

Cersaie 2017

I was able to complete the show in three days and on the way to Verona to experience Marmomacc. For those of you that aren't aware, this is a stone show that goes on virtually at the same time as Cersaie. My overall thoughts on Cersaie were we saw a lot of porcelain slab whether you call it thin, slab or gauged thin and slab it's the same material. While we saw a lot of this and hear a lot about it, it's still a very, very small percentage of the US market and in my opinion, should not be a large focus for inventory dollars. This goes along with the 2cm business which some US factories are making and I like to call a capacity eater because it is something that utilizes a lot of capacity due to the thickness. Many are finding out it's sold through the landscape architects and distribution channels which is not typically something the tile industry deals with. We also saw continued patterns of woods, concrete, fabric and marble looks. All of these included large format which is becoming a new reality in terms of what large means. As we know the 12"x24" and 24"x24" are the growing sizes for the US market but we see even larger in other countries. One of the things that I identified many companies tried to do is take two successful graphics and mix them and while this has been tried in the past and failed, for example wood and stone looks together on planks, I think some of the new versions of the concrete and cotto actually look very nice therefore I've created the term "Cotto-crete" which I think is an interesting blend with the right color palette and graphics. I hope you enjoyed the notes below and let me know if you have any questions.

Day One

Hall 22

Micro Tiles – Very cool designs in small mosaics. One of the coolest displays for mosaics.

Intermatex – Always a nice array of mosaics. I liked Tailor grey and beige as well as Unique in brown.

Everstone – More interesting 3D mosaics.

Appiani – Mosaics again and while the micro is nice, the libra is cool in a 2"x4" 3D.

Trend – The supreme is interesting.

Ceramica Vogue – System is interesting from 2"x2" to 16"x16" with rectangular sizes, an array of colors and even trend!

Made + 39 – Cube is a nice take on micro mosaics in a 3D look.

Brick Text, Main and third is a rectangular wall with fabric designs that are very nice.

Hall 20

Ceramiche Daytona – The Portobello and Victoria Street wall tile in a 4"x16" is a nice fit for the US market. To fill out your containers, the Patagonia and Amizzoni is nice.

Vallelunga – The marble on the floor is awesome.

Petra comes in 10 sizes with a mix of textures and designs!

Zero One 42 – The connection line is hot as well as Technicolor which may be simple but has a fantastic color palette in a great 2"x12" size.

Pieme – Fragments in a 4”x12” and 8”x48” is nice as well as the wall tile Maiolica which is a 3”x12” wall tile with an undulated surface.

Nordic and Unique stone are also winners as we have seen previously at coverings.

Fleur De Bois is a nice wood look with sizes from 6”x36” to 24”x48” which serves any market.

Incipit Fabric not to be left alone. It is soft yet has a nice deco package.

Ragno under the real stone collection, rain is a nice cotto look with perfect sizes for the US market.

Patina is a great cement with simple colors and a very nice graphic which is not over done.

Hall 15

Ornamenta- Lamelle this is an 8”x48” and a 12”x48” wood look with a linear and chevron pattern that are very cool and definitely different from anything I’ve ever seen.

Manifets - is a very cool take for a different floor in the niche market available in an 8x8 with nine different graphics and a 24”x24” with three different graphics. Think pebbles when you’re looking at it...

Metafisico - a nice white marble look on the exterior of their booth in a 24”x48” and 48”x48” in a matte and polished with a nice decorative line.

Peronda – Essence is a nice simple wood with a good color palette. You’ll see the maple does go to pink.

Artistica Due – This is a great company if you’re looking for a price point out of Italy.

Roca – Plaster and melt an interesting take on a cement look mixed with plaster.

Metal a nice light fabric look that’s not overdone.

Equipe – is very cool. I liked splendors and fragments wall tile.

Dura Tile – With their new factory in Bulgaria they are definitely able to produce a wide range of products. I particularly liked some of their concrete and wood looks. Swing by and check out Vetra which is a simple wood but hits some great price points.

Agusto & Noguchi are also very nice looks.

Juno is a simple take on a gemstone and limestone mix.

