

Bericalce



1924 Foundation

Bericalce carries on the antique tradition of lime with a modern spirit. A tradition that goes back to 1924, when the De Toni family starts the production of lime.

2006 Decorcenter Opening

Store opening in Vicenza, a stone's throw from downtown, where you can buy not only paints and decors for walls and floors, but also tools and accessories for application.



2010 Bericalce logo

Creation of the company logo, which encapsulates all the product lines that will be created in the coming years. It will be updated during 2025.

2012 Luxury&LIME product line

It includes the most prestigious lime-based products, such as “Grassello Lucido” & “Marmorino Floor” and the most sought-after synthetics like “Metal Paint” & “Microsynth Marble”.



2015 Living product line

It includes the most professional washable, breathable or anti-mold paints, for indoor environments, and quartz or filler base coats, for outdoor environments.

2021 Bericalce S.r.l.

The firm changed from being a sole proprietorship to a limited liability company, increasing the number of employees to 20 and acquiring two additional warehouses.



2023 Move to Isola Vicentina

Relocation to a new, larger facility in the Isola Vicentina production area, 10 km from Vicenza. It brings together the offices, all warehouses and the production site.

2024 BioClay product line

It includes the main product called “Intonachino Argilla”, the hardener “Mineral Solid”, the insulator “Ecofissativo”, and the protective “Ecoprotettivo Ai Nanossilici”.

