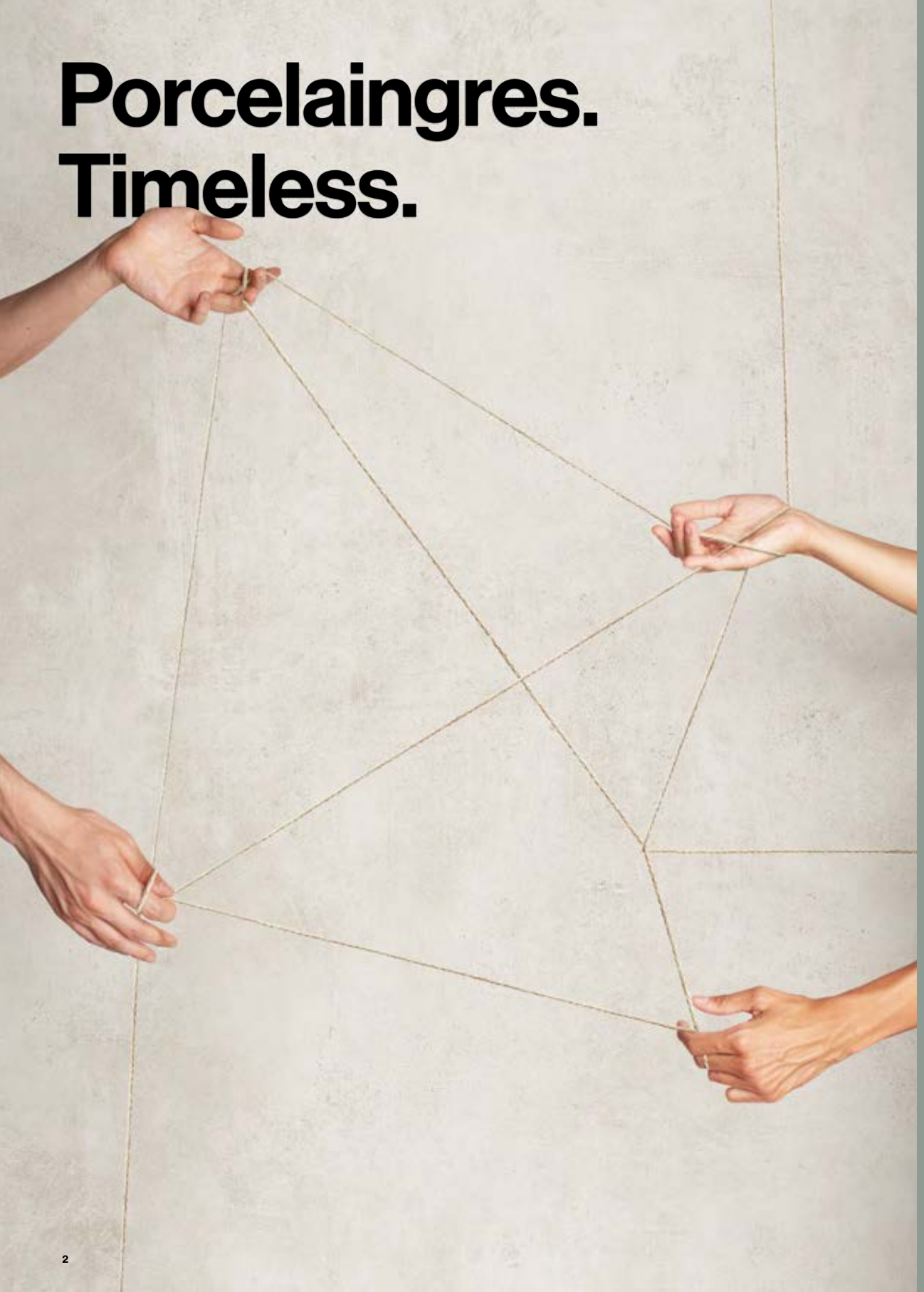
Porcelaingres.
Urban.

