

# RETAIL



COMMERCIAL  
RESIN FLOORING

**Prima**  
PAVIMENTI SPECIALI



SHOPPING MALLS  
OUTLETS  
FLAGSHIP STORES  
CONCEPT STORES  
OUTLET STORES  
TEMPORARY STORES  
LARGE SCALE RETAILING  
SPECIALIZED DISTRIBUTION

## BENEFITS

DURABLE CONTINUOUS SURFACES  
NON-SLIP SURFACES  
SOUND-ABSORBING  
CERTIFIED SOLUTIONS  
SAFE AND SANITIZABLE  
ECO-SUSTAINABLE  
DESIGN AND CUSTOMIZATION

## DESIGN STAGE

Designing and selecting resin coverings for a commercial structure must satisfy several requirements.

A shopping mall is a structure that includes a supermarket or an hypermarket, surrounded by a range of stores and a food court. In addition to aesthetics and the possibility of customising the environment, the size of the surface to be covered, performance, resistance to foot traffic, frequent washing, sound absorption, waterproofing, slip resistance and hygiene play an important role.

Our structured approach is based on over 40 years of experience in the flooring sector – certified sustainable solutions and the know-how of listening to our customers to always provide the right answer to every need.

ACQUIRED **KNOW-HOW** IS EXPRESSED  
IN THE **EFFECTIVENESS**  
OF THE PROPOSED **SOLUTIONS**

## SAFE AND LASTING CHOICES

### FUNCTIONALITY AND DETAILS

Jointless surfaces, resistant to intense pedestrian traffic. In addition to aesthetics and customisation, key features include waterproofing, sound absorption and foot traffic resistance, abrasion and trolley resistance, dust resistance.

### EASY MAINTENANCE

With continuous surfaces and resin coatings, maintenance is minimal and cleaning is easier, saving time and money. We suggest professional cleaners for cleaning resin coatings (as PrimaFloor Cleaner®), which help to prolong the life of the floor.

### SAFETY

Floors designed to prevent accidents, non-slip, tactile paths for the visually impaired.

### GUARANTEES

We are structured to be with the customer every step of the way, from design to delivery, to provide targeted solutions to meet project requirements.

### DURABILITY

High levels of UV resistance and color stability for a long service life and low maintenance costs. Long-lasting coatings that resist deterioration and loss of performance.

**QUALITY IS VISIBLE**  
AND 100% **CERTIFIED**

### COMFORT

Integrated solutions to help reduce walking noise. Underfloor heating compatible solutions.

### DESIGN

A wide range of floor and wall finishes, effects and colors for any commercial environment, with extensive customisation options.

### SHORT INSTALLATION TIME

Very fast installation time, application on existing floors with considerable time and cost savings.

### EXPERIENCE

For over 40 years, we have been in charge of the floors of the largest food industry in the country.

### SUSTAINABILITY

We use solutions that meet the highest standards of health and well-being. All floor coverings are low emission (VOC free) and meet the stringent parameters of the German AgBB standard.

### LEED

The resin system or polyurethane cement coating used includes a LEED® information statement detailing how it can contribute to the building's LEED credits.



# SOLUTIONS RETAIL AREAS

## MALL REFURBISHMENT

INDOOR GALLERY  
STORES  
FOOD COURT  
CONGRESS CENTER  
EXHIBITION AREAS  
PUBLIC RESTROOMS  
STAIRS  
PARKING  
OUTDOOR GALLERY  
OUTDOOR PLAY AREAS

To maintain the quality and efficiency of a shopping centre's flooring at all times, resin coatings are ideal for restyling and renovation projects, thanks to their reduced intervention time and customisable solutions that combine functionality and design for better management and sustainability, benchmarks for the entire property sector.

Approaching a flooring renovation project in a commercial building, or in more or less complex shops, requires a structured partner whose experience and know-how guarantee the result, respect for the project's time and cost, and who also knows how to work with the design studio, the property, the company and all the operators involved.

Efficient flooring makes the environment more comfortable and safer. It contributes to the success of the design.

