



ENERGIA
NATURAL
by Jostko



As the person in charge, together with my brother, of the company Mariano Hervás Parquets y Tarimas, it is my pleasure to introduce to our customers and friends this publication, which contains the essence of our company, distilled with affection to create a new line of wooden pavements and floorings. Energía Natural is a collection that opens up to multiple possibilities; a result of the heartfelt enthusiasm of its designer, Joan Lao, and the excellent work of a team that made this apparently difficult dream a reality.

In the following pages, we want to show you the concept that lies behind our first Designer Parquet by means of reports, articles and interviews. They reflect the basic lines of inspiration, the sensitiveness that marks the starting point of the process, the environmental considerations around it, as well as the old tradition of respect for nature that characterises the history of this company, created by Mariano Hervás five decades ago.

Energía Natural is much more than a colour and texture collection available to interior designers. It is a modern and compromised concept that encourages our company in the daily industrial process. It is a design that includes the passage of time in its formal coordinates, the wear of natural materials, the erosion by the climatic agents, the action of water. But it also sticks to the rules regarding the deep respect imposed by our need to survive on this planet, because caring for our ecosystem is a shared responsibility, and we want the consumer to feel this concern as a competitive advantage which will result in big savings for all of us in the long term. The industry and the planet are forced to get along well with each other, for our common wellbeing.

The path opened by Energía Natural is wide and enjoys beautiful and unprecedented panoramic views. We would like to invite you to join us, to discover the future, hand-in-hand with wood.

Javier Hervás,
Manager





**MADE OF WOOD,
NATURALLY**

p. 6

**INTERVIEW OF
JOAN LAO**

p. 16

**WOOD ACORDING TO
SIX DESIGNERS**

p. 28

**WABI-SABI, THE BEAUTY
OF RUSTIC**

p. 34

**WOOD IMPROVES
DE QUALITY OF LIFE**

p. 42

**SUSTAINABLY
MANAGED FORESTS**

p. 48

**MH PARQUETS:
TRADITION & COMMITMENT**

p. 54

**SIGÜENZA,
A VIEW TO THE FUTURE**

p. 62

**EXHIBITION
ENERGÍA NATURAL**

p. 66

PROJECTS

p. 80

**COLOURS &
FINISHES**

p. 110

**TECHNICAL DATA
AND CREDITS**

p. 136



Made of wood, naturally.

Energía Natural (Natural Energy) is a collection of wood flooring that breaks away from everything known so far, proposing a new, modern, responsible perspective of these elements used to create spaces.

Energía Natural is the result of the collaboration of a leading parquet producer like Hervás with the carefully thought-out work of the designer Joan Lao, to create the first designer-parquet collection, i.e. with a rigorous concept behind each model.

The tones and textures of Energía Natural are one step ahead of the decoration trends which are currently being conceived, with unprecedented solutions and

a wide range of resources to satisfy the needs of the most demanding consumers and professionals.

The collection reflects the natural wear of the wood produced by the environmental elements in nature: the white decolouring of wood caused by the sea, the grey tones of a reed bed, the silver colour of the tree bark, the dark old wood, each of them with different textures.

Energía Natural launches, as an international exclusive, the first decorative element that adds a third dimension to the classic form-and-function duo: the action of time.

Energia Natural
is a collection aimed at
the wellbeing of people,
considering sustainable
consumption



**Wooden ambiances
provide proven
benefit to the health
of people**





**These models
are inspired in
the wear of wood
during its interac-
tion with nature**







**“This
material
provides a
renewed
concept of
wellbeing”**

Joan Lao

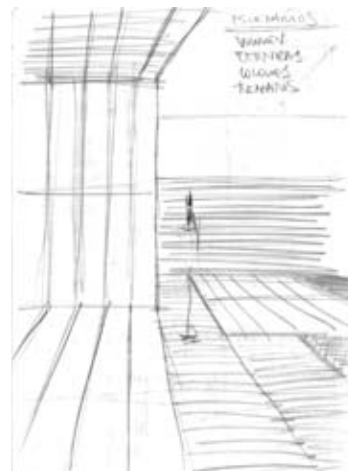
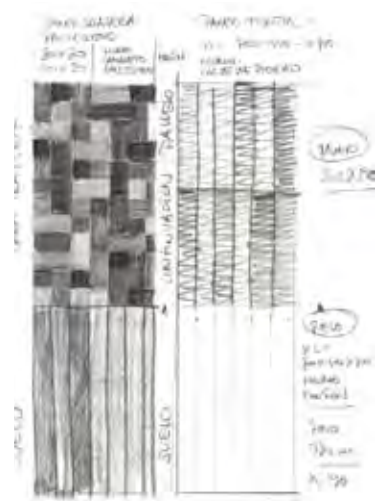
Behind a product which has been taken care of until excellence, like the **Energía Natural** flooring collection, there is a very well defined concept: to improve the quality of life with the use of natural materials in a responsible way. And behind this concept, there is a designer, whose working philosophy has always been consistent with these principles. Joan Lao's long experience

facing challenges set by private and public spaces is materialised with a collection of parquets which goes beyond the pure functionality of this material, becoming a proposal for quality of life. It seems to be simple, but you have to look at it with the eyes of a wise and committed designer, like Joan Lao, to provide purity to this perspective.

Born on 3rd July 1962 in Barcelona, Joan Lao is an internationally recognised creator, due to his capacity to act at different levels of design, under an eminently conceptual perspective. His interior designs have a unique quality: they create an immediate and enduring emotional response.

A reaction that responds to the sincerity of his proposals. Living in a Joan Lao ambience is living in an atmosphere of balance and peace. His industrial product proposals are fascinating due to the coherence of his approach and the feeling of harmony they irradiate. His career has been recognised with countless awards.





Explain us the philosophy of Energía Natural in a few words.

Energía Natural does not offer just another product for the parquet and wood flooring market. It offers an organic material provided by nature. A material which has been well taken care of, that provides us with a special energy which is difficult to quantify but absolutely demonstrable: when a person is in physical contact with a natural material like wood, there are a series of health benefits. The concept of this collection is based on going beyond the purely marketing values of the product and taking it to a status based on more interesting contributions, such as wellbeing and comfort in a space. That's the origin of the name, Energía Natural, Natural Energy: we do not sell products, but a specific kind of energy.

What is the main difference between traditional parquet and this one?

There are many things, starting with the inspiration that gives rise to the many colours of the collection, which are provided by nature and reach a range of shades and textures which had never been used in interior design before. Those worn grey tones, which are the seal of Energía Natural, are due to an important element in the process of design which is often forgotten: the passage of time. We consider this time process of aging as an enrichment and not as a detriment. The collection reproduces a series of textures that had not been interpreted before in projects of houses and premises. What we do is to capture them and make them available to be used as part of a professional repertoire.

Was the research work for these finishes complicated?

We counted on the collaboration of Ilva, a company specialised in this type of dyes and textures, and also on the long experience of the parquet manufacturing company, allowing us to offer a range of shades and colours which is absolutely unprecedented. It is a collection that recreates the wear of wood and stone, responding to the sensitiveness of our time and prepared to improve with the years.

Energía Natural identifies with the Japanese culture that appreciates rustic, authentic materials...

Indeed. The Japanese tradition of Wabi Sabi involves the concept of the value of time and wear as a benefit, the sensitiveness towards nature, rustic beauty and traditional crafts, and in this sense, our wood flooring collection fully identifies with it. When I see a step of stone which has been wearing out and became eroded due to its use, I feel admired by its aspect, its natural beauty, a texture that is far more interesting than a new, shiny and polished thing.

“This collection is based on concepts such as wellbeing and indoor comfort”

Why are you launching this collection as designer flooring?

We consider that it is an element to be highlighted, although it is also a double-edged sword. Several brands use the fact of being a special design as an added value, but sometimes it doesn't have content. A famous designer gives his/her name just as a value for that brand, but nothing else. I want to make a step forward as regards the designer concept: I want it to manifest as the experience of a team that has been involved in design and interior design and that this work is reflected in a product that complies with extraordinary quality requirements so that once it reaches the market it will have all needs covered: design, structure, assembly, finish, surrounding, care. In short, making things more elaborated so that the product will be better and really provides new values to society.

It is team work....

Yes, and I think that it is essential. I believe in multidisciplinary teams and the contribution of elements and concepts from different angles and experiences. Anything that implies adding is good. What you cannot do is to create products without content, empty things. In a society like ours, authenticity is very important; the search for new contributions that make our lives better.

And the most important is that it has been manufactured here, in Spain.

Being backed by a leading company, such as Mariano Hervás Parquets was essential to develop this concept. It provides us with a very important value, which is the optimisation of production resources by a manufacturing company with a production and machinery level which are perfect to face the Energía Natural project without having the need to outsource and depend on other companies. A benefit and energy saving in all senses.

Is the experience of MH Parquets positive for the development of Energía Natural?

