

# FLOWTECH/

**FLOOR  
GRES** 

MADE IN FLORIM



# FLORIM È CERTIFICATA B CORP

## FLORIM IS B CORP CERTIFIED

Guardiamo al business come una forza positiva in grado di generare profitto e allo stesso tempo creare un impatto virtuoso sulle persone e sull'ambiente. Da sempre.

Le nostre scelte, giorno dopo giorno, ci hanno portato a migliorare il nostro modo di fare impresa.

*We conceive the business as a positive force able to generate profits and at the same time create a virtuous impact on people and the environment. Since forever.*

*Our choices, day after day, have led us to improve our way of doing business.*

### COSA SIGNIFICA ESSERE B CORP?

Ci siamo misurati con i **più alti standard di performance sociale e ambientale** e dopo un lungo e rigoroso processo di verifica **siamo diventati B Corp.**

Le aziende che riescono a ottenere questa certificazione sono le più evolute al mondo in termini di impatto positivo sia sociale che ambientale.

Costituiscono un movimento globale di 'Purpose Driven Businesses' che ha l'obiettivo di diffondere un nuovo **paradigma economico**, che vede le imprese come protagoniste nel **rigenerare la società.**



Certified



Corporation



Guarda il video *"Essere sostenibile è una scelta quotidiana"* con i volti di alcune delle "persone Florim" che ogni giorno contribuiscono a rendere l'azienda sempre più responsabile.  
*Watch the video "Being sustainable is a daily choice" with the faces of some of the "Florim people" who contribute to making the company even more responsible, every day.*

### WHAT DOES IT MEAN TO BE B CORP?

We vied with the **highest social and environmental performance standards**, and after a long and scrupulous verification process, **we became B Corp.**

Companies that succeed in obtaining this certification are the most evolved in the world in terms of their positive social and environmental impact.

They constitute a global movement of 'Purpose Driven Businesses' whose aim is to diffuse a **new economic paradigm**, whereby companies are the drivers of **social regeneration.**

**FOR  
PROFIT**

Ricerca  
il profitto  
Seeks profit

Certified



Corporation

Ricerca il profitto e ha un impatto positivo sulle persone e l'ambiente  
*Seeks profit and has a positive impact on people and the environment*

**NON  
PROFIT**

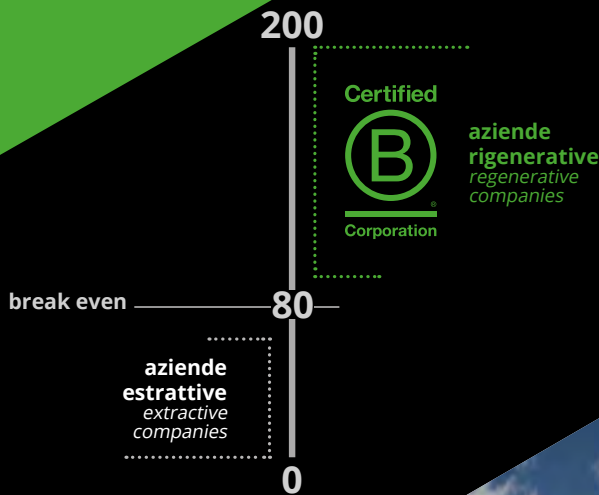
Ha un impatto positivo sulle persone e l'ambiente  
*Has a positive impact on people and the environment*

## BUSINESS RIGENERATIVO

È in corso un **cambiamento culturale** epocale di cui siamo orgogliosi di essere parte. Uno dei principi fondamentali di tutte le B Corp è quello di adottare un business rigenerativo che si contrappone a quello estrattivo.

Rigenerare significa non solo diminuire l'impatto sulla natura e sull'ambiente che ci circonda, ma addirittura produrre effetti positivi, creando valore condiviso nella società e rigenerando la biosfera.

Diventano B Corp solo quelle aziende che misurano il loro impatto complessivo attraverso il Benefit Impact Assessment (BIA) superando il punteggio di 80 (in una scala da 0 a 200) ed entrando così in una élite di imprese **rigenerative**. Chi non supera questa soglia viene considerata **azienda estrattiva** ovvero per funzionare consuma risorse economiche, sociali e ambientali superiori di quanto sia in grado di generare come output.



