



CHAPTER 1  
**SHADES OF ITALY**  
Glazed Porcelain  
Stoneware

# SHADES OF ITALY

RUSTIC ARTISTRY

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Introduction*

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## CONTEMPORARY MIX OF NATURE AND TRADITION TO MEET THE WORLD

As a perfect combination of research, creativity and design, tiles aim to satisfy the most sophisticated trends in indoor & outdoor spaces. The colour, structure and depth of tiles are the result of continuous aesthetic testing and the application of state-of-the-art ceramic technologies to respond to the idioms of modern living.

vision is to revolutionize the world of interior and exterior design by offering innovative, high-quality products that blend aesthetics with functionality. Their goal is to create beautiful, durable, and versatile tiles that enhance living spaces while maintaining a commitment to sustainability and cutting-edge technology.

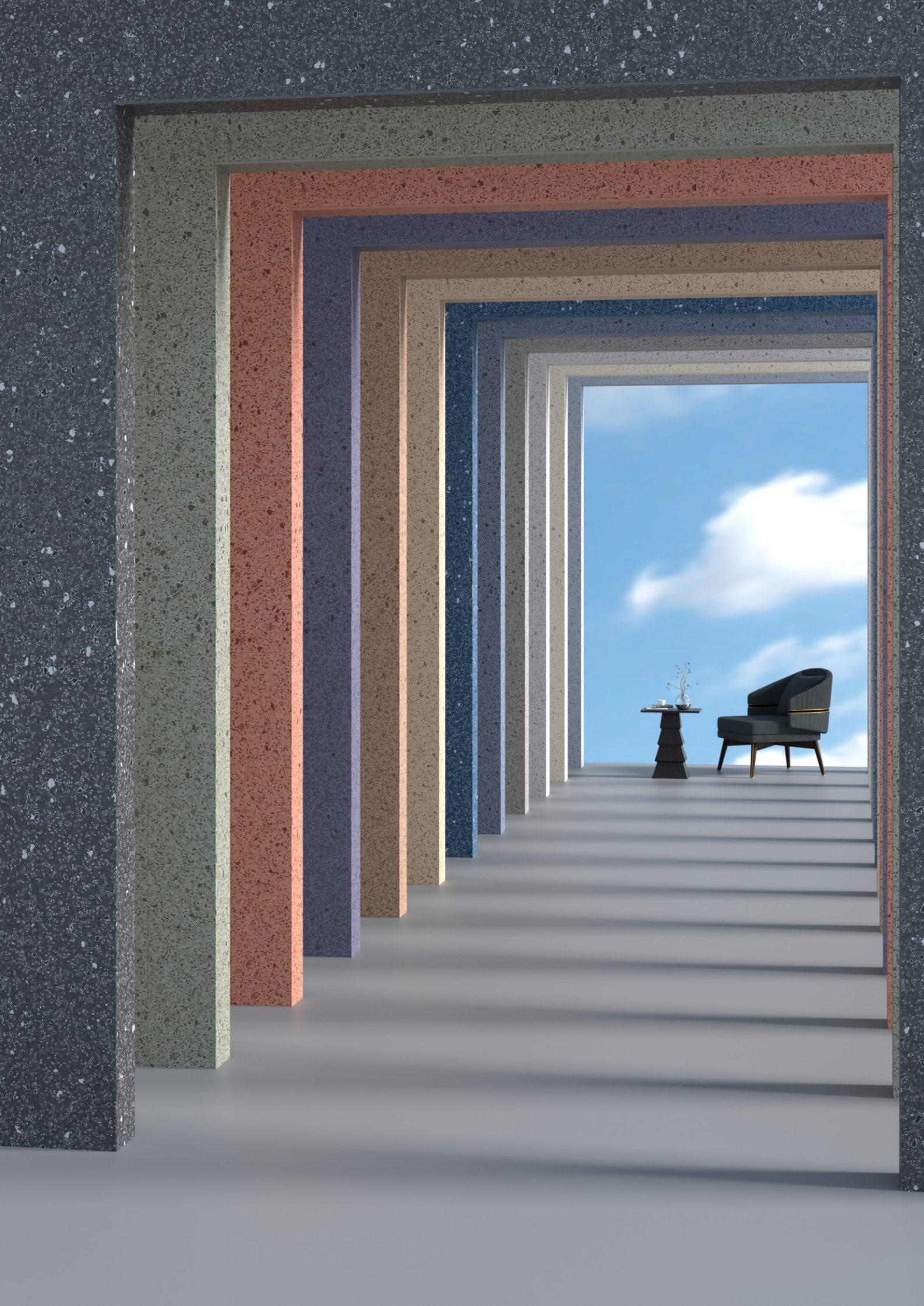


**“FROM THE WARM COLOR  
VARIATIONS OF THE COLLECTION,  
THE RIGHT VIBRATIONS TO CREATE  
ENVELOPING AND REASSURING  
ATMOSPHERES, CAPABLE OF  
TRANSMITTING A SATISFYING  
FEELING OF COMFORT. ”**

Nordic and refined shades, in line with the most vital design trends. A concentrate of chromatic energy for a design with a high emotional value.

Shades Of Italy is designed to create vital connections in everyday environments. Recreating the right atmospheres allows us to get in symbiosis with the spaces.





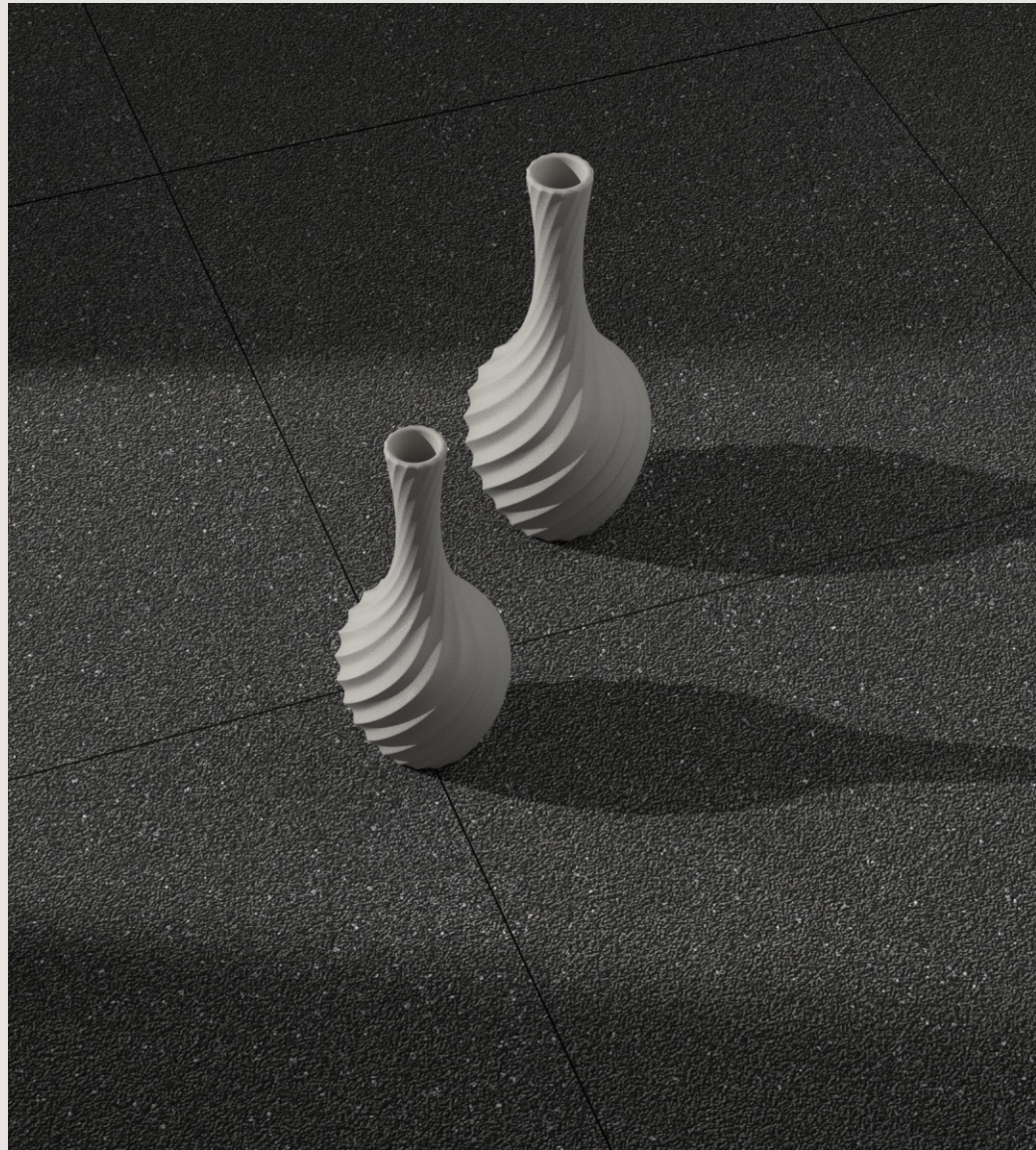
## **SHADES OF ITALY**

RUSTIC ARTISTRY

extends its product range with the introduction of **SHADES OF ITALY** porcelain tiles that offer a muted color palette with the **600x600mm** format and a **Rustic Matte Finish**.

These tiles are designed to deliver a luxurious feel and are versatile for both indoor and outdoor use. The specific characteristics of these tiles ensure they blend seamlessly into any environment, making it easy to create beautiful and functional outdoor spaces.

**COLLECTION OFFERS A  
MUTED COLOR PALETTE  
WITH THE SAME INTRICATE  
PATTERNS AND A  
RUSTIC MATTE FINISH**



*"The Finish Of Each Tile Of  
The Collection Contains  
Textured Layer That Fit In  
Smoothly With The Graphics."*

***Rustic Matt Surface***





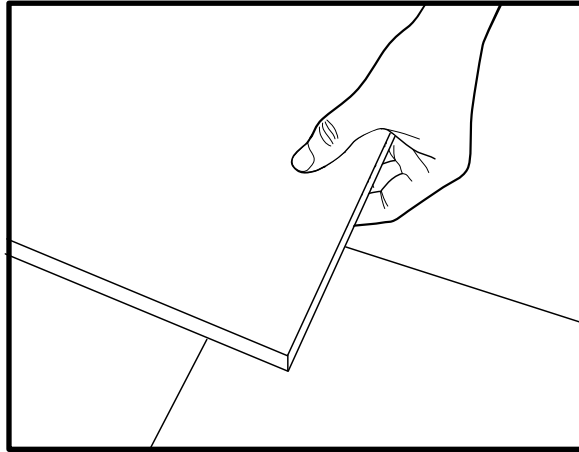
## **SAY GOODBYE TO WATER DAMAGE AND HELLO TO LASTING ELEGANCE WITH TILES THAT ARE BUILT TO WITHSTAND EVERY DROP!**

Our ceramic tiles combine timeless style with cutting-edge waterproof technology, ensuring unmatched durability and protection. Whether it's your bathroom, kitchen, or outdoor-spaces, our tiles are engineered to handle water exposure without compromising on elegance. Perfect for homes that demand both practicality and beauty.

