

seron  
we reinvent marble



800X1600 MM



## **OUR PRODUCTS ARE THE RESULT**

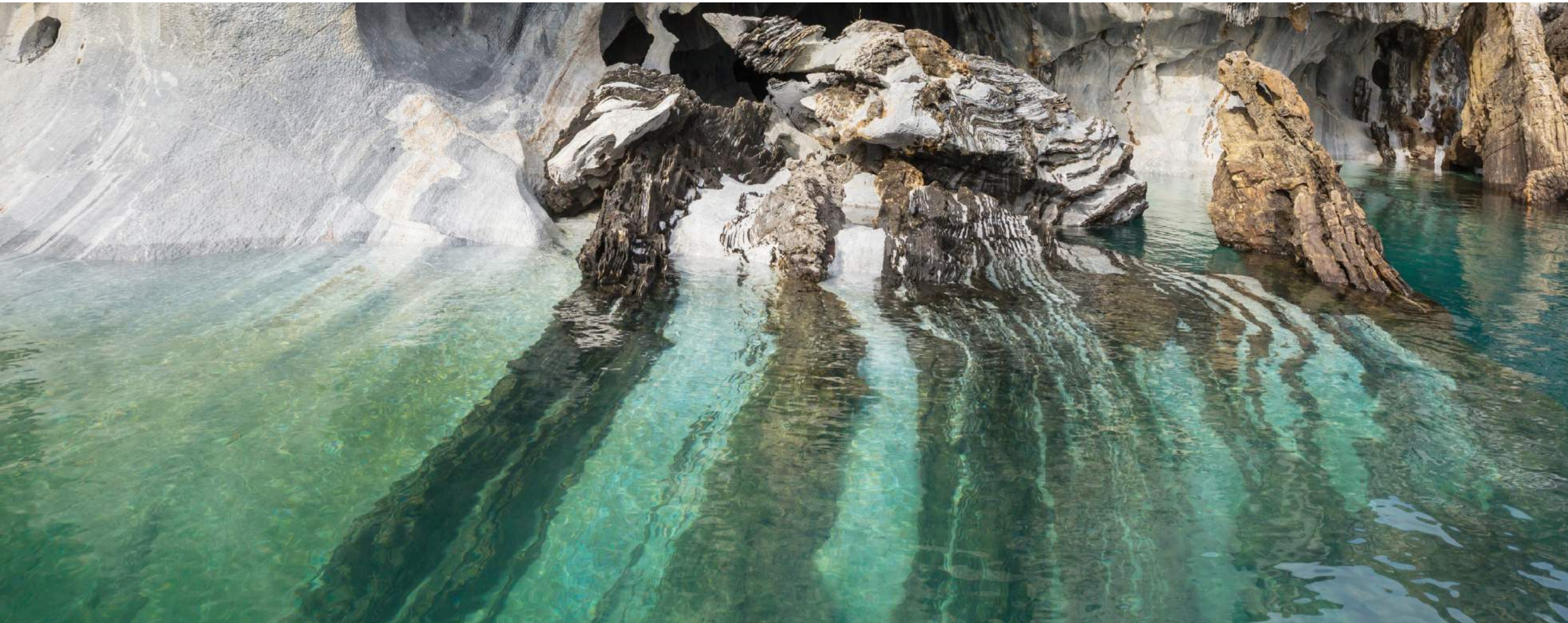
*of our culture, mentality  
and corporate philosophy.*

They are primarily based on innovation, quality and our concern for a sustainable environment. At seron Ceramic we are committed to ecology because we know that we must take care of our planet if we want to be a company of the future. So much so that we have the technical, human and economic means at our disposal to prevent the environmental impact that can be generated by our activity and to grant the security of our staff and our social environment.



## **A SEARCH FOR THE BEST MATERIALS**

Thanks to technology's latest innovation in inks and enamels, we can recreate marble's unique personality on a ceramic surface. Accessible timeless beauty joint to the technical improvements in durability, cleanliness and ceramic resistance.



*We have traveled the whole world  
in order to find the most unusual,  
precious marbles*

taking into account the latest aesthetic trends in architecture and interior design. We have recovered rare marbles, whose extraction means a major environmental impact. Thanks to our manufacturing technology we make materials that would be impossible to obtain otherwise accessible for all.

*From the passion to offer the most exclusive, unique materials, seroni's  
ceramic marble collections are born.*



## **CLASSIC AND CONTEMPORARY**

*For centuries, marble has been an inspiration to architects and sculptors.*

It is a very noble material that fascinates with its elegance and all that it means. We have created a series of collections of ceramic marble that capture the historical essence of marble, but adapting it to contemporary aesthetic trends.

*A design with the seal of elegance that only the real classics possess. Everlasting and eternal.*



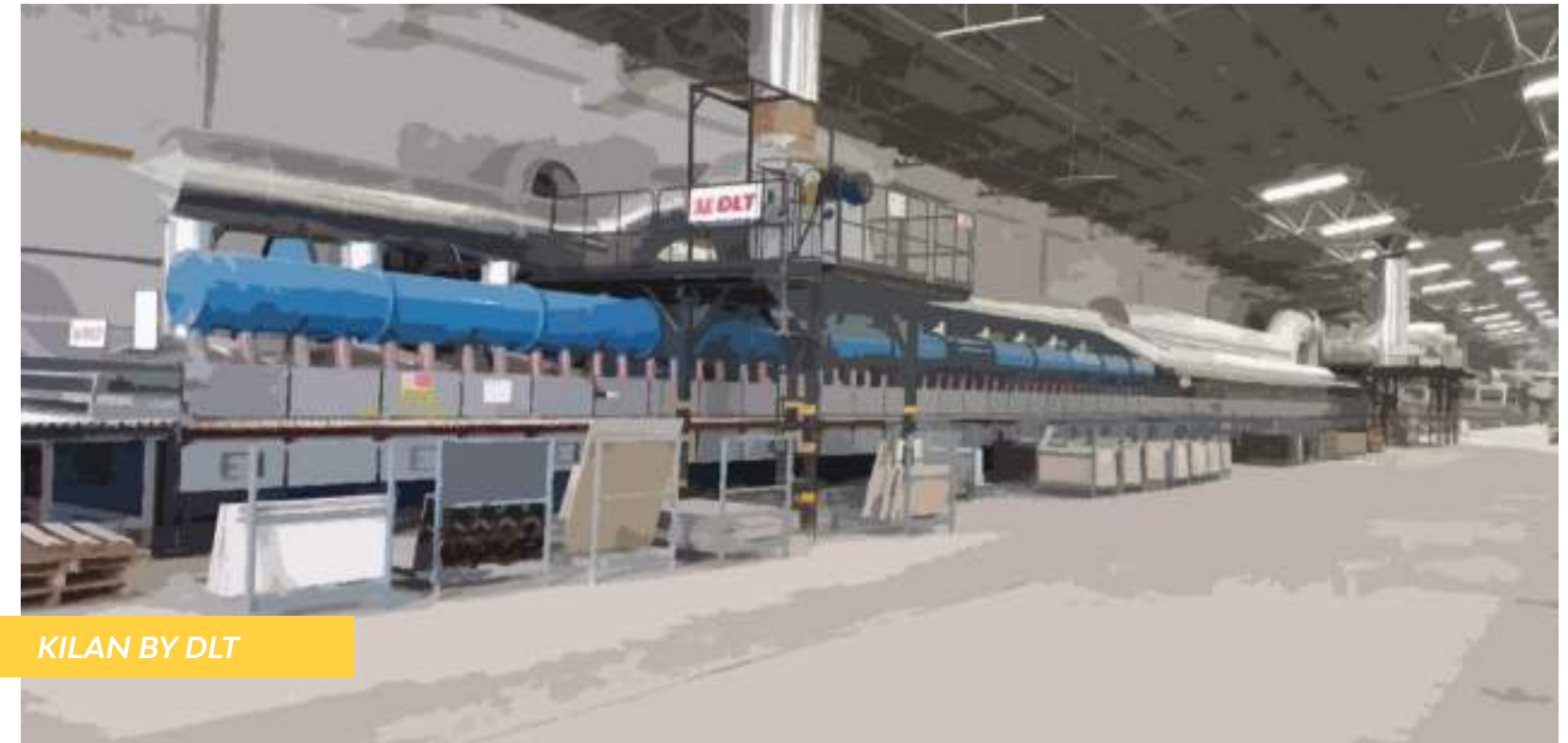
## **MARBLE ECO-FASCINATION**

*Marble has become a trendy material.*

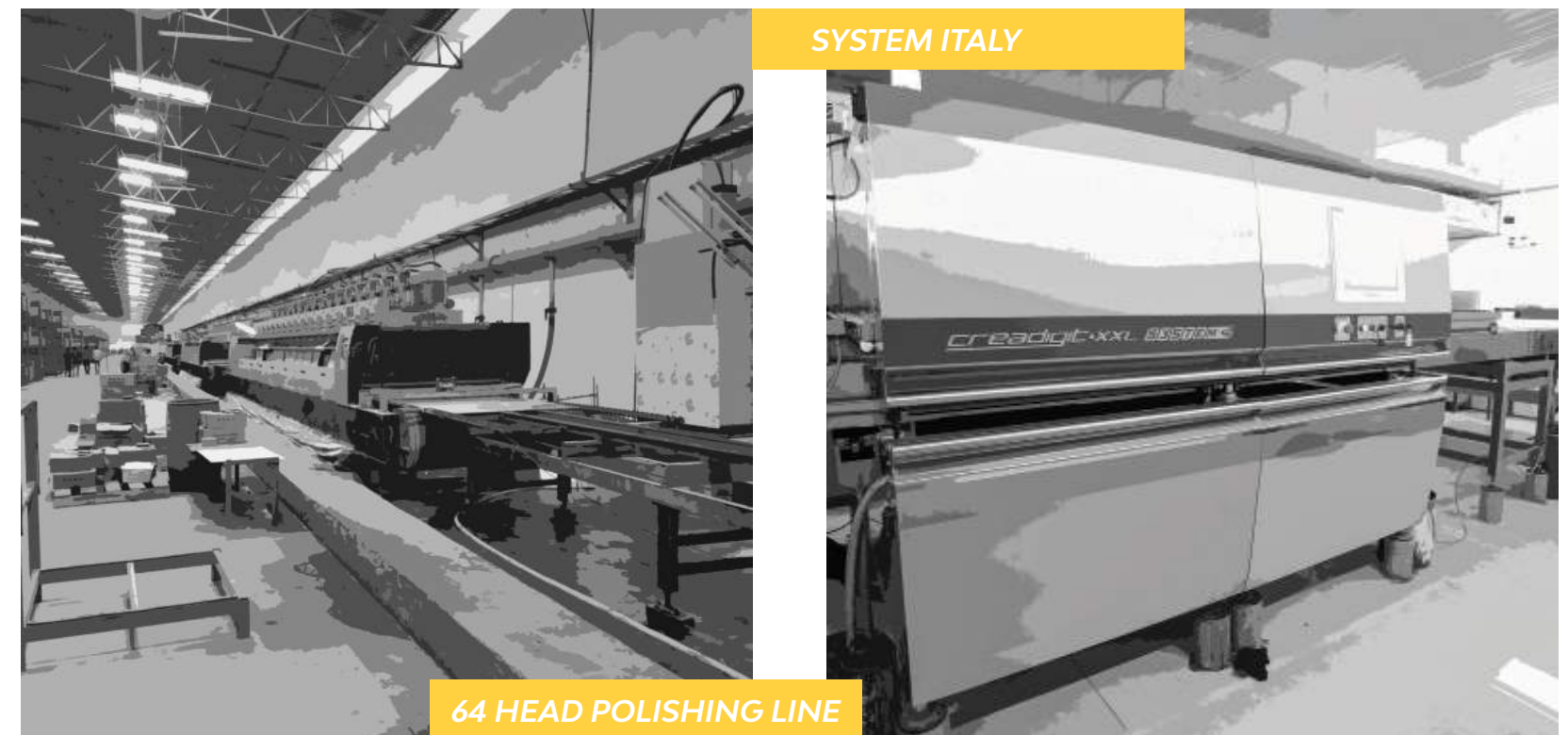
Nevertheless, its extraction implies an important impact on the environment. Thanks to the most advanced technologies in ceramic manufacturing, at seron, we have obtained a series of collections that reproduce to the finest detail of the aesthetic and tactile characteristics of this material, with an environment-friendly result. Thus, we can propose the experience of scarce marbles whose extraction is highly limited.

# **WE APPLY THE LATEST TECHNOLOGIES IN CERAMIC MANUFACTURING PROCESS IN ORDER TO OBTAIN DURABLE COLLECTIONS**

which are capable to capture the timeless beauty of marble. At the same time, we put in an advanced material that adapts every millimeter to the new necessities of interior design and architecture



KILAN BY DLT



SYSTEM ITALY

64 HEAD POLISHING LINE

# NEW GENERATION CERAMIC MARBLE

a variety of design, excellent mechanic resistance, resistance to acid and abrasion, SERON's ceramic marbles offer a more resistant material, which is adapted regarding the natural alternative.

 **NON-ABSORBENT**

 **EASY TO CLEAN**

 **STAIN RESISTANT**

 **CHEMICAL RESISTANCE**

 **HYGIENIC**

 **SCRATCH RESISTANT**

 **FLEXIBLE BODY**

 **HIGH RESISTANCE TO BREAKING LOAD**

 **HOT RESISTANT**

 **FROST RESISTANCE**

 **RESISTANCE TO UV RAYS**

# EVERYWHERE YOU LIKE

Taking account of the material's Key qualities, including strength, thermal shock resistance, low thickness and easy of working, the GEM large-size slabs extends the fields of use of porcelain. The GEM collection giving enormous creative freedom to architects and interior designer, who appreciate the versatility of this ceramic surface without limits.



 APPLICATIONS DESIGN  
TOPS & KITCHEN

 APPLICATIONS DESIGN  
DOORS & SLIDING WALLS

 APPLICATIONS DESIGN  
FLOORS, WALLS & CEILING

 APPLICATIONS DESIGN  
TOPS & BATHROOMS

 APPLICATIONS DESIGN  
INTERIOR DECORATION

 APPLICATIONS DESIGN  
FACADE



## ***FLEXIBLE TILES***

Gone are the days when tiles were made of superficial and hard materials. We bring to you an array of flexible tiles that are made of soft clay materials, giving it the most earthy and natural texture and aura. It is not only light weight but also anti-bending and crack-free, keeping your floors flawless for the longest time. This unique, quintessential and unconventional range of tiles are made of raw materials that ensure quality and perfection. The range includes travertine slate, marble, granite and much more.

Our flexible body tiles are ideal for interior and exterior, enabling you to revamp your style, inside out!



seron  
we reinvent marble

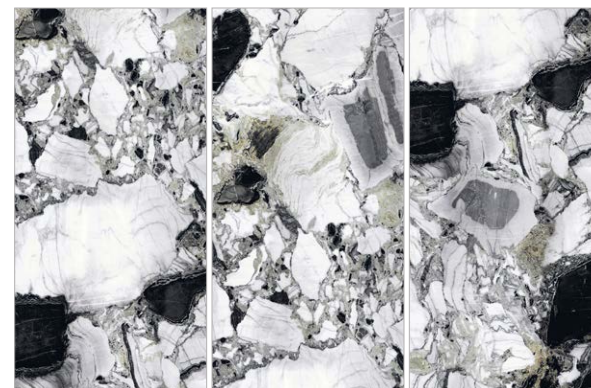
TECHNO  
MARBLE

GEM  
COLLECTION

800  
X1600**MM**

GLOSSY





ALPINE WHITE

9MM HIGH GLOSSY  
800X1600MM

NEW

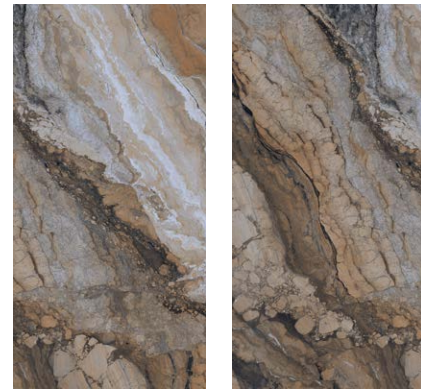
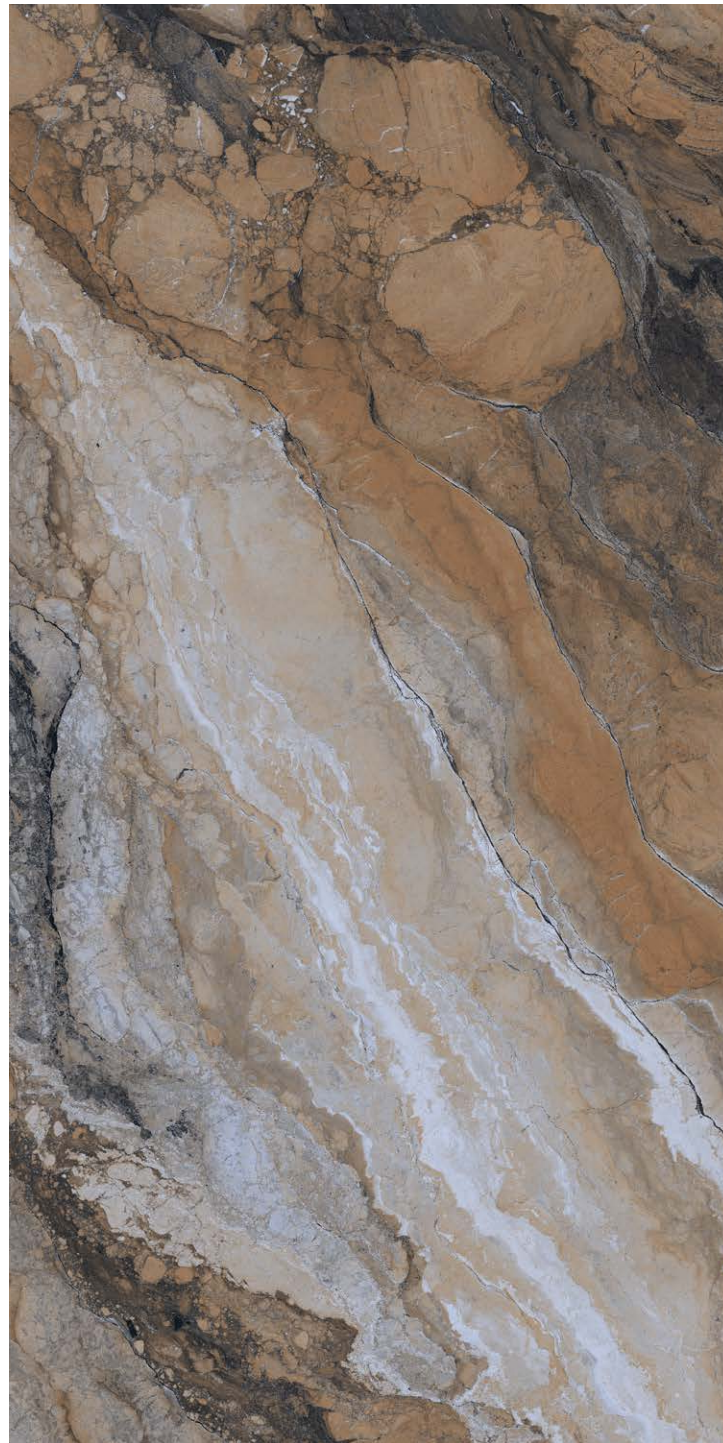
# FERRO BROWN\*

▼  
9MM

HIGH GLOSSY

NEW

▲  
800X1600MM





**IC**  
INTER CONNECTED DESIGN

ALL VEINS ARE CONNECTED THROUGH EACH OTHER  
NO MATTER HOW YOU TILING IT.

