

# PARADE

emotions never lie



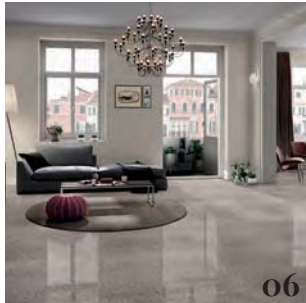


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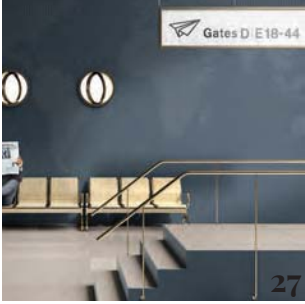
# PARADE

emotions never lie

Residential



Commercial



# Emotions never *lie*

Dal vocabolario della lingua italiana, la definizione di graniglia: tritume di marmo e pietra impastato con cemento bianco o colorato che, una volta rassodato, imita il granito.

Le origini dei primi pavimenti in graniglia risalgono agli antichi greci, per poi raggiungere la notorietà anche in Italia già ai tempi dei romani per arrivare nell'800 ai famosi pavimenti in battuto veneziano utilizzati nelle splendide ville venete e nei palazzi più famosi.

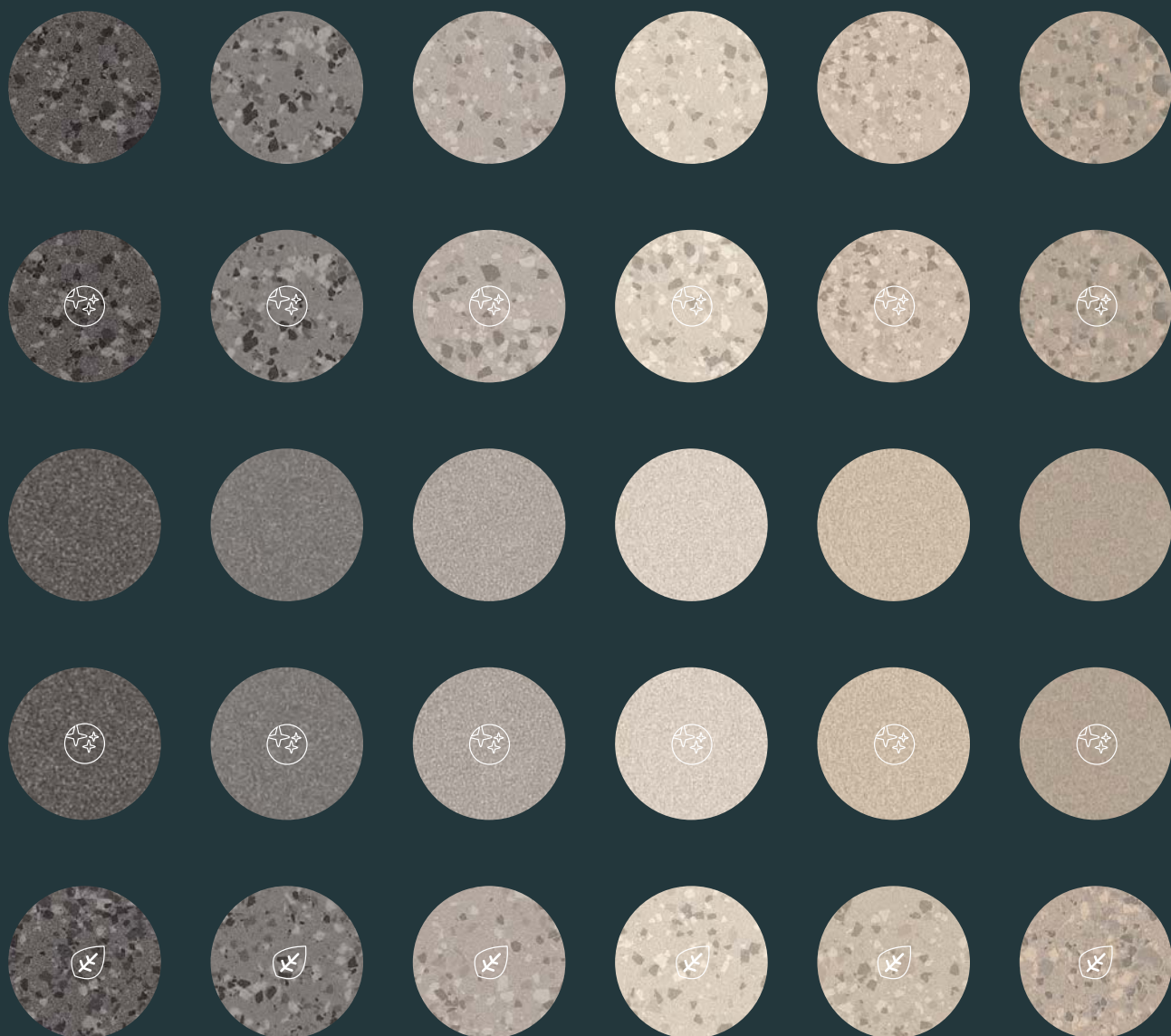
È proprio in questo percorso fra storia, ricerca e tecnologia che Parade trae ispirazione per un progetto animato dal rispetto per la materia e le sue origini, ma anche dalla voglia di trasformarlo per dare nuove possibilità di interpretazione del suo spirito vitale.

