Global Report

2021 - ENG



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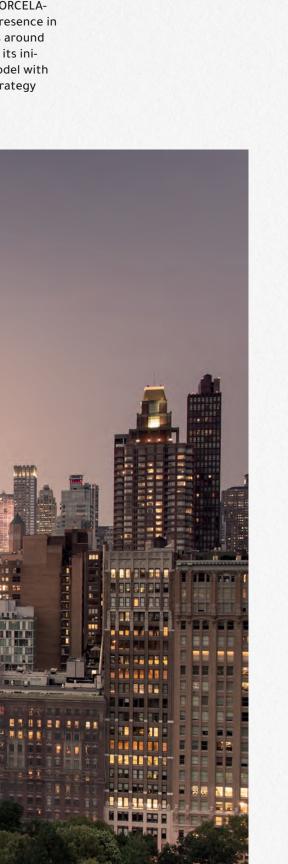
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The power of a brand

Today, PORCELANOSA Group is a leading name in national and international markets, underpinned by values such as innovation, quality and sustainability. But above all, it is bolstered by the trust placed in its extensive team of almost 5,000 staff, and the attention it pays to its social

environment. nearly 150 countries around

With more than forty-five years' experience, PORCELA-NOSA Group has a presence in the world, thanks to its inimitable business model with a strong business strategy behind it.



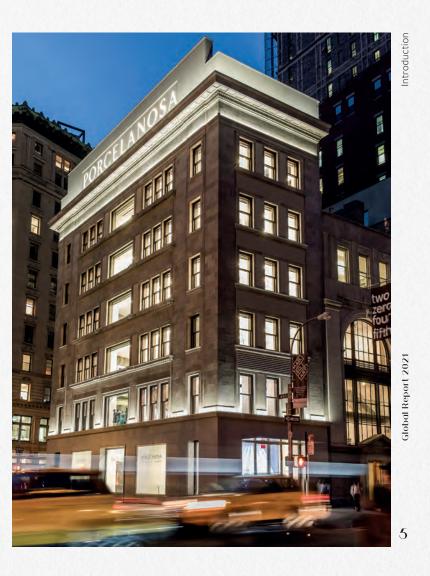
It is currently one of Spain's most internationally recognised companies according to a study published by consultancy firm PricewaterhouseCoopers and the Financial Times, and is also considered a strong and robust company by consumers according to a study by the Reputation Institute.

Product diversification has been a fundamental pillar in the growth of a business group that started out solely manufac- Thanks to strong economic and turing tiles. The Group's eight firms now offer a wide range of products, from kitchen and bathroom fixtures and fittings, to technical materials and ad-

vanced construction solutions for contemporary architecture.

financial management, PORCE-LANOSA Group has experienced sustained growth in turnover. As a result, it now stands as one of the most robust companies

in the market at both a national and international level.



Porcelanosa Showroom Fifth Avenue, Manhattan, NYC, USA.

same attention to quality that runs through PORCELANOSA Group.

2001

NOKEN hit the market with innovative designs in bathroom fittings and fixtures, with a firm pledge to take care of every single detail. Its commitment to design, quality and excellent customer service has vaulted NOKEN to the top of the sector's business rankings, and it now exports its products to more than 118 countries.

2004

URBATEK

NOKEN

URBATEK offers solutions for projects with the highest technical demands, with two lines in large format which can withstand even the most adverse weather conditions: extra-fine XLIGHT sheets measuring 100 cm x 300 cm (3.5 mm thickness) and the sintered mineral compact XTONE, a versatile product in large formats (and available in 6, 12 and 20 mm thickness) for worktops, flooring and walls, which can be adapted to any application.



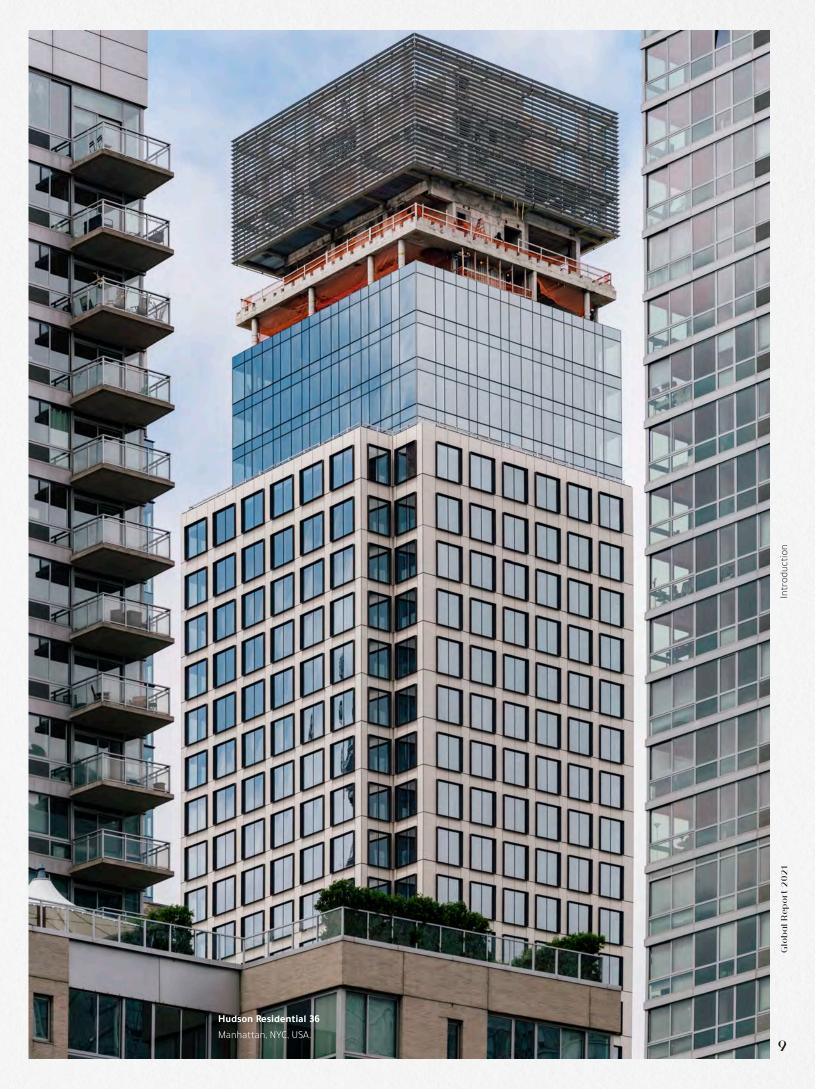
*PORCELANOSA is the most valued ceramics manufacturer in Spain, seen as a strong and robust company by consumers"

twenty most internationally

renowned firms".

- Reputation Pulse Spain.
- *PORCELANOSA is one of Spain's

 Study carried out by **Universi**dad Carlos III for the renowned Spanish brands forum.
- "PORCELANOSA is one of the most internationally renowned Spanish companies"
 - PricewaterhouseCoopers -Financial Times.
- *PORCELANOSA was recognised by more than 91% of Spanish tile manufacturer that has known how best to sell its brand concept, synonymous with elegance, image, luxury and prestige".
- ▶ Study carried out by **Universi**dad Jaume I among professiorespondents, and is seen as the nals working in construction and decor.



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Commitment to wellbeing

The Porcelanosa Group commitment

Innovative spirit

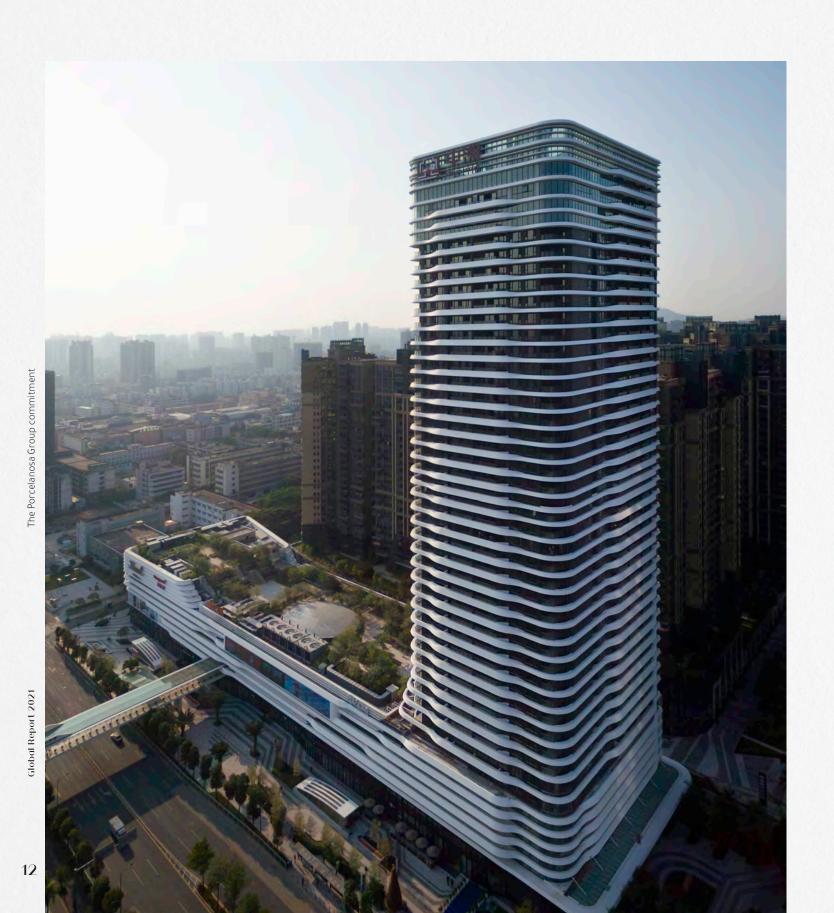
PORCELANOSA Group is committed to the ongoing development and implementation of innovative designs and materials, seeing this as the key to product differentiation.

