

Form, *Glazed Porcelain*.

A retro modern collection that embodies unique design and décor motifs.



venture

Industrial vibes
and encaustic patterns
for every design objective.



Form collection

A subtle handmade and exotic allure mixed to a modern-industrial feel defines the exclusive Form collection, a rich and versatile series able to enhance most interiors, from minimal architectures to retro environments. Classic floral designs from ancient damask patterns and cement look-alike tiles come together in a sophisticated balance of neutral surfaces and decorative patterns. Form porcelain tile delivers a bold splash of design character to most installations, through patterns and formats that work together to inspire and achieve the aesthetic of a premium handmade collection.

Key highlights

Timeless encaustic patterns are combined with Natural concrete designs to create looks that provides classical decor motifs with contemporary industrial backgrounds. The collection has a wide variety of looks offering the freedom to either focus on a particular pattern or mix and match to create interesting and diverse combinations.

Tiles and trims

The Form Concrete tiles are ideal as subtle monochrome grids with an evocative industrial feel. For a more creative effect, combine them with any of the patterned tiles. With a smooth finish and thick handmade feel, the Form collection offers maximum versatility. Ideal for floors, walls, backsplashes, interiors, and exteriors.

Decorative tiles

The beautiful raw texture of the decorative concrete tiles is a perfect balance between tradition and innovation. Offered in neutral nuances, swaying in the color range of warm and cold hues of grey, the Form collection also offers pre-built randomized blends created especially to provide you with a pre-set combination of patterns.

Tiles and trims at a glance

Classic shapes with a modern color palette, delicate and inspired by the natural elements. A color scheme that matches with the latest trends of interior design. A select variety of classic sizes and formats define the Form Concrete collection: classic squares, decorative hexagons and bullnose porcelain tiles and trims.



8 x 8 in / 20 x 20 cm Sand Pressed Matte
 8 x 8 in / 20 x 20 cm Ice Pressed Matte
 8 x 8 in / 20 x 20 cm Ivory Pressed Matte
 8 x 8 in / 20 x 20 cm Tide Pressed Matte
 8 x 8 in / 20 x 20 cm Graphite Pressed Matte

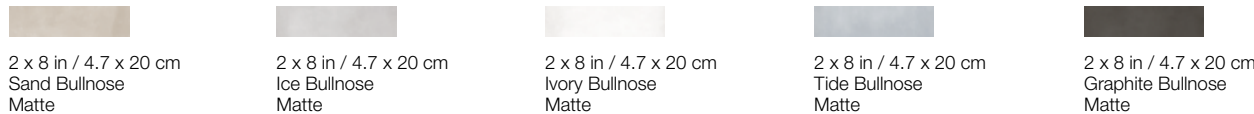


7 in / 17.5 cm Hexagon Sand Pressed Matte
 7 in / 17.5 cm Hexagon Ice Pressed Matte
 7 in / 17.5 cm Hexagon Ivory Pressed Matte
 7 in / 17.5 cm Hexagon Tide Pressed Matte
 7 in / 17.5 cm Hexagon Graphite Pressed Matte



7 in / 17.5 cm Hexagon Frame Sand Pressed Matte
 7 in / 17.5 cm Hexagon Frame Ice Pressed Matte
 7 in / 17.5 cm Hexagon Frame Ivory Pressed Matte
 7 in / 17.5 cm Hexagon Frame Tide Pressed Matte
 7 in / 17.5 cm Hexagon Frame Graphite Pressed Matte

Trims



2 x 8 in / 4.7 x 20 cm Sand Bullnose Matte
 2 x 8 in / 4.7 x 20 cm Ice Bullnose Matte
 2 x 8 in / 4.7 x 20 cm Ivory Bullnose Matte
 2 x 8 in / 4.7 x 20 cm Tide Bullnose Matte
 2 x 8 in / 4.7 x 20 cm Graphite Bullnose Matte

Decorative tiles at a glance

Variiegated graphics and floral decorations inspired by prototypical encaustic tiles, but designed with contemporary colors and character. Over 20 different patterns are in the range of antique hand decorated motifs offered in 4 color variations, available by pattern individually or as a combination. Pressed edges enhance the artisanal look and feel.



