exhibits stand out.





Founder's Office

2019. Abu Dhabi (UAE)
Architect: [Bluehaus Group](#)
Building and interior contracting company: [Al Tayer Stocks](#)
Ph: [Chris Goldstraw](#)

Microtopping®

Sand shades, unique design pieces, cultural heritage and modern surfaces turned a government office into an attractive space with high aesthetic impact. Microtopping® covers the surfaces of The Founder's Office, a permanent office created in Abu Dhabi.





Private house

2019. Ala, Italy

Lixio®

Open space, soft lines and natural colours make this house a perfect example of home comfort. Ideal Work's classic terrazzo floor Lixio® adds the final touch by unifying and visually enlarging the whole environment.



Jewellery in Antwerp

2020. Antwerp, Belgium
Architects: [Britt Van Namen](#)
ph: [Hanne Joosen](#)

Microtopping®

The MF Fine Jewelry store in Antwerp presents itself as a tribute to grace and femininity: pink is the main colour, accompanied by white and gold. The surfaces, made of Microtopping®, attract the client and enhance the products on display.



Patina Maldives Resort

2021. Maldives
Architects: [studio mk27 - Marcio Kogan + Renata Furlanetto](#)
Interiors: [studio mk27 - Diana Radomysler + Pedro Ribeiro](#)
Landscape Design: [VDLA](#)

ph: [George Roske, Jonas Poulsen, Fernando Guerra](#)

Rasico® Touch

Marcio Kogan is the designer of Patina Maldives, a new luxury hotel in the Fari Islands which is also a perfect example of biophilic design. Rasico® Touch's velvety texture contributes to making the resort a fully immersive experience for its guests.



Auditorium in San Rocco church

2019. Rotello, Italy
Architect: [Luigi Valente e Mario di Bona](#)
Ph: [Stefano Pedretti](#)

Microtopping®

The former church of Saint Rocco in Rotello (in the Italian province of Campobasso) has recently been restored and converted into a modern theatre and multi-purpose room. Microtopping®, the perfect choice for such a restoration, has been used on all of the interior walls and floors.

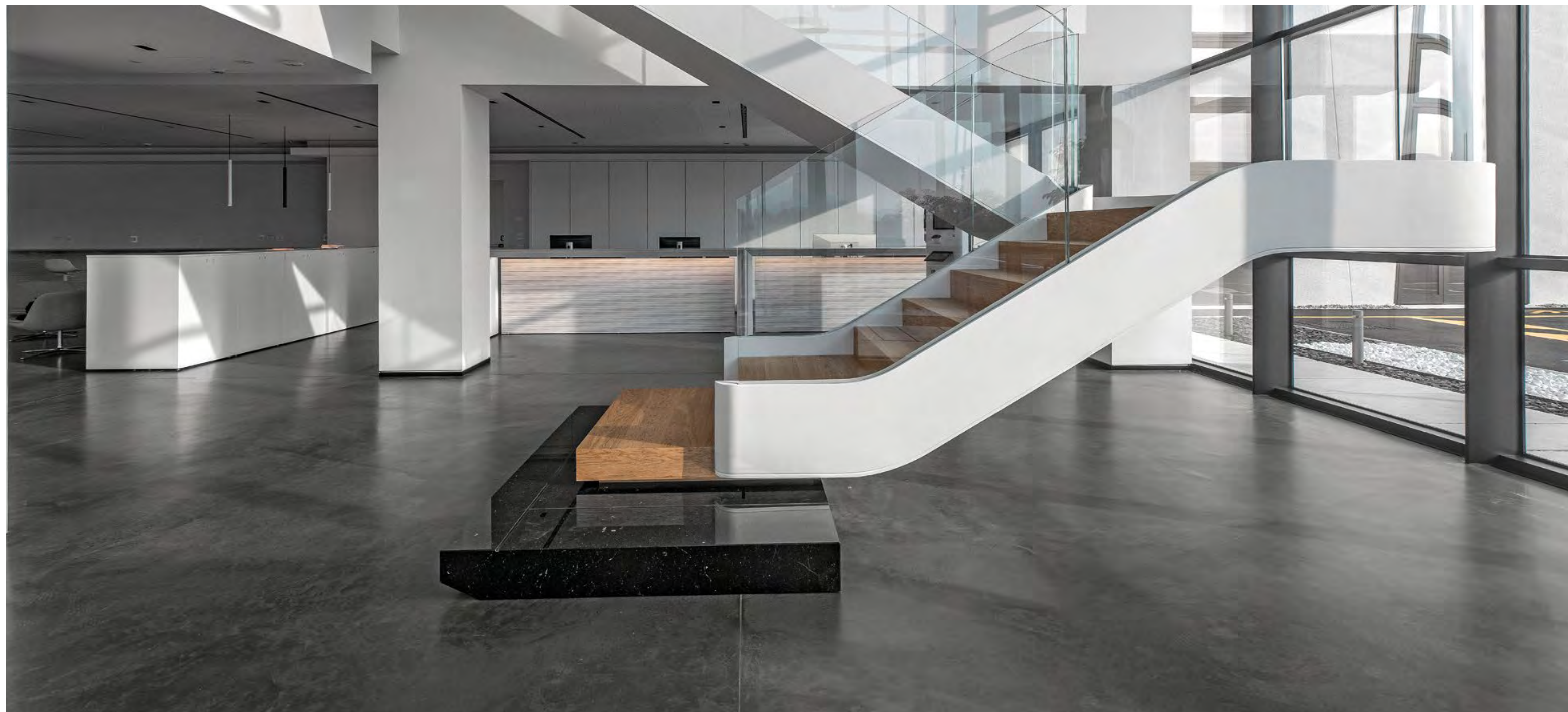
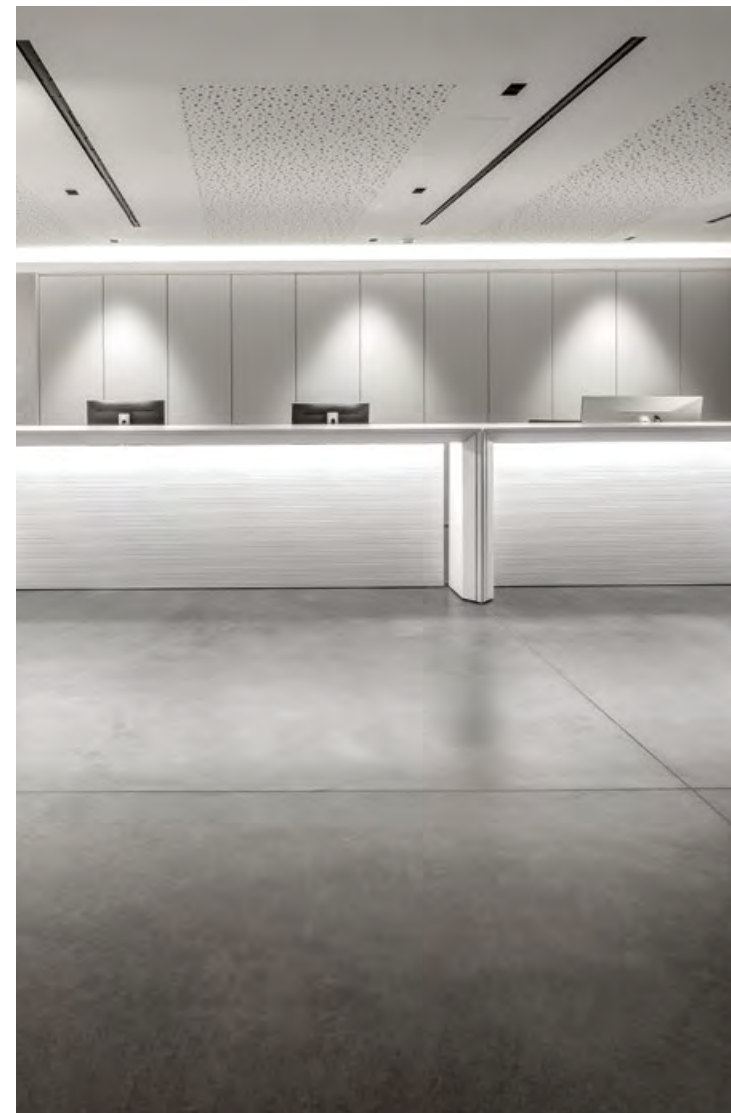




Maddalena Offices

2020. Povoletto, Italy
Architect: [Alessandro Zuccolo](#)
Ph: [Zulupictures](#)

Nuvolato Architop®



La Birreria Pedavena

2019. North of Italy

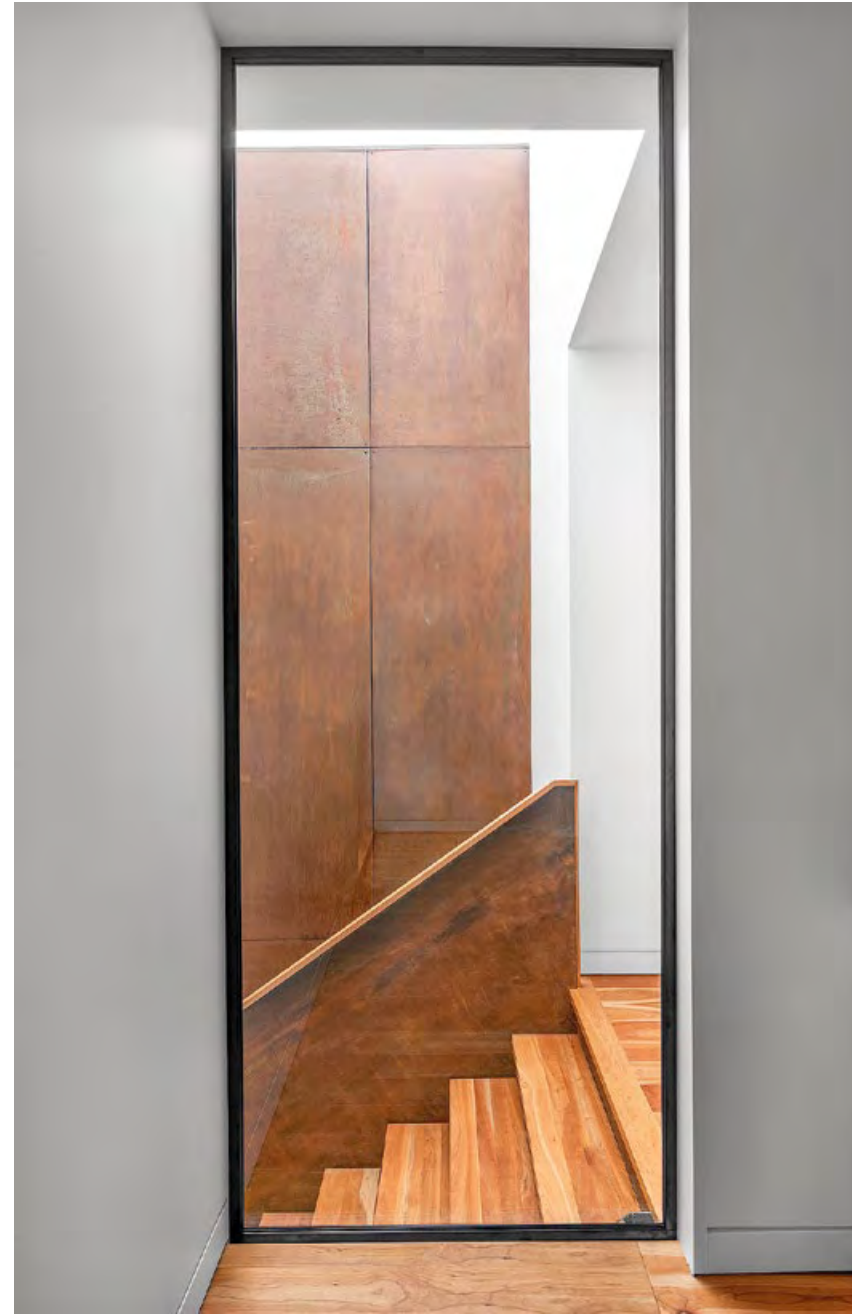
Rasico®



King Edward Residence

2020. Canada
Architect: [Atelier SchWimmer: Felix Schwimmer, Francesca Fiaschi](#)
Ph: [Adrien Williams](#)

Purometallo



The picture represents only an example of what can be created with our product Purometallo.
We thank Atelier Schwimmer: Felix Schwimmer, Francesca Fiaschi for the courtesy of the photos.



