

PARADE

emotions never lie



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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.

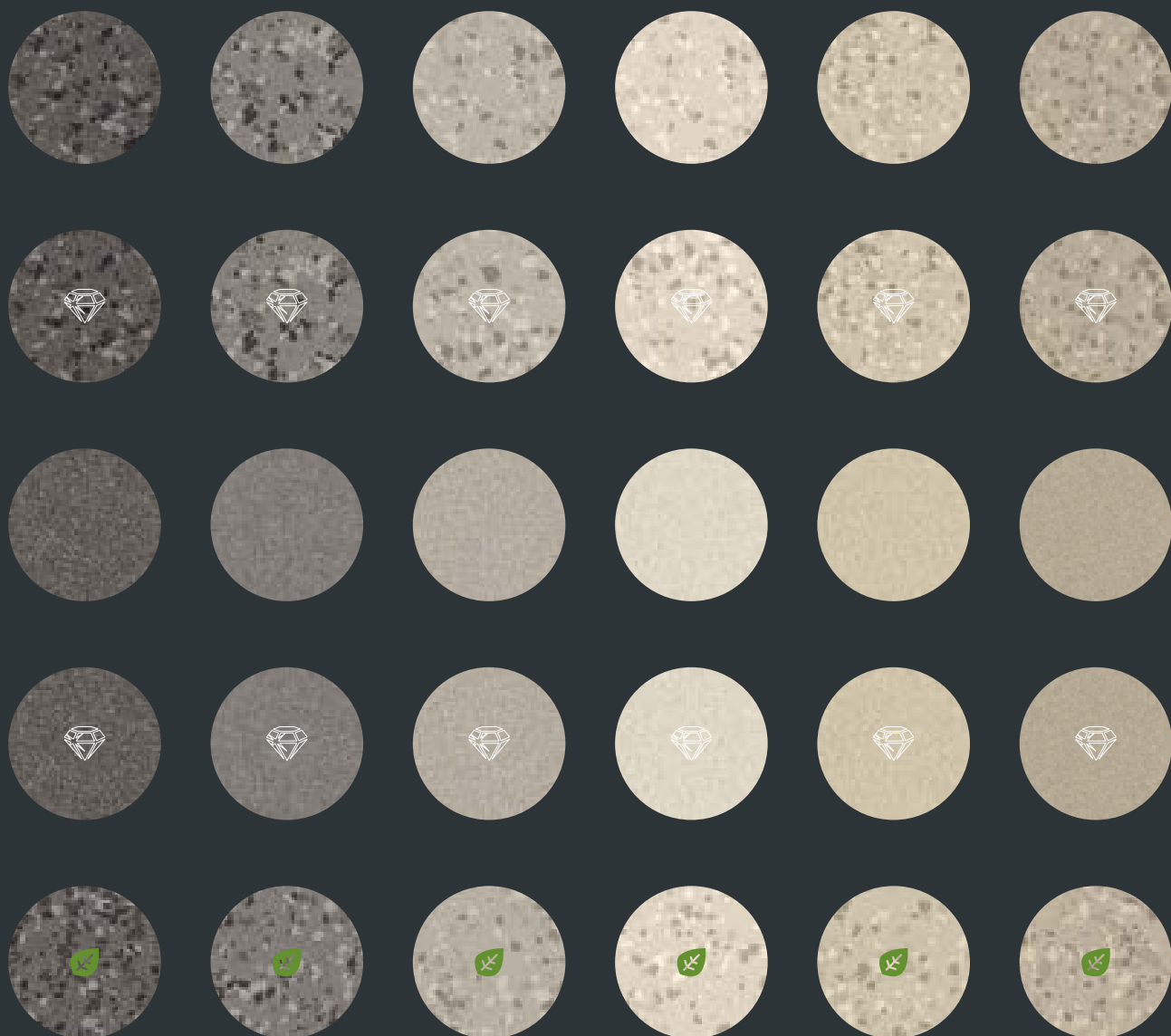
È proprio in questo percorso fra storia, ricerca e tecnologia che Parade trae ispirazione per un progetto animato dal rispetto per la materia e le sue origini, ma anche dalla voglia di trasformarlo per dare nuove possibilità di interpretazione del suo spirito vitale.

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.

