



Floor — a

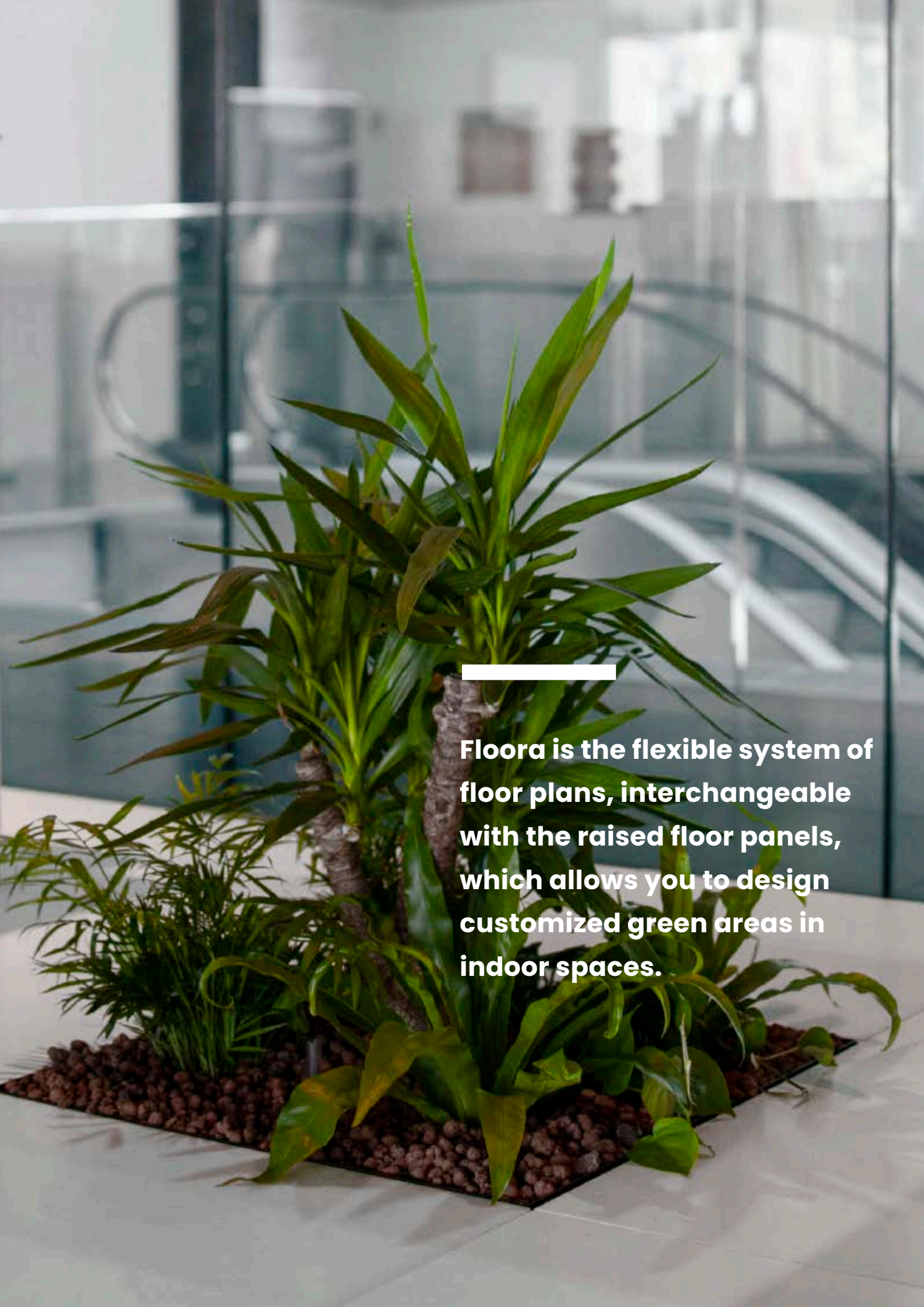
**The flexibility of the raised floor
and the beauty of nature.**