### ***Key Benefits (Points):***

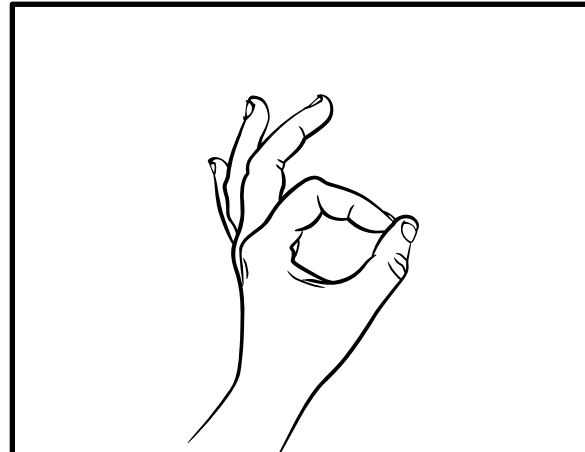
- 1. 100% waterproof, built for wet and humid spaces.*
- 2. Low maintenance and highly durable.*
- 3. Perfect for bathrooms, kitchens, balconies, and more.*
- 4. Designed to retain style and strength for years.*
- 5. Eco-friendly and crafted for modern living.*

## PRACTICAL PLUS FACTORS



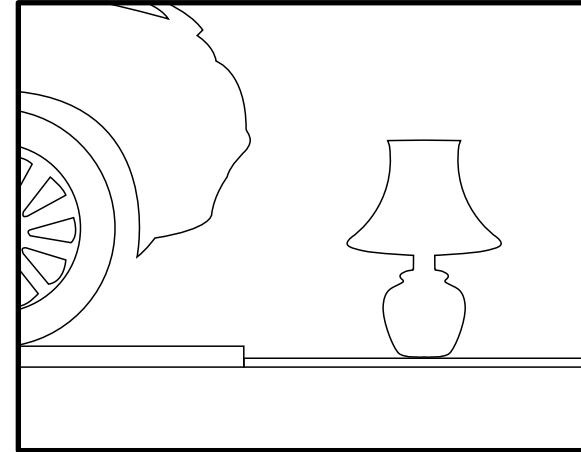
### *Easy To Install*

These tiles are designed for hassle-free installation, saving you time and effort. The straightforward process makes them an excellent choice.



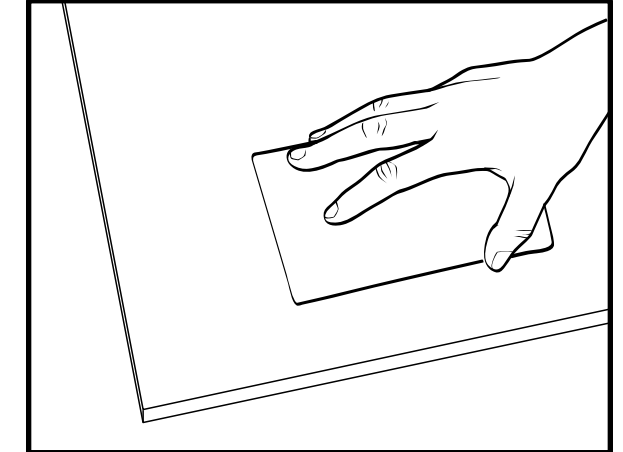
### *Versatile Product*

Available in a diverse selection of colors and patterns, these tiles cater to a variety of design preferences. Their versatility allows them to be used in numerous applications.



### *Indoor & Outdoor Pavements*

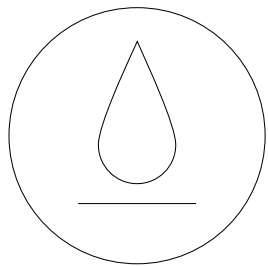
These versatile tiles are suitable for both indoor and outdoor use, offering seamless design continuity. They withstand various weather conditions and heavy foot traffic.



### *Easy To Clean*

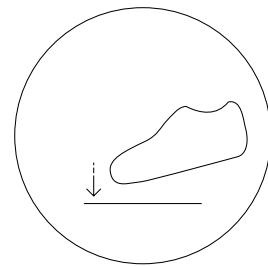
With their low-maintenance surface, these tiles are incredibly easy to clean. A simple wipe-down is often all that's needed to keep them looking pristine, making them perfect for busy spaces.

## TECHNICAL PLUS FACTORS



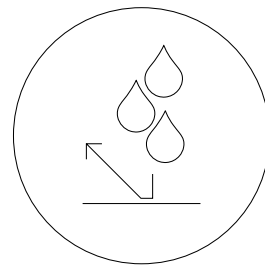
### *Low Water Absorption*

Designed with a low water absorption rate, our tiles are perfect for areas exposed to moisture, such as bathrooms, kitchens, and outdoor spaces.



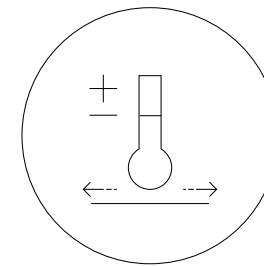
### *Anti-Slip Surface*

Safety and functionality are seamlessly integrated into our slip-resistant tiles. These tiles are designed to provide a secure grip underfoot, reducing the risk of slips and falls.



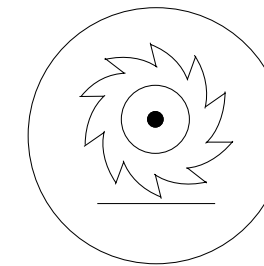
### *Stain Resistant*

Our tiles boast exceptional stain-resistant properties, ensuring they remain pristine and beautiful even in the face of everyday spills and accidents.



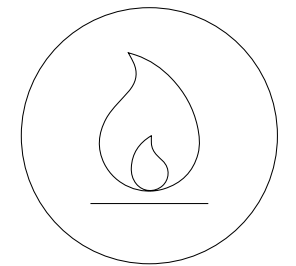
### *Thermal & Heat Resistant*

Our tiles exhibit excellent thermal and heat-resistant properties, making them suitable for a variety of environments. They can withstand high temperatures.



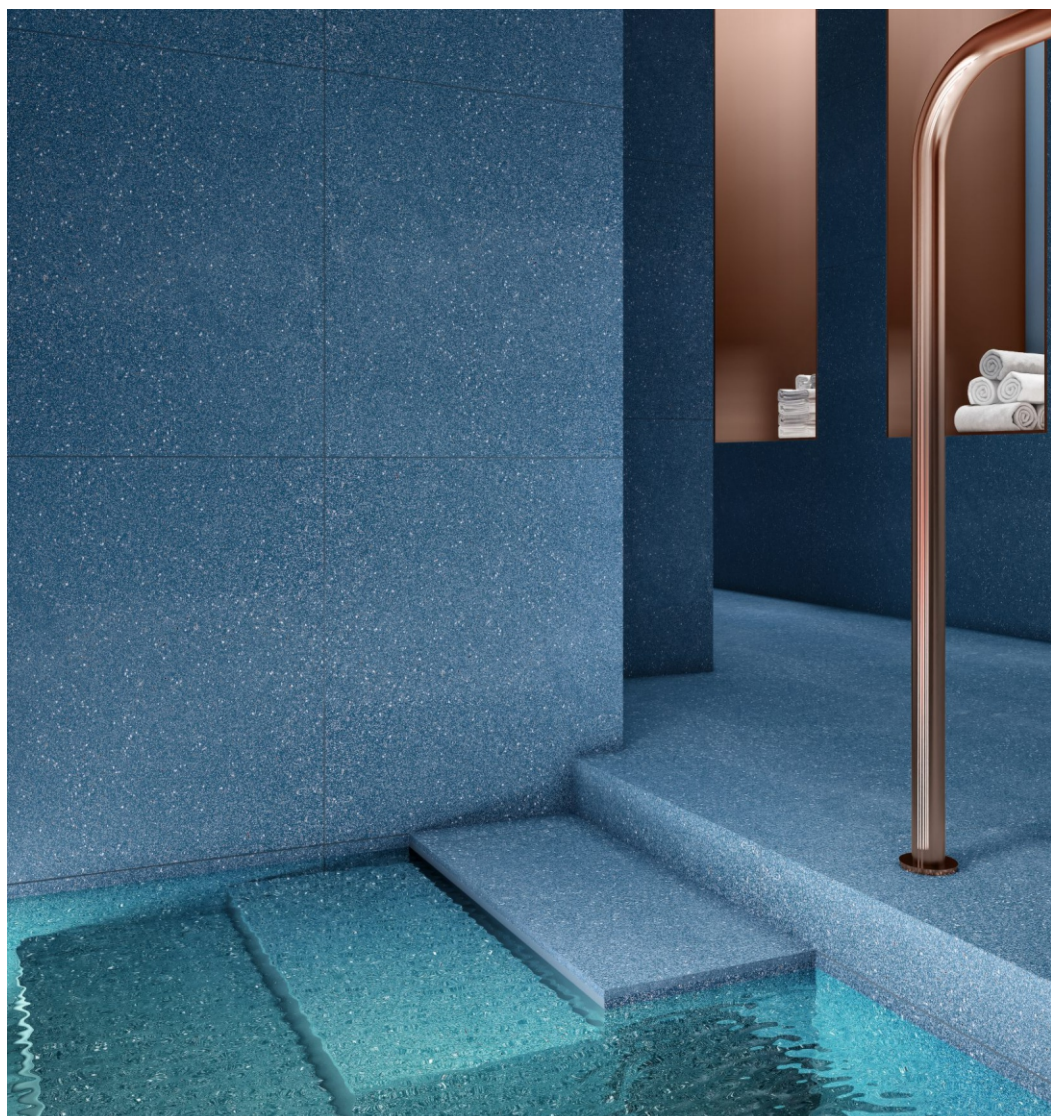
### *Wear & Tear Resistant*

Our tiles are engineered to withstand the rigors of daily use, offering exceptional resistance to wear and tear. Whether subjected to heavy foot traffic or the movement of furniture.



### *Fire Proof Surface*

Safety is paramount, and our tiles deliver with their fireproof surface. These tiles are designed to resist high temperatures and prevent the spread of flames.



