



## CERSAIE 2016

### Summary

The show did offer us some new looks in fabrics which will be exciting for our market and how we incorporate them into projects. In addition the trend of larger tiles continues as we also learn how to properly install them through:

The Advanced Certifications for Tile Installers (ACT)

<http://www.tilecertifications.com>

The concrete and wood trends continue as new generations are developed. In addition we saw some new slate looks and plenty of rectilinear wall tiles and three dimensional decos. The 2 cm pavers for exterior installations are here to stay and will eventually displace the traditional concrete and cement used by landscape architects. The most prevalent products were slabs ranging from 3 mm - 20 mm (2cm) and as large as 5' x 10'.

### Day 1

Here we are at another Cersaie and day one is complete. For those of you at the show these are highlights for you to review on your travels. Also remember there is free wifi at the show, Cersaie password: cersaie2016 and don't forget to download the Cersaie app it's very helpful. For those receiving this and not on the list you will be able to see these products as companies add them to their websites and as your representatives bring them to the states. Here are my opinions. You can see all my past notes on my website at: <https://josephlundgrenconsulting.com/trade-show-notes-2/>

I went off the beaten path and started at a few booths before I went back to the usual path.

Some thoughts thus far:

Thankfully the show was not full of hexagons, chevrons and brick looks. However, you will find your share of large thin panels or slabs whether made with Lamina technology (by System) or Continua (by Sacmi). For the sake of names I will refer to them as slabs as we see more companies like The Size moving to thicker sizes (2 cm) to compete with granite, marbles and quartz. Also, we see our fair share of 2 cm products targeted at the landscape business continuing to grow as some US manufacturers are choosing to make these stateside to save on freight and duties (Florim and Del Conca).

### Hall 25-Cerdomus

Luca and his team did a great job and once again set some high goals for others.

Perla Nera - nice visual and the Marrone is an awesome color.

Materia - another great look

Kendo - is still hot from last year.



Arpege - with the Pietra Marfil is a great take on a marble look.

Jaipur - is a stone mix , its a strong graphic but nice. I loved the reaction on the glazes.

Pulpis - added more colors the Grigio is right on.

Oxida - another great visual and colors.

Sequoia-five strong colors in an 8x48 and 24x48.

Mowa - five main colors with a spin on five more with a blend of colors.

Othello - great wood look in eight colors and a texture called "grip" that is nice for exteriors.

Suite 63 - twelve colors yes that many, a nice contemporary spin on wood.

Blake - another wood that is simple, but elegant.

Extreme - a wood with a ribbed finish that's interesting, but not sure it's for our market.

### **Hall 36**

#### **Energie Ker**

H24 - is a nice brushed concrete.

#### **Nexo/Cobsa**

Has a nice range of rectangular wall tiles which we all see growing in the US market.

#### **Keros Ceramica**

Liked the wall in 8x20.

#### **Leonardo**

District - very cool concept, loved the brick size with the mica.

Factory - simple clean concrete.

#### **Refin**

Simple flat concrete for those still in the market.

Fusion - a directional fabric look that is simple but nice for those that do not have it already.



### **Tagina**

Contract - I love the Foresta colors (watch out for the bird sounds in the booth a little much for the "nature feel" for me.)

### **Del Conca**

Along with the cool motorcycles and bicycles in the booth which they are known for having crowd pleasing props. Continua is on the way and they are previewing come lines in multiple sizes and textures, very nice.

Pandora - very clean line coming in spring 2017.

### **Ergon**

Fashion Wood and Trend - cool concrete and wood look.

Majolica - very nice wall to go with the color palette.

### **Imola**

Genius - well it's just genius very nice. A mix of three different stones with a nice wall line.

### **Emil**

Piase - another concrete, but with a nice veining

### **Hall 25 - I did half of it.**

### **Mirage**

Rev - a nice tweed concrete look.

### **Fondovalle**

Spaces - a take on slate, yes its back in some nice large sizes.

Chalet Wood it a nice wood look, kind of "knotty" but unique in an 8x48 & 8x71.

Infinito 2.0 matte and glossy 6.5 mm. I liked the deco options with "Match".