A cement-inspired palette of neutral colors, emblem of a minimal and innovative taste which favors the dynamism of the city life.



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: Urban | Color: Urban Beige – Weave Decor

Urban.

Architecture’s precision shapes, molds, and personalizes our horizon: with Urban, a new and fresh space is forged by the unique perspective design is endowed with.

Versatile porcelain slabs, suitable for both indoor and outdoor spaces, inspired by the minimalistic essence of concrete. A blend of softness and durability, recalling the neutral colors and essential nature of crowded streets and elevated skyscrapers.

Designed for a metropolitan-inspired environment, Urban evokes the lifestyle of bustling cities. It recreates a contemporary and minimalist aesthetic, offering a versatile design solution.

Collection: Urban | Color: Urban Beige – Weave Decor

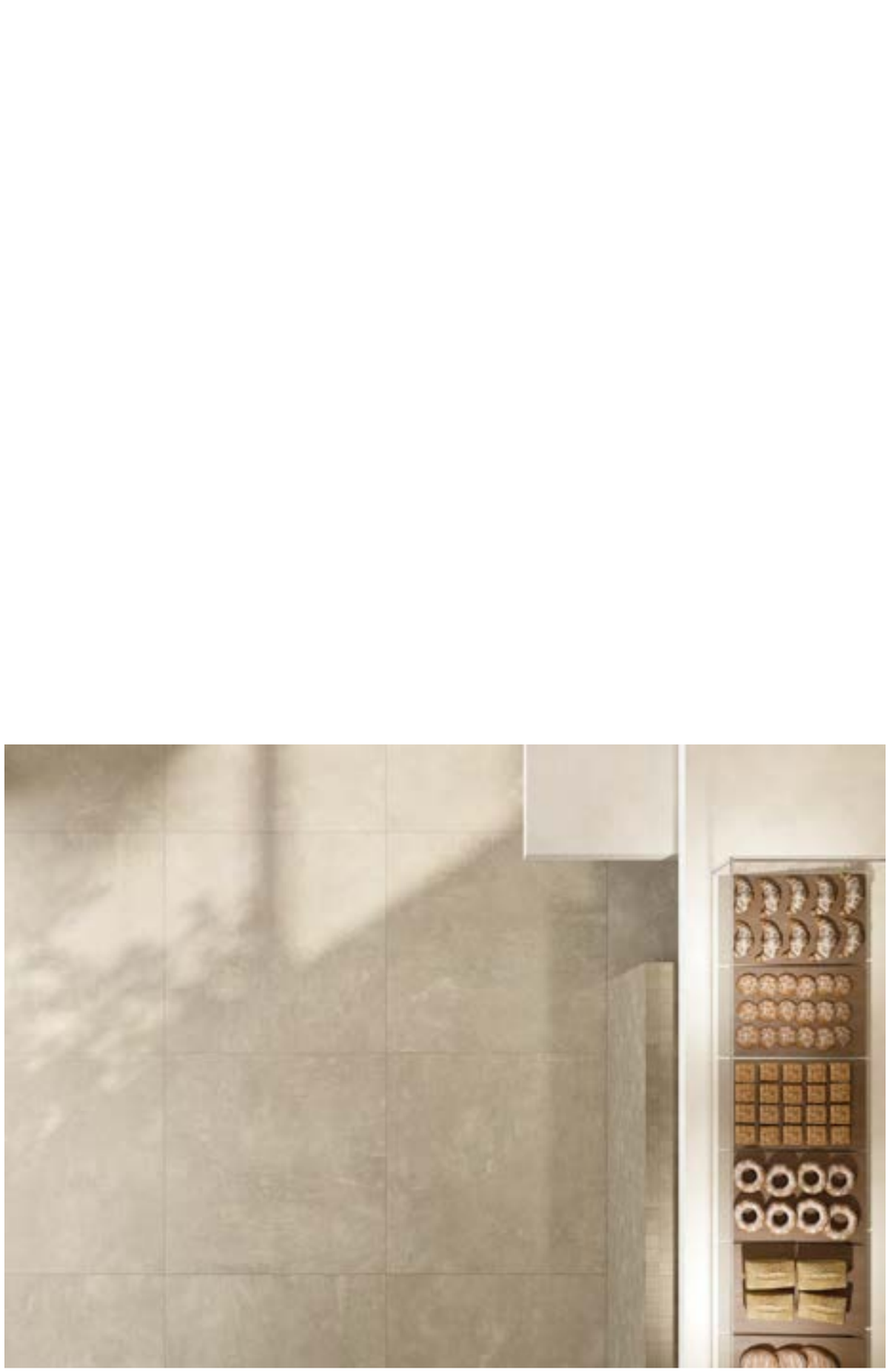
Collection: Urban | Color: Urban Brown – Fishbone

