

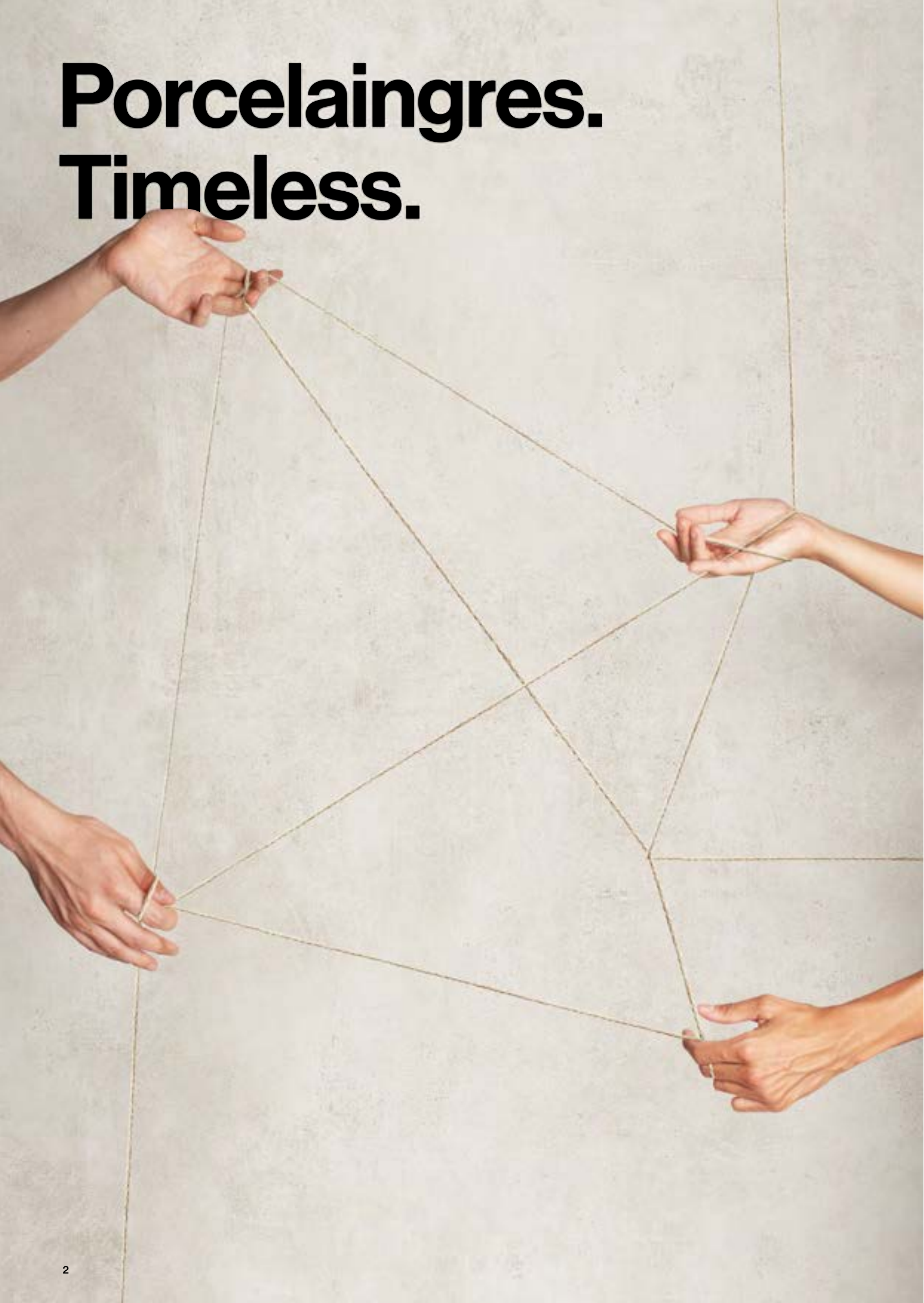
Porcelaingres. Urban Great.

An extension of the Urban collection: Urban Great embodies an innovative and minimalistic design approach through the greatness of large formats.





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: Urban Great | Colors: Urban Great Anthracite, Urban Great Ivory

Urban Great.

Urban Great echoes the raw beauty of concrete, exhibiting a palette of neutral shades. It embraces the power of simplicity and innovation, as a pioneer of grand-scale minimalism.

The collection redefines contemporary elegance, giving living spaces the modern look of industrial architecture. Urban Great easily molds itself to different settings and uses its distinctive greatness for creating spaces that add uniqueness to each surrounding environment.

With this great collection, Porcelaingres commits to a greener future: by opting for large ceramic surfaces, the environmental impact is reduced in terms of the production and transportation of materials.



Collection: Urban Great | Colors: Urban Great Anthracite, Urban Great Ivory





Collection: Urban Great | Color: Urban Great Cream



Collection: Urban Great | Color: Urban Great Cream





Collection: Urban Great | Color: Urban Great Mud





Collection: Urban Great | Color: Urban Great Ivory



Collection: Urban Great | Color: Urban Great Ivory

Material essence.

A remarkable journey where artistry meets sustainability.

Defined by a natural finish, Urban Great reproduces the look of concrete with its neutral colors. It favors an industrial design, minimalistic and essential, yet elegant and unique.

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 Great | Color: Urban Great Sand



Collection: Urban Great | Color: Urban Great Sand





Collection: Urban Great | Color: Urban Great Ivory



Collection: Urban Great | Color: Urban Great White
Collection: Great Elite | Colors: Elite Alpi, Elite Statuario





Collection: Urban Great | Color: Urban Great Grey



Collection: Urban Great | Color: Urban Great Grey





Collection: Urban Great | Colors: Urban Great Anthracite, Urban Great Grey

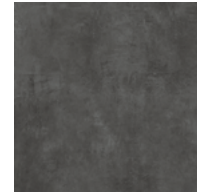


Collection: Urban Great | Color: Urban Great Dove

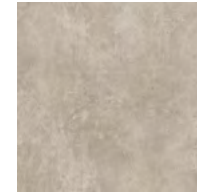


Collection Summary.

Colors



Urban Great
Anthracite*



Urban Great
Sand*



Urban Great
Dove*



Urban Great
Ivory*



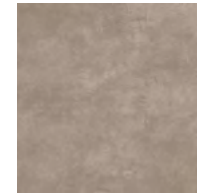
Urban Great
Grey*



Urban Great
White*



Urban Great
Cream



Urban Great
Mud

Technical features

Natural Plus | R10 A | ≤ 6 mm

- 300 × 100*
- 270 × 120
- 150 × 100*
- 120 × 120
- 100 × 100*



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

Urban Great Anthracite

Natural Plus



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



Urban Great Sand

Natural Plus



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



Urban Great Dove

Natural Plus



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



Urban Great Ivory

Natural Plus



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



Urban Great Grey

Natural Plus



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



Urban Great White

Natural Plus



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



Urban Great Cream

Natural Plus



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



Urban Great Mud

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: Urban Great updated on May 2025

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