





# WHY MICROCEMENT?

A HIGH - END SEAMLESS COATING  
FOR WALLS AND FLOORS

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# WHY CREATIVO?

MADE IN ITALY MICROCEMENT  
FOR CREATIVE SURFACE DESIGN

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# WHERE TO APPLY?

04	—	HOME
10	—	HO.RE.CA.

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HOME



# LIVING ROOM



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*The perfect place to relax and enjoy your time at the end of the day.*

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**A seamless floor, with no joints, where walking is a pleasure, even barefoot.**

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HOME



# KITCHEN



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*Heart of the home and of creativity: not only in recipes but also in terms of design.*

**With CREATIVO you can also customize the kitchen top and backsplash, as well as walls and floors, making them trendy and easy to clean.**

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HOME



# BATHROOM



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*A well-designed bathroom is one of the most important elements of any home.*

**Microcement is the perfect match between functionality and design: water-resistant, damp proof surfaces with an exclusive finish. CREATIVO can be applied directly on ceramic tiles.**

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HO.RE.CA.

JUN  
CITY  
HOTEL

HOTEL



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*We're always looking for the perfect mix  
between comfort and style when travelling.*

**With CREATIVO you can create unique and  
comfortable spaces that guests will never forget.**

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HO.RE.CA.

RESTAURANT



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*An excellent dinner in a beautiful location can turn an evening into an unforgettable experience.*

**With CREATIVO, passing the first impression test has never been easier. Timeless uniqueness and elegance that make customers come back... and not just for the food.**

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# WHAT IS MICROCEMENT?

*Microcement is one of the latest interior design trends all over the world. It is a decorative cement-based coating that can be coloured in more than a thousand shades. When combining its characteristics with the ability of the applicator, it is possible to achieve unique handcrafted surfaces..*

# WHAT IS CREATIVO?

**CREATIVO** is a microcement and resin system made of eco-friendly raw materials, which combines an exclusive design, protection and resistance. Thanks to its characteristics, it is perfect for making floors, walls and furnishing elements, and to preserve their beauty over time and give life to a timeless design.

## CREATIVO MICROCEMENTO

**Two-component microcement for floors and walls**



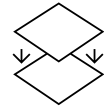
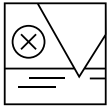

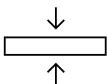

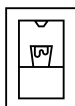
## CREATIVO MONO

**Ready-to-use microcement**

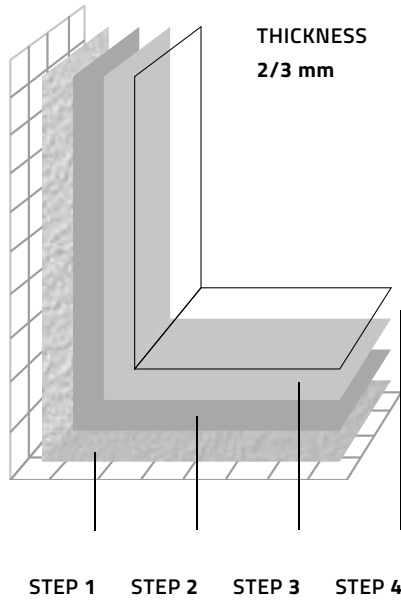
## CREATIVO METAL

**Pure liquid metal for luxury decorations**

### CREATIVO ADVANTAGES

 <p><i>Application on floors, walls and furniture</i></p>	 <p><i>Easy to apply</i></p>	 <p><i>Excellent bond to any substrate</i></p>	 <p><i>High mechanical resistances</i></p>
 <p><i>HACCP-certified and with CE-marking (EN 13813)</i></p>	 <p><i>2-3 mm thick, to avoid intervention on architectural elements</i></p>	 <p><i>Anti-slip certified</i></p>	 <p><i>Can be coloured by tinting machine</i></p>

STANDARD SYSTEM



STEP 1

2 coats of **CREATIVO FONDO + CREATIVO MICROCEMENTO**, microfibrated mortar in paste composed of coarse mineral aggregates, resins and special additives and microcement.

STEP 2

2 coats of **CREATIVO FINITURA + CREATIVO MICROCEMENTO**, microfibrated mortar in paste composed of fine mineral aggregates, resins, special additives and microcement.

STEP 3

1 coat of **CREATIVO PRIMER**, acrylic microemulsion, with deep-penetrating and consolidating power.

STEP 4

2 coats of **CREATIVO TOP**, water-based two-pack PU clear protective top coat available in **GLOSSY, SATIN** and **MATT**.




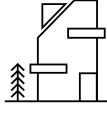



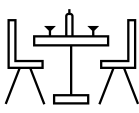
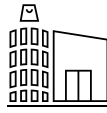
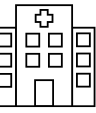
STANDARD APPLICATION TIME

4 – 7 days

BEFORE AND AFTER



RECOMMENDED FOR:

 <b>Private Houses</b>	 <b>Villas</b>	 <b>Shops</b>	 <b>Showrooms</b>
 <b>Hotels</b>	 <b>Restaurants</b>	 <b>Shopping Malls</b>	 <b>Health Centres</b>


# CREATIVO®

NEW SURFACE DESIGN

A division of Colorificio MP srl

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47922 Rimini (RN) - Italy  
Ph.: +39 0541 734086  
mp@mp-paints.com  
www.creativo-microcement.com



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COLORIFICIO MP srl Via Pastore, 2: 47922 Viserba - Rimini (RN) - Italy 0896 Creativo® MP/0022	
UNI EN 13813 CT-C25-F7-AR0,5 Screed materials based on Cement	
Reaction to fire:	B <sub>s</sub> s1
Release of corrosive substances:	CT
Water permeability:	NPD
Permeability to water vapor:	NPD
Flexural strength:	F7
Compressive strength:	C25
Wear resistance BCA:	AR0,5
Sound isolation:	NPD
Sound absorption:	NPD
Heat resistance:	NPD
Chemical resistance:	NPD
CE marking referred to CREATIVO® FONDO-FINITURA added with CREATIVO® MICROCEMENTO	



**HACCP**  
HAZARD ANALYSIS CRITICAL  
CONTROL POINT