It is essential, because from the point of view of design, when you intend to create something that has never been on the market before, you need the contribution and the infrastructure of an industry that is prepared to achieve these objectives and to make sure that the new product is going to be created under adequate conditions. Counting on a manufacturer who is the number one in Spain is very important for this process.

“Energía Natural reproduces textures that had never been interpreted in the design of spaces before”

You are also working on the creation of a new collection for outdoor flooring.

That's right. Although nobody talks about it, most of the outdoor floorings are not eco-friendly at all. In Asian countries, the forests disappear due to uncontrolled exploitation to manufacture this kind of flooring. It is very important to highlight that Energía Natural does only use wood coming from controlled exploitation, with a guaranteed origin and which in addition works perfectly well for outdoor use. The wood comes from trees which are specifically grown for their use, and which improve the environment during their growth. It is a collection made of eco-friendly wood, with a very good range of colours. A truly interesting project.

There is a serious commitment to sustainability.

Yes, it is extremely important. Considering the situation of the environment, designers must be aware of the fact that there are limited resources and that everything we produce creates waste. This is something we have to print on our way to work. The commitment to sustainability of Energía Natural is not a commercial slogan but a work philosophy.

This collection does also provide a very interesting installation and customer service protocol.

The performance protocol is a logical consequence of taking the company's concept of contributing to a better life to the end. We think that the development of the product shall not be exhausted with the design as such but continue until the end. It is important that everything is absolutely under control, so that our final objectives comply with all requirements, from the manufacturing project until the customer starts to enjoy the parquet. In this sense, the service and assistance protocols are very important: the packaging, the assembly, the aromatised installation, the care. Energía Natural has a series of performance schemes, which are synchronised in order to wrap the project up and reach the end with optimal results.





Textures, colours, do you think that the range is enough to satisfy the expectations?

We offer a very large range of decoration possibilities combining the colours and textures of the collection, but we also continue working in order to extend the collections. There is also a department in the company ready to manufacture special products, so if there is something unexpected but interesting, we have the capacity to do it.

Are you working in something else, apart from parquet?

We are exploring the possibilities offered by Energía Natural after being created. Wall panelling, furniture, prefabricated buildings... the field of application of these products is wide. Energía Natural is not only a question of panelling but also a brand starting from a concept, a lifestyle, a series of ideas which are applicable to the whole world of design, flooring, panelling, architecture, furniture. It is a universe, not only a specific product.

It can generate new things we don't know yet...

Of course. We are open to suggestions and new experiences. When concepts have a solid base and they are worked out well, we are able to do many things. In the future I see an Energía Natural restaurant, a hotel, a clothing collection....because what the firm is providing is a modern and necessary concept which can be projected to many different situations. This search for the natural values is an inherent characteristic of our modern culture and I am sure that the future is walking towards a much less material and more spiritual world. Energía Natural is a sincere product, as it follows my own way of being, what I understand as quality of life, and when you do things authentically you get sincere, consistent products.




HL
3/2011



“I believe in the contribution of elements and concepts from different angles and experiences”



A close-up photograph of a piece of wood, showing a prominent knot and the natural grain pattern. The wood has a warm, light brown tone. A semi-transparent grey rectangular box is overlaid on the right side of the image, containing white text.

**Six of the
most relevant
designers
of the interna-
tional scene
talk about the
value of wood.**

“Wood was one of the first construction materials used by human beings. It transmits feelings of comfort, smell, warmth. If we make a respectful use we can let history continue its way.”

**Josep Riu, Architect,
GCA Arquitectos Asociados**



“We have to provide design with a sense, with a function to carry out, not making it a temporary and frivolous fashion.”

**Francesc Rifé,
Interior Designer,
Francesc Rifé Estudio**



“There is nothing I like more than walking barefoot. The touch of wood with my feet, its texture and temperature, transmit a feeling of calmness, of protection.”

**Carmen Baselga,
Interior Designer, Dean of
the Association of Interior Designers
of the Community of Valencia**



“Having wood indoors is like having a bit of nature.”

**Fernando Salas,
Interior Designer, Salasstudio**



“The habitat is the dress that best identifies us; at home and at work. What surrounds us talks about our personality, our hopes, our way to understand life. It is always better to be surrounded by natural and ecological products, because it says a lot about our humanity.”

**Manel Ybargüengoitia,
Interiorista**

“Wood is a fine material that carries the print of time with beauty and wisdom, transmitting the essence of nature: warmth, beauty and serenity.”

**Isabel López Villalta
Interior Designer**





Wabi-Sabi, the beauty of rustic.

In Japanese culture, Wabi-Sabi is a special quality of things determining its beauty; an irresistible attractiveness for all those who appreciate the quality of eroded materials, the wear caused by the passage of time in nature, the imperfection that is inherent in the hands of craftsmen. It is a formal philosophy that has reached our days to describe the subtle beauty of imperfect, impermanent, incomplete things. The serene beauty of humble objects and surfaces, such as the materials that make up the Energía Natural Collection.

The Japanese aesthetic of Wabi-Sabi has long been associated with the tea ceremony, but it is actually a much wider and diffuse concept that perfectly defines the relationship of that culture and the things surrounding it. In his celebrated work *In Praise of Shadows*, Tanizaki gives a detailed description of the importance of materials in the tea ceremony, as well as of the beauty of aged utensils.

In this classic essay, written in 1933, Junichiro Tanizaki, develops with great refinement, this basic idea of oriental thinking, which is the key to understand the colours of the varnishes, the inks or the Noh theatre dresses; to learn to appreciate the old aspect of paper or of the exposed reflections on the patina of objects; to prevent us from anything that shines; to be attracted by the beauty in the flickering flame of a lamp and to discover the soul of architecture through the opacity degree of materials and the silence and the half-light of the empty space.

The closest word to Wabi-Sabi is probably “rustic” in the sense of non-artificial, unsophisticated, with rough or irregular surfaces. As a global concept it may be confused with a way of life, but in its current understanding it is a particular type of beauty.

It shares some characteristics with what we commonly call Primitive Art: objects that are earthly, simple, unpretentious and fashioned out of natural materials. However, unlike primitive art, Wabi-Sabi almost never is used representationally or symbolically, it is part of the daily environment.

For refined Japanese this kind of life fostered an appreciation of the minor details of everyday life and insights into the beauty of the inconspicuous and overlooked aspects of nature. Simplicity took on a new meaning as the basis for a new, pure beauty.

Wabi-Sabi derives from the atmosphere of melancholy and the expression of poetry and monochromatic ink painting in the 9th and 10th century



All things are impermanent

The inclination toward nothingness is unrelenting and universal. Even things that have all the earmarks of substance (hard, inert, solid) present nothing more than the illusion of permanence. Everything wears down. The planets, the stars, even intangible things.

All things are imperfect

Nothing that exists is without imperfections. Every craftsman knows the limits of his work: imperfections glare back. And as things begin to break down and approach the primordial state, they become even more irregular, more beautiful.

All things are incomplete

All things, including the universe itself are in a constant, never-ending state of becoming or dissolving. The notion of completion has no basis in Wabi-Sabi.

A Brief History

The initial inspirations for Wabi-Sabi metaphysical, spiritual, and moral principles come from ideas about simplicity, naturalness, and acceptance of reality found in Taoism and Chinese Zen Buddhism. The Wabi-Sabi state of mind and sense of materiality both derive from the atmosphere of desolation and melancholy and the expression of minimalism in 9th- and 10th-century Chinese poetry and monochromatic ink painting. Wabi-Sabi reached its most comprehensive realization within the context of the tea ceremony. The 16th-century tea room was a meeting place for the elite. It was where wealthy merchants cultivated new business contacts. It was also where warriors sought and consummated political alliances and celebrated battle victories. Called *sado*, the tea ceremony as it evolved became an eclectic social art form combining, among other things, the skills of architecture, interior and garden design, flower arranging, painting, food preparation and performance.

Wabi-Sabi was brought to its apotheosis by Sen no Rikyu (1522-1591). There was considerable experimentation with objects, architectural space, and the ritual itself. It was in the midst of this cultural flux that Rikyu secured his most enduring aesthetic triumph: to unequivocally place crude, anonymous, indigenous Japanese folkcraft on the same artistic level, or even higher than, slick, perfect, Chinese treasures. Rikyu also created a new kind of tea room based on the prototype of a farmer's hut of rough mud walls, thatched roof, and misshapen exposed wood structural elements. Approximately one hundred years after Rikyu's death, the art of tea was repositioned into the "way" of tea (*chado*), ostensibly a form of religious and spiritual training. During this transformation, Wabi-Sabi, the core of "spiritual" tea, was simplified and packed into a definitive set of rules. The institutionalised tea schools have kept this philosophy.

The beauty
of the worn-out,
the tentative and
the ephemeral is
so subtle that it
is invisible to
vulgar eyes



Wabi-Sabi Spiritual Values

The beauty of Wabi-Sabi is, in one respect, the condition of coming to terms with what you consider ugly. Beauty is an altered state of consciousness, an extraordinary moment of poetry and grace.

