



Adamas, high-strength furniture panel

The new Adamas panel offers remarkable surface resistance: ideal for laminating with finish and pre-impregnated papers, it is a green product entirely made in Italy with a secured supply chain

Words Renato Antonini

To celebrate its 50th anniversary from its foundation in 1971, the Italian company, headed by the Filippi family, put its renowned R&D team at work to offer the market a jewel, the Adamas panel. Named after the Latin term that means "diamond", a name that is a whole program, it immediately refers to the resistance of the material.

Adamas is a poplar plywood panel with a surface treatment made with special resins that give the raw panel surface homogeneity and considerable resistance. The result is a panel that can be laminated from finish to pre-impregnated papers. This means that Adamas becomes a real alternative to

the panels in Ilobma. *"Compared to Ilobma it has a greater surface resistance, - explains Ivo Bolis, sales manager of Filippi 1971 - in fact, based on the tests carried out in the CATAS laboratories, the Ilobma panels have a hardness in class 1, while Adamas reaches class 2. Highly resistant to accidental impacts, the new panel can be used for the construction of various furnishing elements inside RVs: doors, bathroom walls and cabinets, dinettes and much more, with thicknesses from 3 to 30 millimeters. Ilobma has a still visible wood-cathedral surface, while Adamas manages to fully cover the surface of the underlying wood."*

In addition to a harder surface, Adamas is remarkably more resistant to humidity, which guarantees an excellent durability over time. Poplar plywood panels assures lightweight and workability, two important characteristics for the RVs furnishing. But that's not all: the internal process carried out at Filippi 1971 to transform an Italian plywood panel into Adamas guarantees high flexibility in the supplies, so that small batches, end-of-series productions or special series can be accommodated with the company's trademark impeccable service. But Filippi 1971 also emphasizes the "green" connotation of Adamas. *"Our new panel with ultra-resistant surface*

ILOMBA TWIN		ADAMAS [®] SOLUTION
430±10%	<i>Voluminal mass (kg/m³)</i>	430±10%
Class 1	<i>Impact resistance</i>	Class 2
Wood-cathedral still visible	<i>Surfaces</i>	Full coverage
Use of exotic woods	<i>Sustainability</i>	ECO 100% Made in Italy from farmed poplar


ADAMAS
The panel, forever





treatment uses only Italian poplar - says Francesca Filippi, marketing manager of Filippi 1971 - for which special crops are used. It therefore clearly differs from the African imported llomba faces coming from forests and not from plantations, and often subject to embargoes. The market has been looking for an alternative to llomba for long and we are now happy to be able to offer an even greener product that embodies Filippi 1971's commitment for a more sustainable approach in all the served sectors".

is therefore a strong desire to propose new products, through research & development and major investments aiming to satisfy the growth of the market and increase the Company's market share. Investments were also made to improve the joinery of Filippi 1971, where both manual processing and machineries were strengthened: new staff has been hired, including more women, production capacity has been increased and the level of refinement has been set to even higher standards.

Company Profile

Founded 50 years ago and active in the furniture industry ever since, Filippi 1971 firmly fits into the recreational vehicle world in 2000, starting to supply laminated lightweight panels to motorhome and caravan manufacturers around the world. In 2013, the partnership with the entrepreneur Giorgio Levoni opens to a new phase of consolidation and expansion that sees, among other initiatives, the launch of a new production line using the digital printing for the customization of the panel surface. At the end of 2016, the relentless activity of Filippi 1971 R&D delivers VittE[®], the new generation compact laminate which is highly customizable in the design and texture, is scratch-, fire-, and water-resistant and 100% formaldehyde-free. At the beginning of 2017 a new building is set up exclusively for the manufacturing of complete furniture kits; the cabinet making has then been completed with the production of curved doors and any kind of special components, taking the range of action even broader than ever. The RV industry is the core business for FILIPPI 1971 but its activity is extended also to alternative niche markets which always push them to innovate, thanks also to the "Filippi Lab" R&D department recently enlarged and equipped with an autoclave featured in the composite products area. Today Filippi 1971 delivers to more than 20 countries worldwide.

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New challenges

The new Adamas panel will make its first official appearance at the Caravan Salon in Düsseldorf, an event that has always been of great importance for Filippi 1971, with an uninterrupted presence at the German fair from 2003 to today. Despite the opening to other markets, the RV sector still represents the core business of the company, accounting for 70% of its turnover. There



Here and below:
the Filippi 1971 headquarters
in Berbenno (BG), North of Italy

50 years of experience

In July 2021 Filippi 1971 celebrates its first 50 years of life, a significant anniversary that testifies to the experience and the ability to keep up-to-date to stay on the market as protagonists. Back in 1971 the name was different, Filippi Legnami, but the control of the company has continuously been in the hands of the Filippi family. Many things have changed in half a century, and many will still change because Filippi 1971 has proven several times to be one of the most dynamic companies operating in the RV sector. Celebratory events are planned in the coming months, Covid permitting: at the time of going to press we do not have a calendar yet, but we will keep you informed, both on these pages and on our website.

