



**CONFETTI**

# CONFETTI For the home where every day is a celebration



**CONFETTI** è la nuova collezione di ceramiche in gres smaltato disegnata dallo studio **Marcante-Testa (UdA)** per Ceramica Vogue.

Un progetto caratterizzato da **pattern di ispirazione grafica**, evocativi di un passato prossimo, ideale per la **casa** e quegli ambienti extra residenziali come **locali di ristorazione** e **alberghi** che richiamano la dimensione domestica.

La collezione CONFETTI prevede un unico formato **25x25 cm rettificato**, spessore **10 mm**, con **4 decori** suggeriti nel nome dall'architettura di 4 città italiane : **Milano, Torino, Venezia e Roma**.

I micropattern, declinati in 6 varianti di colori ciascuno si sommano a **8 tinte unite in abbinamento**, rendendo la collezione un nuovo classico per pavimento e rivestimento.

**CONFETTI** Designed by MARCANTE – TESTA (UdA)

MARCANTE  
TESTA  
UDARCHITETTI



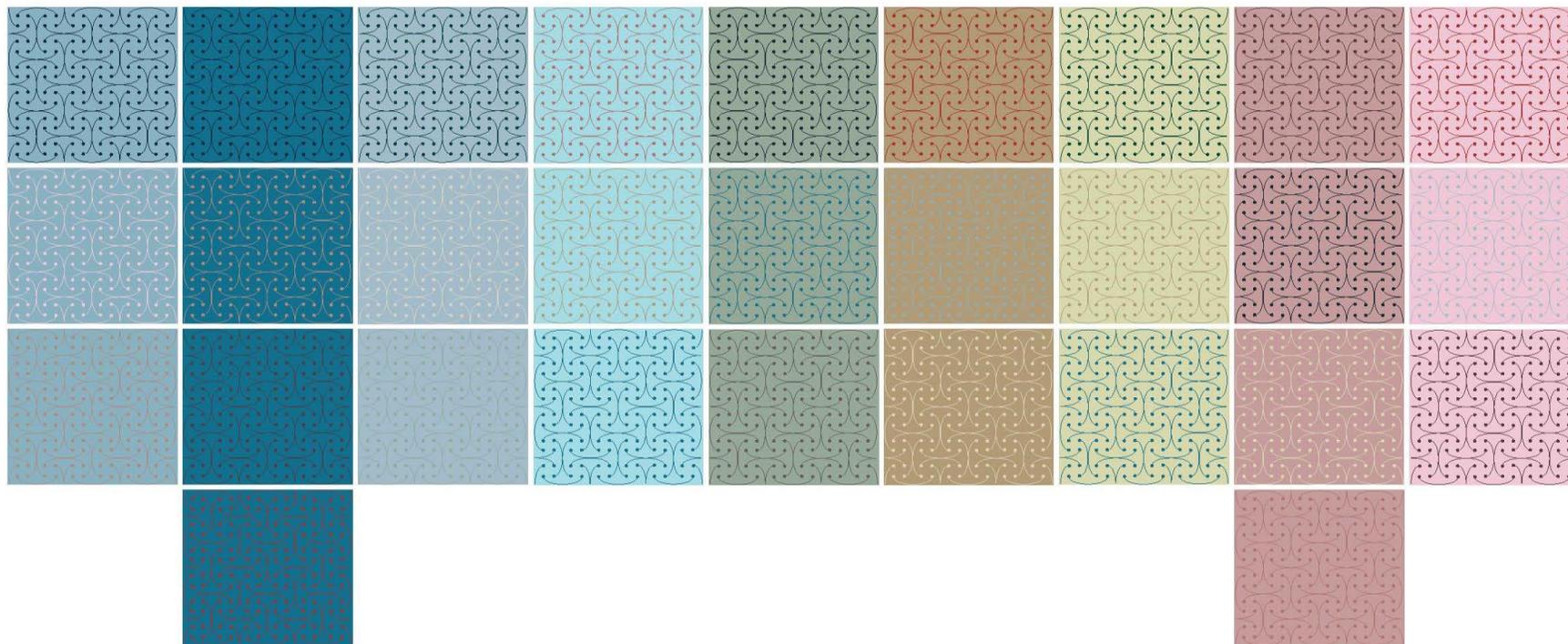
**Andrea Marcante** è co-fondatore dello **studio di architettura UdA** ( 1992-2014) in cui ha collaborato in forma continuativa dal 2004 **Adelaide Testa** per tutti i progetti di interior design.

Dal 2014 Andrea Marcante e Adelaide Testa creano una nuova realtà progettuale, **MARCANTE – TESTA (UdA architetti)**, orientata alla ricerca **sull'architettura** e sul **design di Interni**.

**Le atmosfere di Marcante-Testa mirano a ricomporre elegantemente i molteplici valori dell'abitare.** Essere seri e divertenti, autentici e raffinati, aver radici profonde ed amare il mondo: così linee melodiche indipendenti si combinano secondo regole rigorose nella composizione.

I loro progetti hanno conseguito **premi e riconoscimenti**, stimolando la ricerca spaziale verso **un'architettura del contrappunto – dell'emozione e della ragione** – nello spirito di una rinnovata sensibilità dell'Uomo.

**CONFETTI** For the home where every day is a celebration



# CONFETTI For the home where every day is a celebration

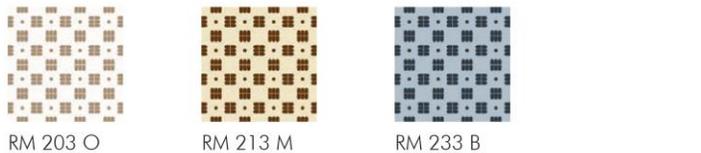


FG 203      FG 213      FG 233      FG 232

## Tinte Unite



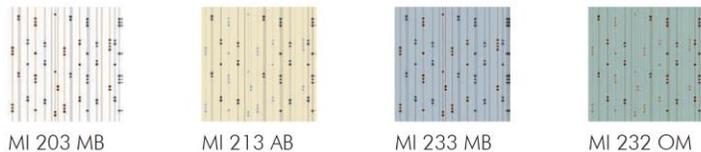
FG 201      FG 209      FG 231      FG 230



RM 203 O      RM 213 M      RM 233 B



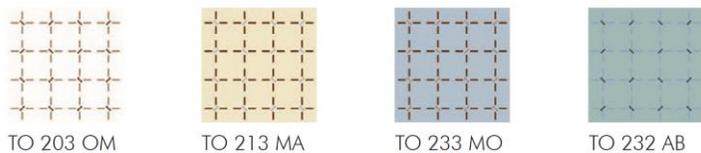
RM 201 M      RM 231 M      RM 230 B



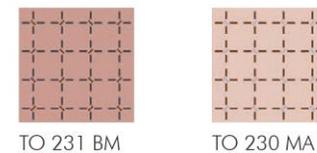
MI 203 MB      MI 213 AB      MI 233 MB      MI 232 OM



