

MADE IN ITALY. MADE TO EXCEL.

# BOOST

Interactive version

 atlas concorde

August 2022

## CONCRETE LOOK

**PORCELAIN TILES**  
**GRES PORCELLANATO**  
Grès cérame  
Feinsteinzeug  
Gres porcelánico  
Керамический гранит

**WHITE-BODY WALL TILES**  
**RIVESTIMENTI IN PASTA BIANCA**  
Revêtements en pâte blanche  
Weißscherbige Wandfliesen  
Revestimientos en pasta blanca  
Настенная плитка из белой глины




Atlas Concorde is one of the leading global brands in the production of ceramic tiles and large slabs for design and architecture. With over 50 years of history, two production plants, and numerous showrooms in the capitals of international design, Atlas Concorde offers integrated and sustainable ceramic systems for floors, walls, outdoor spaces, worktops, bathroom furnishings, facades and special projects. Design your world with Atlas Concorde.


Atlas Concorde è uno dei principali brand mondiali nella produzione di superfici e grandi lastre ceramiche per il design e l'architettura. Con oltre cinquant'anni di storia, due stabilimenti produttivi, numerose showroom nelle capitali della progettazione internazionale, offriamo sistemi ceramici integrati e sostenibili per pavimenti, rivestimenti, outdoor, piani di lavoro, arredo bagno, facciate e progetti speciali. Design your world with Atlas Concorde.


[atlasconcorde.com](https://atlasconcorde.com)




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Sustainability

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The benefits of Ceramic Tiles

THE BENEFITS OF  
CERAMIC TILES



# Porcelain and wall tiles: a safe choice.



**RECYCLABLE**  
Riciclabile

**VERSATILE**  
Versatile

**RESISTANT**  
Resistente

**SAFE**  
Sicuro

**FIREPROOF**  
Non brucia

**HYGIENIC**  
Igienico

**ECO-FRIENDLY**  
Ama l'ambiente

**LONG LASTING**  
Dura a lungo

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

**ZERO PVC**  
Zero PVC



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## An impulse of industrial chic.



© Ceramiche Atlas Concorde



© Ceramiche Atlas Concorde

In a modern metropolitan space, a surface with a troweled concrete effect becomes the perfect background to show off your idea of interior design. To create environments that reflect the character of those who live there.

In un moderno spazio metropolitano, la superficie a effetto cemento spatolato diventa lo sfondo perfetto per mettere in risalto la propria idea di interior design. Per dare vita ad ambienti disegnati sul carattere di chi li abita.

Dans un espace urbain moderne, la surface effet ciment brossé devient la toile de fond parfaite pour valoriser chaque idée de design d'intérieur. Pour donner naissance à des espaces qui reflètent parfaitement l'esprit de ceux qui y vivent.

In einem modernen Großstadt-Ambiente wird die Optik des gespachtelten Zements zum perfekten Hintergrund, um eigene Vorstellungen vom Innendesign zur Geltung zu bringen. Um Räume entstehen zu lassen, die der Persönlichkeit ihrer Bewohner wie angegossen passen.

En un espacio moderno metropolitano, la superficie de efecto cemento espatulado se convierte en el fondo perfecto para intensificar la propia idea de diseño de interiores. Para crear ambientes según la personalidad de quien los vive.

В современном городском пространстве фактура разглаженного шпателем цемента становится идеальным фоном для реализации собственной идеи интерьера. И создания обстановки, созвучной своему характеру.

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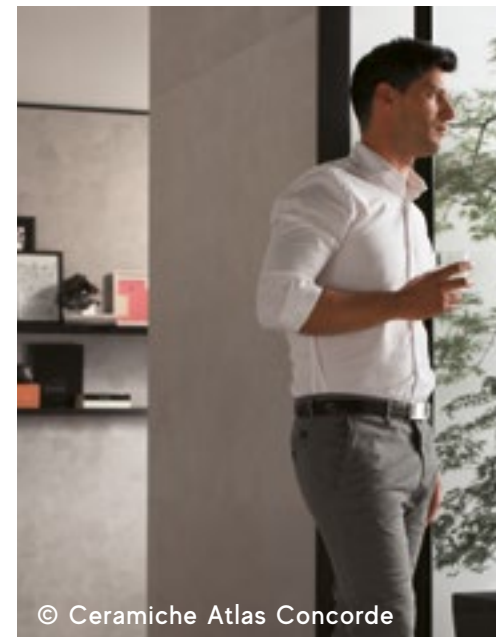
THE BENEFITS OF CERAMIC TILES



# Understatement as an attitude, personality as a choice.



© Ceramiche Atlas Concorde



© Ceramiche Atlas Concorde

The warm shades of oxidation coexist with the cooler hues typical of concrete, in a surface that stands out for its decisive identity.

Le sfumature calde dell'ossidazione convivono con gli aloni più freddi tipici del cemento, in una superficie che si distingue per la sua decisa identità.

Les tonalités chaudes de l'effet oxydé épousent les auréoles froides typiques du ciment, pour créer une surface caractérisée par un grand caractère.

Warme Nuancen oxidierter Stellen neben kühler wirkenden, typischen Zementschleiern. Eine Oberfläche, die sich durch eine ganz klare Identität auszeichnet.

Los tonos cálidos de la oxidación conviven con los halos más fríos típicos del cemento en una superficie que se destaca por su fuerte identidad.

Теплые оттенки окисленного материала сочетаются с холодными, характерными для цемента штрихами неярко по характеру поверхности.



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# Contemporary vivid colors.



© Ceramiche Atlas Concorde



© Ceramiche Atlas Concorde

With their troweled concrete effect and soft touch, the wall tiles are energized by colors that brighten up the rigor of metropolitan style, creating beautiful spaces to live in.

Il rivestimento dall'effetto spatolato e morbido al tatto si ravviva di colori che accendono il rigore dello stile metropolitano, creando ambienti dove è bello vivere.

Le revêtement mural à l'effet brossé doux au toucher est ravivé par des coloris qui animent la rigueur du style urbain en créant des espaces où il fait bon vivre.

Der sich weich anfühlende, wie gespachtelt wirkende Wandbelag belebt mit seinen Farben den strengen Großstadtstil und lässt schöne, wohnliche Räume entstehen.

El revestimiento de efecto espátulado y suave al tacto se enciende de colores, aumentando el rigor del estilo metropolitano y creando ambientes en los que es agradable vivir.

Нейтральная палитра керамогранита, переключаясь с оригинальным цветом стен, наполняет интерьер живой индивидуальностью.

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# Ceramic excellence made in Italy.



Thanks to the Italian touch and attention to detail, the collection surpasses the minimalism of industrial style to become the centerpiece of original environments with a strong identity.

Grazie al tocco italiano e alla cura dei particolari grafici, la collezione supera il minimalismo dello stile industriale per diventare protagonista di ambienti originali, con una forte identità.

Grâce au style italien et au soin des détails graphiques, la collection va bien au-delà du minimalisme du style industriel, et devient la protagoniste d'espaces originaux de grand caractère.

Dank des italienischen Flairs und der sorgfältig ausgeführten grafischen Details geht die Kollektion über den Minimalismus des Industriestils hinaus und wird zum Blickfang origineller Räume mit starker Identität.

Debido al toque italiano y al cuidado de los detalles gráficos, la colección supera el minimalismo del estilo industrial llegando a ser protagonista de ambientes originales y de fuerte identidad.

Благодаря итальянским акцентам и тщательной ухоженности рисунка коллекция преодолевает минимализм индустриального стиля, становясь ярким декором оригинального интерьера.

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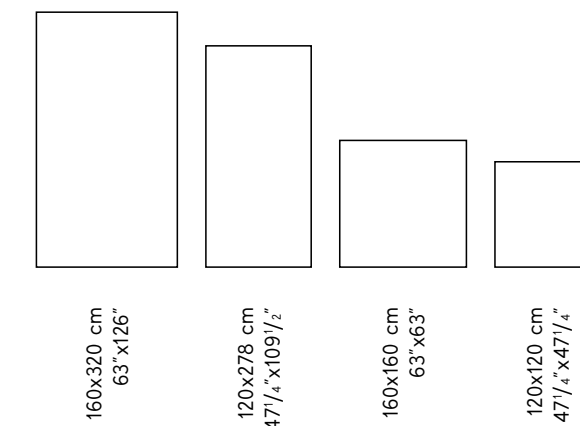


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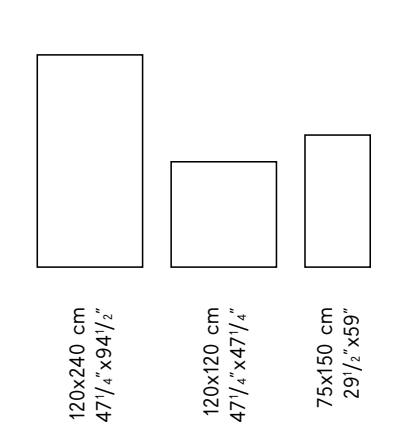
# Innovation and design, together.

## Porcelain Tiles for Floors and Walls

± 6mm

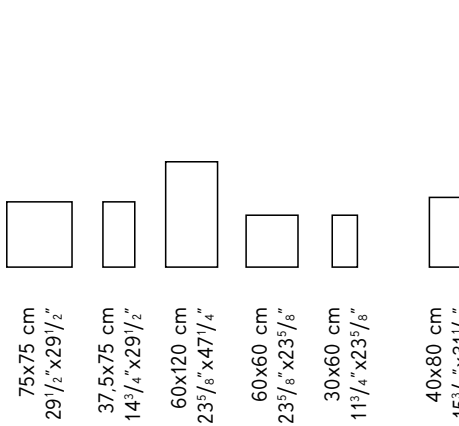


± 9mm



## Wall Tiles

± 8,5mm



Technical performance and beauty coexist without compromise in large slabs that achieve new levels of excellence. The industrial concrete effect fills the space with a single continuous material, lending itself to multiple uses like floors, walls, and furnishing elements.

Le prestazioni tecniche e la ricerca estetica convivono senza compromessi in grandi lastre che raggiungono nuovi livelli di eccellenza. L'effetto cemento industriale contamina lo spazio con una materia unica e continua, che si presta a molteplici usi: pavimenti, rivestimenti ed elementi d'arredo.

Les performances techniques et la recherche esthétique cohabitent sans compromis avec les grandes plaques qui atteignent de nouveaux niveaux d'excellence. L'effet ciment industriel contamine l'espace avec une matière unique et continue qui se prête à de multiples utilisations : sols, murs et éléments d'ameublement.

Kompromisslose technische Leistungen und Ästhetik begegnen sich in großformatigen Platten, mit denen ein neues Niveau der Exzellenz erreicht wurde. Industrielle Zementoptik kontaminiert den Raum mit einem einzigartigen und einheitlichen Material, das sich für vielerlei Aufgaben eignet: Als Wand- oder Bodenbelag sowie als Einrichtungselement.

