

# Room 12.10

An idea, a project, an hotel that comes true.

ITA

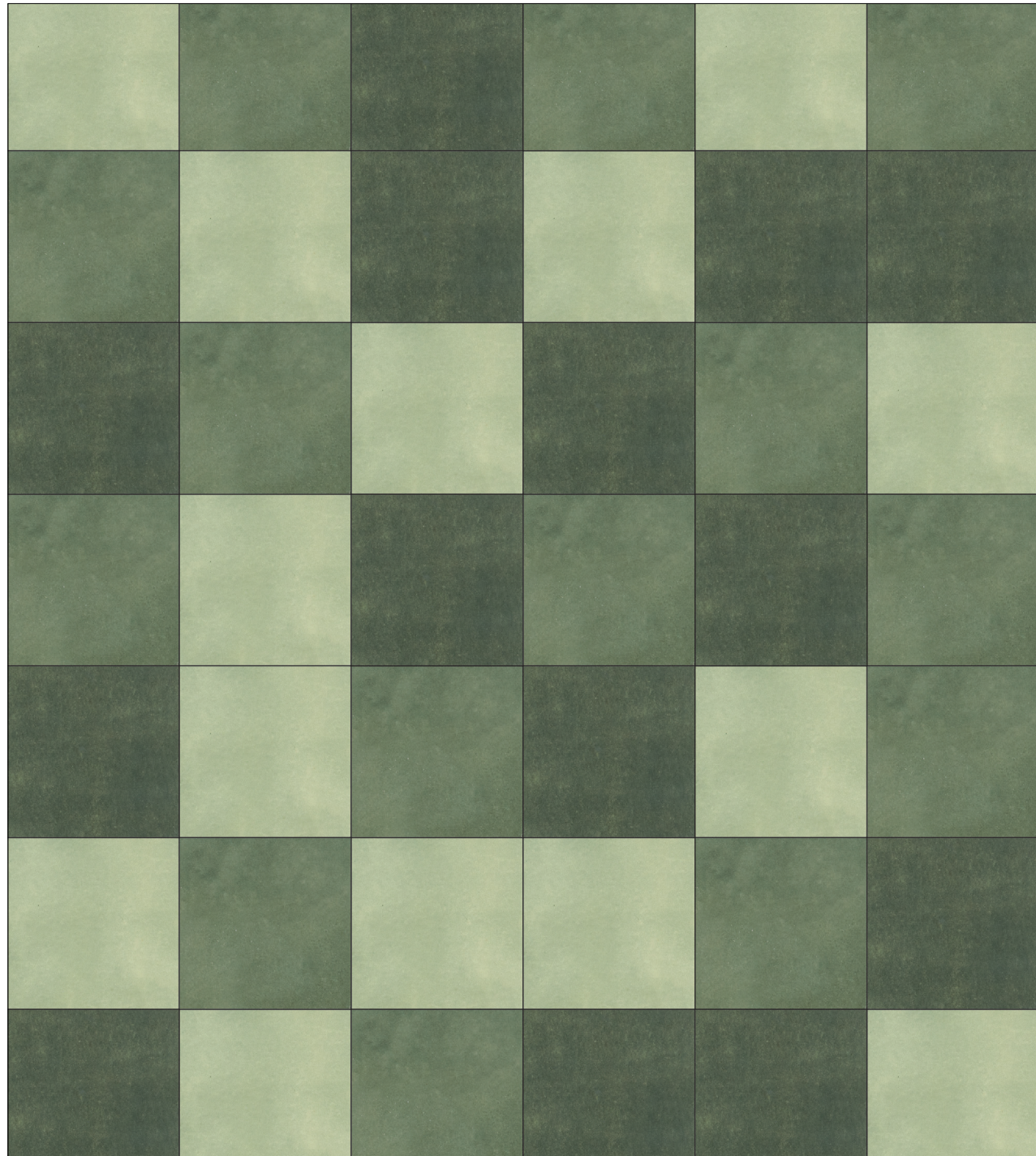
Room 12.10 la classicità del formato 10x10 si abbina con tonalità accuratamente selezionate. Sage, Straw e Rose sono le famiglie di colori che abbiamo pensato per darvi la possibilità di realizzare interni di altissimo design. Ogni famiglia ha tre sfumature di colore, dal più scuro al più chiaro, creando un effetto cromatico inedito. Chalk, la purezza del bianco, è la base per il decoro speciale che abbiamo realizzato. Confetti, estratti dalle famiglie di colori, formano un innovativo pattern ricordando un moderno effetto terrazzo. Gres porcellanato, smalto ricco, effetto artigianale. Un formato tradizionale, rivisitato con moderne concezioni.

ENG

Room 12.10 the traditional size 10x10 - 4"x4" perfectly matches with our original selection of tonalities. Sage, Straw and Rose are the colors family that we thought to give you the possibility to create high level interior projects. Each family has three shades of colors, from the lightest to the darkest one, showing a chromatic effect, unseen before. Chalk, the pureness of the white, is a plain base to create the special decor we designed. Confetti, taken from the color families already mentioned, compose an innovative pattern, reminding a modern version of a terrazzo effect. Porcelain stoneware, rich glaze, artisanal effect. A traditional size revisited with a contemporary vision.



