

RETAIL



COMMERCIAL
RESIN FLOORING

Prima
PAVIMENTI SPECIALI



Prima
PAVIMENTI SPECIALI

WHERE

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.

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.



QUALITY IS VISIBLE
AND 100% CERTIFIED



RETAIL

SOLUTIONS RETAIL AREAS

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

COMBINE
DESIGN & FUNCTIONALITY

MALL REFURBISHMENT

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.



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.

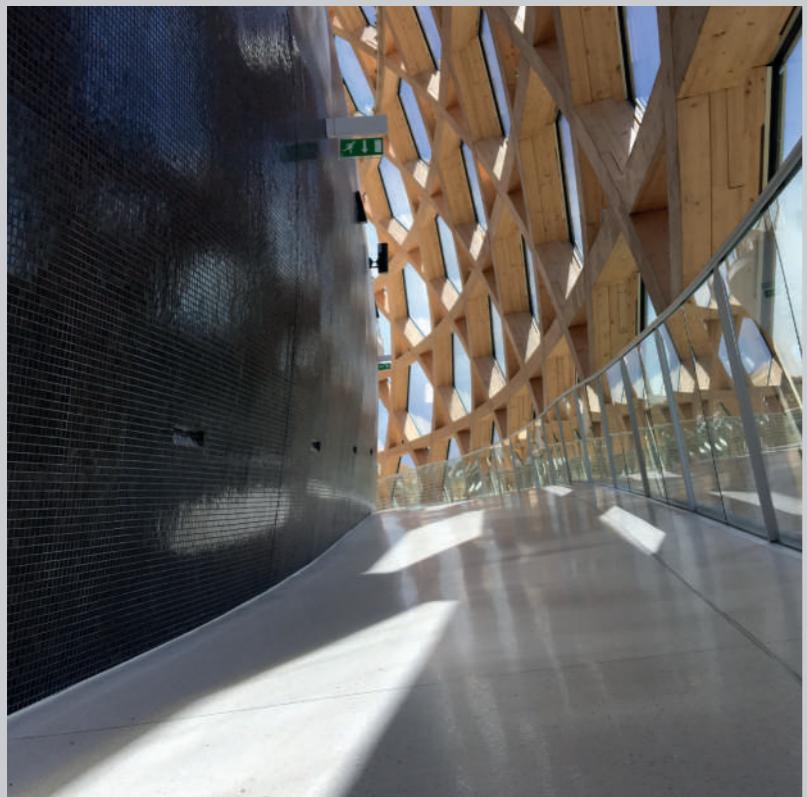
DECORATIVE SYSTEM

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.

