

## Digitalisation: how we are humanising our company

EMAC® Group has made innovation one of our foremost values as a company. Within this commitment to technology, digitalisation has become one of our recurring propositions in recent years with the goal of empowering interaction between the professionals in our team, our clients and our collaborators.

This digital process had be embraced if we were to compete in an increasingly competitive, global marketplace. So we have chosen gradually to improve and transform all protocols, models and processes.

At the heart of this evolution are data and people. Our team functions differently than it did before. We now constantly use digital tools such as mobile devices, social collaboration and corporate communication platforms, among other applications.

Among the latest advances that already form part of EMAC® Group's differential value we can highlight five lines of action:

**New ERP:** ERP is a critical piece of software that connects and enhances many day-to-day tasks such as inventory management, ordering, supply chain, finance, human resources, purchasing, project management, marketing and customer service. In a company where 95% of incoming orders are served on the same day, this tool is indispensable.

**EMAC® App:** a useful and effective augmented reality tool to select and recommend our structural joint system in the app's memory. A simple solution that lets you discover models, finishes and performance, along with the best option for combining structural joints, Novomembrana EPDM sealing membrane and fireproof cord on each project. Essential for architects, planners and site managers.

**New website:** Our portal www. emac.es has been improved during 2021 to offer Internet users more options, additional tools and a new architecture. Along with a fresh image, greater security and faster speed, it

# EMAC® Group has made innovation one of our foremost values as a company.

provides up-to-date technical information on our entire product range. This is complemented by compiling social and sales activity.

New web usability and accessibility tool: One of EMAC® Group's premises is the search for universal accessibility in the field of construction. And this maxim extends to the digital world. Thus, as a result of ongoing collaboration with the ONCE Foundation and the Valencian company Insuit, we have added a tool kit to our website.

This kit aims to enable browsing for people with little or no vision, mobility, speech difficulties, cognitive or intellectual difficulties. It furthermore seeks to make things easier for the elderly, people with reading difficulties, or those with few digital skills to visit our website.

New online store: Our company has gone one step further in its digitalisation project. We now have an exclusive gift shop for distributors specialising in building materials. This is an exclusive, private space where you can purchase or obtain a free quote for our more-than 5,000 references. Available in four languages, our store is designed to optimise operation in just a few clicks. It is connected directly to our ERP and therefore to our stock. So it compiles all technical information and all the various aesthetic possibilities at the time of purchase.

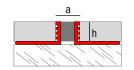
EMAC® Group thus concludes a year of success in sales and digital transformation as a result of putting people at the heart of our strategy.





Profile for expansion joints made of our exclusive material **ASTRA®**, an extra resistant polymer and a central flexible body made of EPDM. It is an ideal solution for exteriors with the possibility of bending, which multiplies its installation possibilities. The different combinations of colors of **Novojunta ASTRA®**, fit with the latest trends and make it suitable to be installed in any environment. Available in five colours in line with the most commonly used ceramic shades on the market.

**Novojunta ASTRA®** absorbs the movements of the flooring, helping to prevent cracks and damage without losing sight of its integration into the ceramic system thanks to its trendy colors.



a: 9 mm. h: 10/12 mm. length: 2,5 m.





EXCLUSIVE MATERIALS \_\_\_\_\_\_ www.emac.es/en













The colors in the range are stable and long-lasting in exterior thanks to the studied dosage of dyes of maximum solidity that preserve their appearance with the pass of the time.

## Novojunta ASTRA®







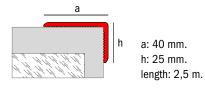


**Novopeldaño ASTRA® Nori** is a stair nosing profile made of the exclusive ASTRA® material, an extra resistant polymer specially developed to obtain the best benefits in all kind of environments. Not only indoors but also in submerged or humid environments or outdoors. Thanks to the addition of biocides, which prevent from mold growing, it stands stable in humid and submerged environments.





This material has a great impact resistance, improved in the formulation with several additives and a perfect balance of mineral reinforcer, which allows its use infloorings with guarantees. The colors available are stable and durable, thanks to the studied dosage of maximum solidity dyes, preserving its appearance along the time.



EXCLUSIVE MATERIALS \_\_\_\_\_\_ www.emac.es/en



This stair nosing profile is to be installed after the tiling work with adhesive or screws, being the perfect option for new projects or rehabilitation and reform works. Available in five colors that can integrate with the most

trendy finishes in floorings in the markets or make a contrast with them. We have added the new colours of ash and almond to the existing range of black, cinnamon and cement.





