

# CERASPAÑA

CERAMIC / ARCHITECTURE / DESIGN

TRENDS IN CERAMIC SURFACES FOR 2025

TILE OF SPAIN AT CERSAIE'24

LARGE FORMATS AND CERAMIC COUNTERTOPS

**RESPECT: SPANISH TILES SECRET INGREDIENT**

**53**



# Editorial

## Beauty and environmental awareness

Society and environmental care matter to us. We are increasingly concerned about how we use our resources and how they affect our choices. In an era in which each and every decision counts, the Spanish tile industry extols the importance of respect as part of its commitment to the environment, to materials and to its workers and clients.

This is also reflected by trends in ceramic surfaces for 2025, because environmental awareness also encompasses aesthetic considerations: for a surface to be beautiful, it must also be thoroughly eco-friendly.

In a world where the rules of the game are constantly being redefined, ceramic materials are not just an attractive option, but a resilient, sustainable solution for spaces and surfaces of different kinds, with innovative formats conceived to ensure new uses. We witnessed this at Cersaie, confirming that extra-large formats are becoming all the rage in homes, no longer just on floors but also as countertops. This is also demonstrated in 'Ceramic. The Outer Layer of Architecture 03', the latest volume of the monographic collection of design and architecture projects. This illustrates how ceramic materials can be used to design beautiful spaces and buildings that are both long lasting and eco friendly.

In the challenge of how to unite aesthetics with functionality and sustainability, Spanish tiles are facing up to the need to adapt to new realities, and they stand out as a smart, eco-friendly choice, demonstrating that it is possible to combine beauty with environmental awareness ■

For the digital version of Ceraspaña go to: <http://library.tileofspain.com>



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COVER PHOTO: 'HOME IN ALTEA' BY ARCHITECT XAVIER PASTOR. MUSEUM SURFACES (CALACATTA EXTRA WHITE 100X100CM).

# DISCOVER THE LATEST TRENDS IN CERAMIC SURFACES FOR 2025

**In home design, ceramic tiles are one of the materials most successful in setting the style of a living space. Given their versatile use, the ease with which they can reproduce all kinds of looks, and their myriad of colours, formats and sizes, ceramic tiles are a superb tool in contemporary design.**

As can be inferred from the latest report on tile trends, drawn up yearly by the Institute for Ceramic Technology's Observatory on Tile Trends, one prime influence in the latest trends is a concern for environmental care. New trends in ceramic surfaces reflect a deep desire for solutions that integrate an awareness of nature. Special priority is given to rest, relaxation and recharging our batteries through the development of inclusive products that appeal to all generations and people of all abilities, with earthy, elementary textures, ancient symbols and futurist talismans.

"Smart simplicity" is a concept that is gaining in importance, applied to interactive processes and incremental updates in order to reduce waste, optimize efficiency and prolong the useful life of products.

Based on all this, four trends in the design of ceramic surfaces for 2025 have been defined by the [Observatory for Home Design Trends](#).



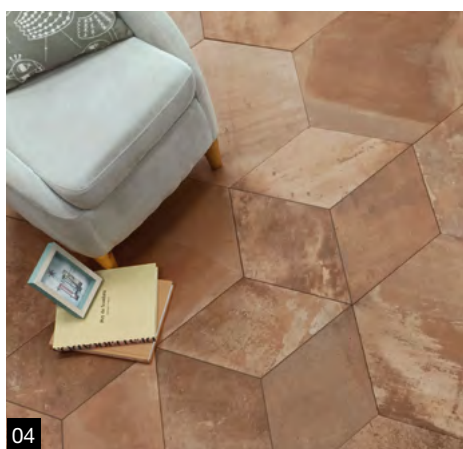
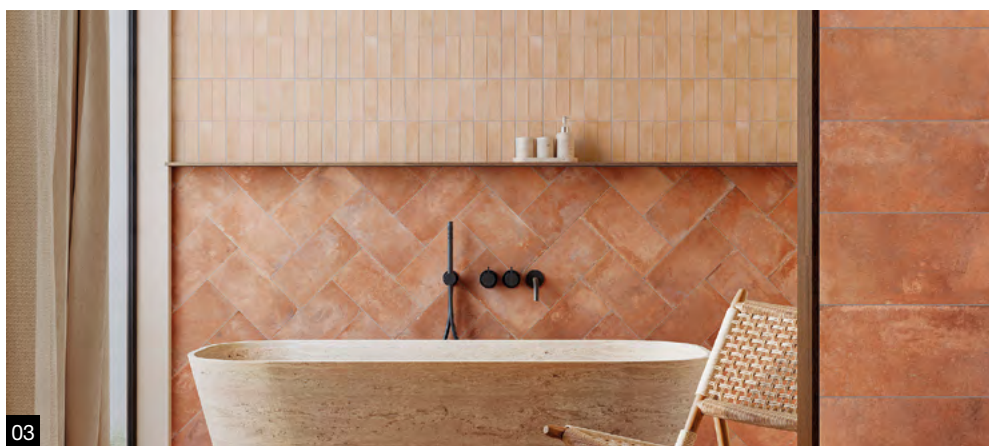
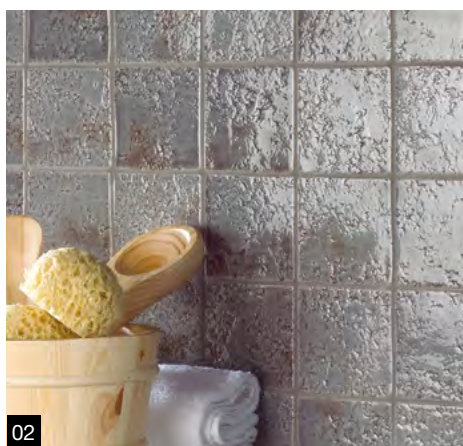
VIVES AZULEJOS Y GRES. The Micra collection.



