

# HOSPITALITY



HOSPITALITY  
RESIN FLOORING

**Prima**  
PAVIMENTI SPECIALI





HOTEL CHAINS  
HOTEL SPA & THERMAL RESORTS  
MULTI-BUILDING HOTELS, MOTELS, B&B  
TOURIST HOTEL RESIDENCES  
STUDENT HOUSING, HOSTELS,  
RESIDENCES, SENIOR LIVING  
HOLIDAY VILLAGES  
BEAUTY FARMS  
CAMPINGS

## BENEFITS

DURABLE SURFACES  
LOW THICKNESS  
NON-SLIP SURFACES  
FAST INSTALLATION  
SOUND ABSORPTION  
CERTIFIED SOLUTIONS  
SAFE AND SANITIZABLE SOLUTIONS  
ECO-SUSTAINABLE SOLUTIONS  
DESIGN AND CUSTOMIZATION

## DESIGN STAGE

The design and selection of a resin coating for an accommodation facility must meet several requirements. In addition to the aesthetic aspect and the possibility of customising environments with continuous and monolithic surfaces, many other factors such as the size of the surface to be covered and performance are important in the choice of coatings for the hospitality sector. Resistance to foot traffic, resistance to chemical agents, sound absorption, waterproofing, slip resistance, hygiene.

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 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 dealing with the flooring of reference companies in every sector.

### 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**



# SOLUTIONS ACCOMMODATION FACILITY AREAS

## REFURBISHMENT WITHOUT TOTAL DEMOLITION

LOBBY & RECEPTION  
MANAGEMENT AND OFFICES  
COMMON AREAS FOR GUESTS  
BACKOFFICE AREAS FOR STAFF  
CORRIDORS, STAIRS, FLOORS  
ROOMS  
BATHROOMS  
STORAGE AREAS  
TECHNICAL ROOMS  
KITCHEN  
LOUNGE AREA, CAFETERIA  
RESTAURANT  
CONFERENCE  
CAR PARK  
OUTDOOR

When refurbishing accommodation floors, the aim is to optimise customer comfort.

Solutions are designed to offer the highest quality standards to demanding customers

- Minimalist and contemporary design, with brand customisation options.
- Comfort and noise reduction.  
Eco-sustainable solutions that guarantee an effective contribution to the wellbeing of users.

Replacing worn surfaces by overlaying a new coating on the existing floor (in the case of tiles) or by total replacement is an option that can optimise aspects such as intervention costs, aesthetics and quality, and limited intervention times.

