

## **PRESS FILE**

New for 2018

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Established in Maranello (MO) in 1962, Ceramiche Piemme specializes in the manufacture of ceramic floor and wall tiles. The modern production facility in Solignano di Modena with its heat-recovery kilns every year produces over 7 million square metres of porcelain stoneware. The broad range of ceramic floor and wall tiles also comprises a line of products designed by Valentino, the haute-couture brand of which Ceramiche Piemme has been exclusive licensee for the ceramic industry since 1977.

## **CERAMICHE PIEMME: MADE IN ITALY IN THE WORLD**

Established in Maranello (MO) in 1962, Ceramiche Piemme specializes in the production of Made in Italy ceramic floor and wall tiles and is based in Fiorano Modenese (Mo).

In 1977 the company signed an agreement with Valentino, the fashion designer, for the design of a haute-couture line of products of which Ceramiche Piemme is the exclusive licensee for the ceramic industry.

In 2000, the company began a radical industrial transformation, investing in both the production process and in a new range of products. The production process switched from single and double-fired red body tiles to the most innovative systems dedicated to porcelain stoneware in sizes such as 60x60, 80x80, 45x90 and 60x120cm.

With the introduction of more sophisticated digital decoration technology, the need arose to also rethink the product range from a cultural and design viewpoint.

With this in mind, Massimo Barbari – the company's Managing Director since 2015 - has revamped the management and started new partnerships with some of the protagonists of contemporary design.

Thanks to the strong driving force represented by the US market and to the increasing stability of that of Europe, the company is currently closely focused on the two brands which have made its history in order to improve its competitive edge as regards medium-high bracket consumers and major international projects.

The rebranding operations involve in particular Ceramiche Piemme, which has always been synonymous with medium-high quality wall and floor tiles; and the Valentino brand which - already-known in the world for the quality of its materials and the elegance of its decors - will be further enhanced thanks to major fashion-design partnerships.

Ceramiche Piemme ended 2016 with a turnover of 103 million euro (96.3 million in 2015) with double-digit growth in exports to the US, the Middle East and the Far East markets, which represent 85% of company turnover. The Italian market upped by 6% over 2015.

## **CERAMICHE PIEMME IN.. FIGURES**

Date established: 1962

Headquarters: Via Crociale 42/44 – Fiorano Modenese (MO)

Production: Ceramic floor and wall tiles

President: Carla Vacchi

Employees: 330

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## PRODUCTION

The modern Solignano di Modena production facility, with its heat-recovery kilns, every year produces over 7 million square metres of porcelain stoneware. Covering a surface area of 100,000 square metres, it today represents an industry benchmark in terms of sustainability and efficiency.

A project which involved an investment of 25 million euro in two new 98-metre kilns, four presses linked to horizontal spray-dryers and a cutting-edge, fully-robotized piece handling system. And besides this, the implementation of the decoration department with seven high-definition digital stations; three new "one roof" ceramic tile polishing, lapping and grinding lines, as well as electronic quality standard control.

A new computer system monitors every stage of the production process: from the selection of raw clay to the dispatch of finished product invoices. Every aspect has also been optimized in terms of energy efficiency to ensure low environmental impact.

The production range comprises over 20 original series for interiors and outdoors in various sizes (from 30×30 to 60×120 up to 120×120 cm) but also proposals which combine the practicality of ceramics to the aesthetics of other materials. Marble (over 30 variations), wood and even resin or concrete: the 3-D relief surfaces have in fact made it possible to faithfully reproduce the characteristics of all textures.

Rectangular or square, the ceramic tiles are made in many different sizes conceived for interior design but also for outdoors and large highly-trafficked public premises.

## ENVIRONMENT FRIENDLINESS

To drastically reduce the consumption of natural resources and CO2 emissions into the atmosphere, Ceramiche Piemme has invested in the modernization of its production facilities with special focus on the heat recovery of its kilns in favour of sprayers and dryers.

The recovered heat is also used to heat the production departments, with a further reduction of CO2 emissions amounting to over 4200 tonnes/year.

The high-performance production of electricity is by means of a natural-gas fuelled turbine.

Ceramiche Piemme is a member of the Green Building Council ([www.gbcitalia.org](http://www.gbcitalia.org)) a non-profit organization which promotes sustainable building and is engaged in fostering the awareness of the public and the institutions on the impact which building materials and methods have on the quality of life.

