

VITRUVIAN CHARMES

Diasen proposes a **new humanism** in which the centrality of man is expressed in the desire for regeneration, circularity and sustainability.

The **heritage of classical** tradition is brought up to date by modern approaches and advanced technologies.

- The revival of the Vitruvian triptych: **robustness, usefulness and beauty**
- The millenary comfort of the **Roman domus**
- The historical tradition of **Mediterranean construction**

“ The Vitruvian lecture provides a truly modern concept of beauty, a column of comfort in our vision of an architecture in which human well-being and the protection of the ecosystem coexist. ”

Diego Mingarelli

COMFORT DOMUS

The **Roman domus** was born as an **architectural project of living comfort**, proportionate to the technologies of the time. It summarises the broad lines of modern building that Diasen nourishes with its green solutions.

- Constructions that focus on **lightness**
- Indoor areas enhanced by natural **ventilation**
- **Indoor greenery** as a comfort booster
- **Continuity of the building envelope** to support thermicity
- The **multifunctional use** of spaces
- **Natural lighting** as an element of well-being
- The attractiveness of **natural materials**



SUSTAINABLE COMFORT: CERTIFICATIONS

Passionately choosing sustainable comfort is not enough. It is necessary to pursue the **excellence of certifications**: these are attestation of a commitment, the seal of a vocation declined in products, systems and solutions.

Diasen has chosen three major certification areas that make it an attractive player for the best design and architecture professionals:

■ Green Certifications



■ Comfort Certifications



■ Quality Certifications



THE SUSTAINABLE COMMUNITY

Commitment to association propels Diasen into a network that aims to build a better world:

- Promoting a **new idea of the future**
- Creating **innovative** and sustainable relationships and **business dynamics**
- Spreading a culture of **biosphere and ecosystem protection**



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PERSPECTIVES OF COMFORT

ITINERARIES AND PASSION
OF A SUSTAINABLE IDENTITY

Certified



Corporation BENEFIT CORPORATION



THE LONE PIONEER

Diasen is the result of a story dating back to the 1920s when **Lorenzo Pierantoni** fell in love with **soap** and started producing it with the soul of the **misunderstood visionary** and the spirit of the **lone pioneer**.

Lorenzo's passion drew an evolutionary line that, via his granddaughter **Angela**, reached **Floriano Mingarelli** that grafted it into a new adventure, **Italsolventi**.



MOUNTAIN CORSAIRS

Floriano is a **mountain corsair**: he loves the **restlessness of contrasts**, blends incompatible substances, and it is guided by **alchemic intuitions**.

Diasen was born in 2000 from this search for unknown horizons: to bring a decades-long story to **sustainable landfalls** and to meet the challenge of **new** high-performance and ecological materials.

It is **Diego**, Floriano's son at the helm of the company since 2007, **who makes this dream come true**. He does so by embracing approaches that give the company an unmistakable imprint:

- Revolutionised **branding**
- Frontier of **sustainable comfort**
- Wellness and beautiful **Architecture**
- Internationalisation **without boundaries**

IDENTITY AND FATE

Diasen recalls **Sentinum**, the ancient Sassoferrato Roman city. A physical vicinity that becomes vocation: rootedness, adhesion to the community and reuse of ancient building knowledge.

Sentinum is the “**sen**” of Diasen while “**Dia**” refers to **Diathonite**, the universe of Mediterranean ecological mortars that address all the challenges of **sustainable comfort**.



GREEN DIFFERENT SMART

DIASEN IS CORK

Cork embodies **nature's creativity**, a sustainable, Mediterranean miracle with decades of regeneration and **unique properties**:

- Thermal-acoustic insulation
- Micro-oxygenation of walls
- Hygrometric stability of stratigraphy
- Lightness and elasticity of structures
- Durability of structures

THE SUSTAINABLE COMFORT

The challenge is to harmonise **comfort** and **sustainability**. Comfort sums up the primacy of the **EGO** and the subjectivity of wellbeing; sustainability expresses a conscious and global choice, the prevalence of **US**.

Harmonising EGO and US: a synthesis that reveals horizons.

Diasen declines sustainable comfort with ecological **mortars** and **paints** that give thermal comfort; solutions that **enhance indoor air**; materials that reduce the **inconvenience of noise**, yet balance the need for **design**, perceptions of **comfort** and the need for **protection**.

Comfort is perception and parameter, a mix of material forms that melt into its **constituent pillars**.