COMBINE DESIGN  
AND FUNCTIONALITY



## MULTI-LAYER EPOXY SYSTEM

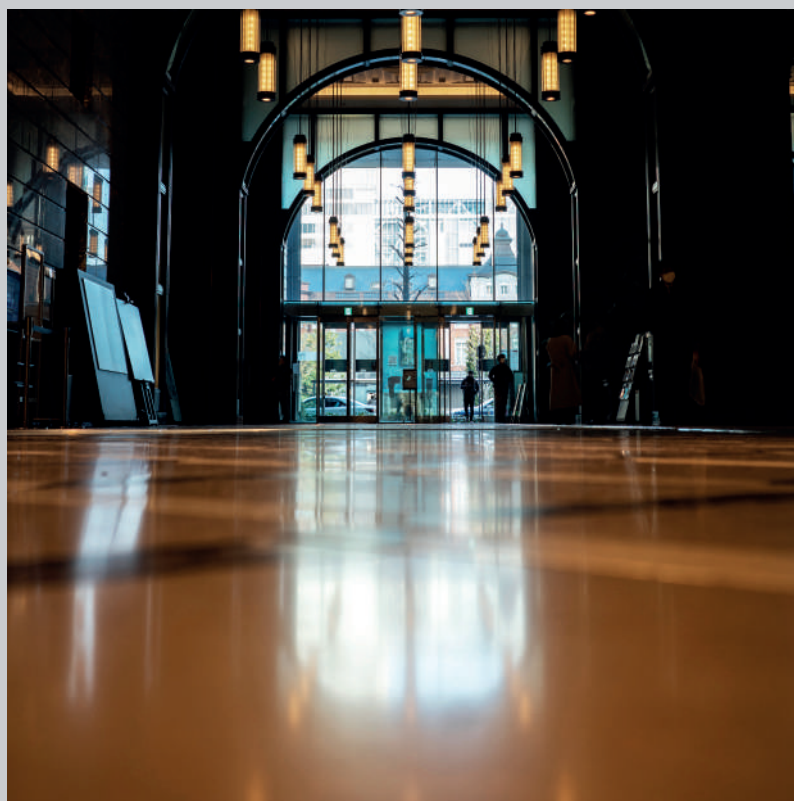
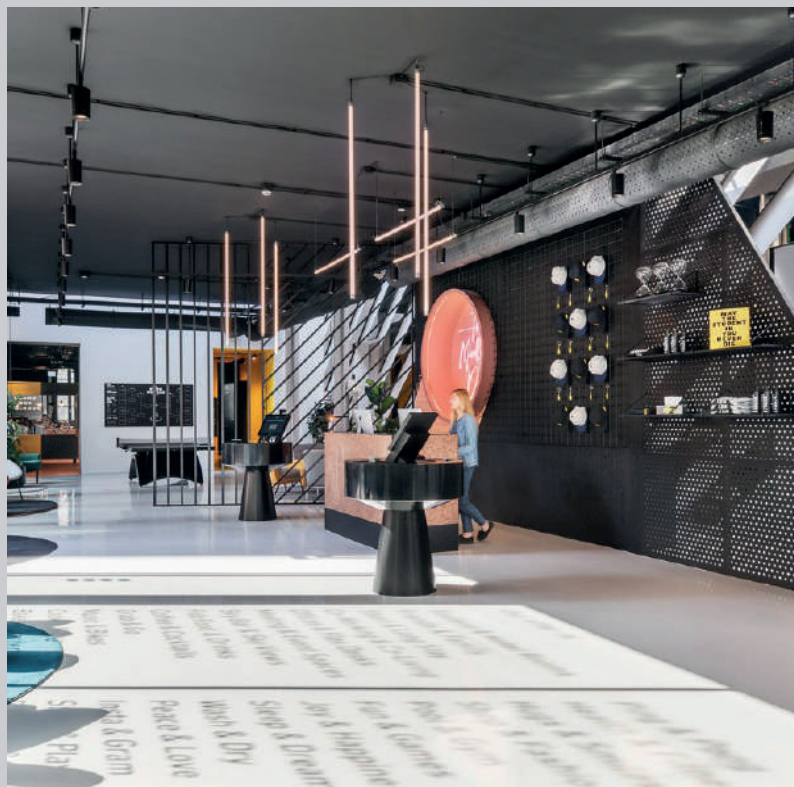
Multi-layer epoxy coatings provide surfaces with sufficient thickness to mitigate the imperfections of the original floor and offer excellent resistance to mechanical and chemical loads. Several layers of resin are applied. Quarz sanding of each layer to ensure perfect adhesion between layers, maintaining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

## POLYURETHANE SYSTEM

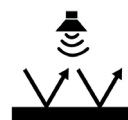
Elastomeric polyurethane systems (also self-levelling) are widely used in environments where greater resistance is required. Several layers are applied, based on two-component epoxy resin (possibly quartz sanding) or polyurethane resin. These are particularly resistant systems that bridge and even out cracks in the original surface and are particularly resistant to impacts, abrasion, and chemicals.

## 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.



Scratch and  
impact  
resistant



Acoustic  
comfort



Non-slip



Easy  
to clean

# RECEPTION & HALL

## DECORATIVE SYSTEM

This is the most important place in a hotel, the one from which all the other environments branch out. It is a calling card that needs to be taken care of, as it is here that guests are welcomed. There must always be a front office area with a reception desk and a back office area reserved for staff.

The floor reflects the spirit and identity of the whole building and can highlight the brand identity through colour and design. As these are high-traffic areas, flooring solutions must be highly resistant and easy to clean and maintain.