Apartment in Costa Brava

2020. Torre Valentina, Spain
Architect: [Estudio Bombi + Gomez](#)
Ph: [Eugeni Pons](#)

Microtopping®





Optical shop in Belgium

2020. Belgium
Design: [Atelier Cirè](#)
Ph: [lucid.lucid](#)

Microtopping®



Paestum archeological park

2019. Paestum, Italy

Sassoitalia®



Marignana Arte Gallery

2013. Venice, Italy
Architect: [Emanuela Fadalti](#),
[Matilde Cadenti](#)

Nuvolato Architop®

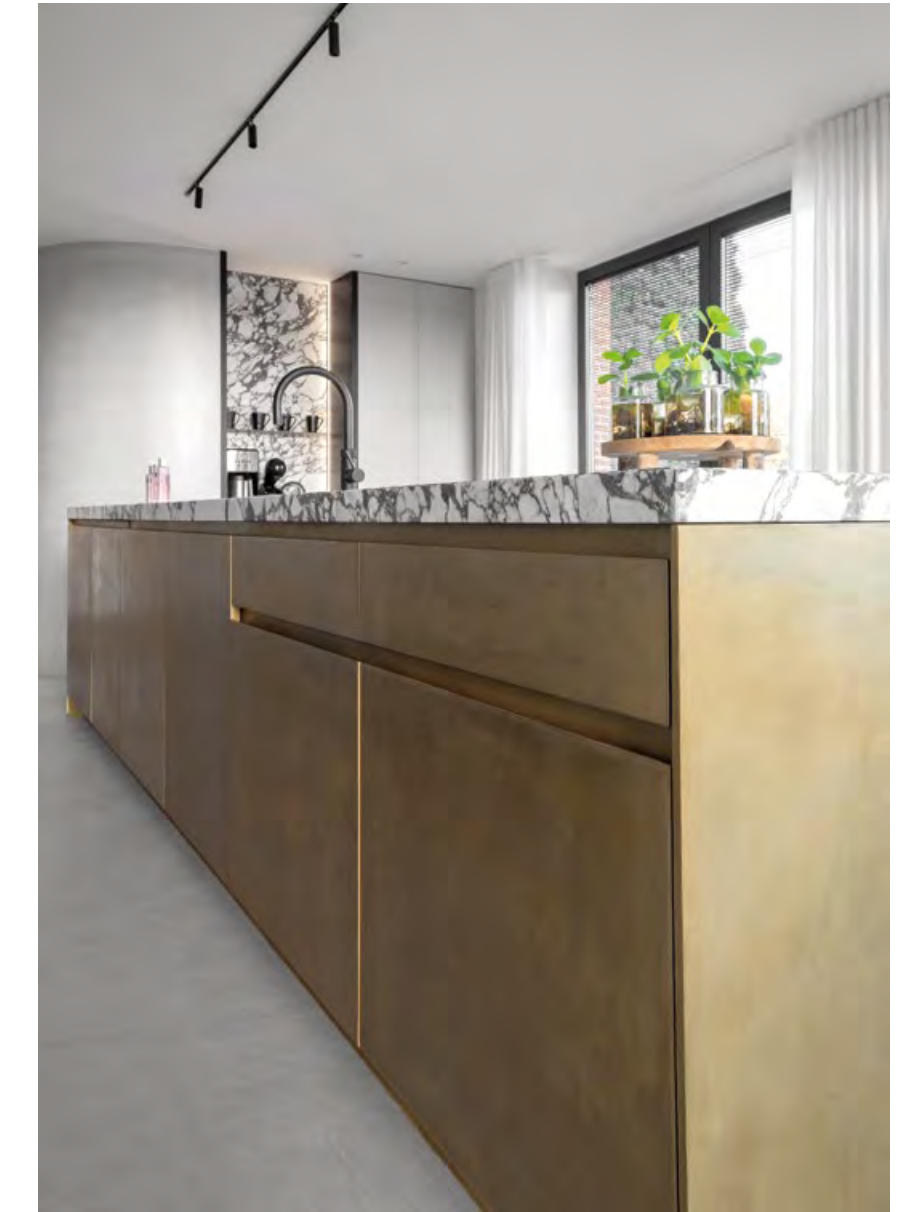
The Marignana Art Gallery is located in a Venetian palace in the Dorsoduro district. The internal space is characterised by modern, bright walls in perfect continuity with Nuvolato Architop® floor.



Residence in Wijnegem

2020. Wijnegem, Belgium
Architect: [Steven van Dooren interieur](#)
ph: [Charlotte van Beek](#)

Microtopping®
Purometallo



Private villa

2020. Italy

Sassoitalia®



Amor in H-farm

2021. Treviso, Italy
Architect: [Philippe Starck](#)

Lixio®+

Lixio®+ was used to cover the counter of the Alajmo brothers' new restaurant Amor in Farm, located in the H-Farm Campus. The interior, designed by Philippe Starck, combines simplicity with utmost modernity with a nod to tradition.



The Ark

2017. Poland
Architect: [Robert Konieczny](#)
Ph: [Olo Studio](#)

Microtopping®

Rising in the majestic landscape of the Polish mountain, a state-of-the-art home, winner of the prestigious "Wallpaper Design Awards 2017" is owned by architect Robert Konieczny. This original concrete structure contains essential interior environments whose surfaces, covered with Microtopping®, stand out with discreet elegance.





Cube Apartment V-S Site Kanaal

2017. Belgium
Design: [Arjaan De Feyter Interior](#)
Architect: [Bogdan & Van Broeck](#)
Ph: [Piet-Albert Goethals](#)

Microtopping®





Silo

2018. Copenhagen, Denmark
Architect: Cobe Architects
Ph: [Rasmus Hjortshøj – Coast](#)

Microtopping®

Copenhagen's Nordhavn (North Harbour) area has been the recipient of a major post-industrial development plan and has recently been at the centre of a renovation project aimed at turning it into a new urban area. If you look up to the sky you can't miss this impressive building which develops vertically like a skyscraper: it's the Silo, once used to store wheat and now converted into a luxury apartment building.



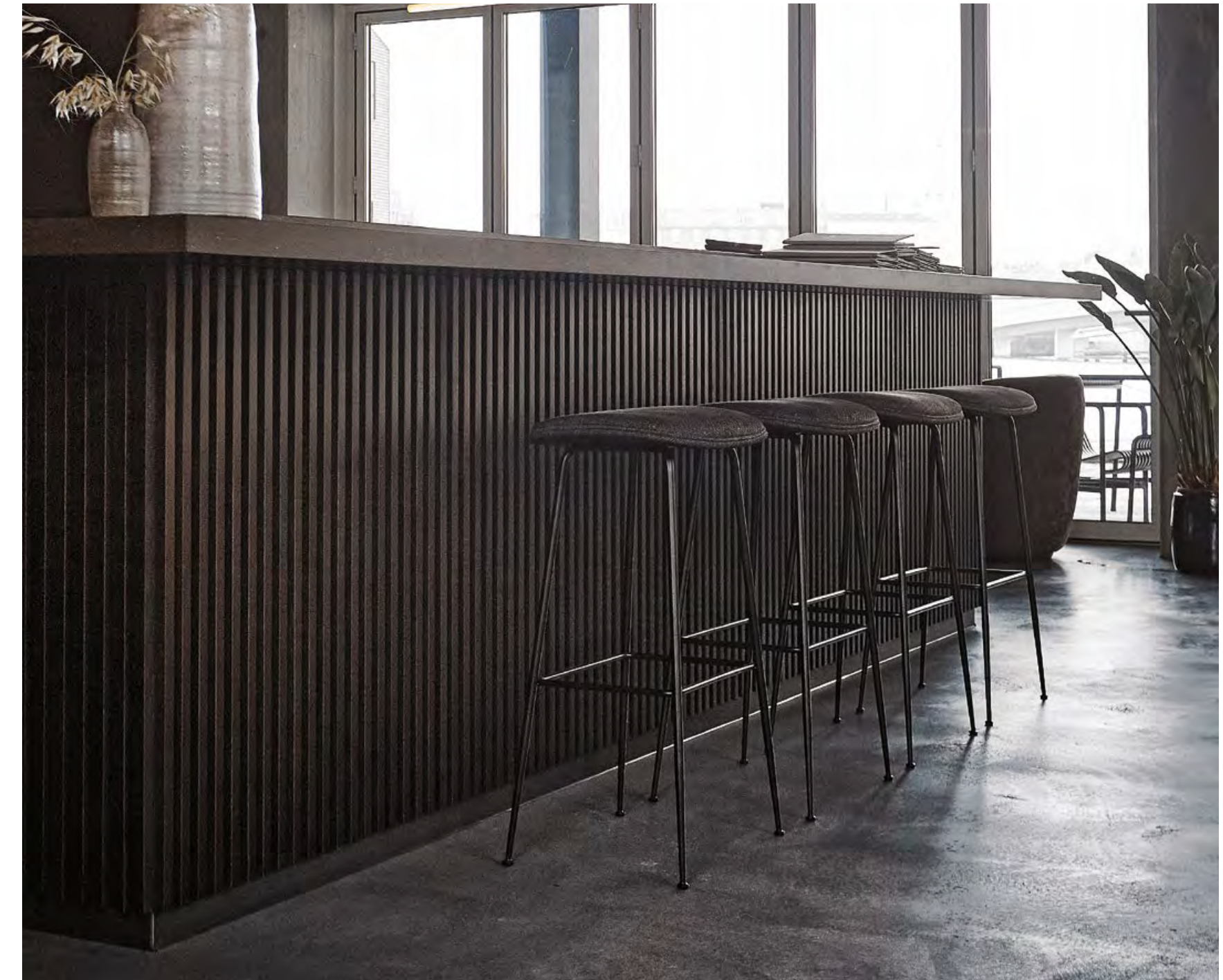


Nærvær Restaurant

2017. Copenhagen, Denmark
Architect: [Norm Architects](#)

Nuvolato Architop®

In the heart of Copenhagen, there is an elegant wine bar / restaurant that welcomes its customers with style, refinement and, above all, warmth. Natural materials, dark and warm colours, details inspired by nature: everything contributes to creating an intimate and pleasant atmosphere.



