



previous of rex

rex
CERAMICHE ARTISTICHE
MADE IN FLORIM



È CERTIFICATA B CORP

**FLORIM IS
B CORP
CERTIFIED**

Guardiamo al business come una forza positiva in grado di generare profitto e allo stesso tempo creare un impatto virtuoso sulle persone e sull'ambiente. Da sempre.

Le nostre scelte, giorno dopo giorno, ci hanno portato a migliorare il nostro modo di fare impresa.

We conceive the business as a positive force able to generate profits and at the same time create a virtuous impact on people and the environment. Since forever.

Our choices, day after day, have led us to improve our way of doing business.

COSA SIGNIFICA ESSERE B CORP?

Ci siamo misurati con i **più alti standard di performance sociale e ambientale** e dopo un lungo e rigoroso processo di verifica **siamo diventati B Corp.**

Le aziende che riescono a ottenere questa certificazione sono le più evolute al mondo in termini di impatto positivo sia sociale che ambientale.

Costituiscono un movimento globale di 'Purpose Driven Businesses' che ha l'obiettivo di diffondere un nuovo **paradigma economico**, che vede le imprese come protagoniste nel **rigenerare la società**.



Certified

Corporation



Guarda il video "Essere sostenibili è una scelta quotidiana" con i volti di alcune delle "persone Florim" che ogni giorno contribuiscono a rendere l'azienda sempre più responsabile.

Watch the video "Being sustainable is a daily choice" with the faces of some of the "Florim people" who contribute to making the company even more responsible, every day.

WHAT DOES IT MEAN TO BE B CORP?

We lived with the highest social and environmental performance standards, and after a long and scrupulous verification process, we became B Corp.

Companies that succeed in obtaining this certification are the most evolved in the world in terms of their positive social and environmental impact.

They constitute a global movement of 'Purpose Driven Businesses' whose aim is to diffuse a new economic paradigm, whereby companies are the drivers of social regeneration.

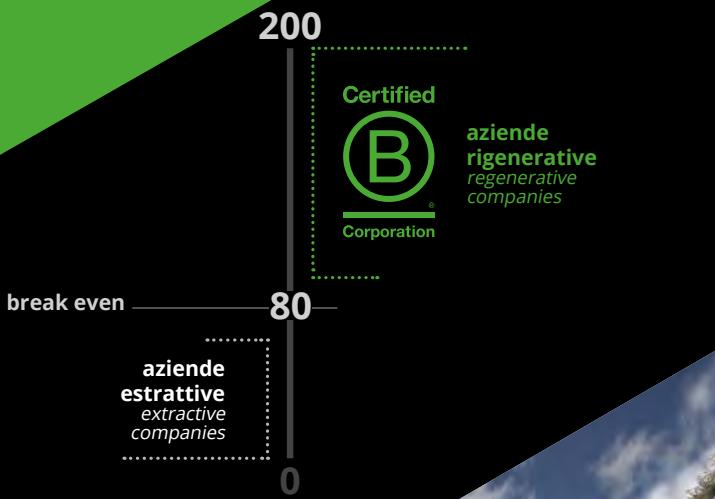


BUSINESS RIGENERATIVO

È in corso un **cambiamento culturale** epocale di cui siamo orgogliosi di essere parte. Uno dei principi fondamentali di tutte le B Corp è quello di adottare un business rigenerativo che si contrappone a quello estrattivo.

Rigenerare significa non solo diminuire l'impatto sulla natura e sull'ambiente che ci circonda, ma addirittura produrre effetti positivi, creando valore condiviso nella società e rigenerando la biosfera.

Diventano B Corp solo quelle aziende che misurano il loro impatto complessivo attraverso il Benefit Impact Assessment (BIA) superando il punteggio di 80 (in una scala da 0 a 200) ed entrando così in una élite di imprese **rigenerative**. Chi non supera questa soglia viene considerata **azienda estrattiva** ovvero per funzionare consuma risorse economiche, sociali e ambientali superiori di quanto sia in grado di generare come output.



REGENERATIVE BUSINESS

An historical **cultural shift** is under way, of which we are proud to be a part. One of the underlying principles of all B Corps is the adoption of a regenerative business model as opposed to an extractive one.

Regenerating means not only reducing the impact of business on our surrounding nature and environment, but also producing **positive effects, creating shared value in society and regenerating the biosphere**.