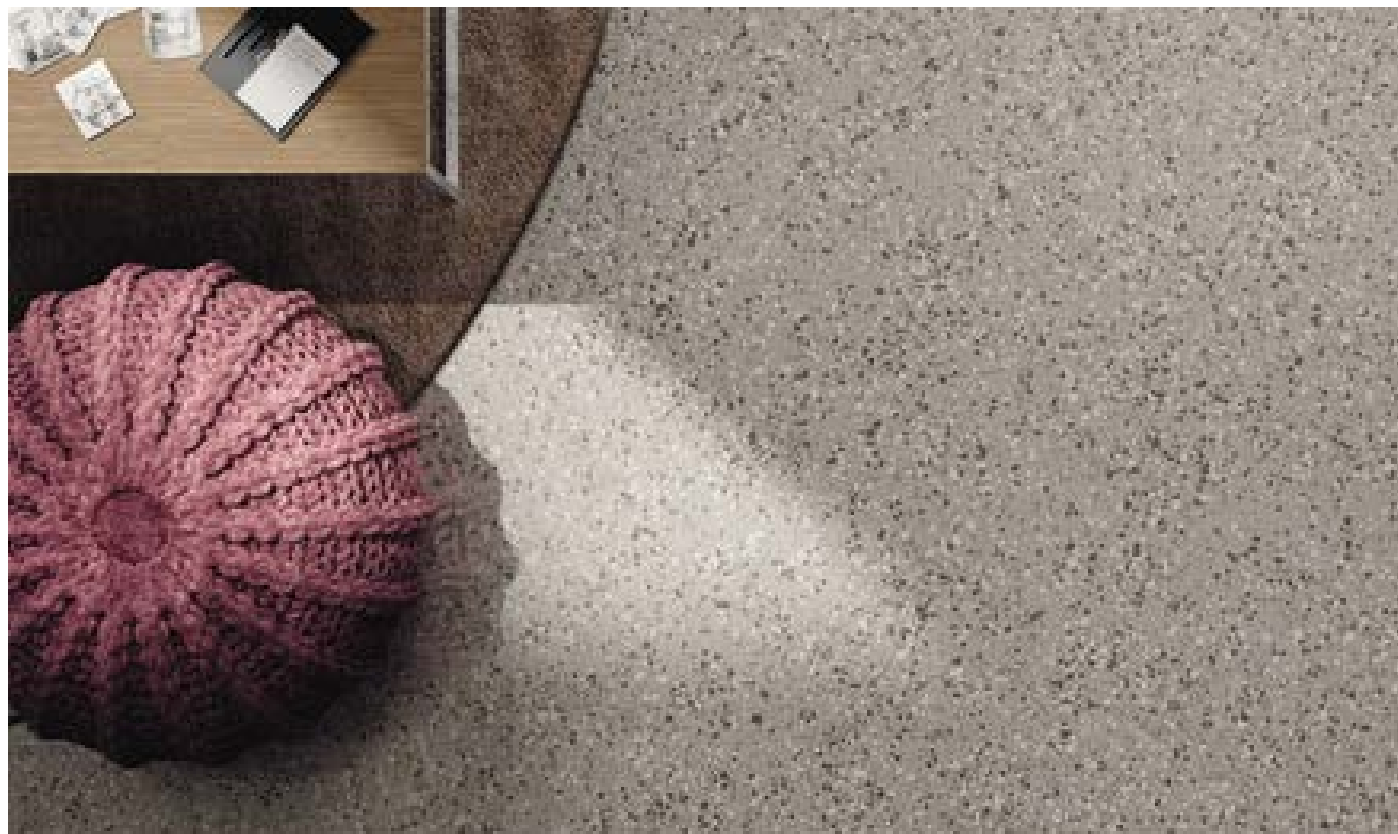
Parade is a swirl of emotions.

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.







...the
warmth
of everyday living .

...il calore dell'abitare quotidiano.