Krion is a leader in the creation of tech-driven products, developing high quality composites that represent a design concept revolution, thanks to the way they can turn any proposal into

Krion is constantly pushing the established limits, with a continued commitment to R&D&I which allows them to explore and discover new ways to improve and make innovations a reality: from product composition to the manufacturing process.

These innovations are all inclu-Unlimited Surfaces brand. Krion has created mineral as Krion® Lux, Fitwall® and Coverlux®, and Krion Shell® and Krion Solid® for bathrooms; all

of which have been produced in on sustainability and environmental protection.





Shenzhen Zhongzhou Mall

Shenzhen, China.

KEAST, Krion® Eco-active Solid Technology

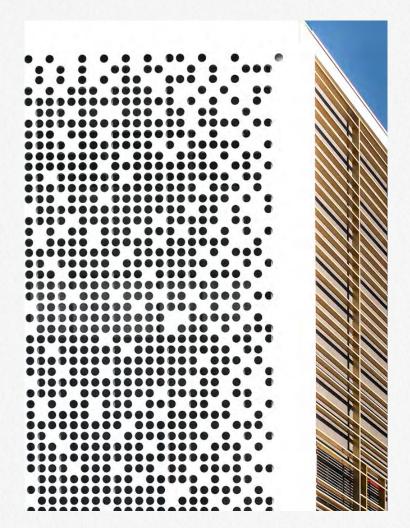
KEAST, Krion® Eco Active Solid Technology, is a revolutionary step forward for Krion® in the solid surface world. This new Krion patented technology adds the power of photocatalytic activity to Krion® whilst maintaining all the material's qualities and properties, and paving the way for a new active surface, Krion® K•Life. Drawing from nature, KEAST technology gives Krion® K•Life the capacity to naturally reduce environmental pollution, imparting the material with bacteriological properties and

eliminating toxic compounds from the surface without any chemical additives in its composition, making it easy to clean and disinfect. Because it is a full-body material, its properties are unaffected by use or time: this is a durable and innovative material that can improve people's quality of life

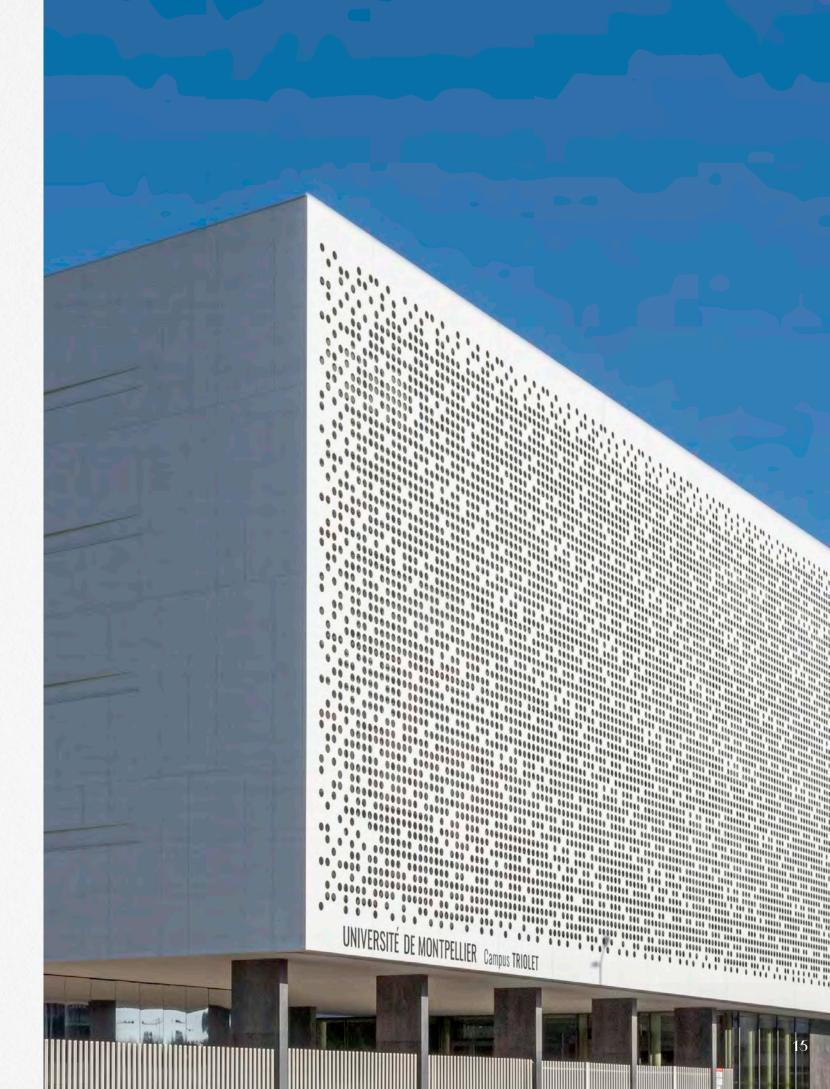
Spanning 13,000 square metres across two floors, the building - by BPA Architects studio - incorporates materials from PORCELANOSA Group such as Krion® K-Life. The use of the mineral compact reinforces the building's overall structure. Sheets of Krion® K-Life, characterised by their photocatalytic

nature (they help to reduce environmental pollution), durability, resistance, and zero porosity, have been used across the 950 square metre façade.

To ensure the optimal installation of the solid surface, the architects opted for technical solutions from Butech to affix the façade's perforated pieces.







Máximum quality

At PORCELANOSA Group, we believe that the details are what it takes to transform an object into a strong feature.

From the moment all of the Group's products are created, attention is paid to every little detail. The brand's quality standard means it is paramount that our companies offer the finest quality, materials and finishes on the market. Strong customer service also reflects the quality of the product.







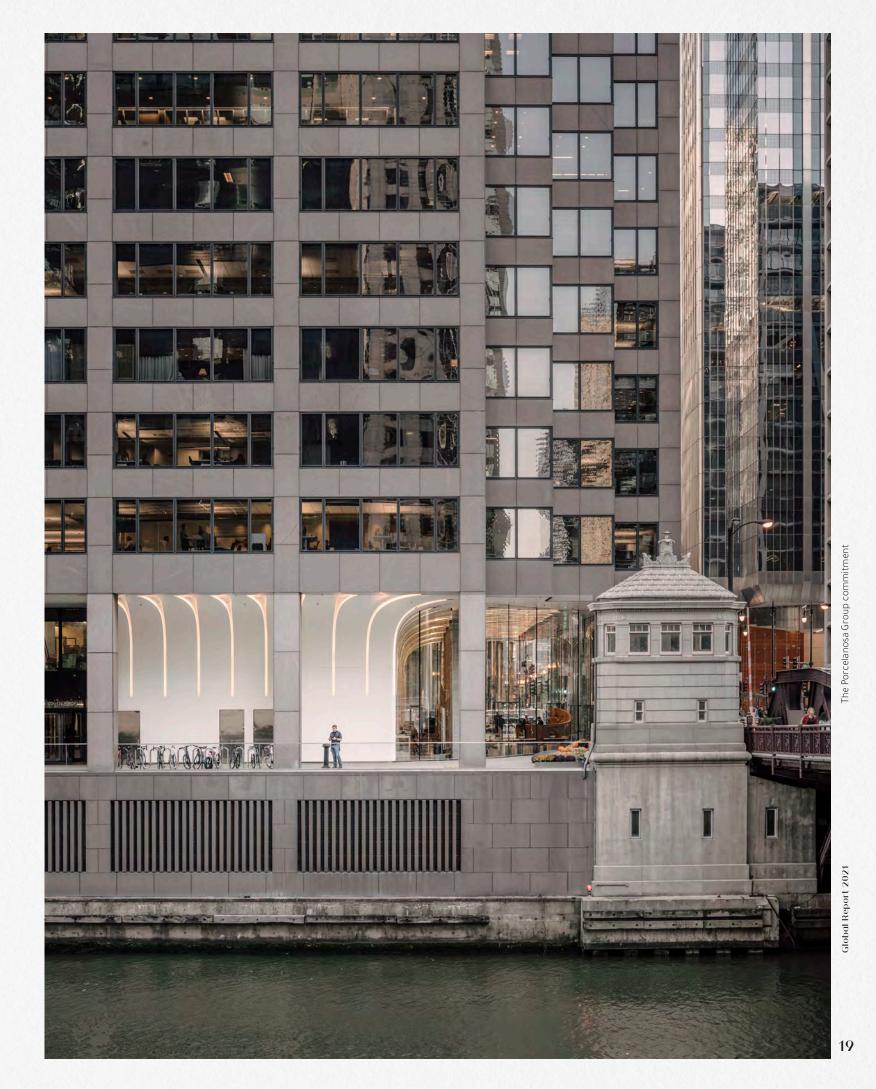
Ongoing Research

True progress is what gives us the ability to bring technology into everyone's reach. PORCELANOSA Group has large R&D&l systems of each PORCEdepartments who spend LANOSA Group company. every day looking into how our products can poten-



Model for the CME Center Vila-real, Spain.

CME Center Chicago, USA.





Among the Icons of Fifth Avenue

PORCELANOSA Group has spent 6 years at the beating heart of the world of commerce on New York's Fifth Avenue. This was the chosen location for its flagship store in the Big Apple, where it converted the iconic Commodore Criterion building - dating from the early 20th century - into a worldwide reference point with architecture and interior design from the prestigious Foster + Partners studio.

The PORCELANOSA Group flagship store in New York, with a footprint of almost 2,000 square metres, rises from the strategic junction between Broadway Street and Fifth Avenue. It comprises six floors; the lower levels are dedicated to product displays from the company's eight firms, whilst the upper floors are home to offices, meeting rooms and an expansive space for conferences, seminars and exhibitions.



