

# DISTRICT

*Urban Wilderness*



## Our values/

### **Made in Italy**

Selezioniamo le migliori materie prime e, secondo canoni estetici e funzionali, le trasformiamo in prodotti che interpretano con creatività il gusto italiano. Utilizziamo in uguale misura passione e tecnologia, cura del dettaglio e gusto estetico, cultura e attenzione all'ambiente. Per noi Made in Italy è racchiudere tutto questo in ogni singolo prodotto.

### ***Made in Italy***

*We pick the very best raw materials and we follow aesthetics and functional criteria to turn them into products embodying Italian taste and excellence. We sharply combine passion and technology, creativity and accuracy, science and culture, and environmental friendliness. To all of us, Made in Italy means gathering these features into every single product.*

### **Greenthinking**

Recuperiamo il 100% dell'acqua, autoproduciamo il 65% dell'energia, differenziamo il 98% dei rifiuti. Siamo stati i primi del settore ceramico a ottenere la certificazione PEF e tra i primi a guadagnarci l'EPD, la FDES e la HPDC. La maggior parte dei nostri prodotti è compatibile con lo standard LEED - Leadership in Energy and Environmental Design. Questo per noi è Greenthinking: un promessa molto seria, un impegno quotidiano.

### ***Greenthinking***

*We recycle 100% of our water, produce 65% of our energy, separate 98% of our waste. We were the first company in the ceramic industry to obtain PEF certification and were among the first to earn the EPD, the FDES, and the HPDC certifications. The majority of our products comply with the LEED - Leadership in Energy and Environmental Design - standard. Greenthinking implies a solemn promise, an everyday commitment.*

GRES PORCELLANATO  
PORCELAIN STONEWARE

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**Effetto cemento**  
*Concrete effect*

# DISTRICT

*Urban Wilderness*



## ISPIRAZIONE/ INSPIRATION

### Urban Wilderness

La forza espressiva del cemento ispira una collezione che ripropone i canoni estetici del brutalismo, adattandoli al bisogno contemporaneo di ricongiungersi con l'elemento naturale. Cosmopoli e natura. Dalla fusione di due mondi nasce District, una serie che esprime il valore estetico del cemento nudo in modo attuale e ricercato. La natura lascia la propria impronta sulla superficie delle lastre di gres, arricchendole di sassolini, schegge minerali e inclusioni materiche. È un cemento morbido e domestico quello di District, pensato per rivestire confortevoli nidi urbani e spazi commerciali contemporanei. La disinvoltura con cui la serie si adatta a rivestire ambienti indoor e outdoor la rende ideale per progetti architettonici di grande respiro.

*The expressive power of concrete inspires a collection that revisits the aesthetic canon of Brutalism and adapts it to today's need to reconnect with the natural element. Cosmopolis and nature. From the fusion of two worlds comes District, a series that expresses the aesthetic value of bare concrete in a contemporary and sophisticated way. Nature leaves its mark on the surface of the porcelain stoneware slabs, enriching them with pebbles, mineral chips and material inclusions. District's concrete is soft and domestic, designed to cover comfortable urban nests and contemporary commercial spaces. The ease with which the series adapts to cover indoor and outdoor spaces makes it ideal for large-scale architectural projects.*

## INDOOR

|         |     |
|---------|-----|
| 120x278 | 6mm |
| 120x120 | 9mm |
| 60x120  | 9mm |
| 80x80   | 9mm |
| 60x60   | 9mm |
| 30x60   | 9mm |

## OUTDOOR

|       |      |
|-------|------|
| 60x60 | 9mm  |
| 30x60 | 9mm  |
| 80x80 | 20mm |

## 7 FORMATI/ SIZES

## 3 SPESSORI/ THICKNESSES

La color palette District si declina in cinque tonalità neutre che riflettono la modernità della collezione. White è pura luce, un non-colore raffinato e contemporaneo. Le note calde e sabbiose di Ivory illuminano ampi loft metropolitani. Greige si muove verso sfumature più calde, ideali in ambienti destinati al relax, mentre Silver e Grey esplorano l'universo cromatico dei grigi e il lato più industrial della serie. La finitura morbida R10, con la sua fine struttura tridimensionale, dona un leggero movimento e profondità alla superficie, che si anima al tocco della luce naturale. Dal 40x80 cm al 120x120 cm, District copre tutte le necessità progettuali con una vasta scelta di formati per rivestimenti e pavimenti indoor, compresi i piccoli formati per battiscopa e scalini. Tutti i formati e gli spessori sono disponibili nei cinque colori della collezione. District comprende anche una grande lastra decorativa 120x278 cm con spessore da 6 mm nei colori Greige e White, e lo spessore 20 mm specifico per progetti outdoor nel formato 80x80 cm.

## 5 COLORI/ COLORS

## 3 SUPERFICI/ SURFACES

The District color palette comes in five neutral tones that reflect the modernity of the collection. White is pure light, a sophisticated and contemporary non-color. Ivory's warm, sandy tones illuminate spacious urban lofts. Greige moves towards warmer tones, ideal for spaces devoted to relaxation, while Silver and Grey explore the chromatic universe of grays and the more industrial side of the palette. The soft R10 finish, with its fine three-dimensional texture, gives a slight movement and depth to the surface that comes alive with the touch of natural light. From the 40x80 cm to the 120x120 cm slabs, District covers all design needs with a wide range of formats for interior walls and floors, including small formats for skirting and stairs. All sizes and thicknesses are available in the collection's five colors. District also includes a large decorative 120x278 cm slab with 6 mm thickness in Greige and White, and the 20 mm thickness specifically for outdoor projects in the 80x80 cm format.



