

# PAOLO FENDIACI

## **ABOUT THIS BOOK**

Welcome! It is our pleasure to showcase our latest and most popular offerings to date!

This book is not a catalog, as we chose not to provide here detailed information about all of our products. This publication is a lookbook to present the highlights of our creation in a simple yet informative way, with the intent of giving you an overview of what we are about.

For detailed and technical information about all of our products, we invite you to please check our website at [paolofendiaci.com](http://paolofendiaci.com).

Indulge yourself. We hope you'll enjoy what you'll see!

Paolo Fendiaci

# ABOUT US

Under the continuous pursuit for finding a balance amongst beauty, practicality and creativity, Paolo Fendiaci Inc. has managed to create its unique style and develop a niche market in the interior design and construction industries. With a passion for art, our team has demonstrated the practical integration of newly created materials into sustainable and environmentally friendly products. Creation, communication with the market and impeccable customer service have always been at the core of our business. This constant interaction has led the organization to flourish in a very modern and organic way. Starting at the beginning of this decade with the idea of decorating indoor walls with a unique product that would also provide thermo

insulation, the company continued to innovate by introducing the use of new materials and products for indoor and outdoor applications. It has been a wonderful journey! Today, with its main office in Vancouver, Canada, Paolo Fendiaci Inc. is a modern organization currently working with customers and suppliers in various global markets such as North America, Europe, China and Brazil. By constantly following the mantra "design \* style \* art", Paolo Fendiaci's creative team was able to establish, over the years, its own personality, marked by the underpinned theme of transition from practicality to beauty; transcending from design to art!

# CONTENTS

**10**  
—

Peat Designs™

**36**  
—

Indoor Wall/Ceiling Cladding

**46**  
—

Outdoor Wall/Ceiling Cladding

**54**  
—

Decking

**62**  
—

Fencing

**64**  
—

Heat Reflective Coating

**66**  
—

Fendiaci Art™

# PEAT DESIGNS™



## ***Transcending design to art!***

Paolo Fendi Inc. is proud to be a pioneer in introducing “organic” materials for the interior design and decoration industries. Under the “organic trend”, there was the “organic” food that was first introduced to the market followed by “organic” clothes (made with organic materials and inks). Now, Paolo Fendi Inc. is introducing the opportunity to cover the walls, ceilings or furniture of your living or working space with “organic” materials. After all, nature is the best designer.

Perfectly sustainable, Peat Designs™ products do not need an industry for recycling once disposed (such as glass, plastic or metal). Disposed into your garden, not

only it will not pollute the environment, it will actually enhance the property of your soil, making your plants healthier and happier. Peat moss has been known to be used in the agriculture and horticulture industries for decades.

Trendy, upscale and sophisticated, our Peat Designs™ line integrates a warm and earthy natural feel into your ambient design.

Our premium line of products, Peat Designs™ consists of the following categories: Peat Bricks™, Peat Plaster™, Peat Panels™ and Peat Pots™.

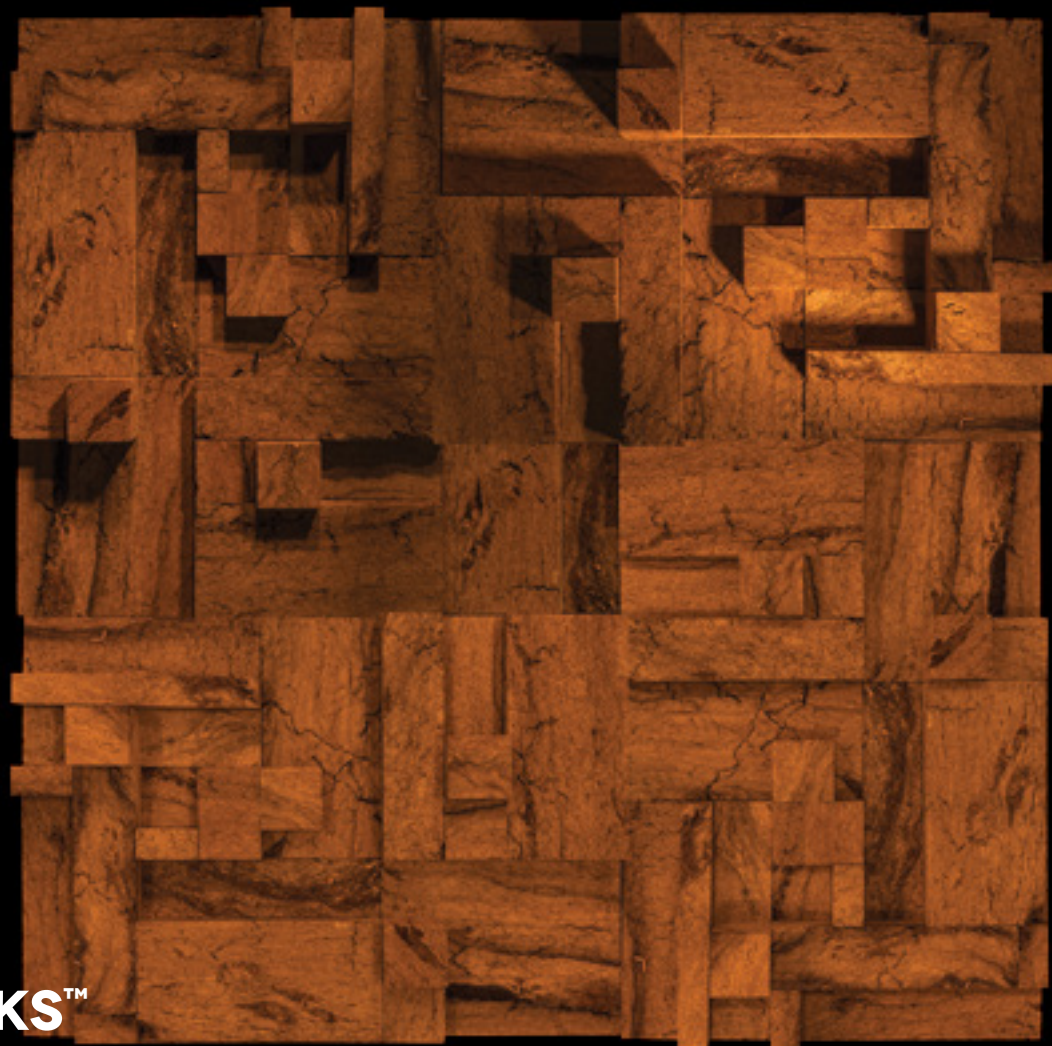




## WHAT IS PEAT

An ancient organic material, peat is an accumulation of partially decayed vegetation or organic matter that is unique to natural areas called peat lands or mires. It started forming 12,000 years ago, at the end of the most recent glacial period and it still continues forming today at a rate of 1mm per year. By the end of the last glacial period, the melting of ice uncovered vast pieces of land, which, abundant in water, started producing vegetation (biomass) at a high rate. The annual rate of biomass production was greater than the rate of decomposition, therefore, new vegetation grew on

top of the old partially decomposed one, pushing it down and naturally compressing it. It took thousands of years for the peat lands to develop the deposits of 1.5 to 2.3 m, which is the average depth of the boreal peat lands. Hermetically sealed below the ground, peat is a sterile material containing no micro-organisms. As a fossil material, peat does not rot in contact with water. Our peat raw bricks are carefully extracted from the ground and dried with care to fully reveal its unique texture and appearance.



---

## PEAT BRICKS™

After natural drying in the field, we cut the raw bricks into 6 standard sizes, allowing designers to put together various designs. Customized sizes are also available as per customer's request. The bricks can simply be glued on to the walls or ceilings using regular wood glue. It is a great choice of a perfectly sustainable, unique and sophisticated product.





## GREEN MANUFACTURING AND SUSTAINABILITY

Diligent about protecting the environment, Paolo Fendiaci Inc. employs green manufacturing principles in the production of the Peat Bricks™. The bricks are naturally dried in the sun and wind, avoiding the consumption of electricity or other form of energy that would increase the carbon footprint. No color or dye being used as part of the manufacturing process, our Peat Bricks™ showcase their own unique natural color.

After use, the Peat Bricks™ can be disposed anywhere in the environment without the concern of pollution or recycling. Peat moss does not require an industry for recycling; it naturally reintegrates into the nature, the place where it originally came from. We suggest disposing it right in your garden so that it will enhance the property of your soil.