## REGENERATIVE BUSINESS

An historical **cultural shift** is under way, of which we are proud to be a part. One of the underlying principles of all B Corps is the adoption of a regenerative business model as opposed to an extractive one.

Regenerating means not only reducing the impact of business on our surrounding nature and environment, but also producing **positive effects, creating shared value in society and regenerating the biosphere.**

Only those companies that measure their overall impact through the Benefit Impact Assessment (BIA) exceeding the score of 80 points can be certified as B Corp, joining an elite of **regenerative companies**. Anyone who does not exceed this threshold is considered an **extractive company** or, in order to function, they consume higher economic, social and environmental resources than they are able to generate as output.

## IL PUNTEGGIO DI FLORIM

Il punteggio conseguito da Florim Italia è di 98,1 punti e il consolidato, che comprende la consociata americana, è di 90,9 punti. Così il Gruppo Florim rientra tra le 3.700 B Corp al mondo.

Sono oltre 140.000 le aziende che stanno cercando di ottenere la certificazione, nel rispetto di **severissimi standard di trasparenza e sostenibilità.**

Solo il 3% riesce a superare l'iter di verifica imposto da **B Lab**, ente certificatore di origine americana che oggi opera a livello globale.

## FLORIM'S SCORE

Florim Italia score is 98.1 points and the consolidated, which includes the American subsidiary, is 90.9 points. Florim Group is now one of the 3,700 B Corps throughout the world.

More than 140,000 companies are currently seeking to obtain the certification **in compliance with the strictest transparency and sustainability standards.**

Only 3% manage to pass the verification process implemented by **B Lab**, the US certifying body that currently operates on a global scale.

90.9

Florim consolidato  
Florim consolidated

98.1

Florim Italia  
Florim Italy





**russet**

**burnished**

**3 COLOURS**





**aged bonze**

**matte surface**



# FLOWTECH/



# AGED BRONZE



**Le lastre FLOWTECH/** permettono di arricchire ambienti pubblici e privati con il deciso fascino industriale delle lamiere metalliche. L'estetica coglie tutti i tratti iconici del materiale: è curata anche nei piccoli particolari e perfettamente bilanciata. A questo si aggiunge il vantaggio di un aspetto totalmente stabile nel tempo, e di una materia che non risente dell'umidità, dell'usura o di agenti atmosferici.

Le tre varianti colore insieme all'assortimento di formati, dalle grandi lastre ai pratici sottoformati in varie misure, agevolano la posa in opera e la versatilità architettonica della collezione.