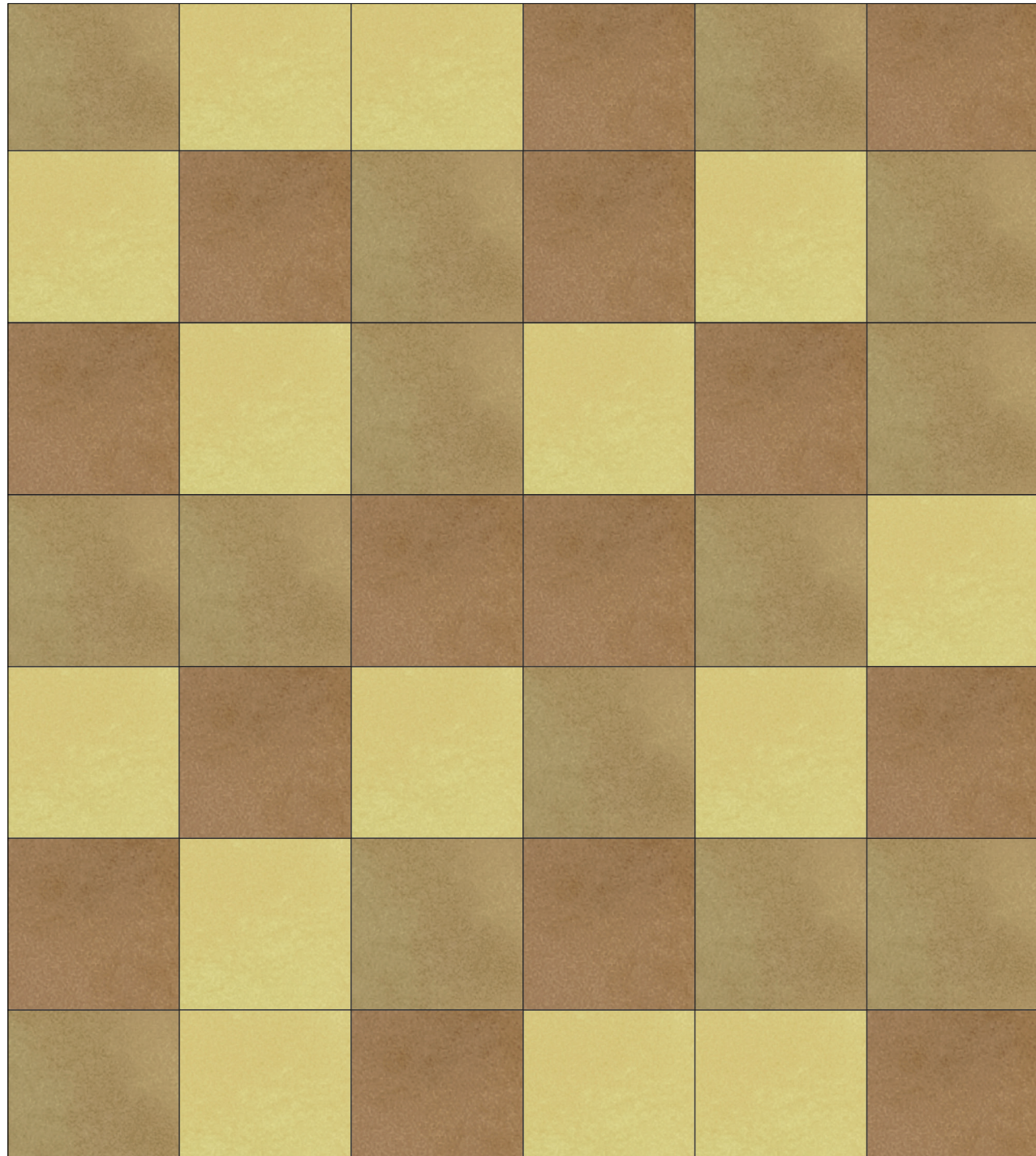
Room 12.10 Chalk, Confetti 10 x 10 - 4" x 4"



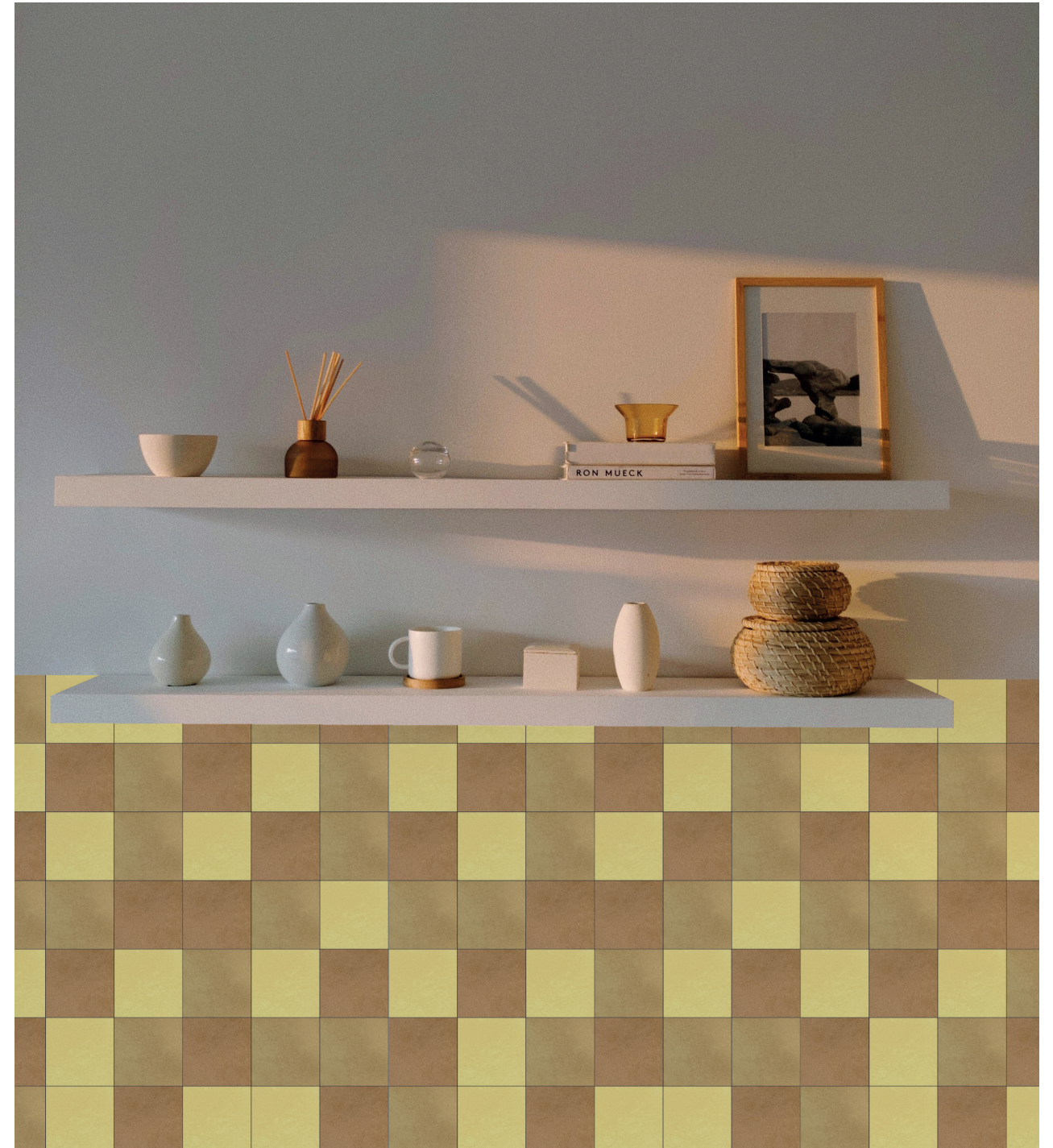
3 Room 12.10 Sage 10 x 10 - 4"x 4"



