



SOLUTIONS THAT **MATTER**



CONTENTS

About us	3
Our background	4
Mission & Vision	5
SOLUTIONS THAT MATTER: our concept	6
International Footprint	8
Our guiding Principles	9
WE DELIVER WHAT MATTERS: our support. Your objectives.	10
A MATTER OF INNOVATION: our services	13
WE DO WHAT MATTERS: our products	26
OUR PLANET MATTERS: we care about the environment	39
OUR PEOPLE MATTER: our people	42
Let's stay in touch	54



ABOUT US



OUR BACKGROUND

Our goals have always been set high since our very inception. We have established new industry standards and influenced an entire market segment. People call us pioneers. All we know is that we strongly believe that a business model should be supported by strong values. This is ICA Group in a nutshell.

- 1971** Founding Year
- 1983** First water-based coatings for wood
- 1994** New automated manufacturing facility
- 1995** LIFE brand for the first bicomponent water-based coatings
- 2002** New production facility for water-based coatings and new R&D laboratory
- 2004** Acquisition of the BASF Coatings wood division and first international location in Germany
- 2005** New finished products warehouse
- 2009** The Group's first international company: ICA Iberia
- 2015** Opening of LifeLab, the creative technological hub for customers, architects and designers; Our accredited training school, ICA Academy, was born
- 2016** First BIO water-based wood coating; First production facilities in India
- 2017** Introduction of Excimer technology with the S-MATT range in the furniture industry
- 2018** Our accredited laboratory for chemical-physical tests, Performance Lab, was born



MISSION



HOW WE MOVE FORWARD

We want to be a guiding light for anyone in the world looking for innovative solutions with a low carbon footprint for painting and coating on multiple materials: wood, glass and many others.

VISION



HOW WE SEE

We relentlessly search for cutting-edge solutions and effective proposals because we know that this is the only way to blend outstanding results with a real commitment to the environment.

We invest in our human resources on a daily basis because we know that together we can make a difference.





SOLUTIONS THAT MATTER

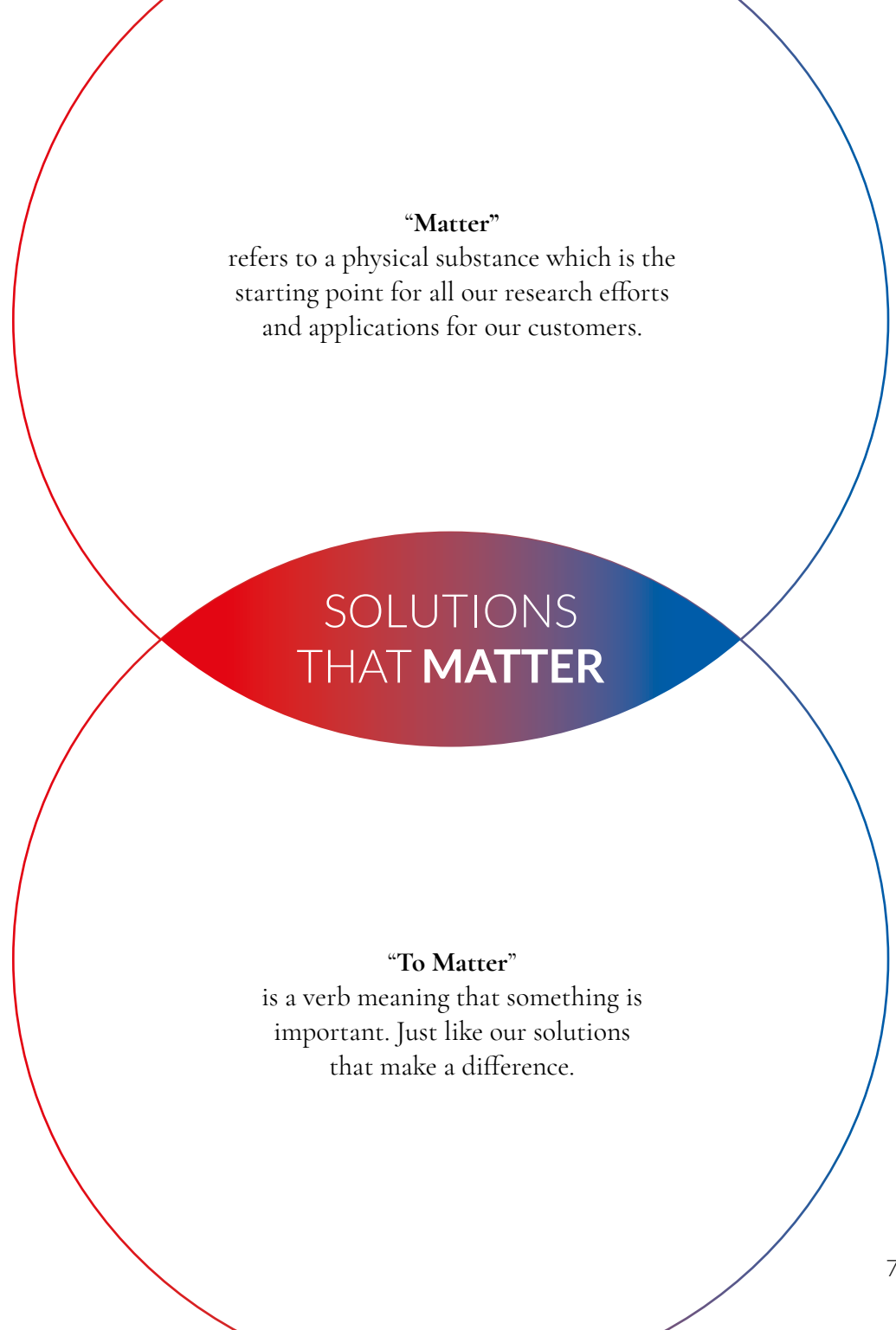
Our concept

We know what matters to our customers.

We know about each of their challenges, products and markets. That is why we propose solutions.