New ash color for this profile of straight lines manufactured in **EMAC**®'s exclusive material: **ASTRA**®— an extra-tough polymer. This is a multi-purpose profile, and can be installed as a finish to protect and decorate the borders of ceramic cladding, as a paving separator, or as a counter top finish. And it offers an innovative grooved finish, giving it a rustic aesthetic and improving performance in bad weather.

The profile is installed during the tiling work and is integrated into the cladding. Furthermore, the material offers excellent resistance to impact, meaning it can reliably be used as a profile in paving and borders. It comes in five colours that are stable and long-lasting outdoors.





h: 10/12 mm. length: 2,5 m.





EXCLUSIVE MATERIALS \_\_\_\_\_\_ www.emac.es/en









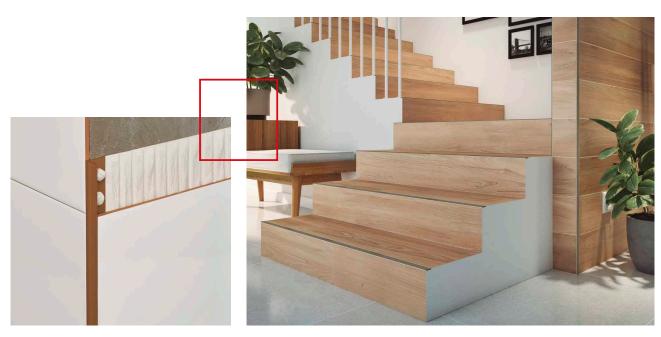




ASTRA® KOMBU













building without a visible step.

Its **minimalist design** is married to its functional character, as it fulfills its main function of protecting the pavement edges. It is a trend-setting solution. This is why for the first time it is also available in a matt-silver or mattblack finish. Available in 10- and 12-mm heights, with a protective film on the exposed face and end caps to give the installation a perfect finish.

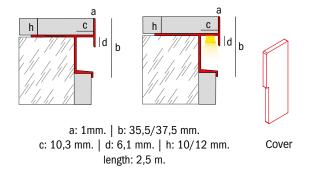
International

① DI0085873272

**O** DM215977

① DI202102261

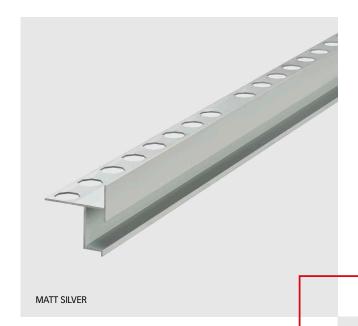
Novopeldaño Eclipse® Aura, so simple, so bright.





Promotional atmosphere showing a suggestion for one possible use of this product. EMAC® does not manufacture, sell or supply any LED strip whatsoever. The choice of LED strip should be undertaken by the installer, taking into account the circumstances of the installation site.

DECORATIVE SOLUTIONS \_\_\_\_\_\_\_ www.emac.es/en





## Novopeldaño Eclipse® Aura

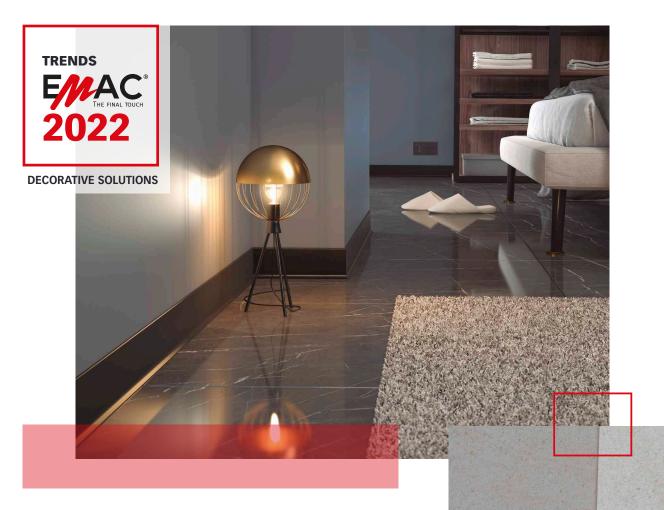












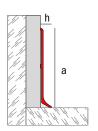
## Novorodapié® L

**Novorodapié® L** is a smart profile with simple design, made of anodized or lacquered aluminum and intended to be installed as a skirting in all kind of walls. Its geometry, which ends with a smooth curve, makes easier the cleaning and avoids the accumulation of germ. It is also useful to cover the typical expansion joints in perimeters.

