

- Elia Bolzan,
owner of the
Italian
Friulparchet
compartment.

“We understand
wood, we love it,
we respect it”

The Friulparchet story began long ago in 1927 and is the tale of a family that has dedicated three generations to discovering each and every secret in the working of wood and the production of parquet. Painstaking attention to detail, the pursuit of the highest quality finishes, and the careful selection of the various types of wood at their sites of origin are all expressions of the family's passion and desire for perfection that have been passed down from father to son. This is matched by constant attention to innovation that has led to the progressive development of technologically avant-garde productive processes and equipment and a particular sensitivity to evolution in architecture and interior decor.

Elia Bolzan mentioned all this and more.

Can you describe your company in twenty words or less?

Elia Bolzan: Historical, modern, craftsmanlike, innovative, flexible, attentive, curious, dedicated, hard-working, helpful, precise, respectful, painstaking, certified...

What are your company's strengths, and which “tools”

will give you an edge for both distinction in the market and continued serenity in these difficult economic times?

Elia Bolzan: The words above represent the characteristics we need to face this “delicate” historical moment that is currently putting us to the test. “Serenity” might not be the right word, but we're trying.

Why should a dealer choose Friulparchet?

Elia Bolzan: I think that the difference for dealers today is made by not only choosing the right products and a company capable of producing a complete line but also a partner who can offer service and reliability while working with all the professional expertise and ethical responsibility that we adopt.

What are you currently focusing on at product level?

Elia Bolzan: We're working on improving our finishes and the surface treatments we apply to our larger formats because we think that the market is turning more and more to particular products and the needs of restructuring. We've also been concentrating on the innovation and exclusivity of certain products.



Elia Bolzan.

Is there any one idea (project or particular result) of which you're particularly proud?

Elia Bolzan: Of course, the fruit of long research and substantial investment: Alexxander, our pride and joy parquet made from old Teak wood recovered directly onsite from buildings constructed 100 years ago in Asia.

We first used it only in artistic patterns, but for the past few years now we've been offering it also as pre-finished layered parquet.

I'm also proud of the latest innovation that we're perfecting as we speak and will soon be presenting. I can't tell you much, however, because it has to be a surprise, but I can say that it's going to be something unique in our sector.

In conclusion, what advice would you give to wood floor dealer right now?

Elia Bolzan: We put out heart and soul into our product when we describe it: wood "speaks" to us and tells us how it needs to be cut, dried, and worked. Every single plank or strip we produce is the fruit of sacrifice.

Other people will say this is ridiculous, and that it's better

to sell quickly and not waste time talking about materials and how they are worked. That might be true sometimes, but when customers bring products back with complaints, it speaks for itself.

I think that anyone who sells wood floors must first convince themselves that wood is a noble product that is capable of giving a lot, a product that must not be sold only as a complement to other products. You really have to understand this, love the product, and propose it to final customers with all the information they need to feel the same way.

All too often, parquet is sold as if it were any other inert or "artificial" product, when its biggest strength is the fact that it is alive and natural. Our company remains at the complete disposal of anyone who wants to share this wonderful product with us... 🌍