Solutions that matter.

We have summarized who we are and what we do for our customers in 3 words. 3 words that capture the value that we bring to our partners. 3 words that can have multiple meanings.



“Matter”

refers to a physical substance which is the starting point for all our research efforts and applications for our customers.

SOLUTIONS
THAT **MATTER**

“To Matter”

is a verb meaning that something is important. Just like our solutions that make a difference.

INTERNATIONAL FOOTPRINT



ICA Group (Italy)

Group Headquarters at Civitanova Marche (Macerata, Italy) and 1 Place of Business in Romano D'Ezzelino (Vicenza, Italy), 2 Production, R&D, Administration and Logistics Facilities, 3 Branches with services center

ICA Iberia Benicarló (Spain)

1 Place of Business and 2 Branches with services and Logistics center

ICA China Zhongshan (China)

1 Place of Business with services and Logistics center

ICA Deutschland Metelen (Germany)

1 Place of Business with services and Logistics center, 1 Sales Office in Denmark

ICA Polska Piotrków Trybunalski (Poland)

1 Head office, 1 Facility for production, R&D, Administration and Logistics, 12 Branches with services center and 4 Subsidiaries

ICA Pidilite Mumbai (India)

1 Head office, 1 Facility for production, R&D, Administration and Logistics

ICA North America Vaughan (Ontario, Canada)

1 Place of Business with services and Logistics center

ICA USA Charlotte (North Carolina)

1 Place of Business with services and Logistics center

1971

2009

2013

2014

2016

2019

2023

OUR GUIDING PRINCIPLES

Companies that strive for excellence have clear values which drive their decisions and actions even in complex circumstances and changing times – such as those we are experiencing on the market and in the world today.

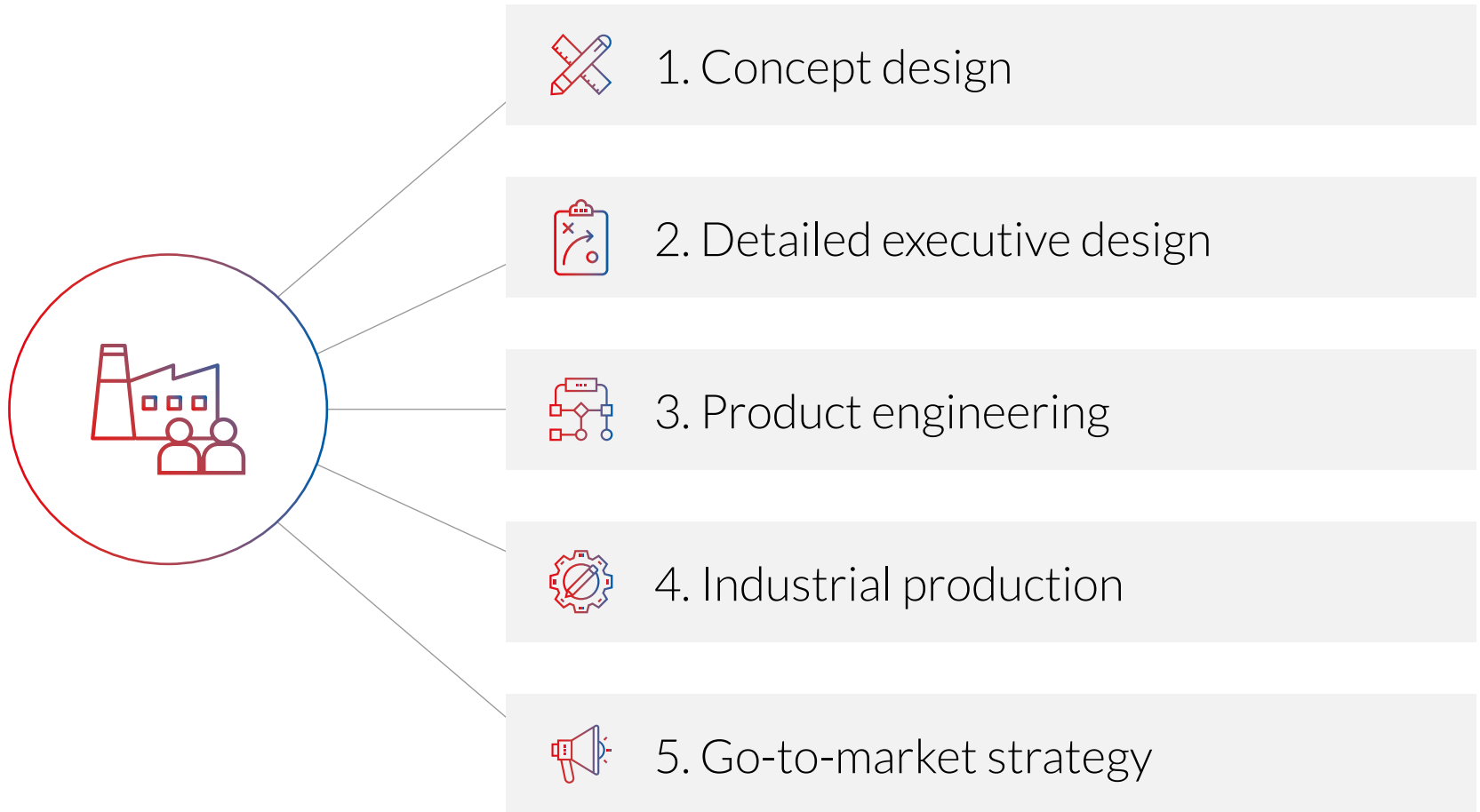
-  **1** **Solution-oriented** | We are convinced that a proactive relationship with our customers fuels our business. Customers are our partners and we support them by looking for concrete efficient solutions that meet their needs and solve their problems.
-  **2** **Sustainability** | We are committed with researching and developing projects that reduce the impact of products and processes on the environment.
Everything our company has done is permeated with this desire to forge a better world.
-  **3** **Innovation** | Curiosity and ambition are an intrinsic part of our DNA and our research work is the drive which constantly sustains our actions.
We approach our business with a mindset that aims to positively shape the future of our markets, paving the way for new ideas and fresh opportunities.
-  **4** **Fostering relations with people** | We firmly believe in the qualities and abilities of our people. Which is why we invest time and resources to empower our team. We want each single one of them to unleash their talents, passion and diversity.