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



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

INDOOR GALLERY



Scratch &
Impact
resistant



Acoustic
comfort



Non-slip



Easy
to clean



UV
resistant

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

DECORATIVE SYSTEMS

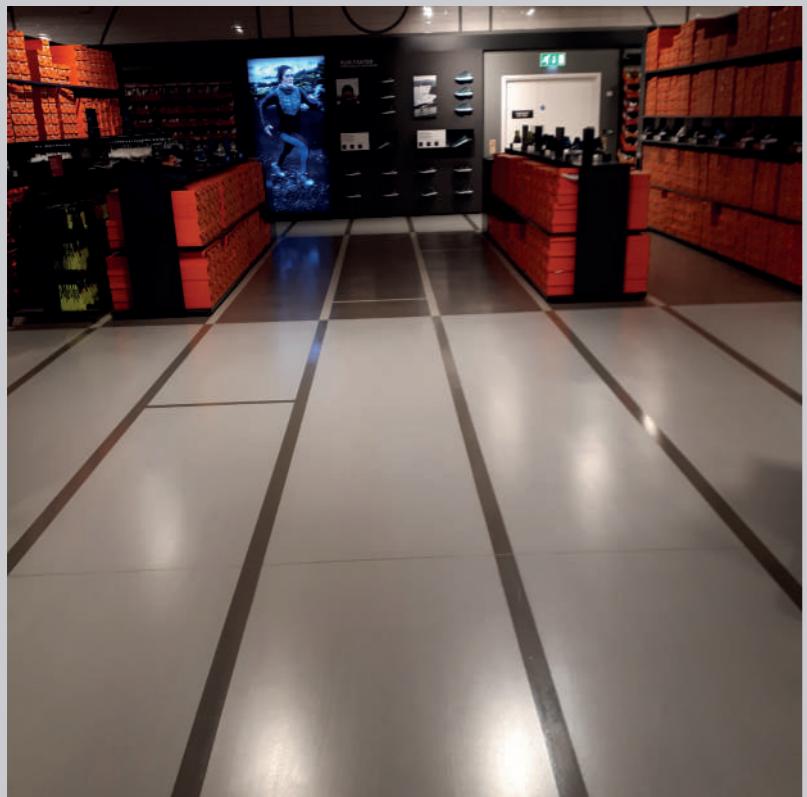
Thicknesses from 5-6 mm to 10-15 mm

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Project: END Store via Mercanti 21 Milano - Italy



Project: Nike Braintree - UK

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.



Scratch &
Impact
resistant



Acoustic
comfort



Non-slip



Easy
to clean



UV
resistant

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)