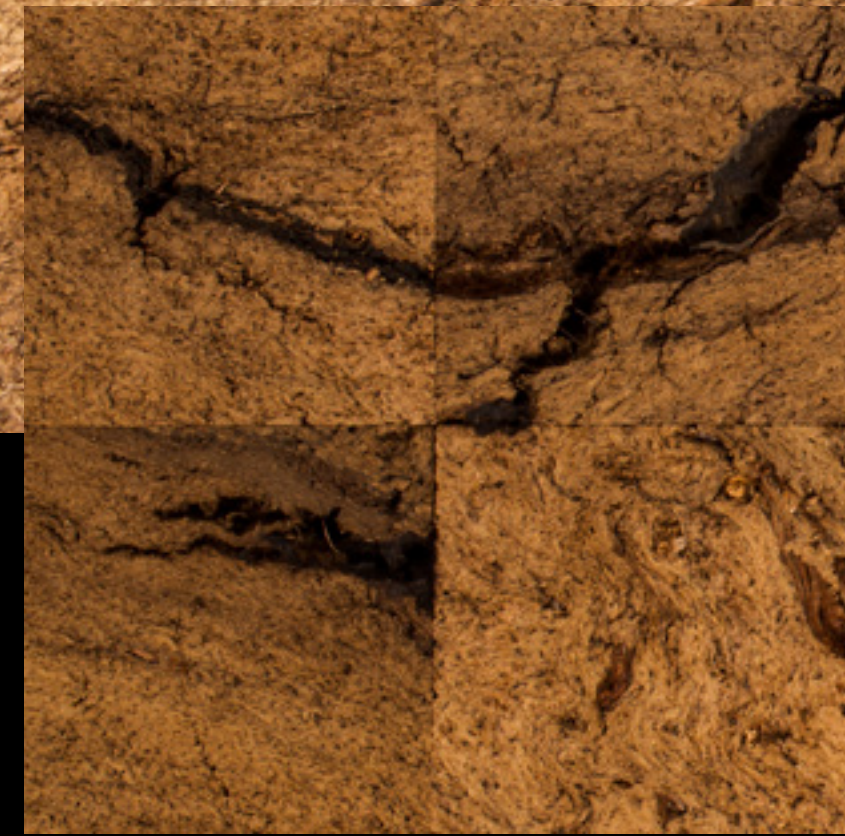


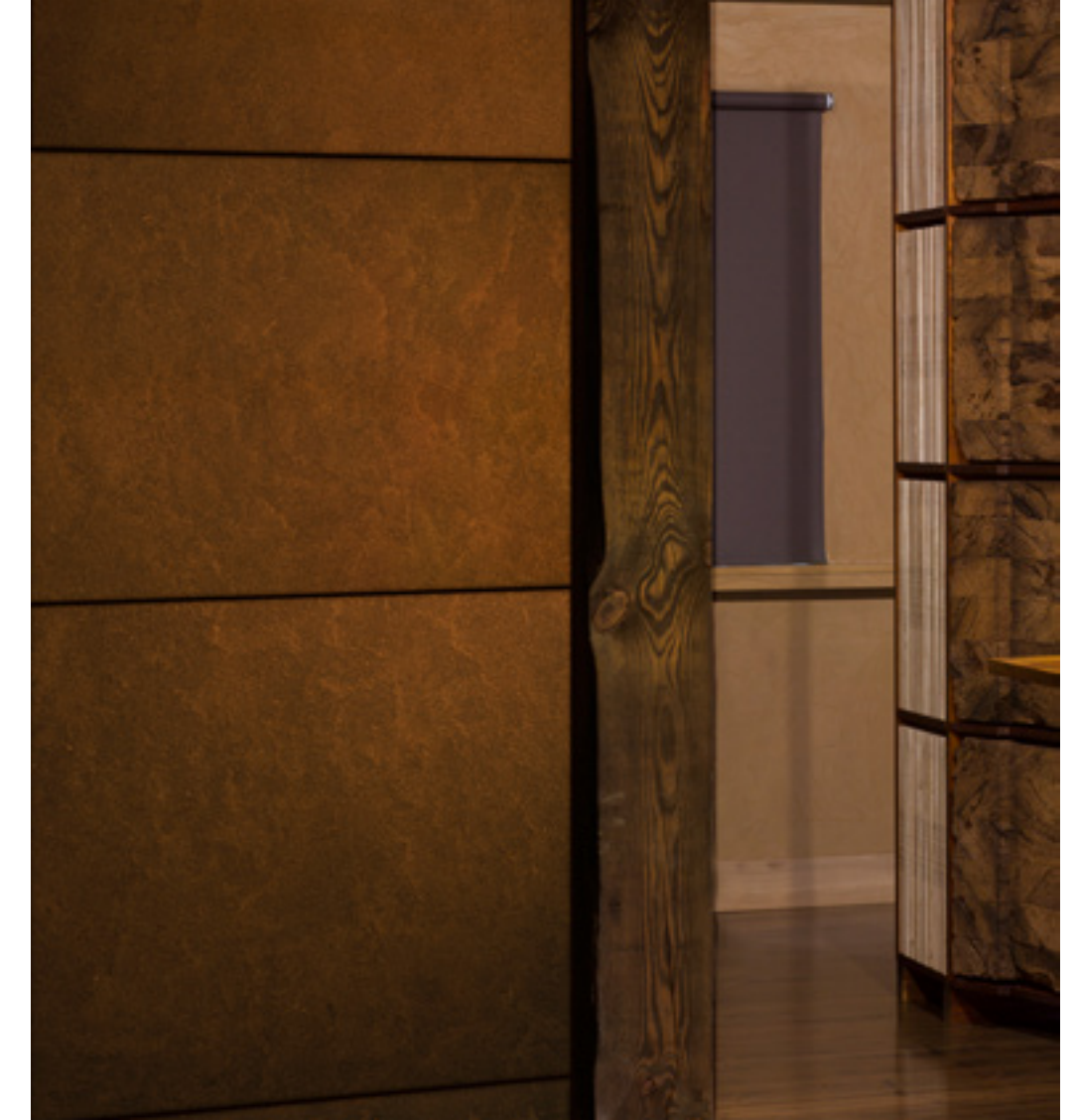
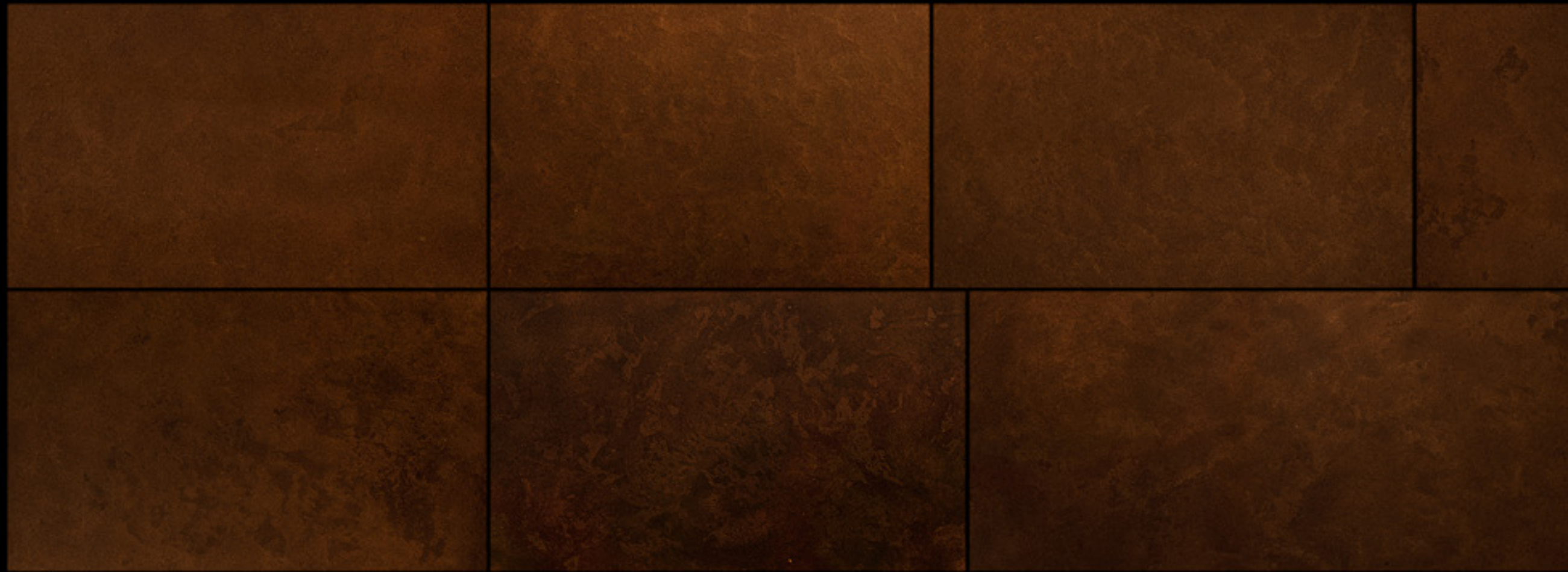


## PEAT PANELS™

By applying various processing techniques to the raw peat, we were able to create various designs and textures. To make it more practical for installation, we decided to apply the unique peat designs onto plywood boards. Our standard board formats currently available are 121.92 x 243.84 cm (4' x 8') and 50 x 50 cm (19.68" x 19.68"); however, size and design customization is available as per customer's request.