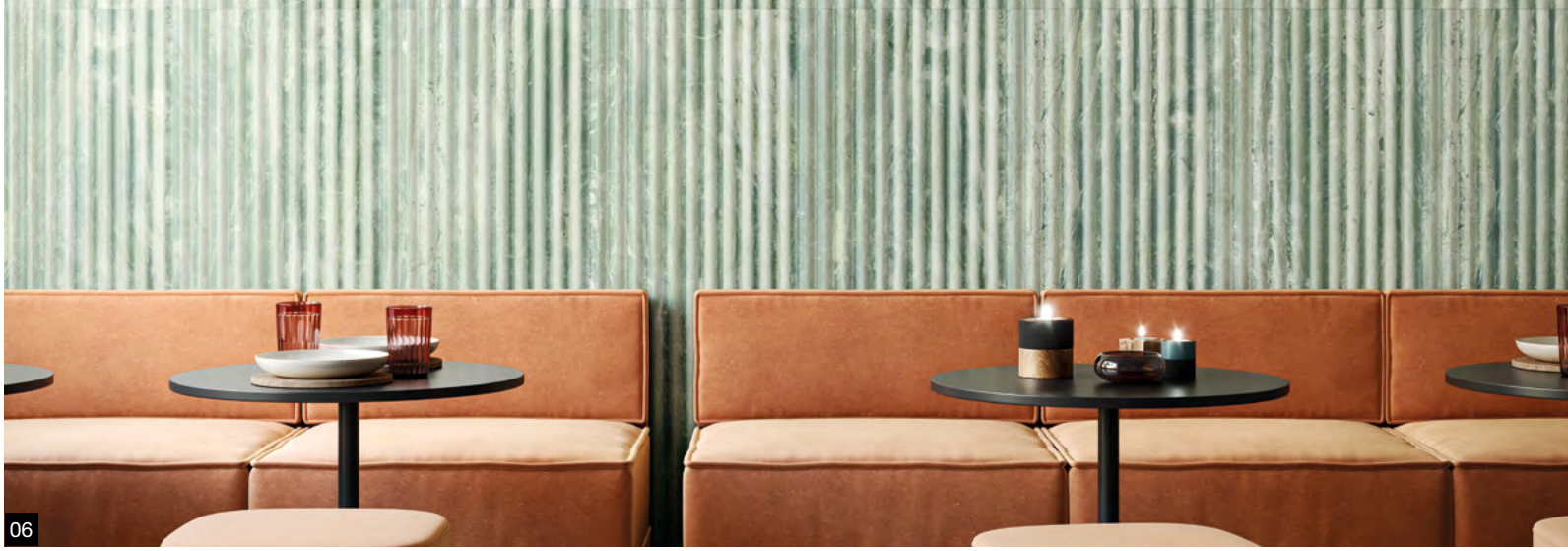
# 1

## GEO - PRIMALISM

This trend revisits our origins, influenced by geology and primitive eras in response to the climate crisis. Ancient appearances are achieved through tiles inspired by textured natural materials, with organic designs and earthy shades that reflect profound links with nature. Perfect for creating restful harmonious settings.



- 01.- ETILE. The Stellar collection.
- 02.- NATUCER. The Cuore series - The Mediterránea collection.
- 03.- GAYAFORES. The Saona series - The Cotto Essence collection.
- 04.- AZTECA CERÁMICA. The Argille Hex60 series - The Argille collection.
- 05.- ONIX. The Penny Terra series - The Deco collection.



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# 2

## ORGANIC - ESSENCE

A new take on minimalism in a trend that unites nature with modern comfort. These tiles are inspired by warm woods, natural stone, and simple designs in careful blend of sophistication and primitive beauty. Earthy colours, pale greens, whites and reddish greys are used to infuse living spaces with restful elegance in designs with a functional appeal.



