



# NATURAL WOOD BEAUTY

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## EXTERIORS

Prodema

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ProdEX



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# EXTERIORS

**Liberty Place, Sydney**  
2014 WAF Winner - Office category





## Prodema in the world

● Prodema Representatives

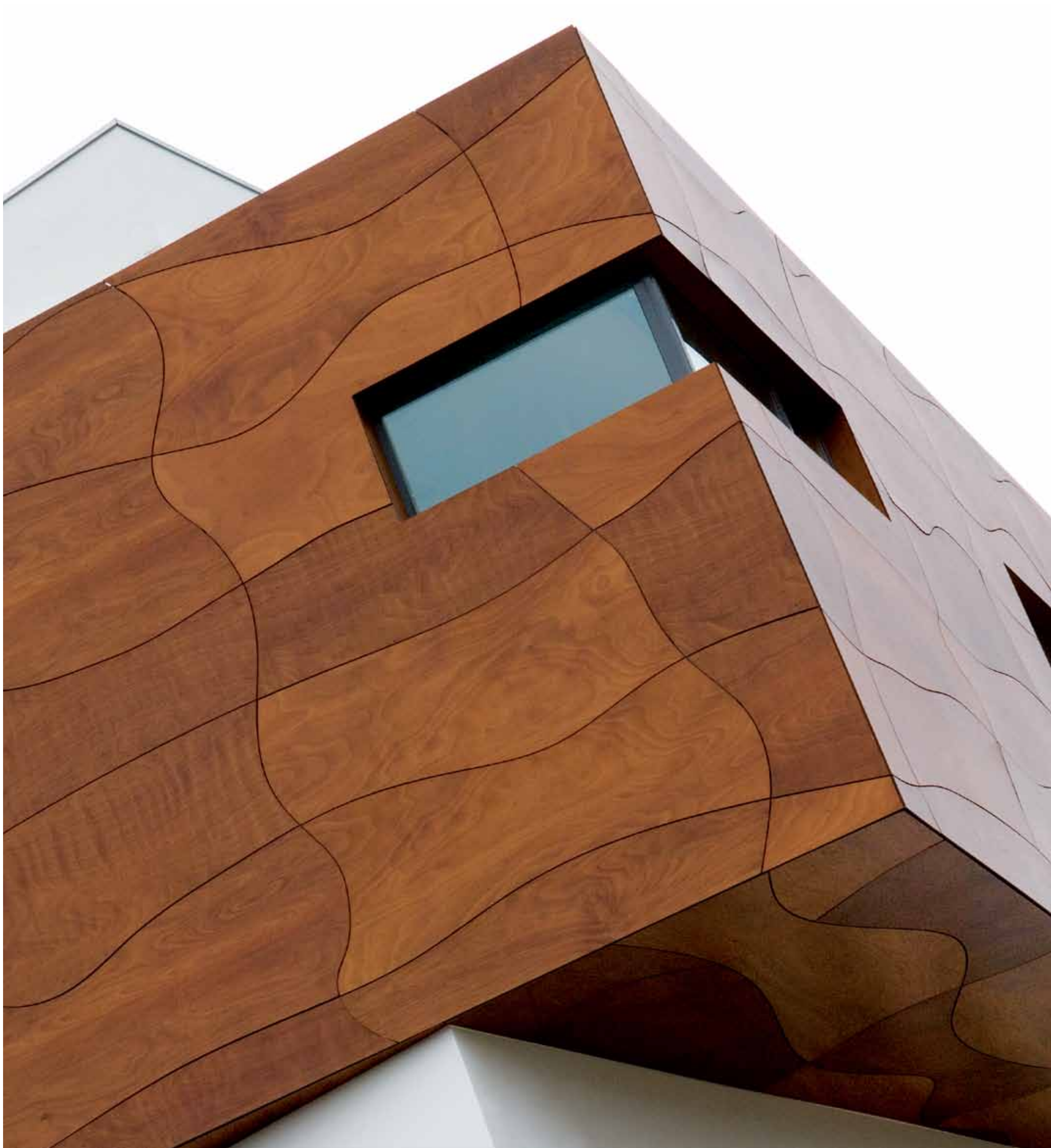




A photograph of a large, ancient tree in a sun-dappled forest. The tree has a thick, gnarled trunk and a dense canopy of green leaves. Sunlight filters through the leaves, creating a pattern of light and shadow on the forest floor. A large, solid brown rectangular panel is overlaid on the right side of the image. In the top left corner, there is a dark green rectangular box containing white text.

**1 NATURAL WOOD  
BRINGS YOUR  
PROJECTS TO LIFE**





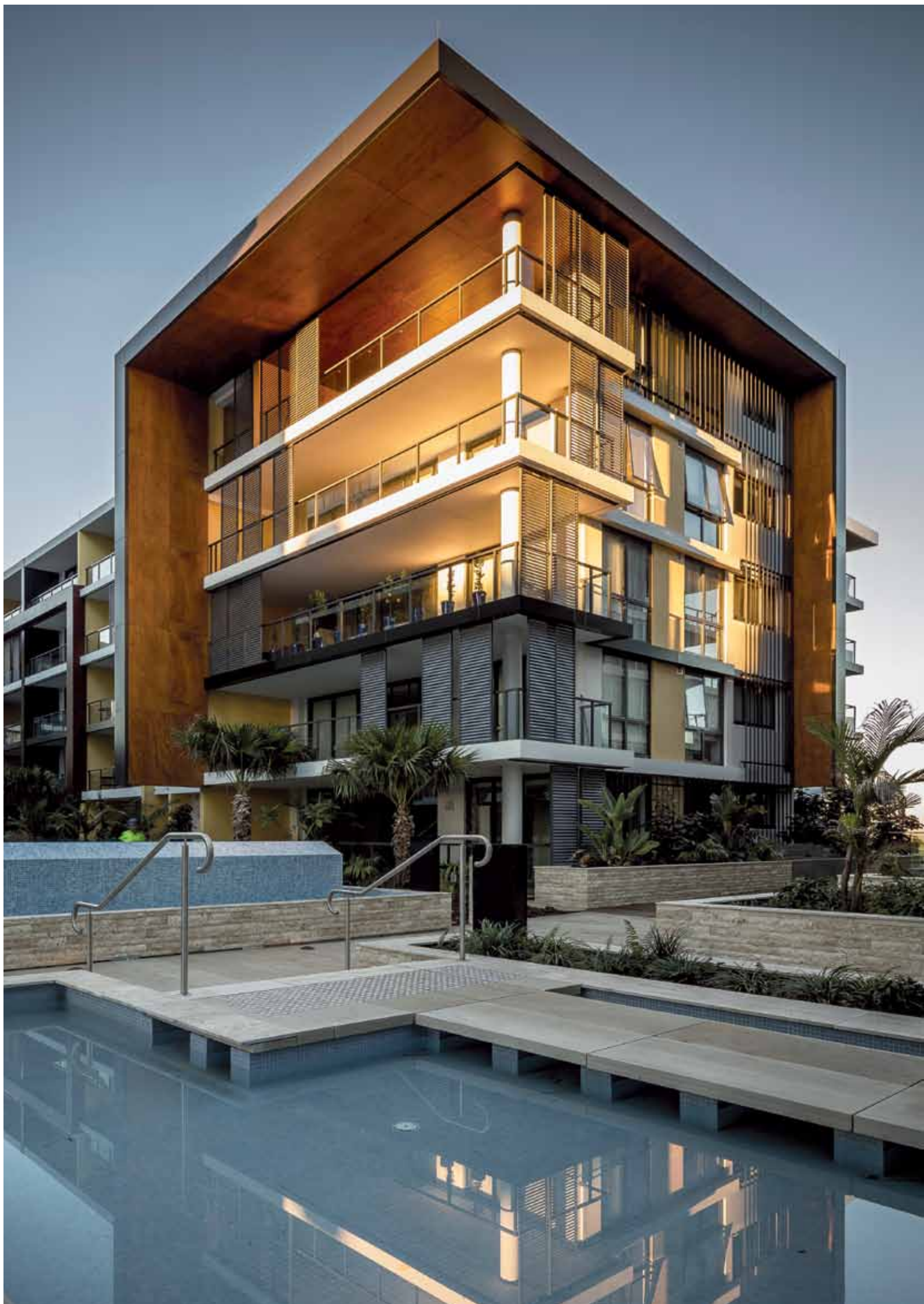
Natural wood enhances the look of any building with its unique style, beauty and elegance.

Our natural wood performs impressively and conforms to the most innovative designs in facade coverings.

We have a deep respect for nature and quality of life.



