

TAU
cerámica



2ND EDITION

TAU Cerámica will be presenting FLUID II at Cersaie 2019

Following the FLUID collection's success at Cersaie, TAU has launched a second part to it.

FLUID pays tribute to effort and dedication, adaptation, change and acceptance. With this collection, TAU Cerámica will take you on a trip down the west coast of France to see the patterns and motifs that inspired these products, with **newGender** as its claim.

Its new catalogue features eleven new products and, as always, in the **Evolution** section, details are given of the new colours and formats added to the series of existing collections.

At this new edition of Cersaie, TAU CERÁMICA will be presenting the second part of the new FLUID collection. It will also be showcasing new colours, formats and textures added to other outstanding collections (TAU EVOLUTION), all based on a unique harmonious neutral choice of colours that forms the basis of the company's THINK&MIX concept.

THINK&MIX is a concept that reflects our approach to creating and showcasing ceramic tiles: a philosophy and important part of our brand identity that we are extending to all four corners of the planet through our stands and TAU settings.

Fluid II starts in the French city of La Rochelle, travelling down the coast and ending in the inspiring port city of Bayonne.

Mood boards are one of our most effective tools. We use them to evoke each of the six stops on our journey through Fusion, Neutral, Gloomy, Metallic, Powder and Warm, demonstrating the multitude of possibilities and applications that our new products offer and fuelling our customers' imaginations.

The tile products in this second part of the FLUID collection stand out for their diversity and distinctive appeal, with a wide variety of looks including **stone, cement, wood or marble-effect tiles and monochrome models.**

The new stone-effect products include **BELCASTEL**, a singular tile series in a 90x90 or 90x180 tile format in Silver or Gray, and **PIERRE**, an amazingly distinctive series in a 90x90 or 120x120 format in Cream, Gray, Silver and Tan.

The **ROADSTONE** series, which was presented at the first part of the collection's launch, now features field tiles for walls in five colours (White, Silver, Pearl, Linen and Tan).

It also includes two relief models in Gold and Silver and a mixed décor suitable for living spaces of all kinds. Lastly, new 30x60, 60x60 and 60x120 formats have been added to our range of porcelain tiles, all of which can easily be combined.

As for our cement-effect tiles, **CANON** is a 30x60 porcelain tile series featuring three field tiles in White, Silver and Gray and two relief models in White and Silver, plus a décor combining all the colours of the field tiles.

The new **METAL** series is all set to be a star attraction. Available in three new colours (Steel, Titanium and Seagreen), it comes in a 60x120 format.

BOHARS is inspired by France's leafy woodlands. This wood-effect porcelain tiles series comes in a choice of Sand, Camel and Olivo. Available in a 25x150 format, it is conceived to bring a natural charm to living spaces of all kinds.

In the case of our marble-effect tiles, four new products will be presented. One is **EMPORIO CALACATTA**, an amazing series that emulates white marble in a polished or matt finish, streaked with grey and golden veins. This spectacular product draws all eyes when used on walls or floors.

Another example is **BRECCIA**, in a choice of four colours (Silver, Gray, Cream and Tan) and a 60x120 or 120x120 format.

To round off the marble-effect tiles, **AVORIO** Cream comes in a 60x120 format in a natural or polished finish and, because no range is complete without a classic marble, Ivory **BOTICINO** was developed in a polished finish.

QUABBELLA completes the FLUID collection. These modern-looking 30x90 monochrome wall tiles, available in White, Pearl, Silver, Linen and Tan, feature a discrete geometrical design. Three relief models were developed to match the field tiles and to interact with our new Majolica models—Coral, Royalblue and Seagreen—whose colours feature in the relief models' names.

ASCALE

ASCALE is a range of 320x160cm large-format PORCELAIN SLABS, available in two thicknesses: 12 mm and 6 mm. A wide choice of different 12mm-thick models can be found, perfect for worktops and countertops, and these can be complemented with lighter 6mm-thick slabs for use on vertical or horizontal surfaces of all kinds.

Thanks to the combination of these two thicknesses—6 mm and 12 mm—, **ASCALE** is an extremely useful solution in architecture, building and interior design. Perfect for creating stylish, versatile, one-of-a-kind settings, the slabs offer the unbeatable technical performance synonymous with TAU porcelain tile products.

ASCALE will be presenting four new additions to its 320x160 large-format range at CERSAIE 2019

PALOMASTONE, emulates paloma limestone—a refined-looking limestone quarried in Spain—, in a Linen tone. Settings where Palomastone is used are guaranteed to take on an aura of restful elegance.

We will also be presenting two new marble-effect models. **ARMANI** emulates grey marble, with fine pale silver veins, while **BAHIA** is inspired by a grey marble of a different kind.

Lastly **VENETIAN** Linen is a singular-looking model, evocative of stucco with a spatula effect, available in a matt finish.

TAU CERÁMICA has forged a name as a leading tile manufacturer, with over half a century's experience under its belt. Taking advantage of its acquired expertise and know-how, TAU is now embarking on new challenges with renewed passion and enthusiasm, with a new image, facilities and showroom.

CERSAIE Bologna, HALL 18. Stand A10-B9. September 23rd to 27th 2019.