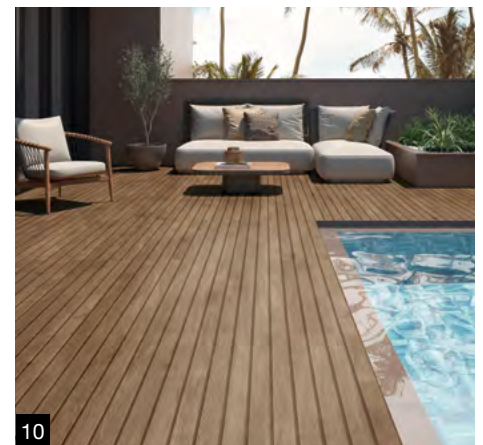
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- 06.- REALONDA. The Fluted collection.
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- 08.- KERABEN. The Masaya collection.
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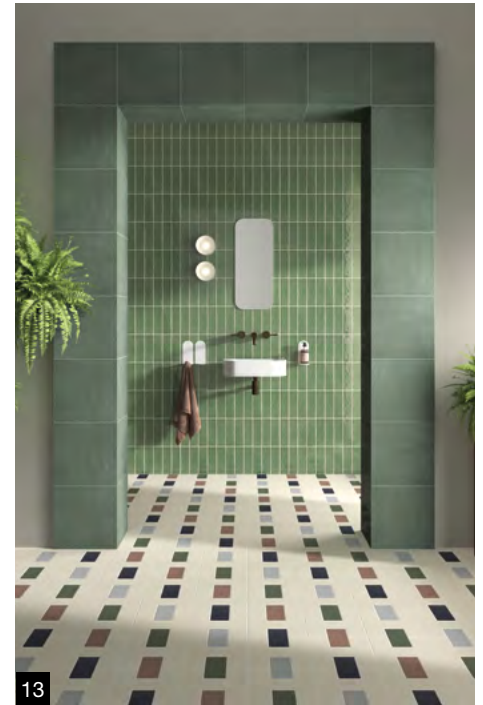
# 3

## ULTRA - DYNAMIC

This trend mixes vintage styles with digital design. Strong colours and artisanal shapes are combined with tile finishes inspired by technological materials and innovative visual effects for the creation of dynamic living spaces. The vintage and digital colour palettes are based on primary colours, mauves and fuchsias, conceived to make a vibrant, modern impact.



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- 11.- L'ANTIC COLONIAL. Geo collection, Geo Beige and Geo Deco Beige models.
- 12.- DECOCER. The Mikado Wall collection.
- 13.- CEVICA. The Harmony collection.
- 14.- EL BARCO. The Pop series.
- 15.- HARMONY. Kerala collection by Teresa Sapay + Partners.



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# 4

## EXTRA - ORDINARY

This trend is inspired by sustainable materials, with subtle finishes and less glossy chic metal looks. Sophistication is ensured through a combination of transparencies, chrome finishes, and dark shades like black or ash. Perfect for the creation of settings with a cosy, contemporary air.



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- 16.- GRES PANIA. The Santorini series.
- 17.- BALDOCER. The Mineral collection
- 18.- PORCELANOSA. The XLIGHT series. The Liem Grey collection.
- 19.- IBERO. The Stellar series - The Patagonia Concept White Digital Soft collection.
- 20.- ARCANA CERÁMICA. The Spuma collection.

# RESPECT: THE SECRET INGREDIENT

*“What is essential is invisible to the eye”*

– Antoine de Saint-Exupéry

**At first sight, there may not appear to be much difference between a tile made in the European Union and another made somewhere else. Nonetheless, even though they are the same colour and size, Spanish tiles have a hidden *je ne sais quoi* that makes them special. We invite you to discover what it is.**







## RESPECT FOR PEOPLE

Ceramic tiles are the outcome of earth, water, air and fire, whether they are made in Spain, Turkey, China or Brazil. Nevertheless, tiles made in the EU have an extra hidden ingredient: one of the linchpins of European culture and philosophy, respect.

Every single tile that is produced in Europe and Spain is based on a respect for people, the environment, ideas, and clients. This respect is taken into account during the manufacturing process and in the pre and post-production phases through the application of different quality controls, standards, and practices that guarantee not only the physical and technical integrity of these products, but also their ethical integrity.

### A RESPECT FOR PEOPLE

The European tile industry accounts for over 48,000 direct jobs, with a figure of 15,000 for Spain. For each job that is directly generated, it is estimated that between three and four indirect or induced jobs are created. The sector is governed by strict labour laws that guarantee fair working conditions and health and safety in the workplace, in addition to the promotion of sex equality and non-discrimination.

Very strict occupational safety and risk prevention regulations are applied in the workplace, with extensive use of protective equipment. Through the introduction of technology and automated systems, physical effort in everyday tasks has also been reduced.

### ENVIRONMENTAL RESPECT

European manufacturers comply with strict sustainability and quality standards, with the incorporation of the latest available technologies in order to improve energy efficiency and reduce the environmental impacts.

Examples of measures that illustrate the sector's protection of the environment and efficient management of resources include the obtainment of certificates and voluntary green labels, the re-use of all generated waste, closed-loop wastewater recycling systems, and the use of cogeneration systems to save energy during the production process. Since the 1980s in Spain, CO2 emissions have been reduced by 61%, thanks to ongoing improvements.

**Tile of Spain manufacturers comply with strict sustainability and quality standards and they are committed to efficient management of resources and the re-use of materials throughout the whole production process.**



## RESPECT FOR THE ENVIRONMENT



### A RESPECT FOR IDEAS

Tile of Spain's member companies are world leaders in technological development, design and quality thanks to high investment in research, development and innovation (R&D+i). With the tile industry's forward-looking approach, versatility and adaptability, the sector stands out for its international reputation, with exports that account for 75% of its output.