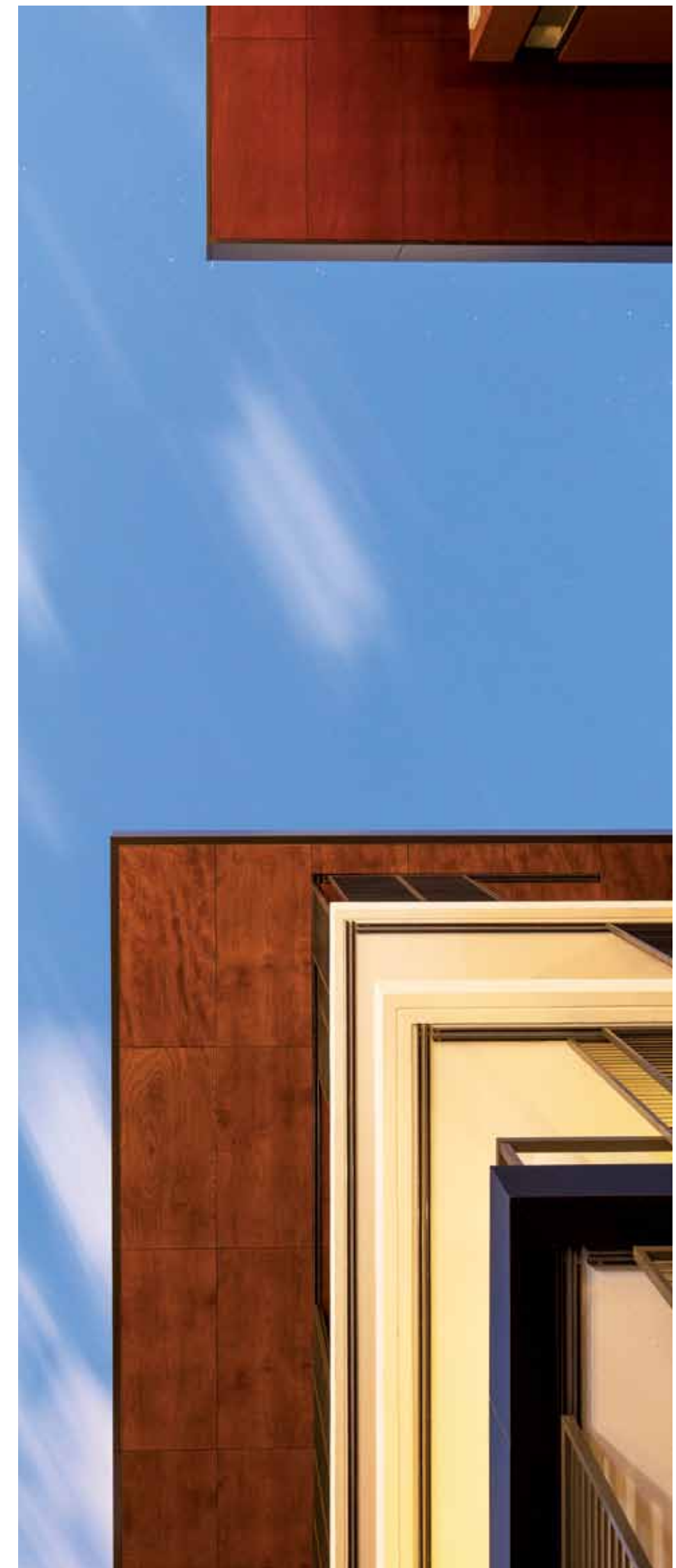




## **THE ELEGANCE OF NATURAL WOOD**

Our objective is to provide the world of architecture with unique materials that help architects design warm, beautiful, comfortable spaces that improve the quality of life for all.

Energy efficient buildings with the elegance of natural wood.









## 2 BOUNDLESS CREATIVITY





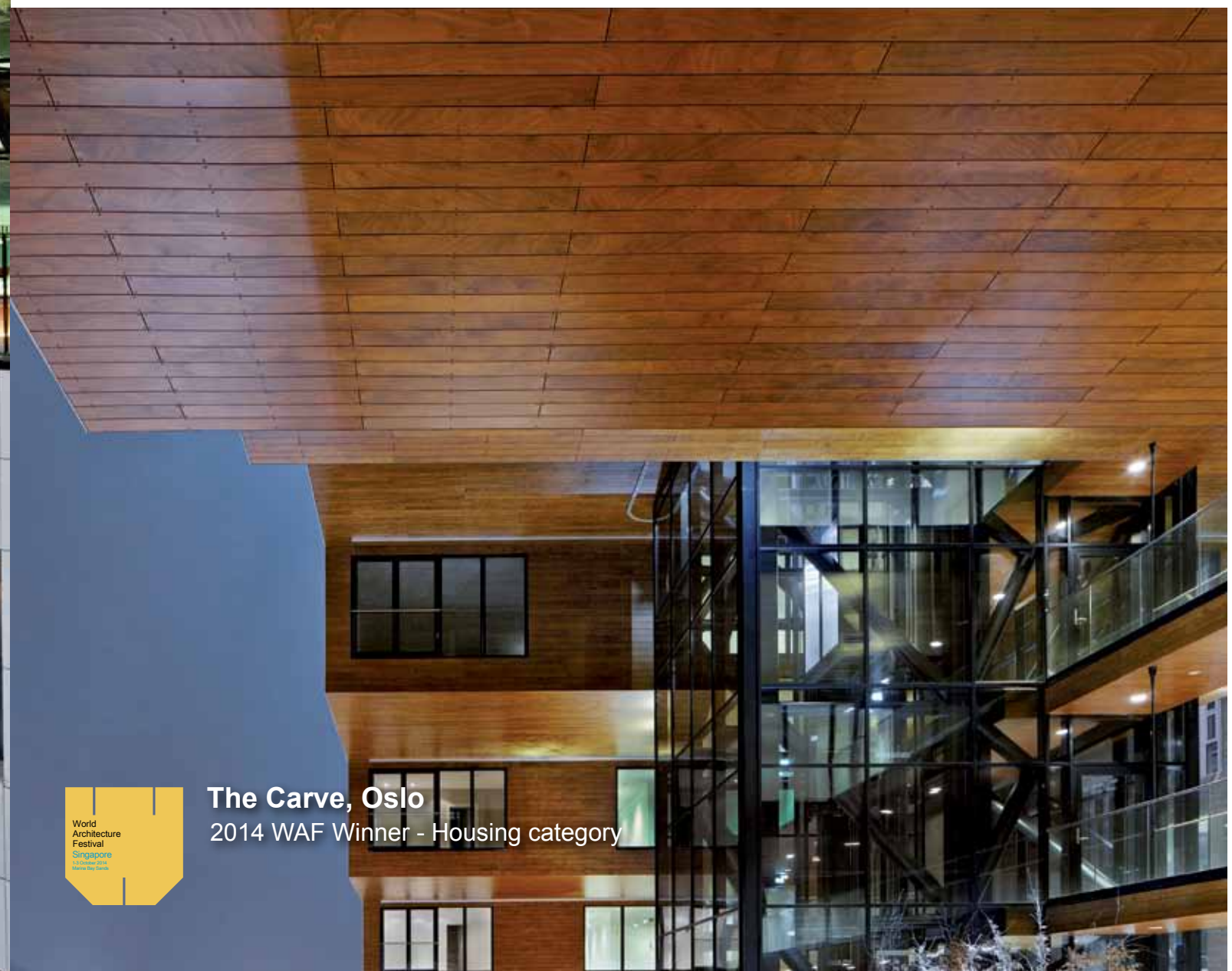
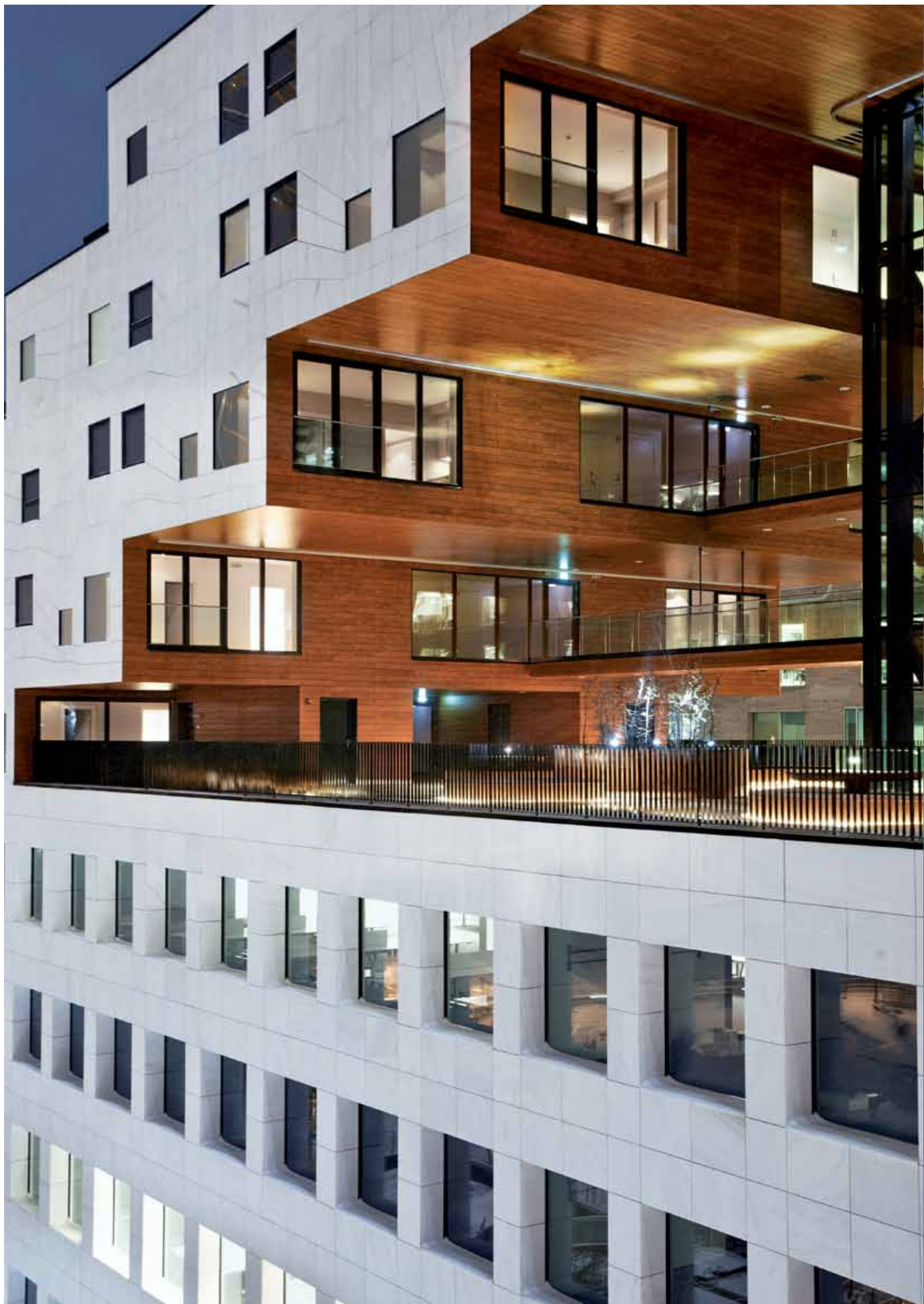


**ProdEX** pushes the envelope in facade design as architects partner with **Prodema** to create innovative designs never thought possible. A product that allows your vision become reality by offering versatility, warmth, elegance, and remarkable performance.

