

MADE IN ITALY. MADE TO EXCEL.

# ENTICE

Interactive version





## WOOD LOOK

**COLOURED BODY PORCELAIN TILES**  
**GRES PORCELLANATO COLORATO IN MASSA**  
Grès cérame coloré dans la masse  
Durchgefärbtes Feinsteinzeug  
Gres porcelánico coloreado en masa  
Керамический гранит окрашенный в массе



Atlas Concorde is a global specialist in premium porcelain and wall tiles for every style and application in residential, commercial and public architecture. Being global specialists means excellence in the level of design and technology in each type of surface, making it possible to always offer designers and end users the best solution for each application.

Atlas Concorde è specialista globale in superfici ceramiche d'eccellenza per ogni stile e applicazione nell'architettura residenziale, commerciale e pubblica. Essere specialisti globali significa eccellere per livello di design e tecnologia in ciascun tipo di superficie, così da offrire sempre ai progettisti e agli utilizzatori finali la soluzione migliore per ogni applicazione.

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# ENTICE

OAK STYLE DESIGN

INDEX



OVERVIEW



IMAGE GALLERY



PRODUCT RANGE & TECHNICAL SPECS.



SUSTAINABILITY



THE BENEFITS OF CERAMIC TILES



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EN | IT | FR | DE | RU



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Index

Overview

Image Gallery

Product Range &  
Technical Specs

Sustainability

The benefits of Ceramic Tiles

INDEX



OVERVIEW



IMAGE  
GALLERY



PRODUCT  
RANGE &  
TECHNICAL  
SPECS.



SUSTAINABILITY



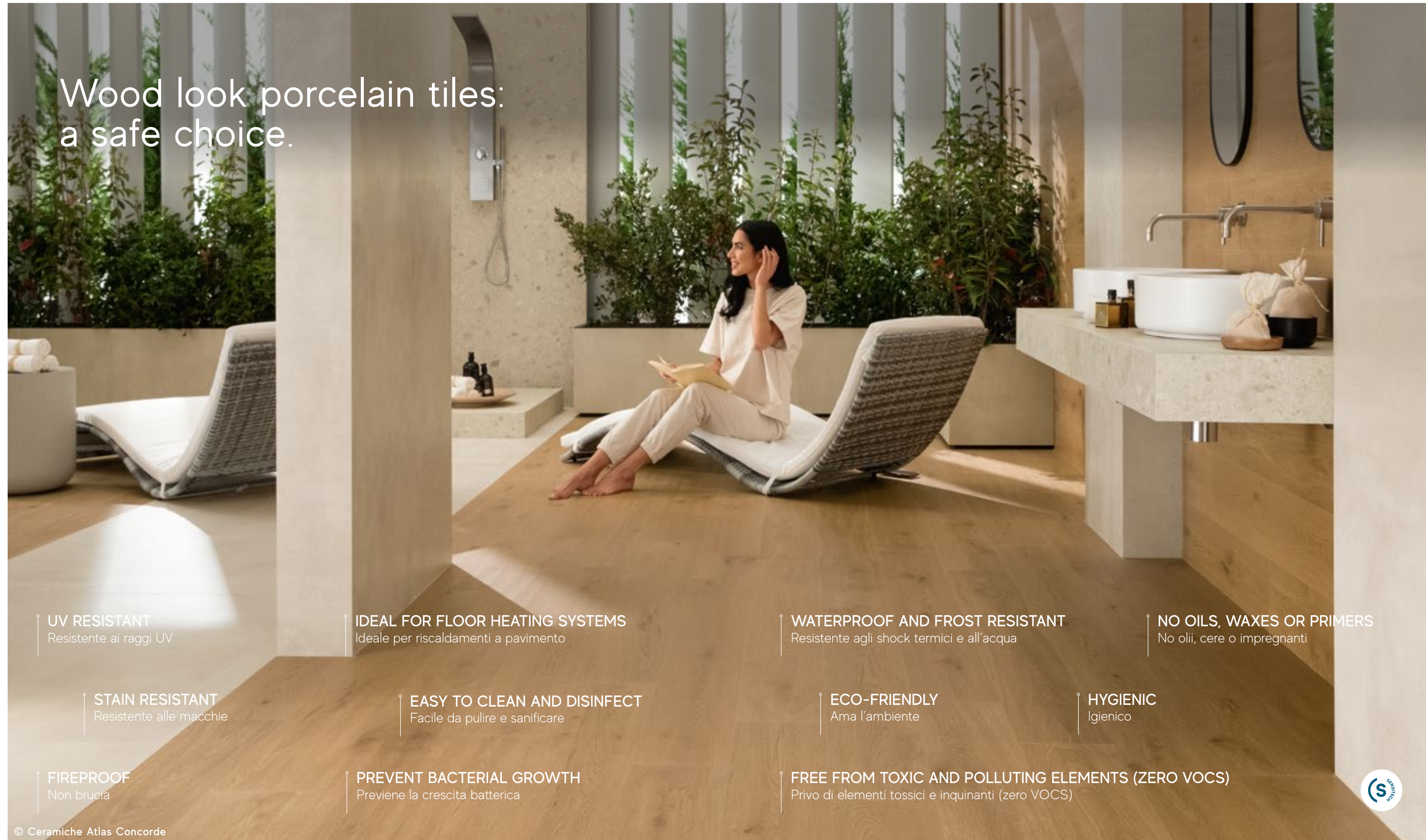
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CERAMIC TILES



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# Wood look porcelain tiles: a safe choice.



**UV RESISTANT**  
Resistente ai raggi UV

**IDEAL FOR FLOOR HEATING SYSTEMS**  
Ideale per riscaldamenti a pavimento

**WATERPROOF AND FROST RESISTANT**  
Resistente agli shock termici e all'acqua

**NO OILS, WAXES OR PRIMERS**  
No olii, cere o impregnanti

**STAIN RESISTANT**  
Resistente alle macchie

**EASY TO CLEAN AND DISINFECT**  
Facile da pulire e sanificare

**ECO-FRIENDLY**  
Ama l'ambiente

**HYGIENIC**  
Igienico

**FIREPROOF**  
Non brucia

**PREVENT BACTERIAL GROWTH**  
Previene la crescita batterica

**FREE FROM TOXIC AND POLLUTING ELEMENTS (ZERO VOCS)**  
Privo di elementi tossici e inquinanti (zero VOCS)



INDEX



OVERVIEW



IMAGE GALLERY



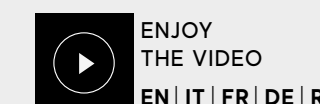
PRODUCT RANGE & TECHNICAL SPECS.



SUSTAINABILITY



THE BENEFITS OF CERAMIC TILES

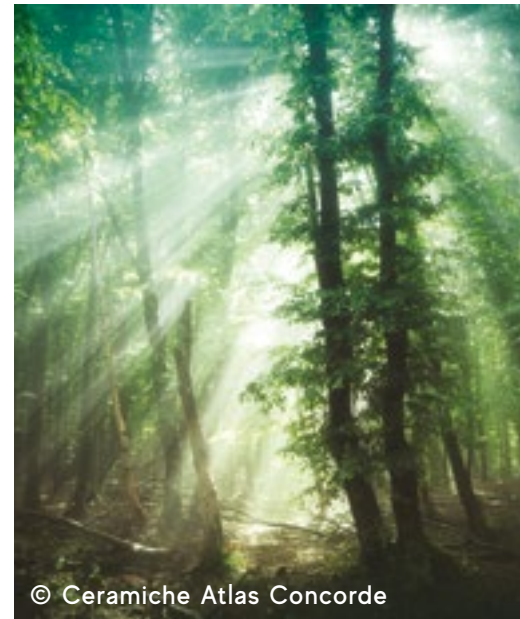




# The legacy of Italian oak.



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Entice is a tribute to Italian oak of the finest quality: with its natural nuances and slender veins, it reproduces the wood's essence with extraordinary fidelity of details and colors.

Entice è un tributo al rovere italiano della qualità più pregiata: con nuance naturali e venature slanciate, ne riproduce l'essenza con straordinaria fedeltà di dettagli e sfumature.

Entice est un hommage au chêne rouvre italien de la meilleure qualité : avec ses nuances naturelles et ses veinures élancées, il reproduit fidèlement l'essence du bois avec un soin extraordinaire des détails et des tonalités.

Entice ist eine Hommage an eine besonders hochwertige italienische Eichenart und gibt das Vorlagematerial mit natürlichen Farbnuancen und feinen Maserungen außerordentlich detailgetreu wieder.

Entice es un homenaje al roble italiano de la mayor calidad: con matices naturales y vetas finas, reproduce la esencia con una extraordinaria fidelidad de detalles y matices.

Коллекция Entice с изумительной точностью воспроизводит благородную текстуру древесины итальянского дуба, ее натуральные цвета, изящные прожилки.



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INDEX



OVERVIEW



IMAGE GALLERY



PRODUCT RANGE & TECHNICAL SPECS.



SUSTAINABILITY



THE BENEFITS OF CERAMIC TILES



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# The Oak Design Style: two souls.



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Entice faithfully reproduces oak wood, offering two different interpretations: the Natural version, with authentic and spontaneous features, and the Elegant version, with a more refined and exclusive spirit.

Entice riproduce il legno di rovere con grande fedeltà, proponendone due differenti interpretazioni: la versione Natural, dai tratti autentici e spontanei, e la versione Elegant, dall'anima più raffinata ed esclusiva.

Entice reproduit très fidèlement le bois de chêne rouvre et en propose deux différentes interprétations : la version Natural, à l'aspect plus spontané et authentique, et la version Elegant, au caractère plus raffiné et exclusif.

Entice interpretiert das Eichenholz detailgetreu in zwei unterschiedlichen Ausführungen: Die Variante Natural mit spontanem, authentischem Charakter und die Variante Elegant, eine edle und exklusive Optik.

Entice reproduce la madera de roble con gran fidelidad, ofreciendo dos interpretaciones diferentes: la versión Natural, con rasgos auténticos y espontáneos, y la versión Elegant, con un alma más refinada y exclusiva.

Entice предлагает две интерпретации текстуры итальянского дуба: вариант Natural с естественным рисунком древесины и вариант Elegant с более изысканными чертами.



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INDEX



OVERVIEW



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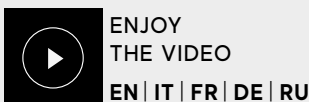
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SUSTAINABILITY



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# Entice Natural: the authentic personality.

With the Natural version, Entice pays homage to the most authentic aspect of oak wood. The knots and tone-on-tone grouting reproduce its most characteristic elements with an accurate wealth of details. The completely matte surface imitates the effect of untreated wood. The result is a material with an authentic character, ideal for creating spaces with a natural, welcoming style.

Con la versione Natural, Entice rende omaggio all'aspetto più autentico del legno di rovere. I nodi e le stuccature tono su tono riproducono i suoi elementi più caratteristici con un'accurata ricchezza di particolari. La superficie completamente opaca imita l'effetto del legno non trattato. Il risultato è un materiale dal carattere autentico, ideale per realizzare ambienti dallo stile accogliente e naturale.

La version Natural d'Entice rend hommage à l'aspect le plus authentique du chêne rouvre. Les nœuds et les fibres ton sur ton reproduisent ses traits les plus caractéristiques ainsi que la richesse soignée des détails. Sa surface entièrement mate imite l'effet du bois non traité. Le résultat est un matériau au caractère authentique, idéal pour réaliser des espaces au style accueillant et naturel.

In der Ausführung Natural stellt Entice die charakteristische Optik von Eichenholz besonders markant heraus. Die Astschlüsse und die farblich abgestimmten Kittstellen geben seine besonders typischen Elemente mit großem Detailreichtum wieder. Die vollkommen matte Oberfläche ist der Optik von unbehandeltem Holz nachempfunden. So entstand ein Material mit authentischem Charakter, das ideal zur Gestaltung von Räumen mit besonders wohnlicher und natürlicher Ausstrahlung ist.

Con la versión Natural, Entice rinde homenaje al aspecto más auténtico de la madera de roble. Los nudos y los rellenos tono sobre tono reproducen sus elementos más característicos con gran riqueza de detalles. La superficie completamente mate imita el efecto de la madera no tratada. El resultado es un material con un carácter auténtico, ideal para crear ambientes de estilo natural y acogedor.

В варианте Natural коллекция Entice отражает естественный вид древесины дуба. Его самыми характерными элементами являются сучки и небольшие зашпаклеванные тон в тон изъяны. Абсолютно матовая поверхность имитирует необработанную древесину. В результате получилась плитка с аутентичным характером, идеально подходящая для создания уютной и натуральной обстановки.



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INDEX



OVERVIEW



IMAGE  
GALLERY



PRODUCT  
RANGE &  
TECHNICAL  
SPECS.



SUSTAINABILITY



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CERAMIC TILES





**Sensitech** SAFE. SOFT. SMART.



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In the Natural version, the innovative Sensitech finish combines superior slip resistance with a soft touch, ensuring easy cleaning and maintenance.

Nella versione Natural, l'innovativa finitura Sensitech coniuga elevate prestazioni di resistenza allo scivolamento ad una mano morbida, garantendo facilità di pulizia e manutenzione.

Dans la version Natural, la finition innovante Sensitech allie de hautes performances de résistance à la glissade à la douceur tactile, en assurant une grande facilité d'entretien.

In der Ausführung Natural verbindet das innovative Oberflächenfinish Sensitech hohe Rutschsicherheit mit weicher Haptik und gewährleistet einfache Reinigung und Pflege.

En la versión Natural, el innovador acabado Sensitech combina un alto rendimiento de resistencia al deslizamiento con un tacto suave, garantizando una fácil limpieza y mantenimiento.

В варианте Natural инновационная поверхность Sensitech сочетает отличное сопротивление скольжению и мягкость на ощупь, обеспечивая при этом невероятную простоту ухода.



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INDEX



OVERVIEW



IMAGE GALLERY



PRODUCT RANGE & TECHNICAL SPECS.



SUSTAINABILITY



THE BENEFITS OF CERAMIC TILES



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EN | IT | FR | DE | RU



# Entice Elegant: the refined essence.

The uniform texture and the absence knots in the Elegant version explores oak's finest spirit. Entice Elegant reproduces the appearance of polished, oiled wood: the contrast between the matte veins and the bright, slightly glossy background enhances the three-dimensionality of the planed effect.

La trama uniforme e l'assenza di nodi della selezione Elegant esplorano l'anima più raffinata del rovere. Entice Elegant riproduce l'aspetto del legno levigato e oliato: il contrasto tra le venature opache e il fondo luminoso e leggermente lucido della superficie valorizza la tridimensionalità dell'effetto piallato.

La trame uniforme et l'absence de nœuds de la sélection Elegant explorent le caractère plus raffiné du chêne rouvre. Entice Elegant reproduit l'aspect du bois poli et huilé : le contraste entre les veinures mates et le fond lumineux et légèrement brillant de sa surface valorise la tridimensionnalité de l'effet poncé.

Das gleichmäßige Muster ohne markante Asteinschlüsse der Ausführung Elegant stellt den edlen Charakter von Eichenholz besonders gut heraus. Entice Elegant gibt die Optik von geschliffenem und geöltem Holz wieder: Der Kontrast zwischen den matten Maserungen und dem helleren und leicht schimmernden Hintergrund der Oberflächenvariante bringt die Plastizität der Hobeloptik ansprechend zur Geltung.

La textura uniforme y la ausencia de nudos de la selección Elegant exploran el alma más fina del roble. Entice Elegant reproduce el aspecto de la madera pulida y aceitada: el contraste entre la veta mate y la superficie brillante, ligeramente lustrosa, realza la tridimensionalidad del efecto cepillado.

У варианта Elegant более однородный рисунок, без сучков, который раскрывает самую изысканную сущность дуба. Entice Elegant воспроизводит полированную и промасленную древесину: контраст между матовыми прожилками и слегка блестящим фоном подчеркивает трехмерность поверхности с эффектом строгания.



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INDEX



OVERVIEW



IMAGE  
GALLERY



PRODUCT  
RANGE &  
TECHNICAL  
SPECS.



SUSTAINABILITY



THE BENEFITS OF  
CERAMIC TILES



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EN | IT | FR | DE | RU



# All the taste of the traditional woodwork.



The Natural and Elegant styles feature a delicate three-dimensional surface inspired by ancient wood planing techniques. The perception of the wavy profile changes significantly depending on the light: the planing effect becomes more or less prominent based on the angle of the light on the planks.

