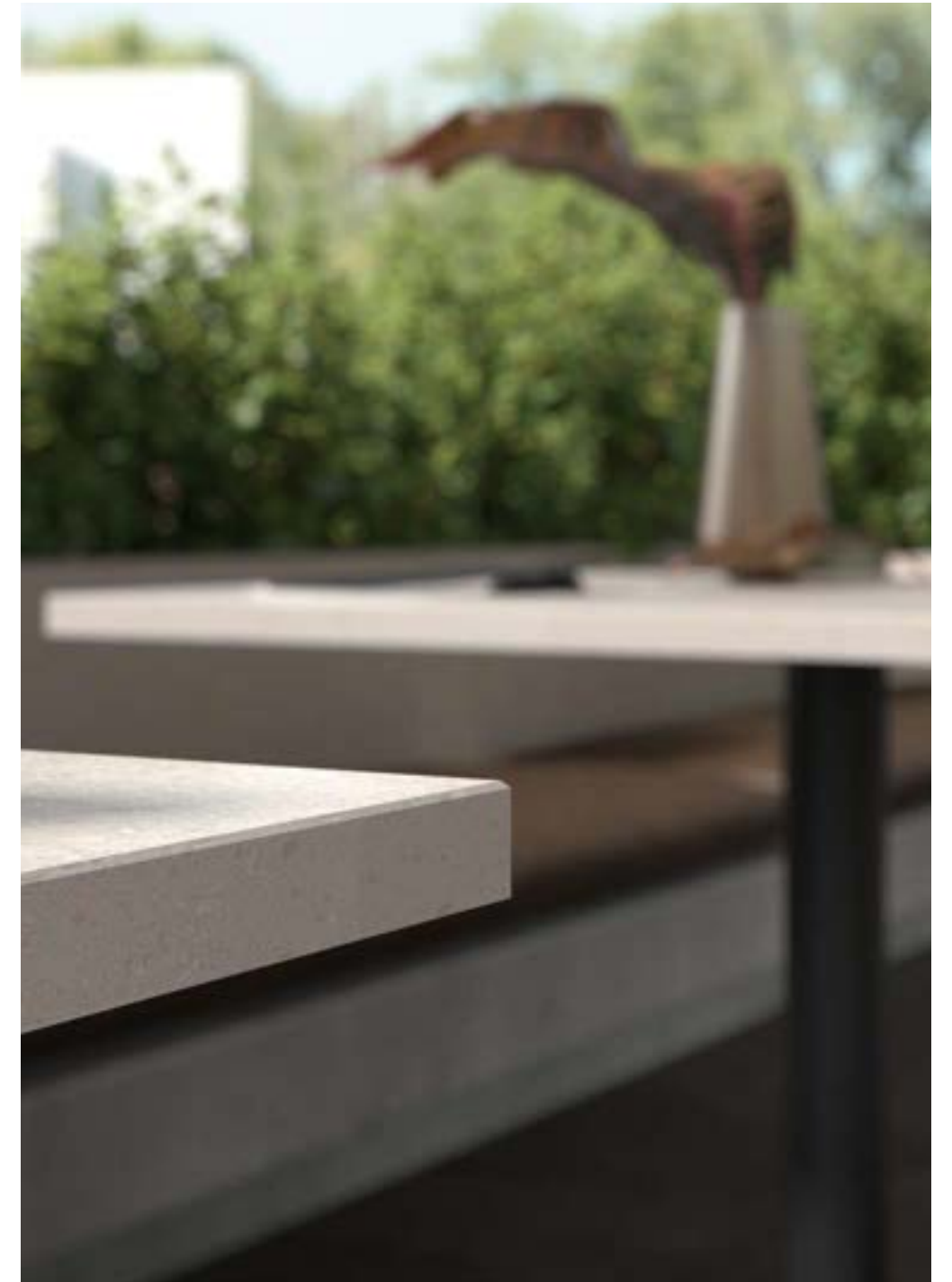


Porcelaingres. Loft.