Here at **Prodema** we work hard to be a source of inspiration for architects. This partnership has translated into prestigious architectural design awards, globally.







**The Carve, Oslo**  
2014 WAF Winner - Housing category





**Harry Parker Boathouse, Boston**

2014 AIA Institute Honor Awards for Architecture.  
Chicago Athenaeum American Architecture Award 2008.

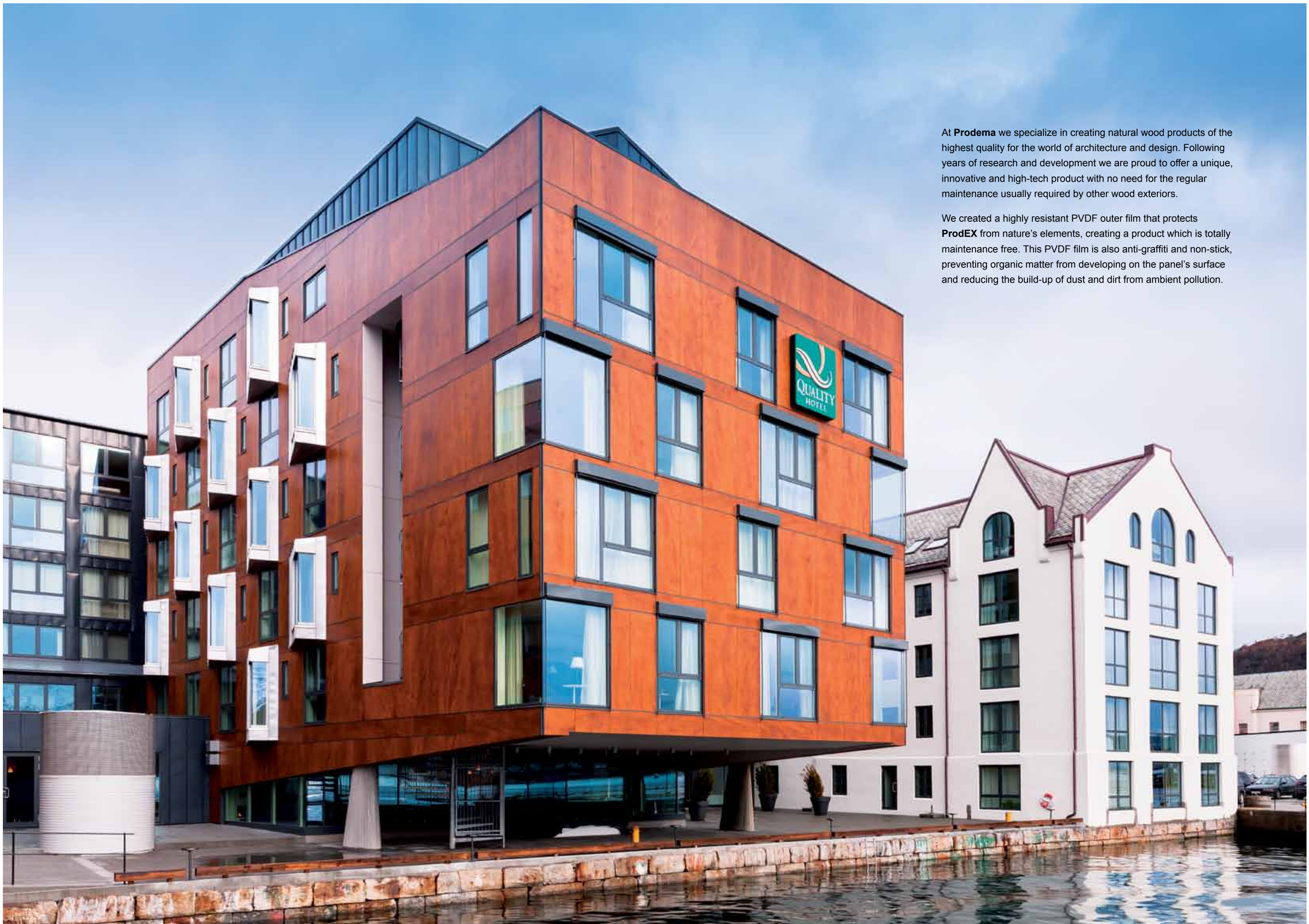




# 3 MAINTENANCE FREE NATURAL WOOD



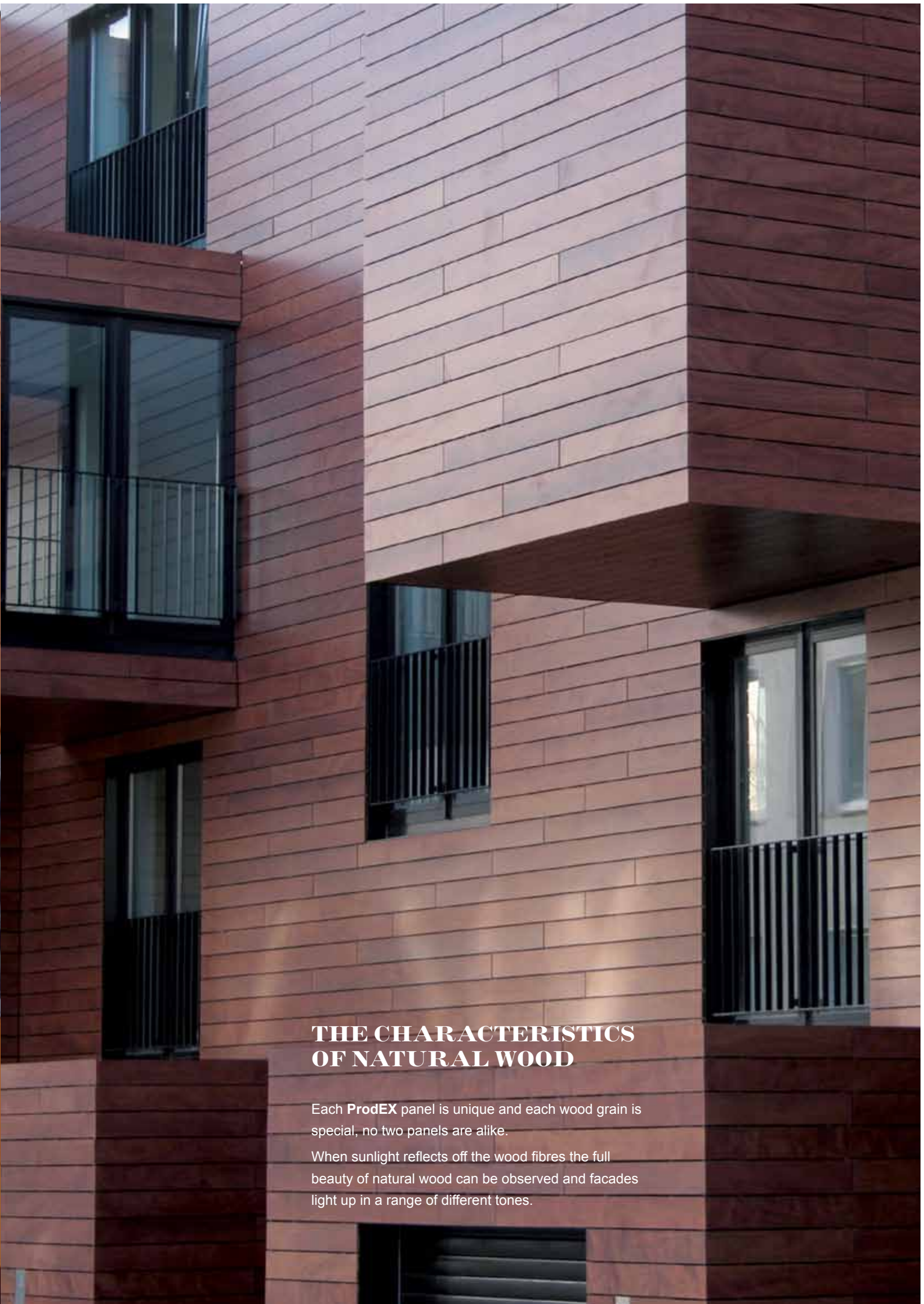




At **Prodema** we specialize in creating natural wood products of the highest quality for the world of architecture and design. Following years of research and development we are proud to offer a unique, innovative and high-tech product with no need for the regular maintenance usually required by other wood exteriors.

We created a highly resistant PVDF outer film that protects **ProdEX** from nature's elements, creating a product which is totally maintenance free. This PVDF film is also anti-graffiti and non-stick, preventing organic matter from developing on the panel's surface and reducing the build-up of dust and dirt from ambient pollution.