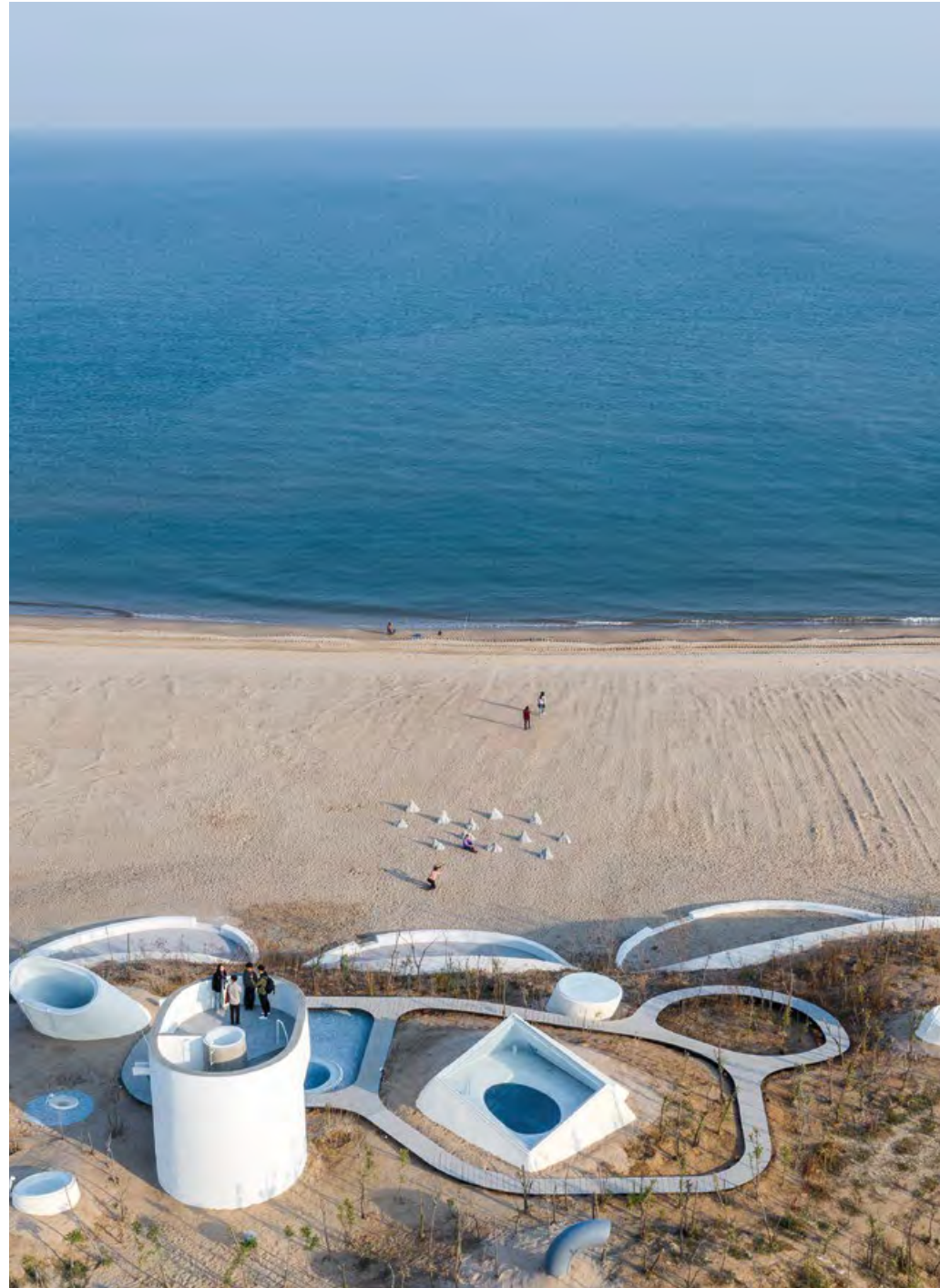


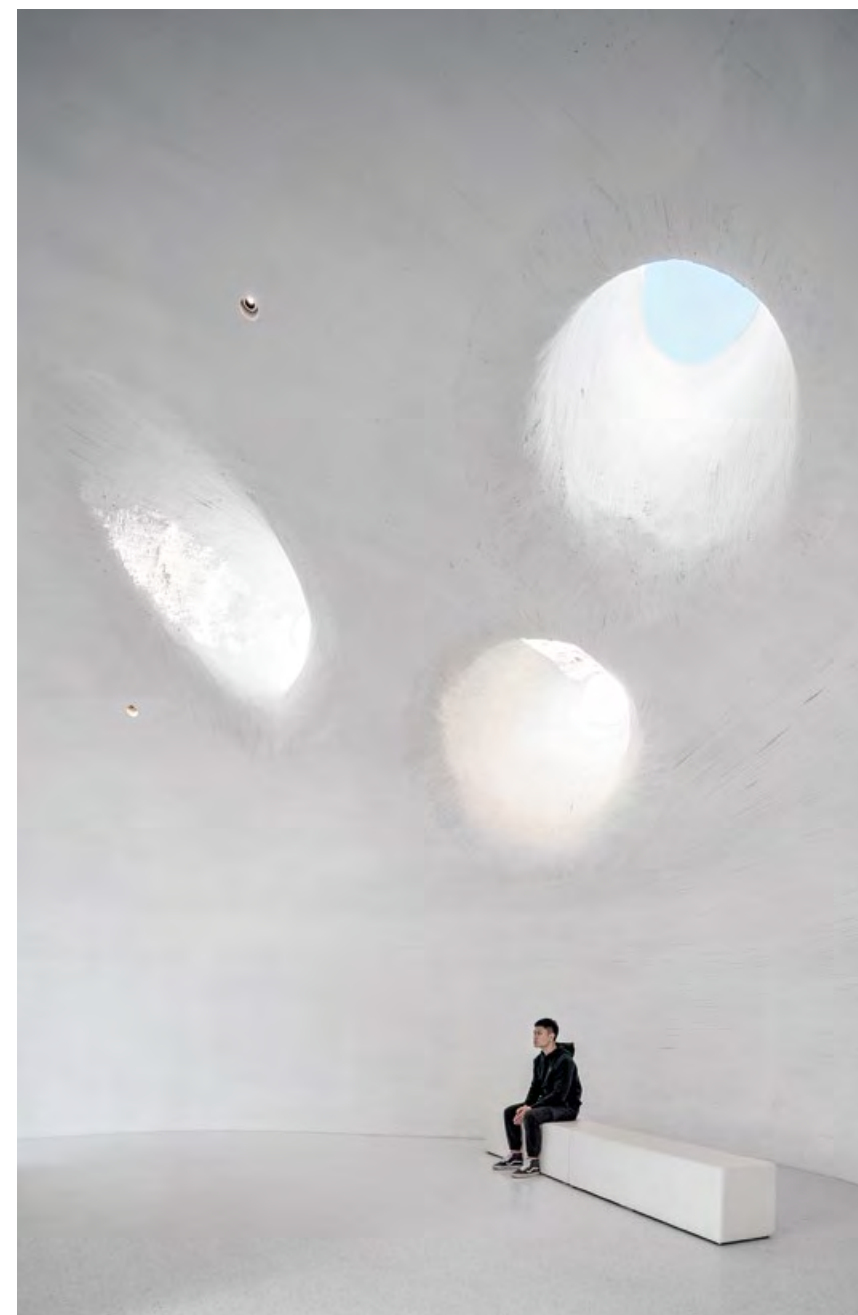
UCCA Dune Art Museum

2018. Qinhuangdao, China
Architect: [OPEN Architecture](#)
Operator: [UCCA](#)
Ph: [Wu Qingshan](#)

Lixio®+
Microtopping®

On the Bohai Bay coast, in northern China, the UCCA Dune Art Museum appears as a complex of modern caves in the sand. Microtopping®, Lixio® and Nuvolato Architop® give the internal floor a dynamic look while maintaining harmony throughout the space.





Korean traditional house

2019. Seoul, Korea
Architect: [Z-Lab](#)
Ph: [Texture on Texture](#)

Microtopping®

This small house near the centre of Seoul is characterised by harmony and serenity. Microtopping® was chosen to cover the floor, walls and entire bathroom, enlarging the space, giving it seamlessness and elegance.





Poolhouse S-W

2017. Kastelee, Belgium
Design: Arjaan De Feyter
Ph: Piet-Albert Goethals

Microtopping®





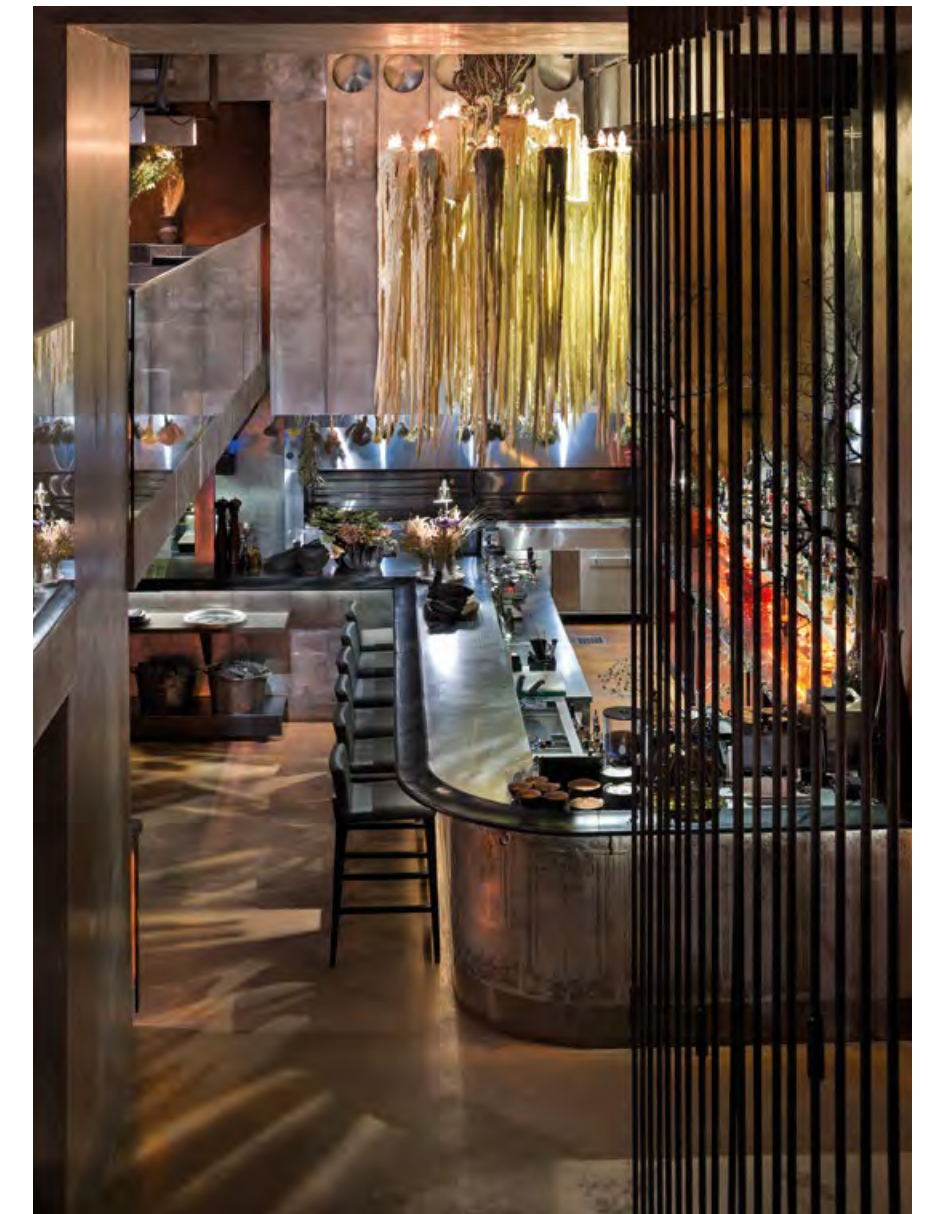
Steakhouse in Kiev



2018. Kiev, Ukraine
Architect: [Denis Belenko Studio](#)

Acid Stain





Garage Italia

2017. Milan, Italy
Architects: [Michele De Lucchi](#),
[Mario Bacciocchi](#)

Nuvolato Architop®

Located in Piazzale Accursio in Milan, the former Agip Station has been transformed into Garage Italia Customs, the new restaurant atelier designed by Lapo Elkann in collaboration with Arch. De Lucchi and Chef Carlo Cracco. This is a multi-sensory experience made up of references to the 50s and the world of engines. Nuvolato Architop® was used as floor finish, providing a brutalist, solid background, in harmony with the industrial style of the space.



Mountain Messner Museum

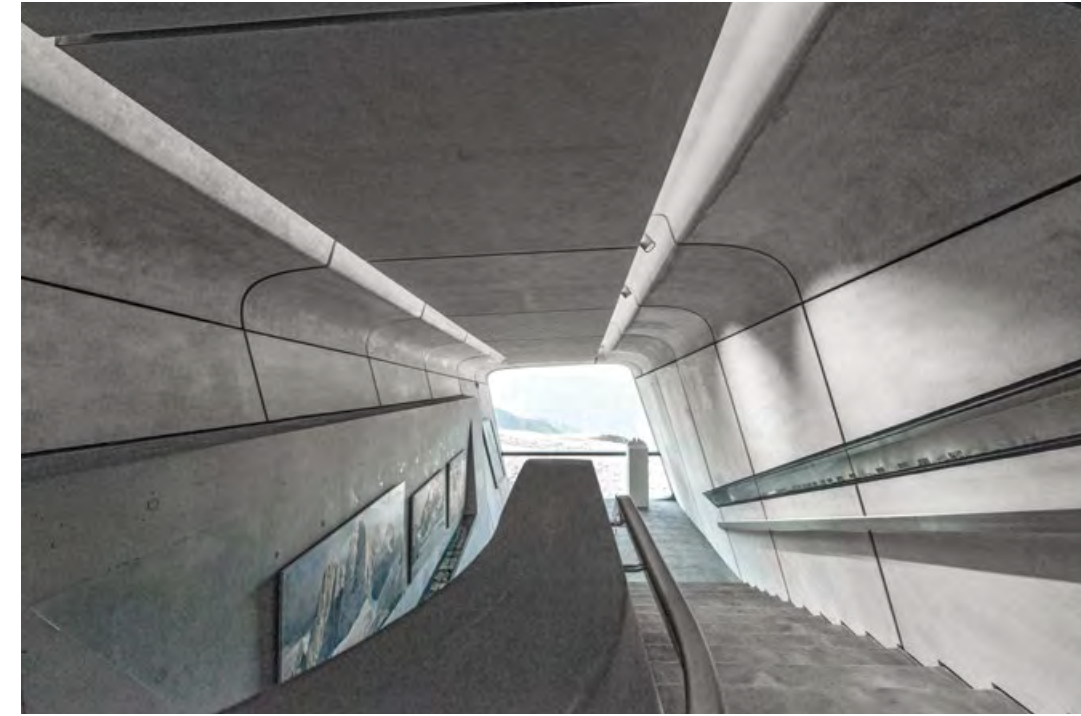
2015. Plan De Corones, Italy
Architect: [Zaha Hadid](#)

Nuvolato Architop®

The Messner Mountain Museum Corones was designed by Zaha Hadid, a renowned architect with a great passion for concrete.

The outstanding feature of the Museum, dedicated to mountaineering, is the fact it is embedded in the upper part of Monte Plan de Corones (at 2,275 metres above sea level) with a marvellous, evocative panorama of the Dolomites.





OGR

2017. Torino, Italy
Architects: [For Engineering Architecture](#)
[Roberto Mancini](#), [Valeria Sclaverano](#),
[Corrado Vaschetti](#)

Sassoitalia®



Penthouse M-DB

2018. Knokke, Belgium
Design: [Arjaan De Feyter interior](#)
Ph: [Piet-Albert Goethals](#)

Microtopping®





Private Villa

2018. Emilia Romagna, Italy

Stamped Concrete
Sassoitalia®

Located in the Emilian countryside, this rustic villa distinguishes itself by the sense of quiet and warmth it offers to those that arrive here.





Aalberts in Utrecht

2018. Utrecht, Olanda
Architect: [Casper Schwarz Architects](#)

Microtopping®



Loft Hrebenky

2016. Praha, Czech Republic
Architect: [Formafatal](#)

Nuvolato Architop®



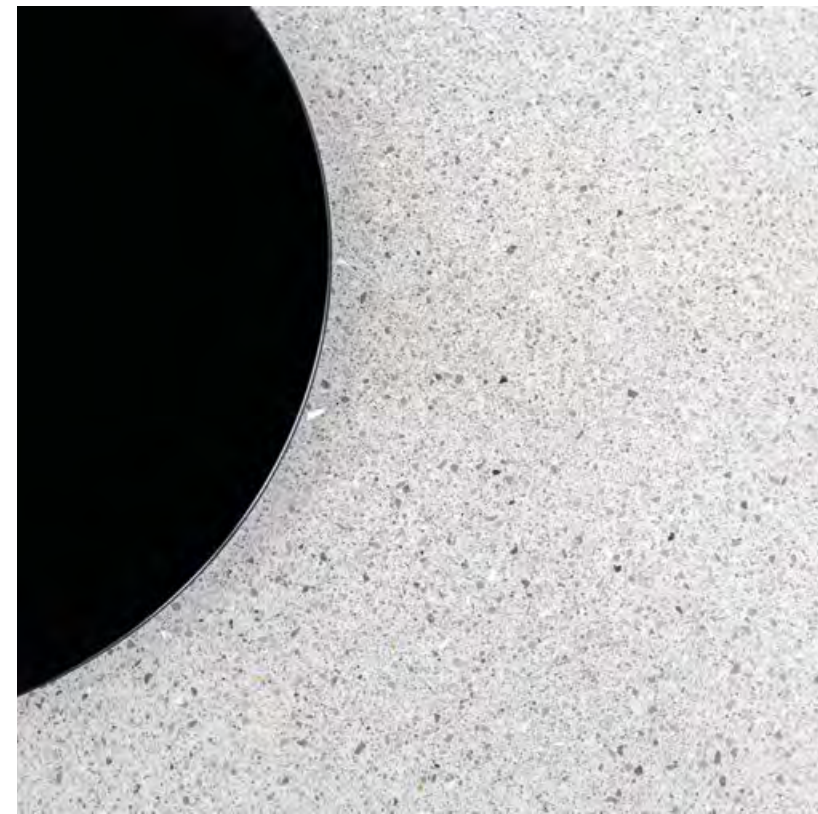
Private Villa

2017. North of Italy

Lixio®

Extreme rigour and balance of form: this is what you can perceive when approaching this magnificent modern villa built near Pordenone. The environment shines everywhere, expanding the space, in an atmosphere of purity and elegance. White predominates whilst the other few colours are just extras: you can see the contrast effect of black colour in the modern kitchen.