### FEATURES

- Continuous surfaces
- Resistant to heavy traffic
- Scratch and impact resistant
- Non-slip
- Sound absorption
- Ease of cleaning and maintenance
- Customized design
- Variable thickness
- VOC free
- Fire reaction class Bfl-s1

### ACCESSORIES

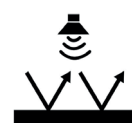
- Tactile paths for the visually impaired

- > LOBBY
- > RECEPTION AND COMMON AREAS
- > CORRIDORS
- > STAIRS
- > RECEPTION AREAS
- > LOUNGES

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Acoustic  
comfort



Non-slip



Easy  
to clean



UV resistance

# ROOMS & SUITES

Whether for business or pleasure, travellers are always looking for a comfortable and relaxing experience. Facilities must be able to meet guests' expectations, whether they're in the luxury or standard segment. Rooms, in particular, need to provide maximum comfort to leave an indelible mark on their memories.

Bedroom floors must ensure maximum hygiene and create a calm and welcoming atmosphere. They must also be quickly replaceable without affecting the guest's stay.

## FEATURES

- Continuous surfaces
- Customized design
- Barefoot comfort
- Noise reduction
- Ease of cleaning and maintenance
- Variable thickness
- VOC Free
- Fire resistance class Bfl-s1

## SELF-LEVELLING SMOOTH SOUND-ABSORBING DECORATIVE SYSTEM

- > SUITES
- > DELUXE ROOMS
- > STANDARD ROOMS

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Waterproof  
surface



Thermal shock  
resistance



Non-slip



High chemical  
resistance



Eco-Friendly



Easy  
to clean

# BATHROOMS, WELLNESS

## DECORATIVE SYSTEM

A basic requirement for bathrooms and toilets, or wellness environments, is high slip resistance, maximum hygiene and stain resistance.

The installation must be waterproof and the floors must provide an adequate seal to prevent slipping. The proposed solutions adopted for the floors are also applicable on the wall, or inside showers.

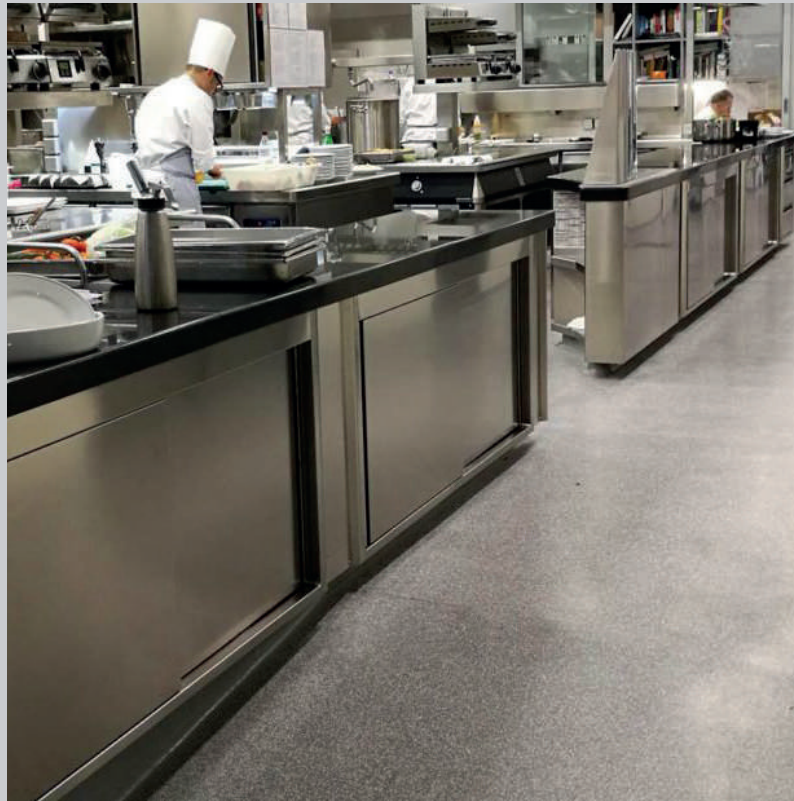
### FEATURES

- Continuous surfaces
- Non-slip
- Waterproof
- Scratch and impact resistant
- Ease of cleaning and maintenance
- Customized design
- Variable thickness
- VOC Free
- Fire resistance class Bfl-s1