## THE CHARACTERISTICS OF NATURAL WOOD

Each **ProdEX** panel is unique and each wood grain is special, no two panels are alike.

When sunlight reflects off the wood fibres the full beauty of natural wood can be observed and facades light up in a range of different tones.





**4 COMMITTED  
TO NATURE**





At **Prodema** quality design and innovation are of upmost important to us. However, our respect for nature is even more important: being both our source of material and our inspiration. At **Prodema** we work to promote sustainable construction by maximizing wellbeing with environmental efficiency in building projects.

We are proud to say we have become the world leader in our category having been awarded **ISO 14006** certification in **ECodesign**.

Using **Prodema** also provides **points in green building certification schemes such as LEED** (Leadership in Energy and Environmental Design) or **BREEAM** (Building Research Establishment Environmental Assessment Methodology).

**Prodema** also boasts **PEFC** certification, the guarantee that our products have been manufactured with raw forest materials managed in a socially and environmentally responsible way.





The background image is a close-up photograph of a rough, weathered surface, possibly stone or concrete. It features a complex texture with various shades of brown, tan, and grey. There are several prominent horizontal cracks running across the lower half of the image. In the upper left quadrant, there are patches of green moss or lichen growing on the surface. The overall appearance is one of age and natural wear.

# **5 ProdEX THE PERFECT SKIN FOR VENTILATED FACADES**









**Prodex** in a ventilated facade is an excellent protective cladding as it prevents rainwater from entering walls and insulation leaving them humidity free thanks to the flow of air behind the panels.

Buildings with a ventilated facade system are well insulated and protected from rainwater throughout the year. They create more comfortable living conditions as temperature variations are reduced to a minimum and energy is saved.

In addition to this, its high quality, versatility, easy installation and minimum maintenance make **ProdEX** the perfect skin for buildings.

Please refer to the **ProdEX** technical catalogue for all information needed on installation.





## MOUNTING SYSTEMS

### Concealed:

The concealed fixing system is available for both walls and ceilings. The attachment system hides behind the panel for those projects requiring an aesthetically smooth facade, free of hardware.

WALLS: CONCEALED



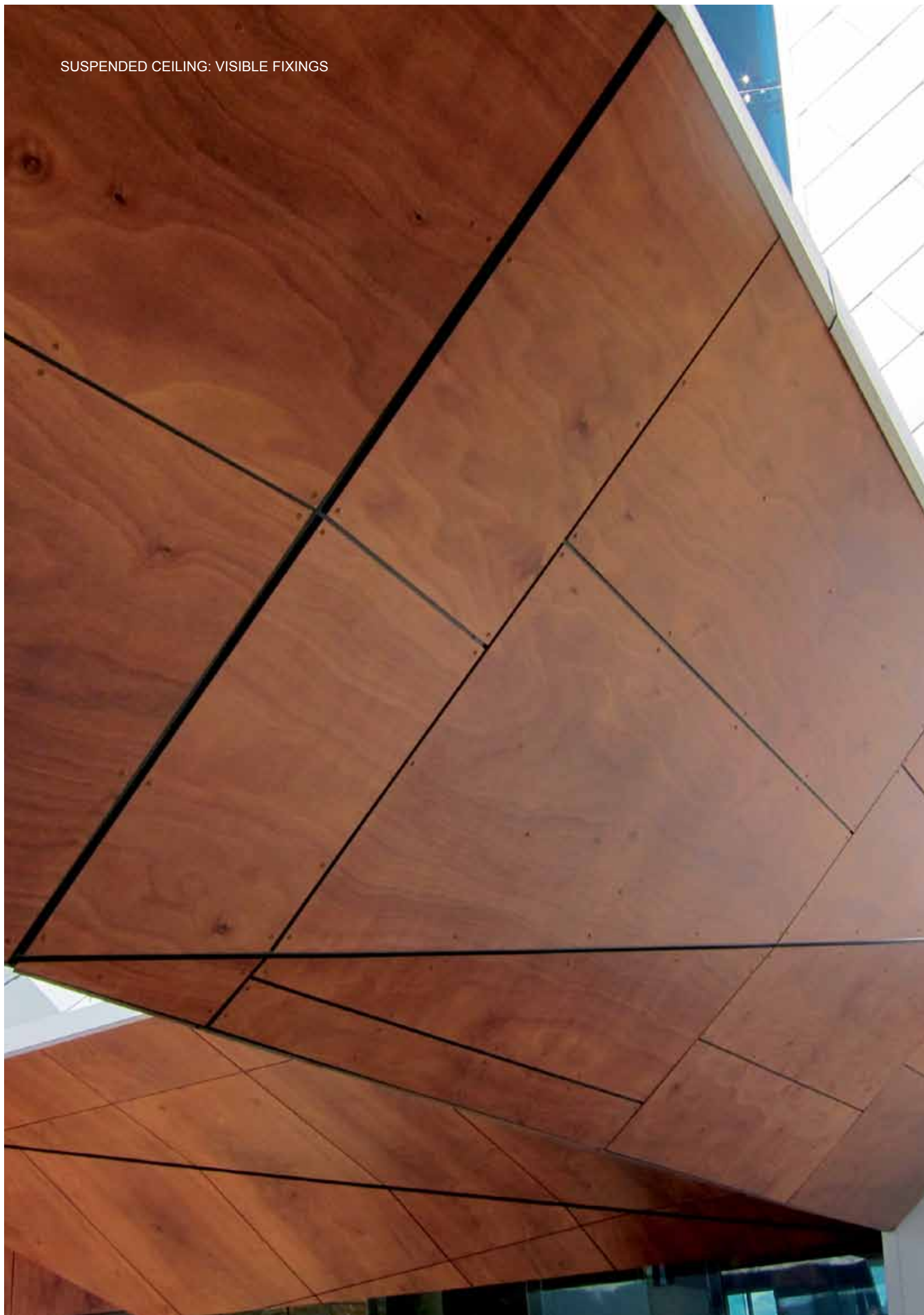
### Exposed:

This is the most common mounting system employed with **ProdEX** panels: simple, strong and more cost-effective than other systems.

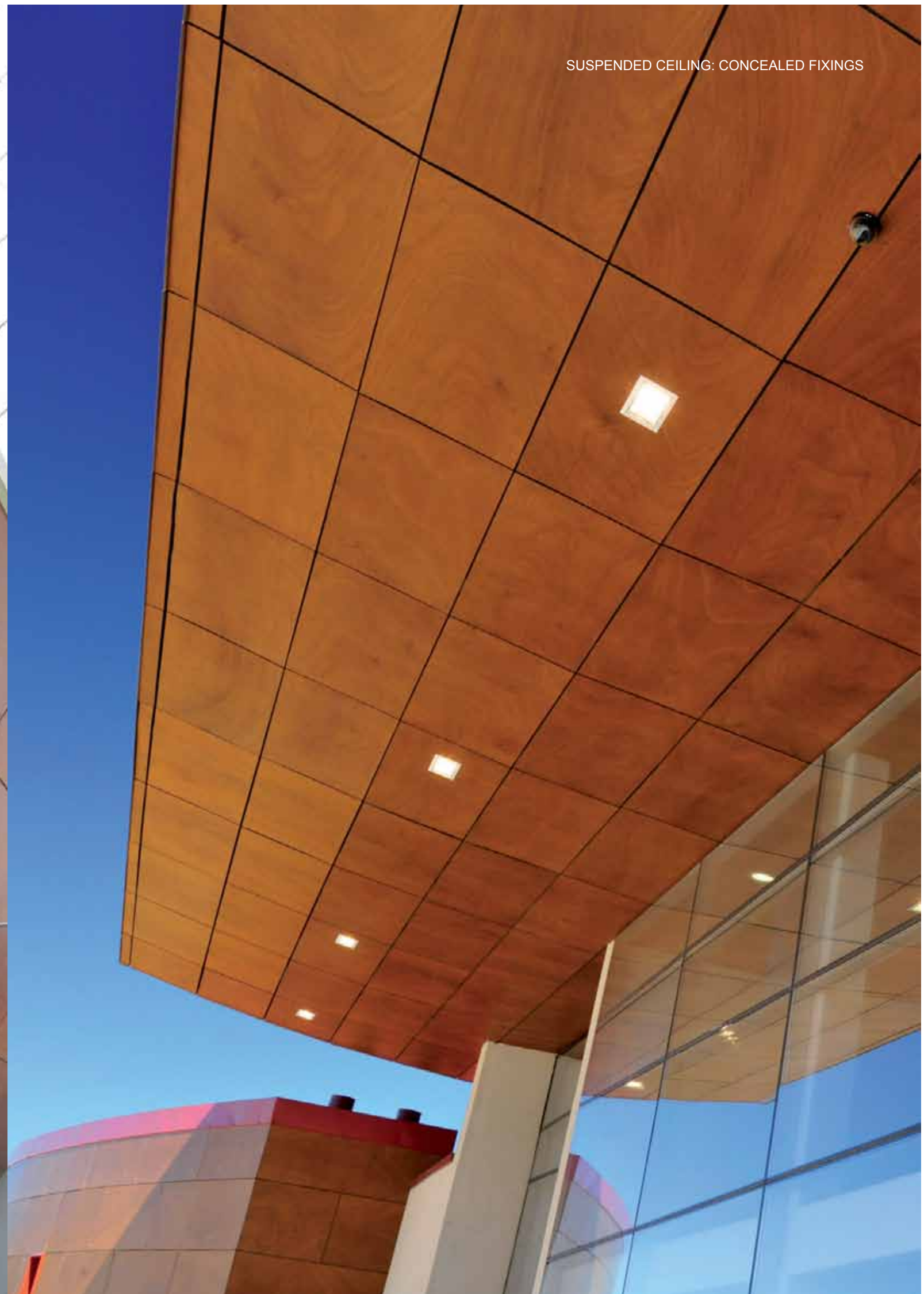
WALLS: EXPOSED



SUSPENDED CEILING: VISIBLE FIXINGS



SUSPENDED CEILING: CONCEALED FIXINGS







## LOUVERS

Louvers are the perfect complement to a ventilated facade, they are designed to cover glass spaces and other surfaces and make it possible to control sunlight as well as energy consumption within a building.

