

**P114. BOOSTING THE POTENTIAL OF WOOD***by Claudia Foresti*

INNOVATIVE WOOD COATING TECHNOLOGY CONCENTRATES THE MATERIAL'S FINEST CHARACTERISTICS, BOOSTING PERFORMANCE. MILESI, A COMPANY OF IVM GROUP, LAUNCHES BLOCK CHAIN ADDITION. The IVM Group, a global reference point in the wood coatings sector, announces the worldwide debut and launch of Block Chain Addition, a true breakthrough that comes as the result of major investments and two years of intense activity of the R&D division. Block Chain Addition is a category of wood coatings that concentrates the finest characteristics of pre- and post-catalyzed polyurethane, acrylic and urea varnishes in a single technology for the first time, enhancing performance and offering the market unprecedented potentialities. Surpassing today's highest standards, BCA stands out for functional performance that exceeds all expectations in terms of surface hardness, abrasion resistance, prevention of yellowing caused by light and staining caused by liquids. The coating sets very quickly and offers very long pot life, to guarantee extremely easy use as well as excellent aesthetic results. All this with the typical focus on environmental sustainability of the Milesi brand. BCA represents the cutting edge of experimentation of a corporation that invests 8% of sales (over 300 million euros) in research. **CAPTIONS: page 114** Top, one of the production plants of IVM Group. Above, the two most recent prestigious projects of Milesi, for which the Hydrocom water-based outdoor coatings were chosen: from left, the innovative residential complex by the Chile-based firm Premium Box, and the restoration of the Grand Hotel des Iles Borromées & Spa in Stresa (photo Gionata Xerra).