This profile is very easy to install. It is perfect for new or reform works and in projects where a big quantity of meters is needed.

Available in three different heights and 2,5 m length.





a: 60/80/100 mm. h: 10,7/10,7/18 mm. length: 2,5 m.

DECORATIVE SOLUTIONS \_\_\_\_\_\_\_ www.emac.es/en



Now, this skirting is available in the trendiest finish, matt black.





**Novorodapié Eclipse® SP** is a made of aluminum profile designed to be installed as a skirting board in installations with all kind of coatings. Its geometry with straight lines and smooth surface protects the cladding and allows it to be installed before or after work, covering the perimeter joint. This profile is highly versatile and reversible. It can be placed, in addition to a skirting board, as an intermediate or upper finish on the wall in two different positions.

Optionally, an LED strip (not included) can be installed in any of the interior hollows, being able to choose between

Utility Model

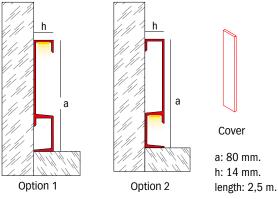
MU202031050

Community Design

① DI8454763

MATT WHITE

a more discreet or more visible lighting. A strip of the same coating can also be placed in the larger hole, obtaining a finish that is fully integrated into the installation.





NOTICE

Promotional atmosphere showing a suggestion for one possible use of this product. EMAC® does not manufacture, sell or supply any LED strip whatsoever. The choice of LED strip should be undertaken by the installer, taking into account the circumstances of the installation site.

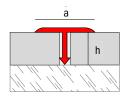
DECORATIVE SOLUTIONS \_\_\_\_\_\_ www.emac.es/en



### Novosepara® 4

Embellisher profile for joints. The top section covers and decorates the joint created by tiles. For its placement, just incrust it into the joint between floorings. It can be placed before or after the flooring.

Its 7-mm leg makes it highly versatile. It can be used on different thicknesses and types of flooring. Its 15-mm visible face makes it highly attractive for the latest "fine line" styles. Along with its latest matt black finish, this makes it perfect for creating highly decorative environments, not only on the floor, but also on the wall, even achieving continuity between horizontal and vertical planes.



a: 15 mm. | h: 7 mm. length: 2,5 m.



MATT BLACK



setting new finish to our range.

A pure white finish that joins our existing antibacterial

A pure white finish that joins our existing antibacterial matt-white finish for installations with stricter hygienic or sanitary requirements. Both finishes come with matching accessories.







a: 10 mm. | h: 10/12 mm. length: 2,5 m.

Corner

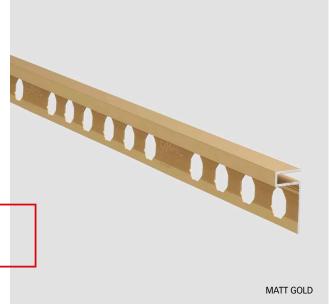


DECORATIVE SOLUTIONS \_\_\_\_\_\_www.emac.es/en





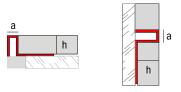




#### **Novolistel® 3XS**

**Novolistel® 3 XS in Matt Gold and Bright Gold.** This decorative aluminium profile, characterised by its slim, discreet visible face (6.4 mm), is aligned with the latest trends towards lighter lines. We have now extended this range to include the Matt Gold and Bright Gold finishes, available on faucets, lamps and other decorative elements.

We can highlight the wide versatility of its various uses, providing any environment with a finishing touch that is simple yet elegant. Available in natural aluminium and anodised matt silver.



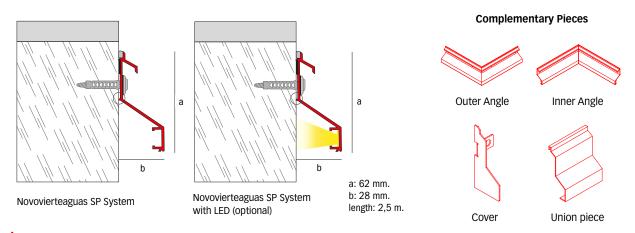
a: 6,4 mm. | h: 10/12 mm. length: 2,5 m.



EMAC® throating, which increases the effectiveness of its main function: channelling water away from the wall, thereby avoiding streams of rainwater down the façade.