Only those companies that measure their overall impact through the Benefit Impact Assessment (BIA) exceeding the score of 80 points can be certified as B Corp, joining an elite of **regenerative companies**. Anyone who does not exceed this threshold is considered an **extractive company** or, in order to function, they consume higher economic, social and environmental resources than they are able to generate as output.

IL PUNTEGGIO DI FLORIM

Il punteggio conseguito da Florim Italia è di 98,1 punti e il consolidato, che comprende la consociata americana, è di 90,9 punti. Così Florim rientra tra le migliori B Corp al mondo.

Sono oltre 140.000 le aziende che stanno cercando di ottenere la certificazione, nel rispetto di **severissimi standard di trasparenza e sostenibilità**.

Solo il 3% riesce a superare l'iter di verifica imposto da **B Lab**, ente certificatore di origine americana che oggi opera a livello globale.

FLORIM'S SCORE

Florim Italia score is 98.1 points and the consolidated, which includes the American subsidiary, is 90.9 points. Florim is now one of the best B Corp throughout the world.

More than 140,000 companies are currently seeking to obtain the certification in **compliance with the strictest transparency and sustainability standards**.

Only 3% manage to pass the verification process implemented by **B Lab**, the US certifying body that currently operates on a global scale.

90.9

Florim consolidato
Florim consolidated

98.1

Florim Italia
Florim Italy

prexious of rex

Un nuovo stile, un nuovo lusso informale e immediato per interpretare lo spazio, non più legato all'ostentazione dei beni materiali ma alla valorizzazione dello spirito. Accostamenti inusuali e stridenti, stratificazioni di vita vissuta, antico e moderno, elementi preziosi e di recupero in perfetta convivenza creano una atmosfera che racconta una storia ben precisa: una dualità in contrasto che esprime con chiarezza specifiche identità.

I segni, fortemente, personali riportano ad una dimensione di intimità domestica.

La cultura del passato rilegge il presente: tutto è in connessione, un filo sottile e autentico ci riporta davvero ad un fascino senza tempo.

Questo è lo sguardo con cui REX interpreta ogni singolo aspetto della vita, sociale e personale, per costruire un'estetica che tende alla bellezza, principio di necessità insito nella natura stessa dell'uomo.

Simbolo di bellezza e indiscussa regina delle superfici, l'estetica del marmo trova inedite interpretazioni nella nuova collezione Prexious of Rex.

Partendo dalla ricerca di esemplari lapidei rari e preziosi, i cromatismi e le venature sono stati rielaborati e reinterpretati con perizia tecnica e creatività, trasformandoli in creazioni originali di grande suggestione, che esprimono appieno il gusto inimitabile di Rex.

Lo sviluppo armonioso del disegno che si rivela accostando le lastre in ampie superfici è un fattore di distinzione, così come le pregiate finiture di superficie, lucida e brillante o delicatamente satinata.

A new style, with a new informal and instant opulence interpreting spaces, no longer linked to the ostentation of material goods but to giving full value to the spirit. Unusual, striking combinations, layers of life-experience - both old and modern - and precious elements cohabiting perfectly with recycled items, create an atmosphere that tells a very definite story: a contrasting duality clearly expressing specific identities. The strongly personal symbols hark back to a dimension of domestic intimacy. The culture of past times takes a fresh look at the present: everything is connected, and a subtle, authentic thread really takes us back to an allure that is timeless. This is the angle from which REX views each individual aspect of life, both social and personal, to build an aesthetic appeal tending towards beauty - an essential principle, and intrinsic to the very nature of human beings.

The pinnacle of elegance and undisputed queen of covering materials, marble is given new life in the Preious of Rex collection. Starting from carefully selected, rare examples of marble, the colours and veining have been re-interpreted with all of Rex's technical skill and creativity, and transformed into highly evocative panels of inimitable elegance. The design was conceived to reveal harmonious patterns when the panels are placed next to each other over large surfaces, as do the textures, whether brilliant gloss or delicately satin-finished.