**120x240**







# AGED BRONZE





# AGED BRONZE

## **FLOWTECH/**

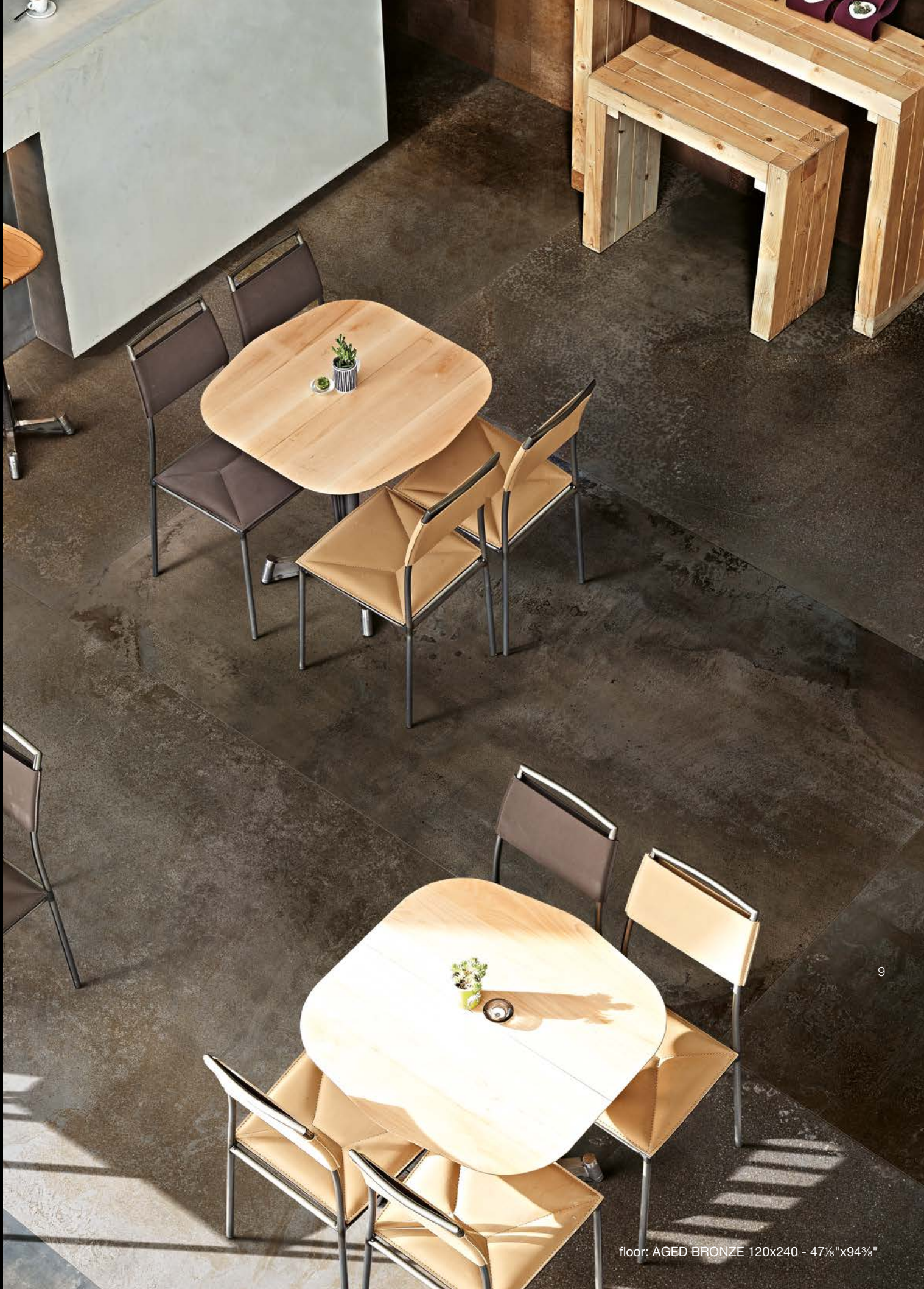
panels enrich public and private spaces with the industrial charm of metallic sheeting.

The aesthetic expresses all the iconic features of the material, even down to the smallest details, in perfect equilibrium.

They also have the benefit of being unchanged by the passage of time, in a material which is immune to the effects of humidity, wear and atmospheric agents.

The three colour variants, combined with a variety of sizes, from large panels to a number of handy smaller formats, make them easy to install and adapt to any setting.









Menu  
Mietella  
Strozzi  
Zuppa di fave



USCITA DI EMERGENZA

ALLARME INCENDIO











wall: RUSSET 60x60 - 23 $\frac{5}{8}$ "x23 $\frac{5}{8}$ " / 30x60 - 11 $\frac{3}{4}$ "x23 $\frac{5}{8}$ "  
floor: AGED BRONZE 120x240 - 47 $\frac{1}{8}$ "x94 $\frac{1}{8}$ "





wall: RUSSET 60x60 - 23<sup>5</sup>/<sub>8</sub>"x23<sup>5</sup>/<sub>8</sub>" / 30x60 - 11<sup>3</sup>/<sub>4</sub>"x23<sup>5</sup>/<sub>8</sub>"  
floor: AGED BRONZE 120x240 - 47<sup>1</sup>/<sub>8</sub>"x94<sup>3</sup>/<sub>8</sub>"





14















# RUSSET



Les dalles **FLOWTECH/** confèrent aux espaces publics et privés le charme typiquement industriel des tôles métalliques. Leur esthétique, qui met en évidence toutes les caractéristiques du matériau, est soignée dans les moindres détails et parfaitement équilibrée. À cela s'ajoute l'avantage d'un aspect extrêmement durable et d'une matière résistante à l'humidité, à l'usure et aux agents atmosphériques.

Les trois variantes de couleurs et l'assortiment de formats disponibles, des grandes dalles aux sous-formats pratiques proposés en plusieurs dimensions, facilitent la pose et permettent son application dans différents contextes architecturaux.

Die Platten von **FLOWTECH/** machen es möglich öffentliche und private Bereiche um den deutlichen industriellen Reiz der Metallbleche zu bereichern. Die Ästhetik birgt alle ikonischen Züge des Materials: es ist auch in den kleinsten Einzelheiten gepflegt und perfekt ausgewogen.

