CEMENT DESIGN coatings
The new standard for the matter design. Finishings with structural consistency for an essential style that conveys solidity.

All products of the Personal Factory’s “Cement Design Coatings” collection were born to provide a complete range of a resin/cement based surface finishings. It is an instrument that, in the hands of a skilled craftsmen, allows the creation of a durable design, cut on the tastes of the customer.

The basic idea was to create a tailored environment with endless combinations that, through its matt and highly textured shades, would convey the idea of a modern functionality.
Products were created as a result of years of research and development and as a result of the use of the modern technology, while creating the cement-resin hybrids.

Products were created to satisfy the needs of the most demanding craftsmen and at the same time having the material to be extremely simple and safe in pose.

The “Coatings Cement Design” collection was created to satisfy the most stringent expectations in terms of product durability and surface quality.
PAVIMIX FF (from Floor to Furniture) is the type of the self-leveling mortars with the low thickness to be used for floors and furniture. It is available in 5 variants, so that allows the customer to choose the right technical characteristics for them. Having a water / binder ratio always less than 0.45, it allows to have an absence of shrinking with an exceptional fluidity. The high color-control option has the velvety tone and a very pleasant touch of the surface.

PAVIMIX FF type presents a versatile and extremely strong and durable hybrid cement-resin formulation. The machining of the self-leveling PAVIMIX FF is greatly simplified comparing to the classic resin floors. It’s mass is well-matching with all surface treatments, which are commercially available: such as waxes, polyurethanes, epoxies, etc.

Its cement matrix allows the fitter to create any kind of effects for considerable aesthetic appeal: such as acidification, metallization, cloudy effect, maintaining the high technical characteristics of the product always unchanged. The monolithic surface, that you can obtain with PAVIMIX FF, allows to create the large spaces with a modern and minimalist appearance at the same time.

The purely mineral composition and its high rigidity of the product line ensures the quality and stability of the product for the long period of time.
PAVIMIX FF 50 is a self-leveling mortar, which is ideal for thin substrates with the very high resistance and for a basis of resins. It is an extremely compact product, based on the hydraulic binder. It has the very high-performance and low-dosed polymer. Being worked carefully, it can have the very smooth and hard surfaces. Its mineral composition (of 99%) makes it compatible with all the surface treatments.

PAVIMIX FF 100 is a premixed self-leveling colored mortar for floor. It is a ready product, based on the special hydraulic binders. It has the high-performance, high resistance and high workability. It is ideal for the realization of the economic pavements, as it is thin, smooth, refined and can be used on large surfaces.

PAVIMIX FF 200 is a self-leveling colored mortar for floor. It contains the medium dosage of polymer. It is a ready product based on the special hydraulic binders. It has high-performance, high resistance and high workability. It also has an excellent adhesion and resistance on the small lesions in the fund. Its strong stability in the mixture makes it very simple to pose. The product is ideal for the construction of the high quality pavements, as it is thin, smooth, refined and can be used on large surfaces.

PAVIMIX FF 300 is a special self-leveling, colored mortar for floor with the very high dosage of polymer. It has a high-performance, high resistance and medium workability. It has an exceptional deformability and adhesion for a purely mineral product.

PAVIMIX FF SKIN is an ultra-thin self-leveling finishing product. It can be used to achieve the very smooth surfaces with the maximum thicknesses of 1.5 mm. It contains the very high dosage of the polymer in itself. It allows to have the application on the regular substrates with the complex adhesion.
**NANOSTUCCO**

*NANOSTUCCO* product contains the best features which were developed by the Personal Factory over the years of hard work. It was created to maximize the opportunities of the craftsman to realize the textured finishings of any kind. It is the ideal product for surfaces, as it is extremely strong and durable. The characteristics of the product allows an extraordinary versatility of the application. With *NANOSTUCCO* you can make floors, walls, countertops, sinks, showers, etc. Thanks to its strong adhesion on various surfaces and to a total thickness of about 2/3mm, it can be applied directly on any existing surface without primarily removing it.