Las características técnicas y la potencia estética conviven sin dificultad alguna en las grandes placas que alcanzan nuevos niveles de excelencia. El efecto cemento industrial contamina el espacio con una materia única y continua, apropiada a múltiples usos: pavimentos, revestimientos y elementos de decoración.

Высокие технические характеристики и превосходная эстетика сосуществуют без компромиссов в больших плитах, достигающих новых высот совершенства. Фактура промышленного цемента воспроизведена в керамическом материале, который способен всецело украсить собой пространство, поскольку может быть уложен на любые поверхности: полы, стены, предметы обстановки.

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# Inside and out, always with style.

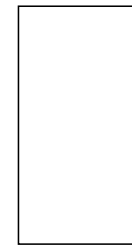
## Porcelain Tiles for Outdoor and Wet Areas

± 9mm GRIP



120x120 cm  
47 1/4" x 47 1/4"

± 20mm OUTDOOR



120x240 cm  
47 1/4" x 94 1/2"



120x120 cm  
47 1/4" x 47 1/4"



60x120 cm  
23 5/8" x 47 1/4"



60x60 cm  
23 5/8" x 23 5/8"



90x90 cm  
35 3/8" x 35 3/8"

The concrete effect opens up multiple avenues for design possibilities. Its versatility, thanks also to the anti-slip 120x120 cm format and to the 20 mm thickness specific for exteriors, allows for a total look with a powerful visual impact.

L'effetto cemento apre molteplici strade alla progettazione. La sua versatilità, grazie anche al formato 120x120 cm antiscivolo e allo spessore 20 mm specifico per esterni, permette di avere un total look dal forte impatto visivo.

L'effet ciment ouvre de multiples possibilités à la conception. Son éclectisme, grâce au format 120x120 cm antiglisse et à l'épaisseur de 20 mm conçue pour l'extérieur, permet de créer un total look de grand impact visuel.

Die Zementoptik eröffnet dem Planer viele Wege. Ihre Vielseitigkeit, die auch dem Format 120x120 cm in rutschfester Ausführung und 20 mm Stärke für die Verlegung im Freien zu verdanken ist, ermöglicht einen optisch beeindruckenden Total Look.

El efecto cemento abre muchas posibilidades para llevar a cabo nuevos proyectos de diseño. Su versatilidad, también por su formato 120x120 cm antideslizante y a su grosor de 20 mm específico para exteriores, permite obtener un total look de fuerte impacto visual.

Фактура цемента открывает множество возможностей для проектирования. Ее универсальность, благодаря также формату 120x120 см с нескользкой поверхностью и толщине 20 мм для улицы, позволяет добиться эффектного стиливого единства.



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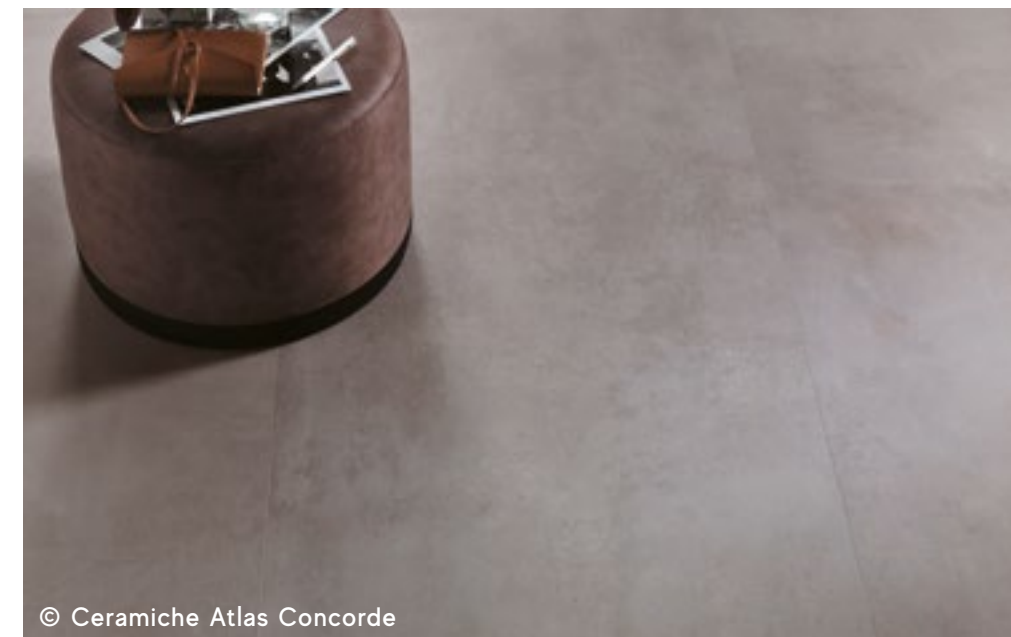
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## A smooth and safe effect.



© Ceramiche Atlas Concorde



© Ceramiche Atlas Concorde

Continuous technological research in Atlas Concorde's laboratories has led to the development of SENSITECH, a new surface with technology patented in Italy that combines technical characteristics with a pleasant touch. The surface is also extremely easy to clean and acts as a barrier against dirt.

La continua ricerca tecnologica dei laboratori Atlas Concorde ha portato allo sviluppo di SENSITECH, una nuova superficie, con tecnologia brevettata in Italia, che coniuga caratteristiche tecniche a una percezione tattile piacevole. Quest'ultima si traduce in una estrema facilità di pulizia e barriera contro lo sporco.

La recherche technologique continue des laboratoires Atlas Concorde a conduit au développement de SENSITECH, une nouvelle surface, dont la technologie a été brevetée en Italie, qui conjugue des caractéristiques techniques à une agréable perception tactile. Cette dernière se traduit en une extrême facilité d'entretien et en barrière contre les salissures.

Aus der kontinuierlichen Technologieforschung der Atlas Concorde-Labore kommt SENSITECH, eine neue Oberfläche mit in Italien patentierter Technologie, die technische Vorzüge mit einer angenehmen Haptik vereint. Weitere Vorteile sind die einfache Reinigung und eine wirkungsvolle Barriere gegen Schmutz.

La continua investigación tecnológica de los laboratorios de Atlas Concorde ha permitido desarrollar SENSITECH una nueva superficie con tecnología patentada en Italia, que combina características técnicas con una agradable percepción táctil. Esto da como resultado una extrema facilidad de limpieza y barrera contra la suciedad.

Непрерывные исследования лаборатории Atlas Concorde привели к созданию SENSITECH – новой поверхности, которая будет изготавливаться по запатентованной в Италии технологии и сочетает высокие технические характеристики с удивительной приятностью на ощупь. Кроме того, она не впитывает грязь и очень проста в уходе.



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# A world of design.



With Boost World it's possible to combine different surfaces with a similar stylistic perspective. Concrete, stone, and raw earth effects can be combined spontaneously and naturally to create original harmonies, for cohesive environments that are able to speak the same language.

Con Boost World è possibile combinare superfici diverse in una medesima prospettiva stilistica. Effetto cemento, pietra e terra cruda si combinano in armonie cromatiche inedite in modo spontaneo e naturale, per ambienti coesi e in grado parlare lo stesso linguaggio.

Avec Boost World, il est possible de combiner différentes surfaces dans la même perspective stylistique. Effet béton, pierre et terre crue se combinent dans des harmonies chromatiques inédites de manière spontanée et naturelle, pour des environnements cohérents capables de parler le même langage.

Mit Boost World lassen sich unterschiedliche Oberflächen in ein und derselben stilistischen Perspektive zusammenstellen. Die Optik von Zement, Stein und ungebranntem Ton fließt spontan und natürlich in neue, farblich harmonische Kompositionen ein. Daraus entstehen klar durchgestylte Bereiche, die eine gemeinsame Sprache sprechen.

Con Boost World es posible combinar diferentes superficies en una misma perspectiva estilística. Efecto hormigón, piedra y tierra cruda se combinan en nuevas armonías cromáticas de forma espontánea y natural, para lograr entornos cohesionados que hablan el mismo idioma.

Разные поверхности Boost World сосуществуют в единой стилистической перспективе. Имитации цемента, камня, сырой глины вместе создают необыкновенную цветовую гармонию. В украшенных этой плиткой интерьерах все говорит на одном языке.



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# Image Gallery

Living Room - Pearl, White



Home Bathroom - 3D Urban



Showroom - Tarmac, Grey



Lounge Bar - Smoke



Restroom - 3D Urban



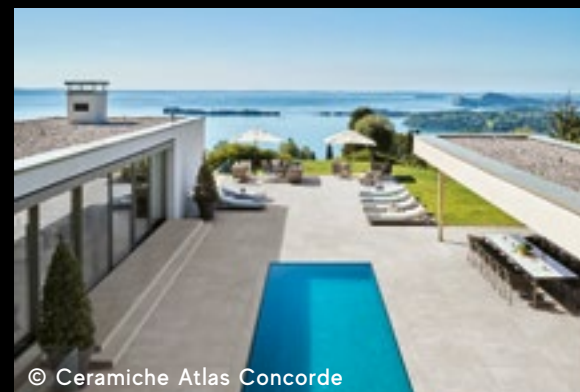
Open Space - Grey, White



International Restroom - Pearl, Smoke



Private Pool - White



Home Kitchen - Tarmac, White



Industrial Kitchen - Tarmac, Pearl



Loft Kitchen - Tarmac, Pearl



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OPEN SPACE - Grey, White  
INTERNATIONAL RESTROOM - Pearl  
PRIVATE POOL - White  
HOME KITCHEN - Tarmac, White  
INDUSTRIAL KITCHEN - Tarmac, Pearl  
LOFT KITCHEN - Tarmac, Pearl

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# Perfectly concrete.

The decisive character of the concrete effect and the neutral tones of its palette merge in a balanced space that gives a voice to the different personalities of those who live there.

Il carattere deciso dell'effetto cemento e i toni neutri della sua palette si incontrano in uno spazio equilibrato, che dà voce alle diverse personalità di chi lo abita.

Le caractère vigoureux de l'effet ciment et les tons neutres de toutes ses nuances s'épousent dans un espace équilibré qui offre une grande liberté d'expression à tous ceux qui y vivent.

Der entschlossene Charakter der Zementoptik und ihre neutralen Farbtöne begegnen sich in einem ausgewogenen Raum, der die verschiedenen Persönlichkeiten seiner Bewohner zum Ausdruck bringt.

El carácter fuerte del efecto cemento y los tonos neutros de su paleta se encuentran en un espacio equilibrado, expresando la personalidad de quien lo vive.

Стойкий вид цемента и нейтральные тона гармонично сочетаются в пространстве, которое каждый может наполнить своим характером.