Our Peat Panels™ series includes the following seven panel brands: Peat Plastered Panel™, Continuous Natural Raw Peat Panel™, Square Natural Raw Peat Panel™, Square Natural Smooth Peat Panel™, Square Vintage Peat Panel™, Bricks Vintage Peat Panel™ and Composite Peat Panel™.





## **PEAT PLASTERED PANEL™**

We apply the Peat Plaster™ paste on the plywood boards either by means of spraying, which creates a more uniform look, or manually. We currently use five different techniques of applying the Peat Plaster™ on the plywood boards, which results in five unique-looking designs or textures. Each panel is a unique piece of art.

---

## **CONTINUOUS NATURAL RAW PEAT PANEL™**

Rough & rustic looking, these panels expose a blend of carved pieces of natural peat. Due to the carving techniques, the limits between the peat pieces or between assembled panels are not noticeable as the design intent is to provide a “continuous look” format.

It's all about natural imperfection.





---

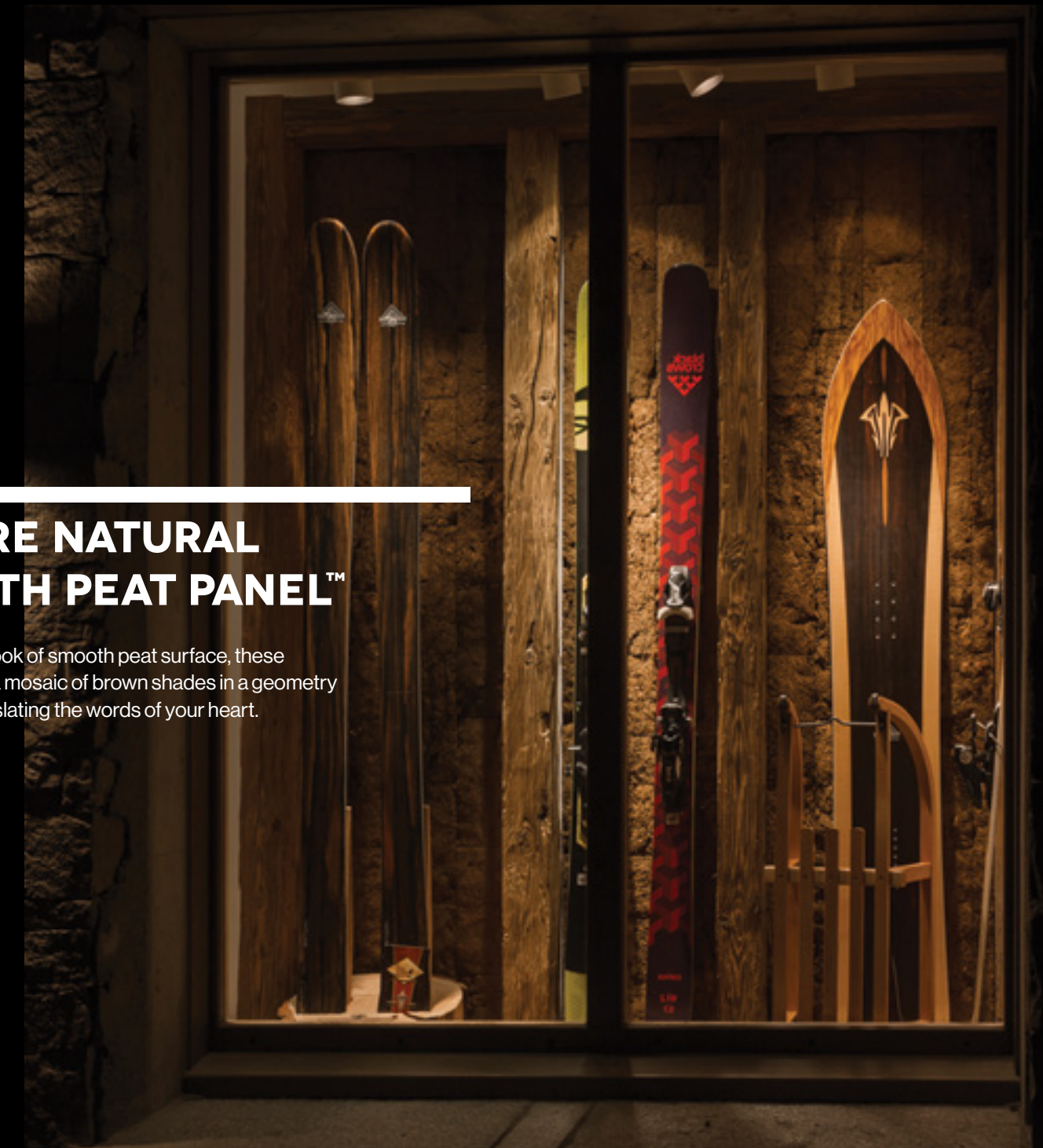
## SQUARE NATURAL RAW PANEL™

With an authentic mix between square perfection and the naturally imperfect, rough raw peat surface, these panels bring an original note of unique sophistication to your design.

---

## SQUARE NATURAL SMOOTH PEAT PANEL™

With the clean look of smooth peat surface, these panels provide a mosaic of brown shades in a geometry of squares, translating the words of your heart.



---

## SQUARE VINTAGE PEAT PANEL™

Provided in darker tones of brown, these panels feature our new technology of "epoxy injection", where the raw peat is injected with epoxy, resulting in a much more resistant product and a harder peat surface.





---

## COMPOSITE PEAT PANEL™

Blending peat particles with epoxy, these panels feature a fascinating look as their nuances and shades change with the intensity and angle of the light.



---

## BRICKS VINTAGE PEAT PANEL™

Using our technology of "epoxy injection", these panels feature beveled peat bricks in a classy, warm and clean look.



## PEAT PLASTER™

Peat Plaster™ is a natural product made out of ground peat. It can be applied on interior walls and ceilings as well as on furniture. Depending on the outcome wanted, Peat Plaster™ can be applied manually, if uneven-looking textures are desired, or it can be sprayed, for uniform, homogeneous-looking textures. It is a paste product, currently available in 5 liter pails.