Cube Apartment M-M Site Kanaal

2017. Antwerp, Belgium
Design: [Arjaan De Feyter Interior](#)
Ph: [Piet-Albert Goethals](#)

Microtopping®

Close to Antwerp, a charming city in Flanders, it is possible to admire the stunning result of an industrial restoration and redevelopment project: four old silos of a former malt distillery have been turned into a 200 sq modern and cosy luxury apartment.





ACSA Restaurant

2018. Craiova, Romania
Design: PickTwo

Acid Stain



Versus Meridianem Restaurant

2017. Venice, Italy
Architect: [Riccardo Burigana](#)

Nuvolato Architop®

Born from an ancient Murano glassworks, the new restaurant 'Versus Meridianem' is characterised by a strong industrial-chic style. Cloud-effect Nuvolato Architop® floor enlarges the space and gives character to the interior.





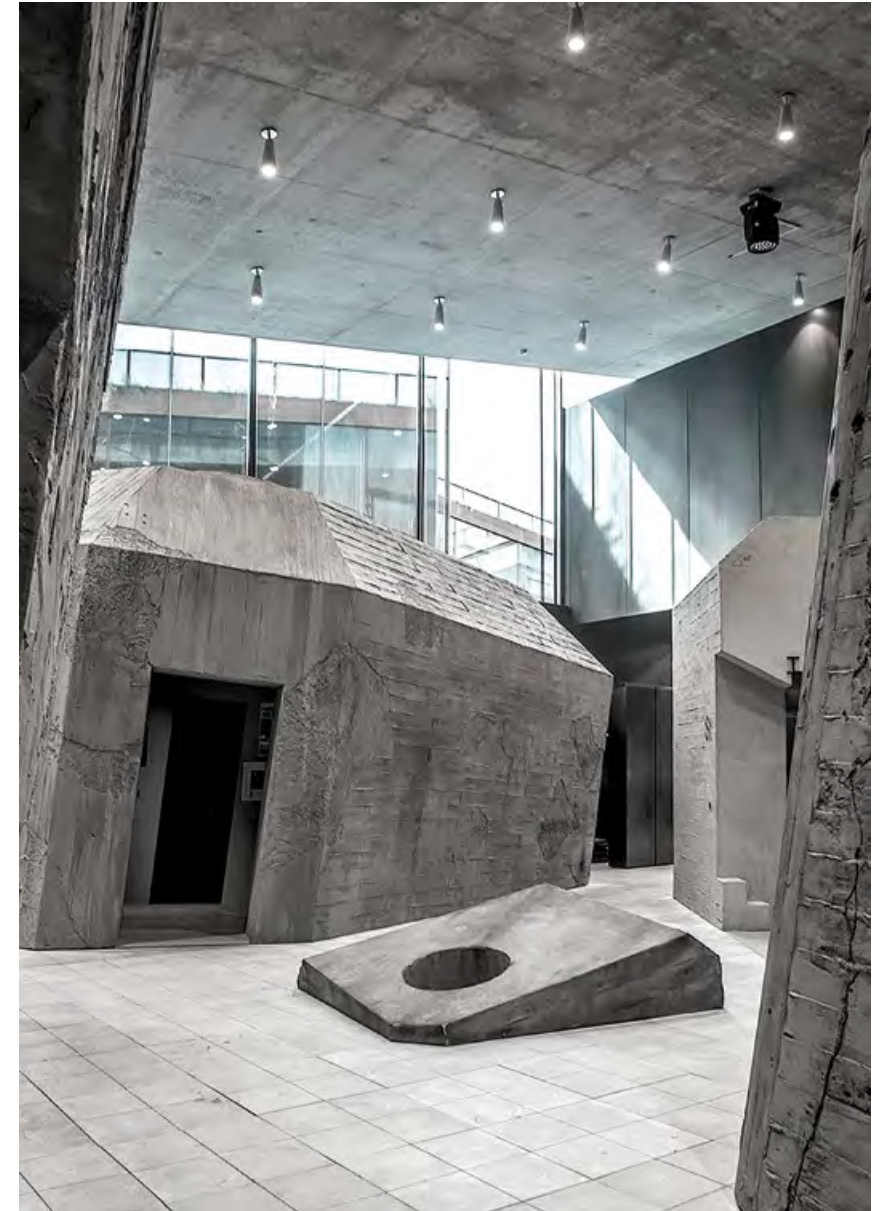
Tirpitz Museum

2017. Blåvand, Denmark
Architect: BIG | Bjarke Ingels Group
Ph: Mike Bink, Jesper Ray Manley,
Rasmus Hjortshøj

Ideal Wall®

In Denmark, the Tirpitz Museum is designed to be hidden in the nature; its original structure was that of a former war bunker, built in 1944. Ideal Wall® has been used to cover some of the indoor walls, for a rough concrete effect.





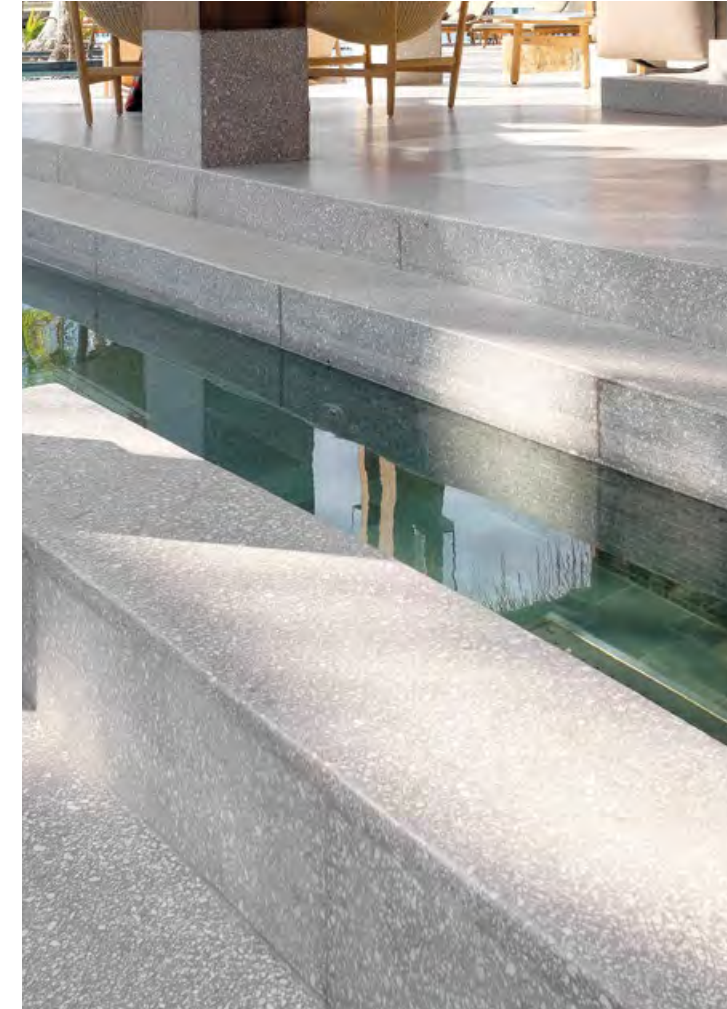
Beach Resort in Maldives

2018. Maldives

Lixio®

Located in the island of Muravandhoo, Joali Maldives is Maldives' first "art immersive" five-star resort. Among bamboo decorations, manta-shaped sculptures and wavy rooftops, Lixio® has been chosen to cover the internal and external floors and thus to give the space a fluid style.



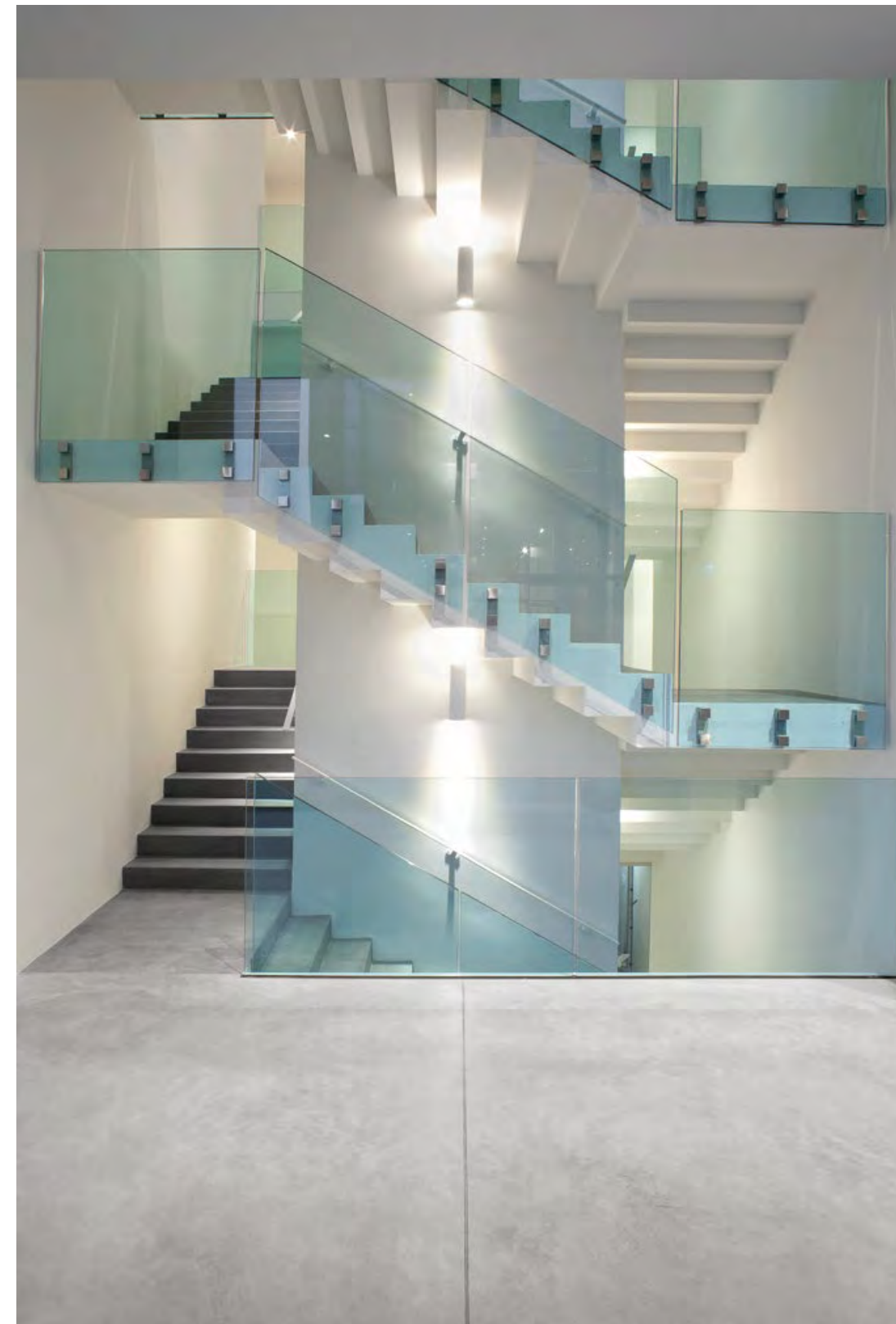


Novara Castle

2016. Novara, Italy
Architects: [Paolo Zermani, Mauro Grimaldi](#)

Nuvolato Architop®





Private Villa

2016. Sint-Martens-Latem, Belgium
Architects: [Eddy François, In&Out Architecture](#)
Ph: [Nick Cannarts](#)

Microtopping®

Near Gand there is a modern villa whose external geometric shapes hide a comfortable and warm interior. Microtopping® has been used to cover all floors and bathroom surfaces to connect the various internal spaces and give them a smooth fluidity.