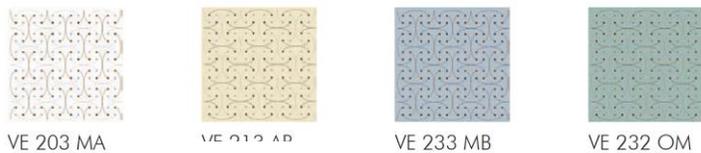
MI 201 OM      MI 230 MB



TO 203 OM      TO 213 MA      TO 233 MO      TO 232 AB



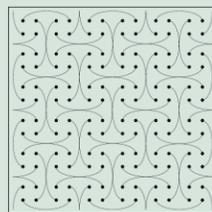
TO 231 BM      TO 230 MA



VE 203 MA      VE 213 AB      VE 233 MB      VE 232 OM



VE 230 MB



**CONFETTI**  
VENEZIA

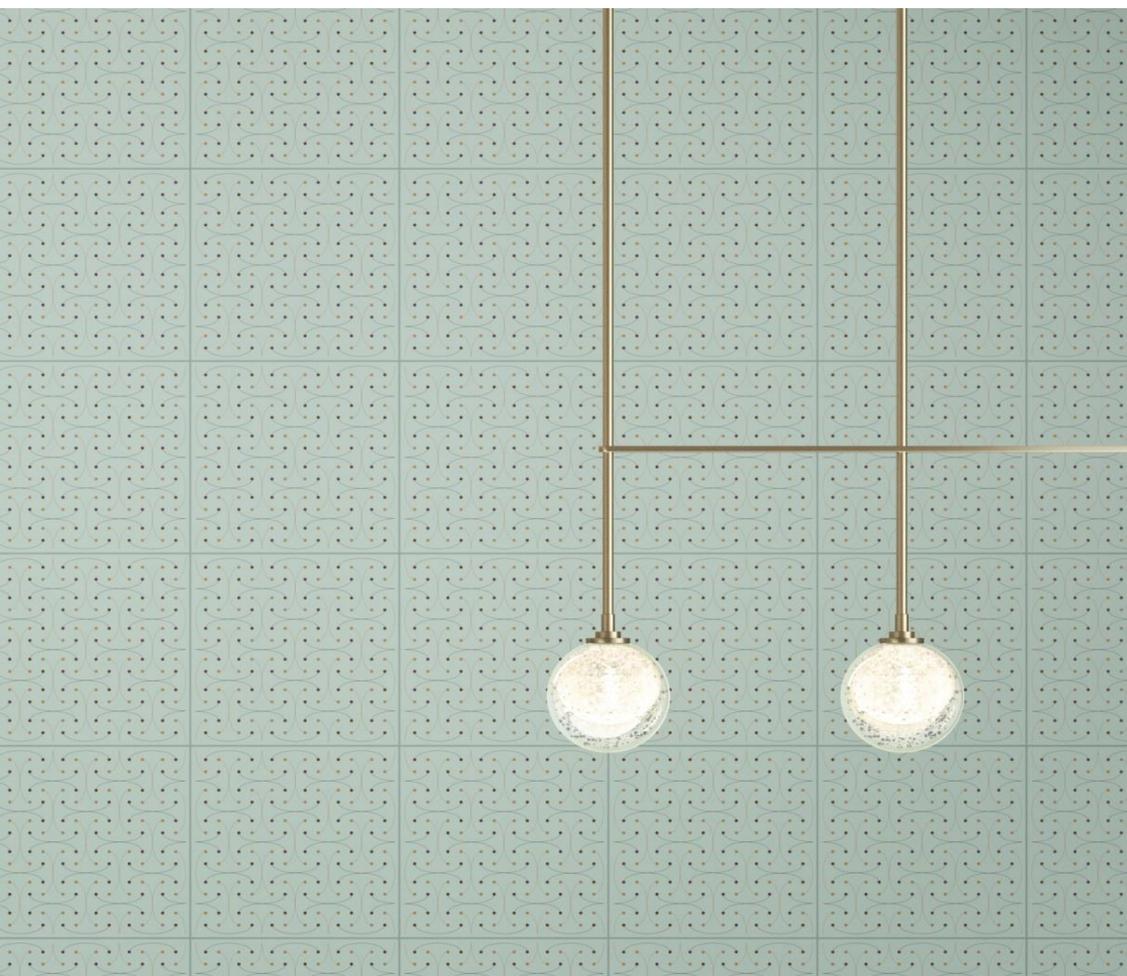
25x25x1 cm  
10"x10" x<sup>25</sup>/<sub>64</sub>"



Rettificato - Rectified



**CONFETTI** For the home where every day is a celebration



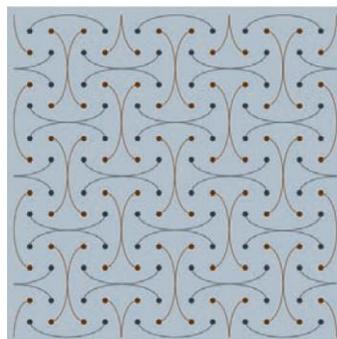


 **CONFETTI**

For the home where every day is a celebration

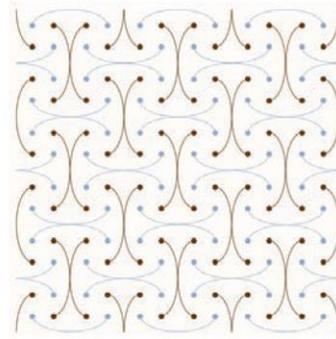


**VENEZIA**  
R9 / DCOF > 0,42



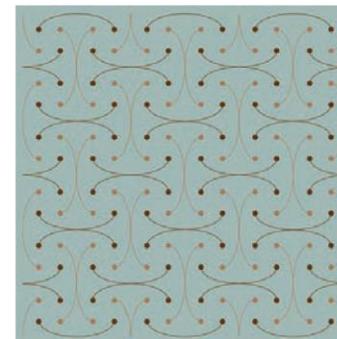
VE 233 MB PEI IV

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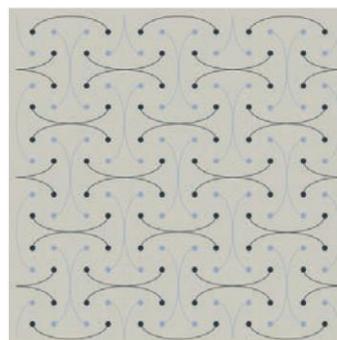
VE 203 MA PEI IV

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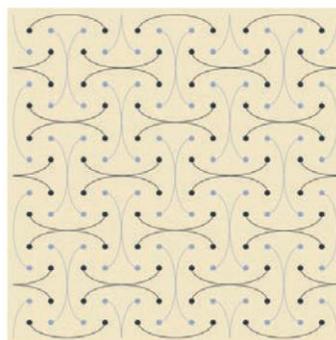
VE 232 OM PEI IV

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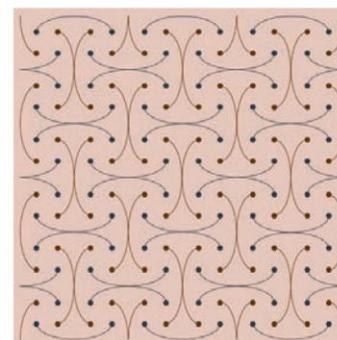
VE 209 AB PEI IV

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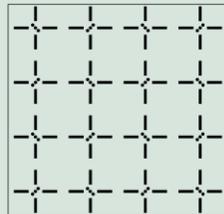
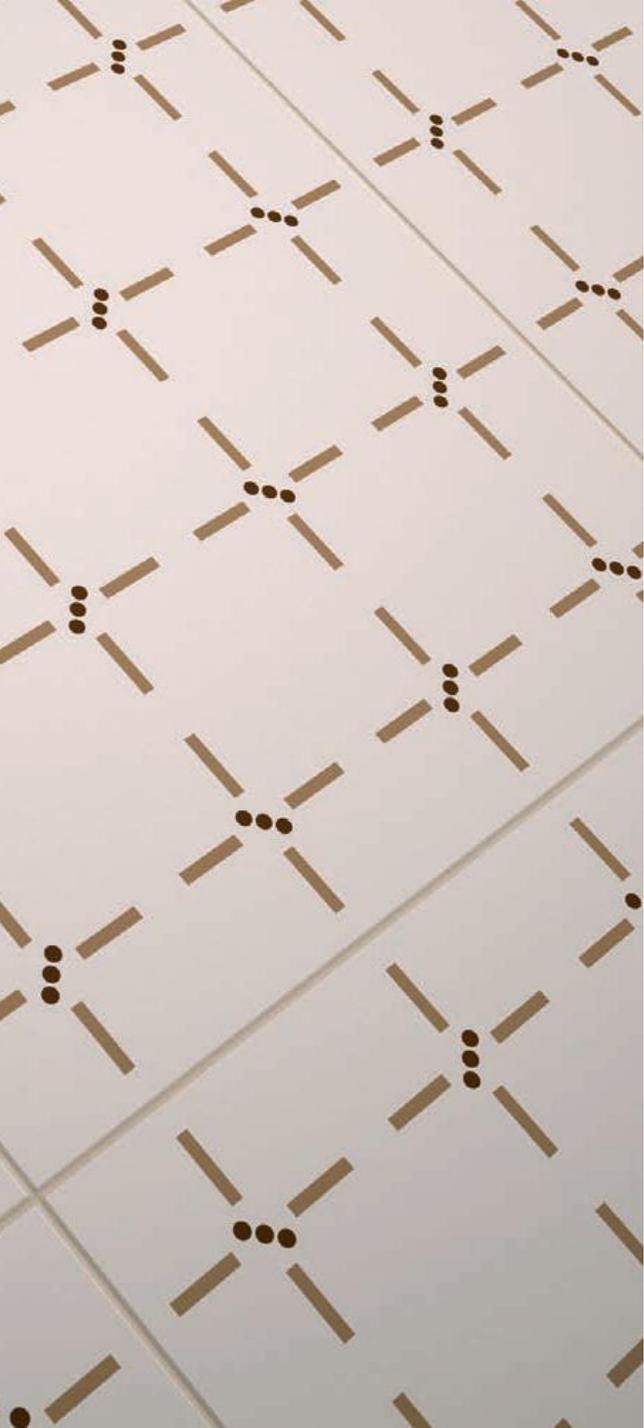
VE 213 AB PEI IV

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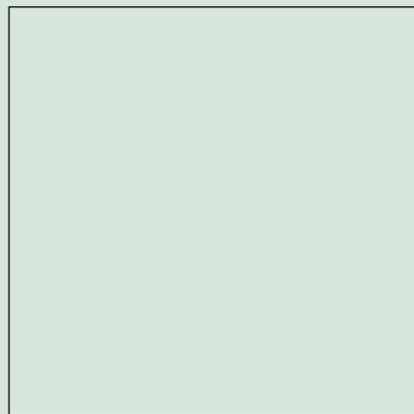
VE 230 MB PEI IV

