

PANESPOL®, THE STORY SO FAR.

15+ YEARS REINVENTING
LARGE-SCALE DECORATION SOLUTIONS
FOR CHAINS AND FRANCHISES.

PANESPOL® IS THE WORLD'S LEADING PRODUCER OF WALL AND SURFACE COVERINGS MADE FROM PATENTED FORMULAS FOR SYNTHETIC POLYMERS.

- BRICKS
- STONES
- SLATES
- BETON
- WOOD
- TEXTURES
- TEXTILES
- NATURAL

This wide and rapidly-growing range of products is aimed at **designers, decorators, and architects in search of stylish, attractive solutions that can be easily mounted.** The looks we have designed range from classic stone and brick imitations to panels imitating textile finishes, and even a completely natural line: panels made of real moss from Nordic forests.

The company's offices and factory are located in the Spanish industrial town of Alcoy (Alicante province). **Panespol®** dates from the year 2000 and has built up its business from early successes in the DIY market to its current position supplying the contract design and retail sectors, where it has become one of the key providers for the interiors of brands such as Burger King, Inditex, Salomon, Next, Harrods, Ikea, etc.





PANESPOL®
systems

PANESPOL®
systems





NON FLAMMABLE



LIGHT



NON TOXIC



FAST & EASY



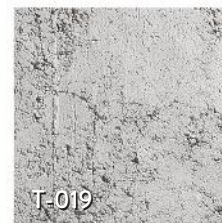
WITHOUT WORK



RECYCLABLE

The basis of **Panespol's**® product idea dates back to its founder and current managing director's realisation that decorative wall coverings made in plaster and other heavy and fragile materials could be greatly improved and offer more features if they were manufactured using polymers. This option, which requires no building work and is light to transport, as well as being clean and non-toxic, is also more cost-effective than traditional wall-covering materials thanks to the considerable saving involved in their application.

Over the initial two-year period of research and development, **Panespol's**® managing director, Juan José Leva Candela (born Alcoy, 1964), developed a polyurethane that was far stronger than normal for such a light material, and this is just one of the many formulas patented by **Panespol**®. This early development period also bore fruit in the form of the best formulas to meet both combustion testing for materials and standards to guarantee absolute non-toxicity for specific uses.





PANESPOL

"People told us we would never sell because the invention was more expensive than natural stone, but by 2002 we found the right people and took the invention to the Construtec fair in Madrid,"

José Juan Leva



The founder's solid preparation for his current position at the head of **Panespol®** comes from a varied background in small businesses. He ran his own advertising agency, worked as a frame-maker, and even for a long period as a cakemaker. It was in the 1990s, while in a partnership making and supplying polyurethane mouldings and figures for hobby shops, that José Juan turned his experience with this durable material into a way out of the crumbling crafts market.

This was the start of a gradual upturn in fortunes for the **Panespol®** idea. The firm replaced its initial small workshop with a large factory space in a modern complex, boasting all the necessary infrastructure. This led to a period of continued improvement and common-sense growth through a gradual introduction to the DIY market via Leroy Merlin stores.



221184
WHOPPERBILITIES
and counting

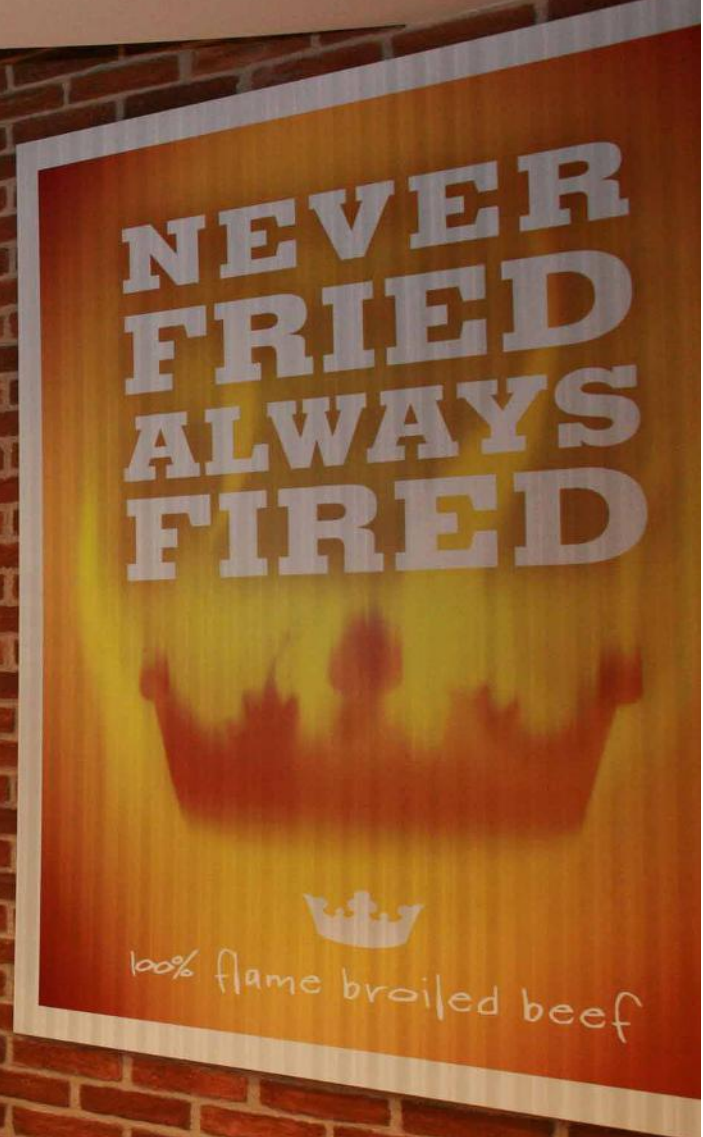
Your whopper your way.

