
José Luiz Bhering Vaz

Pietra



PIETRA
REVESTIMENTOS FORA DE SÉRIE

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

COUNTRY	Brazil
INDUSTRY	Consumer Goods & Services
EMPLOYEES	215
YEAR SELECTED	2010
WEBSITE	www.mediterrani.com.br

COMPANY SNAPSHOT

Childhood friends who shared a passion for art and design, Luiz and Clair 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, Luiz and Clair 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.
