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PRESS RELEASE

CERAMICHE PIEMME: 40 GOOD REASONS FOR GOING TO LONDON!

The Fiorano Modenese company invests on the UK market

The name of the new Ceramiche Piemme offices in London is **Piemme 40** (English pronunciation pm forty) which panders to the M40 (m forty) code which in the U.K. identifies tiles in project specifications.

In the heart of Clerkenwell, the design district *par excellence*, on the second floor of Unit 207, architects and designers will be able to see for themselves the quality of the porcelain stoneware tile and slab collections of the two brands: Ceramiche Piemme and Valentino.

Davide Colli, the new Ceramiche Piemme Operations Manager, has in fact appointed Richard O'Sullivan, a true expert in the sector and head of the British team, as Specification Manager.

"I am very satisfied with this investment by the company, which is already bringing new business opportunities to a key market," explains Davide Colli. "Thanks to Richard we shall be able to professionally approach new distribution channels to maximise the value of the company's brands and the quality of our products".

The London inauguration marks the beginning of a strategic path for the company to work in depth on decision makers: besides strengthening and consolidating its position on the retail channel, the company has set itself the goal of becoming a real benchmark for specifiers and designers as regards major international architectural projects.

The actual opening will take place at the same time as the Clerkenwell Design Week on 21-23 May 2019 (clerkenwelldesignweek.com).

Tweet/Post: New CeramichePiemme offices in London dedicated to major international projects: #Piemme40 #London #design #designweek #CDW2019

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Ceramiche Piemme

Founded in Maranello (MO) Italy in 1962, Ceramiche Piemme is a business that specialises in the production of ceramic floors and wall coverings. The modern production facility in Solignano, Modena is equipped with kilns powered by recycled heat and produces over 7 million square metres of porcelain stoneware each year. The wide range of ceramic floors and coverings also includes a line of products by haute couture brand Valentino, of which Ceramiche Piemme has been the exclusive licensee for the ceramic sector since 1977.