COMBINE  
DESIGN & FUNCTIONALITY



Project: VF Store Milano - Italy

## MULTI-LAYER EPOXY SYSTEM

Multi-layer epoxy coatings provide surfaces with sufficient thickness to mitigate the imperfections of the original floor and offer excellent resistance to mechanical and chemical loads. Several layers of resin are applied. Quarz sanding of each layer to ensure perfect adhesion between layers, maintaining anti-slip characteristics and improving mechanical strength. They can also be self-levelling.

## PRIMA POLISHING FAST SYSTEM

Prima Polishing Fast System is a rapid polishing system that transforms your flooring into a resistant surface, reflective and easy to clean. The treated floor will not withstand dust, get oils, and grease, etc. stretching over time maintenance works. Furthermore processing times of our treatment are very fast, in just 12 hours we make very large surfaces, immediately available for use.

## DECORATIVE SYSTEM

Self-levelling cementitious mortars and pastes are cementitious-based coatings featured with a more textured and natural effect. They consist of special ultra-fast setting hydraulic binders to realize flooring and architectural elements, in thicknesses between 5 and 40 mm. They can be dry sanded, to obtain decorative floor coverings with matt or glossy finish, with natural effect, trowelled, cloudy, Venetian Terrazzo type.



Project: I Petali del Giglio - Reggio Emilia (RE) - Italy



Project: Cité Musicale de l'Île Seguin Paris (France)



Scratch &  
Impact  
resistant



Acoustic  
comfort



Non-slip



Easy  
to clean



UV resistant

# INDOOR GALLERY

## DECORATIVE SYSTEMS

Thicknesses from 5-6 mm to 10-15 mm

Decorative versatility, technical characteristics unchanged over time and minimal maintenance are some of the key requirements for the main reception area.

The floor covering reflects the spirit and identity of the entire facility and, through the combination of colours and design, helps to reinforce the concept that has been designed. As these are high-traffic areas, flooring solutions need to be durable, easy to clean and maintain.

Venetian terrazzo floors are a particularly suitable choice for commercial galleries.

### FEATURES

- Continuous surfaces
- Resistant to heavy traffic
- Scratch and impact resistant
- Non-slip
- Sound absorbing where required
- Easy to clean and maintain
- Design customisation
- Variable thickness
- VOC free
- Bfl-s1 fire class

### ACCESSORIES

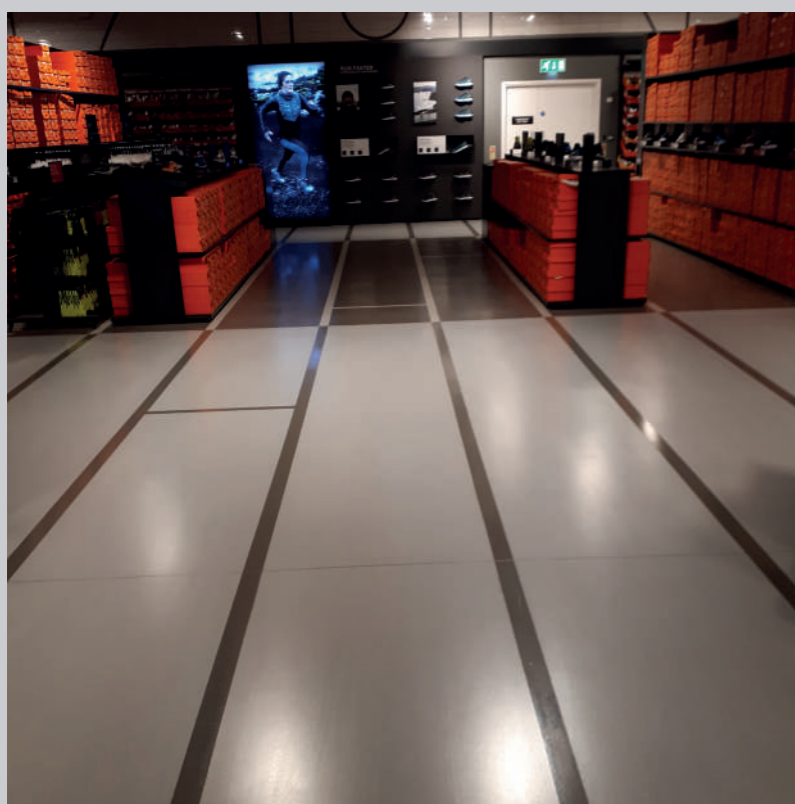
- Tactile pathways for the visually impaired