25x25x1 cm - 10"x10" x<sup>25</sup>/<sub>64</sub>"



**CONFETTI**  
TORINO

25x25x1 cm  
10"x10" x<sup>25</sup>/<sub>64</sub>"

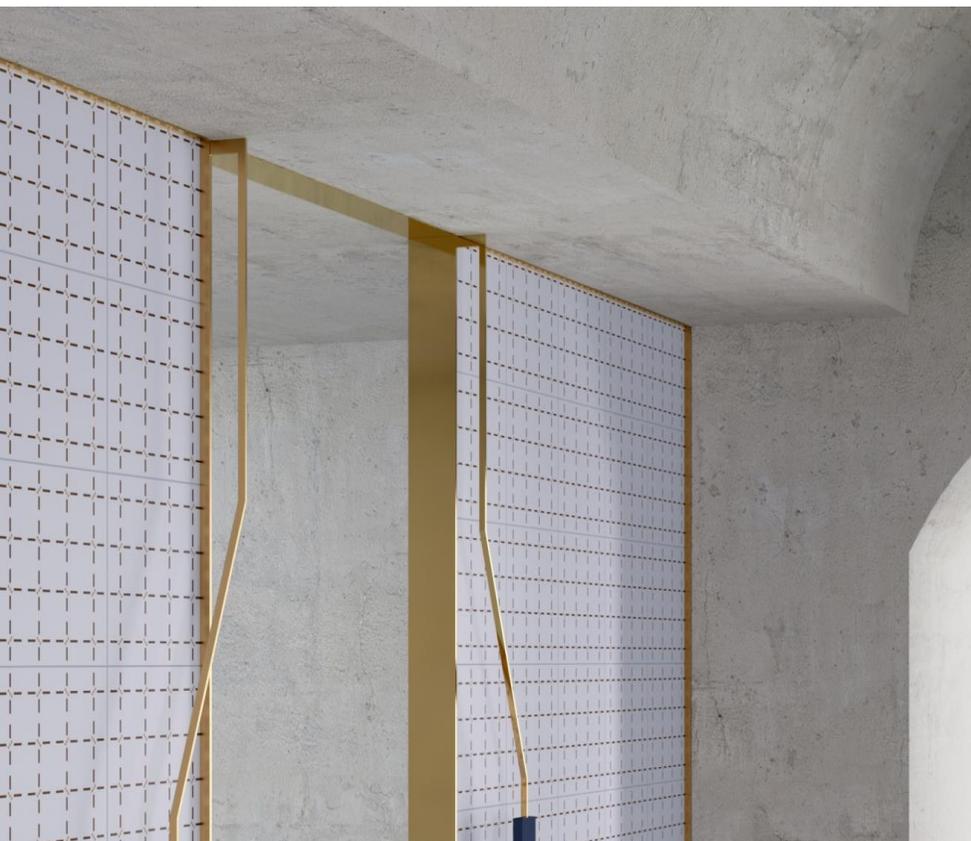


Rettificato - Rectified



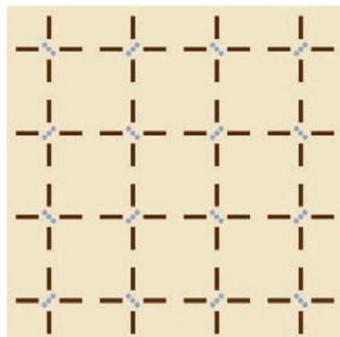
**CONFETTI**

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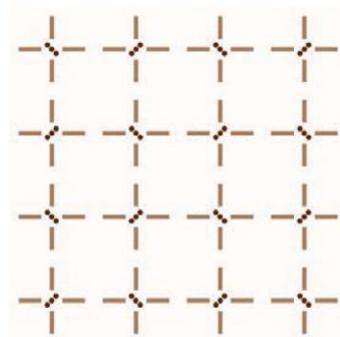
# TORINO

R9 / DCOF > 0,42



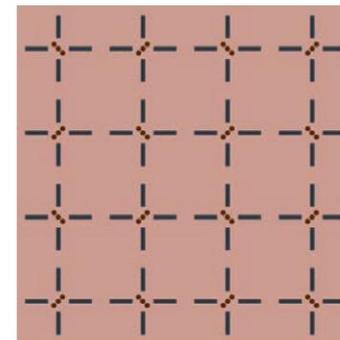
TO 213 MA PEI IV

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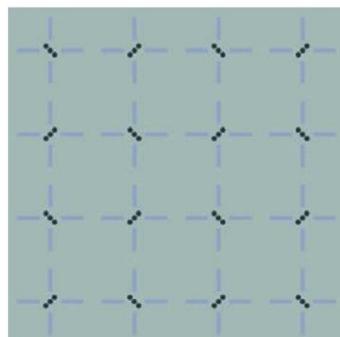
TO 203 OM PEI IV

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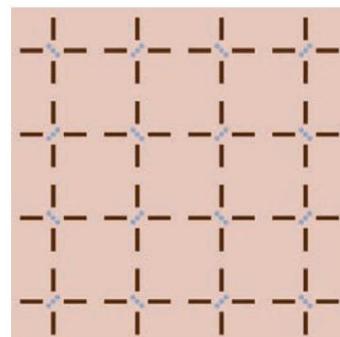
TO 231 BM PEI IV

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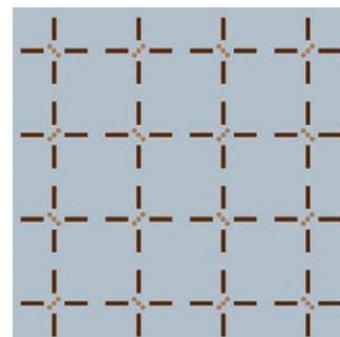
TO 232 AB PEI IV

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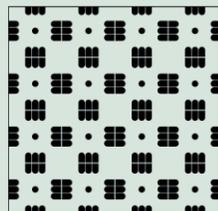
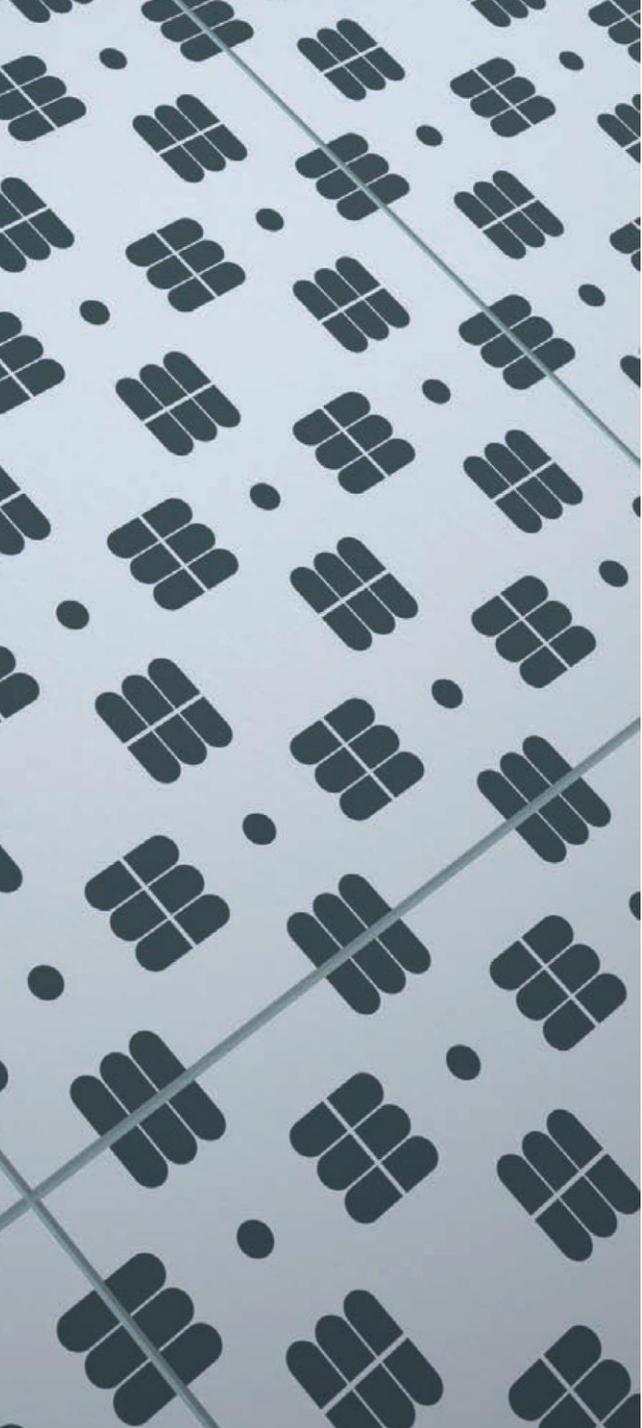
TO 230 MA PEI IV

