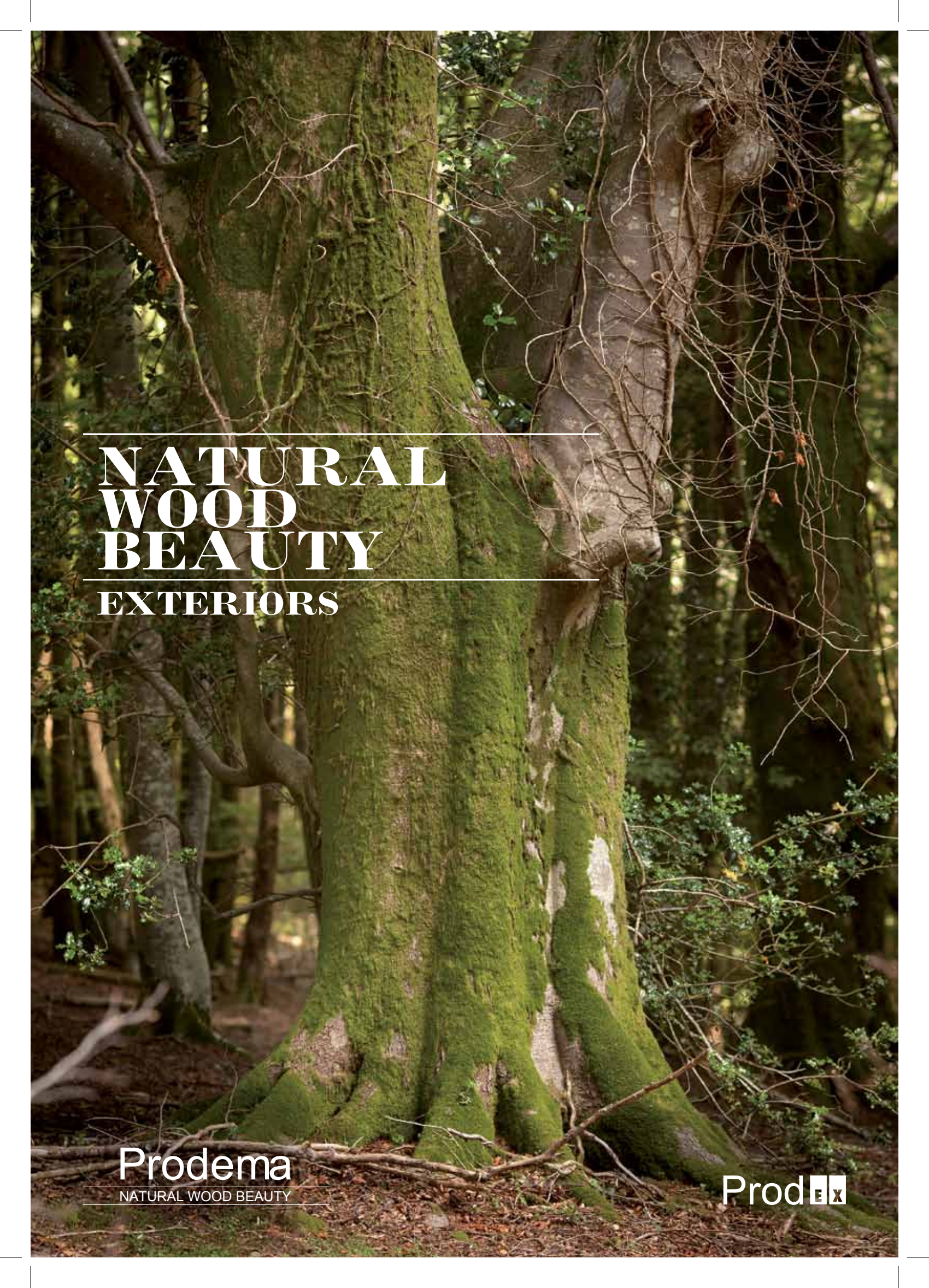




NATURAL WOOD BEAUTY

EXTERIORS

Prodema
NATURAL WOOD BEAUTY

ProdEX

Prodema

NATURAL WOOD BEAUTY



EXTERIORS

Liberty Place, Sydney
2014 WAF Winner - Office category



Prodema in the world

● Prodema Representatives



A photograph of a large, ancient tree in a sun-dappled forest. The tree has a thick, gnarled trunk and a dense canopy of green leaves. Sunlight filters through the leaves, creating a pattern of light and shadow on the forest floor. A large, vertical, light-brown wooden panel is overlaid on the right side of the image. In the upper left corner, there is a dark green rectangular box containing white text.

**1 NATURAL WOOD
BRINGS YOUR
PROJECTS TO LIFE**

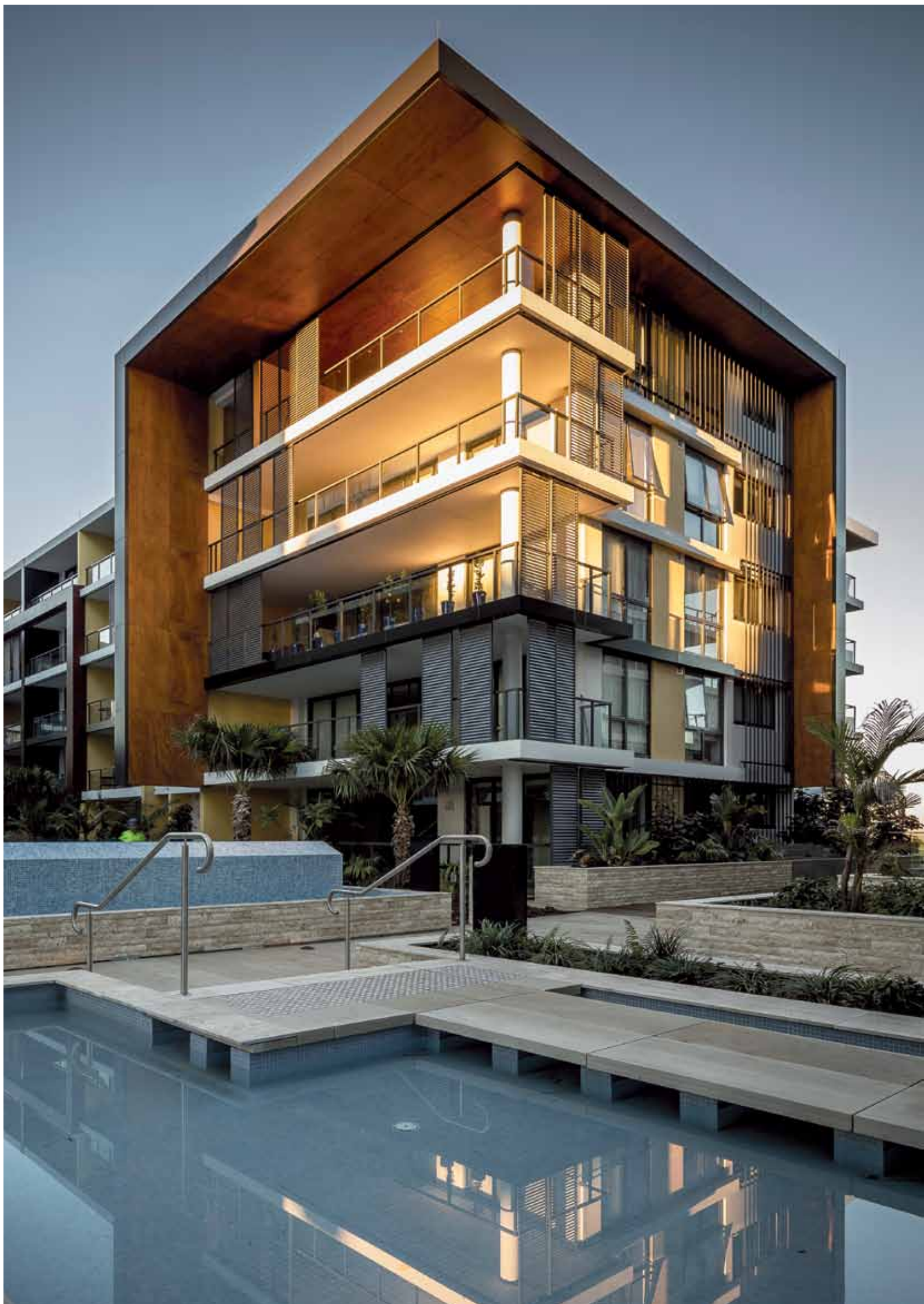


Natural wood enhances the look of any building with its unique style, beauty and elegance.

Our natural wood performs impressively and conforms to the most innovative designs in facade coverings.

We have a deep respect for nature and quality of life.