Collection: Urban | Color: Urban Brown – Fishbone

Collection: Urban | Color: Urban Cream

Collection: Urban | Color: Urban Cream

Collection: Urban | Color: Urban Mud



Collection: Urban | Colors: Urban Beige, Urban Mud

Material essence.

A remarkable journey where artistry meets sustainability.

The Urban collection offers a porcelain surface that recalls an industrial design, with a clear reference to the neutral beauty of concrete and the minimalism of modern architecture.

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: Urban | Color: Urban Anthracite – Fishbone

Collection: Urban | Color: Urban Ivory

Collection: Urban | Color: Urban Grey – Fishbone

Collection: Urban | Color: Urban White
Collection: Color Studio | Color: Malt

Collection: Urban | Colors: Urban Grey, Urban White

Collection: Urban | Color: Urban Dove – Line Decor

Collection: Urban | Color: Urban Sand

Collection: Urban | Color: Urban Sand

Collection Summary.

Colors

Urban
Anthracite*

Urban
Sand

Urban
Dove

Urban
Ivory*

Urban
Grey*

Urban
White

Urban
Cream*

Urban
Beige*

Urban
Mud*

Urban
Brown*

Weave Decor
All colors

Line Decor
All colors

Technical features

Natural Plus | R10 A | ⧗ 6 mm

- 150 × 75
- 100 × 100
- 75 × 75

Natural Plus | R10 A+B | ⧗ 8 mm

- 120 × 120
- 120 × 60 + Weave Decor
- 60 × 60 + Weave Decor
- 60 × 30
- 60 × 10 Fishbone

Structured | ⧗ 8 mm

- 120 × 60 Line Decor

Antislip | R11 A+B+C | ⧗ 6/8 mm

- 120 × 60
- 100 × 100 (⧗ 6mm)
- 60 × 60
- 60 × 30

Antislip | R11 A+B+C | ⧗ 20 mm

- 120 × 120
- 120 × 60
- 100 × 100*
- 60 × 60

Specials

- Mosaic
- Bullnose
- Step

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

Urban Anthracite

Antislip | Natural Plus | Structured

Click here for
Certifications and technical data

Find more details about formats, thicknesses, skid resistances, features, finishings and packaging.

Urban Sand

Antislip | Natural Plus | Structured

Click here for
Certifications and technical data

Find more details about formats, thicknesses, skid resistances, features, finishings and packaging.

Urban Dove

Antislip | Natural Plus | Structured

Click here for
Certifications and technical data

Find more details about formats, thicknesses, skid resistances, features, finishings and packaging.

Urban Ivory

Antislip | Natural Plus | Structured

Click here for

Certifications and technical data

Find more details about formats, thicknesses, skid resistances, features, finishings and packaging.