SILVER 80x80 (32"x32") 20mm

# silver

*Le campiture grigio perla di Silver rivestono gli ambienti di eleganza informale.  
È una tonalità luminosa, fresca e moderna, che offre una grande libertà progettuale  
e pone l'accento sul lato più domestico dello stile urban. /  
The pearl grey backgrounds of Silver dress rooms with casual elegance.  
It is a bright, fresh and modern hue that offers great design freedom  
and emphasizes the more domestic side of urban style.*



district silver

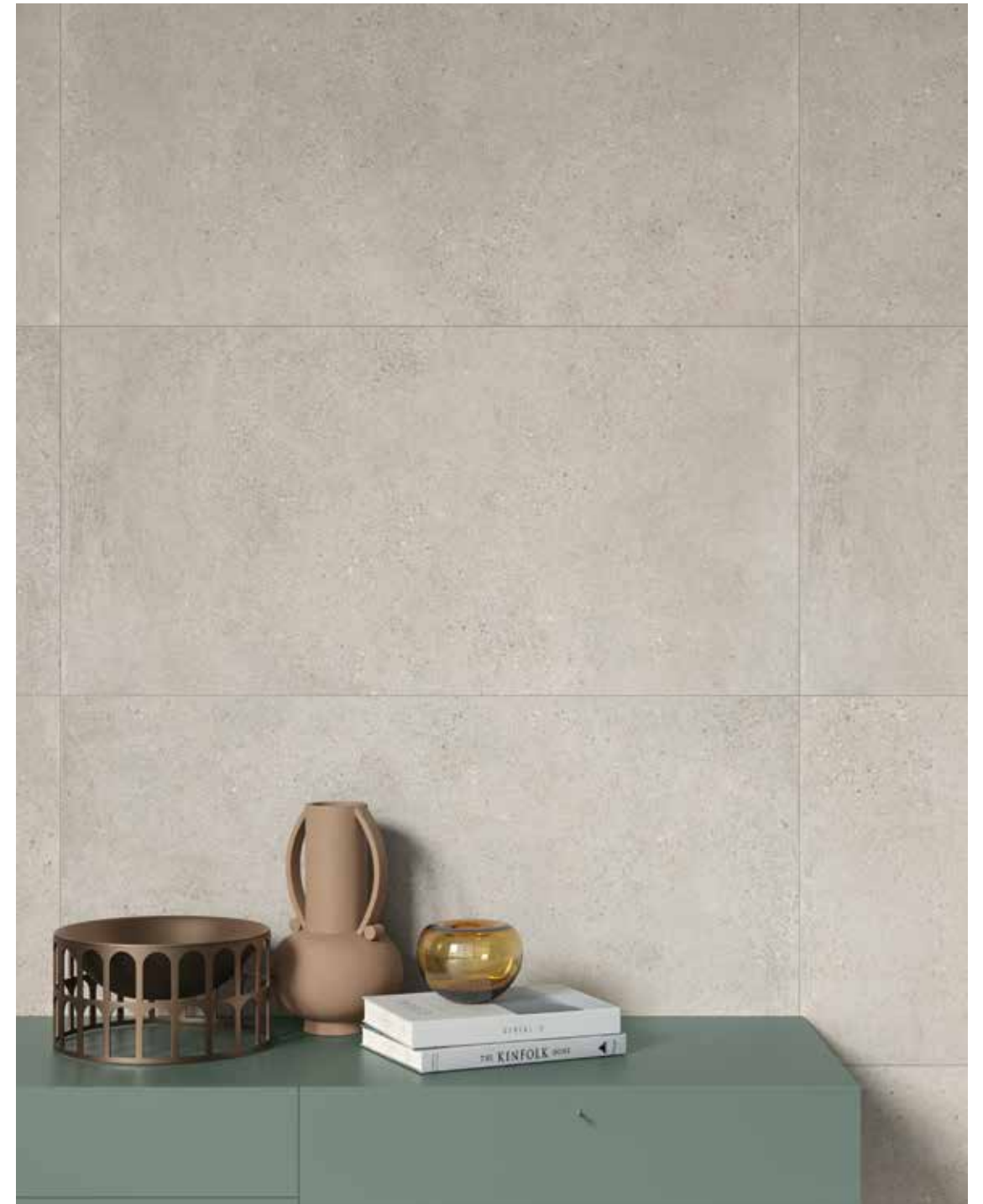
SILVER 120x120 (48"x48")

PLATE ANTHRACITE 120x120 (48"x48")

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district silver



SILVER 60x120 (24"x48")

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SILVER 120x120 (48"x48")

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district silver

GREIGE 60x120 (24"x48")  
GREIGE 120x278 (48"x110")

OMNIA CEPPO GREY 60x120 (24"x48") 20mm

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# greige

*Greige è una tonalità calda e contemporanea, con sfumature che vanno dal tortora al cappuccino. Neutro e facile da abbinare a diversi colori e materiali, trova perfetta collocazione in ambienti chic e delicati. /*

*Greige is a warm and contemporary color that ranges from taupe to cappuccino. Neutral and easy to combine with a variety of colors and materials, it is perfect for chic and sophisticated environments.*



district greige





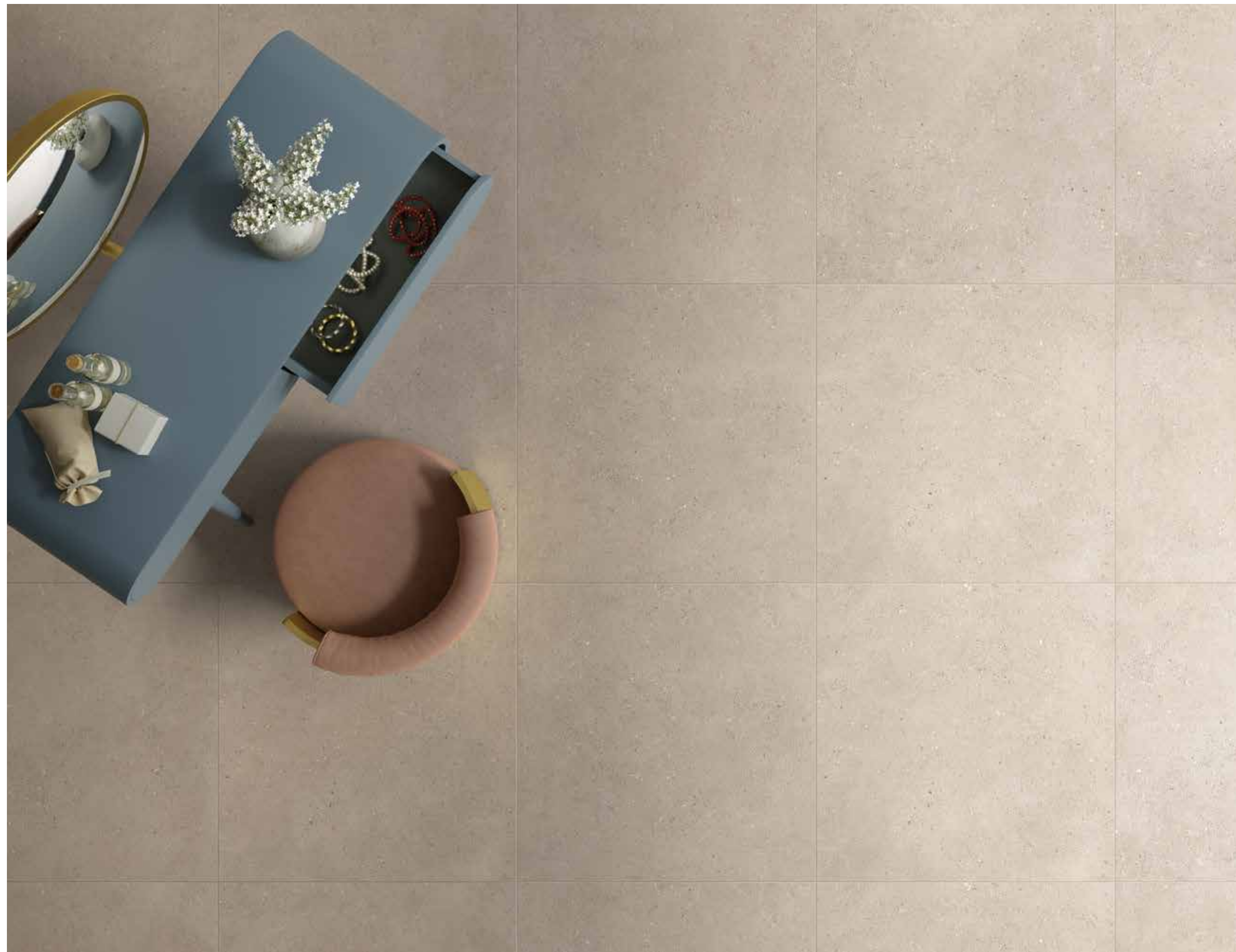
GREIGE 80x80 (32"x32")