Capo Torre Resort

2018. Liguria, Italy
Architect: [Studio A+I](#),
Ing. Pierluigi Giordano

Sassoitalia®



Fishzelenis Restaurant



2018. Beton Hala, Belgrade, Serbia
Architect: Aleksandar Rodic
Ph: Jovana Rakezic

Microtopping®





MICROTOPPING®



Kazan Palace Hotel

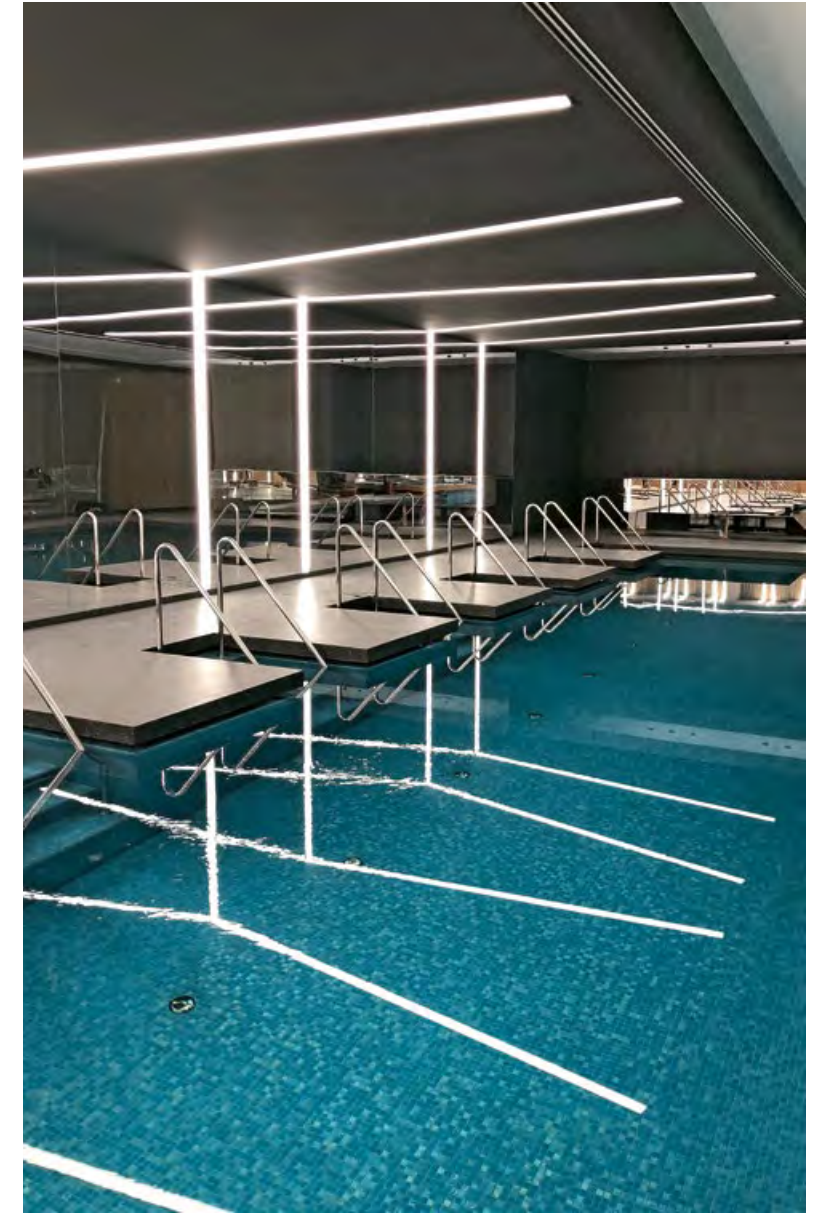
2018. Kazan, Russia

Microtopping®
Lixio®
Purometallo

The building is the result of the restoration of a former hospital, built in 1910 and for a long time forlorn. The project aimed at maintaining the structural features of the former building, whilst turning the interior into an industrial space with a minimalist, luxurious style.

Ideal Work's solutions have been chosen to coat the interior in order to create a perfect continuity between the pre-existing materials and the modern decor: Microtopping® has been applied to the hall's and the rooms' floor and walls; Lixio® has been used to coat the restaurant's floor and some of its tables, together with the spa's and the pool's surfaces. Purometallo Corten, has been used to coat the inner part of the arches and some details of the restaurant's furniture and decor.



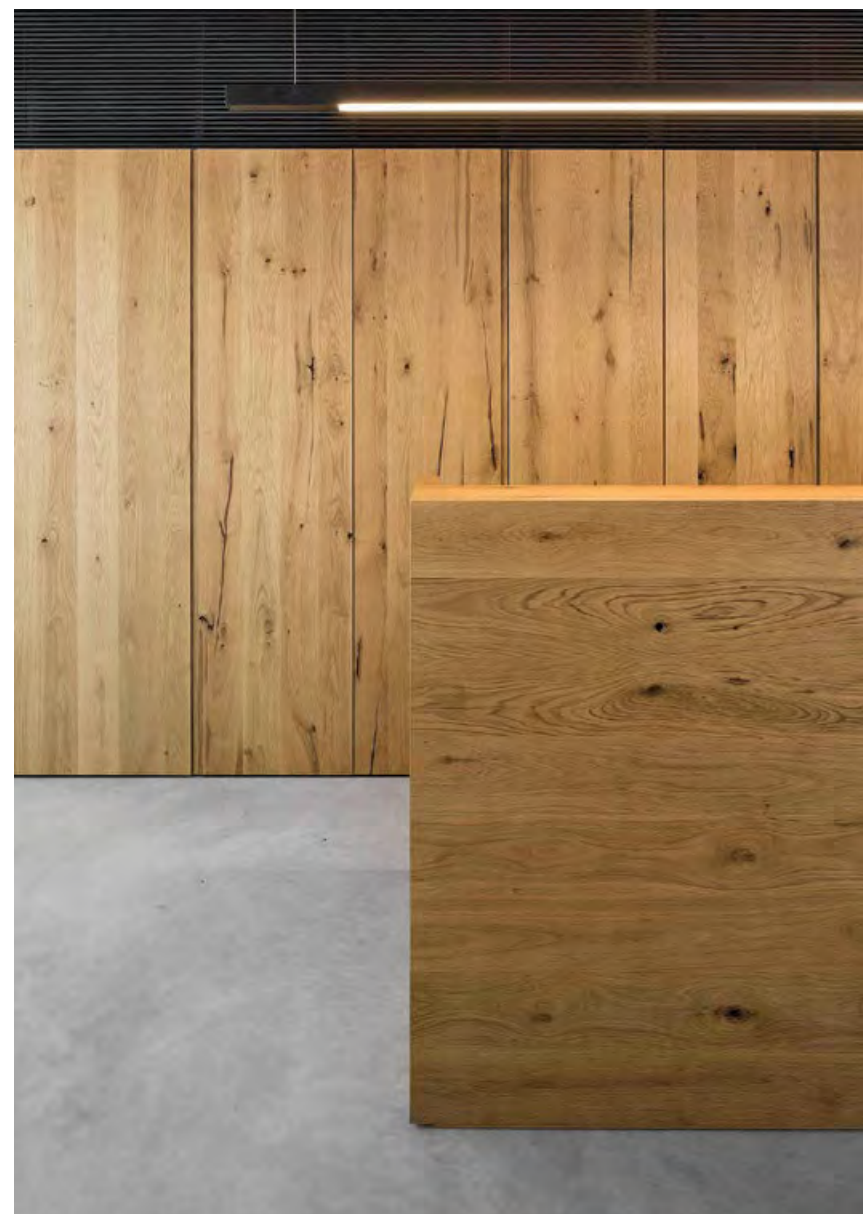


Resort dei Fiori

2017. Cavallino, Italy
Architect: [ANK Studio](#)
Ph: [Luca Casonato](#)

Nuvolato Architop®





Dental practice in Croatia

2018. Croatia

Lixio®+

This visual space, characterised by the contrast of black and white, seems to lead to a timeless, surreal and futuristic place: the white walls of the waiting room seem to lean over a chair with black geometric cushions and the ceiling is dotted by some large round led lights like stars in the sky. The reception countertop is decorated by a series of led lights that resemble interconnected molecules.



Villa Nemes

2015. Imperia, Italy
Architect: [GHA](#)
Ph: [Andrea Zanchi](#)

Microtopping®

Located in Imperia, a coastal city overlooking the sea, Villa Nemes merges with the landscape of Ligurian terraces.

In order to perfectly match the surrounding landscape, the large facade of this modern building has been completely covered with natural stone, whilst its green roof has been designed to minimise visual impact. The house is also surrounded by Mediterranean plants.





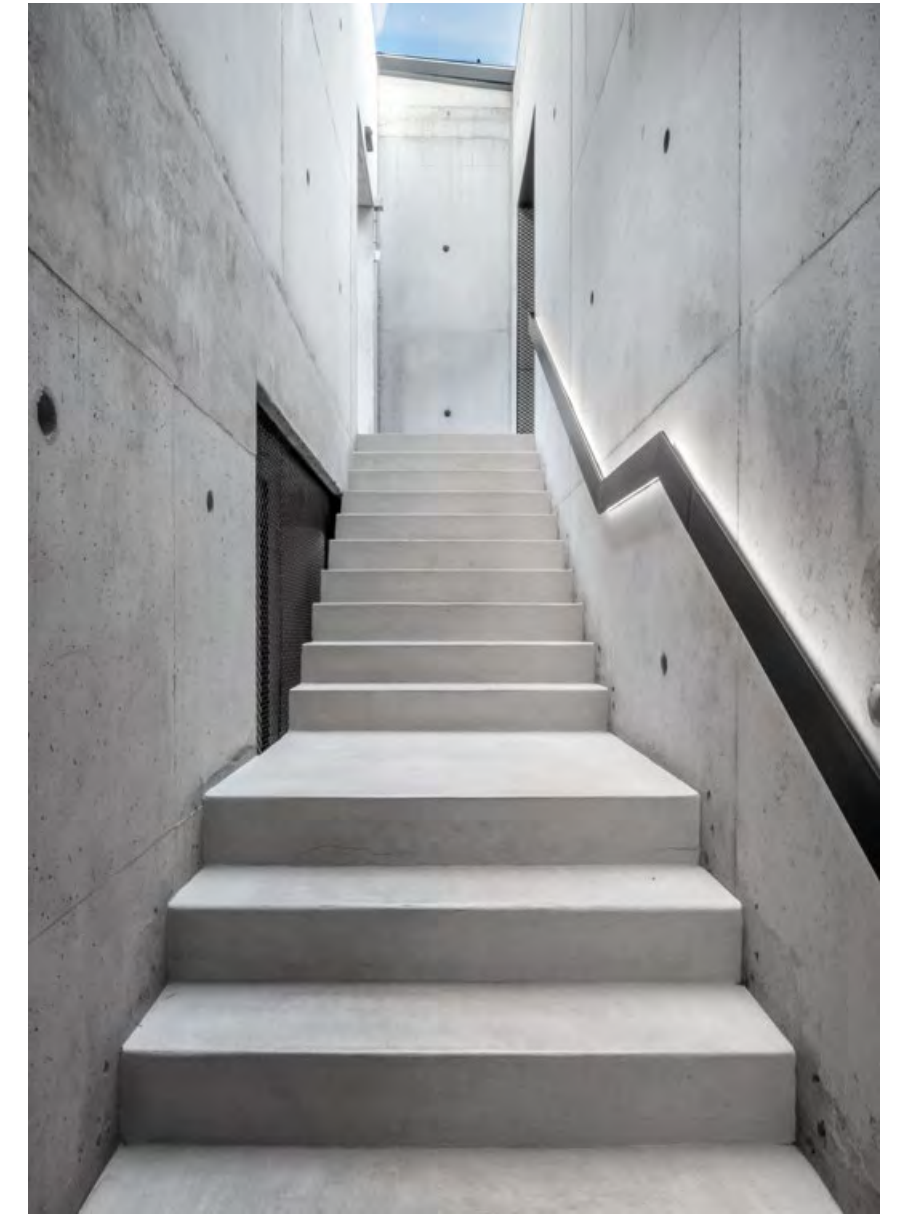
Sport Club Ekiye



2016. San Giovanni la Punta, Italy
Architects: Salvatore Puleo, Angela Catanese

Microtopping®





Bonaveri Showroom

2016. Milan, Italy
Architect: [Giuseppe Tortato](#)

Microtopping®

Designed as a dynamic environment suitable for hosting exhibitions and cultural events dedicated to fashion, design and art, Bonaveri Showroom was created in 2016 in Milan and is recognisable at first glance for the industrial look. Inside, iconic images from Schlappi collections alternate with surfaces and stairs in Microtopping®.



Trullo

2016. Ostuni, Italy
Architects: Enrico Maria Cicchetti,
Studio Emc

Nuvolato Architetto®



Palazzo Grassi Theatre

2010. Venice, Italy
Architect: [Tadao Ando](#)

Nuvolato Architop®

The Teatrino di Palazzo Grassi, left in a state of disrepair for many years, was in dire need of restoration. Its revolutionary and ultra-modern design was conceived by the Japanese architect Tadao Ando, who is known for his almost exclusive use of concrete.

The interior flatwork spaces were coated with striking Nuvolato Architop®, creating continuous textures and colours across the floor, walls and ceiling. This effect produces striking monochrome spaces.



P+E+3 House

2021. Cittadella, Italy
Architect: [Caprioglio Studio](#)
Ph: [Paolo Monello](#)

Nuvolato Architop®

Nuvolato Architop® covers the horizontal surfaces of P+E+3 house designed by Studio Caprioglio Architects in Cittadella (PD). Highlights of the project include the residence's connection with the surrounding context and its history.