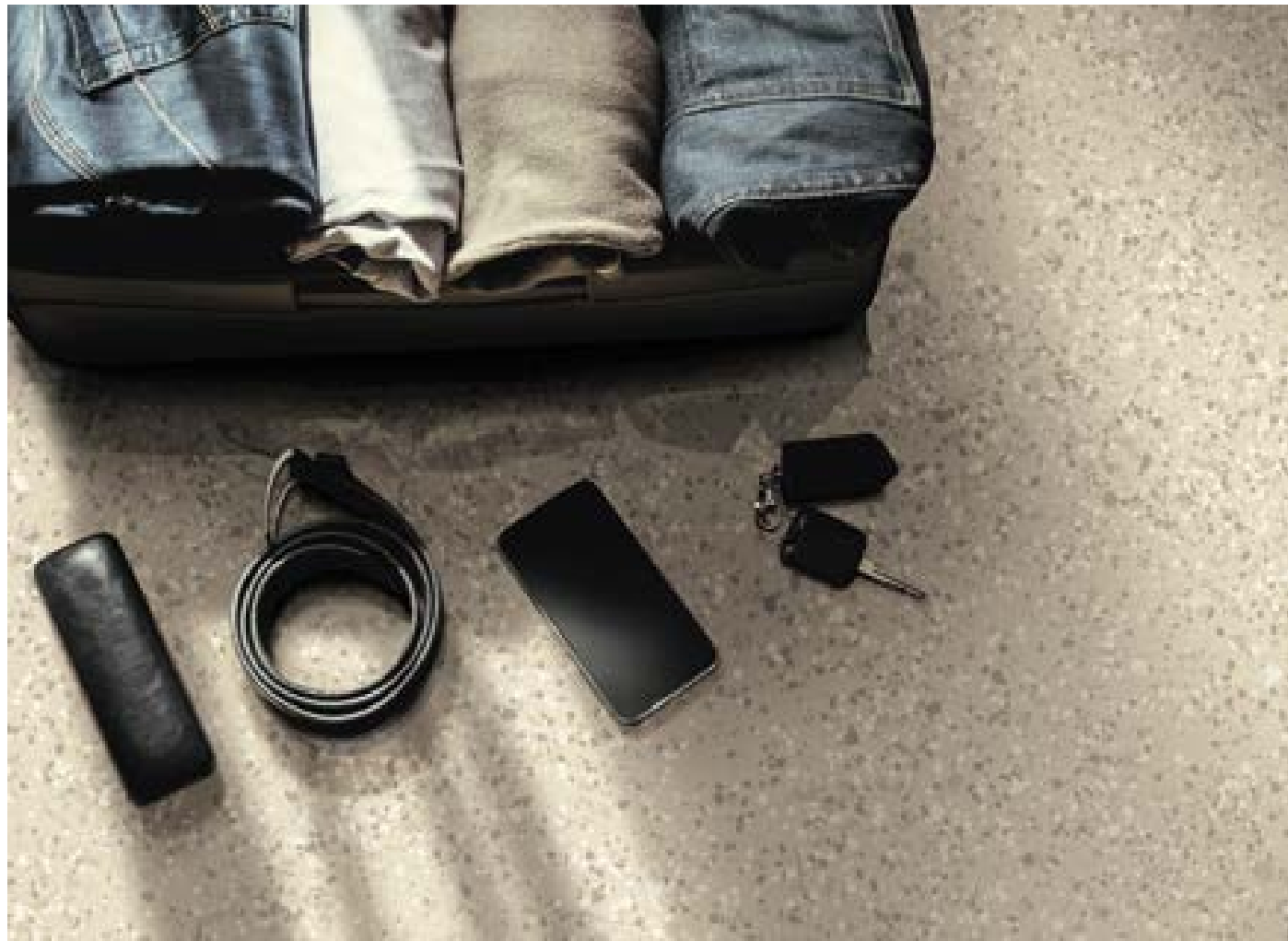
PRTU 12A RM



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 yellow and black stripes. The club on the right is a wedge with a black head and red and yellow stripes. A white golf ball with the text "PRIDE" is positioned between the two clubs. The lighting is dramatic, casting long shadows.

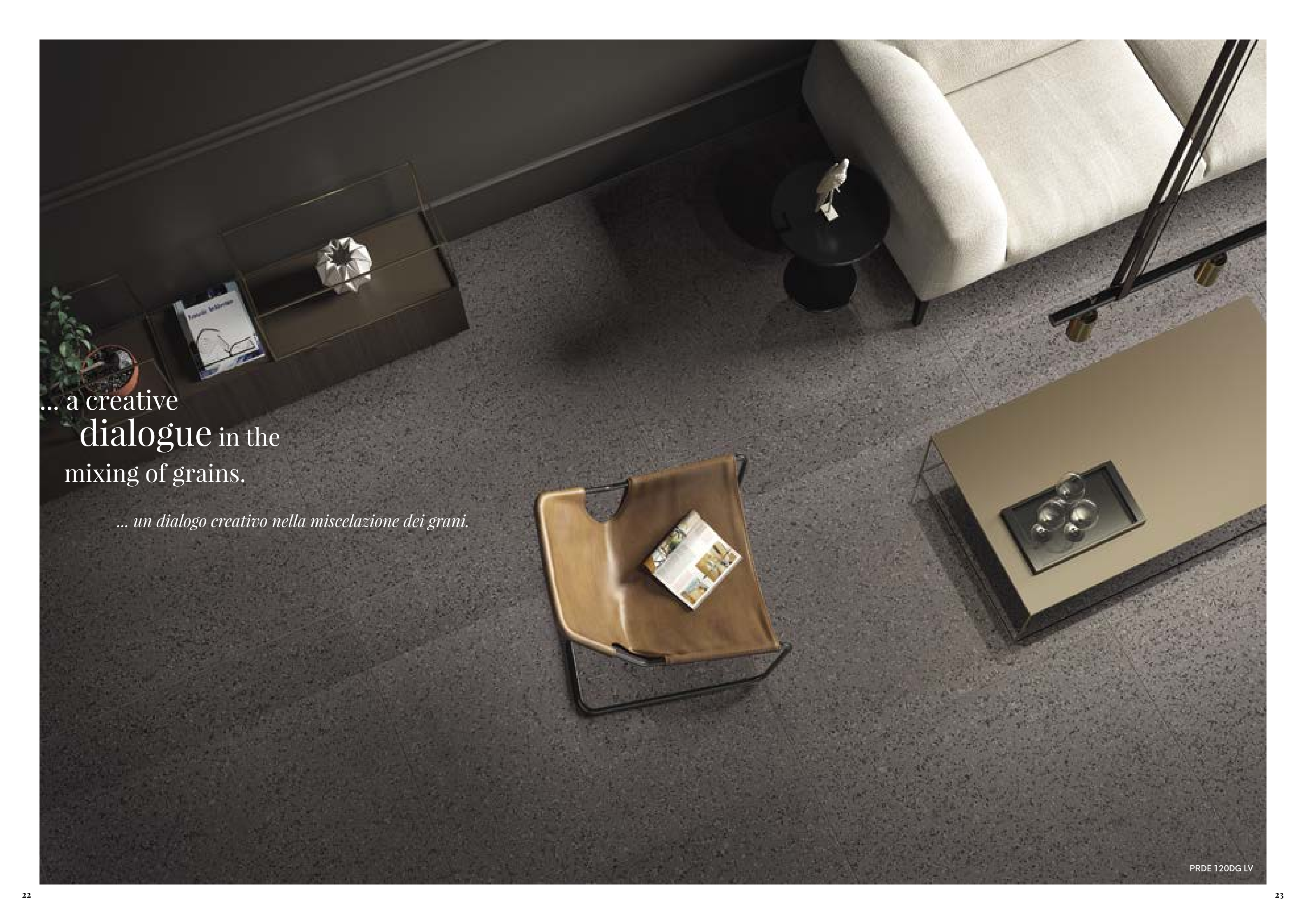
...a strong
and unalterable
material over time.

