

Linoleum di Grassi

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business description: Linoleum SNC of Grassi Cristiano and Federico on via Marengo 76 is a significant example of professionalism, which has reached the third generation. The business was opened by Armando Grassi on 1 April 1951 at the end of a career which had begun before the second world war. Armando is born into a family of Ferrara who moved to Turin because of his father Olivo, a test driver for Lancia. At just fourteen years of age, he starts to lay new Linoleum floors, produced by Pirelli. He immediately proves to be a worker with above-average skills and is the protagonist of a large work commissioned in the 1930s by the Air force base in Turin: a score of large size squares made and carved with joint linoleum, a true work of art. Armando is sent to the provinces of Alessandria and Asti with the task of promoting the new type of flooring which is an important novelty for private homes, offices and reception rooms. Assisted by the surveyor Gennari, he starts laying the first floors and wall coverings without having any real means of transport: he moves around using a bicycle with attached cart. His initiative is rewarded by success and he decides to set up his own business. The first has an address of Corso Lamarmora 1, then in 1954-55 it moves to via Dante. Finally, in 1964 the move to the current store in via Marengo with warehouse in via Burgonzio, corner of via Mazzini. In 1964, Armando's son Walter joins the business. Initially the business is split into two firms, one in via Marengo for the commercial part and the other in via Claro which was responsible for laying floors. In 1968 it is decided to join them into one premises in via Marengo with warehouse in via Claro, as the split brought no benefits. Over time, the firm has carried out the flooring of the most important companies, bars and institutions of Alessandria and beyond. Some of the names include: cinema Alessandrino, Gancia of Canelli, cinema Roma in Turin, Ilva of Taranto, schools of Novi Ligure, Sip of Novi Ligure, gym for the psychiatric hospital, gyms for the Bovio school, gyms for the schools of Predosa, fabbricazioni nucleari of Bosco Marengo (pvc flooring), Archivolto disco of Altavilla Monferrato, Court of Tortona, Civil Hospital of Alessandria, Paglieri of Spinetta Marengo, Paglieri Sell System of Pozzolo Formigaro, Town hall of Alessandria, Guala, Anfossi and Melchionni. Today the business is now in its third generation with Walter's sons Federico and Cristiano. The firm has been able to adapt to the times and renew itself, paying ever greater attention to the changes of technologies and fashions. Today, the professionalism and expertise it offers continues to make it an essential reference point for flooring and upholstery region wide.

Address: via Marengo 76 - 15121 - Alessandria

phone: +39 0131253760

Facebook: Grassi Linoleum

Web Site: <https://www.grassilinoeum.it/>

Fax: +39 0131300703

E-mail: grassi@grassilinoeum.it



ALEXALA
Piazza della Libertà 43
15121 Alessandria (AL)
tel: +39 (0131) 288095
email: info@alexala.it
sito web: <http://www.alexala.it>
facebook.com/alexala.it - twitter.com/ATLALEXALA

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