Europe is the origin of trailblazing technological developments and designs. One example is digital tile printing technology, developed in Spain, which has revolutionized the manufacturing process and creation of tile designs.

### CLIENT RESPECT

Smooth client relations are a priority for ASCER's member companies, and clients are treated more like partners than buyers, with the establishment of long-lasting relations. This commitment to their satisfaction is demonstrated through investment into promotional tools to improve the visibility of products at client showrooms and sales points and the organization of training programmes for the sales networks of distributors. It is also illustrated by the consultan-

cy advice and assistance that is offered to building developers, architects' studios etc. to make sure that a product's intended use coincides with its technical specifications.

Although a dish can be made in various different ways, certain details will always betray the real McCoy. In the same way, the European tile industry's philosophy of respect denotes the true quality of its products.

To get across this message and highlight the characteristics that differentiate European tiles, ASCER, the Spanish Association of Spanish Wall and Floor Tile Manufacturers, has launched a marketing campaign under the slogan "The Secret Ingredient", funded by the Valencia Regional Government, which can be seen at [thesecretingredient.info](http://thesecretingredient.info).

**The Spanish tile industry is governed by strict labour laws established by the European Union that guarantee fair working conditions and health and safety in the workplace, in addition to the promotion of sex equality and non-discrimination.**

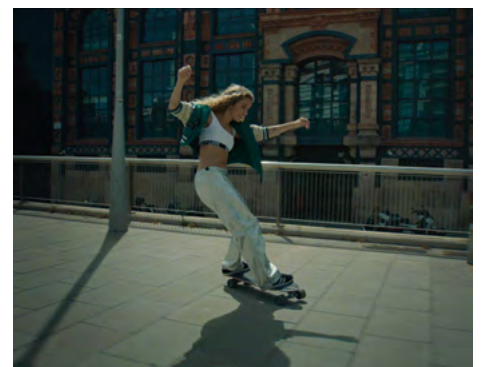
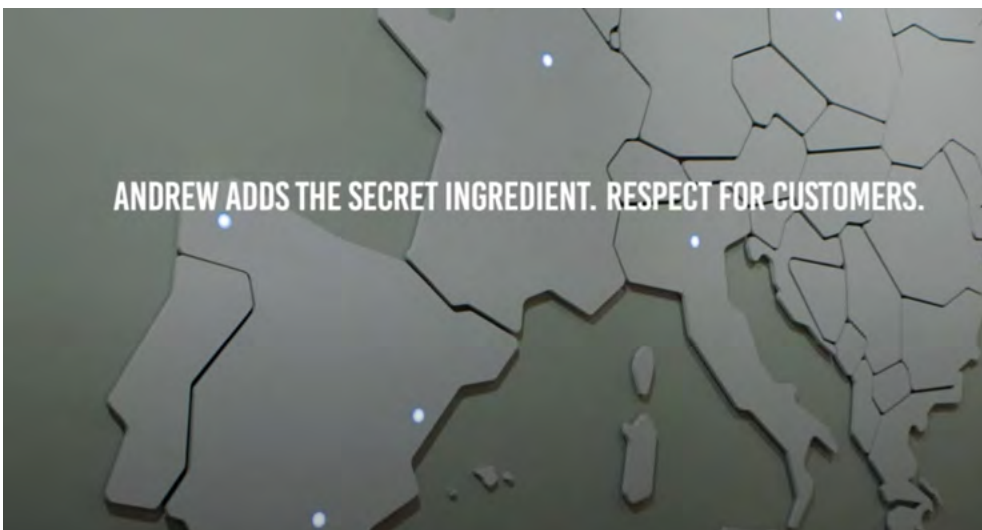
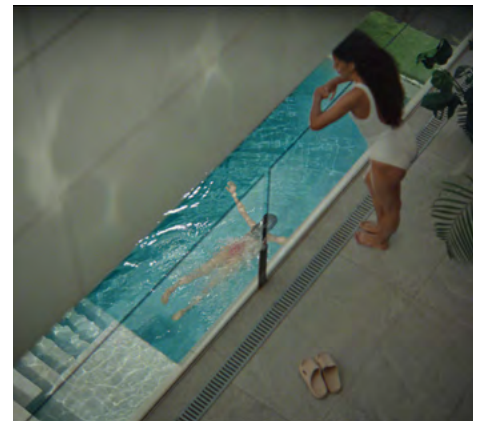


The Spanish tile cluster creates synergies in the field of innovation among all its agents, providing knowhow and information that enable them to remain at the forefront of technology and design trends.

For the campaign, an emotive video was created that shows how European tiles are present at all moments of our lives, accompanying us thanks to their secret ingredient. Another four interview-style videos were also created to offer a “behind the scenes” view of European tiles by workers from the Spanish tile sector. These specialists provide an insight into each specific area involved in the production of Eu-

ropean ceramic tiles, sharing their expertise and knowhow with us and explaining how each of them contributes to this “secret ingredient”.

