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THE 2009 "TOP FOUR" ALPIKORD VENEERS ARE THE ALPI BOOTH'S SPECTACULAR SCENOGRAPHY AT THE MADE EXPO 2009

On the occasion of the MADE EXPO 2009 – February 4-7 in Milan-Rho – the industrial group Alpi, a manufacturing group and international leader in the wood processing sector, brings attention to the four new high-pressure laminated veneers that will be a part of the Alpikord Range 1 collection.

With an especially innovative booth, whose lateral structure consists of an original play of eccentric tangent rings in double-sided wood, all made in the four new 2009 textures, Alpi introduces itself to architects and designers with a very striking scenographic impact. All made in Alpikord wood, but this time with melamine overlay, the raised flooring in Bleached Walnut.

The four new woods are painted high-pressure laminated veneers that Alpi's Research and Development Division has created after a long development and prototyping phase. They were chosen by an international panel of designers and manufacturers, who selected the four veneers out of 20 new suggestions.

"The new veneers are united under the same theme," maintains Marco Monti, Marketing Director of Alpi spa, "that on the one hand revives several ideas associated with the 1980's, for example the updating of a texture such as "Bog Oak" that is reminiscent of several of our products created in collaboration with designers during those years, and on the other hand focuses on highly visible contemporary qualities, in the elegance of Bleached Walnut and the metallic reflections of Titanium Oak. Ziricote – the wood most loyal to its natural alter-ego, originally from Central America – was created out of the need to renew the range of dark woods," continues Monti, "with an alternative wood of significant emotional impact, almost unknown in the Italian market".

Alpikord (pre-finished wood veneer) is a line of products that has already demonstrated its incredible potential over the past few years, especially in the contracting sector, where the availability of large quantities of pre-painted wood is imperative, and in the naval sector where respect of fire safety regulations (IMO MED) makes it particularly suitable for interior coverings onboard large cruise ships, such as the Queen Victoria in 2007 or more recently the Costa Pacifica.

Come visit Alpi at Hall 3, Booth B21-C18.