



Association Pierre de Bourgogne

Created in 1996

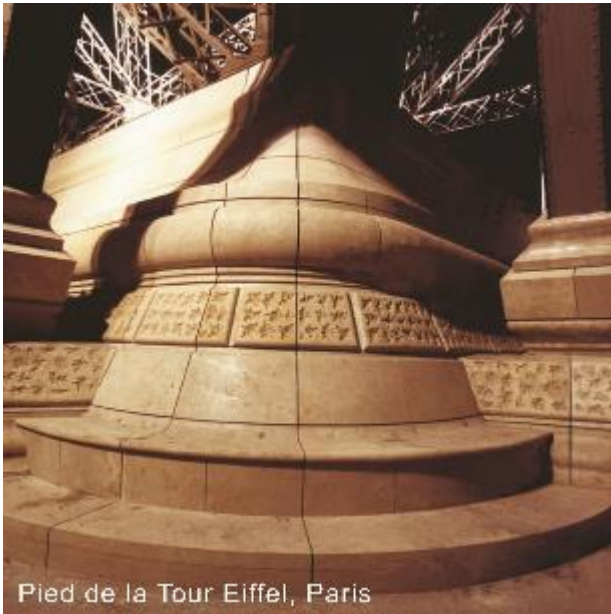
30 companies

Supported by the **Region** of Bourgogne-Franche-Comté

Organization of Defense and Management of the GI "Pierre de Bourgogne"

AFIGIA Founding member





Pied de la Tour Eiffel, Paris

70 varieties of stone



Utilisations de la pierre de Bourgogne dans le monde



Geographical Indication Pierre de Bourgogne

- Registered by the National Institute of Industrial Property (INPI) on June 29, 2018

The GI is based on 3 main criteria:

- **The specific qualities of limestone (secondary era Jurassic period), extracted in the geographical area: Bourgogne Region**
- **Notoriety** of Pierre de Bourgogne.
- **The know-how of professionals in the sector: carriers, shapers, installers, sculptors and stonemasons.**
- The extraction, processing, shaping and finishing must be carried out entirely by a certified operator.

Geographic al Indication uses' conditions

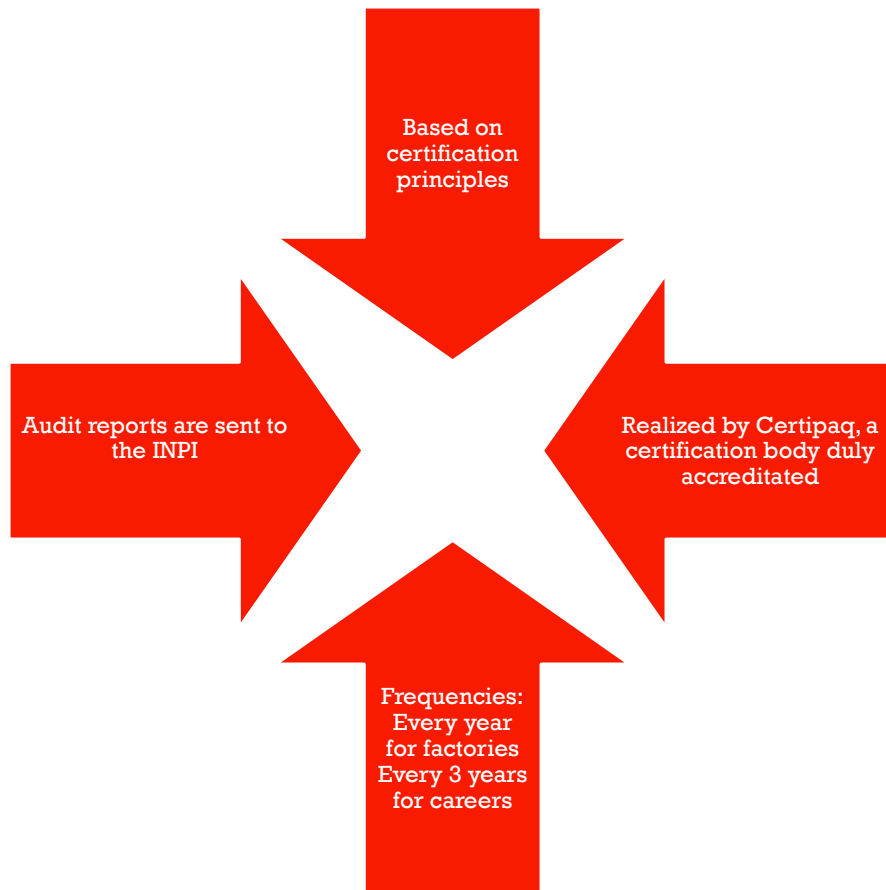
Conditions to become a **GI certified producer**:

Being in the geographical area

Complying with the **GI** specifications and the associated control plan

Being a member of the Pierre de Bourgogne association

Being monitored by the certification body (Certipaq)



GI Controls

- **Protecting products from counterfeiting**
- **Fighting against abuses of « *Pierre de Bourgogne* » denomination**
- **Perpetuating the local industrial sector, a GI is not relocatable**
- **Valuing know-how**
- Encouraging prescribers to use local materials
- Buying 100% French, with product traceability

The objectives of the GI « Pierre de Bourgogne » :
protection & sustainable economy

GI Protection rules

- Intellectual Property Code **mentions** that the names covered by a GI are protected against:
 - Any usurpation, imitation or evocation, even if the true origin of the goods or services is indicated or if the protected name is translated or accompanied by an expression such as "genre", "type", "method", "manner", "imitation" or a similar expression, is an infringement of the GI.
 - Any infringement of a GI constitutes an infringement for which the author is liable. Fines or imprisonment may be imposed on legal or natural persons. The maximum penalties are 2 years' imprisonment and a fine of €300,000.

