

2024

CERAMIC DOSSIER

ASCER
Asociación Española
de Fabricantes de Azulejos
y Pavimentos Cerámicos





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Cobsa, Kite
(16x18,5)
www.cobsa.net

Cover
Roca Tiles, Marble Lincoln
(60x120, 90x90, 60x60 and 30x60 cm)
www.rocatiles.com

01

A NEW HOUSE WITH CERAMICS

Using ceramics in the construction or renovation of our home is a way of creating a space that reflects our personality and makes us feel comfortable thanks to its valuable technical properties..

In addition, we highlight the variety of choices in terms of aesthetics, where we can find an infinite number of finishes, shapes, colors and designs that make it a material with enormous potential and versatility for any interior design project, adapting to all styles.



1. **Argenta Cerámica, Opera**
(15x15 cm) www.argentaceramica.com
2. **Estudio Cerámico, Hackney**
(6,9x24 cm) www.eceramico.com
3. **Geotiles, Sauvage**
(120x120 and 60x120 cm) www.geotiles.com
4. **Alaplana Cerámica, Castleford**
(30x60 and 60x60 cm) www.nuevaalaplana.es
5. **Bellacasa, Domus**
(60x120, 80x80, 60x60 and 30x60 cm)
www.bellacasaceramica.com
6. **Azteca, Sense**
(30x90 cm) www.azteca.es



Argos, Tivoli
(80x30, 80x80, 120x120 and 120x300 cm)
www.grecogres.com

02

THE PERFECT CHOICE

Thanks to **the characteristics** of ceramic wall and floor tiles and **the benefits they offer** in comparison with other materials, they are **the perfect choice for any area of the home.**

Superior quality, inalterability, resistance, fireproof properties, no toxicity, cleanliness, stability and recyclability are fundamental factors to take into account when homes are refurbished or given a new facelift. **Ceramic tiles offer a perfect combination of all these benefits and, what's more, tile collections come in a huge variety of different looks.**

INALTERABLE

Ceramic tiles **withstand wear and tear, the passage of time, atmospheric phenomena and high temperatures**, with no change to their colour or properties and without them gradually expanding or becoming deformed.



FIRE RESISTANT

Sparks or hot liquids are no problem on a tiled surface because **ceramic materials are non-flammable**. In other words, ceramic wall and floor tiles **will not burn and they prevent fire from spreading.**

Keraben Grupo, Idyllic
(Pavimento: 120x60 cm; Revestimiento: 40x120 cm)
www.kerabengrupo.com

NON-TOXIC

Because ceramic tiles are fire resistant, in the event of fire, they **will not release toxic fumes due to the fact that they do not burn and they do not contain any plastic.**

Cristacer, Nirvana
(60x120 cm)
www.cristalceramicas.com





SUSTAINABLE

Ceramic tiles are made of **natural raw materials**, primarily **clay and water**. Their production process has a low **environmental impact** and, due to their **intrinsic characteristics**, they are also **sustainable products** during their use and subsequent recycling process.

Mayolica, Cadaques
(7x28 cm)
www.mayolica.es



HYGIENIC

As a result of their low porosity, ceramic tiles do not absorb dirt and they prevent the growth of bacteria. **Wall and floor tiles are therefore very easy to clean and care for.**

Vives Azulejos and Gres, Erdek + Izmir
(32x99 cm)
www.vivesceramica.com



STABLE

A properly laid tiled floor is stable and long-lasting, with no danger of people tripping up. When wall and floor tiles are professionally laid with the right adhesives, they offer numerous advantages, such as their visual appeal, hygiene and durability. **By laying tiles properly, long-lasting tiled wall and floor surfaces are guaranteed.**

Venatto, Ibon
(20x120, 20x180, 30x120 and 30x180 cm)
www.grecogres.com

SCRATCH RESISTANT

Thanks to their **high resistance and durability**, tiled surfaces do not get damaged. This means that they are **easy to care for**, **avoiding scratches and signs of wear and tear.**



Grespania, Bolshoi
(20x20 cm)
www.grespania.com

03

ENDLESS OPTIONS

The aesthetic versatility that characterizes ceramics is also **exceptional**, since it offers a **variety of shades, designs, formats and finishes** that allow the creation of unique compositions, in line with the latest trends and different styles.

