

Arhitectura grădinilor. Concept și design cu Semmelrock Bradstone



Wienerberger

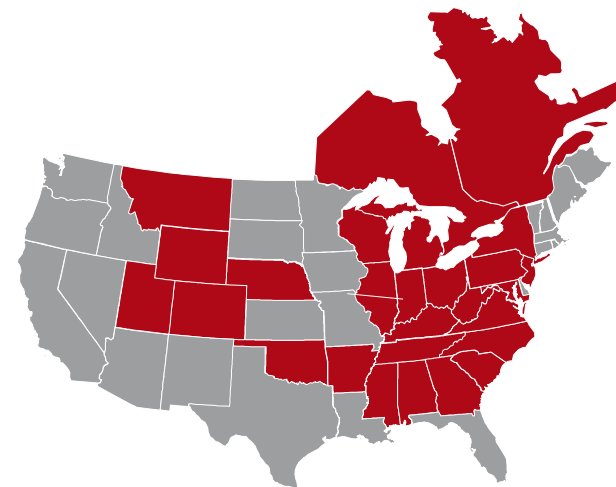
Pozitia pe piata la nivel mondial



- Nr. 1 mondial: Blocuri ceramice;
- Nr. 1 in Europa: Caramida de fatada si tigle ceramice;
- Pozitia de lider în Europa: Sisteme de tevi;
- Nr. 1 în Europa Centrala si de Est: Sisteme de dale si pavaj

Wienerberger - activitate

- 2.97 miliarde EUR venituri;
- Peste 16.600 angajati;
- 30 tari;
- 195 de unitati de productie in Europa, America de Nord si India;
- 200 de ani de activitate.



Grupul Wienerberger Prezenta in Romania



- **Wienerberger SRL** – producator blocuri ceramice, 4 fabrici in Romania;
- **Tondach Romania SRL** – import, vanzare si logistica in Romania; tigla ceramica.
- **Semmelrock Stein + Design SRL** – producator dale si pavaje din beton vibropresat, 3 fabrici in Romania;
- **Pipelife Romania SRL** – producator sisteme de tevi ceramice & plastic, activitate vanzare si logistica.
- **Terca** – import, vanzare si logistica in Romania.





Grupul Wienerberger

Marci, produse si pozitie in piata




Porotherm Poroton



Koramic Tondach Sandtoft


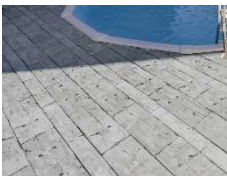


Terca Argeton



GENERAL SHALE BRICK
Building the American Dream

Semmelrock PIPELIFE
stein+design®



Steinzeug-Keramo

Penter

Arhitectura grădinilor. Concept și design cu Semmelrock Bradstone



Pavaj & Dale



Sisteme de garduri



Penter



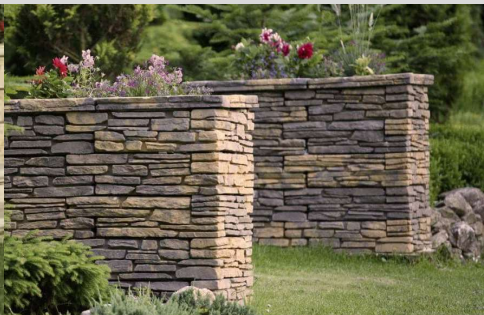
Borduri & Delimitari



Trepte



Jardiniere



AirPave



Accesorii



Finisarea suprafețelor



Perla



Beton aparent



Colorflow



Periată



Structurată



Marmorată



Antichizată



Cioplită



Aspect de lemn



Spălată



Colormix



AirPave[®]

Semmelrock Porcelain
Outdoor Collection

Dale portelanate



Argila arsa



Beton vibropresat





6 cm - 8 cm
trafic auto ușor



$g < 6$ cm
trafic pietonal



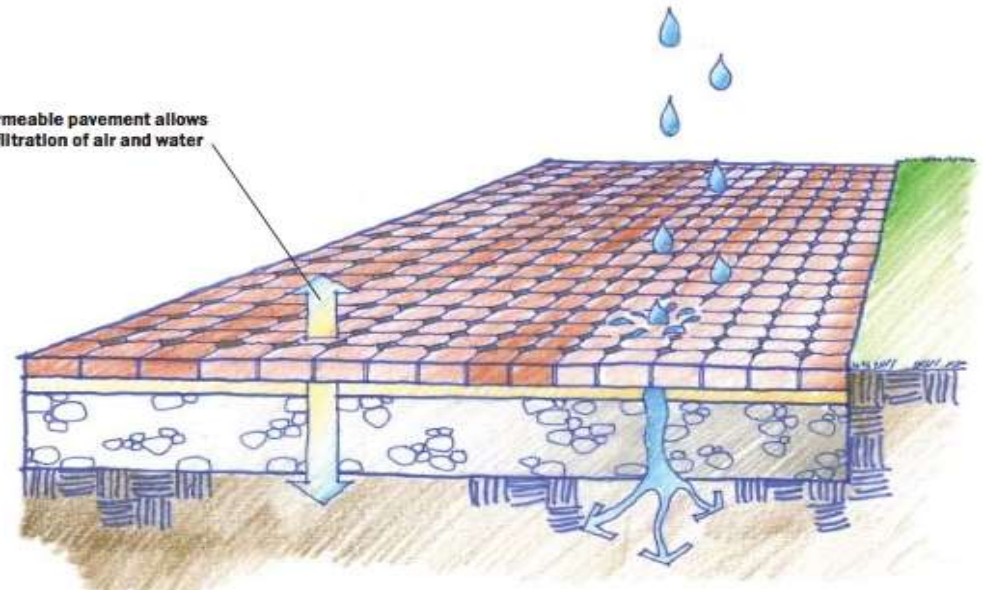
$g \geq 8$ cm
trafic auto greu, autoblocare



Beton vibropresat
Beton vibrat

Solutie sustenabila

Permeable pavement allows
infiltration of air and water



APPROVED BY



Arhitectura grădinilor. Concept și design cu Semmelrock Bradstone



BRADSTONE by Semmelrock

▶ **Agenda:**

- ▶ Istoria brandului Bradstone
- ▶ Vizita virtuala in fabrica Bradstone
- ▶ Puncte forte
- ▶ Proiecte de referinta romanesti si internationale
- ▶ Familii de produse:
 - ▶ Old Town
 - ▶ Travero&Travero Grande
 - ▶ Lias
 - ▶ Nordic Maritime
 - ▶ Milldale
 - ▶ Mountain Block
 - ▶ Madoc
 - ▶ Lusso Tivoli
 - ▶ Argento
 - ▶ Bellamonte

Istoria brandului Bradstone

- Edwin H. Bradley, son of brick layer
- Company Bradleys 250 houses between 1902-1914
- New factory in Costwolds, nowadays Prince Charles residence
- Continued growth by 1950s
- Company Bradstone established in 1956
- Driven by son Lionel Bradley
- Bradstone b&w brochure 1958
- 1970s Important national player
- TO growth of £2000 in 1905 to £60m by 1984
- In 1985 business sold to ECC Quarries
- In 1997 business bought by Aggregate Industries

- Despite many corporate changes Bradstone is
„Jewel in the crown“

Northend Site Ashton Keynes

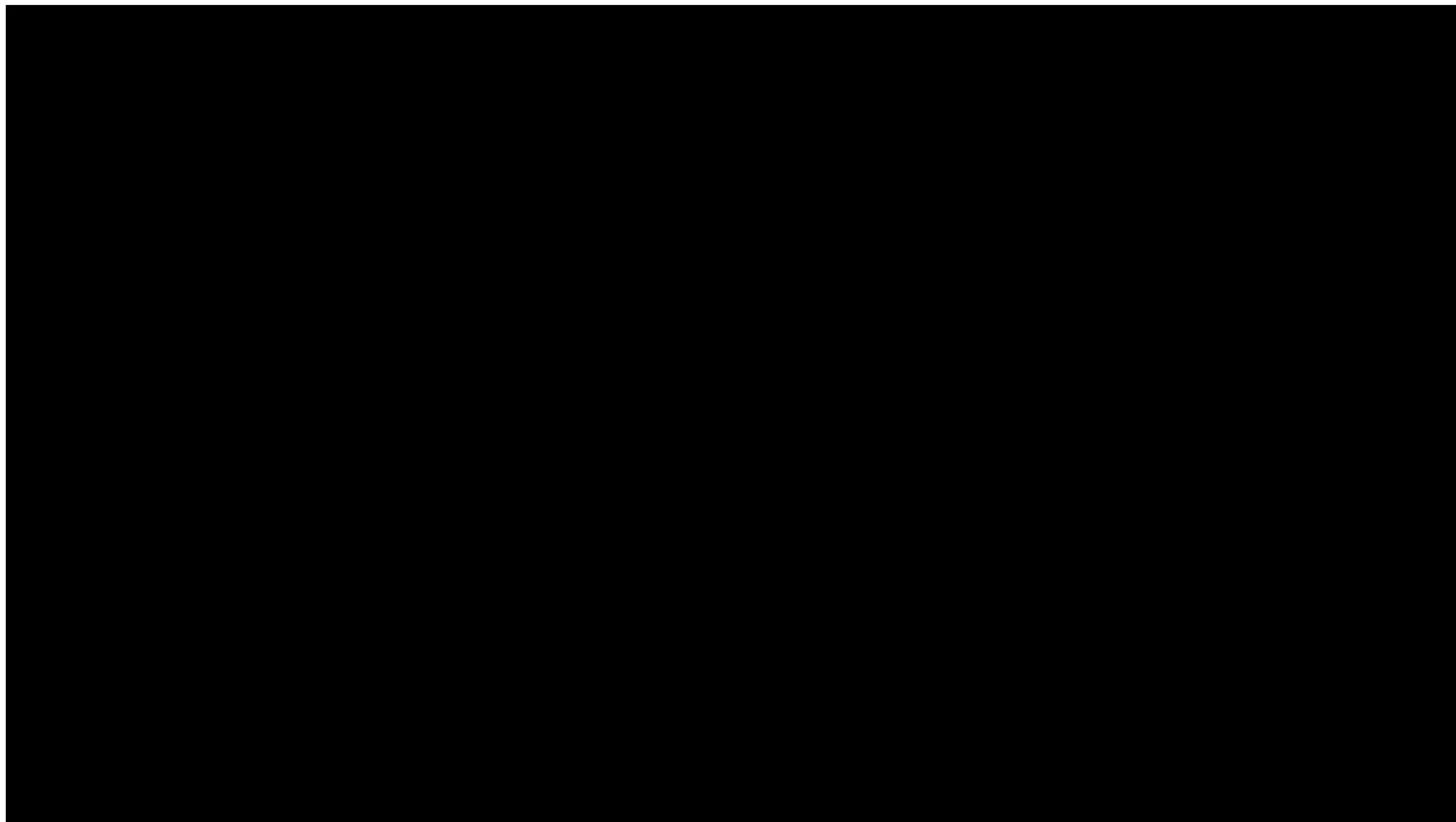


1865-1956



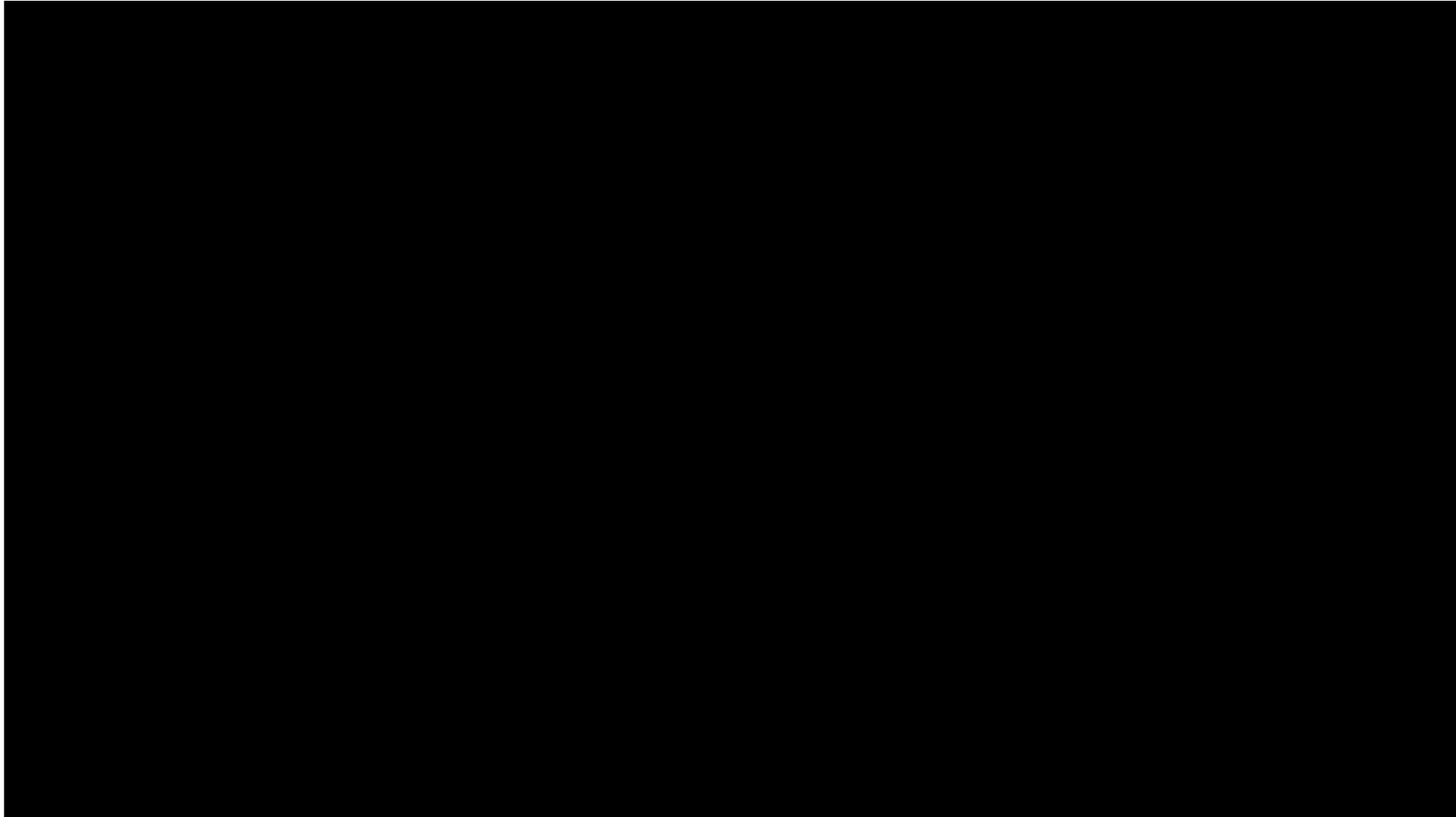
Bradstone

How is it made?