*The dictionary defines cast stone as: crushed marble and stone mixed with white or coloured cement that, once hardened, mimics granite.*

*The origins of the first cast stone floors date back to the ancient Greeks, before becoming well-known in Italy in Roman times, to eventually reach the famous Venetian battuto floors used in the beautiful villas of Venice and most famous buildings of the 1800's.*

*It is on this route through history, research and technology that Parade draws inspiration for an animated project from respect for the material and its origins, as well as from a desire to transform it and provide new ways of interpreting its vital spirit.*





Parade, coi suoi novanta articoli di fondo che ne compongono la gamma, si colloca in uno scenario molto ampio di utilizzo, da ambienti residenziali a commerciali, per qualsiasi livello di calpestio e da esterno, grazie alla sua componente al contempo estetica e totalmente tecnica. I colori in gamma sono sei, in scala cromatica dalle tonalità del grigio a quelle più morbide del beige, ed i formati sono tre: 120x120 cm, 60x120 cm, 60x60 cm.

*With a range made up of ninety basic articles, Parade fits into a wide spectrum of possible uses, from residential and commercial environments, and for any floor or outside surface, thanks to a component that is both aesthetic and totally technical at the same time. There are six colours in the range, in a chromatic scale from grey to a softer beige, in three formats: 120x120 cm, 60x120 cm, 60x60 cm.*

## Parade è una girandola di emozioni

sempre diverse eppur sempre autentiche: svariate proposte cromatiche accomunate da processi tecnologici complessi, attraverso la miscelazione dei grani, in piena continuità con la tradizione di riferimento.

Il risultato è un effetto di casuale composizione, una superficie dalle mille sfaccettature che restituisce la differente consistenza dei materiali mescolati nel battuto, in una versione contraddistinta da un agglomerato fine - disponibile nelle versioni naturale e levigata - ed una caratterizzata dalla miscelazione di graniglia grossa - disponibile in tre differenti finiture superficiali: naturale, levigata e bocciardata.

