

CERASA®

**MATERIALS
GUIDELINES**

**CHARACTERISTICS
AND CLEANING**



LAMINATES



Laminates consist of Idropan V100 wooden panel (low formaldehyde content and with high protection against moisture) coated with melamine paper (a synthetic material consisting of sheets of paper impregnated with resins) that optimally reproduces the finishes of different surfaces (essences, stones, resins...). The melamine panels have good wear resistance and are easy to clean with neutral products and a soft, non-abrasive cloth.

LACQUERED



The **lacquered** is made on MDF in a glossy, matt, SoftTouch or Metallic painted version. The painting of the furniture takes place on individual structural elements after they have been smoothed; this guarantees an excellent colour grip and a surface free from imperfections. The painting procedure with a rotary spray system also involves lacquering the inside of the fronts. For maintenance and cleaning it is sufficient to use neutral detergents and a soft cloth.

VENEERED



The **veneer** consists of Idropan V100 wood panels (low in formaldehyde and with high protection against moisture) covered with a sheet of wood. Fine wood veneers are used, cut along the vein of the tree, emphasising the essences of high quality. The veneered surfaces require very little maintenance: soft microfiber cloths dampened with little water are suitable for cleaning, to be passed in the direction of the wood grain.

SOLID WOOD



Solid wood is obtained from the centre of the tree, that is, from the most resistant and solid part of the trunk. It is used to create durable furniture of excellent quality while also being warm and pleasant to the touch. Solid wood is a unique, precious and authentic material, with a hand-barked edge, externally finished with a natural varnish. Normal cleaning can be performed with a damp non-abrasive cloth, while in case of stains a neutral detergent diluted in water is recommended.

STONES



The **marble** of sedimentary origin is a unique and unrepeatable natural stone and can therefore present variations in tone and veins that are always different from each other. The more marked areas of colour or grain do not represent a defect, but a trait of uniqueness. Cerasa offers a wide range of marbles by type and also price range and, upon verification and on request, it is also possible to select variants not on the price list. Used mainly for floors and elevations, marble is originally treated to further increase its resistance to chemical agents. This treatment can be repeated within the home walls with products readily available on the market every 3/6 months. To keep its shine alive over time, it is important to keep it dry after use and to use neutral detergents for ordinary cleaning.

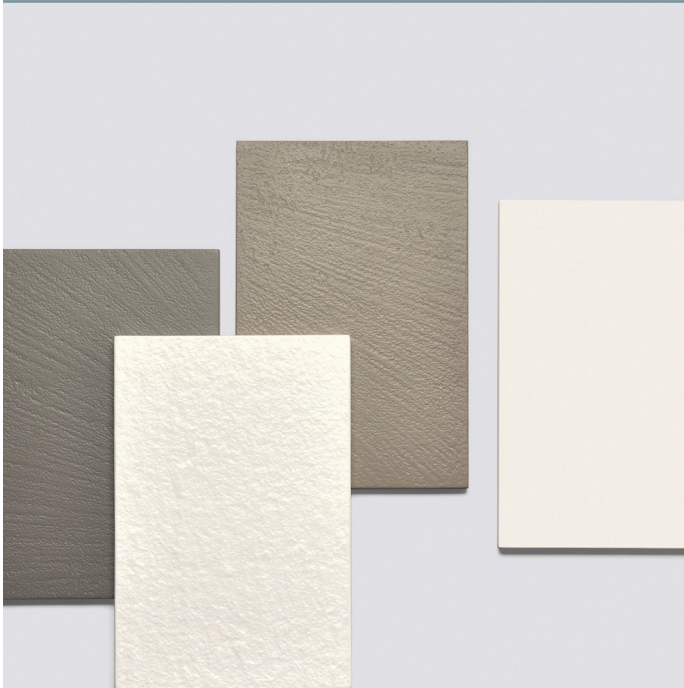
Quartz is an agglomeration with superior performance to the stone from which it derives because it consists of quartz particles and unsaturated polyester resin, subjected to vacuum compaction before hardening which takes place by firing. Neutral products are recommended for cleaning, avoiding those based on alkaline or alcohol, ammonia and solvents in general. To avoid stains or smears, it is advisable to promptly remove residues of water, soap, perfume or toothpaste.

GLASSES



The **glass** used by Cerasa is extra-light, treated with ecological varnish and therefore recyclable. The surface is treated with a special anti-fingerprint and antistatic substance that help to facilitate cleaning and to maintain its shine over time. It is also tempered to increase its mechanical and thermal shock resistance. Glass is a versatile material, capable of assuming different personalities depending on the selected finish (extra-light or frosted) and on the possible colours. Simple to clean with soft cloths and neutral detergents, avoiding solvents and abrasives instead.

RESINS



Ocritec is a 100% acrylic, full-body material that does not yellow and has a very high impact resistance. Opacity due to use and limescale together with small scratches can be removed. Non-abrasive liquid products must be used for cleaning, avoiding degreasers, anti-limescale and solvents.