CONCEPT STORE



Scratch &
Impact
resistant



Acoustic
comfort



Non-slip



Easy
to clean



UV
resistant

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

MULTI-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

SPECIALIZED DISTRIBUTION



Scratch &
Impact
resistant



Acoustic
comfort



Non-slip



Easy
to clean



UV
resistant

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

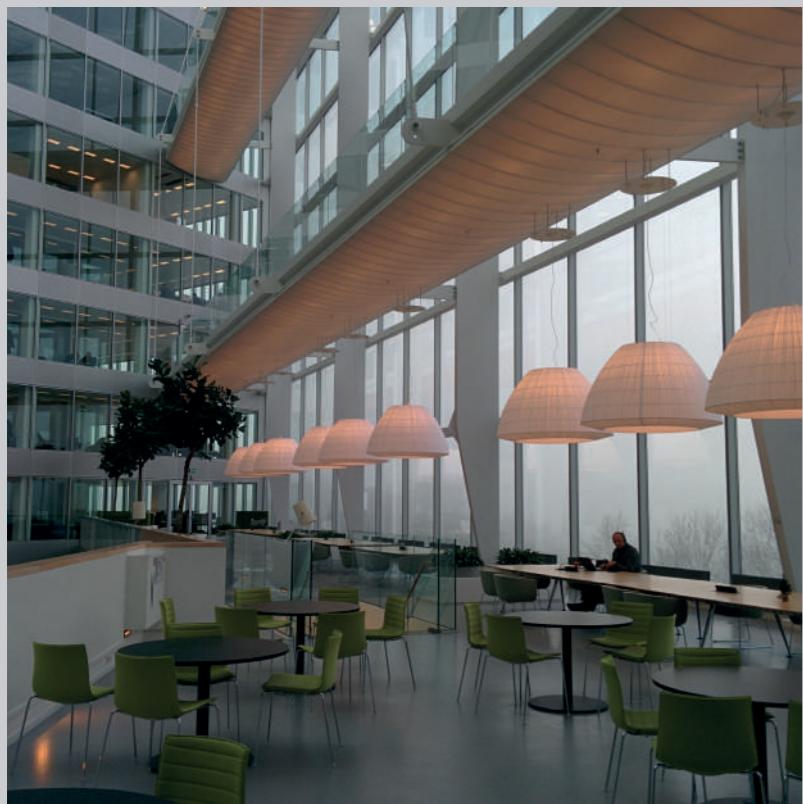
Medium thickness 6 mm

PRIMA POLISHING FAST SYSTEM

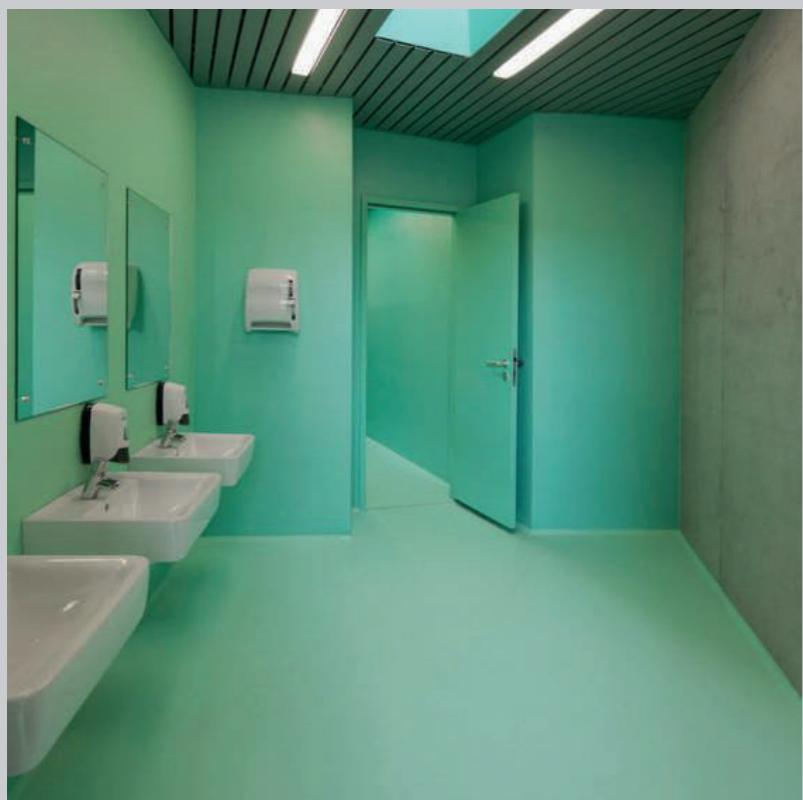
Rapid Polishing Treatment
of Concrete Floors

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Food Court



Public restrooms

OTHER PUBLIC SPACES



Waterproof Surface



Thermal Shock Resistance



Non-slip



HACCP



High chemical resistance

Canteens, restaurants and cafeterias are subject to HACCP 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

MULTI-LAYER EPOXY SYSTEM

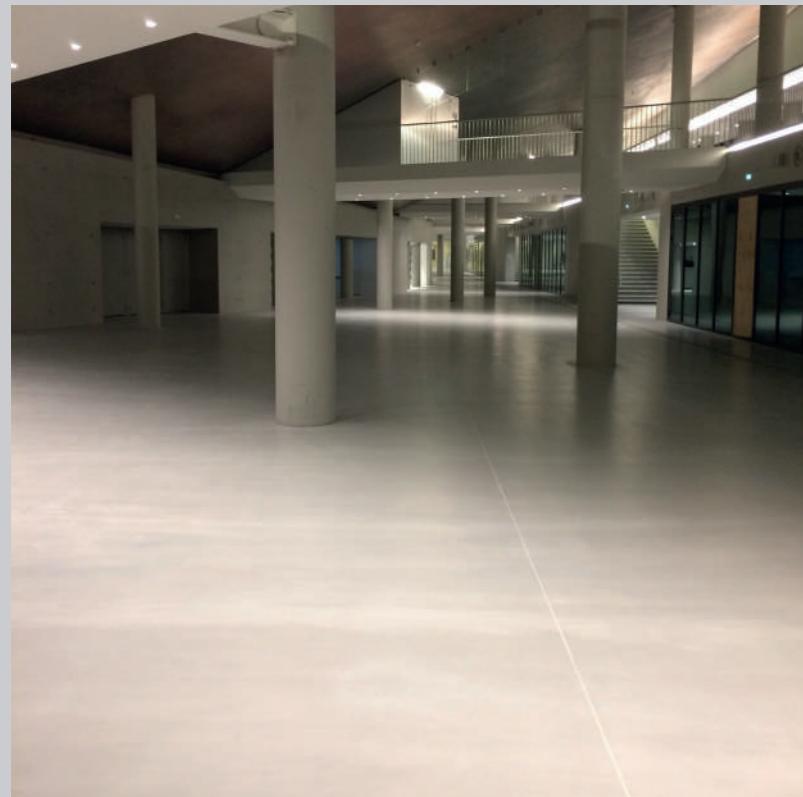
Thicknesses from 3 to 3.5 mm

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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

