

The essential independent monthly resource for the tile and stone industries

Regency glamour

from British Ceramic Tile



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Comment

In comparison to last year's exhibition, Cersaie 2010 was a more concise, but quieter affair. Long gone are the days of speculative buying; distributors are much more careful with their spend, and it certainly showed this year in Italy.

Tile trends on show this year more accurately reflected the constantly-evolving state of the market in Europe – gone are the days of brash, bold and extravagant designs (though I will most certainly miss them). Trend-wise, Cersaie marked a return to basics – refined, sophisticated styles, which are guaranteed to sell.

There was also distinct French styling this year; perhaps a nod to the more burgeoning markets in France and Germany. Moreover, eco-friendly tiles are increasingly more of a concern for most manufacturers; inevitably the much-publicised 'green agenda' around the world is influencing consumers, and this demand is beginning to fully filter through to the tile industry, who, to survive, need to produce eco-friendly tiles to meet with consumers, and, more importantly, architects and planners who are increasingly under pressure to build sustainable, eco-friendly projects.

This month, we have compiled the latest products on show from Cersaie from leading manufacturers. Furthermore, EMC Tiles' managing director, Barry Slawson, shares his experience of this year's event – including what he personally seeks from the show as a distributor, and the latest trends suitable for the UK market. We also bring you an overview of the Spanish tiles on show in Italy this year, courtesy of ASCER's David Portalés Mañanos.

You can view the first part of Tile UK's Cersaie review on page 14. This will be fully complemented next month with a full review of the exhibition.

I hope you enjoy the issue and I look forward to bringing you the best from Cersaie next month!

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Gardenia Orchidea



JoBeth Phillips, Editor



stoneware is able to guarantee.

The Deep High Definition 3D system conceived by Ceramiche Coem to achieve these particular 3D effects is the result of a sequence of cutting-edge processes and technologies that involve the entire production cycle. Pietra Splendente Onice Ambra comes in calacatta, bardiglio and antique brown colours and in the following sizes - 60 x 60, 30 x 60 and 30 x 30cm.



Venere from Gardenia Orchidea





Gardenia Orchidea

Continuing Gardenia's drive for sustainable products, Ecostone contains 40% pre-consumer

recycled material made of chips of glass, recycled clays and by-products of the production process.

Ecostone is produced through an innovative and flexible process. Named Natstocer, it is co-financed by the EU and is based on the reduction of scraps, on the re-use and the recycling of materials and on production optimisation with the goal of reducing emissions to a minimum with less energy and waste.

The collection is available in the 16.5 x 33.3 and 33.3 x 33.3cm formats in beige, red, green, grey and black, and is completed by special pieces such as mosaic in three different versions, a decorative band and an L element. Aesthetically, it evokes the effect of natural stone, which is reproduced in every detail thanks to a state-of-the-art digital printing system. The cast surface gives the base a realistic appearance.

Ecostone is made of porcelain stoneware and has exceptional technical features, including impressive chemical resistance as well as resistance to wear and tear, freezing and slipping. It is particularly recommended for installation outside for paving small commercial areas and residential areas such as courtyards, balconies, porticos, edges of pools and inclined ramps.

Its surface, composed of chips of vitreous material, guarantees maximum cohesion even in cases of sudden thermal changes.

The Venere collection is a new, elegant line which comes from Gardenia Orchidea's expertise in the production of ceramics and the unmistakable Versace Home style.

The floors are made in classic format glazed porcelain stoneware, 50 x 50cm, created with state-of-the-art technologies. The individuality of each element, created with high definition digital printing, the three-dimensional veins that run through the surface and the exceptional shine created through a painstaking polishing process, are the distinctive characteristics of this new range.

The chromatic combinations, always balanced, allow rooms to be created that provide a refined appeal.