Wabi-Sabi represents the exact opposite of the Western ideal of great beauty as something monumental, spectacular and enduring. It is about the minor and the hidden, the tentative and the ephemeral: things so subtle and evanescent they are invisible to vulgar eyes. A perfunctory part of the tea ceremony as it exists today is paying formal attention to each object included in the ritual. This means attention not only to the details of the tea bowls, tea container, water kettle, and the like, but also to such things as the container the flowers are in and even the charcoal used to heat the water. What was once a spontaneous occurrence is now rigidly scripted (there are specific rules about how and when to handle the objects and how and when to ask questions about the objects) but at least this forces you to pay attention to, and hopefully really “see” the very thing in front of you.

The truth comes from the observation of nature: things in their pure, original state. In this sense, nature means plants, animals, mountains, rivers and the forces. But it also encompasses the human mind and all of its thoughts and creations. Three of the most obvious lessons gleaned from millennia of contact with nature, and leavened with Taoist thought, were incorporated into the wisdom of Wabi-Sabi.

**The truth
comes from the
observation of
nature: things in
their pure,
original state**



Wood improves the quality of life.

The beneficial properties of wood are backed by scientific studies that empirically show the qualities of this natural material with respect to the health of people. As flooring, wall panelling or structural material for architecture and furniture, wood stands out due to its acoustic and thermal qualities, the ability to absorb shocks, and even due to the emotional effects of its use in contact with people. The project Living with Wood shows the virtues of this unique material.

The Spanish Confederation of Wood-working Industries (CONFEMADERA) and the Institute of Biomechanics in Valencia (IBV), through the project Vivir con Madera (Living with Wood) have done research based on articles recognised by the scientific community, that relate wood to quality of life and wellbeing. The studies show that wood has properties that favour a healthy lifestyle and therefore improve the quality of life of people that enjoy wood in their daily surrounding.

A good acoustic corrector

Wood improves the quality of sleep and reduces the risk of suffering coronary diseases. Wood is an excellent soundproofing material due to its ability to reduce the reverberation time.

There is a direct relationship between the increased amount of wood in a room and the reduction of reverberation times. Therefore it is a material which is largely used for acoustic correction, for example, in sound and recording studios. This property of wood can also be a benefit for our health. It has been proven that the less reverberation the better the sleep, as it will be continuous and without interruptions. Moreover, studies have been made with patients suffering from cardiovascular diseases in intensive care units, which have shown that the pulse amplitude is reduced at nights thanks to the relaxation in atmospheres with a better acoustic comfort.

On the other hand, there are studies showing that sleeping less than six hours per night increases the risk of suffering coronary diseases by 18 per cent. Sleeping five or less hours increases the risk by 39 per cent. Eight hours contribute to a healthy heart. For all of these reasons, the use of wood in the decoration of your bedroom, does not only improve the style and design, but also helps you to sleep better and to prevent possible heart diseases.

Studies carried out in university facilities have proven that wooden panels in classrooms reduce the reverberation time and create the ideal acoustic comfort for studying. It also reduces the noise from next door classrooms and from the outside, thus improving the ability of pupils to concentrate and increasing their intellectual performance.

Wood protects from temperature changes

The microscopic structure of wood is characterised by the many hollow cells which result in a low thermal conductivity. Thermal insulation is directly related to health, as keeping a constant body temperature has beneficial effects on our wellbeing. It has been proven that wooden floors, such as those installed in nurseries, favour the thermal comfort of children while crawling, favouring also the interaction with the surface and consequently stimulating the psychomotor learning process of children. Thus we are contributing to a healthy growth.

On the other hand, there are different studies showing that a higher thermal comfort at home in wintertime may reduce the severity of the typical diseases of elderly people, such as osteoarthritis or respiratory problems. A common flu, for example, appears after a sudden change of the body temperature, and therefore, being in warm ambiances would contribute to avoid this kind of diseases. Creating warm ambiances at home with wood, helps preventing the typical health problems in winter and favours physical indoor activity both for children and adults.


**It has been proven
that wood helps
creating emotion-
ally balanced
atmospheres**

Wood reduces the risk of fractures and favours physical activity

Wood as a surface aimed at sporting activities has an adequate friction coefficient and a shock absorbing capacity which is slightly higher than other materials, and therefore, walking or doing physical activities on wooden floors considerably reduces the number of injuries.

This property of wood floorings has been proven in a study carried out with a female handball team during exercises on parquet flooring. This research shows that the risk of





As a thermal insulator, wood protects against sudden changes of temperature

injuries is higher on other types of surfaces. Moreover, the number of fractures after falling on wooden floor is considerably lower than on other materials, as proven by research made in residences for the elderly.

Wood improves the emotional condition of people

The warm and natural texture of wood has an influence on the state of mind of people. Research has proven that visual stimulation with wood produces a feeling of relax that is somatised as a reduction of blood pressure and a decrease of states of depression. The same test with other materials showed less positive results. This is due to the fact that wood creates warm, natural and comfortable atmospheres which contribute to improving the state of mind of people.

The original study is available at www.vivirconmadera.info



Sustainably managed forests

Wood from sustainably managed forests is the perfect material for construction, interior design and decoration, as it is a natural, eco-friendly and renewable material. During its growth, it captures CO₂, one of the main gases which cause the greenhouse effect and the climate change. The energy costs for the transformation are lower, the produced waste is biodegradable, it is re-

cyclable, it is an excellent natural insulator, thus providing for further energy savings, and the availability of raw material is guaranteed on a short, medium and long term. This article explains how to recognise wood that has been obtained in an eco-friendly way, like the one used by Energía Natural in all of its products.

Unfortunately, not all the wood around us comes from responsibly controlled forests. For many decades, large forest areas have been indiscriminately deforested, cutting down trees and causing serious environmental imbalances and a clear reduction of the CO2 capture due to the lower afforestation of the planet. Sustainable wood is the only way to fight against uncontrolled felling. Legal wood industries, which do not affect natural areas, do not exploit legal workers, respect the renovation rate of species and reforest the land. There are certificates that guarantee consumers that the wood has an eco-friendly origin.

The Forest Certification

The Forest Certification is a great marketing tool that guarantees and shows consumers that the wood comes from a responsibly and sustainably managed forest.

The certification is a whole process, the result of which is a written statement accrediting the origin of the non-treated wood, its location and/or characteristics, after being validated by an independent third party.

The aim of the certification is to give applicants the chance to verify whether their forestry practices comply with the regulations and to provide them with a proof of the compliance. The certification of a Sustainable Forest Management (SFM) can also serve as a proof to confirm that a producer uses eco-friendly procedures or to provide objectively verified data about the wood products and the forest of origin.

The wood certification consists of two essential elements:

The certification of the sustainability of the forest management, i.e. the SFM certification.

The certification of the products, i.e. The Chain of Custody Certification.

The SFM certification includes the forest inventory, the forest management planning, information about forestry, the exploitation, road building and other related activities, as well as the ecological, economical and social repercussions of the forestry activities.

The Forest Certification is a voluntary process in which an independent third party assures, by means of a certificate, that the management of a forest is made in compliance with

a series of criteria and standards which have previously been established. The difference between the various certifications is basically the set of agreed criteria on which they are based, and the promoting organizations. The three main certification systems, which are above the national forest certifications available in some countries, are: the system of the Forest Stewardship Council (FSC), the Pan European Forest Certification System (PEFC) and, as approximate systems but not specifically dealing with forest certification, the 14000 series within the Environmental Management Systems of the International Standardization Organization (ISO).

The Forest Certification guarantees consumers that the wood comes from a sustainably managed forest

How do you certify a forest?

The forest certification is a process in which a third party that is independent from the interests of wood suppliers and their customers, assures that the management of a forest area complies with the requirements established in the Spanish SFM standards. It is important to highlight that the certification applies to the SFM of a forest surface and therefore also to the products obtained from the management. On the other hand, there is the certification issued to wood products and its derivatives, which after being manufactured by the different industries, result in certified final products. This is known as the chain of custody certification.

The Pan European Forest Certification (PEFC) is a voluntary promotion and certification of a sustainable forest management.

Aims of the PEFC forest certification:

Promoting sustainable forest management, as it is an eco-friendly management, with social benefits and economically viable.

Strengthening and improving the positive





image of the forests and wood as a renewable raw material.

Guaranteeing consumers the origin of the products coming from sustainably managed areas.

The certification is issued to wood products and derivatives

The Chain of Custody

The Chain of Custody Certification is a mechanism that verifies that the wood used by the manufacturing industry comes from forests managed according to sustainability criteria. It is the next step after the Sustainable Forest Management Certification, and it is necessary in order to know the origin of the product we are buying.

The audit is carried out by a PEFC independent auditor or group of auditors, as PEFC is neither an accreditation nor a certification entity. The auditor verifies the origin of the used wood and the process undergone in the manufacturing industries. The accreditation of the entities in charge of carrying out this certification in Spain is made by ENAC, the national accreditation entity, recognised by the Ministry of Science and Technology.