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Project: END Store via Mercanti 21 Milano - Italy



Project: Nike Braintree - UK



Scratch &  
Impact  
resistant



Acoustic  
comfort



Non-slip



Easy  
to clean



UV resistant

# FLAGSHIP STORE

In a tailor-made project, i.e. a flagship store designed and built to communicate a brand's identity through the adoption of a precise style and unique design, we work closely with the retail project manager and technical management to create a floor that meets all the project's requirements: from technical performance to choice of colours, final effect (glossy, matt, textured, troweled, cloudy), patterns or sport lines, integration of floor inserts or brand logos.

## FEATURES

- Continuous surfaces
- Resistant to heavy traffic
- Scratch and impact resistant
- Non-slip
- Sound absorbing where required
- Easy to clean and maintain
- Design customisation
- Variable thickness
- VOC free
- Bfl-s1 fire class

## ACCESSORIES

- Tactile pathways for the visually impaired
- Display stands
- Realization of logos, patterns, sport lines
- Inclusion of floor inserts (marble, decorations)

## SELF-LEVELLING CEMENTITIOUS SYSTEM

Thicknesses from 7 to 20 mm  
For polished surfaces from 10 to 20 mm

## POLISHED SELF-LEVELLING CEMENTITIOUS SYSTEM

Thicknesses from 5 to 40 mm

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Project: Game 7 - Lingotto Mall - Torino (Italy)



Scratch &  
Impact  
resistant



Acoustic  
comfort



Non-slip



Easy  
to clean



UV resistant

# CONCEPT STORE

The concept store is a multi-purpose commercial space offering a variety of products and services in a distinctive and evocative environment. Tailor-made solutions.

## FEATURES

- Continuous surfaces
- Resistant to heavy traffic
- Scratch and impact resistant
- Non-slip
- Sound absorbing where required
- Easy to clean and maintain
- Design customisation
- Variable thickness
- VOC free
- Bfl-s1 fire class

## ACCESSORIES

- Tactile pathways for the visually impaired
- Display stands
- Realization of logos, patterns, sport lines
- Inclusion of floor inserts (marble, decorations)

## RESINED GRAVEL ASPHALT TYPE

Medium thickness 6 mm

## MULTY-LAYER EPOXY SYSTEM

Thicknesses from 3 to 3.5 mm

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Project: Decathlon - Sesto Fiorentino (FI) - Italy



Project: Mediaworld - Chivasso (TO) - Italy



Scratch &  
Impact  
resistant



Acoustic  
comfort



Non-slip



Easy  
to clean



UV resistant

# SPECIALIZED DISTRIBUTION

Specialised distribution stores require durable and functional solutions with good aesthetics, usually homogeneous and fairly neutral. Tailor-made solutions.

## FEATURES

- Continuous surfaces
- Resistant to heavy traffic
- Scratch and impact resistant
- Non-slip
- Sound absorbing where required
- Easy to clean and maintain
- Design customisation
- Variable thickness
- VOC free
- Bfl-s1 fire class

## ACCESSORIES

- Tactile pathways for the visually impaired
- Display stands
- Realization of logos, patterns, sport lines
- Inclusion of floor inserts (marble, decorations)