... un materiale forte e inalterabile nel tempo.

PRDE 120DG RM



Parade
HOTEL



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

... un dialogo creativo nella miscelazione dei grani.



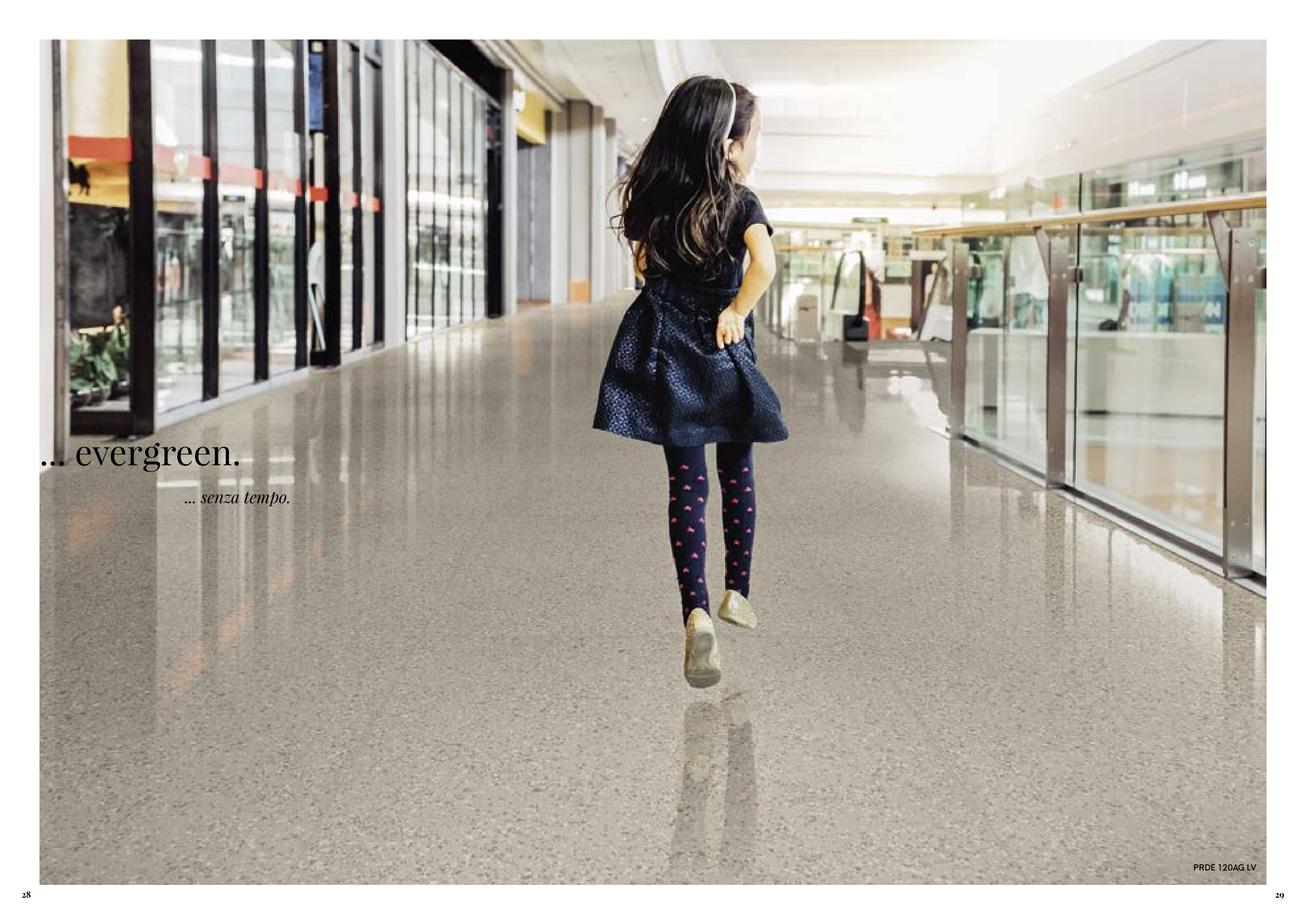


... a product
to be taken
in the 'flight'.