Deimos[®] is a full-body compact material, consisting of a combination of multiple natural elements and a high performance polymer resin. The hygienic, flame-retardant and non-porous surface is durable and easily cleanable with common household cleaning products.

Tecnoril[®] is a material consisting of approximately 2/3 of aluminium hydroxide and 1/3 of excellent quality acrylic. It is a full-body and repairable product, which maintains its shape and offers excellent resistance to shock, heat and the most common chemical agents. Any light scratches or stains can be removed simply with an abrasive sponge and the use of a common detergent.

Hard resin is a composite material, layered, consisting of a matrix of polyester resin and a mineral load of calcium carbonate. It is a solid, non-porous material and protected by a thick layer of gelcoat (100% pigmented anti-yellowing resin) of approximately 1 mm. Easily cleanable with normal neutral detergents and a non-abrasive sponge, in the glossy version its shine can be brought up through the use of polishing paste and a soft cloth.

Solytex[®] Magma is a textured material composed of 75% natural mineral fillers and the remainder of resins and polyesters. In addition, it is coated on the surface with a layer of acrylic and pigments. The surface has a texture that gives it the material effect of a split stone. It is very durable and particularly suitable for bathroom furniture also for the simplicity of the cleaning process: use a soft cloth dampened with water and soap or common non-abrasive detergents, rinsing well the surface after cleaning.

Wallcrete by Kerakoll is a continuous coating with 2 layers (cement-polymer and microresin) with a spatulated material cement texture. Thanks to the craftsmanship it requires, the irregularities of the surface give it uniqueness. Particularly suitable for surfaces such as coatings, washbasin tops and shelves but also shower interiors, it fits well in the bathroom. It has a striking aesthetic impact given the material effect and the multiple colour finishes available. Wallcrete is also a particularly durable surface. For cleaning use neutral detergents and a soft damp cloth.

GRES AND LAMINAM®



Gres is the most durable ceramic of all. It is particularly suitable for covering floors and walls in highly humid or large passageways. Very easy to clean, it is a compact and robust material as well as being flame retardant and not emitting organic compounds of any kind. It is well resistant to scratches and stains so it also lends itself to covering the bathroom floor or as a cover for doors and furniture. For cleaning it is possible to use warm water and neutral detergents.

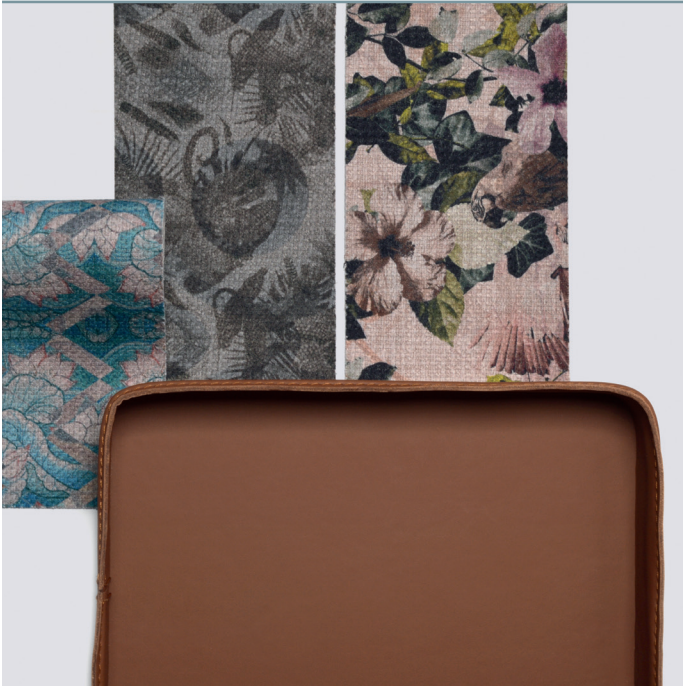
Cerasa has chosen **Laminam®** for most of the gres products in the catalogue. Laminam® gres is made by compacting clays and feldspar; with industrial processes it is produced in slabs of different sizes and thicknesses. The advanced technology with which it is produced allows it to be easily sanitised, to resist temperature changes, fire, mould and UV rays without altering colours, characteristics and properties. Hot water and neutral detergents can be used to clean the surface. It is a totally recyclable product; it does not yield elements to the environment and can be easily ground and completely recycled in other production processes.

ECOMALTA®



Ecomalta® is a material that can be used for the creation of washbasin tops even with an integrated basin. The system is composed of mono-component ecomortars with water, natural and recycled aggregates such as quartz, marble, glass. Ecomalta® is a material free from epoxy resins and hydraulic binders; it is a non-toxic and waterproof product, ideal for the bathroom. The material is made by hand and the surface finish is varied; the presence of white or black granules is due to the mixture of quartz present in the product. Hot water and vinegar (25%) are recommended for cleaning. Do not use detergents with solvents and concentrated acids. We recommend not leaving staining substances in stock, which could damage its surface.