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Hotel kitchen



Cafeteria - Restaurant



Waterproof  
surface



Thermal shock  
resistance



Non-slip



HACCP



High chemical  
resistance

# KITCHENS, BARS, RESTAURANTS

## CERAMIZED EPOXY MULTI-LAYER SYSTEM

## POLYURETHANE SYSTEM

Canteens, restaurants, cafes and bars are subject to HACCP regulations, necessary in all those places where food is handled and administered.

Floors must have minimal joints, be impervious to grease, oil and water, more resistant to impact and abrasion and, of course, easy to clean and decontaminate. The choice of floors for restaurants and bars is essential to reflect the style of the environment decided by the project.

As these are high traffic areas, the floors must also guarantee maximum resistance to wear and scratches caused by the movement of chairs and tables.

### FEATURES

- HACCP
- Non-slip
- Continuous surfaces
- Resistant to food and liquid stains
- Resistant to heavy traffic and footprint
- Scratch, impact and stain resistance
- Ease of cleaning and maintenance
- Customized design
- Ease of installation and replacement
- Variable thickness
- Fire reaction class Bfl-s1
- VOC free

### ACCESSORIES

- Suitable also for vertical surfaces
- Connecting fillets between floor and wall
- Tactile paths for the visually impaired

- > HOTEL KITCHEN
- > CANTEEN
- > RESTAURANT SELF-SERVICE
- > BAR, CAFETERIA
- > LOUNGE

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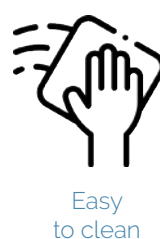




Gym



Fitness



# GYMS AND FITNESS CLUBS

## MULTISPORT POLYURETHANE

The choice of flooring depends on the activities offered. For example, a floor can support heavy machinery such as cardio equipment or absorb the impact of light weights, improving comfort and shock absorption in aerobics rooms.

### FEATURES

- Non-slip
- Continuous surfaces
- Safety and comfort
- Shock absorption
- Resistance to heavy loads
- Easy to clean
- Variable thickness
- Fire reaction class Bfl-s1
- VOC FREE

> GYM  
> FITNESS AREA

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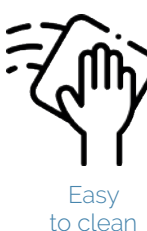




Management and administrative offices



Congress Center



# OFFICES & CONFERENCE

## SELF-LEVELLING ACOUSTIC

Management needs to be near the lobby, along with administration. The right floor can make all the difference to comfort and productivity. The floors, with their soft colours and linear designs, contribute to creating a calm and relaxing atmosphere.

Conference facilities, however, are characteristic of large hotels which thrive from conference business. The environment needs to meet expectations: toilets, rooms of various sizes, bar, cloakroom, etc.

The layout must be pleasant to live in, away from the office, and promote concentration and well-being. Floors must therefore be functional and resistant, as well as sound-absorbing and with good aesthetic appearance.

Systems based on self-levelling polyurethane resin for better comfort and sound absorption can be fitted with a flexible and elastic rubber granulate carpet.

### FEATURES

- Continuous and jointless flooring
- High usage comfort
- Reduction of vertical sound transmission
- High impact force reduction capability
- UV resistant
- Elastic, soft and comfortable
- Wide range of colors
- Attractive aesthetic appearance, smooth surface
- Easy to clean and maintain
- Fire reaction class Bfl-s1
- VOC free

### ACCESSORIES

- Tactile paths for the visually impaired

- > ADMINISTRATIVE OFFICES
- > WORKSPACES
- > FRONT & BACK OFFICE
- > MEETING ROOMS
- > CONFERENCE ROOMS

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Ultratop Loft with a marked material effect on walls and shower interior - Hotel Jardin Tropical (Tenerife)



Ultratop Loft light gray cloudy effect, floor and walls



Impact  
and scratch  
resistant



UV resistant



Eco-Friendly



Easy  
to clean

# WALLCOVERINGS

## DECORATIVE SYSTEM

Customized and unique solutions in line with contemporary trends, with a high project and compositional potential by use of colour, possibility to realize matter and chromatic continuity between floor and wall.

