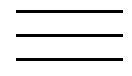
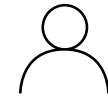
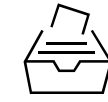
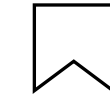


Find your product... 



BETALY®



THIS ARTISANAL RAW MATERIAL COMES FROM NATURE AND IS SUITABLE FOR USE IN ANY TYPE OF OUTDOOR ENVIRONMENT, TO ILLUMINATE WITH THE 9010NOVANTADIECI DESIGN.

to illuminate with the 9010novantadieci design.

It combines material **strength** and *lightness* of form, **versatility** and characterful **design**. Thanks to **BETALY®**, which spearheads the technology developed by 9010novantadieci, it is possible to obtain extraordinary products in terms of *characteristics* and **duration** thanks to the *ultra-high performing material*. A selection of **cements, precious marbles, quartz** and **fluvial sands** create an extraordinary synergy of components. BETALY® offers significant advantages in terms of *durability, environmental impact, aesthetics* and *creative freedom* for designers.

Cement-based materials have long been the most commonly-used building materials in the world. Recently, research has been moving towards the development of even better performing products characterised by **Ultra-High Performance Concretes** – just like **BETALY®** by 9010novantadieci, with excellent mechanical and rendering properties.

Adorning gardens, patios, terraces and any outdoor area with **BETALY®** creations means combining a *fresh and contemporary design* with a **safe and innovative material**.

9010novantadieci's BETALY® is a compound that renders **each piece unique**, thanks to the craftsmanship by which we are distinguished. **The surface of every item is and must be unrepeatabe**, because its superior *quality* lies in its exceptional *singularity*.

This new and significant material, with great artisanal verve, immediately personalises the environment and allows the user to enjoy the typical sinuosity of the figures created by 9010novantadieci's designers.





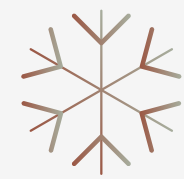
01

Suitable for outdoor use



02

Frost resistant



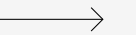
03

Thermal resistant



04

Non-toxic



Another unique property of BETALY® is that it contains **marble dust** in various grain sizes and sourced from the *recycling* of other processes, with a view to a *circular economy with low environmental impact*. This allows 9010novantadiecici to offer a product with **high-level specifications** whilst helping the environment, guaranteeing a faint and eco-sustainable footprint.

BETALY® is thus *close to nature*, not only due to its position in outdoor spaces but thanks to its composition – an entirely **eco-friendly** material that is **non-toxic, recycled** and **solvent-free**.



First step

CAREFULLY FORMULATED

The mixture is carefully formulated by adding the **right proportions** of each component, with the last yet most important of these in terms of the success of the process being *water*. Once added to the compound, all is **mixed** and **left to rest** for a defined period of time. Only once this process is complete can the mixture be added to the moulds.



Second step

LIGHT MODELS

The moulds are *handmade in-house*, based on the design of the creative minds with whom we collaborate. We start from an idea then go onto to complete all-new light models. Each **mould** is prepared to accommodate the BETALY®, being *carefully washed* and dried then sealed and secured to unite the material in its form. The BETALY® is thus **poured slowly** and precisely, carefully controlling the flow. At this stage, the skilled *hands* of our collaborators are as *important* as the *eyes*, which check the **granularity** and **colouring** of the material, currently in **paste-form**, following the best possible method.



Next →

Third step

PRODUCT AND NATURE

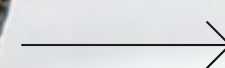
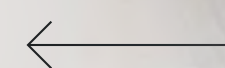
The material is left to **rest naturally**, respecting the drying times, safe in the knowledge that it takes *time* for each creation to be done well. Once the maturation times have passed, the mould is opened by our experts then product is left to *rest* further *outdoors*. We always maintain **contact** between the *product* and *nature*, in a dialogue that we respect and value. Soon, the product can be **packaged** and **shipped**, ready to illuminate any environment.



Fourth step

A PASSION FOR MATERIALS

The various processing steps of the creations in BETALY® – from the **study** of the model to the **shipment** – are all carefully monitored and carried out exclusively by the expert *hands of the 9010novantadieci team*, by the hands of artisans that contain **stories** that words cannot tell, a **know-how** passed on from generation to generation for *over 50 years* in 9010novantadieci. Each of our products is imbued with this history, with half a century of love for detail, with passion for the materials and care for our customers.



Next →



THE SURFACE OF EVERY ITEM IS AND MUST BE UNREPEATABLE, BECAUSE ITS SUPERIOR QUALITY LIES IN ITS EXCEPTIONAL SINGULARITY.

9010novantadiecì's BETALY® products are **coloured right from the paste**, with particular attention to the ideal formulation for the perfect durability of every feature.

The range of colours comes from a variety of pigments including iron oxides, aluminium and precious marble, designed to meet the needs of any open area and every customer. The colours take their **inspiration from nature**, *in the shades and details of the surfaces*, calling upon the earth and the sap and the leaves, as unique nuances that come together in sinuous forms to create luminous elements of great impact and emotion. Thanks to the natural components and the **entirely artisan realisation**, BETALY® presents – from its very creation and as it develops throughout its life – an efflorescences that confers a unique characteristic and exclusive and *unrepeatable shades of colour*.