MH parquets: tradition & commitment

With the heroic enterprising spirit which was so necessary in the 1960s to launch a company, Mariano Hervás founded MH Parquets y Tarimas in the outskirts of the city of Sigüenza, in the province of Guadalajara, Spain. The first steps of the company, with

a clear vision of the path to follow, focussed on the craft production of mosaic parquet flooring. Later, several wooden parquet options were developed, based on a deep knowledge of the material, as well as of the first industrial production techniques.



With the progressive mechanization of the facilities, new production lines for new wooden floorings were introduced, while the production capacity of the company kept on growing.

During these five decades MH Parquets y Tarimas has been introducing the most modern industrial techniques for the treatment of wood, making substantial investments in R&D with the aim of staying ahead of the

market demands, though never forgetting the essence and craft work, instilled by Mariano Hervás and passed down to his offspring.

Currently led by the founder's sons, Pedro and Javier Hervás, the company has become one of the leading Spanish brands in the production of parquets, as well as a benchmark in the sector. They export part of the production and attend the most prestigious trade fairs in Europe.



Today, MH Parquets y Tarimas is a second-generation family business that has managed to go beyond the limits of the national market. A highlight in their company philosophy is the innovative spirit and the deep respect for nature. However, the use of the most modern production techniques is not incompatible with the survival of craft, which is the special seal of these floorings.

As a consequence of this business launch of the company, the aim was always to reach the highest quality producing wood flooring, and therefore, the company applied and achieved all national and communitarian certifications needed to provide interior design professionals and consumers a guarantee for their products: AITIM quality seal, AENOR 9001:2000 quality certification, AENOR IQNET, as well as the award for business quality of Guadalajara by CEPYME in 2003, among others.

The next challenge of the company was staking on sustainable development at all levels, and therefore they applied for and achieved the Chain of Custody Conformity Certification no.: PECF/ 14-35-00001, issued by AENOR. It should be mentioned that MH Parquets y Tarimas was the first Spanish company to get this certificate, as a result of their determination in instilling into their suppliers the advantage of defending a sustainable forest management. The concern for ecology did not stop there, but was extended to the environment, committing themselves to the strict fulfilment of all legal regulations. To do so, they signed an agreement with a company to assure the correct treatment and recycling of wood waste. MH Parquets y Tarimas is member of the main federations and associations of the sector, and it is the first company Spain- and Europe wide to receive the Chain of Custody Certification by PEFC (Pan European Forest Council).

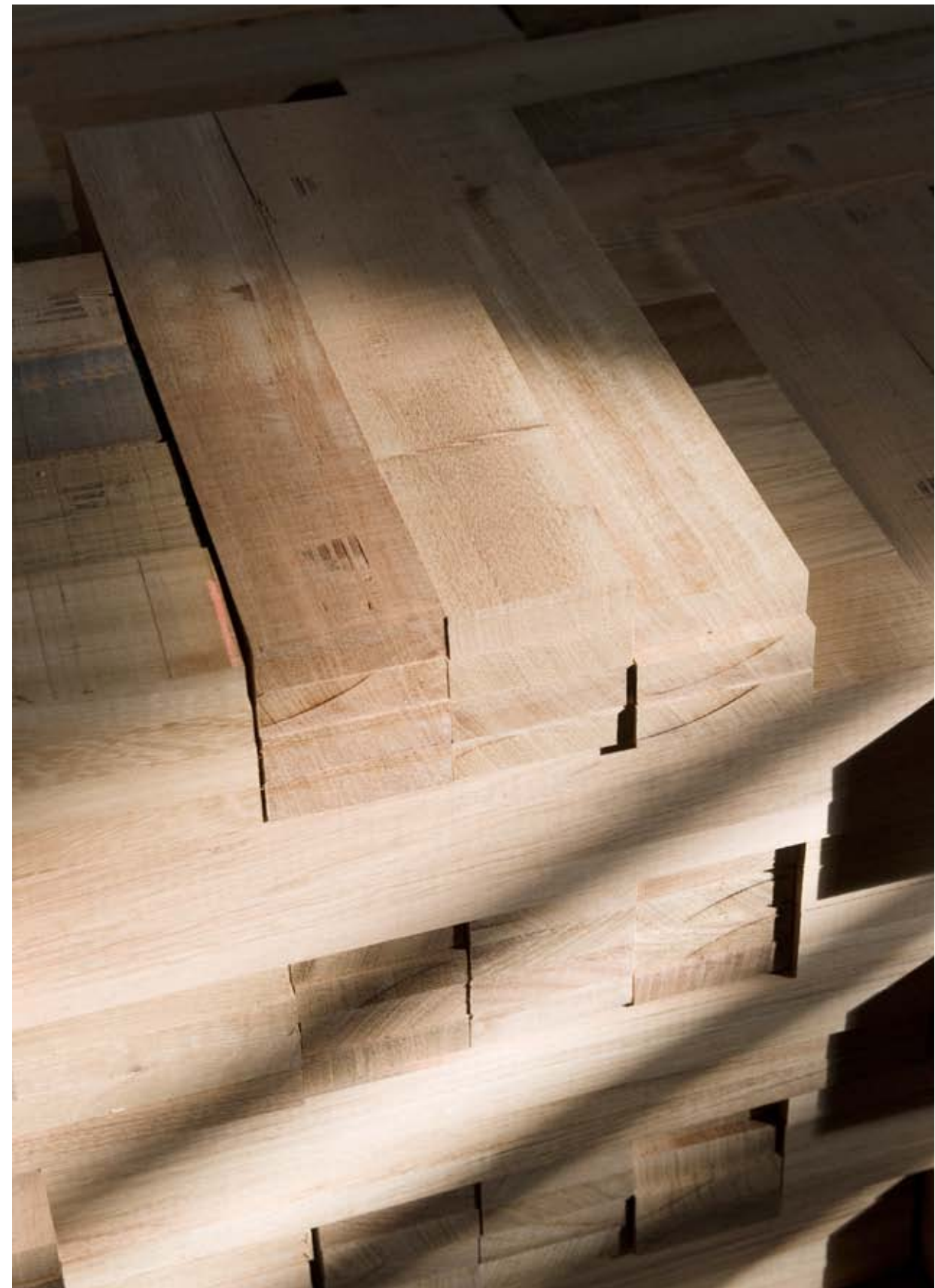
The company is currently immersed in a major R&D&I project on “Ecological wooden outdoor floorings with quick growing species”, supported and supervised by CDTI (Technological Development and Investigation Centre).

As a result of their vocation for innovation and the development of new products, MH Parquets y Tarimas created in 2009 the first collection of designer floorings, together with the well-known designer and trend creator Joan Lao. The collection Energía Natural by Joan Lao, presents an unprecedented series

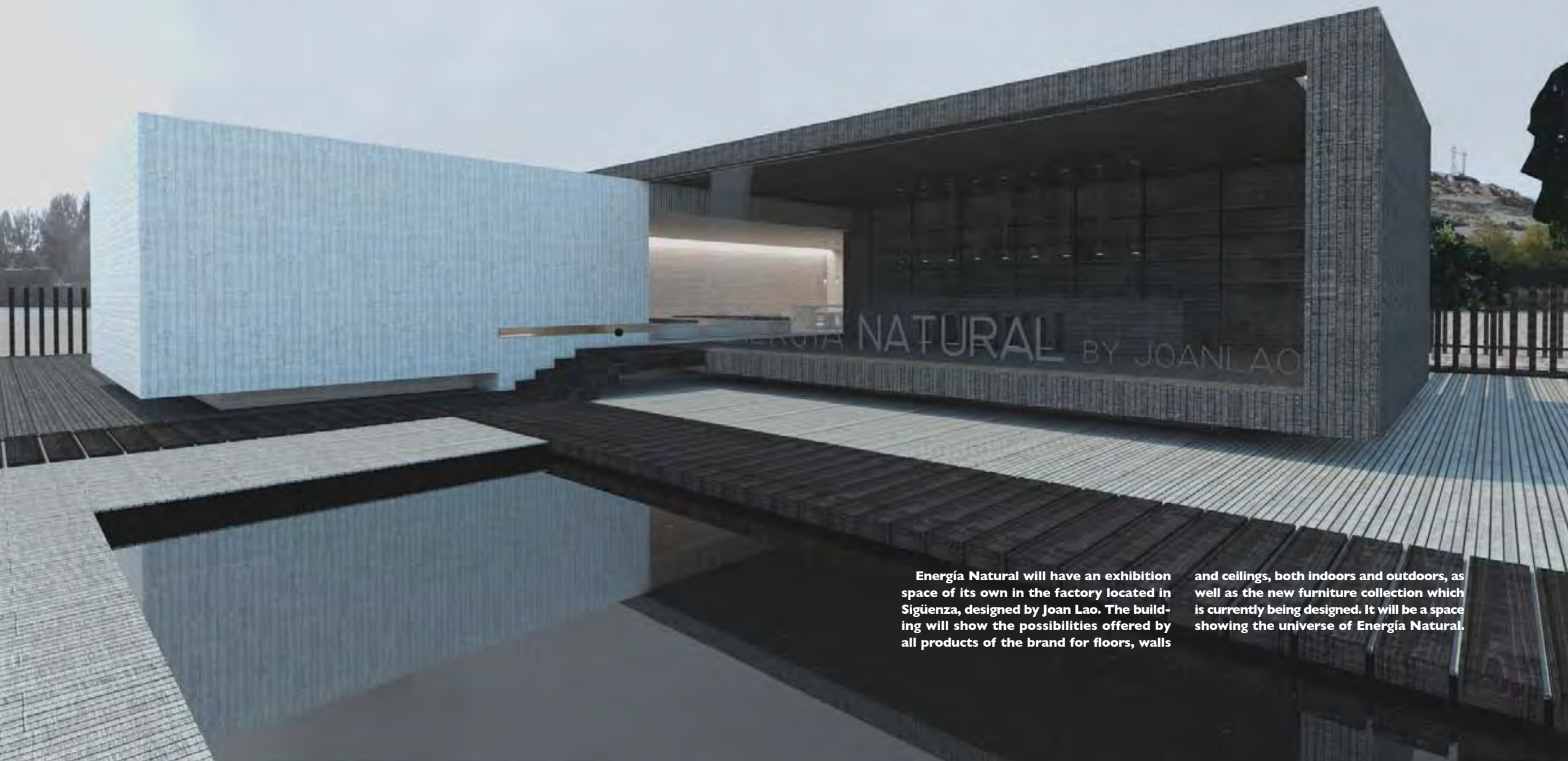
of wood colours and textures with nature and time as the source of inspiration. The wear of wood in its shades and textures is the logical aesthetic consequence of this company's philosophy and a path to be explored in the world of architecture and interior design with a large development potential.