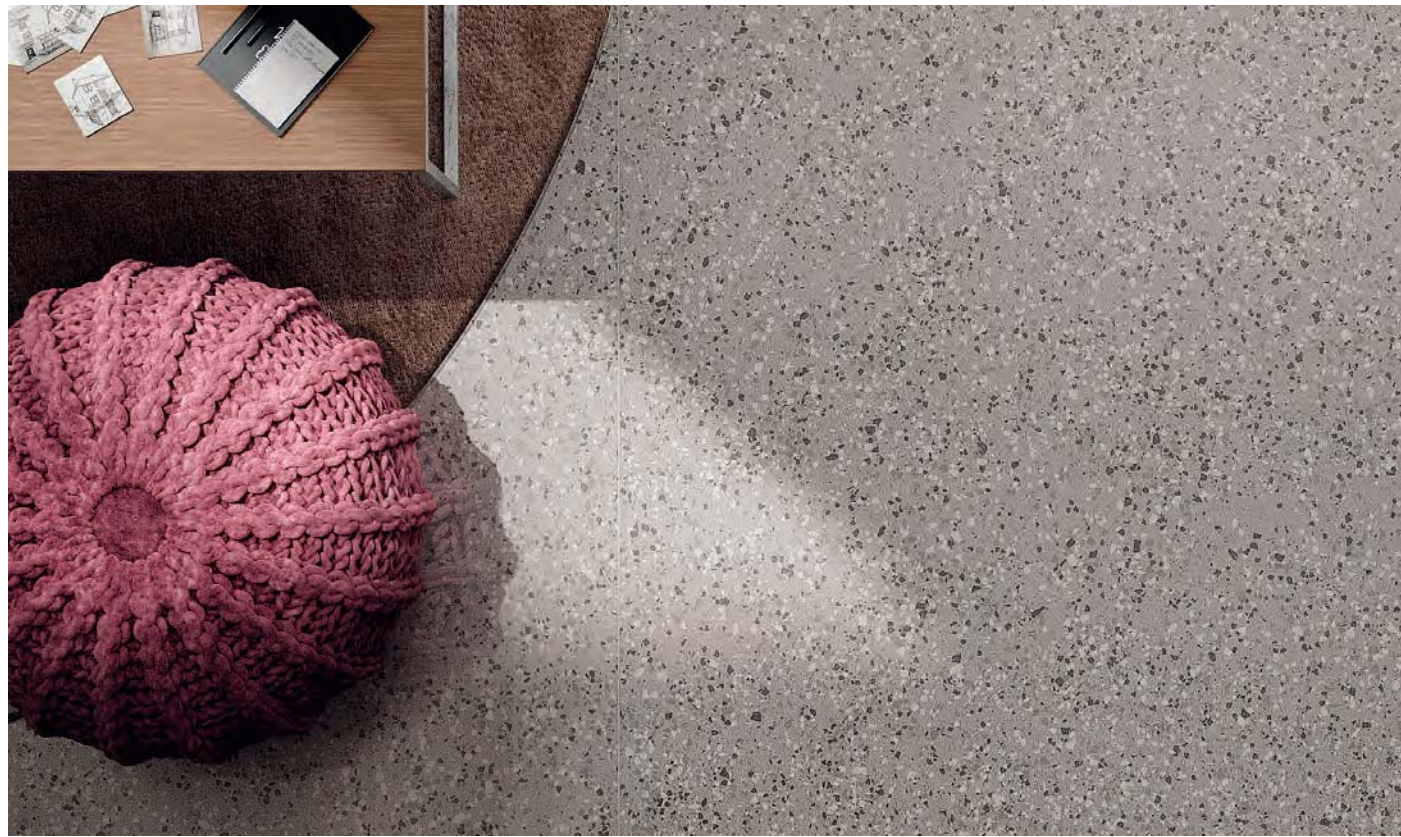
## Parade is a swirl of emotions.

*always different and yet always authentic: offering many hues united by complex technological processes used to mix the grains, continuing from the reference tradition.*

*The result gives the effect of a random composition, a surface of many facets that reflects the different textures of the materials mixed in the battuto, in one version featuring a fine agglomerate - available in natural and polished versions - and another featuring a mixture of large grains - available in three different surface finishes: natural, smooth and bush-hammered.*







...meeting  
between tradition  
and design.

*...incontro tra tradizione e design.*

PRDE 120G LV



PRDE DK 12W LV





...the  
warmth  
of everyday living .

*...il calore dell'abitare quotidiano.*

PRTU 12A RM



PRDE 120A RM  
PRTU 12A RM



PRDE 120A RM  
PRDE DK 12DG LV  
PRTU 12A RM  
PRDE 120A LV



...a perfect  
fusion  
of charm and functionality.

*... una fusione perfetta tra fascino e funzionalità.*

PRDE 120B LV



A photograph of two golf clubs and a golf ball resting on a dark, textured surface. The club on the left is a driver with a black head and a wooden face. The club on the right is a wedge with a black head and a red and yellow face. A white golf ball with the text 'PRO-FITE' and a red number '1' is positioned between the two clubs. The background is a dark, textured surface, possibly asphalt or concrete.

...a strong  
and unalterable  
material over time.

*... un materiale forte e inalterabile nel tempo.*

PRDE 120DG RM



Parade  
HOTEL

A SMILE IN THE MIND  
pierre cardin



... a creative  
dialogue in the  
mixing of grains.