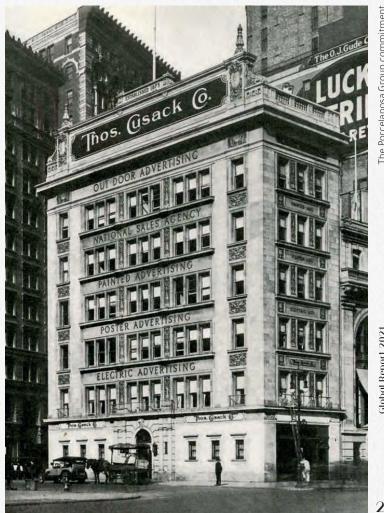
Porcelanosa Showroom
Fifth Avenue, Manhattan, NYC, USA.

Commodore Criterion Building
Fifth Avenue, Manhattan, NYC, USA.

Designed in 1918 by prolific architects Ely Jacques Kahn and Albert Buchman, number 202 Fifth Avenue had two distinct requirements: a radical internal overhaul to tailor the spaces to the company's needs, and a meticulous external restoration that would respect the original elements of the façade and fully gain the trust of the New York authorities and people.

The refurbishment of this iconic building was personally led by British architect Norman Foster, winner of the 1999 Pritzker Prize and Prince of Asturias Award for the Arts in 2009. The brief was to convert, transform, adapt and renovate the spaces and settings to meet the needs of a PORCELANOSA Group store, creating an establishment to strengthen the company's international reputation and commitment to one of its key markets: North America.

With the aim of strengthening - if that is indeed possible - its presence in the United States, where it already has more than 500 authorised distributors after three decades of business, the firm has acquired the building adjacent to its flagship store. With this building, PORCELANOSA will increase the footprint of its premises to 2,516 square metres; spread over a basement, seven floors and a rooftop. It represents the leading Spanish ceramics and interior design company's bid to convert the new showroom on Fifth Avenue into an urban and commercial icon.



Showrooms

Showrooms in iconic cities such as New York, London, Miami, Paris and Milan.

Nearly 1,000 sales outlets worldwide

PORCELANOSA Group has around 1,000 sales outlets worldwide. Its products are present in almost 150 countries. We are committed to a strong proximity strategy across all markets.

We are continually expanding our network of establishments around the world, so that we can be closer every day.

PORCELANOSA stores secure our firm's presence in each of the five continents, putting our ongoing advances in product innovation and design on show to our end consumers.

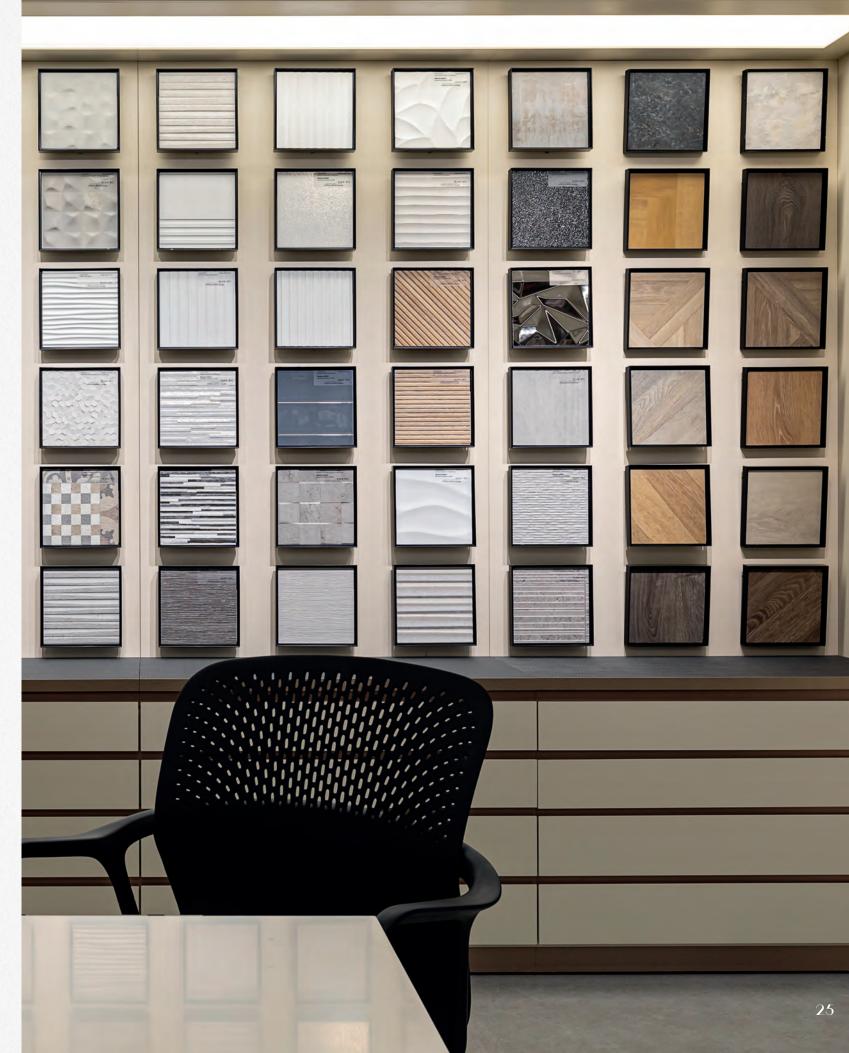
Porcelanosa Showroom Lyon, France.

Porcelanosa Showroom Curitiba, Brasil.

Porcelanosa Showroom Valencia, Spain.







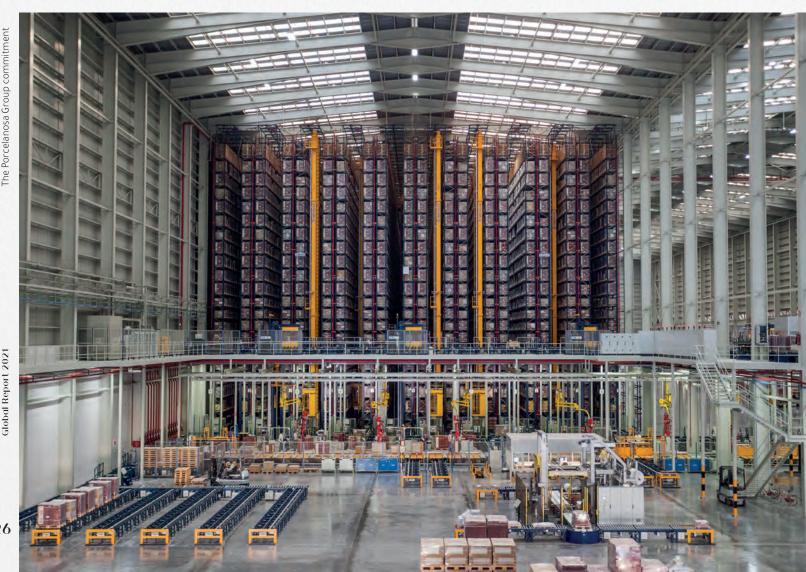
Logistics centres

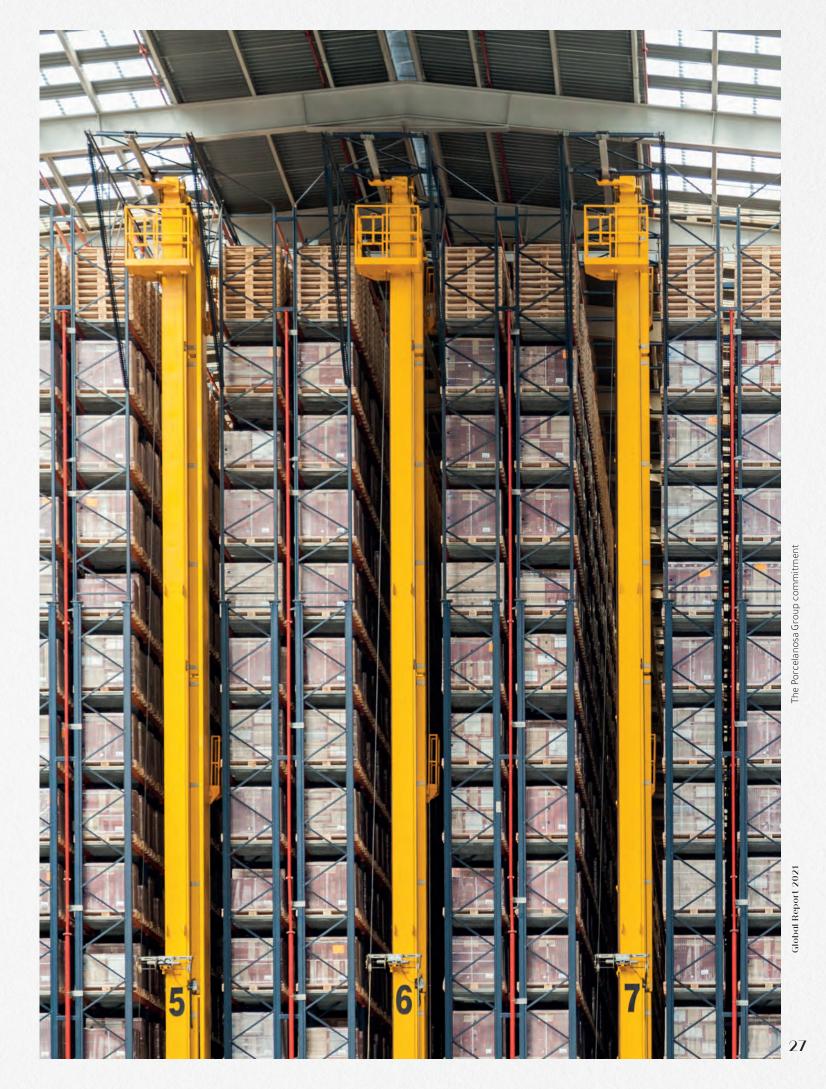
Forty-three logistics centres worldwide.