Bradstone

How is it made?



Familia de produse


Wienerberger



Old Town

Travero & Travero

Grande

Lias

Nordic Maritime

Milldale

Madoc

Mountain Block

Argento & Travero wall

Puncte forte



- Produsele sunt inspirate din materiale naturale (piatră, lemn etc.)
- Comparând cu piatra naturală: uniformitatea culorilor și dimensiunilor
- Produs realizat manual creează o atmosferă unică
- Valoare estetică ridicată

Puncte forte



- Flexibilitate datorita varietatii de dimensiuni si accesorii: margini, trepte, bordaj de piscina...
- Aplicație: Zone pietonale
- Rezistent la îngheț
- Creșterea valorii proprietății
- Investiții pe termen lung

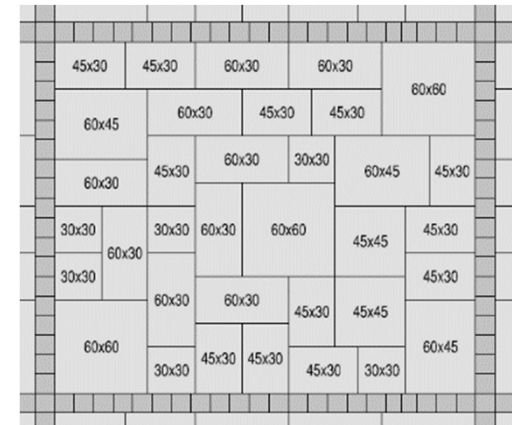
Versatilitatea gamei Bradstone



Old Town - Dale


Wienerberger

- Stil mediteranean
- Mix de formate într-un pachet
- Calcar&Gresie



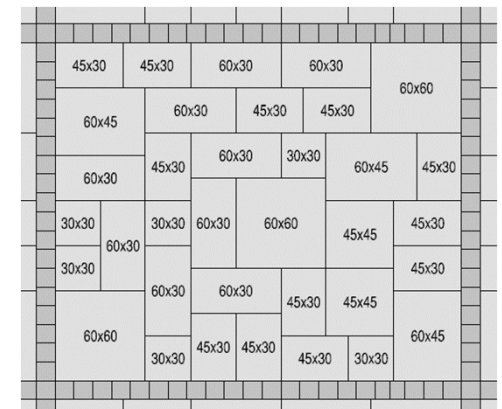
Old Town


Wienerberger

■ Un singur cod

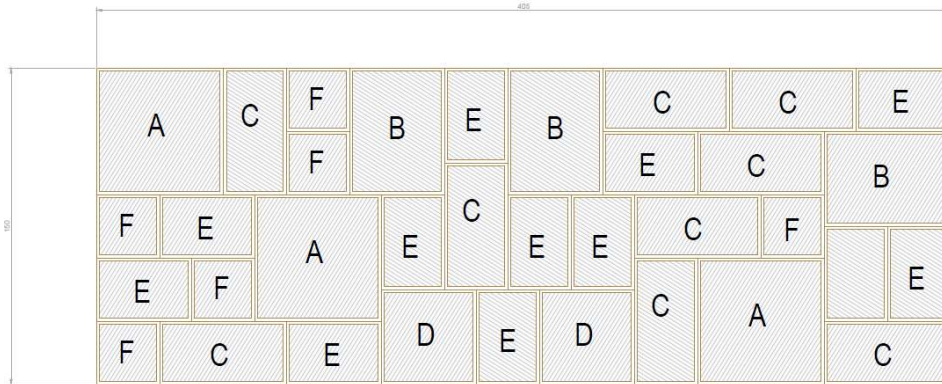
Pachet de baza =
6,07 m²

- 3 buc. 60x60 cm
- 3 buc 60x45 cm
- 9 buc. 60x30 cm
- 2 buc 45x45 cm
- 12 buc. 45x30 cm
- 6 buc. 30x30 cm

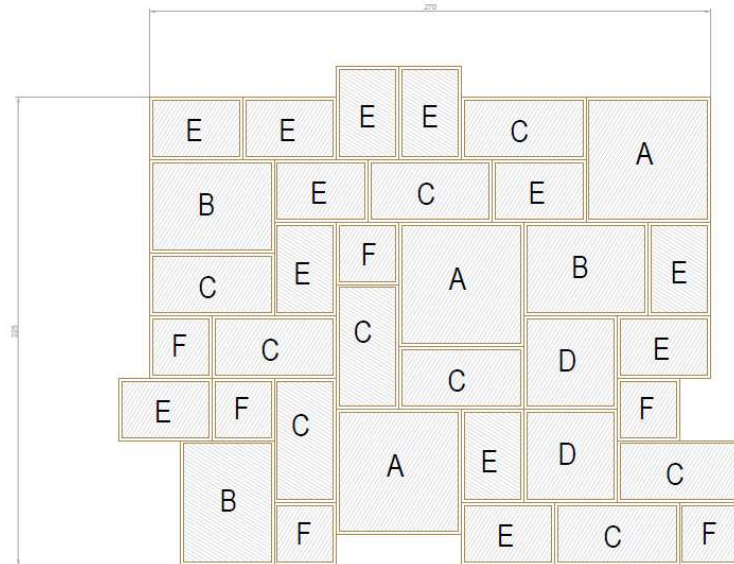


13.11.2019

Old Town



1 pachet de baza = 6.07 MP = 1 palet
 1 pachet de baza = 3 buc. - 60x60, 3 buc. - 60x45,
 9 buc. - 60x30, 2 buc. - 45x45,
 12 buc. - 45x30, 6 buc. - 30x30;



1 pachet de baza = 6.07 MP = 1 palet
 1 pachet de baza = 3 buc. - 60x60, 3 buc. - 60x45,
 9 buc. - 60x30, 2 buc. - 45x45,
 12 buc. - 45x30, 6 buc. - 30x30;



Old Town

Rosturi late
Aspect realistic de
piatra
Patina naturala in timp



Old Town





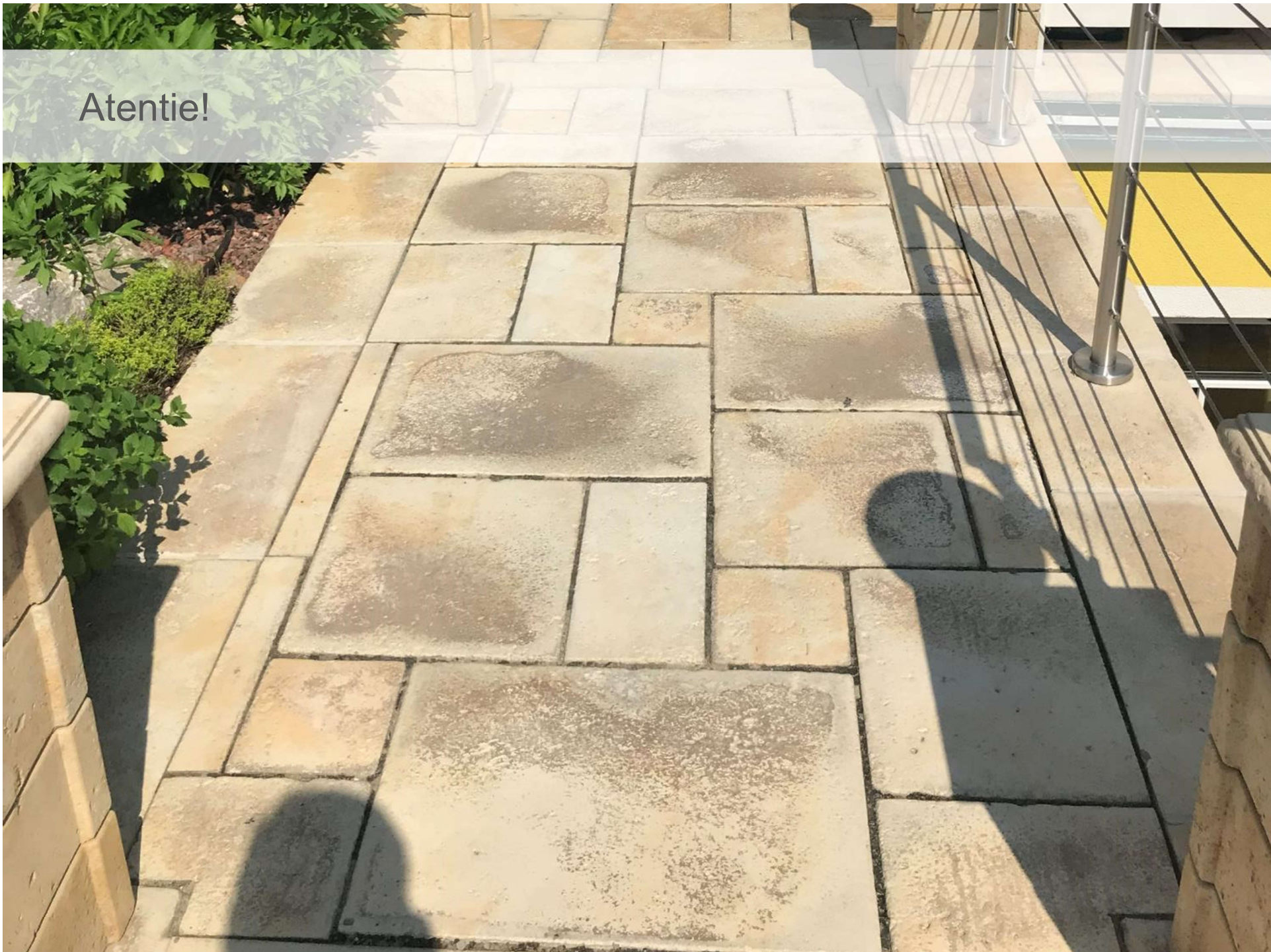
1. Sol
2. 20-30 cm strat inferior portant nestabilizat, granulatie 0/63 mm
3. 20-30 cm strat inferior portant nestabilizat, granulatie 0/18 mm
4. Pat de split 3-5 cm: granulatie 2/4 or 4/8
5. Bordura
6. Dale rostuite cu nisip de granulatie 0-2 mm

Atentie!

Fenomenul natural de
eflorescenta

- Respectați instrucțiunile de instalare corespunzătoare
- Evitați umezeala
- Asigurați sisteme de drenaj adecvate
- Alegeți materiale adecvate

Atentie!



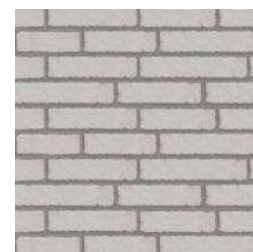
Old Town – Placare de fatada


Wienerberger

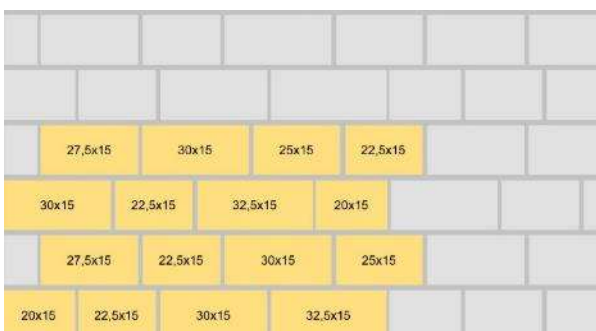
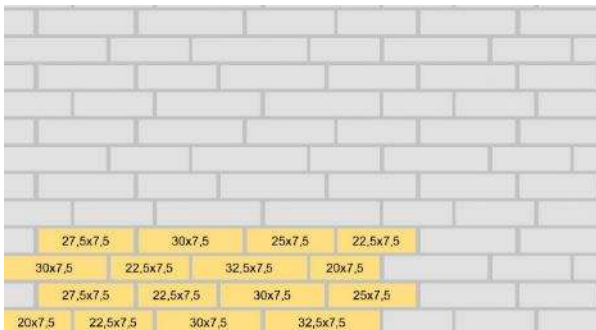
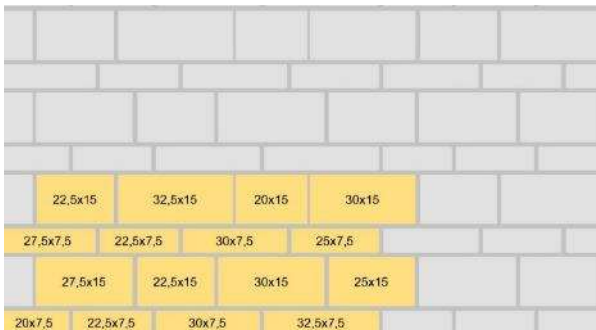
- Se asorteaza cu dalele Old Town
- Aspect clasic de piatra
- Placare de soclu, fatada sau parapeti de gradina
- Mai multe formate pentru modele creative



Old Town – Placare de fatada



Recomandari de montaj



- Dispuneți placile pe suprafețe bine pregătite, de înaltă calitate și fixați-le cu adeziv flexibil destinat utilizării în exterior
- Asigurați-vă că suprafața va oferi o aderență suficientă
- Pentru a uniformiza mortarul adeziv, utilizați o spatulă dințată (dinte de 10 mm)
- Folosiți adeziv flexibil pentru plăci de formate mari (indicație C2TE)
- Așezați maxim 5 rânduri de placi una peste alta odată și lăsați-le să se lipească timp de 12 ore
- Păstrați dimensiunea rostului între 10-15 mm
- Umpleți rosturile cu un chit nepermeabil la apă



Old Town – Accesorii



Travero


Wienerberger

- Inspirat de travertinul natural din Turcia
- Margini
- Detalii intensificate
- Aspect tradițional
- Familie complexă de produse



Travero Grande


Wienerberger

- Suprafața travertinului
- Individualitatea
fiecărei plăci
- Raport de aspect
modern
- Aspect contemporan