Hinzu kommen die Vorteile eines auf die Dauer absolut beständigen Aussehens und eines Materials, dem Feuchtigkeit, Verschleiß oder Umwelteinflüsse nicht schaden können.

Die drei Farbvarianten, zusammen mit dem Sortiment an Formaten, von den großen Platten bis zu den praktischen Unterformaten in verschiedenen Größen, erleichtern die Verlegung an Ort und Stelle und die architektonische Vielseitigkeit der Kollektion.















# BURNISHED

Las losas **FLOWTECH/** permiten enriquecer ambientes públicos y privados con el intenso encanto industrial de las chapas metálicas.

La estética abarca todos los rasgos icónicos del material: está cuidada incluso en los pequeños detalles y perfectamente equilibrada.

A esto se añade la ventaja de un aspecto totalmente estable en el tiempo y de una materia que no se resiente a la humedad, al desgaste o a los agentes atmosféricos.

Las tres variantes de color junto al surtido de formatos, desde las grandes losas hasta los prácticos subformatos en varias medidas, facilitan la colocación en la obra y la versatilidad arquitectónica de la colección.

**Плиты FLOWTECH/** позволяют наделять общественные и частные интерьеры решительным промышленным очарованием листового металла. Эстетика запечатлела все характерные черты этого материала: она проработана в мельчайших деталях и великолепно уравновешена. К этому прибавляется преимущество неизменяющегося с течением времени внешнего вида и материала, на который не влияет влага, износ или атмосферное воздействие. При варианте цвета наряду с ассортиментом форматов - от больших плит до практичных мелких форматов разнообразных размеров, облегчают укладку и повышают архитектурную универсальность коллекции.



























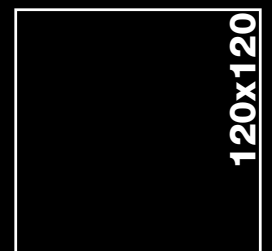
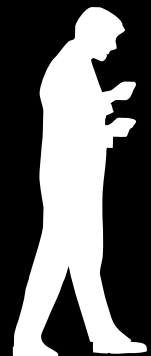