Private Villa in Croatia

2014. Osijek, Croatia

Acid Stain
Sassoitalia®





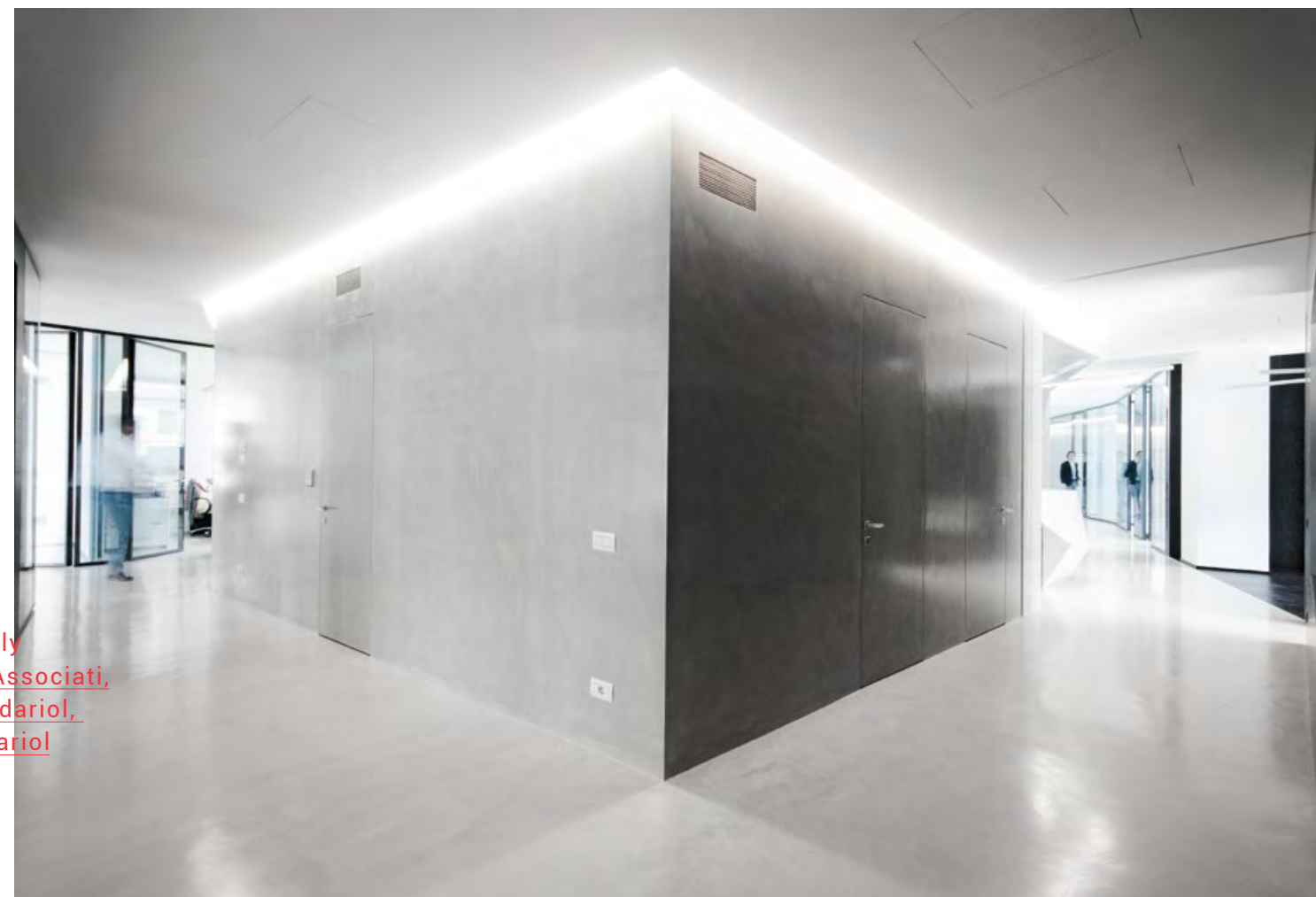
Audio Case

2017.
Audio Vector®

Microtopping®



Studio Boffa



2014. Treviso, Italy
Architects: B+B Associati,
Arch. Renato Bredariol,
Arch. Marco Bonariol

Microtopping®



Botanical Garden

2013. Padova, Italy
Architects: [VS Associati](#),
[Giorgio Strappazon](#),
[Fabrizio Volpato](#)

Stamped Concrete

The world's oldest botanical garden, located in Padova's city centre, was enlarged a decade ago with a new 15 hectare garden dedicated to biodiversity. This new area hosts more than 1300 plant species. It is divided into 5 conservatories connected to each other by paths made of Stamped Concrete in a particular shade of grey that recalls the colour of volcanic stone.





Prada Foundation

2015. Milan, Italy
Architect: [OMA Architect studio](#)

Nuvolato Architop®

In this great restoration project of industrial buildings from the early XX century, accompanied by new structures which together create one of the most important museums of the Italian metropolis, Nuvolato Architop® has been used to cover the surfaces of the golden tower's rooms and the slabs of the original parts.



Private House

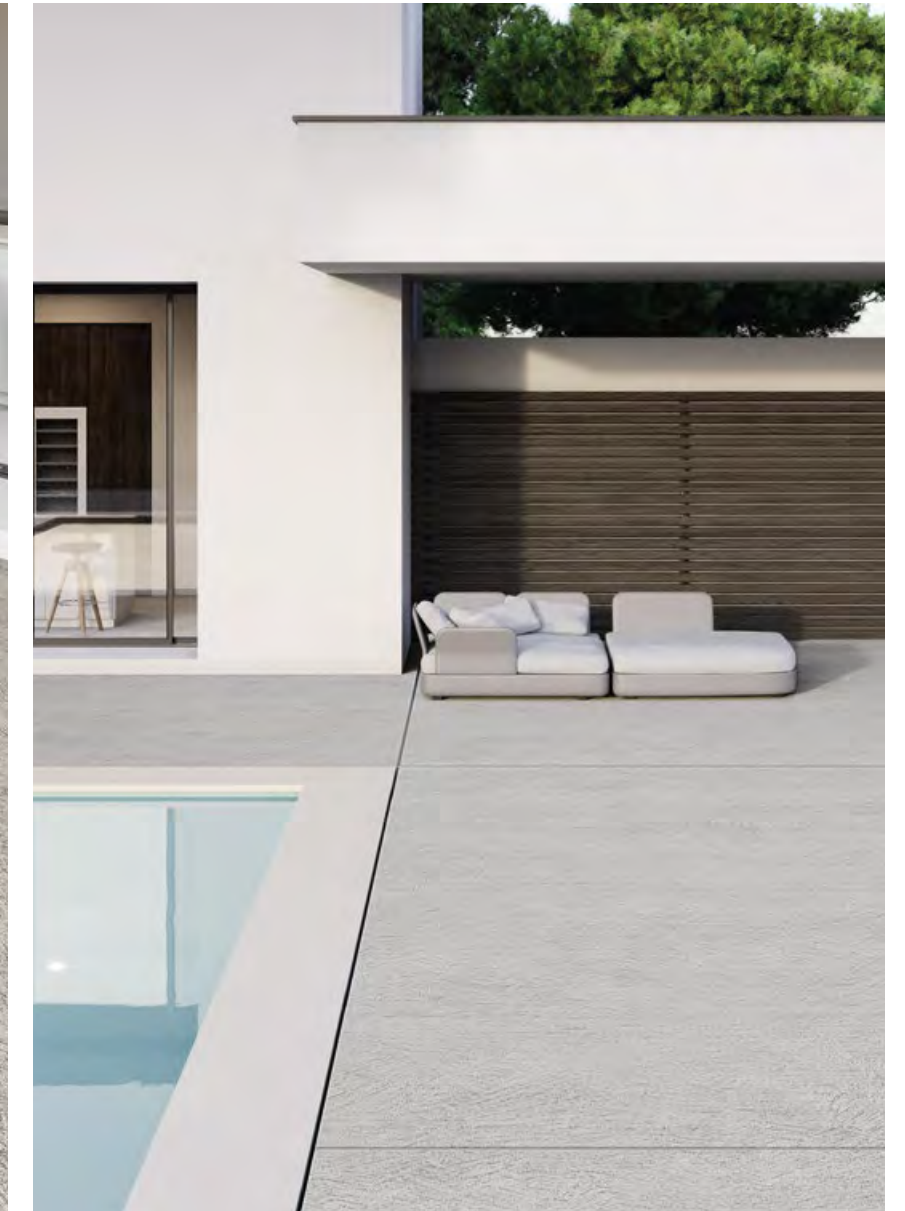
2017. North of Italy
Lixio®+



Private Villa

2017. Italy

Rasico®



204

Private Villa in Catania

2016. Catania, Italy
Architect: [Salvatore Puleo](#)

Microtopping®





H₂O Skate Shop

2009. Bucharest, Romania
Designer: [Concrete Art](#)

Acid Stain



Hotel Neue Post

2016. Holzgau, Austria
Architect: [ATP sphere GmbH](#)

Microtopping®



Private Villa

2011. Massa e Cozzile, Italy
Architect: [Studio Tecnico Ferretti](#)

Sassoitalia®



Private Villa in Budapest

2017. Budapest, Hungary
Architect: [Laszlo Toth](#)

Microtopping®





Nike Stores

2015. Bucharest
and Galati, Romania –
Prague, Czech Republic

Microtopping®



Private Villa

2016. Italy

Sassoitalia®



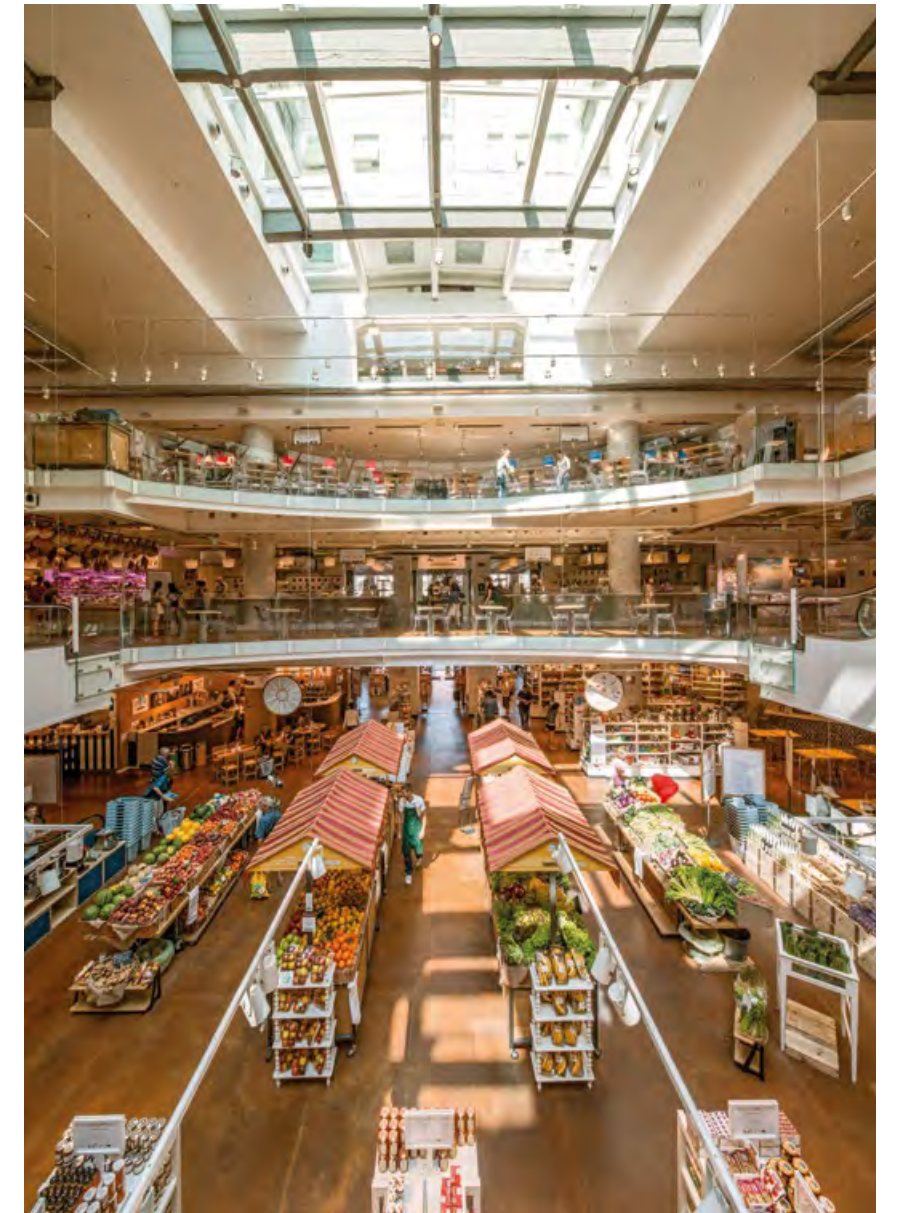
Eataly

Milano / Forlì / Piacenza / Rome, Italy
and Kuwait city / Seoul / London

Acid Stain

One of Ideal Work's most original and striking products, Acid-Stain, is making an impact in the world of quality Italian food and wine: it will now feature in four Eataly outlets. With its variegated patina of colour effects, Acid Stain can make any room unique, accentuating whatever happens to be on display there.





Private Villa

2016. Italy

Stamped Concrete



Salomon Store

2017. Bucharest, Romania
Architect: [Paradigma Architects](#)

Microtopping®



25 YEARS OF
1997-2022



Ideal Work

p. 236 **Ideal Work's virtuous circle**
Il circolo virtuoso di Ideal Work

p. 237 **Ideal Work as part of the Bostik / Arkema group**
Ideal Work come parte del gruppo Bostik / Arkema