25x25x1 cm - 10"x10" x<sup>25</sup>/<sub>64</sub>"



TO 233 MO PEI IV

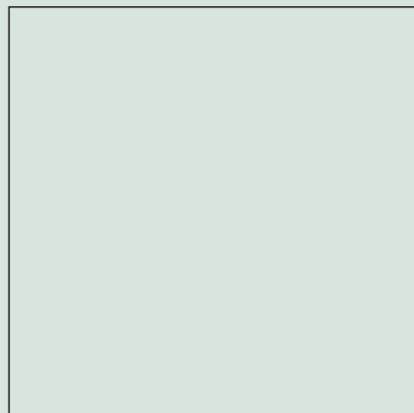
25x25x1 cm - 10"x10" x<sup>25</sup>/<sub>64</sub>"



# CONFETTI

ROMA

25x25x1 cm  
10"x10" x<sup>25</sup>/<sub>64</sub>"

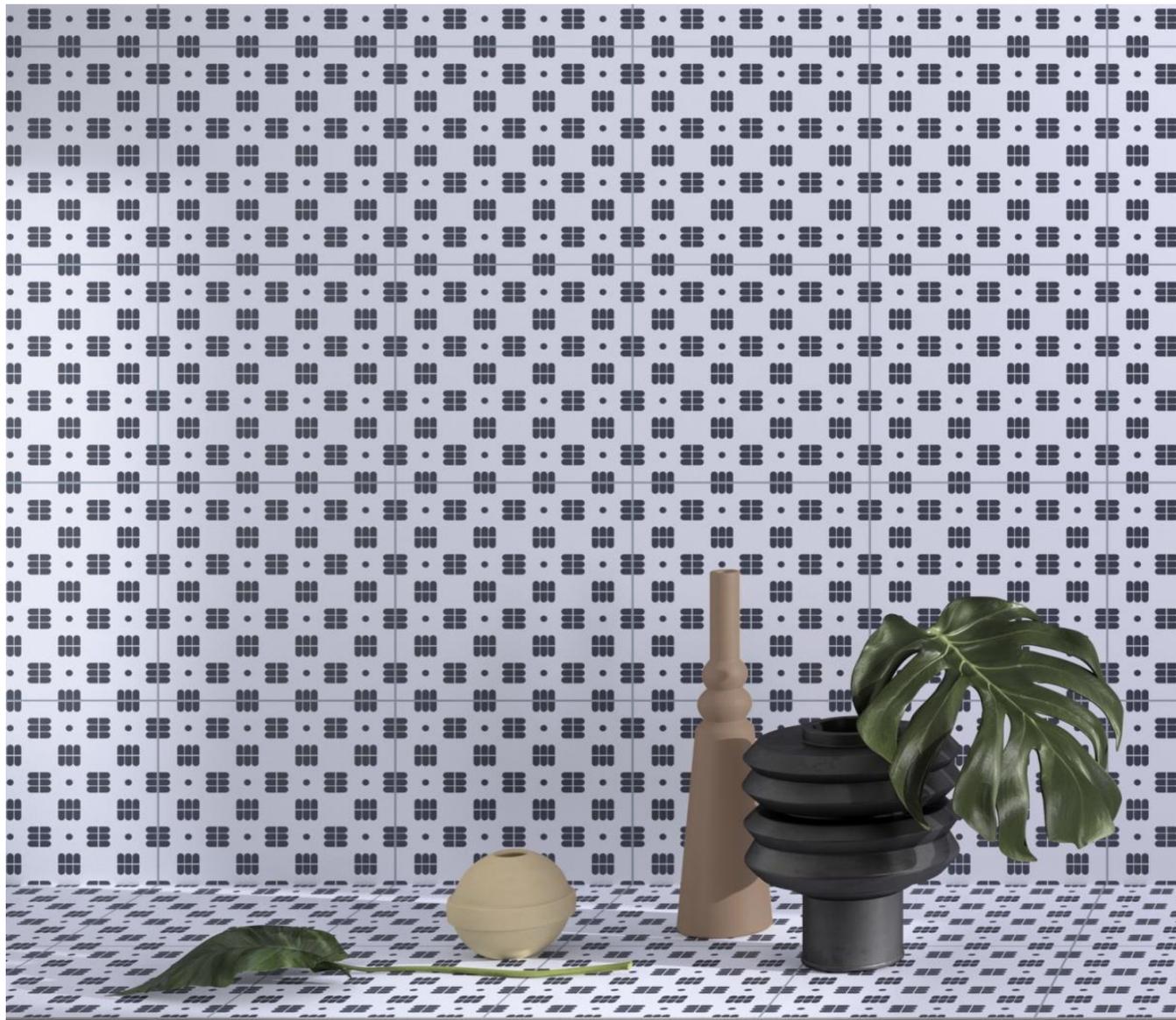


Rettificato - Rectified



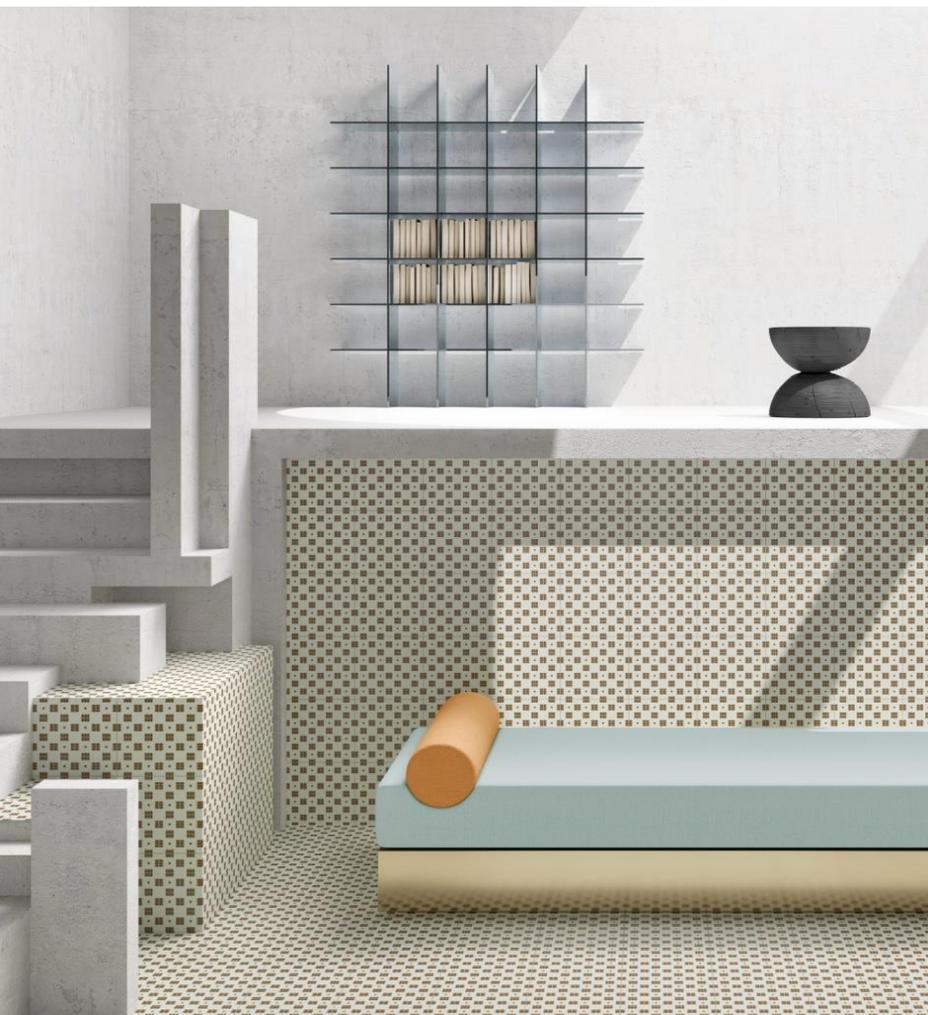
# CONFETTI

For the home where every day is a celebration



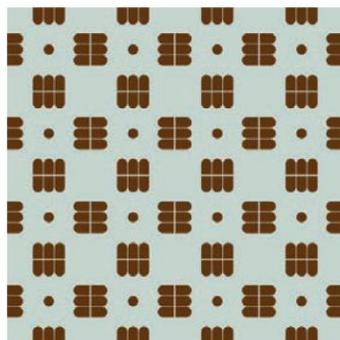
 **CONFETTI**

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# ROMA

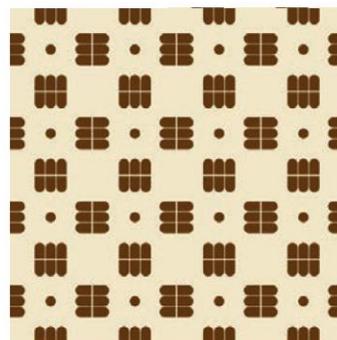
R9 / DCOF > 0,42



RM 201 M

PEI IV

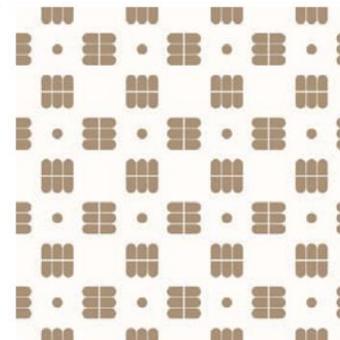
25x25x1 cm - 10"x10" x<sup>25</sup>/<sub>64</sub>"