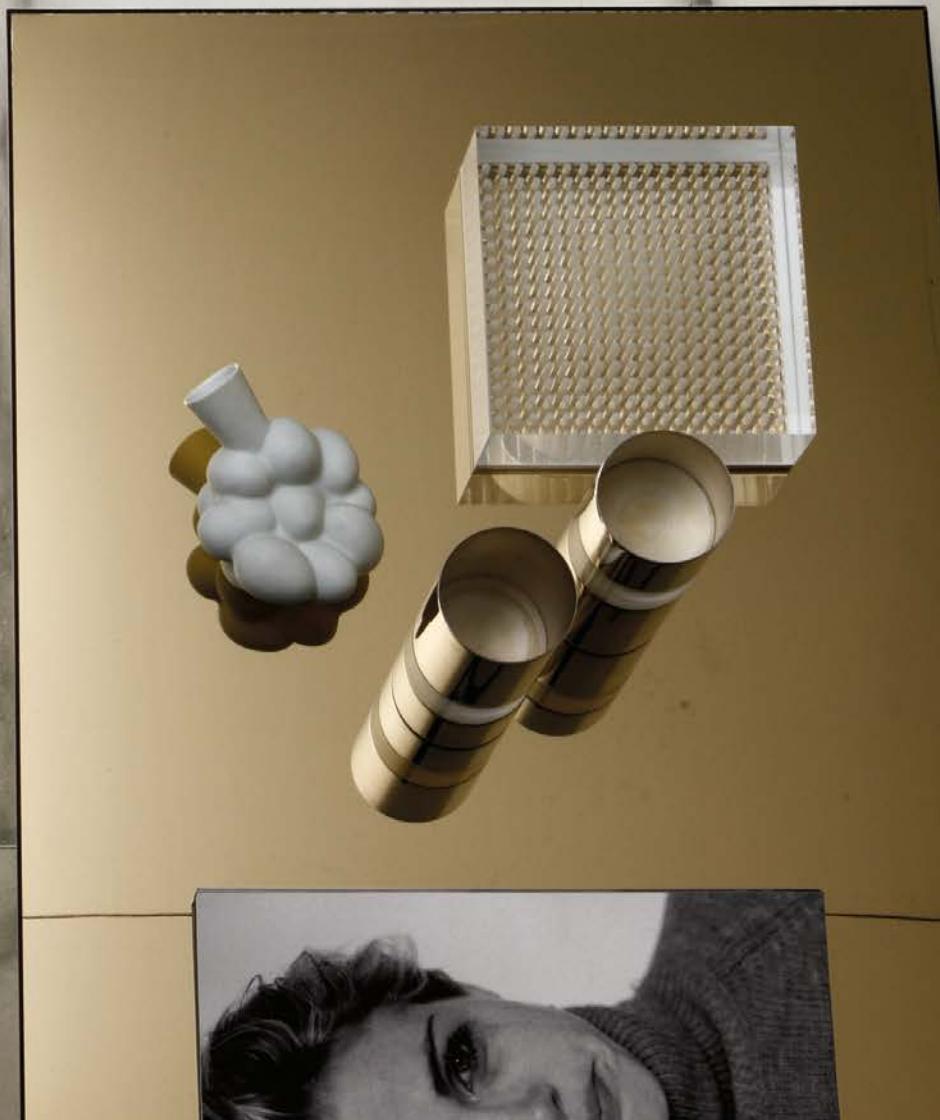


wall: white fantasy glossy 160x320 63"x126". floor: white fantasy matte 120x120 47^{1/4}"x47^{1/4}"













Un nouveau style, un nouveau luxe informel et immédiat pour interpréter l'espace, attaché à la valorisation de l'esprit, loin de l'ostentation des biens matériels. Associations inhabituelles et stridentes, stratifications de vie vécue, ancien et moderne, éléments précieux et de récupération dans une cohabitation parfaite, créent une atmosphère qui raconte une histoire bien précise : une dualité tout en contraste, qui exprime avec clarté des identités spécifiques.

Les signes personnels ramènent fortement à la dimension d'intimité domestique.

La culture du passé habite le présent... tout est relié, un fil subtil et authentique nous replonge vraiment dans un charme intemporel.

C'est le regard par lequel REX interprète chaque aspect de la vie sociale et personnelle, pour créer une esthétique qui tend à la beauté, principe de nécessité inscrit dans la nature même de l'homme.

Incarnation de la beauté et reine incontestable des surfaces, l'esthétique du marbre est interprétée de manière inédite dans la nouvelle collection Prexious of Rex.

À partir de la recherche de pierres rares et précieuses, les effets chromatiques et les marbrures, réélaborés et réinterprétés de manière créative avec un grand savoir-faire technique, ont été transformés en créations originales d'une grande beauté, qui expriment pleinement le style inimitable de Rex.