9CENTO AURORA BEIGE 120x278 (48"x110")

district greige

GREIGE 80x80 (32"x32")

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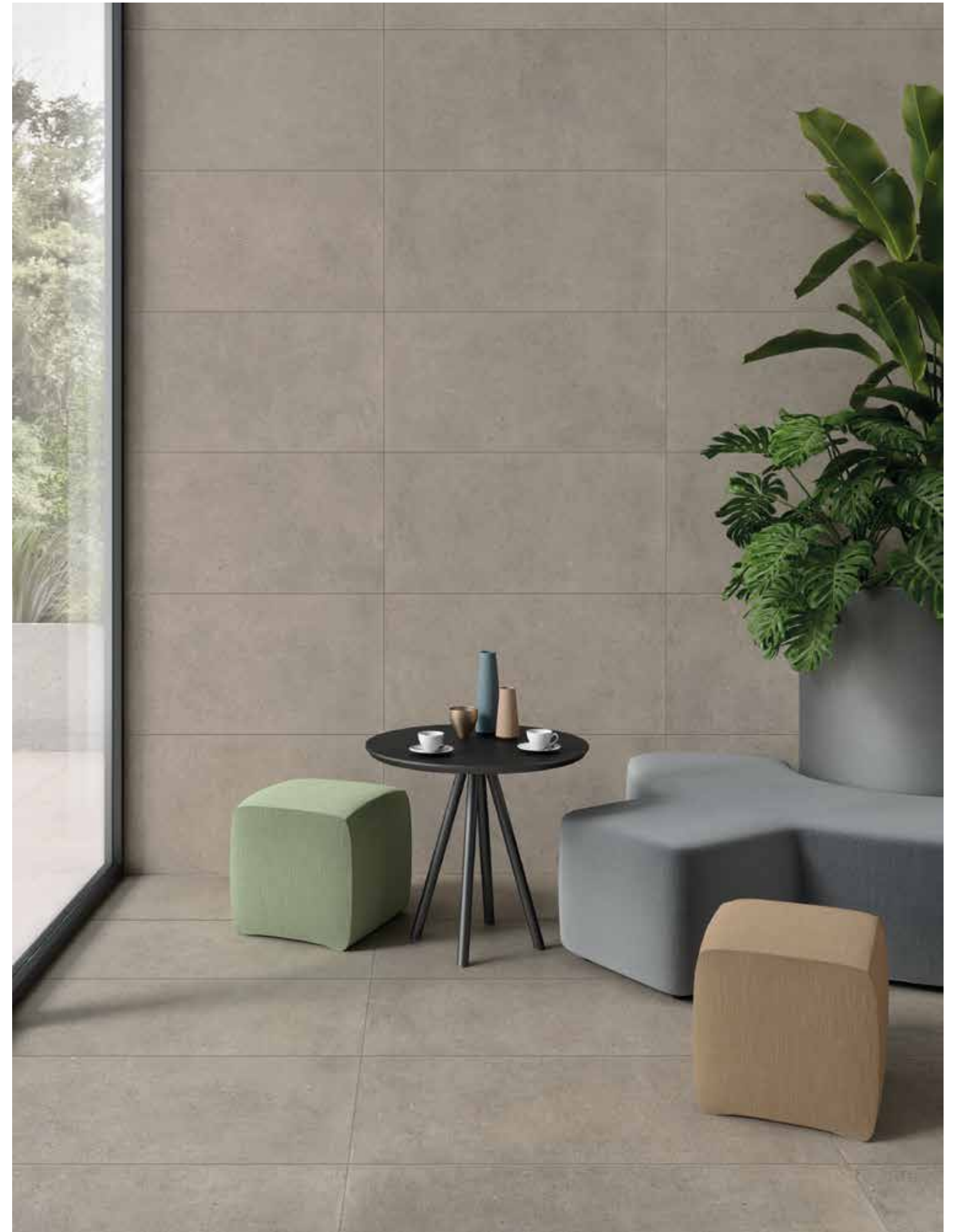


district greige

# grey

*Il colore cementizio per eccellenza, Grey sintetizza la personalità dell'intera serie District.  
Una base grigio scuro austera ed elegante fa da sfondo a una miriade di piccole inclusioni  
chiare e irregolari che movimentano e arricchiscono la superficie. /*

*The quintessential cement color, Grey captures the personality of the entire District series.  
An austere and elegant dark base provides the backdrop for a myriad of small, light,  
irregular inclusions that enliven and enrich the surface.*





GREY 120x120 (48"x48")

9CENTO RIFLESSO BIANCO 120x278 (48"x110")

district grey

GREY 120x120 (48"x48")

