

Fiorano (MO), December 2016

Press Release

CERAMICHE PIEMME RELAUNCHES ON THE UK MARKET

Designer Gordon Guillaumier for ceramics Made in Italy

With 2017, Ceramiche Piemme is activating a new service designed to keep the British press informed about the hard work carried out in the last two years to help the brand step into its natural role as leading producer of fine Italian ceramic floors and coverings in the British market, where the company has been present since the 1970s, also with the prestigious Valentino fashion brand.

An operation which has involved new CEO Massimo Barbari in an intense company restructuring initiative: from updating technology to streamlining the range; from drawing up a new financial plan to engaging international designers such as Gordon Guillaumier, and even designing a new graphic style.

Choices that have brought the first fruits as early as the end of 2016, when the company won the **ADI Ceramics Design Award** for its Bits and Pieces collection (pictured here), designed by Guillaumier.

To tell the story of the company's values and its strategic choices for 2017, Ceramiche Piemme has appointed the team at Threesixty, led by Gabriella Braidotti, which has been supporting international companies in the field of technological information for over 20 years.

Information www.ceramichepiemme.it

Tweet: New #PR for #PIEMME! The relaunch of the #Modena company

Post: #CeramichePiemme relaunches #madeinitaly on the British market

Ceramiche Piemme

Incorporated in Maranello (MO) in 1962, Ceramiche Piemme is a company specialised in the production of ceramic floors and coverings. The modern production plant of Solignano in Modena uses heat recycling kilns to produce 7 million square metres of porcelain stoneware each year. The wide range of ceramic floors and coverings also includes a line of products designed by Valentino, haute couture brand for which Ceramiche Piemme has been the exclusive licensee since 1977 for the ceramic sector.