PORCELANOSA Group is continuing its international consolidation, expanding its logistics centres around the world with the aim of strengthening the distribution channels between its production plants and the commercial network.

We currently have a storage capacity of more than 630,000 europallets (31.5 million square

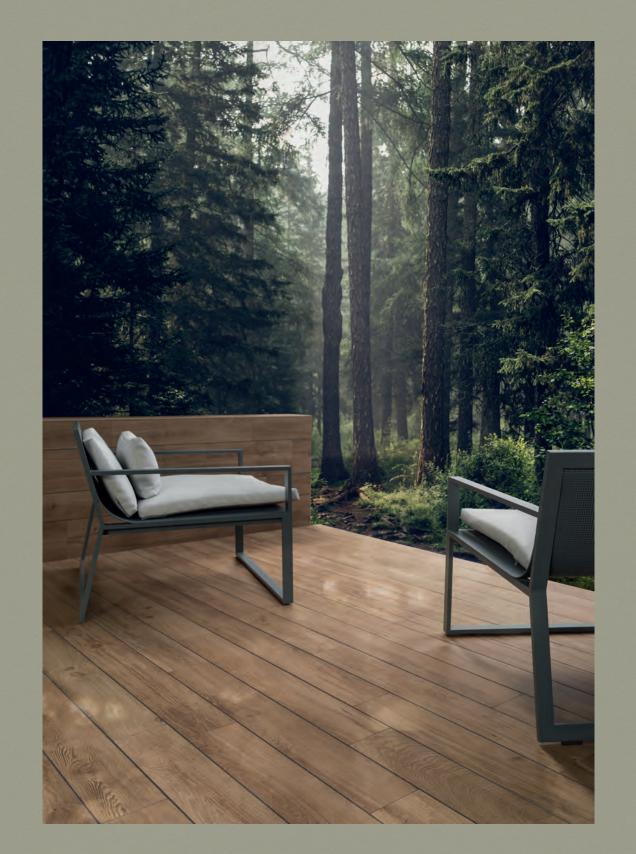
Porcelanosa Logístic Centre Vila-real, Spain.





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Committed to health and the environment



PORCELANOSA Group has stepped up its environmental actions to offer more sustainable, healthier products, in line with the Sustainable Development Goals (SDGs) and new social needs.

From our PAR-KER® ceramic parquet to our WaterForest bathroom products and the Krion® K-Life mineral compact, our aim is to improve people's lives at the same time as reducing our carbon footprint and natural resource waste, with timeless and eco-efficient designs that lengthen the lifespan of spaces.

Our work in innovation and process digitalisation has allowed us to perfect the finishes across all our collections, with more natural, realistic and durable textures that add beauty to spaces whilst improving cleanliness and safety.

New technologies and automated production have enabled us to add new technical features to our collections, from larger format tiles to pieces with enhanced resistance against extreme temperatures, impacts and high traffic. This is true of ceramic parquet and the Krion® mineral compact, with a 100% recyclable composition that improves the acoustic insulation of interiors, and properties such as low porosity, imperceptible joints and a sterile surface that make for cleaner spaces.



32 Foster + Partners

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World-renowned designers

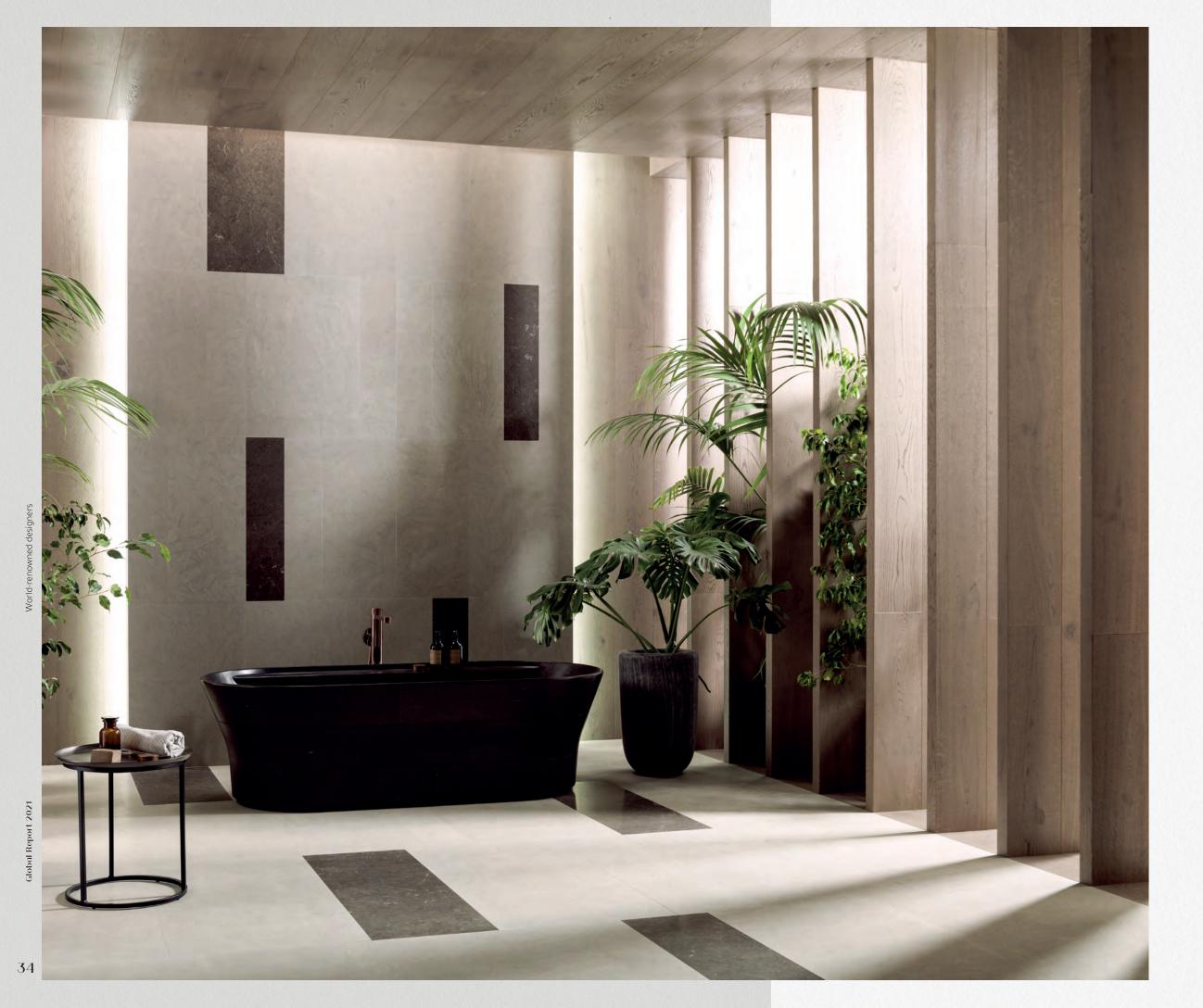
Foster + Partners for PORCE-LANOSA Group offers a host of options in terms of combining the various elements.

Tono, a collection designed by Functional and minimalist designs to create modern and creative bathroom spaces.







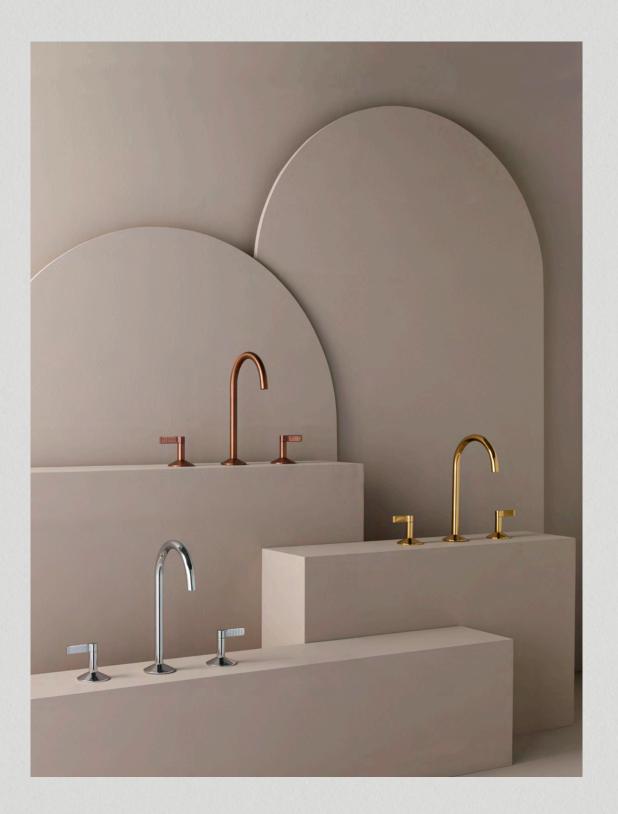


Foster + Partners

Lignage by Ramón Esteve, taps with characteristic brilliance. The taps mark a return to Ancient Rome by the Valencian architect and designer. Designed exclusively for Noken, the collec-

tion reimagines the ancient pipes of the Roman Empire through metallic colours and varied formats: Monoblock, a three-piece set, and an integrated three-piece set..

The three finishes (brushed copper, gloss gold and chrome) represent the duality between the ancient and modern worlds, offering a historic retrospective in design with unique plain or textured levers. "Fruit of an exacting synthesis and rich in detail, Lignage lends itself to both contemporary spaces and more traditional settings. The diverse palette of finishes available means it can be adapted to the style of the space it occupies, with the unique design of the pieces adding strong personality", says Ramón Esteve himself.





* IF Design Awards. The Lignage taps won the Best Design Award at the IF Design Awards 2019 in the Products/Bathrooms category. The jury, composed of more than 60 designers and experts in the field, deemed the Noken collection the most outstanding of 6,400 entries.