//preview of: **MERCURY AQUA**

*Rustic Matte Surface*

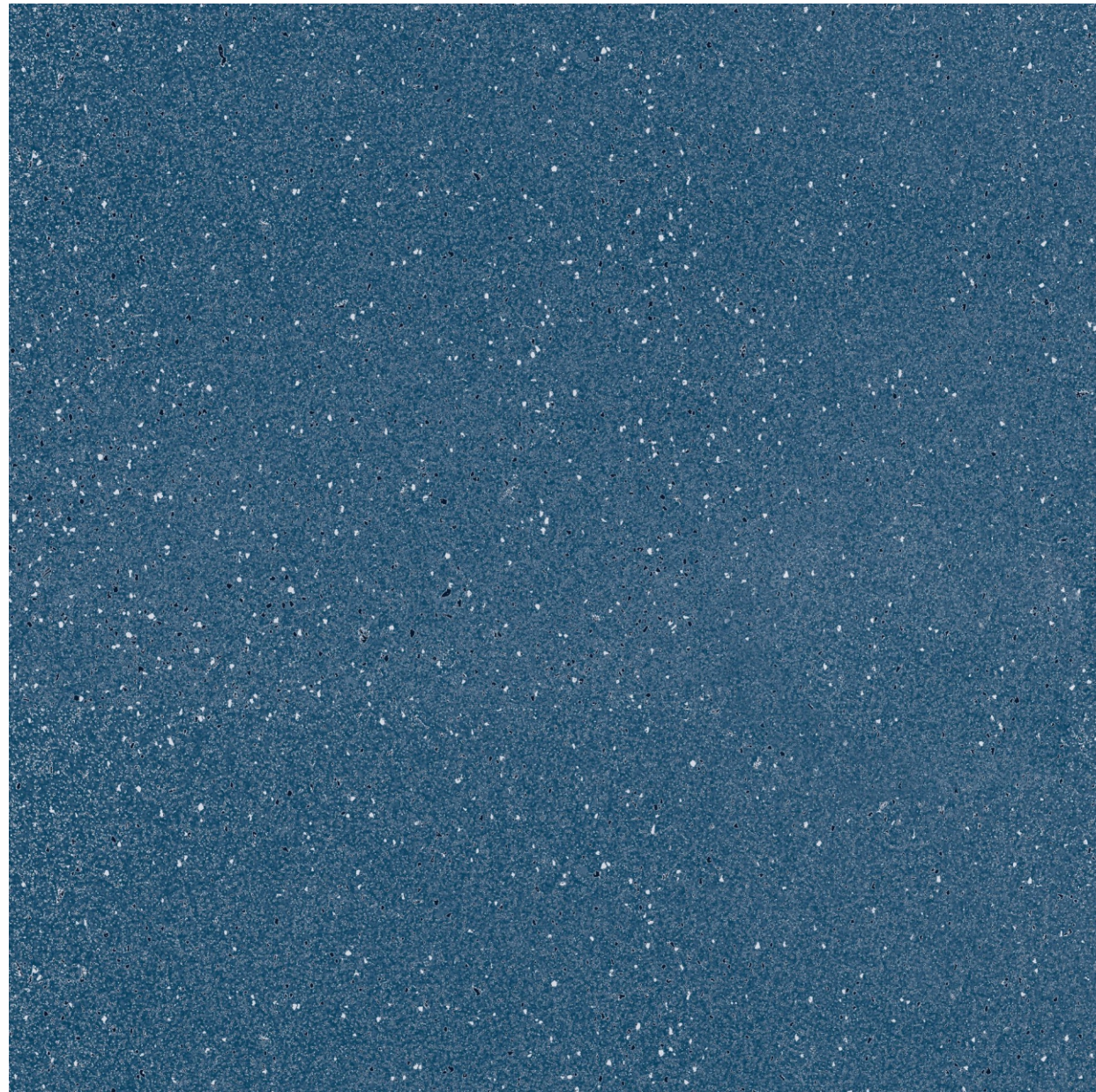
600x600mm

## CREATE LASTING IMPRESSIONS

*Crafted from high-quality materials, Mercury Aqua tiles are durable, easy to maintain, and resistant to wear, making them suitable for high-traffic areas such as living rooms, kitchens, and bathrooms. Their smooth finish and reflective surface add depth and light to your space, creating an expansive and luxurious feel. Whether used on walls or floors, these tiles complement a wide range of color schemes, from neutral palettes to bold accents.*

*Designed with both beauty and practicality in mind, these tiles are crafted from durable, high-quality materials that stand the test of time. Their resistance to wear and tear, along with their easy-to-clean surface, makes them an excellent choice for high-traffic areas like hallways, living rooms, bathrooms, and kitchens.*