The campaign, funded by the Valencia Regional Government, has been launched in Germany, France, Italy, the UK and Spain through online platforms, with the backup of conventional supports ■







# LARGE-FORMAT SLABS

## NEW CERAMIC USES

The Spanish tile industry has set its sights on extending its range of large-format ceramic slabs. By large format, we mean slabs with a surface area of over 1m<sup>2</sup>, with at least one side measuring over 120 cm. According to a recent survey by ASCER among companies from the sector, the production of these large formats is growing at a fast pace, with the percentage of large-format porcelain slabs doubling between 2021 and 2023.

## CERASPAÑA/53

Large-format slabs represent a further step forward in the versatility of tile materials, opening up a myriad of applications other than conventional uses for wall and floor tiles. One prime use is for countertops and worktops.

Let us look at the characteristics and benefits of ceramic countertops, whether they are used in kitchens or bathrooms:



LIVINGCERAMICS. Erme collection.



ASCALE. New Torano Statuario collection.



XTONE. Breccia Imperiale collection.



COVERLAM TOP. Zarci collection.



## RESISTANCE

Ceramic countertops are resistant: they do not scratch when kitchen utensils are placed on them or removed, and they do not require any special care unlike other more delicate materials, such as marble or natural stone. In fact, they are perfect for outdoor kitchens. They also stand out for their high resistance to heat. In comparison with other surfaces that might get damaged, ceramic slabs are not affected by direct heat. Indeed, induction systems have been developed that enable users to cook on top of countertops, facilitating the cleaning process.



NEOLITH. The New Classtone collection – Mont Blanc model.



LITHOTECH. Kendo collection.

**Ceramic materials are so versatile that countertops can be integrated with the sink, backsplash, kitchen island and walls and floors to achieve a wrap-around appearance.**

## IMPERVIOUSNESS

Porcelain countertops have a very low porosity. This impacts on their resistance to dirt, acids, fats from food products etc. because they do not absorb stains, contributing to hygiene and the disinfection of surfaces. This imperviousness is even extendible to textured surfaces. It really is possible to have an impervious, stain resistant tactile surface whose relief texture coincides the countertop's design and fits in with the rest of the living space.

## CLEANING

Thanks to their imperviousness and resistance, ceramic countertops are very easy to care for and they are swift and simple to clean, just using soap and water. Because they do not absorb dirt, they prevent the build-up and spread of bacteria. Secondly, because they have a high resistance to more aggressive detergents and disinfectants unlike other surfaces, they do not gradually lose their shine. Thirdly, because they have a long lifecycle, they only need minimum care and no pollutant materials are needed to clean them, they are a sustainable option in the mid and long term.