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
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FLOOR  
 Boost **Pearl** Matte/Matt  
 75x150 cm | 29 1/2"x59"

WALL  
 Boost **Pearl** Mosaico Shapes  
 31x33,5 cm | 12 1/4"x13 1/4"

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**FLOOR**  
 Boost **Pearl** Matte/Matt  
 75x150 cm | 29½"x59"


**WALL**  
 Boost **White** Matte/Matt  
 75x150 cm | 29½"x59"

**TABLE TOP**  
 AtlasPlan **Calacatta Royal** Silk  
 162x324 cm | 63¾"x127½"

Boost **Pearl** Mosaico Shapes  
 31x33,5 cm | 12¼"x13¼"



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
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FLOOR  
Boost **Pearl** Matte/Matt  
75x150 cm | 29<sup>1</sup>/<sub>2</sub>"x59"

WALL  
Boost **Pearl** Mosaico Shapes  
31x33,5 cm | 12<sup>1</sup>/<sub>4</sub>"x13<sup>3</sup>/<sub>4</sub>"

TABLE TOP  
AtlasPlan **Calacatta Royal** Silk  
162x324 cm | 63<sup>3</sup>/<sub>4</sub>"x127<sup>1</sup>/<sub>2</sub>"

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- LOFT KITCHEN - Tarmac, Pearl

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# In the mood to relax.

The three-dimensional wall tiles define the industrial mood of the bathroom. The metropolitan flavor of the environment is personalized by the touch of green concrete-effect tiles on the wall.

Il rivestimento tridimensionale definisce il mood industrial del bagno. Il sapore metropolitano dell'ambiente è personalizzato dal tocco di verde effetto cemento spatolato a parete.

Le revêtement tridimensionnel définit le mood industrial de la salle de bains. La saveur urbaine de la pièce est personnalisée par une touche de vert effet ciment brossé sur le mur.

Der dreidimensionale Wandbelag definiert einen „industrial mood“ des Bads. Der großstädtische Charakter des Raums wird durch die grüne Note der gespachtelten Zementoptik personalisiert.

El revestimiento tridimensional define el mood industrial del cuarto de baño. El sabor metropolitano del ambiente está personalizado por el toque de verde en la pared de efecto cemento espatulado.

Трехмерная плитка украшает ванную в индустриальном стиле. Ноту индивидуальности урбанистическому дизайну стен придает зеленый «цементный» штрих.

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FLOOR  
Boost **Pearl** Matte/Matt  
75x150 cm | 29½"x59"

WALL  
Boost **Sage** Matte/Matt  
40x80 cm | 15½"x31½"



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FLOOR  
Boost **Pearl** Matte/Matt  
75x150 cm | 29½"x59"

WALL  
Boost **Sage** Matte/Matt  
40x80 cm | 15¾"x31½"

Boost **White** Matte/Matt  
40x80 cm | 15¾"x31½"

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FLOOR  
 Boost **Pearl** Matte/Matt  
 75x150 cm | 29½"x59"

WALL  
 Boost **Sage** Matte/Matt  
 40x80 cm | 15¾"x31½"

Boost **3D Urban White** Matte/Matt  
 40x80 cm | 15¾"x31½"

FURNITURE  
 Marvel **Statuario Select** Polished/Lappato  
 75x150 cm | 29½"x59"

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WALL  
Boost **Sage** Matte/Matt  
40x80 cm | 15<sup>3</sup>/<sub>4</sub>"x31<sup>1</sup>/<sub>2</sub>"

FURNITURE  
Marvel **Statuario Select** Polished/Lappato  
75x150 cm | 29<sup>1</sup>/<sub>2</sub>"x59"



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# The ideal setting for any style.

The versatility of the surface lends itself to creating environments that reflect the taste of those who designed them. The concrete effect creates the ideal setting for displaying stylish objects.

La versatilità della superficie si presta a costruire ambienti che rispecchiano il gusto di chi li ha pensati. L'effetto cemento crea lo scenario ideale per esporre oggetti di stile.

L'éclectisme de la surface se prête à la création d'espaces qui reflètent le goût de ceux qui les ont pensés. L'effet ciment crée le scénario idéal pour exposer des objets de style.

Die vielseitige Oberfläche eignet sich zur Gestaltung von Räumen, die den Geschmack ihrer Planer widerspiegeln. Zementoptik bildet das ideale Szenario für die Ausstellung von Stilobjekten.

Debido a la versatilidad de la superficie es posible dar vida a ambientes que reflejan el gusto de quienes los ha ideado. El efecto cemento crea el escenario perfecto para exponer objetos de estilo.

Универсальная нейтральность поверхности дает возможность с легкостью отразить в интерьерах вкус того, кто их задумал. Фактура цемента может стать идеальным фоном для выставления стильных предметов.



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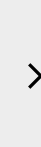


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FLOOR

Boost **Tarmac** Matte/Matt  
75x150 cm | 29½"x59"

WALL

Boost **Tarmac** Matte/Matt  
75x150 cm | 29½"x59"

Marvel Edge **Agata Azul** Polished/Lappato  
75x150 cm | 29½"x59"

FURNITURE

Marvel Edge **Red Luxury** Polished/Lappato  
75x150 cm | 29½"x59"

Marvel Edge **Royal Calacatta** Polished/Lappato  
75x150 cm | 29½"x59"



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FLOOR  
Boost **Tarmac** Matte/Matt  
75x150 cm | 29½"x59"

WALL  
Boost **Tarmac** Matte/Matt  
75x150 cm | 29½"x59"

Boost **Grey** Matte/Matt  
75x150 cm | 29½"x59"



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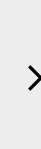


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FLOOR Boost Tarmac Matte/Matt 75x150 cm | 29 1/2" x 59" **BOOST WORLD**



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FLOOR  
Boost **Tarmac** Matte/Matt  
75x150 cm | 29 1/2" x 59"

WALL  
Boost **Tarmac** Matte/Matt  
75x150 cm | 29 1/2" x 59"

Boost **Grey** Matte/Matt  
75x150 cm | 29 1/2" x 59"

Boost **Tarmac Mosaico Hex Jade**  
25x28,5 cm | 9 7/8" x 11 1/4"



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FLOOR  
Boost **Tarmac** Matte/Matt  
75x150 cm | 29½"x59"

WALL  
Boost **Tarmac** Matte/Matt  
75x150 cm | 29½"x59"

FURNITURE  
Marvel Edge **Royal Calacatta** Polished/Lappato  
75x150 cm | 29½"x59"

Boost **Tarmac Mosaico Hex Jade**  
25x28,5 cm | 9⅞"x11¼"

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# Authenticity that creates an atmosphere.

The stylistic fusion that derives from the combination of surfaces, volumes, and furnishings inspired by other materials like wood and marble shift the essential character of pure industrial style towards a more welcoming and sophisticated aesthetic.

Le contaminazioni stilistiche che derivano dagli accostamenti con superfici, volumi e arredi ispirati ad altri materiali come legno e marmo evolvono l'essenzialità del puro stile industriale verso un'estetica più accogliente e sofisticata.

Les contaminations de style dérivant de l'association de surfaces, de volumes et de décors qui s'inspirent à d'autres matériaux comme le bois ou le marbre, transposent la sobriété du plus pur industriel vers un esthétique plus accueillant et plus sophistiqué.

Stilkontaminationen, die aus dem Mix verschiedener Oberflächen, Volumen und Einrichtungen mit anderen als Vorbild dienenden Materialien wie Holz und Marmor entstehen, entwickeln den an sich schlichten, puren Industriestil weiter zu einer behaglicheren und edleren Ästhetik.

Las contaminaciones estilísticas que traen su origen de las combinaciones con superficies, volúmenes y decoraciones inspirados en otros materiales como la madera y el mármol, evolucionan la esencia del estilo industrial hacia una estética más acogedora y elegante.

Сочетание с поверхностями, формами, предметами из других материалов, таких как дерево и мрамор, переносят индустриальный стиль в новое эстетическое измерение, более уютное и изысканное.



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 LOFT KITCHEN - Tarmac, Pearl

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

WALL  
 Boost **Smoke** Mosaico Hex Yellow  
 25x28,5 cm | 9<sup>7</sup>/<sub>8</sub>"x11<sup>1</sup>/<sub>4</sub>"

Boost **Smoke** Mosaico Hex Black  
 25x28,5 cm | 9<sup>7</sup>/<sub>8</sub>"x11<sup>1</sup>/<sub>4</sub>"

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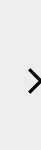


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FLOOR  
 Boost **Smoke** Matte/Matt  
 120x120 cm | 47<sup>1</sup>/<sub>4</sub>"x47<sup>1</sup>/<sub>4</sub>"

Arbor **Cognac** Matte/Matt  
 18,5x150 cm | 7<sup>1</sup>/<sub>4</sub>"x59"

WALL  
 Boost **Smoke Mosaico Hex Yellow**  
 25x28,5 cm | 9<sup>7</sup>/<sub>8</sub>"x11<sup>1</sup>/<sub>4</sub>"

Boost **Smoke Mosaico Hex Black**  
 25x28,5 cm | 9<sup>7</sup>/<sub>8</sub>"x11<sup>1</sup>/<sub>4</sub>"

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

WALL  
 Boost **Smoke** Mosaico Hex Yellow  
 25x28,5 cm | 9<sup>7</sup>/<sub>8</sub>"x11<sup>1</sup>/<sub>4</sub>"

Boost **Smoke** Mosaico Hex Black  
 25x28,5 cm | 9<sup>7</sup>/<sub>8</sub>"x11<sup>1</sup>/<sub>4</sub>"

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# A warm welcome.

A functional space enriched by a touch of color. In hospitality spaces, the concrete effect creates environments where it is easy to feel at ease.

Uno spazio funzionale arricchito da un tocco di colore. Negli ambienti dell'ospitalità l'effetto cemento crea scenografie dove è facile sentirsi a proprio agio.

Un espace fonctionnel enrichi d'une touche de couleur. Dans les lieux de l'hospitalité, l'effet ciment crée des scénographies où il est facile de se sentir à l'aise.

Ein funktioneller, durch eine farbige Note bereicherter Raum. Im Gastgewerbe erzeugt Zementoptik ein Ambiente, in dem man sich schnell zu Hause fühlt.

Un espacio funcional enriquecido con un toque de color. En las zonas dedicadas a la hospitalidad el efecto cemento crea escenografías en las que es fácil sentirse siempre a gusto.

Функциональное пространство с оригинальным цветовым акцентом. Фактура цемента создает теплую обстановку, дарящую ощущение комфорта.



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FLOOR  
 Boost **Grey**  
 Matte / Matt 75x150 cm | 29 1/2"x59"

WALL  
 Boost **Red** Matte/Matt  
 40x80 cm | 15 3/4"x31 1/2"

Boost **3D Urban Grey** Matte/Matt  
 40x80 cm | 15 3/4"x31 1/2"



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FLOOR  
 Boost **Grey**  
 Matte / Matt 75x150 cm | 29<sup>1</sup>/<sub>2</sub>"x59"

WALL  
 Boost **Red** Matte/Matt  
 40x80 cm | 15<sup>3</sup>/<sub>4</sub>"x31<sup>1</sup>/<sub>2</sub>"

Boost **3D Urban Grey** Matte/Matt  
 40x80 cm | 15<sup>3</sup>/<sub>4</sub>"x31<sup>1</sup>/<sub>2</sub>"

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# Industrial style for chic living.

Large formats on the floor and walls during renovations allow you to update the interior design without changing the existing architecture.

