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PHILIPPINES

Technical report: Activities in Italy*

Prepared for the Government of the Philippines
by the United Nations Industrial Development Organization

Based on the work of: Gabriele Varena
Consultant in Surface Finishing of Furniture

Backstopping Officer: A. V. Bassili
Agro-based Industries Branch

* This document has not been edited.

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I n t r o d u c t i o n

As a result of the first phase of the consultant's mission the need for the consultant to spend a few days in Italy has been identified. This would allow him to document himself on the recent developments in surface finishing products and procedures, especially gilding, and provide a better help to the factories assisted in the Philippines. During the first phase of the mission the following problems were identified:

- o The cycles utilized for the finishing of reproduction furniture are excessively long (American style);
- o No knowledge on better finishing techniques and non-availability in the Philippine market of the suitable paints for shorter finishing cycles;
- o Gilding of furniture is not properly performed and the results obtained are very poor. Also in this area, the non-availability in the Philippines of suppliers of materials and tools was noted.

Furthermore, one of the assisted factories has been identified as a potential supplier of hand-decorated reproduction furniture and, in order to help the development of this kind of product, it was necessary for the consultant to find the most suitable kind of paints, solve problems of compatibility between different paints and identify techniques of antiqueing.

In order to find a solution to all these problems, a short mission to Italy by the consultant was considered necessary.

Activities Performed during the Mission to Italy (15 to 24 April 1991)

15 April 1991

The consultant left Grosio, Vernuga at 4.30 am, reaching Rimini 11:00 am. In the early afternoon he visited the CSR Training Centre (woodworking training centre).

In the late afternoon and evening (4:00 pm to 10:30 pm) he had a meeting with Mr. Valentino Gabrielli (Via Sagrado, 4 Rimini [FO]).

Mr. Gabrielli is the founder and director of the CSR Woodworking Training Centre and was previously a teacher of Furniture Finishes in CSR and is now teaching furniture finishes at the San Patrignano community. Mr. Gabrielli is experienced in gilding of furniture decoration and restoration of antique furniture and paintings. Gilding techniques, finishes for reproduction furniture and furniture decoration have been thoroughly shown to the consultant through practical samples and demonstrations by Mr. Gabrielli. Samples of materials for gilding were supplied by Mr. Gabrielli to the consultant.

16 April 1991

Early morning: purchase of glues, gypsum, and burnishing tools from a shop in Rimini as per the advice of Mr. Gabrielli.

The consultant left Rimini 8:40 am for San Giovanni al Natisone (UD).

At 2:00 pm, he met with Mr. Guiseppe Agliati, president of Adler Friuli Spa Chemical Industry (Via Nazionale, 85 San Giovanni Al Natisone [UD]). The opportunity of penetrating the Philippine paints market and setting up a joint-venture to produce paints for furniture there have been thoroughly discussed.

During the afternoon, from 2:00 pm to 7:30 pm, the consultant did the following:

- o He had a meeting with the technical staff of Adler Friuli to discuss the types of finishes suitable for the items produced by the furniture companies in the Philippines assisted by the project. A picture of furniture items at different finishing stages were shown by the consultant for a better understanding of the problems and to identify the shortest and most suitable painting cycle to be recommended to the factories assisted.
- o The consultant produced samples using the same species of wood (Lauan - Shorea negrosensis) utilized in the Philippines.

17 April 1991

The full day from 8:00 am to 7:30 pm was spent with the personnel of Adler Friuli preparing samples and studying the most suitable antiqueing techniques. During the day, Mr. Furlan (Administrator of the Adler Friuli firm) accompanied the consultant on a few company visits for a better understanding of the requirements for the finishing of chairs based on different market experiences.

The possibility of sending samples of paints to the Philippines, free of charge, to start penetration of the local market has also been discussed.

These products were to reach the Philippines just in time for use by the consultant during the second phase of his mission. The president of Adler Friuli will also visit the Philippines soon to seek local partners and guarantee continuity of supply of paints to the Philippine furniture industry.

18 April 1991

From 8:30 am to 12:00 noon, the consultant visited the firm:

Oliva Franco
Sedie in Stile e Curvate
30 v. Papa Giovanni
Corno di Rosazzo (UD)

Mr. Franco Oliva produces a nitrocellulose paint pigmented with gold dust to finish reproduction of old chairs. Samples of this kind of finish were shown and provided to the consultant. All aspects of paint preparation and application were demonstrated to the consultant by Mr. Franco Oliva.

In the afternoon, from 2:00 pm to 6:00 pm, the consultant visited the factory:

S.C. Spriano Cornici S.r.L.
 Strada dei Pioppi 15-Z.I.
 33 047 REMANZACCO UD

This factory specializes in the production of gilded picture frames. Mr. Alessandro Morossi from the factory's staff accompanied the consultant during his visit.

All aspects of finishing, from the preparation of surfaces up to the final application of the protective lacquer were carefully demonstrated with the execution of all the practical steps. Technical specifications related to the products utilized were also provided to the consultant.

The evening was spent by the consultant with the Adler Friuli firm to inform them on the kind of products he would use for the preparation of surfaces before gilding so that they may be prepared and send their products to the Philippines with the others.

19 April 1991

During the morning from 9:00 am to 12:00 noon, the consultant visited the company:

IMPEX S.r.L.
 Piazza Indipendenza 12
 33052 CERVIGNANO del Friuli (UD)

This factory buys and sells worldwide hand-decorated furniture "stile veneziano". Brochures and samples were shown to the consultant. The firm seemed interested in buying from the Philippine low cost products of reasonable quality to sell in Europe and the USA. Limits of time prevented the consultant from visiting the factories producing for IMPEX which are located very far from Cervignano and mainly in the Milan-Como area. The person contacted was Mr. Enrico Alessandrini who is in charge of the Marketing Office.

23 April 1991

The consultant spent the full day visiting the firm:

FABBRICHE RIUNITE METALLI S.P.A.
 Via Novara, 35
 20081 ABBiateGRASSO (MI)

This is a company known worldwide which produces materials and tools for gilding.

The consultant was assisted during the visit by Mr. Savio Galoppo (Export Sales Executive). Mr. Galoppo gave the consultant all the know-how necessary to perform gilding with real gold; samples of different materials for gilding were supplied free of charge to the consultant for his mission to the Philippines. A set of gilding tools and real gold was purchased by the consultant in order to perform gilding demonstration on furniture.

This firm is particularly interested in the Southeast Asian market and is willing to expand its activities to cover the Philippines. It is important

for them to identify a reliable representative firm for the distribution of their products to the Philippines.

Another couple of days were also spent by the consultant, on his own, partly in his shop and partly in the finishing shop of a friend, owner of a furniture factory, to prepare samples of finishes for reproduction of old style furniture according to the Italian taste and traditions. Finishes were also applied to previously prepared carved wooden samples.

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Based on the work of: Gabriele Varena
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ANNEX I

COMMENTS OF SUBSTANTIVE OFFICER

We are confident, from the expert's detailed account, that the factories he visited in Italy were appropriate and that the specific finishing techniques investigated and the samples prepared were both relevant and useful to the firms receiving the assistance in the Philippines.