SO YOU GET A CONTINIUES FEEL ON THE WALL & FLOOR



CRYSTAL SATVARIO

▼  
9MM GLOSSY  
▲  
800X1600MM

# ASIAN GOLD

▼  
9MM GLOSSY  
▲ 800X1600MM





## VOLGA BIANCO

▼  
9MM GLOSSY  
▲  
800X1600MM





VOLGA BEIGE

▼  
9MM GLOSSY  
▲  
800X1600MM



SCOTTO CREMA

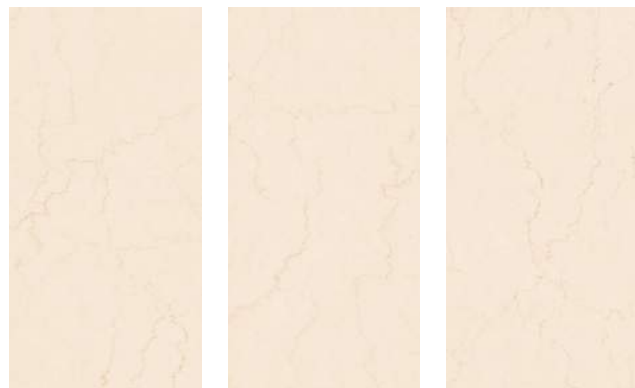
▼  
9MM GLOSSY  
▲  
800X1600MM





**BOTTOCHINO BREZZA**

▼  
9MM GLOSSY  
▲  
800X1600MM



**CASTEL NATURAL**

▼  
9MM GLOSSY  
▲  
800X1600MM



**FISTO GRIS**

▼  
9MM GLOSSY  
▲  
800X1600MM



**OROBICO PEACH**

▼  
9MM GLOSSY  
▲  
800X1600MM



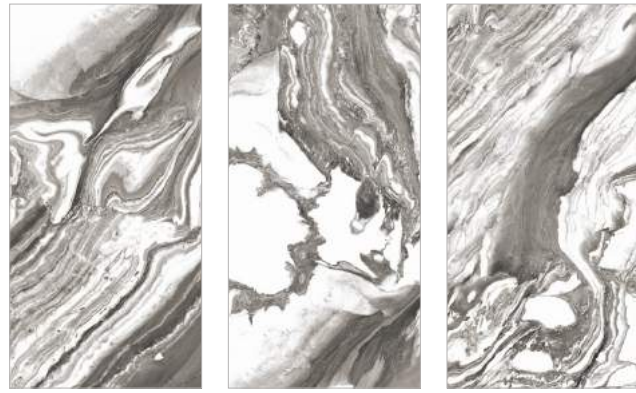






BRAZILLIAN BLUE\*

▼  
9MM GLOSSY  
▲ 800X1600MM



NERO VOLCANO

▼  
9MM GLOSSY  
▲ 800X1600MM



BRECCIA BEIGE

9MM GLOSSY  
800X1600MM





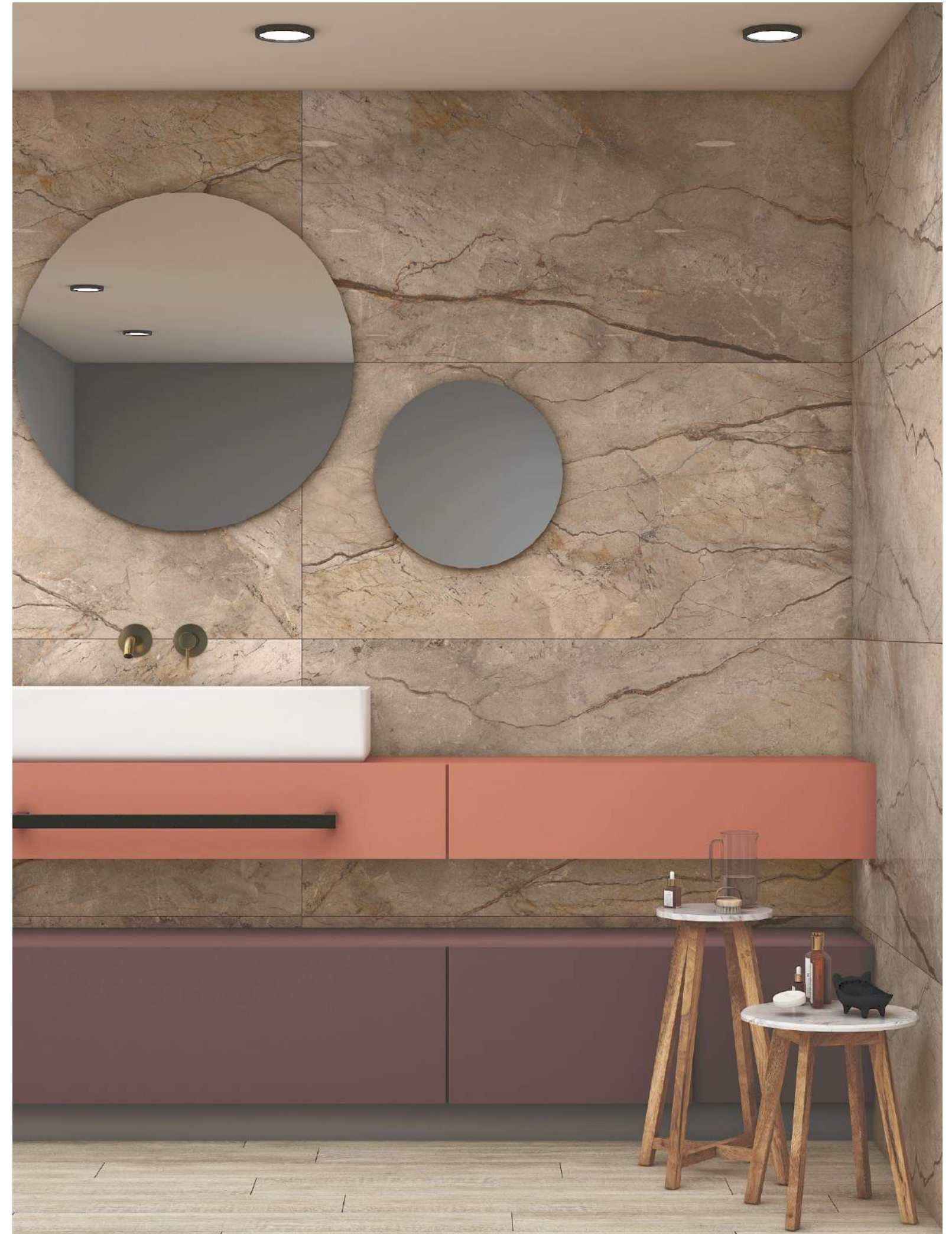
PIETRA CLOUD

▼  
9MM GLOSSY  
▲  
800X1600MM



TEMPTATION GRAY

▼  
9MM GLOSSY  
▲  
800X1600MM





DYNA MORDEN

▼  
9MM GLOSSY  
▲  
800X1600MM



ARMANI GRIZLY

▼  
9MM GLOSSY  
▲  
800X1600MM



CREMA EUROPA

▼  
9MM GLOSSY  
▲  
800X1600MM

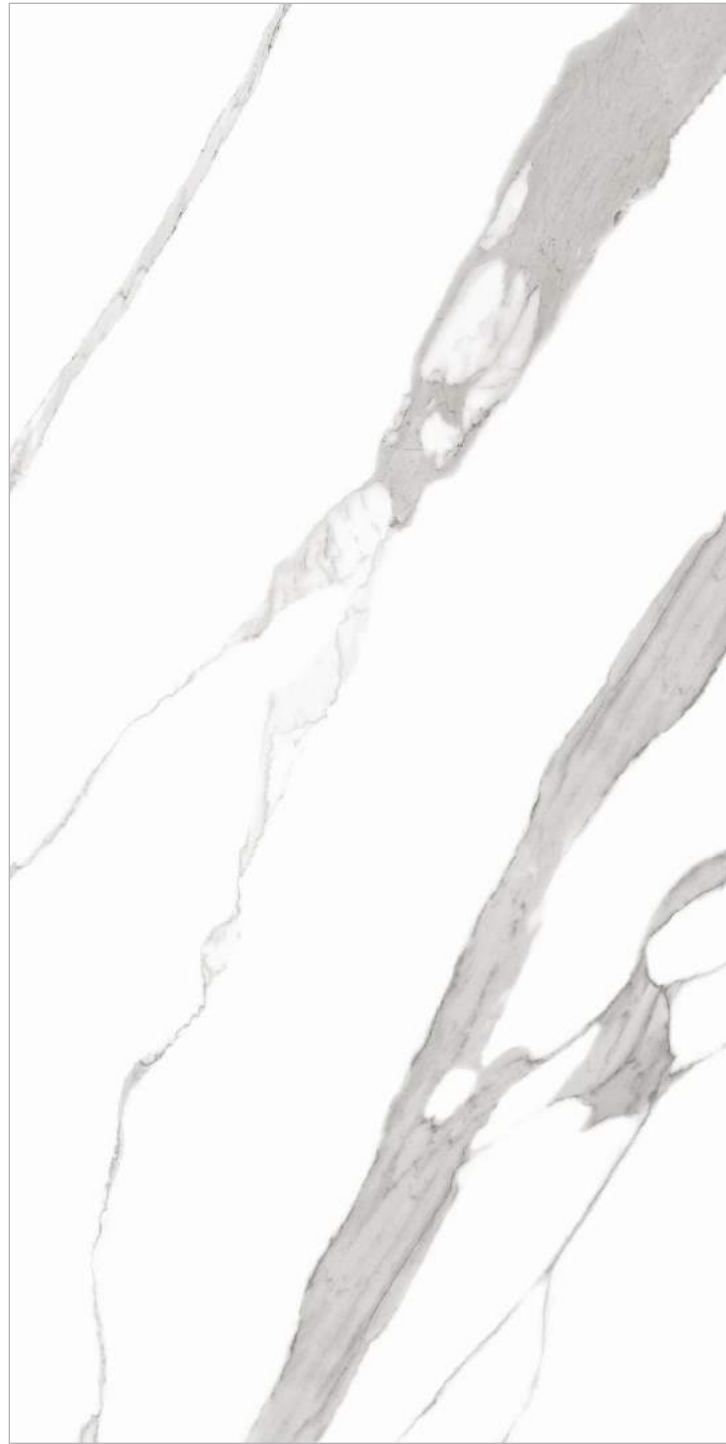


AMRON GRIS

▼  
9MM GLOSSY  
▲  
800X1600MM







## INDUS SATVARIO

▼  
9MM GLOSSY  
▲  
800X1600MM





## CREMA LIFE

▼  
9MM GLOSSY  
▲ 800X1600MM



## EARTH BEIGE

▼  
9MM GLOSSY  
▲ 800X1600MM



# TRAVERTINO CARK

▼  
9MM GLOSSY  
▲  
800X1600MM



# BERLINE BEIGE

▼  
9MM GLOSSY  
▲  
800X1600MM



# BOTTOCHINO BRIGHT

▼  
9MM GLOSSY  
▲  
800X1600MM



# DYNA CLASSIC

▼  
9MM GLOSSY  
▲  
800X1600MM







PANDA WHITE

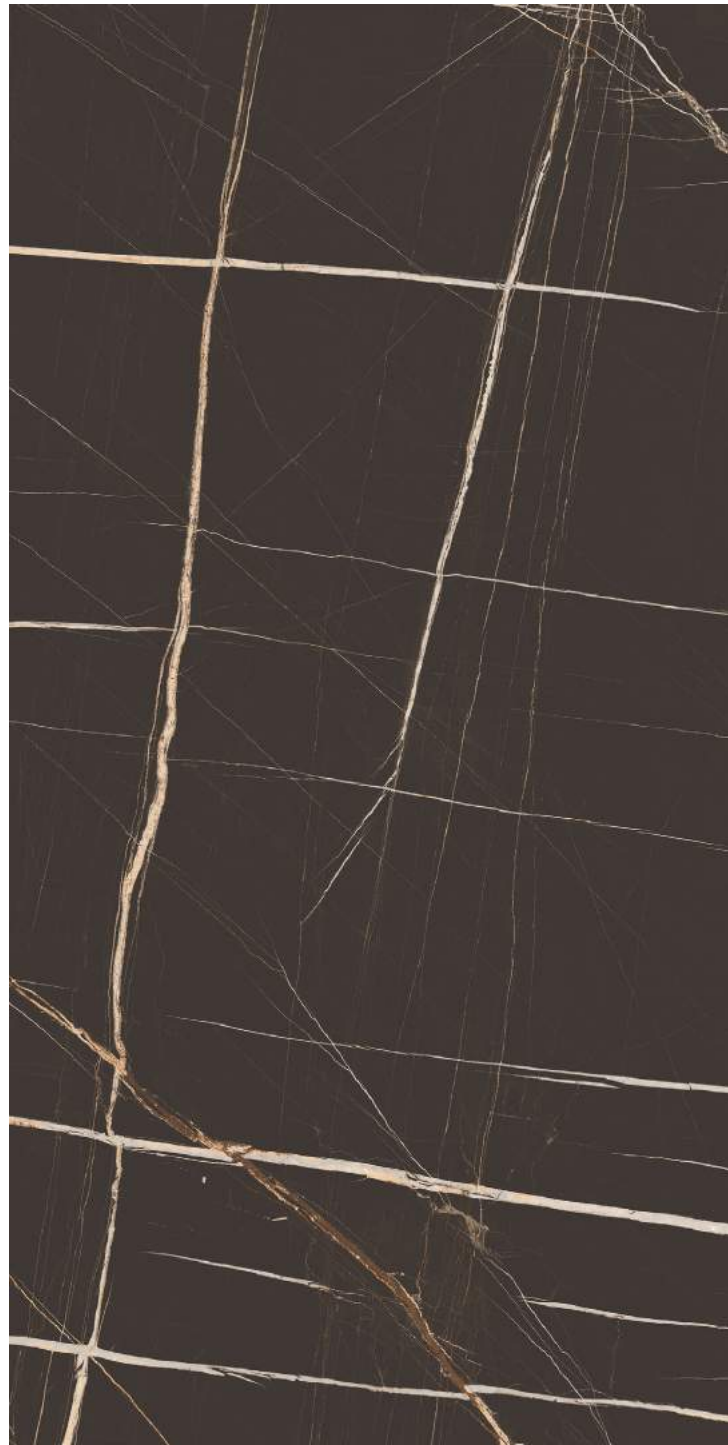
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9MM GLOSSY  
▲  
800X1600MM





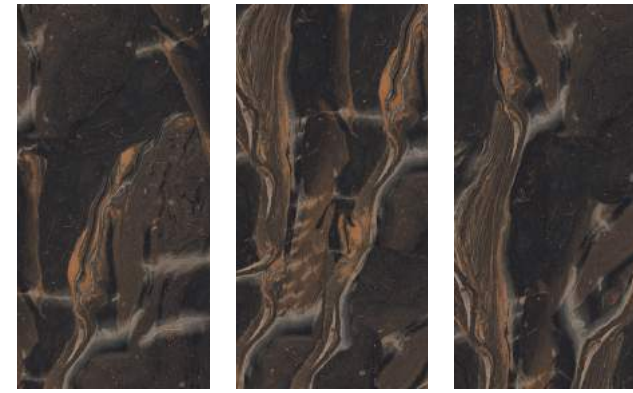
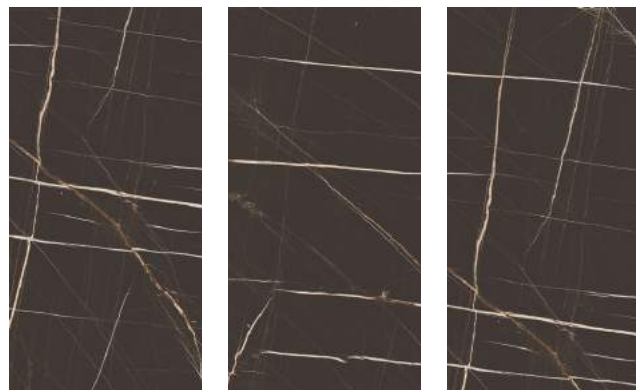
ARMANI BROWN\*