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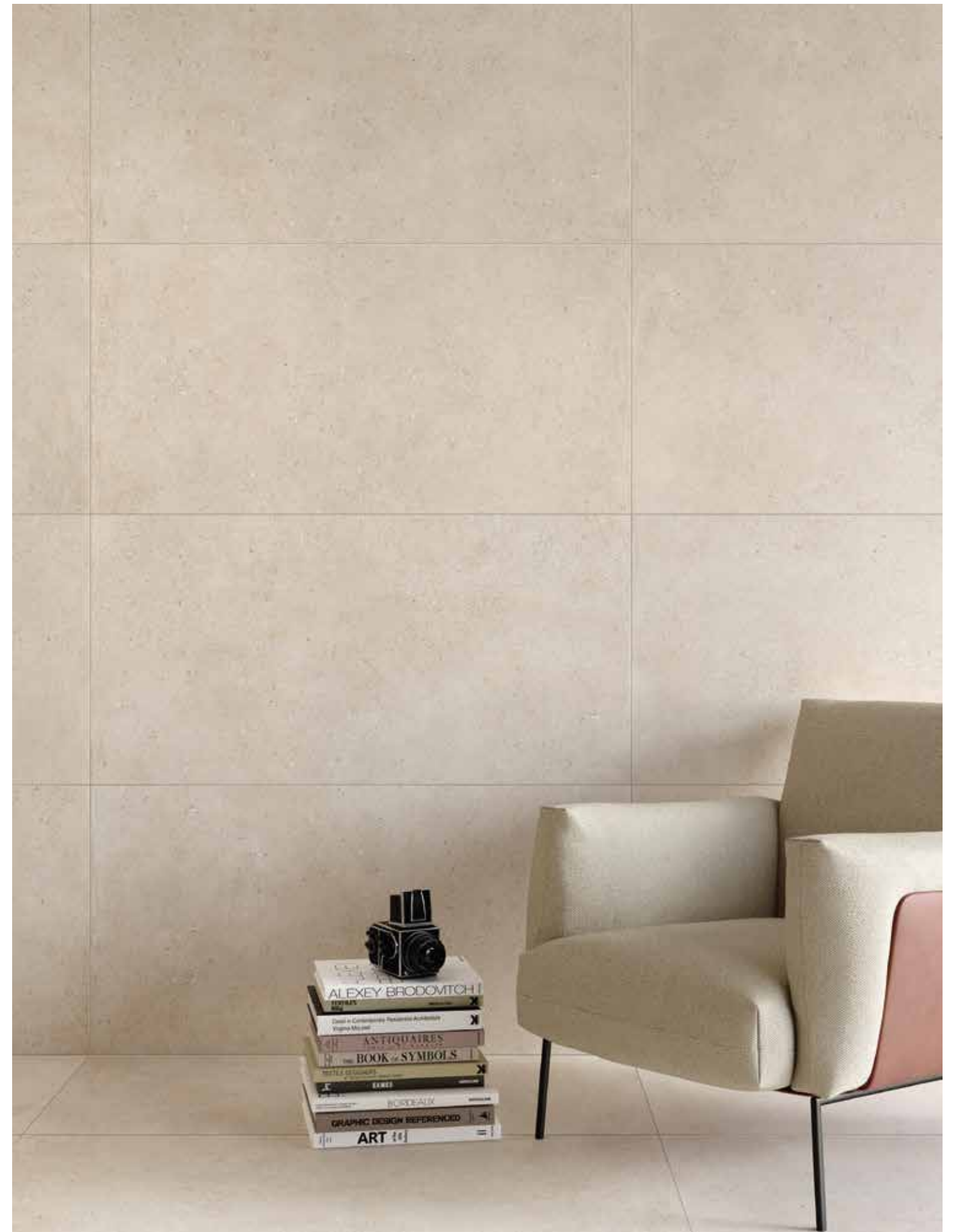
district grey

IVORY 60x120 (24"x48")

# ivory

*Ivory è modernità, delicatezza, eleganza eterea. Un colore intensamente luminoso, ispirato alle sfumature perlacee delle sabbie coralline. Inserito in contesti domestici e commerciali, invita al comfort e alla quiete. /*

*Ivory is modernity, delicacy and ethereal elegance. An intensely luminous color inspired by the pearlescent tones of coral sand. Placed in domestic and commercial environments, it invites comfort and tranquility.*



district ivory



IVORY 60x120 (24"x48")  
IVORY 60x60 (24"x24") R11  
PLATE COPPER 120x120 (48"x48")



IVORY MOSAICO 30x30 (12"x12")

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IVORY 60x120 (24"x48")

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WHITE 120x278 (48"x110")

INTERNO4 BRECCIA TORTONA 120x120 (48"x48")

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# white

*La luce abbagliante delle cave di gesso è la principale fonte d'ispirazione di White, un non-colore luminoso e raffinato che amplia gli spazi e li illumina. Le sfumature calde e morbide ne smorzano l'intensità, rendendolo ideale sia in contesti domestici che commerciali. /*

*The dazzling light of chalk quarries is the primary source of inspiration for White, a bright and sophisticated non-color that expands and illuminates spaces. Warm, soft tones soften its intensity, making it ideal for both residential and commercial settings.*



district white

WHITE 120x120 (48"x48")  
WHITE 120x278 (48"x110")

INTERNO4 BRECCIA TORTONA 120x278 (48"x110")



district white



WHITE 120x120 (48"x48")

district white

## SPECIFICHE TECNICHE/ TECHNICAL FEATURES

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**GRES PORCELLANATO**  
*PORCELAIN STONE WARE*

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**SPESSORI**  
*THICKNESSES*

**6mm** [120x278]

**9mm** [120x120 - 60x120 - 80x80 - 60x60 - 30x60]

**20mm** [80x80]

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**STONALIZZAZIONE**  
*SHADING*



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**CLASSIFICAZIONE ANTISDRUCCIOLO**  
*ASSESSMENT OF SLIP RESISTANCE*

