

Fiorano Modenese, 13 March 2019

PRESS RELEASE

CERAMICHE PIEMME AT COVERINGS 2019

4 new collections for the US market

Stars and stripes preview for four Piemme Ceramics collections from Tuesday 9 to Friday 12 April as part of **Coverings 2019** (Orlando, Booth 2107, Orange County Convention Center): **Materia**, **Soul** and two new products specifically dedicated to the world of professional design. In agreement with the values of the new "Ceramiche Piemme Contract" brand, **Ageless** and **Venetian Marble** combine a sober style with high performance for floors and surfaces in public and private spaces.

"The American market is one of the most important outlets for the export of ceramics," explains Davide Colli, COO Ceramiche Piemme. "For this edition we have created a completely innovative setting that will allow the public of Coverings to discover a new expression of Made in Italy ceramics, which combines aesthetics with the latest digital printing technologies".

Materia porcelain stoneware tiles collection: a new effect for surfaces that combine metal, corten, stone and ceramics in a refined and contemporary aesthetic design. 6 shades from the lighter OPAL (white) to DEEP (anthracite), passing through light gray NACRE grey, dove grey SHIMMER, dark gray REFLEX and RUST corten. 5 sizes with two three-dimensional structures and two third-firing decorations.

All the soul of wood for the new Soul collection: digital technologies recreate natural oak with all its *knots, sapwood and signs of the time and seasoning.*

4 shades - PURE (light), NORDIC (natural), KNOTS, (knotty), RECLAIMED (seasoned) - in the size 20X120cm, with a 3D "Carved" surface (size: 30X120cm) designed to decorate vertical surfaces, one digital inlay "Shield" and two mosaics "Kaleido" and "Rolo", which replicates the typical workmanship of the "Rolini" masters.

Ageless is inspired by the resin-cement industrial finish: Ceramiche Piemme researchers have perfectly reproduced the typical movement of the directional streaks due to the laying of the mortar. *Natural or polished*, the new Contract collection combines industrial aesthetics with high technical performance and guarantees high resistance to daily stress in residential, commercial and large public areas.

7 shades - Africa, Island, Sahara, Europe, Polar, Britain, Baltic

2 sizes (30X60cm, 60X60cm) plus the 3D Textured structure (60x60x0.95cm) in Baltic, Britain and Sahara colors.

Venetian Marble combines the technical performance of the latest generation of porcelain

stoneware with the aesthetics of a Venetian terrazzo flooring. The effect is a fine granulate of marbles of various colors and iridescences bound by cement paste.

The collection is available in 4 shades: Rainbow, Cloud, Fog, Storm in two sizes (60X120cm and 60X60cm).

Ceramiche Piemme takes part in Coverings inside the Italian Pavilion organized by Ceramics of Italy: the institutional brand of the Italian ceramic industry of the companies belonging to Confindustria Ceramica (of which Piemme is a member of the Board of Directors), with the patronage of the Italian Ministry of Economic Development.

Ceramics are made from natural clays and are completely recyclable; once installed, they are hygienic, do not harbor dirt or bacteria and are odorless. Ceramics do not burn or release harmful substances, not even during a fire; ceramics do not absorb, do not discolor 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.

Information www.ceramichepiemme.it Tel. +39 0536 849111

Tweet: #CeramichePiemme at @Coverings with @CeramicsOfItaly

Post: #CeramichePiemme presents four new products at @CoveringsShow in Orlando with @CeramicsOfItaly

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.