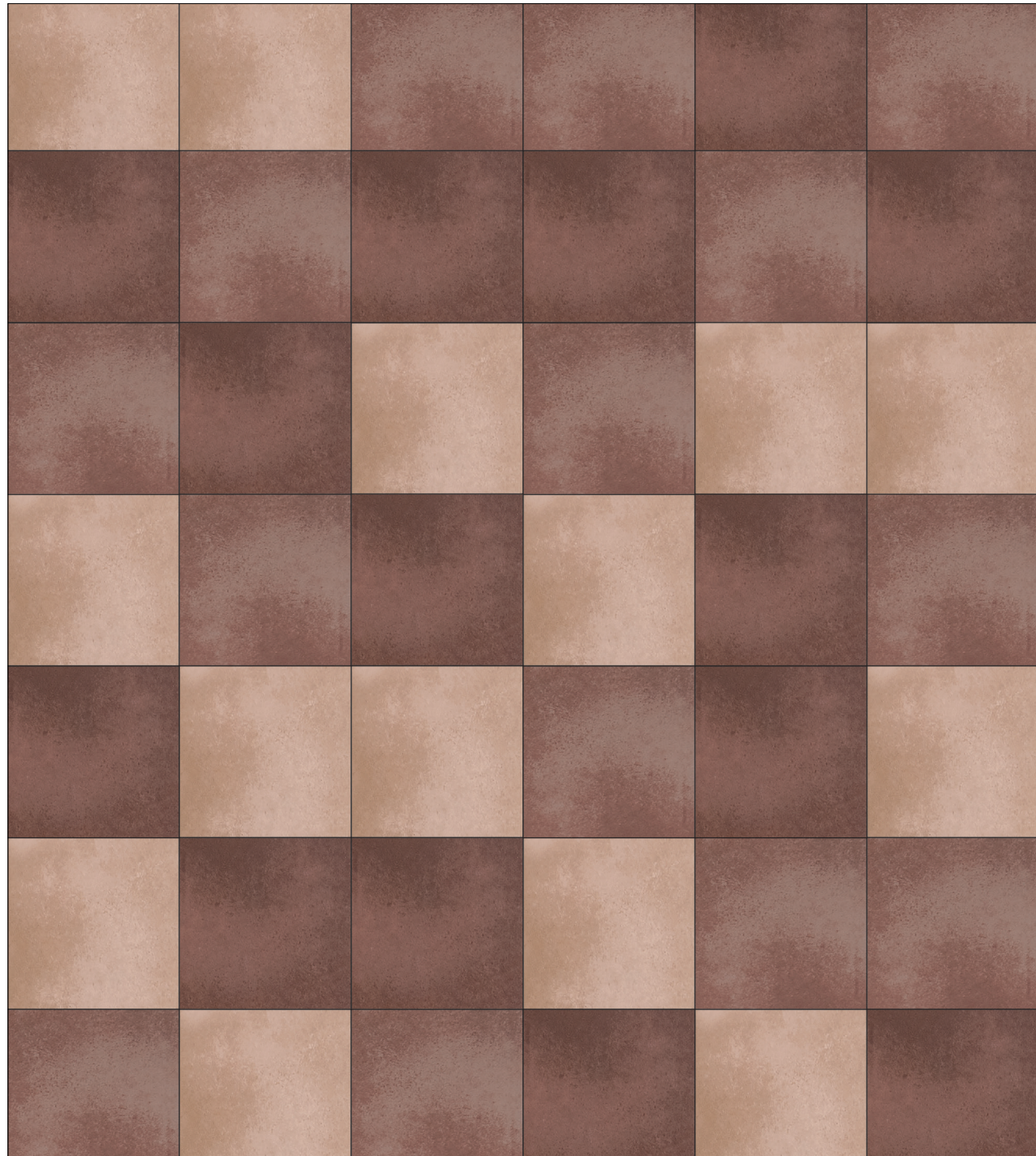
Room 12.10 Sage 10 x 10 - 4"x 4"



5 Room 12.10 Straw 10 x 10 - 4" x 4"



Room 12.10 Straw 10 x 10 - 4" x 4"



7 Room 12.10 Rose 10 x 10 - 4"x 4"



Room 12.10 Rose 10 x 10 - 4"x 4"

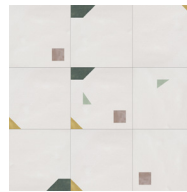
## Room 12.10

rivestimenti/ wall covering - pavimenti/ floor tiles • spessore/ thickness 9 mm  
 misure & colori / sizes & colors

**Chalk, Confetti** 10 x 10 - 4" x 4"

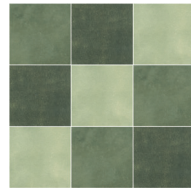


Chalk

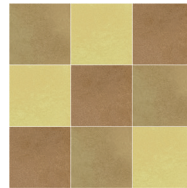


Confetti  
(random mix decors)