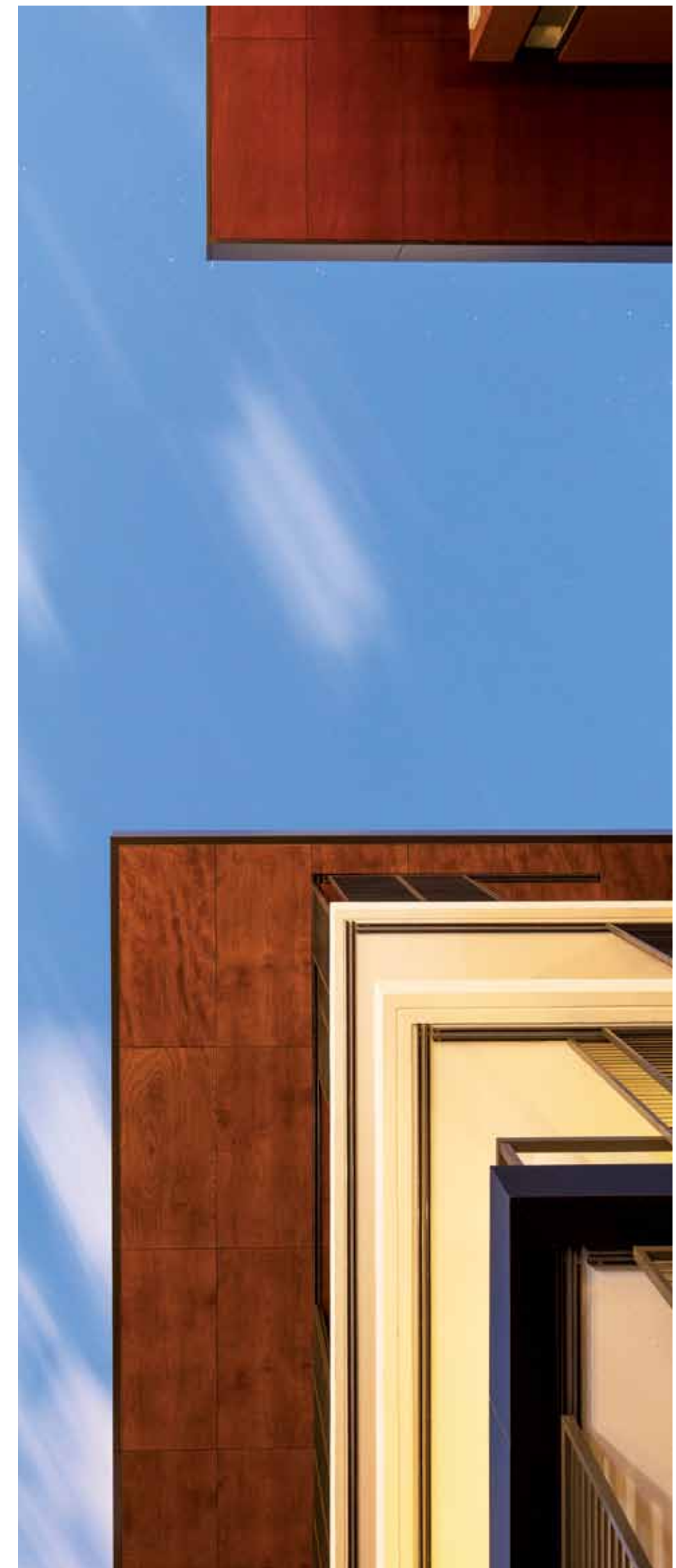




THE ELEGANCE OF NATURAL WOOD

Our objective is to provide the world of architecture with unique materials that help architects design warm, beautiful, comfortable spaces that improve the quality of life for all.

Energy efficient buildings with the elegance of natural wood.





2 BOUNDLESS CREATIVITY

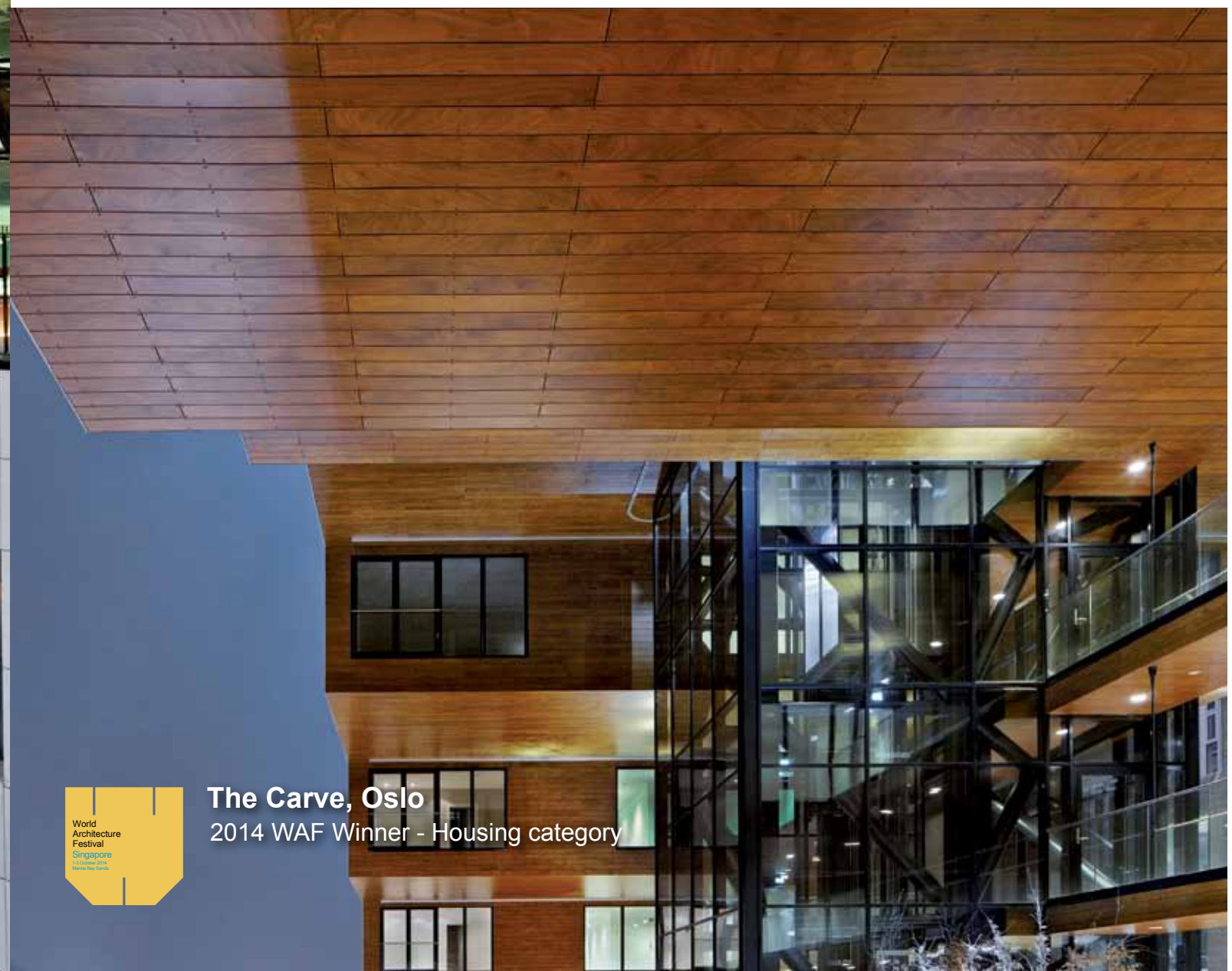
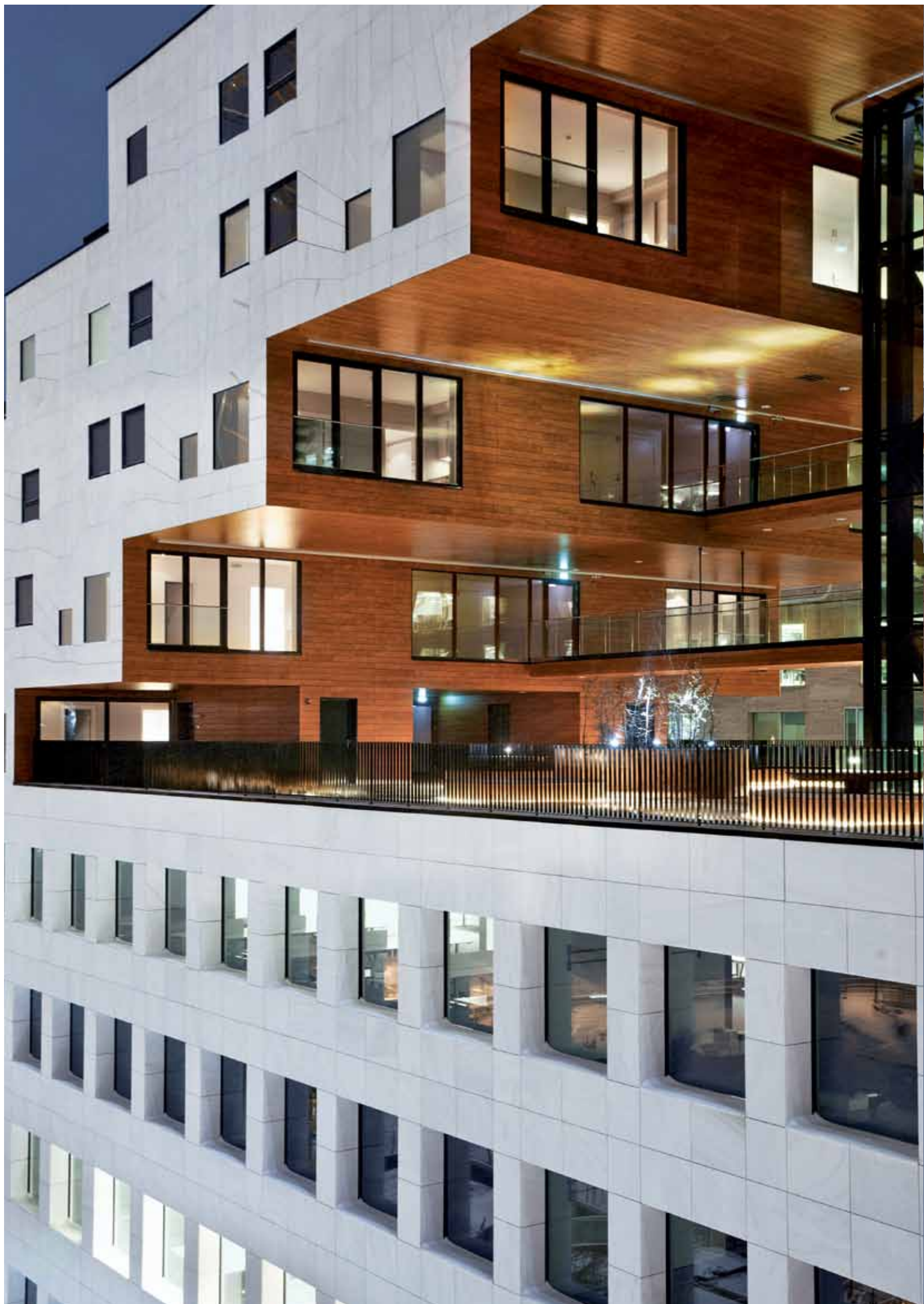




ProdEX pushes the envelope in facade design as architects partner with **Prodema** to create innovative designs never thought possible. A product that allows your vision become reality by offering versatility, warmth, elegance, and remarkable performance.