Travero – Accessorii



Bradstone Traveno – familie de produse



60x40cm



40x40cm



40x20cm



20x20cm



81x41cm



81x31cm



81x21cm

Dale Traveno

Dale Traveno Grande



Elemente pt. gard/perete



40x35x15cm

35x35x15



60x15x4cm

Bordura



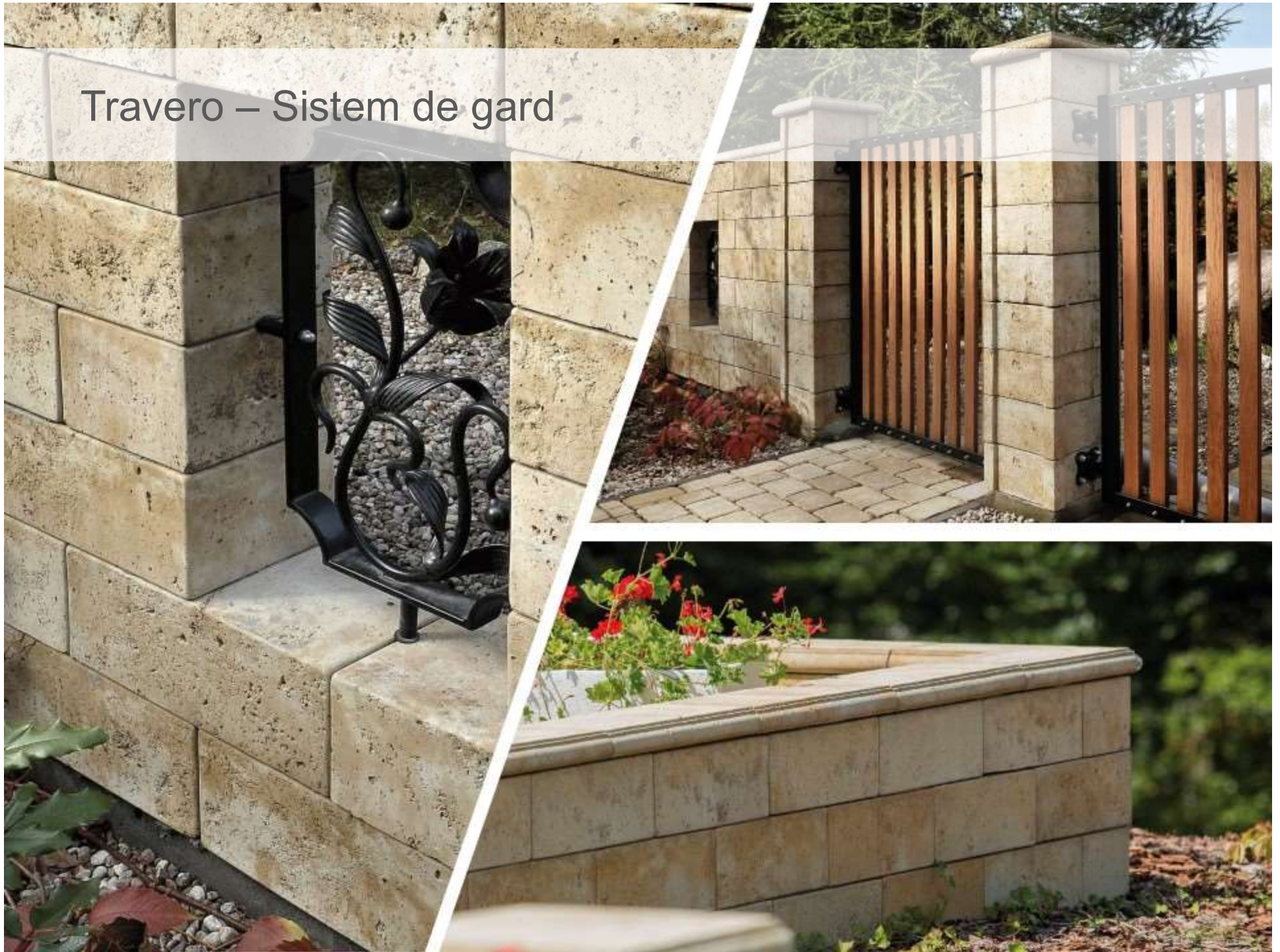
60x30



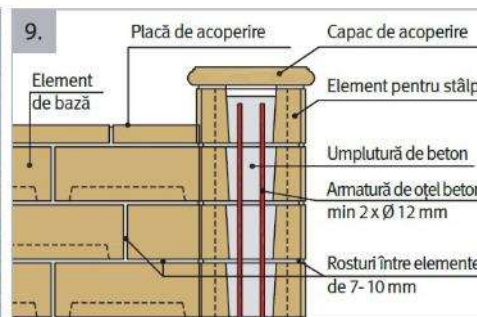
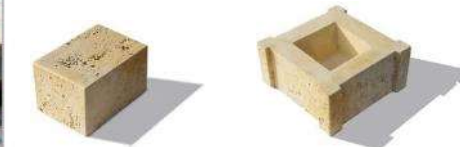
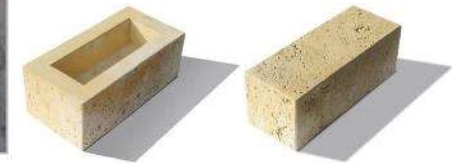
45x45

Dale contur piscina

Travero – Sistem de gard



Bradstone Travero – Sistem de gard



Lias



Wienerberger

Inspirat de sudul Angliei Similar cu
Lias natural (ardezie naturală)

Pachet de baza = 6,6 m²

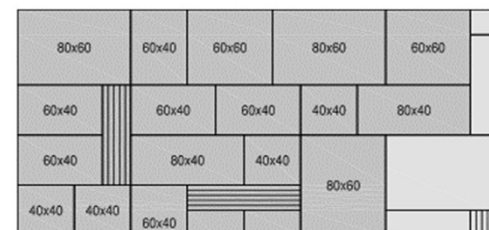
3 buc. 80x60 cm

4 buc. 80x40 cm

3 buc. 60x60 cm

9 buc. 60x40 cm

4 buc. 40x40 cm



Gri cenușiu

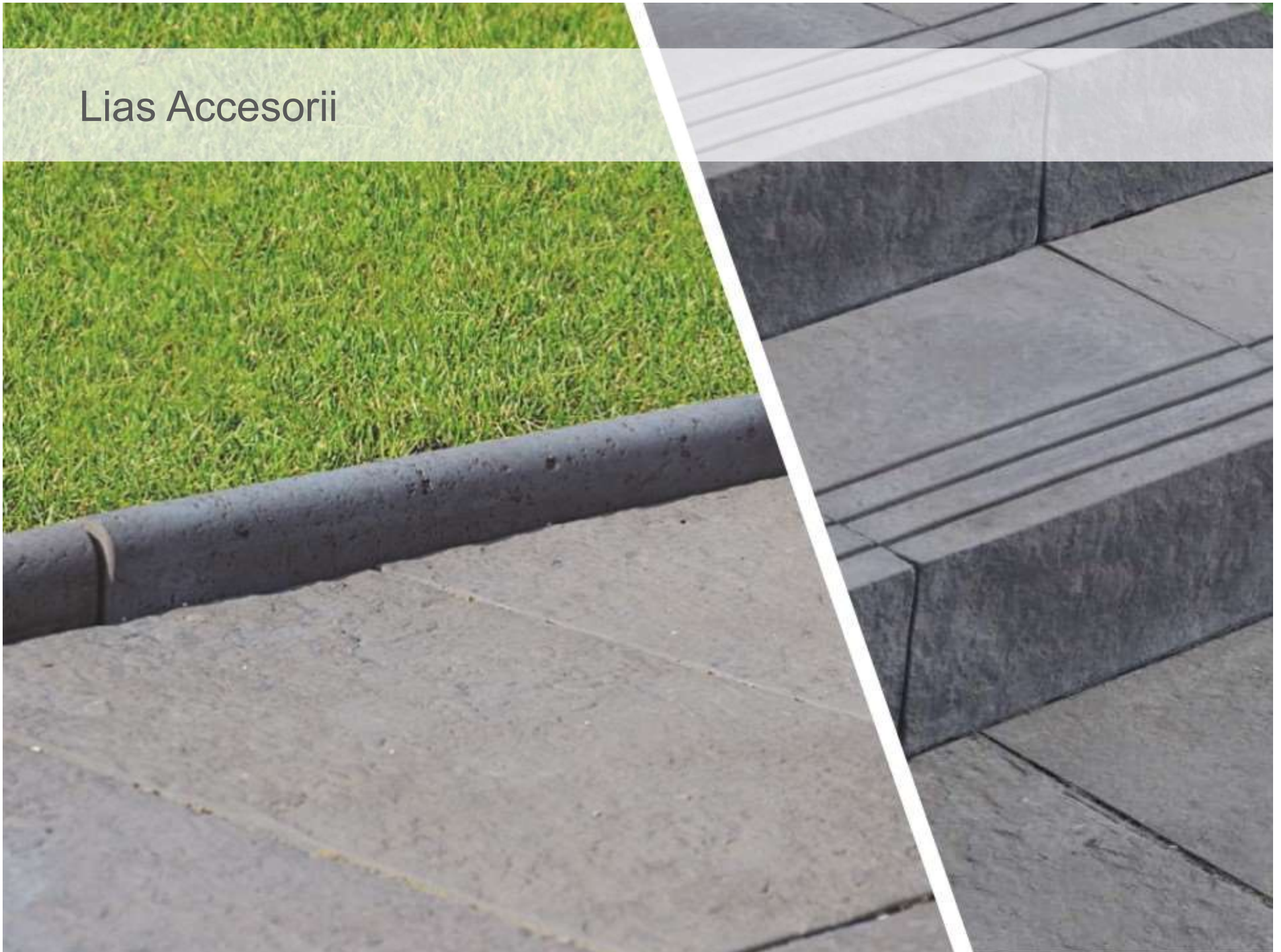


Maro fumuriu

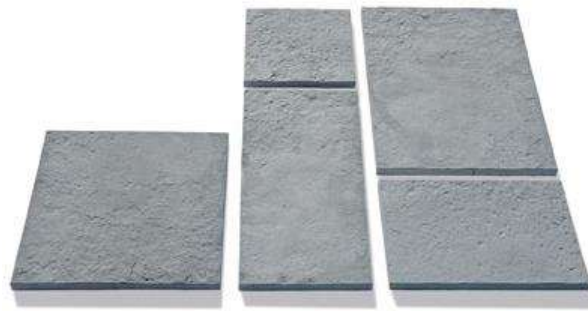
Lias



Lias Accesorii



Bradstone Lias – Familia de produse



Pachet de baza- grosime 3,3-3,6 cm



80x20x3,5cm

Dale



45x35x15cm

Treapta



60x15x4cm

Bordura

Nordic Maritime


Wienerberger

- Inspirat de țărmurile scandinave
- Finisaj special al suprafeței și al marginilor
- 3 formate distincte pentru o varietate a stereotomiilor
- Grosime dale: 3,8-4,2 cm



Nordic Maritime Accesorii



Nordic Maritime – Familie de produse



25x25cm



60x25cm



60x12,5cm

Dale



40x15x8cm

Bordura

Milldale


Wienerberger

- Procedură specială de finisare a suprafeței
- Efect real de piatră veche
- Formate de mari dimensiuni
- Familia complexă care incită la creativitate



Milldale Accesorii



Bradstone Milldale – Familia de produse



Pachet de baza

Dale



58,5x10x14cm



47,5x12,5x4cm



11x10x4cm



60x60x4cm

Elemente pentru pereti | Accesorii

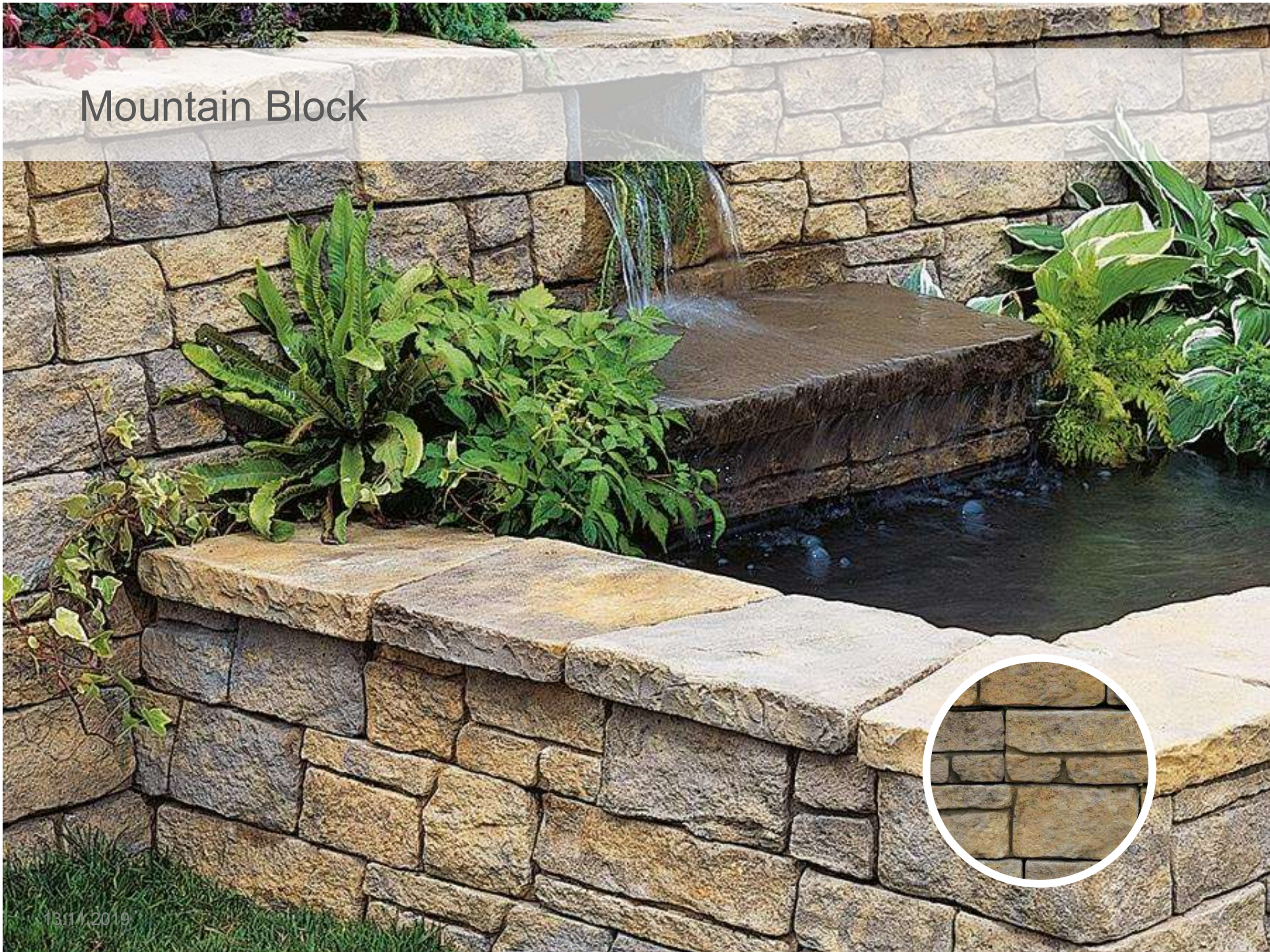
Mountain Block


Wienerberger

- ▶ Procedură specială de finisare a suprafeței
- ▶ Efect real de piatră veche
- ▶ Elemente flexibile și versatile ce vă ajută să vă atingeți ideile creative