Dream - another nice slab option.

### **Hall 15**

### **Gamma Due - Ornamenta**

I love what this company has done with it's identity from being the worlds leader in third fire decos (still is in my opinion) and created Ornamenta.

80's - contemporary extruded product unique.

Oplus - 3.5 mm with a different take on designs.



Raw - awesome wood that is definitely different from the rest.

Gone - this is a winner with three colors and twelve patterns, very competitive pricing for this look.

### **Artistica Due**

An Italian producer that is very competitive and great looks.

### **Roca**

Fabric - it looks like an aggressive texture, but smooth to the touch.

### **Boquet by Tres Estilos**

Nice wall looks by this traditional third fire company.

### **Realonda Ceramics**

3D decos are nice, I know not a volume item for us but a nice to have.

### **Hall 14**

### **Cina**

Nice wall sizes and colors.

### **Sintesi**

Digital Tweed very cool.

### **Azuliber**

Nistos - nice look in a traditional stone size 16x24.

Arcon - three colors in the loved 12x24 & 20x40

Fossil - another nice look in a 12x24 & 20x40.

### **Metropol**

Paint wood is a nice mix of colors.

### **Pamesa**

Brickwall has a nice range

### **Panaria**

Trilogy is very nice.

### **Fiordo**

Tracks - a nice take on Limestone

### **Kerlite**



The "wonderwall" is just too cool !

### **Margres**

Tool and Edge both hit the mark for our market.

### **Day 2**

Can you say FABRIC, yes its back as I thought I saw something unique at the first booth then I realized it was this years theme. I had one factory try and tell me is was going to replace all our carpet sales in the US? Yeah, I would like to see that but maybe standing at the show for two days got to him! Also, the rectilinear wall is still here but lots of undulated looks, I guess that helps on recovery in the plants but we need more contemporary looks. Of course I would be remiss not to mention the various concrete, marble and wood looks we are seeing!

### **Hall 22**

#### **Made +39**

Brick is awesome. Loved the wall options

#### **CE. SI.**

Another company with a multitude of wall tiles in a range of rectangular sizes.

### **Hall 16**

#### **Serenissima**

Tahoe - real nice wood.

#### **Cercom**

Stonebox - hmmm familiar name and concept, but nice blend of various stones, colors and sizes.

#### **Saime**

Brera - nice clean concrete

#### **ABF**

Interno - BIG, BIG, BIG 64"x 128" slab in 7mm.

#### **ABK**

Alpes - nice graphic with an interesting lappato finish and simple color palette.

#### **Sant Agostino**



Tailor Art - very nice fabric with a plaid that looks great, very nice texture.

Tulip - glossy wood, it looks great. Will it sell? I think in some applications it would be elegant.

### **Hall 18**

### **Mariner**

Main Stone - beautiful marble look, I love the Ice color.

### **STN**

Low cost Spanish factory with good quality and service.

### **Kronos**

Namur Vintage - I'm not a fan of the scalloped edges, but the black is nice!

### **Sichenia**

Canvas - wow, nice fabric look in five color and nine patterns! The 4x12 the factories are doing in the fabric looks are very nice.

### **Fioranese**

Marmorea - excellent marble look with all of the colors we need for our market, the Grigio is right on!

**Coem - I have to say I love this factory (as well as Fioranese) I have one of their products throughout my entire downstairs at home**

Carduso -awesome visual, the color palette is perfect with a white and the Antracite is awesome.

Patchwork - another take on fabric that is nice, its softer than the others I have seen and will definitely do well.

Borgogna Mix - love the blend of stones, nicely done.

Pietra Sabbiosa - Limestone look, palette and size mix is perfect.

### **Atlas**

Room - another great fabric look, they take it into a tweed look that's nice.

Brick Atelier - 4x12 wall line with excellent colors a chair rail and a jolly! Its a nice crisp line, so many others are trying to spin a modern look with an undulated surface which doesn't flow.



## **Hall 32**

Gani - great marble looks with a process that is not just ink.....

Charisma - great mosaic looks in a wide range of colors and shapes.

## **Hall 25**

### **Natucer**

The extruded decos are cool.