*... un dialogo creativo nella miscelazione dei grani.*

PRDE 120DG LV

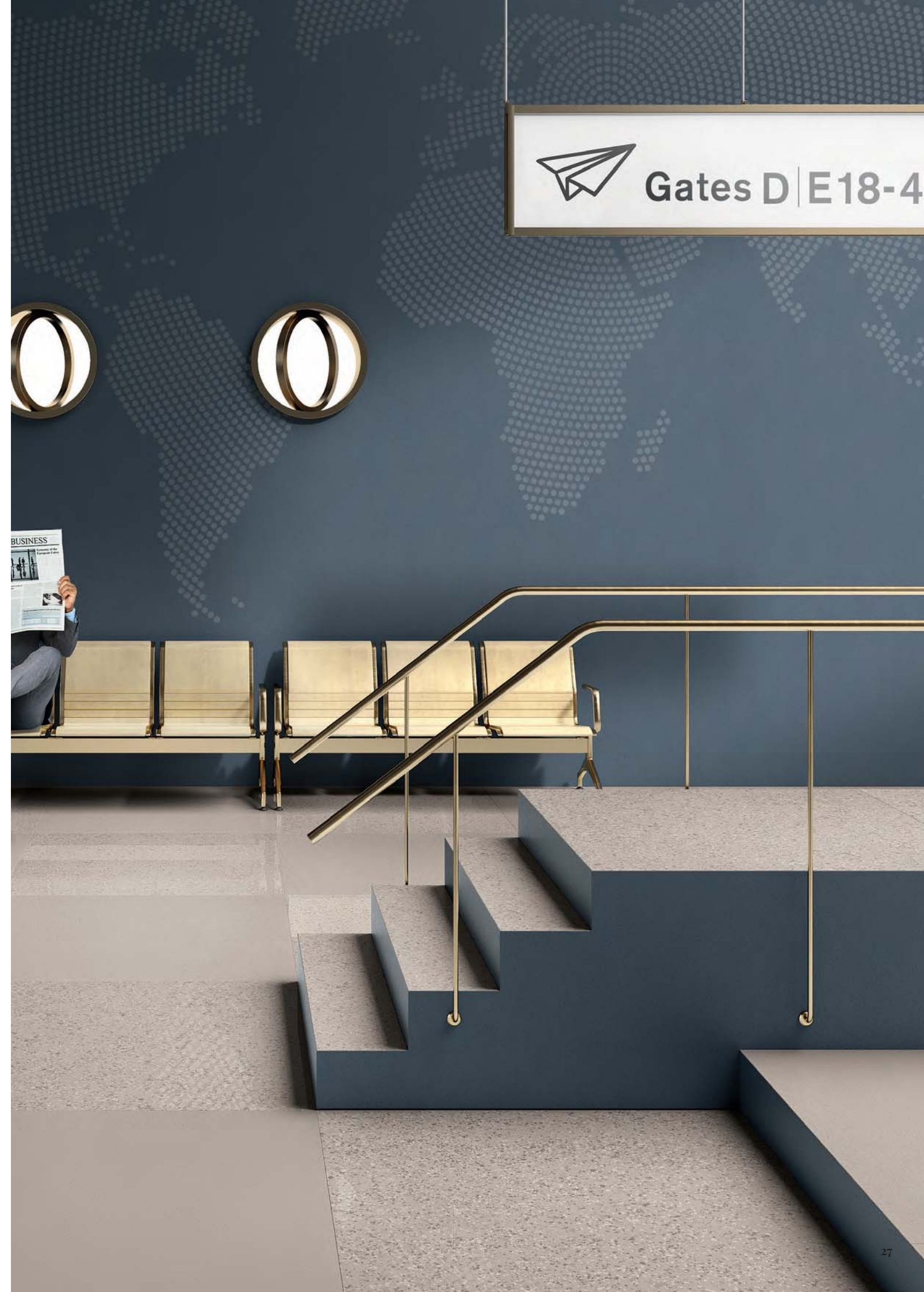