Cementitious paste continuous flooring combines ease of application with the high mechanical and abrasion resistance and durability typical of industrial materials.

It has a minimum thickness that allows to renewing the environment sparing some very expensive total re-structuring operation, and reduced maintenance.

### FEATURES

- For all surfaces: horizontally, vertically and overhead
- Cloudy, monochromatic or tone on tone surfaces
- Easy and quick to apply
- Good mechanical and abrasion resistance
- Suitable for residential and shopping environment with pedestrian traffic
- For existing surfaces restoration and new coating carrying out
- UV ray resistant
- Pleasant to the touch
- Material/creative effect
- Easy to clean and maintain
- Essential, modern, sober
- Easy to maintain
- Fire reaction class A2fl-s1

- > WALL COVERINGS
- > ARCHITECTURAL ELEMENTS
- > STAIRS, STEPS
- > WALLS

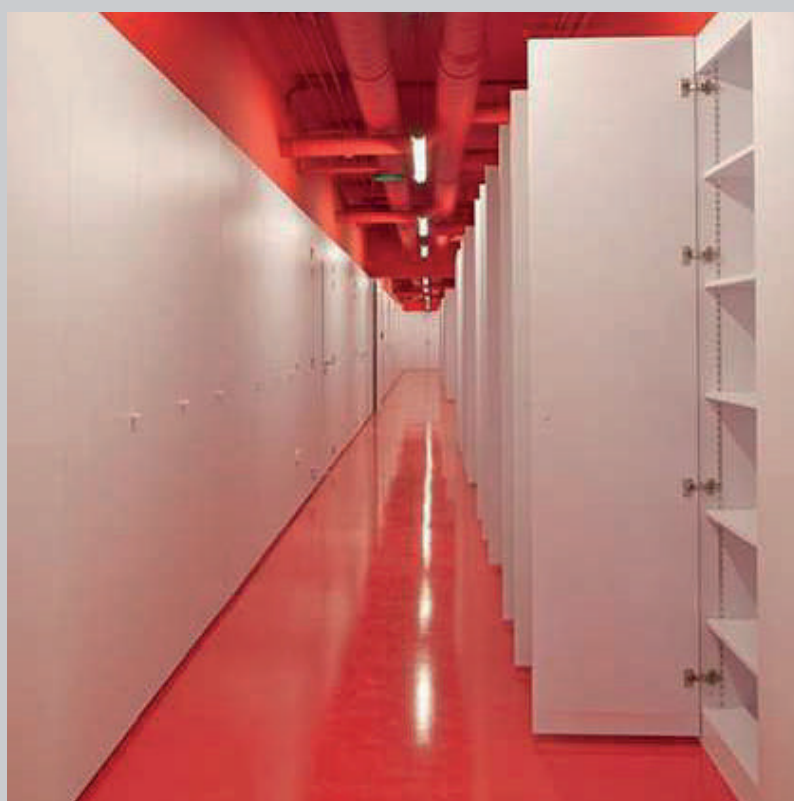
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Laundry



Archive and technical rooms



Waterproof  
surfaces



High chemical  
resistance



Non-slip



High rolling  
resistance



Antistatic  
constraints



Easy  
to clean

# TECHNICAL ROOMS

These areas need non-slip floors (as wet areas where water or detergents need to be avoided), stain resistant and durable. They also need to have a high level of resistance due to frequent deep cleaning and maintenance.