**DIN 51130** R9 / R10 / R11

**DIN 51097** A / A+B / A+B+C

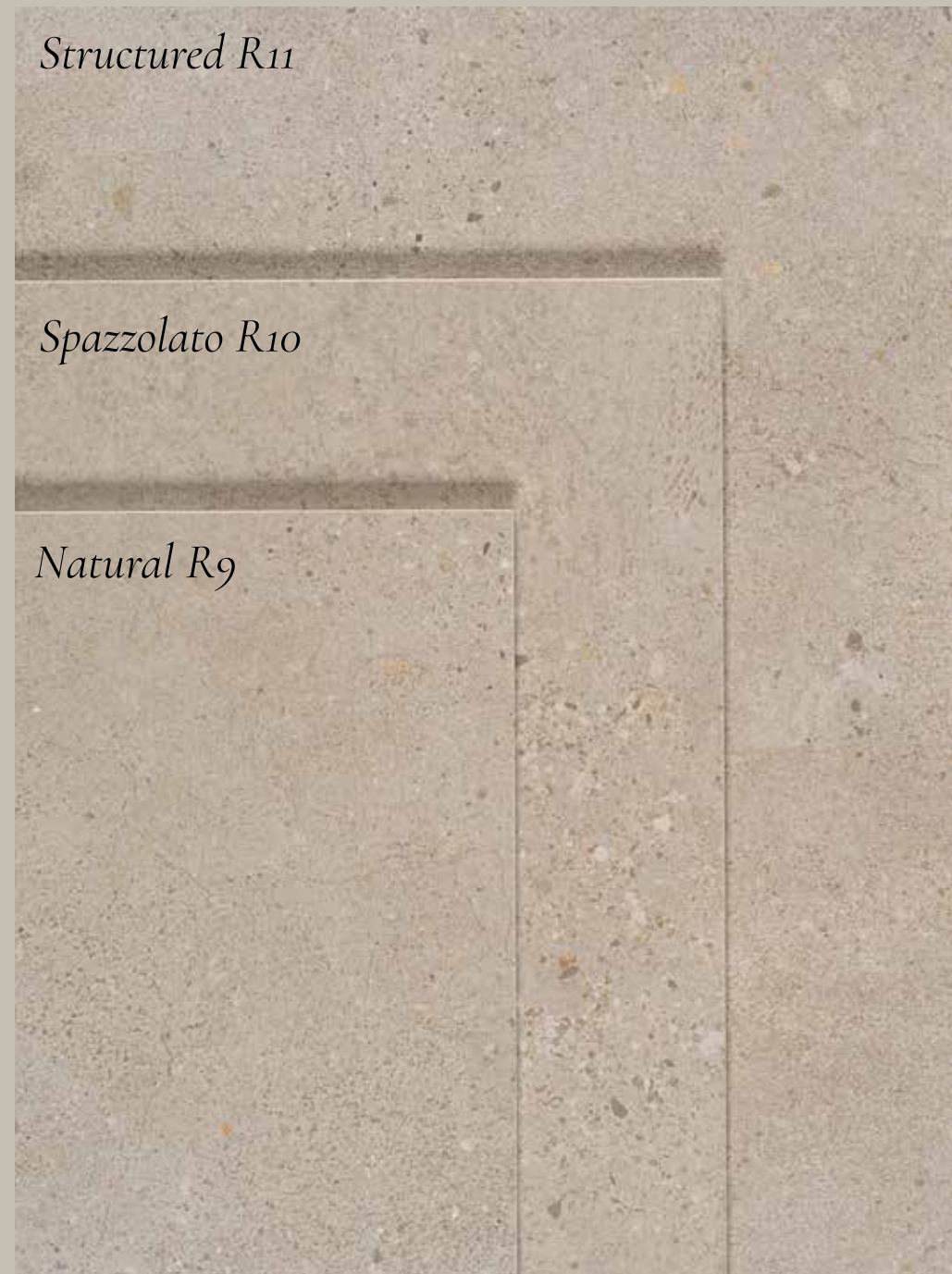
**COF** Conforme / *Compliant*

**DCOF** Conforme / *Compliant*

**PENDULUM +36 PTV 96 (R10)** - *in test*

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## 3 SUPERFICI/ FINISHES



DISTRICT WHITE V2



DISTRICT IVORY V2



DISTRICT GREIGE V2



DISTRICT SILVER V2



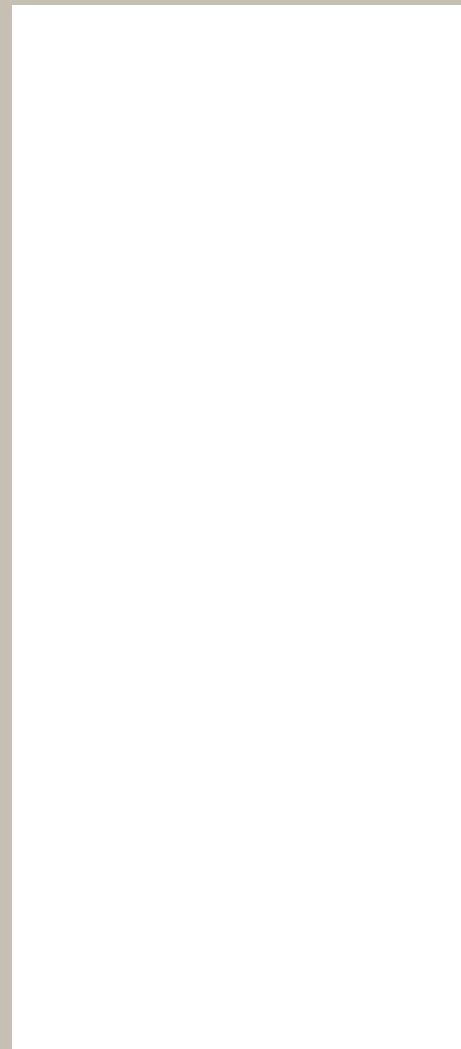
DISTRICT GREY V2



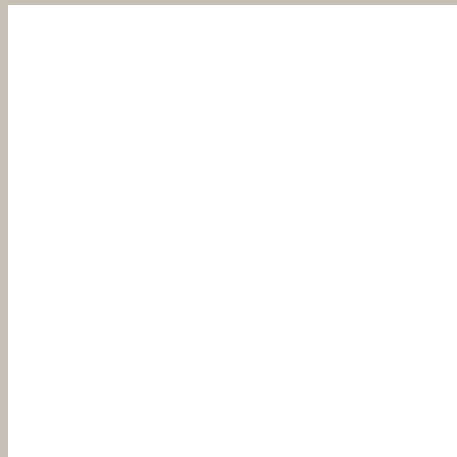
specs & tech

\*Solo nello spessore 20mm/  
Only 20mm thickness

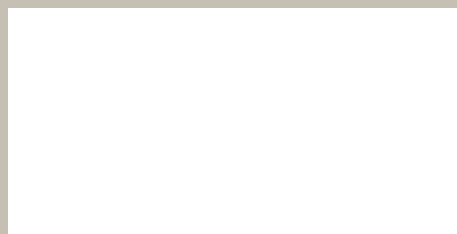
# 7 FORMATI/ SIZES



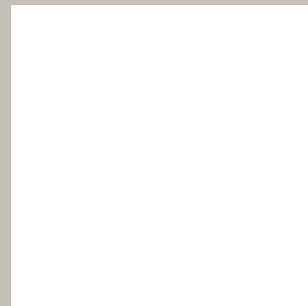
● 120x278 (48"x110") RT 6mm



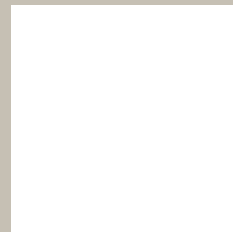
■ 120x120 (24"x48") RT 9mm



■ 60x120 (24"x48") RT 9mm



■ 80x80 (32"x32") RT 9mm  
▲ 80x80 (32"x32") RT 20mm



■▲ 60x60 (24"x24") RT 9mm



■▲ 30x60 (12"x24") RT 9mm

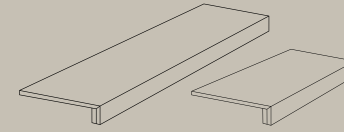
## FORMATI / SIZES

|                 | 120x278<br>(119,5x278)*<br>48"x110" | 120x120<br>(119,5x119,5)*<br>48"x48" | 60x120<br>24"x48" | 80x80<br>32"x32" | 60x60<br>24"x24" | 30x60<br>12"x24" | 80x80<br>32"x32" |
|-----------------|-------------------------------------|--------------------------------------|-------------------|------------------|------------------|------------------|------------------|
|                 | RT                                  | RT                                   | RT                | RT               | RT               | RT               | RT               |
|                 | 6mm                                 | 9mm                                  | 9mm               | 9mm              | 9mm              | 9mm              | 20mm             |
| DISTRICT GREIGE | ●                                   | ■                                    | ■                 | ■                | ■▲               | ■▲               | ▲                |
| DISTRICT IVORY  |                                     | ■                                    | ■                 | ■                | ■▲               | ■▲               | ▲                |
| DISTRICT SILVER |                                     | ■                                    | ■                 | ■                | ■▲               | ■▲               | ▲                |