---

**OFFICE  
KITCHEN**



## PEAT POTS™

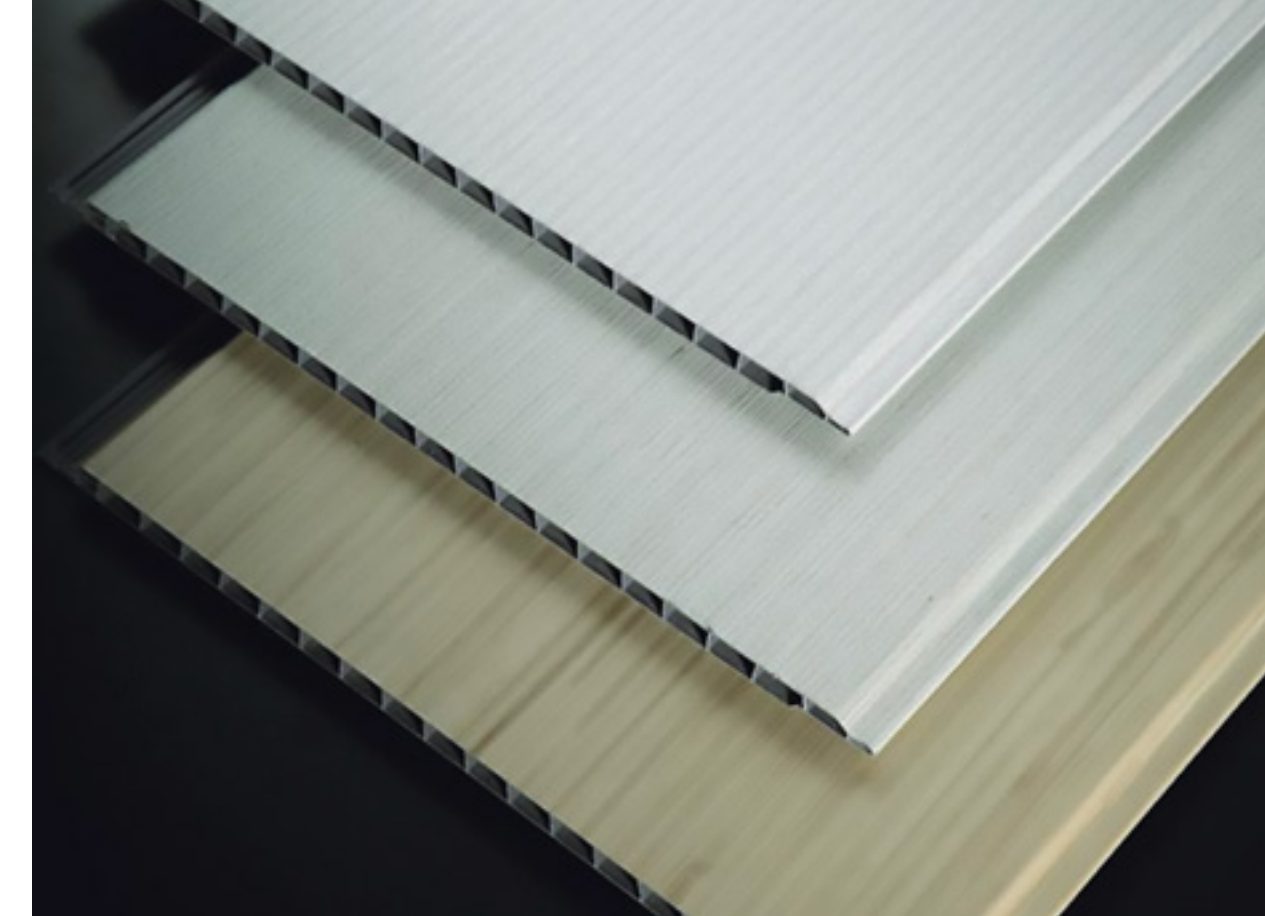
Peat Pots™ is a high end line up of contemporary flower and plant pots specially designed to fit the most sophisticated interiors with natural elegance. The entire Peat Pots™ line comes in warm, earthy and natural tones to match any ambiance and is made of pure organic dried peat that won't rot in contact with water. Our pots absorb water wonderfully and offer a great micro-environment for your plants to nourish.



# INDOOR WALL / CEILING CLADDING



Providing practical and modern solutions and new materials for indoor wall and ceiling decoration has always been one of our creative group interests. In this regards, Paolo Fendiaci Inc. is currently providing three lines of products, designed to match your needs for residential, commercial and industrial applications.

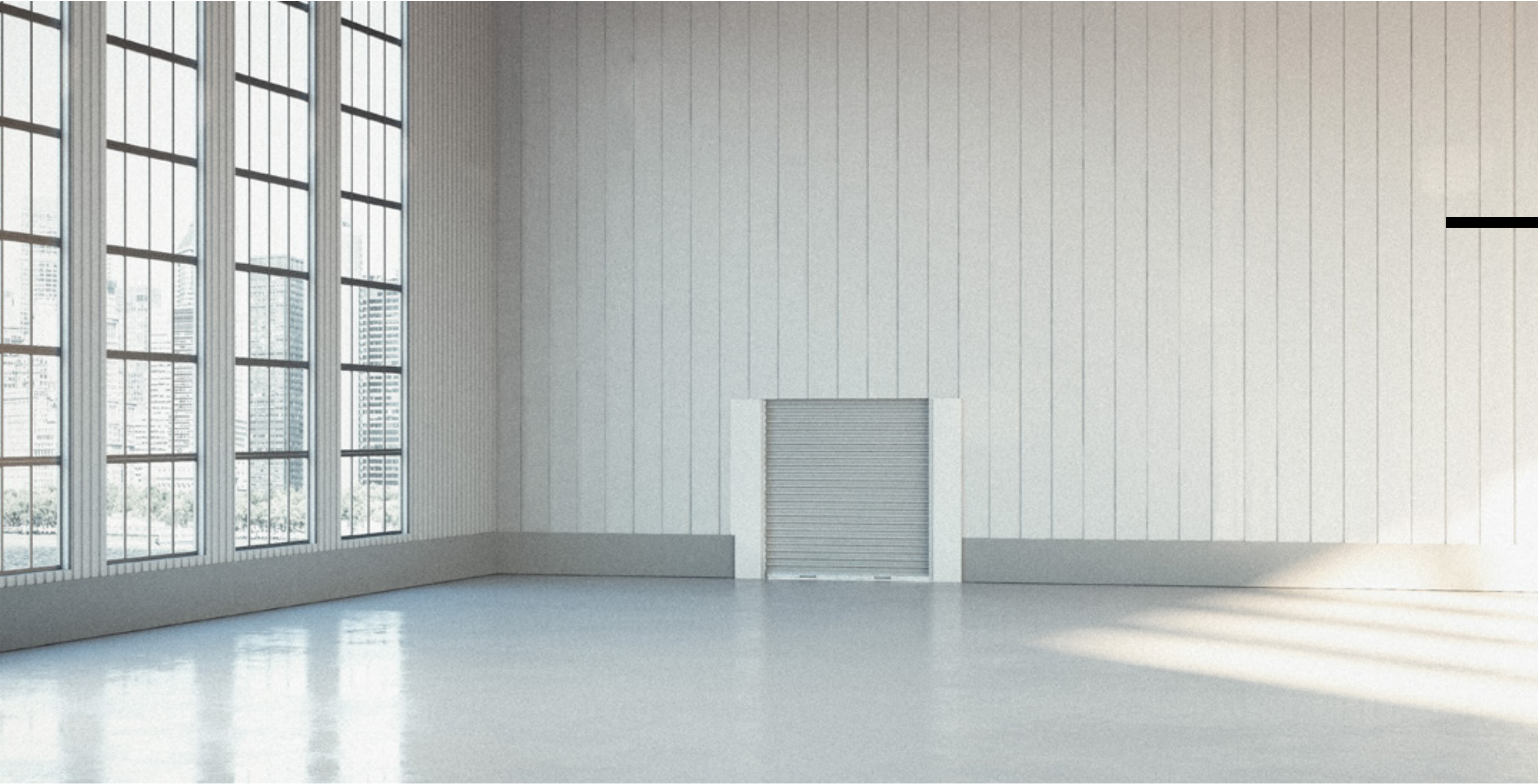


## ALPHA WALL/CEILING CLADDING PANELS™

A modern solution for interior wall and ceiling cladding and a sustainable product, the Alpha Wall/Ceiling Cladding Panels™, with their hollow structure, are designed to thermo-insulate, save energy and reduce the carbon footprint.

Easy to install on any wall or ceiling surface, our Alpha Wall Cladding Panels™ come in various sizes: a) width: 5.08 - 101.6 cm (2" - 40"); b) thickness: 0.51 - 1.27 cm (0.2" - 0.5"); and c) length: at customer's request.

Currently offering over 600 surface finish designs, you can successfully integrate our Alpha Wall/Ceiling Cladding Panels™ in virtually any of your projects.



## **BETA WALL/CEILING CLADDING PANELS™**

“Stronger brothers” of the Alpha Wall/Ceiling Cladding Panels™, the Beta Wall/Ceiling Cladding Panels™ were designed thicker and stronger to best suit commercial and industrial applications such as food processing facilities, farms or car washing units.