8 x 8 in / 20 x 20 cm Sand Deco Clover Pressed Matte
 8 x 8 in / 20 x 20 cm Sand Deco Baroque Pressed Matte
 8 x 8 in / 20 x 20 cm Sand Deco Northstar Pressed Matte
 8 x 8 in / 20 x 20 cm Ice Deco Clover Pressed Matte
 8 x 8 in / 20 x 20 cm Ice Deco Baroque Pressed Matte
 8 x 8 in / 20 x 20 cm Ice Deco Northstar Pressed Matte



8 x 8 in / 20 x 20 cm Sand Deco Compass Pressed Matte
 8 x 8 in / 20 x 20 cm Sand Deco Zenith Pressed Matte
 8 x 8 in / 20 x 20 cm Sand Deco Diamond Pressed Matte
 8 x 8 in / 20 x 20 cm Ice Deco Compass Pressed Matte
 8 x 8 in / 20 x 20 cm Ice Deco Zenith Pressed Matte
 8 x 8 in / 20 x 20 cm Ice Deco Diamond Pressed Matte



8 x 8 in / 20 x 20 cm Tide Deco Clover Pressed Matte
 8 x 8 in / 20 x 20 cm Tide Deco Baroque Pressed Matte
 8 x 8 in / 20 x 20 cm Tide Deco Northstar Pressed Matte
 8 x 8 in / 20 x 20 cm Monochrome Deco Lotus Pressed Matte
 8 x 8 in / 20 x 20 cm Monochrome Deco Stellar Pressed Matte
 8 x 8 in / 20 x 20 cm Monochrome Deco Geo Pressed Matte



8 x 8 in / 20 x 20 cm Tide Deco Compass Pressed Matte
 8 x 8 in / 20 x 20 cm Tide Deco Zenith Pressed Matte
 8 x 8 in / 20 x 20 cm Tide Deco Diamond Pressed Matte

Decorative Blends at a glance

The Form collection offers also pre-built randomized blends created especially to provide you with a pre-set combination of patterns.