Thanks to a partnership with the UK institute which promotes LEED (Leadership in Energy and Environmental Design) certification, GBC Italia promotes and adapts to the Italian situation the parameters which establish precise design and building criteria for healthy and energy-efficient buildings. It also sets a market value for "green buildings", stimulates competition between companies on the issue of the environmental performance of buildings and encourages aware consumption behaviour among end users.

In November 2017, Ceramiche Piemme was one of the winning companies in the **"CONAI Competition for Prevention – Developing the environmental sustainability of packaging"** ([2017](#) Prevention Competition Regulations) which rewarded the most innovative and eco-sustainable packaging solutions on the market from the two-year period 2015-2016.

The company from Fiorano Modenese won an award for saving raw material (with a score of 2) and optimising its logistics (with a score of 1) for the production process of its ceramic tiles in the 30x60cm, 45x45cm and 45x90cm sizes.

## VALENTINO BY CERAMICHE PIEMME

In 1977, Ceramiche Piemme teamed up with the Valentino label to give life to a line of top-quality ceramic floor and wall tiles able to represent the elegance of Made in Italy.

A forty-year partnership which has seen this ceramic brand grow on major international markets.

### VALENTINO PORCELAIN STONEWARE COLLECTIONS

#### MAJESTIC

Designed by the Valentino by Ceramiche Piemme researchers, the Majestic collection of tiles and slabs is inspired by the arabesque textures of marbles like Carrara, Grigio Verona, Nero Levanto, Onice, Nero Marquinia and Bianco Arabescato.

The collection deliberately breaks out of the classic mould of marble effect surface installation and interprets interior decorating with haute couture taste in unmistakable Valentino brand style.

Tiles and large slabs interpret the veins of precious marbles in six colour shades with over 150 different graphics to simulate the great diversity of natural materials. Numerous sizes and finishes are combined with decorations, mosaics and coverings in extra-fine white body.

#### INCIPIIT

To re-create the elegance of textiles with original patterns and texture mixes: this is the wager of the new **Incipit** collection for Valentino by Ceramiche Piemme.

Thanks to special glazes and the precision of the latest-generation digital decoration, the ceramic surfaces re-create the delicate effect of linen, arabesque silks, and even the metal meshes of contemporary fabrics.

A true fashion collection designed to re-launch the Valentino brand by Ceramiche Piemme for furnishing all surfaces: from living areas to bedrooms, bathrooms and kitchens, but also spas and hotel lobbies.

Made of porcelain stoneware and fine white body, the series wishes to be a true incipit for the brand which, since 1977, has been exporting Made in Italy excellence in the ceramic industry worldwide.

The sizes of the new series are also designed to make it a decor complement conceived not only for the bathroom, but also for all other private and public living spaces.

The four available shades (white, silver, bone and taupe) come in sizes ranging from classic 60x60cm and 30x60cm to large 80x80cm and 60x120cm. Incipit also

introduces an exclusive size for monoporous wall coverings: 40x120cm. The collection is completed by decorations by the square metre, in third firing or three-dimensional.

### **ELEGANCE**

Elegance is the new collection conceived to combine all the elegance and the preciousness of marble with the versatility of porcelain stoneware. Thanks to modern digital technology, the natural veins of the precious stone are designed on surfaces to create one-of-a-kind and elegant environments.

Four different marbles – which go from a softer colour with lighter veins to deeper coloured lines - are reproduced in this collection, which is inspired by four icon streets of Italian fashion in Milan and Rome: Via Condotti, Via Montenapoleone, Piazza di Spagna and Via della Spiga.

With this new series, the Valentino range of marbles is enhanced by the new large 60x120 cm size to be modulated with the 30x120 cm size to create installation effects on walls and floors.

Furthermore, the new Extra Gloss surface, the upshot of cutting-edge polishing methods, conveys depth and brightness, features particularly suitable for designing hotels and prestige residential interiors.

### **MARMI REALI**

The Marmi Reali collection presents the most precious Italian marbles made of fine porcelain stoneware, including in matt version. The line, thanks to the most modern and cutting-edge production technology, is able to reproduce in a natural way the typical and unique veins of this material. Alongside the slabs in natural version, Marmi Reali Mat present new forms, with lead role played by three-dimensions and geometric patterns.