Here at **Prodema** we work hard to be a source of inspiration for architects. This partnership has translated into prestigious architectural design awards, globally.





The Carve, Oslo
2014 WAF Winner - Housing category



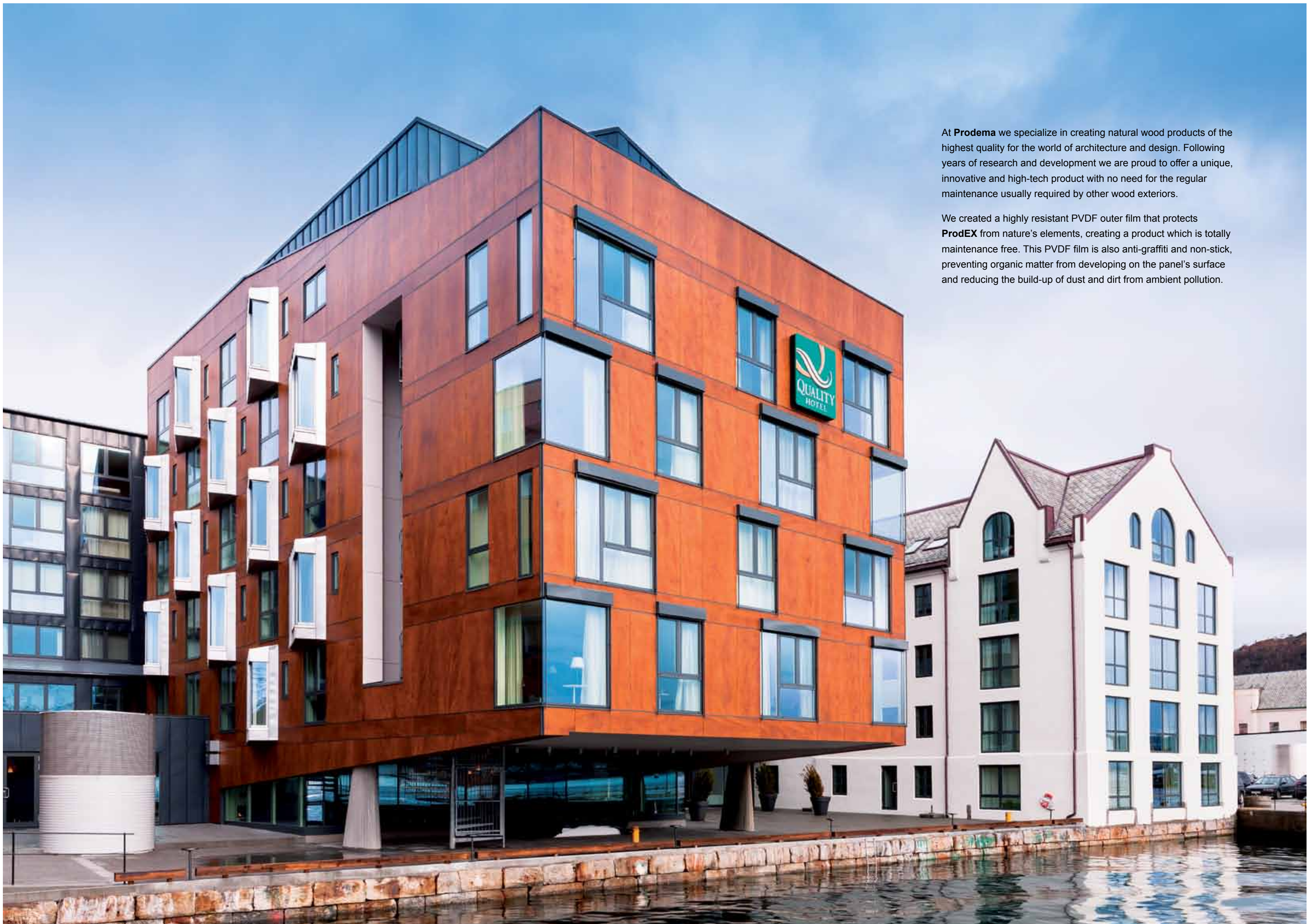
Harry Parker Boathouse, Boston

2014 AIA Institute Honor Awards for Architecture.
Chicago Athenaeum American Architecture Award 2008.



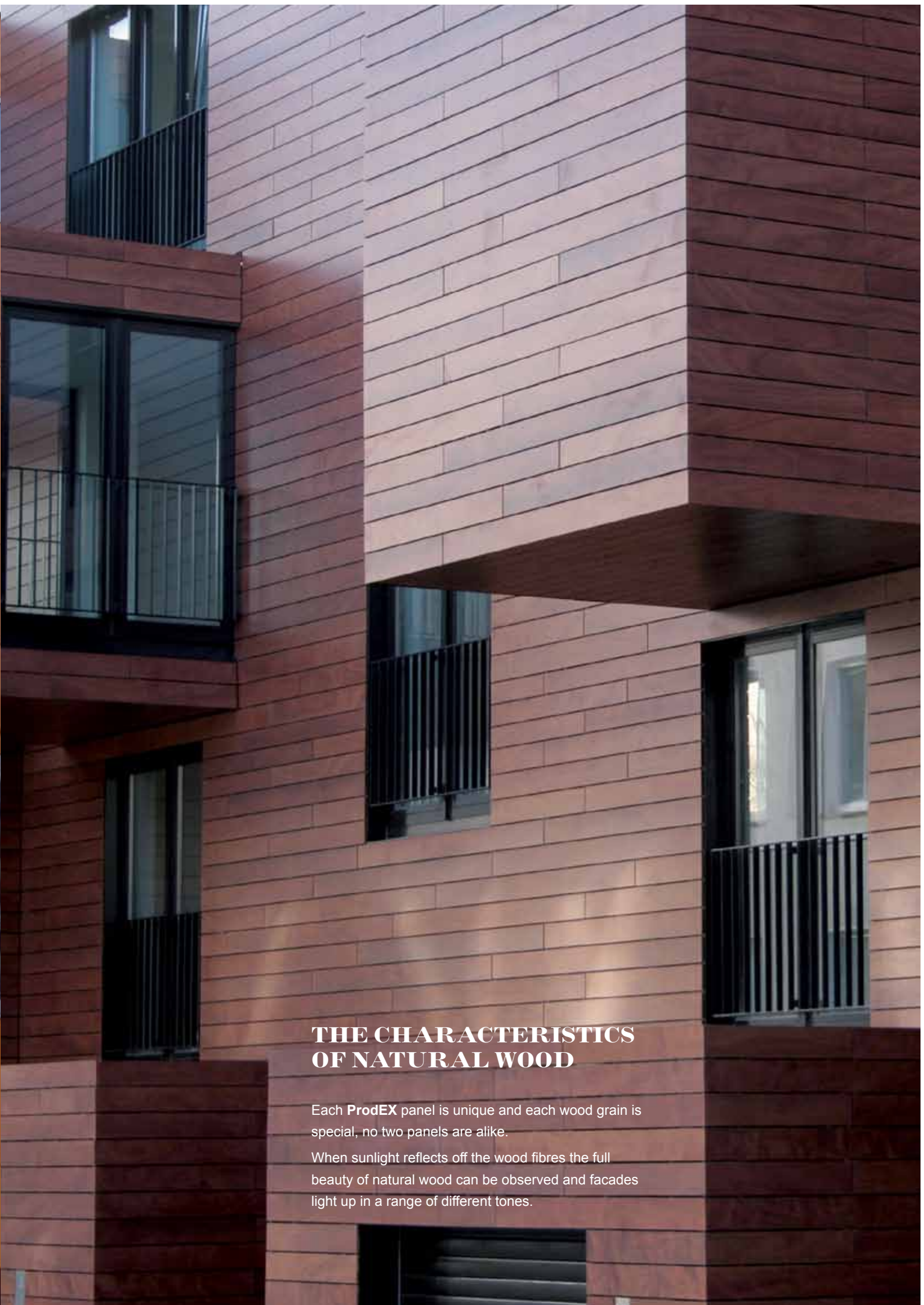
3 MAINTENANCE FREE NATURAL WOOD





At **Prodema** we specialize in creating natural wood products of the highest quality for the world of architecture and design. Following years of research and development we are proud to offer a unique, innovative and high-tech product with no need for the regular maintenance usually required by other wood exteriors.

We created a highly resistant PVDF outer film that protects **ProdEX** from nature's elements, creating a product which is totally maintenance free. This PVDF film is also anti-graffiti and non-stick, preventing organic matter from developing on the panel's surface and reducing the build-up of dust and dirt from ambient pollution.



THE CHARACTERISTICS OF NATURAL WOOD

Each **ProdEX** panel is unique and each wood grain is special, no two panels are alike.

When sunlight reflects off the wood fibres the full beauty of natural wood can be observed and facades light up in a range of different tones.

A photograph of a tree with dense foliage in autumn. The leaves are primarily orange and red, with some yellow visible in the background. The tree's dark branches are silhouetted against the bright, colorful leaves. A dark red rectangular box is overlaid on the right side of the image, containing white text.

**4 COMMITTED
TO NATURE**



At **Prodema** quality design and innovation are of upmost important to us. However, our respect for nature is even more important: being both our source of material and our inspiration. At **Prodema** we work to promote sustainable construction by maximizing wellbeing with environmental efficiency in building projects.

We are proud to say we have become the world leader in our category having been awarded **ISO 14006** certification in **ECodesign**.

Using **Prodema** also provides **points in green building certification schemes such as LEED** (Leadership in Energy and Environmental Design) or **BREEAM** (Building Research Establishment Environmental Assessment Methodology).

Prodema also boasts **PEFC** certification, the guarantee that our products have been manufactured with raw forest materials managed in a socially and environmentally responsible way.



**5 ProdEX THE
PERFECT SKIN FOR
VENTILATED FACADES**





Prodex in a ventilated facade is an excellent protective cladding as it prevents rainwater from entering walls and insulation leaving them humidity free thanks to the flow of air behind the panels.

