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PRESS RELEASE

INTRODUCING CERAMICHE PIEMME CONTRACT

A new line of ceramic collections for the company from Fiorano Modenese

In 2019 the company from Fiorano Modenese is extending its range with the introduction of **"Ceramiche Piemme Contract"** (www.ceramichepiemme.it/contract/): a division dedicated to ceramic collections created to support the **designer** in choosing finishes for public and private spaces.

Today, having a competitive edge means knowing how to interpret the needs of your target customers, in every sector" explains Davide Colli, COO of Ceramiche Piemme "These days, it is no longer enough to offer cutting edge technology and renew one's range with a clear vision of what is to come. Instead it is crucial to offer a truly dedicated, tailor-made service to every type of clientele. And this makes it important to create a space in which the professional can find technical solutions and style options for their designs."

Ceramiche Piemme Contract was created to facilitate the construction industry chain linking customer to company. The new brand offers two new products: the **Ageless** and **Venetian Marble** collections of tiles in fine porcelain stoneware, which will be presented to the American market for the very first time during Coverings 2019 (Orlando, 9-12 April).

Venetian Marble combines the technical performances of state-of-the-art stoneware with the fine aesthetics of Venetian terrazzo flooring. **Ageless** is inspired by the finish of industrial concrete resin: thanks to the most modern digital technologies, the researchers of Ceramiche Piemme have perfectly reproduced the typical directional streaks created when manually or mechanically laying the mortar.

Ceramics are made from natural clays and are completely recyclable; once installed, they are hygienic, do not harbour dirt or bacteria and are odourless. Ceramics do not burn or release harmful substances, not even during a fire; ceramics do not absorb, do not discolour in the sun, do not freeze and are a hard-wearing material perfect for use in residential and public environments. Better to use ceramics. Better to use Ceramiche Piemme.

www.ceramichepiemme.it +39 0536-849111

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 tiles 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.