RM 213 M

PEI IV

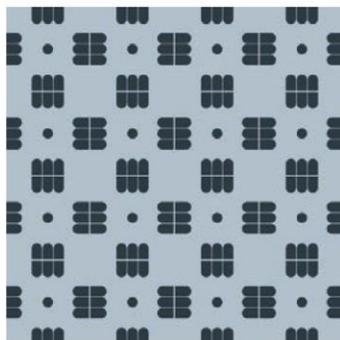
25x25x1 cm - 10"x10" x<sup>25</sup>/<sub>64</sub>"



RM 203 O

PEI IV

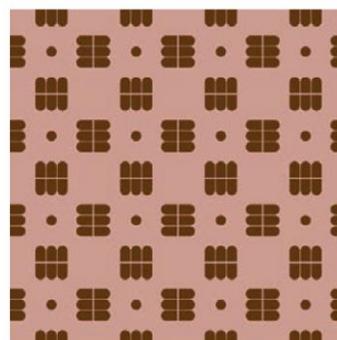
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RM 233 B

PEI IV

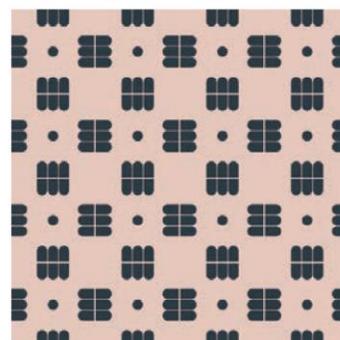
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RM 231 M

PEI IV

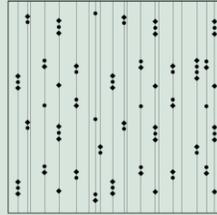
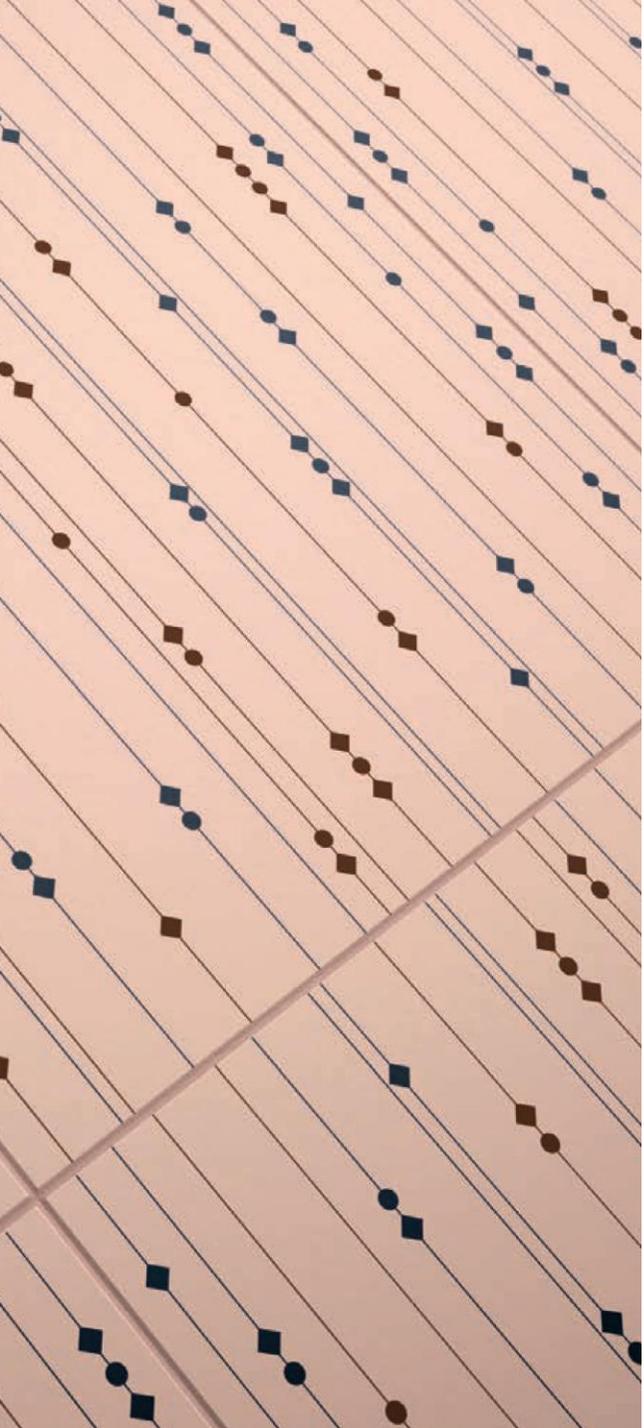
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RM 230 B

PEI IV

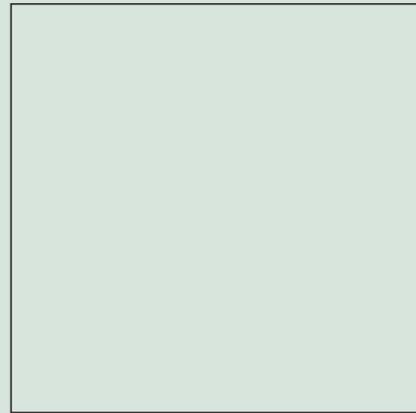
25x25x1 cm - 10"x10" x<sup>25</sup>/<sub>64</sub>"



# CONFETTI

MILANO

25x25x1 cm  
10"x10" x<sup>25</sup>/<sub>64</sub>"



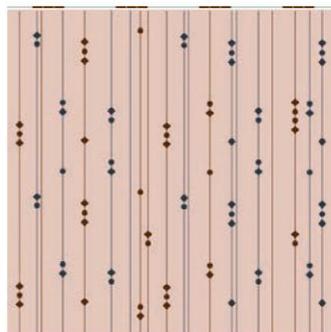
Rettificato - Rectified





# MILANO

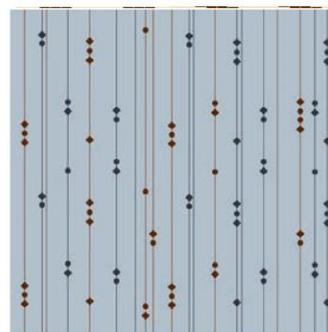
R9 / DCOF > 0,42



MI 230 MB

PEI IV

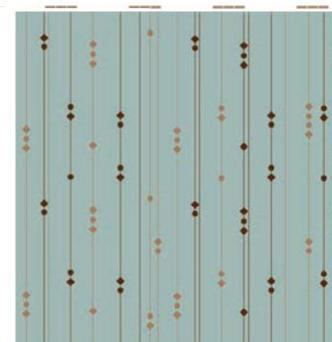
25x25x1 cm - 10"x10" x<sup>25</sup>/<sub>64</sub>"



MI 233 MB

PEI IV

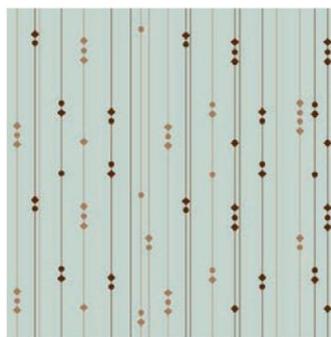
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MI 232 OM

PEI IV

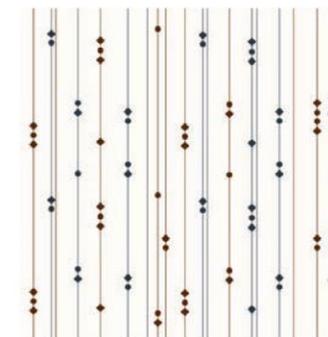
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MI 201 OM

PEI IV

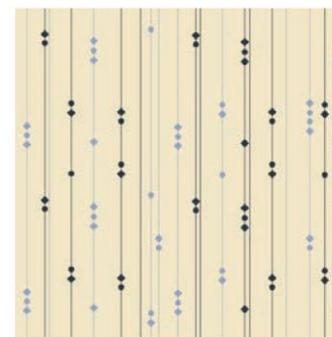
25x25x1 cm - 10"x10" x<sup>25</sup>/<sub>64</sub>"