Il grande formato applicato a pavimento e a rivestimento nella ristrutturazione consente di aggiornare il progetto degli interni senza stravolgere l'architettura esistente.

Le grand format posé au sol et au mur pour la rénovation permet d'actualiser les projets d'intérieur sans dénaturer l'existant.

Das Großformat an Boden und Wand erlaubt bei Renovierungen eine aktuelle Umgestaltung der Innenräume ohne invasive Umbauten.

Cuando se lleva a cabo una reestructuración, con el formato grande colocado tanto en el suelo como en la pared es posible actualizar los interiores sin cambiar la arquitectura existente.

Большой формат на полах и стенах дает возможность переделать интерьеры, не нарушая внешней архитектуры здания.



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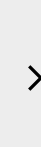


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THE BENEFITS OF CERAMIC TILES



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

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



© Ceramiche Atlas Concorde

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

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

COUNTERTOP  
AtlasPlan Boost **White** Silk  
162x324 cm | 63<sup>3</sup>/<sub>4</sub>"x 127<sup>1</sup>/<sub>2</sub>"



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PRIVATE POOL - White

HOME KITCHEN - Tarmac, White

INDUSTRIAL KITCHEN - Tarmac, Pearl

LOFT KITCHEN - Tarmac, Pearl

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# Sit-on basin Top

A rectangular porcelain tile sink. The basin of the sink can be accessed, facilitating daily cleaning. It can be customized with the desired finish to create a matching solution to the porcelain vanity top, floor and wall tiles.

Un lavabo d'appoggio rettangolare in gres porcellanato. La vasca ispezionabile facilita le operazioni di pulizia quotidiane. Può essere personalizzato con la finitura desiderata per creare una soluzione coordinata al top in gres porcellanato, ai pavimenti e alle pareti.

Une cuve à poser rectangulaire en grès cérame. Le fond de cuve inspectable facilite les opérations de nettoyage quotidien. Elle peut être personnalisée avec la finition souhaitée afin de créer une solution coordonnée au plan en grès cérame, aux sols et aux murs.

Ein rechteckiges Aufsatzbecken aus Feinsteinzeug. Das Becken ist inspizierbar, was die tägliche Reinigung erleichtert. Zur Gewährleistung einer perfekten Abstimmung mit den anderen Einrichtungsgegenständen wie Platte, Boden- und Wandbelägen im Bad, kann die Fertigbearbeitung frei gewählt werden.

Un lavabo sobre encimera rectangular de porcelánico. El seno inspeccionable facilita las operaciones de limpieza diaria. Se puede personalizar con el acabado deseado para crear una solución a juego con la encimera de porcelánico, los pavimentos y los revestimientos.

Накладная раковина из керамогранита прямоугольной формы. Чаша с доступом для обслуживания облегчает ежедневную чистку. Может быть выполнена по индивидуальному заказу в отделке на выбор, обеспечивая, таким образом, решение, гармонирующее с керамогранитной столешницей, а также с напольной и настенной плиткой.



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PRODUCT RANGE & TECHNICAL SPECS.



BOOST WORLD



SUSTAINABILITY



THE BENEFITS OF CERAMIC TILES





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**FLOOR**  
**Boost Pearl Matte/Matt**  
 120x120 cm | 47 1/4"x47 1/4"

**FURNITURE**  
**Sit-on basin**  
 65x50x15 cm | 25 5/8"x19 5/8"x5 7/8"  
 Boost White Matte/Matt

**WALL**  
**Boost Smoke Matte/Matt**  
 60x120 cm | 23 5/8"x47 1/4"

**Top**  
 120x50x15 cm | 47 1/4"x19 5/8"x5 7/8"  
 Boost White Matte/Matt



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# Special solutions for exclusive places.

The concrete effect extends to all spaces of everyday life, from the most intimate to the most sociable, from the interior to the exterior. The non-slip Grip finish and the 20 mm thickness allow you to project your own style in safety and continuity, extending the design possibilities.

L'effetto cemento si estende a tutti gli spazi del vivere quotidiano, dai più intimi ai più conviviali, dagli interni agli esterni. La finitura antiscivolo Grip e lo spessore 20 mm permettono di proiettare all'esterno il proprio stile in sicurezza e continuità, ampliando le possibilità progettuali.

L'effet ciment gagne tous les espaces de la vie quotidienne, des plus intimes aux plus conviviaux, de l'intérieur à l'extérieur. La finition Grip antiglisse et l'épaisseur de 20 mm permettent de projeter chaque style vers l'extérieur, en toute sécurité et en continuité, en élargissant ainsi les possibilités de conception.

Die Zementoptik erstreckt sich über alle Räume des täglichen Lebens, vom Wohn- bis zum Schlafbereich, von innen nach außen. Die Oberfläche Grip und die Stärke 20 mm erlauben die Fortsetzung Ihres Stils auch im Freien, in absoluter Sicherheit und Kontinuität, und bieten vielfältige Planungsmöglichkeiten.

El efecto cemento llega a todos los espacios de la vida cotidiana, desde los más íntimos hasta los más convencionales, desde los interiores hasta los exteriores. Gracias al acabado antideslizante Grip y el grosor de 20 mm es posible proyectar al exterior el propio estilo en total seguridad y continuidad visual, ampliando las posibilidades de diseño.

Рисунок цемента охватывает все пространства дома, от самых интимных до гостиных, от внутренних до наружных. Поверхность Grip с высоким сопротивлением скольжению и толщина 20 мм позволяют перенести свой стиль на улицу, где покрытия будут столь же красивы и безопасны, как и в доме.



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FLOOR  
 Boost **White** ± 20mm  
 120x120 cm | 47 1/4" x 47 1/4"

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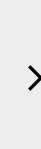
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FLOOR  
 Boost **White** Grip  
 120x120 cm | 47<sup>1</sup>/<sub>4</sub>"x47<sup>1</sup>/<sub>4</sub>"

Boost **White** ± 20mm  
 120x120 cm | 47<sup>1</sup>/<sub>4</sub>"x47<sup>1</sup>/<sub>4</sub>"

Boost **White** Round Angolare Dx/Sx ± 20mm  
 33x120 cm | 13"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>"

Boost **White** Round ± 20mm  
 33x120 cm | 13"x47<sup>1</sup>/<sub>4</sub>"



FLOOR  
 Boost **White** Grip  
 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  
 Marvel Edge **Red Luxury** Polished/Lappato  
 75x150 cm | 29<sup>1</sup>/<sub>2</sub>"x59"

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FLOOR  
 Boost **White** Grip  
 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  
 Marvel Edge **Red Luxury** Polished/Lappato  
 75x150 cm | 29<sup>1</sup>/<sub>2</sub>"x59"



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# The new dimension of beauty.

The concrete effect opens the doors to contemporary style: the large porcelain tiles measuring 120x278 cm stand out for their technical potential and compositional versatility, furnishing kitchen and living spaces where visual impact goes hand in hand with design.

L'effetto cemento apre le porte al contemporaneo: il grande formato 120x278 cm in gres porcellanato si distingue per potenzialità tecniche e versatilità compositiva, arredando spazi cucina e living in cui l'impatto visivo va di pari passo con il design.

L'effet ciment ouvre la porte au contemporain : le grand format 120x278 cm en grès cérame se distingue par son potentiel technique et sa versatilité de composition, décorant ainsi les cuisines et les espaces de vie où l'impact visuel va de pair avec le design.

Zementoptik als zeitgemäßes Element: Das Großformat 120x278 cm aus Feinsteinzeug zeichnet sich durch technisches Potenzial und große Kombinationsvielfalt aus. Sie gestaltet Küchen und Wohnräume, in denen die optische Wirkung mit dem Design Schritt hält.

El efecto cemento abre las puertas a lo contemporáneo: el formato grande 120x278 cm de gres porcelánico se distingue por sus potencialidades técnicas y versatilidad de composición, decorando los espacios de la cocina y el living cuyo impacto visual va de la mano con el diseño.

Рисунок цемента необыкновенно современен: большой формат 120x278 см в силу своего высокого технического и композиционного потенциала украшает интерьер кухни и гостиной стильно, эффектно и функционально.



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

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

COUNTERTOP  
AtlasPlan Boost **White** Hammered  
162x324 cm | 63<sup>3</sup>/<sub>4</sub>"x 127<sup>1</sup>/<sub>2</sub>"



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# Feeling concrete, look contemporary.

The concrete effect makes the kitchen space modern and welcoming, perfect in every detail. The sophisticated look of the material expands to tiles measuring 120x278 cm with a thickness of 6 mm, furnishing walls and floors throughout the house.

L'effetto cemento rende lo spazio cucina moderno e accogliente, perfetto in ogni dettaglio. L'estetica sofisticata della materia si espande nelle grandi lastre 120x278 cm in 6 mm di spessore vestendo le pareti e i pavimenti della casa.

L'effet ciment rend l'espace cuisine moderne et accueillant, parfait dans les moindres détails. L'esthétisme sophistiqué de la matière gagne les grandes plaques 120x278 cm de 6 mm d'épaisseur pour habiller les murs et les sols de la maison.

Zementoptik als zeitgemäßes Element: Das Großformat 120x278 cm aus Feinsteinzeug zeichnet sich durch technisches Potenzial und große Kombinationsvielfalt aus. Sie gestaltet Küchen und Wohnräume, in denen die optische Wirkung mit dem Design Schritt hält.

El efecto cemento hace que el espacio de la cocina sea moderno y acogedor, perfecto en cada detalle. La estética sofisticada de la materia se intensifica en las placas grandes 120x278 cm de 6 mm de grosor vistiendo las paredes y los suelos de cada estancia de la casa.

Рисунок цемента необыкновенно современен: большой формат 120x278 см в силу своего высокого технического и композиционного потенциала украшает интерьер кухни и гостиной стильно, эффектно и функционально.