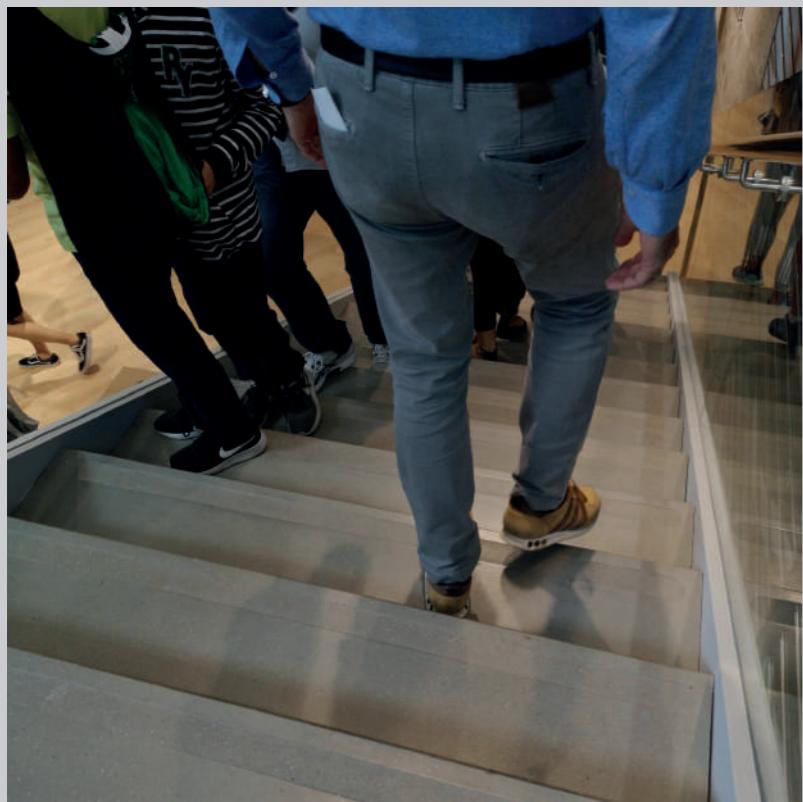
Medium thickness 6 mm

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

COMPLEMENTS



Scratch &
Impact
resistant



UV
resistant



Eco-Friendly



Easy
to clean

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

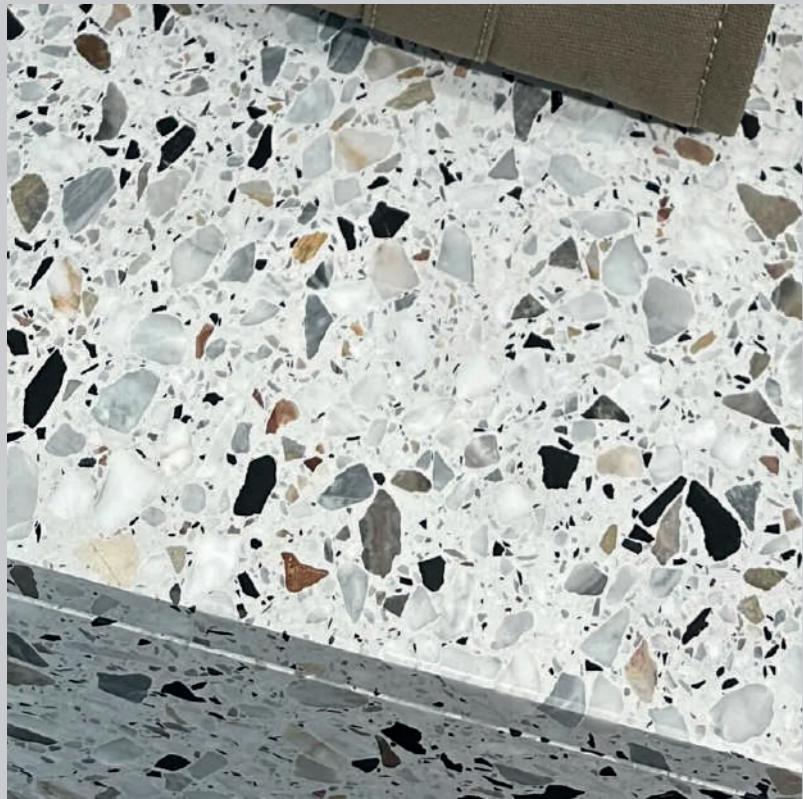
JOINTS

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

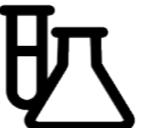


Project: END Store via Mercanti 21 - Milano (Italy)
Product display Support Venetian Terrazzo" type