Le selezioni Natural ed Elegant sono arricchite da un delicato effetto tridimensionale della superficie, che si ispira alle antiche tecniche di piallatura del legno. La percezione del profilo ondulato cambia fortemente a seconda dell'illuminazione: in base al modo in cui la luce cade sulle doghe, l'effetto di piallatura acquista più o meno risalto.

Les sélections Natural et Elegant sont enrichies d'un délicat effet tridimensionnel de la surface qui s'inspire des anciennes techniques de ponçage du bois. La perception du profil ondulé change radicalement en fonction de l'illumination : selon l'angle de la lumière sur les listels, l'effet poncé révèle plus ou moins de relief.

Die Versionen Natural und Elegant besitzen einen leicht dreidimensionalen Oberflächeneffekt, dem traditionelle Hobeltechniken für Holz als Anregung dienten. Je nach Beleuchtung ändert sich die Wahrnehmung des welligen Profils stark: Abhängig davon, wie das Licht auf die Dielen fällt, tritt der Hobeffect mehr oder weniger deutlich hervor.

Las selecciones Natural y Elegant se enriquecen con un delicado efecto de superficie tridimensional, inspirado en las antiguas técnicas de cepillado de la madera. La percepción del perfil ondulado cambia mucho en función de la iluminación: según la forma en que la luz incide sobre las duelas, el efecto de cepillado se hace más o menos prominente.

Мягкий рельеф поверхностей Natural и Elegant имитирует фактуру строганой по старинной технике древесины. Восприятие волнистого профиля меняется в зависимости от освещения: при изменении угла падения света, эффект строгания приобретает более или менее выраженный характер.



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INDEX



OVERVIEW



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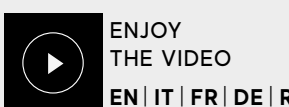
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# Inspired by oak's true colors.

The palette consists of four colors ranging from tones of honey and amber, to more burnished and gray-sand shades. The natural colors with trendy shading make the collection suitable for any setting, whether residential or commercial.

La palette è composta da quattro colori, che spaziano dai toni del miele e dell'ambra verso sfumature brunite, fino a modulazioni grigio-sabbia. I colori, naturali con sfumature di tendenza, rendono la collezione adatta a qualsiasi contesto, sia residenziale che commerciale.

Entice propose une palette de quatre coloris qui vont des tons miel et ambrés, aux nuances brunies, jusqu'à des modulations couleur gris-sable. Les coloris, naturels aux tonalités de tendance, rendent la collection adaptée à tous les contextes, soit résidentiels que commerciaux.

Angeboten werden vier Farbvarianten, die von Honignuancen und Bernstein über brünierte Nuancen bis zu grau und sandfarbenen Schattierungen reichen. Mit diesen natürlichen Farben in trendgerechten Nuancen ist die Kollektion ideal für jedes Ambiente im Wohn- und Gewerbebereich geeignet.

La paleta consta de cuatro colores, que van desde los tonos miel y ámbar hasta los tonos bruñidos y las modulaciones gris-arena. Los colores naturales con matices de moda hacen que la colección se adapte a cualquier contexto, tanto residencial como comercial.

Палитра состоит из четырех натуральных цветов с оттенками от медово-янтарных до бурых и песочно-серых. Трендовые натуральные тона позволяют естественно вписать коллекцию в любой контекст, жилой или коммерческий.

INDEX



OVERVIEW



IMAGE GALLERY



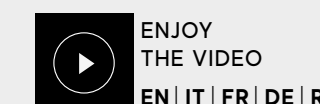
PRODUCT RANGE & TECHNICAL SPECS.



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# Ideal sizes for charming indoor spaces.

The Natural variant is available in two lengths, 120 and 150 cm, with a Sensitech surface, which makes the tiles pleasant to the touch and easy to clean, not to mention boosting their anti-slip performance, making them perfect for commercial locales. The Elegant variant, available in a single format, has an even smoother touch and is suitable for prestigious residential interiors.

La variante Natural è disponibile in due lunghezze, 120 e 150 cm, con superficie Sensitech, che rende le superfici piacevoli al tatto, facili da pulire e con alte prestazioni anti-scivolo, e per questo molto indicate anche per pose in ambienti commerciali. La variante Elegant, disponibile in un unico formato, ha un effetto tattile ancora più liscio ed è indicata per interni residenziali di pregio.

La variante Natural est disponible en deux longueurs de 120 et 150 cm, avec la surface Sensitech, qui rend les surfaces agréables au toucher, faciles à nettoyer et avec de hautes performances antiglisse, donc particulièrement adaptées pour la pose dans des espaces commerciaux. La variante Elegant, disponible en un seul format, présente un effet tactile encore plus lisse et est indiquée pour les intérieurs résidentiels de qualité.

Die Version Natural ist in den zwei Längen 120 und 150 cm mit Oberflächenfinish Sensitech erhältlich, das für eine angenehme Haptik, Pflegeleichtigkeit und hohe Rutschfestigkeit sorgt. Das Keramikmaterial eignet sich daher ausgezeichnet zur Verlegung in gewerblichen Bereichen. Die Version Elegant ist in einem einzigen Format erhältlich und hat eine noch glattere Haptik. Sie ist perfekt für besonders hochwertige Wohnbereiche geeignet.

La versión Natural está disponible en dos longitudes, 120 y 150 cm, con una superficie Sensitech, que las vuelve agradables al tacto, fáciles de limpiar y con un alto rendimiento antideslizante, por lo que también es muy adecuada para su instalación en entornos comerciales. La variante Elegant, disponible en un solo formato, tiene un tacto aún más suave y es adecuada para interiores residenciales de primera calidad.

Вариант Natural доступен в двух длинах, 120 и 150 см, с поверхностью Sensitech. Эта поверхность приятна на ощупь, проста в уходе, препятствует скольжению, поэтому очень подходит для коммерческих помещений. Вариант Elegant, доступный в одном цвете, еще более гладкий на ощупь и рекомендован для жилых пространств.



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INDEX



OVERVIEW



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## The proper solution for outdoor.



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The outdoor surfaces, available in the Natural style, allows for continuity between indoor and outdoor spaces. The Grip finish, available in the 120 cm length and 9 mm thickness, is ideal for patios, porches, and terraces. The 30x120 cm outdoor tile with a thickness of 20 mm is an excellent solution for external paving, paths and even driveways.

Le superfici da esterno, disponibili nella variante Natural, permettono di dare continuità tra ambienti indoor e outdoor. La finitura Grip, disponibile nella lunghezza 120 e nello spessore 9 mm, è ideale per patii, porticati e terrazze. La proposta outdoor, in formato 30x120 cm e spessore 20 mm, è un'ottima soluzione per pavimentazioni esterne e vialetti, anche carrabili.

Les surfaces d'extérieur, disponibles dans la variante Natural, permettent de donner de la continuité entre les espaces intérieurs et l'extérieur. La finition Grip, disponible dans la longueur de 120 cm et de 9 mm d'épaisseur, est parfaite pour les patios, les portiques et les terrasses. La proposition Outdoor 30x120 cm, de 20 mm d'épaisseur, est une solution excellente pour la réalisation de dallages d'extérieur et d'allées, même carrossables.

Die Oberflächen für Außenbereiche werden in der Version Natural angeboten und ermöglichen eine optisch durchgängige Gestaltung von Innen- und Außenbereichen. Die Oberfläche Grip ist in der Länge 120 cm und der Stärke 9 mm erhältlich und ideal für Innenhöfe, Veranden und Terrassen geeignet. Das Outdoor-Angebot im Format 30x120 cm und in der Stärke 20 mm ist eine optimale Lösung für Bodenbeläge in Außenbereichen, für Wege und Auffahrten.

Las superficies exteriores, disponibles en la versión Natural, proporcionan continuidad entre los ambientes interiores y exteriores. El acabado Grip, disponible en longitud 120 y 9 mm de espesor, es ideal para patios, porches y terrazas. La propuesta para exteriores, en formato 30x120 cm y 20 mm de espesor, es una excelente solución para pavimentos exteriores y calzadas.

Уличная плитка в варианте рисунка Natural позволяет связать внутренние и наружные пространства в одно гармоничное целое. Противоскользящая поверхность Grip, доступная на плитке длиной 120 и толщиной 9 мм, идеально подходит для патио, веранд, террас. Поверхность Outdoor в формате 30x120 см толщиной 20 мм – отличное решение для устройства уличных покрытий и дорожек, пригодных в том числе для проезда транспорта.





# A sustainable choice for the planet.



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Wood-effect porcelain tiles reproduce the authentic, natural character of the original material and are an ethical, responsible, and sustainable choice, made with the utmost respect for the environment. Their use tackles the felling of trees and forests, and reduces the consumption of chemicals having a high environmental impact such as paints and agents commonly used for the protection and maintenance of natural woods.

Il gres porcellanato effetto legno ripropone il sapore autentico e naturale del materiale di ispirazione ed è una scelta etica, responsabile e sostenibile, compiuta nel massimo rispetto dell'ambiente. Il suo utilizzo preserva l'abbattimento di alberi e foreste e riduce inoltre il consumo di sostanze chimiche ad alto impatto ambientale, come vernici e impregnanti comunemente utilizzati per la manutenzione del legno naturale.

Le grès cérame effet bois propose la saveur authentique du bois d'inspiration et c'est un choix éthique, responsable et durable, réalisé dans le plus grand respect de l'environnement. Son utilisation préserve les arbres et les forêts de l'abattage et réduit aussi la consommation de substances chimiques à haut impact sur l'environnement, comme les vernis et les produits d'imprégnation couramment utilisés pour l'entretien du bois naturel.

Das Feinsteinzeug in Holzoptik bietet das authentische, natürliche Flair des als Vorbild dienenden Materials und ist eine ethisch nachhaltige und verantwortungsvolle Wahl zur Schonung der Umwelt. Der Einsatz dieses Materials schützt Bäume und Wälder vor der Abholzung und verringert zudem den Verbrauch von stark die Umwelt beeinträchtigenden Chemikalien wie Lacke und Imprägniermittel, die generell zur Pflege von Naturholz verwendet werden.

El gres porcelánico efecto madera recupera el sabor auténtico y natural del material en el que se inspira y es una opción ética, responsable y sostenible, realizada con el máximo respeto al medio ambiente. Su uso preserva los árboles y los bosques, a su vez reduce el consumo de productos químicos con un alto impacto medioambiental, como las pinturas y los impregnantes que se utilizan habitualmente para la el mantenimiento de la madera natural.

Керамогранит под дерево имеет такой же красивый внешний вид, как у исходного природного материала, и при этом является этическим, ответственным, не вредящим природе выбором. Его использование помогает сохранить деревья и леса, а также сократить потребление вредных для природы химикатов, например красок и пропиток, которые обычно используются для ухода за натуральной древесиной.



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INDEX



OVERVIEW



IMAGE GALLERY



PRODUCT RANGE & TECHNICAL SPECS.



SUSTAINABILITY



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# Image Gallery

**Living In&Out**  
Copper Oak Elegant & Natural



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**Spa**  
Copper Oak Natural



© Ceramiche Atlas Concorde

**Villa**  
Browned Oak Elegant



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**Villa Outdoor**  
Browned Oak Natural 20 mm



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**Boutique**  
Ash Oak Natural & Elegant



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**Hotel Room**  
Copper Oak Natural



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**Restaurant**  
Pale Oak Natural



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INDEX



OVERVIEW



IMAGE GALLERY



- LIVING IN&OUT  
Copper Oak Elegant & Natural
- SPA  
Copper Oak Natural
- BOUTIQUE  
Ash Oak Natural & Elegant
- HOTEL ROOM  
Copper Oak Natural
- VILLA  
Browned Oak Elegant
- VILLA OUTDOOR  
Browned Oak Natural 20 mm
- RESTAURANT  
Pale Oak Natural

PRODUCT RANGE & TECHNICAL SPECS.



SUSTAINABILITY



THE BENEFITS OF CERAMIC TILES



ENJOY THE VIDEO  
EN | IT | FR | DE | RU



LIVING

# Design Harmonies.

The surfaces of Entice are carefully designed down to the smallest detail and convey all the nuances and warmth of one of the most popular woods in interior design.

Le superfici di Entice sono curate fin nei minimi dettagli e restituiscono tutte le sfumature e il calore di una delle essenze più apprezzate nel panorama dell'interior design.

Les surfaces d'Entice sont soignées dans les moindres détails et offrent toute la chaleur et les tonalités d'une des essences les plus appréciées dans le panorama du design d'intérieur.

Die Oberflächen von Entice sind akkurat ausgeführt und geben alle Nuancen und die Wärme einer der gefragtesten Holzarten für die Innenraumgestaltung bis ins kleinste Detail wieder.

Las superficies de Entice están diseñadas cuidadosamente hasta el más mínimo detalle y transmiten todos los matices y la delicada calidez del roble más popular en el diseño de interiores.

Детально ухоженный рисунок Entice обладает теми же оттенками и тем же теплом, что и натуральное дерево. Это делает его ценным элементом современного дизайна.



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INDOOR

Entice **Copper Oak Elegant** Matte/Matt  
18,5x150 cm | 7 1/4" x 59"

OUTDOOR

Entice **Copper Oak Natural** Grip  
20x120 cm | 7 7/8" x 47 1/4"

INDEX



OVERVIEW



IMAGE GALLERY



- LIVING IN&OUT  
Copper Oak Elegant & Natural
- SPA  
Copper Oak Natural
- BOUTIQUE  
Ash Oak Natural & Elegant
- HOTEL ROOM  
Copper Oak Natural
- VILLA  
Browned Oak Elegant
- VILLA OUTDOOR  
Browned Oak Natural 20 mm
- RESTAURANT  
Pale Oak Natural

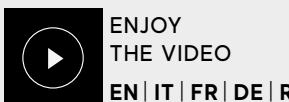
PRODUCT RANGE & TECHNICAL SPECS.



SUSTAINABILITY



THE BENEFITS OF CERAMIC TILES





FLOOR

Entice **Copper Oak Elegant** Matte/Matt  
18,5x150 cm | 7 1/4" x 59"



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The planed effect of the surface is enhanced by its interaction with light and adds depth and natural character to the floor, with a soft and sinuous relief that's easy to clean.

L'effetto piallato della superficie si esalta con l'interazione della luce e dona profondità e naturalezza alla pavimentazione, con un rilievo morbido e sinuoso, facile da pulire.

L'effet poncé de la surface est exalté avec l'interaction de la lumière et donne un sens de profondeur et de naturel au sol, avec un relief doux et sinueux, facile à nettoyer.

Die Hobeloptik der Oberfläche wird durch die Interaktion mit dem einfallenden Licht hervorgehoben. Durch ihre weiche, wellige Struktur erhält der pflegeleichte Bodenbelag Tiefe und Natürlichkeit.

El efecto cepillado de la superficie se ve realizado por la interacción de la luz y da profundidad y naturalidad al suelo, con un relieve suave y sinuoso que es fácil de limpiar.

Мягкий волнистый рельеф, имитирующий строганую поверхность древесины, приобретает особую выразительность при падении на него света. Кроме того, эту поверхность очень легко чистить.



© Ceramiche Atlas Concorde

INDEX



OVERVIEW



IMAGE GALLERY



LIVING IN&OUT  
Copper Oak Elegant & Natural

SPA  
Copper Oak Natural

BOUTIQUE  
Ash Oak Natural & Elegant

HOTEL ROOM  
Copper Oak Natural

VILLA  
Browned Oak Elegant

VILLA OUTDOOR  
Browned Oak Natural 20 mm

RESTAURANT  
Pale Oak Natural

PRODUCT RANGE & TECHNICAL SPECS.



SUSTAINABILITY



THE BENEFITS OF CERAMIC TILES







## OUTDOOR

Entice **Copper Oak Natural Grip** 20x120 cm | 7<sup>1</sup>/<sub>8</sub>"x47<sup>1</sup>/<sub>4</sub>"  
 Entice **Copper Oak Natural Elemento L Grip** 20x120 H.4 cm | 7<sup>1</sup>/<sub>8</sub>"x47<sup>1</sup>/<sub>4</sub>"x1<sup>1</sup>/<sub>8</sub>"

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© Ceramiche Atlas Concorde



© Ceramiche Atlas Concorde

The continuity of color between the interiors and exteriors visually expands spaces and creates a direct relationship between the home's rooms and the surrounding outdoor space. The 9 mm thick tile with Grip finish is available in all colors and is ideal for patio floors and pedestrian walkways.

La continuità cromatica tra interni ed esterni amplia visivamente gli spazi e crea un rapporto diretto tra l'ambiente domestico e quello circostante. La finitura Grip 9 mm è disponibile in tutti i colori ed è ideale per pavimentare patii e vialetti pedonali.