Le développement harmonieux des motifs, qui se révèle en disposant les dalles côte à côte sur de grandes surfaces, est un facteur de distinction, à l'instar des belles finitions de surface, brillante ou délicatement satinée.



wall: dream arabesque matte 60x120 23^{5/8"}x47^{1/4"}. floor: planches de rex miel 20x120 7^{7/8"}x47^{1/4"}





wall: dream arabesque matte 60x120 23^{5/8}"x47^{1/4}"
floor: planches de rex miel 20x120 7^{7/8}"x47^{1/4}"













wall: planches de rex amande 20x120 7^{7/8}"x47^{1/4}" 15x120 6"x47^{1/4}"
floor: dream arabesque glossy 120x120 47^{1/4}"x47^{1/4}"

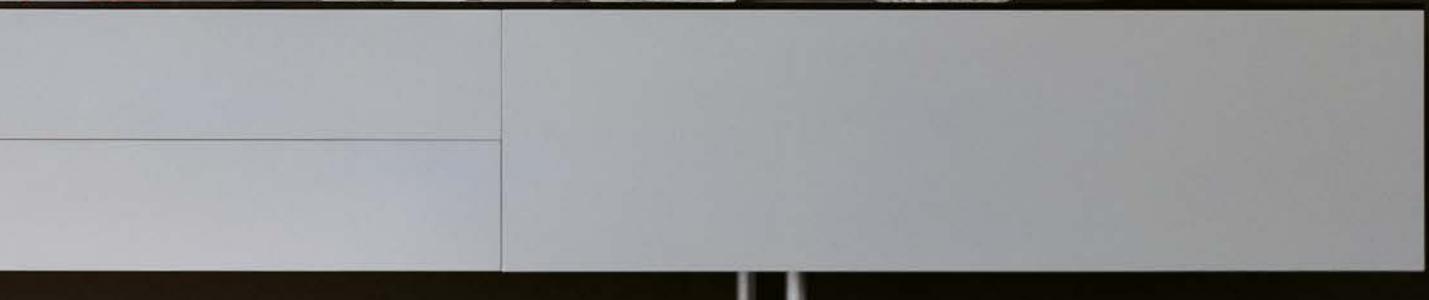














Ein neuer Stil, ein neuer Luxus, eine informelle und direkte Interpretation des Raums, nicht mehr Zurschaustellung des materiellen Besitzes, sondern vielmehr Valorisierung der inneren Werte.

Ungewohnte und schrille Kombinationen, Schichten aus gelebtem Leben, antik und modern, wertvolle und gesammelte Elemente schaffen in perfekter Harmonie eine Atmosphäre, die eine ganz spezifische Geschichte erzählt: eine kontrastierende Dualität, die mit Klarheit bestimmte Identitäten ausdrückt.

Die sehr persönlichen Zeichen weisen auf die häusliche Dimension hin.

Die Kultur der Vergangenheit liest die Gegenwart neu: alles ist in Verbindung, ein dünner und authentischer Faden führt uns zurück in eine zeitlose Faszination.

Dies ist der Blickwinkel, aus dem REX jeden Aspekt unseres gesellschaftlichen und persönlichen Lebens neu interpretiert, um eine Ästhetik zu schaffen, der sich der Schönheit nähert, einem dem Menschen inne liegenden Bedürfnis.

Symbol für Schönheit und unbestrittene Königin der Oberflächen findet die Ästhetik des Marmors ungewöhnliche Interpretationen in der neuen Kollektion Preious of Rex.

Ausgehend von der Suche nach seltenen und wertvollen Steinexemplaren, wurden die Chromatik und die Äderungen mit technischer Fachkenntnis und Kreativität neu verarbeitet und neu interpretiert und so in originelle Realisierungen von großem Charme verwandelt, die voll den unnachahmlichen Geschmack von Rex ausdrücken.

Der harmonische Verlauf des Musters, der sich beim Zusammenfügen der Platten auf großen Flächen zeigt, stellt ein Unterscheidungsmerkmal dar, wie auch die wertvollen Oberflächenbearbeitungen: glänzend und brillant oder fein satiniert.