# S

## FLOWTECH/INDOOR/OUTDOOR

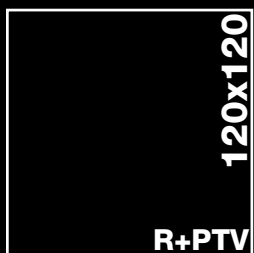
30



# 6 mm 1/4"



# ZEESES



# 6 mm 1/4"



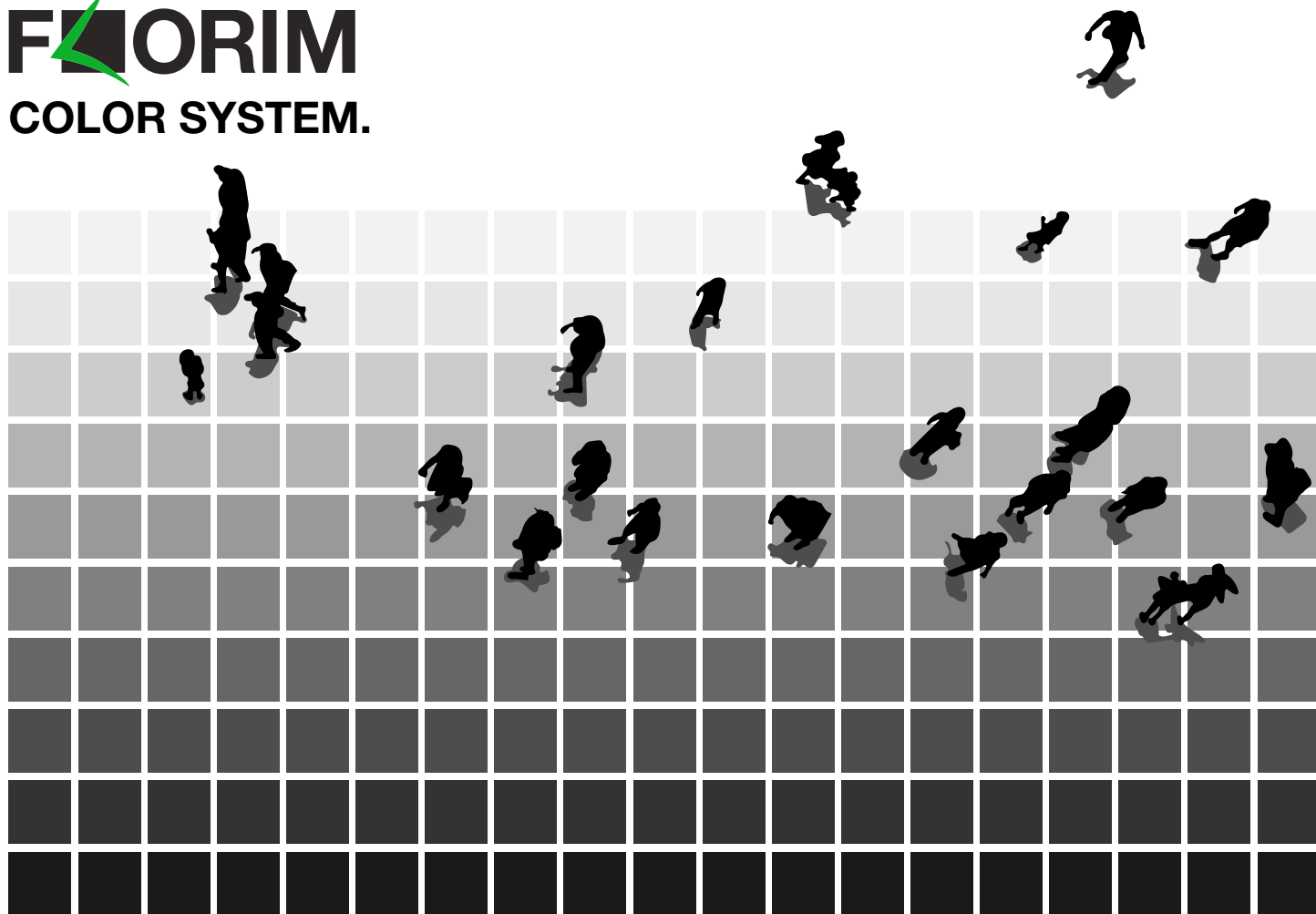
# 10 mm 3/8"





# FLORIM

## COLOR SYSTEM.



In armonia con la visione che supera i tradizionali confini e le barriere tra le collezioni, Floor Gres progetta le propria palette cromatica sulla base di un piano-colore elaborato considerando l'evoluzione dello stile e le tendenze dell'architettura: il **Florim Color System**. Questo sistema garantisce la compatibilità cromatica tra materiali appartenenti a collezioni diverse. L'architetto sceglie e combina i materiali Floor Gres secondo le proprie esigenze, trovandoli perfettamente compatibili.

Consistent with the vision that stretches beyond traditional boundaries and barriers between collections, Floor Gres designs its color ranges on the basis of a general color plan drawn up taking into consideration the evolution of style and architectural trends: the **Florim Color System**. This system ensures the color compatibility between materials belonging to different collections. The architect selects the Floor Gres materials according to his/her needs and finds them perfectly compatible.

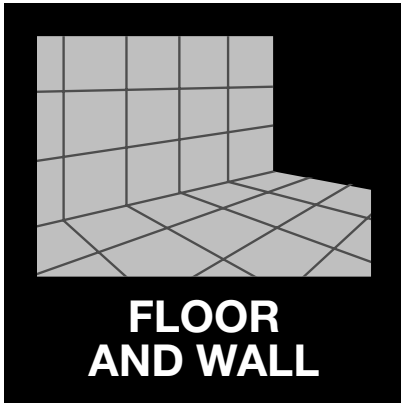
En harmonie avec une vision qui dépasse les frontières traditionnelles et les barrières entre les collections, Floor Gres projette ses gammes de couleurs sur la base d'un plan-couleur général, élaboré en considérant l'évolution du style et les tendances de l'architecture : le **Florim Color System**. Ce système garantit la compatibilité chromatique entre des matériaux appartenant à des collections différentes. L'architecte choisit et combine les matériaux Floor Gres selon ses exigences, et il les trouve parfaitement compatibles.