FABRICS AND LEATHER



The **fabric** of the **DES** collection is made of polyester tape with natté or panama structure, that is, with a chequered effect. The prints are transferred to the fabric and everything is protected by the application of a silicone product that makes the surface easy to clean, limiting the absorption of water and moisture.

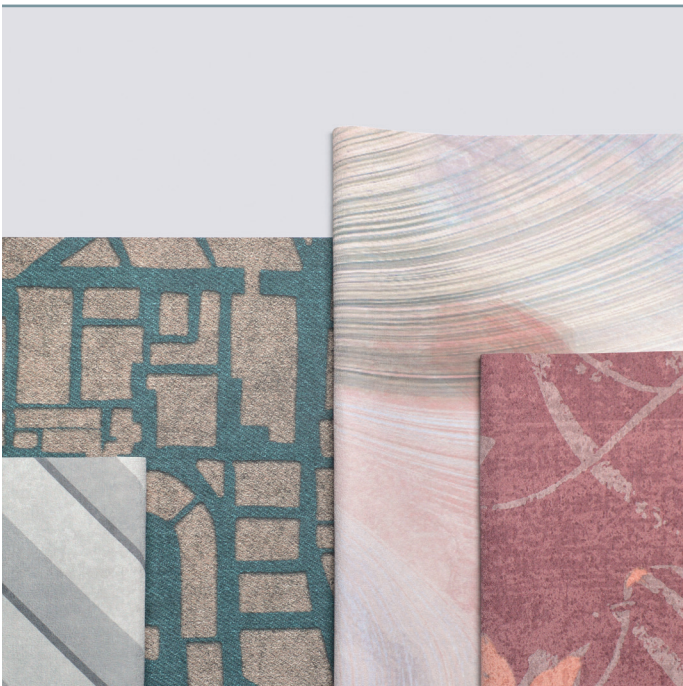
The **fabric** of the **Skinglass** collection is Made in Italy polyester with very high resistance characteristics conferred by the exclusive composition of the 110 thread per inch weft.

The proposed **fabrics** for armchairs and poufs, with padded seat, of **Glam line**, are in soft velvet or cotton, in several colours. The pouf of York collection is available also in White eco-leather.

For all the variants, the normal cleaning has to be done with a soft cloth, dampened with water.

Cerasa uses nappa, a very soft and supple type of **leather**, produced by tanning cowhide. The surface is not covered with films or veils thus giving it a smooth, silky effect, soft to the touch and with a semi-matt finish. For cleaning it is advisable to use a soft cloth soaked only with water and to then dry thoroughly. In the case of dirt, use mild neutral soap and go over it repeatedly without ever rubbing hard. Do not use chemicals (even those suitable for all surfaces) or alcohol.

VINYL WALLPAPER



Skinglass in the vinyl wallpaper variant consists of two layers: a vinyl upper side, printable and on the back a sheet of TNT (non-woven fabric) that gives it high dimensional stability during the application and drying phases, as well as extreme ease of assembly and possible removal. This particular paper, superior in terms of performance, is UV resistant, flame retardant, odourless and absorbent and completely free from formaldehyde. Simple to clean, it is washable with neutral soap and water.

The same quality and durability features also apply to the vinyl wallpaper of the **DES** collection, which offers four creative decorations exclusively for Cerasa, and for the **Glam line** in 4 graphic variants, designed to create contexts of refined and unique furnishings both in the bathroom and in the adjacent rooms. For cleaning it is recommended to use a soft cloth and neutral soap.

FIBER GLASS



Skinglass in the **EQ•dekor®** Fiber glass variant is made of a special two-way fabric, consisting of fiber glass treated on the surface with an alkali resistant polyurethane-based substance. The result is a structurally advanced composite material, whose components are integrated, generating a material with superior physical, chemical and mechanical characteristics, with excellent aesthetic performance. Lightweight and easy to handle, the EQ•dekor® fiber glass material adapts with great flexibility to the shape of its substrate; for this reason it can be easily applied to walls and furniture. Particularly stable, resistant to traction, abrasion, weathering and ultraviolet rays, it is waterproof and unalterable. These characteristics make it suitable for all environments, especially humid, and can comfortably remain in contact with water, rather than being used as an alternative material for walking on. Made in Italy, by the collaboration between Inkiostro Bianco and Mapei, it fully complies with the European regulations for health and environmental protection. It contains no formaldehyde and is completely odourless. It is washable with water and normal cleaning detergents.

Not a simple wallpaper, but a fiber glass fabric that is extremely resistant and waterproof through a particular surface treatment, making it perfectly suited to the bathroom environment. A unique wall covering, offered in four variants for the **Glam line** and in four graphics for **DES**, created exclusively for Cerasa; decorations that become an actual piece of furniture, evocative and full of character.

The fiber glass coating from the DES collection and the Glam line can be washed with water together with normal cleaning detergents.

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