MI 203 MB

PEI IV

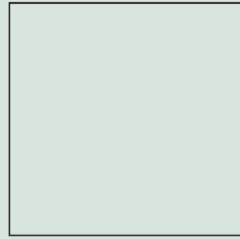
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MI 213 AB

PEI IV

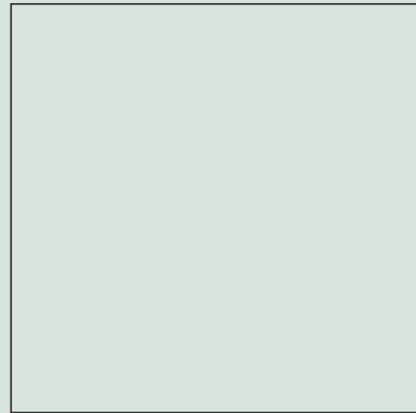
25x25x1 cm - 10"x10" x<sup>25</sup>/<sub>64</sub>"



# CONFETTI

FONDI

25x25x1 cm  
10"x10" x<sup>25</sup>/<sub>64</sub>"



Rettificato - Rectified

FONDI  
R9 / DCOF > 0,42



FG 201 PEI IV

25x25x1 cm - 10"x10" x<sup>25</sup>/<sub>64</sub>"



FG 233 PEI IV

25x25x1 cm - 10"x10" x<sup>25</sup>/<sub>64</sub>"



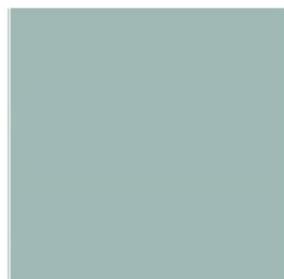
FG 209 PEI IV

25x25x1 cm - 10"x10" x<sup>25</sup>/<sub>64</sub>"



FG 203 PEI IV

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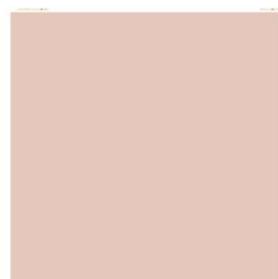
FG 232 PEI IV

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FG 231 PEI IV

25x25x1 cm - 10"x10" x<sup>25</sup>/<sub>64</sub>"



FG 230 PEI IV

25x25x1 cm - 10"x10" x<sup>25</sup>/<sub>64</sub>"



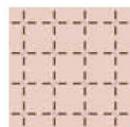
FG 213 PEI IV

25x25x1 cm - 10"x10" x<sup>25</sup>/<sub>64</sub>"

**ACCOSTAMENTI CROMATICI**  
SUGGESTION FOR TILE COMBINATION

**LISTINO**

# Accostamenti cromatici suggeriti



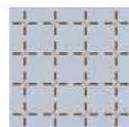
TO 230 MA



FG 233



MI 203 MB



TO 233 MO



RM 230 B



MI 233 MB



RM 201 M



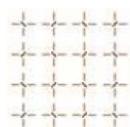
MI 230 MB



VE 213 AB



FG 232



TO 203 OM



RM 230 B



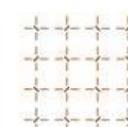
TO 233 MO



FG 232



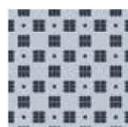
RM 213 M



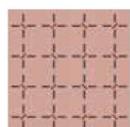
TO 203 OM



VE 232 OM



RM 233 B



TO 231 BM



FG 230



FG 230



VE 233 MB



MI 230 MB



RM 233 B



VE 230 MB



RM 233 B



TO 232 AB



FG 209



MI 203 MB



FG 213



MI 201 OM



RM 230 B



VE 209 AB



RM 201 M



FG 233



VE 230 MB



TO 231 BM



FG 233



MI 232 OM



RM 203 O

**SCHEDE TECNICHE**  
TECHNICAL CHARTS

# CONFETTI Technical Key Features

## Voci di capitolato / *Tender specifications*

Piastrelle di ceramica pressate a secco con basso assorbimento di acqua ( $0,5\% < Eb \leq 3\%$ ) Gruppo B1b - M - GL EN 14411:2012 appendice H.  
*Glazed ceramic tiles, dry pressed with low water absorption ( $0,5\% < Eb \leq 3\%$ ) Group B1b - M - GL EN 14411:2012 H appendix.*

## Dimensioni e qualità della superficie / *Dimensions and surface quality*

formato nominale nominal shape	dimensione di fabbricazione actual size		metodo di prova test methods	requisiti requirements		risultati Vogue Vogue results	
25x25 cm (10"x10")	lati sides	249x249 mm	EN ISO 10545-2	lati sides	$\pm 0,6\%$	lati sides	$\pm 0,3\%$
	spessore thickness	10 mm		spessore thickness	$\pm 5\%$	spessore thickness	$\pm 4\%$
Rettilineità dei lati (superficie di esercizio) Straightness of sides (working surface)			EN ISO 10545-2	$\pm 0,5\%$	$\pm 0,4\%$		
Ortogonalità Squareness			EN ISO 10545-2	$\pm 0,5\%$	$\pm 0,4\%$		
Planarità della superficie Flatness			EN ISO 10545-2	$\pm 0,5\%$	$\pm 0,4\%$		
Qualità della superficie Surface quality			EN ISO 10545-2	min. 95%	min. 95%		

# CONFETTI Technical Key Features

## Proprietà fisiche / Physical properties

prova test	metodo di prova test methods	requisiti requirements	risultati Vogue Vogue results
 Massa d'acqua assorbita (%) Water absorption (%)	EN ISO 10545-3	$0,5\% < E_b \leq 3,0\%$	1,5 %
 Resistenza di rottura Tensile strength	EN ISO 10545-4	1.100 N min.	> 1.700 N
 Modulo di rottura Modulus of rupture	EN ISO 10545-4	30 N/mm <sup>2</sup> min.	> 40 N/mm <sup>2</sup>
 P.E.I. Resistenza all'abrasione (P.E.I.) Abrasion resistance (P.E.I.)	EN ISO 10545-7	riportare la classe di abrasione quote the abrasion class	vedi pagina prodotto refer to product page
 Coefficiente di dilatazione termica lineare Coefficient of linear thermal expansion	EN ISO 10545-8	metodo di prova disponibile test method available	$< 6,9 \times 10^{-6} / ^\circ\text{C}$
 Resistenza agli sbalzi termici Thermal shock resistance	EN ISO 10545-9	metodo di prova disponibile test method available	garantita guaranteed
 Resistenza al cavillo Crazing resistance	EN ISO 10545-11	richiesta required	garantita guaranteed
 Resistenza al gelo Frost resistance	EN ISO 10545-12	metodo di prova disponibile test method available	garantita guaranteed
 Dilatazione dovuta all'umidità Expansion to humidity	EN ISO 10545-10	metodo di prova disponibile test method available	< 0,04%
 Resistenza all'urto Impact resistance	EN ISO 10545-5	metodo di prova disponibile test method available	> 0,6 (vedi appendice P catalogo generale) (see P appendix general catalogue)

# CONFETTI Technical Key Features

Proprietà antiscivolo / *Non-slip properties* (escluso - *except* GP 015 - GP 020 - GP 025)

prova test	metodo di prova test methods	requisiti requirements			risultati Vogue Vogue results
 determinazione proprietà antiscivolo: Determination of the anti-slip characteristics:	DIN 51130 grado scivolosità non-skid characteristics	R9 aderenza normale normal adhesion $6^\circ \leq \alpha \leq 10^\circ$	R10 aderenza media medium adhesion $10^\circ \leq \alpha \leq 19^\circ$	R11 aderenza elevata high adhesion $19^\circ \leq \alpha \leq 27^\circ$	$\alpha =$ angolo di inclinazione inclination angle R9
 Pendulum test UK	BS 7976-2:2002	metodo di prova disponibile - test method available			dry >36 wet -
 DCOF – Dynamic Coefficient of Friction (Wet Areas Only)	ANSI A 137.1.:2012				> 0,42

# CONFETTI Technical Key Features

## Proprietà chimiche / *Chemical properties*

prova test	metodo di prova test methods	requisiti requirements	risultati Vogue Vogue results
 Resistenza alle macchie Stain resistance	EN ISO 10545-14	classe 3 min.	3 min. (vedi appendice P catalogo generale) (see P appendix general catalogue)
 Resistenza ai prodotti chimici d'uso domestico ed agli additivi per piscina Resistance to chemical products for housekeeping and to the additives used in swimming-pools	EN ISO 10545-13	GB min.	GB min.
 Resistenza ad acidi e basi a bassa concentrazione Resistance to acids and bases at low concentrations	EN ISO 10545-13	indicata dal produttore indicated by the producer	GLB min.
 Resistenza ad acidi e basi ad alta concentrazione Resistance to acids and bases at high concentrations	EN ISO 10545-13	metodo di prova disponibile test method available	GHB min.
 Pb Cd Cessione di piombo e cadmio Lead and cadmium losses	EN ISO 10545-15	metodo di prova disponibile test method available	disponibile a richiesta available if required