ICA GROUP®

WE DELIVER WHAT MATTERS

Our support. Your objectives.

WHAT WE DO FOR YOUR BUSINESS



CO-MARKETING

MORE VALUE, MORE VISIBILITY,
MORE SALES

We are extremely aware of the strategic importance of co-marketing activities which are paramount for the reputation and business growth of both brands involved.

This is why we share digital and offline activities with our customers. Activities that can ensure a great return, due to our following numbers:

+30,000

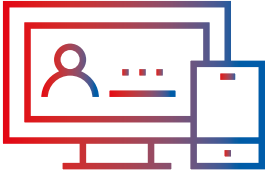
professionals enrolled on our newsletter database

+270,000

website visits per annum

+10,000

LinkedIn page followers



A MATTER OF **INNOVATION**

Our services.





ICA INNOVATION CAMP

We nurture our vision

Design, develop, apply, train and test. These are the five key actions of the ICA INNOVATION CAMP – a crossover project as well as a campus that fosters knowledge, relationships and daily innovation.

WHAT IT IS

It is our creative hub. A space where you get a real feel for innovation, the latest trends and ICA solutions for interior design.

5 THINGS YOU SHOULD KNOW

- ▶ Our LifeLab Discovery works hand in hand with the tech area to bring together technology and creativity from day one.
- ▶ The Discovery area is a space where we explore materials, forms and effects applied to products.
- ▶ In the LifeLab Discovery, we offer all the information required to rapidly assemble the colors and effects for our samples.
- ▶ This is where you can explore effects and finishes. A spark that ignites new ideas and leads to fresh solutions.
- ▶ Our experts can provide you with support in the design stage by supplying information on recent trends and innovations.

WHY IT IS IMPORTANT TO YOU

Because LifeLab Discovery is a source of true inspiration. It is more than a showroom. It is a journey into the possibilities of color and matter.



LIFELAB DISCOVERY



WHAT IT IS

Our R&D laboratory.

5 THINGS YOU SHOULD KNOW

- ▶ A team of 74 chemists work inside the Research & Development laboratory, striving tirelessly to identify solutions that will enhance the style, creative edge, design and quality of the final product for the customer.
- ▶ We study formulations which are ground-breaking for chemistry while researching and evaluating the various substances, such as resins, pigments and additives, with the help of cutting-edge equipment.
- ▶ We analyze with great accuracy all the features of coatings in the liquid state.
- ▶ We carefully examine all possible product interactions throughout the coating cycle and we boost performance levels.
- ▶ We test all formulated products once applied because ICA Lab has all the most important types of coating equipment which manufacturers use to coat wood and other materials.

WHY IT IS IMPORTANT TO YOU

Because we are able to provide you with support during the innovation process by singling out original features, lowering costs and respecting the environment. The result? A positive impact on the performance levels of your solutions, too.



ICA R&D LAB



WHAT IT IS

It is an advanced application laboratory where you can find a vast array of technological solutions with the assistance of technical specialists.

5 THINGS YOU SHOULD KNOW

- ▶ Fitted with the most modern coating equipment, the Tech area will allow you to assess the performance levels of our coatings on your products.
- ▶ Specialized technicians will show you how to achieve the best results on your products.
- ▶ As we deal directly with the biggest manufacturers of coating systems in the world, we know enough to provide customers with recommendations during the design/ planning stage of your facility.
- ▶ This know-how allows us to obtain outstanding results and make sure that customers get the most out of their investment.
- ▶ The teamwork with LifeLab Discovery offers the advantage of a seamless transition between the design stage and the application phase.

WHY IT IS IMPORTANT TO YOU

So that ideas become reality inside a laboratory where you can assess effects and results for yourself.



LIFELAB TECH





WHAT IT IS

It is our accredited professional training school.

5 THINGS YOU SHOULD KNOW

- ▶ The concept behind ICA Academy was to use training courses to enhance not only our own resources but also our partners'.
- ▶ ICA Academy organizes courses and sets up partnerships with training institutions.
- ▶ The recipients of the training sessions are employees, customers and talented youngsters as well as architects and professionals from the interior design industry.
- ▶ We promote contacts and partnership agreements with high schools, universities and external training centers.
- ▶ Access to interprofessional funds and assistance with practices for those who do not deal with them.

WHY IT IS IMPORTANT TO YOU

Because training sessions and refresher courses on products, processes and solutions are a worthwhile investment into professional growth and business development.

ICA ACADEMY

since 2015

300

SUBSCRIBERS TO THE
E-LEARNING
PLATFORM

24.000

HOURS OF TRAINING

40

WEBINARS FOR PROFESSIONALS
AND CORPORATIONS

4

WEBINARS FOR STUDENTS

60

COURSES HELD FOR
230 BUSINESS CLIENTS

15

COURSES WITH
TRAINING-CREDIT UNITS

2

INTERNATIONAL CAREER-AFFIRMING
SPECIALIZATION COURSES



ICA ACADEMY

The hospitality facility in Civitanova Marche provides accommodation for customers and staff members visiting or attending our training programs.



WHAT IT IS

It is our **accredited laboratory** where chemical-physical trials take place

5 THINGS YOU SHOULD KNOW

- ▶ We are the first manufacturer of wood coatings and glass paints to have an internal testing laboratory for coated surfaces, which is accredited according to the UNI CEI EN ISO/IEC 17025:2018 standards.
- ▶ We issue accredited test reports with impartiality, commitment for deadlines, expertise, confidentiality, reliable results.
- ▶ We offer a tailored consulting service to help achieve the quality standards you desire.
- ▶ We evaluate the most diverse chemical-physical features of coated surfaces thanks to the experience we have built up over the years.
- ▶ Testing is available for wood, glass, plastic, laminated surfaces, aluminum, PVC and metal.

