

Wood suggestions, the new 2010-2011 Concept Wood collection

Research is a vital and undeniable company value. It's with this basic, perennial philosophy that Alpi continues its journey of experimentation. The company, a multinational group, has achieved a position of global leadership in wood production, expanding the boundaries of this material, and over time enriching the field with new and striking stylistic interpretations.

Alpi Concept Wood collections represent the most complete expression of Alpi's savvy for studying and monitoring international trends in interior design, through its Research and Development Department, a true laboratory of ideas, in collaboration with the colour designer Elisabetta Tanesini, an attentive interpreter sensitive to signs and trends in interior decoration.

The new collection draws inspiration from medicinal plants and adopts their chromatic language, rich in sophisticated shades and catchy colour blends: it translates shapes in an entirely original way, evoking the morphology of branches, or bark, or leaves and flowers. Anethum, Artemisia, Calendula, Hypericum, Psyllium, Thymus... twenty-eight original suggestions that immerse us in an atmosphere of well-being and harmony, providing natural and relaxing sensations.

The result is a sequence of textures with a pronounced character, strongly decorative, capable of offering a holistic reading of style, by Alpi.

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Alpi Group is a world leader in the production of multilaminar wood, produced with an exclusive technology that recreates all types of natural woods by using trees from fast growth plantations or responsibly managed forest concessions as the raw material. The pursuit of both product quality and certainty of always acting in an environmentally responsible manner demands a commitment to controlling the entire production process, beginning with the work in African forest concessions, where the company employs more than two thousand people. The Alpi Group adheres to the most stringent "code of conduct", aware that the forest is a renewable source of raw material and, more importantly, a shared resource.

Alpi is a member of the *Tropical Forest Trust*, TFT, with which it has cooperated in the development of sustainable forest management in Cameroon since 2007.

In 2008, Alpi obtained FSC (*Forest Stewardship Council*) certification, which certifies that the Italian Poplar it uses originates from forests managed in accordance with strict environmental, social and economic standards. The Italian Poplar and Ayous utilized by the Alpi Group give life to an infinite variety of wood veneers that have the ideal size and quality to meet the needs of furniture and door designers and manufacturers.