In Harmonie mit der Vision, die die herkömmlichen Abgrenzungen und Schranken zwischen den Kollektionen überschreitet, plant Floor Gres seine Farbpaletten auf der Grundlage eines allgemeinen Farbprojekts, das unter Berücksichtigung der Entwicklung des Stils und der architektonischen Trends erarbeitet wurde: dem **Florim Color System**. Dieses System garantiert die farbliche Kompatibilität der Materialien unterschiedlicher Kollektionen. Der Architekt wählt und kombiniert die Materialien von Floor Gres seinen Bedürfnissen entsprechend, und stellt fest, dass sie perfekt kompatibel sind.

De acuerdo con la visión que supera las barreras y los confines tradicionales entre las colecciones, Floor Gres proyecta sus gamas y colores en base a un plan de color general elaborado considerando la evolución del estilo y las tendencias de la arquitectura: el **Florim Color System**. Este sistema garantiza la compatibilidad cromática entre los materiales pertenecientes a colecciones distintas. El arquitecto, al encontrarse con que los materiales Floor Gres son perfectamente compatibles entre sí, los elige y los según sus propias exigencias.

В соответствии с подходом, преодолевающим традиционные границы и барьеры между коллекциями, Floor Gres разрабатывает цветовые гаммы на основе общего цветового плана, созданного с учетом развития стиля и тенденций в архитектуре: это - **Florim Color System**. Эта система гарантирует цветовую совместимость материалов, входящих в разные коллекции. Архитектор выбирает и сочетает материалы Floor Gres по собственному усмотрению, так как они являются совершенно совместимыми друг с другом.





**PAVIMENTO E RIVESTIMENTO / Prodotto con design e formati utilizzabili sia per pavimenti che per pareti.**

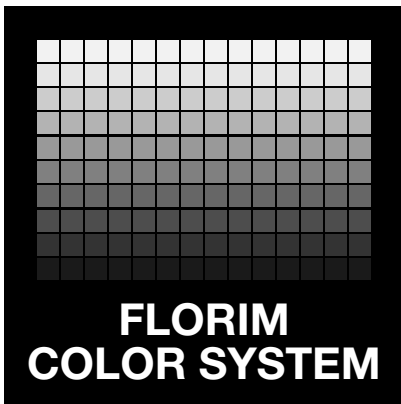
FLOOR AND WALL / Tiles with styling and sizes suitable for both floors and walls.

CARRELAGE ET REVÊTEMENT / Produit avec design et formats utilisables aussi bien pour les sols que pour les murs.

BODENFLIESEN UND WANDFLIESEN / Design und Formate dieses Produkts eignen sich sowohl für Boden- als auch Wandgestaltungen.

PAVIMENTO Y REVESTIMIENTO / Producto con diseño y formatos utilizables tanto para pavimentos como para paredes.

ПОЛ И ОБЛИЦОВКА / Изделие с дизайном и форматами, которые используются как для настила полов, так и для облицовки стен.



**SISTEMA COLORE FLORIM / Il prodotto è inserito nel grande sistema di coordinazione colore del gruppo Florim, con oltre 180 colori combinabili tra loro.**

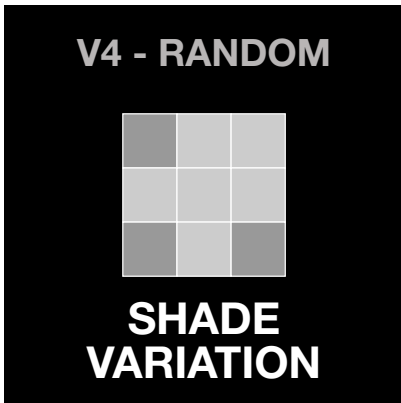
FLORIM COLOR SYSTEM / These tiles belong to Florim's great color matching system, with more than 180 colors for mixing and matching.

SYSTÈME COULEUR FLORIM / Le produit est inséré dans le grand système d'assortiment de couleurs de Florim, avec plus de 180 couleurs pouvant être coordonnées entre elles.

FARBSYSTEM FLORIM / Das Produkt ist im großen Farbabstimmungssystem von Florim mit mehr als 180 kombinierbaren Farben enthalten.

SISTEMA COLOR FLORIM / Este producto forma parte del gran sistema de combinación de colores de Florim, con más de 180 colores combinables entre sí.