**A game of joints and heights,
modules and compositions.**

**Floora invents a new mode of
indoor greenery.**

**The green of serenity, coherent
logic, harmony and relaxation.**

**A small oasis for every
living space.**



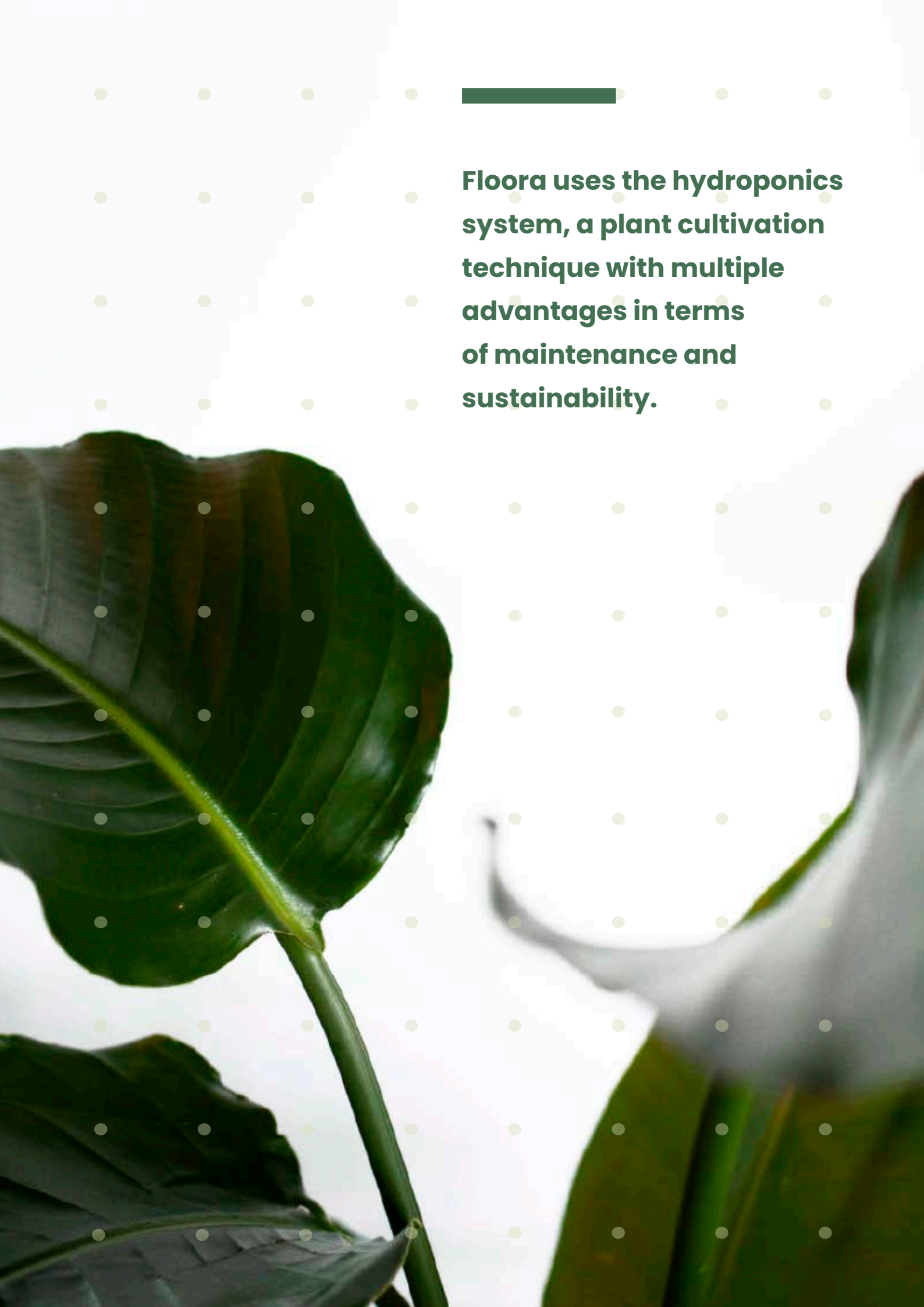
Flora is the flexible system of floor plans, interchangeable with the raised floor panels, which allows you to design customized green areas in indoor spaces.