La continuité chromatique entre l'intérieur et l'extérieur élargit visiblement les espaces et crée un lien direct entre l'espace domestique et l'espace environnant. La finition Grip 9 mm est disponible dans tous les coloris et est parfaite pour les sols de patios et d'allées piétonnes.

Die farblich durchgängige Gestaltung von Innen- und Außenbereich sorgt für eine optische Weitung der Räume und schafft einen direkten Bezug zwischen Wohnbereich und Umfeld. Die Oberfläche Grip ist in der Stärke 9 mm in allen Farben erhältlich und eignet sich perfekt für den Belag von Innenhöfen und Fußwegen.

La continuidad cromática y material entre el interior y el exterior, amplía visualmente los espacios y crea una relación directa entre el entorno doméstico y el espacio exterior circundante. El acabado Grip de 9 mm está disponible en todos los colores y es ideal para pavimentar patios y entradas.

Одинаковый цвет плиток в интерьере и на улице зрительно расширяет пространства дома и органично вписывает их в окружающий пейзаж. Противоскользящая поверхность Grip доступна во всех цветах коллекции и идеально подходит для полов патио и пешеходных дорожек.

INDEX



OVERVIEW



IMAGE GALLERY



**LIVING IN&OUT**  
Copper Oak Elegant & Natural

**SPA**  
Copper Oak Natural

**BOUTIQUE**  
Ash Oak Natural & Elegant

**HOTEL ROOM**  
Copper Oak Natural

**VILLA**  
Browned Oak Elegant

**VILLA OUTDOOR**  
Browned Oak Natural 20 mm

**RESTAURANT**  
Pale Oak Natural

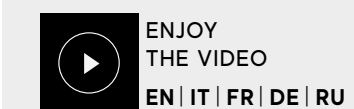
PRODUCT  
RANGE &  
TECHNICAL  
SPECS.



SUSTAINABILITY



THE BENEFITS OF  
CERAMIC TILES





SPA

# Spontaneous dialogues.

Entice's oak effect conveys maximum spontaneity in combination with stone and concrete effects. In spa and wellness settings, wood-effect porcelain surfaces combine warmth and natural character with practicality and hygiene.

L'effetto rovere di Entice esprime la massima spontaneità in abbinamento con gli effetti pietra e cemento. Negli ambienti Spa e wellness, le superfici in gres porcellanato effetto legno coniugano calore e naturalezza con praticità e igiene.

L'effet chêne rouvre d'Entice exprime sa plus grande spontanéité en association aux carreaux effets pierre et béton. Dans les espaces spas et de bien-être, les surfaces en grès cérame effet bois conjuguent chaleur et naturel, praticité et hygiène.

Die Eichenoptik von Entice bringt ihre Spontaneität besonders in Verbindung mit Stein- und Betonoptik zur Geltung. In Spas und Wellnessbereichen eingesetzt, verbinden Oberflächen aus Feinsteinzeug in Holzoptik Wärme und Natürlichkeit mit Zweckmäßigkeit und Hygiene.

El efecto roble de Entice expresa la máxima espontaneidad en combinación con soluciones de decoración con efectos piedra y hormigón. En las zonas de spa y wellness, las superficies de gres porcelánico efecto madera combinan perfectamente la calidez y la naturalidad con la practicidad y la higiene.

Выразительная текстура дуба коллекции Entice великолепно смотрится рядом с рисунком камня и бетона. Этот керамогранит под дерево сочетает в себе тепло, натуральность, практичность, гигиеничность, что делает его идеальным решением для СПА- и велнес-салонов.



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FLOOR

Entice **Copper Oak Natural** Matte/Matt Sensitech  
18,5x150 cm | 7<sup>1</sup>/<sub>4</sub>"x59"

Boost **White** Matte/Matt  
120x120 cm | 47<sup>1</sup>/<sub>4</sub>"x47<sup>1</sup>/<sub>4</sub>"

WALL

Entice **Copper Oak Natural** Matte/Matt Sensitech  
18,5x150 cm | 7<sup>1</sup>/<sub>4</sub>"x59"

Boost **White** Matte/Matt  
120x278 cm | 47<sup>1</sup>/<sub>4</sub>"x109<sup>1</sup>/<sub>2</sub>"

Boost Mix **Ivory** Matte/Matt  
120x278 cm | 47<sup>1</sup>/<sub>4</sub>"x109<sup>1</sup>/<sub>2</sub>"

INDEX



OVERVIEW



IMAGE GALLERY



LIVING IN&OUT  
Copper Oak Elegant & Natural

SPA  
Copper Oak Natural

BOUTIQUE  
Ash Oak Natural & Elegant

HOTEL ROOM  
Copper Oak Natural

VILLA  
Browned Oak Elegant

VILLA OUTDOOR  
Browned Oak Natural 20 mm

RESTAURANT  
Pale Oak Natural

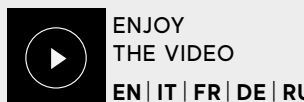
PRODUCT RANGE & TECHNICAL SPECS.



SUSTAINABILITY



THE BENEFITS OF CERAMIC TILES







INDEX



OVERVIEW



IMAGE GALLERY



LIVING IN&OUT  
Copper Oak Elegant & Natural

SPA  
Copper Oak Natural

BOUTIQUE  
Ash Oak Natural & Elegant

HOTEL ROOM  
Copper Oak Natural

VILLA  
Browned Oak Elegant

VILLA OUTDOOR  
Browned Oak Natural 20 mm

RESTAURANT  
Pale Oak Natural

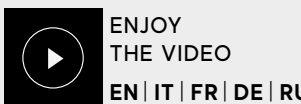
PRODUCT RANGE & TECHNICAL SPECS.



SUSTAINABILITY



THE BENEFITS OF CERAMIC TILES



© Ceramiche Atlas Concorde

FLOOR

Entice **Copper Oak Natural** Matte/Matt Sensitech  
18,5x150 cm | 7<sup>1</sup>/<sub>4</sub>"x59"

Boost Mix **Ivory** Matte/Matt  
120x120 cm | 47<sup>1</sup>/<sub>4</sub>"x47<sup>1</sup>/<sub>4</sub>"

Boost **White** Matte/Matt  
120x120 cm | 47<sup>1</sup>/<sub>4</sub>"x47<sup>1</sup>/<sub>4</sub>"

WALL

Entice **Copper Oak Natural** Matte/Matt Sensitech  
18,5x150 cm | 7<sup>1</sup>/<sub>4</sub>"x59"

Boost Mix **Ivory** Matte/Matt  
120x278 cm | 47<sup>1</sup>/<sub>4</sub>"x109<sup>1</sup>/<sub>2</sub>"

Boost **White** Matte/Matt  
120x278 cm | 47<sup>1</sup>/<sub>4</sub>"x109<sup>1</sup>/<sub>2</sub>"

MASTERTOP

Atlas Concorde Habitat Mastertop  
180x50x12 cm | 70<sup>7</sup>/<sub>8</sub>"x19<sup>5</sup>/<sub>8</sub>"x4<sup>3</sup>/<sub>4</sub>"

Boost Mix **Ivory** Matte/Matt





## Sensitech SAFE. SOFT. SMART.

The innovative Sensitech finish is particularly recommended for installation in damp and wet areas. Its surface is soft to the touch and has a superior slip resistance, making wellness spaces pleasant and safe.

L'innovativa finitura Sensitech è particolarmente consigliata per la posa in ambienti umidi e zone bagnate. La sua superficie è morbida al tatto e presenta un'elevata resistenza allo scivolamento, rendendo gli ambienti wellness piacevoli e sicuri.

La finition innovante Sensitech est particulièrement conseillée pour la pose dans les zones humides et mouillées. Sa surface est douce au toucher et présente une résistance élevée à la glissade, en rendant les lieux de bien-être sûrs et agréables.

Das innovative Oberflächenfinish Sensitech ist besonders empfehlenswert für die Verlegung in Feucht- oder Nasszonen. Mit weicher Haptik und hoher Rutschsicherheit sorgt dieses Material in Wellnessbereichen für eine sichere und angenehme Atmosphäre.

El innovador acabado Sensitech está especialmente recomendado para la colocación en zonas húmedas y en ambientes mojados. Su superficie es suave al tacto y tiene una gran resistencia al deslizamiento, lo que hace que los ambientes wellness sean agradables y seguros.

Иновационная поверхность Sensitech особенно рекомендована для укладки во влажных и мокрых местах. Ее мягкость на ощупь и высокое сопротивление скольжению делают СПА-пространства приятными и безопасными.

### FLOOR

Entice **Copper Oak Natural** Matte/Mat Sensitech  
18,5x150 cm | 7<sup>1</sup>/<sub>4</sub>"x59"

Boost **White** Matte/Matt  
120x120 cm | 47<sup>1</sup>/<sub>4</sub>"x47<sup>1</sup>/<sub>4</sub>"

[INDEX](#)

[OVERVIEW](#)

[IMAGE GALLERY](#)


**LIVING IN&OUT**  
Copper Oak Elegant & Natural

**SPA**  
Copper Oak Natural

**BOUTIQUE**  
Ash Oak Natural & Elegant

**HOTEL ROOM**  
Copper Oak Natural

**VILLA**  
Browned Oak Elegant

**VILLA OUTDOOR**  
Browned Oak Natural 20 mm

**RESTAURANT**  
Pale Oak Natural

[PRODUCT RANGE & TECHNICAL SPECS.](#)

[SUSTAINABILITY](#)

[THE BENEFITS OF CERAMIC TILES](#)


ENJOY THE VIDEO  
EN | IT | FR | DE | RU





© Ceramiche Atlas Concorde

FLOOR

- Entice **Copper Oak Natural** Matte/Matt Sensitech  
18,5x150 cm | 7<sup>1</sup>/<sub>4</sub>"x59"
- Boost Mix **Ivory** Matte/Matt  
120x120 cm | 47<sup>1</sup>/<sub>4</sub>"x47<sup>1</sup>/<sub>4</sub>"
- Boost **White** Matte/Matt  
120x120 cm | 47<sup>1</sup>/<sub>4</sub>"x47<sup>1</sup>/<sub>4</sub>"

WALL

- Entice **Copper Oak Natural** Matte/Matt Sensitech  
18,5x150 cm | 7<sup>1</sup>/<sub>4</sub>"x59"
- Boost Mix **Ivory** Matte/Matt  
120x278 cm | 47<sup>1</sup>/<sub>4</sub>"x109<sup>1</sup>/<sub>2</sub>"
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120x278 cm | 47<sup>1</sup>/<sub>4</sub>"x109<sup>1</sup>/<sub>2</sub>"



© Ceramiche Atlas Concorde

© Ceramiche Atlas Concorde

INDEX



OVERVIEW



IMAGE GALLERY



LIVING IN&OUT  
Copper Oak Elegant & Natural

SPA  
Copper Oak Natural

BOUTIQUE  
Ash Oak Natural & Elegant

HOTEL ROOM  
Copper Oak Natural

VILLA  
Browned Oak Elegant

VILLA OUTDOOR  
Browned Oak Natural 20 mm

RESTAURANT  
Pale Oak Natural

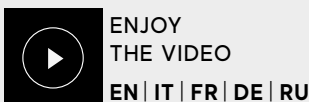
PRODUCT RANGE & TECHNICAL SPECS.



SUSTAINABILITY



THE BENEFITS OF CERAMIC TILES







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FLOOR

Entice **Copper Oak Natural** Matte/Matt Sensitech  
18,5x150 cm | 7<sup>1</sup>/<sub>4</sub>"x59"

Boost Mix **Ivory** Matte/Matt  
120x120 cm | 47<sup>1</sup>/<sub>4</sub>"x47<sup>1</sup>/<sub>4</sub>"

Boost **White** Matte/Matt  
120x120 cm | 47<sup>1</sup>/<sub>4</sub>"x47<sup>1</sup>/<sub>4</sub>"

WALL

Entice **Copper Oak Natural** Matte/Matt Sensitech  
18,5x150 cm | 7<sup>1</sup>/<sub>4</sub>"x59"

Boost Mix **Ivory** Matte/Matt  
120x278 cm | 47<sup>1</sup>/<sub>4</sub>"x109<sup>1</sup>/<sub>2</sub>"

Boost **White** Matte/Matt  
120x278 cm | 47<sup>1</sup>/<sub>4</sub>"x109<sup>1</sup>/<sub>2</sub>"

MASTERTOP

Atlas Concorde Habitat Mastertop  
180x50x12 cm | 70<sup>7</sup>/<sub>8</sub>"x19<sup>3</sup>/<sub>8</sub>"x4<sup>3</sup>/<sub>4</sub>"

Boost Mix **Ivory** Matte/Matt

INDEX



OVERVIEW



IMAGE GALLERY



LIVING IN&OUT  
Copper Oak Elegant & Natural

SPA  
Copper Oak Natural

BOUTIQUE  
Ash Oak Natural & Elegant

HOTEL ROOM  
Copper Oak Natural

VILLA  
Browned Oak Elegant

VILLA OUTDOOR  
Browned Oak Natural 20 mm

RESTAURANT  
Pale Oak Natural

PRODUCT RANGE & TECHNICAL SPECS.



SUSTAINABILITY



THE BENEFITS OF CERAMIC TILES



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EN | IT | FR | DE | RU





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The Atlas Concorde Habitat Mastertop, a collection of porcelain sinks, offers a coordinated solution to the design of the bathroom that combines the distinctive esthetic value of the surface with the superior technical performance of porcelain tiles.

Il Mastertop di Atlas Concorde Habitat offre una soluzione coordinata alla progettazione dell'ambiente, che coniuga l'alto valore estetico della superficie con le elevate prestazioni tecniche del gres porcellanato.

Le Mastertop d'Atlas Concorde Habitat, la collection de lavabos en grès cérame, offre une solution coordonnée à la conception, en alliant la grande valeur esthétique de la surface aux hautes performances techniques du grès cérame.

Mastertop von Atlas Concorde Habitat, die Kollektion aus Feinsteinzeug-Waschbecken, bietet eine ganz auf die übrige Raumgestaltung abgestimmte Lösung und vereint den hohen ästhetischen Wert des Belags mit den hohen technischen Leistungen des Feinsteinzeugs.

El Mastertop de Atlas Concorde Habitat, la colección de lavabos de gres porcelánico, ofrece una solución coordinada para el diseño del ambiente, combinando el alto valor estético de la superficie con las elevadas prestaciones técnicas del gres porcelánico.

Mastertop как часть Atlas Concorde Habitat, коллекции раковин из Керамогранита, представляет собой Созвучное интерьеру решение, которое сочетает высокую эстетику И превосходные технические свойства.



© Ceramiche Atlas Concorde

INDEX



OVERVIEW



IMAGE GALLERY



LIVING IN&OUT  
Copper Oak Elegant & Natural

SPA  
Copper Oak Natural

BOUTIQUE  
Ash Oak Natural & Elegant

HOTEL ROOM  
Copper Oak Natural

VILLA  
Browned Oak Elegant

VILLA OUTDOOR  
Browned Oak Natural 20 mm

RESTAURANT  
Pale Oak Natural

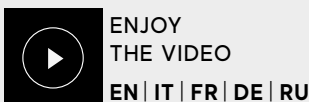
PRODUCT RANGE & TECHNICAL SPECS.



SUSTAINABILITY



THE BENEFITS OF CERAMIC TILES



MASTERTOP  
Atlas Concorde Habitat Mastertop  
180x50x12 cm | 70 7/8"x19 1/8"x4 3/4"  
Boost Mix Ivory Matte/Matt



The Copper Oak shade pays homage to the warm soul of oak. Its golden base color embellished with nuances of hazelnut, orange, and peach is the ideal solution for creating an enveloping feeling of warmth in a room.

La tonalità Copper Oak, rende omaggio all'anima più calda dell'essenza rovere. Il suo fondo dorato, impreziosito da nuance nocciola, arancio e pesca, è la soluzione ideale per infondere un'avvolgente sensazione di calore agli ambienti.

La tonalité Copper Oak rend hommage à l'âme la plus chaude de l'essence du chêne rouvre. Son fond doré, enrichi de nuances noisette et pêche orange, est la solution idéale pour diffuser une sensation chaleureuse et enveloppante aux espaces.

Der Farbton Copper Oak ist eine besondere Wärme ausstrahlende Version der Eichenoptik. Seinem goldenen, durch nussbraune, orange und pfirsichfarbene Nuancen veredelten Grundton verdankt das Ambiente den Eindruck behaglicher Wärme.

La tonalidad Copper Oak rinde homenaje al alma cálida del roble. Su fondo dorado, enriquecido con matices de avellana, naranja y melocotón, es la solución ideal para dar una envolvente sensación de calidez a cada ambiente.