Urban Grey

Antislip | Natural Plus | Structured

Click here for
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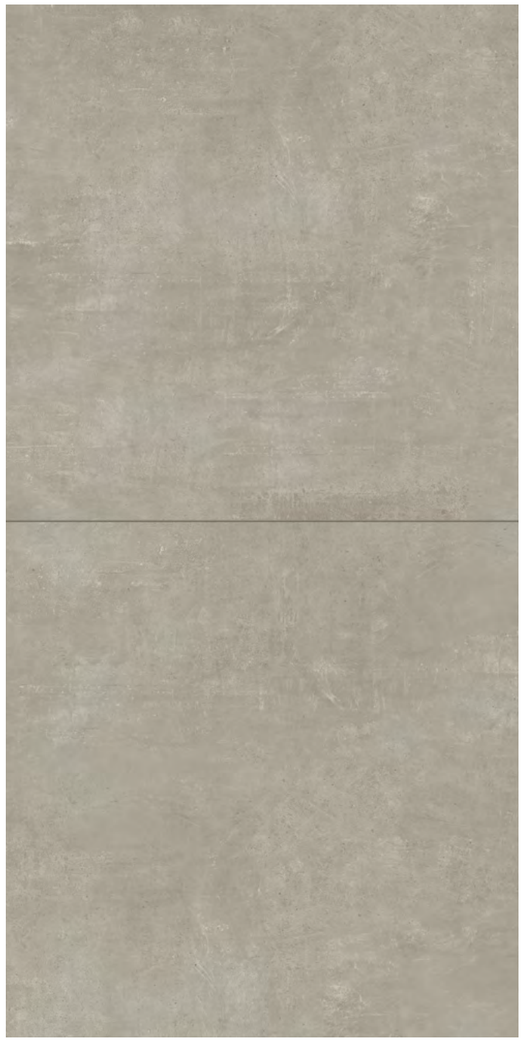
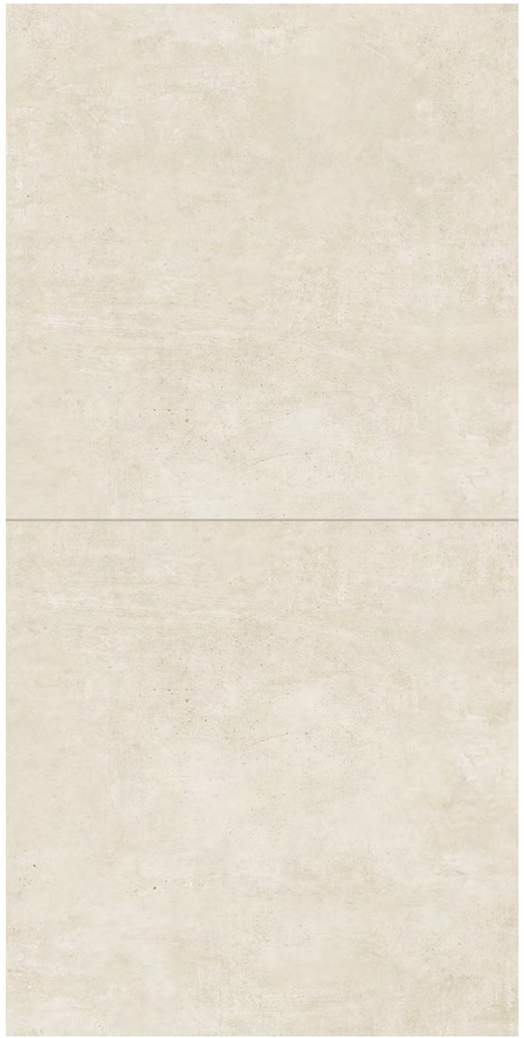


Urban White

Antislip | Natural Plus | Structured

Click here for
Certifications and technical data

Find more details about formats, thicknesses, skid resistances, features, finishings and packaging.



Urban Cream

Antislip | Natural Plus | Structured

Click here for
Certifications and technical data

Find more details about formats, thicknesses, skid resistances, features, finishings and packaging.

