

- **Coral Water Out®. Light in surroundings dedicated to wellbeing**

Coral Water Out® does not require any maintenance and adds water-resistance to its other features of duration, strength and beauty which are typical of Coral®.

Coral Water Out® is designed for use in spas, wellbeing centers, massage parlours or private surroundings... places where light and water have a fundamental role.

Buzzi & Buzzi widens the range of recessed ceiling IP65 products.

New products made with Coral Water Out® :

Idroround IP65, a recessed ceiling led and halogen luminaire, it completes the successful collection of the water and humidity resistant products, Idrouit IP65 and Oris IP44.

Coral® : Application invisibility

Coral® is the innovative material which has made **Buzzi & Buzzi** the successful company it is today. Unchanged with time, Coral® can be decorated with any kind of paint, water-based or synthetic, thus adapting to the designer's taste and needs.

It is an environmentally friendly product, very close to the concept of bioarchitecture, inert and therefore completely non-toxic and hypoallergenic. Even in the event of a fire, it does not emit toxic fumes and thanks to its extremely smooth surface it is naturally dust-repellent and this minimizes the need for maintenance.

This is the material that distinguishes the entire range of Buzzi & Buzzi products and with which, also this year, numerous new products were presented:

Supernova and **Polaris**, large recessed flush mount products for direct and indirect light;

Nova, a recessed flush mount with fluorescent lightbulbs, halogen or metal halide, which can be combined with Supernova for different perspectives and sizes;

Pipedo Direct, a wall energy-saving luminaire for direct light;

Funnel Lamp, the first Buzzi & Buzzi hanging luminaire using LED technology and signed by architect Fabio Rotella.

- **AirCoral®: the new anti-bacterial material that cleans the air for an ecologically sustainable design.**

The innovative AirCoral® product , patented and certified by the American TCNA (Tile Council of North America) , is the result of **Buzzi & Buzzi's** ethical commitment and sensitivity to research, innovation and sustainability.

AirCoral® is an **eco-active, anti-pollution and anti-bacterial** material that can purify the air, contributing effectively to an improved quality of life.

As well as maintaining all the aesthetic and strength characteristics which are typical of Coral®, AirCoral® has the added benefit of a powerful antibacterial property against Escherichia coli, Klebsiella Pneumoniae and Staphylococcus aureus, pathogenic agents of potentially serious disease. It is also able to degrade pollutants found in cities, such as hexane (Hexano), a toxic gas that is formed due



to the use of hydrocarbons for cars and heating.

Thanks to the new AirCoral® material , Buzzi&Buzzi allows you to install a product which is able to contribute to purifying the air and to make your surroundings cleaner, healthier and more hygienic, thus reducing the harmful effects of the main pollutants and which exerts its action even in the absence of light.

AirCoral® is therefore recommended for use in all public surroundings (hospitals, medical facilities, hotels, bars and restaurants) or in private ones where there is an overriding desire to create a healthy environment.

All Buzzi & Buzzi products can be made in AirCoral® upon request.

The evolution continues: design, technology and new materials

The **Buzzi & Buzzi** established brand appears at EuroLuce 2011 with a new *verve*.

Staying true to its identity, that of a company which is naturally inclined to research, to the study of material evolution and the pursuit of a state-of-the-art ethical and environmental philosophy, **Buzzi & Buzzi** appears with a new image, which is versatile and knowledgeably balanced between elegance and professionalism

Starting from this year, the whole *corporate image* project is followed by the ASZ Architects studio, based in Florence, Milan and AbuDhabi.

Under the guidance of architect Andrea Sensoli, ASZ's team has studied the entire communication project of the company, which covers several areas: defining the strategy to be followed in order to consolidate and renew the brand, the new website graphics , the EuroLuce 2011 stand design , advertising campaigns, company gadgets and artifacts and the creation and implementation of any graphic or multimedia contribution aimed at identifying the Buzzi & Buzzi mood.

The whole communication plan is based on the concept of essentiality, which is expressed through images, the importance of the Coral® material, simple shapes and alternating colors of black and white, which are the corporate colors of the brand, while highlighting the charm of light.