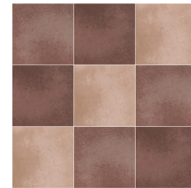
**Sage, Straw, Rose** 10 x 10 - 4" x 4"



Sage

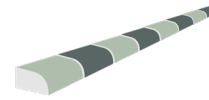


Straw

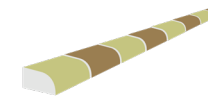


Rose

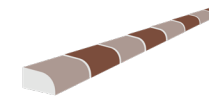
Listello coordinato / deco - liner 2 x 20 - 0,8" x 8"



Decoliner Sage dark - light



Decoliner Straw dark - light



Decoliner Rose dark - light

## Imballi / Packing

ROOM 12.10	SCATOLA Box/Krt			PALLET		
formato size	PZ Pcs/Stk	MQ Sqm/Qm	Kg	PZ Pcs/Stk	MQ Sqm/Qm	Kg
10 x 10 - 4" x 4"	50	0,50	10	120	60	1200

# Room 12.10 ULTIMATE

New contemporary nuances to enrich a successful line.

ITA

Dopo l'ottimo successo della linea "Room 12.10" abbiamo deciso di ampliare ulteriormente la già ricca offerta della linea. Infatti andiamo, ora, ad offrire nuovi colori, dalle cromie contemporanee e di tendenza, al fine di arricchire finemente progetti residenziali o commerciali. I nuovi colori: Graphite (antracite/nero), London grey (grigio) e Navy Blue, sempre nel formato 10x10 cm, in grès porcellanato. Trattasi di colori, che vanno ora ad offrire una gamma molto profonda e che possono incontrare qualsiasi tipologia di gusti. La caratteristica principale di questi 3 nuovi colori è la loro armonia di stonizzazione, dove vengono volutamente miscelati diverse tonalità in modo tale da rendere il prodotto unico e splendido alla vista. A completare la gamma, abbiamo creato il decoro "Insideout", con alcuni elementi geometrici che vanno a costruire un artistico gioco di cromie e strutture.

ENG

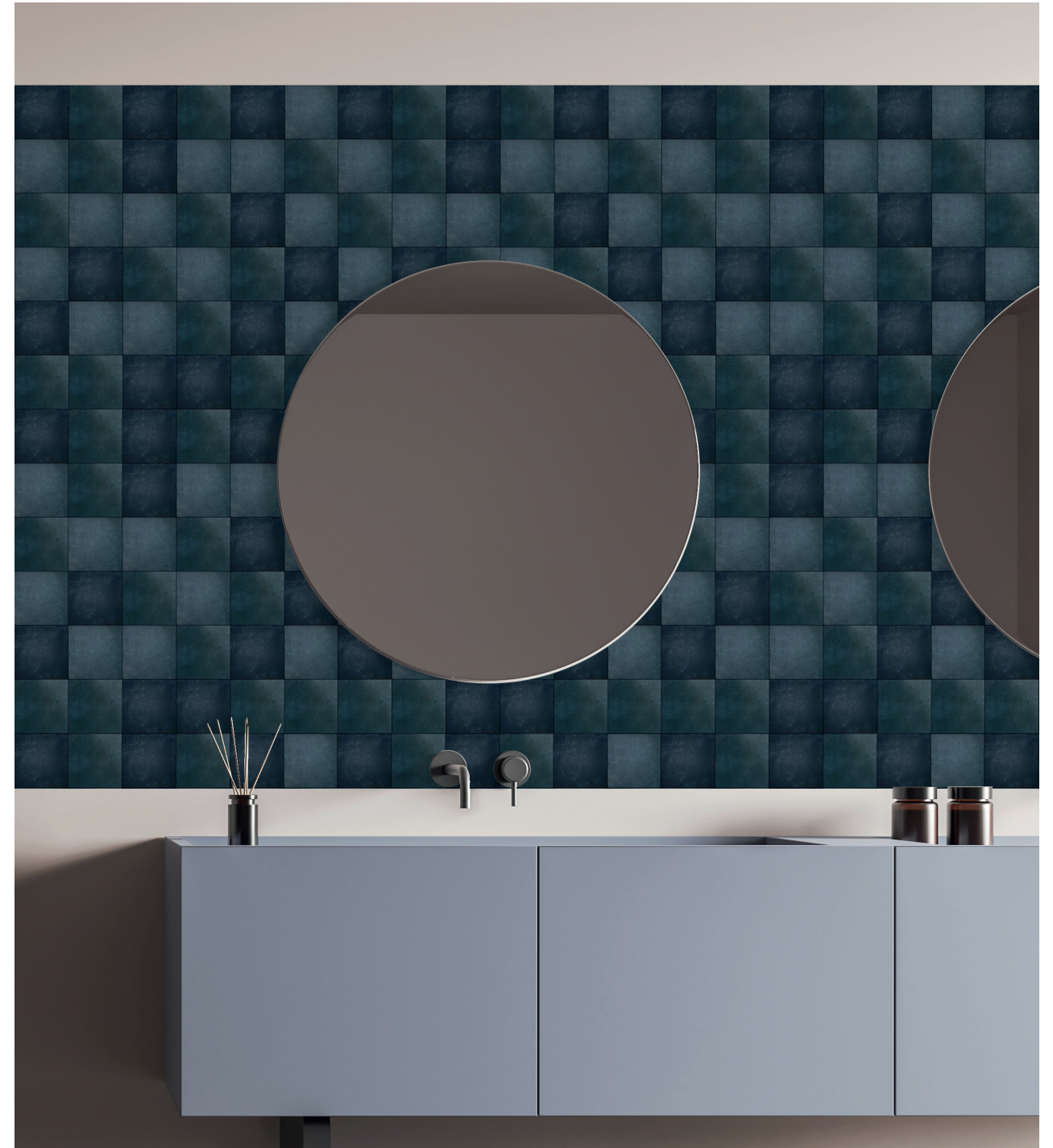
After the successful launch of "ROOM 12.10", we decided to further extend the range of the line. In fact, we present new colors, featuring contemporary and trendy tonalities, to elegantly enrich commercial or residential projects. The new colors are: Graphite (anthracite/ black), London-Grey (three different shades of grey), and Navy Blue (three different shades of blue), in the same range 10x10 / 4x4", made by porcelain. Now the color range is enough wide to meet everyone's taste. The main feature of these three new tonalities is the harmony of the colour shading, thanks to an artistic blend of different nuances of the same tonality, in order to create a unique and splendid tile at sight. Furthermore, we created an amazing and innovative decor, "inside out", with some geometric and circular shapes that generate an artistic play of nuances and structures.



