

PURE CONCRETE

Un agglomerato di malta cementizia arricchito da inclusioni materiche dà vita a una superficie in gres porcellanato in cui la compattezza del cemento si fonde con un'armonia grafica unica. La texture rivela una profondità inaspettata: un equilibrio raffinato tra micro-granulometrie, vibrazioni cromatiche e tonalità calde che accompagnano lo sguardo dal White luminoso fino a un Black avvolgente. L'estetica del gres porcellanato diventa così più profonda, autentica e sensoriale. Pure Concrete reinterpreta il linguaggio del cemento con sensibilità contemporanea, trasformando un materiale tecnico in una superficie elegante e discreta, capace di dialogare con architetture e spazi del vivere quotidiano. La collezione si compone di quattro colori con superficie naturale nei formati 60x120 cm e 30x60 cm. Completano la gamma il mosaico 30x30 cm e il decoro Spatola 3D in formato 60x120 cm, disponibile nelle tonalità dei fondi.

An agglomerate of cement-based mortar enriched with material inclusions creates a porcelain stoneware surface where structural strength merges with a unique graphic harmony. The texture reveals unexpected depth: a refined balance of micro-granular particles, chromatic vibrations, and warm tonalities that guide the eye from luminous White to a deep, enveloping Black. Porcelain stoneware aesthetics become richer, more authentic, and deeply sensory. Pure Concrete reinterprets the language of industrial surfaces with contemporary sensitivity, transforming a technical material into an elegant and understated finish capable of dialoguing with architecture and everyday living spaces. The collection features four colors with a natural surface in 23^{5/8}"x47^{1/4}" and 11^{13/16}"x23^{5/8}" sizes. The range is completed by an 11^{13/16}"x11^{13/16}" mosaic and the Spatola 3D décor in the 23^{5/8}"x47^{1/4}" size, available in matching background tones.



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CROMATISMI RAFFINATI

Sospensione, purezza e leggerezza luminosa. Il colore White amplifica spazio e luce, mentre il decoro Spatola 3D introduce un effetto tridimensionale delicato che anima la superficie con ritmo e raffinatezza. La texture del decoro aggiunge una dimensione percettiva più intensa: un segno grafico composto da linee longitudinali ricche di vibrazioni cromatiche che crea movimento, evocando superfici segnate dal tempo, cariche di memoria, calore e autenticità. Grazie alla stampa digitale ad alta risoluzione, la grafica restituisce visivamente un sorprendente effetto a rilievo pur mantenendo una superficie liscia e morbida al tatto.

REFINED CHROMATICS

Suspension, purity, and luminous lightness. The White color enhances space and brightness, while the Spatola 3D décor introduces a delicate three-dimensional effect that animates the surface with rhythm and sophistication. The décor's texture adds a stronger perceptual dimension: a graphic pattern composed of longitudinal lines rich in chromatic vibrations that create movement, evoking surfaces shaped by time—full of memory, warmth, and authenticity. Thanks to high-resolution digital printing, the graphic design visually delivers a striking embossed effect while maintaining a smooth, soft surface to the touch.



PURE CONCRETE



Residual Light

Gazes, Traces, and Permanence in Contemporary Imagery

Photography Exhibition
Curated by Elisa Montanari

Officina 12 Exhibition Space
March 15 – June 30, 2026

Featured Artists

Marta Rinaldi
Jonas Keller
Amina El Idrissi
Tomás Velasco

Graphic Design

Studio Linea Nord

Spectral light excides what remains after the event, when its passage, after the presence, who navigates the context of the trace as both a visual and non-visual element, and its lingering on other surfaces, abandoned spaces created by human gloom, leads to a new vision, landscape marked by nearly invisible interventions.

The exhibition unfolds as an immense path, where graphic design, applied to the museum space, becomes an integral part of the experience. Large-scale wall prints, printed on neutral surfaces, engage in dialogue with the artworks through an essential, modular typography. Captions are reduced to their essence and linked to the nearest supports, to suggest lightness and visual continuity.

The graphic system is structured around two lines running across the walls, visually connecting the rooms and creating fluid relationships between the images. The color palette is warm and neutral, with subtle variations in tone, to create a sense of continuity and suggest the weight of the environment suggested by the color.

Each section is introduced by a thematic subtitle in a bold, sans-serif font, placed directly on the wall, with large, bold letters. The minimal intervention allows the photography to remain central, while the graphic design guides visitors through a fluid and coherent experience.