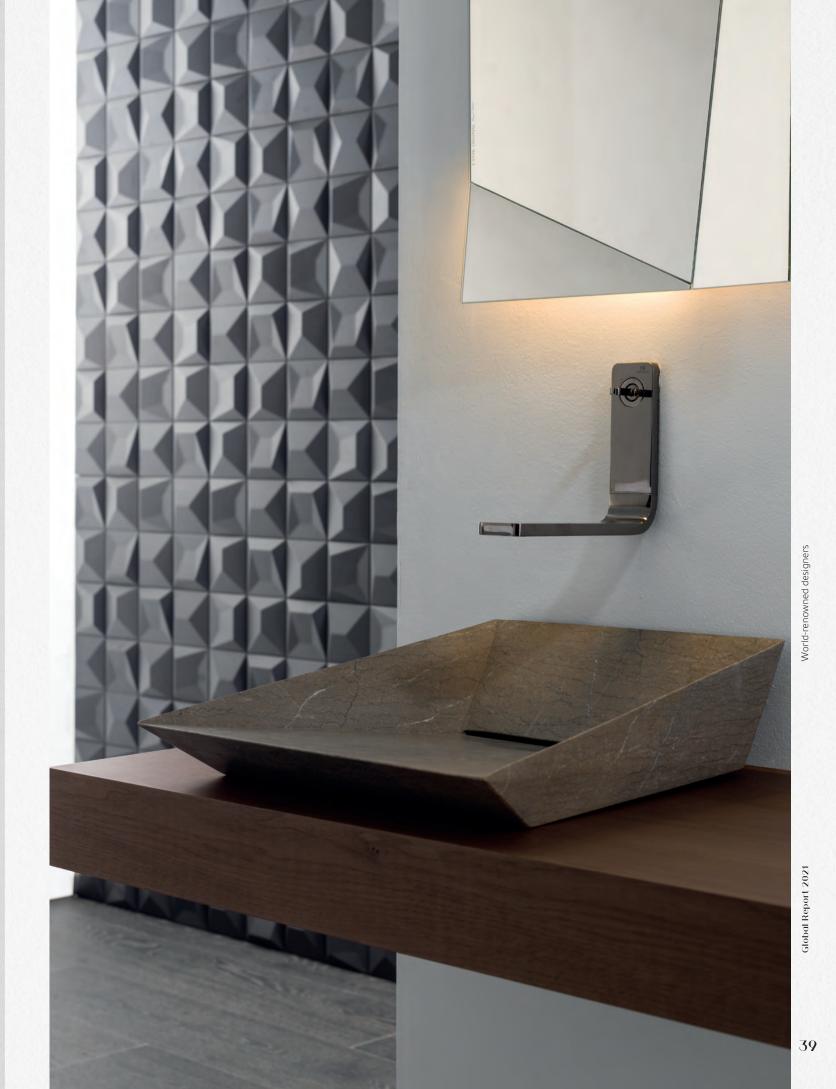
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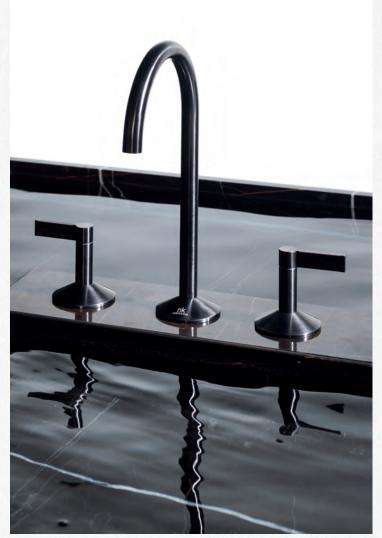
Minim Collection Ramón Esteve

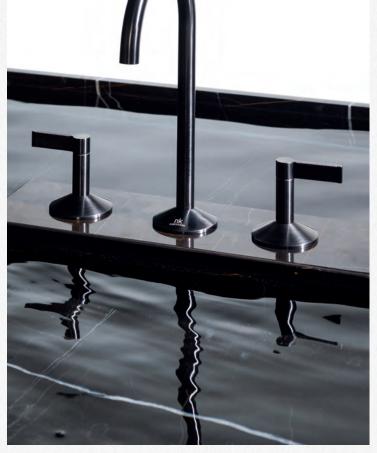
Faces Collection Ramón Esteve



Best Design Award at the IF Design Awards 2019 in the Bathroom Design category

*Awarded by the iF Design Foundation.





Delta Selection at the 2020 ADI Awards in the Bathroom Design category

*Awarded by the Industrial Design Association.





Lignage Collection Ramón Esteve.

Zaha Hadid

At its launch, Vitae - an award-winning collection designed by Zaha Hadid for PORCELANOSA Group - stunned everyone with its exclusive, innovative and futuristic design. Concepts that are also maintained across a new line of pieces for small bathrooms: a white 65 cm washbasin with a storage shelf. The profile and front of this conceptual design evokes a drop of water - the very origin of life, as architect Zaha Hadid and her architecture studio note.

To maintain a perfectly integrated aesthetic, the plug is in the same material as the sink and the trap remains hidden from view. This ensures visual continuity, enhancing the collection's unique lines and forms.

VITAE is the past, present and future of bathrooms.
Its pieces echo organic, delicate shapes that are adapted to the shape of the human body, with designs inspired by the fluid forms of moving water.





Richard Rodgers & Luis Vidal

The Mood collection is the masterful result of two prestigious architecture studios converging: Rogers Stirk Harbour + Partners and Luis Vidal + Architects. Mood is fu- practicality and sustainability sion. Mood is customisation. Mood is a bathroom collection that combines forms and materials, and the new and pre-existing.

The result is a unique and innovative range: the simplicity of its lines, finishes and accessories make it the perfect series for modern bathrooms where



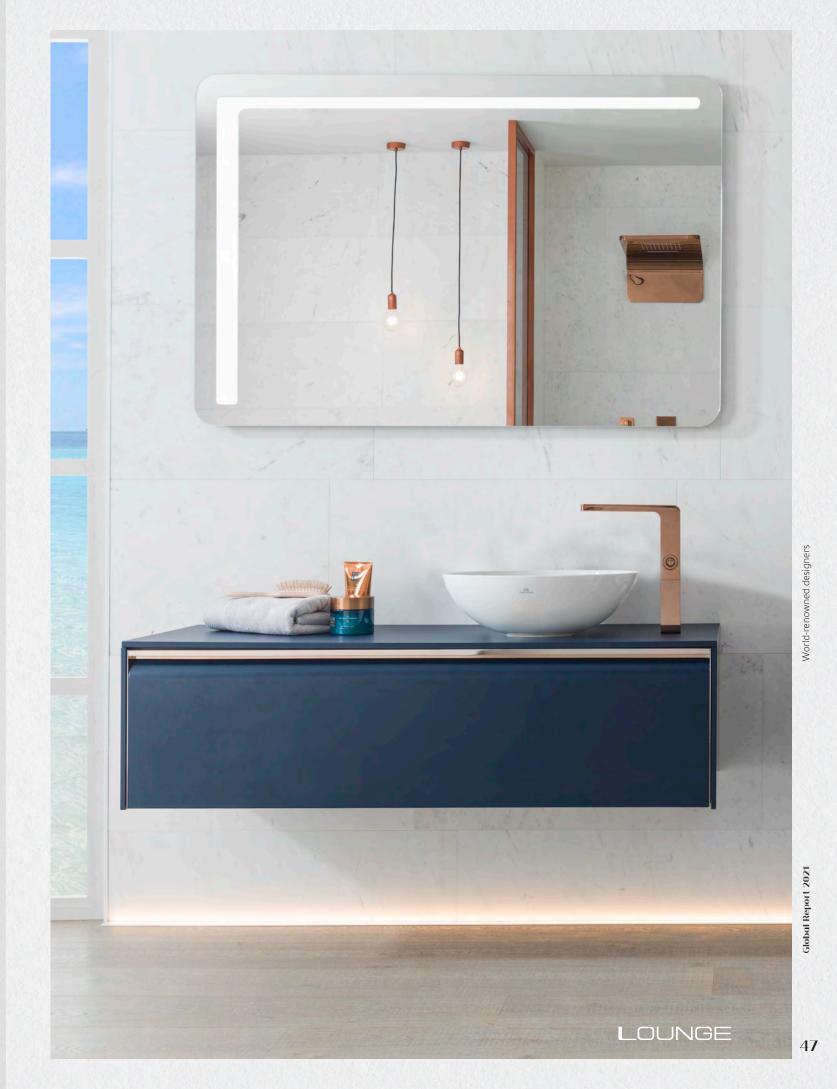


A Simone Micheli interpretation of bathroom design. A set of signature pieces in which time stands still: always elegant, always current. These straight yet sinuous forms are finished in the latest trends, lending an exquisite, refined Italian tone to bathrooms.

When creating each of his projects, Simone Micheli is guided by sustainability, compatibility and sensory values. Basing the Lounge concept on comfort and wellbeing, the designer has developed a comprehensive bathroom project through design pieces that capture this concept but which, above all, are practical and functional.

State-of-the-art finishes and quality materials come together to create unique bathrooms in the Lounge collection. Pure and exquisitely futuristic.





Jorge Herrera

Blending stone and natural wood to create an extremely elegant and practical set, available in a number of combinations. The Balda collection, designed by Jorge Herrera, comes in a number of options

with various accessories. The main piece is composed of a natural stone washbasin atop a structure with two wooden countertops. Sophisticated and contemporary.

All of the stone pieces are available in Crema Italia, Habana Dark and Neve di Carrara finishes; and the natural wood elements come in Roble Natural and Nogal Americano.