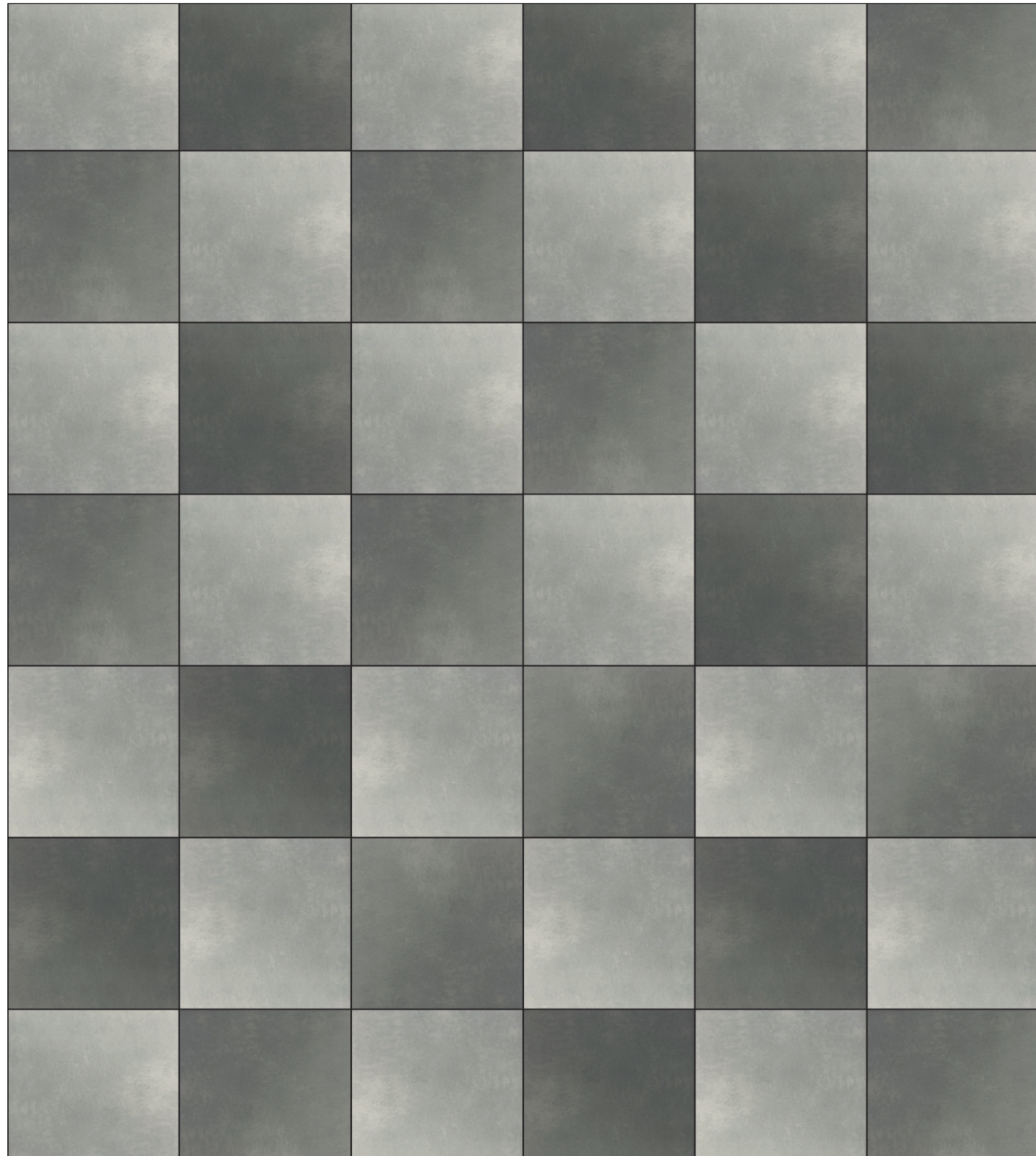
Room 12.10 ULTIMATE Riv/wall Chalk, Insideout Pav/floor Blue navy 10 x 10 - 4"x 4"



13 Room 12.10 ULTIMATE Navy blue 10 x 10 - 4" x 4"



Room 12.10 ULTIMATE Navy blue 10 x 10 - 4" x 4"



15 Room 12.10 ULTIMATE London grey 10 x 10 - 4"x 4"



Room 12.10 ULTIMATE London grey 10 x 10 - 4"x 4"





17 Room 12.10 ULTIMATE Graphite 10 x 10 - 4" x 4"



Room 12.10 ULTIMATE Graphite 10 x 10 - 4" x 4"

## Room 12.10 ULTIMATE

rivestimenti/ wall covering - pavimenti/ floor tiles • spessore/ thickness 9 mm  
misure & colori / sizes & colors

### Chalk, Insideout 10 x 10 - 4" x 4"



Chalk

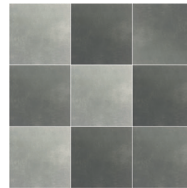


Insideout (decor mix)

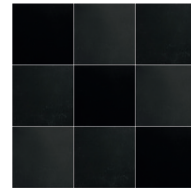
### Blue navy, London grey, Graphite 10 x 10 - 4" x 4"



Blue navy



London grey



Graphite

## Imballi / Packing

ROOM 12.10 ULTIMATE	SCATOLA			PALLET		
	Box/Krt					
formato size	PZ Pcs/Stk	MQ Sqm/Qm	Kg	PZ Pcs/Stk	MQ Sqm/Qm	Kg
10 x 10 - 4" x 4"	50	0,50	10	120	60	1200