Also, don’t forget this company if you’re looking for a low cost option on 2cm products out of Turkey.

Hall 19

Opera

Axe wood – An 8”x48” that hits the US market from a price point stand point and colors

Riverstone – Four colors kind of a quartzite look with an attractive price point

Greystone – A take on Burlington stone which we are seeing a lot of that has a slight luster in the veins which is interesting

Hall 14

Adex – As usual has wall tile covered with lots of good looks

Sentesi – Nepal is a nice look, I loved the black color

Niro Granite – A company out of Malaysia that also manufacturers in Indonesia.

Murale – A full body product out of Indonesia which is nice. The price points are also very competitive.

Fusion – Out of Malaysia, also is a simple line that work for the US market.

SonoStone – Is a take on sandstone as I have not seen a lot

Lea – Lots of thin tile or slab or gauged thin slab, whatever you want to call it, but this is something we see a lot here at the show and just has not been a large volume in the US market.

Timeless and dreaming marble are also very nice for the US market.

Panaria – Memory mood, a concrete and cotto visual with some colors leaning towards the cotto like the creamy and hazel but the deco package takes me that way

Blu Style by Cotto de Este - Blu Tech is a concrete line with 3 perfect colors and 5 textures.

The Perlata is the finish of the show so far with a surface I have not seen before.

Hall 18

STN – As usual this company is very sharp on pricing out of Spain and they have a collection of wood that will serve any market. Valley being my favorite

Kronos – The dark side is nice, but we sell light colors in the US...

Sichenia – Stone selection is a nice line. I particularly liked the Hematite, great color

Atlas Concorde – Promoted the unique hotel concept which was interesting. However, I had a difficult time discerning between the product lines and how they flowed together, tried to figure it out on my own but I'm American, you know how that can be. The Ark Shade and MEK are nice looking wall tiles.

Coem – Soap stone is a winner, absolutely love this line, excellent color, palate, and size package

Brit Stone – Another great palate for the US market. We don't need all the blacks but take your pick, they are all nice

Beole – Is a nice product line with a mix of graphics

I Sassi – Another US product that's heavy on the blacks but again they all work. The Terra color is different but it's a nice change from the usual beige shade we usually see.

Fioranese – Mont Pellier this is a cotto cement mix I think that has a very nice size mix and colors for the US market.

Flaviker – Nice hip-hop music and cool spray painter. Didn't see anything exciting.

Tau – Looking for its next Corten, hasn't found it, however I did like Litium

Who puts color names of product lines on the bottom of a tile panel and then puts the table and chairs in front of it...

Marca Corona – Bleecker, a take on particle board just not sure, maybe I've been at the show too long.

Day Two

Hall 25

Boxer – While European, they always have a nice mix of mosaics.

Cerdomus – Not as many new products as I have seen in the past but Rivoli Wood is very clean and has a nice color palette along with Baita which is another nice wood. Marne nice cement look with interior and exterior textures.

Mirage – Jewels nice marble look as I'm sure we have all seen many.

Raymi is a great color. The size package makes sense for floor but they also have a nice 6"x24" that can be utilized on walls.

Reve twelve colors, six sizes, three surfaces love this fabric it's clean and crisp.

Glocal is an interesting metal. I guess we are going back to corten days from tau however I don't think the whites worked to well in the metal and interesting they have a color called corten.

Fondovalle – They have stepped it up with the continual plus. Dream is nice. The size package is not necessarily for us so I guess we can "dream" about that.

Fiandre Architectural Surfaces – No one does it better...

Novabell – Okay so rustics are not completely dead. Kingstone is nice but I'm not sure those chipped edges are coming back to the degree we're all used to from Cerdomus.

Dom – Comforts is nice.

Italgraniti – Great color work. Metaline another metal with corten. The iron texture looks like it's a v-notch trowel so I'm not sure about it but the black and corten colors work.

Hall 26

Cerdisa – Landstone the color palette is nice with a light and dark grey, beige, and black.

Cisa – Italian icon was nice with a cross and vein cut. Within the palette I loved the grey, black, beige, and white. I guess that means I like the whole thing!