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

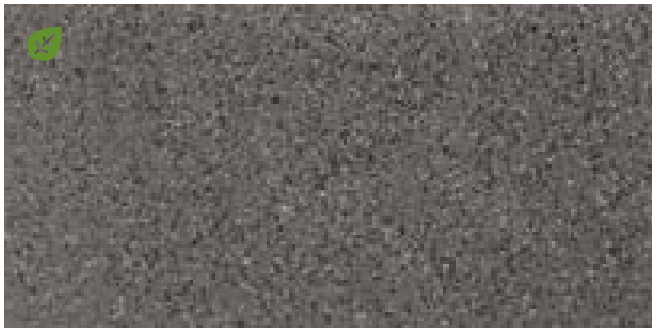
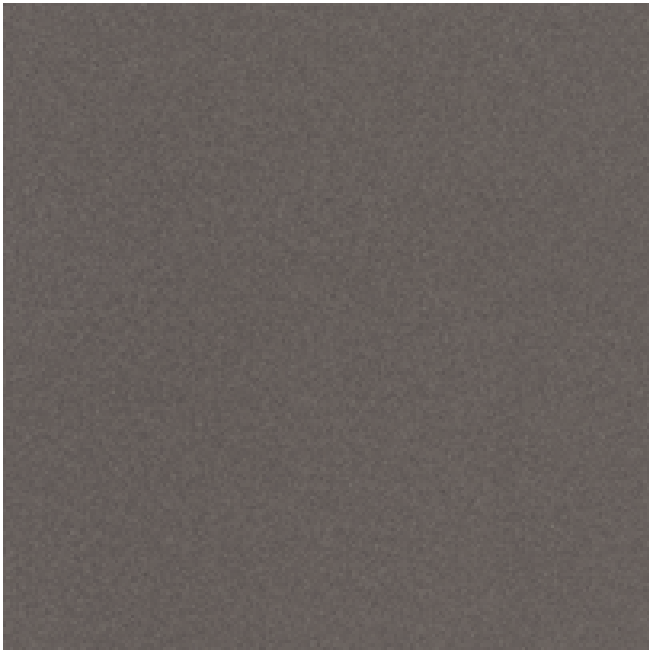
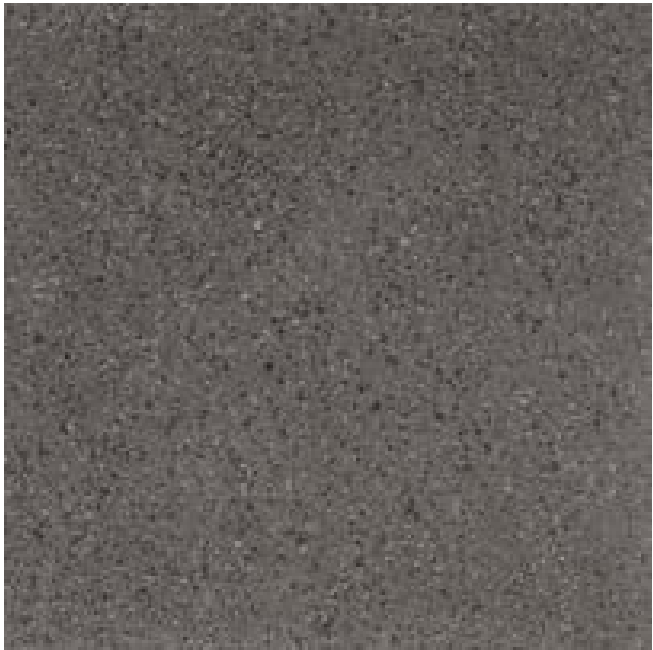
PRDE RB120AG RM
PRTU 120AG RM
PRDE 120AG LV



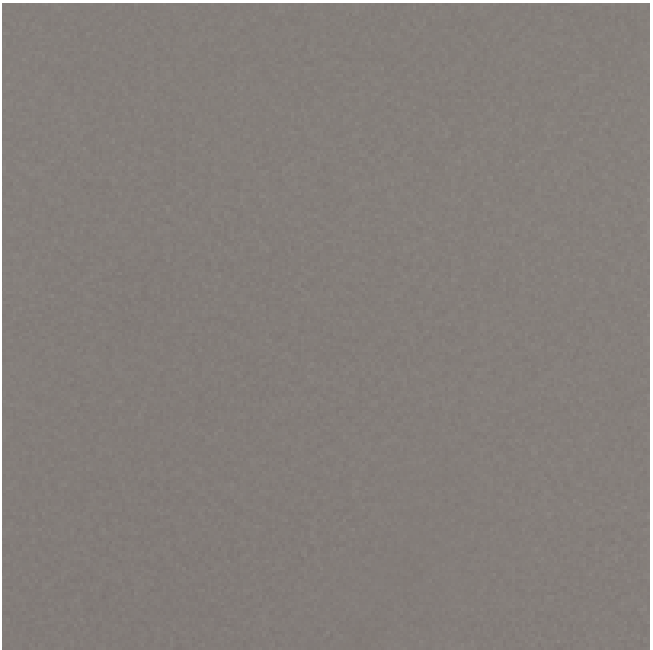


... evergreen.

... senza tempo.



DG



G

	120X120 - 48"X48"	60X120 - 24"X48"	60X60 - 24"X24"	30X60 -12"X24"	30X30 - 12"X12"
	PRDE 120DG RM	PRDE 12DG RM	PRDE 60DG RM	PRDE 36DG RM	MK.PRDE 30DG
	PRDE RB120DG RM	PRDE RB12DG RM	PRDE RB60DG RM		
	PRDE 120DG LV	PRDE 12DG LV	PRDE 60DG LV		
	PRTU 120DG RM	PRTU 12DG RM	PRTU 60DG RM	PRTU 36DG RM	MK.PRTU 30DG
	PRTU 120DG LV	PRTU 12DG LV	PRTU 60DG LV		

* on account of the nature of the product that maintains its aesthetic characteristics throughout the entire body of the material, the polished finish can be restored to eliminate any small surface marks that may have been generated by years of foot traffic.