Buildings with a ventilated facade system are well insulated and protected from rainwater throughout the year. They create more comfortable living conditions as temperature variations are reduced to a minimum and energy is saved.

In addition to this, its high quality, versatility, easy installation and minimum maintenance make **ProdEX** the perfect skin for buildings.

Please refer to the **ProdEX** technical catalogue for all information needed on installation.



MOUNTING SYSTEMS

Concealed:

The concealed fixing system is available for both walls and ceilings. The attachment system hides behind the panel for those projects requiring an aesthetically smooth facade, free of hardware.

WALLS: CONCEALED

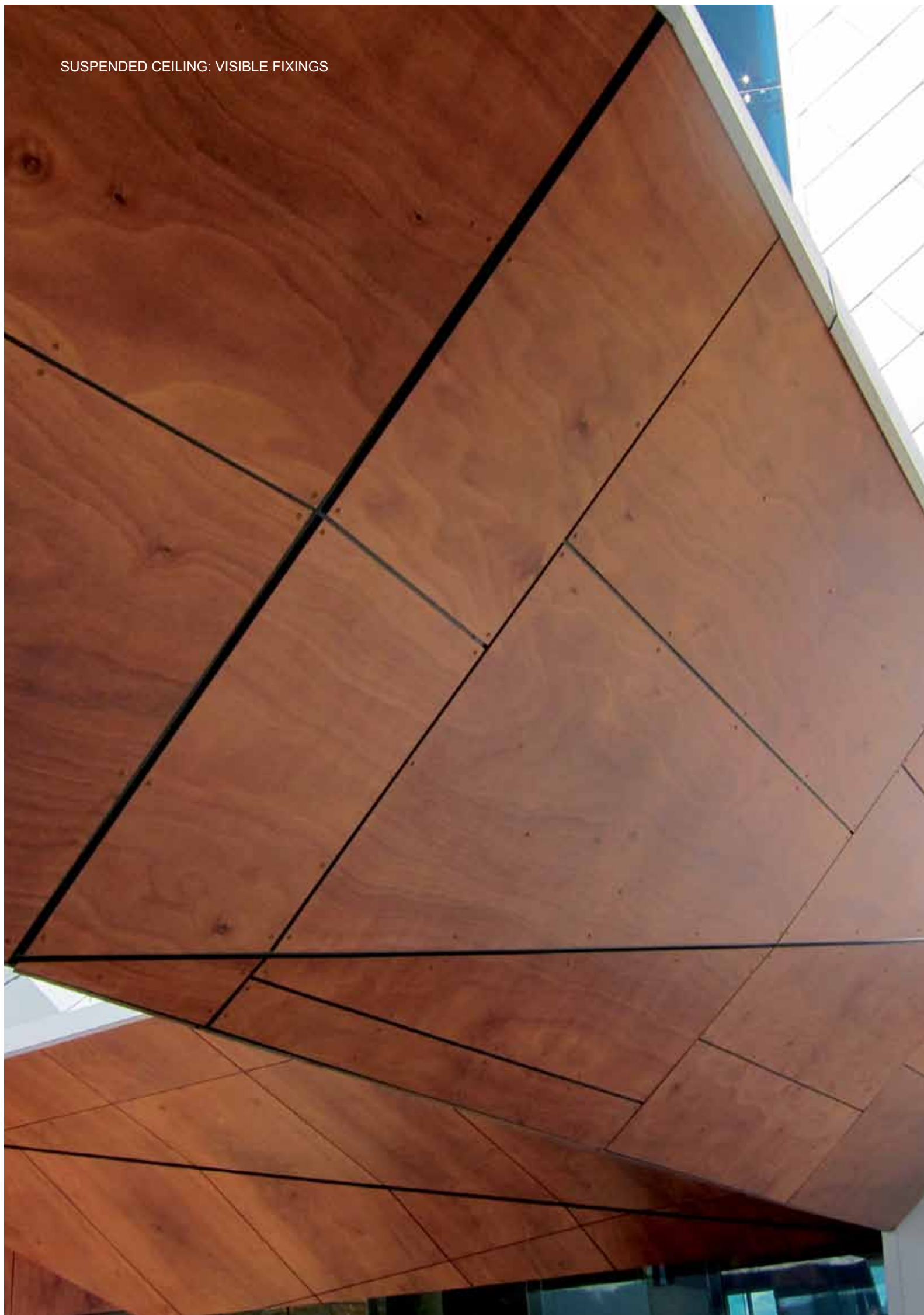


Exposed:

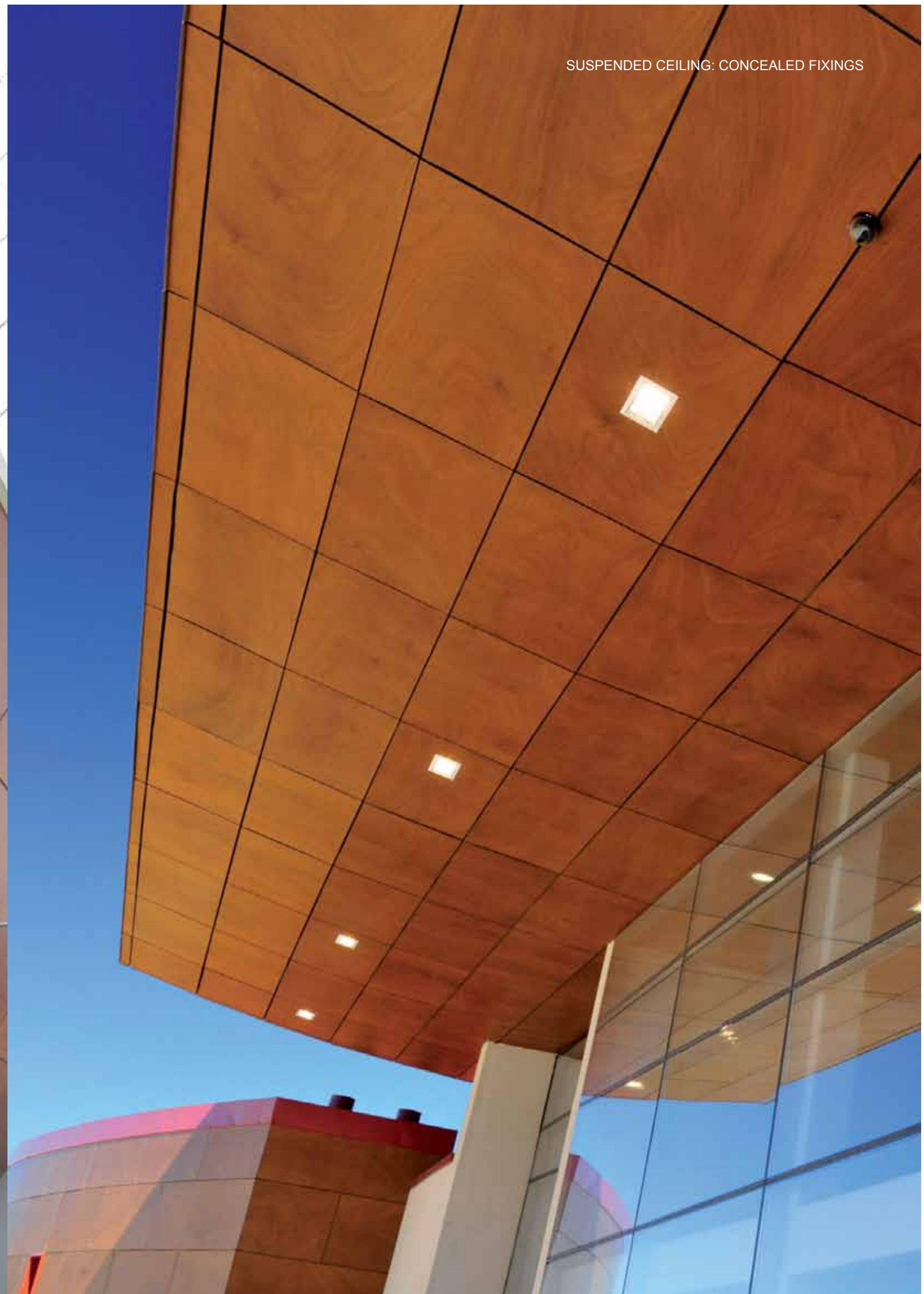
This is the most common mounting system employed with **ProdEX** panels: simple, strong and more cost-effective than other systems.

WALLS: EXPOSED

SUSPENDED CEILING: VISIBLE FIXINGS



SUSPENDED CEILING: CONCEALED FIXINGS





LOUVERS

Louvers are the perfect complement to a ventilated facade, they are designed to cover glass spaces and other surfaces and make it possible to control sunlight as well as energy consumption within a building.

Surry Hills library, Sydney

National Architecture Awards 2011. Global Design Award 2011.
National Award for Sustainable Architecture and National Award for
Public Architecture at the National Architecture Awards.