Purple. (F.-L.-Gk.) M. E. *purple* (with *r*). — O. F. *porpre*, later *pourpre*. — L. *porporum* the purple-fish. — Gk. *porphura* the purple-fish; cf. Gk. *porphur* an epithet of the *purple*, reduplicated, mix up, stir violently,

- Gk.) M. E. *purpre*
rp̄e, later *pourpre*,
i, the purple-fish. —
purple-fish; cf. Gk.
ig. an epithet of the
ρφύρειν, reduplicated
ix up, stir violently,
ur, to be active.



wall: thunder night matte 120x280 47^{1/4"}x110^{1/4"} extra light mink mosaico circle Ø 1,8 3/4" white fantasy matte 120x280 47^{1/4"}x110^{1/4"}
floor: planches de rex choco 26,5x180 10^{3/7"}x70^{6/7"}





Un nuevo estilo, un nuevo lujo informal e inmediato para interpretar el espacio, que deja de equipararse a la ostentación de bienes materiales para dedicarse a dar valor al espíritu. Combinaciones inusuales y estridentes, elementos de vida real, lo antiguo y lo moderno, elementos preciosos y recuperados, los cuales conviven perfectamente y crean una atmósfera que cuenta un relato bien definido: una dualidad contrastada capaz de expresar claramente identidades específicas. Las características, fuertemente personales, transportan a una dimensión de intimidad doméstica. La cultura del pasado asimila el presente: todo interconectado, un hilo sutil y auténtico nos guía hacia una fascinación atemporal. Así es como REX interpreta cualquier aspecto de la vida, social y personal, para construir una estética con tendencia a la belleza, principio absolutamente necesario en la naturaleza del hombre.

La estética del mármol, símbolo de belleza y reina indiscutible de las superficies, encuentra interpretaciones inéditas en la nueva colección Preious of Rex.

Partiendo de la búsqueda de ejemplares lapídeos raros ypreciados, los cromatismos y las vetas han sido reelaboradores y reinterpretados con habilidad técnica y creatividad, transformándolos en creaciones originales de gran sugerencia que expresan por completo el gusto inimitable de Rex. El desarrollo armonioso del diseño que se revela combinando las losas en amplias superficies es un factor de distinción, así como los preciosos acabados de la superficie, reluciente y brillante o delicadamente satinada.

В оформлении пространств используется новый стиль, новая неформальная и непосредственная роскошь. Они больше не связаны с показом материальных ценностей, а с подчеркиванием духовных. Необычные и резкие сочетания, разные слои прожитой жизни, старина и современность, ценные предметы и повторно используемые изделия стоят друг рядом с другом, создают атмосферу, доводящую до нас четкую мысль: контрастный дуализм точно выражает личный характер. Индивидуальные знаки создают атмосферу домашнего уюта.

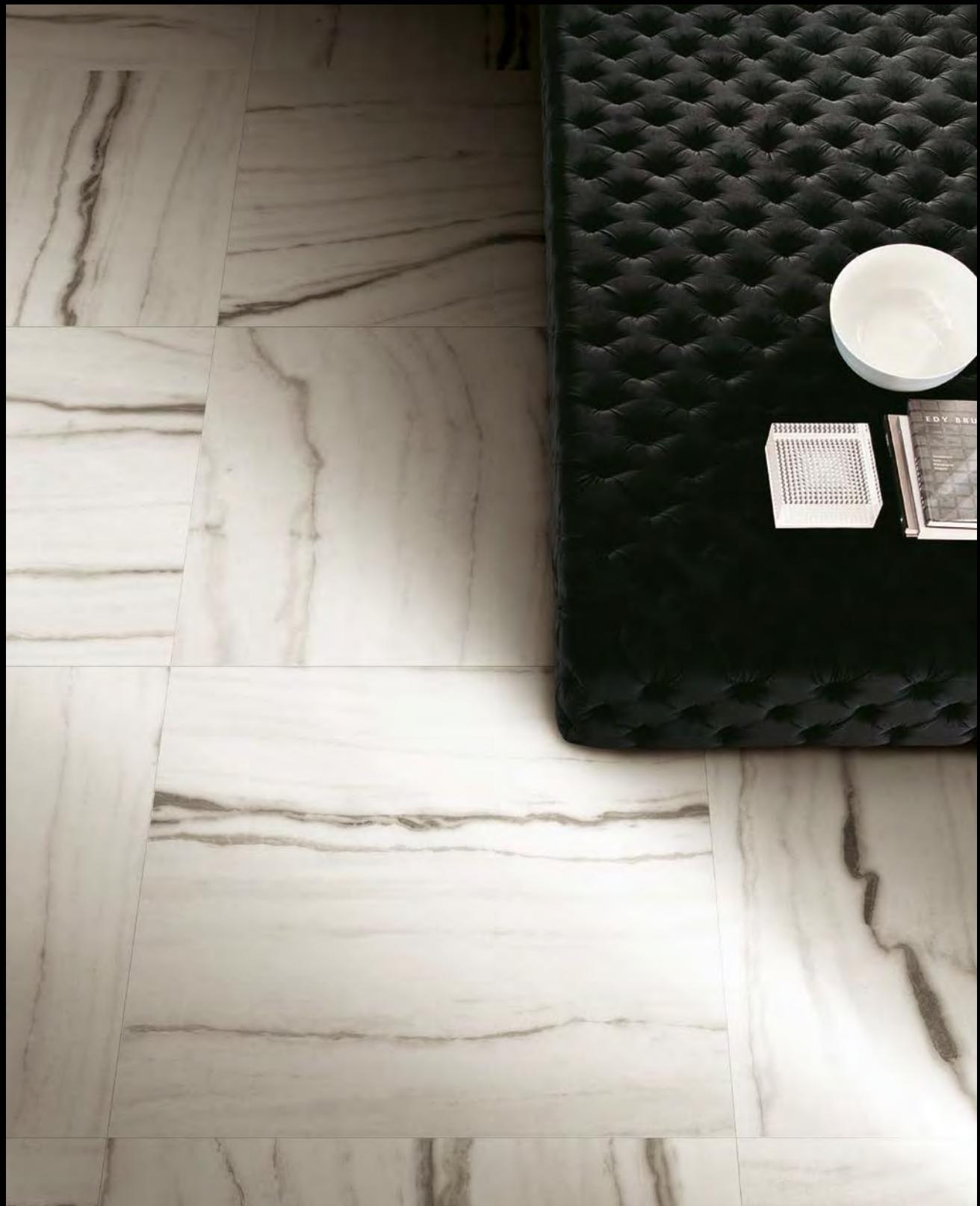
Культура прошлого дает новое прочтение настоящего: все переплетается, тонкая нить связывает нас с истинно вечным очарованием. Этим взглядом компания REX смотрит на каждый отдельный аспект общественной и личной жизни для создания эстетики, стремящей к красоте - обязательному началу, свойственному человеческой природе.