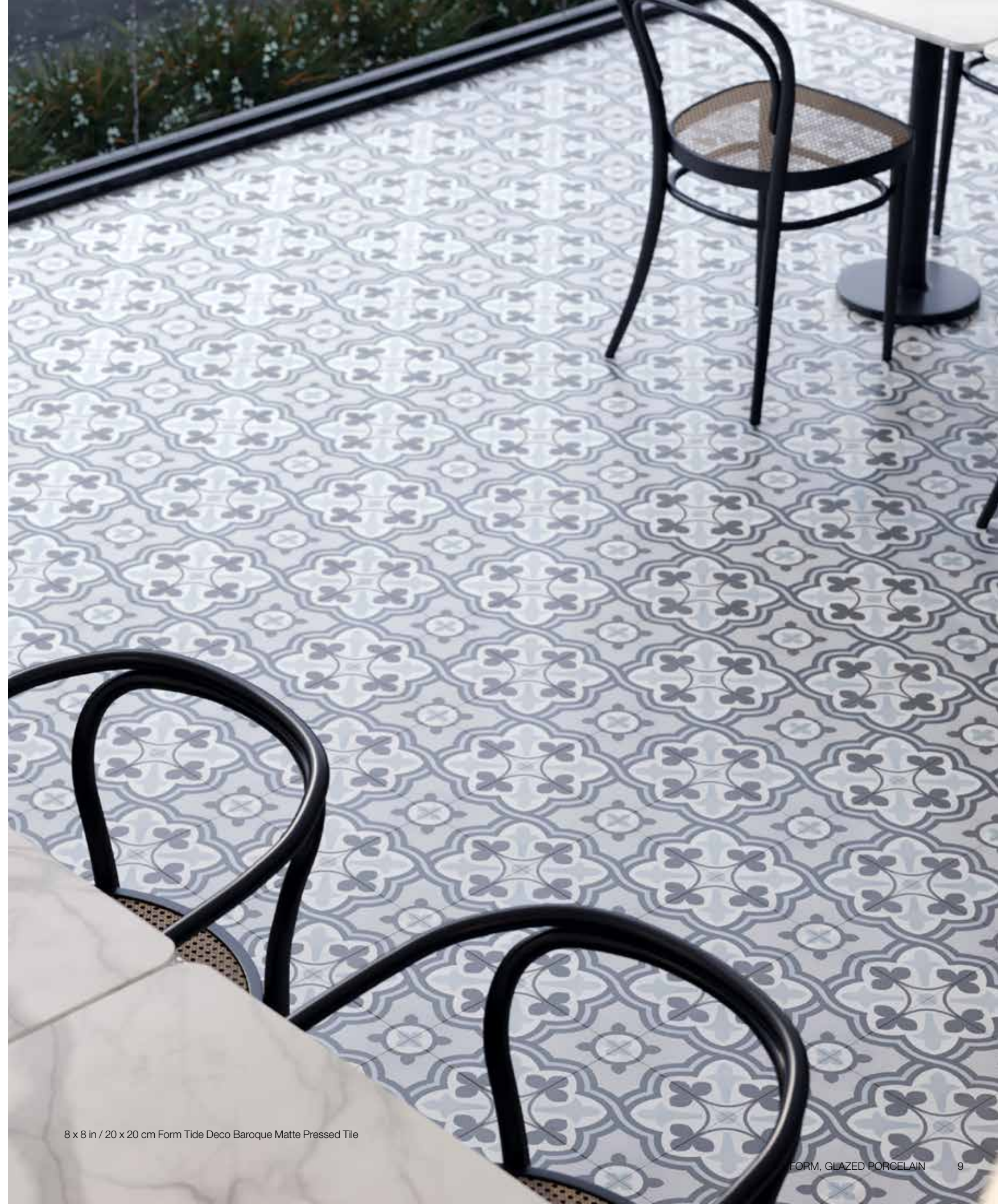
8 x 8 in / 20 x 20 cm
Sand Deco Blend
Pressed
Matte



8 x 8 in / 20 x 20 cm
Ice Deco Blend
Pressed
Matte



8 x 8 in / 20 x 20 cm
Tide Deco Blend
Pressed
Matte

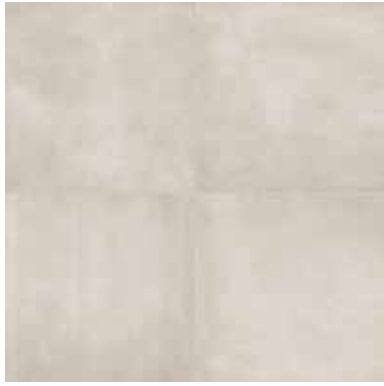


8 x 8 in / 20 x 20 cm Form Tide Deco Baroque Matte Pressed Tile



Cement-look tiles blend with a contemporary
and minimalist flair.