ЦВЕТОВАЯ СИСТЕМА FLORIM / Это изделие включено в большую систему цветовой координации группы Florim, в которую входят более 180 цветов, сочетающихся друг с другом.



**GRADO DI VARIAZIONE CROMATICA / Grado di variazione nella tonalità e/o nel colore tra i vari pezzi del prodotto posato: minimo V1, massimo V4.**

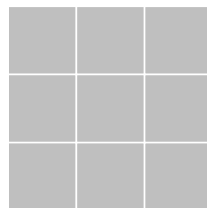
DEGREE OF COLOUR CHANGE / Degree of variation in the shade and/or in the colour between the various parts of the laid product: minimum V1, maximum V4.

DEGRE DE VARIATION CHROMATIQUE / Degré de variation à la nuance et/ou de la couleur entre les diverses parties du produit étendu : minimum V1, maximum V4.

GRAD DER FARBABWEICHUNG / Grad Veränderung im Farbton und/oder der Farbe zwischen den verschiedenen Teilen des gelegten Produktes: Minimum V1, Maximum V4.

GRADO DE VARIACIÓN CROMÁTICA / Grado de variación en la cortina y/o en el color entre las varias partes del producto puesto: mínimo V1, máximo V4.

Степень изменения тонал и/или цвета между различными изделиями уложенной продукции: минимум V1, максимум V4.



#### V1 - LOW

**Prodotto monocromatico.**

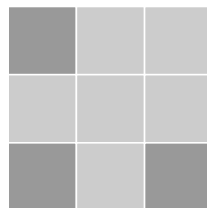
The least amount of shade and texture variation.

Attainable in naturally fired clay products.

Produit monochromatique.

Einfarbiges produkt.Producto monocromático.

ОДНОЦВЕТНАЯ ПРОДУКЦИЯ.



#### V2 - MODERATE

**Prodotto con leggera variazione cromatica.**

Light to moderate shade and texture variation within each carton.

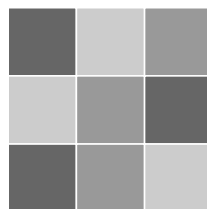
Produit à légère variation chromatique.

Produkt mit leichter farbnance.

Producto con una pequeña variación cromatica.

ПРОДУКЦИЯ С ЛЕГКИМИ ЦВЕТОВЫМИ

ИЗМЕНЕНИЯМИ.



#### V3 - HIGH

**Prodotto con marcata variazione cromatica.**

High shade texture variation within each carton.

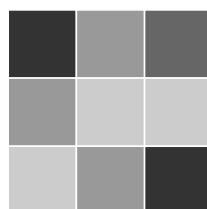
Produit à variation chromatique accentuée.

Produkt mit ausgepraegter farbnance.

Producto con evidente variación cromatica.

ПРОДУКЦИЯ С ЯРКИМИ ЦВЕТОВЫМИ

ИЗМЕНЕНИЯМИ.



#### V4 - RANDOM

**Prodotto con forte variazione cromatica.**

Very high shade and texture variation within each carton.

Produit à forte variation chromatique.

Produkt mit starker farbnance.

Producto con fuerte variación cromatica.

ПРОДУКЦИЯ С ЯРКИМИ ЦВЕТОВЫМИ

ИЗМЕНЕНИЯМИ.





**FLOWTECH/  
PRODUCT  
COLOURS  
BURNISHED**



**FLOWTECH/  
PRODUCT  
COLOURS  
AGED  
BRONZE**

**NATURALE / SQUADRATO**  
MATTE / SQUARED  
NATUREL / EQUARRI  
MATT / VIERKANTIG  
MATE / ESCUADRADO  
НАТУРАЛЬНАЯ / КАЛИБРОВАННАЯ





**FLOWTECH/  
PRODUCT  
COLOURS  
RUSSET**







# FLOWTECH/PRODUCTCODES



GRES FINE PORCELLANATO - SQUADRATO / FINE PORCELAIN STONEWARE - SQUARED  
GRES CERAME FIN - EQUARRI / FEINSTEINZEUG-KOLLEKTIONEN - REKTIFIZIERT  
GRES PORCELANICO FINO - ESCUADRADO / ТОНКИЙ КЕРАМОГРАНИТ - РЕКТЕФИЦИРОВАННЫЙ