Тон Copper Oak раскрывает самую теплую сущность дуба. Его золотистый фон со светло-каштановым рисунком, переходящим в оранжево-персиковый, создает в помещении обволакивающий уют.

#### FLOOR

Entice **Copper Oak Natural** Matte/Matt Sensitech  
18,5x150 cm | 7 1/4" x 59"

© Ceramiche Atlas Concorde



INDEX



OVERVIEW



IMAGE GALLERY



LIVING IN&OUT  
Copper Oak Elegant & Natural

SPA  
Copper Oak Natural

BOUTIQUE  
Ash Oak Natural & Elegant

HOTEL ROOM  
Copper Oak Natural

VILLA  
Browned Oak Elegant

VILLA OUTDOOR  
Browned Oak Natural 20 mm

RESTAURANT  
Pale Oak Natural

PRODUCT  
RANGE &  
TECHNICAL  
SPECS.



SUSTAINABILITY



THE BENEFITS OF  
CERAMIC TILES





BOUTIQUE

# Sincere character.

The oak effect is ideal for conveying the natural character of wood even in commercial spaces, while ensuring excellent performance in terms of resistance, practicality of use, cleaning, and maintenance.

L'effetto rovere è l'ideale per trasmettere un carattere naturale anche agli spazi commerciali, assicurando al tempo stesso prestazioni importanti in termini di resistenza, praticità d'utilizzo, pulizia e manutenzione.

L'effet chêne rouvre est également l'idéal pour transmettre un caractère naturel aux espaces commerciaux, en assurant en même temps de hautes performances en termes de résistance, de praticité d'utilisation et d'entretien.

Die Eichenoptik ist ideal, um auch bei der Gestaltung gewerblicher Räume eine natürliche Ausstrahlung zu schaffen und gleichzeitig hohe Leistungen in Bezug auf Robustheit, Zweckmäßigkeit, Reinigung und Pflege zu erzielen.

El efecto roble es ideal para transmitir el carácter natural y refinado de la madera a las superficies de los espacios comerciales, garantizando al mismo tiempo un alto rendimiento en términos de resistencia, facilidad de uso, limpieza y mantenimiento.

Эффект древесины дуба помогает придать торговым пространствам изысканную натуральность. В то же время плитка под дерево обладает высокой стойкостью, практична в эксплуатации, проста в чистке и уходе.



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FLOOR

Entice **Ash Oak Natural** Matte/Matt Sensitech  
18,5x150 cm | 7 1/4" x 59"

COUNTER

Boost Natural **Ecru** Matte/Matt  
120x278 cm | 47 1/4" x 109 1/2"

FURNITURE

Marvel Shine **Calacatta Delicato** Polished/Lappato  
120x278 cm | 47 1/4" x 109 1/2"

INDEX



OVERVIEW



IMAGE GALLERY



LIVING IN&OUT  
Copper Oak Elegant & Natural  
SPA  
Copper Oak Natural

BOUTIQUE  
Ash Oak Natural & Elegant

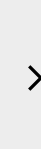
HOTEL ROOM  
Copper Oak Natural

VILLA  
Browned Oak Elegant

VILLA OUTDOOR  
Browned Oak Natural 20 mm

RESTAURANT  
Pale Oak Natural

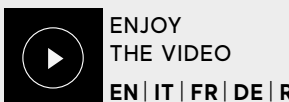
PRODUCT RANGE & TECHNICAL SPECS.



SUSTAINABILITY



THE BENEFITS OF CERAMIC TILES







INDEX



OVERVIEW



IMAGE GALLERY



**LIVING IN&OUT**  
Copper Oak Elegant & Natural  
**SPA**  
Copper Oak Natural

**BOUTIQUE**  
Ash Oak Natural & Elegant

**HOTEL ROOM**  
Copper Oak Natural

**VILLA**  
Browned Oak Elegant

**VILLA OUTDOOR**  
Browned Oak Natural 20 mm

**RESTAURANT**  
Pale Oak Natural

**PRODUCT RANGE & TECHNICAL SPECS.**



SUSTAINABILITY



**THE BENEFITS OF CERAMIC TILES**



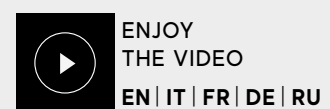
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FLOOR

Entice **Ash Oak Natural** Matte/Matt Sensitech  
18,5x150 cm | 7<sup>1</sup>/<sub>4</sub>"x59"

FURNITURE

Marvel Shine **Calacatta Delicato** Polished/Lappato  
120x278 cm | 47<sup>1</sup>/<sub>4</sub>"x109<sup>1</sup>/<sub>2</sub>"







FLOOR

Entice **Ash Oak Natural** Matte/Matt Sensitech  
18,5x150 cm | 7 1/4" x 59"

FURNITURE

Marvel Shine **Calacatta Delicato** Polished/Lappato  
120x278 cm | 47 1/4" x 109 1/2"



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The Ash Oak color variant, with its warm, luminous personality, amplifies the perception of space, creating an ethereal, light look.

La variante di colore Ash Oak, dalla personalità calda e luminosa, amplifica la percezione degli spazi, donando loro un aspetto etereo e leggero.

Le coloris Ash Oak, au caractère chaud et lumineux, élargit la perception des espaces en leur conférant un aspect léger et éthéré.

Die warm und hell anmutende Farbvariante Ash Oak lässt die Räume größer erscheinen und verleiht ihnen eine federleichte Optik.

La variante de color Ash Oak, con su personalidad cálida y luminosa, amplía la percepción de los espacios, dándoles un aspecto etéreo y ligero.

Благодаря яркости цвета Ash Oak пространства кажутся больше, а обстановка – легкой и воздушной.



© Ceramiche Atlas Concorde

INDEX



OVERVIEW



IMAGE GALLERY



LIVING IN&OUT  
Copper Oak Elegant & Natural  
SPA  
Copper Oak Natural

BOUTIQUE  
Ash Oak Natural & Elegant

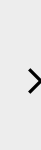
HOTEL ROOM  
Copper Oak Natural

VILLA  
Browned Oak Elegant

VILLA OUTDOOR  
Browned Oak Natural 20 mm

RESTAURANT  
Pale Oak Natural

PRODUCT RANGE & TECHNICAL SPECS.



SUSTAINABILITY



THE BENEFITS OF CERAMIC TILES



ENJOY THE VIDEO  
EN | IT | FR | DE | RU





Ash Oak has a full-bodied tone with warm, light gray shading mottled by soft sand-colored veins. Its luminous personality amplifies the perception of space, creating an ethereal, light look.

Ash Oak presenta una tonalità fondo piena dalle cromie grigio chiaro calde, screziato da tenui venature color sabbia. La sua personalità luminosa amplifica la percezione degli spazi, donando loro un aspetto etereo e leggero.

Ash Oak présente une couleur de fond aux tons gris clair et chauds, avec de délicates veinures couleur sable. Sa personnalité lumineuse élargit la perception des espaces en leur donnant un aspect léger et éthéré.

Ash Oak ist ein satter Grundton mit hellgrauen Nuancen, der von einer feinen, sandfarbenen Maserung durchzogen ist. Die helle Optik lässt die Räume größer, freundlich und einladend wirken.

Ash Oak presenta una tonalidad de fondo de cálidos matices grises claros, moteados con suaves vetas de color arena. Su personalidad luminosa amplía la percepción de los espacios, dándoles un aspecto etéreo y ligero.

Ash Oak обладает светло-серым тоном, испещренным деликатными прожилками песочного цвета. Благодаря его яркости пространства кажутся больше, а обстановка – легкой и воздушной.



FLOOR

Entice **Ash Oak Natural** Matte/Matt Sensitech  
18,5x150 cm | 7 1/4"x59"

© Ceramiche Atlas Concorde

INDEX



OVERVIEW



IMAGE GALLERY



LIVING IN&OUT  
Copper Oak Elegant & Natural  
SPA  
Copper Oak Natural

BOUTIQUE  
Ash Oak Natural & Elegant

HOTEL ROOM  
Copper Oak Natural

VILLA  
Browned Oak Elegant

VILLA OUTDOOR  
Browned Oak Natural 20 mm

RESTAURANT  
Pale Oak Natural

PRODUCT RANGE & TECHNICAL SPECS.



SUSTAINABILITY



THE BENEFITS OF CERAMIC TILES



ENJOY THE VIDEO  
EN | IT | FR | DE | RU





INDEX



OVERVIEW



IMAGE GALLERY



**LIVING IN&OUT**  
Copper Oak Elegant & Natural  
**SPA**  
Copper Oak Natural

**BOUTIQUE**  
Ash Oak Natural & Elegant

**HOTEL ROOM**  
Copper Oak Natural

**VILLA**  
Browned Oak Elegant

**VILLA OUTDOOR**  
Browned Oak Natural 20 mm

**RESTAURANT**  
Pale Oak Natural

PRODUCT  
RANGE &  
TECHNICAL  
SPECS.



SUSTAINABILITY



THE BENEFITS OF  
CERAMIC TILES

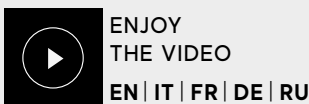


FLOOR

Entice **Ash Oak Elegant** Matte/Matt  
18,5x150 cm | 7 1/4" x 59"

FURNITURE

Marvel Shine **Calacatta Delicato** Polished/Lappato  
120x278 cm | 47 1/4" x 109 1/2"







© Ceramiche Atlas Concorde

FLOOR

Entice **Ash Oak Elegant** Matte/Matt  
18,5x150 cm | 7<sup>1</sup>/<sub>4</sub>"x59"

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Marvel Shine **Calacatta Delicato** Polished/Lappato  
120x278 cm | 47<sup>1</sup>/<sub>4</sub>"x109<sup>1</sup>/<sub>2</sub>"



© Ceramiche Atlas Concorde

INDEX



OVERVIEW



IMAGE GALLERY



LIVING IN&OUT  
Copper Oak Elegant & Natural  
SPA  
Copper Oak Natural

BOUTIQUE  
Ash Oak Natural & Elegant

HOTEL ROOM  
Copper Oak Natural

VILLA  
Browned Oak Elegant

VILLA OUTDOOR  
Browned Oak Natural 20 mm

RESTAURANT  
Pale Oak Natural

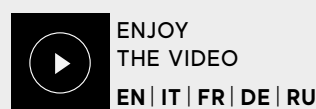
PRODUCT RANGE & TECHNICAL SPECS.



SUSTAINABILITY



THE BENEFITS OF CERAMIC TILES





HOTEL ROOM

# Welcoming atmospheres.

Even in spaces in the hospitality sector, Entice is able to convey the authentic, sincere flavor of wood while guaranteeing superior technical performance.

Anche negli spazi del settore hospitality, grazie a Entice è possibile veicolare il sapore autentico e sincero del legno e garantire al contempo prestazioni tecniche elevate.

Toujours à l'aise même dans le monde hôtelier, où Entice permet de véhiculer la saveur authentique du bois en garantissant également de hautes performances techniques.

Auch im Gastgewerbebereich kann mit Entice eine authentische und attraktive Holzoptik geschaffen werden, die gleichzeitig hohe technische Leistungen bietet.

Entice también puede utilizarse en espacios de hostelería para transmitir el sabor auténtico y sincero de la madera, garantizando al mismo tiempo un alto rendimiento técnico.

Благодаря аутентичной текстуре дерева коллекция Entice создает в интерьерах отеля теплую атмосферу, обеспечивая вместе с тем высокие эксплуатационные свойства покрытий.



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INDOOR

Entice **Copper Oak Natural** Matte/Matt Sensitech  
20x120 cm | 7 1/4" x 47 1/4"

OUTDOOR

Entice **Copper Oak Natural** Grip  
20x120 cm | 7 1/4" x 47 1/4"

INDEX



OVERVIEW



IMAGE GALLERY



- LIVING IN&OUT  
Copper Oak Elegant & Natural
- SPA  
Copper Oak Natural
- BOUTIQUE  
Ash Oak Natural & Elegant

**HOTEL ROOM**  
Copper Oak Natural

- VILLA  
Brownd Oak Elegant
- VILLA OUTDOOR  
Brownd Oak Natural 20 mm

RESTAURANT  
Pale Oak Natural

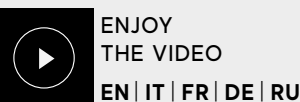
PRODUCT RANGE & TECHNICAL SPECS.



SUSTAINABILITY



THE BENEFITS OF CERAMIC TILES







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INDOOR

Entice **Copper Oak Natural** Matte/Matt Sensitech  
20x120 cm | 7/16" x 47/16"

WALL

Boost Natural **Umber** Matte/Matt  
120x278 cm | 47/16" x 109/16"

Boost Natural **Ecrú** Matte/Matt  
120x278 cm | 47/16" x 109/16"

OUTDOOR

Entice **Copper Oak Natural** Grip  
20x120 cm | 7/16" x 47/16"



© Ceramiche Atlas Concorde

INDEX



OVERVIEW



IMAGE GALLERY



- LIVING IN&OUT  
Copper Oak Elegant & Natural
- SPA  
Copper Oak Natural
- BOUTIQUE  
Ash Oak Natural & Elegant

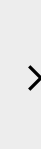
HOTEL ROOM  
Copper Oak Natural

VILLA  
Browned Oak Elegant

VILLA OUTDOOR  
Browned Oak Natural 20 mm

RESTAURANT  
Pale Oak Natural

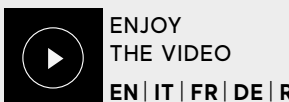
PRODUCT RANGE & TECHNICAL SPECS.



SUSTAINABILITY



THE BENEFITS OF CERAMIC TILES







INDEX



OVERVIEW



IMAGE GALLERY



LIVING IN&OUT  
Copper Oak Elegant & Natural

SPA  
Copper Oak Natural

BOUTIQUE  
Ash Oak Natural & Elegant

HOTEL ROOM  
Copper Oak Natural

VILLA  
Browned Oak Elegant

VILLA OUTDOOR  
Browned Oak Natural 20 mm

RESTAURANT  
Pale Oak Natural

PRODUCT RANGE & TECHNICAL SPECS.



SUSTAINABILITY



THE BENEFITS OF CERAMIC TILES



INDOOR

Entice **Copper Oak Natural** Matte/Matt Sensitech  
20x120 cm | 7<sup>7</sup>/<sub>4</sub>"x47<sup>1</sup>/<sub>4</sub>"

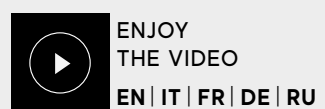
WALL

Boost Natural **Umber** Matte/Matt  
120x278 cm | 47<sup>1</sup>/<sub>4</sub>"x109<sup>1</sup>/<sub>2</sub>"

Boost Natural **Ecru** Matte/Matt  
120x278 cm | 47<sup>1</sup>/<sub>4</sub>"x109<sup>1</sup>/<sub>2</sub>"

OUTDOOR

Entice **Copper Oak Natural** Grip  
20x120 cm | 7<sup>7</sup>/<sub>4</sub>"x47<sup>1</sup>/<sub>4</sub>"





VILLA

# Patterns of elegance.

The Elegant version, free of obvious knots, brings out the slender grains of the finest wood and allows you to express yourself with a design with refined tones.

La variante Elegant, priva di nodi evidenti, valorizza le venature slanciate del legno più pregiato e permette di esprimersi con un design dai toni ricercati e raffinati.

La variante Elegant, sans nœuds apparents, valorise les veinures élancées du bois le plus précieux qui peut alors s'exprimer avec un design aux tons recherchés et raffinés.

Die Variante Elegant hat keine markanten Asteschlüsse und sorgt mit ihren feinen Maserungen für ein edles und geschmackvolles Design.

La variante Elegant, libre de nudos evidentes, realza la esbelta veta de la madera más fina y le permite expresarse en un diseño con tonos sofisticados y refinados.

Вариант Elegant обладает однородной текстурой с длинными элегантными прожилками, без сучков. Оформленные им интерьеры выглядят изысканно и стильно.



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FLOOR

Entice **Browned Oak Elegant** Matte/Matt  
18.5x150 cm | 7 1/4" x 59"

WALL & COUNTER

Boost **Smoke** Matte/Matt  
120x278 cm | 47 1/4" x 109 1/2"

INDEX



OVERVIEW



IMAGE GALLERY



- LIVING IN&OUT  
Copper Oak Elegant & Natural
- SPA  
Copper Oak Natural
- BOUTIQUE  
Ash Oak Natural & Elegant
- HOTEL ROOM  
Copper Oak Natural
- VILLA  
Browned Oak Elegant
- VILLA OUTDOOR  
Browned Oak Natural 20 mm
- RESTAURANT  
Pale Oak Natural

PRODUCT RANGE & TECHNICAL SPECS.