### Surry Hills library, Sydney

National Architecture Awards 2011. Global Design Award 2011.  
National Award for Sustainable Architecture and National Award for  
Public Architecture at the National Architecture Awards.



## CLAPBOARD FACADE

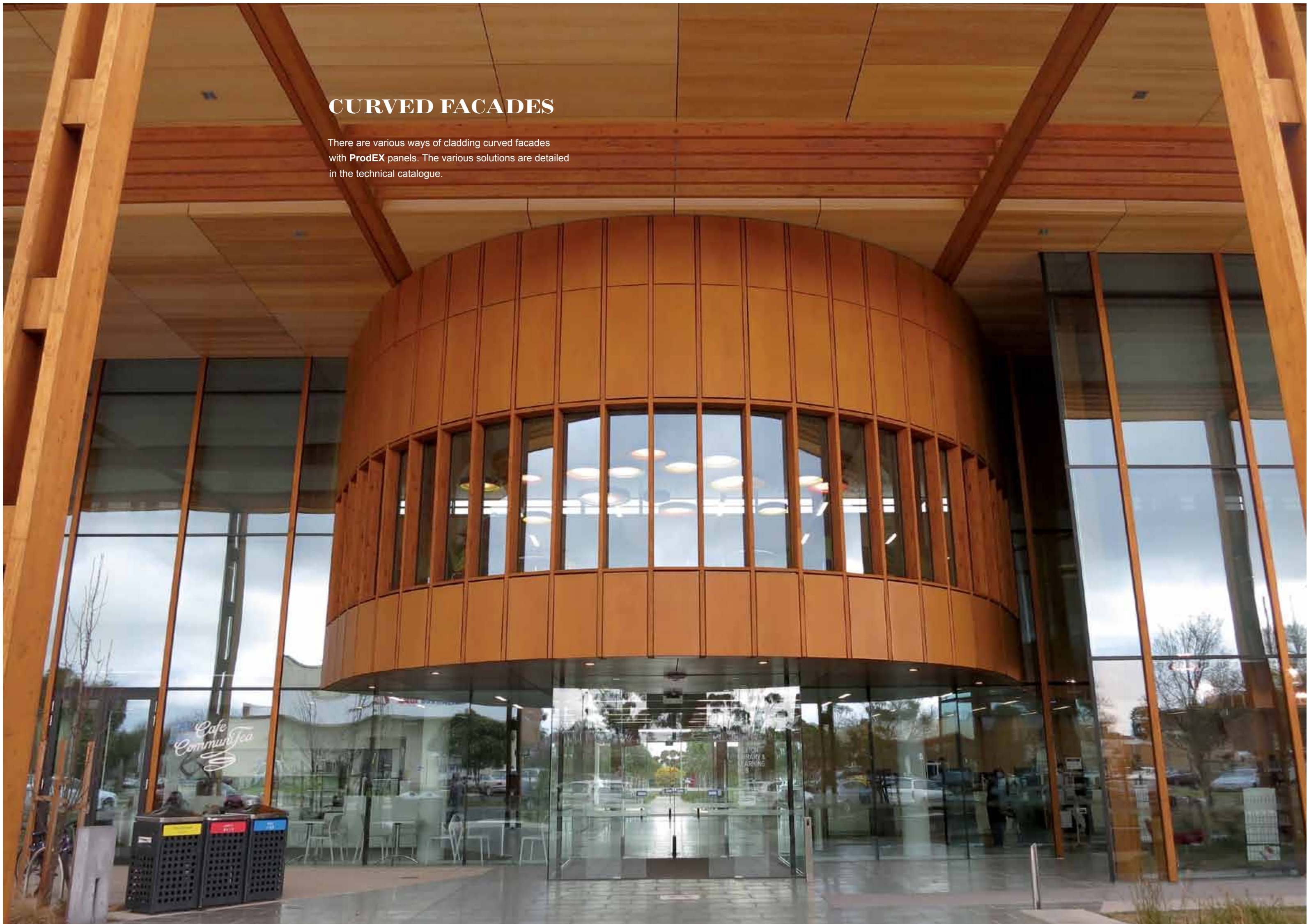
This mounting system transforms your facade into traditional clapboard siding with all the benefits of a ventilated facade.





## CURVED FACADES

There are various ways of cladding curved facades with **ProdEX** panels. The various solutions are detailed in the technical catalogue.