	80x80 31 1/2" x 31 1/2"	40x80 15 3/4" x 31 1/2"	60x120 23 5/8" x 47 1/4"	60x60 23 5/8" x 23 5/8"	30x60 11 4/5" x 23 5/8"	 21x40 8 1/4" x 15 3/4" modulo listello sfalsato
Superfici / Surfaces Surfaces / Oberflächen Superficies / Поверхности	NATURALE / MATTE / MAT MATT / MATE / НАТУРАЛЬНАЯ					
Spessore / Thickness / Epaisseur Dicke / Espesor / Толщина	# 10 mm 3/8"					
RUSSET	757064	757067	757070	757073	757076	756615
AGED BRONZE	757065	757068	757071	757074	757077	756616
BURNISHED	757066	757069	757072	757075	757078	756617





# FLOWTECH/SPECIALPIECES

	 4,6x80 1 3/4" x 31 1/2" battiscopa	 33x120x3 13" x 47 1/4" x 1 1/8" angolo gradino DX	 33x120x3 13" x 47 1/4" x 1 1/8" gradino	 33x120x3 13" x 47 1/4" x 1 1/8" angolo gradino SX
Superfici / Surfaces Surfaces / Oberflächen Superficies / Поверхности	NATURALE / MATTE / MAT MATT / MATE / НАТУРАЛЬНАЯ			
Spessore / Thickness / Epaisseur Dicke / Espesor / Толщина	# 10 mm 3/8"			
RUSSET	756618	758219	758216	758222
AGED BRONZE	756619	758220	758217	758223
BURNISHED	756620	758221	758218	758224

# FLOWTECH/PRODUCTCODES



GRES FINE PORCELLANATO - SQUADRATO / FINE PORCELAIN STONEWARE - SQUARED  
GRES CERAME FIN - EQUARRI / FEINSTEINZEUG-KOLLEKTIONEN - REKTIFIZIERT  
GRES PORCELANICO FINO - ESCUADRADO / ТОНКИЙ КЕРАМОГРАНИТ - РЕКТЕФИЦИРОВАННЫЙ

	160x320 63" x 126"	120x240 47 1/4" x 94 1/2"	120x240 47 1/4" x 94 1/2" R+PTV	160x160 63" x 63"	120x120 47 1/4" x 47 1/4"	120x120 47 1/4" x 47 1/4" R+PTV	60x120 23 5/8" x 47 1/4"	 30x30 11 4/5" x 11 4/5" mosaico tessere 7,5x7,5	 30x30 11 4/5" x 11 4/5" muretto tessere 7,5x15	 30x30 11 4/5" x 11 4/5" mosaico tessere 1,5x3	 4,6x60 1 3/4" x 23 5/8" battiscopa
Superfici / Surfaces Surfaces / Oberflächen Superficies / Поверхности	NATURALE / MATTE / MAT MATT / MATE / НАТУРАЛЬНАЯ										
Spessore / Thickness / Epaisseur Dicke / Espesor / Толщина	# 6 mm 1/4"										
RUSSET	757908	756645	758807	757911	757061	757914	757058	756624	756621	756627	756630
AGED BRONZE	757909	756646	758808	757912	757062	757915	757059	756625	756622	756628	756631
BURNISHED	757910	756647	758809	757913	757063	757916	757060	756626	756623	756629	756632

In relazione alle differenti tecnologie produttive l'accostamento di prodotti con spessori diversi potrebbe presentare delle disomogeneità, se ne sconsiglia pertanto l'abbinamento. / Due to the different production technologies, contiguous installation of products with different thickness may give a non-homogeneous result. For this reason we do not recommend this option. / Vu que différentes technologies de production sont utilisées avec des épaisseurs différentes, des problèmes d'homogénéité pourraient se présenter, il est donc déconseillé de les poser ensemble. / Wegen unterschiedlicher Produktionstechnologien können die Fliesen mit verschiedenen Materialstärken optische Differenzen aufweisen. Von einem direkten Aneinanderlegen wird deshalb abgeraten. / Dadas las diferentes tecnologías productivas, la combinación de productos de diferentes espesores podría dar lugar a heterogeneidad, por lo que se desaconseja mezclarlas. / В связи с различием в технологиях производства, сочетание продукции разной толщины иногда может представлять неоднородность материала. Такие сочетания следует избегать.





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Dry-pressed ceramic tiles, with water absorption  $E_b \leq 0,5 \%$ ,  
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