WHY IT IS IMPORTANT TO YOU

- ▶ **Testing avoids waste** because it helps you to understand whether the product you want to launch is compliant with regulations.
- ▶ **Testing boosts your company's reputation within your industry** because implementing set quality standards helps you to create value.
- ▶ Tested products help you to **protect yourself against complaints and unsatisfied customers**.

PERFORMANCE LAB



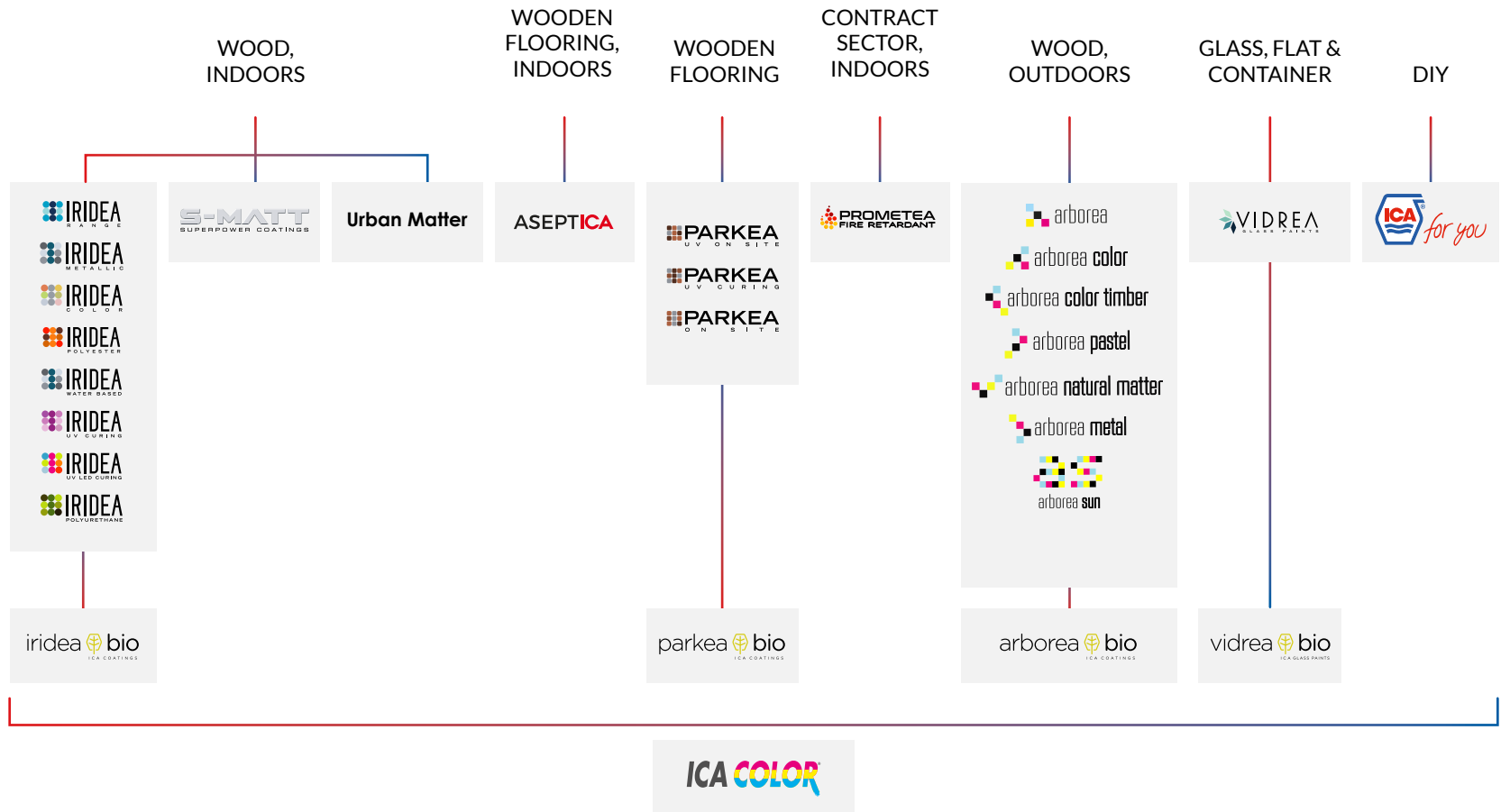
ICA GROUP®



WE DO WHAT MATTERS

Our products.

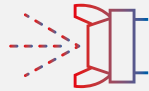
INNOVATIVE PRODUCTS. TANGIBLE RESULTS.





CHEMICAL NATURE OF PRODUCTS

- ▶ Acrylic
- ▶ Polyurethane
- ▶ Polyester
- ▶ Water-based
- ▶ Bio
- ▶ UV curing
- ▶ Nitro
- ▶ Epoxies



APPLICATION TECHNOLOGIES

- ▶ Spraying
- ▶ Roller
- ▶ Curtain coating
- ▶ Immersion
- ▶ Inert calander



FLASH-OFF/ DRYING TECHNOLOGIES

- ▶ UV
- ▶ Led
- ▶ Excimer
- ▶ Thermosetting
- ▶ Laminar air flow
- ▶ Jet air
- ▶ IR

PRODUCTS THAT MAKE THE DIFFERENCE



IRIDEA

The range of indoor coatings specially formulated to improve furnished interiors, raising their quality, style and fine design.

● WOOD, INDOORS



URBAN MATTER

The range of coatings designed to create an endless series of effects. A range that perfectly reproduces the rough texture of matter and the warmth of wood to the touch.