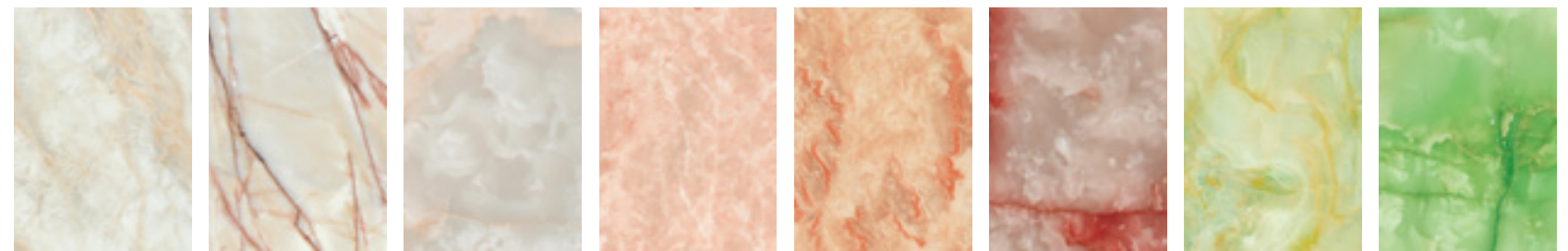
Super easy to install, clean and maintain, our Beta Wall/Ceiling Cladding Panels™ line is the perfect solution for your commercial and industrial indoor finishing applications.



---

## GAMMA WALL/CEILING CLADDING PANELS™

Ideal for commercial applications as well as for residential, our Gamma Wall Cladding Panels™ come in a 121.92 x 243.84 cm (4' x 8') format, 0.51 cm (0.2") thick. Gorgeous design patterns are available, the most popular being marble and wood themes.



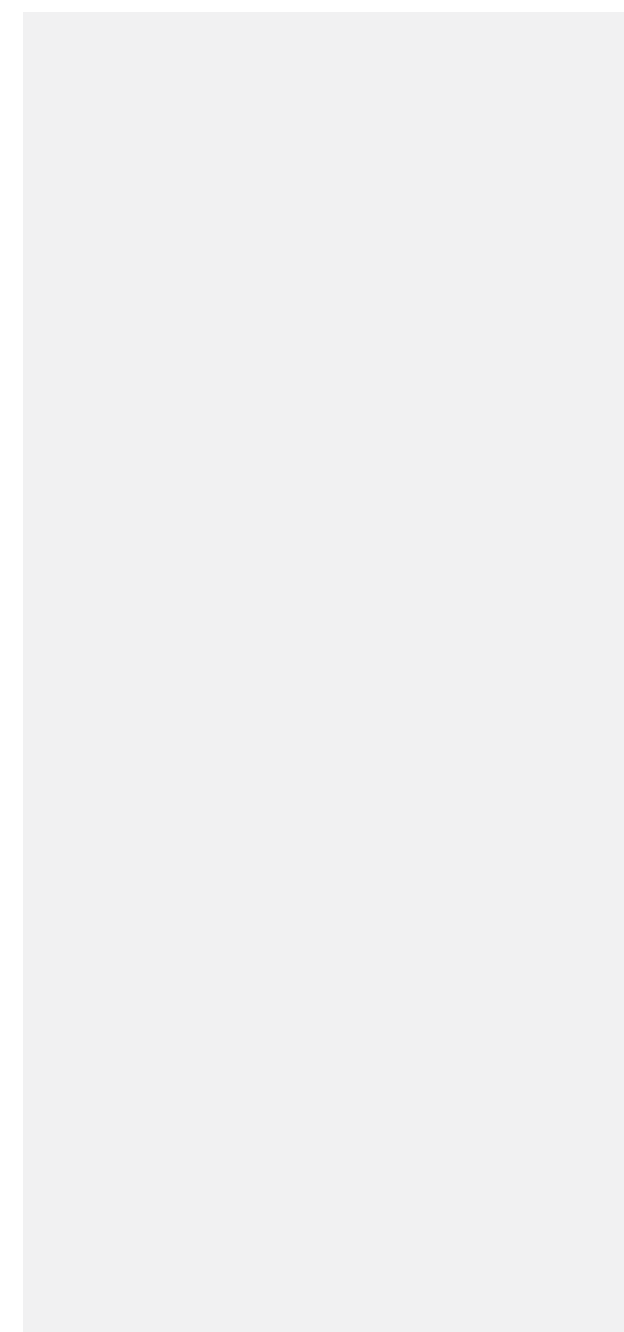
**GAMMA WALL  
CLADDING PANELS™**



# OUTDOOR WALL/CEILING CLADDING



Realizing the importance of enjoying the nature, Paolo Fendiaci's creative team focused on developing sustainable yet resistant materials for outdoor living.





## ALPINE WALL/CEILING CLADDING BOARDS™

A modern and ingenious technological solution for outdoor cladding, the Alpine Wall/Ceiling Cladding Boards™ are made of a PVC foam core wrapped in an ASA skin.

The foam core is light, while providing the necessary strength, flexibility and thermal insulation. The ASA skin ensures a compact surface resistant to the UV and discolouration. Our products come in seven standard colours, however colours can be customized as per customer's request.

Far more resistant than wood, the Alpine Wall/Ceiling Cladding Boards™ successfully withstand rain, sun as well as humid or salty environments where corrosion is an usual issue, without developing mould or cracks, as the boards do not absorb or retain water.

Unlike metal cladding solutions, the Alpine Wall/Ceiling Cladding Boards™ need no painting nor maintenance.

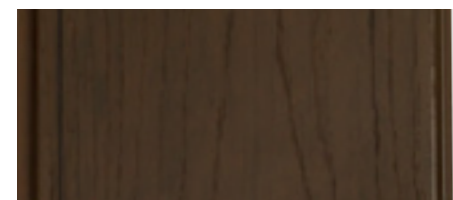
Under the Alpine Wall/Ceiling Cladding Boards™ series, Paolo Fendiaci Inc. is currently offering four distinct designs: The Classical Clapboard™, The Flat Tongue & Groove™, The Dunes™ and The Great Wall™.



### THE GREAT WALL™

Inspired from the Far East ancient cultures, The Great Wall™ design offers a modern and contemporary edge, suitable for both residential and commercial applications.

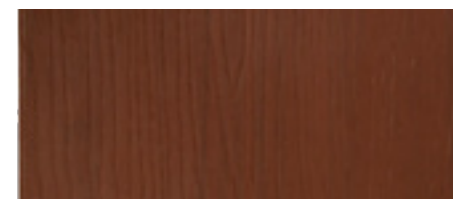
Due to its unique design (hollow), The Great Wall™ provides an ideal thermo-insulation utility while installation is simple, using the classical shiplap style.



### THE FLAT TONGUE & GROOVE™

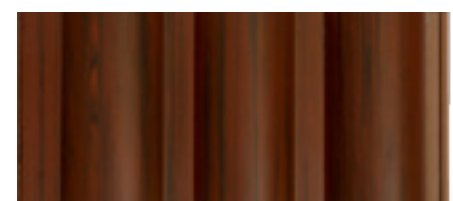
As their name describes, these boards insert into each other at installation, ensuring protection against the elements.

Paolo Fendiaci Inc. currently offers The Flat Tongue & Groove™ boards in two sizes: 160 x 12 mm (6.30" x 0.47") and 109.15 x 8 mm (4.30" x 0.31").



### THE CLASSICAL CLAPBOARD™

Most popular in North America, The Classical Clapboard™ style consists of 300 x 12 mm (11.81" x 0.47") boards which are installed in a slight angle and overlap one inch, ensuring insulation against the elements.



### THE DUNES™

Using a classical shiplap installation style, The Dunes™ design portrays soft curve motifs, ideal for inserting a unique personality into your project.





## THE TWIN TOWERS™

With a modern and contemporary design, The Twin Towers™ boards are resistant, light, easy to install and, since their core is hollow, they also provide a great thermo-insulation feature. They are made out of PVC foam and covered by ASA skin. It is a perfect product that can be used in both outdoor and indoor applications. Seven standard colors are available; however, color can be customized to match the customer's request.





## **HORIZON WALL/CEILING CLADDING BOARDS™**

Recognized worldwide as an environmental and sustainable technological solution, the Horizon Wall/Ceiling Cladding Boards™ is a modern product line up made out of a wood-plastic composite material (WPC).

Paolo Fendiacci Inc. currently offers six standard colours and three different surface finishing for the Horizon Wall/Ceiling Cladding Boards™ line.

