



### **April 7, 2011: Piemme opts for Durst digital technology**

Piemme is continuing its investments to improve the aesthetic and technical excellence of its ceramic products. Following the installation of digital printing technology from Durst in 2010, the ceramic producer led by Francesco Zironi intends to make further investments in digital technology in 2011 as part of a budget of more than 27 million euro, a portion of which is earmarked for renovating machinery. "In the ceramic sector, creativity, ideas and stylistic innovation are dependent on technology," explained Ceramiche Piemme's Chairman Francesco Zironi.

Durst-Torrecid proved a winning combination in terms of both technological content (speed, startup and development potential) and the professionalism of both companies' staff. According to Zironi, innovation will add value to existing technologies in the future without necessarily replacing them. "Digital technology still has plenty of room for improvement," he said. "Optimizing speed and minimizing costs must be the main goal of all technological development for industrial-level production."

Preparing to celebrate fifty years of activity next year, Ceramiche Piemme has 350 employees and a turnover of 80 million euro and exports its products to 70 countries.

Below some pictures of the latest product innovations.

### Serie Marmi Reali, color Aabastro



### Crystal Marble, color Marfil



<http://www.ceramichepiemme.it>

<http://www.ceramicworldweb.it/DocumentList.aspx?lang=eng&levelId=120&documentId=17560&documentTypeId=44>