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

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

COUNTERTOP  
AtlasPlan Boost **Smoke** Hammered  
162x324 cm | 63<sup>3</sup>/<sub>4</sub>"x 127<sup>1</sup>/<sub>2</sub>"

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

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

COUNTERTOP  
 AtlasPlan Marvel Stone **Basaltina Volcano**  
 Matte/Matt 162x324 cm | 63<sup>3</sup>/<sub>4</sub>"x 127<sup>1</sup>/<sub>2</sub>"

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SENSITECH

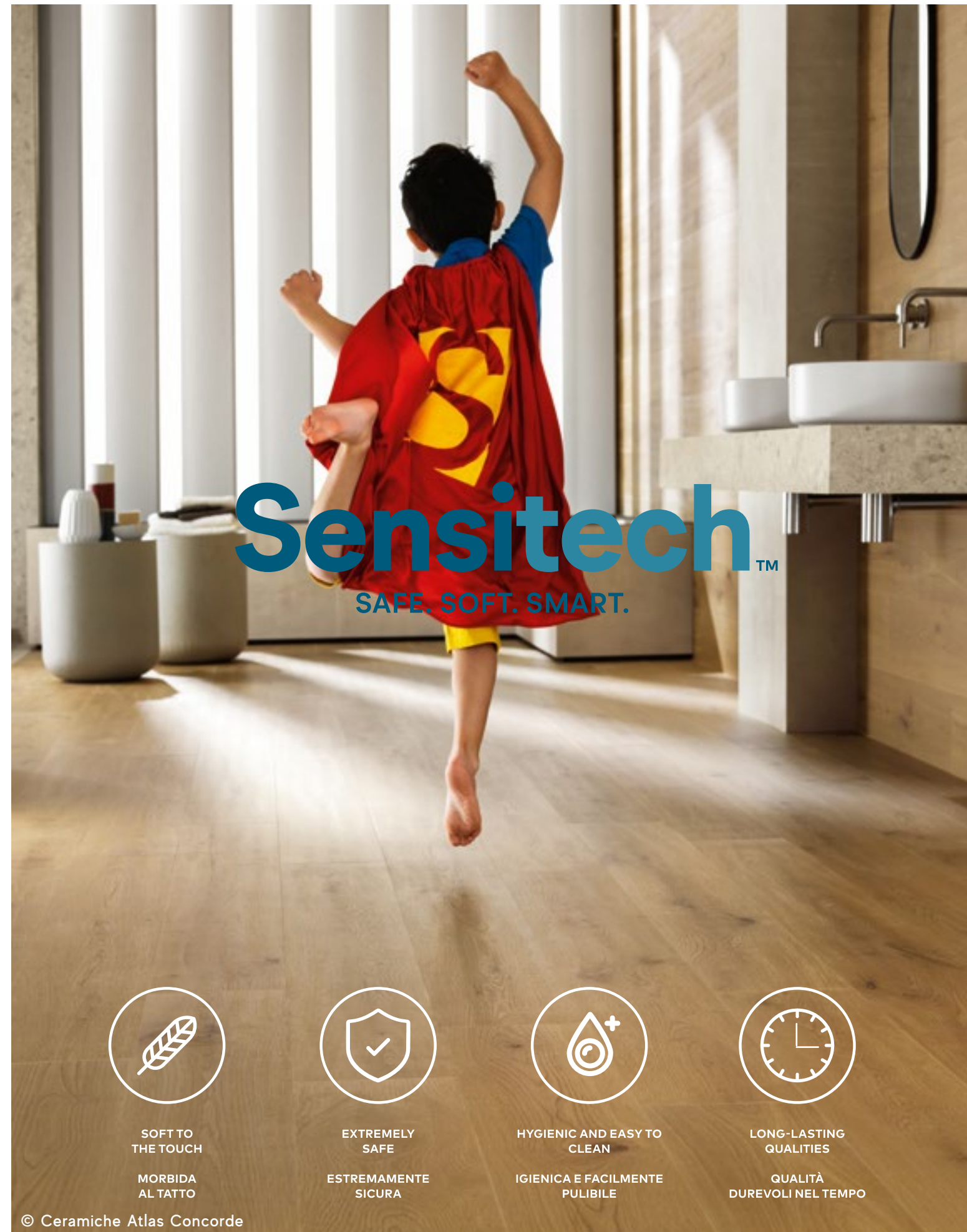
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**Sensitech™**  
SAFE. SOFT. SMART.



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.

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

DISCOVER MORE  
EN | IT | FR | DE | ES | RU

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.

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.

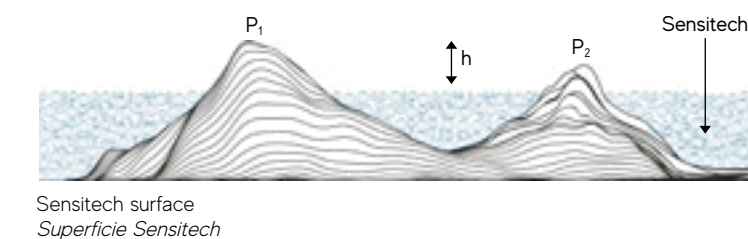
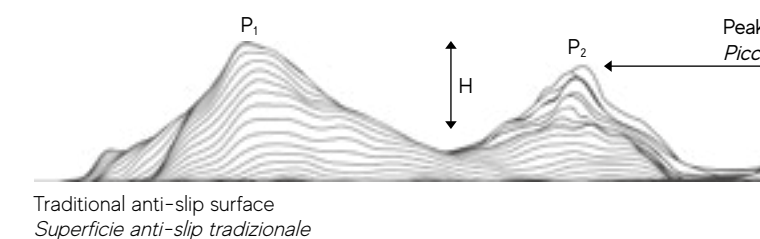
De la constante investigación de los Laboratorios Atlas Concorde nace Sensitech, la superficie de grés porcelánico para interiores realizada con un método de producción patentado en Italia. Una superficie de alto coeficiente tecnológico capaz de combinar un alto rendimiento de resistencia al deslizamiento 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.

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.

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 reinigungsfeundlicher 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.

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)\*



**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

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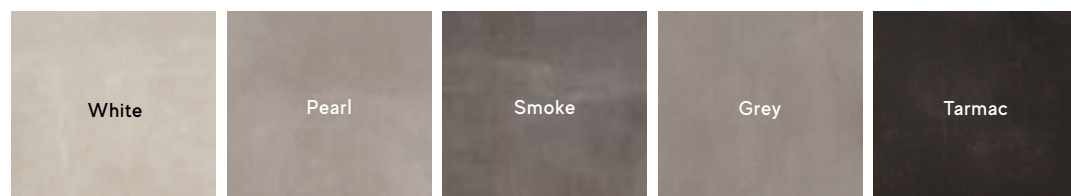
THE BENEFITS OF CERAMIC TILES



# Porcelain tiles

**PORCELAIN TILES** - Gres Porcellanato - Grès cérame - Feinsteinzeug Gres porcelánico - Керамический гранит

**RECTIFIED MONOCALIBER** - Rettificato monocalibro - Rectifié mono-calibre - Geschliffen einkalibrig - Rectificado monocalibre - Ретифицированный в одном калибре



160x320 cm - 63"x126"	± 6 mm			Matte	Matte	
160x160 cm - 63"x63"	± 6 mm	Matte		Matte	Matte	Matte
120x278 cm - 47 <sup>1</sup> / <sub>4</sub> "x109 <sup>1</sup> / <sub>2</sub> "	± 6 mm	Matte	Matte	Matte	Matte	Matte
120x240 cm - 47 <sup>1</sup> / <sub>4</sub> "x94 <sup>1</sup> / <sub>2</sub> "	± 9 mm	Matte	Matte	Matte	Matte	Matte
120x120 cm - 47 <sup>1</sup> / <sub>4</sub> "x47 <sup>1</sup> / <sub>4</sub> "	± 6 mm	Matte	Matte	Matte	Matte	Matte
	± 9 mm	Matte <a href="#">Sensitech</a> (S)	Matte <a href="#">Sensitech</a> (S)	Matte <a href="#">Sensitech</a> (S)	Matte <a href="#">Sensitech</a> (S)	Matte <a href="#">Sensitech</a> (S)
75x150 cm - 29 <sup>1</sup> / <sub>2</sub> "x59"	± 9 mm	Matte <a href="#">Sensitech</a> (S)	Matte <a href="#">Sensitech</a> (S)	Matte <a href="#">Sensitech</a> (S)	Matte <a href="#">Sensitech</a> (S)	Matte <a href="#">Sensitech</a> (S)
60x120 cm - 23 <sup>5</sup> / <sub>8</sub> "x47 <sup>1</sup> / <sub>4</sub> "	± 9 mm	Matte <a href="#">Sensitech</a> (S)	Matte <a href="#">Sensitech</a> (S)	Matte <a href="#">Sensitech</a> (S)	Matte <a href="#">Sensitech</a> (S)	Matte <a href="#">Sensitech</a> (S)
75x75 cm - 29 <sup>1</sup> / <sub>2</sub> "x29 <sup>1</sup> / <sub>2</sub> "	± 9 mm	Matte <a href="#">Sensitech</a> (S)	Matte <a href="#">Sensitech</a> (S)	Matte <a href="#">Sensitech</a> (S)	Matte <a href="#">Sensitech</a> (S)	Matte <a href="#">Sensitech</a> (S)
37,5x75 cm - 14 <sup>3</sup> / <sub>4</sub> "x29 <sup>1</sup> / <sub>2</sub> "	± 9 mm	Matte <a href="#">Sensitech</a> (S)	Matte <a href="#">Sensitech</a> (S)	Matte <a href="#">Sensitech</a> (S)	Matte <a href="#">Sensitech</a> (S)	Matte <a href="#">Sensitech</a> (S)
60x60 cm - 23 <sup>5</sup> / <sub>8</sub> "x23 <sup>5</sup> / <sub>8</sub> "	± 9 mm	Matte <a href="#">Sensitech</a> (S)	Matte <a href="#">Sensitech</a> (S)	Matte <a href="#">Sensitech</a> (S)	Matte <a href="#">Sensitech</a> (S)	Matte <a href="#">Sensitech</a> (S)
30x60 cm - 11 <sup>3</sup> / <sub>4</sub> "x23 <sup>5</sup> / <sub>8</sub> "	± 9 mm	Matte <a href="#">Sensitech</a> (S)	Matte <a href="#">Sensitech</a> (S)	Matte <a href="#">Sensitech</a> (S)	Matte <a href="#">Sensitech</a> (S)	Matte <a href="#">Sensitech</a> (S)



### Outdoor and Wet Areas

120x120 cm - 47 <sup>1</sup> / <sub>4</sub> "x47 <sup>1</sup> / <sub>4</sub> "	± 9 mm	Grip	Grip	Grip	Grip	Grip
120x240 cm - 47 <sup>1</sup> / <sub>4</sub> "x94 <sup>1</sup> / <sub>2</sub> "	± 20 mm	Outdoor			Outdoor	
120x120 cm - 47 <sup>1</sup> / <sub>4</sub> "x47 <sup>1</sup> / <sub>4</sub> "	± 20 mm	Outdoor		Outdoor	Outdoor	Outdoor
60x120 cm - 23 <sup>5</sup> / <sub>8</sub> "x47 <sup>1</sup> / <sub>4</sub> "	± 20 mm	Outdoor		Outdoor	Outdoor	Outdoor
90x90 cm - 35 <sup>3</sup> / <sub>8</sub> "x35 <sup>3</sup> / <sub>8</sub> "	± 20 mm	Outdoor		Outdoor	Outdoor	Outdoor
60x60 cm - 23 <sup>5</sup> / <sub>8</sub> "x23 <sup>5</sup> / <sub>8</sub> "	± 20 mm	Outdoor		Outdoor	Outdoor	Outdoor



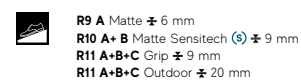
The constant research of Atlas Concorde Laboratories has led to the creation of Sensitech, the porcelain tile surface for interiors made using a production method patented in Italy that combines superior slip-resistance with an unprecedented tactile softness, guaranteeing ease of cleaning and maintenance.