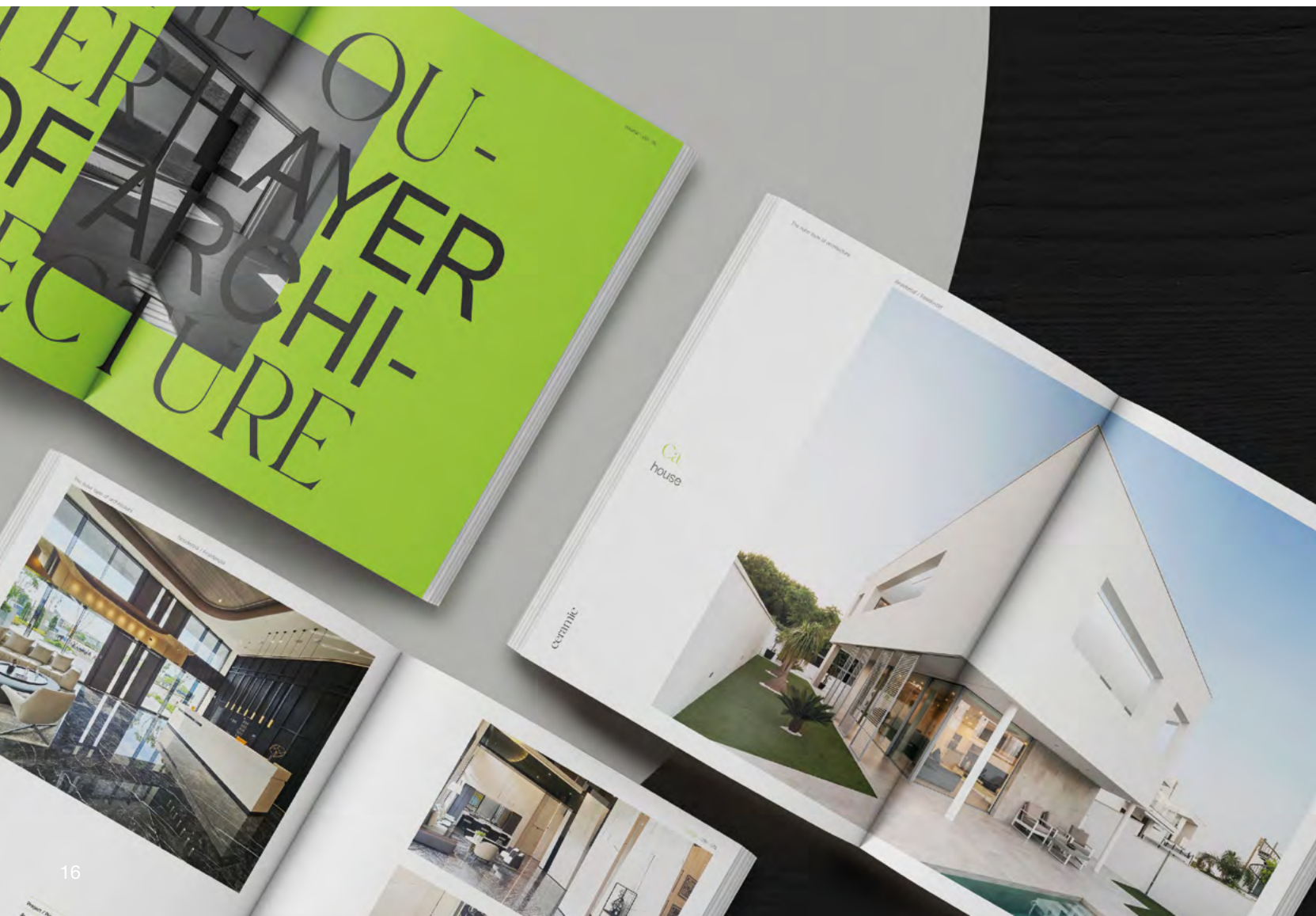
## DESIGN

Ceramic materials can come in a multitude of different looks, with no limit to their designs, shades and finishes. Consequently, you can always find the perfect choice for your kitchen or bathroom, from tiles in gentle neutral colours able to ensure added spaciousness to other colourful options or stone or wood-effect tiles to add a striking, original touch to kitchens ■



TECHLAM®. Island and front: Colossal Cream collection.  
Floor: Slate Ivory collection.

# 'CERAMIC. THE OUTER LAYER OF ARCHITECTURE' VOL. III







**Tile of Spain’s library now features the third volume of the monographic collection “Ceramic”, which showcases architecture and interior design projects featuring ceramic tiles.**

“Ceramic. The Outer Layer of Architecture” is a collection of volumes in Spanish and English that highlights the importance of ceramic materials in architecture and interior design through a careful selection of salient design projects in Spain and abroad, featuring a prominent use of ceramic tiles by Tile of Spain brands.

nability, the use of ceramic materials in urban spaces, and the sector’s traditions in the province of Castellón, it showcases a wide variety of different uses of Tile of Spain products in architecture and interior design.

The collection is a coffee table publication, designed and edited with meticulous care, with top-quality photographs of projects.



Volume 3 of ‘Ceramic. The Outer Layer of Architecture’ was sponsored by Castellón Provincial Government.

Volumes 1, 2 and 3 of the collection, published in a bilingual version in Spanish and English, can be accessed on Tile of Spain’s website at [www.tileofspain.com](http://www.tileofspain.com) and at its online [digital library](#). The printed versions are sent out to leading architecture and interior design studios in Spain and abroad and given to selected materials specifiers at events such as seminars and conferences.

The collection has become an invaluable tool in raising a greater awareness of the potential of Spanish tiles, together with new products and their applications in contemporary projects.

The third volume, entitled ‘Ceramic. The Outer Layer of Architecture’, features over 60 projects, divided into five chapters by typology: residential, contract market, façades, exteriors, and refurbishment projects. With special emphasis on green building, sustain-

Last November, the third monographic volume was officially presented at an event at ASCER’s head office at which a round table debate was held with the participation of four architects’ and interior design studios: inHAUS, focused on industrialized construction projects; Estudio Javier López, awarded a prize at the CRU Urban Regeneration Awards; ERRE Arquitectura, which specializes in a broad range of projects featuring tiles; and Estudio Vitale, a studio focused on interior design and projects for the contract market.



In the words of the participants, some of the key reasons why they opt for ceramic tiles are their versatility, the assurance they offer with a performance that other materials cannot match, their capacity to fit in with all kinds of uses and surfaces, and their wide variety of formats and finishes ■

# TILE OF SPAIN AT CERSAIE 2024

The 41<sup>st</sup> edition of the sector’s most international event was held from September 23<sup>rd</sup> to 27<sup>th</sup> in Bologna (Italy).



As with other years, Tile of Spain’s companies featured prominently as exhibitors at the 41<sup>st</sup> edition of Cersaie. This is an event with high foreign visitor numbers, and this year it attracted over 95,000 professionals from all continents, making it a key venue for the Spanish tile sector, with its strong focus on international export markets. A new feature this year was ASCER-Tile of Spain’s own informative stand at the trade fair where, in addition to [promotional materials](#) for the brands that it represents, its “secret ingredient” marketing campaign – [www.thesecretingredient.info](http://www.thesecretingredient.info) – was launched internationally: a campaign that highlights a value unique to Spanish tiles, respect.