It is available in 3 combinations. The products from the *NANOSTUCCO* collection allow the customer to choose the required performance they need, while maintaining the excellent application characteristics of the chosen product. The processing with a spatula gives to the surface shaded, matt, very pleasant to the touch, with warm tones that make the rooms cozy aspects. The monolithic appearance of the product gives the surface a solid and stylish aspects. Even extremely poor substrates such as MDF, plaster, screeds, old tiles, etc. can be covered by this product. With its significant drop effect, it makes the surfaces perfectly waterproof.

The two-component versions of the *NANOSTUCCO* products have an unsurpassed adhesion, a high elasticity and a high resistance to any abrasion or impact. The mineral component of the product makes it compatible with all surface treatments such as waxes, polyurethanes, epoxies, oil-water-repellent, etc.
NANOSTUCCO 100 is a finishing product for the walls and the furniture, which has to be applied with a spatula. It is very textured and has a normal adhesion. It represents a good compromise between the cost and the performance. The product has an excellent workability with the highest long time presentation and a subsequent medium hardening. After 24 hours, the surface can be sanded or treated with the protective NEOKERA-S. If using PIETRA LIQUIDA resin instead of water, the product can be also applied to the floor and can be used as a finishing for the furniture.

NANOSTUCCO 200 is a finishing product for the floor, walls and the furniture, which has to be applied with a spatula. It has an excellent mechanical characteristics such as a drop effect, an abrasion resistance and the elasticity. It is very textured product, with the ideal application on the walls or on the floor. After 24 hours, the surface can be sanded or treated with the protective NEOKERA-S. If using PIETRA LIQUIDA resin instead of water, the product can be also applied to the floor and can be used as a finishing for the furniture.

NANOSTUCCO GP 100 is a finishing product for the walls, which has to be applied with a spatula. It is a gypsum-based product. It is a very textured and not shrinking material, which has a good resistance and a medium elasticity. Thanks to the PIETRA LIQUIDA resin with which it is usually mixed, the product becomes particularly durable. It is ideal for the use on the gypsum-based substrates and the plasterboard. After 24 hours, the surface can be sanded or treated with the protective NEOKERA-S.

NANOSTUCCO ECO-W is a lime-based finishing product for walls, which has to be applied with a spatula. With a dilution of the PIETRA LIQUIDA, it was designed to be applied on wood and xlam. It is ideal to be applied on the substrates of any breathable kind. Thanks to its formulation, based on the lime, it let the surface breathe, preventing the formation of a mold and proliferation of the bacteria. Textured variant of the product has a low shrinkage, a good resistance and a medium elasticity.
CEMENT BASED FURNITURE

Make up your imagination!
Thanks to its textured and essential aspect, cement is the ideal material to create a tailor-made furniture that enhances the simplicity and purity of the lines, offering the timeless design to both the interior and exterior. Its technical characteristics show the way for a multitude decorative solutions being impressionable, adaptable and durable at the same time.

It is an ideal material in achieving the most particular design. It allows the establishment of the very complex forms and textures which will not cause any warping. Unlike ceramics, where the final result depends on the quality of the form and where the process must consider all the deformations induced by cooking. With PAVIMIX SCM even a simple expanded polystyrene form is sufficient, because you can always improve the surface through simple mechanical workings.

The cement matrix has also the big advantage of being the ideal support for almost all surface treatments such as buffering, acidification, grinding, sanding and resin, thus making unlimited range of the aesthetic finishes. In addition, there is the ability to color the material in a paste form, also for a series of a single piece. Thanks to PAVIMIX SCM the architects, craftsmen or the designers can create objects and finishes almost without any technical and economical limits, imagining and creating extremely personal environment.
PAVIMIX SCM