SUSTAINABILITY



THE BENEFITS OF CERAMIC TILES



ENJOY THE VIDEO  
EN | IT | FR | DE | RU





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FLOOR

Entice **Browned Oak Elegant** Matte/Matt  
18,5x150 cm | 7<sup>1</sup>/<sub>4</sub>"x59"

WALL & COUNTER

Boost **Smoke** Matte/Matt  
120x278 cm | 47<sup>1</sup>/<sub>4</sub>"x109<sup>1</sup>/<sub>2</sub>"

INDEX



OVERVIEW



IMAGE GALLERY



- LIVING IN&OUT  
Copper Oak Elegant & Natural
- SPA  
Copper Oak Natural
- BOUTIQUE  
Ash Oak Natural & Elegant
- HOTEL ROOM  
Copper Oak Natural
- VILLA  
Browned Oak Elegant
- VILLA OUTDOOR  
Browned Oak Natural 20 mm
- RESTAURANT  
Pale Oak Natural

PRODUCT RANGE & TECHNICAL SPECS.



SUSTAINABILITY



THE BENEFITS OF CERAMIC TILES



ENJOY THE VIDEO

EN | IT | FR | DE | RU



Browned Oak is distinguished by a medium-intensity burnished color. Its cool shades lend themselves to elegant combinations with the marble, stone and concrete looks of the Atlas Concorde range.

La colorazione Browned Oak si distingue per un colore brunito di media intensità. Le sue sfumature fredde si prestano ad eleganti abbinamenti con i look marmo, pietra e cemento della gamma Atlas Concorde.

La teinte Browned Oak se distingue par sa couleur brunie de moyenne intensité. Ses nuances froides se prêtent à des combinaisons élégantes avec les carreaux effet marbre, pierre et béton de la gamme Atlas Concorde.

De Farbgebung Browned Oak zeichnet sich durch eine bräunliche Farbe mittlerer Intensität aus. Die kalten Nuancen sind ideal für die Kombination mit der Marmor-, Stein- und Betonoptik aus dem Sortiment von Atlas Concorde.

La tonalidad Browned Oak se distingue por un color bruñido de intensidad media. Sus tonos fríos se prestan a elegantes combinaciones con los looks de mármol, piedra y hormigón de la gama Atlas Concorde.

Browned Oak – бурый тон средней насыщенности. Его холодные оттенки элегантно сочетаются с плиткой под мрамор, камень и бетон гаммы Atlas Concorde.

Entice **Browned Oak Elegant** Matte/Matt  
18,5x150 cm | 7 1/4" x 59"

© Ceramiche Atlas Concorde



INDEX



OVERVIEW



IMAGE GALLERY



**LIVING IN&OUT**  
Copper Oak Elegant & Natural  
**SPA**  
Copper Oak Natural  
**BOUTIQUE**  
Ash Oak Natural & Elegant  
**HOTEL ROOM**  
Copper Oak Natural

**VILLA**  
Browned Oak Elegant

**VILLA OUTDOOR**  
Browned Oak Natural 20 mm  
**RESTAURANT**  
Pale Oak Natural

PRODUCT  
RANGE &  
TECHNICAL  
SPECS.



SUSTAINABILITY



THE BENEFITS OF  
CERAMIC TILES



ENJOY  
THE VIDEO  
EN | IT | FR | DE | RU



Entice **Browned Oak Elegant** Matte/Matt  
18,5x150 cm | 7 1/4"x59"



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Entice Elegant reproduces the evocative effects of polished, oiled wood, emphasizing matte veins on a bright, delicately glossy surface.

Entice Elegant riproduce i suggestivi effetti del legno levigato ed oliato, che enfatizzano le venature opache su una superficie luminosa e delicatamente lucida.

Entice Elegant reproduit les effets suggestifs du bois poli et huilé qui subliment les veinures mates de sa surface lumineuse et délicatement brillante.

Entice Elegant gibt die eindrucksvolle Optik von geschliffenem und geöltem Holz wieder, bei der die matten Maserungen auf einer hellen und leicht schimmernden Oberfläche zur Geltung gebracht werden.

Entice Elegant reproduce los llamativos efectos de la madera pulida y aceitada, destacando el grano mate sobre una superficie brillante y delicadamente pulida.

Entice Elegant воспроизводит полированную и промасленную древесину. Матовый рисунок прожилков деликатно оттеняется слегка блестящим фоном.



© Ceramiche Atlas Concorde

INDEX



OVERVIEW



IMAGE GALLERY



- LIVING IN&OUT  
Copper Oak Elegant & Natural
- SPA  
Copper Oak Natural
- BOUTIQUE  
Ash Oak Natural & Elegant
- HOTEL ROOM  
Copper Oak Natural
- VILLA  
Browned Oak Elegant
- VILLA OUTDOOR  
Browned Oak Natural 20 mm
- RESTAURANT  
Pale Oak Natural

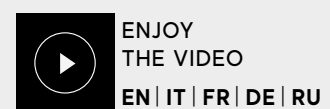
PRODUCT RANGE & TECHNICAL SPECS.



SUSTAINABILITY



THE BENEFITS OF CERAMIC TILES





VILLA OUTDOOR

# A natural breath.

The range of 20 mm surfaces for outdoor spaces also includes special pieces. These include pool edges and other connecting elements ideal for creating outdoor projects that are complete down to the smallest detail.

La gamma di superfici in 20 mm per gli spazi outdoor contempla anche la disponibilità di pezzi speciali. Tra questi, bordi di piscina e altri elementi di raccordo ideali per realizzare progetti in esterno completi fin nei minimi dettagli.

La gamme des produits d'extérieur de 20 mm d'épaisseur dispose aussi de pièces spéciales. Parmi celles-ci, des bords de piscine et d'autres éléments de raccord, parfaits pour réaliser des projets d'extérieur complets jusque dans les moindres détails.

Das Oberflächenangebot in der Stärke 20 mm für Außenbereiche wird durch Formteile ergänzt. Dazu gehören unter anderem Schwimmbadumrandungen und andere Anschlusselemente, die ideal für komplexe und bis ins kleinste Detail geplante Outdoor-Projekte sind.

La gama de superficies de 20 mm para espacios exteriores también incluye la disponibilidad de piezas especiales. Entre ellos se encuentran los bordes de piscinas y otros elementos de conexión ideales que pueden utilizarse para crear proyectos de exterior completos hasta el más mínimo detalle

В гамму уличной плитки толщиной 20 мм входят также специальные элементы. Среди них – элементы для оформления краев бассейнов и другие изделия, помогающие придать проекту завершенный вид.



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OUTDOOR

Entice **Browned Oak Natural** Outdoor  $\nabla$  20 mm  
30x120 cm | 11<sup>3</sup>/<sub>4</sub>"x47<sup>1</sup>/<sub>4</sub>"

Entice **Browned Oak Natural** Elemento L  $\nabla$  20 mm  
30x120 cm | 11<sup>3</sup>/<sub>4</sub>"x47<sup>1</sup>/<sub>4</sub>"

Entice **Browned Oak Natural** Round  $\nabla$  20 mm  
30x120 cm | 11<sup>3</sup>/<sub>4</sub>"x47<sup>1</sup>/<sub>4</sub>"

Entice **Browned Oak Natural** Top  $\nabla$  20 mm  
30x120 cm | 11<sup>3</sup>/<sub>4</sub>"x47<sup>1</sup>/<sub>4</sub>"

INDEX



OVERVIEW

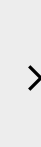


IMAGE GALLERY



- LIVING IN&OUT  
Copper Oak Elegant & Natural
- SPA  
Copper Oak Natural
- BOUTIQUE  
Ash Oak Natural & Elegant
- HOTEL ROOM  
Copper Oak Natural
- VILLA  
Browned Oak Elegant
- VILLA OUTDOOR  
Browned Oak Natural 20 mm
- RESTAURANT  
Pale Oak Natural

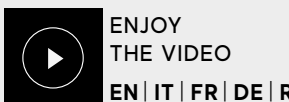
PRODUCT RANGE & TECHNICAL SPECS.



SUSTAINABILITY



THE BENEFITS OF CERAMIC TILES







© Ceramiche Atlas Concorde

OUTDOOR

Entice **Browned Oak Natural** Outdoor  $\frac{3}{8}$  20 mm  
30x120 cm | 11 $\frac{3}{4}$ "x47 $\frac{1}{4}$ "

Entice **Browned Oak Natural** Elemento L  $\frac{3}{8}$  20 mm  
30x120 cm | 11 $\frac{3}{4}$ "x47 $\frac{1}{4}$ "

Entice **Browned Oak Natural** Round  $\frac{3}{8}$  20 mm  
30x120 cm | 11 $\frac{3}{4}$ "x47 $\frac{1}{4}$ "

Entice **Browned Oak Natural** Top  $\frac{3}{8}$  20 mm  
30x120 cm | 11 $\frac{3}{4}$ "x47 $\frac{1}{4}$ "



© Ceramiche Atlas Concorde

INDEX



OVERVIEW



IMAGE GALLERY



LIVING IN&OUT

Copper Oak Elegant & Natural

SPA

Copper Oak Natural

BOUTIQUE

Ash Oak Natural & Elegant

HOTEL ROOM

Copper Oak Natural

VILLA

Browned Oak Elegant

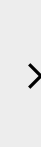
VILLA OUTDOOR

Browned Oak Natural 20 mm

RESTAURANT

Pale Oak Natural

PRODUCT RANGE & TECHNICAL SPECS.



SUSTAINABILITY



THE BENEFITS OF CERAMIC TILES



ENJOY THE VIDEO  
EN | IT | FR | DE | RU





INDEX



OVERVIEW

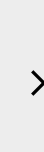


IMAGE GALLERY



- LIVING IN&OUT  
Copper Oak Elegant & Natural
- SPA  
Copper Oak Natural
- BOUTIQUE  
Ash Oak Natural & Elegant
- HOTEL ROOM  
Copper Oak Natural
- VILLA  
Browned Oak Elegant
- VILLA OUTDOOR  
Browned Oak Natural 20 mm
- RESTAURANT  
Pale Oak Natural

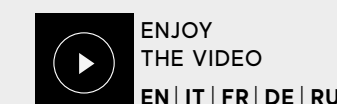
PRODUCT RANGE & TECHNICAL SPECS.



SUSTAINABILITY



THE BENEFITS OF CERAMIC TILES



INDOOR

Entice **Browned Oak Natural** Matte/Matt Sensitech  
20x120 cm | 7 7/8" x 47 1/4"

OUTDOOR

Entice **Browned Oak Natural** Outdoor  $\pm$  20 mm  
30x120 cm | 11 3/4" x 47 1/4"

Entice **Browned Oak Natural** Round  $\pm$  20 mm  
30x120 cm | 11 3/4" x 47 1/4"

Entice **Browned Oak Natural** Top  $\pm$  20 mm  
30x120 cm | 11 3/4" x 47 1/4"





© Ceramiche Atlas Concorde



© Ceramiche Atlas Concorde

OUTDOOR

Entice **Browned Oak Natural** Grip  
20x120 cm | 7<sup>1</sup>/<sub>4</sub>"x47<sup>1</sup>/<sub>4</sub>"

Entice **Browned Oak Natural** Elemento L Grip  
20x120 H.4 cm | 7<sup>1</sup>/<sub>4</sub>"x47<sup>1</sup>/<sub>4</sub>"x1<sup>5</sup>/<sub>8</sub>"

INDEX



OVERVIEW



IMAGE GALLERY



- LIVING IN&OUT  
Copper Oak Elegant & Natural
- SPA  
Copper Oak Natural
- BOUTIQUE  
Ash Oak Natural & Elegant
- HOTEL ROOM  
Copper Oak Natural
- VILLA  
Browned Oak Elegant
- VILLA OUTDOOR  
Browned Oak Natural 20 mm
- RESTAURANT  
Pale Oak Natural

PRODUCT RANGE & TECHNICAL SPECS.



SUSTAINABILITY



THE BENEFITS OF CERAMIC TILES



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RESTAURANT

# Comfortable moments.

The wood-effect porcelain tiles of Entice are resistant, durable, and convey all the flavor of the original wood for years and years. For this reason, they lend themselves well to spaces subject to significant stress and intense foot traffic, such as restaurants.

Il gres porcellanato effetto legno di Entice è una materia resistente e durevole, che restituisce tutto il sapore della materia naturale anche a distanza di anni. Per questo motivo, si presta a essere posato in ambienti caratterizzati da sollecitazioni importanti e intenso calpestio, come i ristoranti.

Le grès cérame effet bois d'Entice est un matériau résistant et durable qui transmet toute la saveur du matériau naturel, même après de nombreuses années. C'est pourquoi il se prête à la pose dans les espaces caractérisés par une grande affluence et de fortes sollicitations, comme les restaurants.

Das Feinsteinzeug in Holzoptik der Kollektion Entice ist ein robustes und langlebiges Material, das auch nach vielen Jahren noch seinen ganzen natürlichen Charme behält. Deshalb eignet es sich zur Verlegung in stark beanspruchten Räumen mit hoher Trittbelastung wie beispielsweise Restaurants.

El gres porcelánico efecto madera de Entice es resistente y duradero y conserva todo el sabor del material natural incluso después de muchos años. Por este motivo, es adecuado para su instalación en entornos de gran tensión y de intenso paso, como los restaurantes.

Керамогранитная плитка под дерево Entice прочна, долговечна и сохраняет неизменной свою красоту даже после долгих лет эксплуатации. Все это делает коллекцию идеальной и для ресторанов, где постоянно бывает много людей и покрытия подвергаются интенсивным эксплуатационным нагрузкам.



© Ceramiche Atlas Concorde

FLOOR

Entice **Pale Oak Natural** Matte/Matt Sensitech  
18.5x150 cm | 7 1/4" x 59"

Boost Mix **Pearl** Matte/Matt  
120x120 cm | 47 1/4" x 47 1/4"

WALL

Boost Natural **Kaolin** Matte/Matt  
120x278 cm | 47 1/4" x 109 1/2"

Boost Natural **Coal** Matte/Matt  
120x278 cm | 47 1/4" x 109 1/2"

INDEX



OVERVIEW



IMAGE GALLERY



- LIVING IN&OUT  
Copper Oak Elegant & Natural
- SPA  
Copper Oak Natural
- BOUTIQUE  
Ash Oak Natural & Elegant
- HOTEL ROOM  
Copper Oak Natural
- VILLA  
Browned Oak Elegant
- VILLA OUTDOOR  
Browned Oak Natural 20 mm
- RESTAURANT  
Pale Oak Natural

PRODUCT RANGE & TECHNICAL SPECS.



SUSTAINABILITY



THE BENEFITS OF CERAMIC TILES



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FLOOR  
Entice **Pale Oak Natural** Matte/Matt Sensitech  
18,5x150 cm | 7<sup>1</sup>/<sub>4</sub>"x59"

WALL  
Boost Natural **Kaolin** Matte/Matt  
120x278 cm | 47<sup>1</sup>/<sub>4</sub>"x109<sup>1</sup>/<sub>2</sub>"  
Boost Natural **Coal** Matte/Matt  
120x278 cm | 47<sup>1</sup>/<sub>4</sub>"x109<sup>1</sup>/<sub>2</sub>"

INDEX



OVERVIEW



IMAGE GALLERY



- LIVING IN&OUT  
Copper Oak Elegant & Natural
- SPA  
Copper Oak Natural
- BOUTIQUE  
Ash Oak Natural & Elegant
- HOTEL ROOM  
Copper Oak Natural
- VILLA  
Browned Oak Elegant
- VILLA OUTDOOR  
Browned Oak Natural 20 mm
- RESTAURANT  
Pale Oak Natural

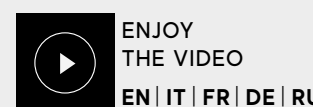
PRODUCT RANGE & TECHNICAL SPECS.



SUSTAINABILITY



THE BENEFITS OF CERAMIC TILES







© Ceramiche Atlas Concorde



The Sensitech surface, soft and pleasant to the touch, counteracts the accumulation of dust and dirt particles and is therefore easier and faster to clean.

La superficie Sensitech, morbida e gradevole al tatto, contrasta l'accumulo delle particelle di polvere e sporco e risulta per questo più facile e veloce da pulire.

La surface Sensitech, douce et agréable au toucher, empêche aux salissures et aux particules de poussière de s'incruster, et résulte ainsi plus facile et plus rapide à nettoyer.

