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**LARSEN**



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## Italcer sets out its stall with new ranges from La Fabbrica Ceramiche, Ava and Elios Ceramica



**F**ounded by Alberto Forchielli, a founder member of the Private Equity Mandarin Capital Partners II fund, and Manager, Graziano Verdi from Bologna, the Italcer Group made a great impact at Coverings, the USA's main ceramic exhibition, with its La Fabbrica Ceramiche, Ava, and Elios Ceramica brands.

From 8th to 11th May, the Italcer Group's two member companies were prominent among the more than 120 exhibitors that made up the Ceramics of Italy pavilion, organised by Confindustria Ceramica, showing a variety of new products redolent with the Made in Italy tradition and technical innovation.

Among the new collections presented by La Fabbrica Ceramiche were some that proposed a ceramic interpretation of wood floors. Stirling recalls the refinement and originality of an antique chest of drawers, Redwood takes its name from the Californian redwood tree, and Yosemite is inspired by hand-shaved, old floorboards restored by artisans in ancient buildings.

Steelistic is a very elegant, minimalistic collection, in which metal and textile are combined together in a ceramic version.

I Marmi from the La Fabbrica brand really caught the eye with its authentic reproductions of natural marbles, in standard 600 by 1,200, 300 by 600, and 100 by 300mm sizes, all 10mm thick, and the big Extra slabs from the Ava brand, which were presented in the majestic 3,200 by 1,600, and 2,400 by 1,200mm formats, and the relevant modular cut sub-formats. The Highline and Castle collections were also presented in a new large 800 by 1,800mm format.

Among the new collections presented by Elios Ceramica was Stage, inspired by the floors of an old theatre. Here memories of the past are given a modern twist in five new colours.

Elios's Iceland, which evokes the character and the texture of magmatic rocks, was purpose-created for the architectural field, providing medium and large sizes, and a wide range of colours.



Above: Graziano Verdi, left, and Alberto Forchielli, from Mandarin Capital Partners II fund, the company that is driving the development of Italcer Group.

Top left: Yosemite by La Fabbrica Ceramiche.

Top right: Deco Anthology by Elios Ceramica.



The Deco Anthology range has been totally designed around the decor. Inspired by artisan tiles from the European and Mediterranean tradition, it comes in five colours and 18 different patterns that recall both Liberty and Art Deco, but also the geometry of ethnic, and oriental, influences.

"It's with great enthusiasm that we attend such an important fair as Coverings, with a wide variety of new proposals," says CEO, Graziano Verdi. "Atlanta represents the first official Coverings for Italcer Group and it is the best showcase in American market to present the style and the quality of top-class Italian ceramics."

### About Italcer

Mandarin Capital Partners II, an Italian Private Equity fund that supports exporting companies, acquired La Fabbrica in the first step of a project that aims to create an elite cluster of companies that offer the best products in the Italian ceramics sector.

La Fabbrica specialises in the production and sales of high-quality ceramic tiles for floor and walls. The company has a clear focus on R&D, cutting-edge production, and widespread distribution. Its design-led collections are capable of satisfying the technical requirements of architects and interior designers, as well as the tastes of end consumers.

Founded in 1968, Elios Ceramica specialises in small format tiles. Care and attention to detail are combined with creativity to create original surfaces, that blend textures and colours to form unique materials. Elios's ranges start out as a set of modular solutions that can be combined as desired, to make any space unique: from traditional majolica in small sizes to high definition digital porcelain slabs. In Summer 2017 Elios Ceramica joined the Italcer Group, in line with the group's vision to create a luxury centre for top-quality ceramics that consolidates Italy's leadership in the field.

### CONTACT DETAILS

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