Form, *Sand*



8 x 8 in / 20 x 20 cm
Pressed
Matte 4500-0737-0



7 in / 17.5 cm Hexagon
Pressed
Matte 4500-0742-0



7 in / 17.5 cm Hexagon Frame
Pressed
Matte 4500-0747-0

Trim



2 x 8 in / 4.7 x 20 cm
Bullnose
Matte 4502-0267-0

Form, *Tide*



8 x 8 in / 20 x 20 cm
Pressed
Matte 4500-0740-0



7 in / 17.5 cm Hexagon
Pressed
Matte 4500-0745-0



7 in / 17.5 cm Hexagon Frame
Pressed
Matte 4500-0750-0

Trim



2 x 8 in / 4.7 x 20 cm
Bullnose
Matte 4502-0270-0

Form, *Ivory*



8 x 8 in / 20 x 20 cm
Pressed
Matte 4500-0736-0

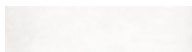


7 in / 17.5 cm Hexagon
Pressed
Matte 4500-0741-0



7 in / 17.5 cm Hexagon Frame
Pressed
Matte 4500-0746-0

Trim



2 x 8 in / 4.7 x 20 cm
Bullnose
Matte 4502-0266-0

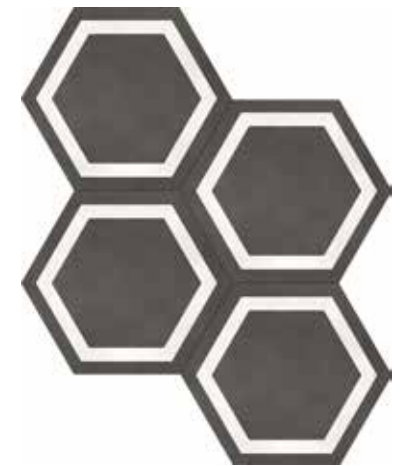
Form, *Graphite*



8 x 8 in / 20 x 20 cm
Pressed
Matte 4500-0739-0



7 in / 17.5 cm Hexagon
Pressed
Matte 4500-0744-0



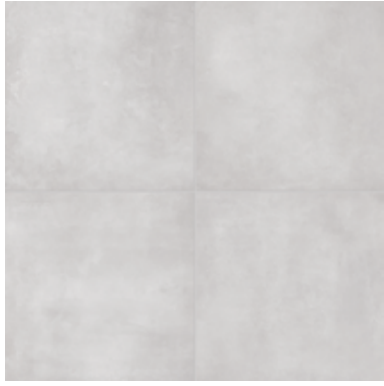
7 in / 17.5 cm Hexagon Frame
Pressed
Matte 4500-0749-0

Trim



2 x 8 in / 4.7 x 20 cm
Bullnose
Matte 4502-0269-0

Form, *Ice*



8 x 8 in / 20 x 20 cm
Pressed
Matte 4500-0738-0



7 in / 17.5 cm Hexagon
Pressed
Matte 4500-0743-0



7 in / 17.5 cm Hexagon Frame
Pressed
Matte 4500-0748-0

Trim



2 x 8 in / 4.7 x 20 cm
Bullnose
Matte 4502-0268-0



7 in / 17.5 cm Form Hexagon Ice Matte Pressed Tile



Encaustic patterns with a modern style.

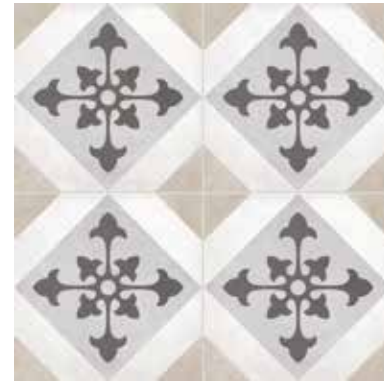
Form, *Sand Deco*



8 x 8 in / 20 x 20 cm
Clover
Pressed
Matte 4500-0758-0



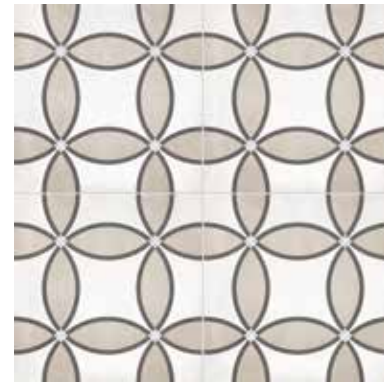
8 x 8 in / 20 x 20 cm
Baroque
Pressed
Matte 4500-0759-0



8 x 8 in / 20 x 20 cm
Northstar
Pressed
Matte 4500-0760-0



8 x 8 in / 20 x 20 cm
Compass
Pressed
Matte 4500-0761-0



8 x 8 in / 20 x 20 cm
Zenith
Pressed
Matte 4500-0762-0



8 x 8 in / 20 x 20 cm
Diamond
Pressed
Matte 4500-0763-0

Form, *Ice Deco*



8 x 8 in / 20 x 20 cm
Clover
Pressed
Matte 4500-0751-0



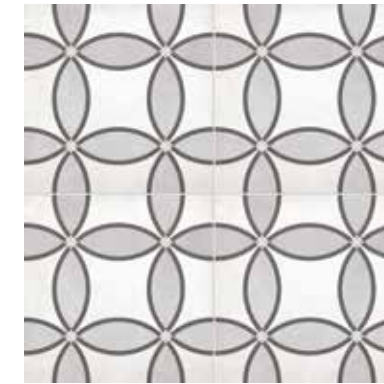
8 x 8 in / 20 x 20 cm
Baroque
Pressed
Matte 4500-0752-0