	120X120 - 48"X48"	60X120 - 24"X48"	60X60 - 24"X24"	30X60 -12"X24"	30X30 - 12"X12"
	PRDE 120G RM	PRDE 12G RM	PRDE 60G RM	PRDE 36G RM	MK.PRDE 30G
	PRDE RB120G RM	PRDE RB12G RM	PRDE RB60G RM		
	PRDE 120G LV	PRDE 12G LV	PRDE 60G LV		
	PRTU 120G RM	PRTU 12G RM	PRTU 60G RM	PRTU 36G RM	MK.PRTU 30G
	PRTU 120G LV	PRTU 12G LV	PRTU 60G LV		



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		

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	120X120 - 48"X48"	60X120 - 24"X48"	60X60 - 24"X24"	30X60 -12"X24"	30X30 - 12"X12"
	PRDE 120W RM	PRDE 12W RM	PRDE 60W RM	PRDE 36W RM	MK.PRDE 30W
	PRDE RB120W RM	PRDE RB12W RM	PRDE RB60W RM		
	PRDE 120W LV	PRDE 12W LV	PRDE 60W LV		
	PRTU 120W RM	PRTU 12W RM	PRTU 60W RM	PRTU 36W RM	MK.PRTU 30W
	PRTU 120W LV	PRTU 12W LV	PRTU 60W LV		



A



B

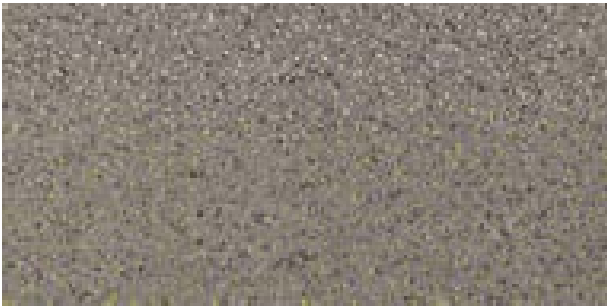
	120X120 - 48"X48"	60X120 - 24"X48"	60X60 - 24"X24"	30X60 -12"X24"	30X30 - 12"X12"
	PRDE 120A RM	PRDE 12A RM	PRDE 60A RM	PRDE 36A RM	MK.PRDE 30A
	PRDE RB120A RM	PRDE RB12A RM	PRDE RB60A RM		
	PRDE 120A LV	PRDE 12A LV	PRDE 60A LV		
	PRTU 120A RM	PRTU 12A RM	PRTU 60A RM	PRTU 36A RM	MK.PRTU 30A
	PRTU 120A LV	PRTU 12A LV	PRTU 60A LV		

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	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		



PRDE DK 12DG LV
60x120-24"x48"  



PRDE DK 12G LV
60x120-24"x48"  



PRDE DK 12AG LV
60x120-24"x48"  



PRDE DK 12W LV
60x120-24"x48"  



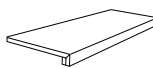
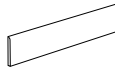
PRDE DK 12A LV
60x120-24"x48"  



PRDE DK 12B LV
60x120-24"x48"  



Pezzi speciali
Special pieces

		 6X120-2.4"X48"  		 120X32,5-48"X12.8"  				 6X120-2.4"X48"  					
PRDE DG	PRDE BT120DG	PRDE G120DG	PRDE DG LV	PRDE BT120DG LV	PRDE G120DG LV	PRDE BT120AG LV	PRDE G120AG LV	PRDE W120LV	PRDE BT120W LV	PRDE A120LV	PRDE BT120A LV	PRDE B120LV	PRDE BT120B LV
PRDE G	PRDE BT120G	PRDE G120G	PRDE G LV	PRDE BT120G LV	PRDE G120G LV	PRDE BT120AG LV	PRDE G120AG LV	PRDE W LV	PRDE BT120W LV	PRDE A LV	PRDE BT120A LV	PRDE B LV	PRDE BT120B LV
PRDE AG	PRDE BT120AG	PRDE G120AG	PRDE AG LV	PRDE BT120AG LV	PRDE G120AG LV	PRDE BT120AG LV	PRDE G120AG LV	PRDE W LV	PRDE BT120W LV	PRDE A LV	PRDE BT120A LV	PRDE B LV	PRDE BT120B LV
PRDE W	PRDE BT120W	PRDE G120W	PRDE W LV	PRDE BT120W LV	PRDE G120W LV	PRDE BT120AG LV	PRDE G120AG LV	PRDE W LV	PRDE BT120W LV	PRDE A LV	PRDE BT120A LV	PRDE B LV	PRDE BT120B LV
PRDE A	PRDE BT120A	PRDE G120A	PRDE A LV	PRDE BT120A LV	PRDE G120A LV	PRDE BT120AG LV	PRDE G120AG LV	PRDE W LV	PRDE BT120W LV	PRDE A LV	PRDE BT120A LV	PRDE B LV	PRDE BT120B LV
PRDE B	PRDE BT120B	PRDE G120B	PRDE B LV	PRDE BT120B LV	PRDE G120B LV	PRDE BT120AG LV	PRDE G120AG LV	PRDE W LV	PRDE BT120W LV	PRDE A LV	PRDE BT120A LV	PRDE B LV	PRDE BT120B LV