Urban Beige

Antislip | Natural Plus | Structured

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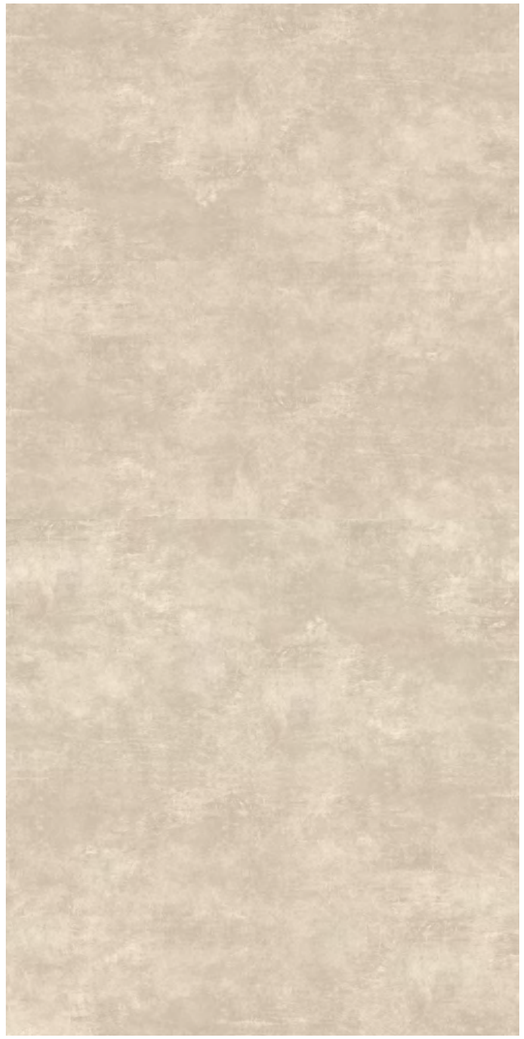

Urban Mud

Antislip | Natural Plus | Structured

Click here for

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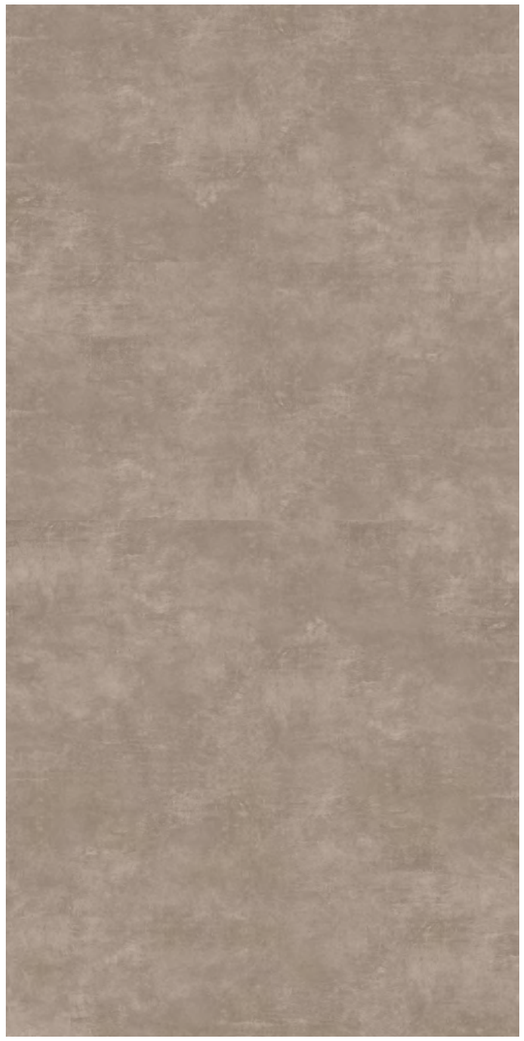

Urban Brown

Antislip | Natural Plus | Structured

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Porcelaingres®

Porcelaingres GmbH
Irisstraße 1
03226 Vetschau – Germany
Tel. +49 (0)35433 / 597-0

GranitiFiandre spa
Via Radici Nord, 112
42014 Castellarano (RE) – Italy
Tel. +39 0536 819611

Castellarano Showroom
Via Guido Reni 2
42014 Castellarano (RE) – Italy
www.porcelaingres.com
info@porcelaingres.com

Vetschau Showroom
Irisstraße 1
03226 Vetschau – Germany
www.porcelaingres.com
info@porcelaingres.com

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