Yonoh

Column

The enduring ancient Greek aesthetic finds its way to L'Antic Colonial, updated by the Column bathroom collection, designed by Yonoh. Through meticulous work on natural stone, this collection's pieces become authentic works of art.

Vintage

The ADCV 2017 (Valencian Design Association) gave the Vintage collection, designed by Yonoh with L'Antic Colonial materials, the ADCV GOLD award in the Kitchen and Bathroom Furnishings category.

Balda Collection

Jorge Herrera

4

Vintage Colección

Yonoh

Column Colección

Yonoh





port 2021

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Best Design Award at the IF Design Awards 2020 in the Bathroom Design category

*Awarded by the iF Design Foundation.





Green Good Design Awards 2020

Oxo Taps

Noken

*Organised by The Chicago Athenaeum Museum of Architecture and Design in collaboration with the European Centre for Architecture, Art, Design and Urban Studies.

54	Floor coverings
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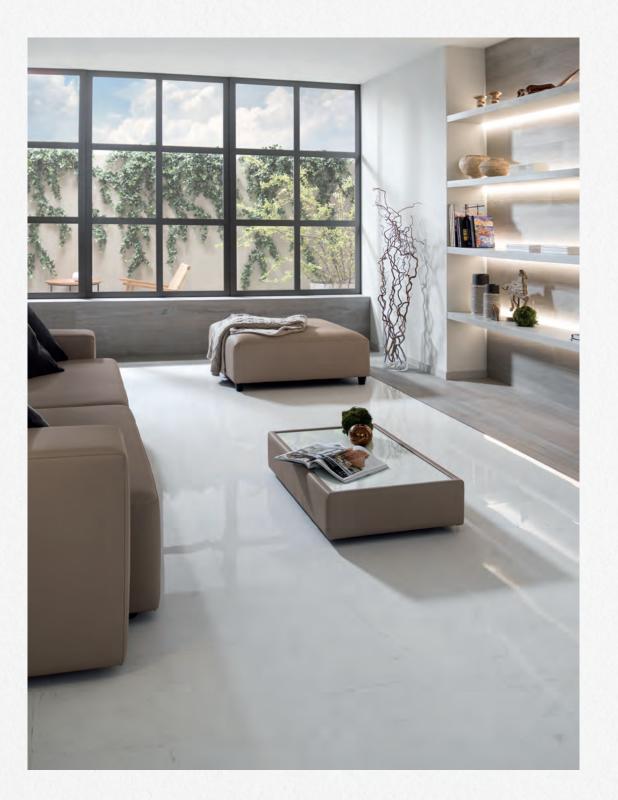
76 Façades

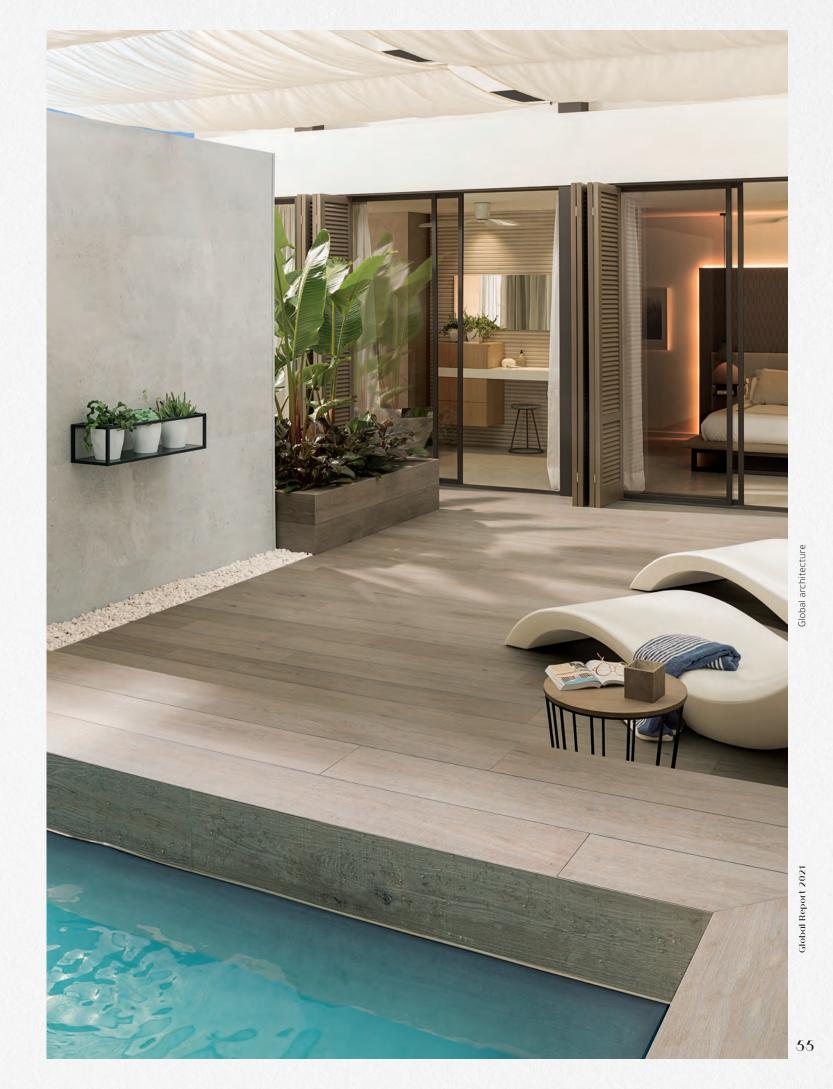
Global architecture

Ceramics
Porcellanato stoneware
Ceramic parquet
Eco-friendly ceramics
Sintered mineral compact
Large format
Non-slip

Natural stone Natural wood

Vinyl Sheet





Wall coverings

Ceramics Ceramics
Ceramic parquet
Eco-friendly ceramics
Large format ultra fine ceramics
Continuous wall tiles
Mineral decorative panel
Decorative profiles



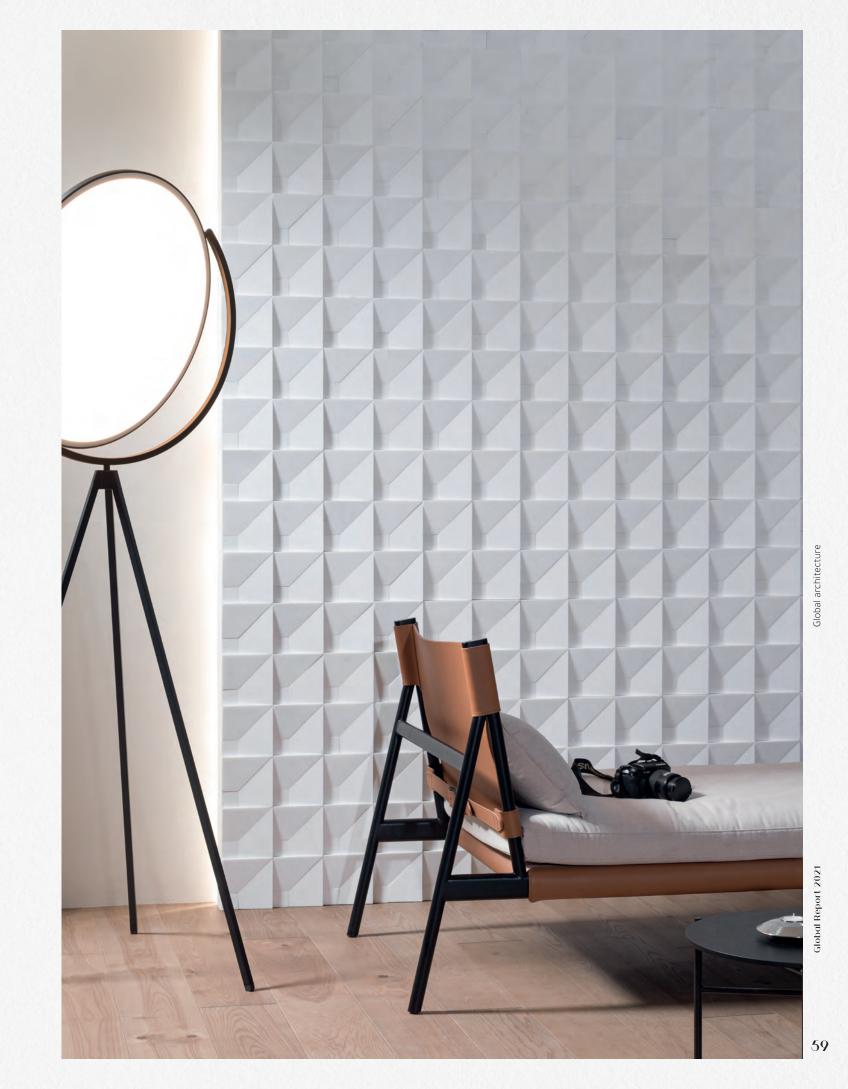


Natural materials

Marble Stone Wood Mosaics







Bathroom fixtures and fittings

Taps Furnishings Washbasins Baths

Showers Toilets Radiators







Kitchen fixtures and fittings

Worktops Kitchen furnishings Interior design Auxiliary furniture

Taps Kitchen sinks Lighting







IF Design Awards 2020 Winnerof Best Design in theProfessional Concept discipline and Sustainability category.





Smart Kitchen Concept
Gamadecor.

*Awarded by the iF Design Foundation.