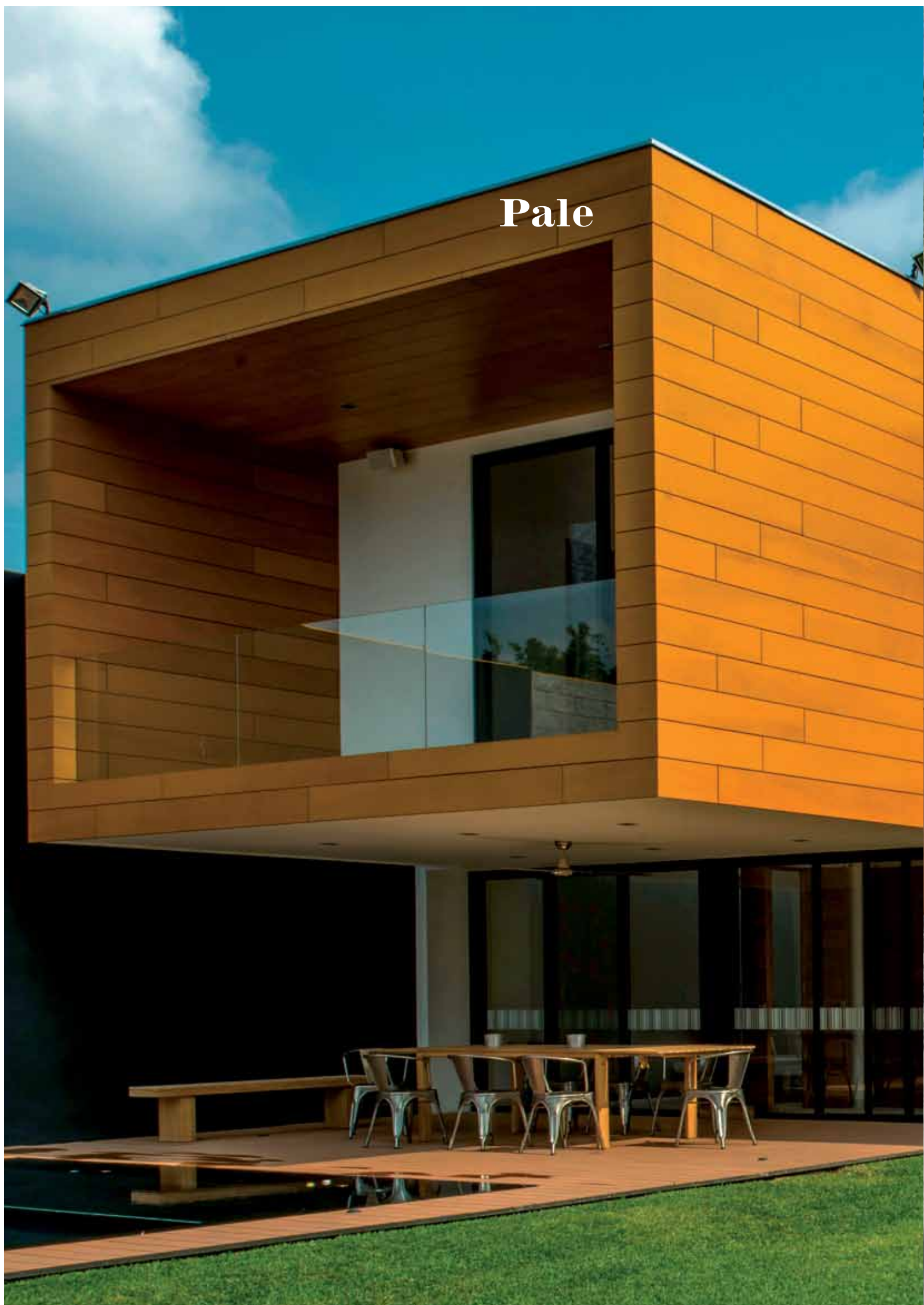




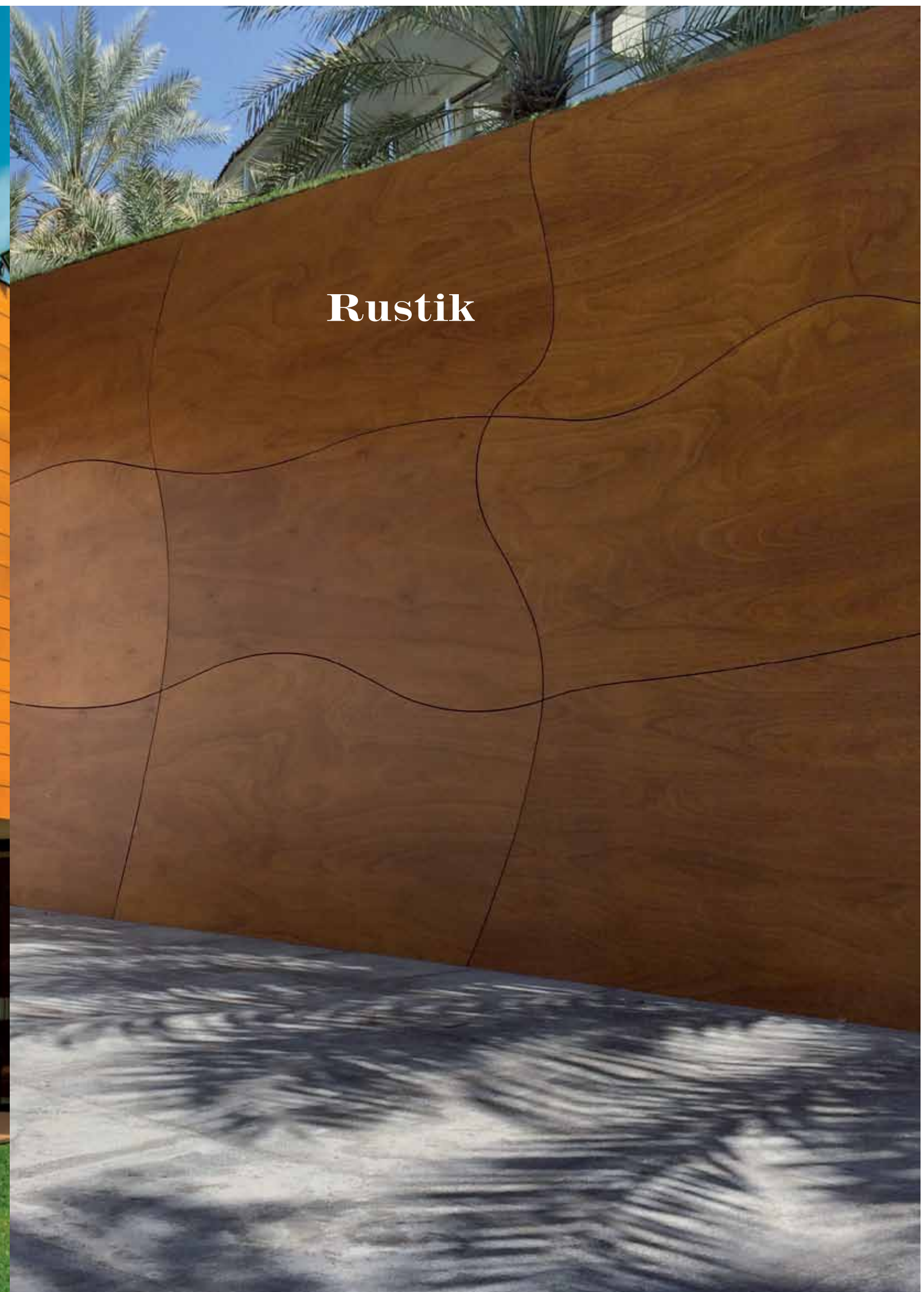


# 6 ProdEX COLORS



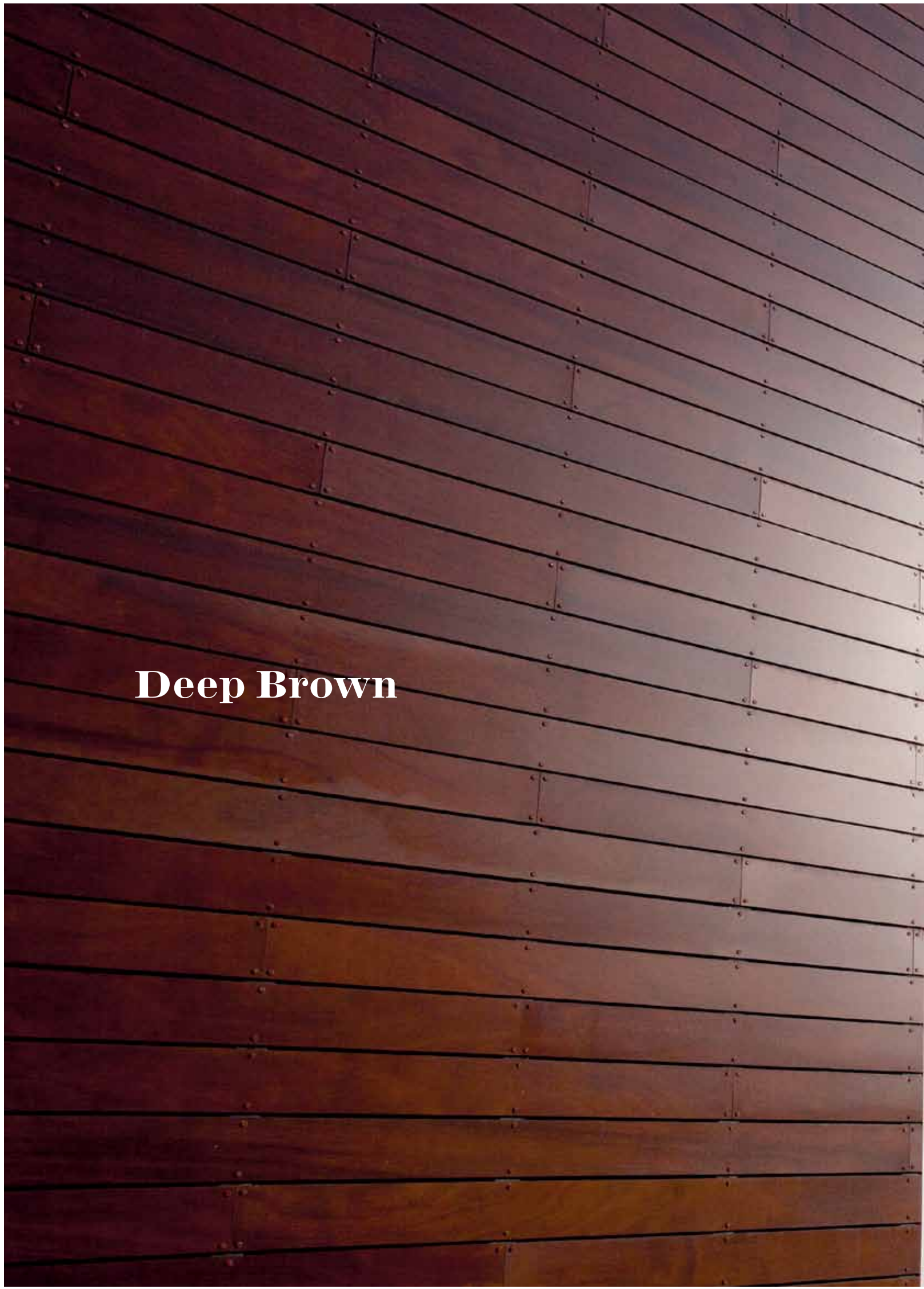