Эстетика мрамора, символ красоты и неоспоримая королева поверхностей, по-новому интерпретируется в новой коллекции Preious of Rex. Исходя из поиска редких и ценных пород камня, цвета и рисунок были технически совершенно и креативно проработаны и интерпретированы, превратив их в оригинальные и очень эффектные творения, полностью выражающие неподражаемый вкус Rex. Гармоничность рисунка, обнаруживающаяся при совмещении плит на больших поверхностях, является отличительной чертой, как и ценная отделка поверхностей - полированная и блестящая или же нежная сатинированная.



wall: white fantasy matte. floor: white fantasy matte 120x120 47^{1/4}"x47^{1/4}"





wall: white fantasy matte . floor: white fantasy matte 120x120 47^{1/4}"x47^{1/4}"





superfici e colori
surfaces & colours
surfaces et couleurs
Oberflächen und Farben
superficies y colores
Поверхности и цветах

prexious of rex

gres porcellanato colorato in massa - coloured body porcelain stoneware
grès cérame colore dans la masse - durchgefärzte feinsteinzeug
gres porcelánico coloreado en masa - **керамогранит, окрашенный по всей толщине**

white fantasy glossy

white fantasy matte

mountain treasure glossy

mountain treasure matte

pearl attraction glossy

pearl attraction matte

dream arabesque matte

dream arabesque glossy

charming amber glossy

charming amber matte



thunder night matte

thunder night glossy

prexious of rex

gres porcellanato colorato in massa - coloured body porcelain stoneware

grès cérame colore dans la masse - durchgefärzte feinsteinzeug - gres porcelánico coloreado en masa - **керамогранит, окрашенный по всей толщине**

Squadrato - Squared - Equarrí - Rektifiziert - Escuadrado - **обтесанный**

10 mm 3/8"	80x180 31 ^{1/2"} x70 ^{5/8"}	80x80 31 ^{1/2"} x31 ^{1/2"}	60x120 23 ^{5/8"} x47 ^{1/4"}	30x120 11 ^{4/5"} x47 ^{1/4"}	60x60 23 ^{5/8"} x23 ^{5/8"}	30x60 11 ^{4/5"} x23 ^{5/8"}	80x180 31 ^{1/2"} x70 ^{5/8"}	80x80 31 ^{1/2"} x31 ^{1/2"}
Spessore / Thickness Epaisseur / Dicke Espesor / Толщина								
glossy					matte			
white fantasy		755815	755827	755843	755855	755867	755880	755809
mountain treasure		755816	755828	755844	755856	755868	755881	755810
pear attraction		755819	755831	755847	755859	755871	755884	755813
dream arabesque		755818	755830	755846	755858	755870	755883	755812
charming amber		755817	755829	755845	755857	755869	755882	755811
thunder night		755820	755832	755848	755860	755872	755885	755814
								755826