▼  
9MM GLOSSY  
▲  
800X1600MM



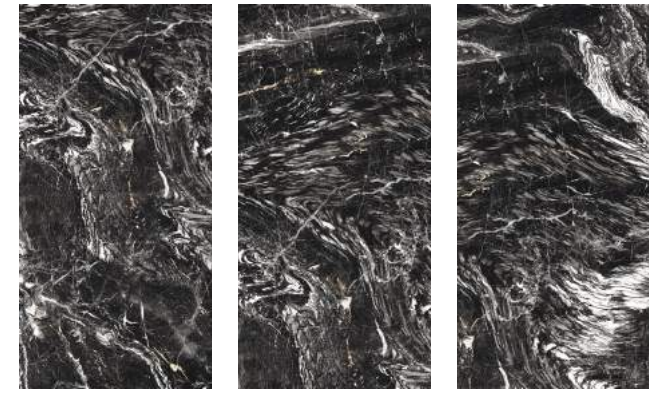
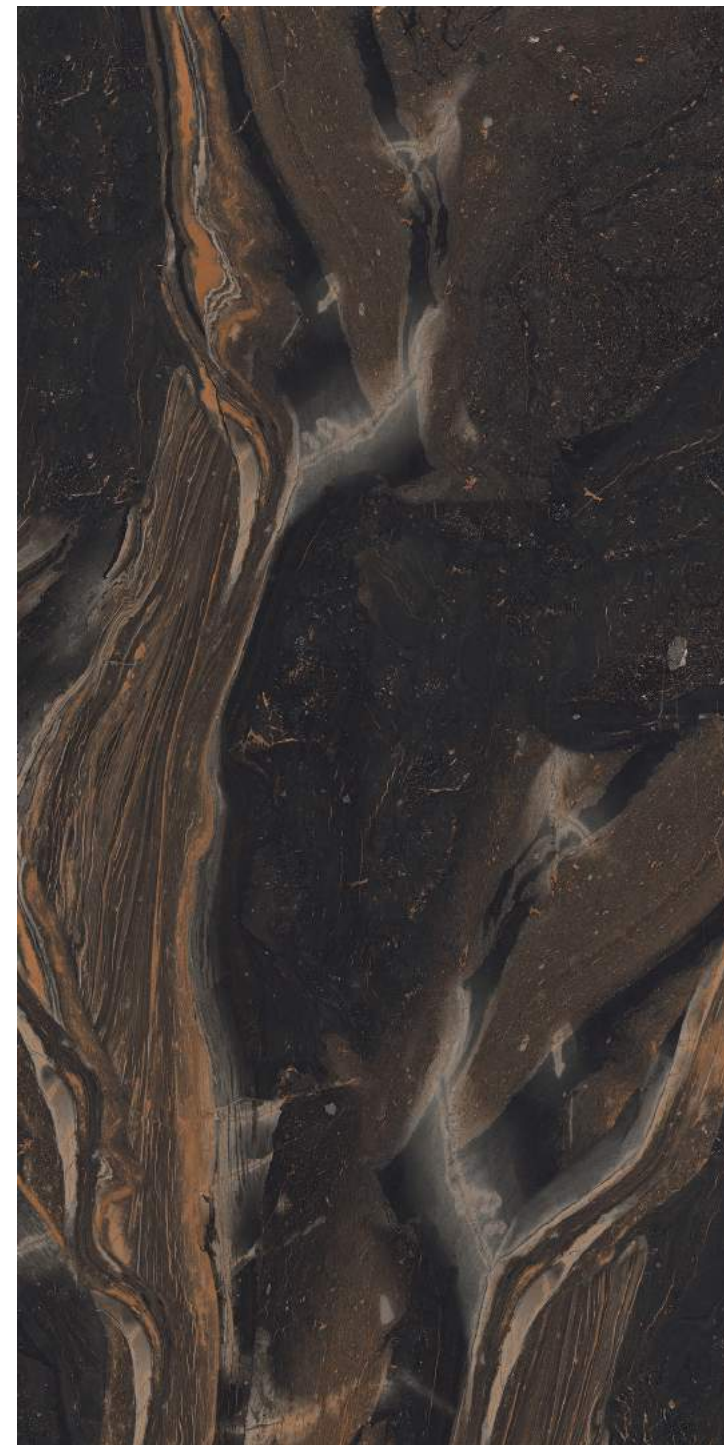
LAURENT BROWN\*

▼  
9MM GLOSSY  
▲  
800X1600MM



REVERIE BROWN\*

▼  
9MM GLOSSY  
▲  
800X1600MM



BLACKBERRY\*

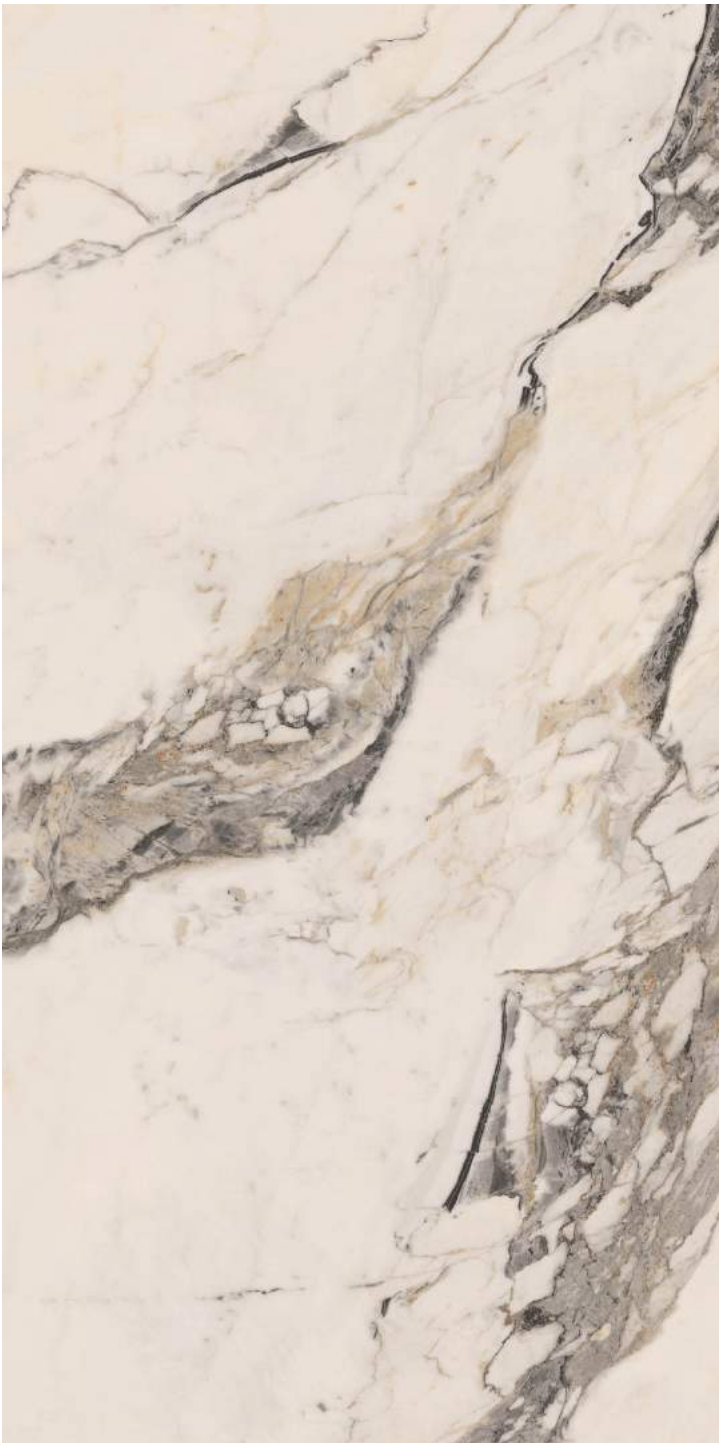
▼  
9MM GLOSSY  
▲  
800X1600MM





# CALACUTTA PINK

9MM GLOSSY  
800X1600MM





PIETRA THUNDER

▼  
9MM GLOSSY  
▲  
800X1600MM



PIETRA SILVER

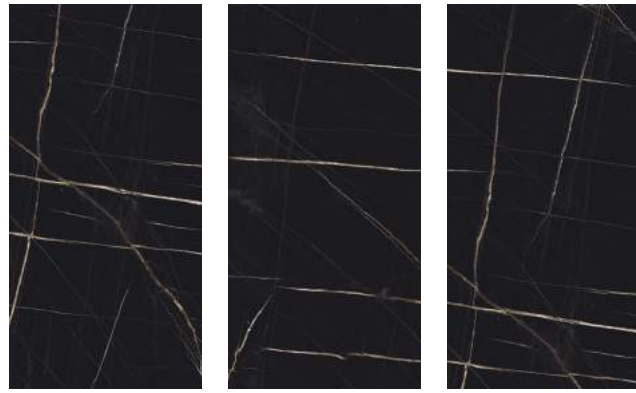
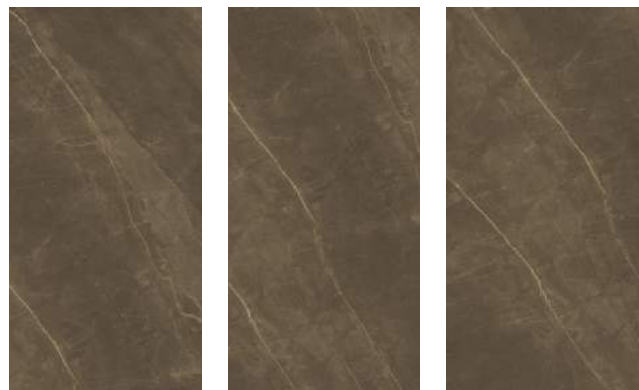
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9MM GLOSSY  
▲  
800X1600MM





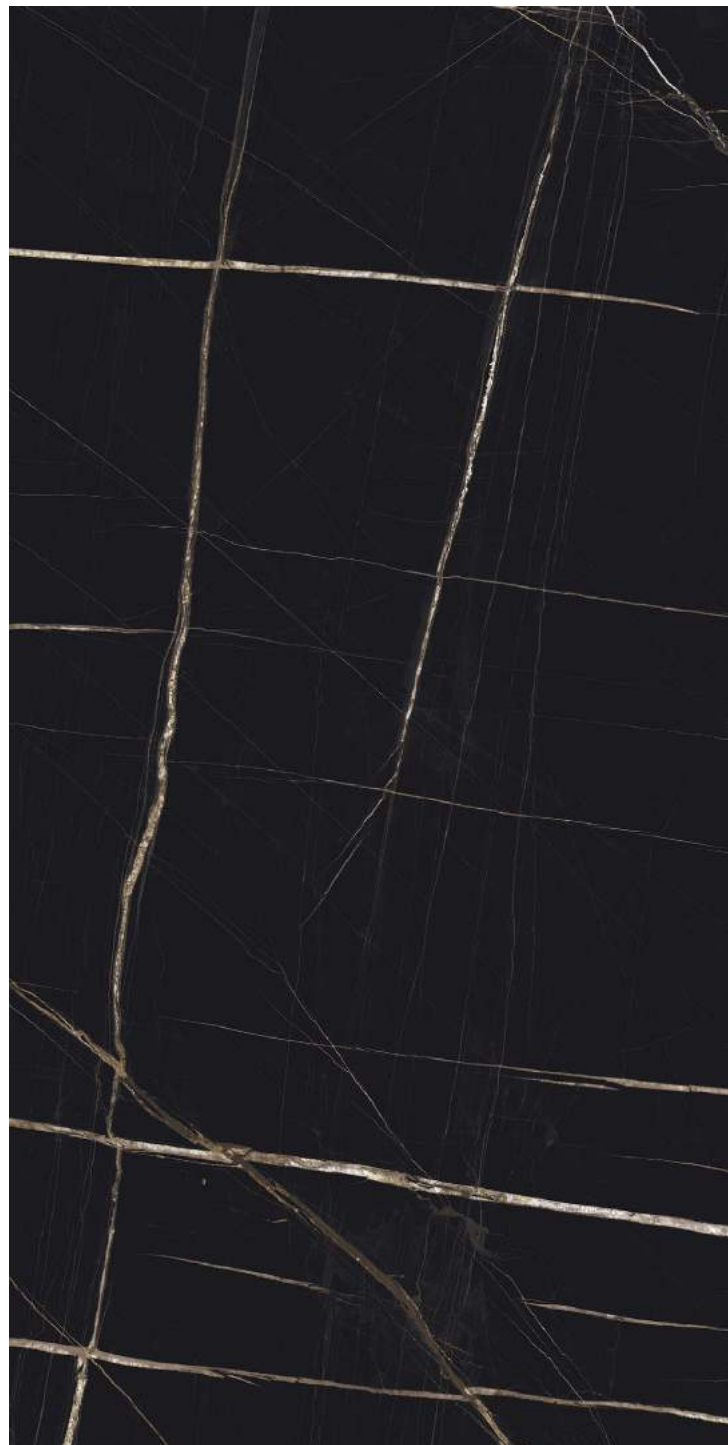
ARMANI GOLD\*

▼  
9MM GLOSSY  
▲  
800X1600MM



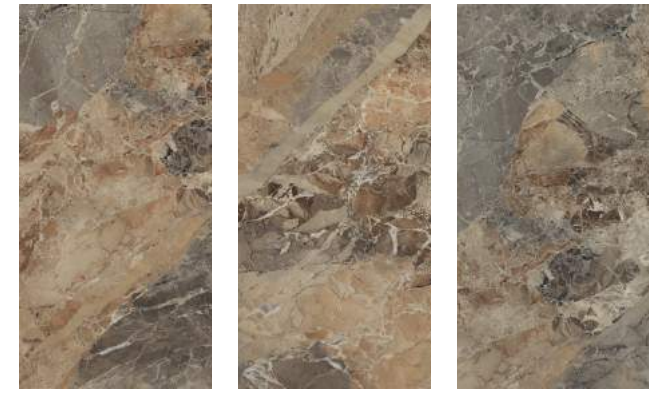
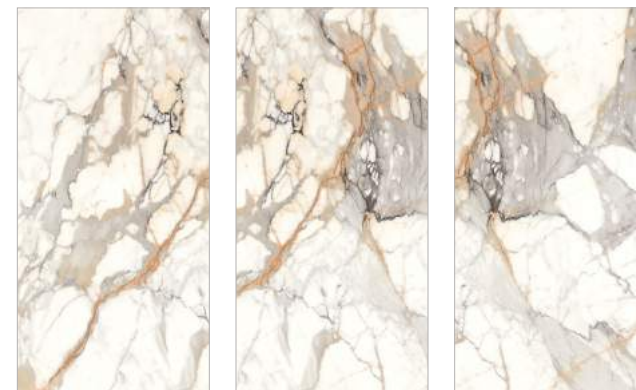
LAURENT BLACK\*