## Altre prove / *Other tests*

prova test	metodo di prova test methods	requisiti requirements	risultati Vogue Vogue results
 Resistenza dei colori alla luce Colour resistance to light	DIN 51094	non previsto not foreseen	garantita guaranteed
 Reazione al fuoco Reaction to the fire	senza prova without test	decisione 96/603/CE decision 96/603/CE	classe A1

## Giunto e componibilità dei formati / *Modularity and laying*

Per ottenere un corretto risultato di posa il materiale deve essere posato con un giunto non inferiore a 2 mm (UNI 11493:2013).  
*To obtain a correct laying result the material should be laid with joints of no less than 2 mm (UNI 11493:2013).*

# **MARKETING PLAN**

## Strumenti di attivazione

# CONFETTI Communication & Marketing Plan



WEB <http://www.ceramicavogue.it/piastrelle-per-esterno-per-interno/confetti-collection>

Piano DEM e Newsletter (Aprile – Maggio – Giugno)

Product video (disponibili su [ceramicavogue.it](http://ceramicavogue.it) a partire dal 04 Aprile)

TEXTURE files([http://texture.altaeco.com/texture-2d.asp/lingua\\_it/partner\\_3/tipo\\_3](http://texture.altaeco.com/texture-2d.asp/lingua_it/partner_3/tipo_3))

BIM files(<http://www.ceramicavogue.it/download-bim>)

CAPITOLATO (<http://www.ceramicavogue.it/uploads/2018-3-22/Vogue-TenderSpecification-CONFETTI-ITA-2018.pdf>)

**SOCIAL** Campagna Social (IG, FB, LinkedIn a partire dal 04 Aprile)

**ADV Campaign** Elle Decor Italia, Living Italia, Wallpaper (worldwide) nei mesi di Aprile, Maggio e Giugno

**BLOG** Contenuti dedicati su Cerlovers a partire dalla seconda metà di Aprile <http://www.cerlovers.com>

# CONFETTI Dettaglio Piano ADV – Top Interior Design Magazine

**Wallpaper\***  
JANUARY 2014 \*THE STUFF THAT RI

**ICON DESIGN**

CORRIERE DELLA SERA  
**Living**

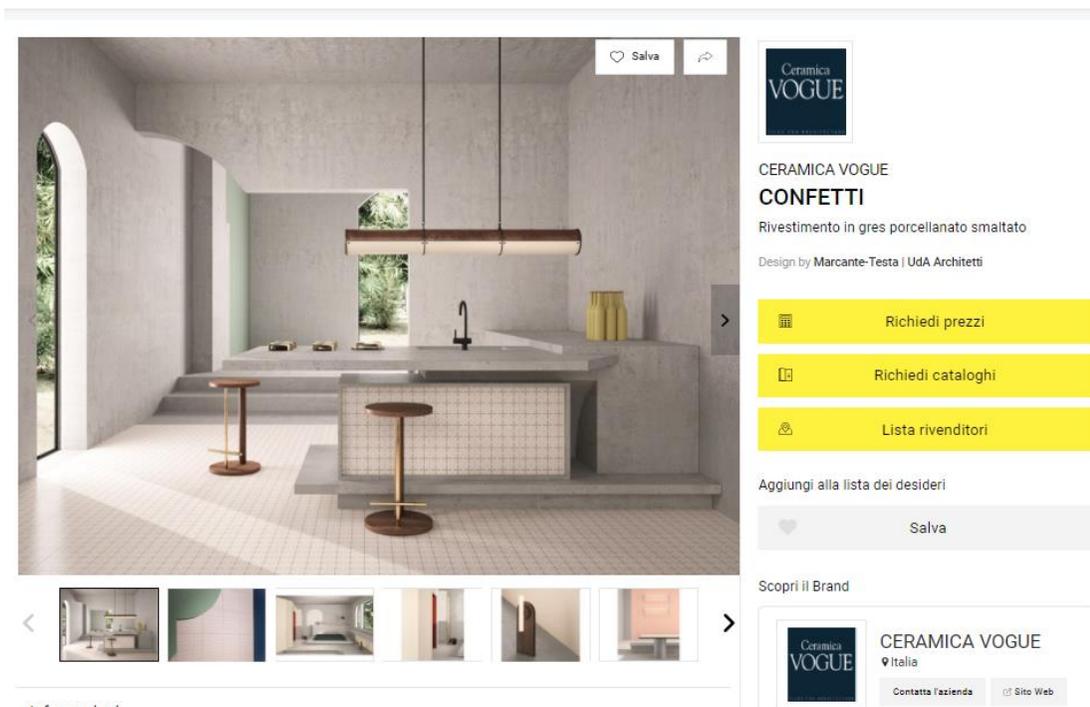
**ELLE DECOR**  
ITALIA

**ELLE DECOR**  
ITALIA Web

	febbraio	marzo	aprile	maggio	giugno	luglio
Wallpaper*			VOGUE CONFETTI	VOGUE CONFETTI		
ICON DESIGN				VOGUE CONFETTI		
Living			VOGUE CONFETTI	VOGUE CONFETTI		
ELLE DECOR			VOGUE CONFETTI	VOGUE CONFETTI	VOGUE CONFETTI	
ELLE DECOR Web	VOGUE SYSTEM GRAPH CONFETTI					

Investimento lordo ADV 95k€

# CONFETTI Presenza su Portali internazionali di Architettura

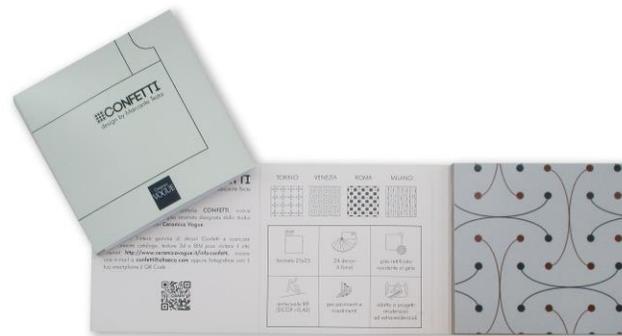


ELLE DECOR ITALIA Web

ARCHI  
TONIC

archiproducts®

# CONFETTI Strumenti per Promozione Pocket per Direct Marketing



DEM  
Newsletter  
Campagne Social



LEAD



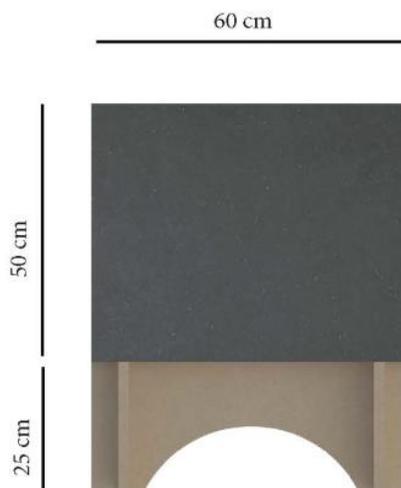
OPPORTUNITA'