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CALORE ED EMOZIONE

Superfici pure ed essenziali accompagnano i riti quotidiani, dove tecnica ed espressività si fondono in un equilibrio perfetto all'interno di ambienti luminosi e aperti verso l'esterno naturale. La tonalità Beige accoglie arredi ricercati e materiali raffinati, creando spazi dal carattere caldo e contemporaneo. La tecnologia rende Pure Concrete una materia altamente performante che accompagna senza imporsi, semplificando ogni gesto e migliorando estetica e funzionalità di pavimenti e rivestimenti senza richiedere attenzioni particolari. Ergonomia, proporzione e luce costruiscono spazi armoniosi dove ogni esperienza diventa fluida e intuitiva, in equilibrio tra performance, design e piacere.

WARMTH AND EMOTION

Pure and essential surfaces accompany everyday rituals, where technology and expression merge in perfect balance within bright spaces open to the natural outdoors. The Beige tone welcomes refined furnishings and sophisticated materials, creating interiors with a warm and contemporary character. Advanced technology makes Pure Concrete a highly performing material that supports daily life without imposing itself, simplifying every gesture while enhancing the aesthetics and functionality of floors and walls without requiring special maintenance. Ergonomics, proportion, and light shape harmonious spaces where every experience becomes fluid and intuitive—balancing performance, design, and comfort.





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PC61RCT2448MT Beige Naturale Rett. 23^{5/8}"x47^{1/4}" - 60x120
PC61RCT2448DCMT Beige Deco Spatola 3D Naturale Rett. 23^{5/8}"x47^{1/4}" - 60x120
PC61STJ22MSMT Beige Naturale Mosaico 11^{13/16}"x11^{13/16}" - 30x30

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SCENARI NATURALI

La solidità e il fascino del cemento si estendono in spazi pubblici dedicati alla cura del sé, dove architettura e materia favoriscono armonia e concentrazione, in dialogo costante con una dimensione naturale. Pure Concrete garantisce funzionalità, resistenza e igienicità, offrendo superfici non porose, impermeabili e facili da mantenere, ideali per ambienti dinamici dedicati al benessere fisico e mentale. Gli effetti di stonalizzazione e l'estetica tipica del cemento — come nuvolature e piccoli segni superficiali — rivestono ambienti ariosi e dilatati, dove pavimento e rivestimento dialogano in perfetta continuità visiva, ridisegnando lo spazio con equilibrio e naturale armonia.

NATURAL SCENARIOS

The strength and appeal of mineral surfaces extend into public spaces dedicated to personal well-being, where architecture and materiality foster harmony and focus in constant dialogue with a natural dimension. Pure Concrete ensures functionality, durability, and hygiene, offering non-porous, waterproof surfaces that are easy to maintain—ideal for dynamic environments dedicated to physical and mental wellness. Shade variation effects and the typical aesthetic of industrial materials—such as subtle clouding and small surface marks—dress airy, expansive interiors where floors and walls interact in perfect visual continuity, redefining space with balance and natural harmony.



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WHITEPURE CONCRETE

BEIGE

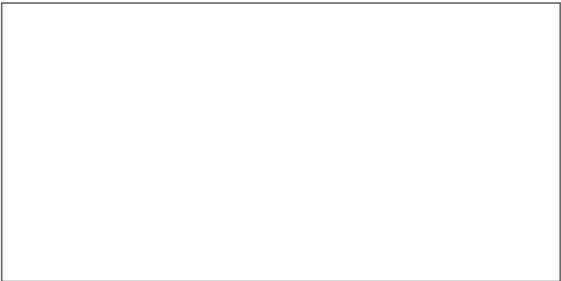
GREIGE

BLACK

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COLOURS AND SIZES
COLORI E FORMATI

9,5mm



23⁵/₈"x47¹/₄" - 60x120 cm

- PC60RCT2448MT White Naturale Rett.
- PC61RCT2448MT Beige Naturale Rett.
- PC62RCT2448MT Greige Naturale Rett.
- PC63RCT2448MT Black Naturale Rett.

8,5mm



11¹³/₁₆"x23⁵/₈" - 30x60 cm

- PC60RCT1224MT White Naturale Rett.
- PC61RCT1224MT Beige Naturale Rett.
- PC62RCT1224MT Greige Naturale Rett.
- PC63RCT1224MT Black Naturale Rett.

Spatola 3D

9,5mm



23⁵/₈"x47¹/₄" - 60x120 cm

- PC60RCT2448DCMT White Deco Spatola 3D Naturale Rett.



23⁵/₈"x47¹/₄" - 60x120 cm

- PC61RCT2448DCMT Beige Deco Spatola 3D Naturale Rett.



23⁵/₈"x47¹/₄" - 60x120 cm

- PC62RCT2448DCMT Greige Deco Spatola 3D Naturale Rett.



23⁵/₈"x47¹/₄" - 60x120 cm

- PC63RCT2448DCMT Black Deco Spatola 3D Naturale Rett.

