

TAU presents
INSIGNIA,
a collection that pays
tribute to the brand
name's 50th anniversary.



- This year TAU will be working on the development of the new **Insignia collection**, which pays tribute to the brand name TAU CERÁMICA's 50-year business history, and it will be presenting the first **Capsule Edition** of the collection at Cevisama.
- TAU has made a firm bid for headway and change with the **Evolution collection**, which rounds off and extends some of TAU's most successful tile series.
- At Cevisama, TAU will be presenting its new 12mm-thick 320x160 collection of slabs and inviting you to get to know its cutting-edge countertops.

Castellón. January 15th 2018. At the coming edition of Cevisama, TAU CERÁMICA will be presenting new formats, textures and applications to add to its already extensive range as part of its ongoing unceasing bid to offer clients ALL-ROUND TILE SOLUTIONS.

- **New formats:** 90x180, 30x180, 22.5x180 and 25x100 are the new formats that TAU is adding to its already extensive range.
- **New textures:** New finishes, developed as a result of TAU's bid to invest in R&D, aimed at seeking products that stand out for their technical and visual excellence.
- **New applications:** In addition to TAU's existing wide range of porcelain tiles, including tiles in a standard thickness, extra-thick 20mm outdoor tiles, and large-format slimline 3 and 6mm-thick tiles, it has added a new 12mm-thick 320x160 version for countertops and worktops.

These new additions are available in two new collections by TAU, **INSIGNIA** and **EVOLUTION**, and in the well-known **ASCALE** range, which has been revamped and extended with new products.

INSIGNIA -Capsule Collection. First Edition-

At this edition of CEVISAMA, TAU is presenting the **CÁPSULA EDITION** of its **INSIGNIA** collection, which will be extended by TAU during the course of 2018.



INSIGNIA is a collection that pays tribute to the 50-year business history of the TAU brand name, renowned throughout the world and within a sector of vital importance to the province of Castellón and to Spain.

It is a tribute to the excellence of TAU's products, to innovation and development as one of the constant driving forces behind the brand name and, naturally, to the effort and dedication of all those who have strived to make TAU such a memorable name.

This tribute is reflected by the logo that TAU has purpose designed for the collection: a **T** for Tau that is duplicated to form the **I** of Insignia.

The **INSIGNIA** collection is inspired by nature, art, history, literature, architecture and, in short, **LIFE**. The company's latest investments into technology and innovation were channelled into the collection's development, leading to the creation of new formats and finishes.

The leitmotifs to the collection are three black stone-effect models (Soapstone, Bluestone and Wornstone), rounded off by a veined marble-look model (Millerighe), cement-effect model (Maxxi), one inspired by vintage cement tiles (Rivet), and three wood-effect ones (the oak Paliano, walnut Origin and pine Diluca).

Among the new formats that have been developed, the 90x180 one stands out particularly – even bigger than the 120x120 format presented by TAU at the last edition of Cevisama – and the 30x180 and 22.5x180 formats cut down from this, which are used for its wood-effect collections.



EVOLUTION



As well as the Capsule Edition of INSIGNIA, TAU will be presenting EVOLUTION at this edition of Cevisama: a collection made up of some of TAU's best-known series, which have been joined by new products or rounded off with new formats.

Evolution implies Knowledge, Transformation and also Change, which is synonymous with Keeping Up with the times. This is why TAU has taken series from other collections and revamped them to meet the needs of today's market.

EVOLUTION features the emblematic CORTEN series by TAU, now in a 60x120 format; its most popular wood-effect series, FOREVER, in a new 25x100 format; its most successful marble-effect models, TORANO and DOZZA, in a new 90x180 format; and finally, the SHINE series, which has been extended with the addition of a delicate onyx-effect model, PALAZZO.