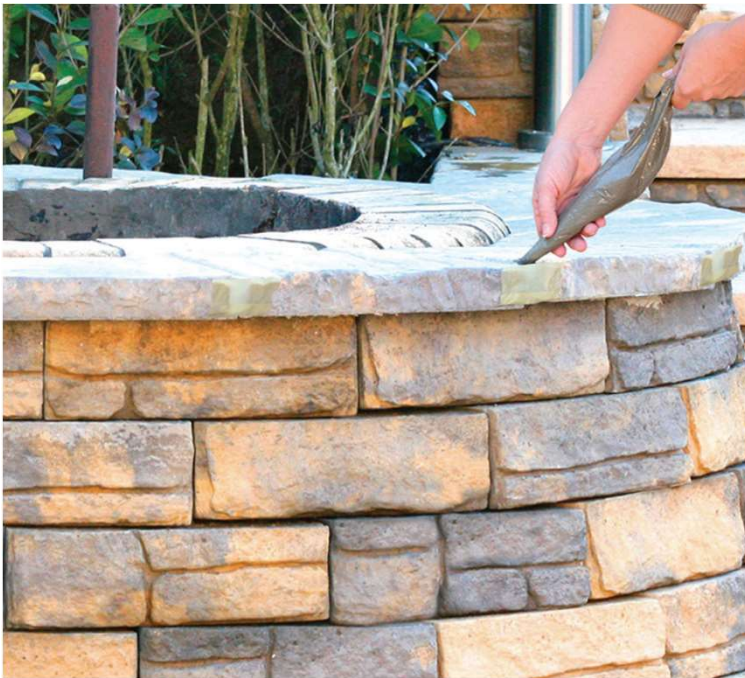


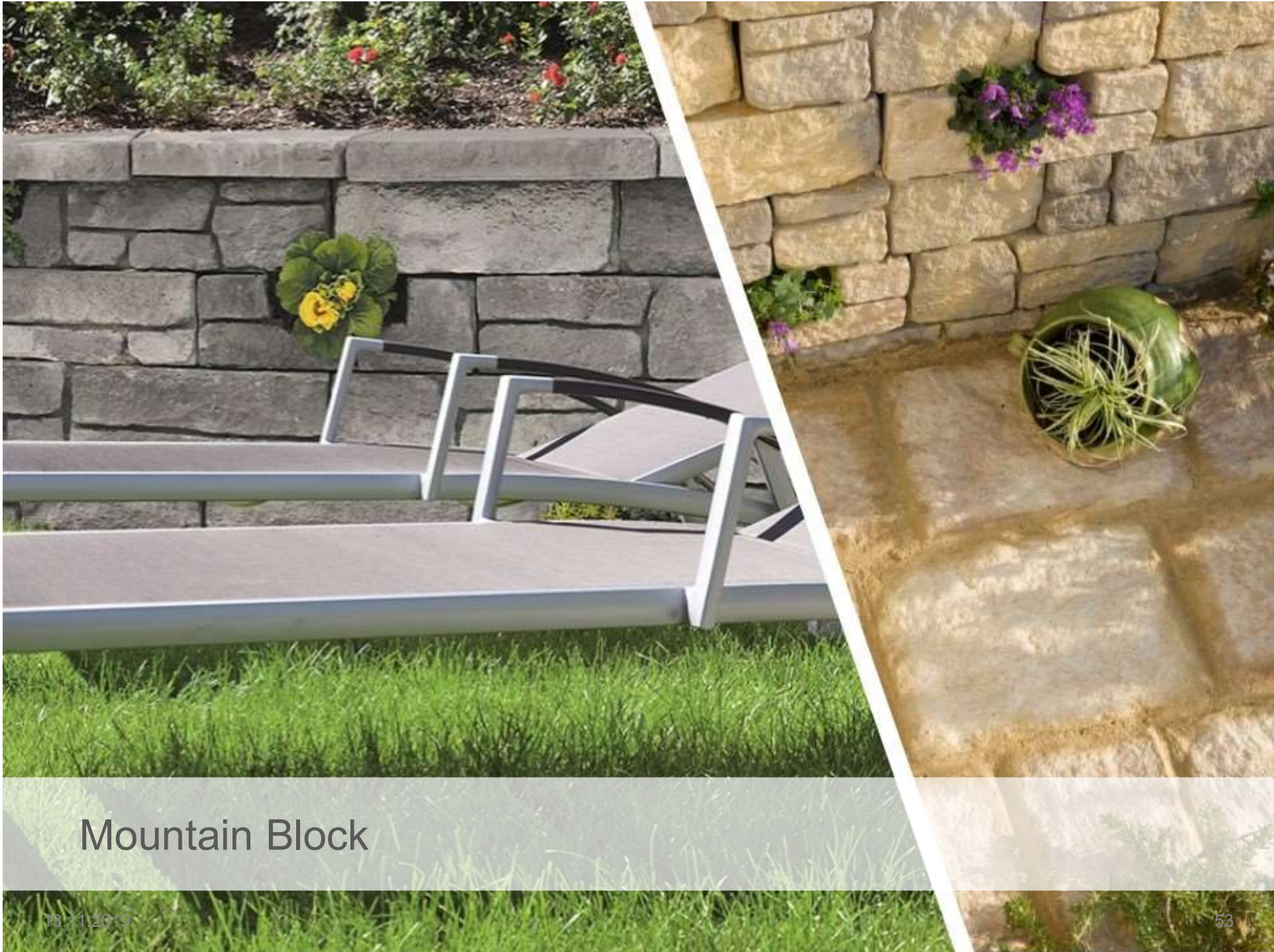
Mountain Block



Mountain Block







Mountain Block

Bradstone Mountain Block



29,5 x 22,5 x 10 cm



29,5 x 22,5 x 10 cm



29,5 x 22,5 x 10 cm



29,5 x 22,5 x 10 cm



30 x 22,5 x 25 x 4 cm



Madoc


Wienerberger

- Evocând epoca medievală atât prin culoare, cât și prin aspectul neregulat, Bradstone Madoc este o gama de design atât clasică, dar și modernă.



Madoc



Bradstone Madoc – sistem pentru perete



58,5 x 10 x 14 cm



47,5 x 12,5 x 4 cm



11 x 10 x 7 cm

Lusso Tivoli


Wienerberger

- Aspect de travertin
- Elegant și sofisticat
- Margini drepte, fara cant
- Modern & Contemporan
- Culori: alb-bej, gri-argintiu
- Grosime: 4,5 cm



Lusso Tivoli



Lusso Tivoli



90x30x4cm



60x30x4cm

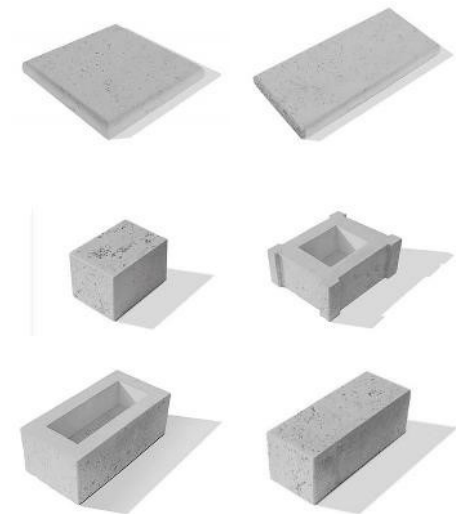


30x30x4cm

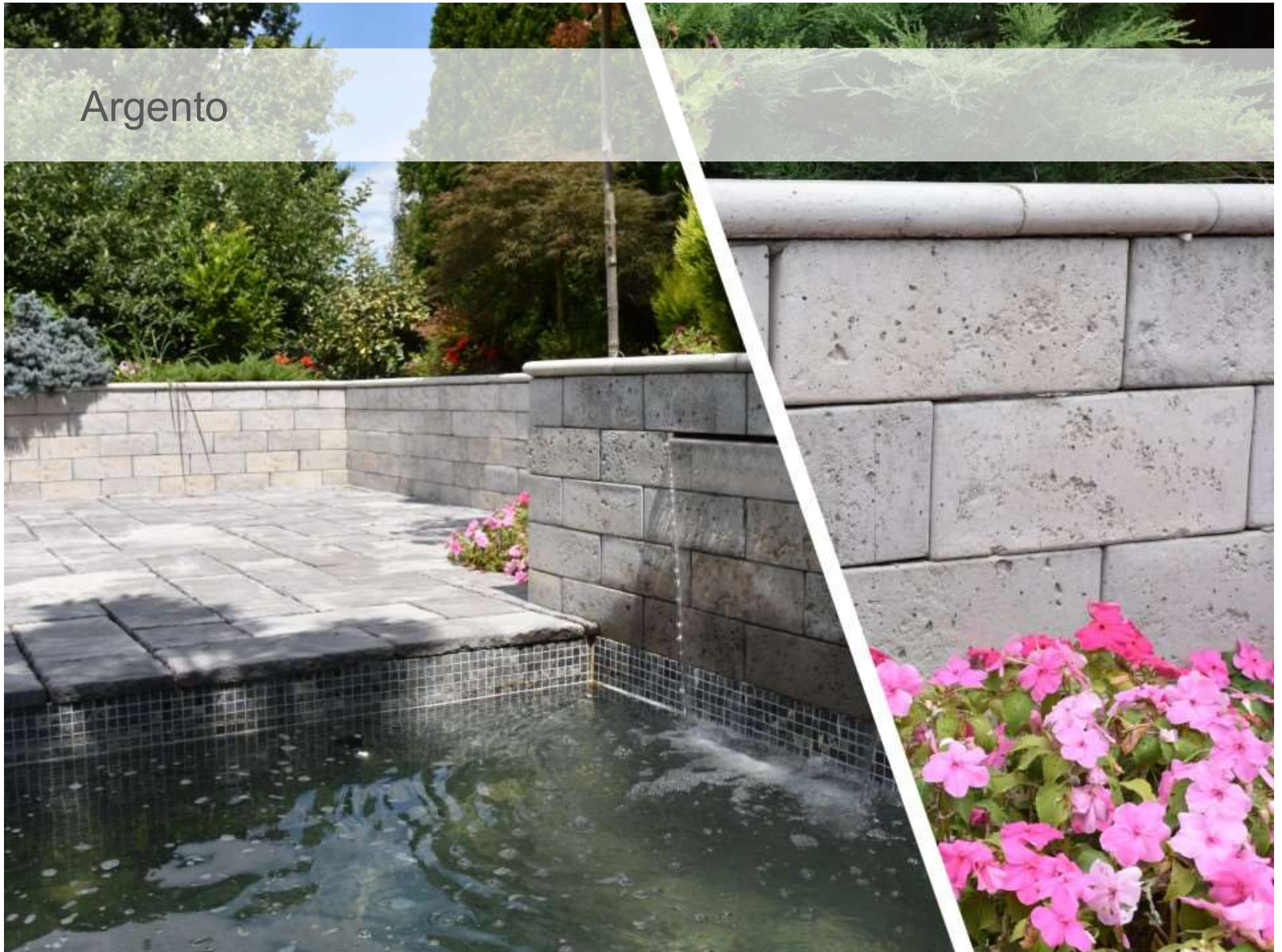
Argento


Wienerberger

- Eleganță discretă.
- Aspect care atrage privirea.
- Sistemul exclusiv de perete Bradstone Argento este îmbunătățit de linii fine de travertin gri-argintiu



Argento



Bellamonte


Wienerberger

- Formate alungite
- Textura vie
- Diversitate a formatelor
- Look contemporan
- Blocuri de gard cu goluri



Bellamonte


Wienerberger

- ▶ Mai multe metode constructive
- ▶ Armare orizontală până la \varnothing 8mm





Greek Garden

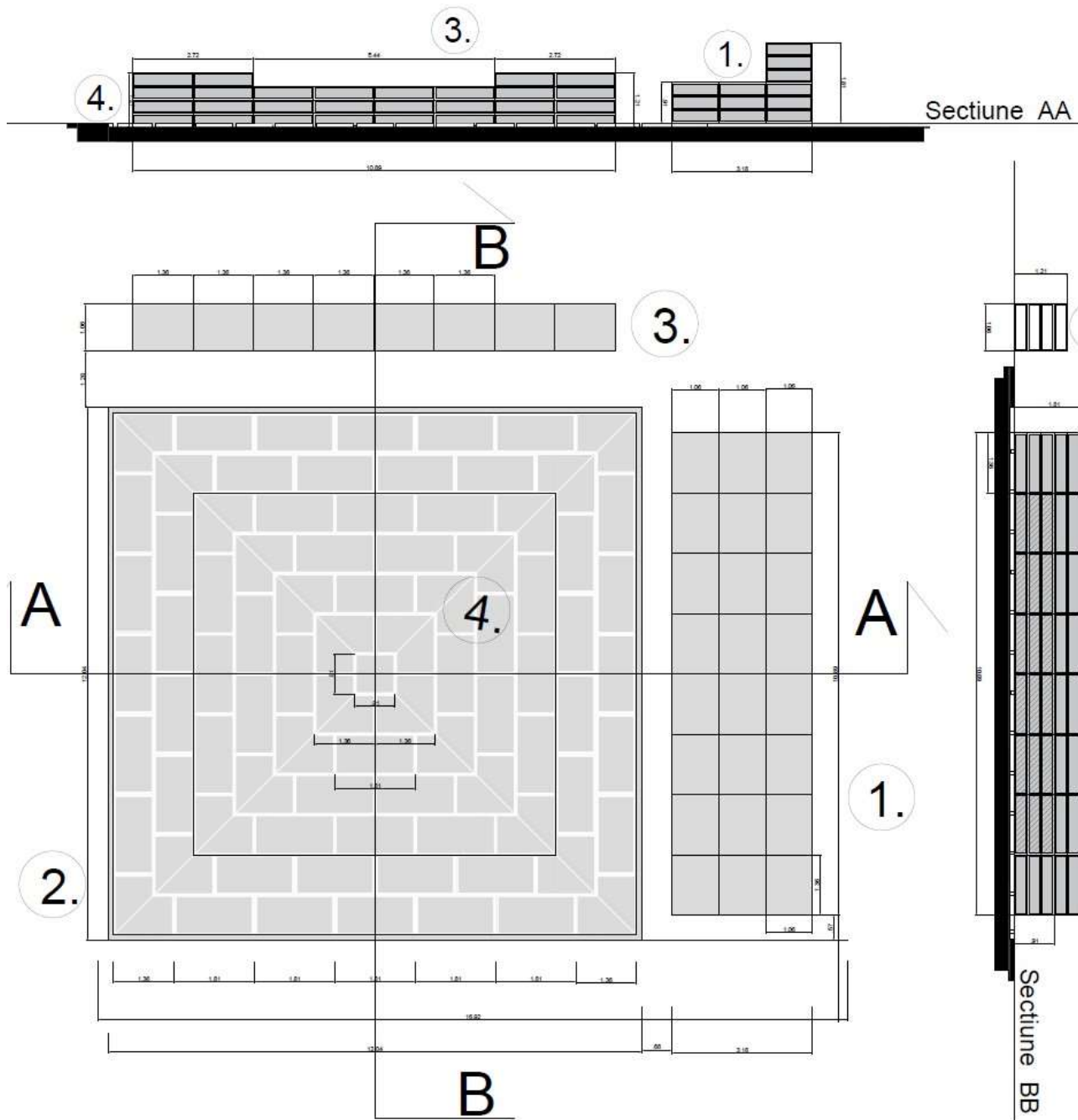
Old Town ivory and textiles

Blue & natural ceramics

Blue furniture

Pink flowers





1. Canapea Bradstone Old Town calcar
2. Bordura perimetrala 16 ml Bradstone Old Town calcar
3. Suport jardiniera Bradstone Old Town calcar
4. Pavaj Bradstone Old Town calcar

