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## Clair E. S. Bizzo

Pietra

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**PIETRA**  
REVESTIMENTOS FORA DE SÉRIE

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“ I saw an opportunity to build a strong national brand for flooring and wall covering products. ”

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<b>COUNTRY</b>	Brazil
<b>INDUSTRY</b>	Consumer Goods & Services
<b>EMPLOYEES</b>	215
<b>YEAR SELECTED</b>	2010
<b>WEBSITE</b>	<a href="http://www.mediterrani.com.br">www.mediterrani.com.br</a>

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### COMPANY SNAPSHOT

Childhood friends who shared a passion for art and design, Clair and Luiz are covering a lot of ground in Brazil. Their company Pietra manufactures over 1,200 luxury flooring and wall covering products — all of which reflect a sophisticated design aesthetic previously unseen in the Brazilian market. Boasting consistently strong sales, Clair and Luiz have built a brand that is well-known by the most renowned architects and opinion leaders in Brazil. In part, this is because Pietra's vertically integrated model is unique. The integration between factory and stores has allowed the company to anticipate consumer demand and translate it quickly into new products.

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