



PRESS RELEASE

The company presents its novelties at Habitat-Cevisama 2016 from the stand A92 (N2Pab.6)

Cement Design: art and passion for decorative coatings

*The multinational presents a preview of **Cement Roll** as being one of the latest innovations that combines the versatility of finishes Cement Design with simple installation.*

Madrid/Valencia, February 2nd 2016.- [Cement Design](#) company is a leader in the manufacture, distribution and installation of continuous **decorative coatings made from Ecocemento**. Reference solution for architects and interior designers of prestige, is present in commercial spaces, fashion giants, tourism and catering. Its innovative concrete finishes are made with **organic products making unique textures in metallic finishes such as Corten steel, brass or copper, in addition to bright, textiles and mineral effects.**

Cement Design coatings, **seamless and with a minimum thickness** (just 1-3 mm.), install both inside and outside and in any type of surface, whether its on walls, ceilings, floors, stairways, bathrooms, swimming pools and even furniture. They are materials specially designed for **renovations without works**, adapted to all kind of facilities (shopping malls, hotels, hospitals, homes, schools, etc.) which would get customized to suit the client spaces thanks to its versatility translated into six collections that group a total of 20 products with over 50 textures and a **colour chart of 120 colors, which in turn are customizable.**

On the occasion of **Habitat-Cevisama 2016**, the leading heads of the company have launched – **Cement Roll**, one of the latest innovations of Cement Design, which combines the versatility of finishes signing with simple installation. In the words of Cement Design, our Commercial Director **Carolina Valencia** quotes “Cement Roll is a *“decorative solution of reference for customers that are looking for the latest trends in coatings and quick installation”*. In fact, this new material is represented in a wide range of (metal, cementitious, mineral, stony) textures, in addition many colours stand out for its installation for its simplicity and quick setting.

In its commitment to the environment, Cement Design creates ecofriendly coatings whose application is handmade (requires only a trowel), efforts to reduce energy consumption, transportation and waste. Its environmental policy is accompanied by certificates issued by **Applus**, besides the distinctive **Emicode**, which ensures low emission of volatile compounds in organic materials, and the **CE mark**. It also holds awards from international officials, including the **Muuuz Award** from the main French community of architects and decorators.

cement design®

Cement Design makes its headquarters in Madrid and **present in more than 40 countries**; Cement Design has an extensive network of international offices **that allow immediate response to projects elsewhere in the world**. The multinational identifies his art and passion for coatings with its brand image, Spanish dancer and choreographer Rafael Amargo (Spanish Heritage Award by the International Dance Council UNESCO).



Rafael Amargo dancer, Cement Design image



Coatings in an important fashion chain shops, Perú



Walls and ceilings in hotel and wine cellar , Barcelona



Furniture and walls in offices, Korea

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-Photographs Available in high resolution.

Possibility of interviews with representatives of Cement Design (CEO, **Jorge Hernández**, and commercial director, **Carolina Valencia**) during the celebration of Habitat-Cevisama 2016.