## Room 12.10 & Room 12.10 ULTIMATE proprietà fisiche / physical properties

CARATTERISTICHE Characteristics	NORMA Norm	VALORE MEDIO Average Value
assorbimento d'acqua water absorption	UNI EN ISO 10545-3	< 0,5 % (B <sub>1</sub> )
carico di rottura breaking	UNI EN ISO 10545-4	> 1300 n
moduli di rottura modulus of rupture	UNI EN ISO 10545-4	> 35 N/mm <sup>2</sup>
resistenza all'abrasione superficiale (PEI) resistance to surface abrasion (PEI)	UNI EN ISO 10545-7	5 (chalk) 4 (london grey/insideout) 2 (graphite/navy blue)
resistenza superficiale scratch hardness (MOHS)	EN 101	5
coefficiente di espansione termica lineare linear thermal expansion coefficient	UNI EN ISO 10545-8	6,5*10 <sup>-6</sup> /°c
resistenza agli sbalzi termici resistenza to thermal shock	UNI EN ISO 10545-9	guaranteed
resistenza alle crepe crazing resistance	UNI EN ISO 10545-11	guaranteed
resistenza al gelo frost resistance	UNI EN ISO 10545-12	guaranteed
resistenza alla scivolosità slip resistance		
ramp - test (scarpe/shoes)	DIN 51130	R10
ramp - test (piedi nudi / barefoot)	DIN 51097	A
pendulum test	UNE ENV 12633	class 1
difformità nel colore slight colour differences	UNI EN ISO 10545-16	ΔE <sub>CMC</sub> < 0,75
reazione al fuoco reaction to fire		A1/A1 <sub>FL</sub>

## Proprietà chimiche / Chemical properties

CARATTERISTICHE <i>Characteristics</i>	NORMA <i>Norm</i>	VALORE MEDIO <i>Average Value</i>
resistenza alle macchie <i>resistance to stains</i>	UNI EN ISO 10545-14	5
resistenza ai prodotti chimici <i>chemical resistance</i>		
Bassa concentrazione di acidi e alcalinità <i>low concentration acids and alkalis</i>	UNI EN ISO 10545-2	± 0,5 % ± 2,00 mm
alta concentrazione di acidi e alcalinità <i>high concentration acids and alkalis</i>	UNI EN ISO 10545-2	± 0,5 % ± 2,00 mm
prodotti chimici domestici <i>household chemicals</i>	UNI EN ISO 10545-2	± 0,5 % ± 2,00 mm

## Dimensioni e caratteristiche estetiche / Dimension and visual aspect

CARATTERISTICHE <i>Characteristics</i>	NORMA <i>Norm</i>	VALORE MEDIO <i>Average Value</i>
lunghezza e profondità <i>length and width</i>	UNI EN ISO 10545-3	< 0,5 % (Bl <sub>x</sub> )
spessore <i>thickness</i>	UNI EN ISO 10545-4	> 1300 n
rettilineità dei lati <i>straightness of sides</i>	UNI EN ISO 10545-4	> 35 N/mm <sup>2</sup>
rettangolarità <i>rectangularity</i>	UNI EN ISO 10545-7	5 (chalk) 4 (london grey/insideout) 2 (graphite/navy blue)
resistenza superficiale <i>scratch hardness (MOHS)</i>	EN 101	5
planarità superficiale <i>surface flatness</i>		
curvatura centrale <i>central curvature</i>	UNI EN ISO 10545-2	± 0,5 % ± 2,00 mm
curvatura laterale <i>Side curvature</i>	UNI EN ISO 10545-2	± 0,5 % ± 2,00 mm
distorsione <i>warp</i>	UNI EN ISO 10545-2	± 0,5 % ± 2,00 mm

## Avvertenze per la posa/ Laying instructions

ITA

Fuga: 3/4 mm. Sono assolutamente sconsigliate le pose senza fuga (e in generale con fuga minore di quella da noi consigliata) per le quali si declina ogni responsabilità.

ENG

Recommended joint: 3/4 mm. It's forbidden to lay our tiles without joints (and generally with joints thinner than recommended) and we do not assume any responsibility for doing so.

# WallRoom

The subway tiles 2.0:  
new size, two finishings, new concept.

ITA

WallRoom va a completare il progetto "Room 12.10" anche per quanto riguarda il rivestimento. Infatti, insieme alla ricca gamma di colori del pavimento in gres porcellanato 10x10 cm, con WallRoom andiamo a proporre anche un nuovo formato: 5x20, bi-cottura, da rivestimento. La caratteristica unica, nel suo genere, risiede nella possibilità di abbinare per ciascun colore (perfettamente coordinato con i colori da pavimento) un rivestimento sia lucido che opaco, già miscelato all'interno della stessa scatola (50/50). Questo rende la linea estremamente contemporanea e va a completare una trilogia perfetta (Room 12.10 + Room 12.10 ULTIMATE + WallRoom) in cui sia il privato che l'architetto hanno ora a disposizione un progetto completo e possono liberamente sbizzarrirsi con infinite composizioni di rivestimenti e pavimenti coordinati.

ENG

This new amazing range has been created to complete the "Room 12.10" project, and to add the wall tiles and further enrich the program. In fact, along with the amazing list of nuances available in the 10x10 / 4x4" porcelain tiles, suitable for floors, we present a new range, a 5x20 / 2x8" brick, made by double fired white body, for the walls. The unique feature of the line is the chance to blend every tonalities of the bricks with the colors of the floor tiles, giving also the possibility to shake matte and glossy finishings, thanks to the mix of the the two different items in every box (50% matte, 50% glossy). Due to this, Wallroom has a contemporary touch and is going to constitute a perfect trilogy (Room 12.10 + Room 12.10 ULTIMATE + WallRoom) giving the architects and the public the chance to have a sophisticate and huge program, with several options to create impactful wall & floors interiors.



