

## Iris Ceramica Group and Henoto together for the first Planet-Friendly Booth: a 100% circular and reusable trade fair set-up.

At the 40<sup>th</sup> edition of Cersaie, **Iris Ceramica Group** presents the first **Planet-Friendly Booth**, a sustainable and totally circular exhibition space made in partnership with **Henoto**, representing the company's pioneering approach.

Iris Ceramica Group's values translate concretely into an exhibition space that reflects its tangible commitment to environmental sustainability and the promotion of innovative solutions. **For the first time, the company and Henoto have created a booth in which every single element is designed to be 100% reused**, embracing the "Nothing is destroyed and everything is transformed" philosophy and demonstrating a firm commitment to the responsible management of resources.

This ambitious goal was successfully achieved through an excellent design and the adoption of cutting-edge technologies. **At the end of the event, all the materials used to build the booth, including the ceramic coverings, will be carefully dismantled and set aside for future use, further helping to strengthen Iris Ceramica Group's commitment to reducing its environmental impact.**

The implementation of this extraordinary space was made possible by the **partnership** with **Henoto**. *Quality and sustainability* are fundamental factors for Henoto, whose business focuses not only on the creation of sustainable trade fair spaces but also set-ups for Exhibitions, Retail and Contract sectors, Showrooms and Outdoor Spaces, supporting Italian businesses in their global challenges and commercial development in international markets.

A circular booth was designed, together. The selection of materials was fundamental, ensuring assembly and disassembly without generating waste and with a significant reducing in the volumes of transported materials.

Eliminating painting and cutting operations on site, as well as using light yet strong materials such as aluminium and fabric, drastically improved the working conditions of the booth builders on site, while ensuring high quality standards and a highly attractive visual impact.

The **Planet-Friendly Booth** developed by Henoto consists of three main parts: the floor, walls and ceiling. Each of these parts was designed by Henoto in line with its "The Neutral Way" philosophy, which focuses on reducing environmental impact and adopting pioneering production models to promote emission reductions and the reuse of materials.

The *Riser* floor was designed to facilitate assembly and disassembly, reducing the times and costs of these phases and improving working conditions on the site, where no cutting operations are required.

The *Wall Wood 120* walls have a bent and punched steel structure that uses a special technique that enables the wooden panels to be installed without the need for cutting and drilling. This approach ensures the optimal use of materials and simplifies transportation and logistics, thanks to the lightweight structure and the compact size of the tools required.

Both the walls and floor are lined with a magnetic film used to lay and easily remove the ceramic slabs thanks to the "**Attract**" system.

The ceiling, on the other hand, was designed using the patented Henoto *Cover Up EVO* technology. This solution consists of an extruded aluminium profile to which a highly flexible and mechanically resistant fabric is applied, guaranteeing a high-quality, high-impact visual result. The use of the *Cover Up* technology optimises transport operations, completely eliminating painting and varnishing operations



on site. Furthermore, the fabric parts are completely washable and can therefore be reused in future projects, helping to further reduce waste.

The central theme presented at Cersaie "The Art of Being a Group" is brought to the booth as "The Art of Being *Attractive*", brilliantly exploiting the play on words of the adjective "Attractive". This concept refers to both the extraordinary beauty of our ceramic slabs and the revolutionary dry magnetic laying system "**Attract**", developed by the Iris Ceramica Group business unit **Granitech**.

The "**Attract**" system is used to magnetically assemble the ceramic slabs quickly and easily without the need for glues. This means that every slab can be removed and replaced without the need for demolition, paving the way for unlimited reuse of both the slabs and the magnetic base. The base can be easily cut and re-assembled without losing any of its magnetic properties, confirming the circularity of the process and the ecological sustainability of this innovative solution.

The Iris Ceramica Group initiative bears witness to its constant commitment to advocating sustainability and innovation.

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