60x120 23 ^{5/8"} x47 ^{1/4"}	30x120 11 ^{4/5"} x47 ^{1/4"}	60x60 23 ^{5/8"} x23 ^{5/8"}	30x60 11 ^{4/5"} x23 ^{5/8"}	30x30 11 ^{4/5"} x11 ^{4/5"} mosaico tessere 3x15	30x30 11 ^{4/5"} x11 ^{4/5"} mosaico tessere 3x15	30x30 11 ^{4/5"} x11 ^{4/5"} mosaico mix 3D tessere 3x3	4,6x60 1 ^{4/5"} x23 ^{5/8"} battiscopa	33x120x3 13"x47 ^{1/4"} x1 ^{1/8"} gradino	4,6x60 1 ^{4/5"} x23 ^{5/8"} battiscopa	33x120x3 13"x47 ^{1/4"} x1 ^{1/8"} gradino
				glossy	matte	mix glossy/matte	pezzi speciali/special trims/pièces spéciales formstücke/piezas especiales/Специальные изделия			
755833	755849	755861	755873	756310	756304	756316	756328	756340	756322	756334
755834	755850	755862	755875	756311	756305	756317	756329	756341	756323	756335
755837	755853	755865	755878	756314	756308	756320	756332	756344	756326	756338
755836	755852	755864	755877	756313	756307	756319	756331	756343	756325	756337
755835	755851	755863	755876	756312	756306	756318	756330	756342	756324	756336
755838	755854	755866	755879	756315	756309	756321	756333	756345	756327	756339

prexious of rex

gres porcellanato colorato in massa - coloured body porcelain stoneware

grès cérame colore dans la masse - durchgefärzte feinsteinzeug - gres porcelánico coloreado en masa - керамогранит, окрашенный по всей толщине
 Squadrato - Squared - Equarrí - Rektifiziert - Escuadrado - обтесанный

6 mm 1/4"

Spessore / Thickness
 Epaisseur / Dicke
 Espesor / Толщина

FLORIM OVERSIZE
magnum®

160x320
 63"x126"

120x280
 47^{1/4}"x110^{1/4}"

120x240
 47^{1/4}"x94^{1/2}"

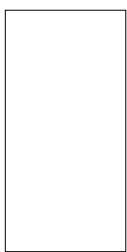
160x160
 63"x63"

120x120
 47^{1/4}"x47^{1/4}"

80x80
 31^{1/2}"x31^{1/2}"

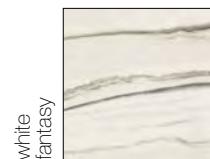
60x120
 23^{5/8}"x47^{1/4}"

160x320
 63"x126"



glossy

matte



756424

757735

756285

756436

756388

756412

756400

756418



756427

757738

756287

756439

756391

756415

756403

756421



756428

757739

755840

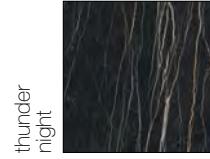
756440

756392

756416

756404

756422



756429

757740

756286

756441

756393

756417

756405

756423

120x280 47 ^{1/4} "x110 ^{1/4} "	120x240 47 ^{1/4} "x94 ^{1/2} "	160x160 63"x63"	120x120 47 ^{1/4} "x47 ^{1/4} "	80x80 31 ^{1/2} "x31 ^{1/2} "	60x120 23 ^{5/8} "x47 ^{1/4} "
757729	756290	756430	756382	756406	756394
757732	756292	756433	756385	756409	756397
757733	756294	756434	756386	756410	756398
757734	756291	756435	756387	756411	756399