The high quality and demand level of the company is backed by a competent and enthusiastic team of people working in and outside the company, as well as by the confidence shown by customers, which allows them to continue growing in quality.

Continuing with the work of Mariano Hervás and opening new ways for the use of wood in interior design, MH Parquets y Tarimas SA is currently a benchmark in Spain as regards manufacturing parquets and floorings, joining efficiency and international renown from the province of Guadalajara, Spain.



Sigüenza, a view to the future



Energía Natural will have an exhibition space of its own in the factory located in Sigüenza, designed by Joan Lao. The building will show the possibilities offered by all products of the brand for floors, walls

and ceilings, both indoors and outdoors, as well as the new furniture collection which is currently being designed. It will be a space showing the universe of Energía Natural.

The project of the Energía Natural Pavilion in Sigüenza expresses the versatility and potential of a product which has been developed according to the most purely emotional aspects, but at the same time responding to the strictest technical demands.

The space allows observing the properties of the material and its different uses, as well as comparing the nuances of each colour and texture according to the quality of the light they receive, be it on the floor, on walls, on the furniture or as a structural element.

The character of wood in a real surrounding, prepared to be assessed with the five senses.

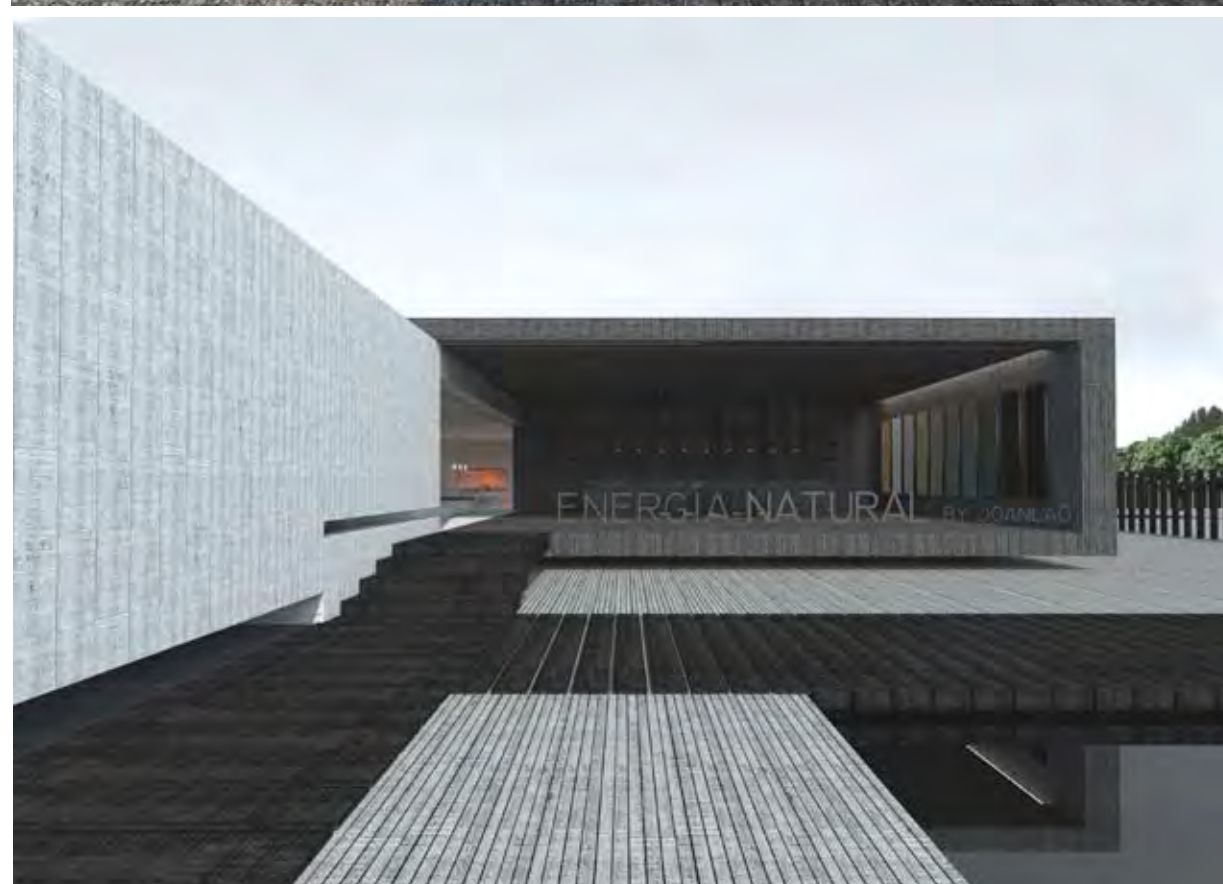
The subtle changes provided by the light as it falls on the wood along the day, as well as its behaviour in different weather conditions, are also qualities that can be experienced live in this building.

Born out of the combination between design and industry, Energía Natural is the result of the need to go one step forward in the traditional parquet market, within the framework of social-economical changes that are asking for new solutions. The creation of a line of designer flooring gets sense with this collection which is based on an open concept of nature, that can be materialised in multiple realizations.

Design and industry lead to a great product, which is necessary for the current society and its renewed surrounding. Energía Natural. In addition to the symbol of innovation and guarantee of quality offered by design, this collection gathers several hours of creative process and analysis to the service of the needs of people.

The subtle changes created by the light falling on the wood are experienced live in this building

According to Joan Lao, design makes the difference of a product from its competitors on the market





Exhibition Energía Natural

The Joan Lao showroom in Barcelona has been paved and covered with Energía Natural elements to show customers and visitors the real possibilities of this collection within a specific physical context.

With the advantage of being in an environment in which the aesthetic philosophy of its creator coincides to the detail with the determining features of Energía Natural. Suddenly, the whole energy of this collection flows into all directions of Joan Lao's showroom.

Textures and finishes make up a universe of feelings

The richest and most interesting aspects of the Energía Natural collection from the aesthetic point of view are highlighted by the presentation in Joan Lao's showroom. The different textures and finishes that make up a universe of tactile and visual feelings which photographs can only provide in a limited way, can be appreciated and enjoyed in its full splendour.