● WOOD, INDOORS

PRODUCTS THAT MAKE THE DIFFERENCE



ARBOREA

The range of water-based coatings for outdoors which combines the outstanding long-lasting protection of wood exposed to the weather with a beauty that withstands the test of time.

● WOOD, OUTDOORS



PROMETEA

The range of flame-retardant coatings created to limit the flame spread while retaining all the aesthetic properties of the product.

● CONTRACT SECTOR, INDOORS

PRODUCTS THAT MAKE THE DIFFERENCE



VIDREA GLASS PAINTS

This is a range of monocomponent transparent or pigmented water-based paints that allows for multiple effects on flat or container glass.

● GLASS, FLAT & CONTAINER



PARKEA

This is a range of products for laying and coating traditional wooden flooring and of UV products for coating pre-finished wooden flooring.






● WOODEN FLOORING

IT'S TIME FOR A **BIO** REVOLUTION

Oil-free, CO₂ emissions cut
and attention
to people's health.

We have developed a new formulation for water-based coatings which embrace life and also boast a virtuous production cycle – a real badge of honor in the chemical world which is dominated by oil derivatives.

Our BIO coatings are

-  for wood (indoors and outdoors), wooden flooring and glass
-  formulated with raw substances derived from recycled non-fossil materials
-  made using production phases boasting a low environmental impact
-  outperforming
-  certificated by UL's Environmental Claim Validation (ECV)









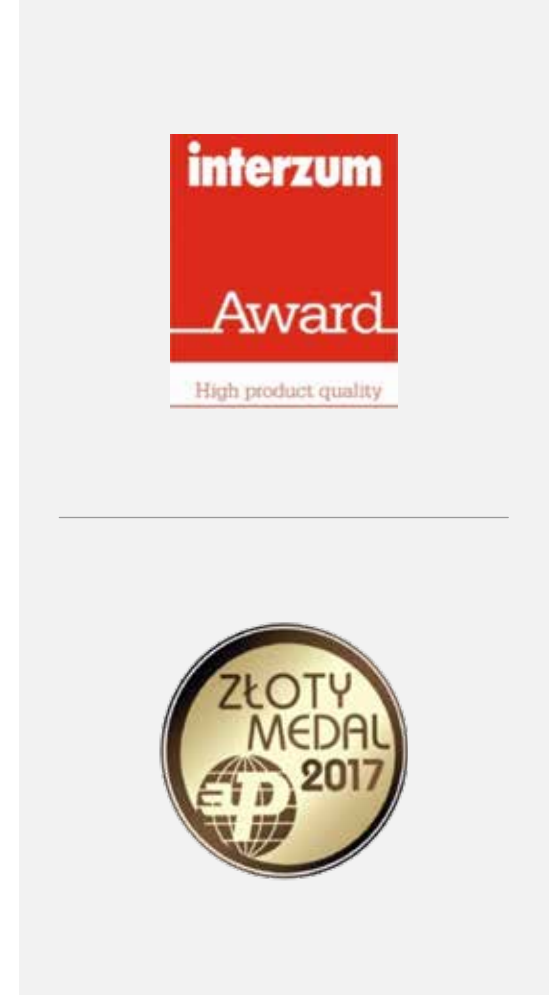
BIO COATINGS **REDUCE THE GREENHOUSE EFFECT** CAUSED BY CO₂ EMISSIONS

These coatings comply to the latest green policies adopted all over the world. With their environmentally-friendly substances, they contribute to earn LEED credits.

It's not just love for the environment, they are also high performance.

In addition to respecting the environment, BIO water-based coatings perform to such a high level that they set new quality standards for the industry. They achieve the following specifications:

-  Hardness
-  Chemical resistance
-  Lightfastness
-  Suitability for industrial processing
-  Greater drying speed
-  Greater resistance to yellowing



HYGIENE IS LIFE



The products from the ASEPTICA range are indicated for coating interior furnishings, wooden flooring and all objects and surfaces which need to guarantee the **utmost cleanliness and hygiene**.

The special composition of these coatings means that **objects and surfaces are well protected** and afford **exceptionally high levels of chemical-physical resistance**. Furthermore, the presence of **active metals** boosts durability and protects the coating film from bacterial proliferation.



S-MATT: SUPERPOWER COATINGS



S-MATT is a range of coatings for interiors with a smart vibe and an edgy aesthetic. An **ultra-matt top coat** with an attractively soft velvety sophisticated texture, an anti-reflection design and outstanding performance levels which is bound to bring the best out of any surface or material.

HI-TECH COATINGS

The S-MATT range includes transparent and lacquered water-based and solvent-based coatings of various natures that rely on different curing methods:

- UV radiation and excimer lamps
- conventional heat systems

EXTRAORDINARY IN EVERY POSSIBLE WAY

- ▶ anti-reflection
- ▶ anti-fingerprint
- ▶ soft to the touch
- ▶ ability to self-heal (resilient)
- ▶ resistance to cold liquids (UNI EN 12720)
- ▶ resistance to scratching (UNI EN 15186)
- ▶ an infinite number of shades
- ▶ application with all existing coating technologies

2018 | 2nd place in the “Finishing” category of the Xia-Xylexpo Innovation Awards



2019 | Interzum Award: Intelligent Material & Design in the “High Product Quality” category.



2019 | Visionary New Product Award



ICA for you



ICA for you is our own DIY product range.

B2C products with a B2B know-how.

A range of **water-based coatings** with the **highest performance levels**, a **low environmental impact** and the **same professional-quality** that are paramount of ICA Group products.

- ▶ Interior coatings
- ▶ Exterior coatings
- ▶ Coatings for wooden flooring
- ▶ Products for the care of wood
- ▶ Cleaning and sanitizing products

ICA COLOR[®]



ICA COLOR

WHAT IT IS

Our color-mixing system is designed to provide customers with the tools, software and know-how to independently and easily generate and produce any color for wood and glass.