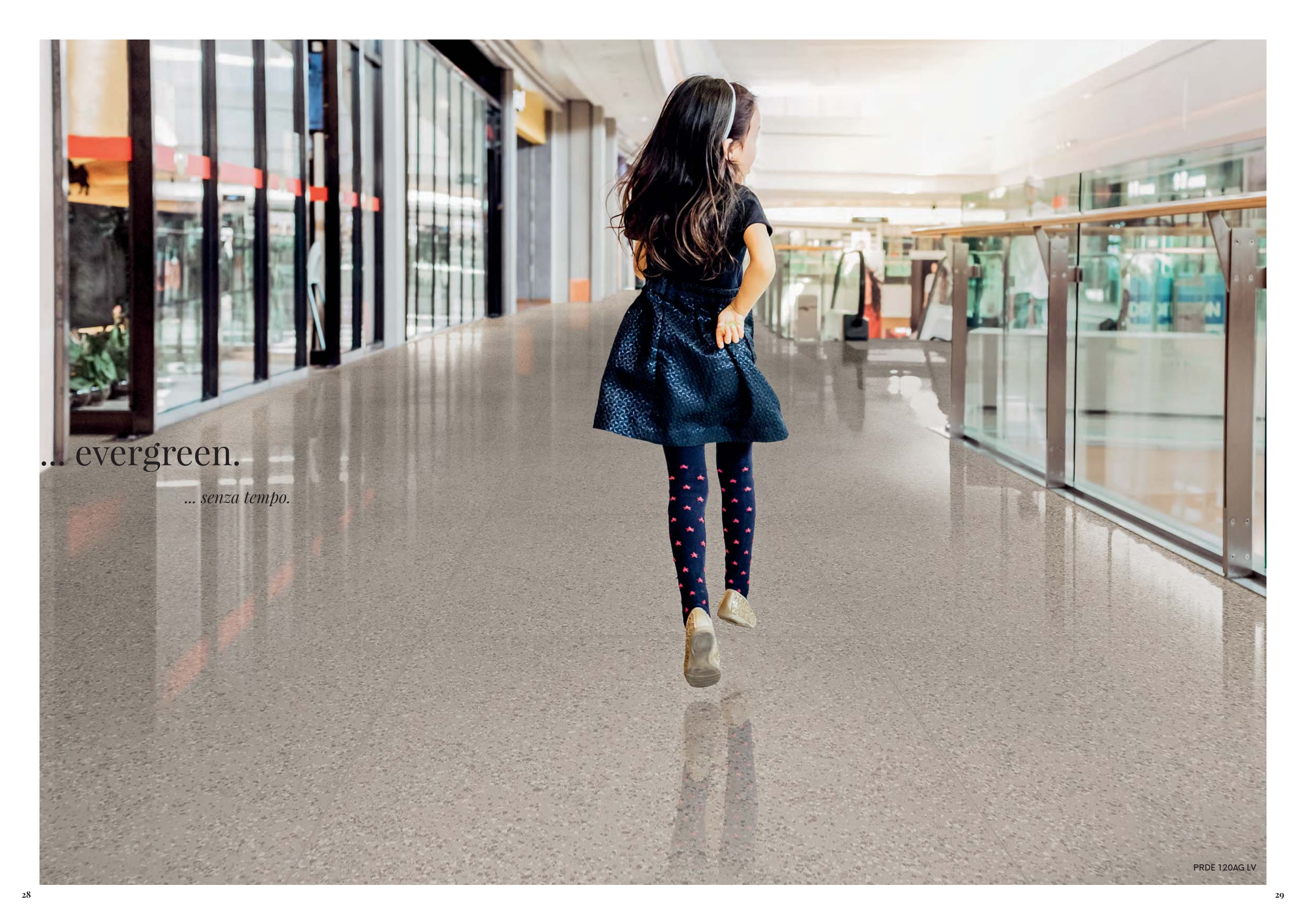


... a product  
to be taken  
in the 'flight'.