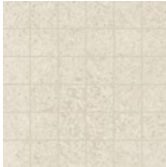
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DECORS
DECORI

8,5 mm

Mosaic - Mosaico*

Chip - Tessera 1^{7/8}"x1^{7/8}" - 4,8x4,8 cm



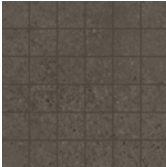
11^{13/16}"x11^{13/16}" - 30x30 cm
PC60STJ22MSMT White Nat.



11^{13/16}"x11^{13/16}" - 30x30 cm
PC61STJ22MSMT Beige Nat.



11^{13/16}"x11^{13/16}" - 30x30 cm
PC62STJ22MSMT Greige Nat.



11^{13/16}"x11^{13/16}" - 30x30 cm
PC63STJ22MSMT Black Nat.

* On fibre mesh backing - Su rete in fibra

TRIMS
PEZZI SPECIALI

8,5 mm



Bullnose - Battiscopa

2^{3/4}"x23^{5/8}" - 7x60 cm

PC60S43F9MT White Naturale Rett.

PC61S43F9MT Beige Naturale Rett.

PC62S43F9MT Greige Naturale Rett.

PC63S43F9MT Black Naturale Rett.

PACKING AND WEIGHT
IMBALLAGGI E PESI

Size Formato	Thickness Spessore mm	Pieces x Box Pz. x Scat.	Sq. F. x Box Piedi Q. x Scat.	Weight x Box Peso x Scat. Lbs	Boxes x Pal. Scat. x Pal.	Sq. F. x Pal. Piedi Q. x Pal.	Weight x Pal. Peso x Pal. Lbs
23 ^{5/8} "x47 ^{1/4} " - 60x120 cm Naturale	9.5	2	15.26	64.14	36	549.36	2309.04
23 ^{5/8} "x47 ^{1/4} " - 60x120 cm Deco Spatola 3D Nat.	9.5	2	15.26	64.14	36	549.36	2309.04
11 ^{13/16} "x23 ^{5/8} " - 30x60 cm Naturale	8.5	9	17.00	64.89	32	544.00	2076.48
11 ^{13/16} "x11 ^{13/16} " - 30x30 cm Mosaico Naturale	8.5	10	9.45	32.43	54	510.30	1751.22
2 ^{3/4} "x23 ^{5/8} " - 7x60 cm Bullnose Naturale	8.5	15	-	35.25	48	-	1692.00

PURE CONCRETE

Fine porcelain stoneware

ISO 13006 Annex G - UNI EN 14411 Annex G - Bla UGL

ANSI 137.1 CBR

TECHNICAL FEATURES CARATTERISTICHE TECNICHE	STANDARD NORMA	VALUE VALORI
 WATER ABSORPTION (AVERAGE VALUE EXPRESSED IN %) ASSORBIMENTO D'ACQUA (VALORE MEDIO IN %)	UNI EN ISO 10545/3	CONFORME
	ASTM C373	COMPLIANT
 MODULUS OF RUPTURE RESISTENZA ALLA FLESSIONE	UNI EN ISO 10545/4	≥ 35 N/mm²
BREAKING STRENGTH FORZA DI ROTTURA	UNI EN ISO 10545/4	≥ 1300 N
	ASTM C648	≥ 250 Lbs
 FROST RESISTANCE RESISTENZA AL GELO	UNI EN ISO 10545/12	CONFORME
	ASTM C1026	UNAFFECTED
 CHEMICAL RESISTANCE TO HIGH AND LOW ACID AND BASIC CONCENTRATIONS RESISTENZA CHIMICA AD ALTE E BASSE CONCENTRAZIONI DI ACIDI E BASI	UNI EN ISO 10545/13	A - LA - HA
	ASTM C-650	UNAFFECTED
 STAIN RESISTANCE RESISTENZA ALLE MACCHIE	UNI EN ISO 10545/14	5
 SLIP RESISTANCE COEFFICIENTE DI ATTRITO		NAT.
	DIN EN 16165 Annex B	R10
	DIN EN 16165 Annex A	B (A+B)
	ANSI A326.3:2017 DCOF	WET ≥ 0,50



Heavy pedestrian traffic (e.g. railway stations, airports, retail malls).



Colours and optical features of the materials illustrated in this catalogue are to be regarded as mere indications. Product sizes indicated are nominal and like weights and colours undergo the typical variations of the ceramic process. Ergon reserves the right to change the technical and optical features of the materials illustrated at any time and without notice. These features are not legally binding.

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	EmilAmerica Inc. North American Headquarters 22685 Relocation Drive Sterling, VA 20166 T: 703-481-1150 www.emilamerica.com info@emilamerica.com
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