## DECORATIVE SYSTEMS

Medium thickness 6 mm

## PRIMA POLISHING FAST SYSTEM

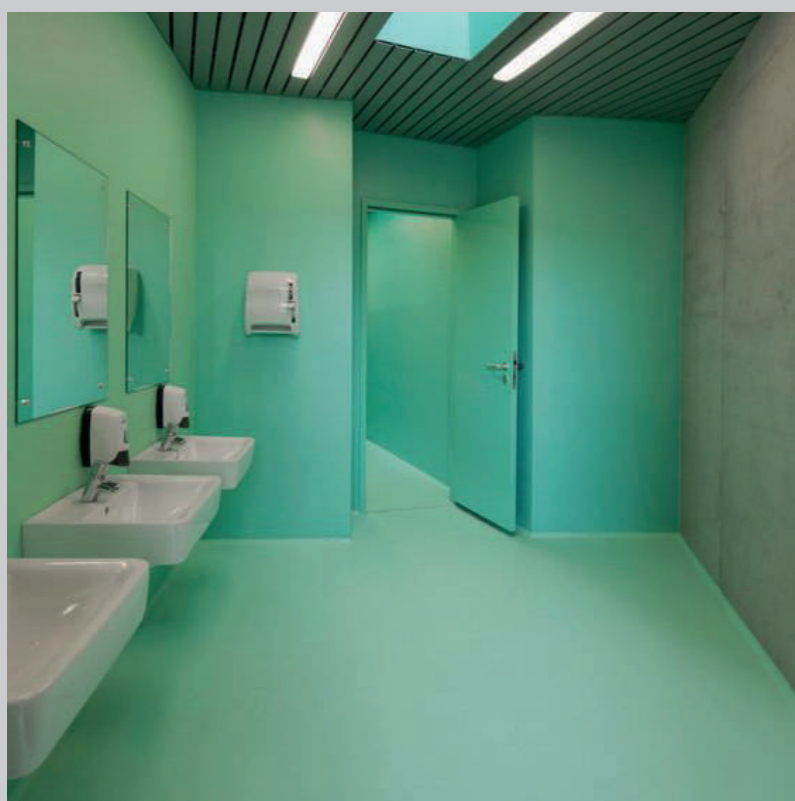
Rapid Polishing Treatment  
of Concrete Floors

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Food Court



Public restrooms



Waterproof  
Surface



Thermal Shock  
Resistance



Non-slip



HACCP



High chemical  
resistance

## OTHER PUBLIC SPACES

### MULTY-LAYER EPOXY SYSTEM

Thicknesses from 3 to 3.5 mm

Canteens, restaurants and cafeterias are subject to HAC-CP regulations. These are required in all areas where food is handled and served.

Continuous resin floors with no or very few joints are impermeable to grease, oil and water, more resistant to impact and abrasion and, of course, easy to clean and decontaminate.

As these are high-traffic areas, the floors also need to be able to withstand the wear and scratches caused by moving chairs and tables.

Also suitable for public restrooms.

#### FEATURES

- HACCP
- Non-slip
- Waterproof continuous surfaces
- Resistant to stains from food and liquids
- Resistant to heavy traffic
- Scratch and impact resistant
- Easy to clean and maintain
- Design customization
- Variable thickness
- VOC free
- Bfl-s1 fire class

#### ACCESSORIES

- Resin wall coverings
- Floor to wall joints
- Tactile pathways for the visually impaired

RETAIL

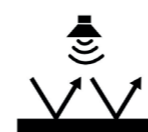
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Congress Center



Project: Cité Musicale de l'Île Seguin Paris (France)



Acoustic  
comfort



Non-slip



Eco-Friendly



Easy  
to clean



UV resistant

# CONGRESS AREA & EXPO

Conference areas are spaces that host conferences, exhibitions, events and trade shows, and are often found within commercial facilities. The environments need to meet expectations: toilets, rooms of various sizes, bars and checkrooms.

The layout can be sophisticated or functional and minimal. Functional characteristics of the flooring include soundproofing, functionality and durability. Flooring made with self-leveling polyurethane resin systems for improved comfort and sound absorption can be fitted with a rubber granulate mat which is flexible and elastic.

## FEATURES

- Reduction of impact sound
- Reduction of vertical sound transmission
- High wearing comfort
- Comfortable to walk on
- Very low VOC
- High level of shock-absorption and impact resistance
- UV resistant
- Flexible, soft and comfortable
- Continuous and jointless flooring
- Wide range of colours to choose
- Attractive aesthetic, smooth finished
- Easy cleaning and maintenance

## ACCESSORIES

- Tactile pathways for the visually impaired

## SELF-LEVELLING COMFORT

Medium thickness 6 mm

## DECORATIVE SYSTEMS

Medium thickness 6 mm

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Pre-cast steps with Prima Polishing Concrete Floor finish  
Nike Stores Europe



Joint - Nike Stores Europe



Scratch &  
Impact  
resistant



UV resistant



Eco-Friendly



Easy  
to clean

# COMPLEMENTS

Pre-cast steps with Prima Polishing Concrete Floor finish, including non-slip groove.

## FEATURES

Pre-casted  
Non-slip  
High resistance

Aluminum structural joint for resin floors, with elastic, interchangeable gasket that guarantees the expansion and contraction movement of the joint itself.