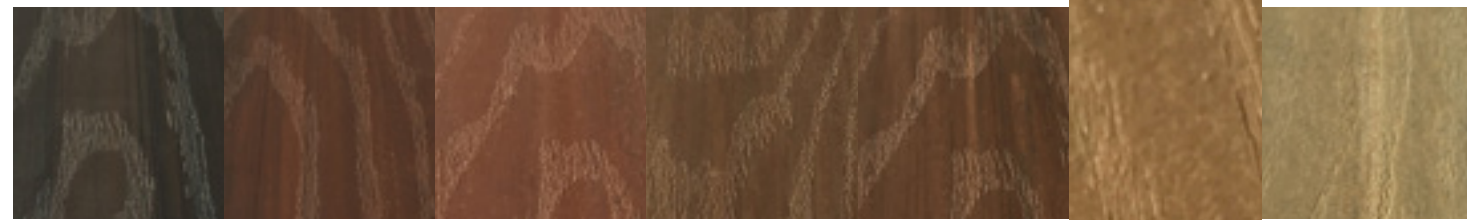
Far more resistant than wood, the Horizon Wall/Ceiling Cladding Boards™ successfully withstand rain, sun as well as humid or salty environments where corrosion is a usual issue, without developing mould or cracks, as the boards do not absorb or retain water.

Unlike metal cladding solutions, the Horizon Wall/Ceiling Cladding Boards™ need no painting nor maintenance.

Paolo Fendiacci Inc. is currently providing the Horizon Wall/Ceiling Cladding Boards™ in nine different designs.

# DECKING





## **ALPINE DECKING BOARDS™**

Ideal for any decking project in residential, commercial or public areas, Paolo Fendi Inc. is featuring its famous Alpine Decking Boards™, available now in seven standard colours or customized colours according to customer's request.

Our Alpine Decking Boards™ are made of a PVC foam core wrapped in an ASA skin. The foam core is light, while providing the necessary strength and flexibility. The ASA skin ensures a compact surface, resistant to the UV and discolouration.

Far more resistant than wood and needing no other maintenance than normal cleaning, the Alpine Decking Boards™ successfully withstand rain, sun as well as humid or salty environments where corrosion is a usual issue, without developing mould or cracks, as the boards do not absorb or retain water.



---

## HORIZON DECKING BOARDS™

Recognized worldwide as an environmental and sustainable technological solution, the Horizon Decking Boards™ is a modern product line made out of a wood-plastic composite material (WPC).

Paolo Fendiaci Inc. currently offers six standard colours and three different surface finishing for the Horizon Decking Boards™ line.

Far more resistant than wood and needing no other maintenance than normal cleaning, the Horizon Decking Boards™ successfully withstand rain, sun as well as humid or salty environments where corrosion is a usual issue, without developing mould or cracks, as the boards do not absorb or retain water.