Easy to fit in, Floora promotes an idea of contemporary living and to all intents and purposes “green”, with the possibility to create your unique composition choosing among many indoor plants.

The simplicity of composition makes it possible to create green islands or green paths in just a few hours, choosing from plants of various types and heights, which can be used as decorative or dividing elements.

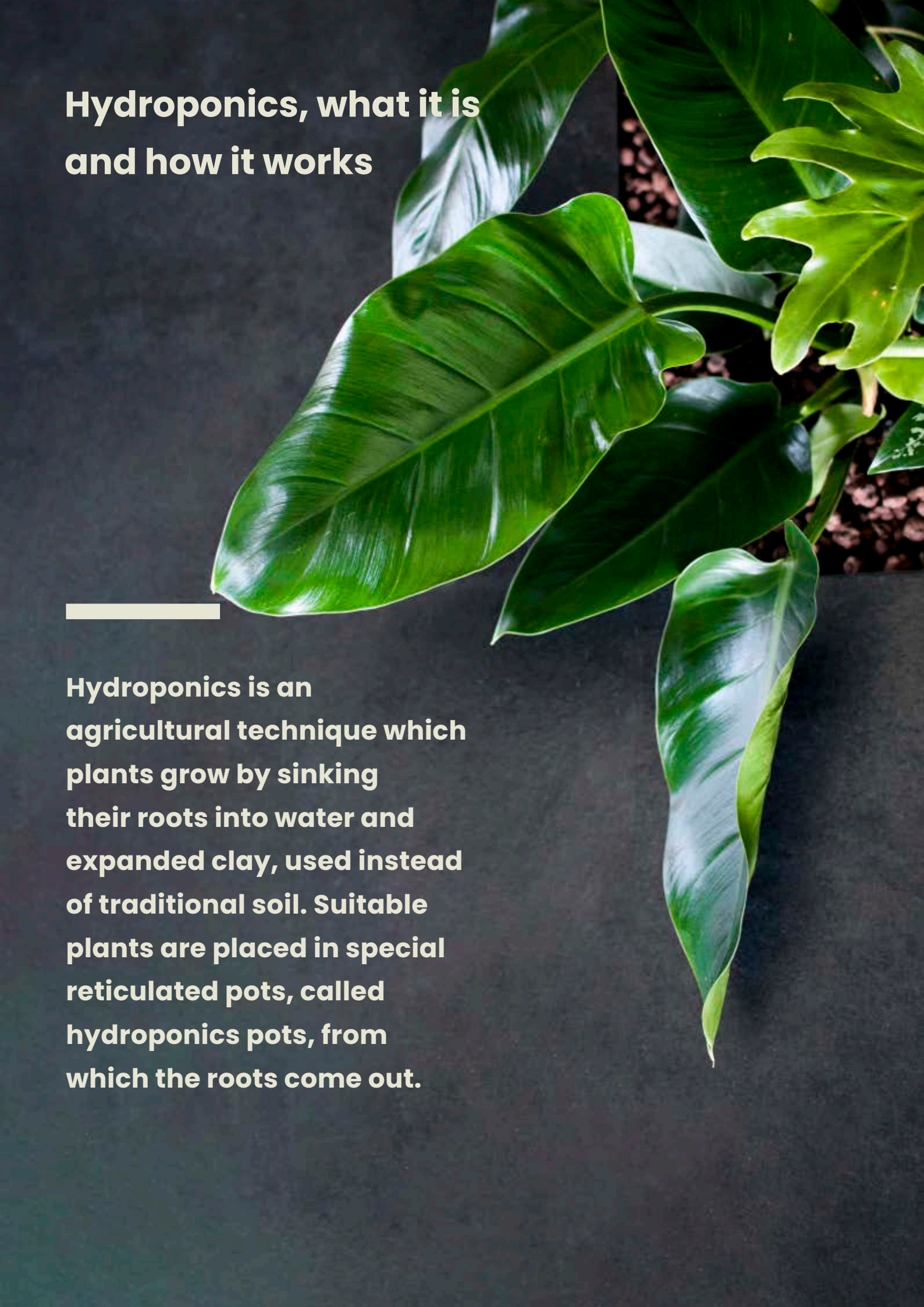




Floora uses the hydroponics system, a plant cultivation technique with multiple advantages in terms of maintenance and sustainability.