design : **MERCURY AQUA**



*600x600mm / Rustic Matte Surface*

*//preview of: **MERCURY AQUA***

*Rustic Matte Surface*

*600x600mm*





//preview of: **MERCURY AQUA**

*Rustic Matte Surface*

600x600mm

*"The sea can hypnotize"*

*design:* **MERCURY BEIGE**



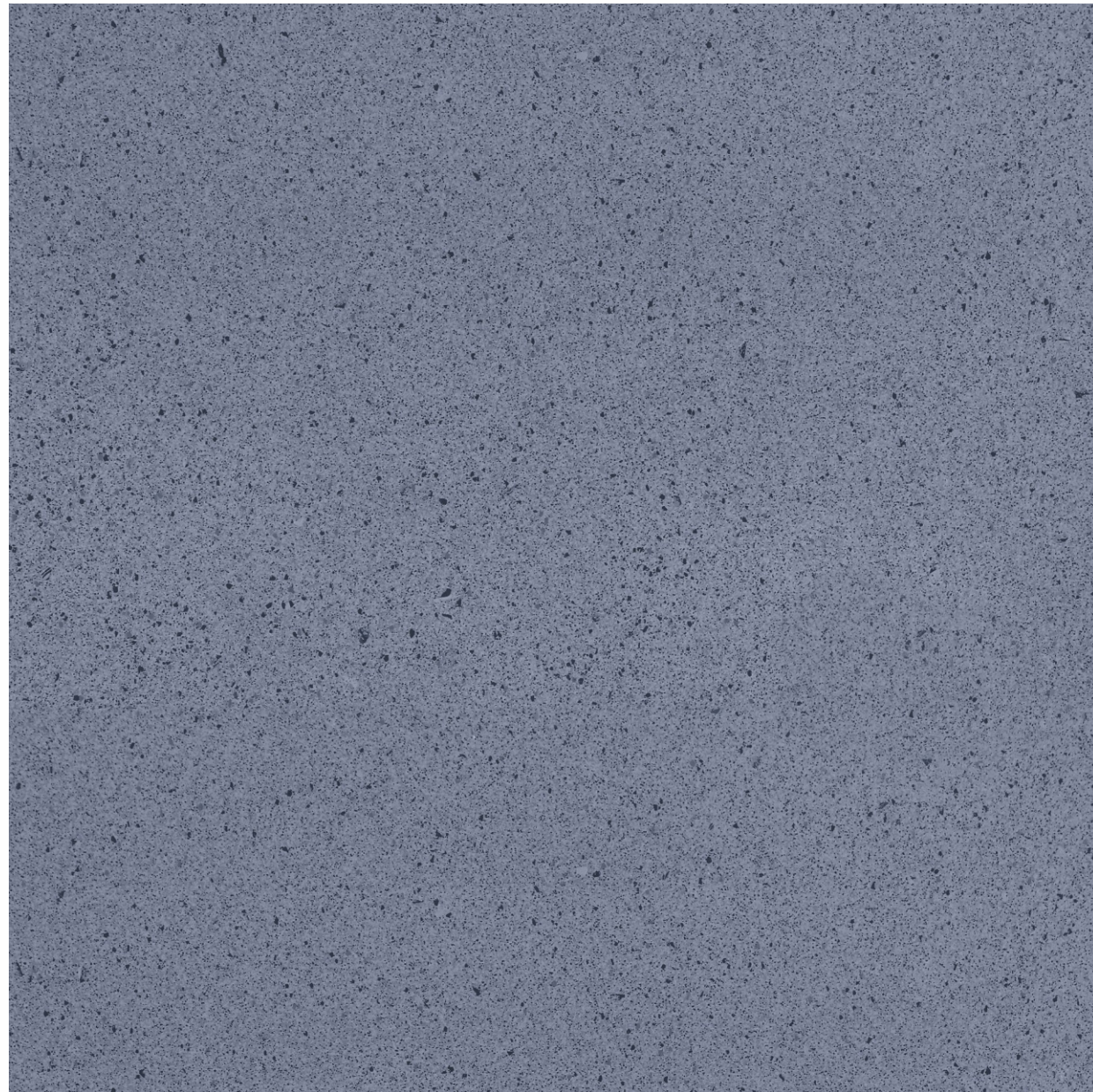
*600x600mm / Rustic Matte Surface*

*design:* **MERCURY LIGHT GREY**



*600x600mm / Rustic Matte Surface*

design : **MERCURY BLUE**



*600x600mm / Rustic Matte Surface*

*//preview of: **MERCURY BLUE***

*Rustic Matte Surface*

*600x600mm*





//preview of: **MERCURY BLUE**

*Rustic Matte Surface*

600x600mm

*"Bring Life to Floors with Every Hue!"*



//preview of: **MERCURY BLACK**

*Rustic Matte Surface*

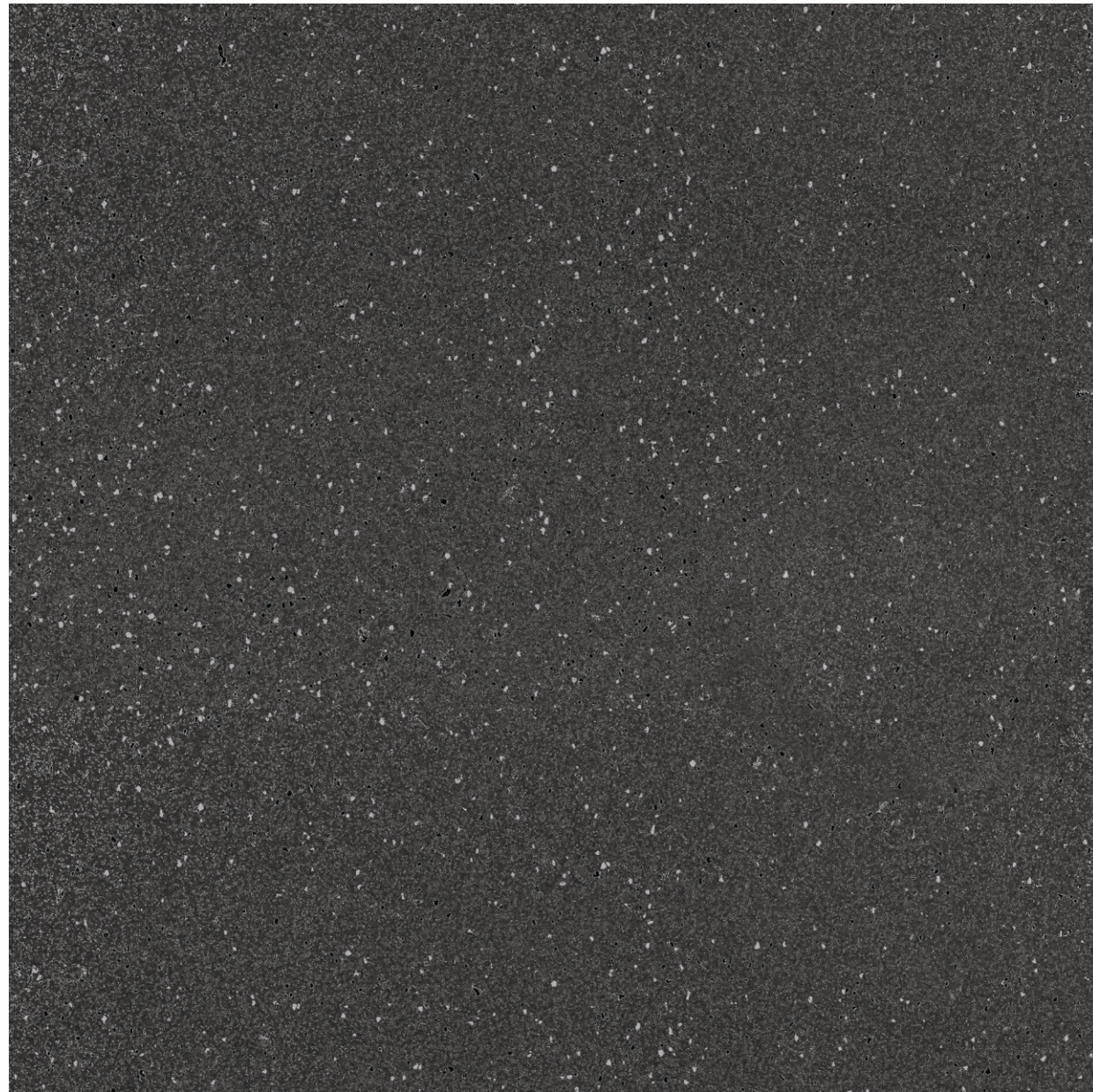
600x600mm

## MODERN DESIGN MASTERY

*These tiles are crafted from high-quality materials, ensuring they are both durable and easy to maintain. Their resistance to wear, scratches, and stains makes them perfect for high-traffic areas like kitchens, living rooms, or commercial spaces. The sleek black finish also pairs effortlessly with a wide range of other colors, from metallic accents to lighter neutrals, allowing for versatile design possibilities.*

*Whether you're looking to create a dramatic, bold statement or a sophisticated, understated elegance, Mercury Black tiles provide the perfect foundation. Their versatility extends to both contemporary and traditional designs, making them suitable for a variety of interior styles. Ideal for those who seek a timeless and luxurious look.*