5 THINGS YOU SHOULD KNOW

- ▶ It is an integrated system which blends concentrated pastes and neutral bases.
- ▶ You can match over 2,300 colors (ICA, RAL and NCS samples) with only two bases and 24 pigmented pastes.
- ▶ With the additional Color Card Match module, colors from any other chart can be formulated without a spectrophotometer.
- ▶ The pastes are produced in-house by ICA without aromatic solvents, lead or other heavy metals.
- ▶ The usage of concentrated pastes allows users not only to color a broad range of products with only one set of colorants but also to achieve extremely good covering.

WHY IT IS IMPORTANT TO YOU

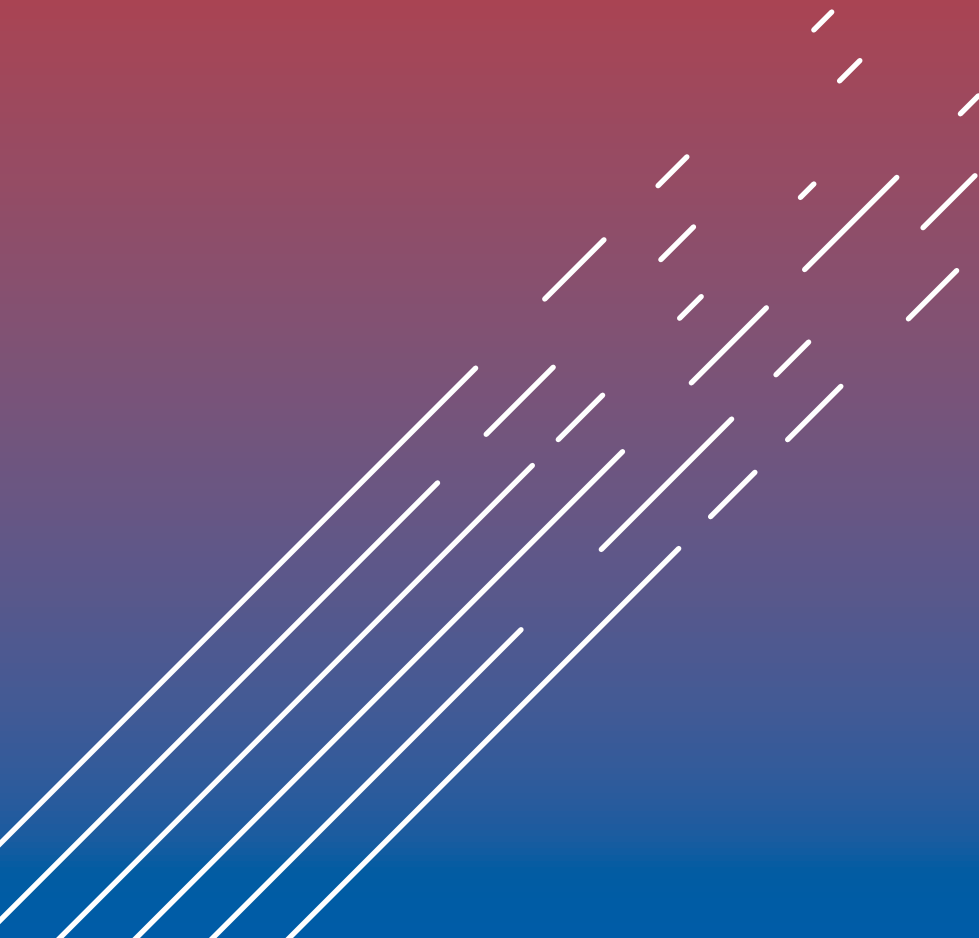
Because it allows you to create an infinite spectrum of colors on your own.



OUR PLANET MATTERS

ICA^{GROUP}

We care about the environment.



SUSTAINABLE PERFORMANCE



Over twenty years ago, we decided to explore the path of sustainability and as early on as 1995 we were honored with the LIFE Award which certifies care and respect for the planet. Now, we are at the oil-free bio coatings stage, which, together with other sustainable products, protects the well-being of people and the planet and will drive future growth.

Sandro Paniccia — ICA Group Chairman



FOR THE PLANET

We have been studying and creating sustainable products since the earliest days of our business life and are aware of the absolute necessity for environmentally friendly solutions.



FOR PEOPLE

Our ambition is to enrich people's lives through our work and products. This is why we invest in sustainability projects involving our team and the local communities.



FOR PERFORMANCE LEVELS

We are completely convinced that the only way forward is to create products that outperform while respecting the environment. To make a difference in the world we must aim for successful sustainability.

BIO-INNOVATION



A matter of **responsibility**

Each one of us should think carefully about what we do and how it impacts the environment.

It is a daily challenge that we rose to some time ago, creating a virtual network which delivers a product that is more sustainable than oil-based equivalents.