p. 238 **Since 1982**
Dal 1982 ad oggi

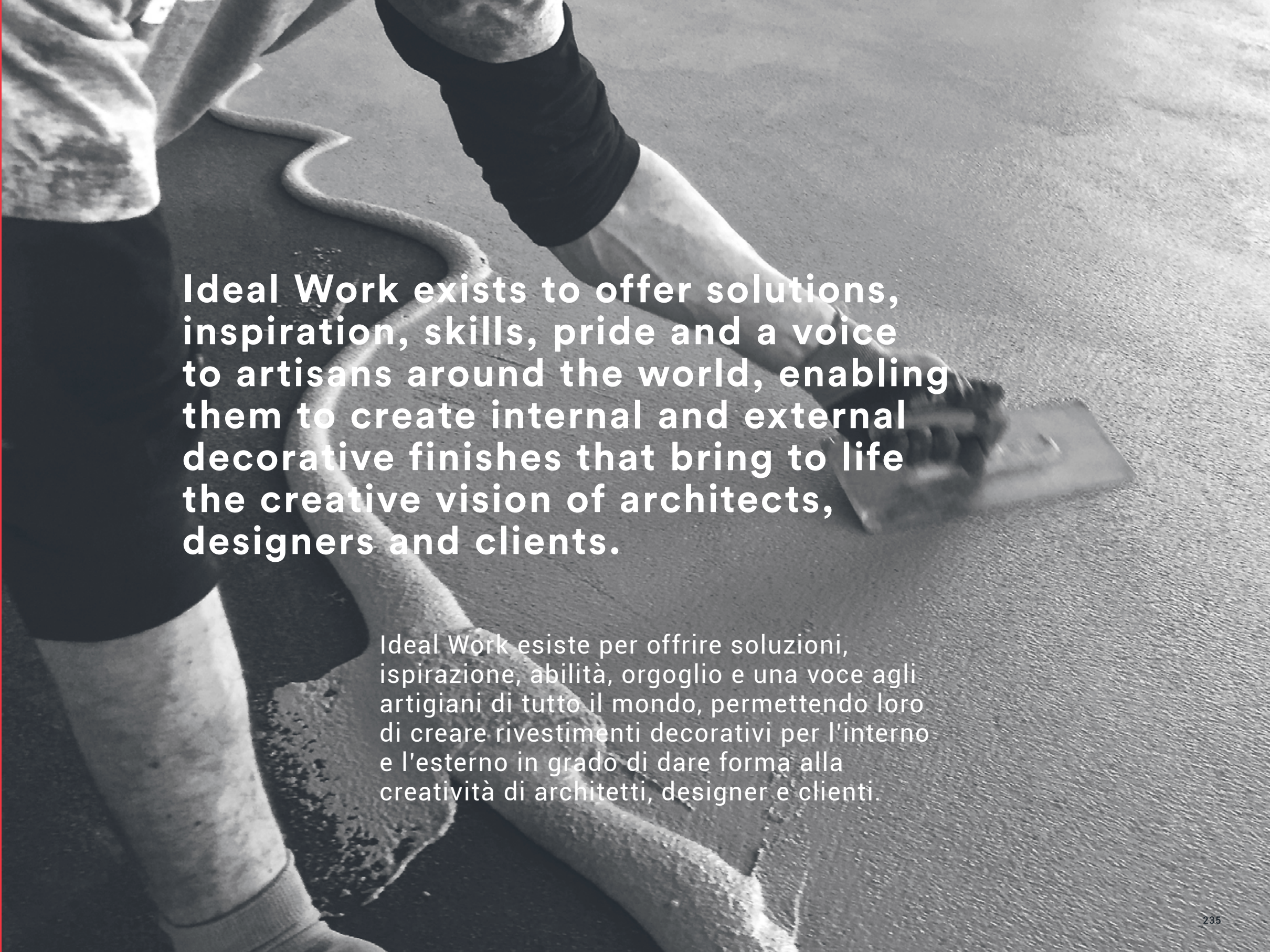
p. 240 **Towards new Countries**
Verso nuovi paesi

p. 242 **A long history of training courses**
Una lunga tradizione di corsi e formazione

p. 244 **Not only clients.. partners as well!**
Non solo clienti... ma partner!

p. 246 **Our story**
La nostra storia

p. 248 **Team**
Il Team



Ideal Work exists to offer solutions, inspiration, skills, pride and a voice to artisans around the world, enabling them to create internal and external decorative finishes that bring to life the creative vision of architects, designers and clients.

Ideal Work esiste per offrire soluzioni, ispirazione, abilità, orgoglio e una voce agli artigiani di tutto il mondo, permettendo loro di creare rivestimenti decorativi per l'interno e l'esterno in grado di dare forma alla creatività di architetti, designer e clienti.

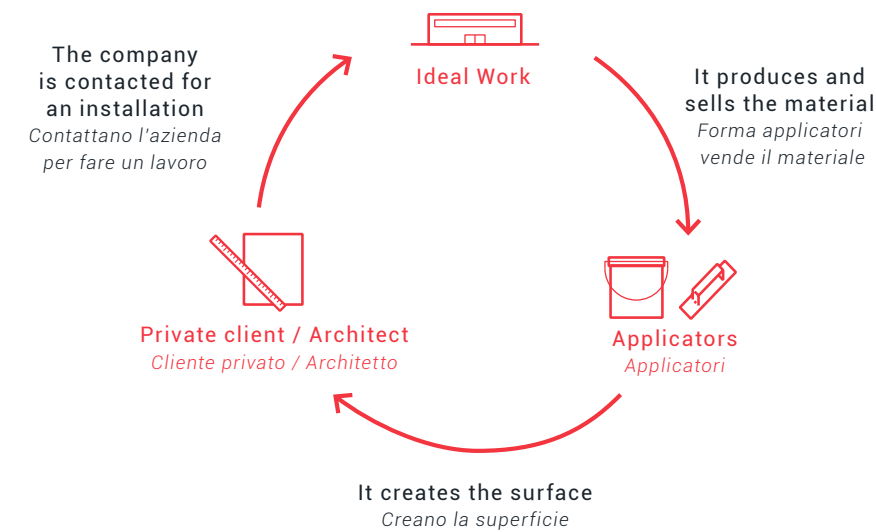


EN – From the small town of Vallà di Riese Pio X (TV), a great purpose: bringing to the world the art of decorative concrete, to revolutionise the space with a new, practical beauty.

IT – Da una piccola località come Vallà di Riese Pio X (TV), un grande obiettivo: portare nel mondo l'arte delle superfici decorative, per rivoluzionare gli ambienti con una nuova bellezza pratica da vivere.

Ideal Work's virtuous circle

Il circolo virtuoso di Ideal Work

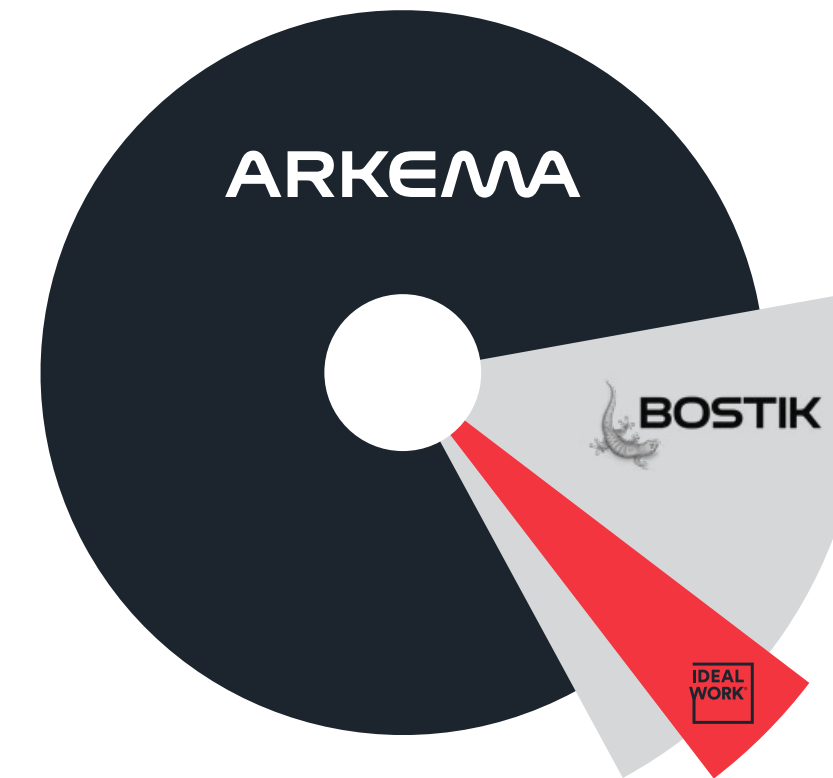


EN – Ideal Work has a unique approach to the market, based on collaboration and mutual consultation with its partners. Complimented by a network of well-trained and highly qualified specialist contractors, the company values training, updating and consultancy as essential elements for an excellent outcome. This virtuous circle leads to the creation of innovative products and guarantees qualified installation along with the ability to satisfy every client's needs, customising their space to their own taste.

IT – Ideal Work adotta un approccio unico nel mercato, fondato sulla collaborazione e nel continuo confronto con i propri partner. Affiancata da una rete altamente qualificata di applicatori specializzati nella posa dei propri prodotti, l'azienda conferisce estrema importanza alla formazione, all'aggiornamento e alla consulenza. Un circolo virtuoso che porta alla creazione di prodotti innovativi, con la possibilità di rispondere alle singole esigenze di personalizzazione degli ambienti a seconda delle volontà della committenza.

Ideal Work as part of the Bostik / Arkema group

Ideal Work come parte del gruppo Bostik / Arkema



Average yearly sales <i>Vendite indicative</i>	Employees <i>Dipendenti</i>	R&D <i>Ricerca&Sviluppo</i>
Arkema € 8 B	20'600	2.8% Of sales <i>Del fatturato</i>
Bostik € 2 B	6'000	2.8% Of sales <i>Del fatturato</i>

EN – In 2020 Ideal Work joins Bostik and Arkema group. Bostik, a subsidiary of the Arkema Group and a global player in specialty adhesives for the construction, consumer, and industrial markets, develops innovative and multifunctional sealing and bonding solutions that are shaping our daily lives.

IT – Nel 2020 Ideal Work è entrata a far parte del gruppo Bostik /Arkema. Bostik, società controllata dal gruppo Arkema, opera a livello globale nel mercato edile, industriale e di consumo, sviluppando soluzioni adesive saldanti innovative e multifunzionali in grado di dare una nuova forma alla quotidianità.

Arkema has been a listed company on Euronext Paris since 2006.
Arkema è quotata alla borsa di Parigi dal 2006.

ARKEMA

Material Science

BOSTIK

Formulation *know-how*
and performance

**IDEAL
WORK**

Design oriented
Training *know-how*
Networking applicators

Since 1982

Dal 1982 ad oggi

Maurizio Pontello starts as an installer of concrete floors.

Maurizio Pontello comincia a fare il posatore di pavimenti in calcestruzzo.

As an installer, Maurizio gets to work on some of Italy's greatest construction sites.

Maurizio come posatore opera nei più grandi cantieri d'Italia.

- Maurizio starts to install decorative concrete floors.
- Maurizio becomes the Technical Supervisor of one of the greatest companies specialized in the production and installation of industrial concrete floors.

*• Maurizio comincia a posare pavimenti decorativi in calcestruzzo.
• Maurizio diventa Responsabile Tecnico di una delle più grosse società specializzate nella posa di pavimenti industriali in calcestruzzo.*

Maurizio Pontello meets Luca Seminati and they decide to create Ideal Work.

Maurizio Pontello incontra Luca Seminati e decidono di creare Ideal Work.



2017 - Happy birthday Ideal Work!
Tanti auguri Ideal Work!



1982

1984-1995

1995

1997

Maurizio's story



1988 - Maurizio at work
Maurizio al lavoro



1998: First training course
1998: Il primo corso di formazione Ideal Work



- Ideal Work foundation.
- Visit to the World of Concrete in the USA.
- Participation in the first SAIE Exhibition in Bologna.
- *Fondazione Ideal Work.*
- *Visita al World of Concrete negli USA.*
- *Partecipazione alla prima Fiera SAIE di Bologna.*

1997

First training course
Primo corso di formazione.

1998

Ideal Work's new headquarters in Vallà di Riese Pio X (TV).

Nuova sede Ideal Work a Vallà di Riese Pio X (TV).

2001

• First international training course.

• Primo corso di formazione internazionale.

2002

• Microtopping® is launched on the market.

• Lancio sul mercato di Microtopping®.

2006

Reconstruction of the company facility after its destruction by a storm.

Ricostruzione dopo il tornado che ha distrutto l'azienda.

2009

"STAY WITH THE BEST" Event with the clients and Bob Harris.

"STAI CON I MIGLIORI" Evento con i clienti e Bob Harris.

2011

Celebration of the company's 20th anniversary with partners and friends.

Festeggiamo i 20 anni dell'azienda con i partner e amici.

2017

Ideal work has joined the Bostik-Arkema group.

Ideal Work entra a far parte del gruppo Bostik-Arkema

2020



Ideal Work's story

Towards new Countries

Verso nuovi Paesi

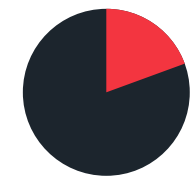
Export share

Quota di fatturato export

Export

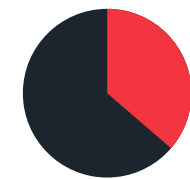
Italy

2005



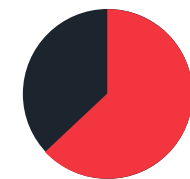
17,60%

2010



35,49%

2021



65,1%

Countries where our products have been installed

Paesi dove sono stati applicati i nostri prodotti

1. Italy
2. Albania
3. Saudi Arabia
4. Australia
5. Bahrain
6. Algeria
7. Bosnia
8. Brazil
9. Canada
10. China
11. Croatia
12. United Arab Emirates
13. Ethiopia
14. Georgia
15. Equatorial Guinea
16. Ghana
17. Republic of the Philippines
18. Guatemala
19. India
20. Iran
21. Iraq
22. Iceland
23. Israel
24. Kazakhstan
25. Kenya
26. Korea
27. Lebanon
28. Libya
29. Maldives
30. Morocco
31. Macedonia
32. Moldavia
33. Malaysia
34. Montenegro
35. Nigeria
36. Norway
37. Puerto Rico
38. Palestine
39. Oman
40. Qatar
41. Kosovo
42. Russia
43. Serbia
44. San Marino
45. Switzerland
46. Seychelles
47. Tunisia
48. Turkey
49. Ukraine
50. USA
51. Vietnam
52. Austria
53. Belgium
54. Bulgaria
55. Cyprus
56. Denmark
57. Estonia
58. Finland
59. France
60. Germany
61. Luxembourg
62. Malta
63. Holland
64. Netherlands
65. Poland
66. Portugal
67. Czech Republic
68. Romania
69. Slovakia
70. Slovenia
71. Spain
72. Sweden
73. UK
74. Hungary
75. Japan



2010 - 2021

Main References

Referenze principali

- Calvin Klein
- Lacoste
- Fendi
- Salomon
- Nike
- Orient Express
- Adidas
- Camper
- Prada Fondazione
- Museo Messner, Italy
- Museo Palazzo Grassi, Italy
- Museo del Vetro, Italy
- Biennale Venezia, Italy
- Dune Art Museum, China
- Hilton Hotel
- Carhartt
- Fossil
- Issey Miyake
- Eataly
- Delta airlines
- Dubai Smart Gov Office
- Frankfurt - the European Central Bank
- Fort Al Hisn Museum Shajah
- Qasr Al Hosn Museum Abu Dhabi
- Milad Tower Teheran
- Benetton
- Uffizi, Florence
- Garage Italia, Italy
- Maldives Joali Alibey Resort
- Zagreb Airport
- Gardaland, Italy
- Disneyland Paris
- Ripley's Believe It or Not!
- Rainbow Magicland, Rome
- Cinecittà Studios, Rome
- Expo 2015 Milano

A long history of training courses

Una lunga tradizione di corsi e formazione

Past training courses from 2010 to the present day

Corsi di formazione svolti dal 2010 ad oggi

210

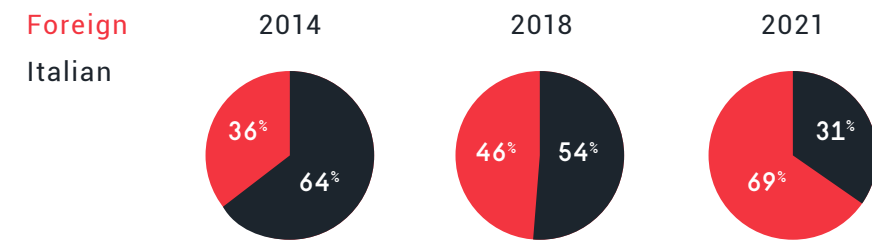
Ideal Work's trained installers from 2010 to the present day

Posatori formati dal 2010 ad oggi da Ideal Work

3.572

Percentage of Italian and foreign participants over the years

Percentuale di partecipanti italiani / stranieri nel corso degli anni



Installers that starts to work after the courses

Posatori che dopo i corsi iniziano a lavorare



«A truly great experience! Finally a course where we get the chance to really try the material by applying it to large samples.»