It has a double means of waterproofing to avoid water filtering through the profile. Underneath, the profile contains a cavity where an LED strip may optionally be installed, enhancing its decorative effect. The system's functionality is completed with finishing accessories

such as angles, coverings and joints.



**Community Design** 

① DI008317960

#### \*ADVERTENCIA INFORMATIVA

Promotional atmosphere showing a suggestion for one possible use of this product. EMAC® does not manufacture, sell or supply any LED strip whatsoever. The choice of LED strip should be undertaken by the installer, taking into account the circumstances of the installation site.

OUTDOOR SOLUTIONS \_\_\_\_\_www.emac.es/en

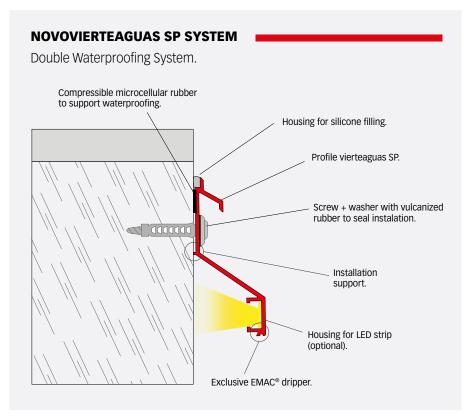




## Novovierteaguas SP System

A new corner piece, finished and ready to install with our  ${\bf Novovierteaguas\ SP\ System.}$ 













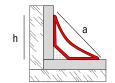




#### **Novoescocia 4 PVC**

**Novoescocia® 4 PVC** is a cove-shaped profile made of white PVC extrusion. This solution avoids build-up of germs and dirt in the meeting points between wall-floorceiling, facilitating the cleaning.

It is slightly flexible to adapt to the irregularities of any wall or floor. It is ideal for being installed in areas as industrial kitchens, refrigerators, dressing rooms...



a: 20/36,5 mm. | h: 25 mm. length: 2,5 m.

NOVOESCOCIA 4 PVC



EMAC [ENGINEERING]





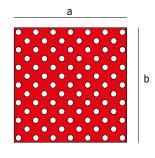


## **Gabarits pour** Accessibilité et Sécurité Universelle

New Templates for Universal Accessibility and Safety: In response to demand, the launch of the ASU Accessibility Challenge in 2019, in collaboration with Fundación ONCE®, was a huge success. Along with the constant appearance of new regulations and recommendations concerning accessibility, this means more and more facilities require Universal Accessibility and Safety Systems to be installed.

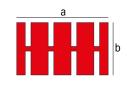
To facilitate installation, two new larger models have been added to the existing templates, allowing for much faster, more efficient installation in accordance with CTE guidelines. These are 40-cm-wide routing strips, parallel button rosettes at changes of direction, and 80-cmwide signposting sections at the start of stairs or ramps running parallel to the stairs.