Wardrobes and Dressing Rooms

Matte Laminate Lacquered gloss Wood veneer Glass doors Interior organisers Closed cabinets Open cabinets





Furniture

Sofas Armchairs Modular furniture Chairs

Stools Tables Lighting

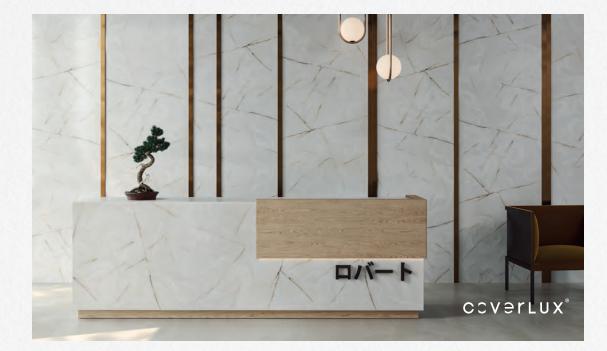




Unlimited surfaces

Kitchen wall tiles Designer Bathrooms Façades Commercial interiors health

centres Restaurants Hotels





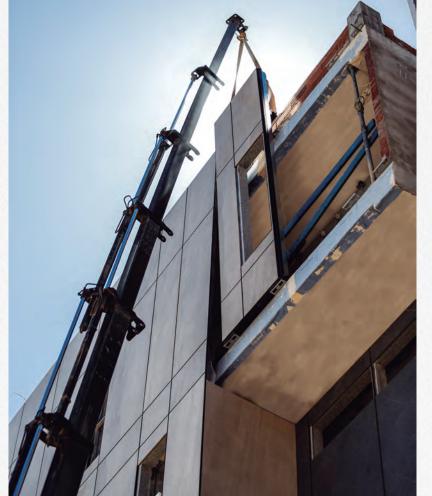






Prefabricated structures





One of PORCELANOSA Group's core objectives is to facilitate the installation of materials in the construction phase, ensuring optimal results that meet all requirements. In response to this, Butech - a company specialising in construction systems - has created two solutions where the elements are manufactured in the factory: Unit-system & Monobath. This reduces on-site activity, leaving only the assembly and final interior finishes.

Unit-System: prefabricated modules with a PORCELANOSA Group

The façade modules are fully finished in the factory, including the structure, insulation, chosen cladding, and if required, the building's external carpentry. The system significantly reduces delivery and lead times.

Monobath: prefabricated bathrooms with high-level quality and

Monobath bathrooms include all elements, from interior finishes, furnishings, sanitary fixtures and fittings and accessories, down to plumbing and electrical installations. This not only translates into reduced lead times, but improved traceability and control over the construction process. It means increased precision in installing the materials, and less waste is generated on-site, leading to a reduction in environmental impact.



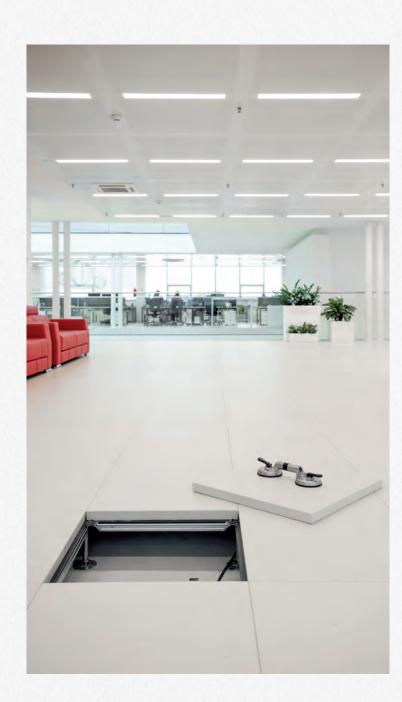
Façade systems
Technical flooring
Adhesives and jointing materials
Technical and decorative profiles
Ceramic installation accessories
Shower trays
Underfloor heating

Installation with the PORCELANOSA guarantee.

Ceramic floor and wall tiles are gaining more and more momentum in the interior design and architecture sector thanks to their technical properties. This success is based to a large extent on the installation of materials, which is in turn affected by external factors such as the project's creative concept and environmental conditions. In this context, Butech's fitting materials are an essential component in achieving optimum results. Adhesives, jointing materials, brackets, profiles and

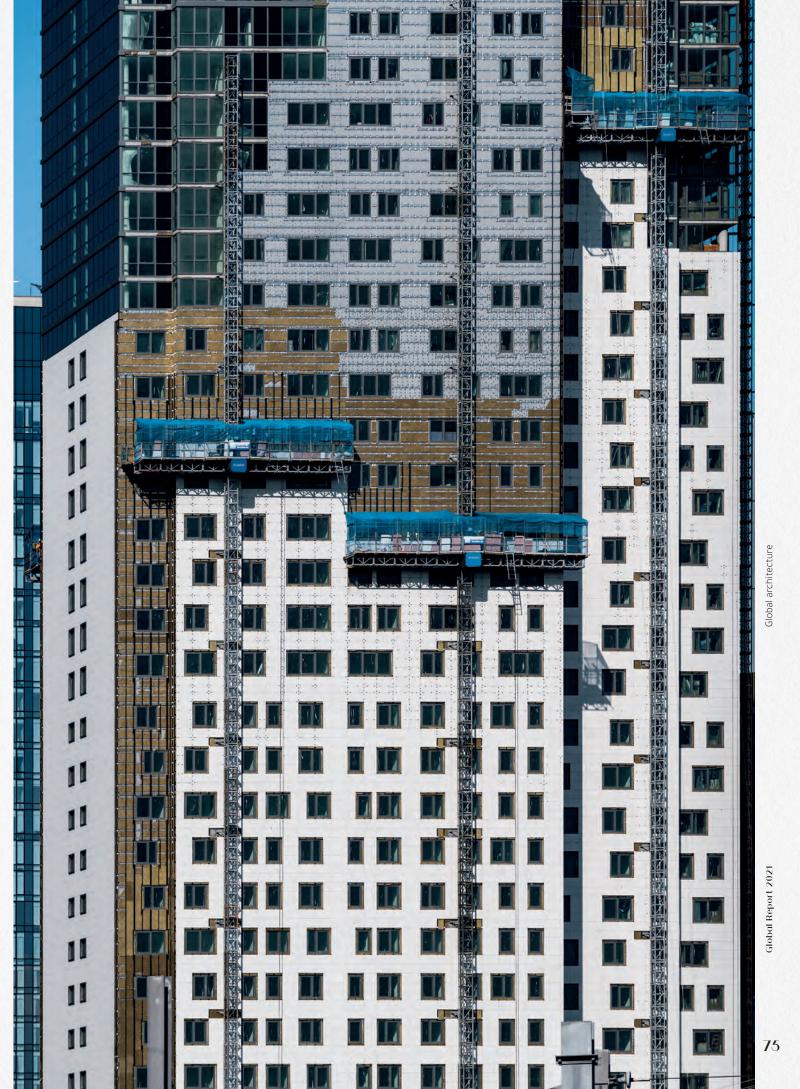
waterproofing systems ensure materials are installed optimally to get the best performance from ceramics.

Technical flooring which can be adapted to any type of space is another solution developed by Butech. From office interiors to raised exterior flooring. Using this solution, PORCELANOSA materials can be attached to the structure, allowing control over the height and level of the floor.



Binter Offices
Las Palmas, Spain.

Alta Lic Tower New York City, USA.



Façades

Specialists in systems with PORCELANOSA Group cladding

Krion®

Xlight®

Xtone®

Ston-ker®

Par-ker®

Altissima®

Butech's ventilated façade systems are one of the most outstanding services it offers. These pieces are becoming more and more relevant in architecture due to the infinite number of decorative options they offer, harnessing the latest that can be used to create a innovations and designs in construction systems.

Thanks to its innovative technologies, Butech's technical department can provide the most exacting quality certificates in

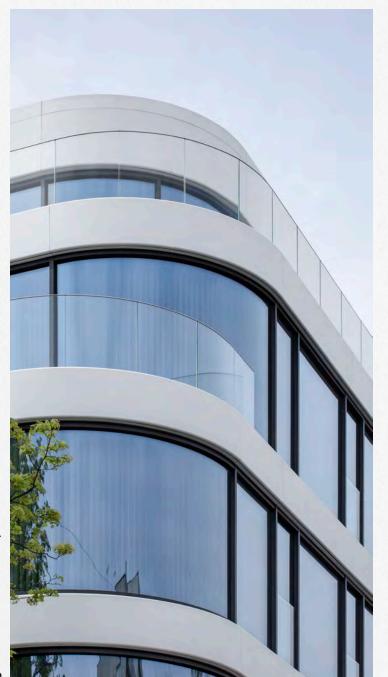
the world, complying with the highest safety standards required across all five continents.

Ceramics in all formats, natural stone and the Krion® solid surface mineral compact. Materials diverse range of design styles from industrial to minimalist, applied as cladding to the exterior of any building.