8 x 8 in / 20 x 20 cm
Northstar
Pressed
Matte 4500-0753-0



8 x 8 in / 20 x 20 cm
Compass
Pressed
Matte 4500-0754-0



8 x 8 in / 20 x 20 cm
Zenith
Pressed
Matte 4500-0755-0



8 x 8 in / 20 x 20 cm
Diamond
Pressed
Matte 4500-0756-0

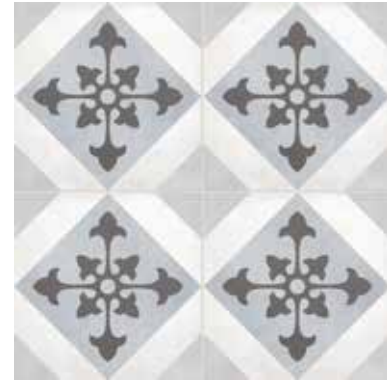
Form, *Tide Deco*



8 x 8 in / 20 x 20 cm
Clover
Pressed
Matte 4500-0765-0



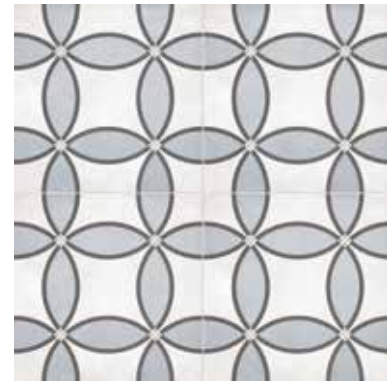
8 x 8 in / 20 x 20 cm
Baroque
Pressed
Matte 4500-0766-0



8 x 8 in / 20 x 20 cm
Northstar
Pressed
Matte 4500-0767-0



8 x 8 in / 20 x 20 cm
Compass
Pressed
Matte 4500-0768-0

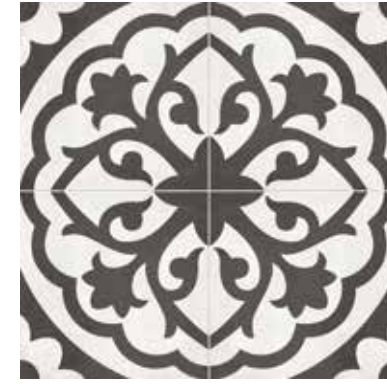


8 x 8 in / 20 x 20 cm
Zenith
Pressed
Matte 4500-0769-0

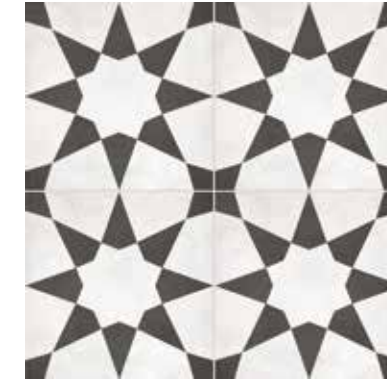


8 x 8 in / 20 x 20 cm
Diamond
Pressed
Matte 4500-0770-0

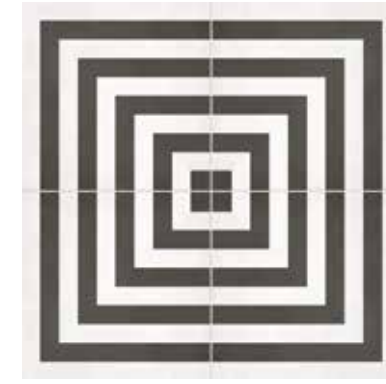
Form, *Monochrome Deco*



8 x 8 in / 20 x 20 cm
Lotus
Pressed
Matte 4500-0772-0



8 x 8 in / 20 x 20 cm
Stellar
Pressed
Matte 4500-0773-0



8 x 8 in / 20 x 20 cm
Geo
Pressed
Matte 4500-0774-0



On the floor: 8 x 8 in / 20 x 20 cm Form Tide Deco Baroque Matte Pressed Tile
On the wall: 8 x 8 in / 20 x 20 cm Form Monochrome Deco Stellar Matte Pressed Tile