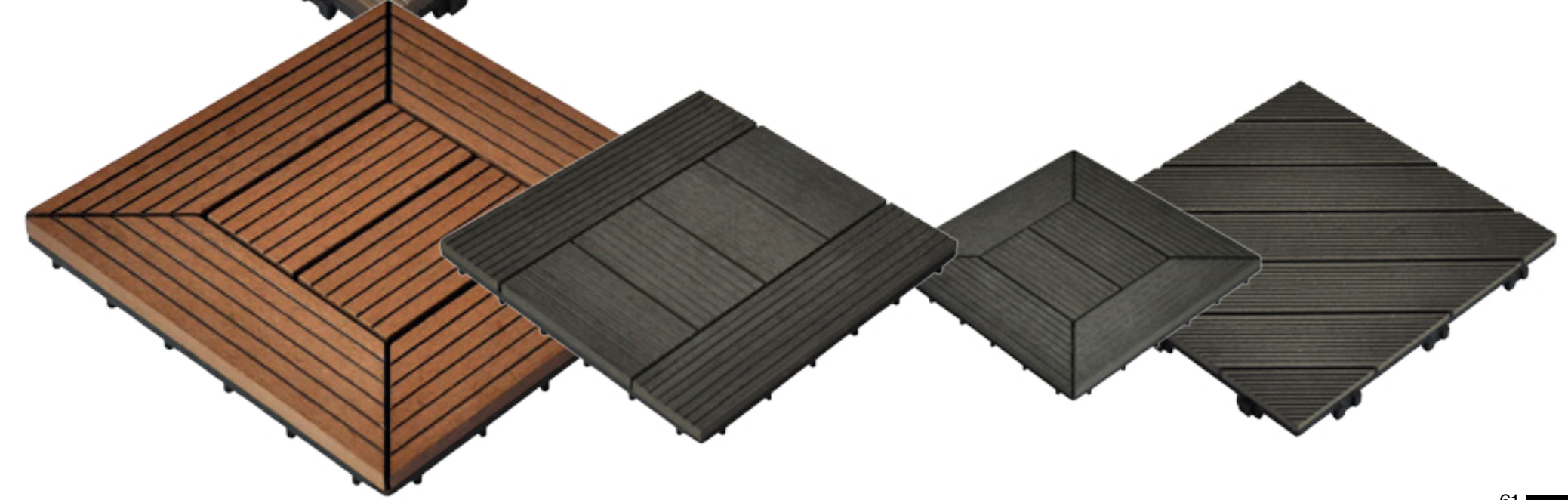
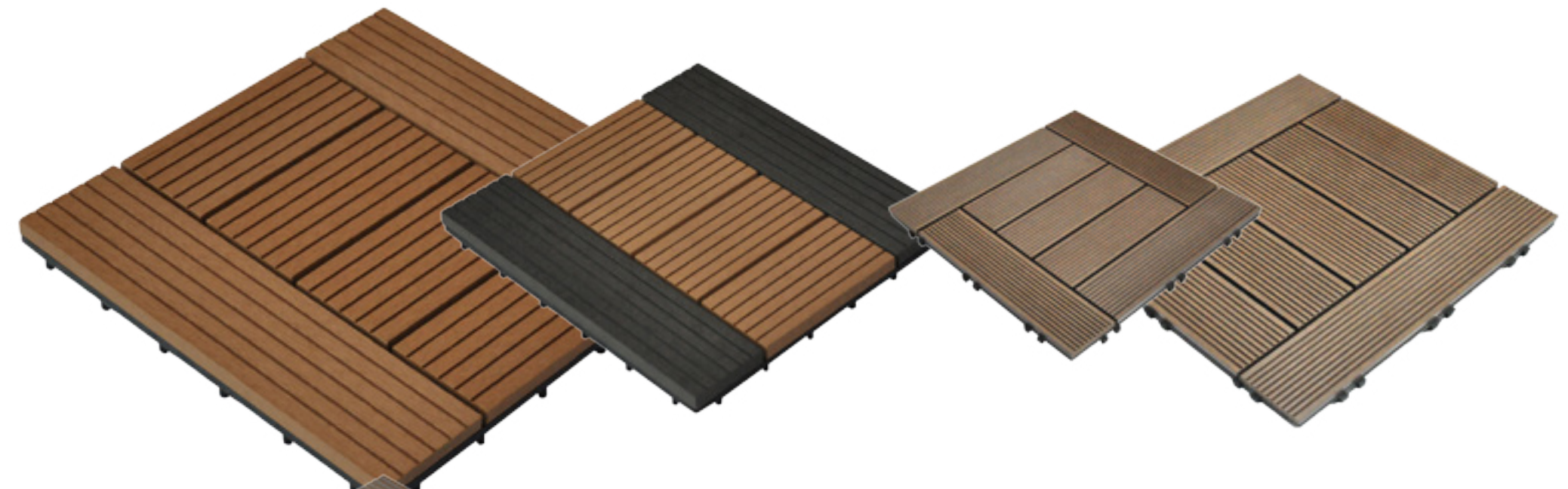
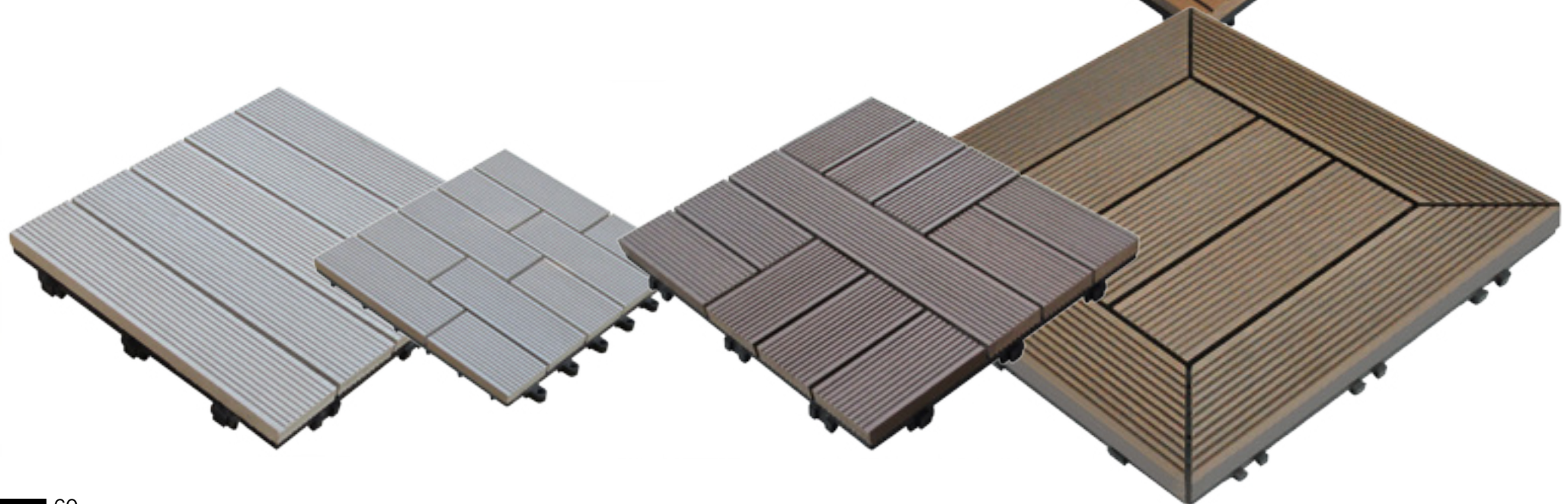
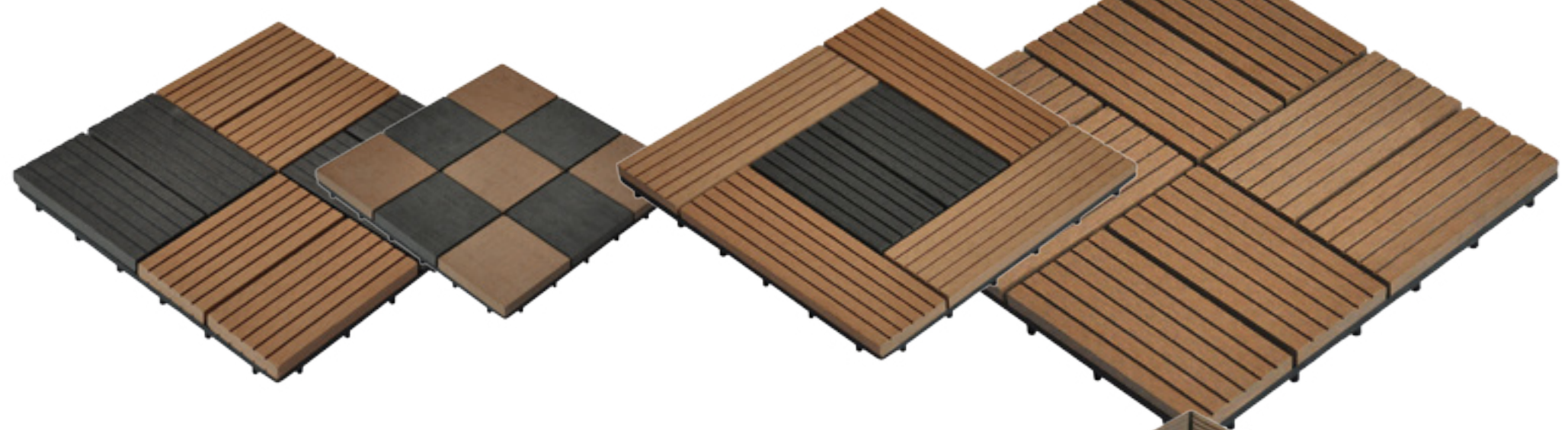
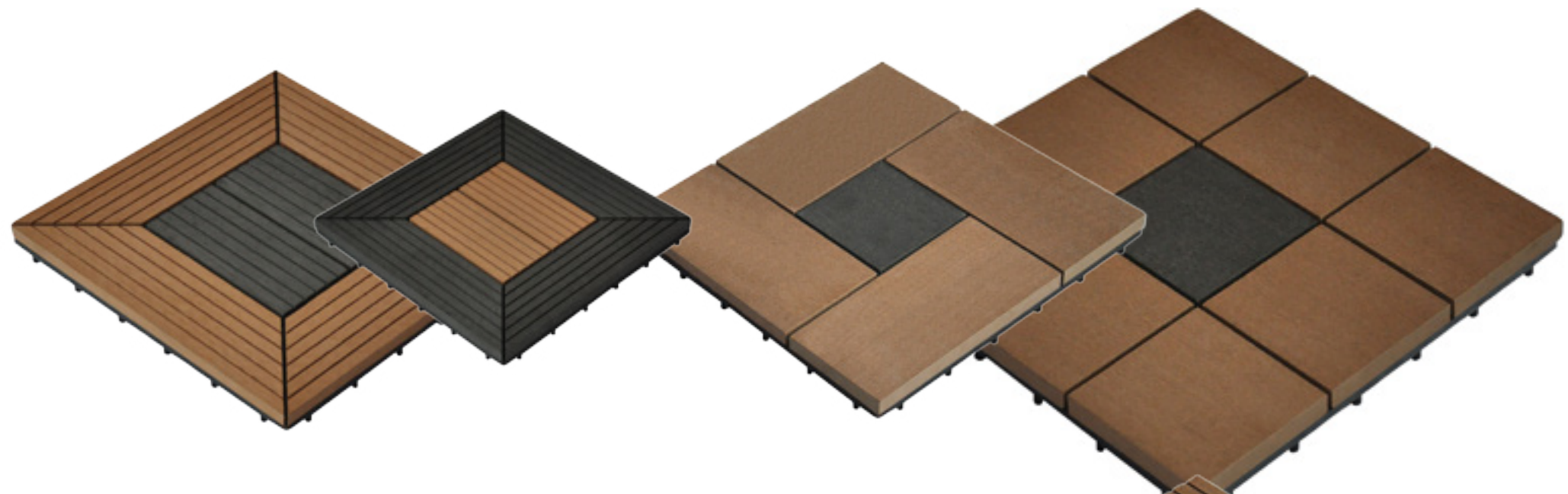
---

## HORIZON DECKING TILES™

Made out of the same sustainable and environmentally friendly material as the Horizon Decking Boards™ (WPC), the Horizon Decking Tiles™ products are much easier to install, not requiring a professional installer.

Paolo Fendiaci Inc. is currently offering over twenty standard designs with the option of customization as per customers' requests.





# FENCING



---

## HORIZON FENCING BOARDS™

Recognized as best fencing solution by architects and designers around the world, the Horizon Fencing Boards™ are unmatched products in their category! Made out of our sustainable wood-plastic composite (WPC) material, the Horizon Fencing Boards™ provide our customers peace of mind as a maintenance-free product. No sanding or painting required. While maintaining its shape and clean look, your fence will never rot or mold as WPC does not absorb or retain water. It will never warp or chip, as natural wood does, as WPC is a homogeneous material designed to resist the elements.

Easy and fast to install, the Horizon Fencing Boards™ do not require special skills or equipment for installation. Length and color can be customized as per customer's request.



# HEAT REFLECTIVE COATING

PROTECT YOURSELF  
FROM THE  
SUN



## COATINGUARD™

CoatingGuard™ technology emerged from the market need of an effective thermo-insulating coating solution, able to reduce your energy consumption volume for increasing or reducing the air temperature of your indoor ambient.

As a result of providing an effective thermo-barrier, CoatinGuard™ is able to dramatically reduce your energy expenses and by doing so it contributes to reducing the carbon footprint. For this reason, CoatinGuard™ is regarded by many as an environmental, sustainable product.

With a smooth texture and a clean look, CoatinGuard™ is a ceramic-latex based paste, which sprayed on your walls or roof provides the thermo-barrier needed by reflecting the heat radiation from the sun or, in cold environments, by capturing the warmth inside your home.