▼  
9MM GLOSSY  
▲  
800X1600MM



VENATO CARRARA

▼  
9MM GLOSSY  
▲  
800X1600MM



PERSIAN GRANITE\*

▼  
9MM GLOSSY  
▲  
800X1600MM





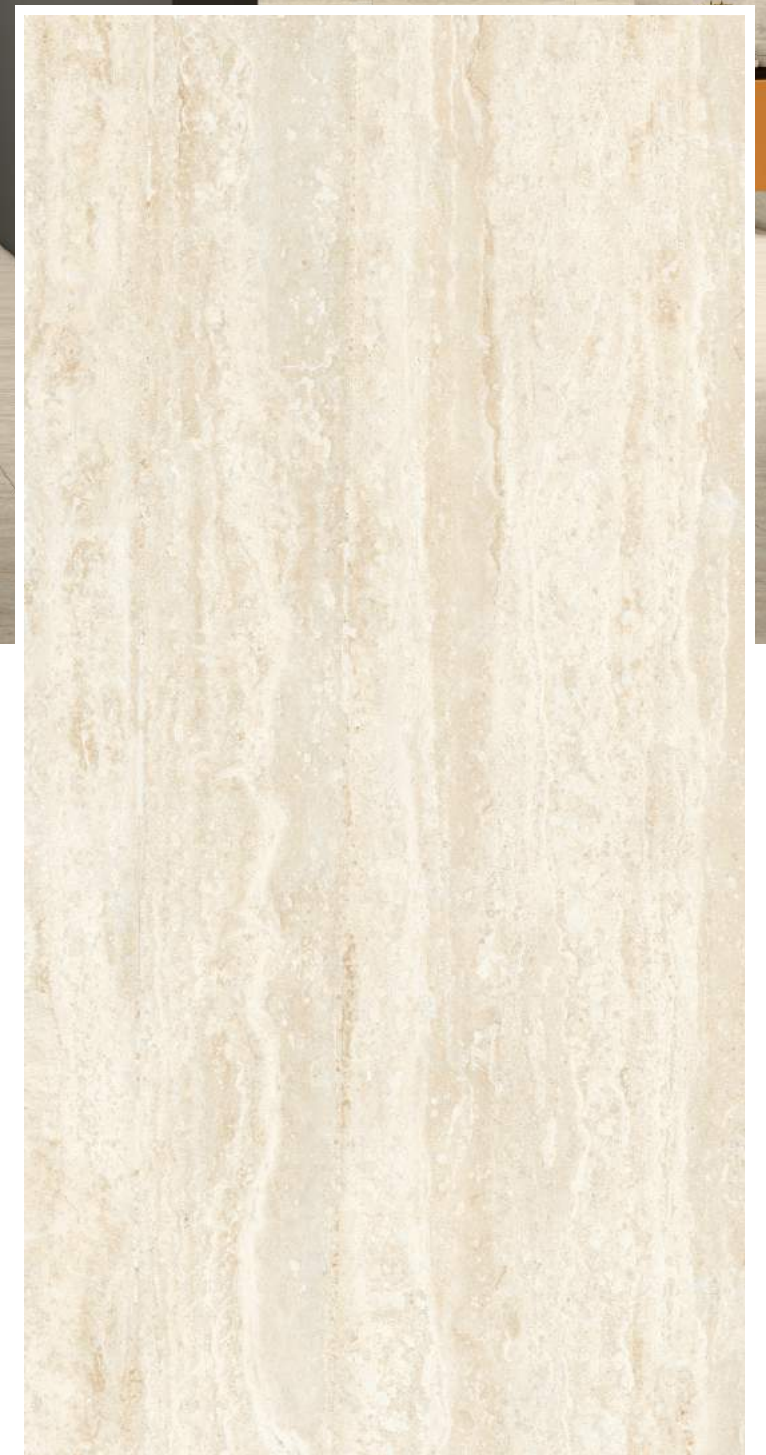




## TRAVERTINO CLASSIC

▼  
9MM GLOSSY  
▲ 800X1600MM





ROCK BROWN

9MM GLOSSY 800X1600MM

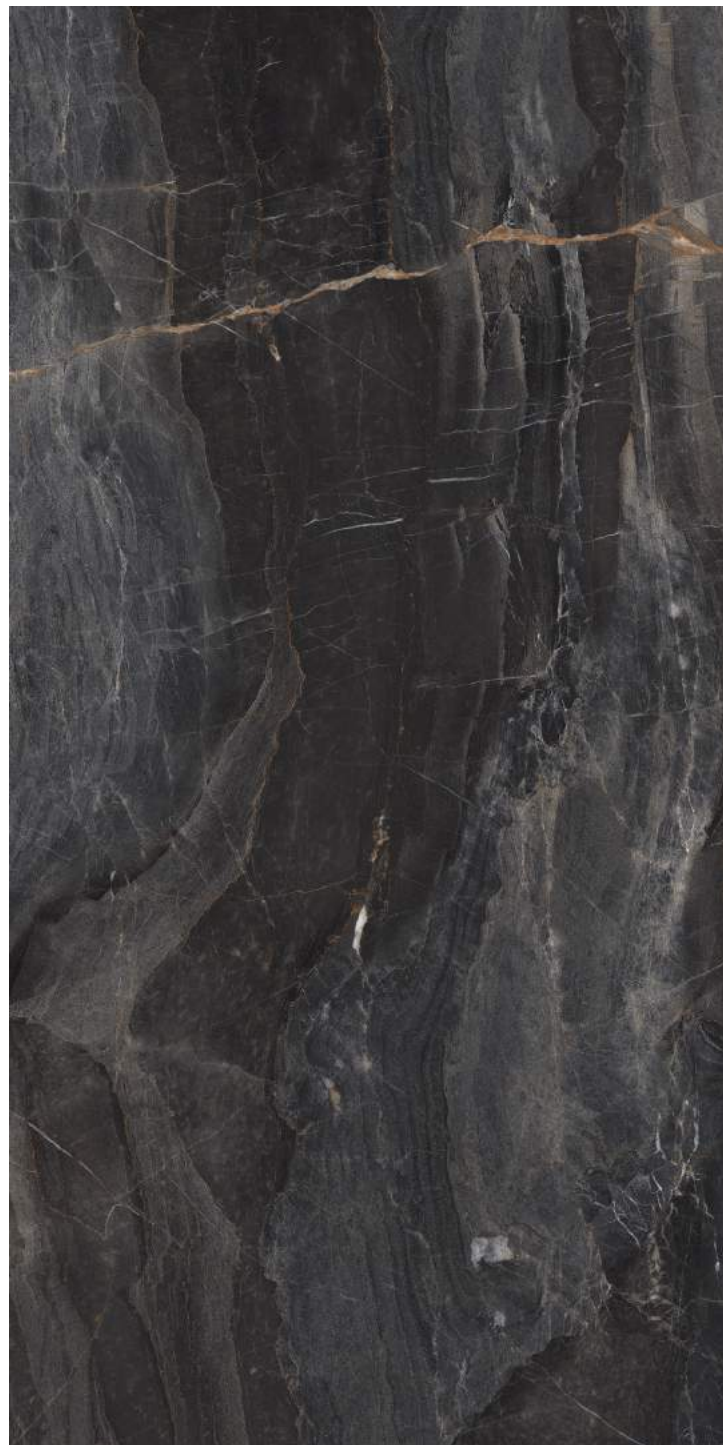


TRAVERTINO LIGHT

9MM GLOSSY 800X1600MM

# DORATO BLACK\*

▼  
9MM GLOSSY  
▲  
800X1600MM



# PIETRA BROWN\*

▼  
9MM GLOSSY  
▲  
800X1600MM



# ESTELLO

▼  
9MM GLOSSY  
▲  
800X1600MM

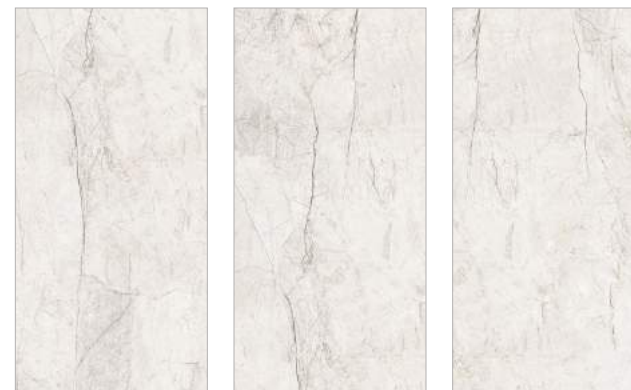


# NOVA CRYSTAL

▼  
9MM GLOSSY  
▲  
800X1600MM







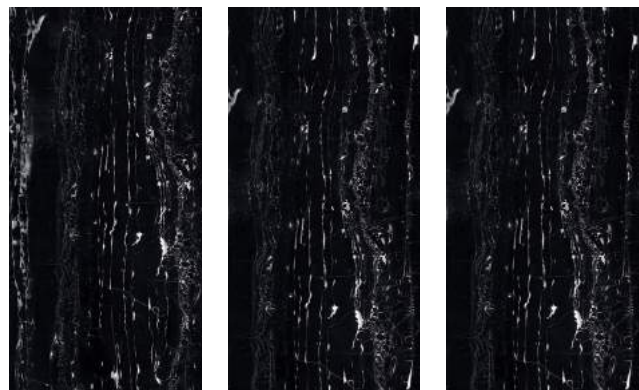
## ROCK CHOFFER

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▲  
800X1600MM



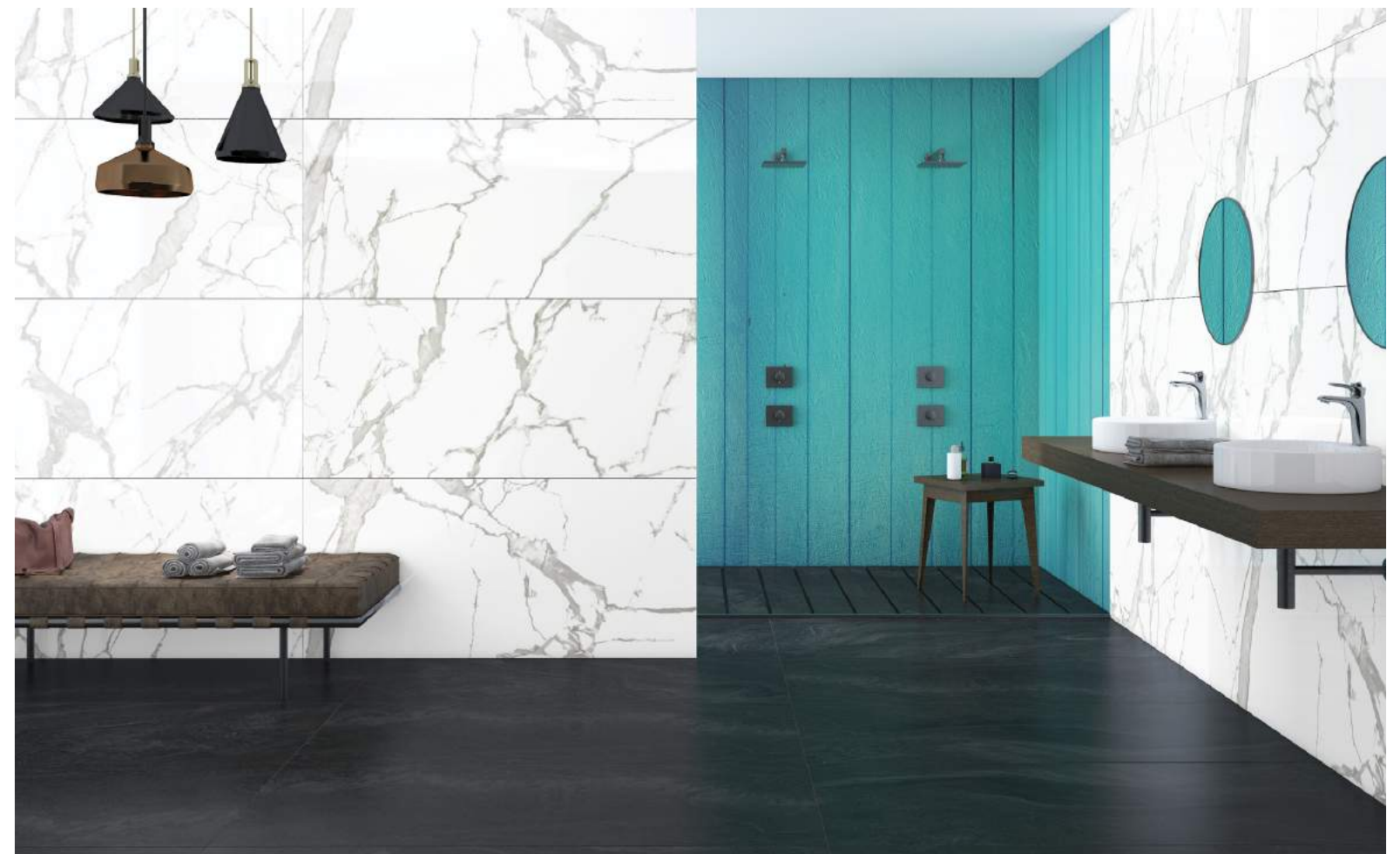
BLACK PORTORO\*

▼  
9MM GLOSSY  
▲  
800X1600MM



PEARL SATVARIO

▼  
9MM GLOSSY  
▲  
800X1600MM





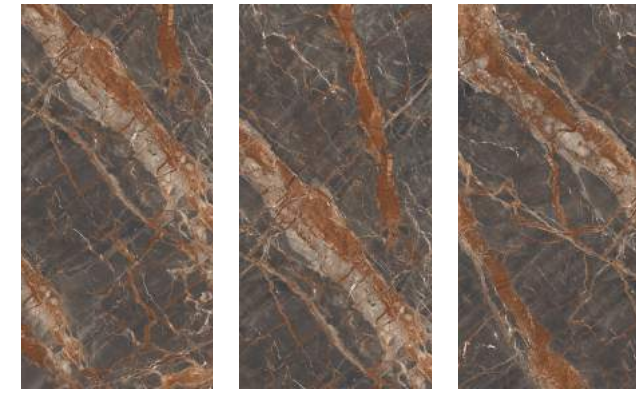
SATVARIO BIANCO

▼  
9MM GLOSSY  
▲  
800X1600MM



BRECCIA AURORA

▼  
9MM GLOSSY  
▲  
800X1600MM



CASTANO VIOLA\*

▼  
9MM GLOSSY  
▲  
800X1600MM







# PIETRA IRON\*

▼  
9MM

GLOSSY

▲  
800X1600MM





ONYX BEIGE

▼  
9MM GLOSSY  
▲  
800X1600MM



# BRECCIA STEEL



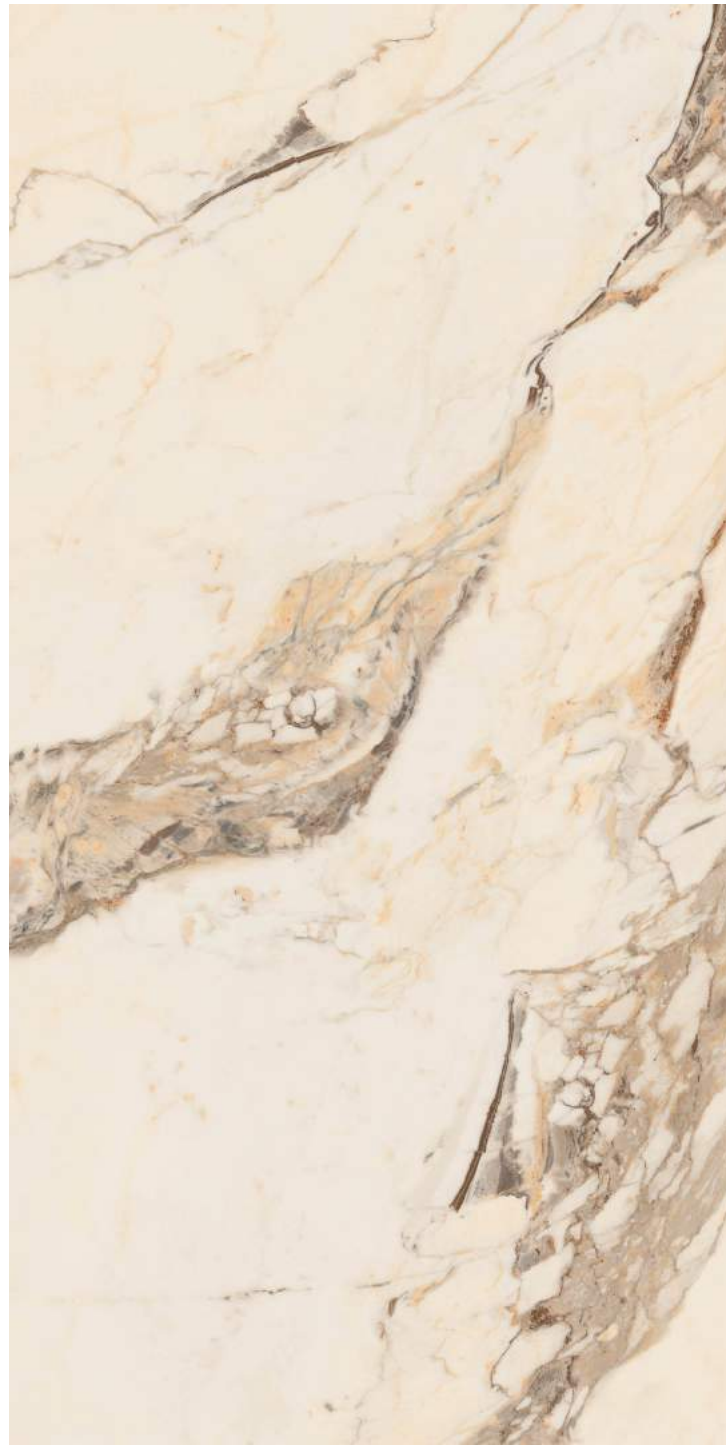
9MM

GLOSSY



800X1600MM





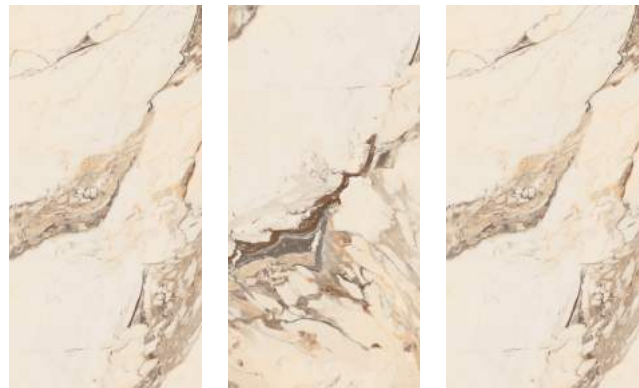
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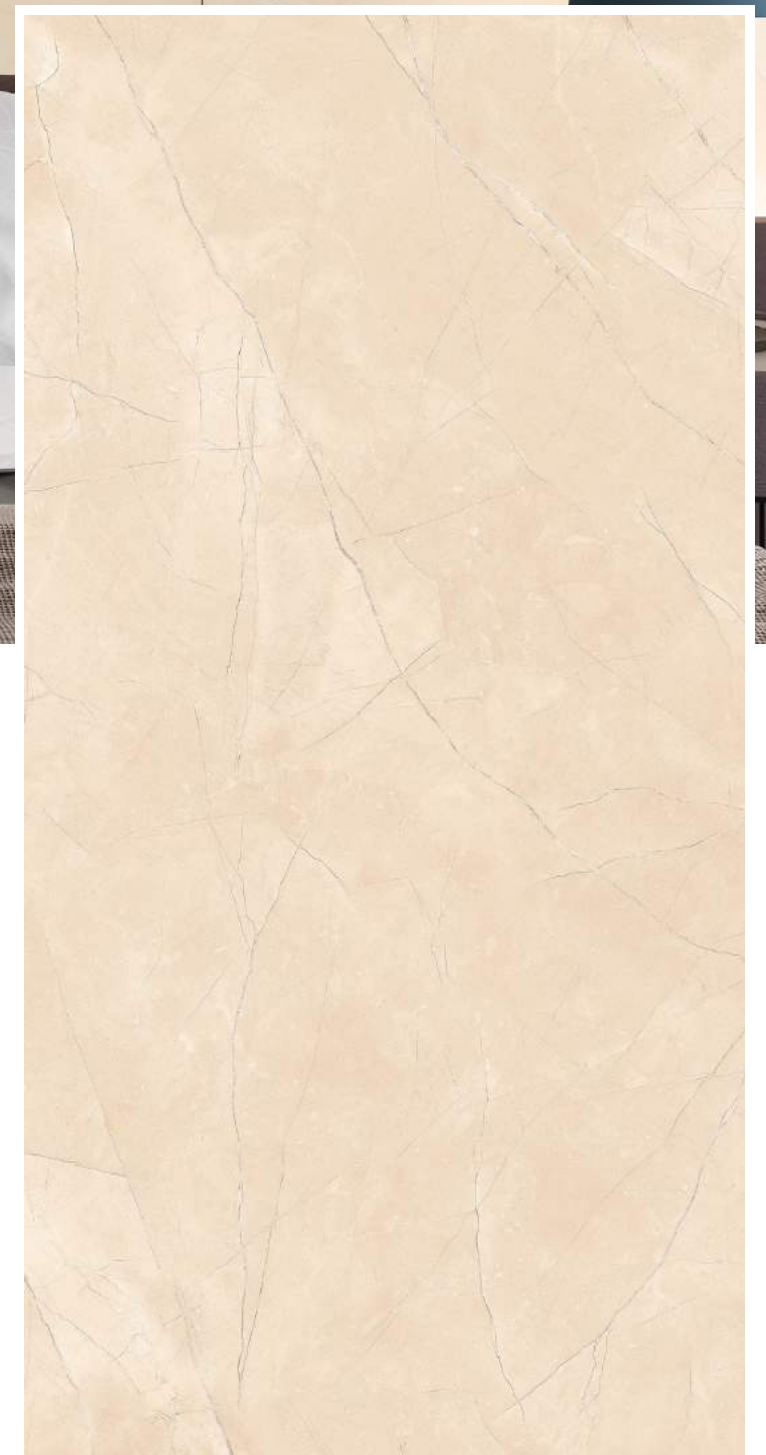
▼  
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▲ 800X1600MM