Das Oberflächenfinish Sensitech besitzt eine weiche, angenehme Haptik und verhindert die Ablagerung von Staub- und Schmutzpartikeln, ist daher besonders leicht und schnell zu reinigen.

La superficie Sensitech, suave y agradable al tacto, contrarresta la acumulación de polvo y partículas de suciedad y, por tanto, es más fácil y rápida de limpiar.

Мягкая и приятная на ощупь поверхность Sensitech препятствует оседанию грязи и пыли, что делает процесс уборки быстрым и легким.

#### FLOOR

Entice **Pale Oak Natural** Matte/Matt Sensitech  
18,5x150 cm | 7<sup>1</sup>/<sub>4</sub>"x59"

#### WALL

Boost Natural **Kaolin** Matte/Matt  
120x278 cm | 47<sup>1</sup>/<sub>4</sub>"x109<sup>1</sup>/<sub>2</sub>"

Boost Natural **Coal** Matte/Matt  
120x278 cm | 47<sup>1</sup>/<sub>4</sub>"x109<sup>1</sup>/<sub>2</sub>"

INDEX



OVERVIEW



IMAGE GALLERY



**LIVING IN&OUT**  
Copper Oak Elegant & Natural

**SPA**  
Copper Oak Natural

**BOUTIQUE**  
Ash Oak Natural & Elegant

**HOTEL ROOM**  
Copper Oak Natural

**VILLA**  
Browned Oak Elegant

**VILLA OUTDOOR**  
Browned Oak Natural 20 mm

**RESTAURANT**  
Pale Oak Natural

PRODUCT  
RANGE &  
TECHNICAL  
SPECS.



SUSTAINABILITY



THE BENEFITS OF  
CERAMIC TILES



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EN | IT | FR | DE | RU



The Pale Oak color variant reproduces the suggestive straw-yellow shades of oak, lending itself to the creation of warm, bright, and comfortable spaces.

La variante di colore Pale Oak riproduce le suggestive nuance giallo-paglierine del rovere, prestandosi alla realizzazione di atmosfere calde, luminose e confortevoli.

Le coloris Pale Oak reproduit les nuances suggestives couleur jaune paille du chêne rouvre et se prête à la réalisation d'atmosphères chaleureuses, lumineuses et confortables.

Die Farbvariante Pale Oak gibt die effektvollen strohgelben Nuancen der Eiche wieder und eignet sich perfekt für Räume, die warm, hell und einladend wirken sollen.

La variante de color Pale Oak reproduce los llamativos matices amarillo pajizo del roble y se presta a la creación de ambientes cálidos, luminosos y confortables.

Цвет Pale Oak воспроизводит соломенно-желтые оттенки древесины дуба и помогает создать в интерьере теплую и светлую атмосферу.



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INDEX



OVERVIEW



IMAGE GALLERY



**LIVING IN&OUT**  
Copper Oak Elegant & Natural

**SPA**  
Copper Oak Natural

**BOUTIQUE**  
Ash Oak Natural & Elegant

**HOTEL ROOM**  
Copper Oak Natural

**VILLA**  
Brownd Oak Elegant

**VILLA OUTDOOR**  
Brownd Oak Natural 20 mm

**RESTAURANT**  
Pale Oak Natural

PRODUCT  
RANGE &  
TECHNICAL  
SPECS.



SUSTAINABILITY



THE BENEFITS OF  
CERAMIC TILES








# Product Range & Technical Specifications

- 90 SENSITECH
- 92 PRODUCT RANGE
- 94 TRIM TILES
- 96 TECHNICAL SPECIFICATIONS

INDEX 




OVERVIEW 


IMAGE GALLERY 

PRODUCT RANGE & TECHNICAL SPECS. 

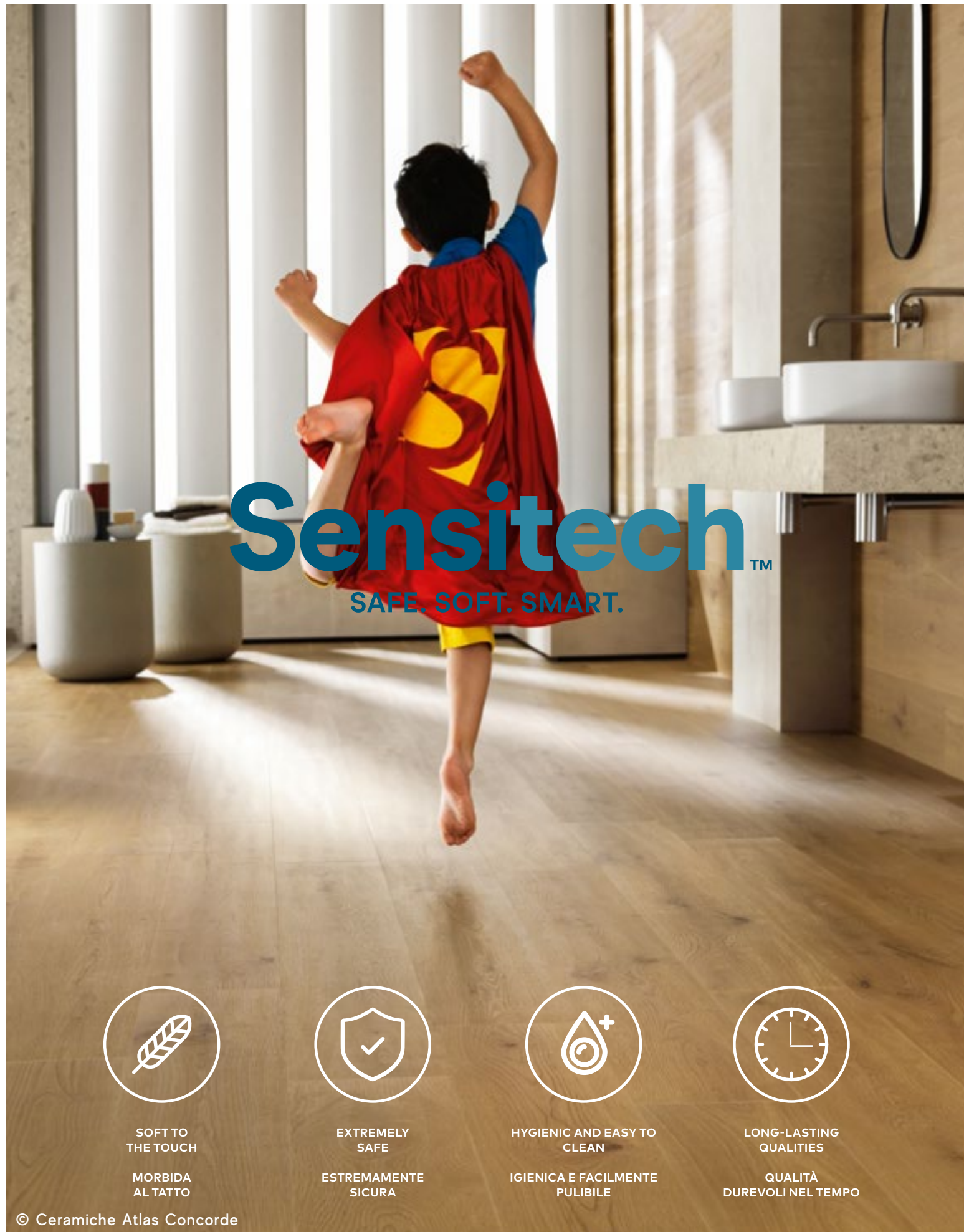
- SENSITECH
- RANGE SUMMARY
- TRIM TILES
- TECHNICAL FEATURES

SUSTAINABILITY 

THE BENEFITS OF CERAMIC TILES 

 ENJOY THE VIDEO  
EN | IT | FR | DE | RU





**Sensitech™**  
SAFE. SOFT. SMART.



SOFT TO THE TOUCH

MORBIDA AL TATTO



EXTREMELY SAFE

ESTREMAMENTE SICURA



HYGIENIC AND EASY TO CLEAN

IGIENICA E FACILMENTE PULIBILE



LONG-LASTING QUALITIES

QUALITÀ DUREVOLI NEL TEMPO

# The evolution of ceramic surfaces.



The constant research of Atlas Concorde Laboratories has led to the creation of Sensitech, the porcelain tile surface made using a production method patented in Italy. Sensitech is a high-tech surface for interiors that combines high slip resistance with an unrivaled soft touch, which also makes it resistant to dirt and easier to clean. With Sensitech the meaning of surface evolves and takes on a reassuring, protective, and pleasantly refined touch, making architectural spaces increasingly comfortable and appealing.

Dalla costante ricerca dei Laboratori Atlas Concorde nasce Sensitech, la superficie in gres porcellanato realizzata con metodo produttivo brevettato in Italia. Una superficie ad alto coefficiente tecnologico per gli ambienti interni, in grado di coniugare elevate prestazioni di resistenza allo scivolamento ad un'inedita morbidezza tattile, che la rende anche resistente allo sporco e più facile da pulire. Con Sensitech il significato di superficie si evolve e assume un tocco rassicurante, protettivo e piacevolmente raffinato, rendendo gli spazi architettonici sempre più confortevoli ed appaganti.

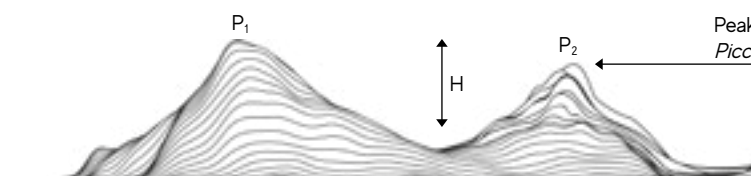
La recherche constante des Laboratoires Atlas Concorde a créé Sensitech, la surface en grès cérame pour intérieur réalisée avec un procédé de fabrication breveté en Italie. Une surface à haut coefficient technologique pour les espaces intérieurs, en mesure de conjuguer de hautes performances de résistance à la glissance avec une douceur tactile inédite, qui la rend également résistante aux salissures et plus facile à nettoyer. Avec Sensitech, c'est l'acception même d'une surface qui évolue en offrant une caractéristique rassurante, protectrice et agréablement raffinée, qui rend les espaces architecturaux de plus en plus confortables et agréables à vivre.

Durch kontinuierliche Forschung der Atlas Concorde Laboratorien entsteht Sensitech, die Feinsteinzeugoberfläche, die mit einem in Italien patentierten Herstellungsverfahren produziert wird. Eine Hightec-Oberfläche für Innenräume, die hohe Rutschfestigkeit mit unerwartet weicher Haptik verbindet, welche sie auch schmutzunempfindlicher und reinigungsfreundlicher macht. Mit Sensitech erreicht die Oberfläche ein ganz neues Niveau in Sachen Zuverlässigkeit, Schutz und Schönheit. Und macht damit unsere Räumlichkeiten noch attraktiver und komfortabler.

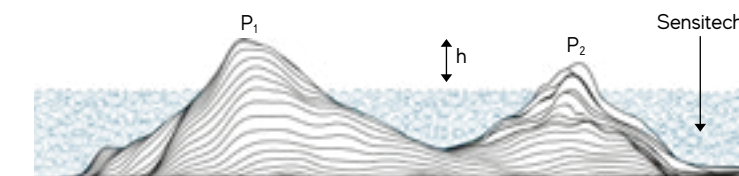
De la constante investigación de los Laboratorios Atlas Concorde nace Sensitech, la superficie de gres porcelánico para interiores realizada con un método de producción patentado en Italia. Una superficie de alto coeficiente tecnológico capaz de combinar un alto rendimiento de resistencia al deslizamiento con una suavidad táctil sin precedentes, que además la vuelve resistente a la suciedad y más fácil de limpiar. Con Sensitech, el significado de la superficie evoluciona y adquiere un toque tranquilizador, protector y agradablemente refinado, haciendo que los espacios arquitectónicos sean cada vez más cómodos y satisfactorios.

В результате исследований, выполненных в лабораториях Atlas Concorde, появилась керамогранитная поверхность Sensitech. Новая поверхность с высокими техническими показателями для интерьеров, которая сочетает отличное сопротивление скольжению и удивительную мягкость на ощупь, устойчива к загрязнениям и крайне проста в чистке и уходе. Поверхность Sensitech – на новом витке технической эволюции, она безопасна, приятна, изысканна и делает пространства уютнее и удобнее.

Surface section magnification (µm)\*  
Ingrandimento di una sezione di superficie (µm)\*



Traditional anti-slip surface  
Superficie anti-slip tradizionale



Sensitech surface  
Superficie Sensitech

**P<sub>1</sub> P<sub>2</sub>** Same peaks — same slippery resistance  
*Picchi invariati — uguale resistenza allo scivolamento*

**h < H** Reduced depth of valleys — smoother surface and greater ease of cleaning  
*Minore profondità degli avvallamenti — percezione di superficie più liscia e maggiore facilità di pulizia*

\* Charts not to scale, for illustrative purposes / Grafici non in scala, a scopo illustrativo

INDEX



OVERVIEW



IMAGE GALLERY



PRODUCT RANGE & TECHNICAL SPECS.



SENSITECH

RANGE SUMMARY

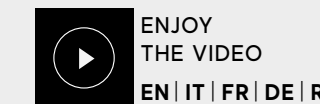
TRIM TILES

TECHNICAL FEATURES

SUSTAINABILITY



THE BENEFITS OF CERAMIC TILES





ENTICE

# Porcelain tiles

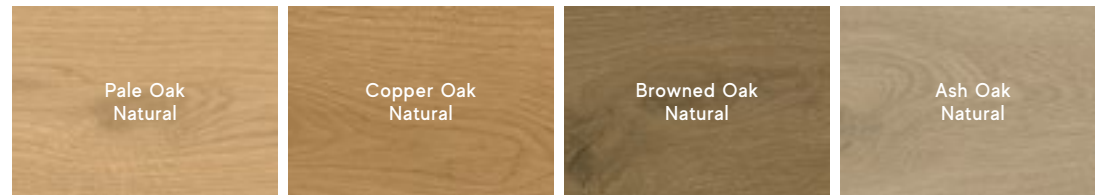
**COLOURED BODY PORCELAIN TILES - RECTIFIED MONOCALIBER**

Gres porcellanato colorato in massa - Rettificato monocalibro

Grès cérame coloré dans la masse - Rectifié mono-calibre / Durchgefärbtes Feinsteinzeug - Geschliffen einkalibrig /

Gres porcelánico coloreado en masa - Rectificado monocalibre / Керамический гранит окрашенный в массе - Ретифицированный в одном калибре

## NATURAL



18,5x150 cm - 7 1/4" x 59"

≅ 9 mm

Matte Sensitech (S)	Matte Sensitech (S)	Matte Sensitech (S)	Matte Sensitech (S)
---------------------	---------------------	---------------------	---------------------

20x120 cm - 7 7/8" x 47 1/4"

≅ 9 mm

Matte Sensitech (S)	Matte Sensitech (S)	Matte Sensitech (S)	Matte Sensitech (S)
---------------------	---------------------	---------------------	---------------------



**Outdoor and Wet Areas**

20x120 cm - 7 7/8" x 47 1/4"

≅ 9 mm

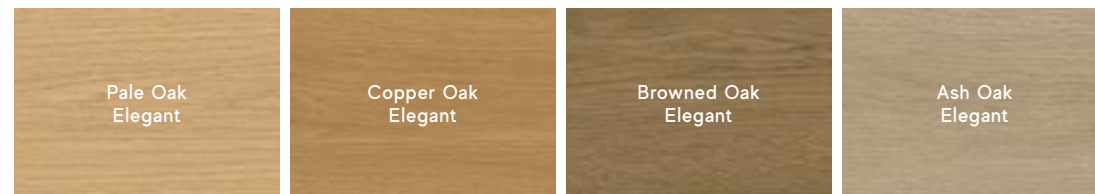
Grip	Grip	Grip	Grip
------	------	------	------

30x120 cm - 11 3/4" x 47 1/4"

≅ 20 mm

Outdoor	Outdoor	Outdoor	Outdoor
---------	---------	---------	---------

## ELEGANT



18,5x150 cm - 7 1/4" x 59"

≅ 9 mm

Matte	Matte	Matte	Matte
-------	-------	-------	-------



The constant research of Atlas Concorde Laboratories has led to the creation of Sensitech, the porcelain tile surface for interiors made using a production method patented in Italy that combines superior slip-resistance with an unprecedented tactile softness, guaranteeing ease of cleaning and maintenance.

Dalla costante ricerca dei Laboratori Atlas Concorde nasce Sensitech, la superficie in gres porcellanato per interni realizzata con metodo produttivo brevettato in Italia, che associa elevate prestazioni di resistenza allo scivolamento ad un'inedita morbidezza tattile, garantendo facilità di pulizia e manutenzione.