COLOR MIX

The array of colors that we choose to install in our homes is a key element to define the decorative style we are trying to achieve. We propose experimenting with ceramic pieces of different colors, which will allow us to define **environments and create our own identity in each room**. From **natural and neutral tones to the most striking colors**, this mixture of color ranges will fill every corner with originality and creativity.



Da Vinci Cerámica, Gamma
(4,8x30 cm) www.ceramicadavinci.com

TACTILE FINISHES

Among the infinity of finishes that the ceramic collections offer us, one option is to opt for tiles with relief and texture finishes that favor the creation of more comfortable spaces through **the tactile effect offered by their surfaces**. We propose using ceramic pieces in soft tones that allow us to increase the **sensation of subtlety and timelessness** in a space

El Barco, Kendal
(6,5x20 cm)
www.elbarco.com



PRINTS OPPOSITES

As an ideal option to break with the monotony of flat and smooth surfaces, we propose including ceramic pieces with different motifs such as **vintage floral, geometric or vintage prints that manage to create surprising and very attractive effects**, as well as allowing us to define environments within our home.

Porcelánicos HDC, Fantasy
(60x120 cm)
www.porcelanicoshdc.com





SHIMMERING GLITTERS

Ceramic pieces with marbling effects are always a hit, as they **provide light and volume to spaces**. We also propose the use of ceramic tiles with metallic finishes that allow us to convert sober spaces into glamorous, elegant, and exclusive spaces.

Emotion Ceramics, Gala
(100x100 and 60x120 cm)
www.emotionceramics.es



04 CERAMIC TRENDS

CUSTODIAN

In this trend, the need to bring nature closer to home is enhanced, using pieces with a primitive aesthetic with **finishes that highlight the materials such as rough, coarse, raw-looking, veined and even burned surfaces and graphics**.

Arcana Cerámica, Croccante
(20x20, 60x60, 80x80, 60x120 and 120x120 cm)
www.arcanatiles.com



WELL OBSESSED

This trend is committed to offering a **feeling of well-being, through pieces that transmit warmth with soft finishes that incorporate organic and rounded shapes and neutral tones in pastel colors** following a minimalist aesthetic line.

Gayafores, Tribeca
(20x120, 15x90, 20,2x66,2, 32x62,5 and 45x90 cm)
www.gayafores.es



TAKE MEMORY

This trend is committed to offering a combination of aesthetics ranging from the 50s to the 70s, through visually striking pieces with bright geometries and colors with a digital touch that create a sensation of movement and rhythm.

1. **Cevica, Habana**
(20x20 cm) www.cevica.es
2. **Cerpa Cerámica, Fire**
(59x120 cm) www.cerpa.com

ETHEREAL

This trend aims to represent the future, sophistication and luxury through gleaming, slick, and metallic surfaces, marbled finishes and dark tones recalling a futuristic aesthetic.



05

IDEAL EXTERIORS

Ceramic floor and wall tiles turn into the ideal materials to create dreamy corners in your home's outdoor spaces.

TERRACES THAT CONNECT

Even the smallest spaces can bring the pleasure of contact with the outdoors. Regardless of the size of this part of the house, it is possible to find the most suitable collection of ceramic tiles according to our most personal tastes.

We propose using contemporary style tiles in neutral tones that provide a feeling of spaciousness and blend in with the rest.

Cerámica Mayor, Cements
(60x120, 75x75 and 37,5x75 cm)
www.ceramicamayor.com



PORCHES: OUTDOOR OASIS

Sunny days invite us to enjoy these special corners of the house. We propose the use of **warm tones such as beige or the range of raw and toasted colors, which puts us in tune with nature**, and promotes that relationship between our house and its surroundings.

We can also opt for greyish tones, which provide **a touch of sophistication** and help to integrate decorative elements of different trends.



SAVORING THE OUTDOORS

Placing the dining room in outdoor areas allows us to fully enjoy these corners of the house. In addition, ceramics, thanks to its wide variety of colors, finishes and formats, allow us to define this area from the rest of the outdoor spaces, **offering an intimate and comfortable corner to make any gathering with our friends and family more pleasant.**

1. **Exagres, Exadeck Oak**
(14,1x121,7 cm)
www.exagres.es
2. **Azulev, Maine**
(59x59, 75x75 and 100x100 cm)
www.azulev.com



SUBMERGE YOURSELF IN BEAUTY

Swimming pools are the outdoor space par excellence when the good weather arrives and for this reason their design must guarantee the safety of all those who enjoy them. **Ceramic offers non-slip finishes that prevent slipping on wet surfaces**, as well as its hygienic qualities that prevent the growth of any germ or bacteria.