- Canapea:
Bradstone Old Town calcar-trepte45x35x10 cm
-108 buc
- Pavaj:
Bradstone Old Town calcar patrat-7.29 mp
Bradstone Old Town calcar rama patrat-7.92 mp
Bradstone Old Town calcar bordura 60x15x4 cm -
16 ml- 30 buc
- Scara suport jardiniera:
Bradstone Old Town calcar-trepte45x35x10 cm -28
buc





Tuscan Garden



Outdoor art exhibition
Madoc shaded beige
Expo wall for paintings
Decorative planters with
rosemary



Olive Moss



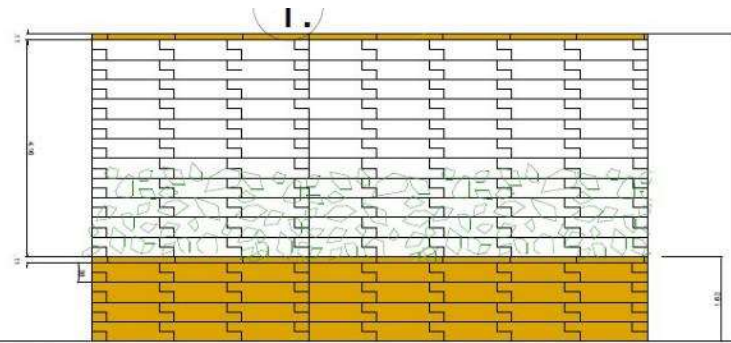
Sunset Boulevard



Tangerine Mist



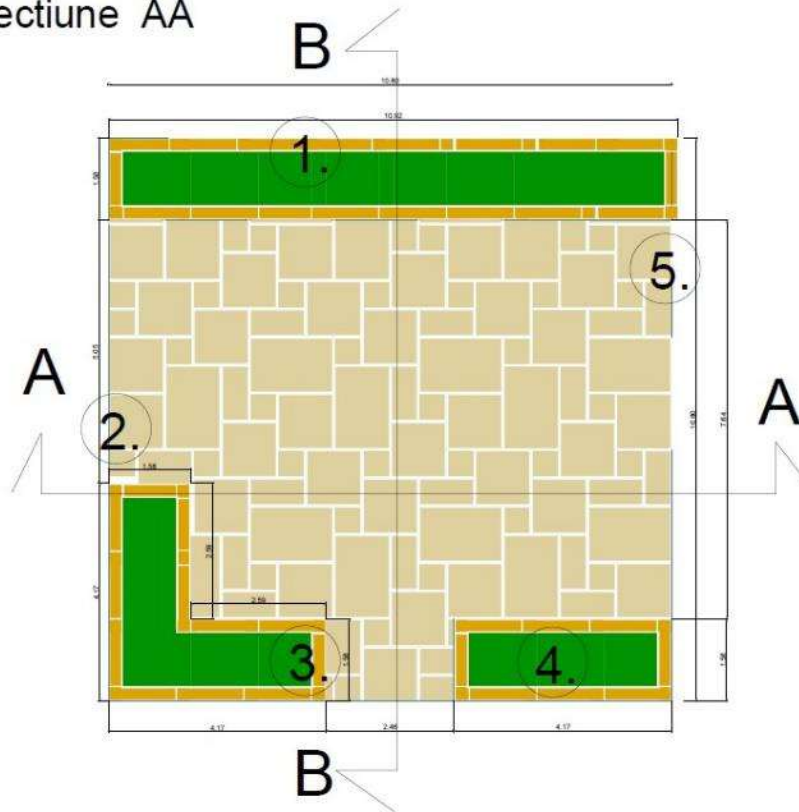
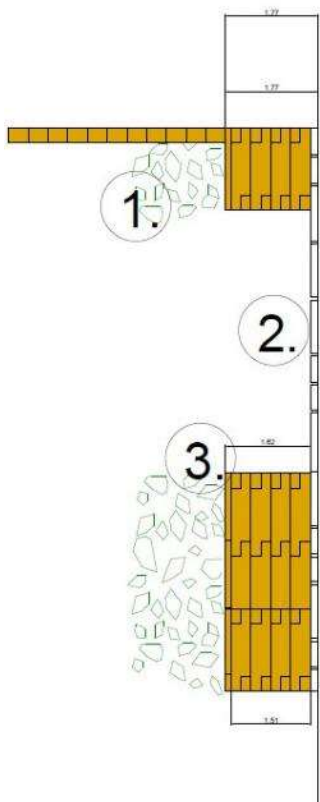
Pink Peach



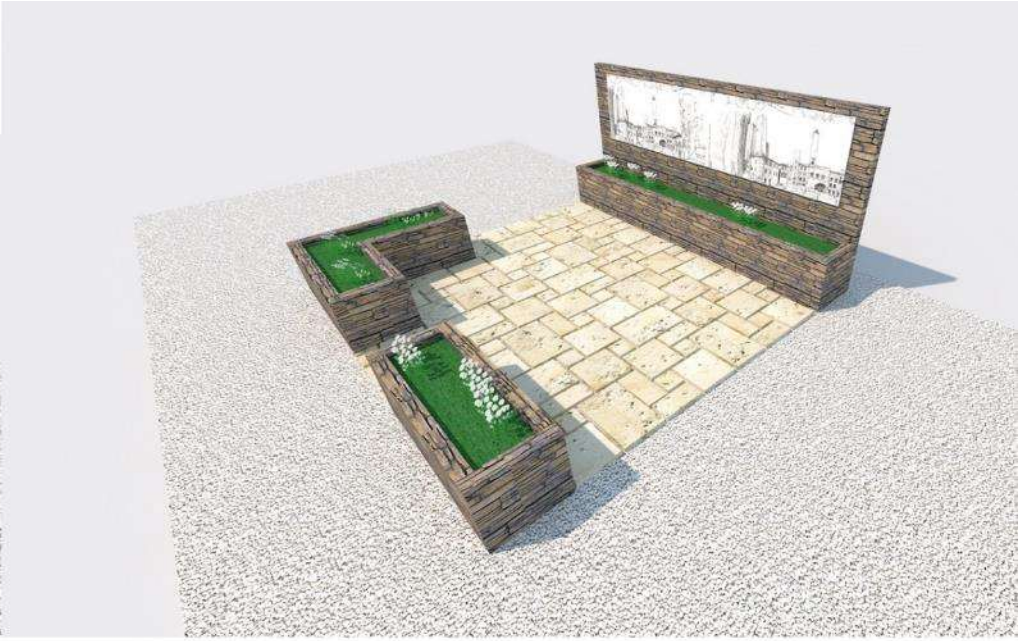
1. Jardiniera Bradstone Madoc - gri bej nuantat
2. Pavaj Bradstone Travero - gresie nuantata

Sectione AA

Sectione BB



-  Bradstone Travero Dala 20x20x3,3-3,7 cm, gresie nuantata 1,5 mp
-  Bradstone Travero Dala 20x40x3,3-3,7 cm, gresie nuantata 1,5 mp
-  Bradstone Travero Dala 40x40x3,3-3,7 cm, gresie nuantata 5,2 mp
-  Bradstone Travero Dala 60x40x3,3-3,7 cm, gresie nuantata 4 mp
-  Bradstone Travero bordura 60x15x4 cm, gresie nuantata 10 buc
-  Bradstone Madoc bloc zidarie Z 58,5x10x14 cm, gri bej nuantat 225 buc
-  Bradstone Madoc bloc complete 11x10x7 cm, gri bej nuantat 10 buc
-  Bradstone Madoc dala capac 47,5x12,5x4 cm, gri bej nuantat 44 buc





