

Pietra Naturale Autentica

PNA | Authentic Natural Stone is the network of companies created to promote the use of authentic natural stone, at a time when the competition of derivative industrial materials is getting tougher and tougher.

This network is the answer to the needs of the companies and the operators of the stone sector, uniting and aiding in the realization of communication initiatives with the aim of protecting the entire industry and renewing the awareness of the intrinsic value of marble, granite and natural stone, both among consumers and the professional community.

It has become fundamental to strategize in order to garrison the market on an international level, from which, promoting Italian products: the qualities, expertise in the processing, professionalism and competence that derive from a historical tradition, constantly updated through the development of new technological solutions.

Quality, authenticity and sustainability of natural stone are the themes to bring to the attention of architects, designers, designers to return to a choice of value that, starting from the material, reflects on the project in its entirety.

Membership of the network shall be open to all persons engaged in business activities within the framework of national techno-marble supply chain: producers and processors of marble, granite and natural stone as well as machine builders, facilities, equipment, and complementary products.