NEW COLLECTION

NPD News 2014

Texture & Colour 25x75

Opoczno is proud to present six new collections of 25x75 bathroom tiles.

The most distinctive features of the collections include an elongated rectangular format, a wide variety of textures, and a modern design. Each collection is different to help consumers put together interiors that suit their individual style.

Designed in keeping with the latest trends, the series includes collections that are modern and classic, monochromatic and available in a rich palette of colours, additionally featuring classic decorations and bold geometric motifs as well as single-colour tiles with a smooth finish and trendy texture tiles.

NEW COLLECTION

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NEW COLLECTION

Visualisation

Elegant Stripes
modern

NEW COLLECTION

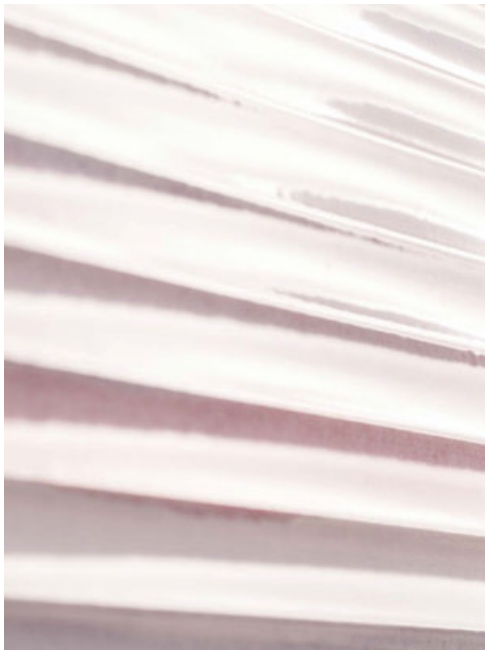
Visualisations

Elegant Stripes
modern

NEW COLLECTION

Basic information about collection

Elegant Stripes
modern



Design:

A collection featuring clear and pure summer colours based on the motif of horizontal stripes to highlight the elongated format of the tiles. In base tiles, the stripes are incorporated into the graphic design. In structure tiles, however, they take the form of horizontal reliefs. Decorated using a new reactive ink technology, the tiles emulate the look of delicate hand-crafted paper. The collection is made additionally lighter in style thanks to floral decorations reminiscent of flowers painted in watercolour, a stylish motif that is presently popular in the applied arts, fashion and interior design. The collection is complemented by glass border available in two hues: cobalt and heather.

Size: 25x75

Number of elements: 10

Base tile colour: white, blue, violet

Surface type: glossy

Technology: wall tiles: monoporosa
floor tiles: glazed porcelain tiles

Application: for use inside (bathrooms)

Elegant Stripes
modern

STRIPES blue structure
25 x 75
OP681-002-1

STRIPES blue
25 x 75
OP681-001-1

STRIPES white
45 x 45
OP681-007-1

ELEGANT STRIPES inserto flower
25 x 75
OD681-008

GLASS COBALT BORDER
3 x 75
OP685-012

The “flower” inserto imitates a floral motif painted in watercolour.

frost-resistant tile

4 abrasion-resistance class

Elegant Stripes
modern

GLASS HEATHER BORDER
3 x 75
OD685-011

STRIPES violet structure
25 x 75
OP681-004-1

STRIPES violet
25 x 75
OP681-003-1

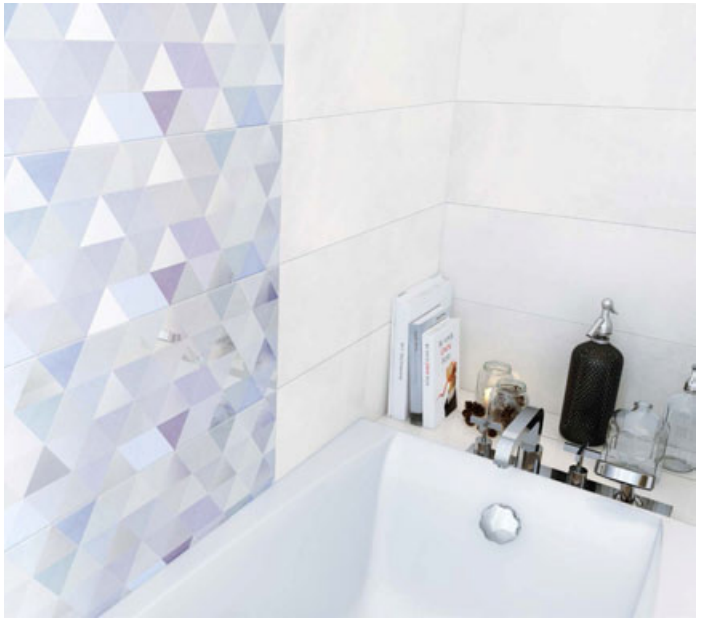
STRIPES white structure
25 x 75
OP681-006-1

STRIPES white
25 x 75
OP681-005-1

The horizontal reliefs in the “stripes” structure tile highlight the motif of stripes featured in the tiles.

Geometric Game
modern

Geometric Game
modern



NEW COLLECTION

Basic information about collection

Geometric Game

modern

Design:

Inspired by natural stone with its refined look, uniform structure and pure colours, the collection features base tiles in two light hues: beige and grey, available in smooth and glossy as well as textured surface finishes. Reminiscent of origami compositions, the square design of the structure tiles reflects the light along the creases to create a mosaic of light and shadow. The most distinctive element of the collection is the „geo" inserto tile, which creates a three-dimensional effect through the combination of pastel triangles and pearly micro-graniglia elements.