Form, *Deco Blends*



8 x 8 in / 20 x 20 cm
Sand
Pressed
Matte 4500-0764-0

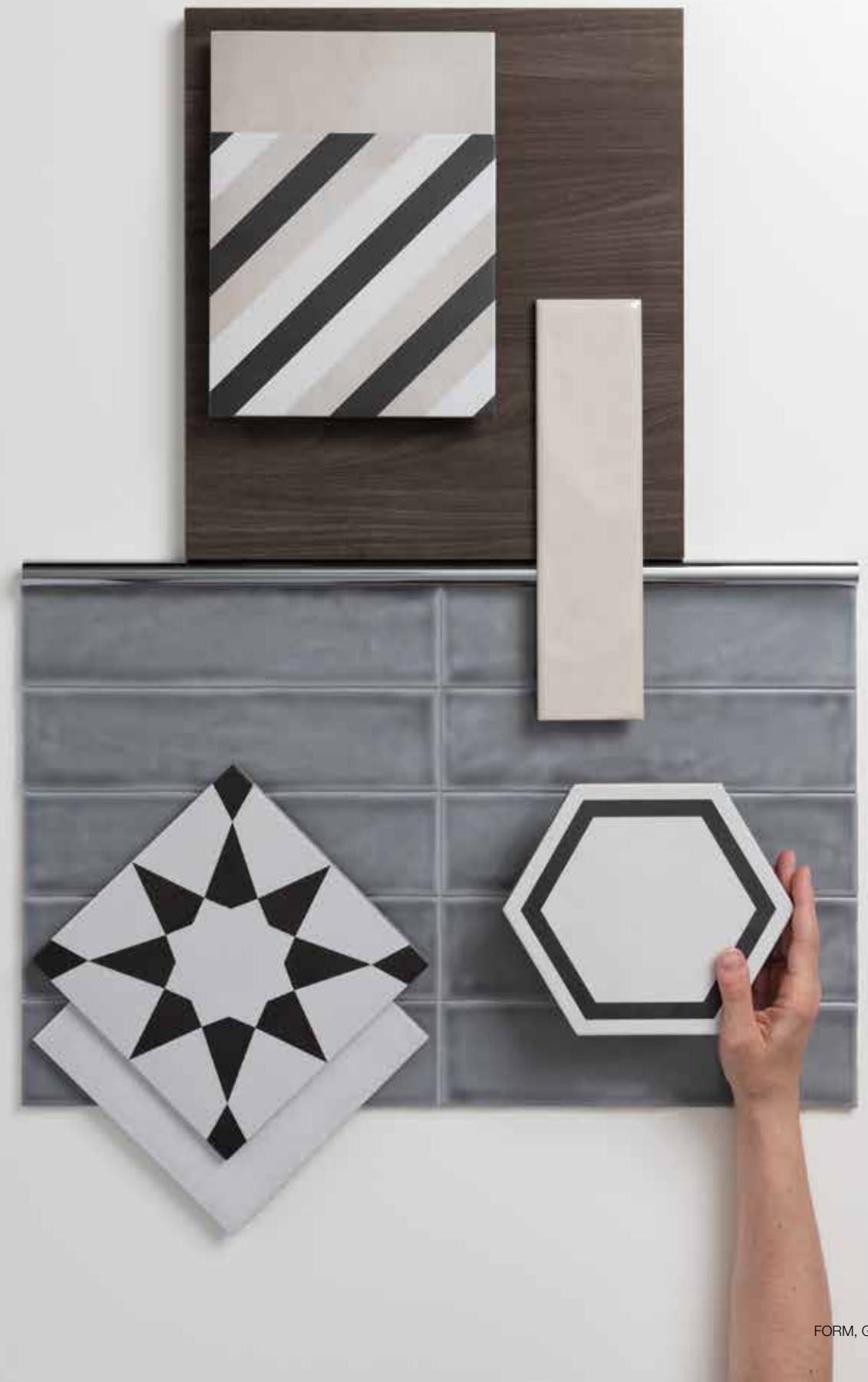


8 x 8 in / 20 x 20 cm
Tide
Pressed
Matte 4500-0771-0



8 x 8 in / 20 x 20 cm
Ice
Pressed
Matte 4500-0757-0

Unmatched elegance and unparalleled perfection.





Technical Performance
Avant-garde design and attention to detail.

New technical aspects, innovative shapes, and a new color palette were designed to represent the vibrant and lively nature of metropolitan city life, inspired by its culture and history.

Packaging information

Key logistical details including item codes and product specifications.

Form Product & Packaging Information










	ACTUAL DIMENSIONS	THICKNESS	GRAPHITE ITEM CODE	ICE ITEM CODE	IVORY ITEM CODE	MONOCHROME ITEM CODE	SAND ITEM CODE	TIDE ITEM CODE
8 x 8 in / 20 x 20 cm FORM MATTE PRESSED GLAZED PORCELAIN TILE	200 x 200 mm	9 mm	4500-0739-0	4500-0738-0	4500-0736-0	N/A	4500-0737-0	4500-0740-0
8 x 8 in / 20 x 20 cm FORM BAROQUE MATTE PRESSED GLAZED PORCELAIN TILE	200 x 200 mm	9 mm	N/A	4500-0752-0	N/A	N/A	4500-0759-0	4500-0766-0
8 x 8 in / 20 x 20 cm FORM CLOVER MATTE PRESSED GLAZED PORCELAIN TILE	200 x 200 mm	9 mm	N/A	4500-0751-0	N/A	N/A	4500-0758-0	4500-0765-0
8 x 8 in / 20 x 20 cm FORM COMPASS MATTE PRESSED GLAZED PORCELAIN TILE	200 x 200 mm	9 mm	N/A	4500-0754-0	N/A	N/A	4500-0761-0	4500-0768-0