## FEATURES

- Continuous and jointless flooring
- High resistance non-slip surface
- High rolling resistance
- Waterproof
- Resistant to stains and chemicals
- Easy to clean and maintain
- Variabile thickness from 2 to 4 mm
- Fire reaction class Bfl-s1

For underground rooms or deposits, resin coatings must have high wear resistance and often protection from rising damp as underground floors.

In areas with sensitive electronic equipment, including computers and large servers, electrostatic discharge is not only a nuisance to people, but can also cause serious damage to equipment. By grounding, conductive and static dissipative solutions are able to dissipate electrostatic discharge and prevent permanent damage. Furthermore, the high wear resistance prevents damage from trolleys used to move equipment or supplies, while facilitating cleaning and maintenance operations.

## FEATURES

- High resistance to abrasion
- Resistant to heavy loads
- Conductive and static dissipative properties, if needed
- Permeable, no moisture rising damp
- Easy to clean and low cost maintainance
- Variabile thickness from 2 to 4 mm
- Fire reaction class Bfl-s1

## NON -SLIP EPOXY MULTI-LAYER SYSTEM

## POLYURETHANE SYSTEM

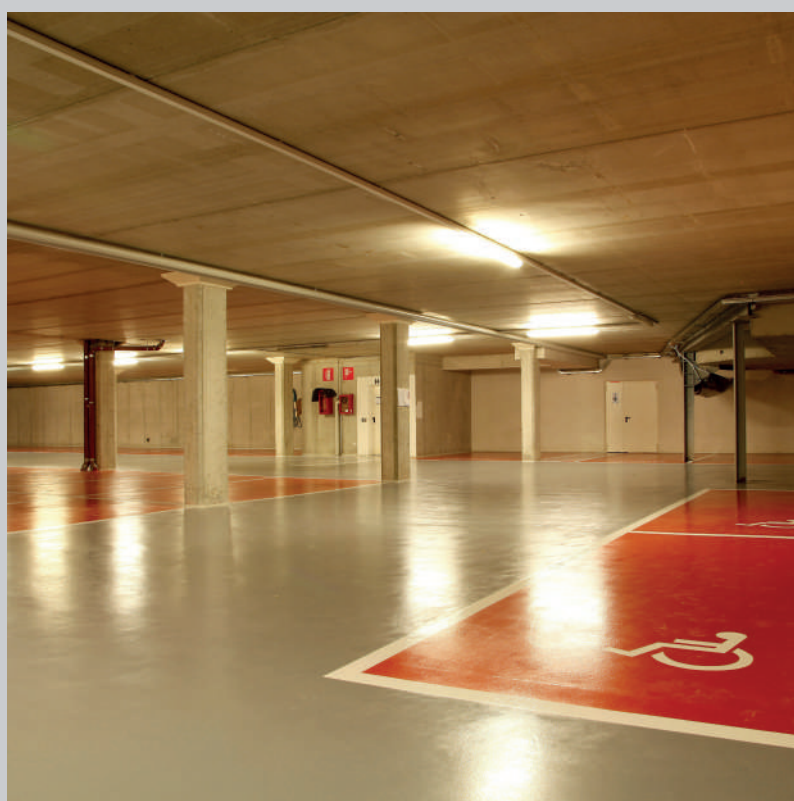
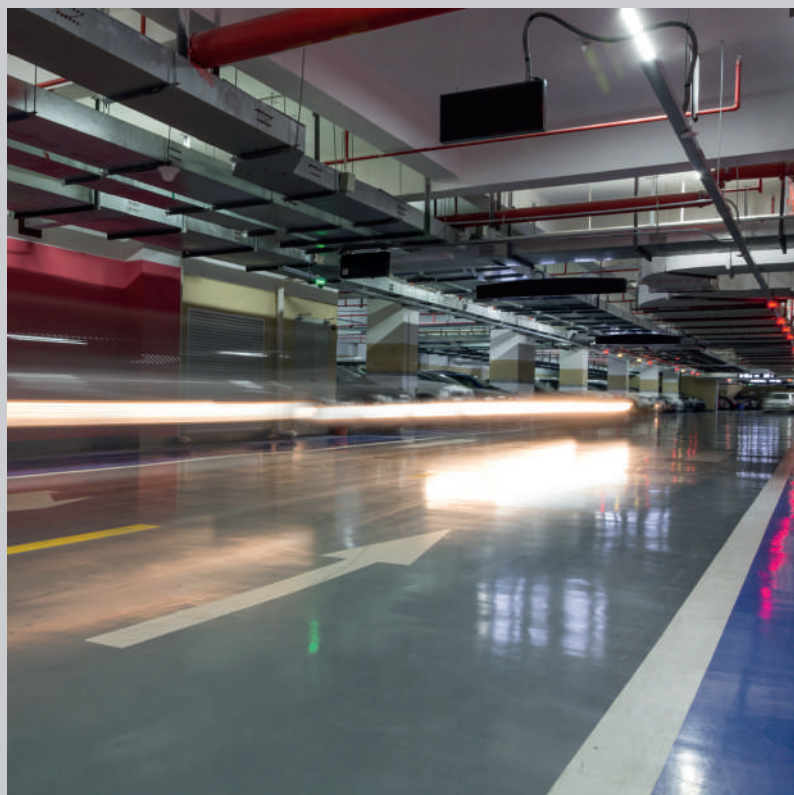
## MULTI-LAYERED VAPOUR PERMEABLE EPOXY SYSTEM