Provence Garden

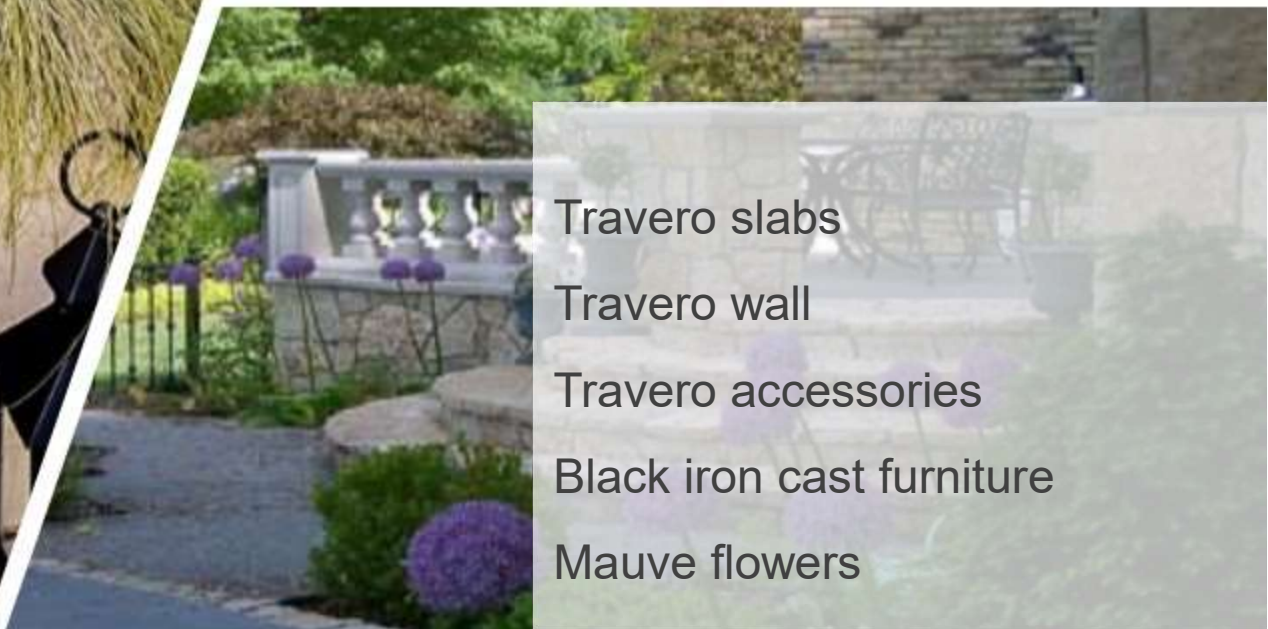


Wood

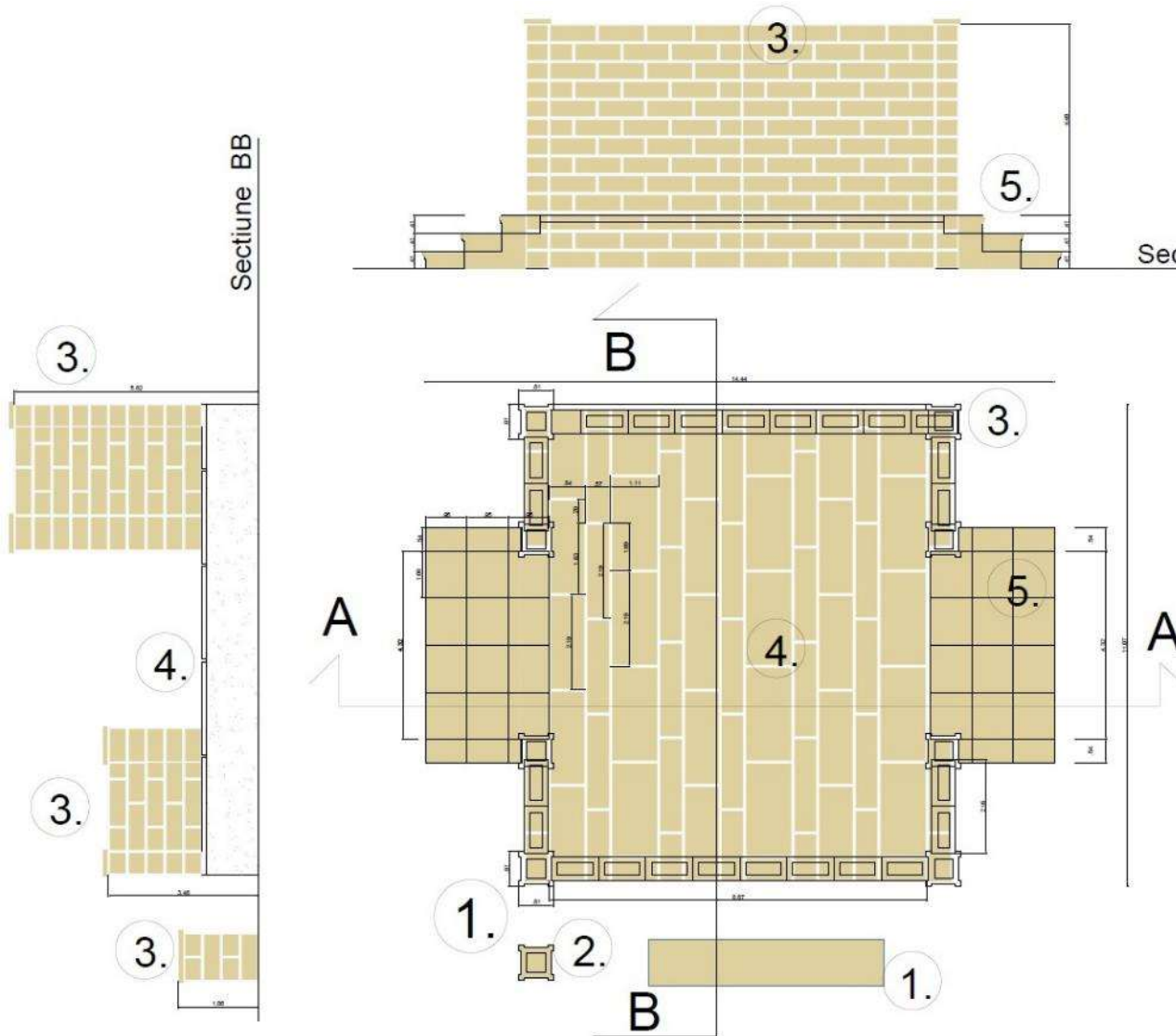
French Lavender



Pear



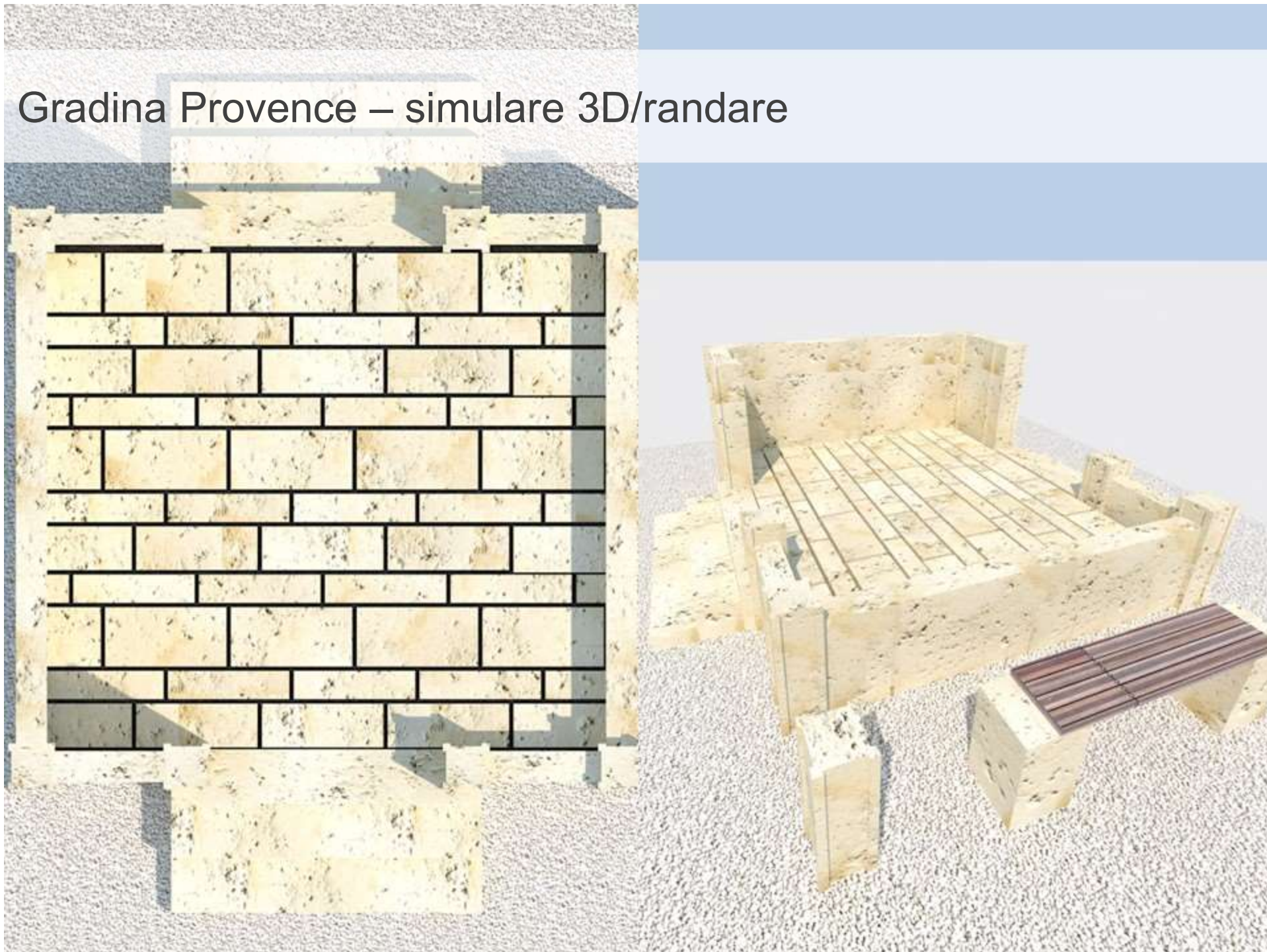
- Travero slabs
- Travero wall
- Travero accessories
- Black iron cast furniture
- Mauve flowers



1. Banca - Bradstone Travero
- gresie nuantata
2. Cismea Travero - gresie nuantata
3. Gard Bradstone Travero - gresie nuantata
4. Pavaj Bradstone travero grande
- gresie nuantata

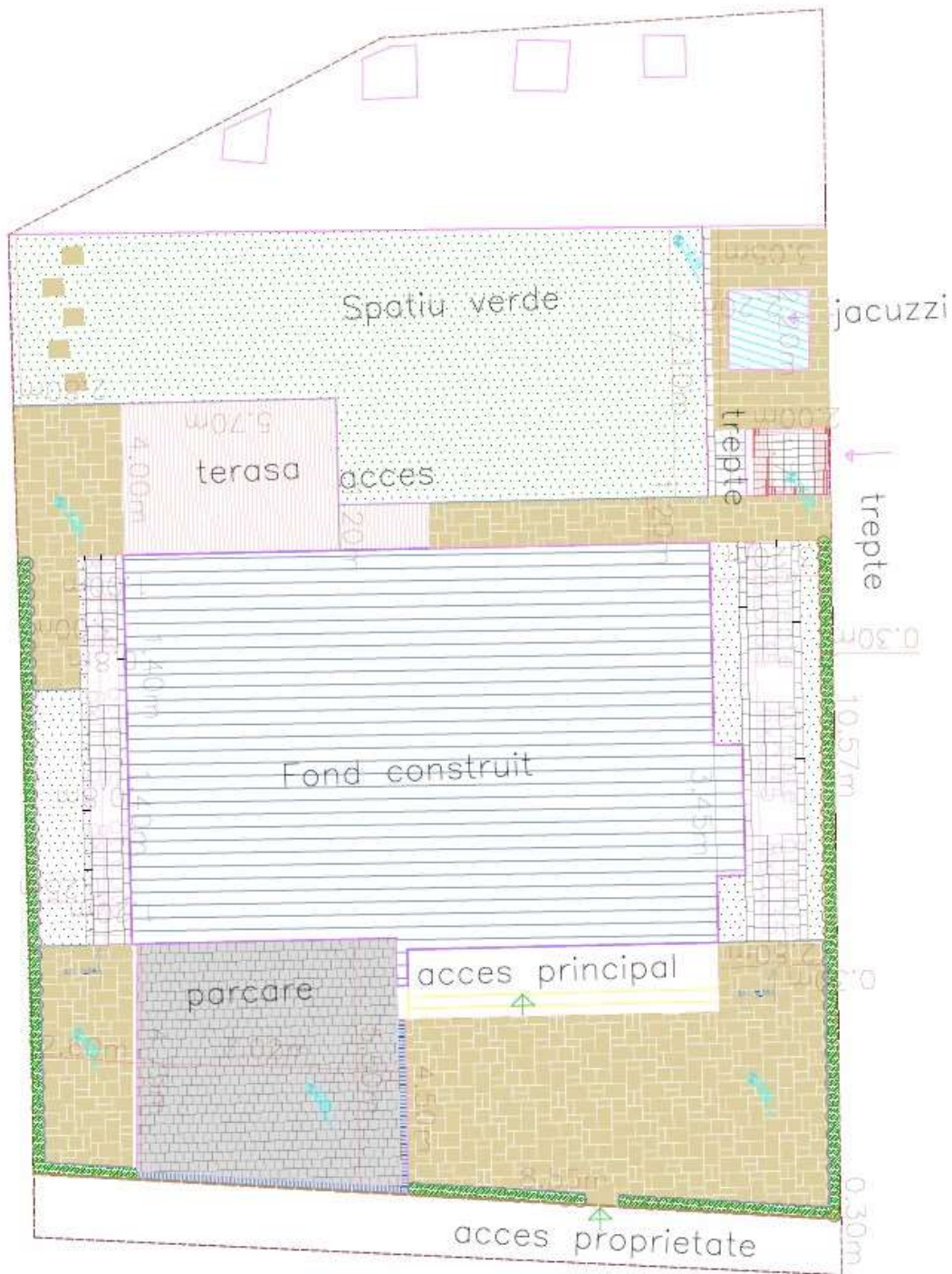
- pavaj**
- Travero Grande dala decorativa 81x21x4,8-5,2 cm, gresie nuantata-30 buc
 - Travero Grande dala decorativa 81x31x4,8-5,2 cm, gresie nuantata-20 buc
 - Travero Grande dala decorativa 81x41x4,8-5,2 cm, gresie nuantata-20 buc
- Parapeti**
- Bradstone Travero bloc stalp 30x30x15 cm, gresie nuantata-90 buc
 - Bradstone Travero dala capac stalp 35x35x5 cm, gresie nuantata-12 buc
 - Bradstone Travero bloc zidarie baza 40x20x15 cm, gresie nuantata-14 buc
 - Bradstone Travero bloc zidarie capac 40x20x15 cm, gresie nuantata-210 buc
 - Bradstone Travero bloc completare 20x20x15 cm, gresie nuantata-60 buc
 - Bradstone Travero dala capac zidarie 50x23x5 cm, gresie nuantata-26 buc
- Trepte**
- Bradstone Travero treapta 40x35x15 cm, gresie nuantata-50 buc

Gradina Provence – simulare 3D/randare









Bradstone Travero, gresie nuantata

BRADSTONE TRAVERO dale 40/20/3,3-3,7 cm gresie nuantata

BRADSTONE TRAVERO dale 40/40/3,3-3,7 cm gresie nuantata

BRADSTONE TRAVERO dale 60/40/3,3-3,7 cm gresie nuantata

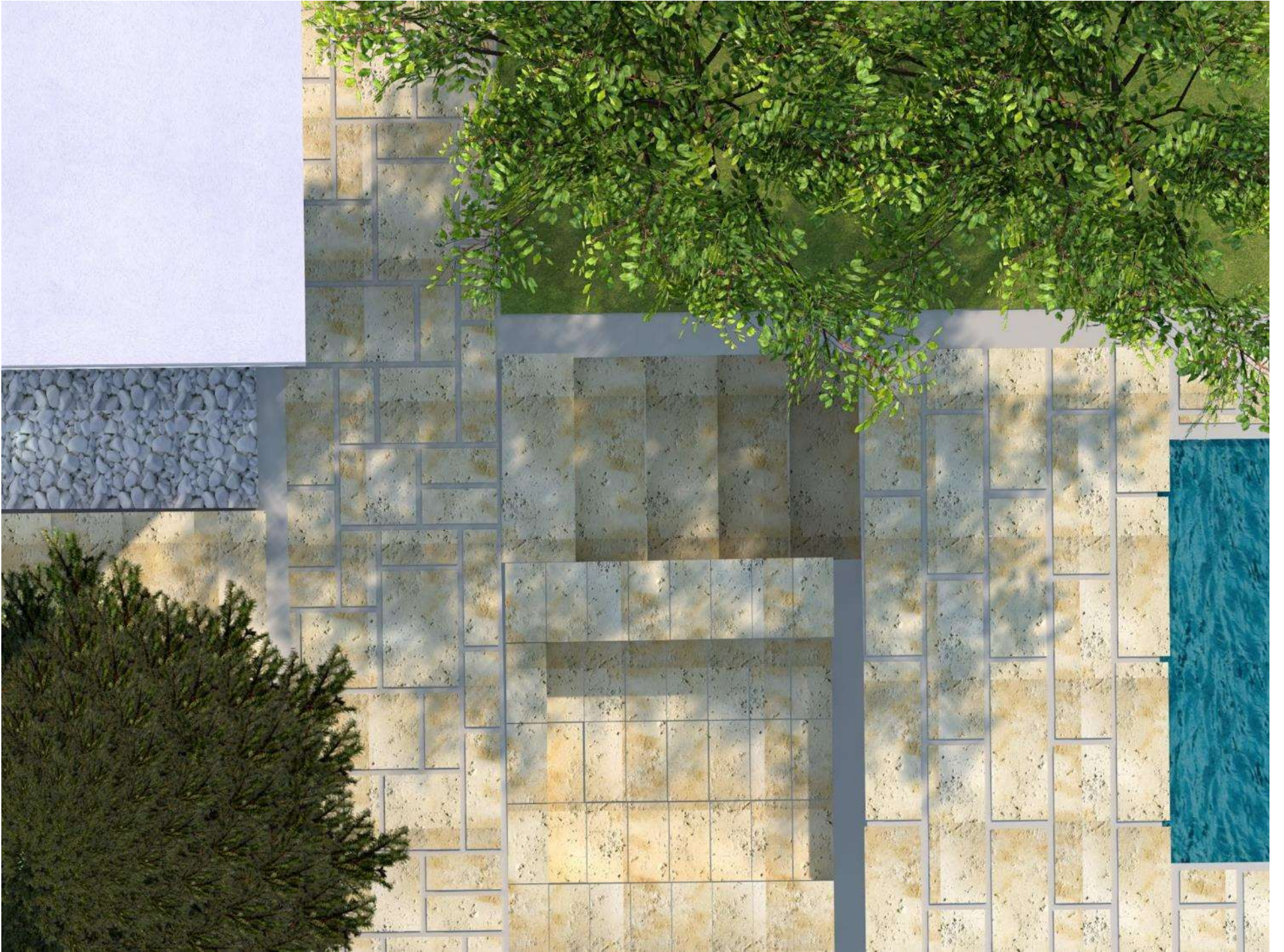
BRADSTONE TRAVERO GRANDE dale fara cant 81/21/4,8-5,2 cm gresie nuantata