- ☀ Insulation from heat
- ❄ Insulation from the cold
- 💧 Hygrometric comfort
- 🔊 Acoustic comfort
- 🔥 Fire protection
- 🏠 Structural safety

MEDITERRANEAN WAY OF BUILDING

Building with **Mediterranean style**: beautiful buildings, adapted to the landscape and the slow pace of life and the seasons. *Mediterranean building* synthesises a vision and a practice:

- Adapting buildings to the climate of the oldest sea
- Use **traditional and local materials**
- Respect the **comfort instinct** of Mediterranean culture

Mediterranean way of building does not include cork alone. It is characterized by the presence of **clay**, a light, porous inert material; of natural **hydraulic lime**, which absorbs and releases moisture; of **pumice stone**, an ultra-porous igneous rock. And then **diatomeic powders**, **perlite**, ultra-light **amorphous silicon**, inerts with insulating and sustainable properties.

BLISS AND LEISURE

Sustainable comfort is a horizon of **happiness and enjoyment** in which there is room:

- The humanistic vision of a new architecture new
- The sensory emotion of traditional materials
- The versatile rigour of advanced technologies
- The lesson of experience that becomes knowledge;
- Beauty as a quality of living

THE INNOVATIVE COMMUNITY

Diasen is a **community** brought together by a vision that is both **responsibility** and **opportunity**. The sense of community migrates into the excellence of solutions that highlight the original 'touch' of an **innovative community** inspired by **7 P's**:



PRODUCT The raison d'être from which to start

PROJECT The scope of the value proposition

PEOPLE The people behind the projects

PASSION The emotional drive that becomes a goal

PARTNERSHIP The ethical and cooperative bond

PRESERVE Restoring and regenerating

PERFECTION Ideal and goal

DIASEN SPIRIT

The **individual** is the **foundation** of the vision and the core of a **working community** that relies on the values of **belonging**, **fraternity** and **unity**. Diasen is a living space where **skills** are combined with **creative flair**, **territorial feeling**, **environmental sensitivity** and a clear vision of the **common welfare**.

This '*Diasen spirit*' is expressed in a **Greek** idea of **hospitality** that is part of the corporate identity: a moral duty, a foundation of sociality and relationships; the energy of a **smile**, a system of relationships in which **generosity** and **empathy** become an integral part of business.

UNIQUENESS AS ESSENCE

Diasen's success is the result of a number of choices that make the company green, different and smart.

Green because:

- It realises solutions that look future generations;
- It chooses materials that are natural sustainable and renewable materials;
- It offers products that last over time;
- Invests in re-use and circular economy processes

Different because:

- It has a recognised and memorable identity;
- Designs solutions with high differentiation;
- Is a leader in niche markets;
- Pursues a unique and original positioning

Smart because:

- Acts intuitively, responsively and effectively;
- Offers solutions based on material intelligence;
- Proposes approaches centred on the intelligence of solutions
- Assigns a strategic role to creative cooperation

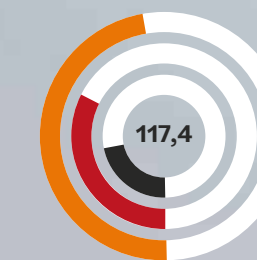
BEING BCorp

Diasen has been BCorp since 2017 and is part of a global network of companies trying to change the logic of business by making it more **sustainable**, more human and more **inclusive**.

Being BCorp means being part of an **elite of visionaries** and grafting **humanistic values** into business:

- Focus on the individual
- Protection of the community
- Defence of biodiversity
- Enhancement of ecosystems
- Generational commitment
- Redistribution of value

In 2022, Diasen achieved recertification with **117.4 points**; a prestigious achievement that expresses the **spirit**, **pride** and **responsibility** of being BCorp.



117,4 Overall B Impact Score

80 Qualifies for B Corp Certification

50,9 Median Score for Ordinary Business

Certified



Corporation

SHARED BENEFIT

Since 2020, **Diasen** is also a **Benefit Company** and is committed to pursuing aims of common benefit:

- Promoting a culture of **sustainable comfort**
- Develop a **working environment** based on **well-being**
- Consolidate the **circular economy** and **culture of reuse**
- Supporting a supply chain that respects the **dignity of labour**
- Improving **environmental impact** and **energy sustainability**
- Promoting proximity **between the local community and the company**

THE HONOUR BOARD

An award recognises a commitment and restores the flavour of a common challenge.

- **Ecomondo. Sustainable Development Award**
As Italian excellence in sustainable building
- **Excelência Reabilitação na Construção**
For redevelopments with cork-based products in the home of cork
 - **"Impresa Vincente" by Intesa Sanpaolo for ESG and sustainability**
For adopting courageous sustainable strategies
 - **BPER Banca 'Resilience and Innovation' award**
For the sustainable challenge launched to the construction sector
 - **Les Awards de l'Innovation du Mondial du Bâtiment**
For excellence in the category "Preserving the climate and the environment" and in the "Interior & Garden" category