**Pale**

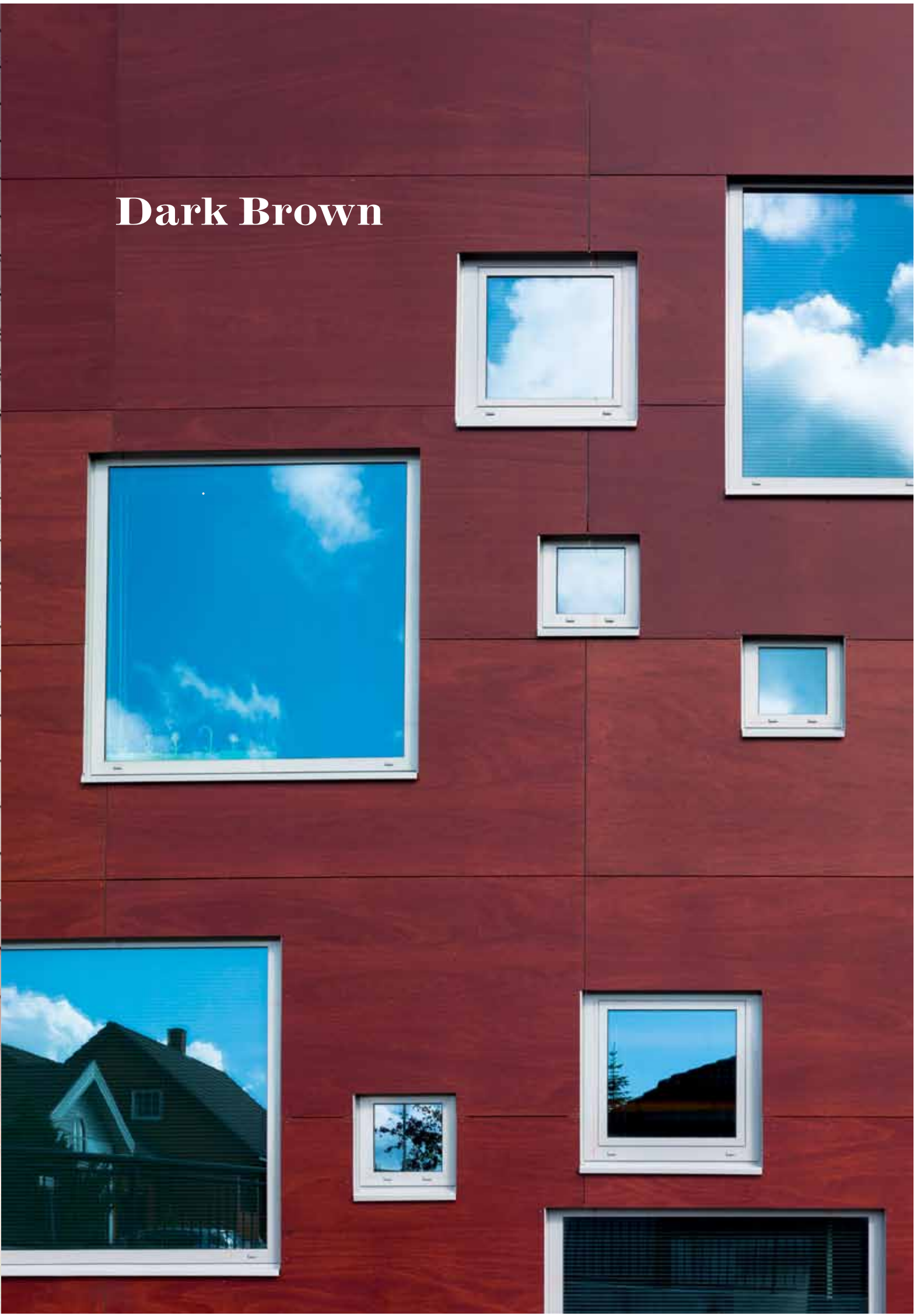


**Rustik**



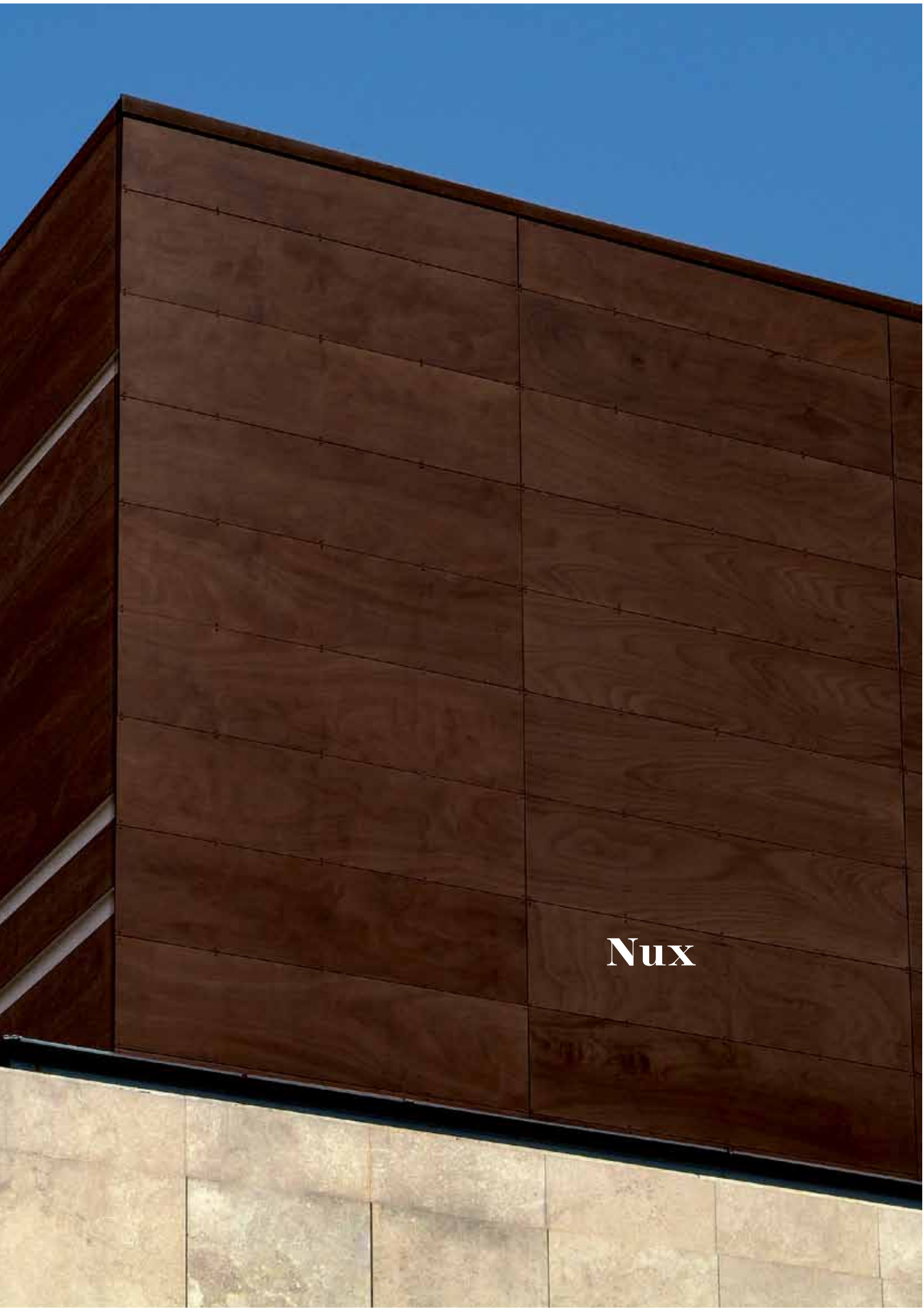
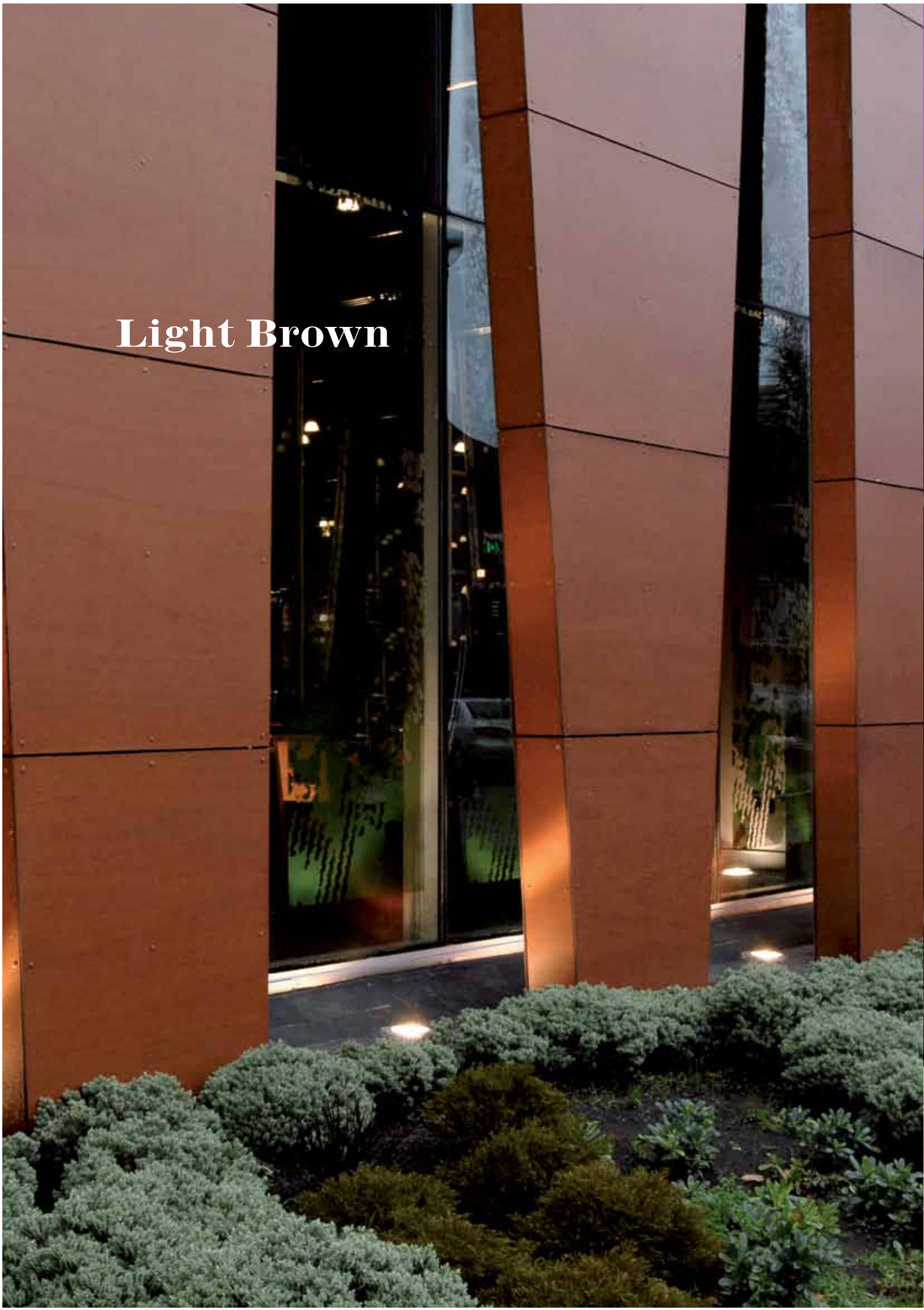