**Destination of use**

**H** Matte ≅ 9 mm  
 Matte Sensitech (S) ≅ 9 mm  
**SH** Grip ≅ 9 mm  
 Outdoor ≅ 20 mm

**Anti-slip**

**R9 A** Matte Elegant ≅ 9 mm  
**R10 A+B** Matte Sensitech Natural (S) ≅ 9 mm  
**R11 A+B+C** Grip ≅ 9 mm  
**R11 A+B+C** Outdoor ≅ 20 mm

**Color-shading**

**V2 Slight Variation**

INDEX



OVERVIEW



IMAGE GALLERY



PRODUCT RANGE & TECHNICAL SPECS.



SENSITECH

RANGE SUMMARY

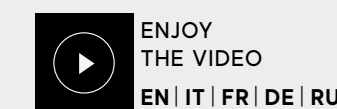
TRIM TILES

TECHNICAL FEATURES

SUSTAINABILITY



THE BENEFITS OF CERAMIC TILES



PALE OAK NATURAL



ASH OAK NATURAL



PALE OAK ELEGANT



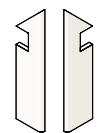
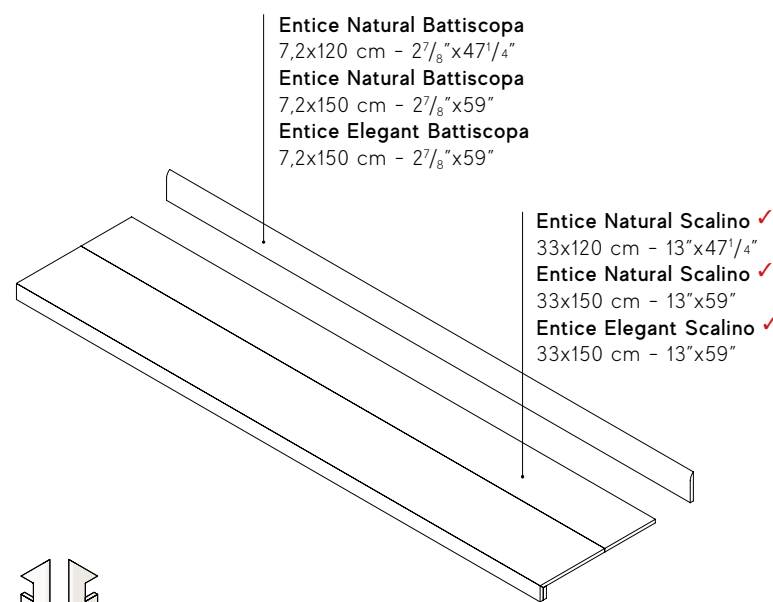
ASH OAK ELEGANT



## ENTICE

## Trim tiles

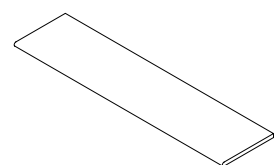
## Indoor trim tiles



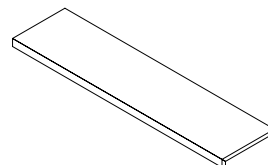
**Entice Natural Battiscopa Sagomato Matt Sx/Dx** ✓  
 7,2x30 cm - 2<sup>7</sup>/<sub>8</sub>"x11<sup>3</sup>/<sub>4</sub>"

✓ These parts are supplied to order / I pezzi sono disponibili su ordinazione

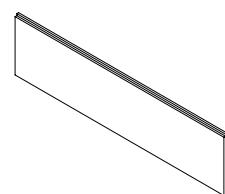
## Outdoor trim tiles ± 20 mm



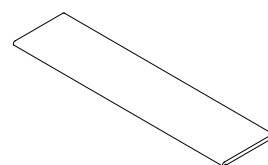
**Entice Natural Round SP** ✓ ♦  
 30x120 cm - 11<sup>3</sup>/<sub>4</sub>"x47<sup>1</sup>/<sub>4</sub>"



**Entice Natural Elemento L SP** ✓  
 30x120 cm - 11<sup>3</sup>/<sub>4</sub>"x47<sup>1</sup>/<sub>4</sub>"



**Entice Natural Alzata SP** ✓  
 30x120 cm - 11<sup>3</sup>/<sub>4</sub>"x47<sup>1</sup>/<sub>4</sub>"



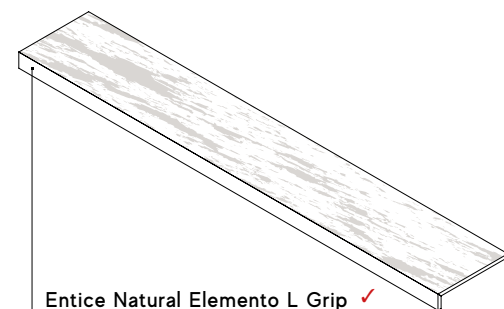
**Entice Natural Top SP** ✓  
 30x120 cm - 11<sup>3</sup>/<sub>4</sub>"x47<sup>1</sup>/<sub>4</sub>"

✓ These parts are supplied to order / I pezzi sono disponibili su ordinazione  
 ♦ Right-left angular elements are available / Sono disponibili gli elementi angolari dx/sx

## Porcelain tiles ± 20 mm

For further details on the 20mm thick products, related trim pieces and installation systems - in particular for recommendations and precautions during installation- please refer to the Outdoor Design section on the Atlas Concorde website or to the Outdoor Design catalogue. Per dettagli sul prodotto e sui relativi pezzi speciali in 20mm di spessore, per i sistemi di posa e, in particolare, per raccomandazioni, accorgimenti e precauzioni in fase di posa e progettazione, si raccomanda di prendere visione del catalogo Outdoor Design e della sezione Outdoor Design del sito Atlas Concorde. / Pour plus de renseignements sur le produit, les pièces spéciales de 20mm d'épaisseur et sur les systèmes de pose, ainsi que pour tous conseils et recommandations et précautions d'emploi pendant la pose ou en phase de conception, nous vous recommandons de lire le catalogue Outdoor Design et de consulter la section Outdoor Design sur le site d'Atlas Concorde. / Bitte beachten Sie die detaillierten Informationen zum Produkt und zu den zugehörigen Formteilen in 20mm Stärke, zu den Verlegesystemen sowie vor allem die Empfehlungen, Tipps und bei der Planung und Verlegung zu beachtenden Vorsichtsmaßnahmen, die im Katalog Outdoor Design sowie im Bereich Outdoor Design der Atlas Concorde-Website aufgeführt sind. / Para mayor información sobre el producto y sus relativas piezas especiales de 20mm de grosor, para los sistemas de colocación, y en particular, para las recomendaciones, cautelas y precauciones en la fase de colocación y diseño, se recomienda consultar el catálogo Outdoor Design y la sección Outdoor Design del sitio Atlas Concorde. / Подробнее о плитках и о специальных элементах толщиной 20мм, о системах монтажа, о мерах предосторожности при проектировании и укладке можно узнать в каталоге Outdoor Design и в разделе Outdoor Design на сайте Atlas Concorde.

## Outdoor trim tiles



**Entice Natural Elemento L Grip** ✓  
 20x120 H.4 cm - 7<sup>7</sup>/<sub>8</sub>"x47<sup>1</sup>/<sub>4</sub>" x1<sup>5</sup>/<sub>8</sub>"

## Laying tips

Sizes 18.5x150 - 7<sup>1</sup>/<sub>4</sub>"x59" | 20x120 - 7<sup>7</sup>/<sub>8</sub>"x47<sup>1</sup>/<sub>4</sub>" cm

Stagger the planks at a maximum of 40 cm. It's best to stagger the tiles randomly (see the illustration).

Consigli per la posa. Sfalsare i listoni di 40 cm al massimo. Si consiglia di sfalsare le piastrelle in maniera irregolare. (vedi figura).

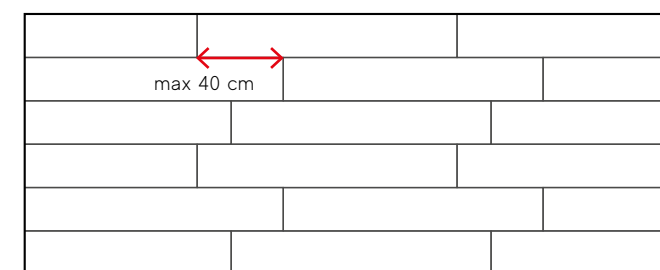
Conseils pour la pose. Décaler les listels de 40 cm maximum. Nous conseillons de décaler les carreaux de manière irrégulière. (voir la figure).

Tipps für die Verlegung. Die Dielen maximal um 40 cm versetzt verlegen. Es empfiehlt sich, die Fliesen in unregelmäßig versetztem Verband zu verlegen (siehe Abbildung).

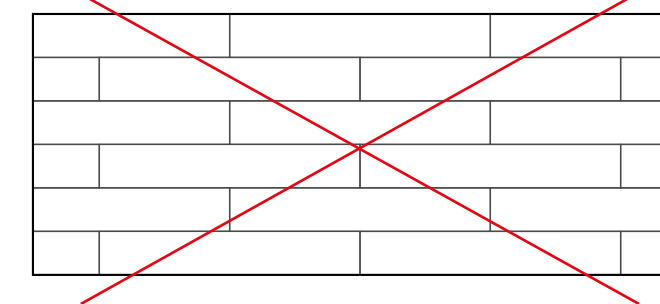
Recomendaciones para la instalación. Escalonar los listones un máximo de 40 cm. Se recomienda escalonar los azulejos de forma irregular (véase figura).

Рекомендации по укладке. Рекомендуются укладывать плитку со смещением не более 40 см. Кроме того, желательно смещать плитки неравномерно (см. рисунок).

Recommended laying patten - *Schema di posa consigliato*



Not recommended laying patten - *Schema di posa scongiato*



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INDEX



OVERVIEW

IMAGE  
GALLERYPRODUCT  
RANGE &  
TECHNICAL  
SPECS.

SENSITECH

RANGE SUMMARY

TRIM TILES

TECHNICAL FEATURES

SUSTAINABILITY

THE BENEFITS OF  
CERAMIC TILES

ENJOY  
THE VIDEO  
EN | IT | FR | DE | RU





**Coloured body porcelain tiles - Rectified monocaliber**

Compliant with standards EN 14411 annex G group B1a  
 Compliant with standards ISO 13006 annex G group B1a  
 Conforme alla norma EN 14411 Appendice G gruppo B1a  
 Conforme alla norma ISO 13006 Appendice G gruppo B1a

**Gres porcellanato colorato in massa - Rettificato monocalibro**

18,5x150 cm - 7 1/4" x 59" ± 9 mm 30x120 cm - 11 1/4" x 47 1/4" ± 20 mm  
 20x120 cm - 7 7/8" x 47 1/4" ± 9 mm

Technical features Caratteristiche tecniche	Test Method Metodo di prova	Requirements for nominal size N / Requisiti per dimensione nominale N			Porcelain tiles			
		7 cm ≤ N < 15 cm	N ≥ 15 cm		Matte Sensitech ±9 mm	Matte ±9 mm	Grip ±9 mm	Outdoor ±20 mm
		(mm)	(%)	(mm)				
Length and width Lunghezza e larghezza	ISO 10545-2	± 0.9 (*) Non-rect. ± 0.4 (*) Rect.	± 0.6 (*) Non-rect. ± 0.3 (*) Rect.	± 2.0 (*) Non-rect. ± 1.0 (*) Rect.	Suitable for Conforme	Suitable for Conforme	Suitable for Conforme	Suitable for Conforme
		± 0.5 (**)	± 5 (***)	± 0.5 (**)	Suitable for Conforme	Suitable for Conforme	Suitable for Conforme	Suitable for Conforme
Thickness Spessore	ISO 10545-2	± 0.8 (***) Non-rect. ± 0.4 (***) Rect.	± 0.5 (***) Non-rect. ± 0.3 (***) Rect.	± 1.5 (***) Non-rect. ± 0.8 (***) Rect.	Suitable for Conforme	Suitable for Conforme	Suitable for Conforme	Suitable for Conforme
Straightness of sides Rettilinearità degli spigoli		± 0.8 (****) Non-rect. ± 0.4 (****) Rect.	± 0.5 (****) Non-rect. ± 0.3 (****) Rect.	± 2.0 (****) Non-rect. ± 1.5 (****) Rect.	Suitable for Conforme	Suitable for Conforme	Suitable for Conforme	Suitable for Conforme
Rectangularity (Measurement only on short edges when L/≥ 3) Ortogonalità (Misurazione da condurre solo sui lati corti quando L/l ≥ 3)	ISO 10545-2	c.c. ± 0.8 Non-rect. c.c. ± 0.6 Rect.	c.c. ± 0.5 Non-rect. c.c. ± 0.4 Rect.	c.c. ± 2.0 Non-rect. c.c. ± 1.8 Rect.	Suitable for Conforme	Suitable for Conforme	Suitable for Conforme	Not applicable to "strong" structures Non applicabile a strutture forti
Surface flatness Planarità		e.c. ± 0.8 Non-rect. e.c. ± 0.6 Rect.	e.c. ± 0.5 Non-rect. e.c. ± 0.4 Rect.	e.c. ± 2.0 Non-rect. e.c. ± 1.8 Rect.				
Water absorption (in % by mass) Massa d'acqua assorbita (come % della massa)		ISO 10545-3	E <sub>s</sub> ≤ 0.5% Individual Maximum 0.6% E <sub>s</sub> ≤ 0.5% Valore massimo singolo 0.6%					
Breaking strength Sforzo di rottura	ISO 10545-4	Requirement ANSI A137.1 Water absorption max ≤ 0.5%			≤ 0.5%	≤ 0.5%	≤ 0.5%	≤ 0.5%
Modulus of rupture Resistenza alla flessione		S ≥ 700N (for thickness < 7.5 mm - per spessore < 7.5 mm) S ≥ 1300N (for thickness ≥ 7.5 mm - per spessore ≥ 7.5 mm) R ≥ 35 N/mm <sup>2</sup>			S ≥ 1500 N	S ≥ 1500 N	S ≥ 1500 N	S ≥ 10000 N
Bending strength and breaking load Resistenza a flessione e al carico di rottura (4)(5)	EN 1339 Annex F	-			-	-	-	≥ U3 30x120
Impact resistance, as coefficient of restitution Resistenza all'impatto, espresso come coefficiente di restituzione	ISO 10545-5	Declared value Valore dichiarato			≥ 0.55	≥ 0.55	≥ 0.55	≥ 0.55
Mohs hardness Durezza Mohs	EN 101	-			6	6	8	8
Resistance to deep abrasion of unglazed tiles (removed volume) Resistenza all'abrasione profonda delle piastrelle non smaltate (volume materiale asportato)	ISO 10545-6	≤ 175 mm <sup>3</sup>			≤ 150 mm <sup>3</sup>	≤ 150 mm <sup>3</sup>	≤ 150 mm <sup>3</sup>	≤ 150 mm <sup>3</sup>
Coefficient of thermal linear expansion Coefficiente di dilatazione termica lineare	ISO 10545-8	Declared value Valore dichiarato			≤ 7 MK <sup>-1</sup>	≤ 7 MK <sup>-1</sup>	≤ 7 MK <sup>-1</sup>	≤ 7 MK <sup>-1</sup>
Thermal shock resistance Resistenza agli sbalzi termici	ISO 10545-9	Pass according to EN ISO 10545-1 Test superato in accordo con ISO 10545-1			Resistant Resiste	Resistant Resiste	Resistant Resiste	Resistant Resiste
Moisture expansion (in mm/m) Dilatazione all'umidità (in mm/m)	ISO 10545-10	Declared value Valore dichiarato			≤ 0.01% (0,1mm/m)	≤ 0.01% (0,1mm/m)	≤ 0.01% (0,1mm/m)	≤ 0.01% (0,1mm/m)
Frost resistance Resistenza al gelo	ISO 10545-12	Pass according to EN ISO 10545-1 Test superato in accordo con ISO 10545-1			Resistant Resiste	Resistant Resiste	Resistant Resiste	Resistant Resiste
Bond strength/adhesion for improved cementitious adhesives Adesione a trazione con adesivi cementizi migliorati	EN 1348	Declared value Valore dichiarato			≥ 10 N/mm <sup>2</sup> (Class C2 - EN 12004)	≥ 10 N/mm <sup>2</sup> (Class C2 - EN 12004)	≥ 10 N/mm <sup>2</sup> (Class C2 - EN 12004)	≥ 10 N/mm <sup>2</sup> (Class C2 - EN 12004)
Reaction to fire Reazione al fuoco	-	Class A1 or A1 <sub>fl</sub> Classe A1 oppure A1 <sub>fl</sub>			A1 - A1 <sub>fl</sub>	A1 - A1 <sub>fl</sub>	A1 - A1 <sub>fl</sub>	A1 - A1 <sub>fl</sub>
Resistance to household chemicals and swimming pool salts Resistenza ai prodotti chimici di uso domestico e agli additivi per piscina	ISO 10545-13	Minimum Class B Classe minima B			A	A	A	A
Resistance to low concentrations of acids and alkalis Resistenza a basse concentrazioni di acidi e alcali		Declared Class Classe dichiarata			LA	LA	LA	LA
Resistance to high concentrations of acids and alkalis Resistenza ad alte concentrazioni di acidi e alcali		Declared Class Classe dichiarata			HA	HA	HA	HA
Resistance to staining for unglazed tiles Resistenza alle macchie per piastrelle non smaltate	ISO 10545-14	Declared Class Classe dichiarata			5	5	5	5
Shod Ramp Test Metodo della rampa "calzato"	DIN EN 16165 ANNEX B (EX DIN 51130)	Declared value Valore dichiarato			R10	R9	R11	R11
Barefoot Ramp Test Metodo della rampa a piedi nudi	DIN EN 16165 ANNEX A (EX DIN 51097)	Declared value Valore dichiarato			A+B	A	A+B+C	A+B+C
Pendulum Friction Test Metodo del Pendolo	BS 7976	PTV ≥ 36 classifies the surface as 'low slip risk'			≥ 36 Dry ≥ 36 Wet	(●)	≥ 36 Dry ≥ 36 Wet	≥ 36 Dry ≥ 36 Wet
	AS 4586	Declared Classification of the new pedestrian surface materials according to the Pendulum Test			Class P3	(●●)	Class P4	Class P4
	UNE-ENV 12633	Declared value Valore dichiarato			Class C2	(●●●)	Class C3	Class C3
Coefficient of friction (COF) Coefficiente di attrito	B.C.R.A. Rep. CEC/81	D.M. 236/89 del 14/06/89 μ > 0,40 per elemento scivolante cuoio su pavimentazione asciutta μ > 0,40 per elemento scivolante gomma dura su pavimentazione bagnata			> 0,40 Asciutto > 0,40 Bagnato	> 0,40 Asciutto > 0,40 Bagnato	> 0,40 Asciutto > 0,40 Bagnato	> 0,40 Asciutto > 0,40 Bagnato
Dynamic coefficient of friction (DCOF) Coefficiente di attrito dinamico	ANSI A 326.3	-			wet DCOF ≥ 0,50	wet DCOF ≥ 0,42	wet DCOF ≥ 0,55	wet DCOF ≥ 0,55