## FEATURES

Gasket color: black, gray  
Resistant to temperature changes  
High strength, withstands high loads

## STAIRS

## JOINTS

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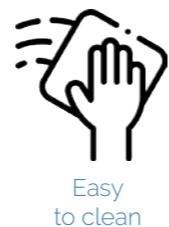
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Project: END Store via Mercanti 21 - Milano (Italy)  
Wall cladding panels - Concrete type



Project: END Store via Mercanti 21 - Milano (Italy)  
Product display Support Venetian Terrazzo" type



# COMPLEMENTS

We produce tailor-made cladding slabs for wall installation. The slabs can be of the "Concrete" type and "Venetian Terrazzo" type, but also of other type depending on the project specifications.

## FEATURES

Custom dimensions  
Matt, satin, glossy, material finishes.  
Resistant to stains and chemicals  
Waterproof surface  
Easy cleaning and maintenance  
Thicknesses from 2 to 4 mm  
Bfl-s1 fire class

We produce display supports for tailor-made products to be installed in stores. The slabs can be of the "Concrete" type and "Venetian Terrazzo" type, but also of other type depending on the project specifications.

## FEATURES

Custom dimensions  
Matt, satin, glossy, material finishes.  
Resistant to stains and chemicals  
Waterproof surface  
Easy cleaning and maintenance  
Thicknesses from 2 to 4 mm  
Bfl-s1 fire class

## WALL CLADDING SLABS

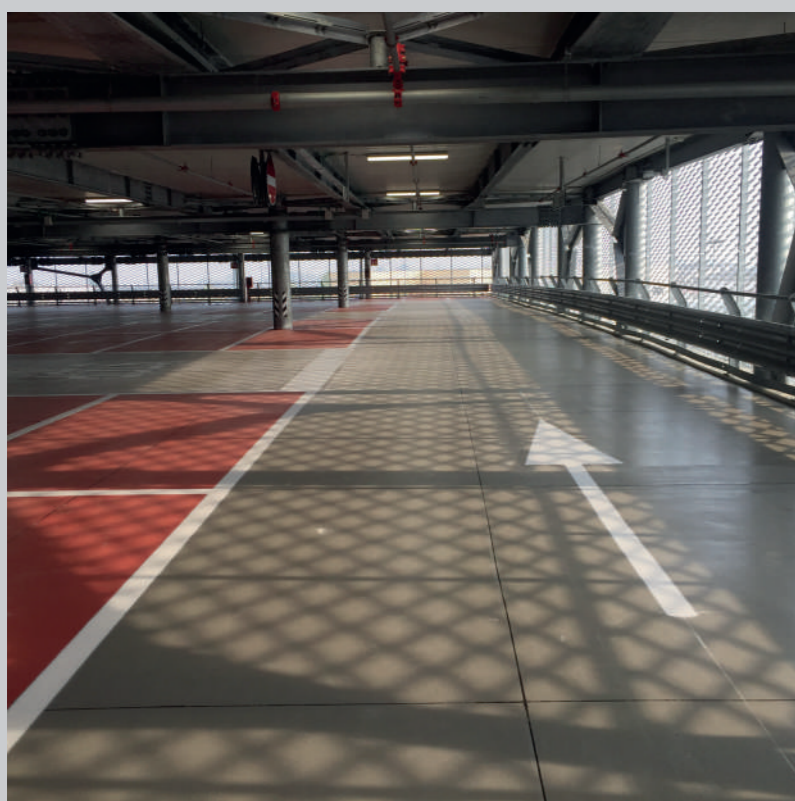
## DISPLAY SUPPORTS

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Project: COOP Figline Valdarno (FI) - Italy



Project: Serravalle Outlet - Italy



# PARKING AREA

A parking space is not a must, but it is a worthy strong point for a building. Resin coatings are the most widely used and recommended for this type of surface as the resin itself has resistance, durability, and functionality. Multilayer epoxy or multilayer polyurethane systems can be used. OS8-OS9-OS10-OS11 criteria are satisfied. Colors, flooring, individual parking spaces, and signage can all be highly customized.

