

A NEW RECORD FOR THE ITALIAN MULTINATIONAL

LAMINAM IS THE FIRST TO OBTAIN NSF CERTIFICATION FOR CONTACT WITH FOOD

The Fiorano Modenese company is the first manufacturer of ceramic surfaces in the world to obtain “Solid Surfacing for Food Zone” certification from the NSF - American National Standard for Food Equipment, the most authoritative independent organisation for the North American market and one of the most respected internationally. This new milestone honours Laminam’s desire to certify, through increasingly qualified global institutions, the natural aspect and superior quality of its finishes, particularly for the purpose of kitchen countertops.



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Laminam's new international record rewards the natural aspect and superior quality of its surfaces. It has become the first manufacturer of ceramic slabs in the world to obtain "Solid Surfacing for Food Zone" certification. No longer "Ceramic Solid Surfacing for Splash Zone": the NSF - American National Standard for Food Equipment, the most prestigious independent organisation for the certification of food zone products in the private and commercial restaurant sector in the US and Canada, has now authorised the use of Laminam finishes as surfaces intended for direct contact with foodstuffs, and any associated liquid condensate they produce.



Kitchen countertop with IN-SIDE – Porfido Marrone Fiammato finish.

The certification confirms that Laminam finishes sold in 1620 x 3240 mm size for the purpose of manufacture as kitchen countertops meet all North American regulatory requirements with regard to an absence of heavy metals, ease of cleaning, and resistance to acid corrosion. All of which are hallmarks of the Italian multinational's surfaces, which are also resistant to heat, scratches, deep abrasions, and UV rays, as well as being intrinsically antibacterial and able to inhibit the formation of microorganisms.

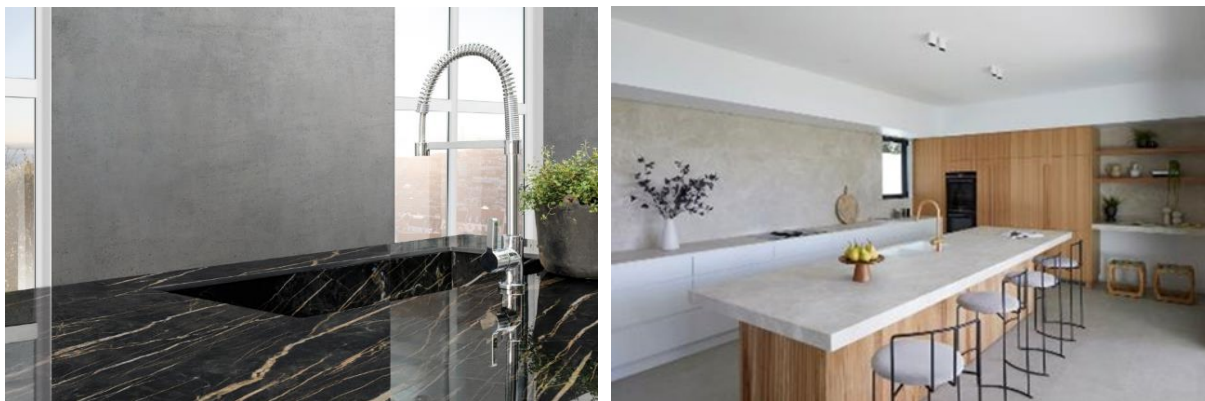
Tests carried out by accredited external labs on Laminam surfaces just off the production line have shown the elimination of microbes, bacteria and mould of up to 93%. For those wanting more than the already impressive performance offered by the standard slabs, Laminam also offers additional Ambience bio-active treatments, which can be applied to most of its catalogue products. These reduce the growth of bacteria, mould and mildew on its surfaces (thereby eliminating the unpleasant odours they produce) by up to 99.9%, break down pollutants present in the air (by releasing oxygen), and make horizontal and vertical surfaces even easier to clean.





Two Laminam products introduced in 2020: left, Ardesia a Spacco Bianco and right, Ardesia a Spacco Nero from the I-Naturali series

NSF certification is yet another goal of excellence achieved thanks to the staff of Laminam's Quality Management office. By liaising with authoritative international institutions, it is constantly engaged in the pursuit of product certifications which demonstrate the superior quality of Laminam surfaces and the natural aspect of the raw materials used to make them, with a view to sustainability across the board. The results with which Laminam slabs pass stringent international tests are a reflection of the highest quality standards and of their supreme safety in a variety of applications: exterior façades, flooring and cladding, kitchen countertops and tabletops.



Left: kitchen countertop I Naturali - Noir Desir; right: kitchen countertop I Naturali - Diamond Cream, Vanquish Private House, interior design by Joe Adsett Architects, Brisbane, Queensland, Australia, 2020

The Italian brand has revolutionised the global market in ceramic products with extra large sizes and ever-slimmer thicknesses, manufacturing nature-inspired products whose performance, durability and versatility go beyond the limitations of the natural materials



themselves. The breadth of its catalogue and this new certification issued by the globally recognised North American body make Laminam one of the most credible big players in kitchen countertop surfaces, establishing itself as a leader and benchmark of the sector.



Left, another 2020 launch: I Naturali – Cristallo Lucidato, surface intended mainly as kitchen countertop; right, kitchen with IN-SIDE – Pietra Piasentina Grigio finish

Evolution is Laminam hallmark; an ongoing process which combines art, technology, and creativity in order to continually offer brand new, sustainable, groundbreaking design solutions to architects, interior designers and consumers, giving substance, form and elegance to the world of tomorrow.

SUPPORTING OUR CLIENTS AROUND THE WORLD

The steadfast pursuit of outstanding quality and commitment to innovation which define Laminam's story continue to expand its horizons well beyond national borders. Its surfaces are increasingly popular across Europe and on other continents where Made in Italy is traditionally a byword for finishes of the finest quality and exquisite aesthetic taste.

Some of the most interesting markets include Russia and the Far East, while the Middle East is also gradually proving to be more and more promising. Laminam also has a significant presence on the American continent. As a result, the company has also strengthened its exposure abroad in corporate terms. Directly controlled companies and companies in partnership with local commercial players have joined parent company Laminam S.p.A.: LaminamRUS, Laminam USA, Laminam Canada, Laminam UK, Laminam Germany, Laminam

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France, Laminam China, Laminam Japan, Laminam Israel, and the recently formed Laminam Australia.



(Pictured: Laminam's presence around the world)

The group's headquarters remain firmly in Italy, in Fiorano Modenese. Italy is also home to two of its three production facilities, its Research & Development laboratories, and Laminam Service, a company specialising in installation services, reflecting the company's strong national component and its desire to foster Italian expertise.

Laminam's goal over the next few years is to increase international expansion in terms of sales, production and logistics, in order to make its range of products increasingly accessible to the global market, while at the same time providing fast, timely deliveries and solutions.

In operating on a global level, Laminam also relies on solid partnerships with top level distributors who can convey Laminam's distinctive values to the market over other surface materials. The company's strength, aside from the superior quality of its products, lies in capitalising on those partnerships, providing major support to all market operators.



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