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World

Elios Ceramica unveils new look at Cersaie 2017

Fiorano Modenese, Italy – ELIOS makes its Cersaie 2017 appearance with a new look: restyling of the historic brands and new sizes, made possible by innovative production methodologies.

Elios Ceramica, now part of the Italcera group, headed by CEO Graziano Verdi, comes to Cersaie 2017 with new energy, thanks to the considerable investments in technology, research and development made during 2017. There was a desire to provide continuity on a journey which now practically has a 50-year history, the Company's anniversary arriving next year. But the journey is taking a turn. So it is a new path, new sizes, new finishes. Elios relaunched its brand with 3 global collections in the 20x120 size.

The new plank will come in various versions and find full expression in the ESSENTIAL serie, which features the coordinated 20x20 porcelain version, a strong point that characterises the brand's offering. A comprehensive collection in terms of versions, finishes and colours that proposes itself to the

world of distribution, retail and architecture, thanks to a range of 46 references. The 60x120 size too, sets off on its new journey, with the introduction of 2 stones: LIMESTONE EVO and STONE EVO. The project incorporates fractional sizes and versions with 3 matt, brushed and polished finishes. In this case too, the collection offers a touch of special attention to the design world through the versatility and coordination of sizes and finishes, a genuine Stone Gallery that



The new Sequoia Century series (wood planks meet vintage maiolica) from Elios Ceramica.

will over time acquire new options constituting a complete range of solutions for designers.

Other new series presented are:

SEQUOIA CENTURY is a collection that tells the story and conveys the experience of the company and draws on the valuable technical characteristics of porcelain stoneware. The ancient art of majolica joins the warmth of wood strips.

SOUL With a used, well-worn appearance, many details make this a special floor. Elios has worked intensely to faithfully recreate the patina of age on practical and accessible porcelain stoneware floors.

DOWNTOWN is a series with a contemporary character, ideal for setting off design choices packed with personality. The variety of formats permits the dimensions of settings to be shown off and their combination with creative laying and decoration techniques.

Finally, the small size – which has always characterised the company – is relaunched as only Elios is able to do, with the most comprehensive series of cementine tiles on the market. D-ESIGN EVO is enhanced by single-pattern decorations also in the “black and white” version, after the appreciation of the “Palazzo Ducale” decors which are already successfully distributed today throughout the global market.

Elios also begins its journey in the world of large slabs with



Elios Ceramica's booth at Cersaie 2017.

STATUARIO EVOLUTION: the exclusivity of sheer Statuary marble with refined graphics on a mix of modular sizes for unique, elegant designs enhanced by the choice of installation. Marble adds great value to environments and large sizes makes them concrete, enhancing spaces at the same time. “We’re presenting ourselves at the most important event in the sector, Cersaie in Bologna, with new collections produced with a style that recalls the artistry of a historic brand, one of the most famous in the ceramic district,” commented Graziano Verdi, CEO of the Italcer Group, “and what’s more, we’re now able, thanks to the innovative production methodologies used, to meet the demand from the market for the new large sizes as well. This is how we bring together the world of traditional ceramics and ceramics conceived for designers and architects.”