## FEATURES

- Homogenous, non-slip surface
- Resistant to chemicals, oils, fuels, de-icing salts, lubricants, acids and diluted bases
- Wear-resistant and durable
- Resistant to wheeled vehicle traffic
- Highly customisable
- Underground car park
- These solutions contribute to the building's Leed score

## ACCESSORIES

- Underground car park Horizontal and vertical signage-
- Tactile pathways for the visually impaired

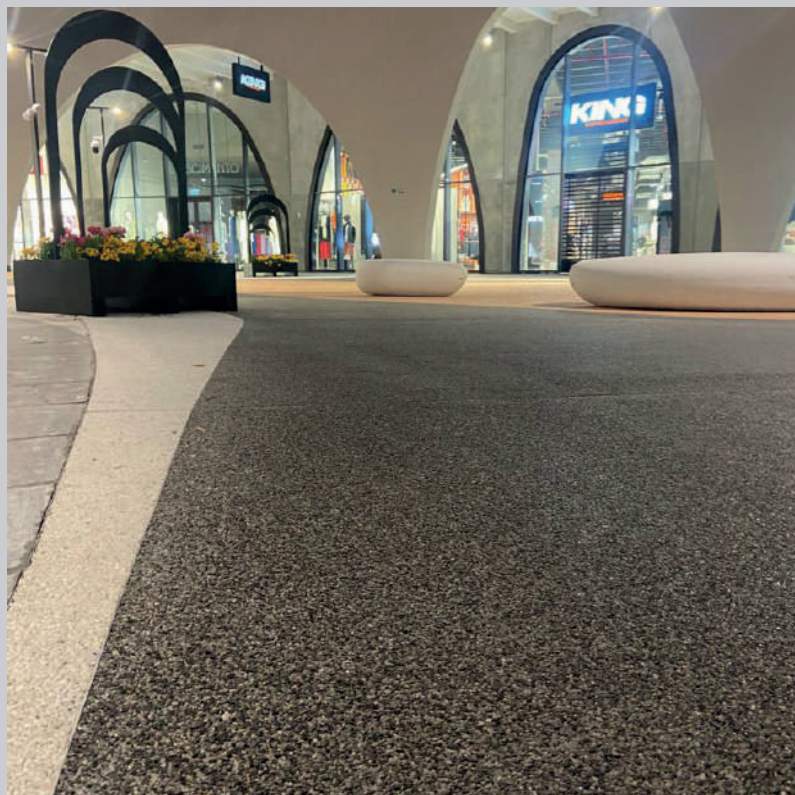
**MULTI-LAYER  
EPOXY SYSTEM**

**POLIURETHANIC  
MULTI-LAYER**

**DRY POLISHING  
SYSTEM**

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Project: TO Dream Urban District (TO) - Italy



Project: San Marino Outlet



Draining



Frost  
Resistant



Non-slip



Eco-Friendly

# OUTDOOR MALL

For the long lasting eco-friendly redevelopment of outdoor pedestrian or vehicular light areas,

Prima Drain Stone® is an outdoor flooring system totally permeable and environmentally friendly, complies to the hydrological cycle. It is essential to select certified materials that help to improve outdoor areas by ensuring drainage or rainwater filtering and avoiding the creation of new impermeable surfaces (such as asphalt and cement) and/or unstable ones (such as self-locking paving stones and loose gravel).

Composed of natural aggregates mainly from production waste, with different grain sizes, kinds and colors, blended with a special eco-friendly binder.

## FEATURES

- Permeable
- Sustainable
- Wide range of natural aggregates
- Customizable for inclusion
- UV resistant
- Head Island Effect
- Frost Resistant
- Short Installation time
- Easy cleaning and maintenance
- Respects the most important Minimum Ecological Criteria
- These solutions contribute to the building's Leed score