Bradstone Old Town - gresie

BRADSTONE OLD TOWN dale de gradina 56/42/3,7 cm gresie

Umbriano, gri marmorat

UMBRIANO dale 25/25 cm - gri marmorat





Oradea - Nymphaea



Oradea - Nymphaea



Czech republic – Trutnov, 2016



13.11.2019

Czech republic - Zábοřany (Prague)

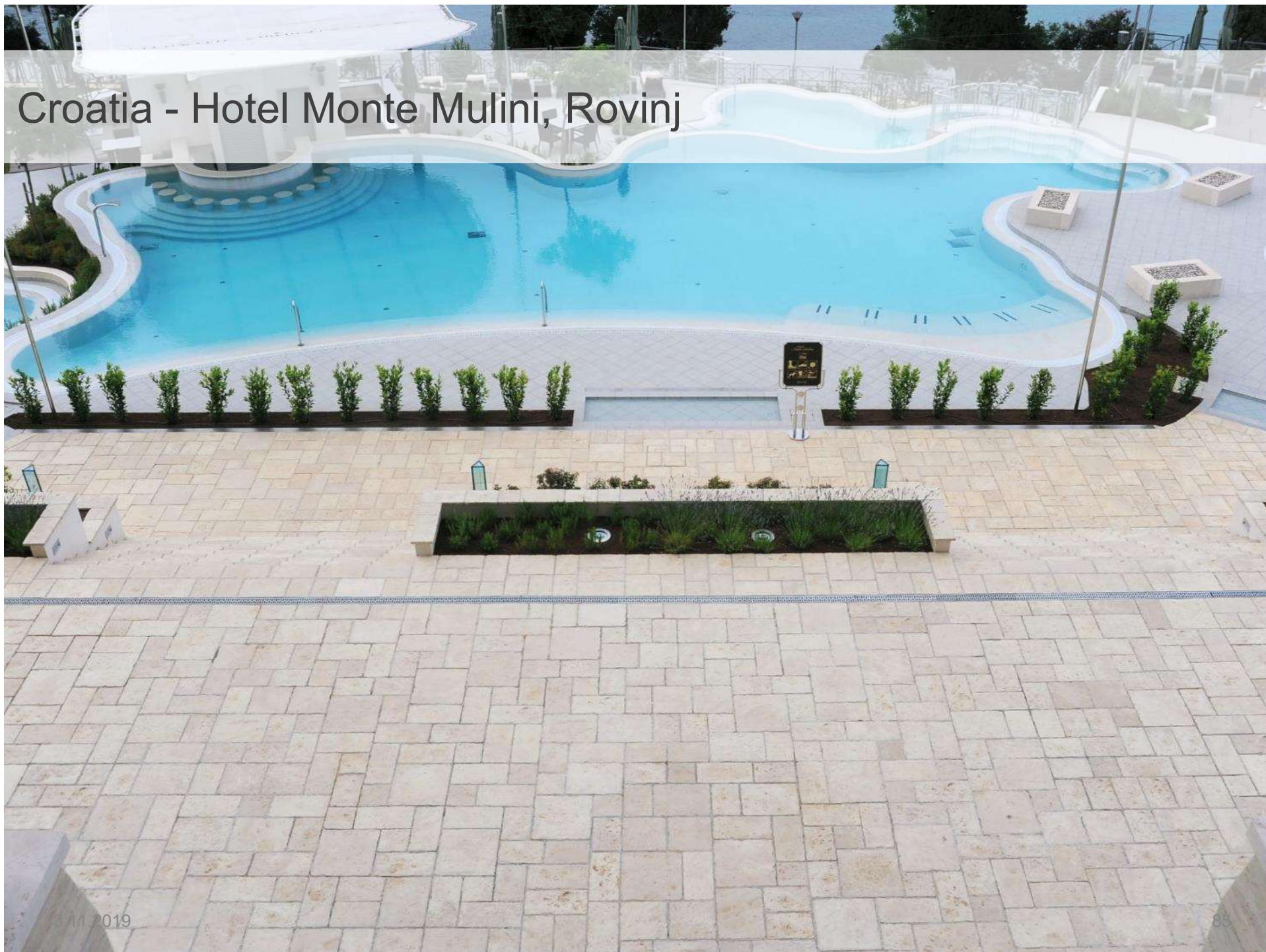


Czech republic - Záboryany (Prague)