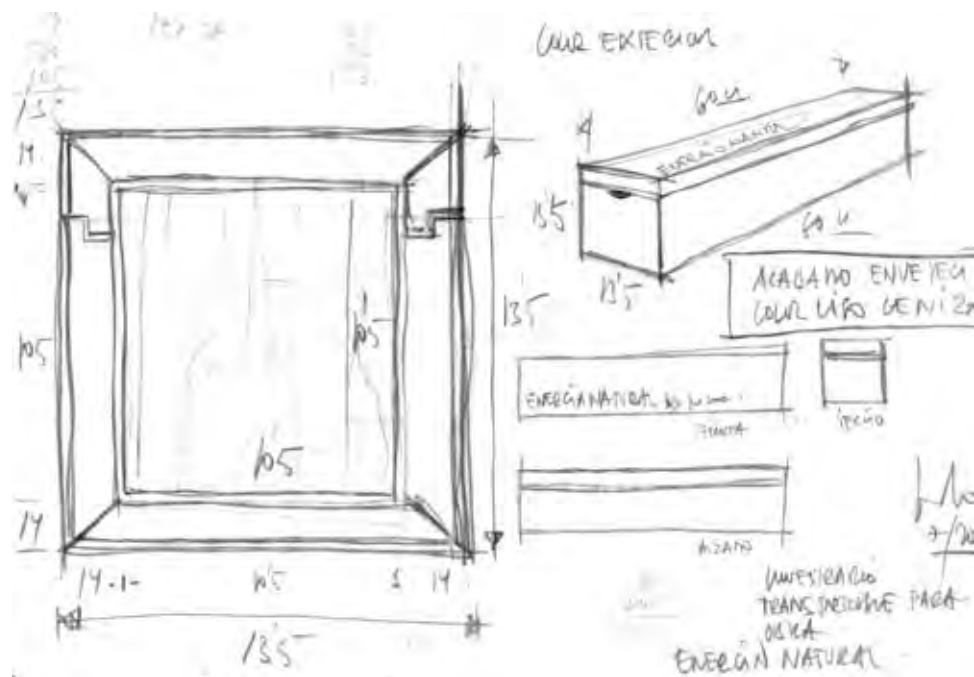
The lush nuances of grey on aged or worn wood melt with the stripped or eroded finishes that are part of the Energía Natural repertoire, creating a symphony of possibilities which the real matter, wood, shows in this space.

The qualities, the small details, the finishes and the installation quality provided by this programme are complied with in this space, and are available for customers and consumers who discover or confirm their approach to Energía Natural.

As stated by Joan Lao, creator of these parquets: "behind every design for the habitat, there must be a clear concept supporting it. The origin of Energía Natural has to be searched for in the real action of time on such a fine material as wood, and in the last instance, on the respect and joy inspired by nature itself."







