

## Pamesa backs innovative new technical concept at Cersaie



**Castellón, 6 September, 2016.** Textures, colours, geometric patterns, lines, reliefs and large formats are behind the innovations Pamesa Cerámica will present at the Cersaie trade fair between 26 and 30 September in the Italian city of Bologna. The firm's new innovations are to be seen especially in three major collections of porcelain gres, white body and red body: **Koncept**, **Eden** and **Royals**.

**Koncept**, created to the highest technical specifications and as an integrated whole, is a reworking of technical porcelain gres with the most avant-garde reproduction of cement as its base. A superior quality decorative whole of evocative textures presented as a journey into the most lifelike world of natural woods, the most beautiful Welsh slates, the sensations of volcanic rocks, the luxury and sophistication of rusts and the personality of metals.

This is a new transversal, multi-format concept (30x60, 60x60, 37.5x75, 75x75, 20x120, 30x120, 60x120 centimetres) to create exclusive interiors where finely balanced colour and potential combinations know no bounds. Its superior quality and technical specifications make it ideal for large spaces. But its design goes beyond each individual piece: its uniqueness lies in the way it coordinates shades, blends formats and combines textures. **Koncept** has been created to embellish the architectural richness of the most exacting projects, and to be used in a unique way. Because every project is different, each one follows its own rationale, each has its own purpose...

### **The elegance of volume**

The **Eden** collection, conceived to invigorate the senses, is a white body collection in 25x75 and 30x90 formats that blends geometry, light and relief with functionality and elegance to create spaces where minimalism shapes design.

**Eden** achieves the most exquisite harmony with its interplay of smooth and relief pieces, neutral tones, geometric shapes, gloss or matt finish and aged or worn textures.

**Wallpaper in ceramics**

In line with the prevailing trends in architecture and interior design, red body ceramics are refashioned with **Royals**, inspired by wallpaper designs. An eclectic blend of geometric patterns and textured effects in 30 x 90 centimetre format that comes to life in a combination of colours and shapes. There are no limits to its capacity to transform spaces into dynamic atmospheres full of personality. Play around with lines, curves, silhouettes; go for the same range of colours or choose one shade as a predominant element.

A wide range of possibilities for you to discover in Pamesa's exhibition area at Cersaie, located in **hall 14 stand B19-C20** of the Bologna Fiere.

**About Pamesa**

Pamesa Cerámica is the parent company of the Pamesa Group, a leading player in the design, manufacture and sales of ceramic products to satisfy its customers' every need with the assurance of excellent value and design for money.

With over 40 years of experience, the Pamesa Group has installations covering more than 700,000 m<sup>2</sup>, a turnover of 415,000,000 euros and an annual production capacity exceeding 61,000,000 m<sup>2</sup>.

For more information visit <http://www.pamesa.com/> and follow Pamesa Cerámica on Facebook, Twitter, Pinterest, Google Plus, Instagram, Youtube and Vimeo.

**Contact information**

Ana Ortega - Head of Marketing and Image

Email: [aortega@pamesa.com](mailto:aortega@pamesa.com)

Web: [www.pamesa.com](http://www.pamesa.com)