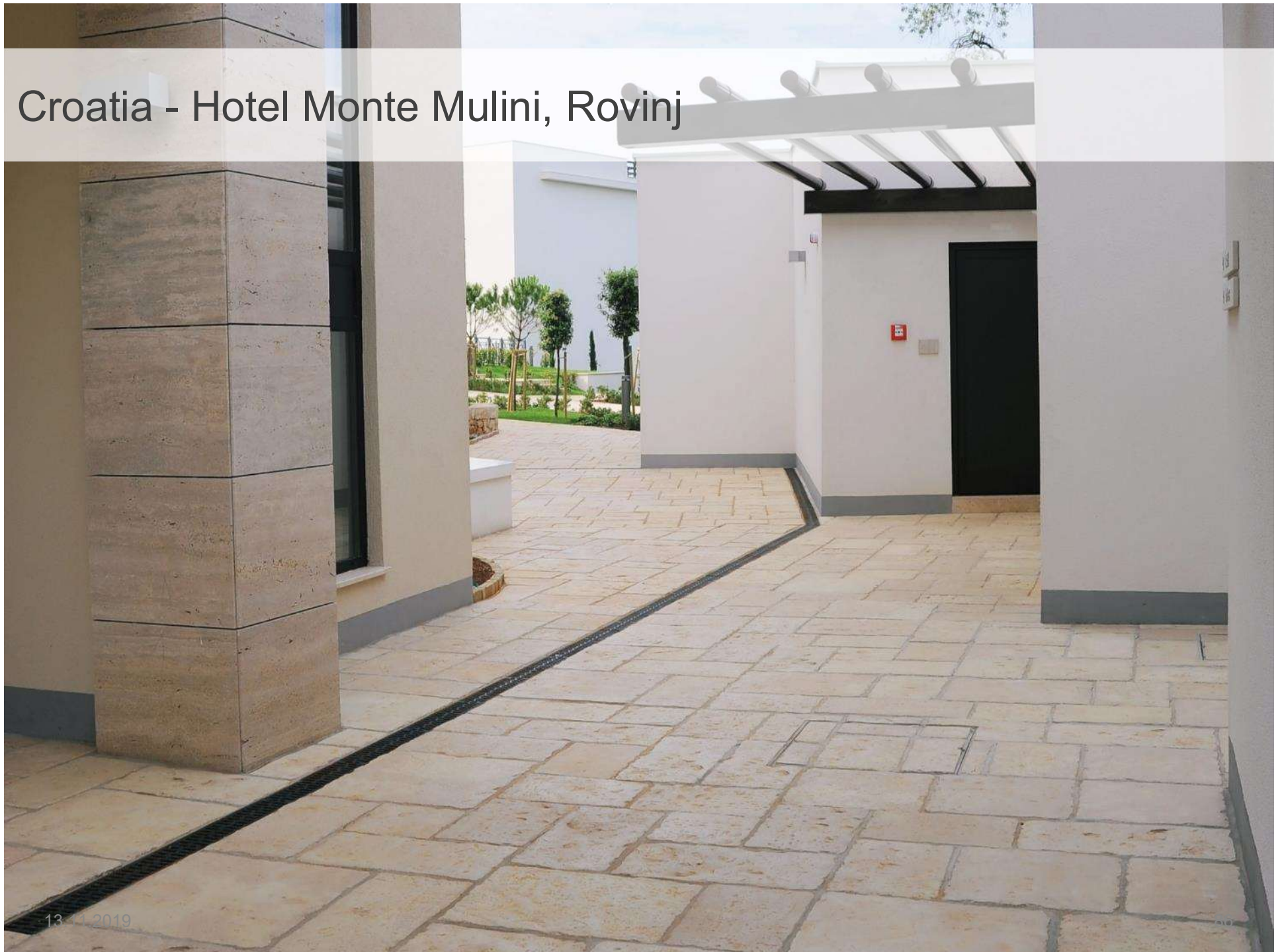


13.11.2019

Croatia - Hotel Monte Mulini, Rovinj



Croatia - Hotel Monte Mulini, Rovinj

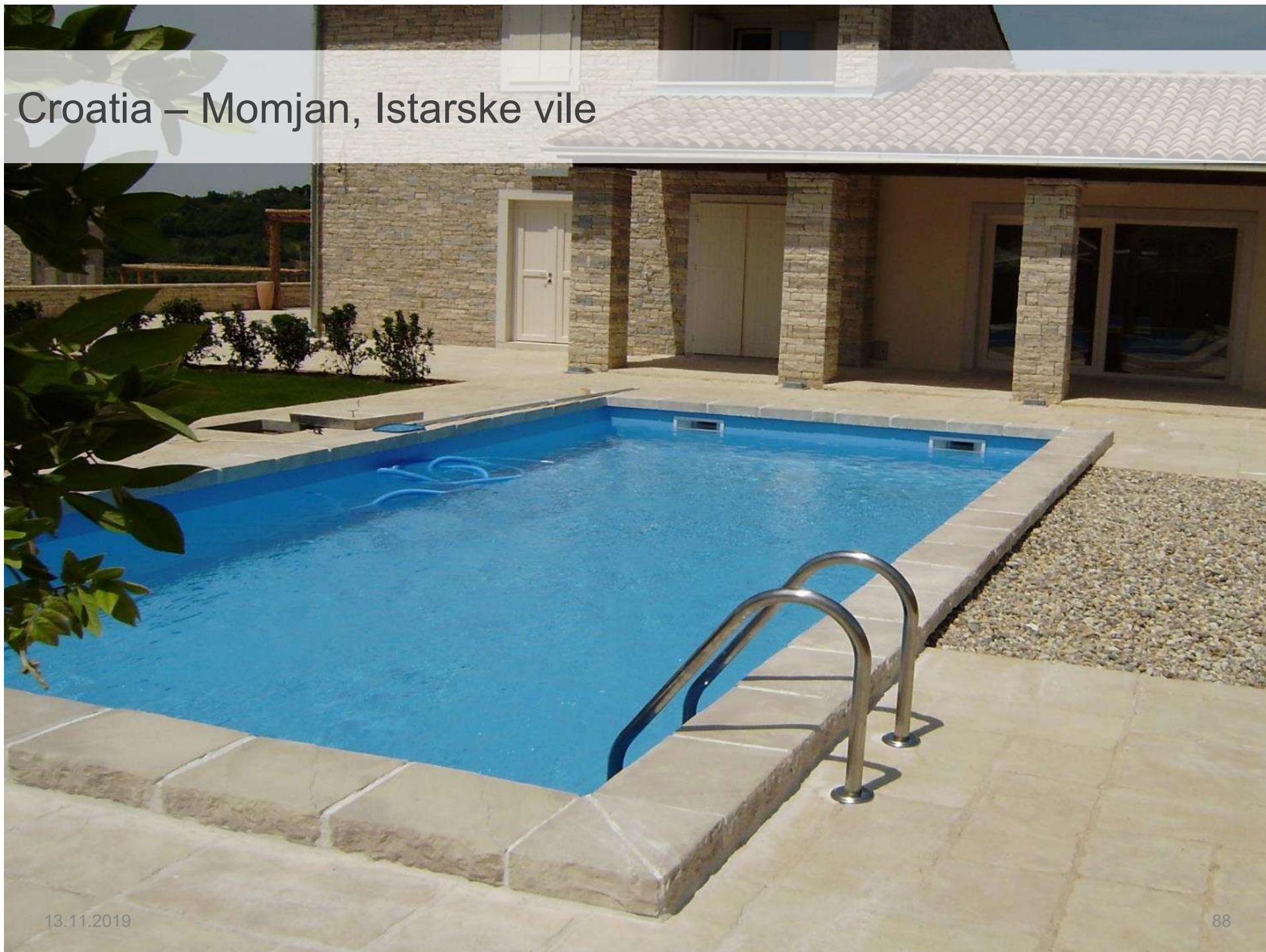


13.11.2019

Croatia – Villas Dadić, Momjan, Istria



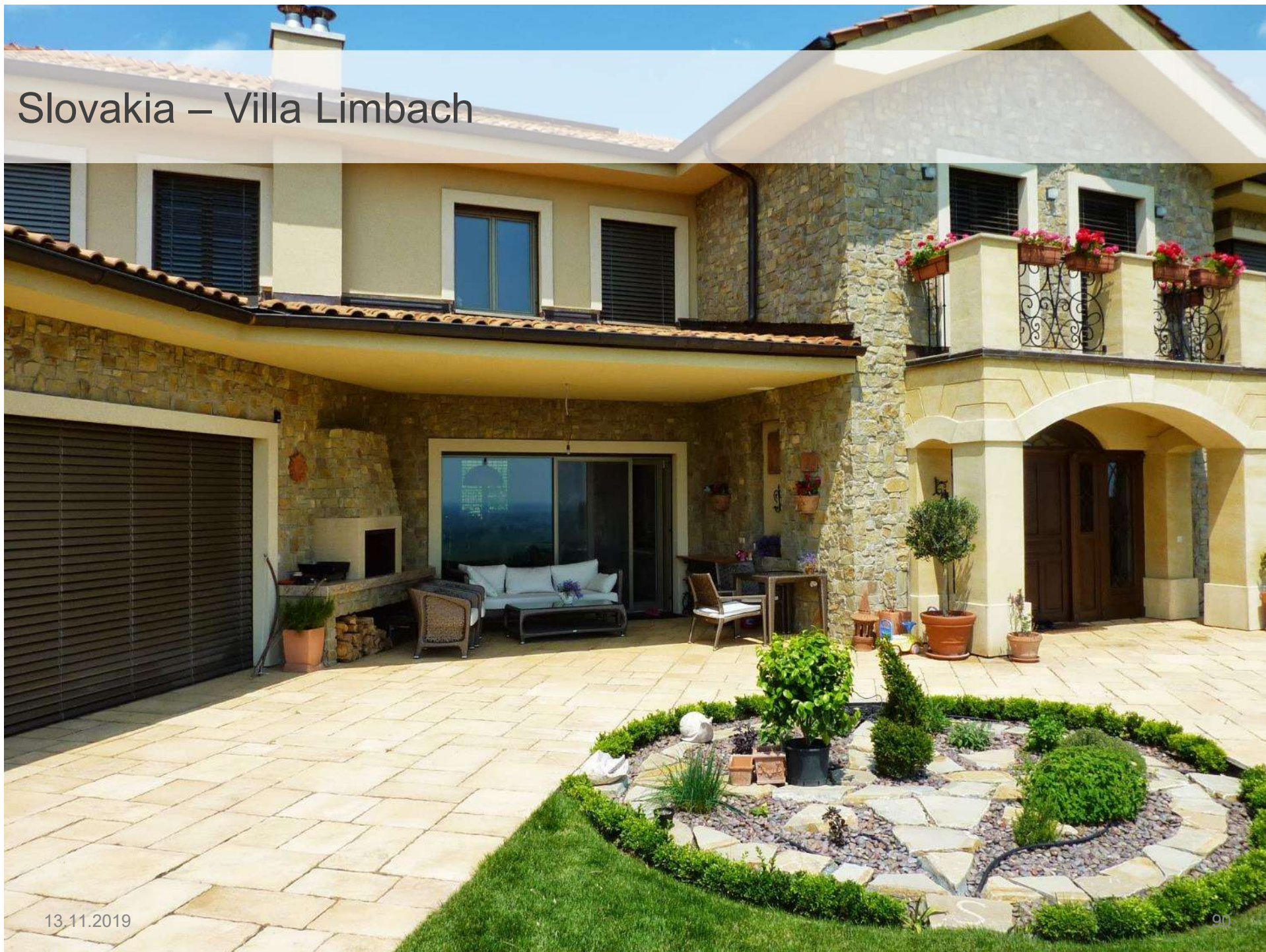
Croatia – Momjan, Istarske vile



Croatia – Villas Dadić, Momjan, Istria



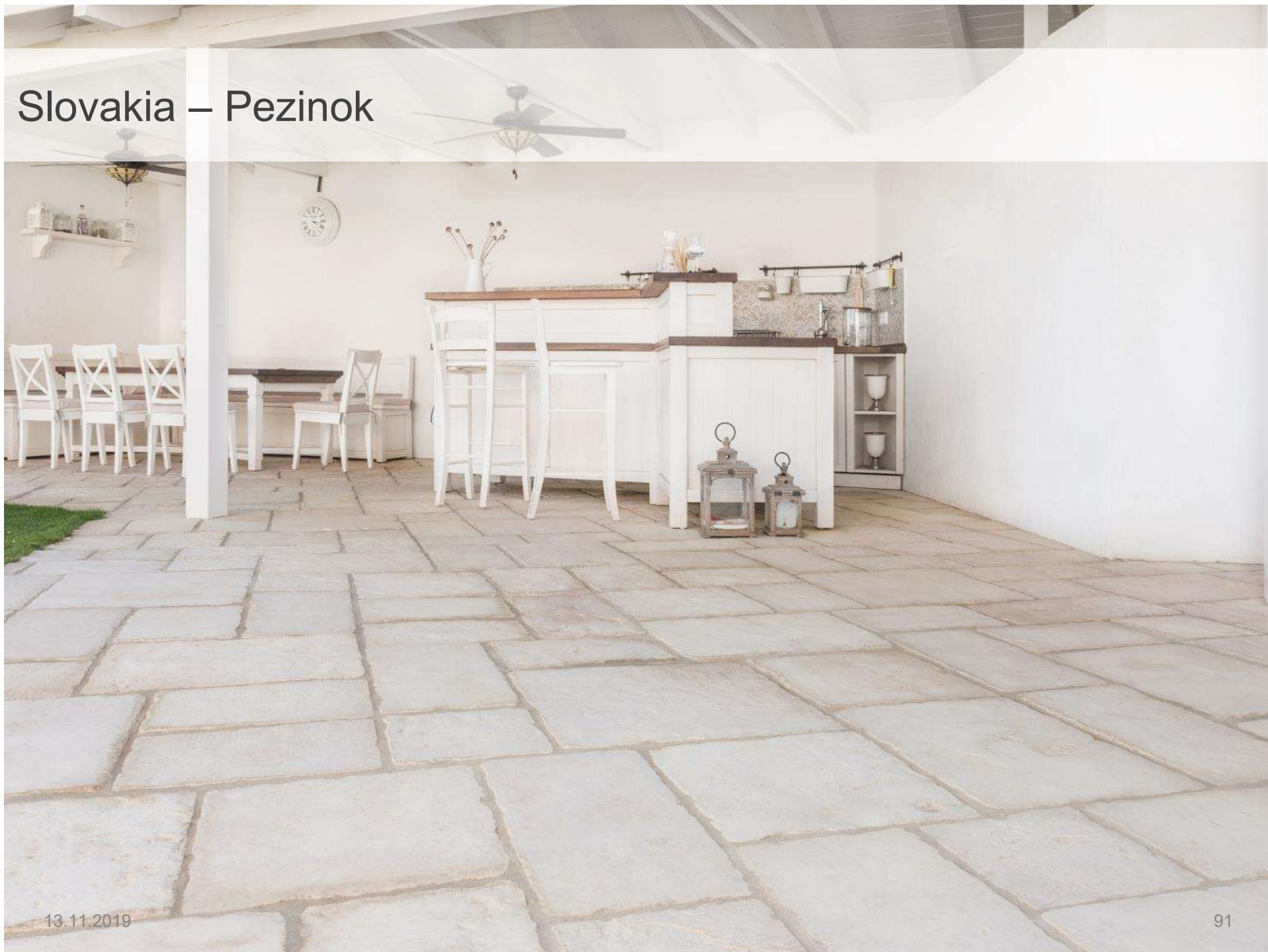
Slovakia – Villa Limbach



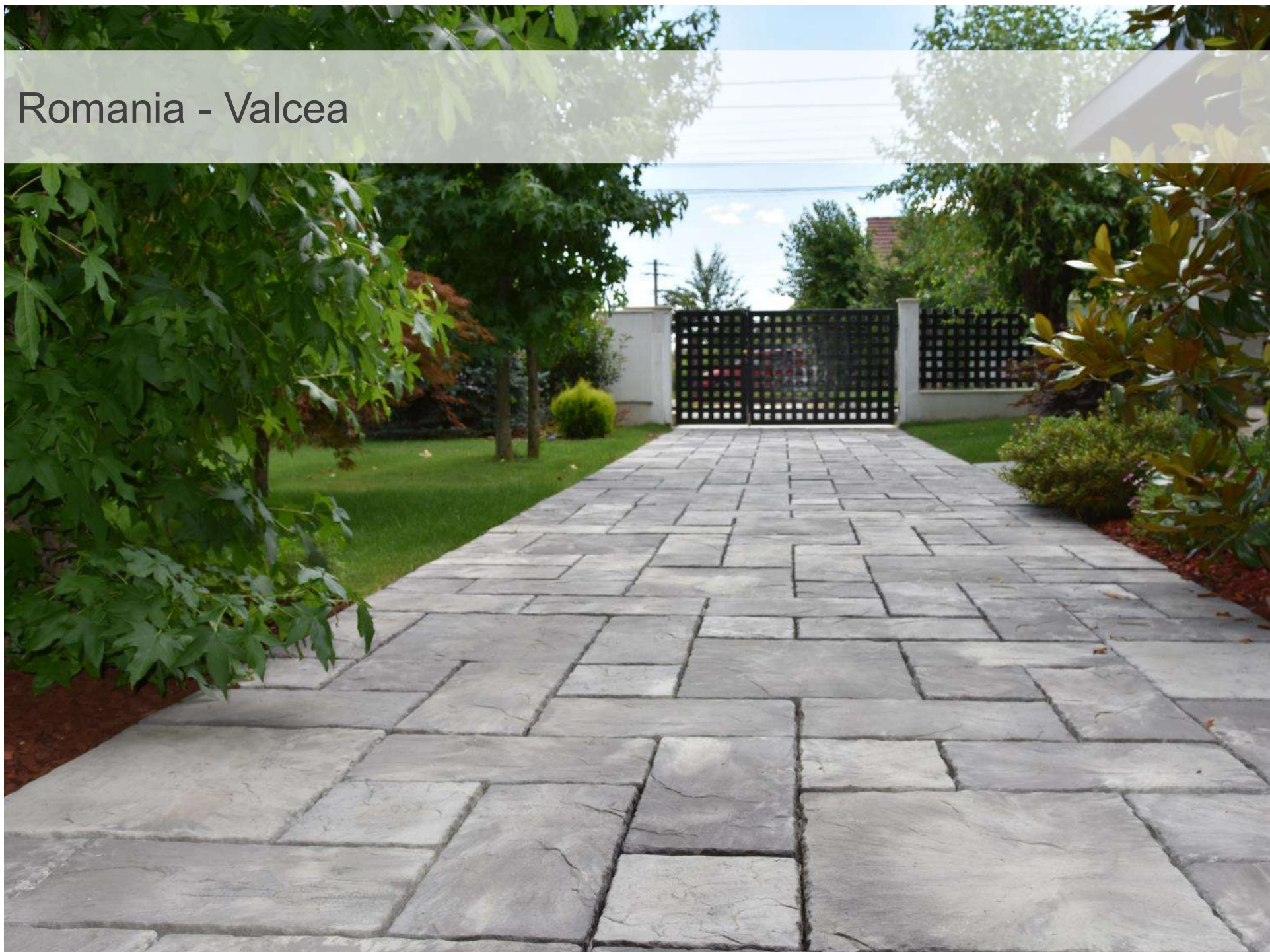
13.11.2019

90

Slovakia – Pezinok



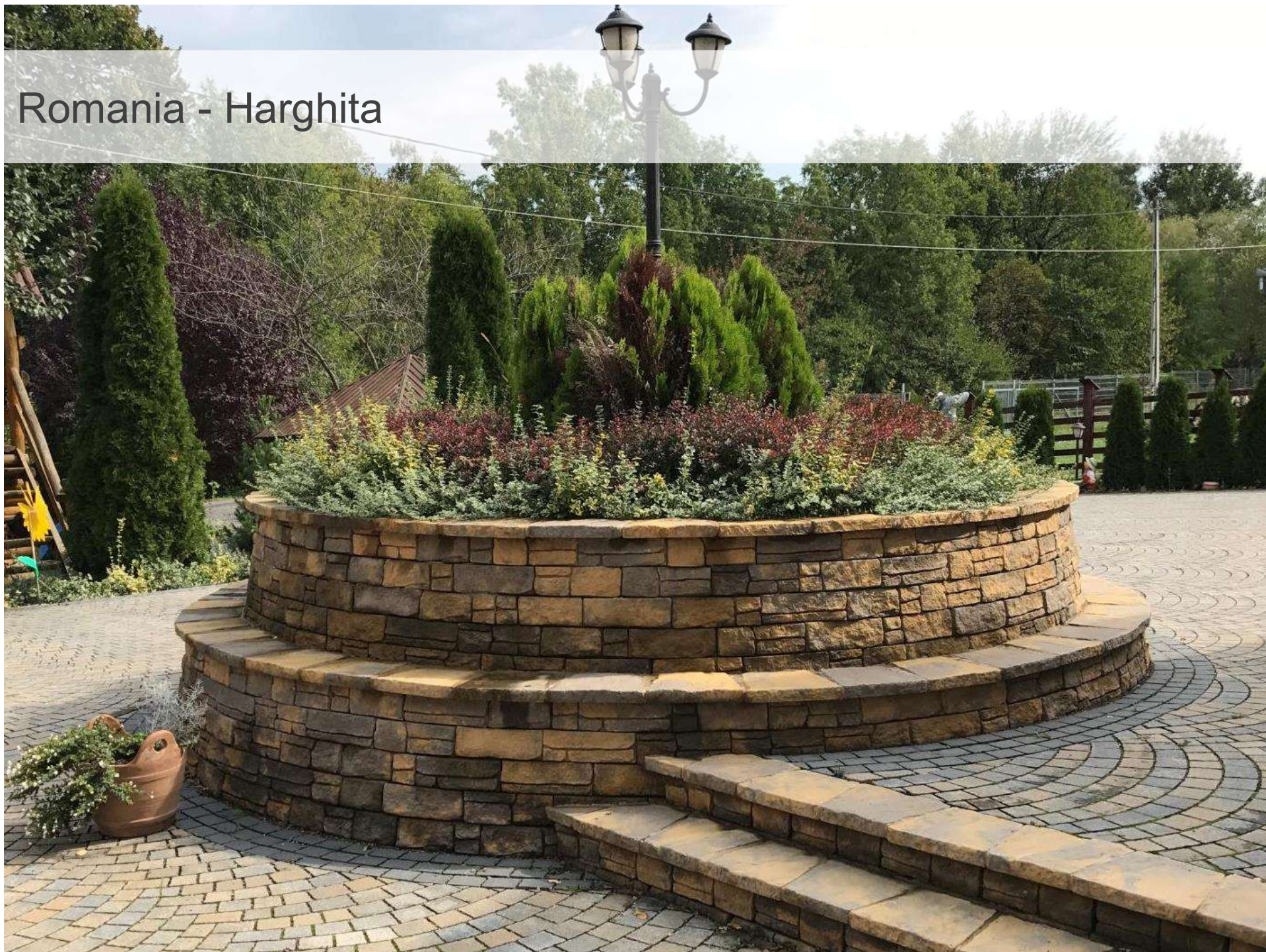
Romania - Valcea



Romania - Valcea



Romania - Harghita



Pietre decorative

Dimensiune:

1-3 cm;

3-6 cm;

6-10 cm;

Culori: alb, cenușiu vulcanic,
rosu vulcanic, rosu nuanțat;



Accesorii

DECO uni separator

Dimensiune: 100 cm;

Pachetul conține 4 buc x 1 m separator și 8 cuie de fixare



Accesorii

Cant aluminiu

Dimensiune: 120x2.6x5.6 cm;

Caracteristici:

- acopera marginile vizibile ale placilor
- previne ciobirea marginilor
- usor de montat



Accesorii – lumina in gradina

Light PRO



Accesorii – lumina in gradina

LED Flex

- RGB
- Alb



Accesorii – lumina in gradina

Spoturi solare

Dimensiuni:

20x20x4.7 cm;

9.6x9.6x4.3 cm;

Clasa de protectie IP67



Solutii de curatare FINALIT

- Nr. 1 – Solutie de curatare intensive
- Nr.4 – Solutie de curatare pete biologice
- Nr.8 – Solutie contra ruginei
- Nr.9 – Solutie de curatare pete de var si ciment
- Nr.10 – Solutie antimucegai
- Nr.11 Solutie de curatare a petelor de grasime si ceara
- Nr.21S – Solutie de impermeabilizare primara/amorsa
- Nr. 22 – Solutie de impermeabilizare
- Nr. 25 – Solutie de impermeabilizare premium



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