### **DOM**

Majestic - marble look that is very nice.

Nori - a directional concrete look, the Nero is a great color.

### **Decocer**

This Spanish factory has done well with the wall looks for the US market, they "get" the rectilinear look.

### **Ascot**

Street Walk - kind of a cross between concrete and metal, reminded me of Tau's Corten.

Rafters - a busy wood for those that like that.

### **Self Made**

Nice range of wall tiles.

## **Hall 26**

### **Edimax**

Tusson - another fabric look, but don't let the carpet in the booth fool you! The colors have a small colored thread that is an interesting twist (no pun intended)

Evolution - is nice, wide range of decos.

Context - this was previewed last year and starting shipping in the Spring, very nice!



### **Day 3**

I think we are seeing a slight revival in Slate. Just saying I've seen it in more than a few booths and maybe we have pulled Slate from the initial ink jet tiles we were all so impressed with that some companies feel it's time to re-introduce it?

### **Hall 19**

#### **Dune**

Shapes - 8 x 8 three-dimensional decorative for wall use.

Atelier - wall in a 3 x 6 and 3 x 12 is a nice color palette with the chair rail and a jolly.

Purity - a 2 x 6 and 4 x 16 with modern decos and an undulated field tile which we are seeing a lot of and not particularly meeting the needs for a modern sleek look.

3-D tile - this is an interesting concept in a 2 x 2 mosaic with three dimensional shapes done with ink jet in a variety of different colors and textures achieved with the ink

#### **Recer**

Factory out of Portugal that impressed me with a 6 x 12 and 12 x 24 wall tile the color palette is awesome and different from anything I've seen in the show. And for those of you that go to check it out the tag line did not influence me at all. Which was, "another brick in the wall" gotta love Pink Floyd !

#### **Mosavit and Onyx**

Always have a nice blend of mosaics to choose from.

#### **Imex**

Company is out of Thailand and has what they claim to be a patented glass process of float glass and powder mix together that creates a unique look in their Cemento and Andes lines

#### **Absolut Keramika**

Before you get excited no it's not vodka! They had a couple interesting lines that they named the all-too-familiar Chicago and Michigan , yes it's kind a pedestrian but if we move past that it's an interesting rectangle wall with a great soft color palette and contemporary decos.

#### **Saloni**

Once again they are showing a lot of three dimensional decos that brings a crowd and the Iter has some different shapes



## **Hall 20**

### **Vallelunga**

Segni - wall in a 4 x 12 it's a cool concept with a glossy and textured concrete mix.

### **41 zero 42**

Pietra 41- fun in contemporary blend of graphics and a great modern color palette. I really like the hipster gray with the blue tinge/

### **Piemme**

Bits and Pieces - is a great product line with a lot of different sizes and color palette. The Pewter Smoke and Peat Brown are great colors.

Claymood

A soft concrete look, the sand and taupe color are great for the US market.

### **Valentino by Piemme**

Elegance marble colors are awesome

### **Ragno**

Real stone is a very nice mix of different stone graphics and the limestone is very nice specifically the Jerusalem.

### **La fabbrica**

Kimberly it is a very nice line that has a metal oxide mix with a polished wall and matte floor.

### **Fap**

Maku - Stone mix with a perfect color palette with sizes in 3 x 12 all the way to a 30 x 30. The textured is definitely a winner.

### **Caesar**

Portraits - Wow this is a nice blend of stone graphics with a wide array of faces are in a beautiful color palette with sizes from 12 x 24 to 48 x 96.

### **Dura tile**

Added the 8 x 48 size pressed and has developed some nice wood lines.



## **Kale/Kale Italia**

Provenza - a nice soft cement luck with the contemporary twist.

Malachite - Stone look in a silver and gold color which is more of a cream of Marfil with a color replicating the Turkish Mink stone.

Padana- a 8 x 48 concrete look which is interesting

Cosy - wood look in 8 x 48 with a nice range.

Extra wood - more of a traditional would look.

## **Campani**

Listoni - nice check it out.

Collettiva - a nice stone mix.

Groove - a 4 x 12 wall with a nice color palette