*design :* **MERCURY BLACK**

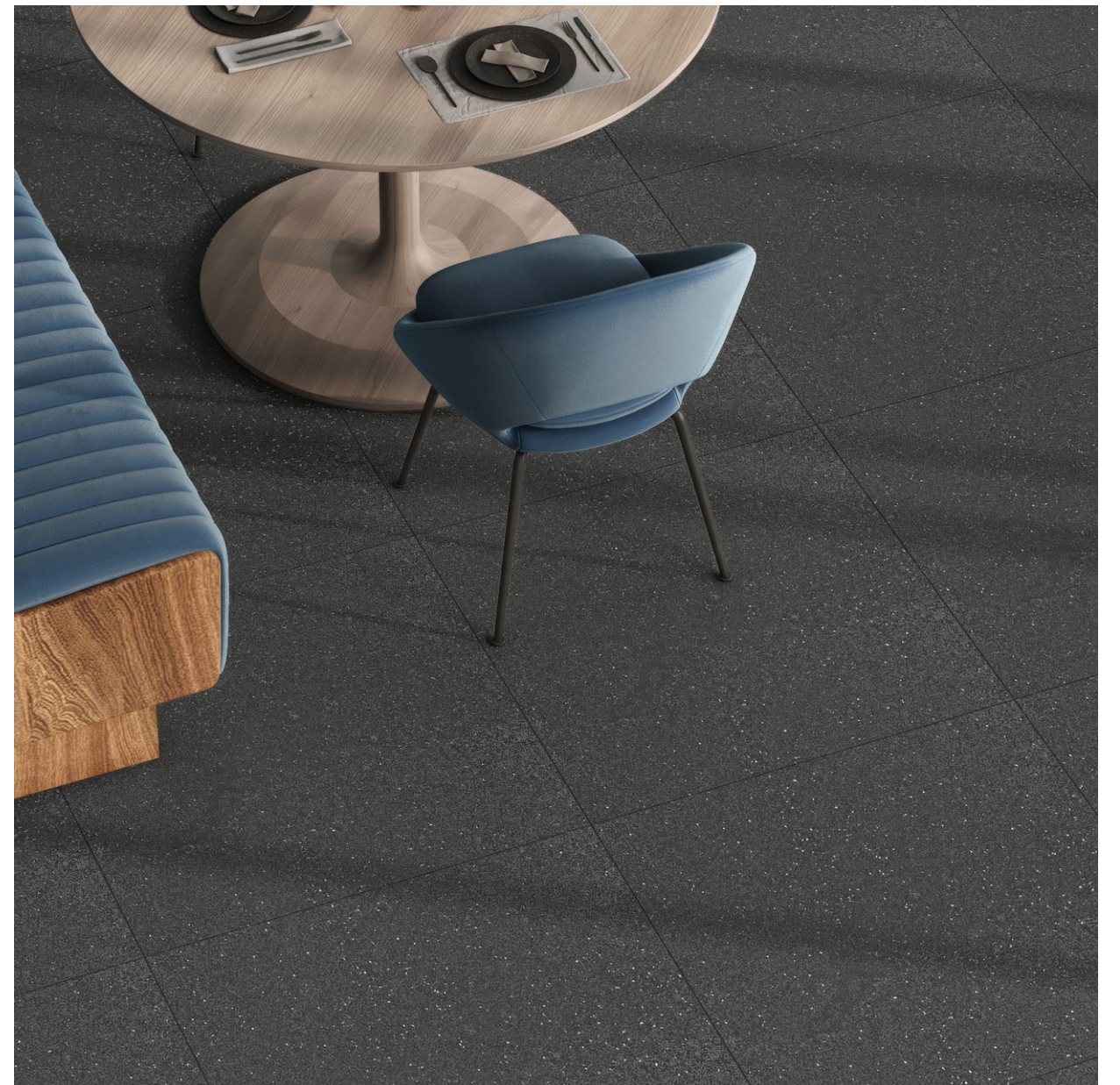


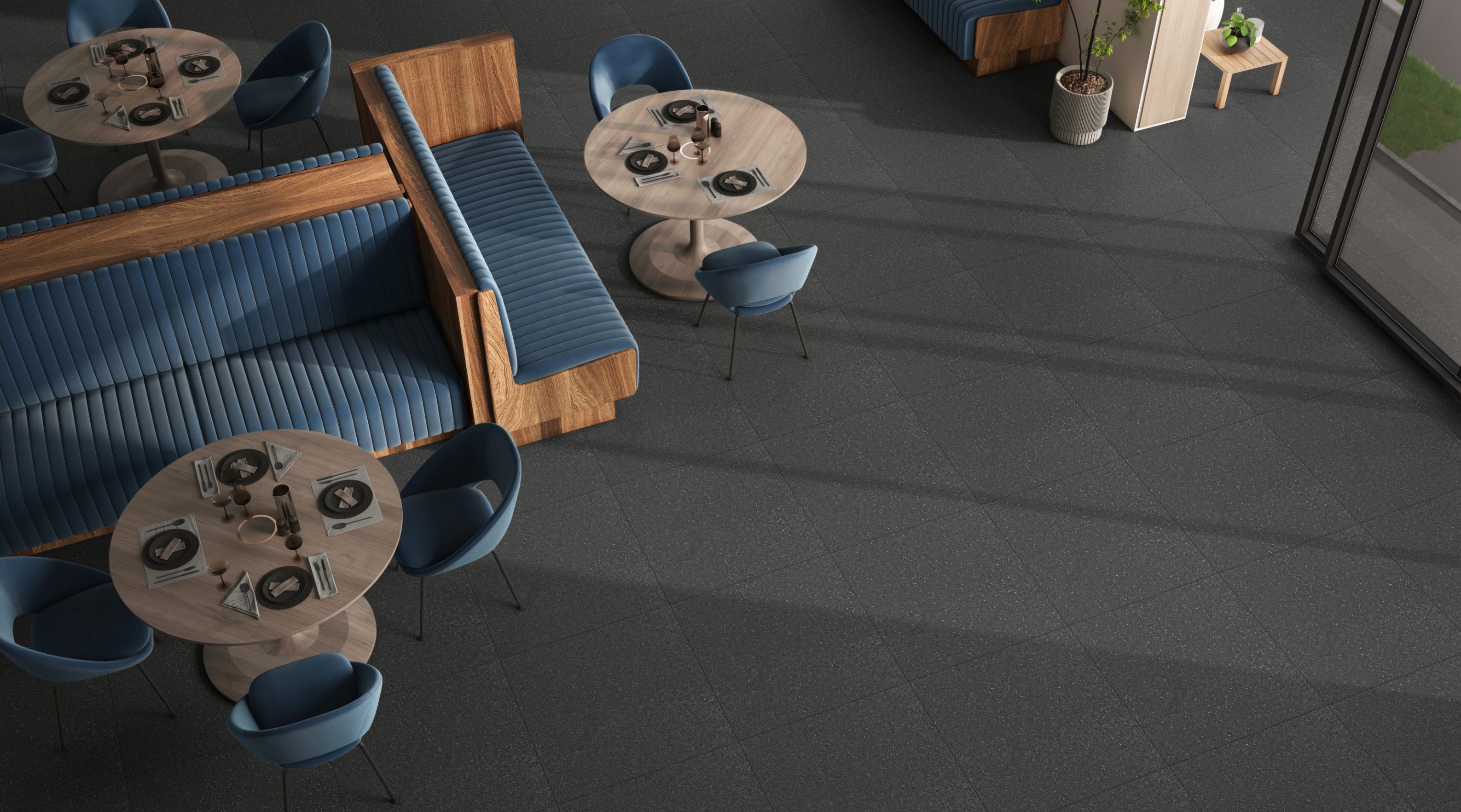
*600x600mm / Rustic Matte Surface*

*//preview of:* **MERCURY BLACK**

*Rustic Matte Surface*

*600x600mm*





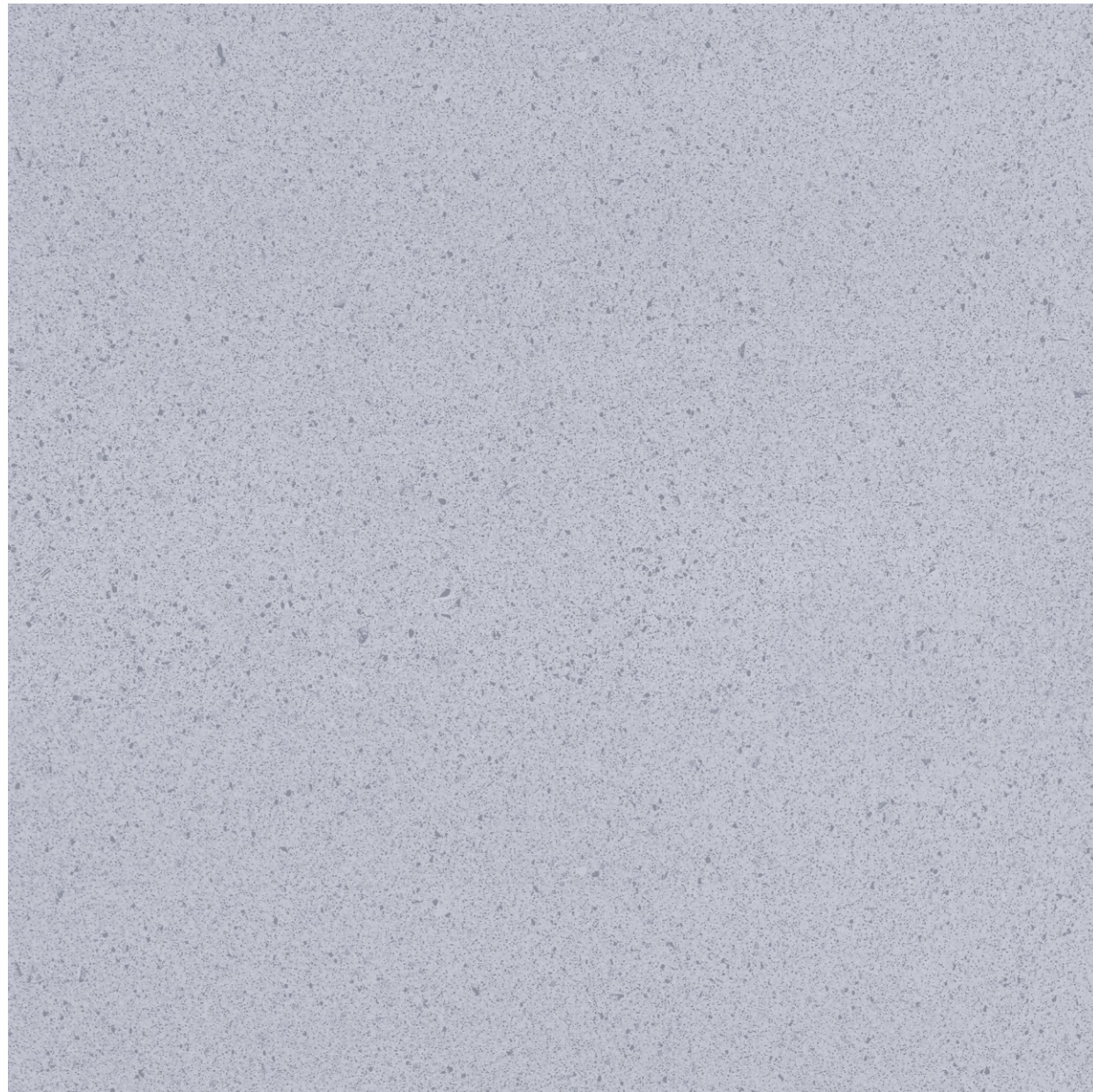
//preview of: **MERCURY BLACK**

*Rustic Matte Surface*

600x600mm

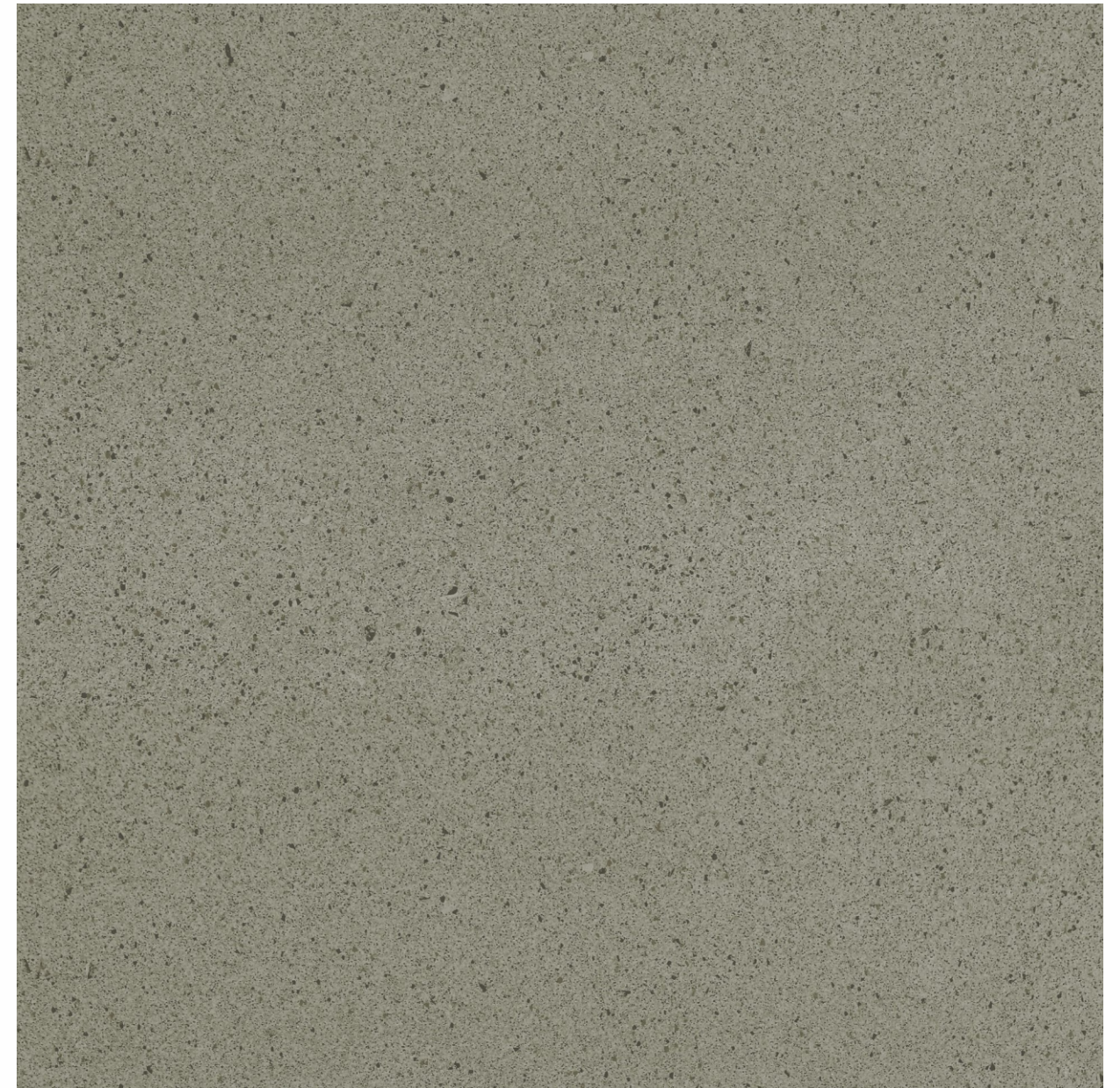
*"The shape of infinity"*

design: **MERCURY SKY**



*600x600mm / Rustic Matte Surface*

design: **MERCURY GREEN**



*600x600mm / Rustic Matte Surface*

design : **MERCURY CREMA**



*600x600mm / Rustic Matte Surface*

*//preview of: **MERCURY CREMA***

*Rustic Matte Surface*

*600x600mm*





//preview of: **MERCURY CREMA**

*Rustic Matte Surface*

600x600mm

*"Nature is a form of art"*



//preview of: **MERCURY GREY**

*Rustic Matte Surface*

*600x600mm*

## LUXURY MEETS DURABILITY

*One of the standout qualities of these tiles is their adaptability to different design aesthetics. For a contemporary look, they can be arranged in minimalist patterns or paired with metallic accents, such as gold or silver, to create a luxurious feel. In traditional settings, green tiles evoke a classic charm, especially when combined with natural wood tones or stone finishes. Designers often use them to craft focal points, such as a striking bathroom wall or a kitchen backsplash that contrasts*

*beautifully with neutral cabinetry. Materials like porcelain and ceramic ensure durability, scratch resistance, and moisture tolerance, making them ideal for wet areas such as bathrooms and swimming pools. Their large size helps create an illusion of spaciousness while reducing the number of grout lines, resulting in a cleaner, more seamless appearance.*