Richetti – Maison nice looking wood look. Abete is a nice clean wood. Love the size package however the grip texture felt a little bit like Velcro.

Elios – Essentially Lux breaking the norm with a grey / blue wood that I really liked.

Apavisa – Their metal look is very strong. Not sure if it will work in our market.

Verde 1999 – If you can dare to venture over that beautiful particle board to the back of the booth I think you'll find a nice line called Panarea/ Centuries. A nice mix of graphics but the black and dark grey are right on. The sizes are made for the US with even a 3"x6" and 3"x12" and of course a perfect floor package with mosaics to boot!

Hall 32

Charisma – Boston is an interesting take of aluminum mosaics in five colors with an array of different patterns. Ask them to see the sample book. I haven't seen these designs before.

Kajaria – Check out the super white, very nice.

Hall 15

Yes, I'm going back to hall 15 to point out a couple of things.

Lea – Nextone right on color palette and a beautiful mix of graphics.

Florim – While those of you that have dealt with Florim in the past have visited their plant in Fiorano, I have never experienced their show room which was one of the largest I have ever visited with every single one of their brands, with the exception of Florim USA, basically setting the bar for a lot of different looks. From concrete, to wood, to graphics, to texture and fabrics, I think they've done a fine job with their multiple brands.

Hall 16

Alfalux – Milestone very strong graphic with a light and dark grey palette.

Sant Agostino – Décorline is very cool but niche. All the different bricks including patter, décor and strip I felt were nice for specific markets.

Ritual is a nice grey on a wall tile that lends itself to a concrete and plater look.

FineArt fabric, is it to strong?

ColorArt one of the nicer looking wood lines at the show. I loved the carbon maybe because it's just different.

Kalebodur – This group has made some improvements on the design side and the deep Terrazzo is not too strong which is nice and actually gives it a granite look. Also, I like the deep blue stone as well as Val Di Susa.

Edilgres – I'm Italian marble (yes that is the product line name) great mix of colors.

Edilcoughi – Mapierre honestly, I saw the blanc color which was nice and kept walking and then I ran into the Nor which I loved.

Campani – Essenze is a wood line that is nice but I would look to this company when you are looking for a price option with an Italian influence.

Serenissima (Mediterranea Tile) – Michael is at it again with construire. He took three different lines that blend together with different looks. It's a must see that has a combination of wood, metal, and concrete. Always like to see what trends he's starting so I suggest swinging by. Legno wood is also nice by Serenissima.

Day Three

Hall 36

Imola – Sicily a light limestone colored palette all very salable. The unique thing was it actually had a nice looking brick size package.

Slash cool 3”x12” wall palette.

La Faenza – 65° Parallelo is a full body product that while it has a directional graphic, it is unique and is different than other I have seen.

Refin – Overlay, I dig this line. Check it out. A travertinish / cement. I don’t know what else to call it.

Tagina – Travertini this is a good “come back” line as many of us remember this look being the first into a series of different types of rustics in both cross cut and vein cut. I loved the argento mix color.

Emil Group – First and foremost, the architecture booth as I will call it was incredible and while we might think it was too European, we were all talking about it so remember that. Let’s just say they hit it out of the park and I was very impressed with all of the brands.

Viva – No Code Legno white and black in a wood? Only Viva can get away with this. It was very interesting and definitely one that no one else had.

Ergon – Stonetalk / Martellata this is a winner kind of a sandstone look.

Provenza – Karman love the package it covers cement and wood but adds depth with the Regale wall tile and deco options with Duplo.

Emil – Be-square a cement tile with the US package. The optical deco’s definitely add to it.

Eterna - love this travertine. It has the US size package and a 3”x12” for walls and the graphic actually looks good on the 3”x12” not sure why others haven’t done this... The silver and titanio are awesome.

Del Conca – Boutique is a very well done marble look.

Pandora - the purest / cleanest concrete look at the show.

Vignoni - is a nice wood package with a 3”x12” that was different.

Aparichi – The metal look on the floor was strong but I will leave that up to you guys.

Energize Ker – Concept floor was very cool with a hand scrape look that I liked.