11 different marble shades and veins are available, 7 also in the maxi 80x80 cm size. The collection is designed for interior bathroom, kitchen and living area floors and walls.

### **AVANT GARDE**

A collection of linear floors with shades ranging from intense white to black through grey and pearl. The minimal-chic stones - available in four soft colours and a wide range of decors to harmonize the decoration of the walls - adapt perfectly to floor surfaces, but can also be used for wall coverings.

3 available sizes: 45X45 cm, 30x60 cm and 60X60 cm.

### **URBAN**

A collection created using digital technology with a modern and essential design, smooth surfaces or characterized by relief sections with cutting-edge technical properties and high resistance to slipping and sudden weather changes, which makes it perfect for highly-trafficked residential and commercial interior floors, but also for outdoor flooring.

## **FASHION**

A coloured body collection with a simple design, enriched with classical decorations which convey elegance to the environment. Available in 4 sizes and as many colours both dark and light, it is suitable for bathroom, kitchen and living area floors and walls.

## **CROMIE**

A line of interior floors in square size 30x30 cm in different shades: from grey to light aviation blue, beige, white, ivory, brown, taupe, deep blue, or pink, purple and anthracite.

## VALENTINO COLLECTIONS WITH INTERIOR MONOPOROUS TILES

### **AUREA**

Aurea is the upshot of research into Valentino haute-couture fashion fabrics. This collection has a neoclassical heart and lends itself to many interpretations thanks to the precious 3-D boiserie and the finely decorated full-pattern 30x90 cm wall tiles in three different versions. The collection is completely ground for utmost installation precision and completed with hand-finished third-firing decorations.

### **PRESTIGE**

Mother of pearl is one of the sources of inspiration of the Prestige collection: the textured surface of Prestige, in fact, recalls the aragonite crystals present inside oysters, making it unique and precious. The reflections of Prestige ceramics also reproduce the subtle iridescence of mother of pearl.

The bright and delicate colours are alternated with black and give the collection a timeless elegance. Ideal for sophisticated bathroom tiles.

### **BOISERIE**

A tile collection that suits the romantic baroque style, with classic strips and decors mixed with others of more modern and lively taste. Available in different sizes and bright colours. Suitable for interior bathroom and kitchen walls.

### **CRYSTAL MARBLE**

A collection of monoporous ceramic wall tiles made using digital technology in an elegant and refined style, inspired by marble. Rich in decorations and strips of classic and sophisticated taste, the collection comes in light and dark colours, ideal for covering bathroom walls.

### **SATIN**

Simple and modern design, the collection is characterized by wavy decorations in relief which produce pleasing effects. Available in two rectangular sizes and 5 delicate nuances.



## **CERAMICHE PIEMME – LATEST COLLECTIONS**

### **STONE CONCEPT**

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.

This new collection is designed to create internally and externally coordinated environments, but also to enhance the walls with three-dimensional surfaces.

The Stone Concept tiles are designed for residential, public and commercial environments.

5 shades, ranging from white to beige to grey, 4 sizes with natural, smooth or bush-hammered surfaces and 2 decorations in line with the recovery of poses and ancient surfaces.

### **FREEDOM**

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.

Freedom collection is the result of continuous research on materials and digital technologies. 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 5 shades, which range from white (white) to beige (sand), and from hazelnut (nut) to grey (grey and the darker antracite).

Freedom tiles can be used as a wall covering and for indoor and outdoor flooring. 3 different sizes and 3 dimensional surfaces for wall covering.

### **SHADES**

With the Shades collection Ceramiche Piemme provides a new answer to the dialectic between art and technology: the newest frontiers of digital printing are explored by designer Gordon Guillaumier to give life to floors and surfaces of artistic inspiration. The porcelain stoneware tiles and slabs of the Fiorano Modenese manufacturer reproduce the designer's strokes.

The Shades tile collection replicates in a realistic way the delicate and imperfect sign of the brush stroke; the overlapping colours create unique nuances which go to combine with the 5 basic concrete-effect shades.

The four types of decoration are each expressed in five shades that vary from blue to light blue, from white to golden and mid-blue: the real colour movements so typical of water-painting.

The encounter of modernity and tradition is also expressed through the choice of

sizes: with the modern 60X60cm or 60X120cm slabs, Ceramiche Piemme combines hexagon-shaped decorated tiles that recall traditional cement tiles and other small-size (20X20cm) tiles typical of classic majolica ware.

