

Fiorano (MO), 6 June 2017

Press Release

IN THE GARDEN...WITH PIEMME!

Urban Collection by Ceramiche Piemme

Urban by Ceramiche Piemme is the collection of porcelain stoneware tiles designed to coordinate the styles of interior environments with the coverings used outdoors, including in the wet areas along the edge of the swimming pool, on the terraces or in the garden. The natural colours – which range from sand to earth, and include white, grey and black - make Urban a collection with a contemporary feel. In the versions "Ciottoli" (Pebbles) and "Tratti Grip" (Grip Sections) state-of-the-art digital technologies guarantee an anti-slip surface that is perfect for use in outdoor environments and wet areas.

Additionally, thanks to the thicker 20mm version, Urban is a particularly resistant tile when used in the most extreme situations, such as in raised floors on terraces and courtyards or when laid mortarless to create patios and paths directly on top of the grass; finally, it can even be laid on gravel or sand to liven up spaces that need to be easily removed or moved elsewhere at the end of the summer season.

Urban - Valentino by Ceramiche Piemme

Material: fine porcelain stoneware

Colours: Bianco, Sabbia, Terra, Grigio, Nero (*White, Sand, Earth, Grey, Black*)

Sizes: 60X120, 80X80, 60X60, 30X60, 30X60 Ciottoli, 30X60 Tratti Grip, Mosaico 30X30, 60x60 increased thickness 20mm (colours sand, earth, grey)

Digital decorations on 3D surfaces : Scultura, Ciottoli, Tratti Grip, Velvet

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Post: #Urban by #CeramichePiemme is ideal for covering outdoor spaces at the edge of the swimming pool, on the terrace or in the garden

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.