



WHERE GROWING YOUR BUSINESS IS OUR PURPOSE

Cersaie 2013

Well, Cersaie day one is under our belt and the turn out seems to have gone well for the factories, many are happy they will not be here for the Saturday homeowners this year!. I was able to navigate my way through halls 15, 15A, 18, 22, 25, 26 & 36. The show was a lot of wood looks and large panels.

Here are my thoughts on the nicer & unique products thus far:

Day 1

Hall 26

Porcelanosa:

- Elegance Collection – Fabric look
- Gloss Series – Elongated Hex

Ceramiche Supergres

- Travel – wood look- nice mosaics with collection, not seeing a lot of accessories with wood looks

Cedir

- Brili – wall tile 8'x20" wall, this is becoming more popular in the states, even though we still see a lot of floor tile run up the walls.

Iris

- Calx – 10 x 30 nice variation

Polis

- Vogue – wood look

Onix

- Nice glass mosaic mixes

Hall 18

Gambini Group

- Very nice presentation with the color cards

Sichenia

- Dorset – wood look

Fiornese

- Old wood – very nice antique looking wood
 - 6x36, 10x36

Coem

- Sequoie - interesting size package!
 - 6x36, 8x48, 12x24
- Marne
 - 6x36, 12x24, 18x36, 24x24

Atlas

- AXI – wood look
 - Nice 3D deco

Hall 36

Imola

- Cento per Cento
 - Nice wall tile line, interesting size 4.7 x 7

Refin

- Selection- **** very nice

Ergon

- Wood Talk
- Paint

Emil

- Stone box
 - 9x9, 9x19, 4x9
- Millelegni **** Nicest wood look
 - 6x48, 8x48, 12x48

Viva

- Pura – nice simple wall tile line

Hall 25

Cerdomus

- Too many to list, Luca has hit it out of the ball park once again at Cerdomus with eight new product lines!

British Ceramic Tile

- Great glass color palette
 - 30 colors in 6 sizes

Self

- Nice wall tile lines in black & white
- Mosaics done with plastisol/dot mount???

Arvex

- Nice glass lines

Italgraniti

- Maxiwood
 - Matte and Gloss, the gloss was very nice!

Serenissima

- Riabita – Cotto look (yes again...) with a new twist on colors with an excellent brown & black color
- Metropolis – different twist on mixed graphics



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Day 2

Hall 19

Verdi - Linen – Nice onyx look, hard to achieve when the only real color to duplicate is Honey, However, they have done a few other nice colors.

Imex – hidden gem. Small company from Thailand that makes glass and through body porcelain, nice color range and quality.

Apavisa – expensive, but they took a different approach with the “bent tiles”, check out the blue lights in the very back of the booth

Recer – Portuguese factory, expensive but nice looking product – Voltage, polished and a new twist on a “matte/polished” finish

Magma Art – Urban - cool 8x8 line that is “punched” with different sizes, the color palette is nice Urban Terra Cotta, Urban Cement, Urban White. Also, check out the “Gaudi Glass”, very cool look in a tile to achieve the “cubed glass look”

Castlevetro – Naturae Aequa – the grey color is beautiful

Grespania – Nexo pull body line

Hall 20

Marazzi – Sistem N – excellent product, very nice visual. Also, the Evolution Marble is very nice.

Gamberelli – hit a home run with Evolution – a different take on a wood & cement line in one!

FAP – Docks wood look

Caesar – Root & Life both wood looks

Ceramica Colli – WOW , wonderful color pallet in a high visual wood Autumn, Winter & Summer

Monocibec – Camelot (Escalibur great color) – cool size palette 40x80, 80x80 & 60x60

Hall 21

Roca – hiding out in the sanitary ware hall (that’s the blue ones on the map), check out Green Living and Magnum)



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Hall 18

Flaviker – missed this before, nicest wood at the show (in my opinion), the size is too long for the US market right now, but give us a few years! Check it out on the outside of their booth Dakota.

Hall 14

Sintesi – Sardenia – very strong graphic but interesting

Ricchetti – Barriques – wood look

Panaria – Assid Alpe – nice simple wood

Lea – Dreaming

Cerdisa – Jurassic – polished wood very nice, with mosaics in a pinwheel like design and Octagon and dot

Also, I forgot to add a must see is Gamma Due's booth (hall 15) as they have ventured into the tile business; they have developed some very interesting niche products for the architectural community!

Also, honorable mention, they had great Sushi!

Day 3

Hall 16

Isla – Cloud – Directional glossy wood. Waterfall – wood look

Sant Agostino – Junglelux. Flow – nice graphics and sizes, love the 3x12

Edilcoughi – Slate Multicolor – a product from the past, but nice!

Alfalux – Hills – Polished wood/stone miz

Hope you all have a great show!!