Discover the first self-compacting mortar [Self-Compacting Mortar] with a behavior of a non-Newtonian fluid. Cement-based, 100% mineral, with water / binder ratio of less than 0.3 product. It was created to be used in developing some special products of high quality, such as: tiles, sinks, showers, stove tops, bathtubs, etc. It has zero shrinking and a high ability to create a structure without voids. Its exceptional resistance on the surface allows to make the subsequent polishing to be also made by the mechanical removing. The extra-rapid hardening feature allows to transform the article after two hours and to proceed after 24 hours with the various surface treatments. Its self-compacting structure allows to take any weft or drawings inside the form. It can be used to create monolithic polishable surfaces, with ultra rapid ready-for-use type, applying to the floor with thicknesses no greater than 15 mm.
The ISOLMIX finishings (new version) is a collection of the colored finishings with the very high aesthetic value, that allows to obtain surfaces with natural, slightly rough and grainy aspects. The sandy texture makes the surface smooth and warm, like a typical traditional finishes, maintaining the extremely high performance. Its formulation, depending on the version, has the purpose of protecting structures and artifacts in cement or in different materials, like wood, OSB, MDF, polystyrene, etc. The whole range is applicable both indoors and outdoors and can be diluted with the PIETRA LIQUIDA resin.

Thanks to its extremely sophisticated compositions, ISOLMIX finishes can facilitate the laying, maintaining superior technical performance. Diluted with PIETRA LIQUIDA, it can be applied on a problematic substrates as tiles, wood, synthetic panels, etc. It can make the very modern textures surfaces and when diluted with water, they become breathable and compatible with the mineral substrates.

Its formulation gives the product a high water-repellent power and high resistance to mildew. It also support with the organic compounds that may be deposited on its surface, in an outdoor environment.
**ISOLMIX ACSIPOSI** is the exclusive Personal Factory compound, made up from the 14 components. Its greatest feature is the ability to increase the performance of the product regardless of the chosen basis, whenever it is cement, lime, hydraulic lime or polymer. On average, the mechanical strengths are increasing by a factor ranging from 2 till 4. Another unique feature is the improvement of the uniformity of the color product, in which the principle **ACSIPOSI** is used, that makes the finished product look excellent even when applying to the difficult surfaces. This means that there will be no substantial differences in thickness from 1 to 3 mm, and regardless of the absorption of the fund, the result will be more homogeneous. It is also resistant to saltpeter.

**ISOLMIX RASOCOL** is a cement adhesive coating for smoothing the surfaces with the low thickness. It’s a perfect product to even out the walls. It can be used both for indoor and outdoor environments, for residential or commercial purposes. It should be used to plane the uneven surfaces. It is especially suitable to adherence the bridges and to drown reinforcement nets.

**ISOLMIX MARE COLOR** Saltpeter is the main cause of the deterioration of the buildings near the sea, and deterioration in particular environmental conditions can be catastrophic. After years of the researches, field testing and the experience in high-performance products, a range of coatings were develop, that can solve the serious problem that encounter and protect the buildings near the sea.

**ISOLMIX ECO-W** is a lime-based plaster. It is a ready to use product, which was created to be applied on wood and xlam. It is the ideal product to be applied on the substrates of the breathable kind. Thanks to its formulation, based on the lime, it let the surface breathe, preventing the formation of a mold and proliferation of the bacteria. Textured variant of the product has a low shrinkage, a good resistance and a medium elasticity.
**NEOKERA**

**NEOKERA** is a complete system for the realization of both horizontal and vertical surfaces with a three-dimensional effect and the visual impact. The **NEOKERA** product line make the performance of all the processing steps in an easy, safe and durable way. In order to apply the product on the floor the future steps have to be done: the process starts from the application on a fresh cement of the several coats of **NEOKERA-H** then the hardener dust, after application of which has to be applied also the **NEOKERA-R** on top to release the process. At this stage, when the cement is still wet, a hard rubber mold have to be pressed in, that will carry out the three-dimensional pattern. In order to obtain realistic effects in natural colors you need to apply **NEOKERA-H** and **NEOKERA-R** in different colors. With the **NEOKERA** system, you can imitate the classic materials used for flooring as bricks, stone, terracotta tiles, etc. or it can be used to realize some particular shapes.