In order to promote the companies taking part in the event, ASCER developed an [on-line catalogue of the Tile of Spain exhibitor companies at Cersaie](#), with the support of ICEX. With it, searches could easily be made alphabetically or by pavilion from mobile devices. The catalogue contains the contact details of each exhibitor and images of some of the new products presented at Cersaie.

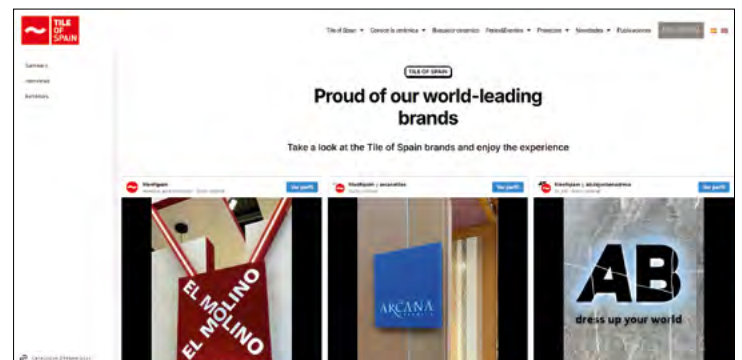
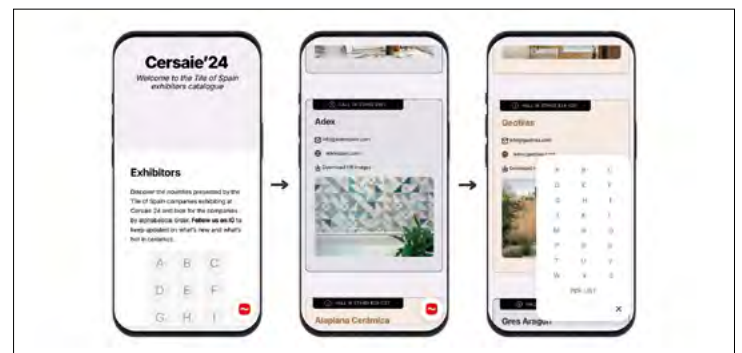
During the event, the participation of Tile of Spain’s companies was also publicized on Instagram @tileofspain under the hashtags #DiscoverTileofSpainatCersaie and #TileofSpainatCersaie. A publicity campaign to

advertise their participation was also run on Instagram before, during and after Cersaie.

All the digital materials, interviews and videos that were produced can be seen on Tile of Spain’s Instagram page and on [Tile of Spain’s promotional website](#), in the ‘summary’ of the section on Cersaie ■

Discover Tile of Spain’s exhibitor companies at Cersaie’24:

<https://tileofspain.com/ferias-eventos/cersaie/>



<https://www.instagram.com/tileofspain/>

# SHOWROOM // LATEST TRENDS



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# TILE OF SPAIN NEWS

## ARCHITECTS IN TORONTO AND MIAMI GET TO KNOW TILE OF SPAIN

Once again, Tile of Spain promoted the umbrella brand in North America with two seminars/displays aimed at materials specifiers, held on November 8th in Toronto and November 14th in Miami. The Canada seminar, organized in collaboration with Azure Magazine, featured [talks by architects Aránzazu González Bernardo \(Estudio Odami\) and Nicolas Koff \(Estudio Office OU\)](#), and it was attended in person by 70 people and by another 50 who followed it online. The Florida event was organized in collaboration with the architecture magazine Metropolis Magazine and it featured a presentation by Ryan Fasan, Tile of Spain's USA consultant.



The architects, interior designers, distributors and members of the trade press who attended the seminars could get to see products by Tile of Spain's companies at a product display held at the event. Specifically, 11 companies exhibited their products and latest models in Toronto (ADEX, Azteca Cerámica, Cevica, Decocer, Estudio Cerámico, Natucer, Peronda, Porcelanosa, STN Cerámica, TAU and Vives) and 15 in Miami (ADEX, Azteca, Cevica, Decocer, Dune, EMAC, Estudio Cerámico, Gayafors, Grespania, Peronda, Porcelanite Dos, Porcelanosa, STN Cerámica, Undefasa, and Vives).

These initiatives formed part of campaigns to promote Spanish tiles in the United States and Canada, co-funded by ICEX España Exportación e Inversiones and ASCER ■

## GERMAN AND SWISS MATERIALS SPECIFIERS VISIT THE SPANISH TILE SECTOR

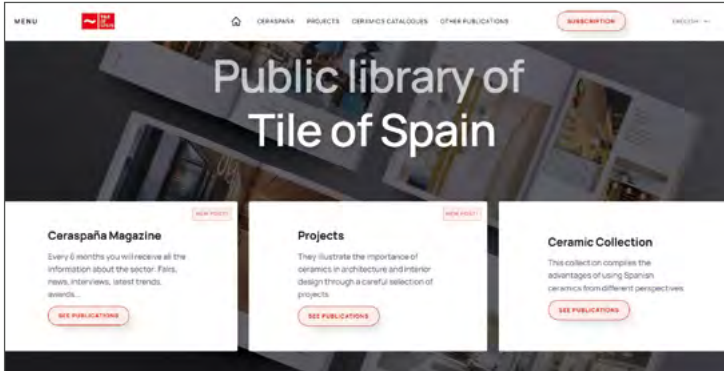


In September, for the second year running, ASCER organized a visit by a group of German tile fitters to the tile sector in Castellón as part of its promotional plan for the German market, with the support of ICEX and coordinated in conjunction with the Dusseldorf trade bureau. For three days, the group of German tile fitters, accompanied by one of the editors of the specialist digital magazine 1200Grad, visited the showrooms and production plants of companies attached to Tile of Spain.