*... ..un prodotto da prendere al 'volo'.*

PRDE RB120AG RM  
PRTU 120AG RM  
PRDE 120AG LV

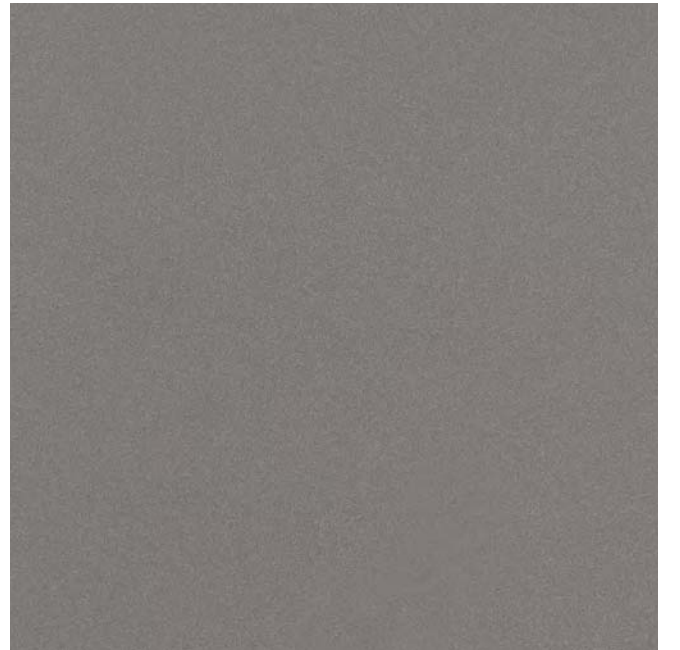
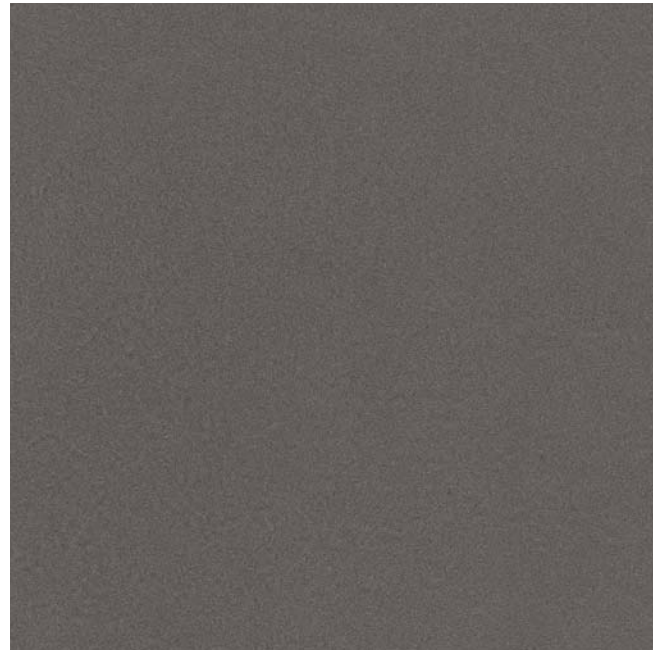




... evergreen.

*... senza tempo.*

PRDE 120AG LV

31



AG



W

|                                                                                                                                                                                                                                                                                                                                                 | 120X120 - 48"X48" | 60X120 - 24"X48" | 60X60 - 24"X24" | 30X60 - 12"X24" | 30X30 - 12"X12" |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|------------------|-----------------|-----------------|-----------------|
|     | PRDE 120AG RM     | PRDE 12AG RM     | PRDE 60AG RM    | PRDE 36AG RM    | MK.PRDE 30AG    |
|     | PRDE RB120AG RM   | PRDE RB12AG RM   | PRDE RB60AG RM  |                 |                 |
|     | PRDE 120AG LV     | PRDE 12AG LV     | PRDE 60AG LV    |                 |                 |
|     | PRTU 120AG RM     | PRTU 12AG RM     | PRTU 60AG RM    | PRTU 36AG RM    | MK.PRTU 30AG    |
|     | PRTU 120AG LV     | PRTU 12AG LV     | PRTU 60AG LV    |                 |                 |

[illegible]

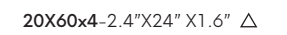
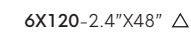
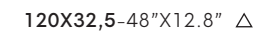
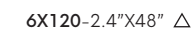


# B

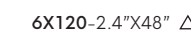
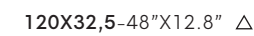
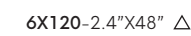
|                                                                                                                                                                                                                                                                                                                                                         | 120X120 - 48"X48" | 60X120 - 24"X48" | 60X60 - 24"X24" | 30X60 -12"X24" | 30X30 - 12"X12" |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|------------------|-----------------|----------------|-----------------|
|     | PRDE 120B RM      | PRDE 12B RM      | PRDE 60B RM     | PRDE 36B RM    | MK.PRDE 30B     |
|     | PRDE RB120B RM    | PRDE RB12B RM    | PRDE RB60B RM   |                |                 |
|     | PRDE 120B LV      | PRDE 12B LV      | PRDE 60B LV     |                |                 |
|     | PRTU 120B RM      | PRTU 12B RM      | PRTU 60B RM     | PRTU 36B RM    | MK.PRTU 30B     |
|     | PRTU 120B LV      | PRTU 12B LV      | PRTU 60B LV     |                |                 |