CALACUTTA CREMA

▼  
9MM GLOSSY  
▲ 800X1600MM





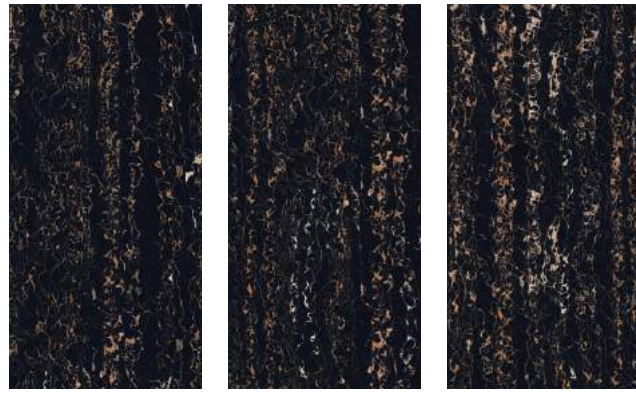
## TURKISH

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▲  
800X1600MM



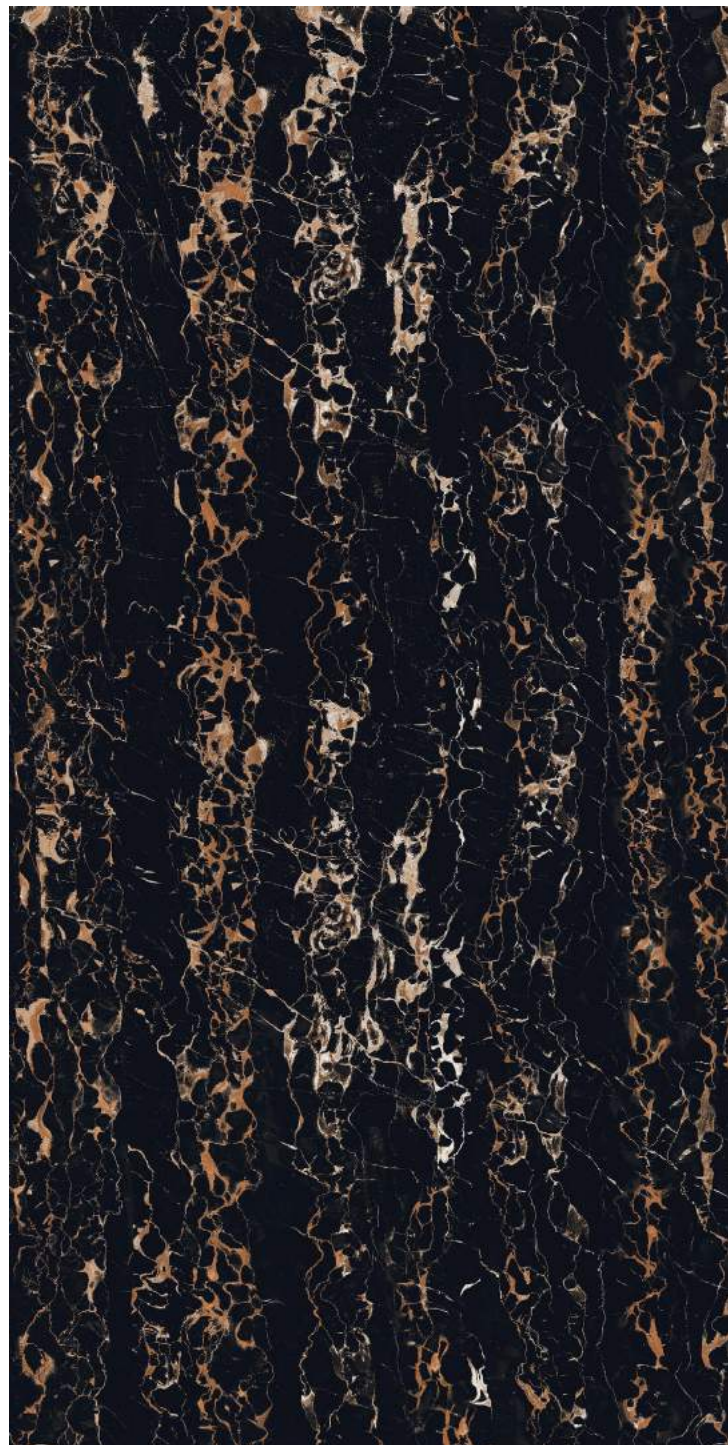
## OPERA IVORY

▼  
9MM GLOSSY  
▲  
800X1600MM



GOLDEN PORTORO\*

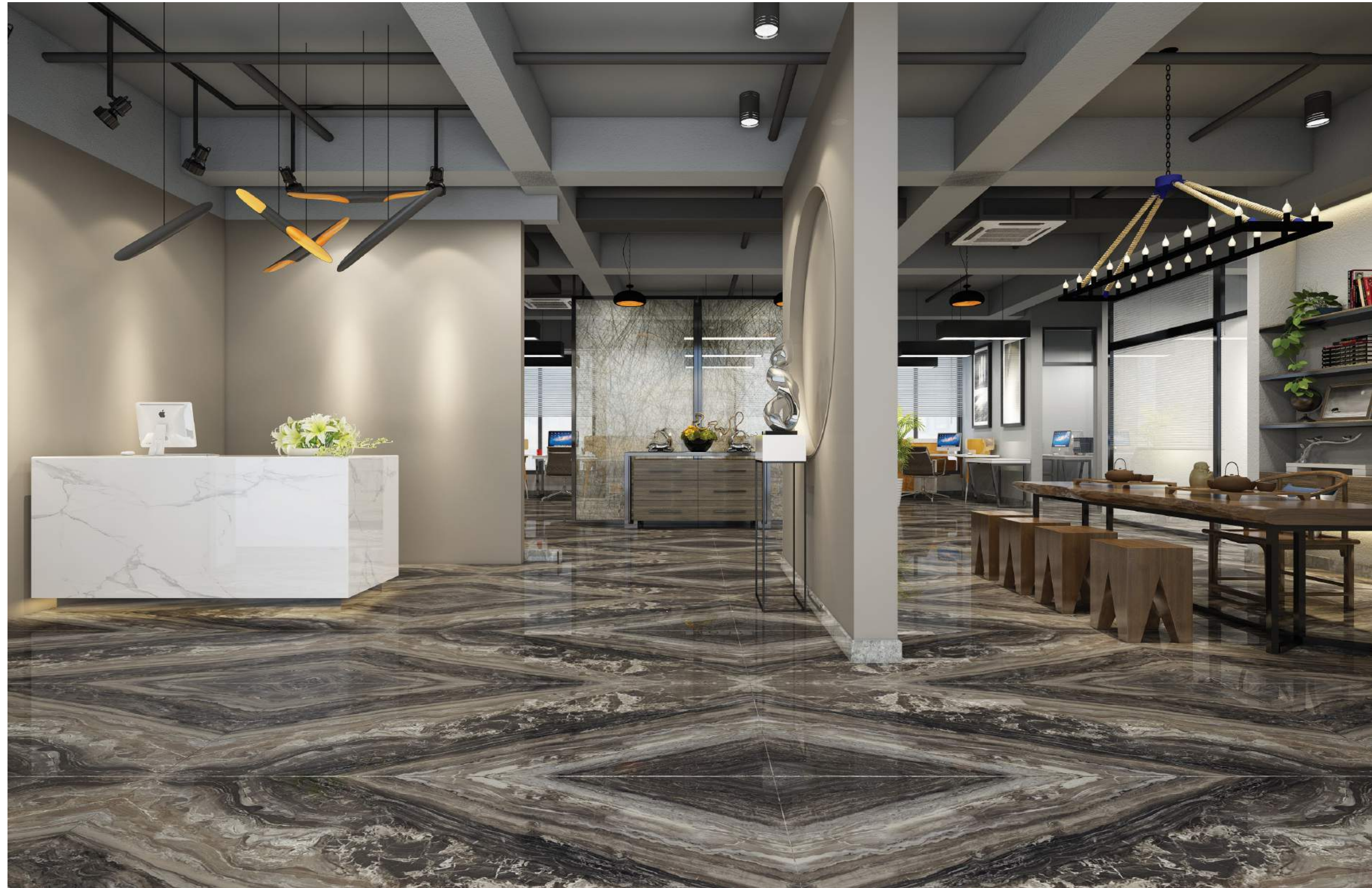
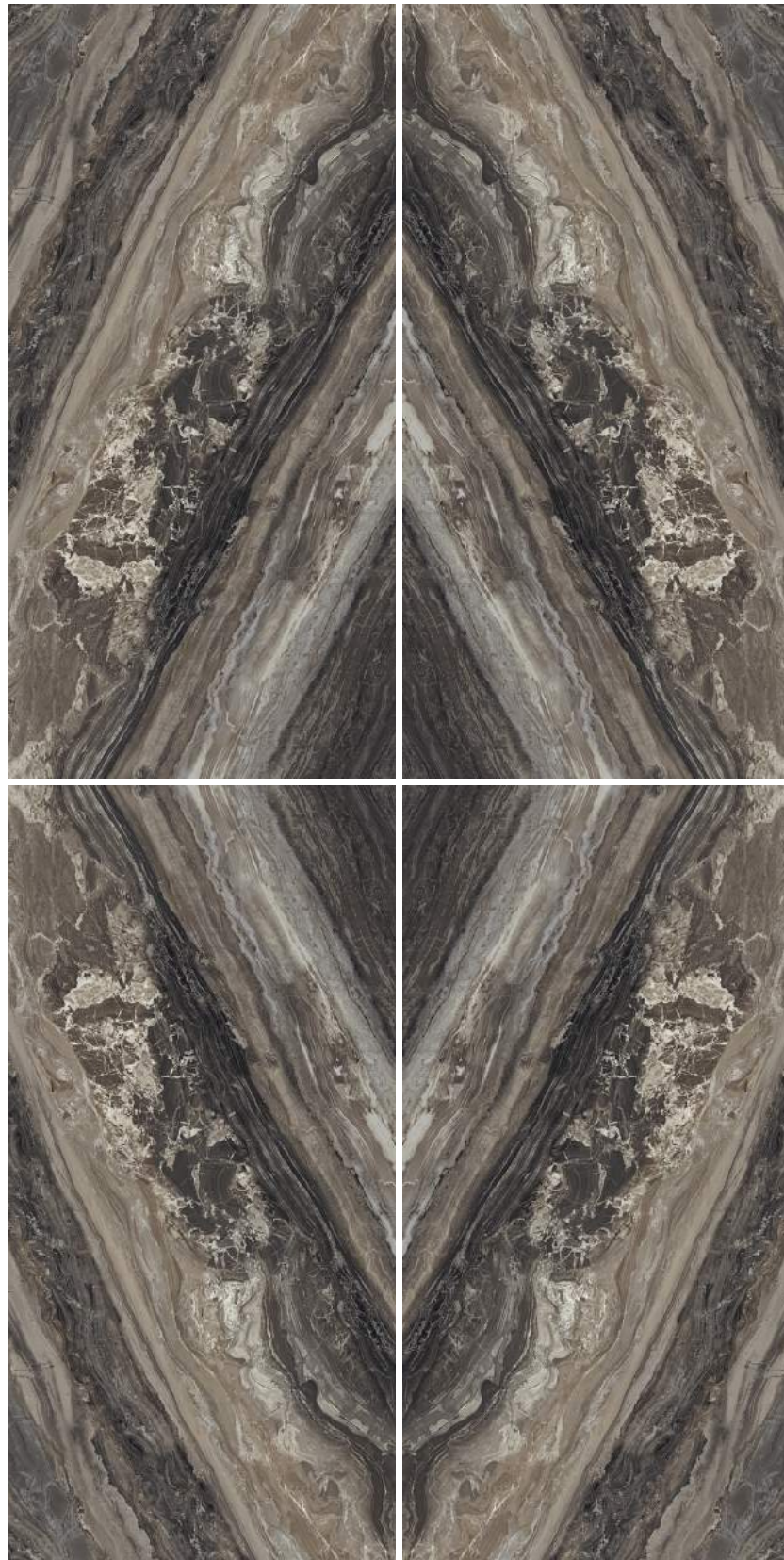
▼  
9MM GLOSSY  
▲  
800X1600MM



BRECCIA FANTASTIC

▼  
9MM GLOSSY  
▲  
800X1600MM





LAWAW\* BOOK MATCH

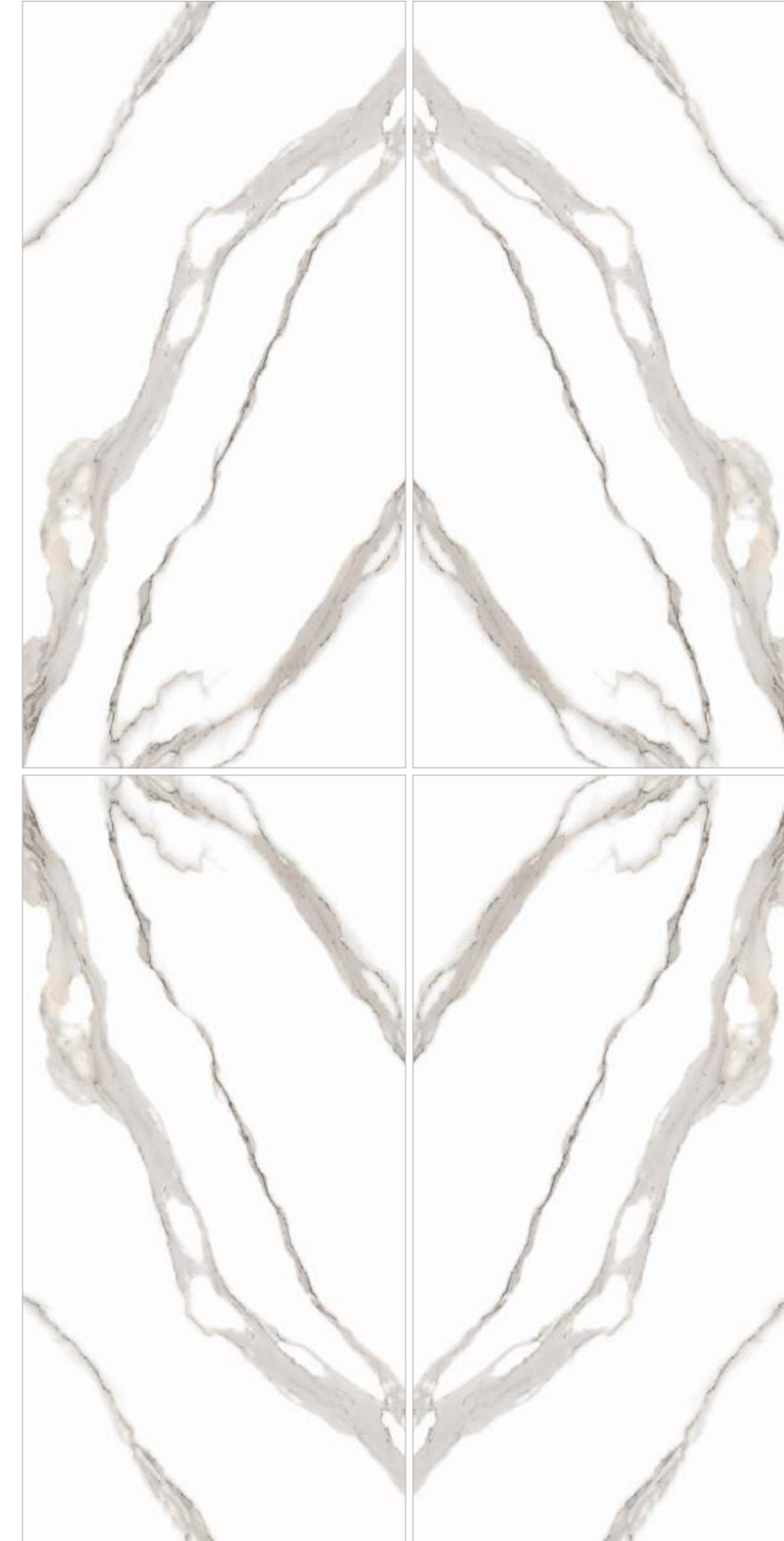
▼  
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▲ 800X1600MM