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



#### Anti-slip



#### Colour-Shading



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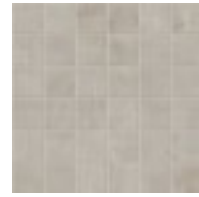
TARMAC

## Porcelain tile decors

**Boost White Mosaico**  
30x30 - 1<sup>1</sup>/<sub>4</sub>"x1<sup>1</sup>/<sub>4</sub>"



**Boost Pearl Mosaico**  
30x30 - 1<sup>1</sup>/<sub>4</sub>"x1<sup>1</sup>/<sub>4</sub>"



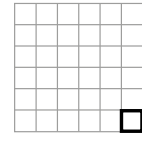
**Boost Grey Mosaico**  
30x30 - 1<sup>1</sup>/<sub>4</sub>"x1<sup>1</sup>/<sub>4</sub>"



**Boost Smoke Mosaico**  
30x30 - 1<sup>1</sup>/<sub>4</sub>"x1<sup>1</sup>/<sub>4</sub>"



**Boost Tarmac Mosaico**  
30x30 - 1<sup>1</sup>/<sub>4</sub>"x1<sup>1</sup>/<sub>4</sub>"



4,8x4,8 cm  
1<sup>7</sup>/<sub>8</sub>"x1<sup>7</sup>/<sub>8</sub>"

**Boost White Mosaico Shapes**  
31x33,5 - 12<sup>1</sup>/<sub>4</sub>"x13<sup>1</sup>/<sub>4</sub>"



**Boost Pearl Mosaico Shapes**  
31x33,5 - 12<sup>1</sup>/<sub>4</sub>"x13<sup>1</sup>/<sub>4</sub>"



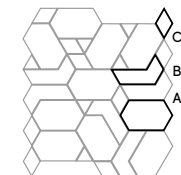
**Boost Grey Mosaico Shapes**  
31x33,5 - 12<sup>1</sup>/<sub>4</sub>"x13<sup>1</sup>/<sub>4</sub>"



**Boost Smoke Mosaico Shapes**  
31x33,5 - 12<sup>1</sup>/<sub>4</sub>"x13<sup>1</sup>/<sub>4</sub>"



**Boost Tarmac Mosaico Shapes**  
31x33,5 - 12<sup>1</sup>/<sub>4</sub>"x13<sup>1</sup>/<sub>4</sub>"



A 11,4x6,5 cm - 4<sup>1</sup>/<sub>2</sub>"x2<sup>1</sup>/<sub>2</sub>"  
B 11,4x6,5 cm - 4<sup>1</sup>/<sub>2</sub>"x2<sup>1</sup>/<sub>2</sub>"  
C 6,3x3,2 cm - 2<sup>1</sup>/<sub>2</sub>"x1<sup>1</sup>/<sub>4</sub>"

**Boost Smoke Mosaico Hex Yellow**  
25x28,5 - 9<sup>7</sup>/<sub>8</sub>"x11<sup>1</sup>/<sub>4</sub>"



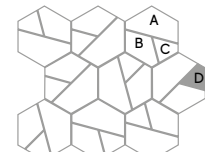
**Boost Smoke Mosaico Hex Black**  
25x28,5 - 9<sup>7</sup>/<sub>8</sub>"x11<sup>1</sup>/<sub>4</sub>"



**Boost Tarmac Mosaico Hex Jade**  
25x28,5 - 9<sup>7</sup>/<sub>8</sub>"x11<sup>1</sup>/<sub>4</sub>"



**Boost Tarmac Mosaico Hex Black**  
25x28,5 - 9<sup>7</sup>/<sub>8</sub>"x11<sup>1</sup>/<sub>4</sub>"



A 9,7x3,8 cm - 3<sup>7</sup>/<sub>8</sub>"x1<sup>1</sup>/<sub>2</sub>"  
B 4,8x3,8 cm - 1<sup>7</sup>/<sub>8</sub>"x1<sup>1</sup>/<sub>2</sub>"  
C 4,6x3,6 cm - 1<sup>7</sup>/<sub>8</sub>"x1<sup>1</sup>/<sub>2</sub>"  
D 4,6x3,6 cm - 1<sup>7</sup>/<sub>8</sub>"x1<sup>1</sup>/<sub>2</sub>"



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THE BENEFITS OF CERAMIC TILES



# Wall tiles

**WHITE-BODY WALL TILES** - Rivestimenti in pasta bianca - Weißscherbige Wandfliesen - Revestimientos en pasta blanca - Настенная плитка из белой глины  
**RECTIFIED MONOCALIBER** - Rettificato monocalibro - Rectifié mono-calibre - Geschliffen einkalibrig - Rectificado monocalibre - Ретицированный в одном калибре

Sizes	Thickness	Surface finish	Available colors
40x80 cm - 15 <sup>3</sup> / <sub>4</sub> "x31 <sup>1</sup> / <sub>2</sub> "	± 8,5 mm	Matte	> White, Pearl, Grey, Smoke, Red, Sage
40x80 cm - 15 <sup>3</sup> / <sub>4</sub> "x31 <sup>1</sup> / <sub>2</sub> "	± 10 mm 3D Urban	Matte	> White, Pearl, Grey



**Color-shading**  
**V2 Slight Variation** > all colors

**Boost Pro 3D Urban White**  
 40x80 cm - 15<sup>3</sup>/<sub>4</sub>"x31<sup>1</sup>/<sub>2</sub>"



**Boost Pro 3D Urban Pearl**  
 40x80 cm - 15<sup>3</sup>/<sub>4</sub>"x31<sup>1</sup>/<sub>2</sub>"



**Boost White**  
 40x80 cm - 15<sup>3</sup>/<sub>4</sub>"x31<sup>1</sup>/<sub>2</sub>"



**Boost Pearl**  
 40x80 cm - 15<sup>3</sup>/<sub>4</sub>"x31<sup>1</sup>/<sub>2</sub>"



**Boost Pro 3D Urban Grey**  
 40x80 cm - 15<sup>3</sup>/<sub>4</sub>"x31<sup>1</sup>/<sub>2</sub>"



**Boost Grey**  
 40x80 cm - 15<sup>3</sup>/<sub>4</sub>"x31<sup>1</sup>/<sub>2</sub>"



**Boost Smoke**  
 40x80 cm - 15<sup>3</sup>/<sub>4</sub>"x31<sup>1</sup>/<sub>2</sub>"



**Boost Red**  
 40x80 cm - 15<sup>3</sup>/<sub>4</sub>"x31<sup>1</sup>/<sub>2</sub>"



**Boost Sage**  
 40x80 cm - 15<sup>3</sup>/<sub>4</sub>"x31<sup>1</sup>/<sub>2</sub>"



## Wall tile decors

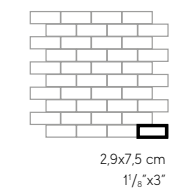
**Boost White Minibrick**  
 30,5x30,5 - 12"x12"



**Boost Pearl Minibrick**  
 30,5x30,5 - 12"x12"



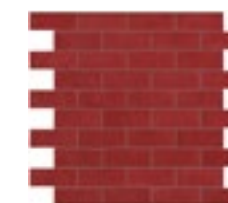
**Boost Grey Minibrick**  
 30,5x30,5 - 12"x12"



**Boost Smoke Minibrick**  
 30,5x30,5 - 12"x12"



**Boost Red Minibrick**  
 30,5x30,5 - 12"x12"



**Boost Sage Minibrick**  
 30,5x30,5 - 12"x12"



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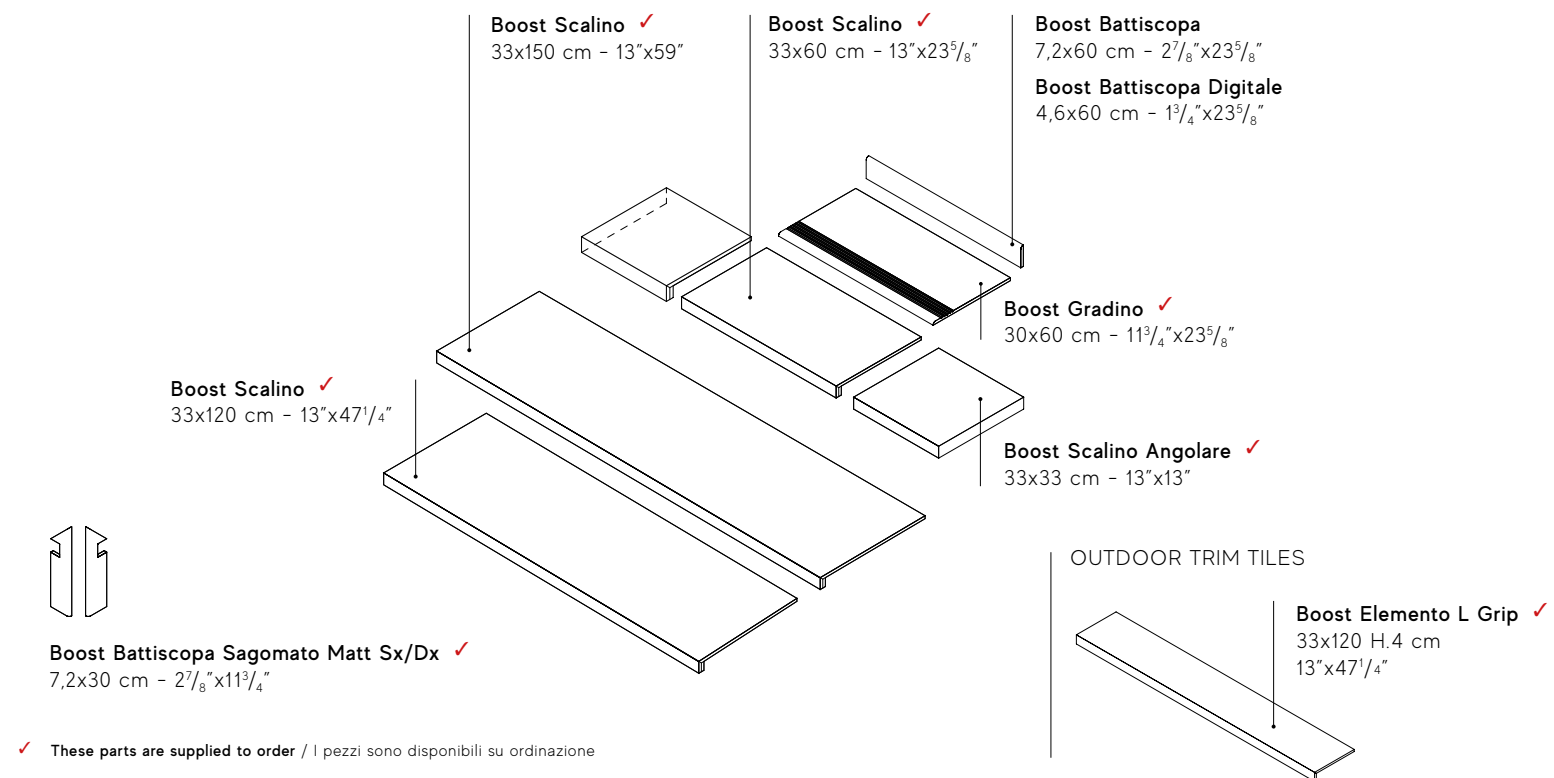


