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THE VALUE OF BEAUTY AND TECHNOLOGY

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CASA ANDREA CRISTOFORO
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Canton Grigioni

CRYSTALEXE SA: FLOORING AND WALLS DECORATED IN HI-TECH GLASS

The only limit? Our customer's imagination

Why are the futuristic city skylines made of glass and steel, whilst interiors continue to keep to tradition with surfacing in marble, wood and ceramics? 10 years were needed in investments, research and experimentation for the answer to arrive on the market: floors and walls decorated in hi-tech glass. The idea came to Roberto Ortolan and Caterina Taschin, determined to make use of Venetian (the area where they come from) glass again and develop it on a large scale as a new decorative element. A revolution in the building sector by the hand of Crystalexe Sa, founded at Coira in 2005 as a research and development company and moving to Rancate (Mendrisio) in Ticino three years ago, with the first production plant. The high definition graphic decoration is applied with an innovative system transferring colours derived from water based natural pigments; just as if the colours had been tattooed onto the glass. Con-



CATERINA TASCHIN

sequently, like any self-respecting tattoo, there is no limit to product personalization. Glass has been transformed to the point of making it become a new high-tech, highly aesthetic product. Crystalexe, Iso certified with porcelain grès parameters from Imm (Mechanical Institute of materials), Grancia, afforded results which Ortolan does not hesitate to call "enthusiastic": resistan-

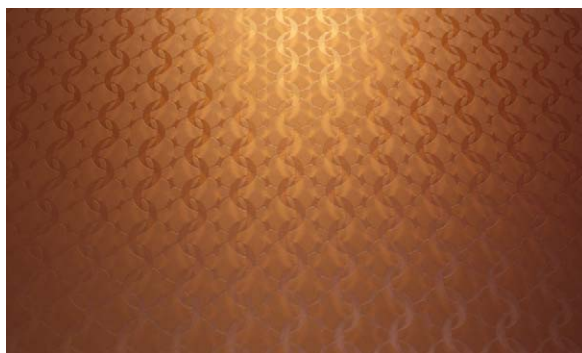
ce to scratches, flexibility, extremely high tensile strength and exceptionally long lasting. Research has also taken giant strides with slipping: the grip is so firm that it is even used to border swimming pools. Furthermore, even though the raw material is glass, it is an easy product to work on the construction site, just as if it were ceramics. So everything is ready to launch Crystalexe on the market with the goal of innovating and increasing products available for interior decor designers. At the top of the company Roberto Ortolan is partnered by Caterina Taschin for the creative part and by Michele Scarati as sales manager and Daniele Pozzi who deals with the financial aspects. "We like to say over again that our only limit is our customer's imagination".



CRYSTALEXE
RANCATE (MENDRISIO)
www.crystalexe.ch



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