The **NEOKERA** system is the ideal finish for external decorative surfaces, because it is resistant to the weather conditions and UV rays. It is the ideal solution for pool basements, terraces, driveways and the balconies, both in a private and in public places. It is resistant to the heavy traffic, as the stamped cement offers the high resistance to different factors. Protected with **PIETRA LIQUIDA CARE** resin, **NEOKERA** is not sensitive to frost, molds and weeds, guaranteeing the quality of the floor for a long period of time.

**NEOKERA PLASTER** completes the proposing range of products to build walls with perfect imitation of stones and bricks, and having them done in a simple and durable way with the very realistic look.

Being available in a variety of colors, **NEOKERA** gives a great freedom in the choice of shapes, colors and surface appearances.
**NEOKERA-H** is a hardener dust, which has to be applied on a fresh cement for the realization of the three-dimensional effects similar to the stones or others. It has a dual function: an aesthetic function, which gives the color and shades, and a technique function which improves significantly the surface resistance. This colored powder has a cement formulation, designed to facilitate the layout of the product and to ensure a fast usage. Among its features, there is a waterproof one, which makes it much more resistant to the effects of the weather and atmospheric conditions.

**NEOKERA-R** is a release mediator in a powder form. It has a dual function. The first one, is the vehicle for the second color tone, that can be seen on the surface, and the second one, is as a mediator for the separation between the rubber mold and the hardener **NEOKERA-H**. **NEOKERA-R** was specifically formulated to be highly compatible in the market having the final protective lay which will create the smooth shades.

**NEOKERA SKIN** is a monolayer mortar which was created to realize a molded floor at a low thickness without having to tear down the existing floor. Its main function is to allow the realization of the three-dimensional finishes, also working on a thickness less than 15 mm and to be able to carry out the work without carrying out a classic cement casting. **NEOKERA SKIN** has a very strong surface resistance and it has an excellent resistance to abrasion as well as being naturally waterproof.

**NEOKERA PLASTER** is a monolayer mortar, which was specially formulated to offer the same advantages of printed cement on the vertical walls. Simple and aesthetic, it can be applied easily on the wall and allow to have a continuous and waterproof coating with the appearance of a real wall of stones or bricks. Its formulation offers an incredible moldability, giving the artisan the opportunity to work the product for hours, however ensuring the success of the work.

**NEOKERA SPRINKLE** is a carefully selected sprinkle, which was created to carry out the industrial pumiced flooring, with the fast start-up and high resistance on the surface.
**PIETRA LIQUIDA**
It is a ready to use product in the bases of the versatile latex. It is ideal for a need to increase the adhesion, abrasion resistance or water resistance. It can be used instead of water in the further lines: **NANOSTUCCO** and **ISOLMIX**.

**PIETRA LIQUIDA CARE**
It is a pickling acid, matte, anti-efflorescence detergent. It can be used to reduce or eliminate the defects, caused by an efflorescence. It should be used diluted in water in a 1:1 ratio.

**ACCESSORIES**
- squeegee with spacers
- spiked roller
- stainless steel trowel
- stainless steel trowel for angles
- grooved roller
- compressor

**NEOKERA-S** is a transparent aliphatic resin, diluted in water and designed to protect the printed surfaces. It has the waterproof features and it is resistant to stains and yellowing, all these features ensure a durable surface that maintains its aesthetic qualities over a long period of time. Its film forming action makes the surface slightly skinnier, helping to make it look more like natural stone, etc. Available in gloss or matte finishes.
8 Effects

SPATULA effect  POLISHED effect
SCRATCHED effect  CLOUDY effect
BRUSHED effect  GRAINY effect
Sanded effect  3D effect

PLASTER  SELF-LEVELING  STUCCO  3D  FURNITURE

8*(effects) x 5*(finishings) x 3*(treatments) x 3*(protectives) = 160 finishes
X infinite colors