design : **MERCURY GREY**



*600x600mm / Rustic Matte Surface*

*//preview of: **MERCURY GREY***

*Rustic Matte Surface*

*600x600mm*





//preview of: **MERCURY GREY**

*Rustic Matte Surface*

600x600mm

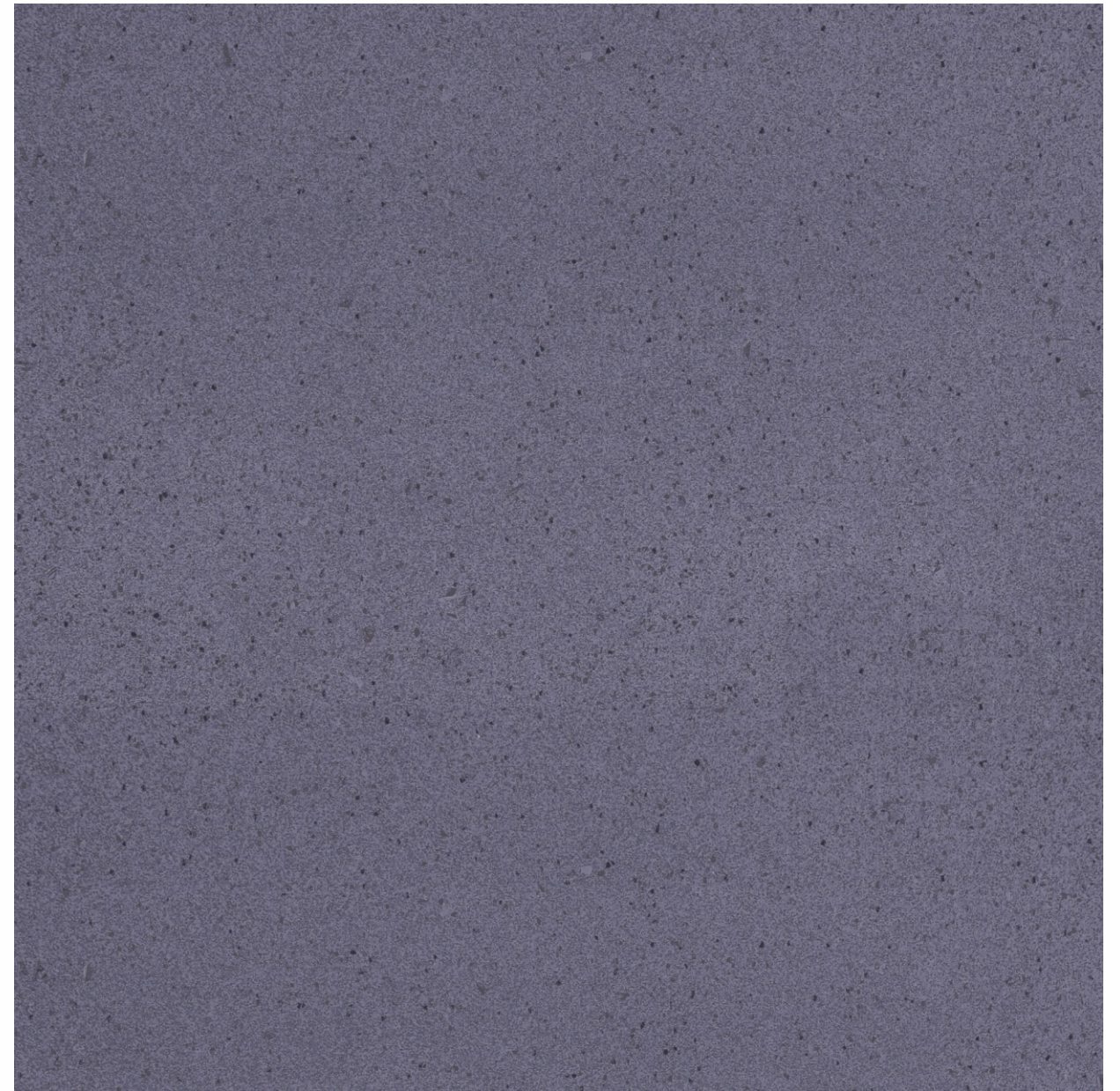
*"Fragments of brightness"*

design: **MERCURY COFFEE**



*600x600mm / Rustic Matte Surface*

design: **MERCURY PURPLE**



*600x600mm / Rustic Matte Surface*

design : **MERCURY RED**



*600x600mm / Rustic Matte Surface*

*//preview of: **MERCURY GREY***

*Rustic Matte Surface*

*600x600mm*



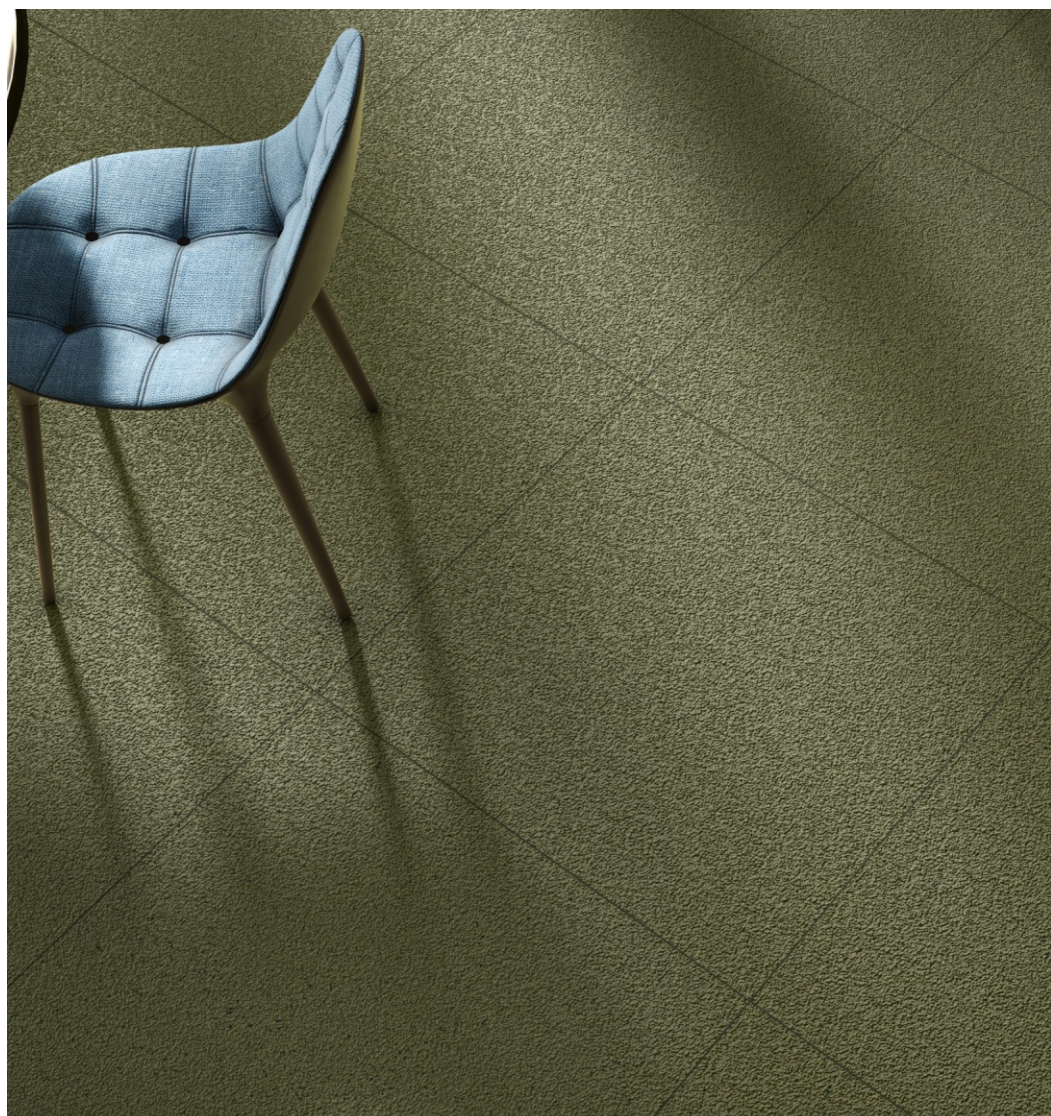


//preview of: **MERCURY RED**

*Rustic Matte Surface*

600x600mm

*"The logic of emotions"*



//preview of: **MERCURY BOTTLE GREEN**

*Rustic Matte Surface*

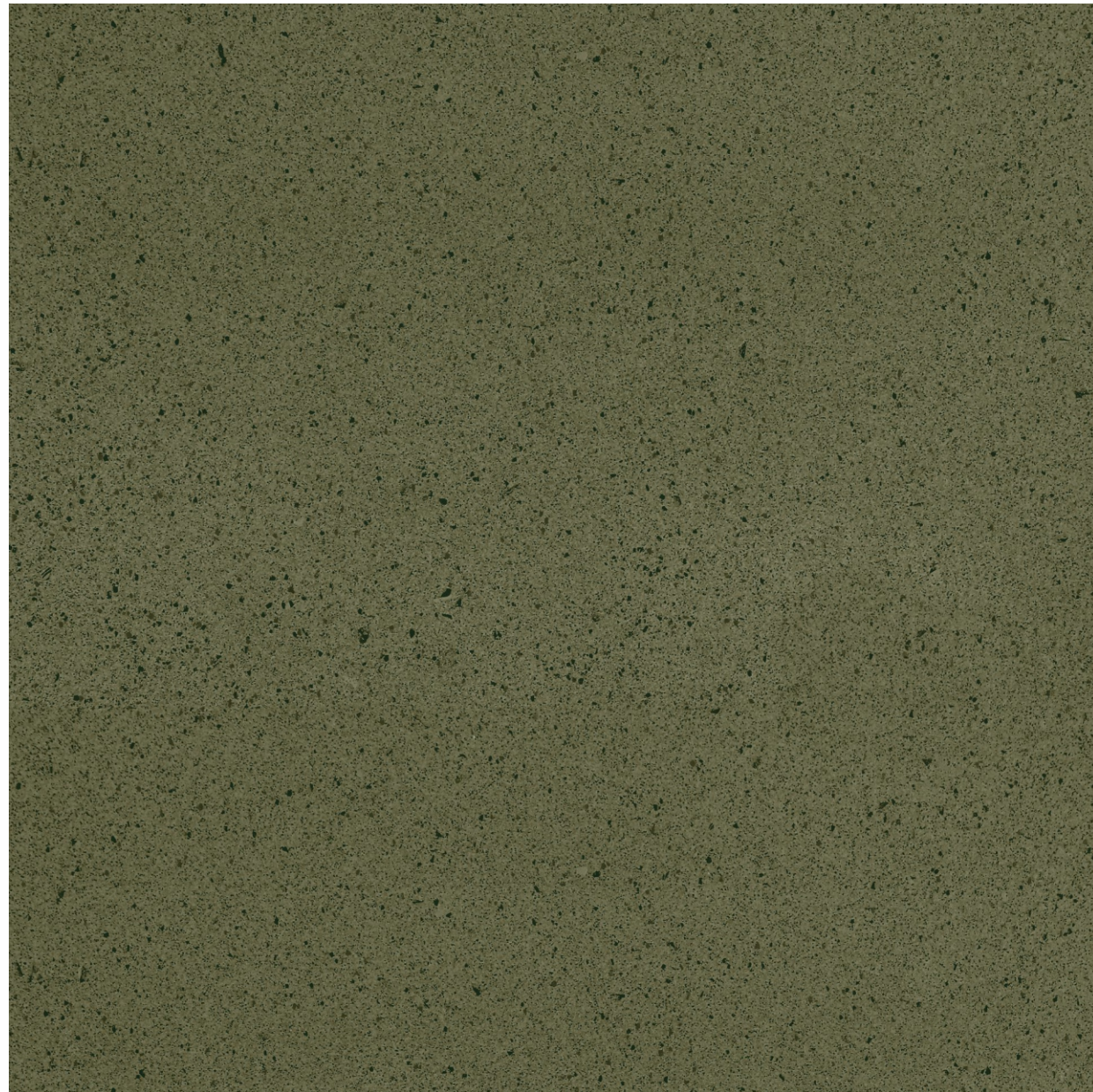
600x600mm

## GLEAMING OF THE CHARM

*Green tiles are particularly favored in areas like kitchens, bathrooms, and patios, where they can evoke a connection to nature. Their durability and ease of maintenance make them ideal for high-traffic areas, while their color adds a fresh and revitalizing touch to the space. These tiles can be arranged in various patterns, such as herringbone, grid, or mosaic, allowing for creative expressions that suit individual tastes.*