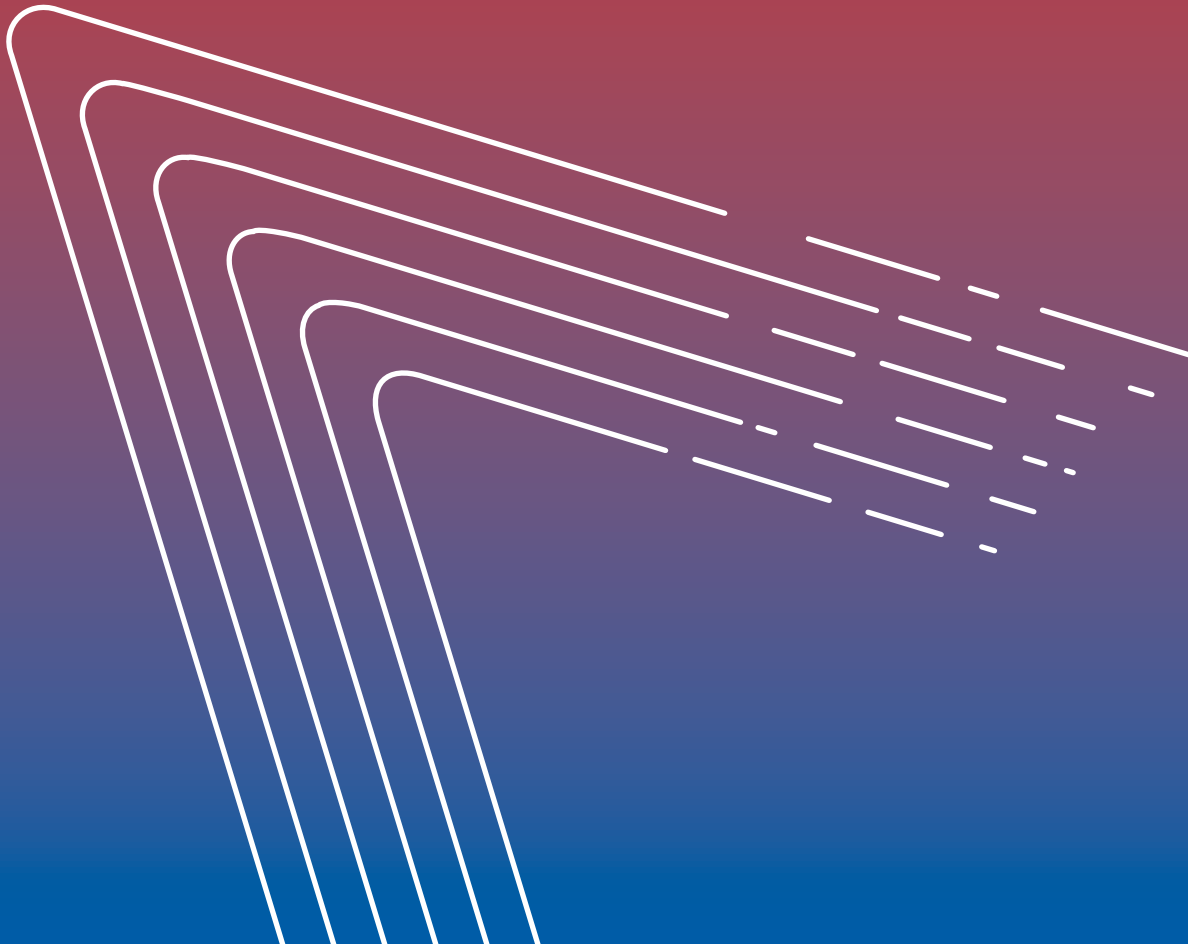
A matter of **determination**

Studying, experimenting and researching. Day in and day out. Exploring all possibilities and investigating solutions together with world leaders from the chemical industry. In 2013, few people believed in the potential and performance capacity of bio coatings. But we kept at it. We designed and tested relentlessly.

And eventually we discovered how to formulate water-based coatings using innovative substances from renewable sources. Our stubbornness allowed us to achieve a range of products offering optimal performances that respect the planet and have a virtuous production cycle.

OUR PEOPLE MATTER

Our people.



ICA GROUP®

ICA FAMILY



CLAUDIO PANICCIA
FOUNDER

A COMPANY SUPPORTED
BY **FAMILY VALUES.**

In over 50 years, ICA has been way more than just a business story. It is also the story of the Paniccia family. Generation after generation. Generation alongside generation. Always together.

ICA FAMILY



SANDRO
PANICCIA
CEO / BOARD MEMBER



FABIO
PANICCIA
BOARD MEMBER



PIERO
PANICCIA
BOARD MEMBER



ANDREA
PANICCIA
GENERAL MANAGER



CLAUDIO
PANICCIA
COUNTRY MANAGER



LORENZO
PANICCIA
R&D



GIULIO
PANICCIA
**BUSINESS DEVELOPER / ICA
FOR YOU BRAND MANAGER**



ICA PEOPLE

Any company, even the most technological, survives and thrives thanks to its human capital – the people who nourish, experience and grow it. This is why we are so careful with our people.



ICA PEOPLE

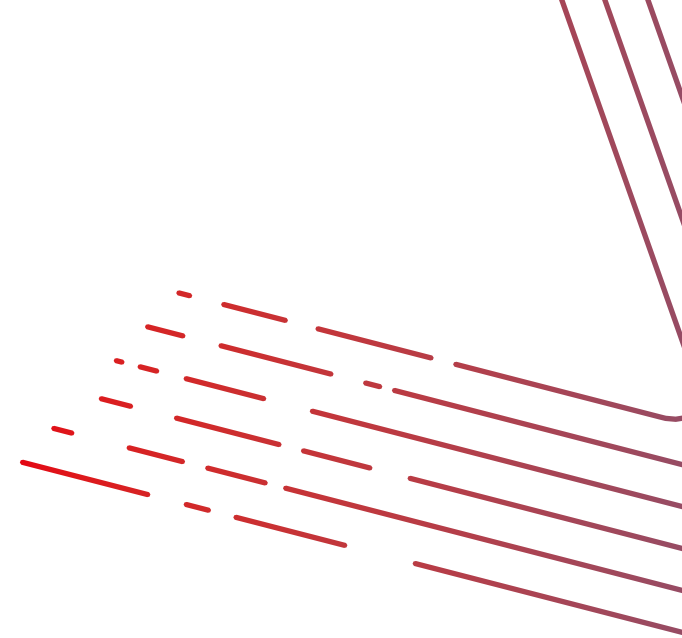


#LIFEINCOLOR

Team spirit, well-being and a positive attitude.

We believe that time and space are not only important values for the people who work with us but also closely bound up with our business growth.

This is why it was so vital for us to implement our #lifeincolor philosophy and make it part of everyday life.



The aim behind lifefood is to distinguish between eating well and just eating to survive. Moving on from the traditional concept of a company canteen, our dining hall brings a splash of color to everyone's table with theme-based menus and dishes devised with everyone's dietary necessity in mind. A pleasant place where people can share and enjoy a typical part of Italian culture – food.