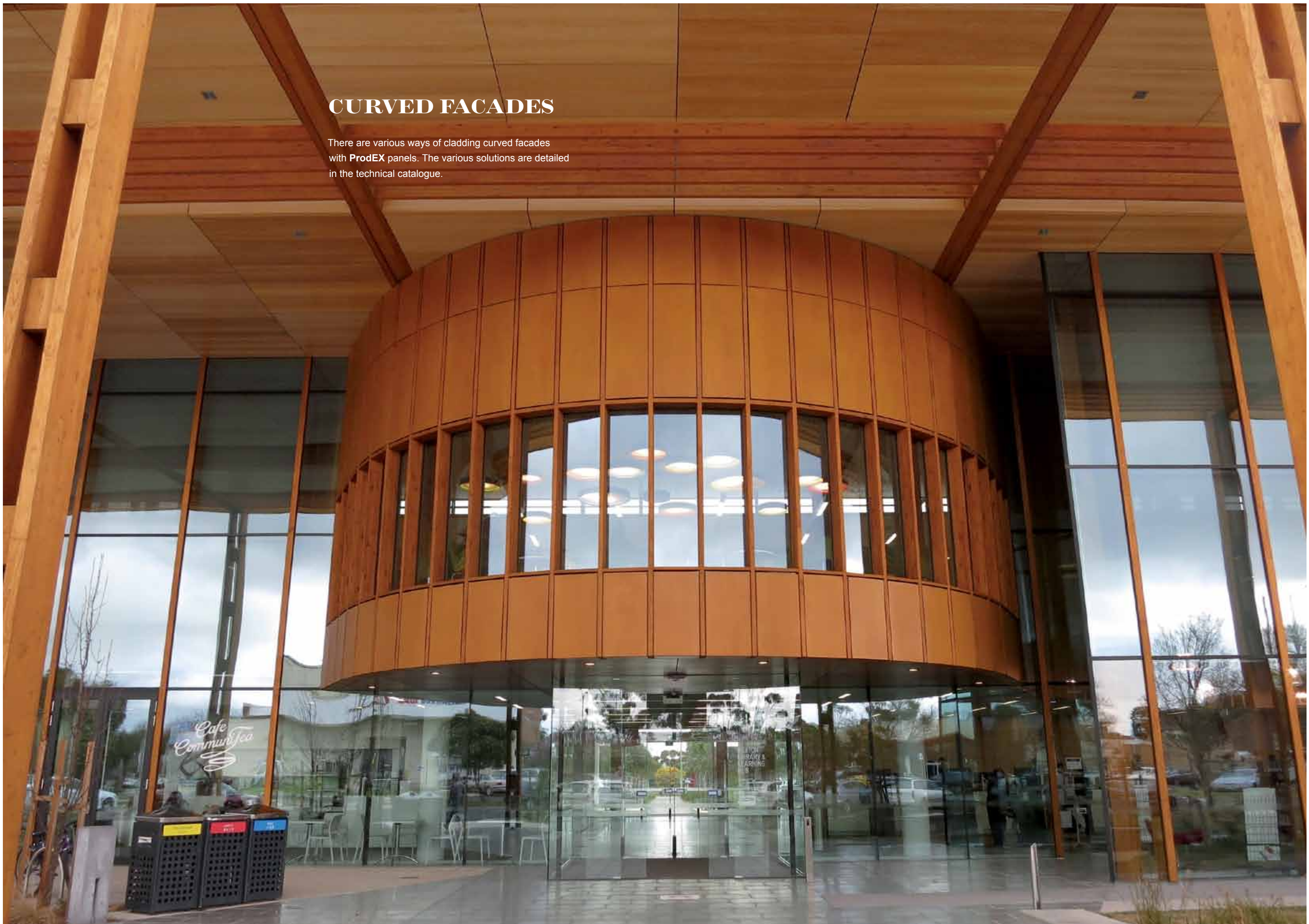
CLAPBOARD FACADE

This mounting system transforms your facade into traditional clapboard siding with all the benefits of a ventilated facade.



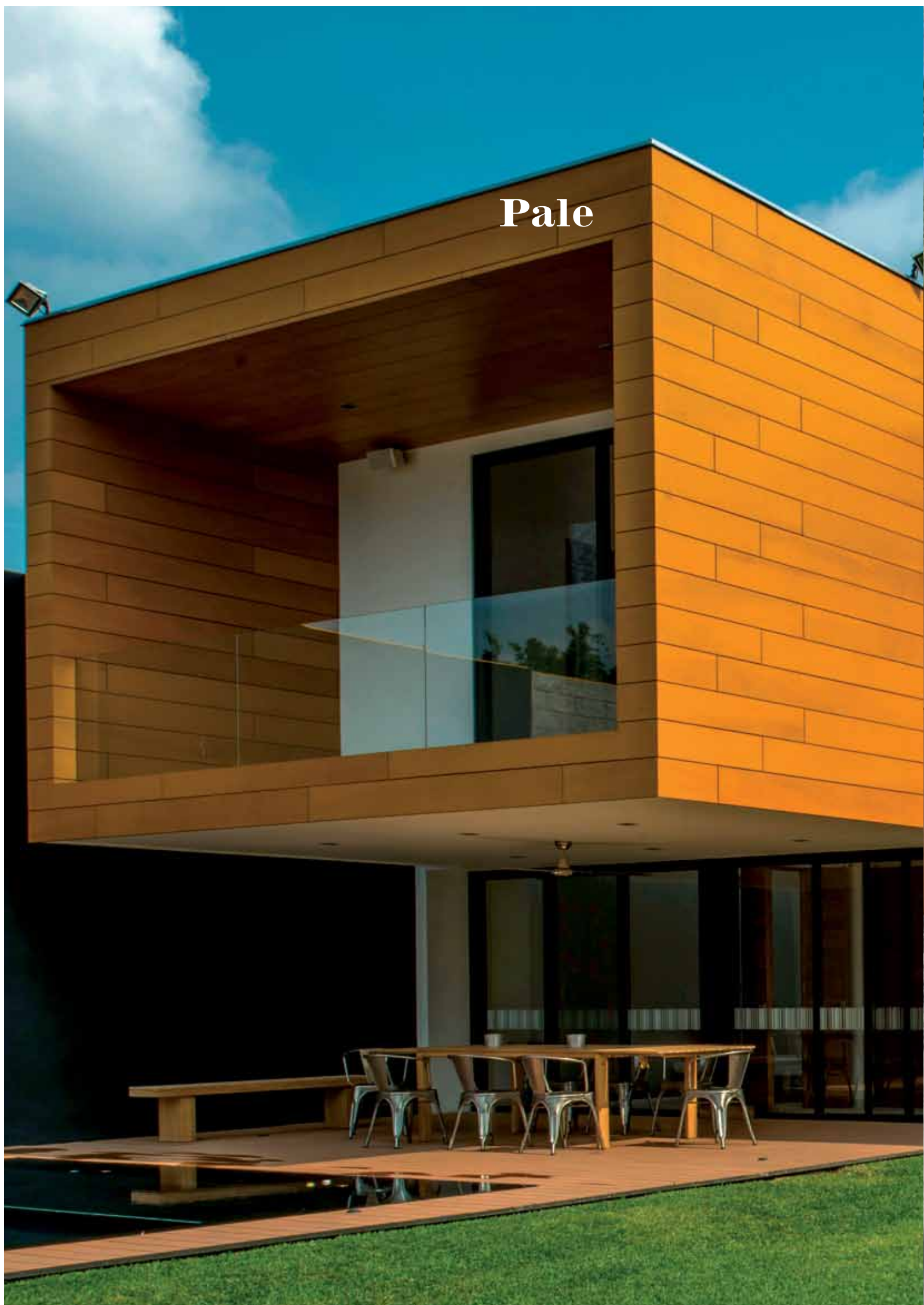
CURVED FACADES

There are various ways of cladding curved facades with **ProdEX** panels. The various solutions are detailed in the technical catalogue.