| DISTRICT GREY   |                                     | ■                                    | ■                 | ■                | ■▲               | ■▲               | ▲                |
| DISTRICT WHITE  | ●                                   | ■                                    | ■                 | ■                | ■▲               | ■▲               | ▲                |

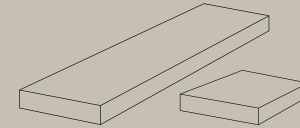
\*Formato nominale / Nominal size / Format nominal / Nennformat / Formato nominal

● Natural R9 | ■ Spazzolato R10 | ▲ Structured R11

# 7 PEZZI SPECIALI/ TRIMS

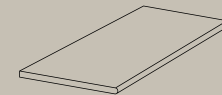


**SCALINO INCOLLATO**  
GLUED STEP TREAD  
▲ 33x60 (13"x24") RT 9mm  
■ 33x120 (13"x48") RT 9mm

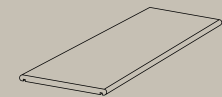


**ANGOLARE INCOLLATO**  
GLUED CORNER STEP TREAD  
▲ 33x33 (13"x13") RT 9mm  
■ 33x120 (13"x48") RT 9mm

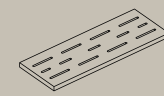
# 9 PEZZI SPECIALI 20mm/ TRIMS 20mm



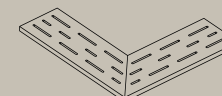
**GRADINO BORDO TORO**  
BULLNOSE EDGE STEP / NEZ DE MARCHE ARRONDI /  
ABGERUNDETE STUFENPLATTE / PELDAÑO CANTO ROMO  
▲ 40x80 (16"x32") RT 20mm



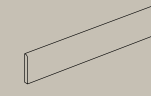
**TOP BORDO TORO**  
BULLNOSE EDGE TOP / MARCHE SUP. CHANT ARRONDI /  
ABGERUNDETE ABDECKPLATTE / TOP CANTO ROMO  
▲ 40x80 (16"x32") RT 20mm



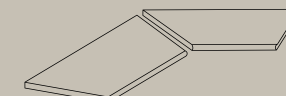
**GRIGLIA**  
GRID / GRIL / GRILL / REJILLA  
▲ 20x80 (8"x32") RT 20mm



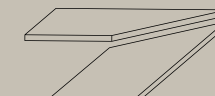
**ANGOLARE GRIGLIA**  
CORNER GRID / GRILLE D'ANGLE /  
ECKE GRAT / ANGULAR REJILLA  
▲ 20x80 (8"x32") RT 20mm



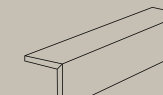
**BATTISCOPIA**  
BULLNOSE  
■ 4,6x120 (1<sup>13/16</sup>"x48") RT 9mm  
■ 7x80 (2<sup>3/4</sup>"x32") RT 9mm  
■ 7,2x60 (2,8"x24") RT 9mm



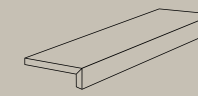
**ANGOLARE INTERNO BORDO TORO**  
INT. BULLNOSE EDGE CORNER / ANG. INT. CHANT ARRONDI /  
AUSSENECKTRITTSTUFE / ANG. INT. CANTO ROMO  
▲ 40x80 (16"x32") RT 20mm



**ANGOLARE ESTERNO BORDO TORO**  
EXT. BULLNOSE EDGE CORNER / ANG. EXT. CHANT ARRONDI /  
AUSSENECKTRITTSTUFE / ANG. EXT. CANTO ROMO  
▲ 40x80 (16"x32") RT 20mm

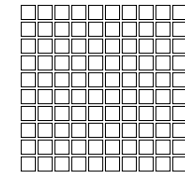


**CORDOLO L**  
L KERB / BORDURE EN L /  
KANTE L-FORM / CANTONERA L (PEGADA)  
▲ 80x20x20 (32"x8"x8") RT 20mm



**TERMINALE L**  
L TERMINAL / NEZ DE MARCHE EN L /  
ENDABDECKPLATTE L-FORM / TERMINAL L (PEGADO)  
▲ 80x33x5 (32"x13"x2") RT 20mm  
▲ 80x20x5 (13"x8"x2") RT 20mm