N		 20X60x4-2.4"X24" X1.6"  	
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		

		 6X120-2.4"X48"  		 120X32,5-48"X12.8"  				 6X120-2.4"X48"  					
PRTU DG	PRTU BT120DG	PRTU G120DG	PRTU DG LV	PRTU BT120DG LV	PRTU G120DG LV	PRTU BT120AG LV	PRTU G120AG LV	PRTU W LV	PRTU BT120W LV	PRTU A LV	PRTU BT120A LV	PRTU B LV	PRTU BT120B LV
PRTU G	PRTU BT120G	PRTU G120G	PRTU G LV	PRTU BT120G LV	PRTU G120G LV	PRTU BT120AG LV	PRTU G120AG LV	PRTU W LV	PRTU BT120W LV	PRTU A LV	PRTU BT120A LV	PRTU B LV	PRTU BT120B LV
PRTU AG	PRTU BT120AG	PRTU G120AG	PRTU AG LV	PRTU BT120AG LV	PRTU G120AG LV	PRTU BT120AG LV	PRTU G120AG LV	PRTU W LV	PRTU BT120W LV	PRTU A LV	PRTU BT120A LV	PRTU B LV	PRTU BT120B LV
PRTU W	PRTU BT120W	PRTU G120W	PRTU W LV	PRTU BT120W LV	PRTU G120W LV	PRTU BT120AG LV	PRTU G120AG LV	PRTU W LV	PRTU BT120W LV	PRTU A LV	PRTU BT120A LV	PRTU B LV	PRTU BT120B LV
PRTU A	PRTU BT120A	PRTU G120A	PRTU A LV	PRTU BT120A LV	PRTU G120A LV	PRTU BT120AG LV	PRTU G120AG LV	PRTU W LV	PRTU BT120W LV	PRTU A LV	PRTU BT120A LV	PRTU B LV	PRTU BT120B LV
PRTU B	PRTU BT120B	PRTU G120B	PRTU B LV	PRTU BT120B LV	PRTU G120B LV	PRTU BT120AG LV	PRTU G120AG LV	PRTU W LV	PRTU BT120W LV	PRTU A LV	PRTU BT120A LV	PRTU B LV	PRTU BT120B LV

* on account of the nature of the product that maintains its aesthetic characteristics throughout the entire body of the material, the polished finish can be restored to eliminate any small surface marks that may have been generated by years of foot traffic.

Imballi
Packaging

			BOX			PALLET		
FORMATO NOMINALE NOMINAL SIZE	BORDO EDGE	SPESSORE THICKNESS	PZ/BOX PCS/BOX	MQ/BOX SM/BOX	KG/BOX KG/BOX	BOX/PALLET BOXES/PALLET	MQ/PALLET SM/PALLET	KG/PALLET KG/PALLET
120X120 L-48"X48"	RECTIFIED	10,5	1	1,44	36,10	36	51,84	1319,45
120X120-48"X48"	RECTIFIED	10,5	1	1,44	36,71	36	51,84	1341,70
60X120 L-24"X48"	RECTIFIED	10,5	2	1,44	35,13	27	38,88	968,60
60X120-24"X48"	RECTIFIED	10,5	2	1,44	35,65	27	38,88	982,55
60X60 L-24"X24	RECTIFIED	10,5	3	1,08	26,32	32	34,56	862,13
60X60-24"X24	RECTIFIED	10,5	3	1,08	26,71	32	34,56	874,76
30X60-12"X24"	RECTIFIED	10,5	5	0,90	22,05	48	43,20	1078,60
30X30-12"X12" MOSAIC	RECTIFIED	10,5	6	0,54	12,52	48	25,92	620,72

Caratteristiche tecniche specifiche
Technical features specifications

	DIN 51130 (R)	DIN 51097 (A+B+C)	BCR REP. CEC 6/81		DM 14/6/89 N. 236		PENDULUM TEST BS (INGLESE)	PENDULUM TEST AS/NZS 4856:2004 (AUSTRALIANO)	PENDULUM TEST UNE ENV 12633:2003 (SPAGNOLO)	BOT 3000 (DCOF)
			G.A.	G.B.	C.A.	G.B.				
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

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Caratteristiche Tecniche Gres Porcellanato
Technical Specifications Porcelain Stoneware

