

PRESS RELEASE

THE WHOLE SOUL OF WOOD

New wood effect collection for Ceramiche Piemme

All the spirit of reclaimed wood for the new **Soul** collection: digital technologies recreate natural oak in its most natural aspect with all its knots, flames and signs of time and ageing. In line with the increasingly popular "used look", the Piemme Soul floor tiles in porcelain stoneware are designed to 'warm' the space just like ancient, sturdy parquet made of oak.

Under the spotlight in this collection of tiles are the **natural** features of wood with light shades at the base and slight flaming emphasized through hand brushing; the **rustic** effect of knots usually discarded when selecting the boards are enhanced to give more naturalness; the elegance of the **recovered** wood, seasoned and handcrafted in the wax finished version, are the real protagonists of this collection of tiles.

There are 4 shades: PURE (light), NORDIC (natural), KNOTS (knotted) and RECLAIMED in one size 20X120cm with a 3D "Carved" surface (30X120cm) designed to decorate vertical surfaces, one digital carved finish "Shield" and two mosaics "Kaleido" and "Rolo" which replicate the typical workmanship of the "Rolini" masters.

Information: www.ceramichepiemme.it

Soul – Technical characteristics

Fine porcelain stoneware

Size: 20X120cm

Colours: Pure (chiaro), Nordic (naturale), Kknots, (nodoso), Reclaimed (recuperato).

3d structure: Carved 30X120cm

Decor: Mosaico Rolo, Mosaico Kaleido (light e warm), Shield

Ceramiche Piemme

Established in Maranello (Modena) in 1962, Ceramiche Piemme, which has been a member of Confindustria Ceramica since 1968, is a company specialised in the production of ceramic floor and wall coverings. The modern production plant in Solignano, in the province of Modena, is equipped with heat-recovery kilns that produce over 7 million square metres of porcelain stoneware every year.