Gris Humo
Canaleto
Gris Oscuro

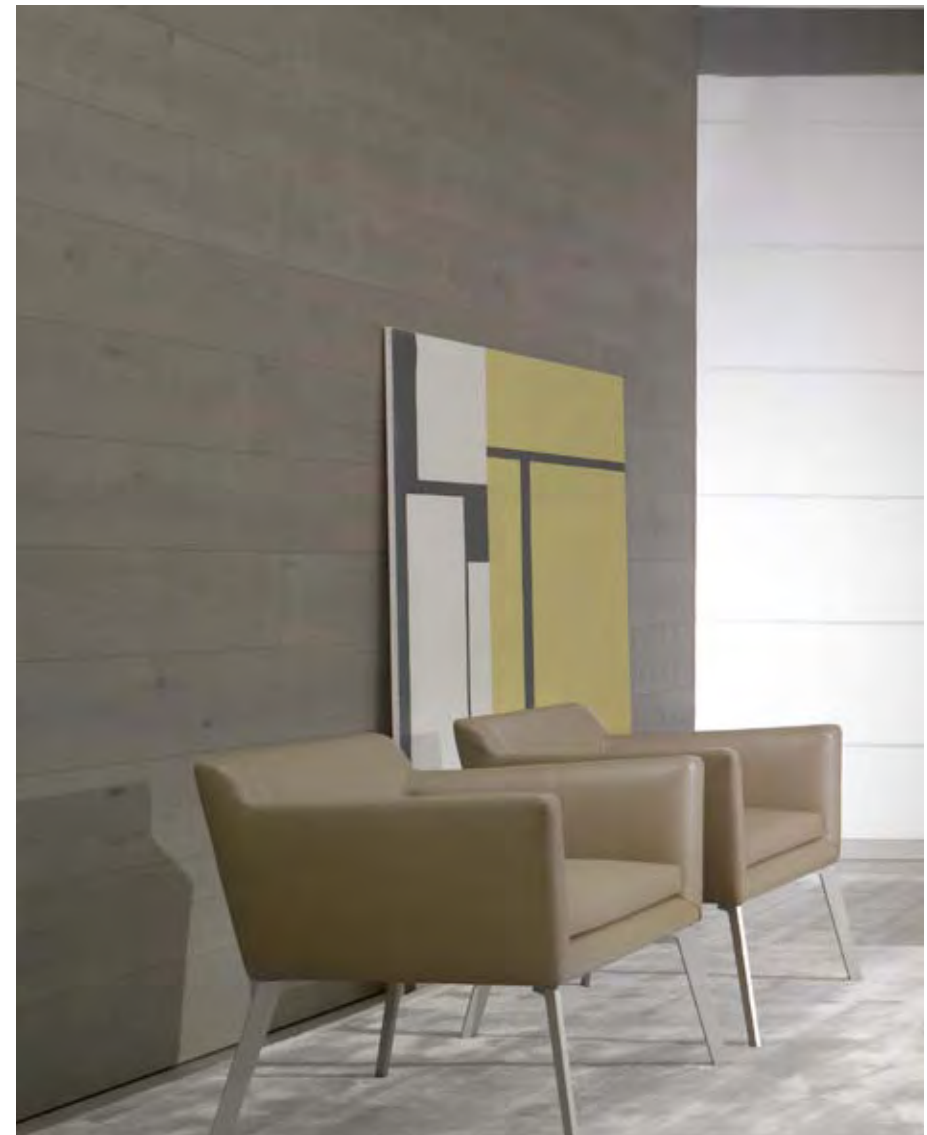






Projects

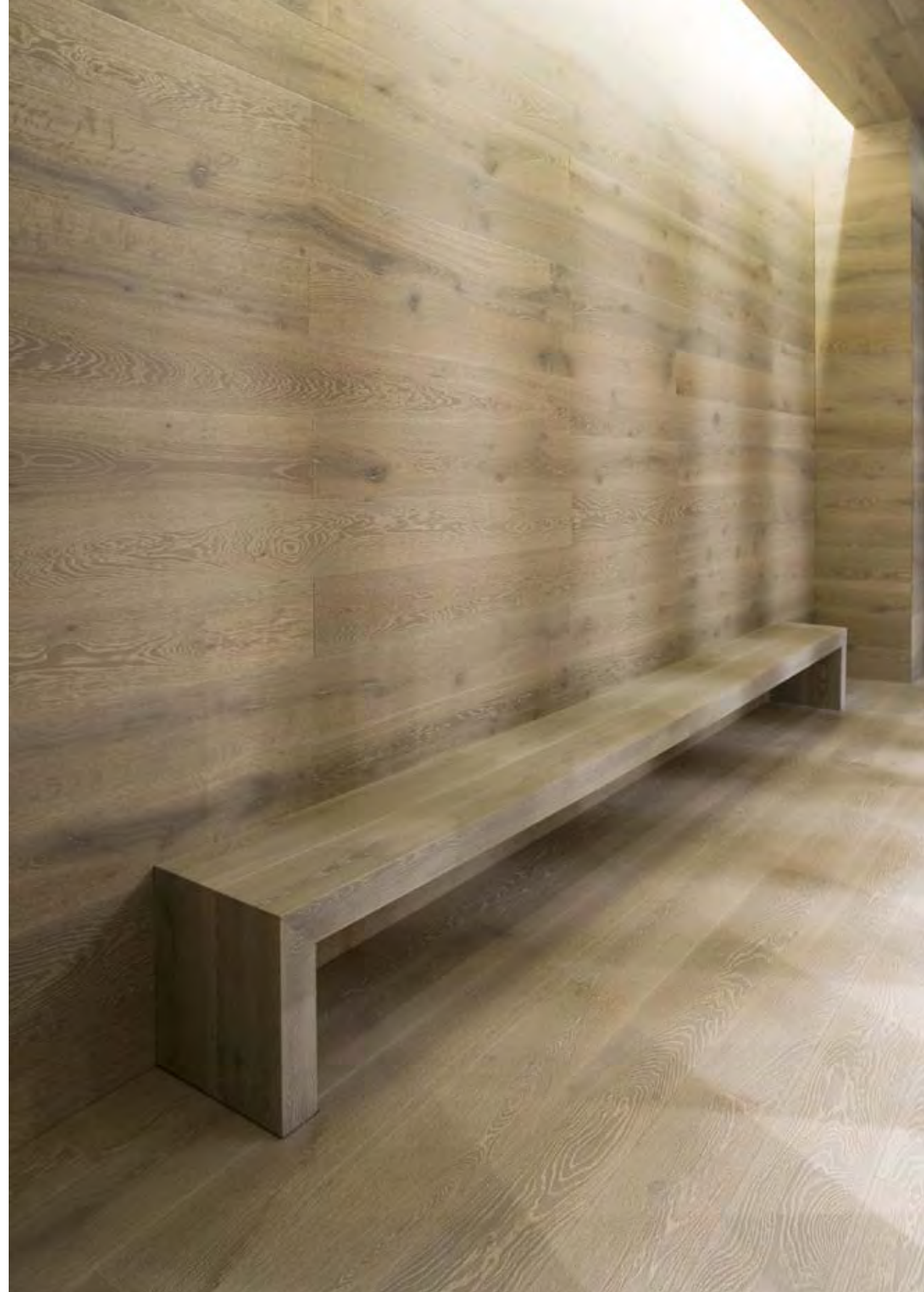








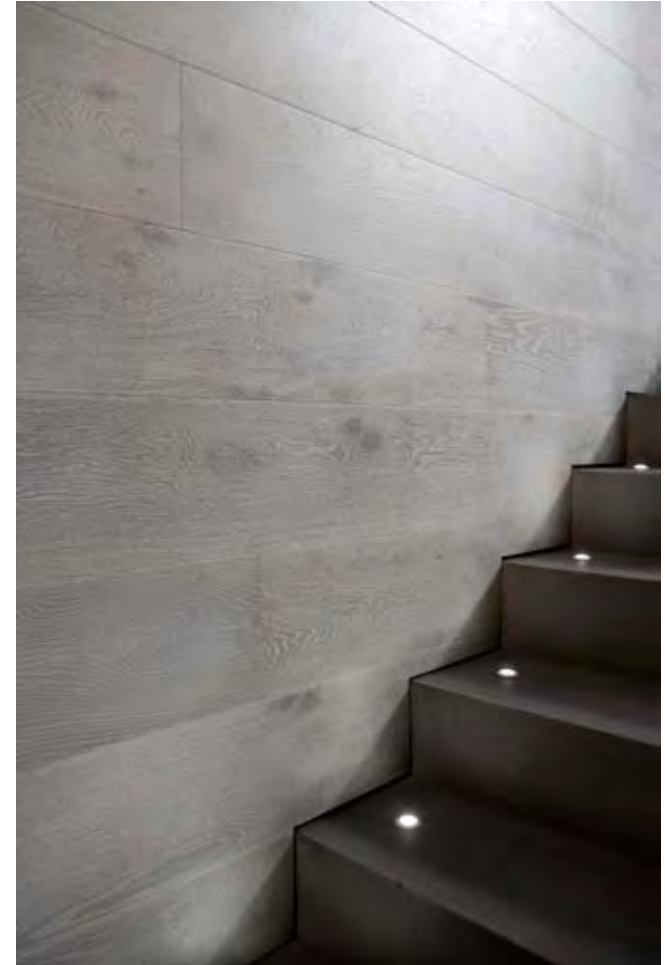




















Colours & Finishes



Erosión

Gris Humo

Canaleto

Gris Oscuro

Gris Claro

Gris Plom Oscuro

Gris Plom Claro

Patina

Decolorado Gris

Collino

Decolorado Blanco

Gris humo
Erosión



Gris humo
Corte



Gris humo
Envejecido



**Canaleta
Erosión**



**Canaleta
Corte**



**Canaleta
Envejecido**



**Canaleta
Corte decapado**



Gris oscuro
Erosión



Gris oscuro
Corte



Gris oscuro
Envejecido



Gris oscuro
Corte decapado



Gris claro
Erosión



Gris claro
Corte



Gris claro
Envejecido



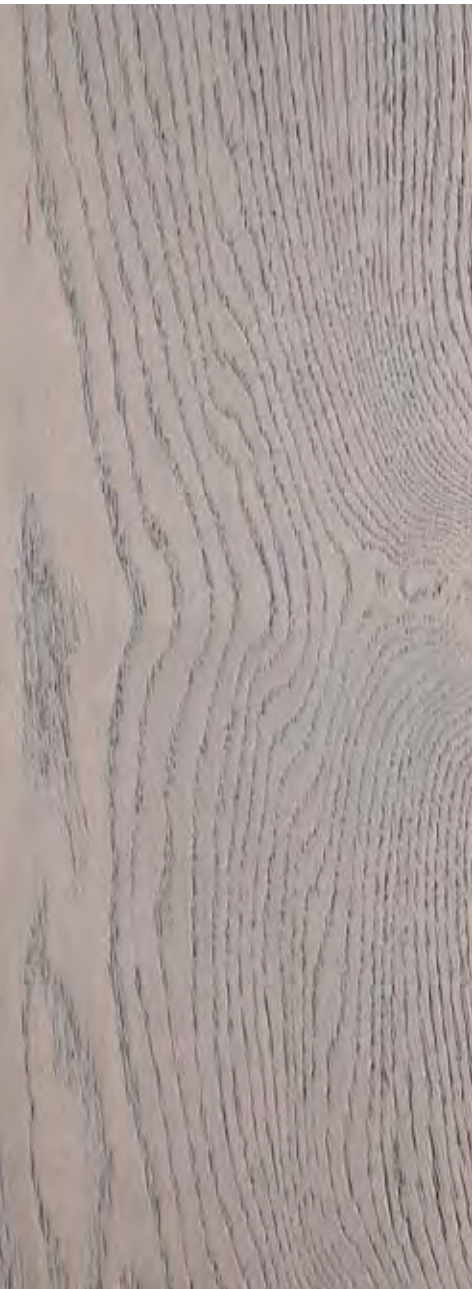
Gris claro
Decapado



Gris claro
Corte decapado



Gris plata oscuro
Erosión



Gris plato oscuro
Corte



Gris plata oscuro
Envejecido



Gris plata oscuro
Decapado



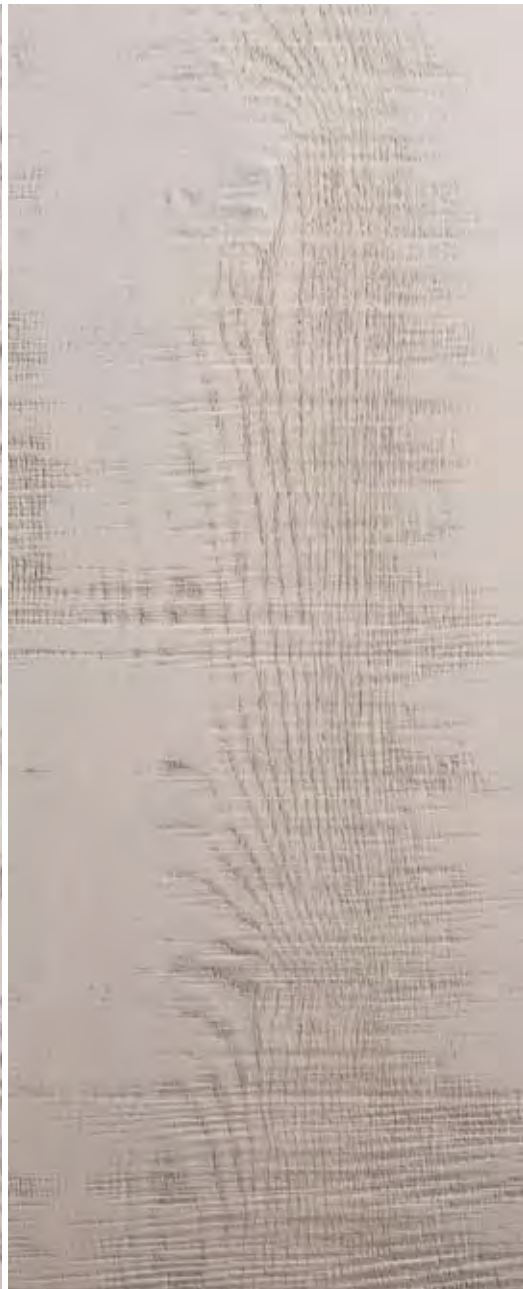
Gris plata oscuro
Corte decapado



Gris plata claro
Erosión



Gris plato claro
Corte



Gris plata claro
Envejecido



Gris plata claro
Decapado



Gris plata claro
Corte decapado



**Patina
Erosión**



**Patina
Corte**



**Patina
Envejecido**



Decolorado gris
Erosión



Decolorado gris
Corte



Decolorado gris
Envejecido



**Colina
Erosión**



**Colina
Corte**



**Colina
Envejecido**



Decolorado blanco
Erosión



Decolorado blanco
Corte



Decolorado blanco
Envejecido



Panel Ranurado



Technical details

Energía Natural parquets, manufactured by MH Parquets, are subject to the strictest production controls, some of them using traditional methods, in order to provide for a technical guarantee and at the same time a feeling of quality.

The collection is made-up by parquet strips with tongue-and-groove fitting on the four sides, and high-quality varnish. The parquet strips are made of three cross-grain bonded layers to compensate for the natural contraction of wood: a top or usable layer in longitudinal sense, a central layer made of stripes with cross grain and a back layer in longitudinal sense to provide the product with stability and to minimise the natural contraction of wood. They are manufactured according to the PEFC standards and with wood from sustainably managed forests.