#### **Installation XL Templates**

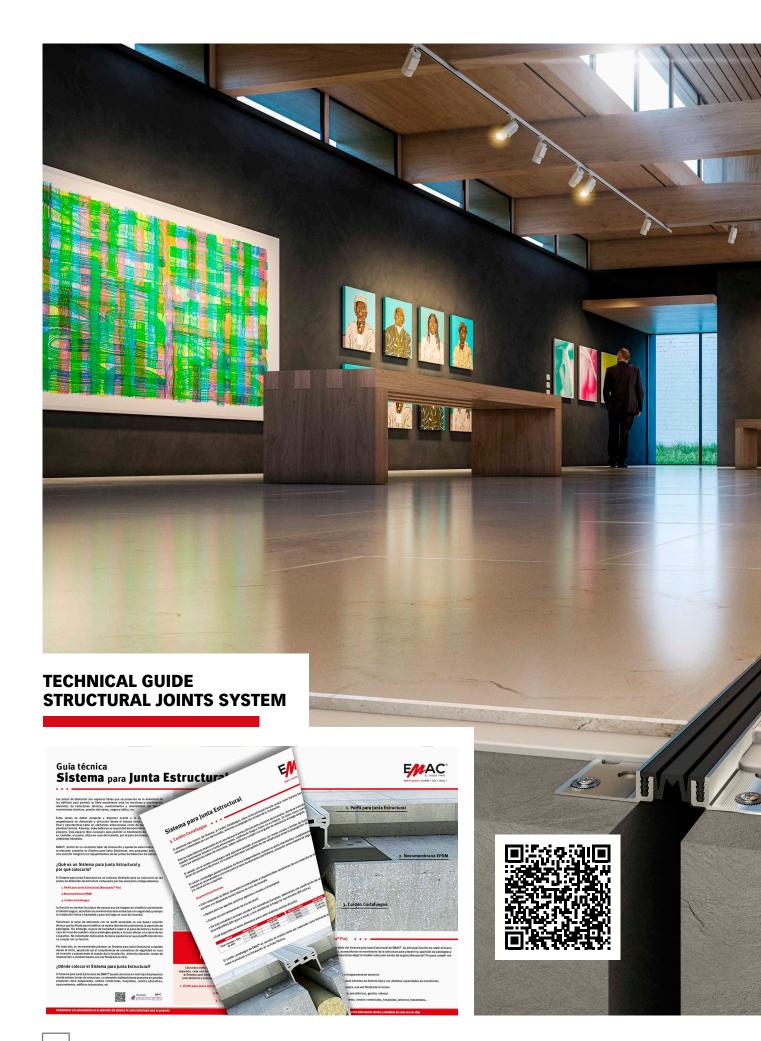


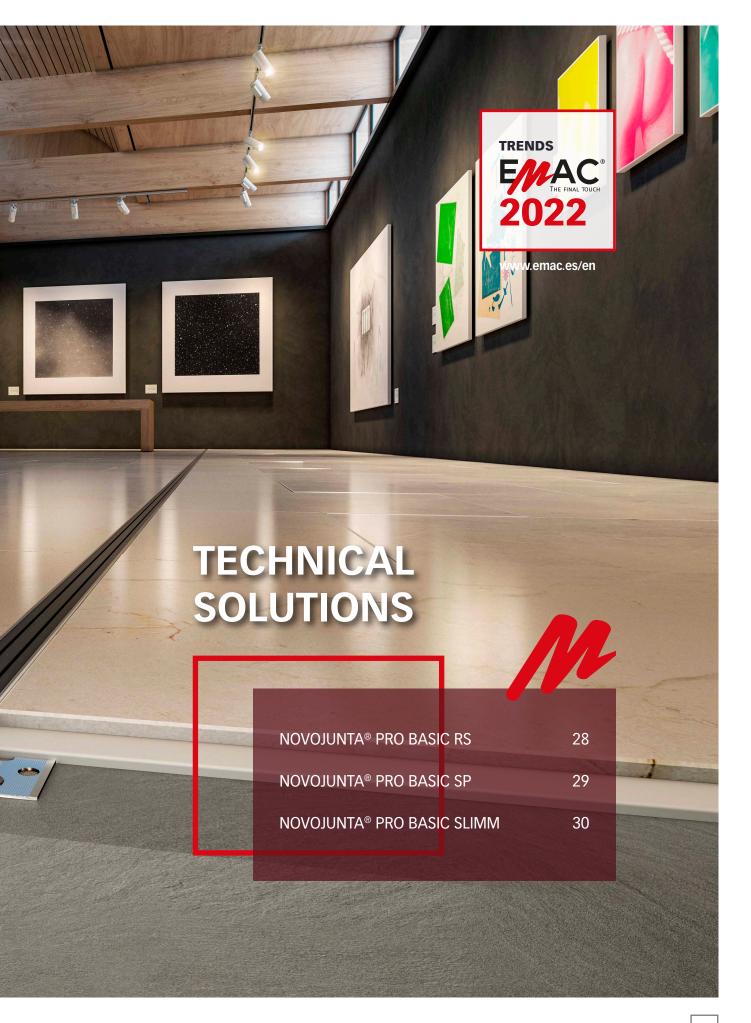
a: 487,5 mm

b: 487,5 mm



a: 492 mm b: 285 mm







**Novojunta Pro® Basic** is a system of profiles intended to be installed in expansion joints up to 40 mm width. It consists of two aluminum profiles holed on the base for the fixing screws with an EPDM rubber insert that absorbs multidirectional movements.

This range is highly functional since both aluminum and rubber profiles can be combined. So if we have a expansion joint between two slabs of different height, we can purchase different pieces according to our needs The EPDM resists weathering, thermal changes, wear and moisture.

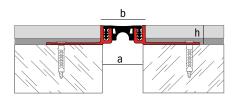
The flat finishes are the most appropriate choice for places with high hygienic requirements like hospitals. Available in black or grey colour, with flat or striated finish.