WallRoom Chalk matt&glossy 5 x 20 - 2"x 8"



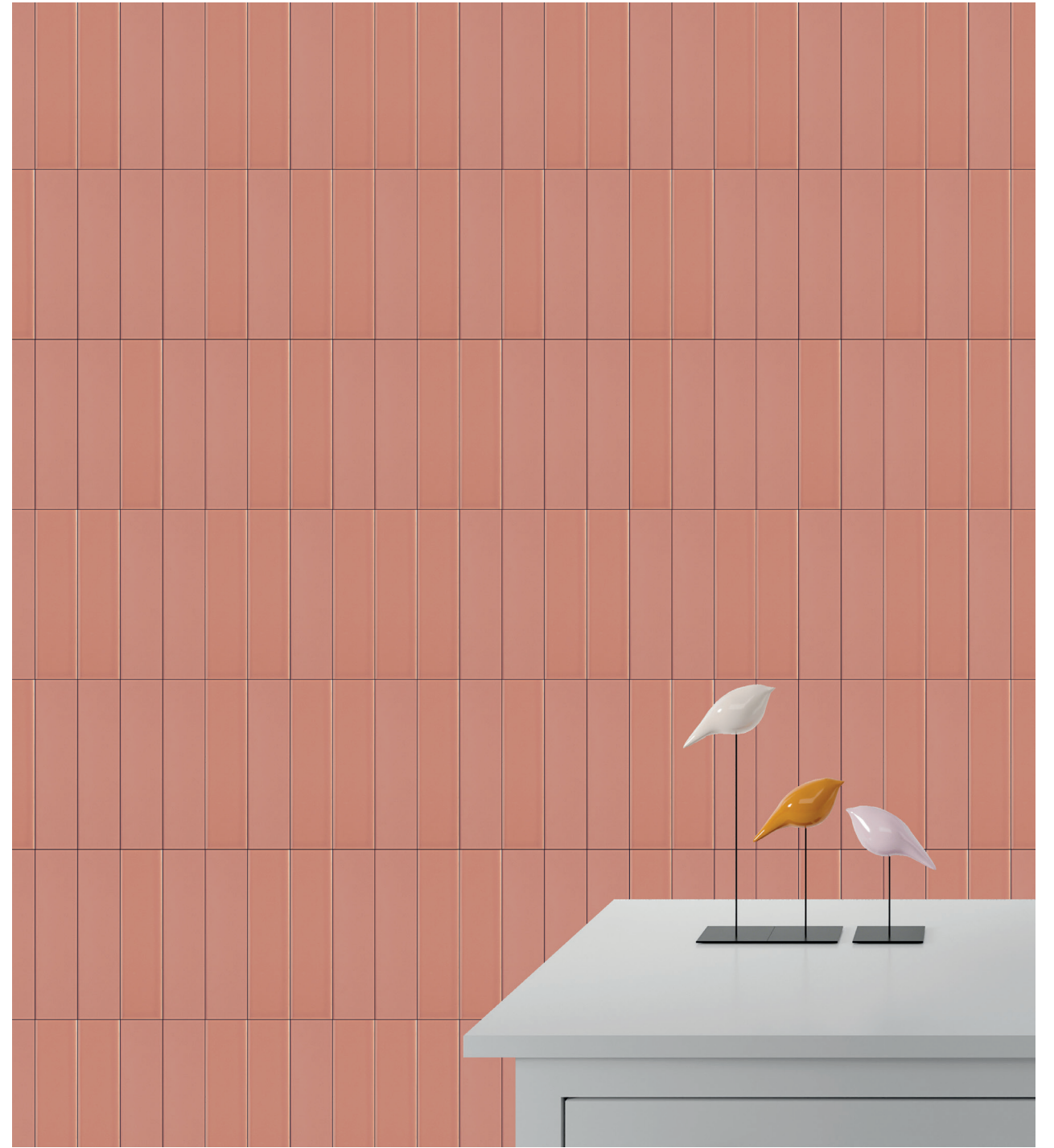
26 WallRoom London grey matt&glossy 5 x 20 - 2"x 8"



WallRoom Graphite matt&glossy 5 x 20 - 2"x 8"



28 WallRoom Sage matt&glossy 5 x 20 - 2"x 8"



WallRoom Rose matt&glossy 5 x 20 - 2"x 8"



30 WallRoom Straw matt&glossy 5 x 20 - 2"x 8"

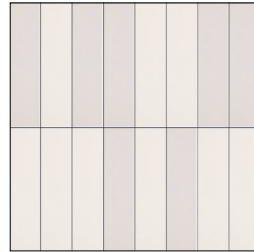


WallRoom Blue navy matt&glossy 5 x 20 - 2"x 8"

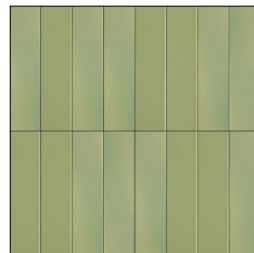
## WallRoom

rivestimenti/ wall covering • spessore/ thickness 9 mm  
 misure & colori / sizes & colors

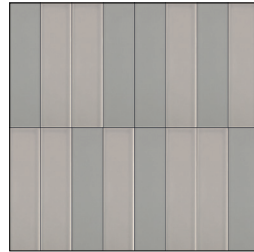
### Matt&Glossy 5x20 - 2"x8"



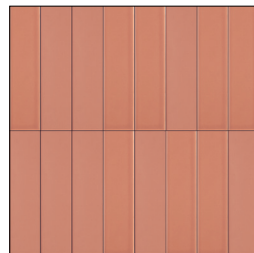
Chalk matt&glossy



Sage matt&glossy



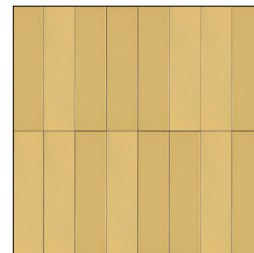
London grey matt&glossy



Rose matt&glossy



Graphite matt&glossy



Straw matt&glossy



Blue navy matt&glossy

## Imballi / Packing

WallRoom	SCATOLA <i>Box/Krt</i>			PALLET		
	PZ <i>Pcs/Stk</i>	MQ <i>Sqm/Qm</i>	Kg	SCATOLA <i>Box/Krt</i>	MQ <i>Sqm/Qm</i>	Kg
Matt&Glossy* 5x20 - 2"x8"	80	0,80	10,24	96	76,80	1003

\*ITA

50% matt & 50% glossy miscelati dentro la stessa scatola.

