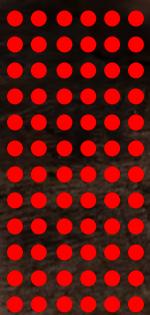


WAKEUP™

MADE FROM RECYCLED COFFEE



IT'S TIME TO WAKEUP™



MOLTENIVERNICI.COM

WAKEUP

ARTISANAL BRANDS

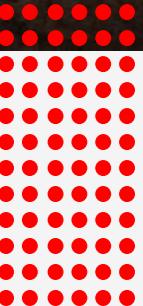
Da un'intuizione geniale del CRS Molteni Vernici, nasce la nuova finitura WAKEUP. Una finitura tutta green, la cui parola d'ordine è RE-GENERATION, formulata con materie prime rinnovabili, generate da innovativi processi di raffinazione di sostanze vegetali "di scarto", non competitive con l'alimentazione umana: gli scarti dell'industria del caffè.

The new WAKEUP finish is born from an ingenious intuition of CRS Molteni Vernici. An all green finish, whose watchword is RE-GENERATION, formulated with renewable raw materials, generated by innovative refining processes of "waste" vegetable substances, not competitive with human nutrition: coffee's industrial waste.



01

02

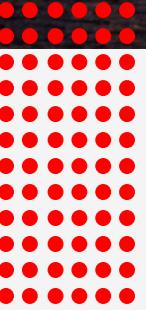


THE CULT FROM COFFEE WAVE

03



04



NEW WAKEUP FINISHING DALLA NATURA PER LA NATURA

CAPSULE COLLECTION

Una bevanda conosciuta in tutto il mondo per la sua energia ed esplosività, la portavoce perfetta per il messaggio di Molteni Vernici, spronato a rendersi partecipe e protagonista del cambiamento.

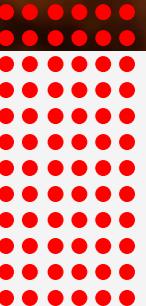
A drink known all over the world for its energy and explosiveness, the perfect spokesperson for Molteni Vernici's message, in order to be a real protagonist for an international change.



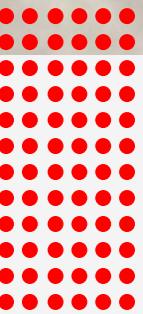
05

06

RE-GENERATION

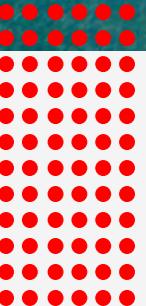


WORLD POLLUTION VS GREEN DESIGN



Molteni Vernici ha molto da dire in merito ad un tema così importante e delicato come la sostenibilità ambientale. Un tema che sta scuotendo il mondo intero con l'imperturbabile obiettivo di spingerlo urgentemente verso un cambiamento più radicale. Ed infatti la sua voce non tarda a farsi sentire al timone della nave che, ancora una volta, si chiama Innovazione. L'indirizzo è chiaro: Eco Compatibilità. Un impatto più leggero su un pianeta maltrattato, ormai sfuttato sino all'osso. Un cambiamento per proteggere ciò che ci circonda. Per noi. Per il futuro. Per i nostri figli.

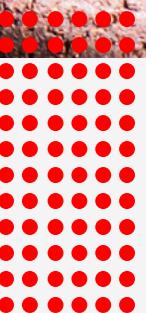
Molteni Vernici has a lot to say concerning such an important and delicate issue as environmental sustainability. A theme that is shaking the whole world with the imperturbable goal of urgently pushing it towards more and more radical changes. And in fact his voice is soon to be heard at the helm of the ship which, once again, is called Innovation. The direction is evident: Eco Compatibility. A lighter impact on a mistreated planet, already exploited to the bone. A change to protect our surroundings. For us. For the future. For our children.



WAKEUP, BASED ON REGENERATED COFFEE

EMERGING ARCHITECTS RETHINK DESIGN
WITH A NEW CONCEPT BY
MOLTENI VERNICI ECO-FRIENDLY MADE
IN ITALY STYLE LA TEXTURE DU CAFE'
POUR LA
COLLECTION WAKEUP REGENERATED
COFFEE WASTE GREEN IDEAS

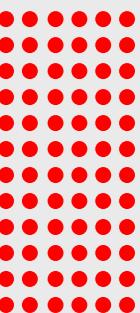
Con un effetto finale naturale e tridimensionale, Wakeup è un coating ad acqua, adatto per essere applicato su metallo, plastica e legno (attraverso cicli verticalizzati), per applicazioni esclusivamente da indoor. Grazie all'impiego di una nuova tecnologia brevettata dal CRS Molteni Vernici, la superficie trattata risulta solida e completamente isolata dai liquidi caldi e freddi, con una texture completamente materica. Grazie alla sua facilità di applicazione e ai costi industriali contenuti, la nuova finitura WAKEUP può essere impiegata a 360° su qualsiasi supporto da indoor.



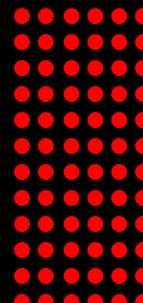
100%
CREATIVE
COLOUR
&
EMOTION



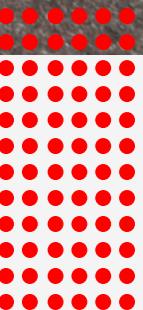
WAKEUP COLOUR



HAND CRAFTED



**ECO
COMPATIBILITY
& BEAUTY
(LIFE)
HOME
DECORATION**



INNOVATIVE DESIGN

DECORATING
GREEN RULE :
LIVE WITH
REGENERATED
STUFF



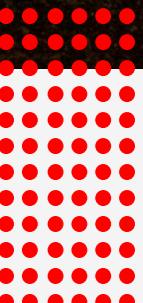
TRENDING

BEAUTIFUL WATER-BASED FINISH

TEXTURE

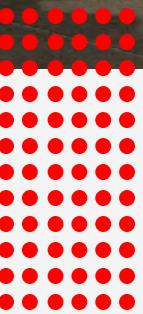
THE HOME GOODS

With a natural and three-dimensional final effect, Wakeup is a waterbased coating, suitable to be applied on metal, plastic and wood (through verticalized cycles), for indoor applications only. Thanks to the use of a new technology patented by CRS Molteni Vernici, the treated surface is solid and completely isolated from hot and cold liquids, with a completely material texture. Thanks to its ease of application and low industrial costs, the new WAKEUP finish can be used at 360° on any indoor substrate.



WAKEUP

MINIMALIST NEW DESIGN





MOLTENI VERNICI®

Design+Architecture

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