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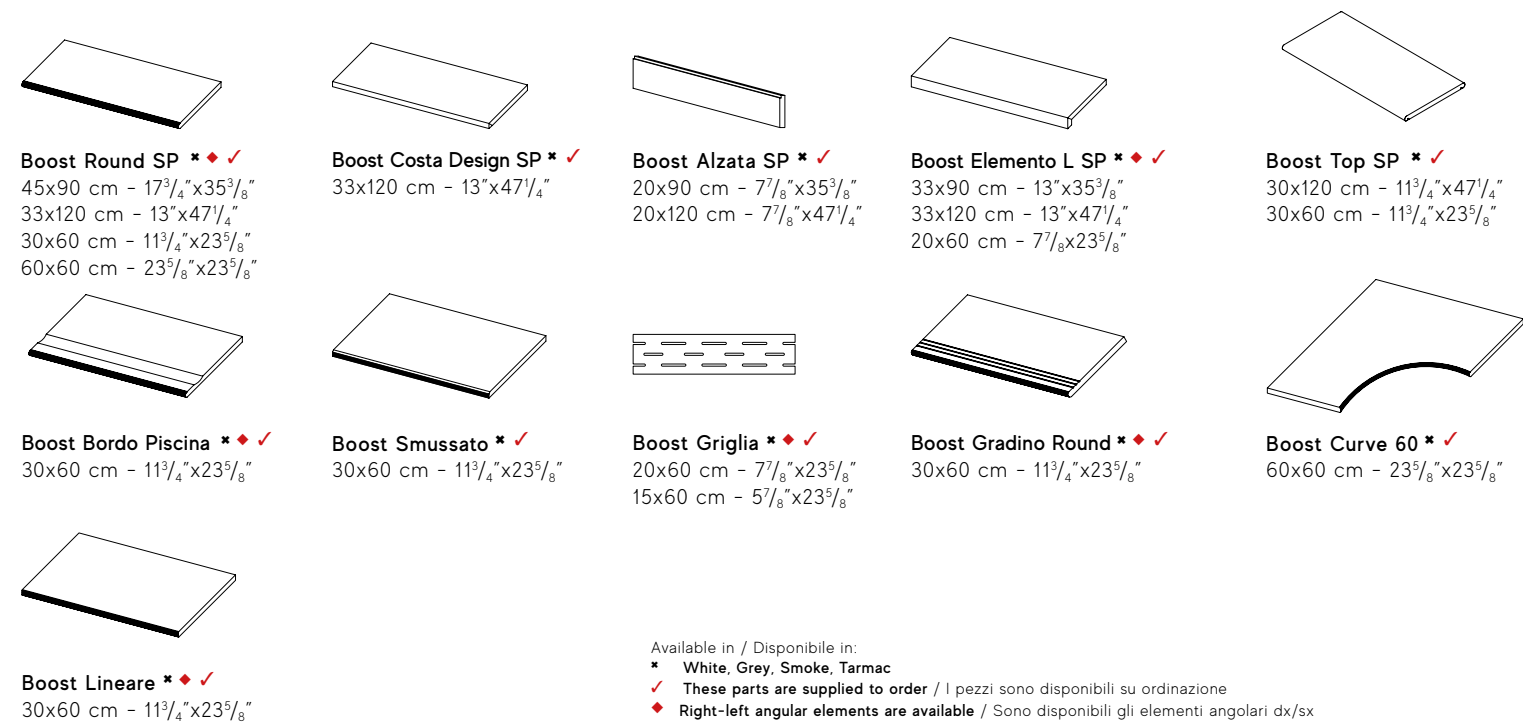




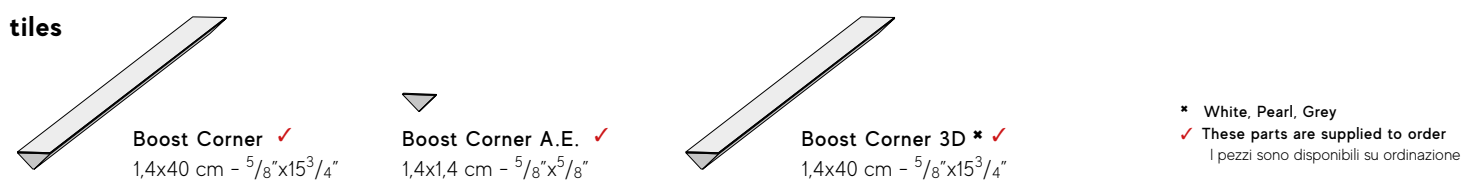
## Trim tiles



### Outdoor trim tiles ± 20 mm



### Wall trim tiles



### Outdoor 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.

### Note

For information and details relating to codes, packaging and weight it is recommended to refer to the latest pricelist. - Per le informazioni e i dati relativi a codici, imballaggi e pesi occorre sempre consultare l'ultimo listino aggiornato e in vigore. - Pour toutes informations et renseignements concernant les codes, les emballages et les poids, il y a toujours lieu de consulter le dernier tarif en vigueur et mis à jour. - Für Informationen und Daten die den Code, die Verpackung und das Gewicht betreffen bitte die aktuellste Preisliste zugrunde legen. - Para acceder a la información y a los datos relativos a códigos, embalajes y pesos hay que consultar siempre la última lista de precios actualizada y vigente. - Для информации о кодах, упаковках и весе обращайтесь к последнему действующему прайс-листу.

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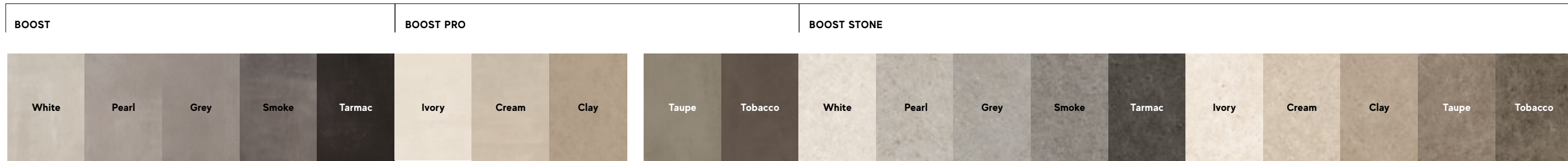




# BOOSTWORLD



## Porcelain tiles



Size	Thickness	Boost	Boost Pro	Boost Stone
160x320 cm - 63"x126"	± 6 mm	Matte	Matte	Matte
160x160 cm - 63"x63"	± 6 mm	Matte	Matte	Matte
120x278 cm - 47 1/4"x109 1/2"	± 6 mm	Matte	Matte	Matte
120x240 cm - 47 1/4"x94 1/2"	± 9 mm	Matte	Matte	Matte
120x120 cm - 47 1/4"x47 1/4"	± 6 mm	Matte	Matte	Matte
	± 9 mm	Matte (S)	Matte (S)	Matte (S)
75x150 cm - 29 1/2"x59"	± 9 mm	Matte (S)	Matte (S)	Matte (S)
60x120 cm - 23 5/8"x47 1/4"	± 9 mm	Matte (S)	Matte (S)	Matte (S)
75x75 cm - 29 1/2"x29 1/2"	± 9 mm	Matte (S)	Matte (S)	Matte (S)
37,5x75 cm - 14 3/4"x29 1/2"	± 9 mm	Matte (S)	Matte (S)	Matte (S)
60x60 cm - 23 5/8"x23 5/8"	± 9 mm	Matte (S)	Matte (S)	Matte (S)
30x60 cm - 11 3/4"x23 5/8"	± 9 mm	Matte (S)	Matte (S)	Matte (S)



### Outdoor and Wet Areas

120x120 cm - 47 1/4"x47 1/4"	± 9 mm	Grip	Grip	Grip	Grip	Grip	Grip	Grip	Grip	Grip	Grip	Grip	Grip	Grip	Grip	Grip	Grip	Grip	Grip	Grip
60x120 cm - 23 5/8"x47 1/4"	± 9 mm																			
30x60 cm - 11 3/4"x23 5/8"	± 9 mm																			
120x240 cm - 47 1/4"x94 1/2"	± 20 mm	Outdoor		Outdoor																
120x120 cm - 47 1/4"x47 1/4"	± 20 mm	Outdoor		Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor
60x120 cm - 23 5/8"x47 1/4"	± 20 mm	Outdoor		Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor
90x90 cm - 35 3/8"x35 3/8"	± 20 mm	Outdoor		Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor
60x60 cm - 23 5/8"x23 5/8"	± 20 mm	Outdoor		Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor



### Atlas Plan

162x324 cm - 63 3/4"x127 1/2"	± 12 mm	Hammered		Hammered	Hammered	Hammered														Hammered
> Non rectified - non rettificato	± 20 mm				Hammered															

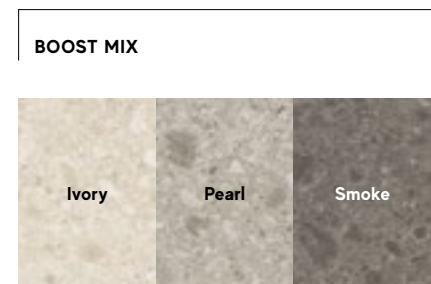
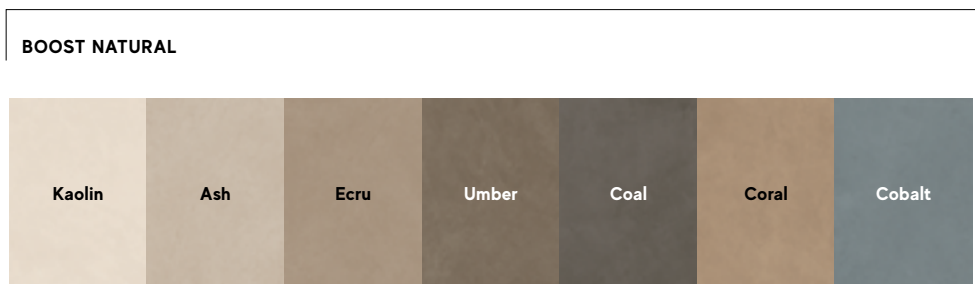
## Wall tiles



Size	Thickness	Boost	Boost Pro
40x80 cm - 15 3/4"x31 1/2"	± 8,5 mm	Matte	Matte
40x80 cm - 15 3/4"x31 1/2" 3D Urban	± 10 mm	Matte	Matte