Conforme / According to
UNI EN 14411 - G Bla

CARATTERISTICA Specification	METODO DI PROVA Test methods	REQUISITI PREVISTI DALLA NORMA Requirements in accordance to the standards	VALORE MEDIO Average value
 DIMENSIONI E ASPETTO DIMENSIONS AND APPEARANCE	ISO 10545-2	PROSPETTO G.1 PROSPECT G.1	CONFORME COMPLIANT
 ASSORBIMENTO D'ACQUA WATER ABSORPTION	ISO 10545-3	≤ 0,5%	< 0,1%
 RESISTENZA A FLESSIONE FLEXURAL RESISTANCE		min./МІН 35 N/mm²	> 45 N/mm²
 SFORZO DI ROTTURA MODULUS OF RUPTURE	ISO 10545-4	SPESSORE / THICKNESS ≥ 7,5 mm: min. 1300N	6,5 mm1800 N*
		SPESSORE* THICKNESS*	10 mm3000 N*
		SPESSORE / THICKNESS < 7,5 mm: min. 1300 N	20 mm13000 N*
 RESISTENZA ALL'ABRAZIONE PROFONDA DEEP ABRASION RESISTANCE	ISO 10545-6	≤ 175 mm³	< 140 mm³
 COEFFICIENTE DILATAZIONE TERMICA LINEARE (α) LINEAR EXPANSION THERMIC COEFFICIENT	ISO 10545-8	METODO DISPONIBILE AVAILABLE ON REQUEST	≤ 7x10 ⁻⁶ °C ⁻¹
 RESISTENZA AGLI SBALZI TERMICI RESISTANCE TO SUDDEN TEMPERATURE CHANGES	ISO 10545-9	METODO DISPONIBILE AVAILABLE ON REQUEST	RESISTE RESISTANT
 RESISTENZA AL GELO FROST RESISTANCE	ISO 10545-12	RICHIESTA ALWAYS TESTED	RESISTE RESISTANT
 PRODOTTI CHIMICI AD USO DOMESTICO ED ADDITIVI PER PISCINA HOUSEHOLD CHEMICALS AND SWIMMING POOL WATER CLEANSERS		min. B МІН. B	min. B МІН. B
 ACIDI ED ALCALI A BASSA CONCENTRAZIONE ACIDS AND LOW CONCENTRATION ALKALIS	ISO 10545-13	DA LA, LB A LC FROM LA, LB TO LC	DA LA, LB A LC FROM LA, LB TO LC
 ACIDI ED ALCALI AD ALTA CONCENTRAZIONE ACIDS AND HIGH CONCENTRATION ALKALIS		METODO DISPONIBILE AVAILABLE ON REQUEST	METODO DISPONIBILE AVAILABLE ON REQUEST
 RESISTENZA ALLE MACCHIE UGL STAIN RESISTANCE UGL		METODO DISPONIBILE AVAILABLE ON REQUEST	METODO DISPONIBILE AVAILABLE ON REQUEST
	ISO 10545-14		
 RESISTENZA ALLE MACCHIE GL STAIN RESISTANCE GL		min. 3 МІН. 3	min. 3 МІН. 3

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

INDICAZIONI D'USO
INDICATIONS FOR USE



Pavimento
Floor tiles



Rivestimento
Wall tiles

DESTINAZIONI D'USO
SUGGESTED APPLICATIONS



Abitazioni
Domestic purpose



Commerciale leggero
Light commercial



Commerciale
Commercial



Commerciale pesante
Heavy traffic area



Esterni
Outdoor floor

SUPERFICI
SURFACES

Finitura
Finish



Naturale
Natural



Levigato
Polished

Aspetto superficiale
Surface look



Opaco
Matt



Lucido Ripristinabile
Restorable Glossy

HIGH PERFORMANCE
ALTE PRESTAZIONI
HAUTES PERFORMANCES
WEITERE LEISTUNGSMERKMALE
ALTAS PRESTACIONES
ВЫСОКИЕ ЭКСПЛУАТАЦИОННЫЕ ПОКАЗАТЕЛИ
高性能

** RESTORABLE POLISHED FINISH
LEVIGATO RIPRISTINABILE
POLI À RÉNOVER
POLITUR WIEDERHERSTELLBAR
PERMITE RESTABLECER EL BRILLO
ПОЛИРОВАННЫЙ ВОССТАНАВЛИВАЕМЫЙ
可抛光恢复

** Per la natura del prodotto, la cui caratterizzazione estetica è per tutto il corpo del materiale, la finitura levigata può essere ripristinata per eliminare eventuali piccoli segni sulla superficie che si possono generare dopo anni di calpestio. / On account of the nature of the product that maintains its aesthetic characteristics throughout the entire body of the material, the polished finish can be restored to eliminate any small surface marks that may have been generated by years of foot traffic. / En raison de la nature du produit, dont la caractérisation esthétique se retrouve dans toute la masse du matériau, la finition polie peut être renouvelée pour éliminer les petites marques sur la surface qui peuvent être générées après des années de passage. / Aufgrund der natürlichen Beschaffenheit des Produkts, dessen ästhetische Merkmale vollständig einheitlich sind, kann die Politur bei der Beseitigung kleinerer Stellen auf der Oberfläche wiederhergestellt werden, welche sich nach jahrelangem Gebrauch einstellen können. / Gracias a la naturaleza del producto, cuya característica estética es una característica intrínseca del material, el brillo del acabado se puede restablecer para eliminar ligeras marcas que se generan sobre la superficie durante el tránsito. / благодаря характеру изделия, эстетические характеристики которого охватывают все тело материала, полированная отделка может быть восстановлена, чтобы устранить любые небольшие следы износа на поверхности, которые могут образоваться после многих лет ходьбы. / 得益于该产品全彩胎的外观特性, 可进行抛光处理, 消除多年踩踏形成的痕迹, 恢复最初模样。

Bordo
Edge



Rettificato monocalibro
Monocaliber, rectified

STONALIZZAZIONE
SHADE VARIATION

V2



SPESSORE
THICKNESS

10,5

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.



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



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

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