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PRESS RELEASE

**CERAMICHE PIEMME – Nature takes centre stage**

*Bathroom-kitchen trends: timeless, easy wood*

**Fleur de Bois** is the name of the new collection by Ceramiche Piemme. Porcelain stoneware 'dresses up' in a brand new outfit, combining the effects of American and Italian walnut wood, and relying on advanced digital technologies to flaunt an even more natural look.

The collection recreates the veining effect of wood and adds a few special effects, such as the slightly hand-planed look or the worn effect characteristic of old floors.

The sizes available make it possible to recreate classic laying configurations or large panel designs (they also include a slat 170 cm in length). The collection is also ideal for creating the chevron design – sometimes known as the herringbone, or Hungarian point pattern - with the special 60x120cm size. The range of colours spans from lighter, modern shades (Gris, Blanc) to the very dark Brun tone, offering two more natural shades in between (Naturel, Beige).

Wood effect tiles are continuing to gain popularity worldwide, above all because they are easy to lay and maintain, but also due to their sustainability: stoneware is a naturally sustainable material produced by means of a production cycle with ISO 9001 and ISO 14001 certification.

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

Technical characteristics

Porcelain unglazed stoneware

Sizes: 15X90cm, 22.5X90cm, 20x120cm, 20X170cm, 60X120cm, 40X120cm (outdoor sizes are 20mm thicker)

Decorations: Mosaico Linear 30x30cm - Mosaico Tarsia 20x20cm

Chevron 60x120cm NAT/RET and LEV/RET versions in three colour variants Glace, Miel, Chocolat

Colours: Gris, Blanc, Naturel, Beige, Brun

**Tweet:** Natural effects for #CeramichePiemme with #Fleurdebois for @Eurocucina

**Post:** Natural effects for #CeramichePiemme at @Eurocucina with #Fleurdebois

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.