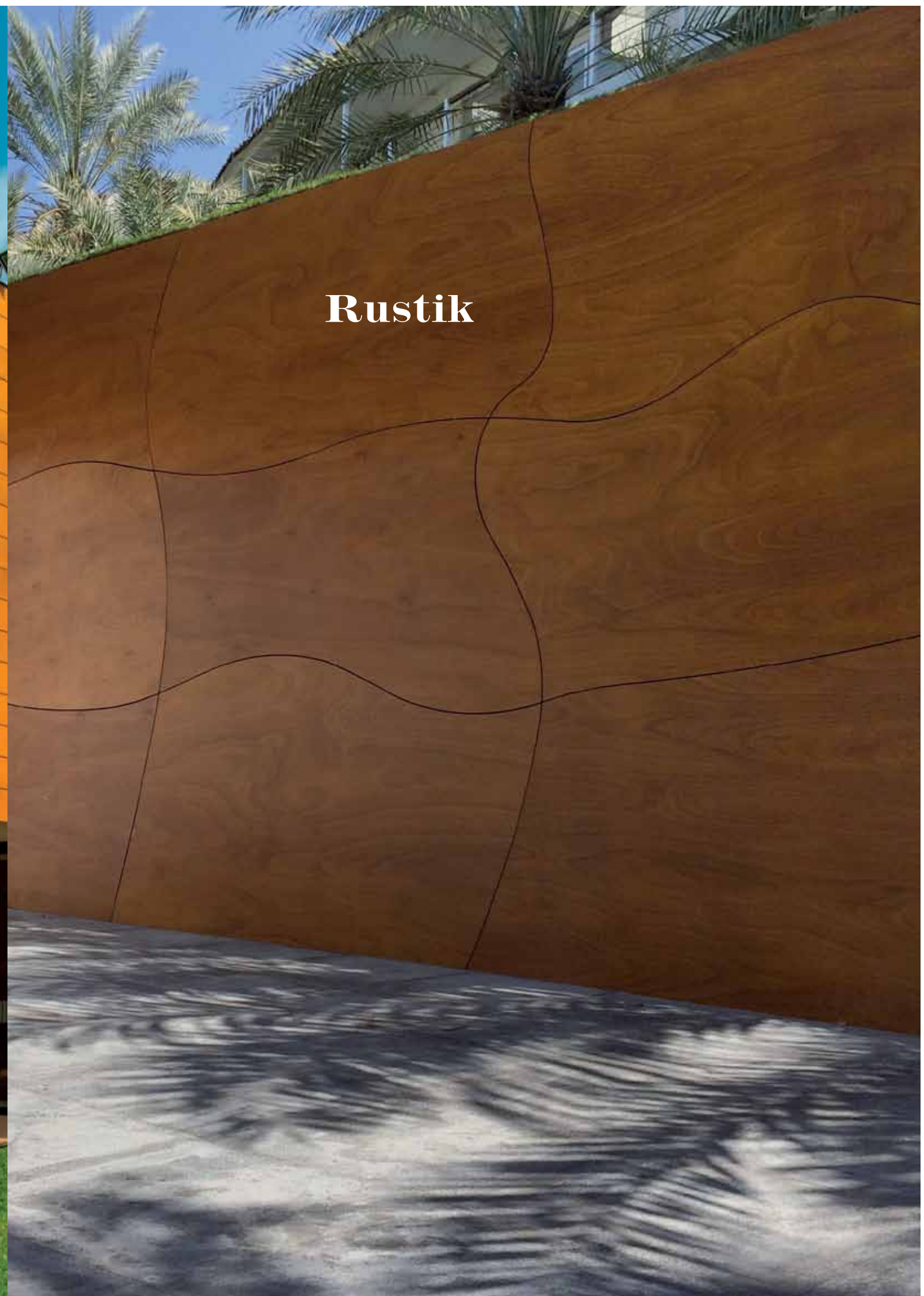




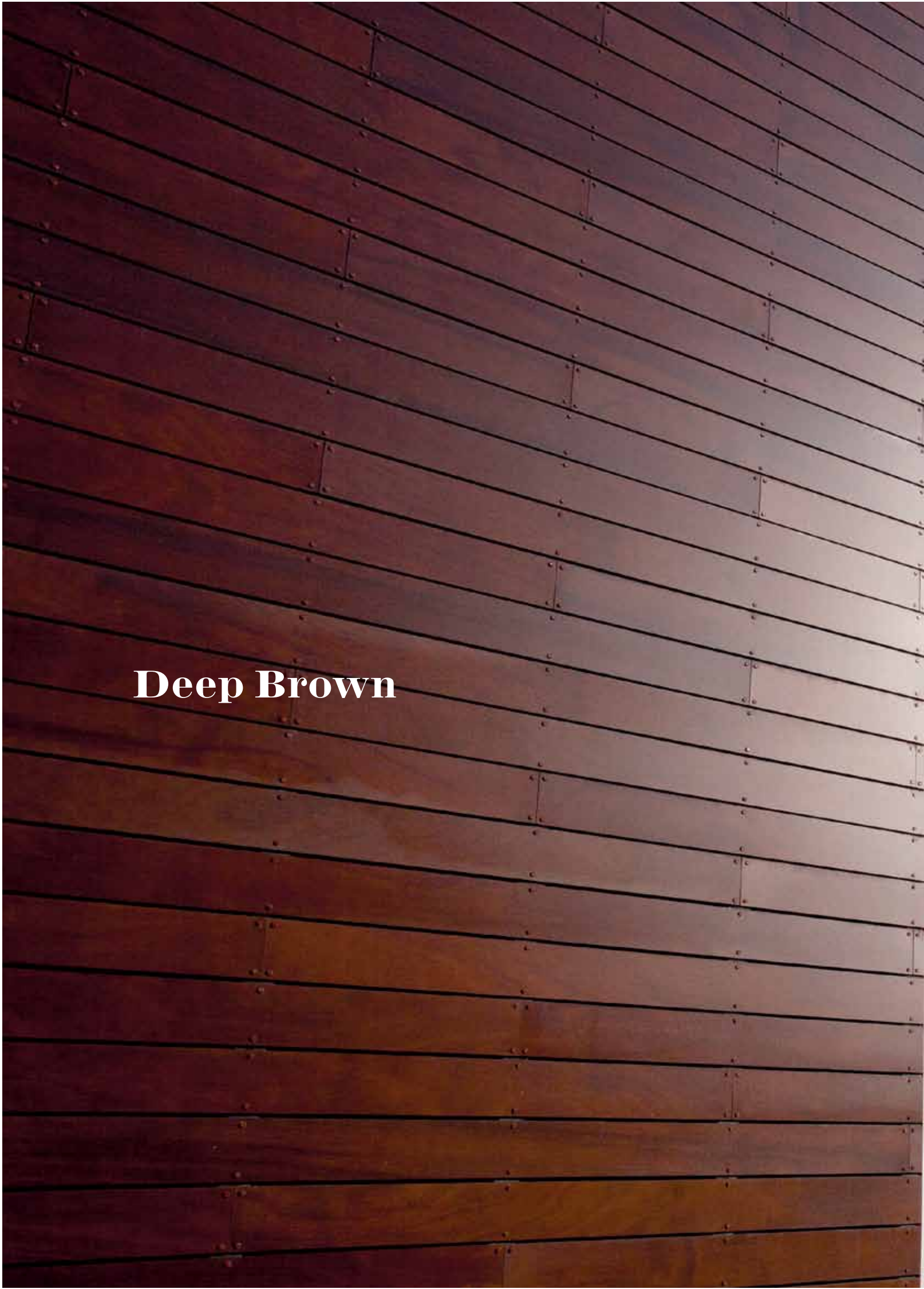
6 ProdEX COLORS