**Deep Brown**

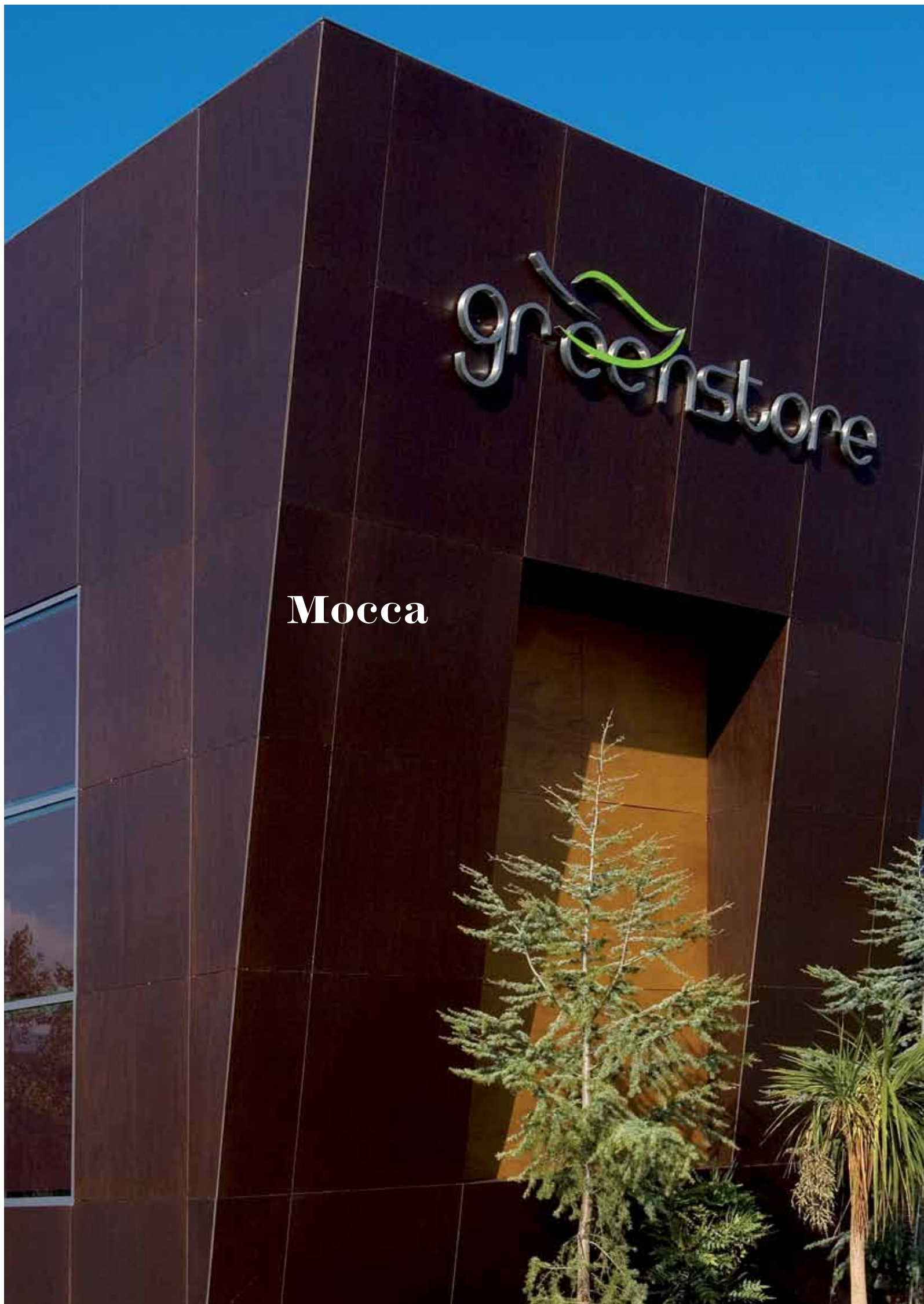


**Dark Brown**

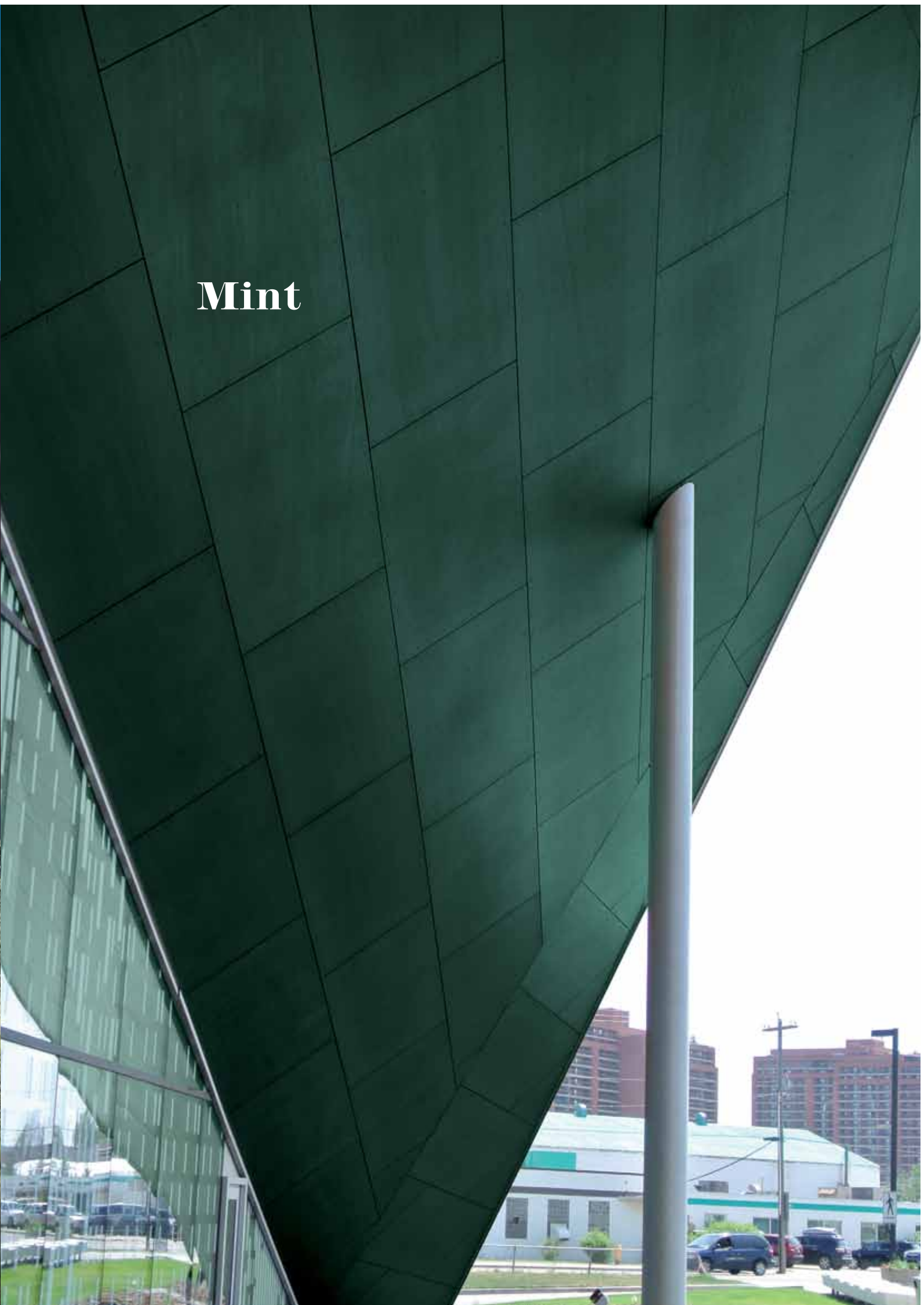








**Mocca**



**Mint**



A photograph of a modern building facade featuring two distinct panel colors: Cream and Ice Grey. The upper portion of the building is clad in Cream-colored panels, while the lower portion is clad in Ice Grey panels. The panels are rectangular and arranged in a staggered, brick-like pattern. Several windows are visible, some with white frames and others with orange frames. A large white garage door is located on the left side of the lower level. The building is set against a clear blue sky, and a paved area is visible in the foreground.

**Cream**

**Ice Grey**



In the **ProdEX** technical catalogue all the technical specifications and possible uses for the product can be found

PANEL COMPOSITION:

**ProdEX** panels have a bakelite core covered with a natural wood veneer that is specially treated to ensure maximum resistance.

We have developed an exterior PVDF film with non-stick qualities in order to achieve a maximum level of care for the wood, ensuring panels are protected from moisture, rain, sunlight, and even the build-up of dirt on the panels' surface.

MAINTENANCE-FREE:

**ProdEX** natural wood panels do not need the regular maintenance other woods for exterior require.

AESTHETIC:

**ProdEX** panels offer the design world the possibility to create natural, living facades with a wide range of tones and creative options available.

RESISTANCE AND DURABILITY:

**ProdEX** panels are the perfect material for cladding facades thanks to the panel's technical qualities. The panel's bakelite core means it is possible to adjust the panel's thickness and its subsequent technical qualities making **ProdEX** the ideal solution for all types of projects.

**ProdEX** panels are extremely hard, rendering them perfectly resistant to continuous exposure to sunlight and sharp changes in temperature and humidity.

They also offer a high level of durability against termite attacks and maximum resistance to vandalism.

**ProdEX** panels also offer excellent dimensional stability.

CLEANING:

The PVDF surface prevents dust and all kinds of dirt from sticking to the panel surface, ensuring ease of maintenance and cleaning.

ANTI-GRAFFITI RESISTENCE:

The outer chemical non-stick layer impregnated into **ProdEX** panels prevents aerosol paint from sticking permanently to the surface.

PANEL DIMENSIONS:

Length x width: 2.440 mm x 1.220 mm. Thicknesses 6, 8, 10, 12, 14, 16, 18, 20, 22 mm.

FIRE RATING:

On request, panels may be supplied with different reactions to fire in line with standard EN 13.501-1:

▼ **ProdEX C** - s2, d0      ▼ **ProdEX IGN B** - s2, d0      ▼ **ProdEX FIREPROOF B** - s1, d0

AYOVS VENEER



Dark Brown



Light Brown



Pale



Cream



Mocca



Mint

OKUME VENEER



Deep Brown



Rustik



Ice grey



Nux







# Prodema

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