Being outside. Breathing in the scent of flowers. Strolling through lush grounds. **lifegarden is an oasis of relaxation and a peaceful haven – a green retreat** for anyone who needs to charge their batteries and find inspiration in the course of the work day. Leafy plants and budding flowers are our way to convey a message of constant responsibility towards the environment.



Sedentariness and repetitiveness give way to fun and dynamism. **With lifemove we put the spotlight on the body and create an opportunity for sport and exercise** on our ICA Group premises. This is why we have set up office spaces with bicycles, electric cars, sports fields and a gym.

CERTIFICATIONS MATTER

- ▶ UNI EN ISO 9001:2015 Quality Management System Certification
- ▶ UNI EN ISO 14001:2015 Environmental Management System
- ▶ UNI ISO 45001:2018 Occupational Health and Safety Management System
- ▶ Prime Company Award from Dun & Bradstreet

CERTIFIED QUALITY
MANAGEMENT SYSTEM



UNI EN ISO 9001:2015

CERTIFIED ENVIRONMENTAL
MANAGEMENT SYSTEM



UNI EN ISO 14001:2015

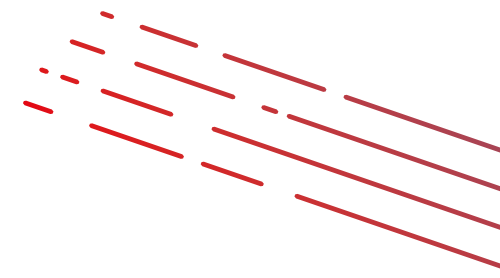
CERTIFIED SAFETY
MANAGEMENT SYSTEM



UNI ISO 45001:2018

CRIBIS
Prime Company

OUR PARTNERS. THEIR WORLDS.



KITCHEN CABINETS



We supply some of the most important kitchen manufacturers, particularly in Italy, Germany and the UK. An ongoing relationship with these brands has enabled us to develop a great number of products which deliver the high performance levels required by the kitchen industry, the manufacturing flexibility and uncompromising aesthetics.

FURNITURE AND DECOR



We work with the most prestigious and best-known brands in Italy, providing them with complete support from the design-concept phase to daily assistance during the production process. We are appreciated for our rare ability to select colors, finishes and materials as well as for our experience with market trends. Over the years, ICA has also begun to work with top-end international furniture groups as well, particularly in Northern Europe, Spain, North America and the Far East. During the 2019 Milan Furniture Fair, more than 50 companies showcased products made with ICA coatings.



OUR PARTNERS. THEIR WORLDS.



SEATING



We work actively with the seating industry both in Italy and on the international market. We supply manufacturers of various specializations with coating products, including the residential, office, community and hospitality segment. Durability, guaranteed physical performance levels and manufacturing speed are the factors that mainly push these players to prefer us.

WOOD COMPONENTS AND WOODWORKING FOR FURNITURE INDUSTRY



We are an industrial and strategic partner for many major groups all over the world, leaders in the production of semi-finished products such as cabinet doors, pre-finished panels, profiles and sides for the furniture market. The strength of our partnerships rests on our ability to provide the production process with support all down the line, including material specifications and setting up coating systems. Technical assistance on a day-to-day basis, just-in-time supplies and the option of in-house inspections and tests on the applied products are amongst the most popular requests in this segment.



OUR PARTNERS. THEIR WORLDS.

ARCHITECTURAL INTERIORS



We supply leaders in the production of architectural interiors, like flooring, cladding panels, stairs and suspended ceilings. For this kind of application, the main challenges are chemical-physical performance levels, resistance to scratching and durability as well as continuity of the finish.

WINDOWS & DOORS, WOODEN STRUCTURES AND GARDEN FURNITURE



We are leaders in solutions for coating outdoor timber parts, such as doors, windows, garden furniture, houses and architectural applications. Being constantly exposed to the weather, these surfaces are prone to extreme stress and need to perform to high standards guaranteed both by in-house tests at our Performance Lab (where we can perform tests on reaction to light or mimic a whole variety of weather conditions) and by tests carried out in external laboratories.



OUR PARTNERS. THEIR WORLDS.

BOATING AND YACHTING



We work with some of the most notable shipyards for yachts in Italy, the UK and the USA. The industry requirements are dictated by specific regulations, set performance standards and production processes which differ greatly from the furniture industry.

Our abilities and skills enable us to adapt to these requirements and constantly come up with innovative precise solutions. This is why we are renowned for being a reliable and strategic partner.

INTERIOR FIT-OUT



We are engaged in numerous projects in the fit-out industry involving top-of-the-line residential, community and hospitality interiors. The multiple players involved in the course of a project (architects, general contractors and manufacturers) treat us like true partners. We offer a range of services in this particular industry: assistance in the choice of colors and finishes, support in cost assessment and supply specifications, test reports for technical or environmental credentials, prototyping and sampling, etc.

OUR PARTNERS. THEIR WORLDS.



MUSICAL INSTRUMENTS



Over the years we have built up specific skills in the sector of musical-instrument manufacturing. Some of the most renowned piano, violin and guitar manufacturers in Italy, Germany, Poland, China and the United States rely on our services and strategic partnership not only for current manufacturing activities but also to develop new solutions or models.

GLASS



We have set up an entire division to develop, produce and sell coating products for glass. Our specific technical expertise in this sector has allowed us to collaborate with a wide range of customers operating in the field of flat and container glass. These business clients come from various industries including cosmetics, furniture accessories and beverages for container glass, furniture, cladding and interior façades for flat-glass.



LET'S STAY IN TOUCH



ICA S.p.A.

Via Sandro Pertini, 52
62012 Civitanova Marche (Macerata) -
ITALY

Tel. +39 0733 8080
Fax +39 0733 808140
Skype: INFO.ICASPA

Follow us:



www.icaspa.com
www.icaforyou.com
www.icaacademy.it