In relazione alle differenti tecnologie produttive l'accostamento di prodotti con spessori diversi potrebbe presentare delle disomogeneità, se ne sconsiglia pertanto l'abbinamento./ Due to the different production technologies, contiguous installation of products with different thickness may give a non-homogeneous result. For this reason we do not recommend this option. / Vu que différentes technologies de production sont utilisées avec des épaisseurs différentes, des problèmes d'homogénéité pourraient se présenter, il est donc déconseillé de les poser ensemble. / Wegen unterschiedlicher Produktionstechnologien können die Fliesen mit verschiedenen Materialstärken optische Differenzen aufweisen. Von einem direkten Aneinanderlegen wird deshalb abgeraten. / Dadas las diferentes tecnologías productivas, la combinación de productos de diferentes espesores podría dar lugar a heterogeneidad, por lo que se desaconseja mezclarlos. / В связи с различиями в технологиях производства, сочетание продукции разной толщины иногда может представлять неоднородность материала. Такие сочетания следует избегать.

prexious of rex

gres porcellanato colorato in massa - coloured body porcelain stoneware
 grès cérame colore dans la masse - durchgefärzte feinsteinzeug - gres porcelánico coloreado en masa - **керамогранит, окрашенный по всей толщине**
 Squadrato - Squared - Equarrì - Rektifiziert - Escuadrado - **обтесанный**

6 mm 1/4"	30x30 11 4/5"X11 4/5"	30x30 11 4/5"X11 4/5"	30x30 11 4/5"X11 4/5"	30x30 11 4/5"X11 4/5"	4,6x80 1 4/5"X3 1/2"	4,6x80 1 4/5"X3 1/2"
Spessore / Thickness Epaisseur / Dicke Espesor / Толщина	mosaico tessere 7,5x7,5	muretto 7,5x15	mosaico tessere 7,5x7,5	muretto 7,5x15	battiscopra	battiscopra
FLORIM OVERSIZE magnum®						
glossy		matte			pezzi speciali/special trims/pièces spéciales formstücke/piezas especiales/Специальные изделия	
white fantasy	756364	756352	756358	756346	756376	756370
dream arabesque	756367	756355	756361	756349	756379	756373
charming amber	756366	756354	756360	756348	756378	756372
thunder night	756369	756357	756363	756351	756381	756375

In relazione alle differenti tecnologie produttive l'accostamento di prodotti con spessori diversi potrebbe presentare delle disomogeneità, se ne sconsiglia pertanto l'abbinamento. / Due to the different production technologies, contiguous installation of products with different thickness may give a non-homogeneous result. For this reason we do not recommend this option. / Vu que différentes technologies de production sont utilisées avec des épaisseurs différentes, des problèmes d'homogénéité pourraient se présenter, il est donc déconseillé de les poser ensemble. / Wegen unterschiedlicher Produktionstechnologien können die Fliesen mit verschiedenen Materialstärken optische Differenzen aufweisen. Von einem direkten Aneinanderlegen wird deshalb abgeraten. / Dadas las diferentes tecnologías productivas, la combinación de productos de diferentes espesores podría dar lugar a heterogeneidad, por lo que se desaconseja mezclarlos. / В связи с различием в технологиях производства, сочетание продукции разной толщины иногда может представлять неоднородность материала. Такие сочетания следует избегать.



FLORIM OVERSIZE
magnum



FLORIM Ceramiche S.p.A

Via Canaletto, 24 - 41042 Fiorano Modenese (MO) - Italia

09

FLORIM 003

EN 14411:2012

Dry-pressed ceramic tiles, with water absorption
 $E_b \leq 0,5\%$, for internal and external walls and floorings

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GRADO DI VARIAZIONE CROMATICA - DEGREE OF COLOUR CHANGE - DEGRE DE VARIATION CHROMATIQUE - GRAD DER FARBABWEICHUNG - GRADO DE VARIACIÓN CROMÁTICA - СТЕПЕНЬ ХРОМАТИЧЕСКОГО ИЗМЕНЕНИЯ			
	LOW	THE LEAST AMOUNT OF SHADE AND TEXTURE VARIATION ATTAINABLE IN NATURALLY FIRED CLAY PRODUCTS.	
Prodotto Monocromatico Produit Monochromatique Einfarbiges Produkt Producto Monocromático ОДНОЦВЕТНАЯ ПРОДУКЦИЯ		Prodotto con leggera variazione cromatica Produit à légère variation chromatique Produkt mit leichter Farbnuance Producto con una pequeña variación cromática ПРОДУКЦИЯ С ЛЕГКИМИ ЦВЕТОВЫМИ ИЗМЕНЕНИЯМИ	
V1	V2	white fantasy/mountain treasure charming amber	V3
			pearl attraction
			V4
			dream arabesque thunder night



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