*Disponibile a partire da 01 Maggio*

# CONFETTI Merchandising



# CONFETTI Archetipo display



Codice  
Costo Espositore: 75,00€

# CONFETTI Corner Size S



# CONFETTI Corner Size M



# CONFETTI Corner Size L



# CONFETTI Corner Size XL (Confetti + GRaph)



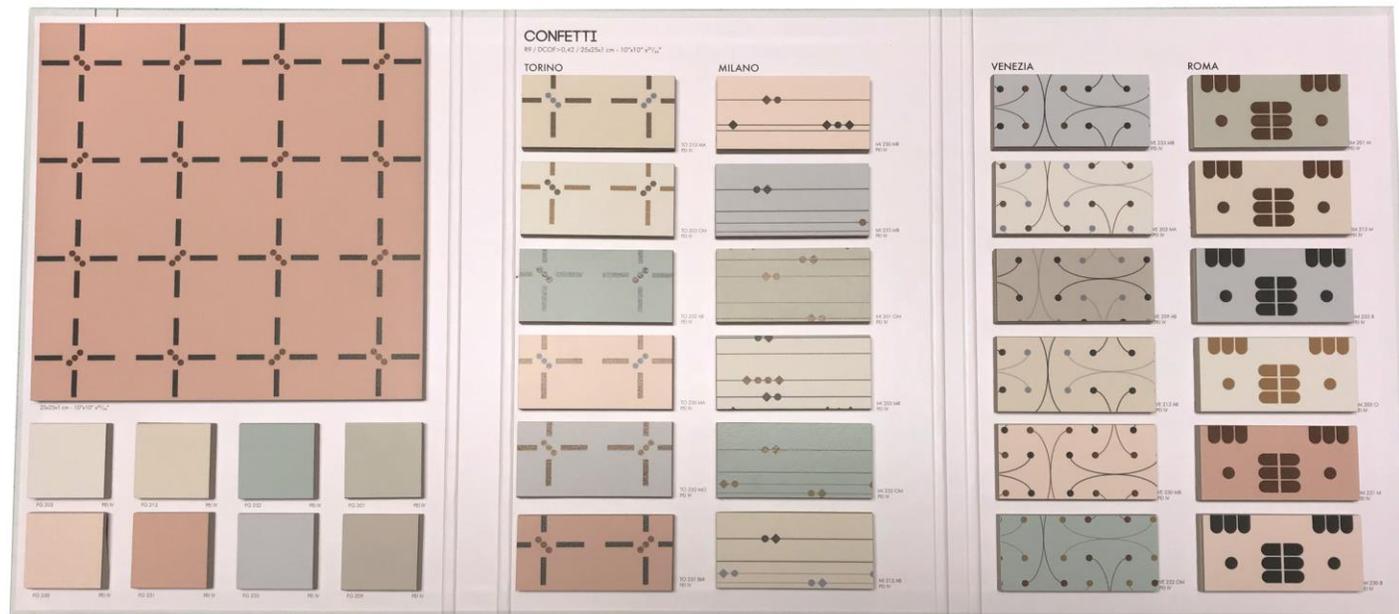
# CONFETTI Griglie da Banco



# CONFETTI Documentazione: Catalogo + Leaflet



# CONFETTI Strumenti per Sell in e Promozione Folder



# CONFETTI Strumenti per Promozione Box Pezzi Sciolti



**CONFETTI** Box Sala Mostra (Confetti)



# CONFETTI Box Sala Mostra (Confetti + Graph)

## BOX A

BOXGPA (100x200x250<sup>+</sup> cm)



### PRODOTTI/PRODUCTS



GP 026 50x50 cm



Rm 233 B 25x25 cm



FG 233 25x25 cm

## BOX B

BOXGPB (100x200x250<sup>+</sup> cm)



### PRODOTTI/PRODUCTS



GP 029 25x25 cm



GP 025 25x25 cm



VE 213 AB 25x25 cm

# CONFETTI Box Sala Mostra (Confetti + Graph)

## BOX C

BOXGPC (100x200x250 cm)



### PRODOTTI/PRODUCTS



GP 018 50x50 cm



FG 201 25x25 cm



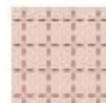
MI 232 CM 25x25 cm

## BOX D

BOXGPD (100x200x250 cm)



### PRODOTTI/PRODUCTS



TO 230 MA 25x25 cm



TO 231 BM 25x25 cm



GP 005 25x25 cm

# CONFETTI Box Sala Mostra (Sinottici)



# LISTINO PREZZI 2018

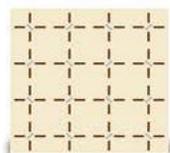
Price list 2018

# PRODUCT & TRADE MARKETING

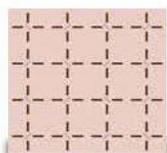
## Strumenti a Supporto – Listino Decori 25x25 cm

colori colours farben coloris colores цвет 色彩

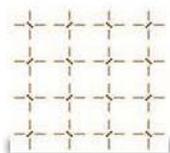
### TORINO



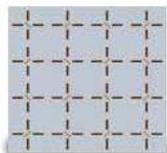
TO 213 MA ④



TO 230 MA ④



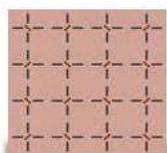
TO 203 OM ④



TO 233 MO ④

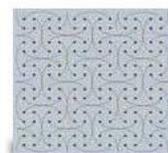


TO 232 AB ④



TO 231 BM ④

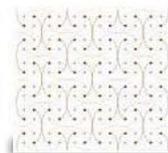
### VENEZIA



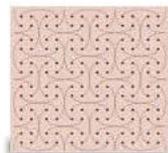
VE 233 MB ④



VE 213 AB ④



VE 203 MA ④



VE 230 MB ④



VE 209 AB ④



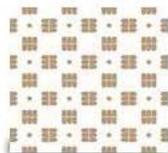
VE 232 OM ④

colori colours farben coloris colores цвет 色彩

### ROMA



RM 201 M ④



RM 203 O ④



RM 213 M ④



RM 231 M ④

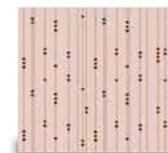


RM 233 B ④

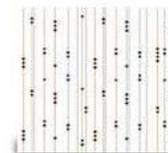


RM 230 B ④

### MILANO



MI 230 MB ④



MI 203 MB ④



MI 233 MB ④



MI 232 OM ④



MI 201 OM ④



MI 213 AB ④

25x25 cm  
10"x10"

± 1 cm - 25/64"

Mq - Sqm - Qm - M² - Lms - 平米

€ 69,00

# PRODUCT & TRADE MARKETING

## Strumenti a Supporto – Listino Fondi 25x25 cm

### FONDI



FG 201 ④



FG 231 ④



FG 209 ④



FG 233 ④



FG 230 ④



FG 203 ④



FG 232 ④



FG 213 ④

25x25 cm 10"x10"
1 cm - 3/8"
Mq - Sqm - Qm - M <sup>2</sup> - M <sup>2</sup> - 平米
€ 62,00

# PRODUCT & TRADE MARKETING

## Strumenti a Supporto – Listino complementi Profili

**colori** colours farben coloris colores цвет 色彩

**formati** sizes formate formats formatos форматы 规格



006



007



003



004



008



009



010

**prezzo** price preis prix precio Цена 价格

PR006	PR007	PR004	PR008	PR009
Px - Pc. - Sx. - Px - Utr. - #	Px - Pc. - Sx. - Px - Utr. - #	Px - Pc. - Sx. - Px - Utr. - #	Px - Pc. - Sx. - Px - Utr. - #	Px - Pc. - Sx. - Px - Utr. - #
€ 26,00	€ 34,00	€ 34,00	€ 34,00	€ 34,00

SP010	SP010/A	SP009	SP009/A	SP003	SP003/A	SP004	SP004/A
Px - Pc. - Sx. - Px - Utr. - #	Px - Pc. - Sx. - Px - Utr. - #	Px - Pc. - Sx. - Px - Utr. - #	Px - Pc. - Sx. - Px - Utr. - #	Px - Pc. - Sx. - Px - Utr. - #	Px - Pc. - Sx. - Px - Utr. - #	Px - Pc. - Sx. - Px - Utr. - #	Px - Pc. - Sx. - Px - Utr. - #
€ 37,00	€ 10,00	€ 36,00	€ 10,00	€ 37,00	€ 10,00	€ 36,00	€ 10,00

SPC010	SPC010/A	SPC009	SPC009/A
Px - Pc. - Sx. - Px - Utr. - #	Px - Pc. - Sx. - Px - Utr. - #	Px - Pc. - Sx. - Px - Utr. - #	Px - Pc. - Sx. - Px - Utr. - #
€ 36,00	€ 10,00	€ 37,00	€ 10,00

# **SALES ARGUMENTS**

Perché Confetti

# CONFETTI Sales Arguments

1. **Collezione disegnata dallo studio MARCANTE – TESTA**, uno dei top studi di Interior italiani secondo la redazione di Elle Decor Italia
2. **Programma completo di decori e tinte unite** per ambienti **residenziali** o **extra residenziali** capaci di richiamare la dimensione domestica.
3. **Decorì e graficìsmi evocativi di stili e ambienti anni '70**, uno dei principali trend in essere nel mondo dell'interior
4. Ideata, disegnata e prodotta in **Italia**
5. Unico formato (**25x25 cm**, spessore 10 mm), con **bordi rettificati** per posa con **fuga minima**
6. Sia i decori che i fondi sono caratterizzati da una **superficie antiscivolo R9 e DCOF > 0,42**
7. Tutti i codici sono **PEI IV**
8. Possibile **abbinamento con la collezione GRAPH** (pavimento 50x50 cm o 25x25 cm con texture geometrica antiscivolo R10)
9. Prezzo democratico per collezione di design: tinte unite 62,00€ + IVA; decori 69,00€ + iva
10. Piano di **attivazione marketing** che comprende **investimenti in ADV a livello internazionale** per oltre 95.000€ e strumenti dedicati alla **promozione**

## VISIT US

Tutti i marchi del Gruppo Altaeco sono presenti sul web e sui principali social.

[ceramicabardelli.com](http://ceramicabardelli.com) | [ceramicavogue.it](http://ceramicavogue.it) | [appiani.it](http://appiani.it) | [cerlovers.com](http://cerlovers.com)