(\*) The permissible deviation, in % or mm, of the average size for each tile (2 or 4 sides) from work size (WS).  
 (\*\*\*) The permissible deviation, in % or mm, of the average thickness for each tile from the work size thickness (WS).  
 (\*\*) The maximum permissible deviation from straightness, in % or mm, related to the corresponding work sizes (WS).  
 (\*\*\*\*) The maximum permissible deviation from rectangularity, in % or mm, related to the corresponding work sizes (WS).  
 c.c. The maximum permissible deviation from centre curvature, in % or mm, related to diagonal calculated from the work sizes (WS).  
 e.c. The maximum permissible deviation from edge curvature, in % or mm, related to the corresponding work sizes (WS).  
 w. The maximum permissible deviation from warpage, in % or mm, related to diagonal calculated from the work sizes (WS).  
 (1) Determination of slip resistance of pedestrian surfaces; it does not cover sports surfaces and road surfaces for vehicles (skid resistance).  
 (2) Anti-slip performance is guaranteed at the time of delivery of the product.  
 (4) For further details, please refer to outdoor design general catalogue.  
 (5) Only for products with 20 mm thickness.  
 (P) PTV ≥ 36 Wet on demand  
 (●●) P3 on demand  
 (●●●) C2 on demand



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INDEX



OVERVIEW



IMAGE GALLERY



PRODUCT RANGE & TECHNICAL SPECS.



SENSITECH

RANGE SUMMARY

TRIM TILES

TECHNICAL FEATURES

SUSTAINABILITY



THE BENEFITS OF CERAMIC TILES



ENJOY THE VIDEO  
EN | IT | FR | DE | RU



# Environmental sustainability



## Our certifications:



### Energy efficiency

- 100% autonomous on energy
- Hot air heat recovery from kilns and cooling water
- 40% 40% savings on natural gas
- 100% LED lighting 50% ANNUAL SAVINGS in electricity consumption

### Waste management

- 100% recycled scraps
- 99% of waste sent for recovery and 25% waste reduction in the last two years
- 100% recycled industrial water and 27% reduction in water consumption in the last two years

### Environment and health first

- Cardboard and other packaging: 100% recycled material
- MAV Automatic Vertical Warehouse: 60% CO2 reduction
- Complete air filtration
- Absence of carcinogenic substances in products

An ecological transition is among the company's industrial priorities. Our plants comply with the most stringent international regulations – fully automated and low-impact – as they are equipped with energy cogeneration systems. A constant commitment to the total reduction of waste and emissions completes the picture of a company oriented towards maximum environmental sustainability.

La transition écologique est une des priorités industrielles de l'entreprise. Nos installations sont conformes aux réglementations internationales les plus sévères, entièrement automatisées et à faible impact, car équipées de systèmes de cogénération énergétique. L'engagement constant pour la réduction totale du gaspillage et des émissions complète le tableau d'une entreprise engagée pour une meilleure durabilité environnementale.

La transición ecológica está entre las prioridades industriales de la empresa. Nuestras plantas cumplen las normas internacionales más estrictas, totalmente automatizadas y de bajo impacto, ya que están equipadas con sistemas de cogeneración energética. Los esfuerzos constantes por reducir completamente los residuos y las emisiones completan la imagen de una empresa centrada en la máxima sostenibilidad medioambiental.

La transizione ecologica è tra le priorità industriali dell'azienda. I nostri impianti sono conformi alle più stringenti normative internazionali, completamente automatizzati e a basso impatto, in quanto dotati di sistemi di cogenerazione energetica. Il costante impegno per la totale riduzione degli sprechi e delle emissioni completano il quadro di un'azienda orientata alla massima sostenibilità ambientale.

Der ökologische Wandel gehört zu den Prioritäten der industriellen Strategie des Unternehmens. Unsere Anlagen entsprechen den strengsten internationalen Richtlinien; sie arbeiten vollautomatisch und umweltschonend, denn sie sind mit Kraft-Wärme-Kopplungssystemen ausgerüstet. Ein weiterer Aspekt dieses Unternehmens, das sich ganz der Erreichung maximaler ökologischer Nachhaltigkeit verschrieben hat, ist sein kontinuierliches Engagement für die völlige Eliminierung von Verschwendung und Emissionen.

Экологический переход – один из основных технологических приоритетов компании. Наши производственные процессы отвечают требованиям строжайших международных стандартов, автоматизированы, оказывают минимальное воздействие на окружающую среду, а кроме того, на заводе работает собственная когенерационная установка. А еще мы принимаем меры по сокращению отходов и выбросов, что является еще одним свидетельством ориентации на экологическую устойчивость.



# Porcelain tiles: a safe choice



INDEX



OVERVIEW



IMAGE GALLERY



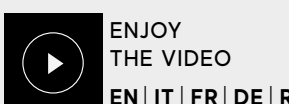
PRODUCT RANGE & TECHNICAL SPECS.



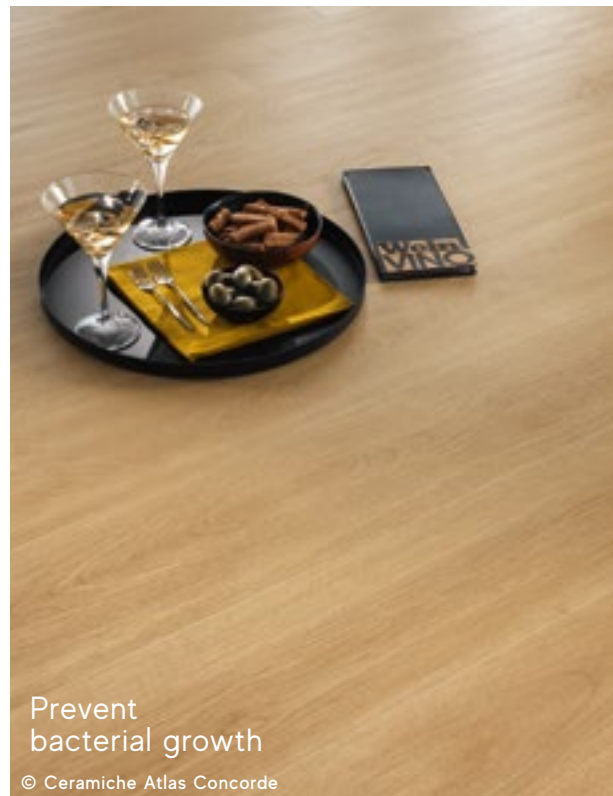
SUSTAINABILITY



THE BENEFITS OF CERAMIC TILES



## Health



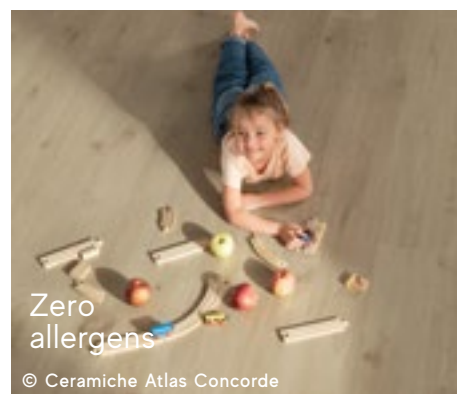
Prevent bacterial growth  
© Ceramiche Atlas Concorde



Zero PVC  
© Ceramiche Atlas Concorde



Zero formaldehyde  
© Ceramiche Atlas Concorde

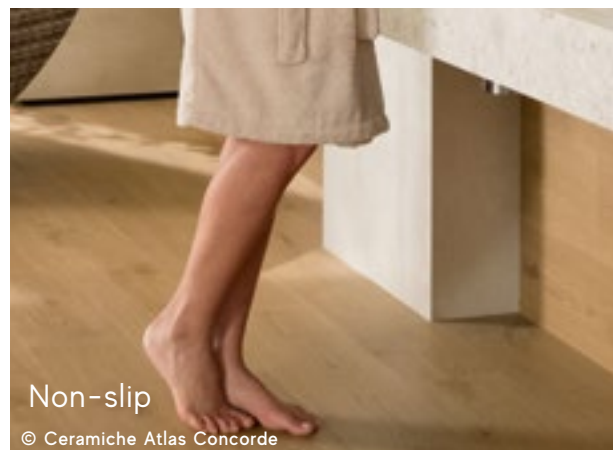


Zero allergens  
© Ceramiche Atlas Concorde

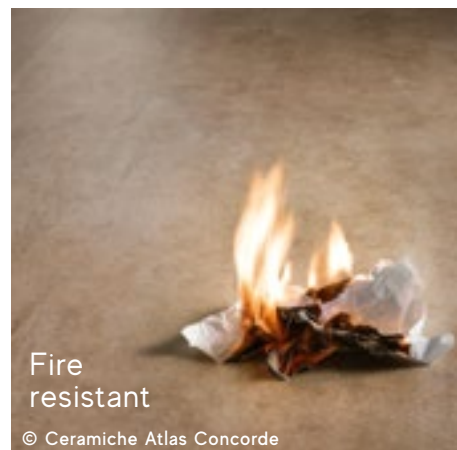


Zero VOCs  
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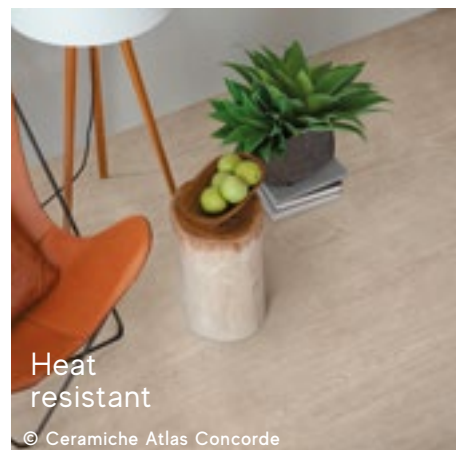
## Safety



Non-slip  
© Ceramiche Atlas Concorde



Fire resistant  
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Heat resistant  
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## Resistance and duration



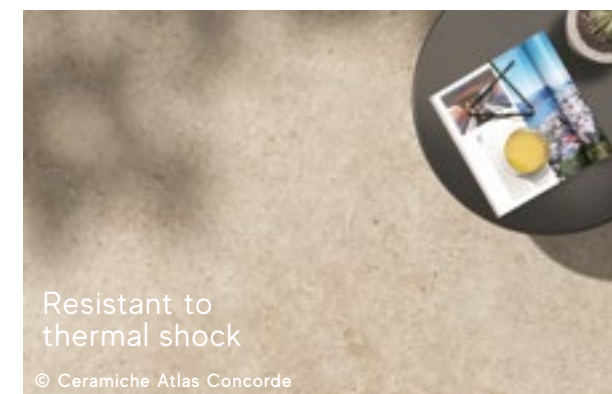
Resistant to chemicals  
© Ceramiche Atlas Concorde



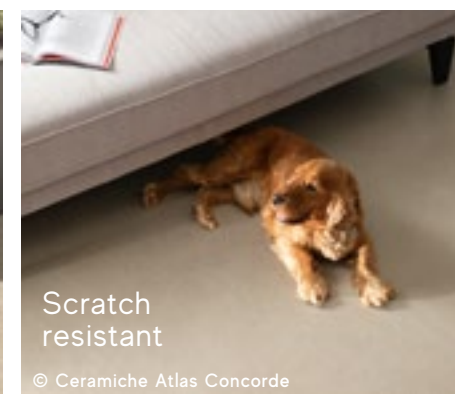
Stain resistant  
© Ceramiche Atlas Concorde



Resistant to acids  
© Ceramiche Atlas Concorde



Resistant to thermal shock  
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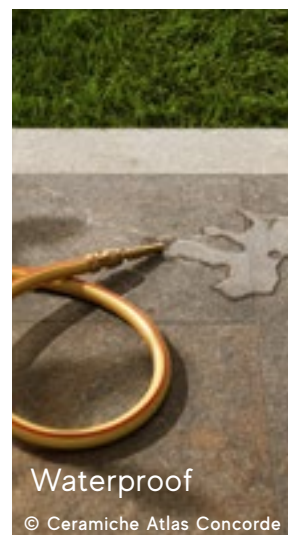
Scratch resistant  
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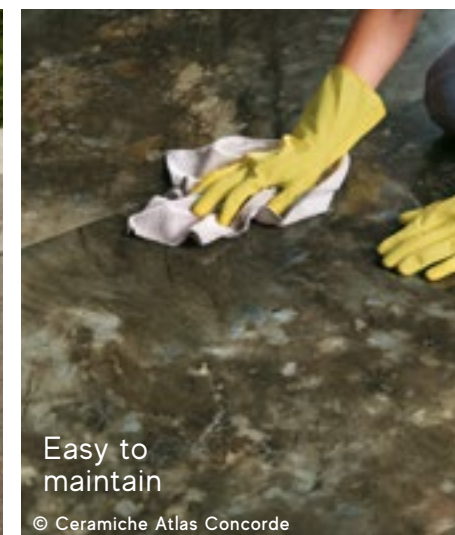
Frost resistant  
© Ceramiche Atlas Concorde



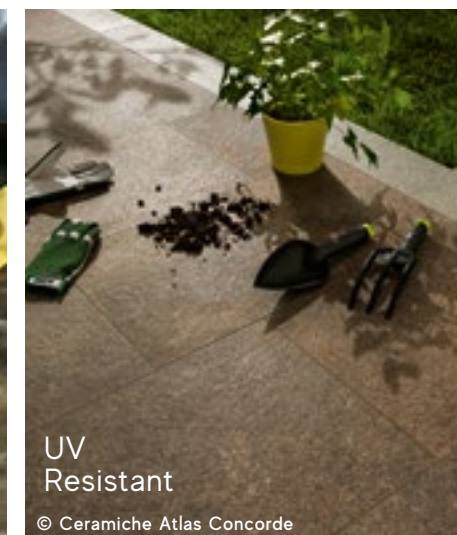
Easy to clean  
© Ceramiche Atlas Concorde



Waterproof  
© Ceramiche Atlas Concorde



Easy to maintain  
© Ceramiche Atlas Concorde



UV Resistant  
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