COMPLEMENTS



Waterproof Surface



High chemical resistance



Non-slip



High rolling resistance



Antistatic constraints



Easy to clean

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

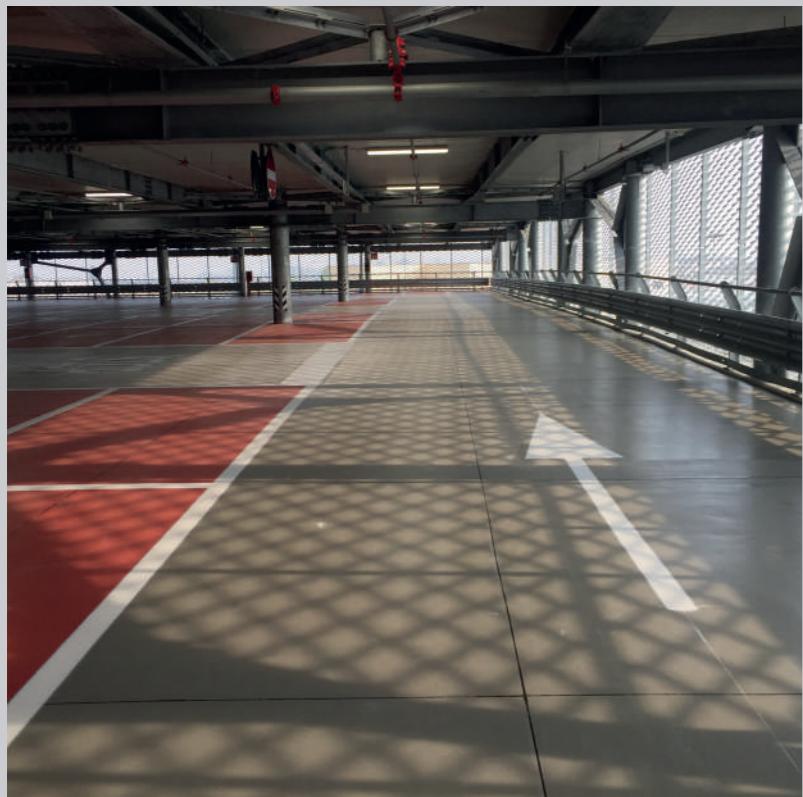
DISPLAY SUPPORTS

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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

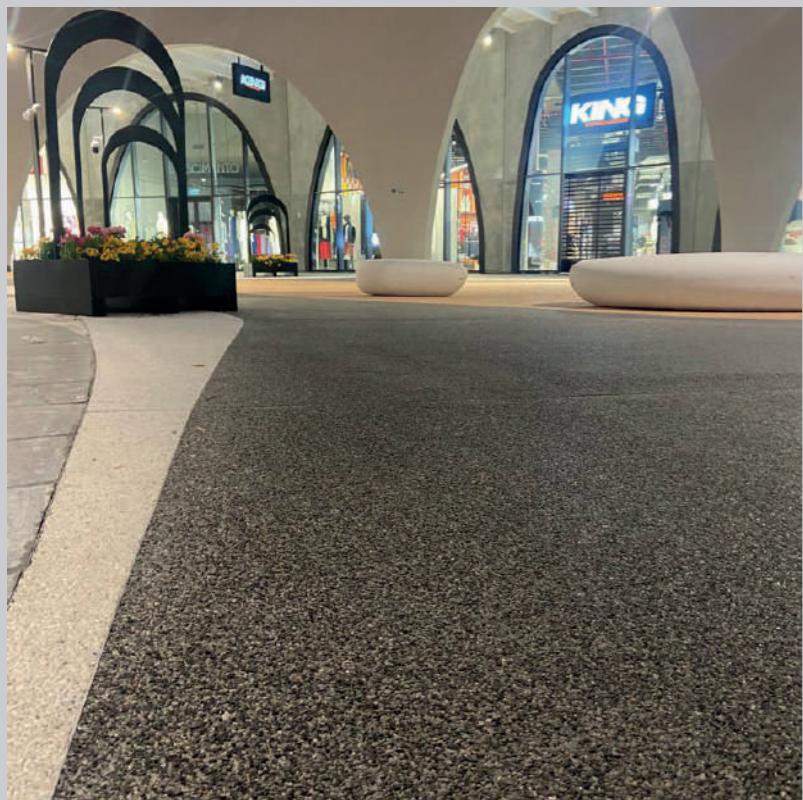
Underground car park Horizontal and vertical signage-
Tactile pathways for the visually impaired