BRECCIA SANDY BOOK MATCH

▼  
9MM GLOSSY  
▲  
800X1600MM



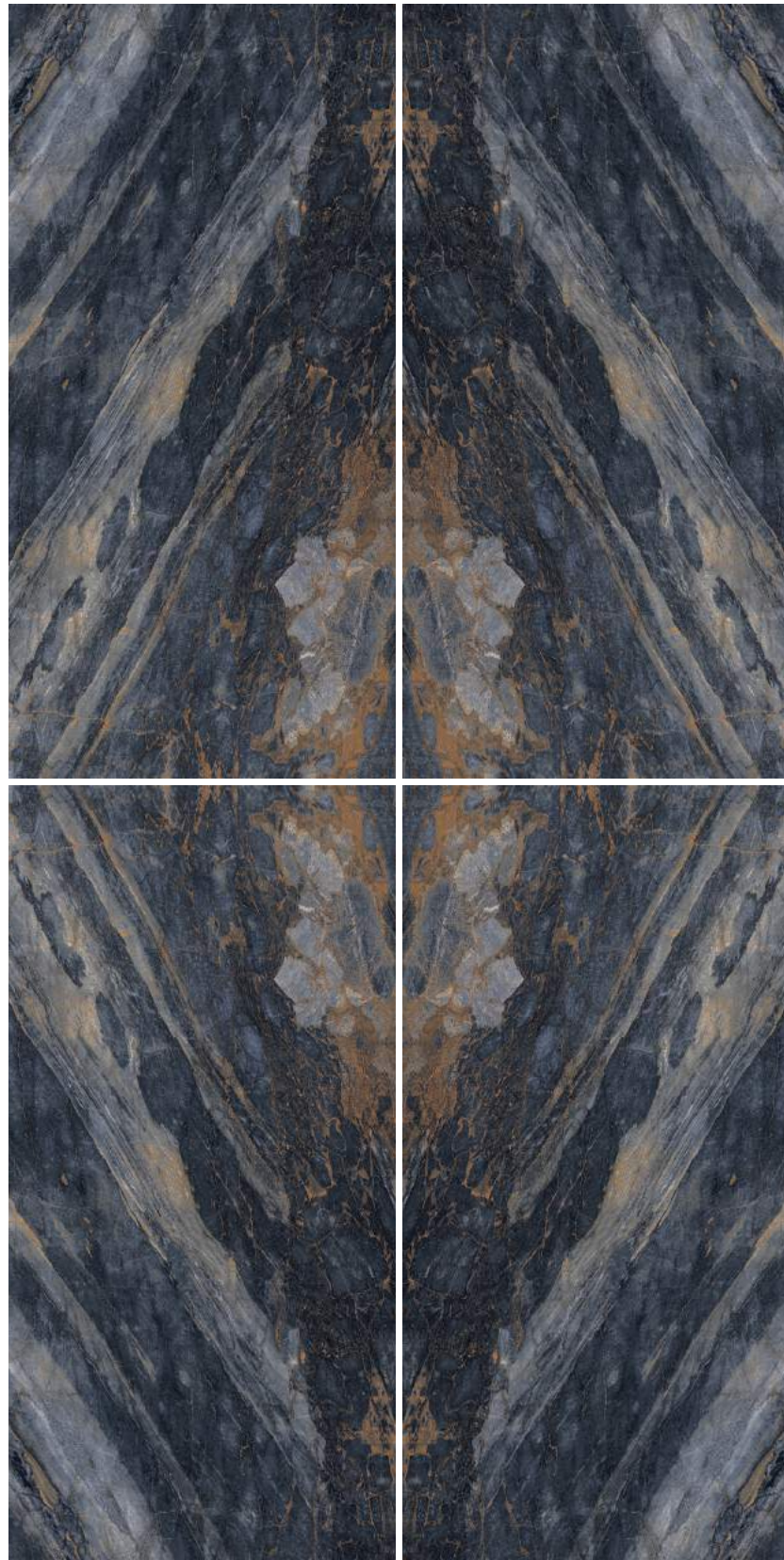
SATVARIO BOOKMATCH

▼  
9MM GLOSSY  
▲  
800X1600MM



## TULIP BOOKMATCH

▼  
9MM GLOSSY  
▲ 800X1600MM



## FOSTER BLUE\* BOOKMATCH

▼  
9MM GLOSSY  
▲ 800X1600MM

seron  
we reinvent marble

TECHNO  
MARBLE

CRAFT  
COLLECTION

800  
X1600**MM**

CARVING





## CRAFT STELLAR LIGHT

▼  
9MM CARVING  
▲  
800X1600MM

NEW





CRAFT STELLAR GRAY

9MM CARVING NEW  
800X1600MM



CRAFT STELLAR BROWN

9MM CARVING NEW  
800X1600MM



CRAFT STELLAR HARBAR

9MM CARVING NEW  
800X1600MM



CRAFT STELLAR IVORY

9MM CARVING NEW  
800X1600MM





CRAFT BOLD BEIGE

▼  
9MM CARVING  
▲  
800X1600MM



CRAFT BOLD GRAY

▼  
9MM CARVING  
▲  
800X1600MM



CRAFT BOTTOCHINO NATURAL

▼  
9MM CARVING  
▲  
800X1600MM



CRAFT ESTILO BEIGE

▼  
9MM CARVING  
▲  
800X1600MM





CRAFT PEARL BEIGE

▼  
9MM CARVING  
▲  
800X1600MM



CRAFT PLUTO SATVARIO

▼  
9MM CARVING  
▲  
800X1600MM



CRAFT PRESTIGE GRIS

▼  
9MM CARVING  
▲  
800X1600MM



CRAFT PRESTIGE BROWN

▼  
9MM CARVING  
▲  
800X1600MM







CRAFT ANTICO BEIGE

▼  
9MM CARVING  
▲  
800X1600MM



CRAFT ANTICO BROWN

▼  
9MM CARVING  
▲  
800X1600MM



CRAFT ANTICO GRAY

▼  
9MM CARVING  
▲  
800X1600MM



CRAFT ANTICO ROSTA

▼  
9MM CARVING  
▲  
800X1600MM





CRAFT REAL TRAVERTINO

▼  
9MM CARVING  
▲  
800X1600MM



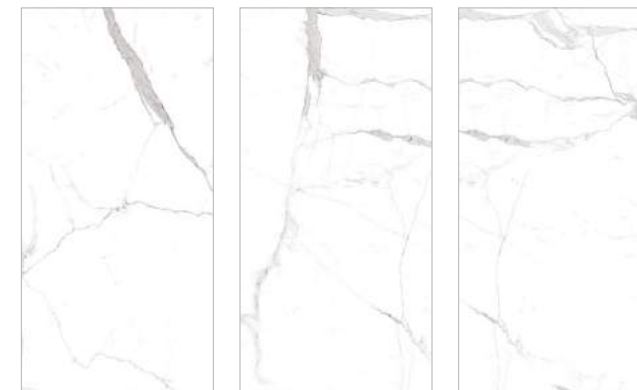
CRAFT TRAVERTINO BEIGE

▼  
9MM CARVING  
▲  
800X1600MM



CRAFT VOLGA SATVARIO

▼  
9MM CARVING  
▲  
800X1600MM



seron  
we reinvent marble

TECHNO  
MARBLE

URBANA  
COLLECTION

800  
X1600**MM**

MATT



VICTORIA GRIS

▼  
9MM MATT  
▲  
800X1600MM



VICTORIA LIGHT

▼  
9MM MATT  
▲  
800X1600MM





# VICTORIA IVORY

▼  
9MM MATT  
▲  
800X1600MM



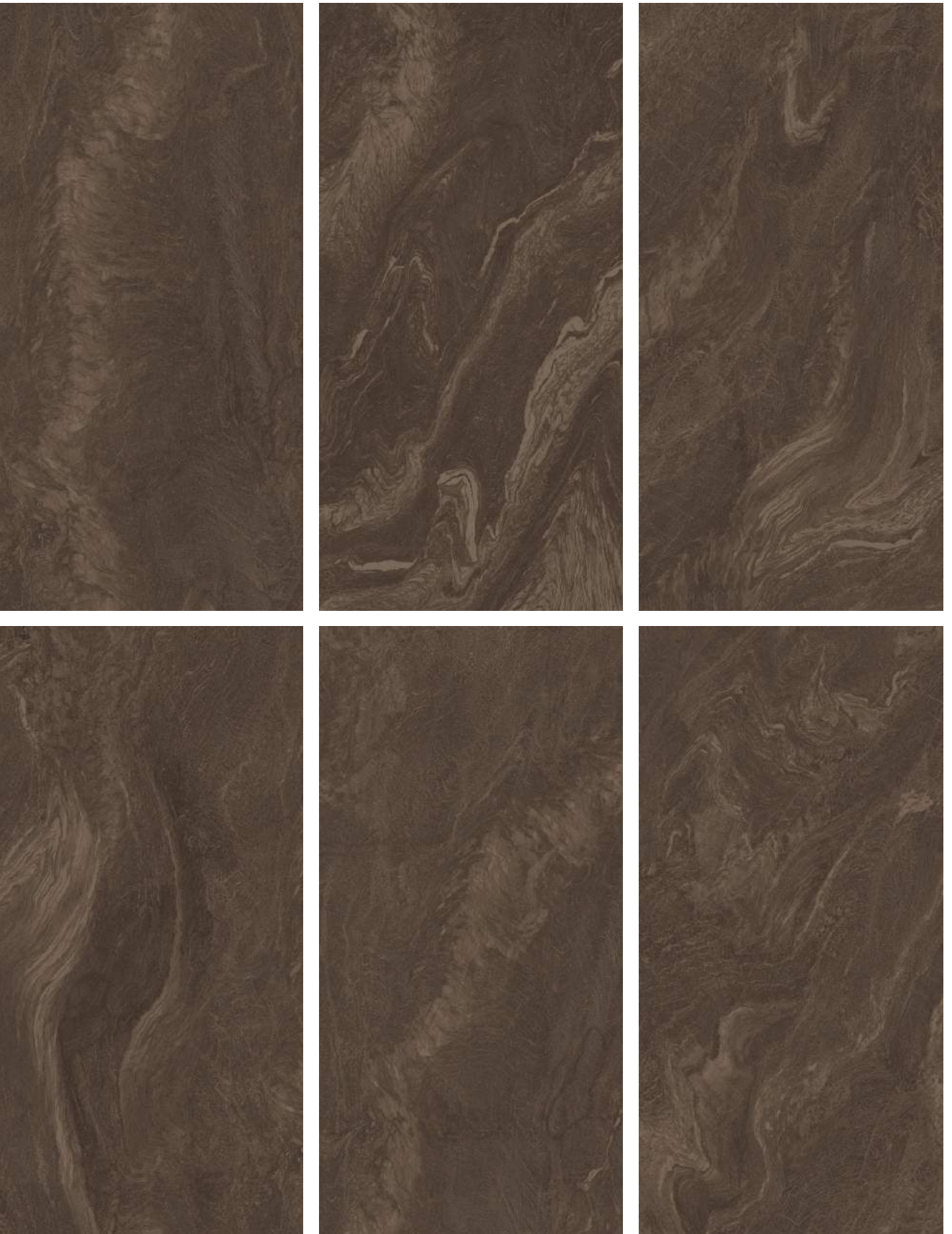
VICTORIA GRAY

▼  
9MM MATT  
▲ 800X1600MM



VICTORIA BROWN

▼  
9MM MATT  
▲ 800X1600MM





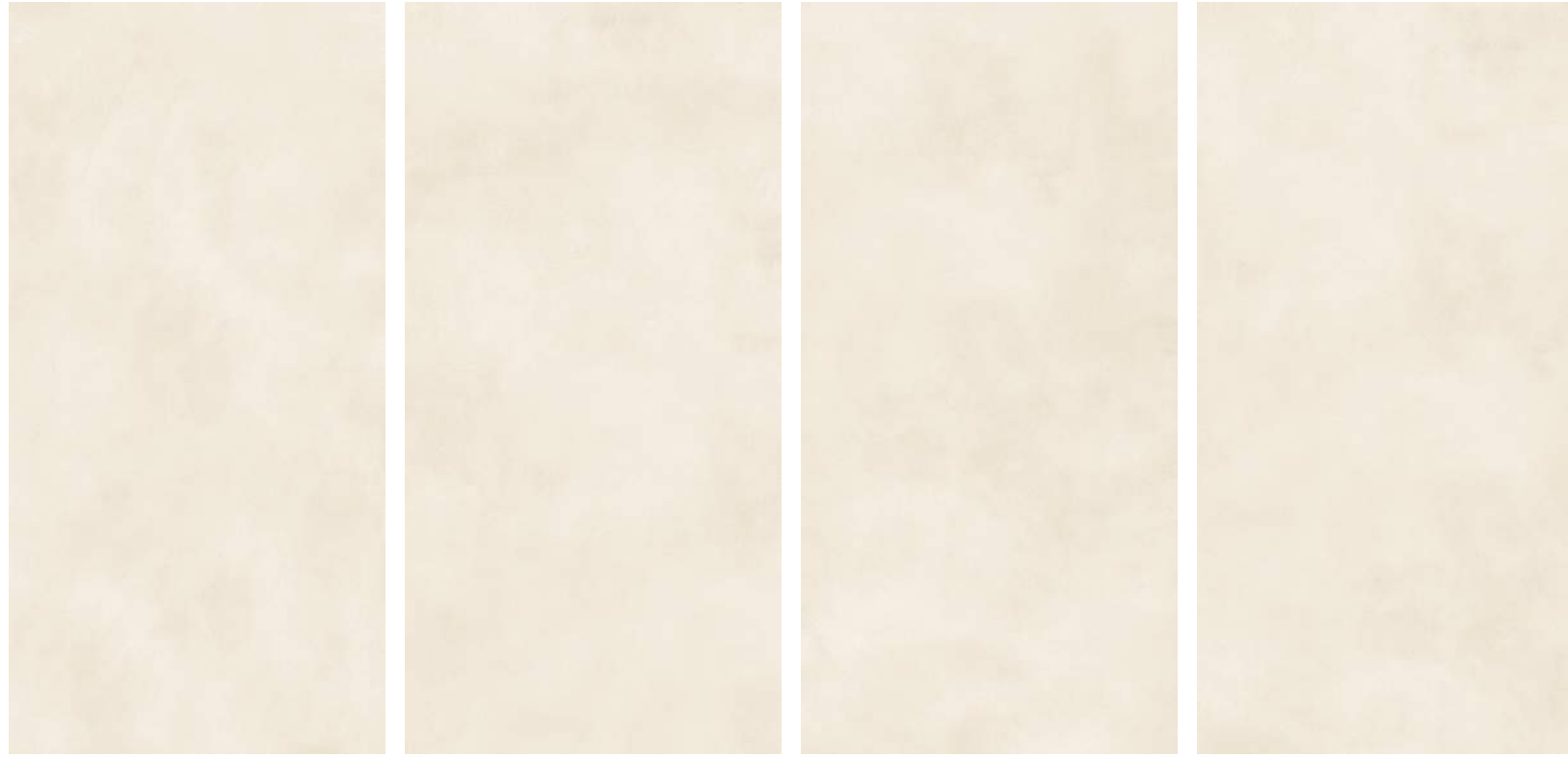


## SAND CREMA

▼  
9MM  
▲

MATT

800X1600MM

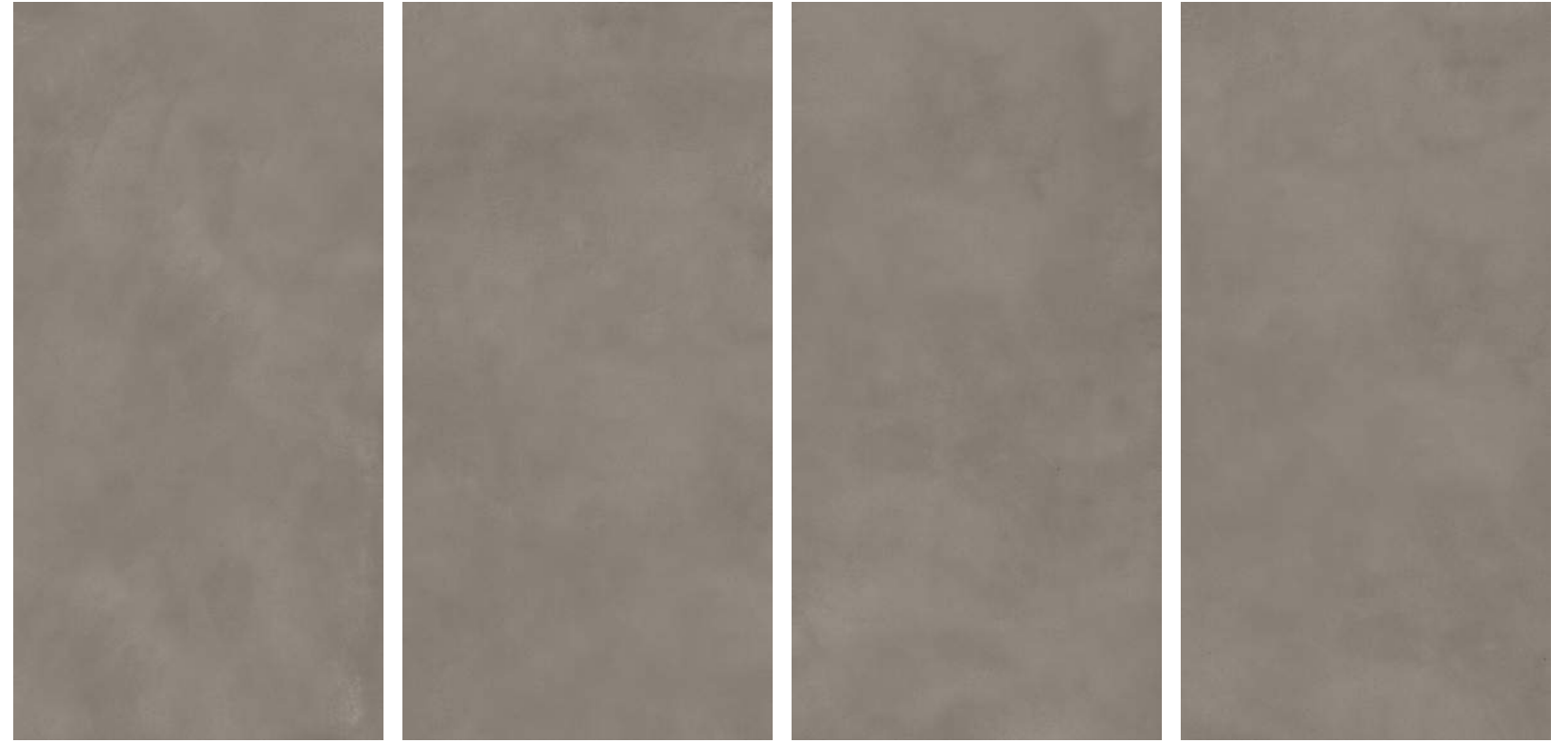


## SAND TROUT

▼  
9MM  
▲

MATT

800X1600MM

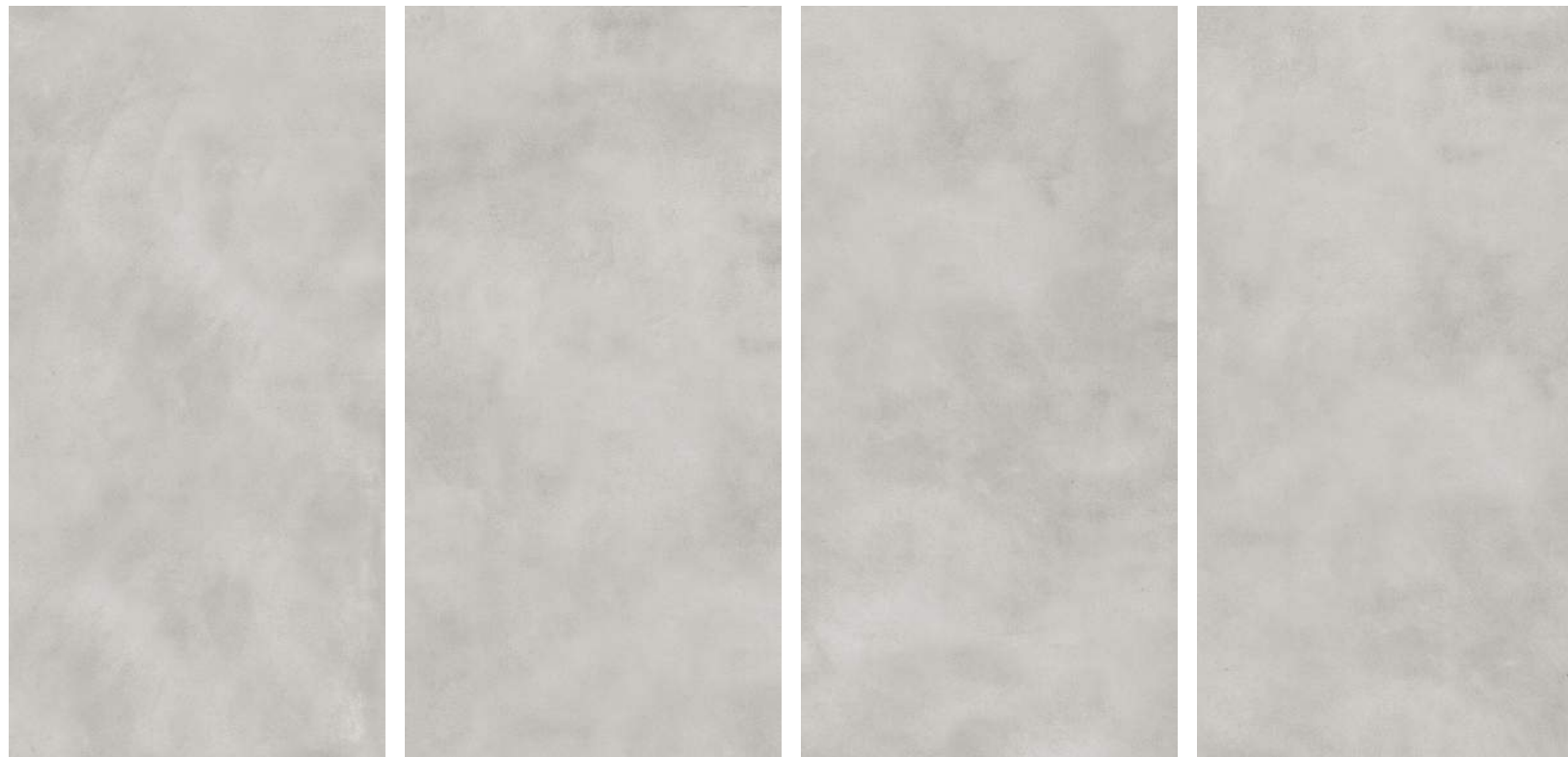


## SAND GRAY

▼  
9MM  
▲

MATT

800X1600MM

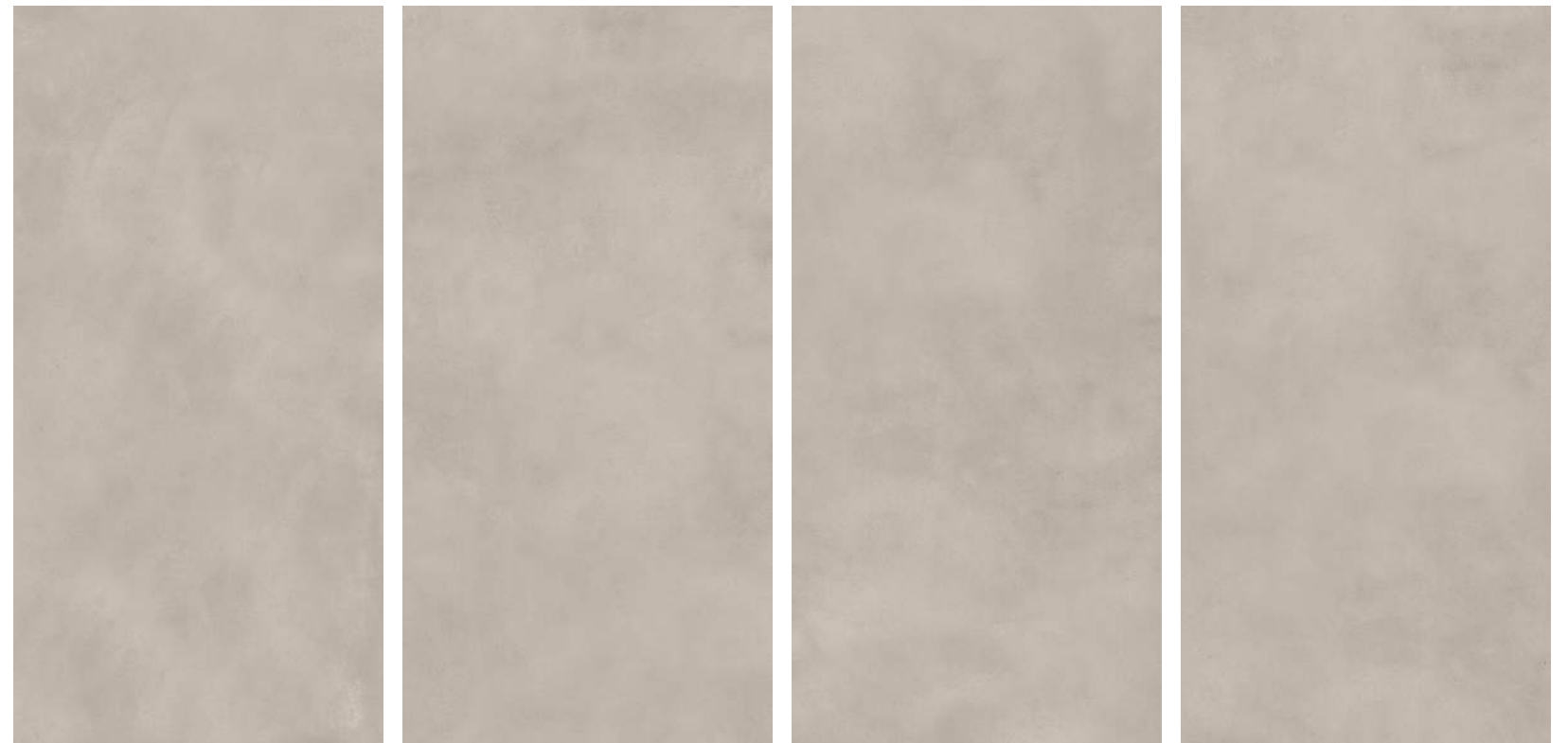


## SAND THUNDER

▼  
9MM  
▲

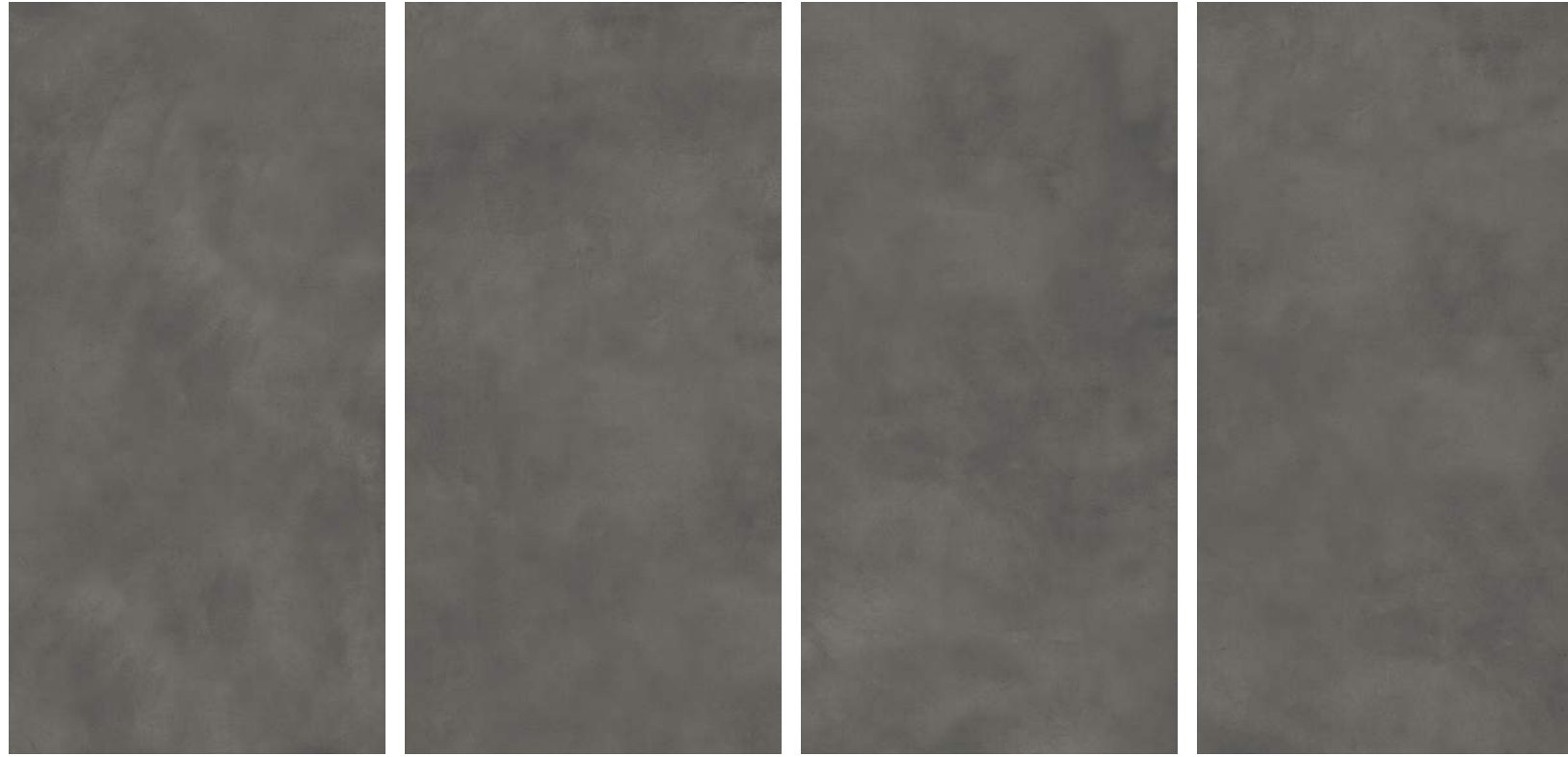
MATT

800X1600MM



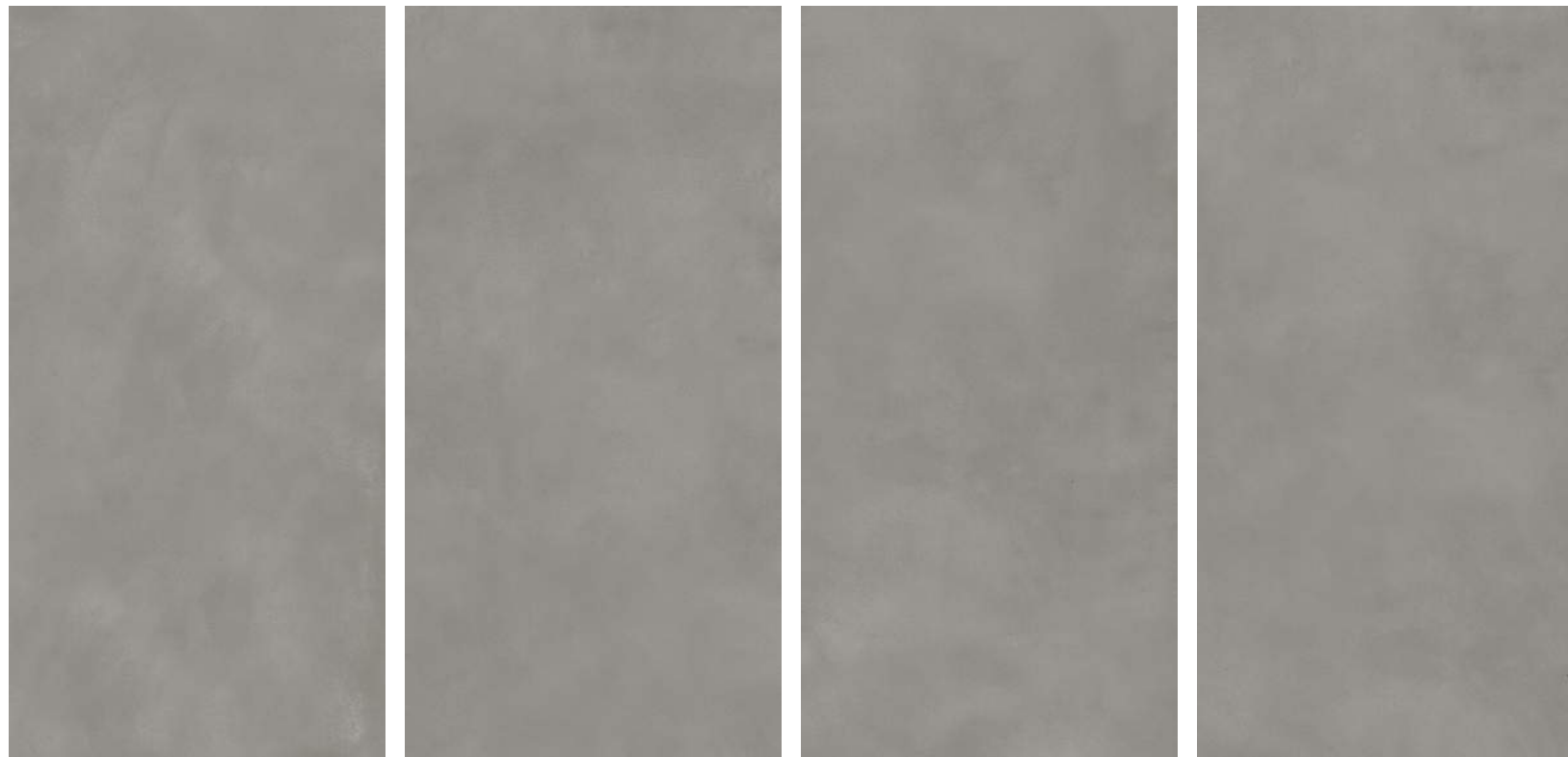
## SAND SHADOW

▼  
9MM MATT  
▲  
800X1600MM



## SAND RHINO

▼  
9MM MATT  
▲  
800X1600MM



## GRIGEO DARK

▼  
9MM  
▲

MATT  
800X1600MM



## GRIGEO LIGHT

▼  
9MM  
▲

MATT  
800X1600MM



## GRIGEO MELTON

▼  
9MM  
▲

MATT  
800X1600MM





# GRAINY STONE

▼  
9MM MATT  
▲ 800X1600MM



## I ROCK BEIGE

▼  
9MM  
▲