### FLEUR DE BOIS

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 slab 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).

### UNIQUESTONE

Stone, granite and marble: an unprecedented blend for the Uniquestone collection by Ceramiche Piemme, designed to furnish interiors and outdoor environments with elegance, using a product that is easy to lay and maintain.

Uniquestone is fruit of the continuous research performed by the company on materials and **digital technologies**. The natural finish, for example, recreates in detail the textured effect of the various minerals that inspire it, whereas the polished version adds elegance and brilliance. The collection includes 5 colours: from the lighter "silk" shade to the darker "nite" colour.

The tiles are available in a variety of sizes (30x60, 60x60, 80x80, 60x120 cm) and include the decorative element Chevron (10X53 cm) designed for use in coverings laid in a herringbone pattern.

The series also offers three 3D wall coverings that reproduce the effect of hand-processed stone: **Level**, a large tile (60X120cm) featuring the 4 textured effects by which Uniquestone is inspired; **Iced** which recreates the veined effect of stone with a fine polished effect on the top and **Maya** with a geometric design, available in *ton-sur-ton* or in a range of shades that can easily be matched.

## FRAGMENTS

Pierre Charpin has chosen the name "Fragments" for the Ceramiche Piemme collection, paying tribute to the painstaking task of gathering and composing references to his artistic work, elements of the history of the company from Fiorano Modenese, inspirations and trends linked to his vision of space and surfaces. A world of signs and hints summarised in two extremely iconic decorations - Form and Oblong.

Fragments is also a reference to the breakdown and reconstruction of several materials in the design for the same surfaces: the shiny, continuous effect of resin, the playful effects of the forms in stone, the use of maiolica on the walls.

The basic concept is the idea of generating harmony, starting from diversity.

In this way, floors and walls can be "dressed" in an outfit combining shiny and matte surfaces; monochrome and decorated designs; a resin effect with stone, creating

The result is a particularly elegant and eclectic collection, just like its designer, capable of passing from art to design, from the partnership with Hermès to that with Alessi and from the porcelain of Sèvres to the tiles of Ceramiche Piemme.

Fragments by Pierre Charpin is available in 4 natural shades: from the lightest colour Milk to the darkest one Charcoal (dark grey), and with the grey Cloud shade and the warmer Tan tone in between, in both the Form and Oblong decorations and also in the mono-chrome resin effect (Resin) and wood effect (Wood) surfaces.

For wall coverings with tiles that recreate the Maiolica effect, another two shades are available: Fern and Ocean.

There are three 3-dimensional finishes - Dune, Paint and Hatch- which add bold textures to the collection.

## NORDIC

The new contract collection is inspired by the "Nordic" look of the stone from Burlington in Vermont (USA) and completes the range of stone effect tiles for indoor and outdoor environments.

Researchers at Piemme have developed 5 shades to recreate the effect of natural stone on home and contract floors, thanks to an innovative digital decoration technology: vary from a lighter "snow" shade to a darker "smoke" shade.

The series also offers a 3D version, which reproduces the effect of the "stonewall" hand-processed stone and is ideal for covering decorative walls with a strong texturized effect. Nordic is also designed to be the perfect match for classic materials such as *seminato* floors or parquet, in addition to more contemporary varieties such as concrete or marble aggregate.

### **BITS&PIECES**

The collection of floor and wall tiles in fine porcelain stoneware (1250°C full-body coloured) designed by Gordon Guillaumier, is characterized by sizes and digital decors inspired by the Greek and Roman classical period.

Making this collection involved developing two new tiles: lava stone (Bits) in natural or polished version, and in five colour shades (Pearl Grey, Peat Brown, Pitch Black, Pewter Smoke, Powder Bone), and marble grit (Pieces) in polished version only in two colours (Steel Grain, Ash Grain) only available in polished smooth finish.

Playing with materials and shapes, Guillaumier replaced the marble "tozzetto" with wood-effect inserts, setting them in the lava tiles (Bits), while he preferred marble fragments in the smooth marble grit tiles (Pieces) for a modern reinterpretation of classical Palladian.

Quad and Facet are the two graphic textures (rectangular or irregular "tozzetti")

Available in 6 sizes (120x120 - 80x80 - 45x90 - 60x60 - 30x60 - 45x90 cm) with decorated tiles made in line (quad and facet 60x60 and 30x60 cm).