# 1 DECORI/ DECORS



**MOSAICO** ■ 30x30 (12"x12") RT 9mm  
TESSERE: 2,8x2,8 (1<sup>1/8</sup>"x1<sup>1/8</sup>")



DISTRICT GREY



DISTRICT SILVER



DISTRICT GREIGE




DISTRICT IVORY



DISTRICT WHITE

## INFORMAZIONI TECNICHE / TECHNICAL FEATURES

| INFORMAZIONI TECNICHE<br>TECHNICAL FEATURES  | NORMA<br>NORM               | REQUISITI PRESCRITTI<br>REQUIRED VALUES   | VALORI<br>VALUES                                   |  |  |                                     |
|--|-----------------------------|---|--|--|--|-------------------------------------|
|  | EN 14411 - ISO 13006        |   |  |  |  |                                     |
|  <b>DIMENSIONI RETTIFICATO</b><br><i>SIZES RECTIFIED</i>                         | UNI EN ISO 10545-2          | lunghezza-larghezza / <i>length-width</i> $\pm 0,3\%$ ( $\pm 1,0$ mm max)                     | <b>CONFORME</b><br><i>COMPLIANT</i>                |  |  |                                     |
|  |                             | spessore / <i>thickness</i> $\pm 5,0\%$ ( $\pm 0,5$ mm max)                                   |  |  |  |                                     |
|  |                             | ortogonalità / <i>rectangularity</i> $\pm 0,3\%$ ( $\pm 1,5$ mm max)                          |  |  |  |                                     |
|  |                             | rettilinearità / <i>straightness</i> $\pm 0,3\%$ ( $\pm 0,8$ mm max)                          |  |  |  |                                     |
|  |                             | planarità / <i>flatness</i> $\pm 0,4\%$ ( $\pm 1,8$ mm max)                                   |  |  |  |                                     |
| qualità superficie / <i>surface quality</i> $\geq 95\%$  |                             |   |  |  |  |                                     |
|  <b>ASSORBIMENTO ACQUA</b><br><i>WATER ABSORPTION</i>                            | UNI EN ISO 10545-3          | $\leq 0,5\%$  | $\leq 0,1\%$                                       |  |  |                                     |
|  <b>RESISTENZA A ROTTURA</b><br><i>BREAKING STRENGTH</i>                         | UNI EN ISO 10545-4          | R $\geq 35$ N/mm <sup>2</sup><br>S $\geq 700$ N (<7,5 mm)<br>S $\geq 1300$ N ( $\geq 7,5$ mm) | <b>6 mm</b><br><b>CONFORME</b><br><i>COMPLIANT</i> | <b>9 mm</b><br><b>CONFORME</b><br><i>COMPLIANT</i> | <b>20 mm</b><br><b>R<math>\geq 45</math> N/mm<sup>2</sup></b><br><b>S<math>\geq 10000</math> N</b> |                                     |
|  <b>RES. ABRASIONE PROFONDA</b><br><i>DEEP ABRASION RESISTANCE</i>               | UNI EN ISO 10545-6          | $\leq 175$ mm <sup>3</sup>  | $\leq 150$ mm <sup>3</sup>                         |  |  |                                     |
|  <b>RESISTENZA SHOCK TERMICI</b><br><i>THERMAL SHOCK RESISTANCE</i>              | UNI EN ISO 10545-9          | resistenza / <i>resistant</i>   | <b>CONFORME</b><br><i>COMPLIANT</i>                |  |  |                                     |
|  <b>RESISTENZA AL GELO</b><br><i>FROST RESISTANCE</i>                            | UNI EN ISO 10545-12         | resistenza / <i>resistant</i>   | <b>CONFORME</b><br><i>COMPLIANT</i>                |  |  |                                     |
|  <b>RESISTENZA CHIMICA</b><br><i>CHEMICAL RESISTANCE</i>                         | UNI EN ISO 10545-13         | resistenza / <i>resistant</i>   | <b>CONFORME</b><br><i>COMPLIANT</i>                |  |  |                                     |
|  <b>RESISTENZA ALLE MACCHIE</b><br><i>RESISTANCE TO STAINS</i>                   | UNI EN ISO 10545-14         | pulibile / <i>cleanable</i>   | <b>CONFORME</b><br><i>COMPLIANT</i>                |  |  |                                     |
|  <b>CLASSIFICAZIONE ALTISDRUCCIOLO</b><br><i>ASSESSMENT OF SLIP RESISTANCE</i> | DIN 51130                   | R   | prodotto / <i>product</i>                          | R  | A+B+C  | >0,40 >0,42                         |
|  | DIN 51097                   | A+B+C   | 120x278  | R9   | A  | <b>CONFORME</b><br><i>COMPLIANT</i> |
|  | B.C.R.A. (COF)              | > 0,40 bagnato / <i>wet</i>   | 120x120 - 60x120<br>80x80 - 60x60 - 30x60          | R10  | A+B  | <b>CONFORME</b><br><i>COMPLIANT</i> |
| ANSI A326.3 Test metod (DCOF)  | > 0,42 bagnato / <i>wet</i> | 80x80 20mm - 60x60 30x60  | R11  | A+B+C  | <b>CONFORME</b><br><i>COMPLIANT</i>  |                                     |
| Pendulum Test Value PTV 96 (R10)   | > 36                        | <i>in test</i>  |  |  |  |                                     |

Piastrelle pressate a secco - Conforme alla norma EN 14411 e ISO 13006 appendice G gruppo B1-a con E  $\leq 0,5\%$   
 Dry pressed tiles - Compliant with standards EN 14411 and ISO 13006 annex G group B1-a with E  $\leq 0,5\%$