## LIN ○



|            |               |
|------------|---------------|
| PRDE DG RB | PRDE E RB60DG |
| PRDE G RB  | PRDE E RB60G  |
| PRDE AG RB | PRDE E RB60AG |
| PRDE W RB  | PRDE E RB60W  |
| PRDE A RB  | PRDE E RB60A  |
| PRDE B RB  | PRDE E RB60B  |



|            |                 |
|------------|-----------------|
| PRTU DG LV | PRTU BTI20DG LV |
| PRTU G LV  | PRTU BTI20G LV  |
| PRTU AG LV | PRTU BTI20AG LV |
| PRTU W LV  | PRTU BTI20W LV  |
| PRTU A LV  | PRTU BTI20A LV  |
| PRTU B LV  | PRTU BTI20B LV  |

## Technical features specifications

|           | DIN 51130<br>(R) | DIN 51097<br>(A+B+C) | BCR REP. CEC<br>6/81 |      | DM 14/6/89<br>N. 236 |      | PENDULUM<br>TEST BS<br>(INGLESE) | PENDULUM<br>TEST AS/NZS<br>4856:2004<br>(AUSTRALIANO) | PENDULUM<br>TEST UNE ENV<br>12633:2003<br>(SPAGNOLO) | BOT 3000<br>(DCOF) |
|-----------|------------------|----------------------|----------------------|------|----------------------|------|----------------------------------|-------------------------------------------------------|------------------------------------------------------|--------------------|
|           |                  |                      | G.A.                 | G.B. | C.A.                 | G.B. |                                  |                                                       |                                                      | AVERAGE VALUE      |
| PARADE    | R10              | A                    | >0.4                 | >0.4 | >0.4                 | >0.4 | >25                              | >25                                                   | 1                                                    | >0,42              |
| PARADE RB | R11              | B+C                  | >0.4                 | >0.4 | >0.4                 | >0.4 | >36                              | >35                                                   | 3                                                    | >0,42              |

Caratteristiche Tecniche Gres Porcellanato

Technical Specifications Porcelain Stoneware

UNI EN 14411 (ISO 13006) - Bla (appendice G)

