

Fiorano (MO), 27 February 2017

Press Release

THE CONCRETE EFFECT TURNS CHIC!

Claymood by Ceramiche Piemme

The new Claymood collection in porcelain stoneware by Ceramiche Piemme is designed to recreate the effect of concrete, but be as easy to lay and maintain as tiles. The digital printing processes used reproduce the surface of mortar to create floorings with a minimalist feel.

Claymood also features a line of wall tiles inspired by natural materials and by artisan clay work.

The color palette offers four shades of grey and sand, with hazy effects and shadings, which, combined with the 3D stone effect and mosaic surfaces, and the wide range of sizes, make the Claymood collection one of the most complete, flexible lines by Ceramiche Piemme.

Technical Characteristics

Material: Fine porcelain stoneware 1250°C full-body coloured, decorated using digital technology

Colors: Gray, Perle (pearl gray), Sand and Taupe (dark beige)

Sizes: 30x30, 45x90, 30x60, 60x60, 80x80, 60x120 cm

Decorative surfaces: 3D Rock (15x90 cm) and Mosaic surfaces

Third-fired decorations: Shape Murano (60X60cm) and Shape Florence (60X60cm)

Information: www.ceramichepiemme.it Tel. +39 0536 849111

Tweet: #concrete effect for the #Claymood collection by #ceramichepiemme #madeinitaly #piemmedesign

Post: new collection of #Claymood #ceramic #floor and wall tiles by #ceramichepiemme #madeinitaly #piemmedesign

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.