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PRESS RELEASE

**CERAMICHE PIEMME AT CEVISAMA 2018**

*The company from Modena presents 3 new products to the Spanish market*

Ceramiche Piemme will present three ceramic collections in Spain from Monday 5 to Friday 9 February 2018 during **Cevisama 2018** (Valencia, Avda. De las ferias s/n, Stand A49 Pavilion N2-P3): **Uniquestone**; **Fleur de Bois** and **Lithostone**.

Thanks to the **innovative digital decoration technology**, the elements of the **Uniquestone collection** recreate natural effects resembling stone, granite and marble, designed to enhance the spaces in which they are laid and simultaneously guarantee products that are extremely easy to install and maintain. For example, the natural finish recreates a detailed copy of the textured effect of the various stones by which it is inspired, while the polished version adds elegance and brilliance. The colour palette of the collection features 5 shades, ranging from the lightest "silk" shade to the darkest one, known as "nite".

**Fleur de Bois** is the new 'wood' collection of Ceramiche Piemme inspired by walnut wood with a brand new mix of American and Italian walnut, made even more natural by advanced digital technologies.

The collection features the longitudinal veining effects of wood, which are more evident in the American walnut part, and several 'special effects', such as a slight artisan planed look, or the worn look typically found on old floors.

Fleur de Bois is therefore also suitable for decorating more classic environments, including hotels, public spaces and private homes.

**Lithostone** takes Ceramiche Piemme into the large format tile sector (120x240 cm and 120x120 cm) for the very first time, with a collection that expresses all the company's own distinctive features: a natural look and feel, research carried out on materials and a full range of options. The company is also offering large format tiles decorated using precious metals. Stone inspiration - Burlington, Lavica, Limestone, Beola – in 4 different shades ranging from white to beige, grey and anthracite.

*"The Spanish market is an interesting outlet for our export policies" explains Massimo Ganassi, Sales Director of Ceramiche Piemme "This will be the first time we have participated in Cevisama and we hope that it will provide us with the opportunity to present all the qualities of our all-Italian products in one of the most important exhibitions for trade professionals in Spain".*

**Information** [www.ceramichepiemme.it](http://www.ceramichepiemme.it) Tel. +39 0536 849111

# CERAMICHE PIEMME

FLOOR AND MORE

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**Post:** #CeramichePiemme presents three new products at @Cevisama in Valencia: Uniquestone, Fleur de Bois and Lithostone

## 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.