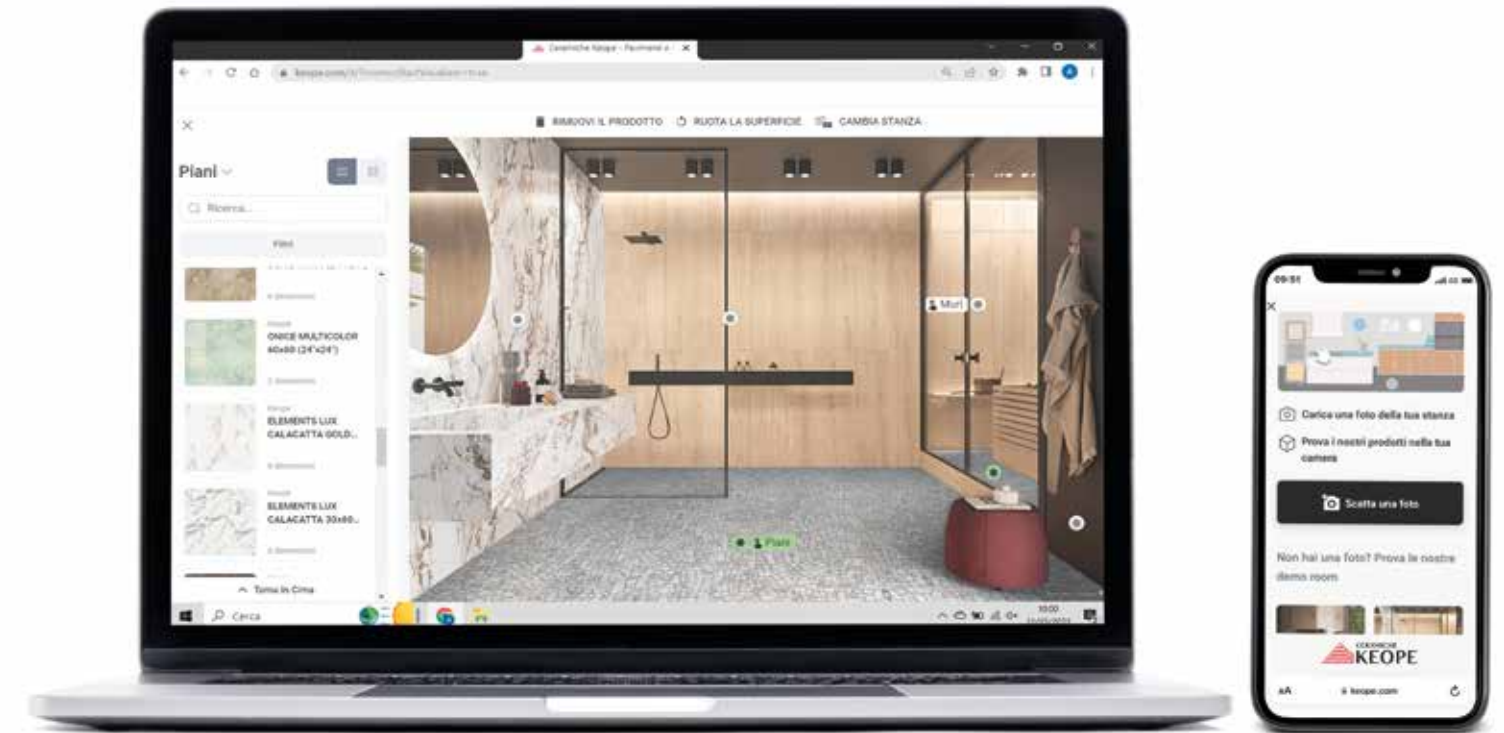
## MISURE, PESI ED IMBALLI / SIZE, WEIGHT AND PACKAGING

| FORMATO<br>SIZE | SPESSORE<br>THICKNESS | PZ/SCATOLA<br>PIECES/BOX | MQ/SCATOLA<br>SQM/BOX | KG/SCATOLA<br>KG/BOX | MQ/PALLET<br>SQM/PALLET | KG/PALLET<br>KG/PALLET | SCATOLA/PALLET<br>BOX/PALLET |
|-----------------|-----------------------|--------------------------|-----------------------|----------------------|-------------------------|------------------------|------------------------------|
| 120x278         | 6mm                   | 1                        | 3,32                  | ≈ 49,56              | 59,80                   | ≈ 990,08               | 18                           |
| 120x120         | 9mm                   | 2                        | 2,86                  | ≈ 60,80              | 57,12                   | ≈ 1.251,00             | 20                           |
| 60x120          | 9mm                   | 2                        | 1,44                  | ≈ 31,93              | 50,40                   | ≈ 1.138,00             | 35                           |
| 80x80           | 9mm                   | 2                        | 1,28                  | ≈ 25,60              | 61,44                   | ≈ 1.253,80             | 48                           |
| 60x60           | 9mm                   | 3                        | 1,08                  | ≈ 21,00              | 43,20                   | ≈ 853,00               | 40                           |
| 30x60           | 9mm                   | 4                        | 1,28                  | ≈ 27,36              | 35,84                   | ≈ 791,08               | 28                           |
| 80x80           | 20mm                  | 1                        | 0,64                  | ≈ 29,70              | 26,88                   | ≈ 1.272,40             | 42                           |

Fuga minima consigliata per posa in interno 2 mm, in esterno 4 mm  
 Minimum suggested joint for indoor laying 2 mm, for outdoor 4 mm

Consigli di posa, pulizia e manutenzione al link keope.com  
 Advice on laying, cleaning and maintenance at the link keope.com

## MATCH APP SEE DISTRICT IN YOUR SPACE



**IT\_**  
 Il nuovo configuratore virtuale si presenta come uno strumento dal funzionamento semplice e intuitivo che ti permette di ambientare nella tua casa i pavimenti e i rivestimenti Keope.  
 Con una fotografia della tua stanza hai la possibilità di giocare con colori, formati e superfici Keope e di visualizzarli immediatamente nei diversi ambienti della tua casa.

**EN\_**  
 The new virtual configurator is a simple and user-friendly tool for furnishing your home with Keope wall and floor tiles.  
 By uploading a photo of your room, you can experiment with various Keope colours, sizes and surfaces and immediately see how they will look in different rooms of your house.



**INQUADRA IL QR CODE E INIZIA A CREARE IL TUO AMBIENTE / SCAN QR CODE AND START CREATING YOUR SPACE**



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**FACTORY** via canale, 67  
42013 Casalgrande (RE) - Italy  
**WAREHOUSE** via dell'industria, 1  
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#### **IT\_**

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#### **EN\_**

*Ceramiche Keope reserves the right to vary the products illustrated in this catalogue for production purposes or in order to improve quality. Samples and images are purely indicative. Packaging and weights shown may be varied in line with production requirements. Check with the sales department at the time of order.*