\*ENG

50% matt & 50% glossy mixed inside the same box.

## WallRoom

### caratteristiche tecniche / technical features

Codice di identificazione unica della tipologia di prodotto  
*Unique identification code of the product type*

Piastrella di ceramica pressata a secco, con assorbimento d'acqua Eb ≤ 6% tipo 1  
*Dry-pressed ceramic tiles, with water absorption Eb ≤ 6% type 1*

Per uso (usi): per pareti interne (rivestimenti)  
*Intended use (S): for internal walls (wall coverings)*

Sistema (I) di assestamento e di verifica di costanza delle performance (AVCP): sistema 4  
*System (S) of assessment and verification of costancy of performance (avcp): system 4*

Nome e numero di identificazione di notifica laboratoriali, se rilevante: non rilevante  
*Name and identification number of notified laboratory, if relevant: non relevant*

## Dichiarazioni di performance / Declared performances

CARATTERISTICHE ESSENZIALI <i>Essential characteristics</i>	PERFORMANCE	NORMA TECNICA DI RIFERIMENTO <i>Harmonised technical specification</i>
reazione al fuoco <i>reaction to fire</i>	AI FL/AI	
rilascio di sostanze pericolose <i>release of dangerous substances</i>	NPD	
resistenza alla rottura <i>breaking strenght</i>	> 600 N	
scivolosità <i>slipperiness</i>	NPD	
tatto <i>tactility</i>	NPD	EN 1441:2012
resistenza alla flessione adattato su: <i>bending strenght-adhesion for:</i>		
adesivo cementizio tipo C2 <i>cementitious adhesive type C2</i>	1,1 N/mm <sup>2</sup>	
resistenza ai sbalzi termici <i>thermal shock resistance</i>	PASS	
adatto a: <i>durability for:</i>		
ambientazioni interne <i>internal use</i>	PASS	

## Avvertenze per la posa/ Laying instructions

ITA

Fuga: 2/3 mm. Sono assolutamente sconsigliate le pose senza fuga (e in generale con fuga minore di quella da noi consigliata) per le quali si declina ogni responsabilità.

ENG

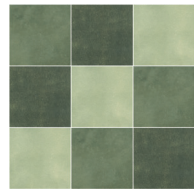
Recommended joint: 2/3 mm. It's forbidden to lay our tiles without joints (and generally with joints thinner than recommended) and we do not assume any responsibility for doing so.



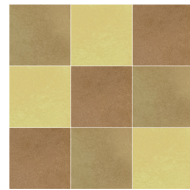
# Room architectural concept

Room 12.10, Room 12.10 ULTIMATE, WallRoom

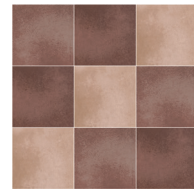
Room 12.10 10 x 10 - 4" x 4"



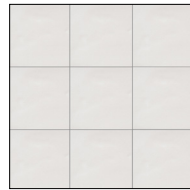
Sage



Straw

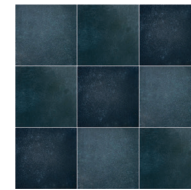


Rose

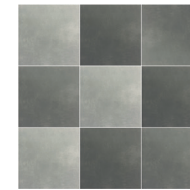


Chalk

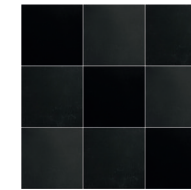
Room 12.10 ULTIMATE 10 x 10 - 4" x 4"



Blue navy



London grey



Graphite

Decor proposal 10 x 10 - 4" x 4"



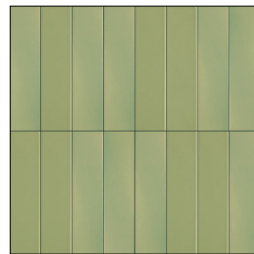
Confetti  
(random mix decors)

Decor proposal 10 x 10 - 4" x 4"

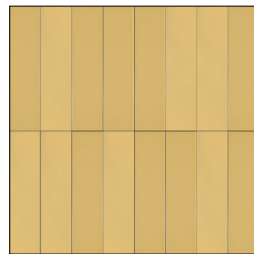


Insideout (decor mix)

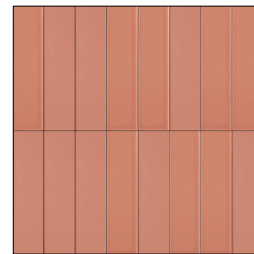
WallRoom Matt&Glossy 5x20 - 2"x8"



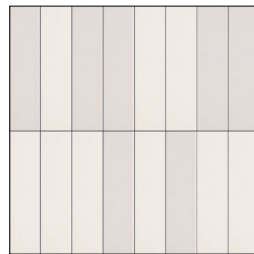
Sage matt&glossy



Straw matt&glossy

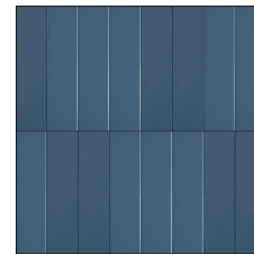


Rose matt&glossy

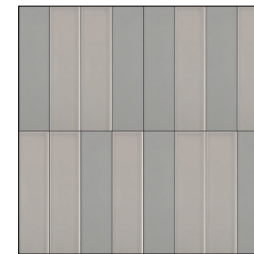


Chalk matt&glossy

WallRoom Matt&Glossy 5x20 - 2"x8"



Blue navy matt&glossy



London grey matt&glossy



Graphite matt&glossy