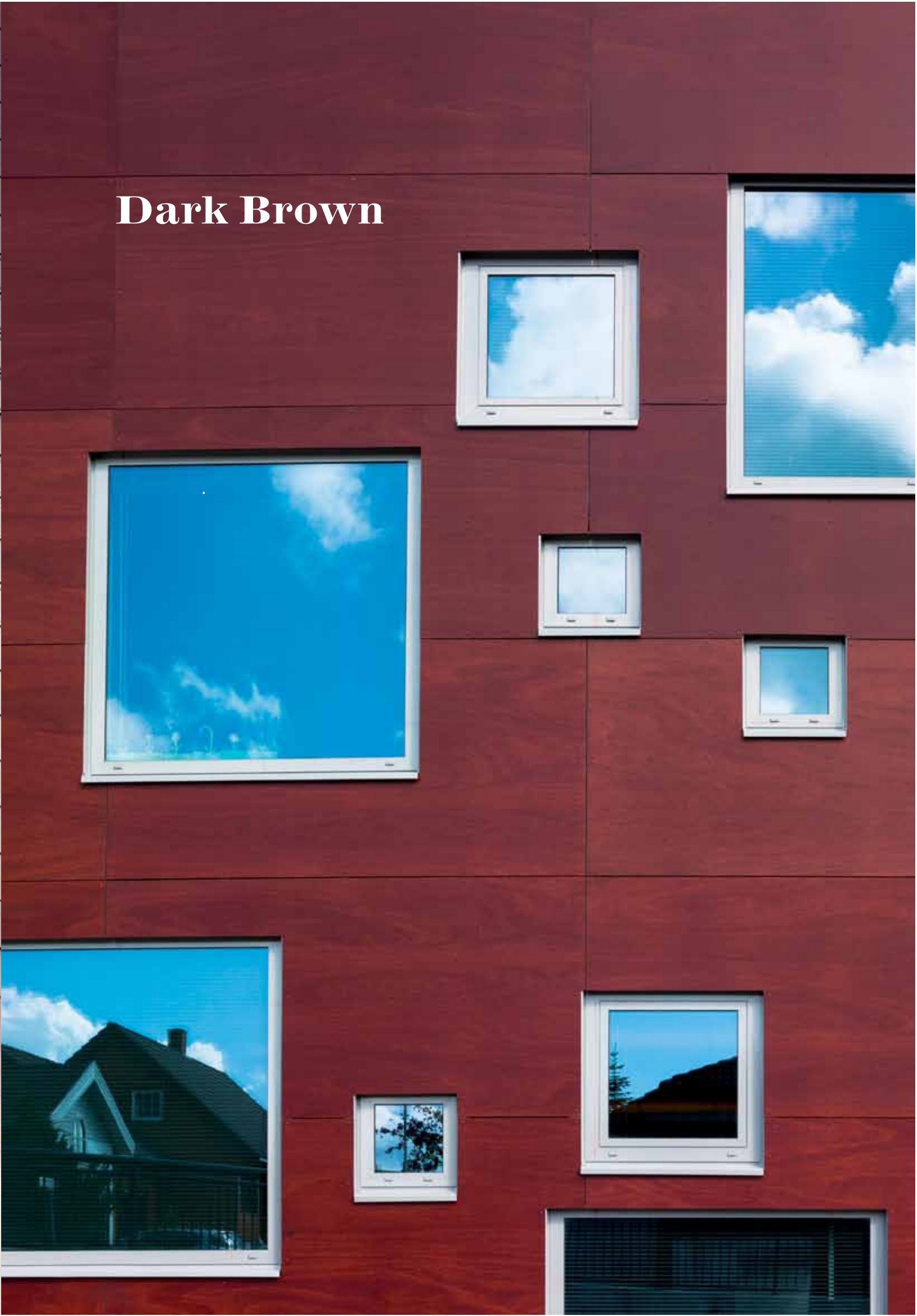
Pale



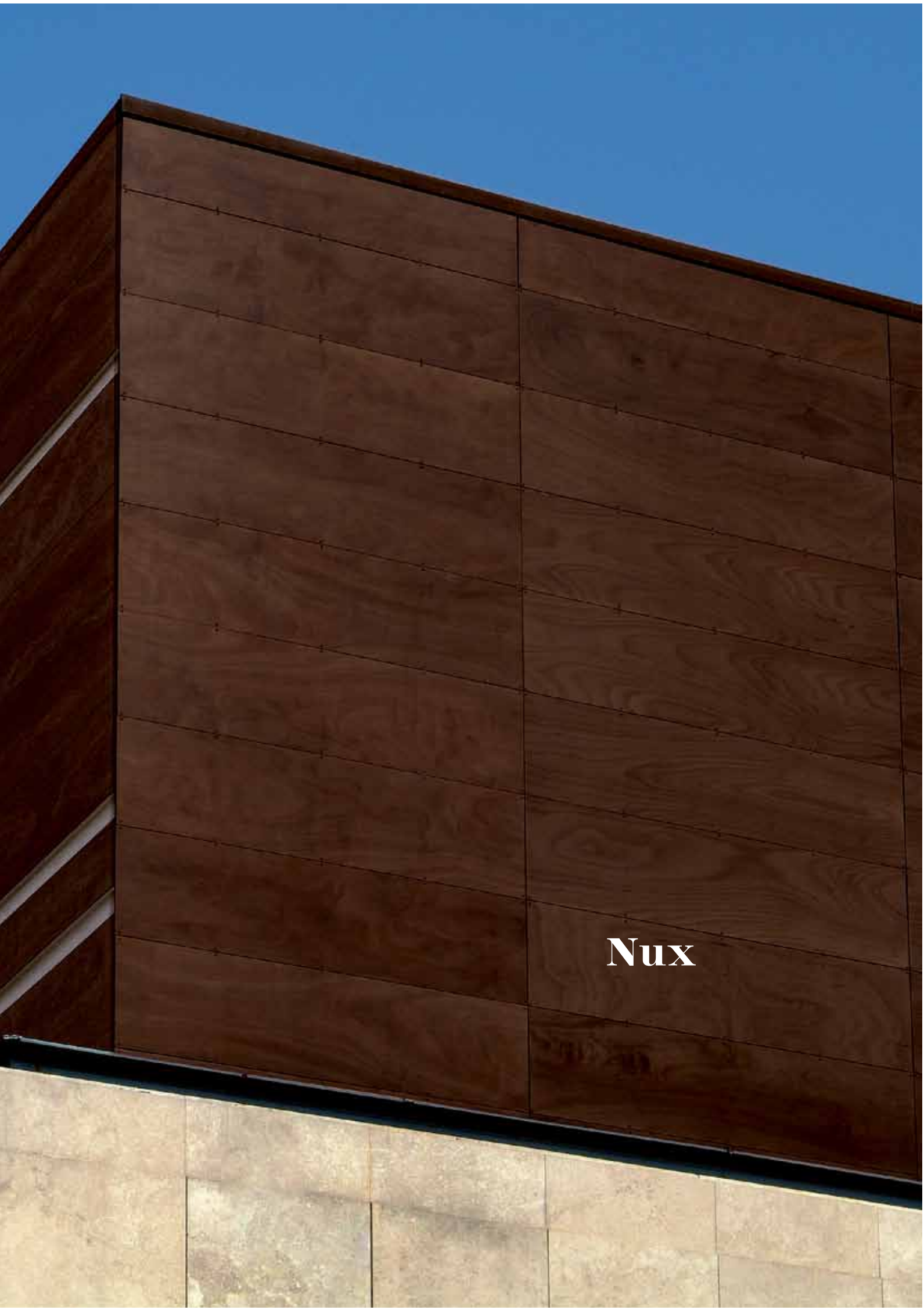
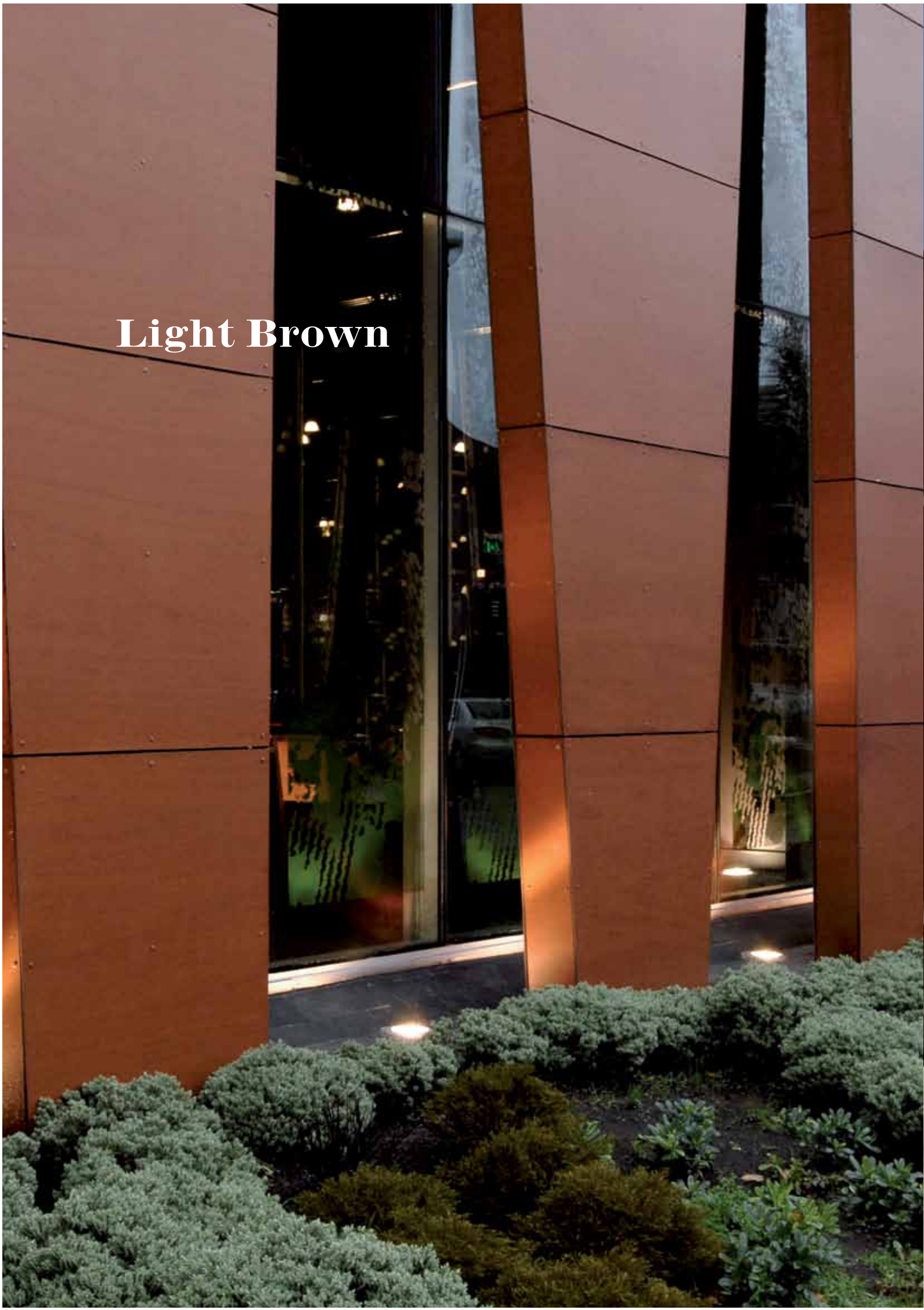
Rustik