| CARATTERISTICA<br>Specification                                                                                                                                                                                     | METODO DI PROVA<br>Test methods | REQUISITI PREVISTI DALLA NORMA<br>Requirements in accordance to the standards | VALORE MEDIO IMOLA<br>IMOLA average value                                                                                                                                             |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------|-------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <b>DIMENSIONI E ASPETTO</b><br>DIMENSIONS AND APPEARANCE                                                                           | ISO 10545-2                     | PROSPETTO G.1<br>PROSPECT G.1                                                 | CONFORME<br>COMPLIANT                                                                                                                                                                 |
|  <b>ASSORBIMENTO D'ACQUA</b><br>WATER ABSORPTION                                                                                    | ISO 10545-3                     | ≤ 0,5%                                                                        | < 0,1%                                                                                                                                                                                |
|  <b>RESISTENZA A FLESSIONE</b><br>FLEXURAL RESISTANCE                                                                               |                                 | min./МНН 35 N/mm²                                                             | > 45 N/mm²                                                                                                                                                                            |
| <b>SFORZO DI ROTTURA</b><br>MODULUS OF RUPTURE                                                                                                                                                                      | ISO 10545-4                     | <b>SPESSORE</b> / THICKNESS<br>≥ 7,5 mm: min. 700 N                           | <div><div>9 mm</div><div>2500 N*</div></div> <div><b>SPESSORE*</b><br/>THICKNESS*</div> <div><div>10 mm</div><div>3000 N*</div></div> <div><div>20 mm</div><div>11000 N**</div></div> |
|  <b>RESISTENZA ALL'ABRASIONE PROFONDA</b><br>DEEP ABRASION RESISTANCE                                                             | ISO 10545-6                     | ≤ 175 mm³                                                                     | < 140 mm³                                                                                                                                                                             |
| <b>RESISTENZA ALL'ABRASIONE SUPERFICIALE</b><br>RESISTANCE TO SURFACE ABRASION                                                                                                                                      | ISO 10545-7                     | CLASSI 0-5<br>CLASSES 0-5                                                     | COME INDICATO IN CATALOGO<br>AS INDICATED IN THE CATALOGUE                                                                                                                            |
|  <b>COEFFICIENTE DILATAZIONE TERMICA LINEARE (α)</b><br>LINEAR EXPANSION THERMIC COEFFICIENT                                      | ISO 10545-8                     | METODO DISPONIBILE<br>AVAILABLE ON REQUEST                                    | ≤ 7x10 <sup>-6</sup> °C <sup>-1</sup>                                                                                                                                                 |
|  <b>RESISTENZA AGLI SBALZI TERMICI</b><br>RESISTANCE TO SUDDEN TEMPERATURE CHANGES                                                | ISO 10545-9                     | METODO DISPONIBILE<br>AVAILABLE ON REQUEST                                    | RESISTE<br>RESISTANT                                                                                                                                                                  |
|  <b>RESISTENZA AL GELO</b><br>FROST RESISTANCE                                                                                    | ISO 10545-12                    | RICHIESTA<br>ALWAYS TESTED                                                    | RESISTE<br>RESISTANT                                                                                                                                                                  |
|  <b>PRODOTTI CHIMICI AD USO DOMESTICO<br/>ED ADDITIVI PER PISCINA</b><br>HOUSEHOLD CHEMICALS AND SWIMMING POOL<br>WATER CLEANSERS |                                 | min. B<br>МНН. B                                                              | min. B<br>МНН. B                                                                                                                                                                      |
| <b>ACIDI ED ALCALI A BASSA CONCENTRAZIONE</b><br>ACIDS AND LOW CONCENTRATION ALKALIS                                                                                                                                | ISO 10545-13                    | DA LA, LB A LC<br>FROM LA, LB TO LC / DE LA, LB A LC                          | DA LA, LB A LC<br>FROM LA, LB TO LC / DE LA, LB A LC                                                                                                                                  |
| <b>ACIDI ED ALCALI AD ALTA CONCENTRAZIONE</b><br>ACIDS AND HIGH CONCENTRATION ALKALIS                                                                                                                               |                                 | METODO DISPONIBILE<br>AVAILABLE ON REQUEST                                    | METODO DISPONIBILE<br>AVAILABLE ON REQUEST                                                                                                                                            |
|  <b>RESISTENZA ALLE MACCHIE UGL</b><br>STAIN RESISTANCE UGL                                                                       | ISO 10545-14                    | METODO DISPONIBILE<br>AVAILABLE ON REQUEST                                    | METODO DISPONIBILE<br>AVAILABLE ON REQUEST                                                                                                                                            |
| <b>RESISTENZA ALLE MACCHIE GL</b><br>STAIN RESISTANCE GL                                                                                                                                                            |                                 | min. 3<br>МНН. 3                                                              | min. 3<br>МНН. 3                                                                                                                                                                      |

\* VALORI RIFERITI AL FORMATO 20X20 / VALUES REFERRED TO 20X20 SIZE

\*\* VALORI RIFERITI AL FORMATO 60X60 / VALUES REFERRED TO 60X60 SIZE

Symbologia

Symbols

INDICAZIONI D'USO

INDICATIONS FOR USE

 Pavimento  
Floor tiles

 Rivestimento  
Wall tiles

DESTINAZIONI D'USO

SUGGESTED APPLICATIONS

 Abitazioni  
Dometisc purpose

 Commerciale leggero  
Light commercial

 Commerciale  
Commercial

 Commerciale pesante  
Heavy traffic area

 Esterni  
Outdoor floor

SUPERFICI

SURFACES

**Struttura**  
Structure

 Liscio  
Flat

**Finitura**  
Finish

 Naturale  
Natural

 \* Levigato  
Polished

**Aspetto superficiale**  
Surface look

 Opaco  
Matt

 \* Lucido  
Glossy

**Bordo**  
Edge

 Rettificato monocalibro  
Monocaliber, rectified

STONALIZZAZIONE

SHADE VARIATION

 V2

**SPESSORE**  
THICKNESS

 10,5

 **UPEC**

<http://evaluation.cstb.fr/fr/rechercher/produits-evalues/?prestations=qb32>

CARATTERISTICHE DI VENDITA

SALES CHARACTERISTICS

 Prodotto venduto al pezzo.  
Product sold per item.

Tutti i nostri prodotti, sia al mq che al pezzo, sono  
venduti unicamente a scatola completa.  
All our products are sold only in complete boxes, whether  
the unit of measure is per item or per square metre.





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**A brand of  
Cooperativa Ceramica d'Imola S.c.**

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