Our actions

1. GI raising awareness tools :

- For the producers
- For the usurpers

2. Protection tools

- Warning letters
- Legal actions
- Close work with the frauds
- In project: monitoring of abuses on the internet

PREVIOUSLY

Accueil

LIGNE PIERRE RECONSTITUÉE LIGNE PIERRE NATURELLE LIGNE CÉRAMIQUE

Dalle Pierre de Bourgogne

Dalages > Dalages > Dalle

Dalle de grès cérame imitant l'aspect du travail à la main.

DALLE



Dalle céramique parfaitement rectifiée, imitant les pierre d'originares de Bourgogne.



"Ceramic slab imitating stones originating in Bourgogne"

NOW

LIGNE PIERRE RECONSTITUÉE LIGNE PIERRE NATURELLE LIGNE CÉRAMIQUE LIGNE D'UN PIERRE INSPIRÉES / ÉVALUÉS SERVICES

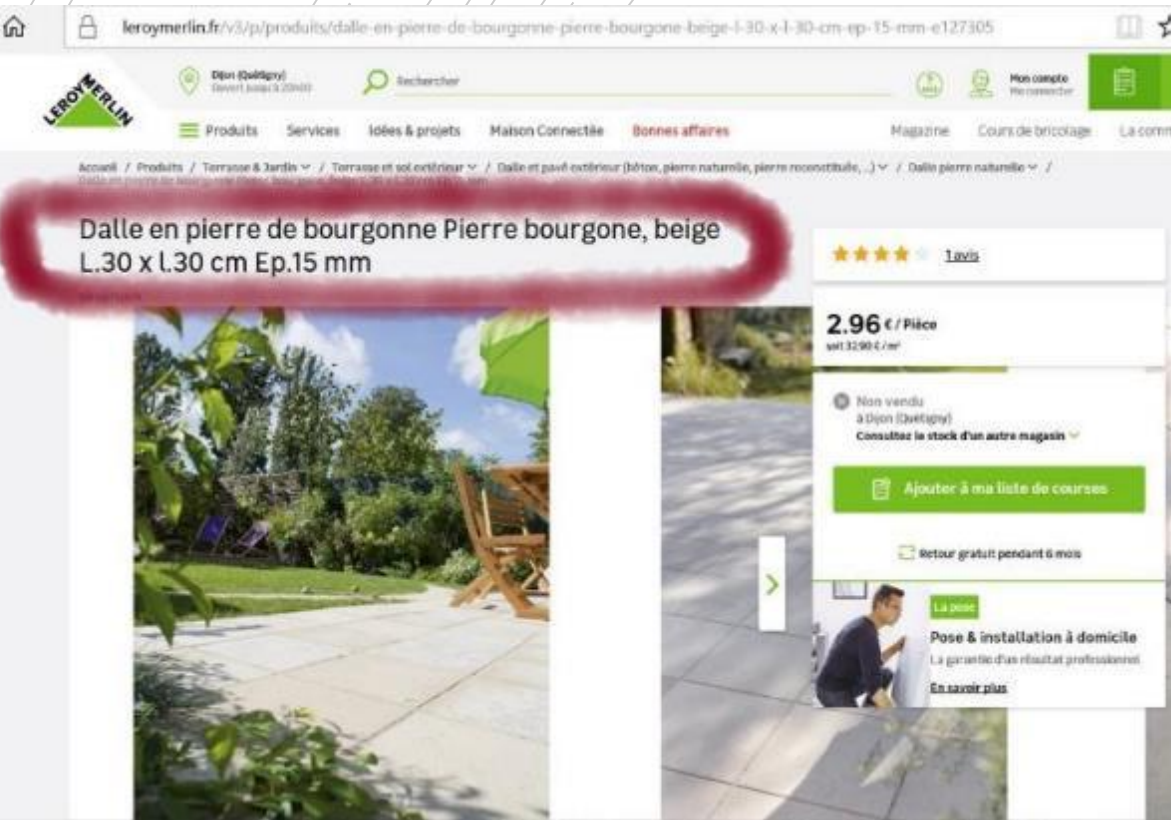
Dalle Alésia : Dalle

Spécialisations / Catalogue de produits

Slab Alésia

PREVIOUSLY

NOW



Stone slab of
"Bourgogne"

- 15 certified companies
4 companies in the process of certification
Better competition context:
Fraudulent companies have changed their communication and renamed their copies

Concrete
Outcome
S

What's next?

Strengthening our
protection strategies in
France and abroad

Need to protect GIs at
European level

Close work with AFIGIA,
Regions, INPI, MEP and
European GI stakeholders



Pierre de Bourgogne
Antique French Stone Flooring
The Best Stocks in the World
since 1989

Forte dei Marmi
Via G.B.Vico 63-55042 (Map)
UN DEVIS RAPIDE +39-3389482831
la livraison directe aux USA
e-mail: info@pierredebourgogne.it



SHOPPING 🛒

STOCK FOR SALE!

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P.S.: Les prix indiqués sont pour sq.ft.



Italie

Thank you for your attention

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www.ig-pierredebourgogne.fr