Hydroponics, what it is and how it works



Hydroponics is an agricultural technique which plants grow by sinking their roots into water and expanded clay, used instead of traditional soil. Suitable plants are placed in special reticulated pots, called hydroponics pots, from which the roots come out.

Why hydroponics

The use of expanded clay

Hydroponics is distinguished by the total absence of soil, which is in fact replaced by expanded clay, offering the possibility to grow anywhere without getting dirty. Moreover, clay has many other positive aspects compared to soil:

- it is an inert material, its use drastically reduces the formation of mould, bacteria or other allergens.
- it does not dry and does not compact, ensuring better support for plant development.
- it guarantees perfect drainage of the nutritive liquid, plants grow faster and healthier.
- slowly releases absorbed water, saving about 80% of water compared to traditional cultivation.

Absence of chemical products

- the use of herbicides in hydroponics is absent.

Easy maintenance

- plants in hydroponics need few simple attentions, often limited to irrigation 1 - 2 times a month.



The water level indicator is fundamental in hydroponics. Plants must be wetted a few hours after the indicator has reached the minimum level to promote complete water absorption and oxygenation of the roots.

Healthier, less stressed, happier, plants in indoor spaces

We spend 90% of our time indoors, about 22 hours a day, which is why we are the “Indoor Generation”. Home, school, office, gym, all closed environments, often poorly lit and poorly ventilated, where the air inside can reach 5 times more pollution than outside.

Air quality is fundamental for our health and the inclusion of green areas could represent a valid solution:

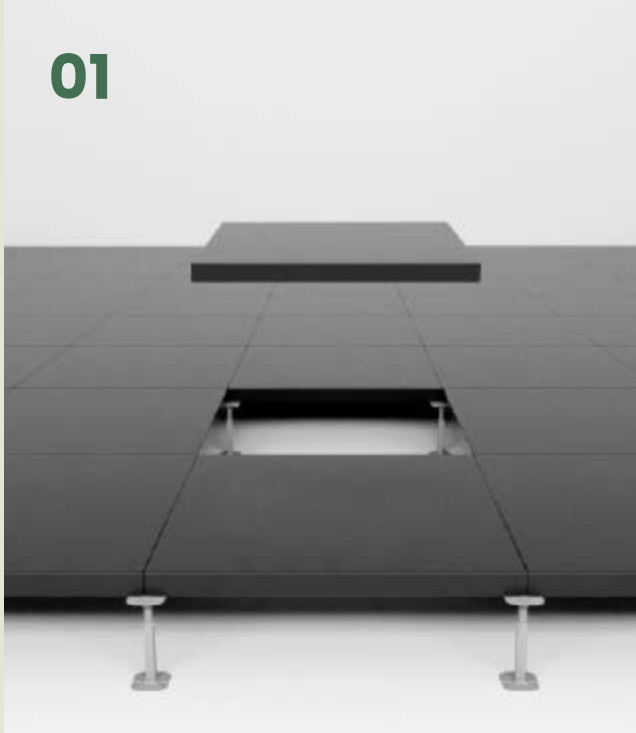
- plants absorb CO2 during photosynthesis, reducing the concentration of carbon dioxide.
- Plants produce steam and regulate humidity, but they also absorb heat and noise, and filter the air by neutralising harmful substances.
- plants reduce the amount of dust in indoor environments by 20%.
- plants are able to break down many harmful particles, in particularly the volatile organic ones, cause of headaches and tiredness, eye and respiratory tract irritations

Symptom	Decrease of disorders (%)
Eyes irritated	- 15%
Dry throat	- 31%
Fatigue	- 32%
Cough	- 38%
Headache	- 45%

The climatic quality of an environment has a significant impact on the level of well-being perceived. A healthier air in fact reduces stress and connected negative sensations, positively influencing regeneration and concentration, productivity and creativity.

Example of installation

01



02



03





Floor **a**

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