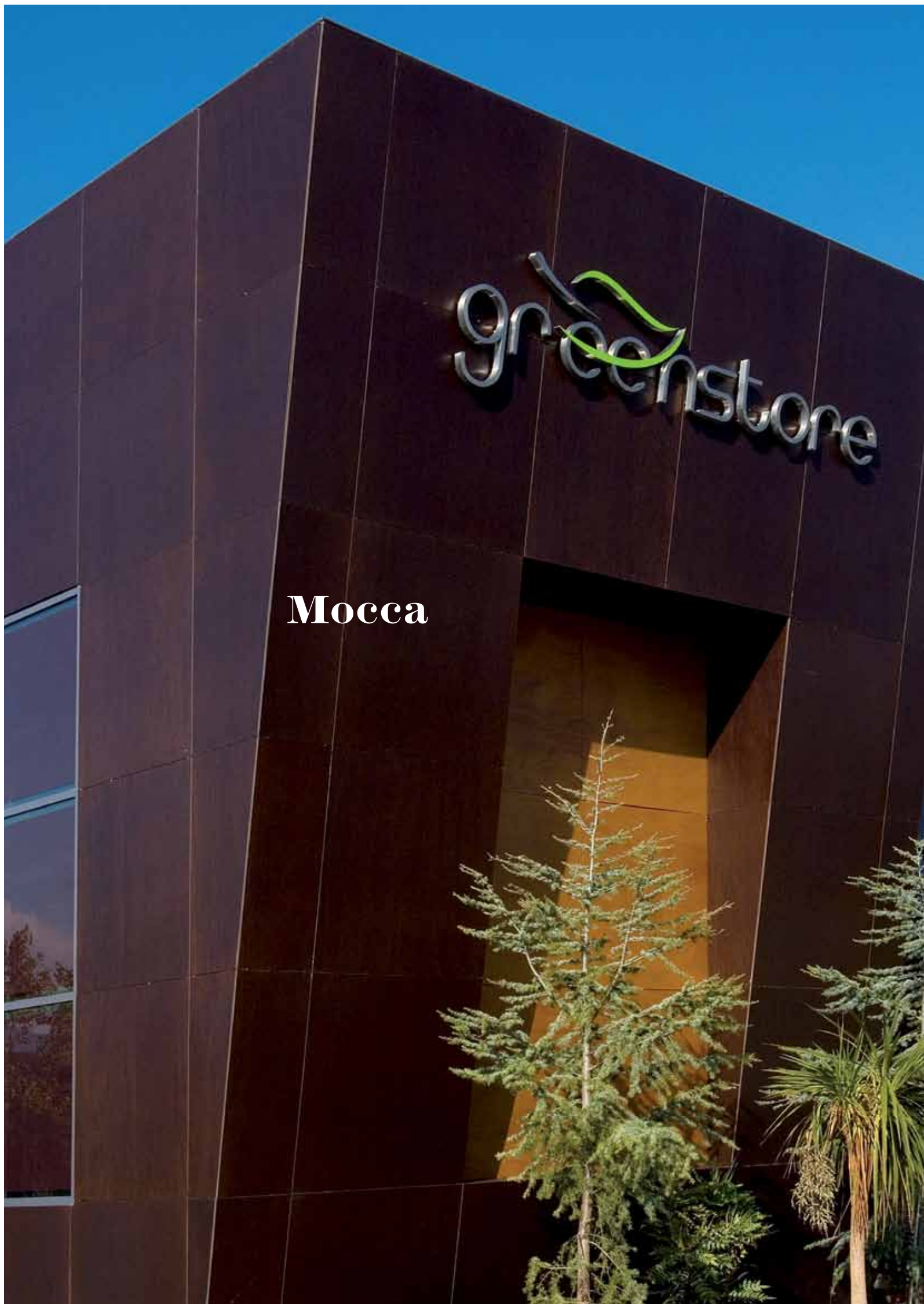


Deep Brown

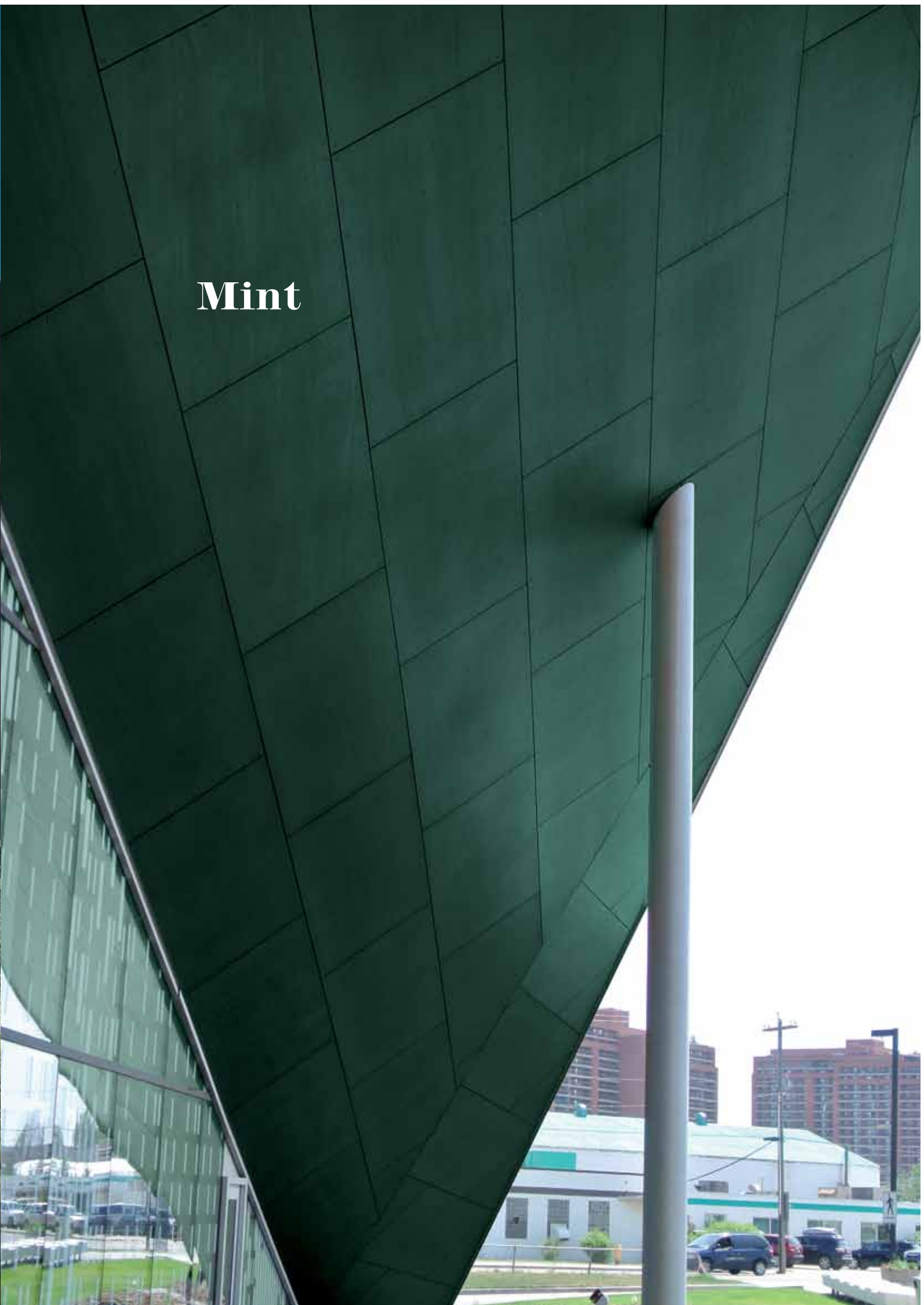


Dark Brown

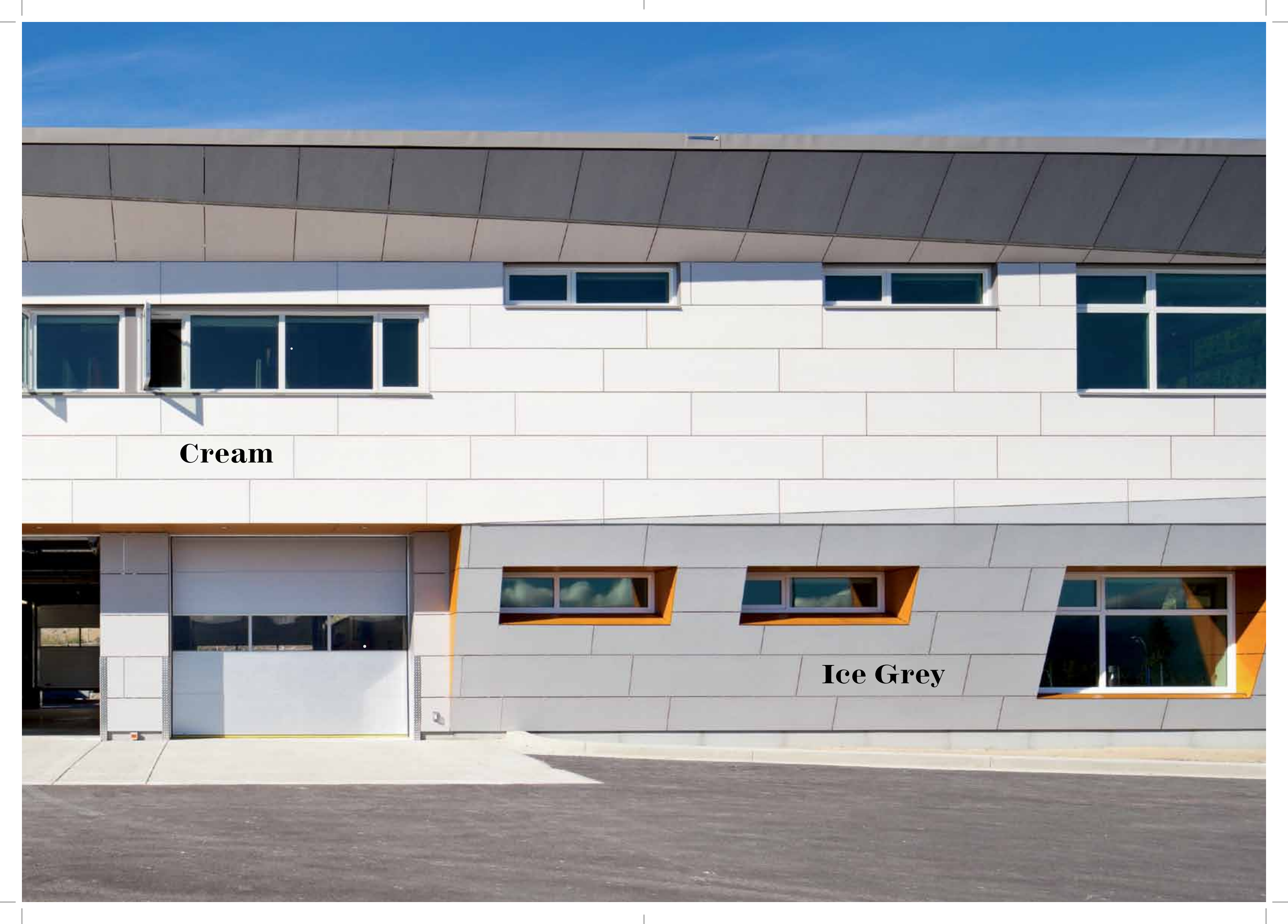




Mocca



Mint

A photograph of a modern building facade featuring two distinct panel colors: Cream and Ice Grey. The Cream panels are on the upper level, and the Ice Grey panels are on the lower level. The building has several windows, some of which are highlighted with orange frames. The sky is clear blue, and the foreground is a dark asphalt surface.

Cream

Ice Grey

In the **ProdEX** technical catalogue all the technical specifications and possible uses for the product can be found

PANEL COMPOSITION:

ProdEX panels have a bakelite core covered with a natural wood veneer that is specially treated to ensure maximum resistance.

We have developed an exterior PVDF film with non-stick qualities in order to achieve a maximum level of care for the wood, ensuring panels are protected from moisture, rain, sunlight, and even the build-up of dirt on the panels' surface.

MAINTENANCE-FREE:

ProdEX natural wood panels do not need the regular maintenance other woods for exterior require.

AESTHETIC:

ProdEX panels offer the design world the possibility to create natural, living facades with a wide range of tones and creative options available.

RESISTANCE AND DURABILITY:

ProdEX panels are the perfect material for cladding facades thanks to the panel's technical qualities. The panel's bakelite core means it is possible to adjust the panel's thickness and its subsequent technical qualities making **ProdEX** the ideal solution for all types of projects.

ProdEX panels are extremely hard, rendering them perfectly resistant to continuous exposure to sunlight and sharp changes in temperature and humidity.

They also offer a high level of durability against termite attacks and maximum resistance to vandalism.

ProdEX panels also offer excellent dimensional stability.

CLEANING:

The PVDF surface prevents dust and all kinds of dirt from sticking to the panel surface, ensuring ease of maintenance and cleaning.

ANTI-GRAFFITI RESISTENCE:

The outer chemical non-stick layer impregnated into **ProdEX** panels prevents aerosol paint from sticking permanently to the surface.

PANEL DIMENSIONS:

Length x width: 2.440 mm x 1.220 mm. Thicknesses 6, 8, 10, 12, 14, 16, 18, 20, 22 mm.

FIRE RATING:

On request, panels may be supplied with different reactions to fire in line with standard EN 13.501-1:

- ▼ **ProdEX C** - s2, d0 ▼ **ProdEX IGN B** - s2, d0 ▼ **ProdEX FIREPROOF B** - s1, d0

AYOUS VENEER



Dark Brown



Light Brown



Pale



Cream



Mocca



Mint

OKUME VENEER



Deep Brown



Rustik



Ice grey



Nux

Prodema

NATURAL WOOD BEAUTY

1.000 EN 11-2014