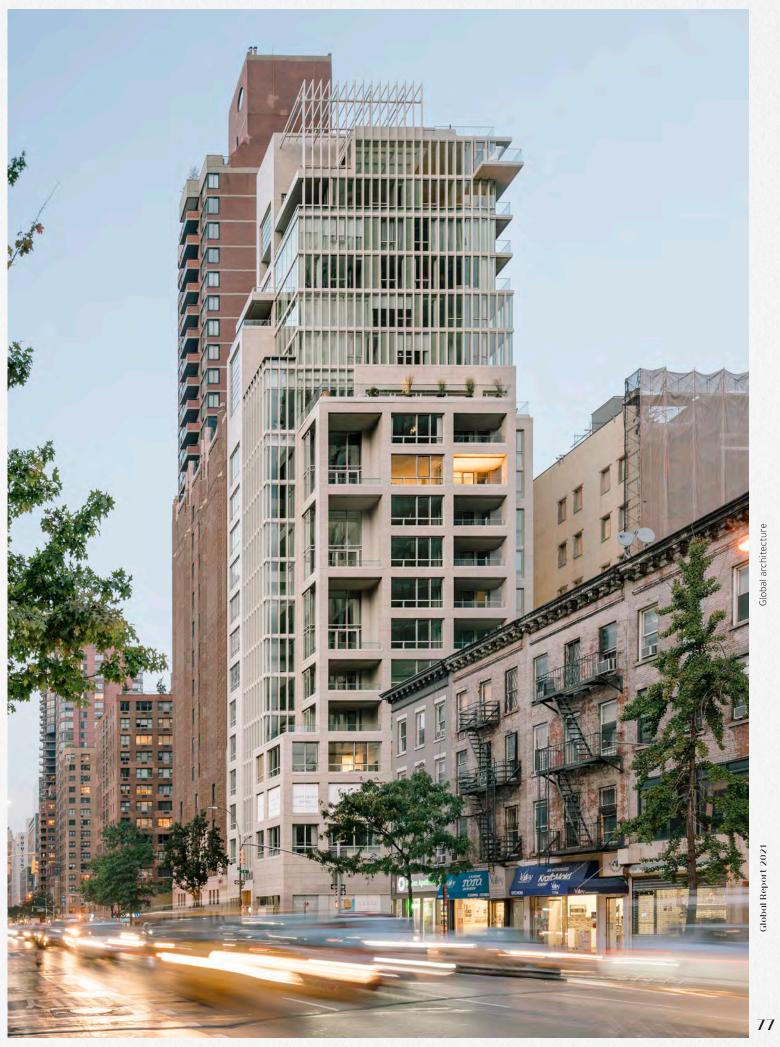
Edificio The Clare New York City, USA.

One The Esplanade Building Toronto, Canada.

BG Agro Varna, Bulgary.







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82 Major projects
84 Hotels & Resorts
86 Franchises and commercial premises

88 Public institutions

Commercial departments

Aimed at the professional sector



221 W 17th Street Residence Manhattan, USA.

Hotel Fiesta Americana Grand Oaxaca Oaxaca de Juárez, Mexico. PORCELANOSA Group is working with Venis Projects to target the professional sector exclusively, promoting the use of ceramics in projects demanding high performance. To do this, we have developed new architectural solutions with high technical specifications and competitive qualities, as well as a working system with a number of advantages for professionals. This is the win-win method, a philosophy based on a synergy between the customer and the company, to optimise resources and maximise the profitability of every project.

Our stringent approach and passion for our work are what drive us to evolve. Venis Projects is changing its course, searching for inspiring and visionary people who will never give up: we know that this attitude is the route to success.

The people who think big are the ones who make it happen, and the ones who wake up ready to turn their dreams into reality are the ones who truly move the world. And we want to grow with them. With the quality, exclusivity and service we are known for. We will always be perfectionists, meticulous and detailed. We explore the extraordinary, and together, we achieve it.



Grandes Proyectos



At PORCELANOSA Group, we specialise in major challenges.

Our 45 years' experience dedicated to the ongoing development of prominent projects - both nationally and internationally - gives us the edge over our competitors when it comes to tackling projects of this natu- into all types of building enclore. Our way of working and the vast array of product ranges we have across our different brands, mean we can offer an effective response to the speciment's excellent work. fications of each project type: shopping centres, corporate headquarters, sports facilities and educational centres.

Butech brings together our extensive experience and POR-CELANOSA Group know-how in developing and implementing façade systems, incorporating materials as complex as KRION® sures. The most demanding certifications and projects across all five continents are testament to the Butech technical depart-

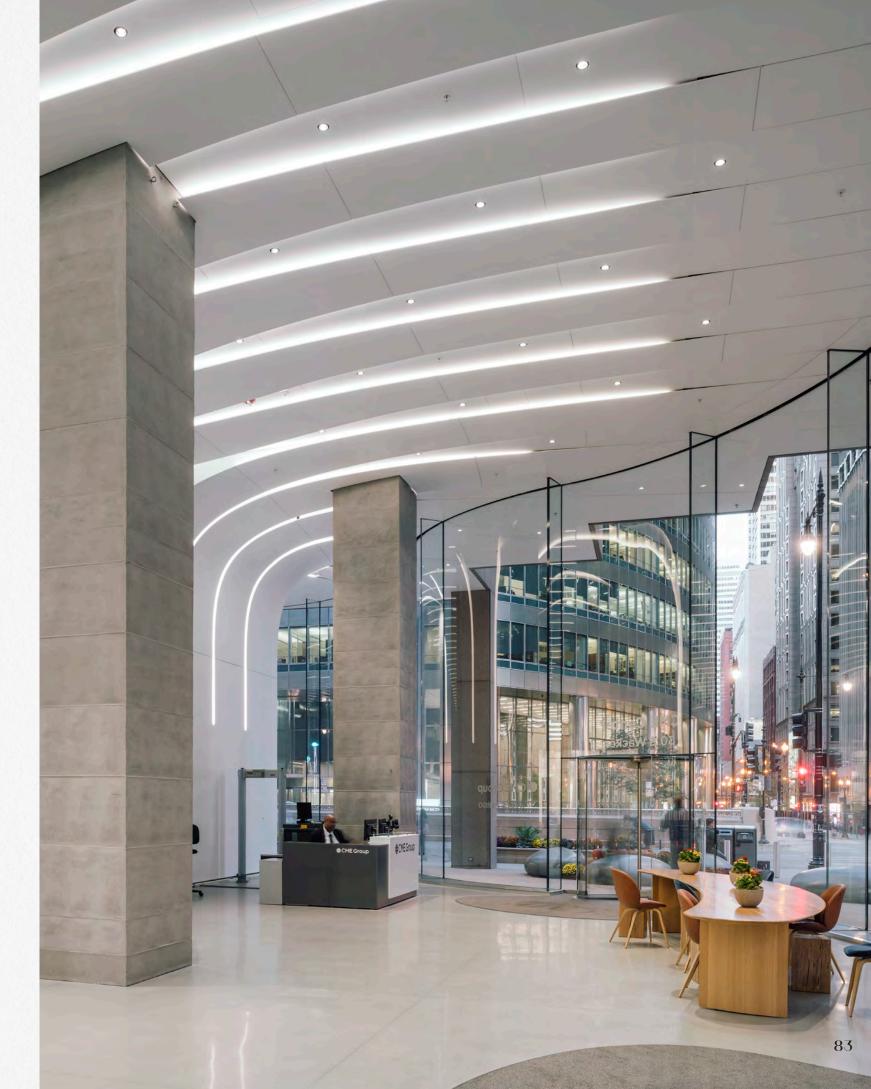


Shenzhen Zhongzhou Mall Shenzhen, China..

Marriot Courtyard Hotel Manhattan, USA.

CME Center

Chicago, USA.



Hotels & Resorts

PORCELANOSA Group has extensive experience in the hotel sector, as reflected in its presence in some of the worldwide.

Using PORCELANOSA Group materials we can create comfortable environments that give guests a sense of wellbeing most prominent hotel chains and luxury, at the same time as paying exquisite attention to aesthetics and conveying each hotel's unique character.





Chalet Joux Plane

Morzine, France.

Jindi Blue Park Yangzhou, China.

Lopesan Costa Bavaro Hotel Punta Cana, RD.



Franchises and **Commercial Premises**

Floor and wall tiles for high-traffic areas, natural ma- LANOSA Group's experience terials, façades, bathroom fur- and the wide range of pronishings, KRION® solid surface, ducts available across its eight taps, toilets, radiators, soundproofing insulation, false ceilings, and raised technical floors: all with PORCELANOSA Group quality guaranteed.

The combination of PORCEbrands (PORCELANOSA, VENIS, GAMADECOR, KRION, L'ANTIC COLONIAL, BUTECH, NOKEN and URBATEK) makes us one of the best options when tackling a comprehensive interior design project for a franchise or busi-

Soho Mall

Panamá City, Panamá.

Bershka

Madrid, Spain.

Club Temple

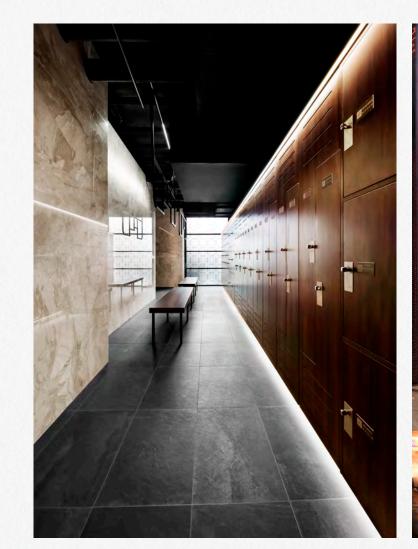
París, France.

Tapicerías Gancedo

Madrid, Spain.









Public institutions

Fiumicino Airport

Rome, Italia.

Post office
Nantes, France.

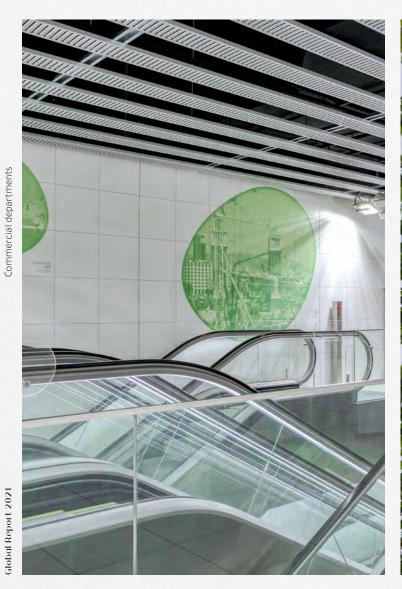
FOC Line 10 Station

Barcelona, Spain.

PORCELANOSA Group offers each of its clients a personalised service. This is why, in our bid for continuous improvement, we have set up a specialist public institutions department. This department

provides tailored consultancy on every project, offering comprehensive advice and service from all eight PORCE-LANOSA Group companies:

- 1. Project analysis at the drafting stage.
- 2. Presentation of products, offering advice on compliance with the legal requirements applicable to each individual case.
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