

Marazzi Group

The history, from the 'cardboard factory' to worldwide leadership

The origins



Marazzi Ceramiche was founded in 1935 in Sassuolo in a manufacturing centre that has been engaged in the craft-based production of terracotta products since the 17th century.

It is told that the founder, Filippo Marazzi, built the first production plant using two parallel rows of poplar trees as the support structures, establishing what would come to be called the 'cardboard factory' due to the improvised nature of the structure.

In reality, a company was coming into being. Thanks to the use of the best technology available at that time, Marazzi would transform the craft-based methods for working the clay into a modern industrial manufacturing process capable of turning out tiles, a process featuring kilns and production cycles that were quite cutting edge for the day.

The 50's



Upon the conclusion of the Second World War in 1945 Filippo Marazzi's Tile Factory got back into full operation. In the early 50's, the helm having been taken over by Filippo's son, Pietro, Marazzi Tile Company underwent its first significant expansion in terms of size and mechanization of the manufacturing process, thanks to major investments in new technologies, such as "tunnel kilns", and the development of design effects that were quite pioneering for the time.

Dating back to this period is the start of the dialogue between Marazzi and the world of architecture, including the first contacts with the architects Ponti and Rosselli, which led to the creation of the "Triennale" wall tile.

By beefing up their output Marazzi was able to satisfy the rapidly growing demand for tiles that characterised the post-war reconstruction period.

The 70's



The 70's represented a fundamental phase in the growth and development of Marazzi, thanks to more far-reaching company planning program and, most importantly, a radical technological overhaul: Pietro Marazzi foresaw the need to revamp the image of the ceramic tile product which was still regarded as a practical, but humble sort of material, especially when compared with natural stone. He did this by recruiting the services of some important names from the world of Italian and international fashion (Biki- Forquet- Paco Rabanne).

In 1974 the company took a quantum leap technologically when it patented its "rapid single-firing process" which was destined to revolutionize ceramic tile production and establish itself as the most widely used production method in the world. In this process the rapid firing of the tile body and the finishing glaze, carried out together, not only cut processing times, but also redefines both

the image and the use of the tiles.

In 1978 Pietro Marazzi handed the baton of company leadership on to his son, Filippo, under whose guidance the gradual process of internationalization was initiated, a process that would eventually result in the Group becoming the world's leading producer of ceramic tiles.

International expansion

As a matter of fact, the early 80's saw the opening of two important foreign manufacturing facilities: the Marazzi Iberia plant in Castellón de la Plana, in the Spanish ceramic tile manufacturing district, and the American Marazzi Tile plant in Dallas, Texas, that would constitute the launching pad for establishing a solid presence in the American market.



Marazzi development plans are supported by huge investments in research and development in order to come up with new technological solutions to make sure that the company maintains its considerable competitive edge. Thanks to these efforts in 1985 the 'Enduro' tile was introduced and patented in the major countries of the world; as mentioned before, this new product enhances performance of ceramic tiles.

Artists, architects and designers continue to conduct experiments in 'Il Crogiolo' Marazzi creative lab.

Further growth

The following years were characterized by a growth strategy aimed at shoring up the leadership position that had already been achieved in the domestic Italian market, while forging ahead with a policy of expansion on a worldwide level. As part of this growth strategy the company acquired the entire stock portfolio of Ceramiche Ragno SpA, the number-two player in the Italian tile market and one of the principal driving forces, along with Marazzi, behind the growth and diffusion of the Italian ceramic tile industry throughout the world.

In subsequent years, other important market expansion operations were conducted in the core business area (acquisitions in Spain, Italy, France and the USA). In addition, sales offices were also opened in France, Germany, Japan, China, UAE and UK.

In 2003 work began on the construction of a new plant in Moscow, and in 2005, with the acquisition of the Welor Kerama group, Marazzi became market leader in Russia, with a widespread network of company-owned sales outlets.

In 2008, the production capacity of the Dallas (USA) plant doubled.



In 2010, Marazzi patented its crystallised porcelain stoneware, and implemented a programme of heavy investments in Italy and abroad, in order to equip the Group with highly innovative, cutting-edge technologies for the

production of porcelain stoneware and ceramic tiles.



In 2011, Soho, the first three-dimensional decorative porcelain stoneware, is awarded the Honorable Mention ADI Compasso d'Oro 2011 - the most prestigious, important and international design award - and therefore becomes part of the Historical Collection of the Award Compasso d'Oro.

The Chairman and controlling shareholder Filippo Marazzi died at the end of 2012.

Since April 2013, Marazzi Group is part of the Mohawk Industries, Inc., multinational flooring company listed on the New York Stock Exchange with headquarters in Atlanta, Georgia (USA).

In the same year, Marazzi Group started the doubling of the Fiorano Modenese plant, in the Italian ceramics district, and, in 2014, the doubling of the Finale Emilia plant, damaged by the earthquake of 2012, to further qualify the Made in Italy production.

2015: Marazzi turns 80!