8 x 8 in / 20 x 20 cm FORM DECO BLEND MATTE PRESSED GLAZED PORCELAIN TILE	200 x 200 mm	9 mm	N/A	4500-0757-0	N/A	N/A	4500-0764-0	4500-0771-0
8 x 8 in / 20 x 20 cm FORM DIAMOND MATTE PRESSED GLAZED PORCELAIN TILE	200 x 200 mm	9 mm	N/A	4500-0756-0	N/A	N/A	4500-0763-0	4500-0770-0
8 x 8 in / 20 x 20 cm FORM NORTHSTAR MATTE PRESSED GLAZED PORCELAIN TILE	200 x 200 mm	9 mm	N/A	4500-0753-0	N/A	N/A	4500-0760-0	4500-0767-0
8 x 8 in / 20 x 20 cm FORM ZENITH MATTE PRESSED GLAZED PORCELAIN TILE	200 x 200 mm	9 mm	N/A	4500-0755-0	N/A	N/A	4500-0762-0	4500-0769-0
8 x 8 in / 20 x 20 cm FORM GEO MATTE PRESSED GLAZED PORCELAIN TILE	200 x 200 mm	9 mm	N/A	N/A	N/A	4500-0774-0	N/A	N/A
8 x 8 in / 20 x 20 cm FORM LOTUS MATTE PRESSED GLAZED PORCELAIN TILE	200 x 200 mm	9 mm	N/A	N/A	N/A	4500-0772-0	N/A	N/A
8 x 8 in / 20 x 20 cm FORM STELLAR MATTE PRESSED GLAZED PORCELAIN TILE	200 x 200 mm	9 mm	N/A	N/A	N/A	4500-0773-0	N/A	N/A
7 in / 17.5 cm FORM HEXAGON MATTE PRESSED GLAZED PORCELAIN TILE	175 x 200 mm	9 mm	4500-0744-0	4500-0743-0	4500-0741-0	N/A	4500-0742-0	4500-0745-0
7 in / 17.5 cm FORM HEXAGON FRAME MATTE PRESSED GLAZED PORCELAIN TILE	175 x 200 mm	9 mm	4500-0749-0	4500-0748-0	4500-0746-0	N/A	4500-0747-0	4500-0750-0
TRIM								
2 x 8 in / 4.7 x 20 cm FORM MATTE GLAZED PORCELAIN BULLNOSE	47 x 200 mm	9 mm	4502-0269-0	4502-0268-0	4502-0266-0	N/A	4502-0267-0	4502-0270-0