3-D surfaces are also available (muretto warm/cold 30x60 – polished groove 30x60 cm - bricks 45x90 cm).

Bits & Pieces received the prestigious ADI Ceramics Design Awards 2016 for its modularity and the originality of its colours.

### **CLAYMOOD**

The idea came from a combination of clay and cement mortar which created a totally new look.

Four base shades -Gray, Pearls, Sand and Taupe- which create nuances and a particular cotto-concrete effect thanks to multi-face digital technology.

Available in 6 sizes (60x120 - 80x80 - 60x60 - 30x60 - 30x30. 45x90 cm) with 3D in-line surfaces (SHAPE 60x60: 3 "tamponi" 87 graphics and ROCK 15x90: 3 structures, 48 graphics) and mixed mosaics.

In-line decorated surfaces are also available (filet random graphic on 30x30) as well as 60x60 third-firing decorated surfaces: Murano (three green and blue and craquelé patterns) and Florence (two patterns decorated with white majolica glaze).

## **MATERIALS AND FINISHES**

Porcelain stoneware is an almost completely vitrified material and therefore non-absorbent, strong and very similar to that used for sanitary-ware and tableware.

Originally designed as a product for technical applications (highly-stressed flooring such as public premises or industrial plants), thanks to the progress made by production technology stoneware has seen its market extend considerably. To sturdiness and flexibility of use have in fact been added aesthetic qualities which have determined its success not only in public buildings but also in quality residential projects.

The colour effects obtained by the introduction of colouring oxides in the mixture of clay contribute to the success of this material in Italian design and interior decoration. The traditional sizes (5X10 and 10X10 cm) have been almost completely replaced by larger ones: 20X20, 30X30, 40X40 besides large slabs (100X60 cm and more) used to cover outdoor walls.

### **Glazed or unglazed**

Glazed tiles have their surface covered with a layer of coloured glass. The variety of glazes used permits obtaining a practically unlimited range of colours and decorations. Unglazed tiles instead are uniform with no difference between surface and substrate.

### **With porous or compact substrate**

The substrate is the body of the tile: it can be compact or characterized by the presence of pores. To measure the porosity, the amount of water must be determined which is absorbed in particular conditions of imbibition.

### **Pressed or extruded**

The two methods used for forming ceramic tiles envisage: pressing from a powder mixture, compacted and formed in a high-pressure press. Extruded tiles instead are obtained from a paste passed through a special die.

### **Red body or clear body**

Depending on the raw materials used, the tile substrate can be coloured or clear. The colour of the substrate in glazed products is not visible on the surface, while in the case of unglazed products, it determines the aesthetic appearance of the tile. In some unglazed products different colours can be obtained by adding pigment dyes.

## THE ORIGIN OF CERAMIC TILES

Among the first functional and decorative materials for domestic use, tiles documented in Egypt date back to at least the 4th century B.C. They were made of clay and were fired and decorated using blue glazes made of copper.

Other tiles of the same period have been found in Mesopotamia; Tunisia (dating back to the 9<sup>th</sup> century); Kashan, Iran (11<sup>th</sup> century) and in various mosques in the Middle-East.

From the hexagon-shaped pieces of the late-Roman period made of cotto with marble insert, we come to the production, including in Italy, of decorated majolica ware.

In the early-16<sup>th</sup> century, the production began of "*laggioni*": floor and wall tiles covered with brightly-coloured glazing, according to designs derived in part from Islamic art and also of renaissance taste.

Starting with these types, Italian craftsmen developed new styles, including those tied to the characteristics of the materials available in the different regions.

In Deruta, in central Italy, ceramic ware achieved the height of its glory in the 15<sup>th</sup> and 16<sup>th</sup> centuries. Alongside objects in daily use appeared ornamental pieces with geometric patterns and figures.

In the early-19<sup>th</sup> century, single-theme decorative floor installations began to be replaced by a modular concept of the proto-industrial type.

The growth of the ceramic district around Modena, between Sassuolo and Fiorano is tied to the abundance of clay in the area and to a natural vocation for clay-working that dates back to the Neolithic, as is well documented by the artefacts in the Ceramic Museum of Fiorano Modenese.

But the big boom came after the Second World War, following a burgeoning demand for building materials.

Besides Fiorano and Sassuolo, the ceramic district now also includes Formigine, Maranello and Castelvetro.