# BOOSTWORLD



## Porcelain tiles



160x320 cm - 63"x126"	± 6 mm							
160x160 cm - 63"x63"	± 6 mm							
120x278 cm - 47 1/4"x109 1/2"	± 6 mm	Matte	Matte	Matte	Matte	Matte	Matte	Matte
120x240 cm - 47 1/4"x94 1/2"	± 9 mm							
120x120 cm - 47 1/4"x47 1/4"	± 6 mm							
	± 9 mm	Matte (S)	Matte (S)	Matte (S)	Matte (S)	Matte (S)	Matte (S)	Matte (S)
75x150 cm - 29 1/2"x59"	± 9 mm							
60x120 cm - 23 5/8"x47 1/4"	± 9 mm	Matte (S)	Matte (S)	Matte (S)	Matte (S)	Matte (S)	Matte (S)	Matte (S)
75x75 cm - 29 1/2"x29 1/2"	± 9 mm							
37,5x75 cm - 14 3/4"x29 1/2"	± 9 mm							
60x60 cm - 23 5/8"x23 5/8"	± 9 mm	Matte (S)	Matte (S)	Matte (S)	Matte (S)	Matte (S)	Matte (S)	Matte (S)
30x60 cm - 11 3/4"x23 5/8"	± 9 mm	Matte (S)	Matte (S)	Matte (S)	Matte (S)	Matte (S)	Matte (S)	Matte (S)



## Outdoor and Wet Areas

120x120 cm - 47 1/4"x47 1/4"	± 9 mm	Grip	Grip	Grip	Grip	Grip		
60x120 cm - 23 5/8"x47 1/4"	± 9 mm	Grip	Grip	Grip	Grip	Grip		
30x60 cm - 11 3/4"x23 5/8"	± 9 mm							
120x240 cm - 47 1/4"x94 1/2"	± 20 mm							
120x120 cm - 47 1/4"x47 1/4"	± 20 mm	Outdoor	Outdoor	Outdoor				
60x120 cm - 23 5/8"x47 1/4"	± 20 mm							
90x90 cm - 35 3/8"x35 3/8"	± 20 mm							
60x60 cm - 23 5/8"x23 5/8"	± 20 mm	Outdoor	Outdoor	Outdoor				



## Atlas Plan

162x324 cm - 63 3/4"x127 1/2"	± 12 mm				Hammered			
> Non rectified - non rettificato	± 20 mm							

## Wall tiles



50x120 cm - 19 5/8"x47 1/4"	± 8,5 mm	Matte	Matte	Matte
50x120 cm - 19 5/8"x47 1/4" 3D Brushed	± 8,5 mm	Matte	Matte	Matte
50x120 cm - 19 5/8"x47 1/4" 3D Texture	± 8,5 mm	Matte	Matte	Matte
50x120 cm - 19 5/8"x47 1/4" 3D Wave	± 8,5 mm	Matte	Matte	Matte



# Boost World: System of surfaces

Boost World is a project featuring concrete- and stone-effect surfaces. A system of porcelain tiles and coordinated wall tiles that's unique in terms of style and potential combinations that Atlas Concorde has designed to meet the needs of contemporary architecture and interior design.

Boost World è un progetto di superfici effetto cemento ed effetto pietra. Un sistema di pavimenti in gres porcellanato e rivestimenti coordinati unico per stile e potenzialità combinatorie, che Atlas Concorde ha pensato per rispondere alle esigenze dell'architettura e dell'interior design contemporanei.

Boost World est un projet de surfaces effet béton et pierre. Un système de sols en grès cérame et de revêtements muraux coordonnés unique en termes de style et de potentiel combinatoire, qu'Atlas Concorde a conçu pour répondre aux besoins de l'architecture et du design d'intérieur contemporains.

Boost World ist ein Projekt aus Belägen in Zement- und Steinoptik. Ein System aus Feinsteinzeug-Bodenbelägen und passend darauf abgestimmten Wandbelägen von einzigartigem Stil und großem Kombinationspotenzial, das Atlas Concorde eigens für die zeitgenössische Architektur und das Innendesign entwickelt hat.

Boost World es un proyecto de superficies con efecto cemento y piedra. Un sistema de pavimentos de gres porcelánico y revestimientos a juego únicos por su estilo y potencialidad de combinación que Atlas Concorde ha diseñado para satisfacer las necesidades de la arquitectura y el diseño de interiores contemporáneos.

Boost World – это подборка коллекций плитки под цемент и камень. Речь идет о комплексной системе с уникальным потенциалом сочетаний, включающей напольный керамогранит и настенную плитку, которую компания Atlas Concorde разработала, чтобы удовлетворить даже самые взыскательные требования современной архитектуры и дизайна.

# Environmental sustainability

DISCOVER MORE  
EN | IT | FR | DE | ES | RU

## Our certifications:

### Company Azienda



### Product Prodotto



### Product "Declarations" Dichiarazioni di prodotto



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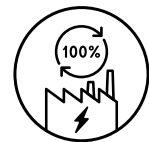


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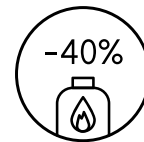
### Energy efficiency



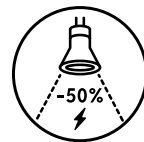
100% autonomous on energy



Hot air heat recovery from kilns and cooling water



40% savings on natural gas



100% LED lighting  
50% ANNUAL SAVINGS in electricity consumption

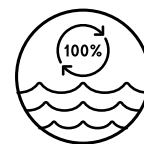
### Waste management



100% recycled scraps



99% of waste sent for recovery and 25% waste reduction in the last two years

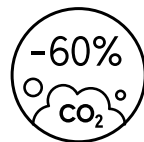


100% recycled industrial water and 27% reduction in water consumption in the last two years

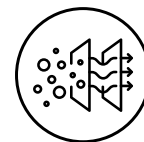
### Environment and health first



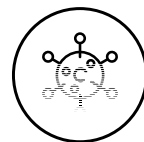
Cardboard and other packaging: 100% recycled material



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 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.

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.

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.

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.

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



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OVERVIEW

IMAGE GALLERY

PRODUCT RANGE & TECHNICAL SPECS.

BOOST WORLD

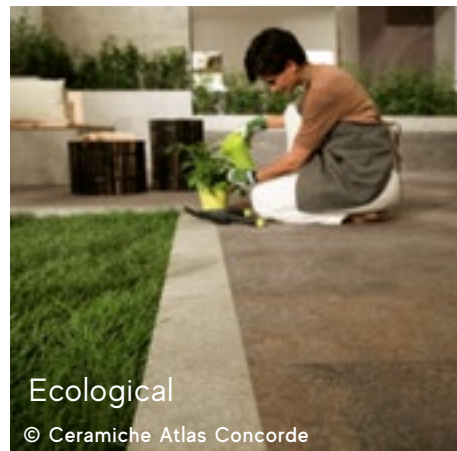
SUSTAINABILITY

THE BENEFITS OF CERAMIC TILES

## Eco-friendly material



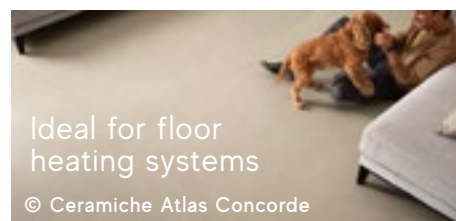
Energy efficient  
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Ecological  
© Ceramiche Atlas Concorde



Recycling and re-use  
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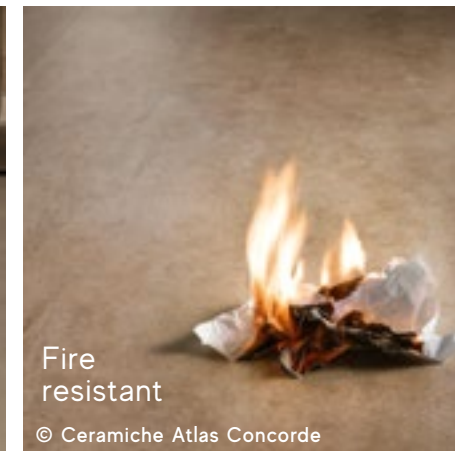


Ideal for floor heating systems  
© Ceramiche Atlas Concorde

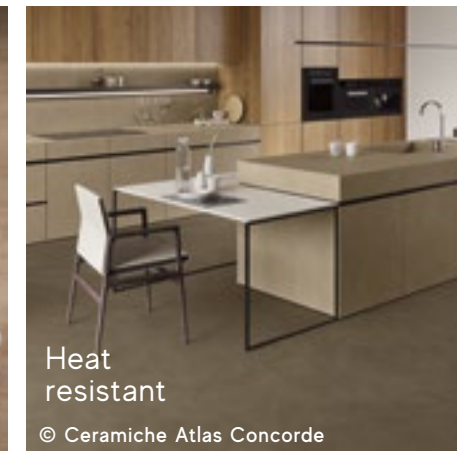
## Safety



Non-slip  
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Fire resistant  
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Heat resistant  
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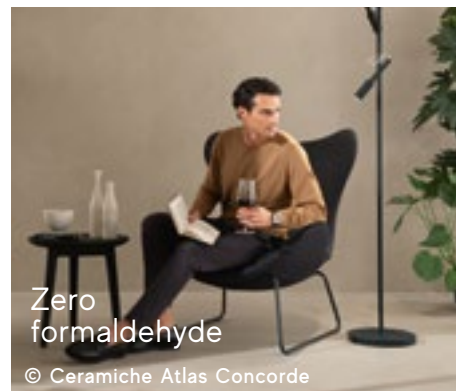
## Health



Prevent bacterial growth  
© Ceramiche Atlas Concorde



Zero PVC  
© Ceramiche Atlas Concorde



Zero formaldehyde  
© Ceramiche Atlas Concorde



Zero allergens  
© Ceramiche Atlas Concorde



Zero VOCs  
© Ceramiche Atlas Concorde

## Resistance and duration



Easy to maintain  
© Ceramiche Atlas Concorde



UV Resistant  
© Ceramiche Atlas Concorde



Resistant to chemicals  
© Ceramiche Atlas Concorde



Resistant to thermal shock  
© Ceramiche Atlas Concorde



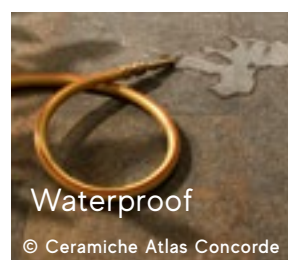
Stain resistant  
© Ceramiche Atlas Concorde



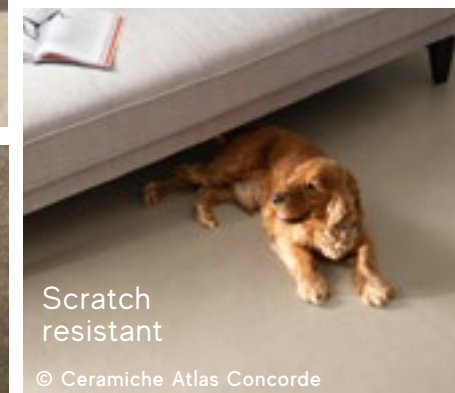
Resistant to acids  
© Ceramiche Atlas Concorde



Easy to clean  
© Ceramiche Atlas Concorde



Waterproof  
© Ceramiche Atlas Concorde



Scratch resistant  
© Ceramiche Atlas Concorde



Frost resistant  
© Ceramiche Atlas Concorde



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August 2022