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PRESS RELEASE

CERAMICHE PIEMME AT COVERINGS 2018

The company from Modena presents 3 new collections for the US market

A star-spangled preview for three collections by Ceramiche Piemme from Tuesday 8 to Friday 11 May during **Coverings 2018** (Atlanta, Booth 2809, Georgia World Congress Center): **Stone Concept**, **Freedom** and **Fleur de Bois**, porcelain stoneware tiles for residential and contract floors.

Stone Concept takes its inspiration from the trend of recycled stone; in this case a white Burgundy stone typical of the medieval French courts along the Loire. A sedimentary calcareous rock with various faint veins.

The colours span from white to beige and on to grey, offering a range of different shades. The Stone Concept tiles are designed for residential, public and commercial environments, and can be used as both indoor and outdoor flooring and also as a wall covering. There are 8 sizes and 2 types of decorations, designed especially for recreating the installation patterns and surfaces of days gone by.

Thanks to the innovative technology of digital decoration, the tiles in the **Freedom** collection recreate the natural effects of the stone from Hautville, used all over the world for its extraordinary compactness. Indeed, it can be found in the covering of the façade of the Empire State Building and even in the base of the Statue of Liberty. The wide range of different colours presented by this rock provided the Ceramiche Piemme researchers' inspiration for this collection, who decided to pay tribute to a collection in which the focus is on the aesthetic potential of Hautville stone, by naming it Freedom. The colour palette contains 6 shades, which range from white to beige, and from hazelnut to grey. Freedom tiles can be used as a wall covering and for indoor and outdoor flooring.

Fleur de Bois is the wood collection inspired by walnut wood, featuring a brand new mix of American walnut and Italian walnut, and with an even more natural effect created with the aid of advanced digital technologies. These enable the Fleur de Bois tiles to feature the same longitudinal veining effects of wood, which are more marked in American walnut, as well as other special effects, such as a slight artisan planed look or the typical worn, trodden finish of ancient floors. Fleur de Bois is also designed for use in more traditional environments, including hotels, public spaces and homes. The sizes available make it suitable for traditional installations. They also include large slabs (such as a 170 cm slab). The Fleur de Bois tiles can also be laid in a chevron pattern – or French herringbone, also known as Hungarian Point- for which a special size measuring 60x120cm is available. The range of colours spans from lighter, more modern shades

(Gris, Blanc) to the ultra-dark Brun tone, with more natural effects in between (Naturel, Beige).

"The dynamic North American market is one of the most important export destinations for the fine Italian ceramic industry" explains Massimo Ganassi, Sales Director of Ceramiche Piemme "For us, this edition of Coverings will be the confirmation of an important design and sales strategy implemented in the last few years by our company".

Ceramiche Piemme will be exhibiting at Coverings within the Italian Pavilion organised by Ceramics of Italy: the institutional brand of the Italian ceramics industry of the member companies of Confindustria Ceramica (of which Piemme is a member of the Management Board), with the official backing of the Italian Ministry of Economic Development.

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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.