## ACCESSORIES

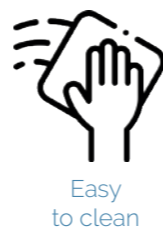
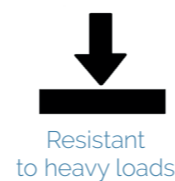
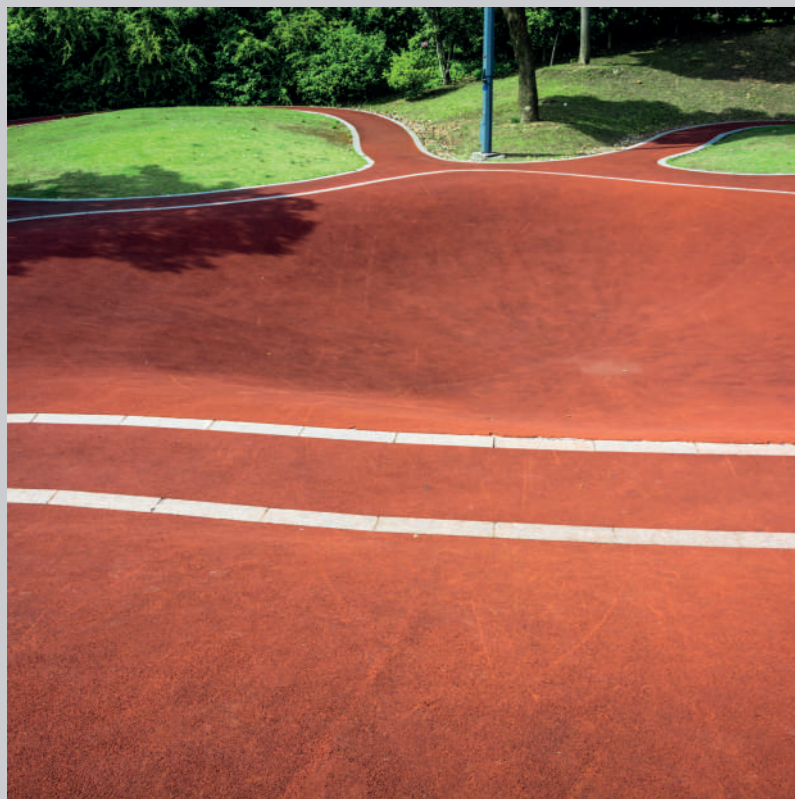
Tactile paths for the visually impaired

## PRIMA DRAIN STONE®

- > OUTDOOR MALL
- > PEDESTRIAN PATHS GREEN AREAS
- > OUTDOOR RECEPTION AREAS
- > LANDSCAPE DESIGN
- > CYCLE PATHS

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# OUTDOOR AREAS

## PRIMA PLAY®

Prima Play® is an environmentally friendly system with acrylic resin in water dispersion and fillers, developed as a solution for bicycle paths, sidewalks, outdoor multipurpose sports facilities and urban areas.

It is ideal for the restoration and beautification of damaged surfaces, for the protection and coloring of bituminous or cementitious surfaces in environments with heavy pedestrian traffic, for pedestrian and bicycle paths, surfaces in stadiums or sports facilities in general or for urban areas.

Also applicable on worn or new asphalt substrates, provided they are sound and cohesive.

A wide range of colors (NCS) for a valuable esthetic effect and high technical performances, such as good slip resistance, high elasticity and the correct coefficient of restitution (rebound) of the game balls

Prima Play® respects the environment as it is made from VOC certified free products.

### FEATURES

- Homogeneous and non-slip surface
- Also applicable on wet ground
- Eco-friendly
- High color stability and UV resistant
- High resistance to atmospheric agents
- High resistance to thermal shock
- Minimal and easy maintenance

> CHILDREN'S PLAY AREAS  
> OUTDOOR MULTIPURPOSE  
SPORTS FACILITIES

RETAIL

**Prima**  
PAVIMENTI SPECIALI

# CASE HISTORY

Our industrial know-how and expertise in this field, our partnerships as well as recognized qualities over the years, have allowed us to become a major player in this sector.

The best calling card is the flooring we have realised. In Italy, in Europe and, in the rest of the world.

SOME OF  
OUR CUSTOMERS



Ikea  
Porta di Roma (Italy)



CC Vialarga  
Bologna (Italy)



Géant Casino  
Villenave D'Ornon (France)

# CONTACTS

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### CERTIFICAZIONI



OS 6 Classe IV  
OS 26 Classe IV  
OG 1 Classe III  
OG 3 Classe II

### COMPAGNIA ASSICURATIVA



### ASSOCIAZIONI



# PARTNERS

### APPLICATORI FIDUCIARI



SHERWIN-WILLIAMS.

### PARTNER



### RETAIL