«Un'esperienza fantastica! Finalmente un corso dove si prova il materiale per davvero, applicandolo su dei campioni di grandi dimensioni.»

«I wish to thank you and your team, not only for having me on the course, but also for your warm hospitality which was extraordinary.»

«Vorrei ringraziare voi e il vostro team non solo per il corso, ma anche per la straordinaria ospitalità e la calda accoglienza che hanno rallegrato il mio soggiorno.»

EN – Synergy, collaboration, listening. These are the values that guide the company in its relationship with its qualified installers. Training is the foundation of such a high quality offer on the market: Ideal Work provides both basic and regular update training courses for its partners along with valid post-course technical assistance and a qualified consultancy service.

The training courses, held both in Italian and English, include theory and practice as well as a 360° support. The participants also get the chance to confront themselves with other professionals of the field.

IT – Sinergia. Collaborazione. Ascolto. Sono i valori che guidano Ideal Work nel rapporto con i propri applicatori qualificati. Per offrire al mercato la più alta qualità il punto di partenza è la formazione: Ideal Work offre ai propri partner corsi base e di aggiornamento, assistenza tecnica post corso e servizi di consulenza qualificata.

I corsi, svolti in italiano e in inglese, sono comprensivi di teoria e pratica, offrono un supporto a 360°, insieme alla possibilità per gli applicatori-artigiani di confrontarsi direttamente con altri professionisti del settore.



Not only clients...

Non solo clienti...



On site annual assistance hours

Ore di assistenza in cantiere dedicate ogni anno

1.800 HOURS



Flights our technical supervisors took for assistance every year

Aerei presi dai nostri responsabili tecnici per assistenze ogni anno

75



Km travelled for support every year

Km percorsi ogni anno per assistenze

ABROAD

80.000 KM

ITALY

50.000 KM

We have to perform technical assistance everywhere :)
Dobbiamo fare assistenze tecniche proprio dovunque :)



2018. Maldives



2018. Oman



2016. China

...partners as well!

... ma partner!



Trip to the USA with our clients.
Viaggio negli USA con i nostri clienti.

EN – “We are all a great team”: some goals can only be achieved with good teamwork. Ideal Work and its installers are a great team; they put effort and commitment into their work... but the playful side is not to be neglected!

IT – “Siamo tutti un grande team”: solo lavorando in squadra si raggiungono gli obiettivi. Ideal Work ed i propri applicatori sono proprio questo, una squadra che mette tanto impegno e passione nel lavoro...ma che sa anche coglierne il lato ludico!

Thomas Pollet



«If I had to describe with a single word what Ideal Work is for me, I would say *truth*. And for men like Maurizio and Luca, trust comes first. It is very important. I trust these two incredible men and I trust their products and their solutions.»

– Thomas Pollet

«Se dovessi descrivere Ideal Work con una sola parola direi *verità*. Per uomini come Maurizio e Luca, la fiducia viene prima di tutto, riveste un'importanza fondamentale. Anch'io ho fiducia in Ideal Work, ho fiducia in questi due uomini incredibili e ho fiducia nei loro prodotti e nelle loro soluzioni.»

– Thomas Pollet

Ak Murat



«Ideal Work offers full, high quality, product range with marketing, sales and full technical support to it's co-partners. Ideal Work team members' experience, attitude and work ethic are taking the company to the future. We're proud to be partner of the company's growth and success.»

– Ak Murat

«Ideal Work offre una gamma di prodotti di alta qualità, con il marketing, le vendite ed il supporto tecnico ai partners. L'esperienza del team Ideal Work, la sua etica e il suo approccio al cliente accompagneranno l'azienda nel futuro. Siamo fieri di essere parte della crescita e del successo dell'azienda.»

– Ak Murat

Luca Calandra



«For me Ideal Work means past and future. Past because the company was born an year before I was and since its origins my father's firm started to use its products. A relationship based on mutual trust and friendship has come natural from the very beginning of our collaboration.»

– Calandra Luca

«Per me Ideal Work significa passato, ma anche futuro; passato perché è nata persino un anno prima che nascessi io e sin da allora la ditta di mio padre ha iniziato a usare i loro materiali. Si è venuto quindi a formare un naturale rapporto di fiducia reciproca e di amicizia.»

– Calandra Luca

Massimo Ruggero



«I've been working for Ideal work for many years now and to me the company means family. When I enter the office it feels like coming back home to my family; a family which is always ready to help. That's what binds me to Ideal Work: love.»

– Massimo Ruggero

«Lavoro per Ideal Work da parecchi anni e per me l'azienda è come una famiglia. Entrare in ufficio è come tornare a casa da una famiglia pronta ad aiutarti in qualunque cosa. È questo che mi lega a Ideal Work: l'amore.»

– Massimo Ruggero

Our Story

A PASSION,
A VISION,
A COMPANY

25 YEARS
1997-2022

EN – Ideal Work began with a contractor and concrete craftsperson, Maurizio Pontello, who saw the potential for concrete to be an aesthetically enticing and versatile building product.

In the 1980's and '90s when Maurizio was working as a craftsperson, available decorative concrete options were limited, and viewed by the Italian market as lacking in desirability. Marble and tile were seen as superior and were the favoured alternatives.

Nevertheless, Maurizio believed decorative concrete could become a unique and beautiful material of choice if produced and created in collaboration with artisans, rather than in isolated production facilities removed from craftspeople.

Maurizio explains:

«When I was an applicator, I wanted my supplier to not just be a salesperson. The ideal supplier would understand my needs and be a partner. I envisioned the supplier visiting the jobsite and exchanging ideas and suggestions. I knew I

could help suppliers create better products and they could help me improve my skills. We built Ideal Work to be the ideal supply-partner.»

It was around this vision that Ideal Work emerged into the Italian marketplace.

In 1997, Maurizio joined talents with Luca Seminati, an enterprising and industrious young person with an aptitude for communicating the potential of decorative concrete. Maurizio worked on product formulation and development while also imparting technical knowledge to Luca. Luca, in turn, focussed on building the company into a supplier that was more than a just a salesperson.

Maurizio and Luca built Ideal Work upon the foundation of being a decorative concrete producer and supplier that is a colleague to its concrete artisans. The ideas and suggestions of Ideal Work artisans inspired the development of new concrete formulations and wider product lines. At the same time, Ideal Work offered applicators

high-quality technical support. In fact, within a few months of opening its doors, Ideal Work hosted its first training course for applicators – training courses and post-training course support have always been central to the success of Ideal Work.

In October 2020, Ideal Work was acquired by Bostik, part of the French group Arkema, a global player with over 20,500 employees in 55 countries. Being part of Bostik provides the resources and support for next-level advancement of product research and development. It also unites an even wider community of skilled artisans.

Ideal Work began with artisans in mind, and continues to take pride in offering solutions, inspiration, skills and a voice to artisans worldwide.



Maurizio Pontello
Founder

Luca Seminati
Founder

«The secret is trying to push oneself beyond and to always be one step forward.»

«Il segreto è cercare di spingersi oltre e essere sempre un passo avanti.»

IT – Ideal Work nasce dalla mente di Maurizio Pontello, posatore e artigiano del calcestruzzo, che vide in questo materiale il potenziale per diventare una superficie versatile e dall'estetica accattivante.

Negli anni '80 e '90, quando Maurizio lavorava come posatore, il concetto di superfici decorative in calcestruzzo non era ancora conosciuto in Italia e la loro offerta era alquanto limitata. Maurizio era tuttavia convinto che il calcestruzzo decorativo potesse avere potenzialità importanti per divenire un materiale pregiato, unico e d'effetto, se prodotto in collaborazione con artigiani, lontano da stabilimenti produttivi di stampo industriale.

Maurizio racconta:

«Quando facevo il posatore, avrei voluto che il mio fornitore fosse più di un semplice venditore. Il fornitore ideale avrebbe dovuto comprendere le mie esigenze, rappresentare un partner, una figura presente nel cantiere, con cui scambiare idee e consigli. Sapevo di poter aiutare i fornitori a creare prodotti migliori, e loro potevano aiutare me a migliorare le mie capacità tecniche.

Ideal Work rappresenta proprio il fornitore-partner ideale.»

È attorno a questa idea che Ideal Work è comparsa nel mercato italiano. Nel 1997, Maurizio ha unito il proprio talento a quello di Luca Seminati, un giovane intraprendente fermamente intenzionato a diffondere e promuovere il potenziale del calcestruzzo decorativo. Maurizio si occupava della formulazione e dello sviluppo dei prodotti, trasmettendo le proprie conoscenze a Luca, che si dedicava a rendere l'azienda il fornitore e partner ideale per ogni posatore.

Maurizio e Luca fondarono Ideal Work con l'obiettivo di diventare un produttore di calcestruzzo decorativo che fosse anche partner e collega degli artigiani del settore, con cui instaurare relazioni positive e durature. Da una parte, le idee e i consigli degli artigiani di Ideal Work ispiravano lo sviluppo di nuove formulazioni cementizie e di più ampie linee di prodotto; dall'altra parte, Ideal Work offriva ai posatori assistenza tecnica di alta qualità e *know-how*. Solo pochi mesi dopo la fondazione,

Ideal Work ospitò il primo corso di formazione per posatori; i corsi di formazione e di assistenza post formazione hanno continuato a susseguirsi, divenendo un punto cardine del successo dell'azienda.

A ottobre 2020 Ideal Work è stata acquisita da Bostik, parte del gruppo francese Arkema, multinazionale con più di 20.500 dipendenti in 55 paesi. Un passo importante, che ha consentito all'azienda di disporre delle risorse e dell'assistenza necessarie per portare avanti un'importante attività di ricerca e sviluppo e di creare una comunità di posatori-artigiani ancora più ampia.

Ideal Work ebbe inizio dall'idea di "artigianato del calcestruzzo", ed è con orgoglio che oggi prosegue in questa direzione, continuando ad offrire soluzioni innovative, ispirazioni, competenze e a dare visibilità agli artigiani in tutto mondo.

Team

Il Team



Stefano Bastasin
Technical Assistant
Manager
Since 2002



Paola Zen
Customer Experience
Management
Since 2002



Adil El Hachimi
Logistics and
Warehouse Operator
Since 2005



Roberto Velludo
CFO and HR
Since 2006



Mostapha Ardouz
Production Operator
Since 2008



Claudia Danesi
Purchase Manager
Since 2009



Simone Fasan
Logistics and
Warehouse Operator
Since 2010



Hamid El Hachimi
Shipments Operator
Since 2011



Silvia Gambirasi
Commercial Officer
Since 2012



Arianna Stradiotto
Customer Experience
Management
Since 2015



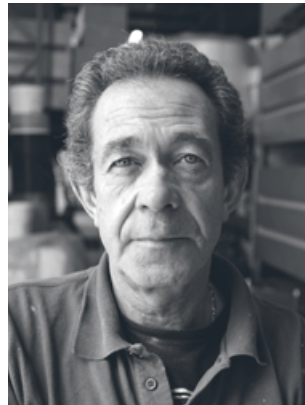
Laila Vezzaro
Commercial Manager
Since 2015



Cristina Carraro
Commercial Officer
Since 2015



Stefano Fontanari
Sales Manager
Since 2016



Renzo Zanatta
Logistics and
Warehouse Operator
Since 2016



Giovanni Fonte Basso
Communication
Manager
Since 2016



Omar Pagnan
Shipments Operator
Since 2017



Valentina De Agnoi
Communication Officer
Since 2017



Giuliano Cornale
Technical operator
international
Since 2017



Nicola Cazzaro
Warehouse Logistic
Manager
Since 2018



Francesca Furlan
Front Office
Since 2019



Gabriele Bragotto
Commercial Officer
Since 2020



Damiano Zucchin
PSRA Specialist
Since 2021



Simonetta Innocente
Controller
Since 2021



Benedetta Favero
Purchase officer
Since 2021

**Think concrete,
but let your imagination run free.**

Concept, creative direction
and graphic artwork
– **Ideal Work**

Colour separation and Print
– **Kappadue**

March 2022

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