LAPATO

800X1600MM

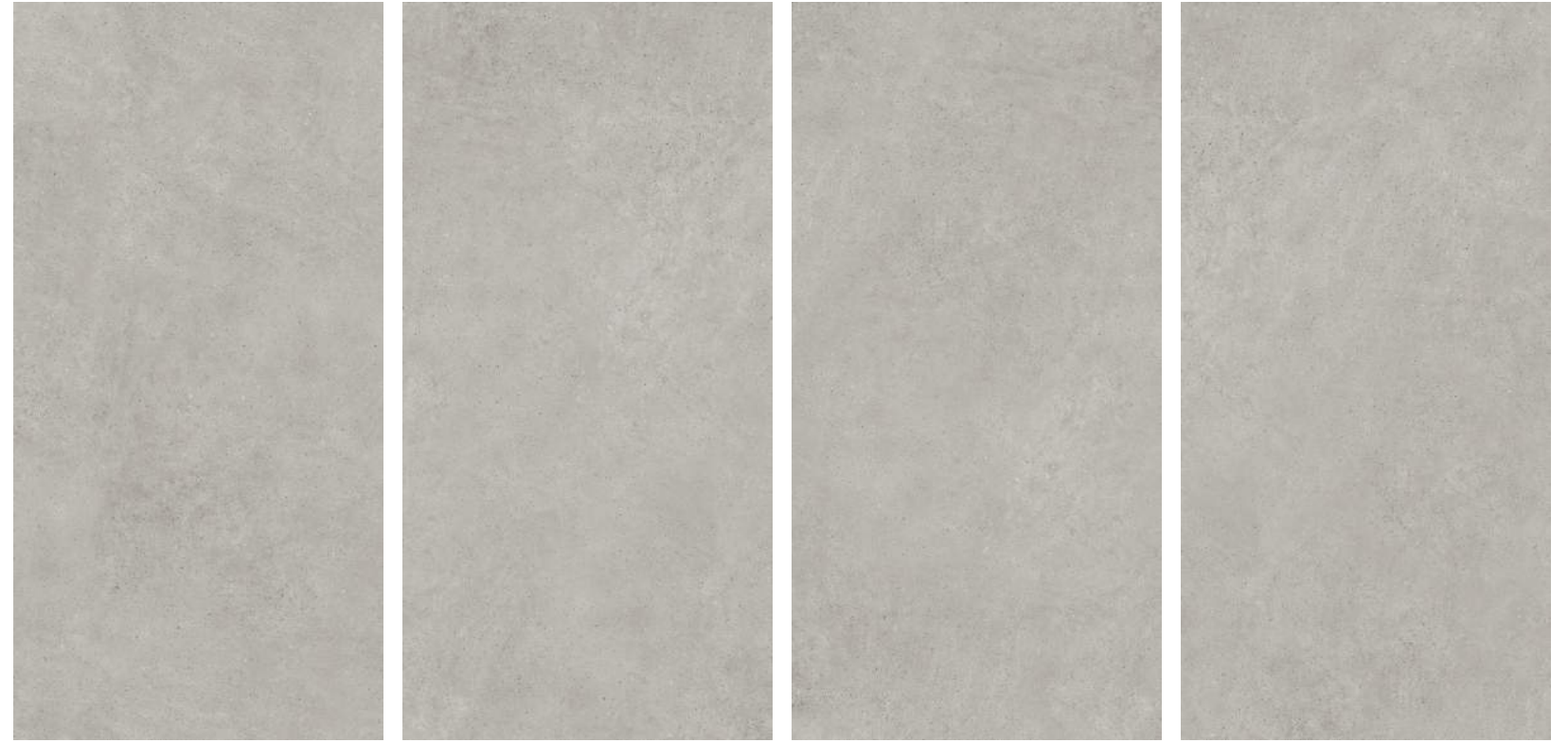


## I ROCK GRAY

▼  
9MM  
▲

LAPATO

800X1600MM

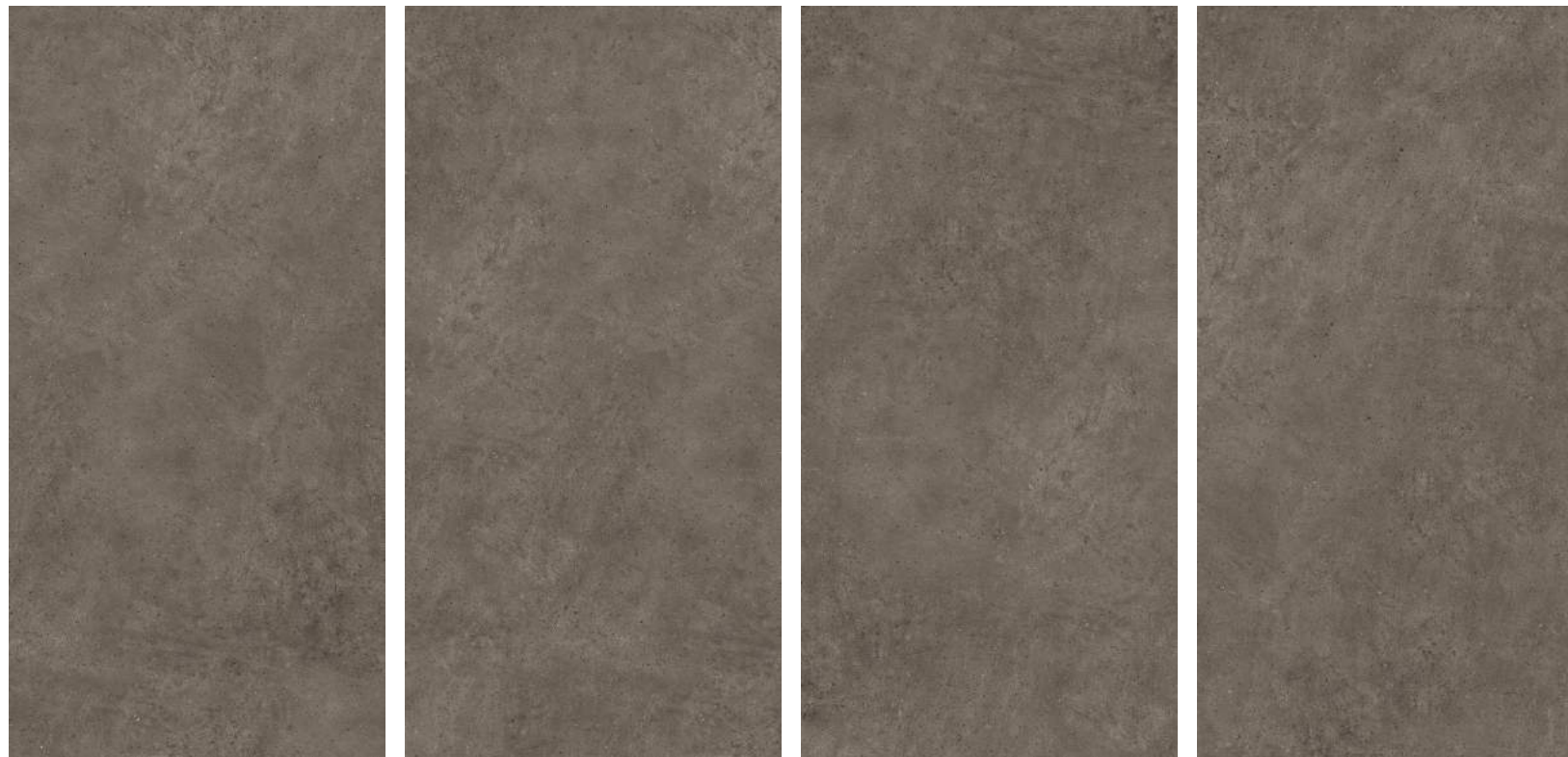


## I ROCK COFFEE

▼  
9MM  
▲

LAPATO

800X1600MM



## I ROCK MOCA

▼  
9MM  
▲

LAPATO

800X1600MM





*I ROCK BEIGE*

# I ROCK TAN

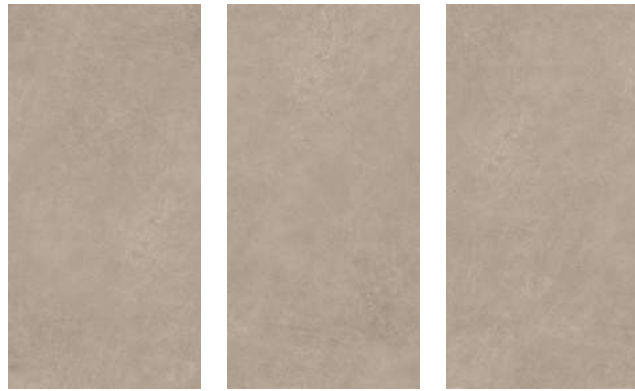


9MM

MATT



800X1600MM







AMRON GRIS - 39



ARMANI BROWN\* - 52



ARMANI GOLD\* - 60



ARMANI GRIZLY - 39



ASIAN GLOD - 22



BERLINE BEIGE - 46



DYNA CLASSIC - 47



DYNA MORDEN - 38



EARTH BEIGE - 45



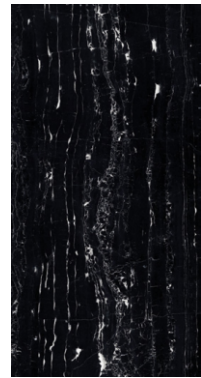
ESTELLO - 69



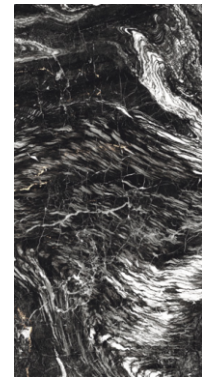
FISTO GRIS - 29



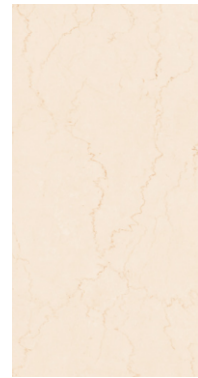
GOLDEN PORTORO\* - 90



BLACK PORTORO\* - 74



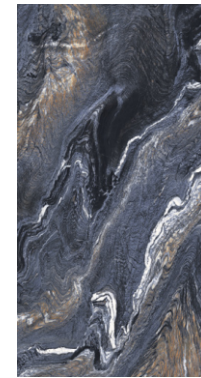
BLACKBERRY\* - 53



BOTTOCHINO BREZZA - 28



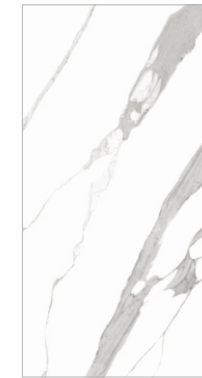
BOTTOCHINO BRIGHT - 47



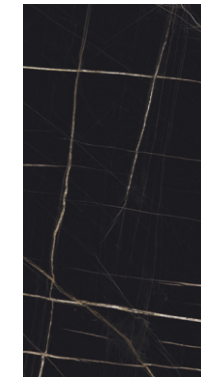
BRAZILLIAN BLUE\* - 32



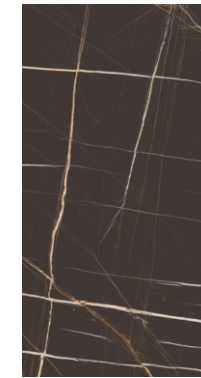
BRECCIA AURORA - 76



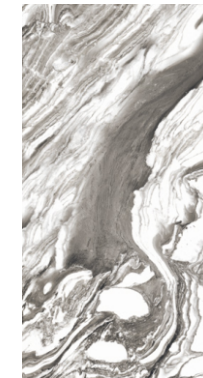
INDUS SATVARIO - 42



LAURENT BLACK\* - 60



LAURENT BROWN\* - 52



NERO VOLCANO - 32



NOVA CRYSTAL - 69



ONYX BEIGE - 82



BRECCIA BEIGE - 34



BRECCIA FANTASTIC - 90



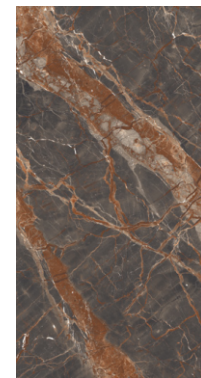
BRECCIA STEEL - 84



CALACUTTA CREMA - 86



CALACUTTA PINK - 56



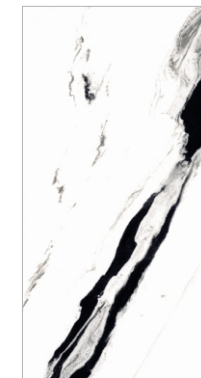
CASTANO VIOLA\* - 77



OPERA IVORY - 89



OROBICO PEACH - 29



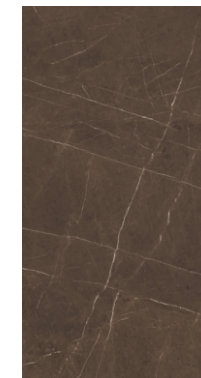
PANDA WHITE - 50



PEARL SATVARIO - 74



PERSIAN GRANITE\* - 61



PIETRA BROWN\* - 68



CASTEL NATURAL - 28



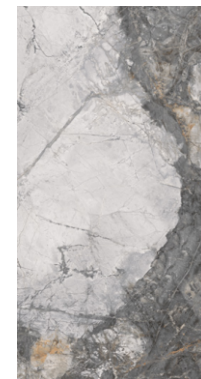
CREMA EUROPA - 38



CREMA LIFE - 44



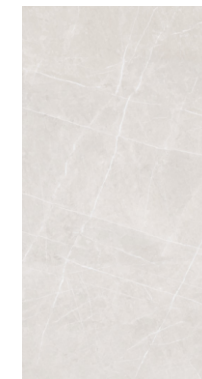
CRYSTAL SATVARIO - 21



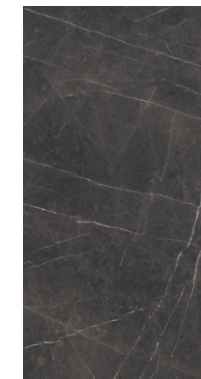
DALLAS GRAY - 86



DORATO BLACK\* - 68



PIETRA CLOUD - 36



PIETRA IRON\* - 80



PIETRA SILVER - 58



PIETRA THUNDER - 58

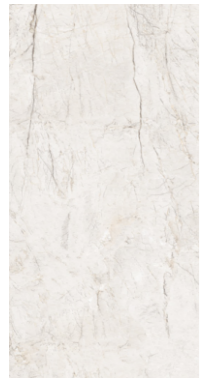


REVERIE BROWN\* - 53



ROCK BROWN - 66

CARVING



ROCK CHOFFER - 73



SATVARIO BIANCO - 76



SCOTTO CREMA - 26



TEMPTATION GRAY - 36



TRAVERTINO CARK - 46



TRAVERTINO CLASSIC - 64



CRAFT ANTICO BEIGE - 106



CRAFT ANTICO BROWN - 106



CRAFT ANTICO GRAY - 107



CRAFT ANTICO ROSTA - 107



CRAFT BOLD BEIGE - 102



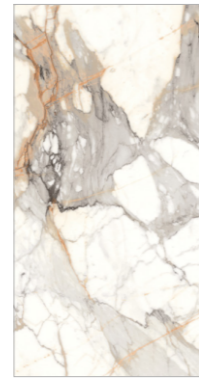
CRAFT BOLD GRAY - 102



TRAVERTINO LIGHT - 67



TURKISH - 88



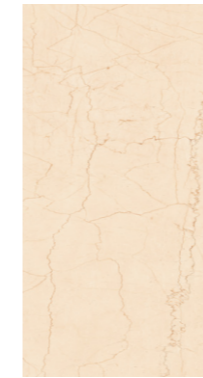
VENATO CARRARA - 61



VOLGA BEIGE - 26



VOLGA BIANCO - 24



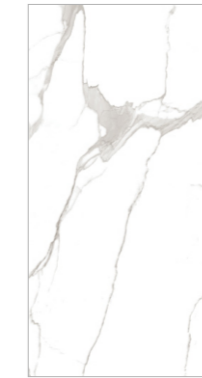
CRAFT BOTTOCHINO NATURAL - 103



CRAFT ESTILO BEIGE - 103



CRAFT PEARL BEIGE - 104



CRAFT PLUTO SATVARIO - 104