**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



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

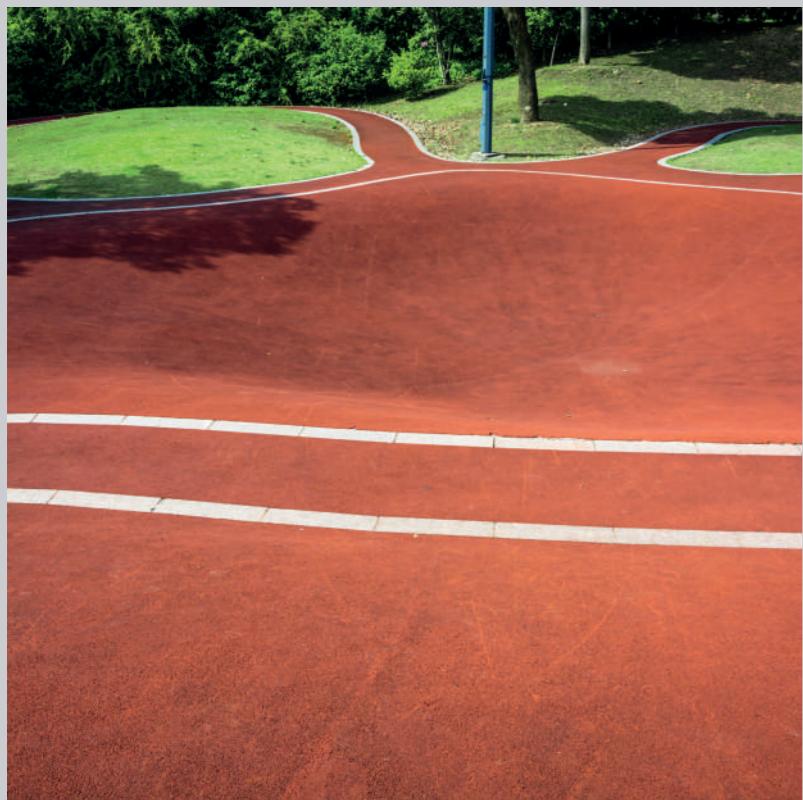
Tactile paths for the visually impaired

PRIMA DRAIN STONE®

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

RETAIL

Prima
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Resistant
to heavy loads



Non-slip



Thermal
Resistance



UV resistant



Eco-Friendly



Easy
to clean

OUTDOOR AREAS

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

PRIMA PLAY®

> 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



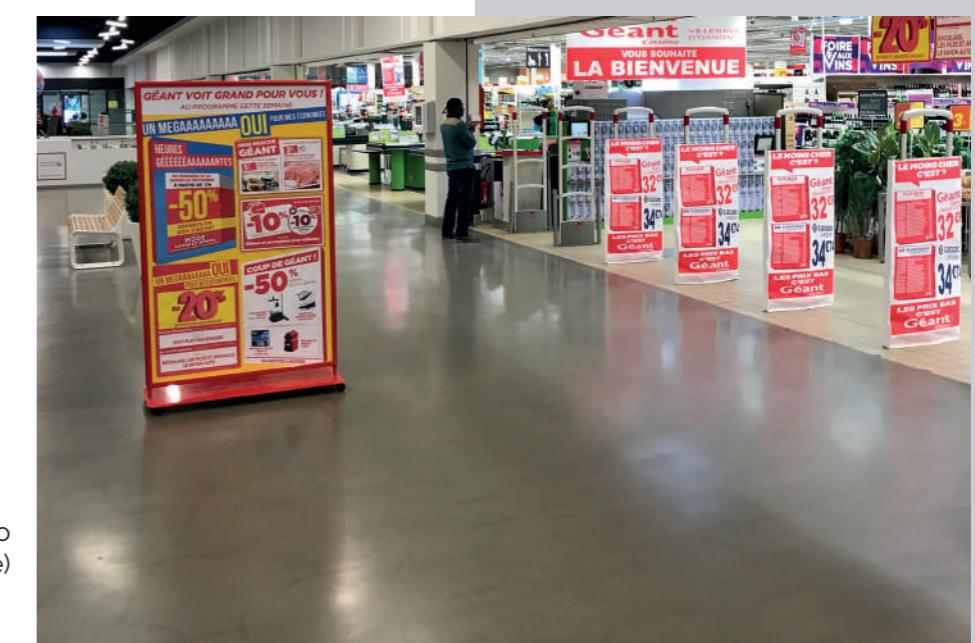
Ikea
Porta di Roma (Italy)



CC Vialarga
Bologna (Italy)



Géant Casino
Villeneuve D'Ornon (France)



RETAIL

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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



PARTNER



RETAIL