In addition, thanks to their versatility, ceramic pieces offer us a wide variety of designs and finishes to create **ideal combinations, effects and contrasts that accompany the surroundings of our swimming pools and blend with the rest of the landscape.**

Ceracasa, Brave
(22,3x22,3, 31,6x63,7 and 49,1x98,2 cm)
www.ceracasa.com

06

RANGE OF COLORS

Color combinations in the decorating process allows us to create functional, inspirational and creative spaces. Using a chromatic or another kin of palette is not only an aesthetic decision; colors convey emotions, and that is why it is very important to choose a good selection in order to project our spaces.



CUSTODIAN TREND

With hues that evoke water, fire and earth, this trend brings nature closer to every space. Thus, a deep scale of blues and emeralds predominates along with rich greens. **The orange terracotta hues intertwined with shades of sand and stone** are also main players in this line.

AB (Azulejos Benadresa) Sapphire
(260x120, 120x120 and 60x120 cm)
www.azulejosbenadresa.com



WELL OBSESSED TREND

This trend is all about **colors that inspire peace and clarity in our homes with soft hues that are versatile, soft, with subtle tones.** The pink hues create an ideal environment to relax and unwind. In addition, combined with metallic tones such as copper, brass or champagne, a sophisticated look is achieved.

Azuvi, Navona
(60x60, 60x120 and 120x120 cm)
www.azuvi.com



TAKE MEMORY TREND

Organic greens, **efunctional blues and pastels are key in this trend which attempts to represent a mix of styles from mid century to the 70s.**

Medium blues are very easy to combine with other colors and allows us to create very attractive designs.

Adex, Levante
(10x10, 5x15, 6,5x20 and Hex 10,8x12,4 cm)
www.adexpain.com



ETHEREAL TREND

This trend is dominated by tones inspired by moonlight, which are reflected in metallic-inspired surfaces and intriguing colors. Aquatic movements are emulated using expressive veins and swirls with vibrant blues and deep emeralds. Dark tones are a must to provide the spaces with a feeling of luxury and sophistication.

Decocer, Harlem
(5x25 cm)
www.decocer.com

07

SHAPE TO INSPIRE

The wide variety of ceramic wall and floor tiles means that we can find pieces in an infinite number of formats that **allow us to achieve interiors imbued with originality and sophistication.**

MINIMAL SIZE

If we put together small pieces with or without volume, in different hues that go together and with either matte or glossy finish, **we can achieve great optics.**

These mosaic pieces are used widely to cover curved surfaces, if we want to highlight a specific area or define and differentiate areas, giving a very distinguished and original style to the space.

Onix, Hex XL Cotto
(51,6 mm)
www.onixmosaico.com



CLASSICS NEVER FAIL

Rectangular and square pieces are classics we should always keep in mind since thanks to **their modularity, they fit perfectly in all types of rooms and homes.** We can play with vertical, horizontal, or diagonal placement or mix tiles of different designs and colors to give each room an original and creative air.

Bestile, Look
(20x20 cm)
www.bestile.es



ADDING A TOUCH OF RELIEF

Ceramic pieces with originales y sutiles relieves **original and subtle reliefs** offer a tactile experience and exceptional optics. These floor and wall tiles that add texture and highlight surfaces, enrich spaces with **elegance and sophistication**, creating ambiances that captivate all the senses.

Equipe Cerámicas, Kasbah
12x12 cm (cross) / 16,8x16,8 cm (star) / 3,4x3,4 cm (taco)
www.equipeceramicas.com

ORIGINAL SIZES

Ceramic pieces in other geometric formats such as hexagons or triangles stand out for their originality and aesthetic appeal. These tiles allow the creation of fascinating geometric patterns that capture the attention of those who see them. In addition, its arrangement in asymmetric compositions can **provide a vibrant and visual energy that breaks with the conventional**, multiplying the possibilities of making unique spaces.

Realonda, Triangle Craft
(48,5x28 cm)
www.realonda.com



SPANISH CERAMIC BRANDS – ASCER – TILE OF SPAIN

List of Spanish ceramic tile and flooring manufacturers.