# FENDIACI ART™



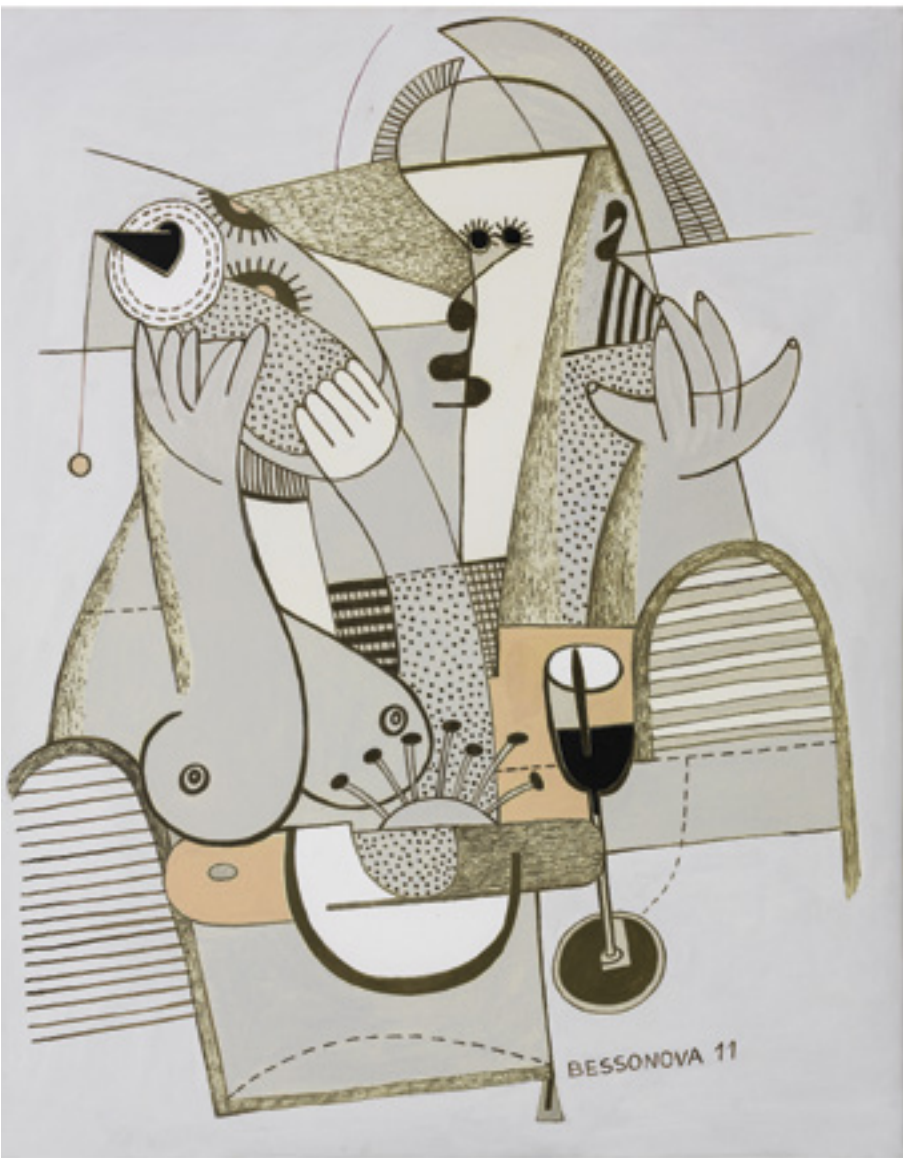
**INA VORONTSOVA**

"Family" 24 x 20 x 32 cm, sculpture

Aside from providing unique and customized materials as well as interior design services for your architectural or construction projects, Paolo Fendiaci Inc. completes its services by offering you a wide variety of exquisite art masterpieces.

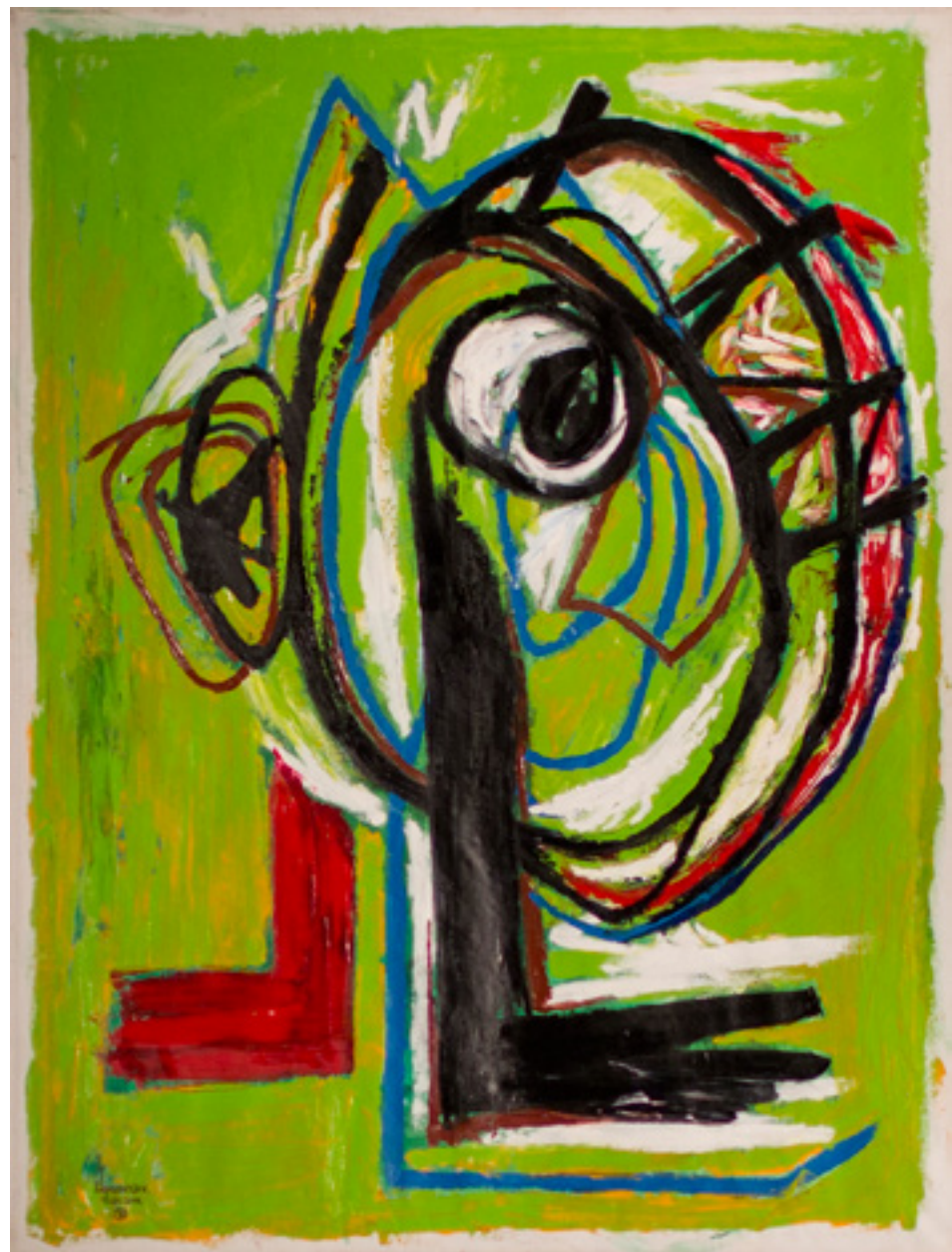
Fendiaci Art™ brand comprises of an art collection from renowned contemporary artists from around the world.

Hundreds of oil paintings, lithography and sculptures are available to match your style and preferences.



**NATALY BESSONOVA**

"Consensus" 100 x 80 cm, author technique, 2011



**DMITRY LAVRENTJEV**

"Equilibrium" 146 x 111 cm, oil on canvas, 2014

**ARTSCENE™ - A FINE COLLECTION OF ART.**

Got art? artscene.guru is an informative, educational and commercial platform for showcasing contemporary visual arts. Our goal is to connect art creators with art lovers from all over the world.



**KALVIS ZALITIS**

"Abduction of Europe"  
130 x 100 cm, oil on canvas, 2013

---

## CONTACT US

✉ [sales@paolofendiaci.com](mailto:sales@paolofendiaci.com)

📞 +1 (778) 683-8295

🗨 ID: Paolo\_Fendiaci

📌 220-1588 Best Street, White Rock,  
BC, Canada, V4B 4G1

**PAOLO FENDIACI**