The top layer is brushed with different intensities and in different ways to create a series of textures that highlight the true essence of wood. The finishes and treatments are state-of-the-art and make the strips more resistant and silky-smooth. These features, together with special manufacturing processes that harden the top layer, have proven to be suitable, even in the most demanding situations. If the floor wears with use, it can be polished, brushed and treated, bringing it up again like new.

The finishes do not contain free monomers after reacting, and are therefore classified as “non-harmful”, meaning that there are no residual emissions indoors. It is a combination of hydrosoluble products with 100% solid acrylics and natural oils, complying with the Spanish standard on the content of volatile organic compounds (RD 117/2003) which derives from the European Directive 1999/13/.

The strips are packed wrapped-up in cardboard, following sustainability criteria.

They are adequate for underfloor heating. In most of the cases, unless specifically requested by the customer, the wood will include visible knots, as it is a natural product which has undergone a controlled intervention that does not adulterate its essence.

It has to be highlighted that parquet flooring is installed easily and quickly and that is gener-

ates almost no waste, thus being the most efficient way to change the flooring. Therefore, the Energía Natural collection is a product that can be used at home or in any kind of public premises.

CE Declaration of Conformity

This product: UNE-EN 13489, manufactured by: Mariano Hervás S.A. Ctra. Alcolea s/n 19250 Sigüenza, Guadalajara, to be used indoors as flooring, with the following characteristics:

Density = 680 kg/m3
Reaction to fire class: Dfl-s1
Formaldehyde emission class: E1
Tensile strength: NPD
Slipperiness: NPD
Thermal conductivity: 0.17 W/mk
Biological durability: Class I

Complies with the standard EN 14342. Appendix ZA.

Awards received

Business Quality Award in Guadalajara (2002). Sustainable Development Award by CEOE Guadalajara (2005). Silver Medal of Work Merit for Mr Mariano Hervás Vázquez, founder of the company MH Parquets y Tarimas (2011).

Quality seals

Quality seal by AITIM (Association for Technical Investigation of Wood Industries).

Quality seal by Aenor ISO 9001:2008, since 2002.

IQNET Certification, since 2002.

Certification of the Forest Products Chain of Custody by PEFC since 2003; first Spanish company to receive this certification defending a sustainable forest management.

FEP Member, European Federation of the Parquet Industry.

Real Wood Member.

Care
Due to the high temperatures in summer it is advisable to ventilate the room every day to renew the air. In winter, keep a healthy temperature and humidity to avoid the natural movements of wood as much as possible. It is also advisable to place some containers with water, as the heating dries out the atmosphere and may cause separations between parquet strips if the wood dries out too much. In case of new housings that are not going to be used immediately, please follow these recommendations:

- Ideal temperature: 16°C - 22°C.
- Ideal relative humidity: 40% - 65%.

Cleaning
For daily cleaning use a dry cloth, the vacuum cleaner or a soft neutral soap, no waxing. For deeper cleaning, use a damp cloth, but do never clean with too much water or with scourers or floor cloths that may damage the material. Place efficient doormats at all entrances. Protect the flooring areas in contact with furniture using felt caps, carpets. Avoid walking on the floor with sharp heels. Avoid hitting the floor with heavy objects.

Guarantee
All MH Parquets products are subject to the most rigorous quality controls, both as regards the wood as well as all parquet manufacturing processes. However, if you should detect any irregularity, please contact your installer: For further information, please send us an email to energianatural@mhparquets.com or call us at +34 949 39 07 50 and we will provide you the details of the closest distributor.



Definition of the textures
EROSIÓN Reproduces the action of the environmental agents on wood, improving its appearance and locating it in a natural place. Superficial scratching.

CORTE A rigorous treatment that provides the strips with a special wear characteristic. Superficial scratching, combined with cutting with a crosscut saw.

ENVEJECIDO The action of time faithfully reproduced on the wood by means of a daring texture. Deeper scratching, edges hit with a brush.

DECAPADO The same procedure used to recover old furniture, i.e. stripping off the paint and uncovering the signs of other times. Superficial scratching with patina in the grain.

CORTE DECAPADO A combination of surface treatments that provides the wooden strips with personality. Combining cutting and stripping, patina in the grain and crosscutting.

Exhibition elements
Energía Natural has a series of exhibition elements available for sales points, which make it easier to choose the suitable material, both for customers and installers or architects and interior designers:

- Energía Natural brochure
- Folder with small samples
- Box with real samples
- Website www.energianaturalbyjoanlao.com
- Presence in the professional portal Architonic, www.architonic.com
- Colour and texture display stand.
- Boards to be wall-mounted, framed in iron plate
- Small 420 x 420 mm sample
- Wall-mounted sample board with the complete range of colours.
- Sample stand.
- Made-to-measure design of an exhibition.

	MAGNUM	FOREST	3 STRIPS IN 1 BOARD	XL
Measures				
Lenght	2190 mm	1500 mm	2190 mm	1500/3000 mm
Width	210 mm	138 mm	210 mm	300 mm
Thickness	14 mm	14 mm	14 mm	18 mm
Top layer	3,8 mm	3,8 mm	3,8 mm	5,5 mm

Formats
Possibility to install them together and with other thicknesses according to the needs of our customers.

FOREST 1 STRIP



1 strip in width and in all of its length

Bevelled on both long sides

LENGTH AND WIDTH 1500 mm x 138 mm

THICKNESS 14 mm

TOP LAYER 3.8 mm

FOREST 1 STRIP



1 strip in width and in all of its length


Bevelled on the four sides

LENGTH AND WIDTH 1500 mm < 3000 mm x 300 mm

THICKNESS 18 mm

TOP LAYER 5.5 mm

MAGNUM 1 STRIP



1 strip in width and in all of its length

Bevelled on both long sides

LENGTH AND WIDTH 2190 mm x 210 mm

THICKNESS 14 mm

TOP LAYER 3.8 mm

3 STRIPS IN ONE BOARD



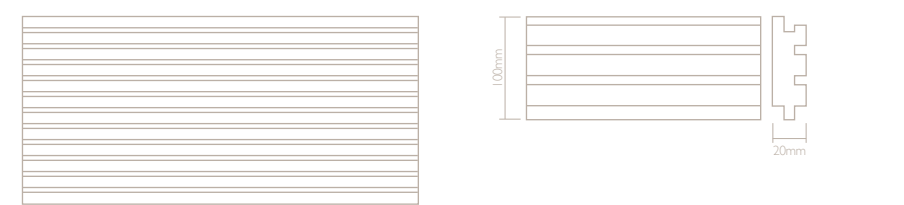
3 strips in width and several pieces with different measures in length

LENGTH AND WIDTH 2190 mm x 210 mm

THICKNESS 14 mm

TOP LAYER 3.8 mm

Grooved board
Wall panels made of solid oak, 20mm thick with 10mm deep grooves. Strip width 100mm. To be installed like frieze over batten, tongue-and-groove fitting lengthwise. Acoustic absorption between 0.10 and 0.35 (depending on the frequency). Only available with the Erosion texture in the colours of the collection.



Credits

Art Direction: Joan Lao
Graphic Design: Júlia Polbach / AloyMas
Web Design: Toni Gil
Photography: Artur Muñoz
Texts: Marcel Benedito
Marketing: Joan Mellen
Printed by: C.A. Gráfica

Projects

Exhibition building factory: Joan Lao estudi
Exhibition Barcelona: Africa Lao
Casadesus catalogue: Casadesus
Exhibition Alternative Paris 2010: Joan Lao estudi
Exhibition Alternative Paris 2011: Joan Lao estudi
Habitat Valencia 2010: Joan Lao estudi
Young Alternative catalogue: Joan Lao estudi
Tomato Restaurant Barcelona: Manel Ybargüengoitia
Cornelia Restaurant Barcelona: GCA Arquitectos Asociados
House in Esplugues: Joan Lao estudi
Baskook Restaurant, Bilbao: Consultoría de diseño Verno
Done Pedro delicatessen shop, Hondarribia: Consultoría de diseño Verno
Junira Café, Gernika: Consultoría de diseño Verno
Fran Fonseca Dance Academy, Zizur: Promoter
Fran Fonseca, Zizur
La Comedia Bar Restaurant, Pamplona: Sergio Carrera

Acknowledgements

Alternative (Mobilfresno Group), Casadesús, Cornelia, Hermanos Ruiz, Indutecco, Tomato and all those who collaborated in the realization of this project.

© Images page 82-87 and product reprographics, Gerald Kiernan.
© Images house project page 109, Albert Font.
© Images Cornelia projects page 104- 105, 108-109, Ana Madrid.
© Images Alternative, Marcelo Martínez.
© Images Joan Lao interview, Cienpiés.

© Energía Natural by Joan Lao
Mariano Hervás S.A.
Ctra. Alcolea s/n 19250
Sigüenza (Guadalajara)
SPAIN

Tipography

Didoni / Gill Sans / Lyon

Paper

Munken Pure 120gr
Creator Gala 115gr
Keaykolour recycled particles 250gr

www.energianaturalbyjoanlao.com