*Furthermore, green tiles are often crafted from sustainable materials, aligning with eco-conscious design principles. Whether used in residential or commercial projects, 600x600 green tiles offer both functionality and aesthetic appeal, transforming spaces into serene and elegant retreats.*

design : **MERCURY BOTTLE GREEN**

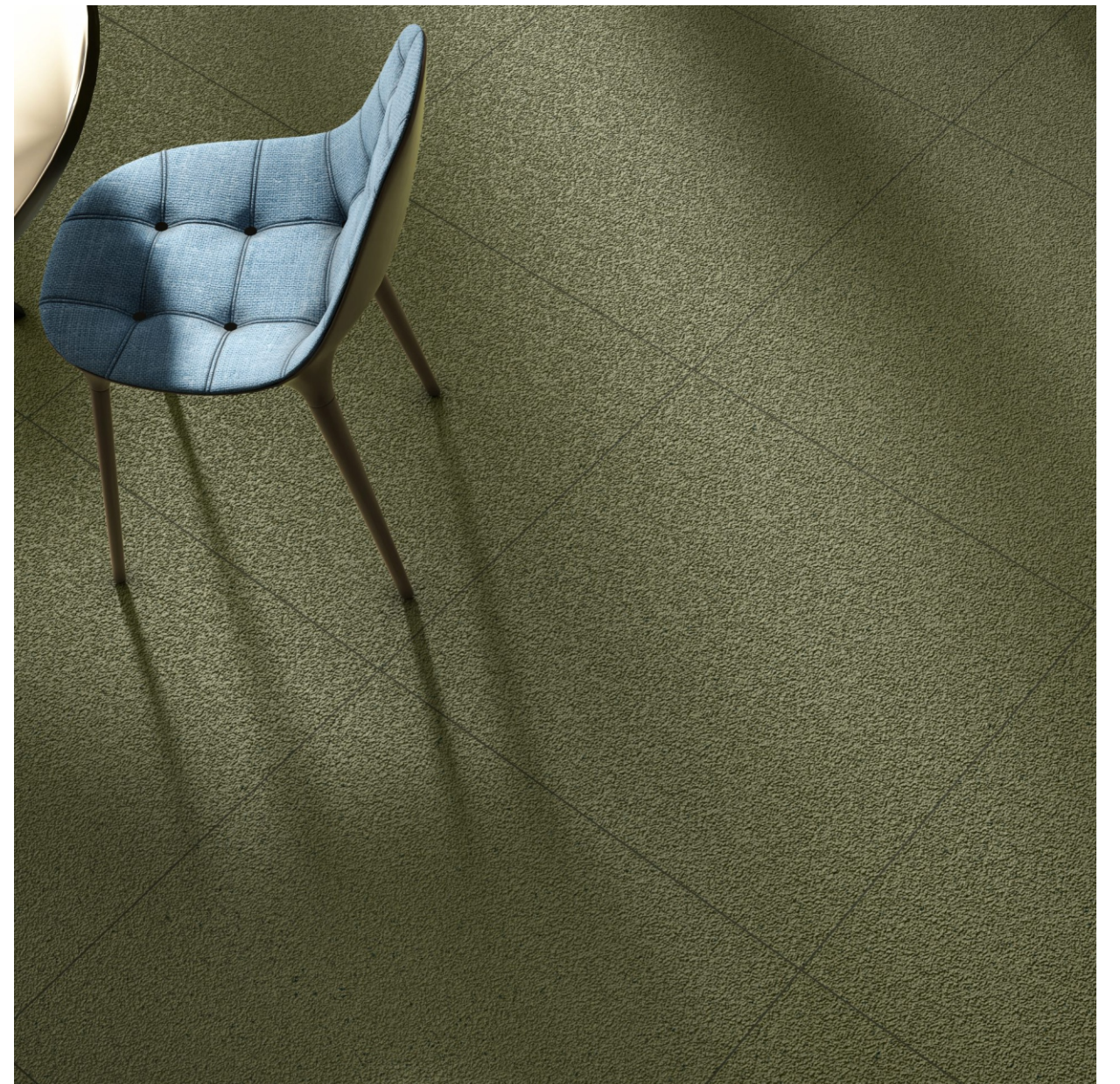


*600x600mm / Rustic Matte Surface*

*//preview of: **MERCURY BOTTLE GREEN***

*Rustic Matte Surface*

*600x600mm*





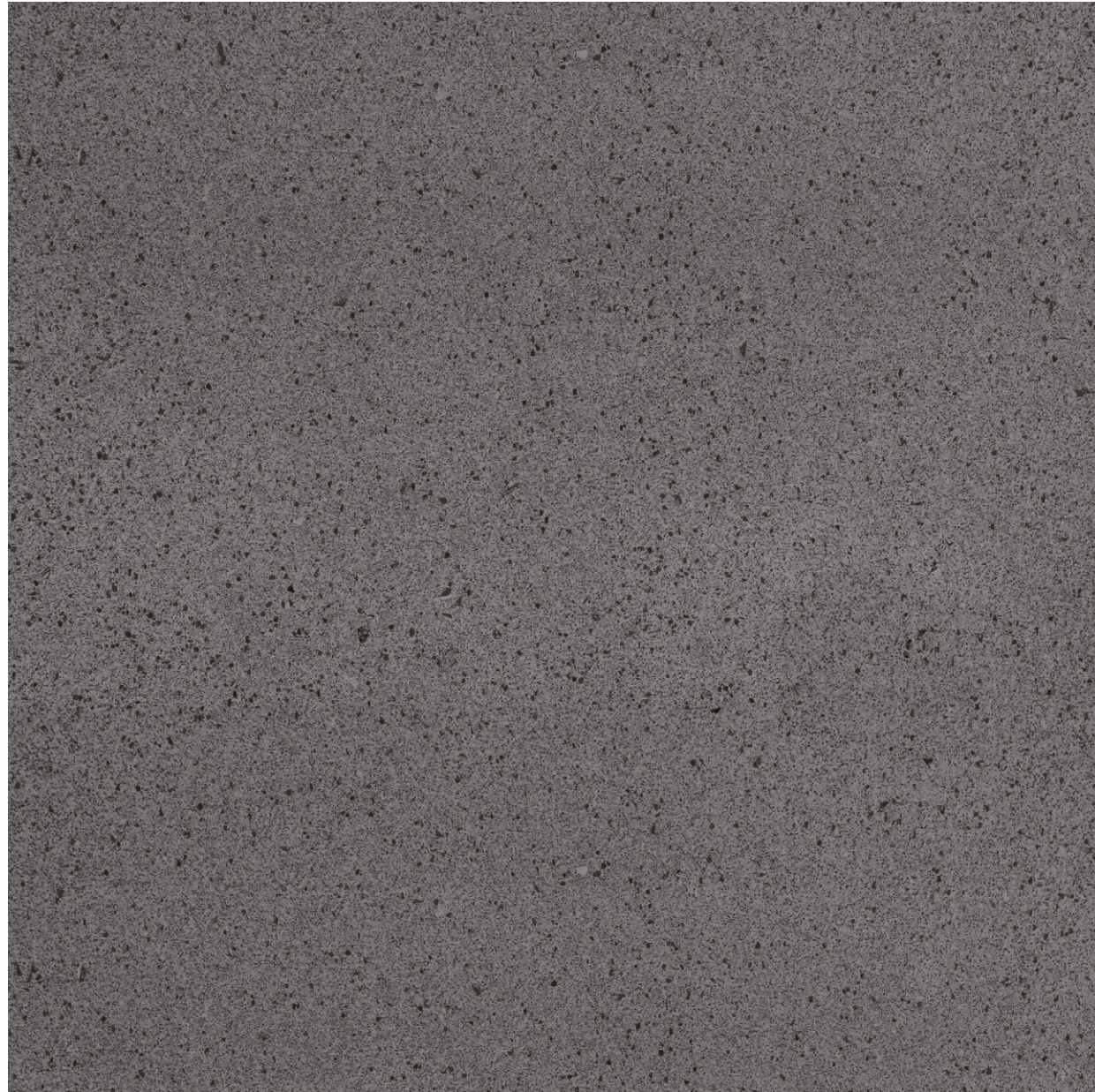
//preview of: **MERCURY BOTTLE GREEN**

*Rustic Matte Surface*

600x600mm

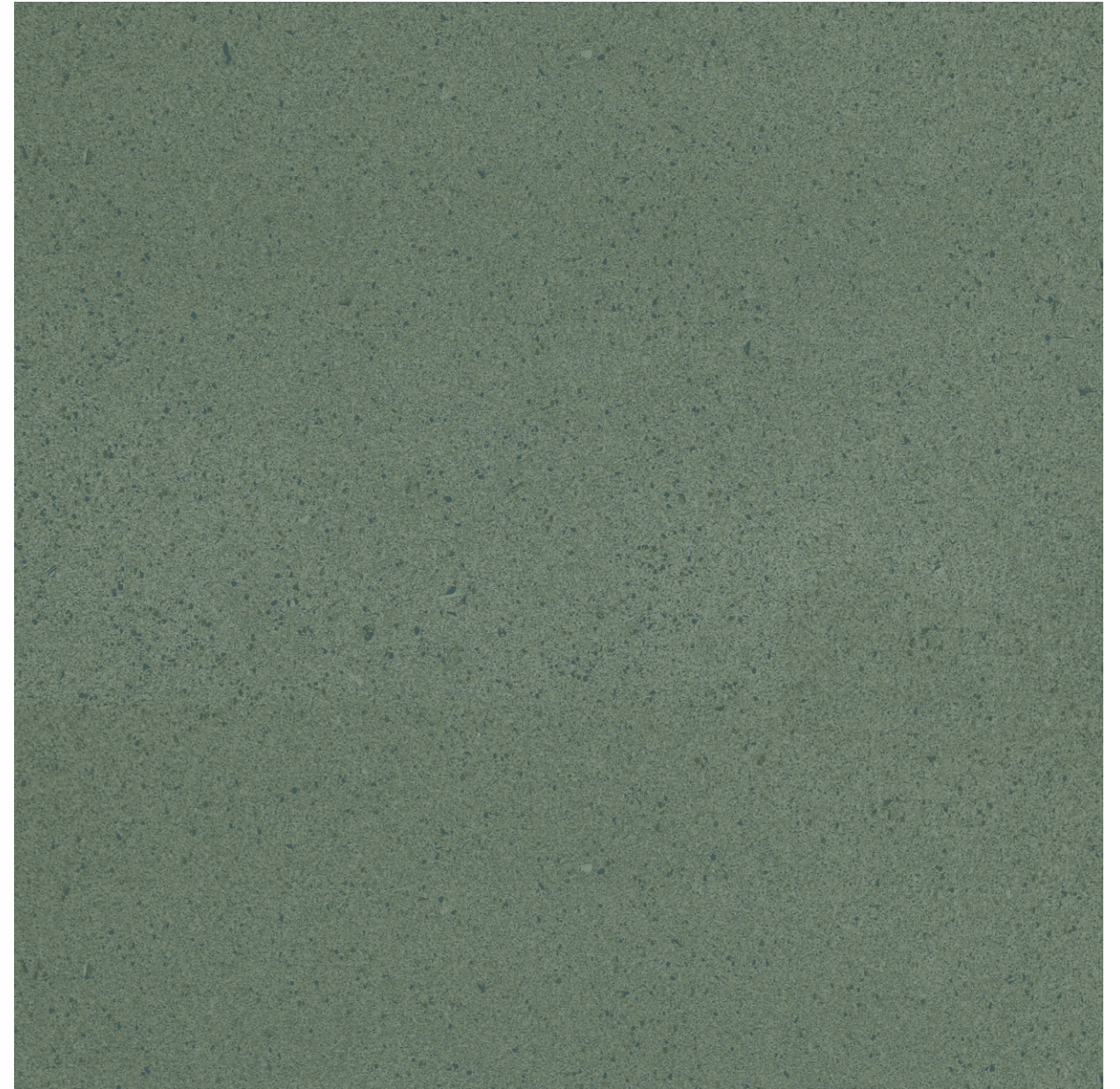
*"Beauty Beneath Your Feet."*

*design :* **MERCURY DARK GREY**



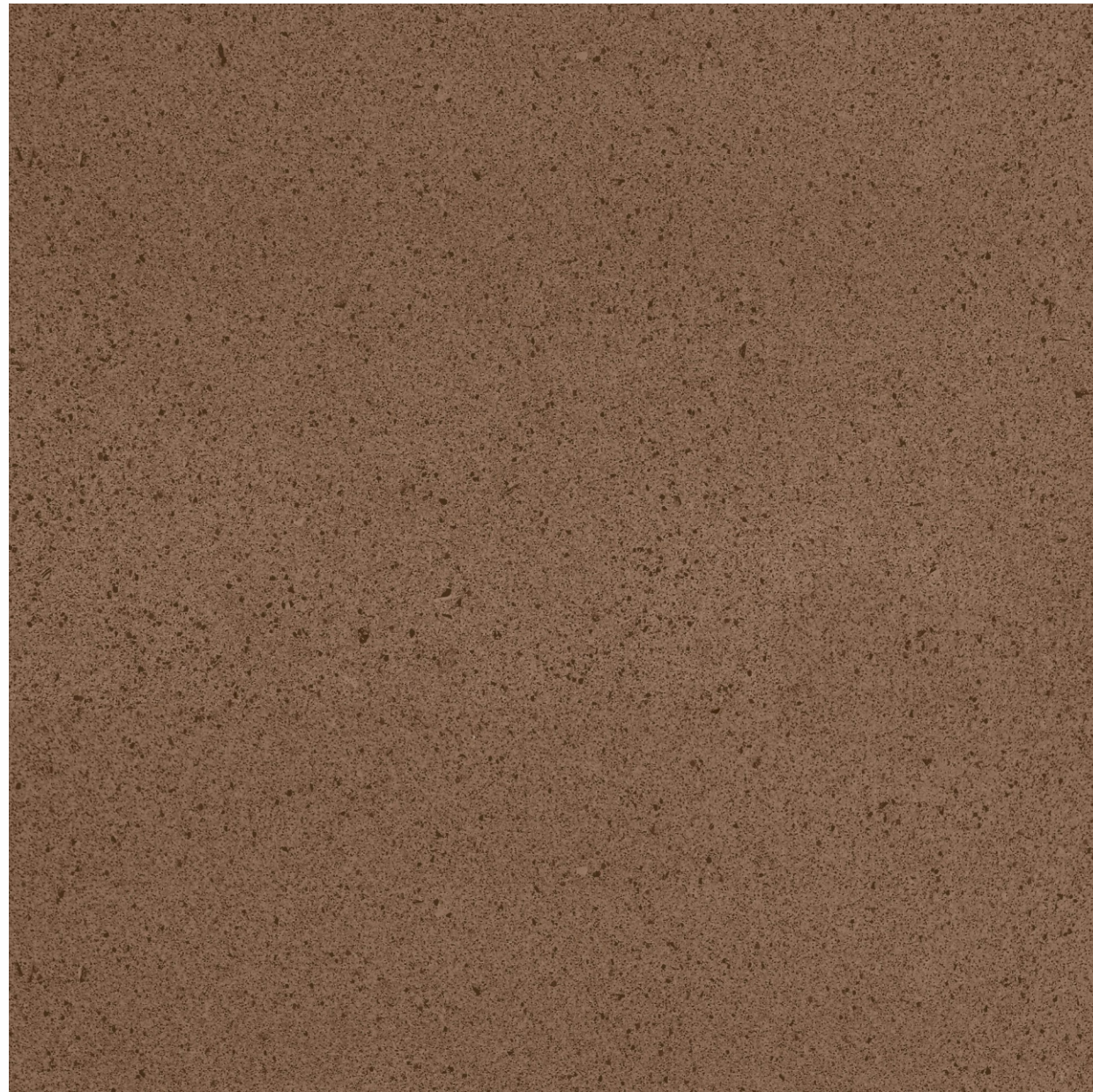
*600x600mm / Rustic Matte Surface*

*design :* **MERCURY DARK GREEN**



*600x600mm / Rustic Matte Surface*

design : **MERCURY CHOCO**



*600x600mm / Rustic Matte Surface*

*//preview of: **MERCURY CHOCO***

*Rustic Matte Surface*

*600x600mm*





//preview of: **MERCURY CHOCO**

*Rustic Matte Surface*

600x600mm

*"Crafting Spaces with Tiles."*



//preview of: **MERCURY PINK**

*Rustic Matte Surface*

600x600mm