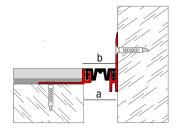
New length of 2.5 m and immediate availability allow minimum delivery times.



EPDM Rubbers Type: Flat o striated Colour: black or grey.



a: 20, 30 y 40 mm. | b: 24, 34 y 44 mm. h: 14, 22, 40, 50 y 80 mm. | length: 2,5 m.



a: 20, 30 y 40 mm. | b: 24, 34 y 44 mm. h: 22,5, 32,5 y 42,5 mm | length: 2,5 m. TECHNICAL SOLUTIONS \_\_\_\_\_\_ www.emac.es/en



## **Novojunta® Pro Basic SP**

**Novojunta Pro® Basic SP** is a profile for expansion joints up to 40 mm width to be installed in overlaid joints (after finishing work).

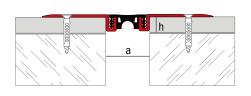
Consists of two aluminum profiles, height 11 mm, drilled for its fixing with screws. The EPDM resists weathering, thermal changes, wear and moisture and it is delivered with two different finishes. Available in black or grey color with flat or striated finish.

New length of 2.5 m and immediate availability allow minimum delivery times.

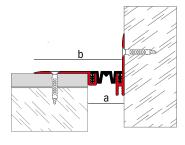




EPDM Rubbers
Type: Flat o striated
Colour: black or grey.



a: 24, 34 y 44 mm. | h: 11 mm. length: 2,5 m.



a: 24, 34 y 44 mm. | b: 72, 82 y 92 mm. length: 2,5 m.



**Novojunta Pro® Basic SliMM** is a system of profiles up to 40 mm width suited to be installed in low ceramic thickness like vinyl flooring or carpets among others.

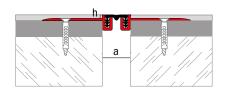
This solution consists of two aluminium profiles with holes for the fixing screws and a central part made of high quality EPDM rubber that it is inserted into the aluminum profiles.

Available in two different finishes (flat and striated) and colors (black and grey).

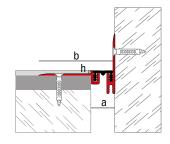
New length of 2.5 m and immediate availability allow minimum delivery times.



EPDM Rubbers Type: Flat o striated Colour: black or grey.

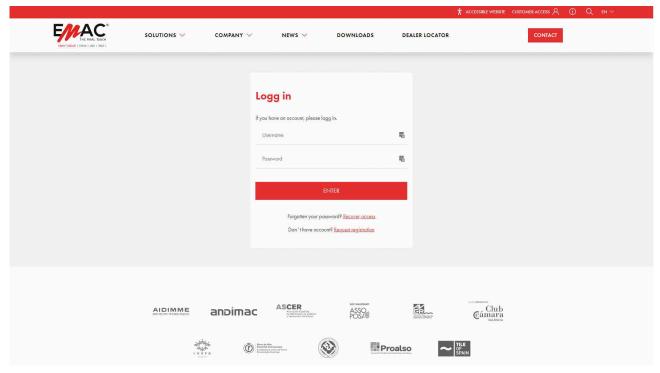


a: 24, 34 y 44 mm. | h: 3 mm. length: 2,5 m.



a: 24, 34 y 44 mm. | b: 72, 82 y 92 mm. length: 2,5 m.





#### **New Online store**

Our company has gone one step further in its digitalisation project. We now have an exclusive gift shop for distributors specialising in building materials. This is an exclusive, private space where you can purchase or obtain a free quote for our more-than 5,000 references. Available in four languages, our store is designed to optimise operation in just a few clicks. It is connected directly to our ERP and therefore to our stock. So it compiles all technical information and all the various aesthetic possibilities at the time of purchase.

EMAC® Group thus concludes a year of success in sales and digital transformation as a result of putting people at the heart of our strategy.







#### **EMAC®** Group

Construction Division - EMAC®

#### Valencia, España

info@emac.es | Tel. (+34) 961 532 200 | **www.emac.es** 

#### Miami, Florida, EEUU

info@emac-america.com | Phone. # (305) 406 1593 | www.emac-america.com

#### Sassuolo (Mo), Italia

info@emac-italia.it | Tel. (+39) 0536994854 | www.emac-italia.it

Artistic Division – ®Artelux

projects@artelux.es | Tel. (+34) 961 540 366 | www.arteluxcontract.com | www.artelux.es



