ADEX	www.adexspain.com	CERÁMICAS TESANY		GUIBOSA	www.guibosa.com	ROCERSA	www.rocersa.com
ALCALAGRES	www.alcalagres.com	CERÁMICAS VILAR ALBARO	www.ceramicacva.com	HALCÓN CERÁMICAS	www.halconceramicas.com	ROSA GRES	www.rosagres.com
ALTTOGLASS	www.alttoglass.com	CERLAT	www.azulejosmijares.com	INALCO	www.inalco.es	STN CERÁMICA	www.stnceramica.es
APAVISA PORCELÁNICO	www.apavisa.com	CERPA	www.cerpa.com	JOSE OSET Y CIA	www.oset.es	SUPERCERÁMICA	www.superceramica.com
ARGENTA CERÁMICA	www.argentaceramica.com	COLORKER	www.colorker.com	KERABEN GRUPO	www.kerabengrupo.com	TAU CERÁMICA	www.tauceramica.com
ASCALE TECH	www.ascale.es	COMPACGLASS		KERAMEX	www.keramex.com	TECNIGRES	www.aparici.com
AZTECA	www.azteca.es	COSENTINO GLOBAL	www.cosentino.com	LA PLATERA	www.laplatera.es	TENDENCIAS CERÁMICAS	www.tendenciasceramicas.com
AZULEJERA ALCORENSE	www.alcorense.com	COTTOCER		LEVANTINA TECHLAM	www.levantina.com	TERRAKLINKER	www.terraklinker.com
AZULEJOS EL MIJARES	www.azulejosmijares.com	CRISTACER	www.cristalceramicas.com	LIFE CERÁMICA	www.lifeceramica.com	THESIZE	www.thesize.es
AZULEV	www.azulevgrupo.com	DECOCER	www.decocer.com	LVG CERAMIC SURFACES	www.livingceramics.com	TOGAMA	www.togama.com
AZULIBER 1	www.azuliber.com	DUAL GRES	www.dualgres.com	MAINZU	www.mainzu.com	UNDEFASA	www.undefasa.com
BALDOCER	www.baldocer.com	EL BARCO	www.elbarco.com	MARAZZI ESPAÑA	www.marazzi.es	UNIVERSAL CERÁMICA	www.unicer.com
BESTILE	www.bestile.es	EL MOLINO	www.elmolino.es	MAYOLICA	www.mayolica.es	VIVES AZULEJOS Y GRES	www.vivesceramica.com
BRANCOS CERAMICS	www.brancos.com	EQUIPE CERÁMICAS	www.equpeceramicas.com	MOSAVIT	www.mosavit.es		
CEVI.CA	www.cevica.es	ESTUDIO CERÁMICO	www.eceramico.com	NATUCER	www.natucer.es		
CERACASA	www.ceracasa.com	EXAGRES	www.exagres.es	NUEVA ALAPLANA	www.nuevaalaplana.es		
CERÁMICA DA VINCI	www.ceramicadavinci.es	FABRESA	www.fabresa.com	ONIX MOSAICO	www.onixmosaic.com		
CERÁMICA ELIAS	www.ceramicaelias.com	FANAL	www.fanal.com	PAMESA PORCELÁNICO	www.pamesa.com		
CERÁMICA ESTILKER	www.ceramicaestilker.com	FAVETON	www.faveton.com	PERONDA	www.peronda.com		
CERÁMICA MAYOR	www.ceramicamayor.com	GAYAFORES	www.gayafores.es	PORCELÁNICOS HDC	www.porcelanicos(hdc).com		
CERÁMICA RIBESALBES	www.ceramicaribesalbes.com	GRES ARAGÓN	www.gresaragon.com	PORCELANITE DOS	www.porcelanite.es		
CERÁMICAS APARICI	www.aparici.com	GRES DE ANDORRA	www.exagres.es	PORCELANOSA	www.porcelanosa.com		
CERÁMICAS CALAF	www.ceramicascalaf.com	GRESPANIA	www.grespania.com	REALONDA	www.realonda.com		
CERÁMICAS MIMAS	www.ceramicasmimas.com	GRUPO GRECO GRES INTERNACIONAL	www.grecogres.com	ROCA TILES	www.rocatiles.com		
CERÁMICAS MYR							

WEBSITES

www.tileofspain.com
www.mireformaconceramica.es

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