## GLIMMERING FLAKES

*The pure color of the quartz agglomerate slabs in the Add range is enriched by small glimmers of light from fine fragments of crystal combined with medium-grain quartz. The stone therefore emanates a slight shimmer, making it elegant, deep and attractive. This delicate interplay of light and texture transforms the Add range into more than just a surface; it becomes a living element within any space, radiating a soft, captivating glow*

*that changes with every shift in the surrounding light. The fine crystal fragments, carefully embedded within the agglomerate, reflect light in subtle ways, creating a dynamic depth that enhances the material's visual richness. The medium-grain quartz further contributes to the complexity of the design, offering a balanced contrast to the finer details, resulting in a harmonious fusion of elements that is both sophisticated and inviting.*

design : **MERCURY PINK**



*600x600mm / Rustic Matte Surface*

*//preview of: **MERCURY PINK***

*Rustic Matte Surface*

*600x600mm*





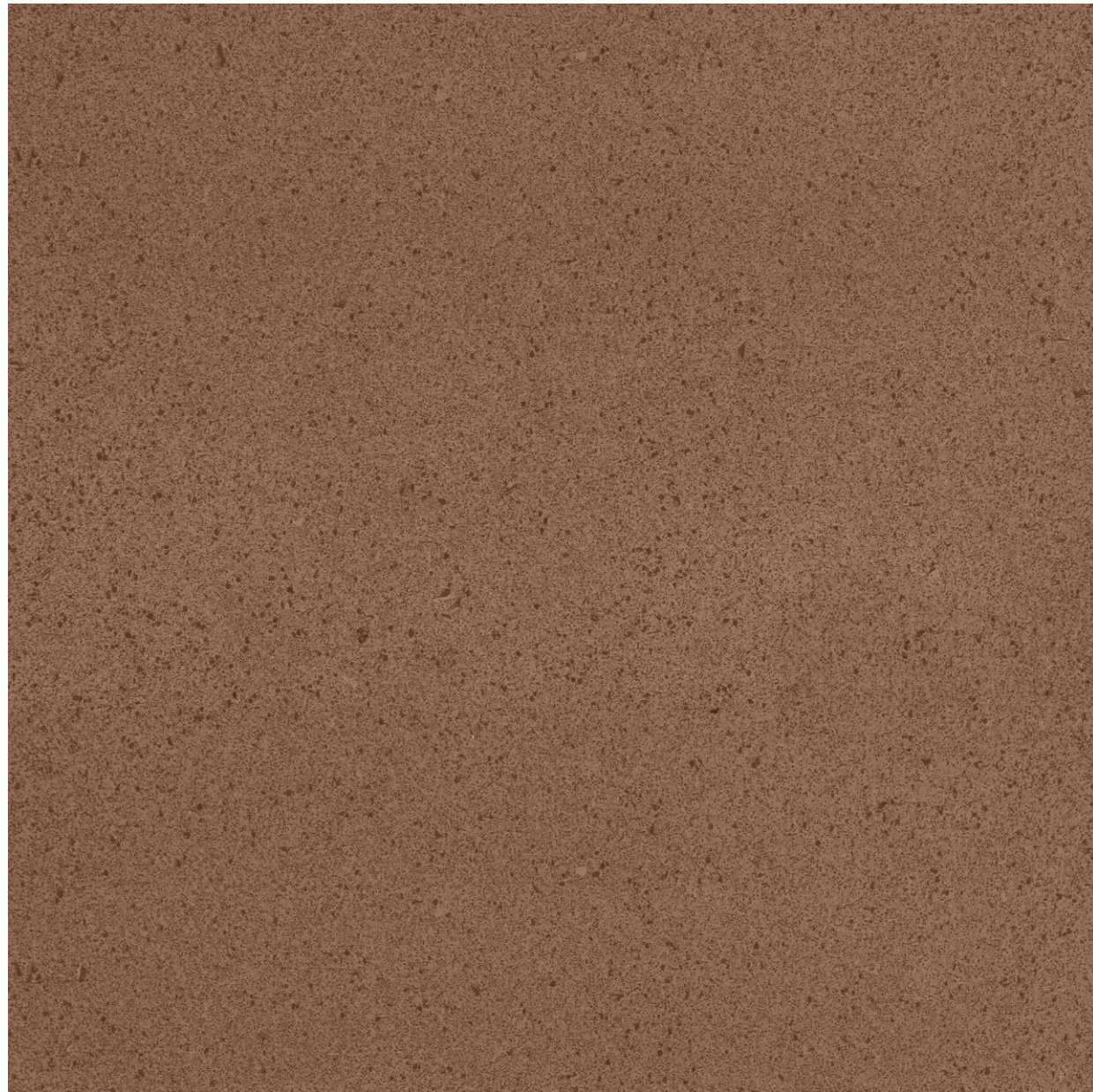
//preview of: **MERCURY PINK**

*Rustic Matte Surface*

600x600mm

*"Emotion fuels every decision."*

*design:* **MERCURY BROWN**



*600x600mm / Rustic Matte Surface*

*design:* **MERCURY PISTA**



*600x600mm / Rustic Matte Surface*

**THANK YOU**