With a Scandinavian-inspired design, Loft blends the elegant nature of stone with the solid heft of cement.



Porcelaingres. Timeless.



Porcelain stoneware surfaces. Where Italian design meets German quality.

Who we are.

We are part of the Italian Iris Ceramica Group, one of the world's leading high-end suppliers of ceramic surfaces.

In our two production sites in Vetschau (Germany) and Castellarano (Italy), we manufacture premium ceramic surfaces, that follow the highest standards in quality, sustainability, and innovation.

What we do.

We are specialized in the production of porcelain slabs in standard and large formats as well as special pieces. Our product range covers ceramic solutions for indoor and outdoor applications offering an exclusive range of colors, finishes, effects, formats, and thicknesses.

How we do.

We are passionate about rethinking standards and embrace customer needs and change as opportunities to optimize our competence in ceramic craftsmanship.

Everything we do is based on our values, which we consistently prioritize in our product development:

Quality.

We provide our customers with premium porcelain surfaces that meet the highest demands of design, functionality, and durability.

Sustainability.

We are committed to minimizing our impact on the environment through sustainable production practices, responsible sourcing of raw materials and waste reduction.

Innovation.

We constantly improve our products and services to meet customer and market demands.

**Let's start a project.
Together.**



Collection: Loft | Color: Loft Sand

Loft.

The Loft collection is characterized by porcelain surfaces with an understated yet prominent look. Each piece tells a modern and unique story, brought to life by a mix of granules and flakes.

Suitable for both indoor and outdoor spaces, this versatile selection gives spaces a sense of comfort. Elegance and modernity meet to perfectly match the latest architectural trends.

Loft is inspired by the refined elegance of Scandinavian design. It simulates the unpredictability of natural, handcrafted materials with the help of state-of-the-art technology.



Collection: Loft | Color: Loft Smoke





Collection: Loft | Color: Loft Smoke



Collection: Loft | Color: Loft Smoke





Collection: Loft | Color: Loft Sand



Collection: Loft | Colors: Loft Snow, Loft Dark

Material essence.

A remarkable journey where artistry meets sustainability.

The Loft collection presents porcelain stoneware surfaces crafted from a blend of stone and high-quality natural materials, featuring an organic finish. Each surface is unique, reflecting light with its unsystematic mix of granules and flakes, resulting in a modern and original aesthetic.

Discover the exquisite beauty of surfaces that reinvent nature's masterpieces, all while honoring our commitment to the planet we cherish.

Together, let's create spaces that not only captivate the eye but also nurture the soul.





Collection: Loft | Color: Loft Sand





Collection: Loft | Colors: Loft Snow, Loft Smoke



Collection Summary.

Colors



Loft
Dark



Loft
Smoke



Loft
Sand



Loft
Snow

Technical features

Natural Plus | R10 A+B | $\nless 6$ mm

- 100 × 100

Natural Plus | R10 A+B | $\nless 8$ mm

- 120 × 60
- 60 × 60
- 60 × 30

Antislip | R11 A+B+C | $\nless 20$ mm

- 120 × 60
- 100 × 100
- 60 × 60

Specials

- Mosaic
- Bullnose
- Step

Full Body – To the core of natural stone.

Thanks to a special porcelain stoneware manufacturing process, Full Body presents a chromatic homogeneity from the surface to the core. The result is a product with tangible depth and a more natural appearance, enhancing its material realism.



Click here for
More information about the Full Body technology



40% Raw material from recycling process
products assessed and found to comply
with the LEED and BREEAM regulations.

Loft Dark

Antislip | Natural Plus



Click here for
Certifications and technical data
Find more details about formats,
thicknesses, skid resistances, features,
finishings and packaging.



Loft Smoke

Antislip | Natural Plus



Click here for
Certifications and technical data
Find more details about formats,
thicknesses, skid resistances, features,
finishings and packaging.



Loft Sand

Antislip | Natural Plus



Click here for
Certifications and technical data

Find more details about formats,
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A BRAND OF  IRIS CERAMICA GROUP

Note: Loft updated on April 2025

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