- > LAUNDRY
- > SERVER ROOM
- > SURVEILLANCE ROOM
- > ARCHIVE ROOMS
- > DEPOSITS

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Hotel Gran Baita underground parking  
Selva di Val Gardena - (Italy)



Resistant  
to heavy load



Non slip



High chemical  
resistance

# PARKING AREAS

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  
Fire reaction class Bfl-s1

## ACCESSORIES

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

**MULTI-LAYER  
EPOXY SYSTEM**

**POLIURETHANIC  
MULTI-LAYER**

**DRY POLISHING  
SYSTEM**

- > MULTI-STOREY CAR PARKS
- > UNDERGROUND PARKING
- > GARAGES
- > PARKING SPACES

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Light driveway



Outdoor tasting area - wine cellar



Draining



Frost  
Resistant



Non-slip



Eco-Friendly

# OUTDOOR AREAS

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

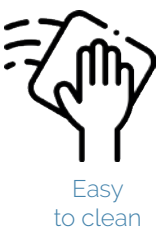
## PRIMA DRAIN STONE®

- > PEDESTRIAN PATHS GREEN AREAS
- > LOCAL ROADS
- > PARKING SPACES
- > OUTDOOR RECEPTION AREAS
- > LANDSCAPE DESIGN
- > CYCLE PATHS

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# OUTDOOR AREAS

## PATIO ECODECKING®

Eco-sustainable composite decking board designed to remain unchanged over time without the need for painting, oiling or any other intervention, made from a mixture of ecological resins and vegetable fibres (bamboo).

It is a plank flooring for laying on magatello, with retractable clips without visible screws. The plank has a cavity with a round section. It is very light, resistant to loads, durable and strong. It has excellent resistance to temperature changes: it can withstand temperature variations between -40° and +60°.

It does not need to be painted/oiled or sanded. It can be cleaned with a brush or with a high pressure washer. It is mass coloured, so if it is scratched or damaged, a light sanding will remove all traces of damage.

### FEATURES

- Homogeneous and non-slip surface
- Eco-sustainable
- Load resistant
- High color stability and UV resistant
- High resistance to atmospheric agents
- High resistance to thermal shock
- Withstands salt, sand and wear over time
- Pool chlorine resistant
- No maintenance
- Grooved Pattern
- To the eye and to the touch natural effect
- Also suitable for vertical surfaces

- > DEHORS
- > TERRACES
- > GARDENS
- > POOL AREAS

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# 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

The Student Hotel  
Firenze (Italy)



Hotel Jardin Tropical  
Tenerife



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**Whitelist**

Azienda impermeabile alla criminalità organizzata



OS 6    Class IV  
OS 26    Class IV  
OG 1    Class I  
OG 3    Class II



# PARTNERS