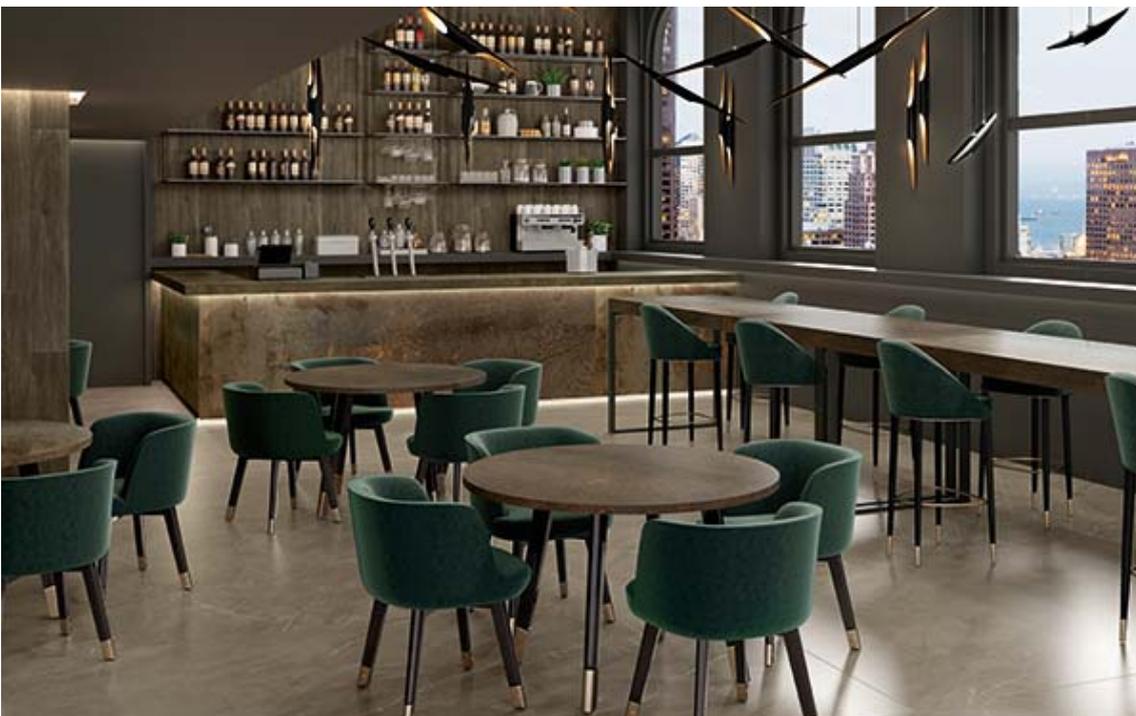


ASCALE by Tau

At this edition of CEVISAMA, TAU presents new 12mm-thick 320x160 slabs to round off the extensive Ascale range, with its wide choice of colours.

The range includes monochrome models (white, black and sand), two different coloured cement effects, two white marble looks, two marble looks with gold veins, a stone effect, and a spectacular model emulating weathering steel.

With Ascale and its 12 or 6mm-thick 320x160 format, countertops or worktops of all kinds can be created and any vertical or horizontal wall can be clad in them.



ASCALE by TAU slabs with TPB tech® technology



ASCALE by TAU has signed an agreement with the technologic company TPB TECH®, that allows to offer exclusively in our country, a countertop collection enabling us to cook directly on the porcelain surface.

The technology created and patented by TPB TECH®, allows to integrate inductors and controls under the ASCALE by TAU surfaces, providing the maximum technical features for impact resistance and high temperatures, as well as an amazing ease of use and cleanliness.

The union between TPB TECH technology and the design and quality of the ASCALE by TAU surfaces, allow to eliminate the classic glass-ceramic hob, unifying the cooking and work area. A revolution in the kitchen concept, that makes possible to cut, cook, eat and enjoy the countertop. A system that allows to use the Ascale by Tau kitchen surface, harmonizing culinary pleasure with entertainment, activity and functionality.

A cutting-edge countertop, that you can discover and enjoy, along with the rest of our novelties, in the exhibition area of TAU at **CEVISAMA, Hall 2, Level 2, Stand B42.**

Tau Cerámica in Evolution

Evolution, the name of one of the collections that TAU will be presenting at this edition of Cevisama, is a concept equally attributable to the whole structure of the company this year, starting with its digital marketing strategy.

Because TAU is well aware that evolution – construed as meaning headway and change – must go hand in hand with new communication technologies, at this edition of Cevisama, it will be presenting a new, more dynamic, more efficient, user-friendlier website at its stand, together with a revamped presence on the social networks to ensure smoother better communication links in today's permanently interconnected world.

For further information, visit <http://www.tauceramica.com> and follow TAU CERÁMICA on Facebook, Twitter, Instagram and Pinterest.