



**ECO-innovation**  
WHEN BUSINESS MEETS THE ENVIRONMENT

**CIP Eco-innovation  
Pilot and market replication projects  
Call 2013**

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**Deliverable 5.3 - 3 Replication showcases**

**Project acronym WINCER**

**Contract ECO/13/630426**



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European  
Commission

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Small and Medium-sized Enterprises



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**Summary**

Replication showcase n° 1..... 3  
Replication showcase n° 2..... 8  
Replication showcase n° 3..... 10

**The winner project was presented in three important Marazzi show-rooms:**

1. **Italy at Sassuolo**
2. **France at Lyon**
3. **Spain at Castellon de la Plana**

### **Replication showcase 1: ITALY**

- **SHOW-ROOM MARAZZI SASSUOLO**

VIALE REGINA PACIS, 39  
41049 SASSUOLO MO (ITALY)



The showroom dedicated to the Marazzi brand, over 1500 square meters. of interior and over 1000 in the outside, has a concept centered on the theme "Look beyond". Starting from the 3 large monolithic towers of 6 m high, which are covered with ceramics that characterize it, everything revolves around the idea that ceramic tiles, from a perspective other than the usual, can be an invitation to look up. The new showroom has a strong international connotation, speaks a transversal language ranging from residential to contract to great architectural works.

The showroom, with large showcases that extend over the entire length of the building, on Via Regina Pacis in constant contact with the passing public.

WINCER tiles are here shown as demonstrated in the following four photographs.



WINCER tiles at Marazzi's showroom in Sassuolo, Italy (PHOTO 1)



*WINCER tiles at Marazzi's showroom in Sassuolo; Italy (PHOTO 2)*



WINCER tiles at Marazzi's showroom in Sassuolo, Italy (PHOTO 3)



*WINCER tiles at Marazzi's showroom in Sassuolo, Italy (PHOTO 4)*

## **Replication showcase 2: FRANCE**

- **SHOW-ROOM MARAZZI LYON**

RUE LAVOISIER / ANGLE BD VIVIER MERLE 69003 LYON



The showroom - located in one of the most prestigious areas of the French city - proposes to customers over 600 square meters of exhibition space with all the most cutting edge products for floor and wall tiles and ceramics and architecture solutions turn-key as ventilated facades and suspended floors.

The showroom features a completely refurbished design and a special organization of spaces; not just sophisticated environments with innovative solutions in terms of style and functionality but also specific areas dedicated to architects and design professionals with technical tools and the entire Color Plan Marazzi.

The new exhibition space is the flagship of Marazzi in France, the country where the group is a market leader. The new business strategy, based on quality, design and service, and above all the new innovative products offered to consumers in the Alps, are getting a good response with a significant increase in market share.

WINCER tiles are here shown as demonstrated in the following photograph.





*WINCER tiles at Marazzi's showroom in Lyon, France*

### **Replication showcase 3: SPAIN**

- **SHOW-ROOM MARAZZI CASTELLON DE LA PLANA**

AVDA. ENRIQUE GIMENO N. 317 - 12006 CASTELLÓN (ESPAÑA)



The showroom dedicated to the Marazzi brand in Spain is located near the Marazzi production site, in the center of the Spanish ceramic district. The showroom, with large showcases that extend over the entire length of the building, on avenida Enrique Gimeno in constant contact with the passing public.

The showroom proposes to customers over 500 square meters of exhibition space with all the most cutting-edge products for floor and wall tiles and ceramics and architecture solutions turn-key as ventilated facades and suspended floors. The showroom features a completely refurbished design and a special organization of spaces, also specific areas dedicated to architects and design professionals with technical tools. The new business strategy, based on quality, design and service, are getting a good response with a significant increase in market share.

WINCER tiles are here shown as demonstrated in the following three photographs.



*WINCER tiles at Marazzi's showroom in Castellon, Spain (PHOTO 1)*



*WINCER tiles at Marazzi's showroom in Castellon, Spain (PHOTO 2)*



*WINCER tiles at Marazzi's showroom in Castellon, Spain (PHOTO 3)*