A poster for BK Whoppers featuring a close-up of a Whopper burger. The text '221184 WHOPPERBILITIES and counting' is prominently displayed. At the bottom, it says 'Your whopper your way.' with a small crown icon.



Forged in The Whopper Flame™

A poster with a red background featuring the BK logo (a crown over the letters 'BK') with flames rising from it. Below the logo, it says 'Forged in The Whopper Flame™' with a small crown icon.



NEVER
FRIED
ALWAYS
FIRED

100% flame broiled beef

A large poster with a gradient background from red to yellow. It features the text 'NEVER FRIED ALWAYS FIRED' in large, bold, white letters. Below the text is a crown icon and the phrase '100% flame broiled beef'.



Have it your way.

A booth seating area with a white table and yellow and black upholstered benches. The text 'Have it your way.' is written on the black part of the bench backrest.



A small table with a menu and a drink.

A small table with a menu and a drink.



Have it your way.

A booth seating area with a white table and yellow and black upholstered benches. The text 'Have it your way.' is written on the black part of the bench backrest.



A white table.

A white table.



"When we agree to take on a project, we accept a twofold challenge: producing the quality required and meeting delivery deadlines."

José Juan Leva

In 2008, the walls of BurgerKing restaurants all over Europe were covered with a made-to-measure 'open-brick' model. This was the signal for a new round of investment in facilities, formulas, equipment, and processes to keep Panespol® in touch with the pace of the demanding sectors of 'retail' and 'contract design', in which innovative looks, personalised service, and the need to reduce installation times are huge challenges for any company hoping to maintain position or become an 'official supplier'.

And the story continues. Thanks to the vast experience gathered through our work alongside architects and decorators worldwide, **Panespol®** is turning into a 'laboratory of ideas and materials' for the most inventive, cutting-edge international brands. As soon as project designers bring us their latest idea for the makeover of a series of premises, we are ready with a team and a workshop to produce prototypes and, following any relevant

adjustments, plan the production and delivery of materials in line with our customer's specific needs.

As a result of rapid growth and solid trust from clients, the company is changing its own self-perception as a mere manufacturer of materials to cover surfaces. Our know-how, which combines technology and craftsmanship in equal measure, now means we can produce three-dimensional pieces in any size, colour, and texture, build highly-sophisticated wooden frameworks, insert LED illumination, for example, or offer completely natural materials such as the Gama NaturalMoss®. On top of all this, we also have the spectacular possibilities achieved through combinations of different systems.





"Architects who study our systems fall in love with the possibilities because they satisfy their needs... from this starting point, we can help them fulfil their wildest ideas."

José Juan Leva



Despite the worldwide economic crisis, **Panespol®** has expanded its plant, doubled turnover, and increased its staff from 24 to 36 employees. The company has a network of authorised, well-positioned distributors in the UK, Germany, France, and Italy, and has begun the search to find new partners in the USA and Canada.

Commenting recently on the outlook and potential limitations for the company, **Panespol's®** managing director also announced a major new breakthrough: **"Thanks to a new formula of ours, we have now managed to gain entry to the 'ultra-regulated' and almost impossible market of Russia, with**

all the expansion possibilities this involves, and we have several very interesting patents on standby for when the current period of growth in the 'contract design' and 'retail' sector levels out, with new decisions to be made at that time. The truth is that we don't know the limits of these sectors that are currently enjoying full growth. Who knows? We must just keep on helping our clients to ensure that ideas and trends in decoration are continually renewed. And we must keep an eye out for opportunitites."

PANESPOL[®]
Surface Lovers.

Teléfono: +34 96 554 96 72 · Fax. +34 96 554 96 73

www.panespol.com