LBS BOX	KGS BOX	PCS BOX	SQFT BOX	M ² BOX	BXS SKID	SQFT SKID	M ² SKID
31.84	14.44	17	7.32	0.68	81	592.92	55.08
31.84	14.44	17	7.32	0.68	81	592.92	55.08
31.84	14.44	17	7.32	0.68	81	592.92	55.08
31.84	14.44	17	7.32	0.68	81	592.92	55.08
31.84	14.44	17	7.32	0.68	81	592.92	55.08
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31.84	14.44	17	7.32	0.68	81	592.92	55.08
31.84	14.44	17	7.32	0.68	81	592.92	55.08
31.84	14.44	17	7.32	0.68	81	592.92	55.08
30.94	14.03	17	7.32	0.68	81	592.92	55.08
11.35	5.15	10	2.8	0.26	168	470.4	43.68
11.35	5.15	10	2.8	0.26	168	470.4	43.68
13.97	6.34	28	N/A	N/A	126	3528 PCS	3528 PCS

Technical information

Tile collection performance based on industry standards.

Technical Information

	WATER ABSORPTION	ANSI / ISO - (%)	< 0.5%
	ABRASION RESISTANCE	ANSI / ISO	CLASS 4
	SCRATCH HARDNESS	ANSI / ISO - (Mohs)	6
	BREAKING STRENGTH	ANSI - (lbf) ISO - (N)	≥310 ≥1300
	SHADE VARIATION		V2 / V3 / V4
	SLIP RESISTANCE	ANSI - DCOF (WET) ISO - R VALUE	MATTE ≥0.55 (ID, IW, IW+, EW*, O/G*) MATTE R9
	CHEMICAL RESISTANCE	ANSI / ISO	CLASS A
	STAIN RESISTANCE	ANSI ISO	CLASS A CLASS 5
	FROST RESISTANCE	ANSI / ISO	PASS

Test values are based on ANSI / ISO standards according to: ANSI A137.1 - Porcelain tile P1 Class, ISO 13006 - G - Bia Group, En 14411 - G - Bia Group. Variances in test values can occur in different production lots.

Usage recommendation

Usage Recommendations*		MATTE GLAZED PORCELAIN	
APPLICATION		WALL	FLOOR
INTERIOR	RESIDENTIAL	•	ID, IW, IW+, EW*, O/G*
	COMMERCIAL	•	ID, IW, IW+, EW*, O/G*
	HEAVY COMMERCIAL	•	
EXTERIOR	RESIDENTIAL / COMMERCIAL	•	ID, IW, IW+, EW*, O/G*

* These recommendations are not defined by ANSI/ISO standards.

DCOF Classifications per ANSI A326.3: (ID): Interior, Dry (IW): Interior, Wet (IW+): Interior, Wet Plus (EW): Exterior, Wet (O/G): Oils/Greases

* Factors other than the noted DCOF result must also be taken into consideration. Such factors include, but are not limited to, expected contaminants, drainage, surface texture, effect of structure on the DCOF measurement, number of grout joints, traction-enhancing features, and intended use in addition to the other criteria noted in standard ANSI A326.3

Credits

ART DIRECTION
AND GRAPHIC DESIGN
Juma

Partnerships and Associations





venture