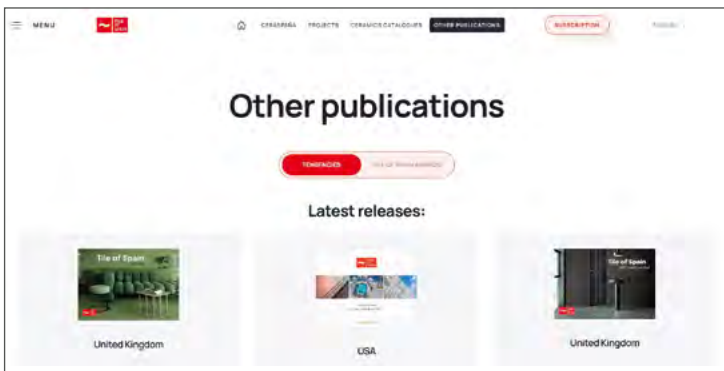
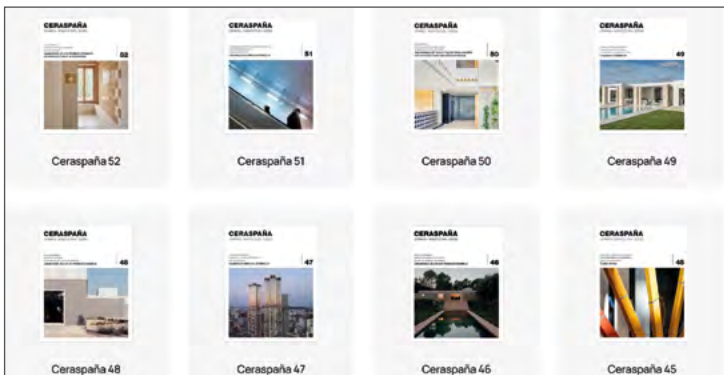
In November, a new visit to Castellón was organized with the Castellón Chamber of Commerce, this time for architects and interior designers from Germany and Switzerland. The programme started off with a presentation of tile trends for 2025 by OTH. The visitors could then get to see possible applications of these trends, together with other new products, at the showrooms of the tile manufacturers that were visited during the three days. The German and Swiss architects and interior designers could also gain a better insight into the different types of products and manufacturing systems of the range produced by Tile of Spain's companies, in addition to discovering the versatility of Spanish tiles and the latest developments in innovation and design ■



# TILE OF SPAIN'S PUBLIC LIBRARY HAS REVAMPED ITS IMAGE



The [publicaciones](#) section of the [Tile of Spain](#) website has been revamped so that information can be found more directly and efficiently. By organizing it in this new way, a more attractive appearance and browsing experience have been ensured and the contents have been divided into various different parts: Ceraspaña magazine, the 'Ceramic: The Outer Layer of Architecture' monographic collection of projects, the 'Ceramic' collection of catalogues, and an "other publications" section, with publications such as lookbooks for different markets, the Tile of Spain Award dossiers, technical manuals and essays by Ceramic Studies Departments ■



# TILE OF SPAIN IS PRESENT AT THE FRENCH EVENTS MAISON&OBJET AND EQUIP HOTEL

The French market is the second most important market for Spanish tiles, and several promotional activities were held within the framework of the Sectoral Plan drawn up yearly by ASCER and ICEX. This year, twelve Tile of Spain companies took part in the September edition of the trade fair Maison Objet: Altoglass, Arcana, Azteca, Cevica, Cobsa, El Barco, Gayafores, Grespania, Saloni, Realonda, TAU and Vives. The next edition of the fair will be held from January 16<sup>th</sup> to 20<sup>th</sup> 2025, with the participation of Tile of Spain at a new stand of the same format, accompanied by 14 new exhibitor companies.

As part of the promotional plan, this year Tile of Spain will be making its debut at the Paris event Equip Hotel from November 3<sup>rd</sup> to 7<sup>th</sup>, with an informative stand featuring a wide variety of sample products by its member companies ■

## #SOMOSCERÁMICADEESPAÑA #WEARETILEOFSPAIN

Did you know there are 100 manufacturers of ceramic floor and wall tiles in Spain and are being distributed in 185 countries? We have started a campaign in our social media platforms in order to present all tile manufacturers under the Tile of Spain / Cerámica de España umbrella. We encourage you to follow the campaign under the hashtag #weareTileofSpain and #somosCerámica de España.



### FOLLOW US IN OUR SOCIAL MEDIA SITES

If you want to keep up to date with ceramic designs and trends from Tile of Spain, follow us on Instagram: @tileofspain, @tileofspainusa and @tileofspaindeutschland.

You can follow us on Facebook Tile of Spain ■



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