CRAFT PRESTIGE BROWN - 105



CRAFT PRESTIGE GRIS - 105



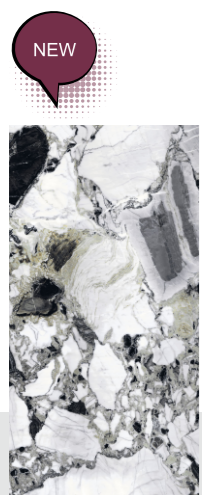
CRAFT REAL TRAVERTINO - 108



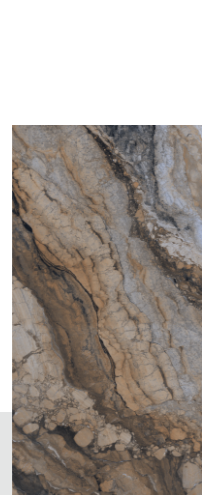
CRAFT TRAVERTINO BEIGE - 108



CRAFT VOLGA SATVARIO - 109



ALPINE WHITE - NEW



FERRO BROWN - NEW



CRAFT STELLAR GRAY - NEW



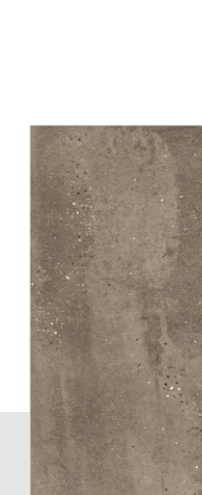
CRAFT STELLAR LIGHT - NEW



CRAFT STELLAR IVORY - NEW



CRAFT STELLAR HARBAR - NEW



CRAFT STELLAR BROWN - NEW



GRAINY STONE - 130



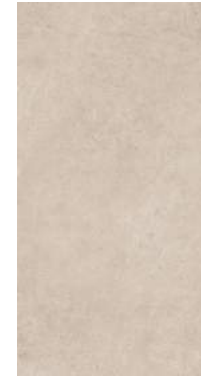
GRIGEO DARK - 126



GRIGEO LIGHT - 127



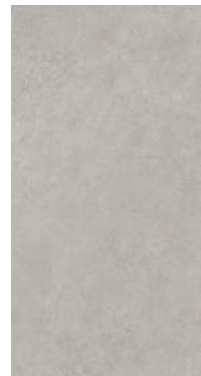
GRIGEO MELTON - 126



I ROCK BEIGE - 132



I ROCK COFFEE - 132



I ROCK GRAY - 133



I ROCK MOCA - 133



I ROCK TAN - 136



SAND CREMA - 122



SAND GRAY - 122



SAND RHINO - 124



SAND SHADOW - 124



SAND THUNDER - 123



SAND TROUT - 123



VICTORIA BROWN - 119



VICTORIA GRAY - 118



VICTORIA GRIS - 112



VICTORIA IVORY - 116



VICTORIA LIGHT - 113

TECHNICAL SPECIFICATION

TEST DESCRIPTION	TEST METHOD	ISO STANDARD 13006 B1a TILES	SERON VALUE
Length and width	BS EN ISO 10545-2	± 0.6%	± 0.3%
Thickness	BS EN ISO 10545-2	± 5.0%	± 3.0%
Straightness of sides	BS EN ISO 10545-2	± 0.5%	± 0.3%
Rectangularity	BS EN ISO 10545-2	± 0.6%	± 0.3%
Surface flatness	BS EN ISO 10545-2	± 0.5%	± 0.3%
Water absorption	BS EN ISO 10545-3	≤ 0.5%	≤ 0.05%
Breaking strength	BS EN ISO 10545-4	≥ 1300N	≥ 1500N
Modulus of rupture	BS EN ISO 10545-4	≥ 35 N/mm <sup>2</sup>	≥ 45N/mm <sup>2</sup>
Resistance to deep abrasion	BS EN ISO 10545-6	≤ 175mm <sup>3</sup>	≤ 150mm <sup>3</sup>
Linear thermal expansion	BS EN ISO 10545-8	≤ 9 x 10 <sup>-8</sup> °C <sup>-1</sup>	≤ 7 x 10 <sup>-6</sup> °C <sup>-1</sup>
Thermal shock resistance	BS EN ISO 10545-9	No visible defect	No visible defect
Frost resistance	BS EN ISO 10545-12	Frost proof	Frost proof
Resistance to chemicals	BS EN ISO 10545-13	No visible effect	No visible effect
Resistance to stain	BS EN ISO 10545-14	Manufacturer to state class	Stains removed Min. Class 2
Colour resistance	BS EN ISO 10545-16	No damage	No damage
Colour resistance to UV Light	DIN 51094	No change in color	No change in color
Scratch hardness(MOH's Scale)	EN 101	≥ 6 MOHS	≥ 7 MOHS
Surface quality	BS EN ISO 10545-2	Min. 95%	No visible defect
Skid resistance (friction co-efficient)	BS EN ISO 10545-17	> 0.4	>0.4
Moisture Expansion	-	Nil	Nil

**PACKING DETAIL**

Size	Pcs / Box	Weight (Approx)	Thickness (Approx)	SQ. / Box
1200x1800	1	46 kg	9mm	23.25
1200x1200	2	60 kg	9mm	30.98
800x1600	2	53 kg	9mm	27.55
600x1200	2	29 kg	9mm	15.5
300x600	5	14 kg	9mm	9.68



\* CONDITIONS APPLY

seron  
we reinvent marble



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