Size: 25x75

Number of elements: 10

Base tile colour: beige, grey

Surface type: glossy

Technology: wall tiles: monoporosa
floor tiles: glazed porcelain tiles

Application: for use inside (bathrooms)

Geometric Game
modern

GEOMETRIC GAME inserto geo
25 x 75
OD697-001

CLOUD grey glossy squares
25 x 75
OP680-003-1

CLOUD grey glossy
25 x 75
OP680-002-1

CLOUD grey satin
45 x 45
OP680-005-1

GLASS TURQUOISE BORDER
3 x 75
OD685-010

GLASS COBALT BORDER
3 x 75
OD685-012

GLASS HEATHER BORDER
3 x 75
OD685-011

CLOUD beige glossy squares
25 x 75
OP680-001-1

CLOUD beige glossy
25 x 75
OP680-004-1

CLOUD beige satin
45 x 45
OP680-006-1

Reminiscent of three-dimensional origami compositions, the square design of the structure tiles reflects the light along the creases to create a mosaic of light and shadow.

frost-resistant tile

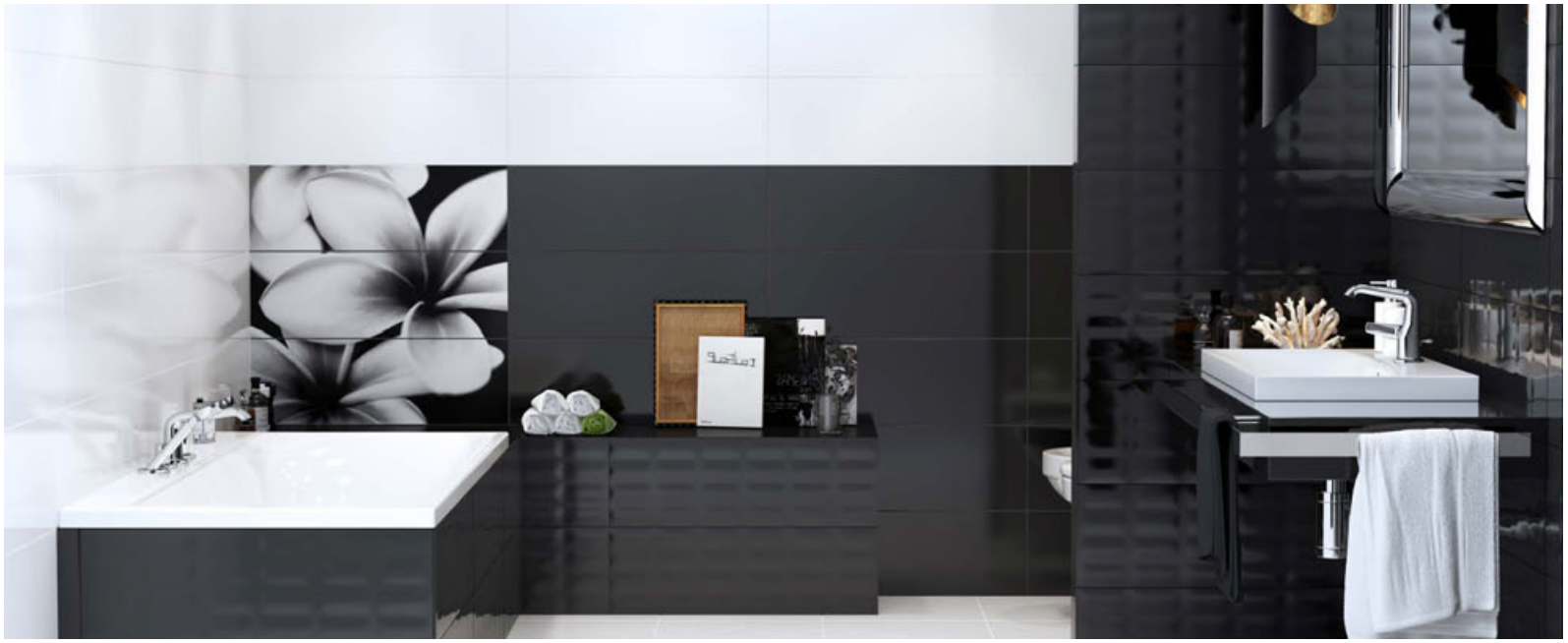
4 abrasion-resistance class

Prêt-à-Porter
modern

NEW COLLECTION

Basic information about collection

Prêt-à-Porter
modern



Design:

A classic black-and-white collection that features a rich variety of tile decorations: mosaics, textures, and floral designs. Base tiles, available in two elegant colours, are complemented by a wide variety of black-and-white inserto tiles incorporating various manufacturing techniques. The floral composition deserves special attention: made using the technology of digital printing on glass, the pattern creates the impression of an artistic black-and-white photograph. A white flower that emerges from the black background catches the eye and adds a mysterious touch to bathroom design. Other decorative tiles include the structure tiles "pillow" and "textile", available in two colours: black and white. The collection is complemented by the imitation of a mosaic in which black squares are covered with metallic dye to create a glistening geometric pattern.

Size: 25x75

Number of elements: 10

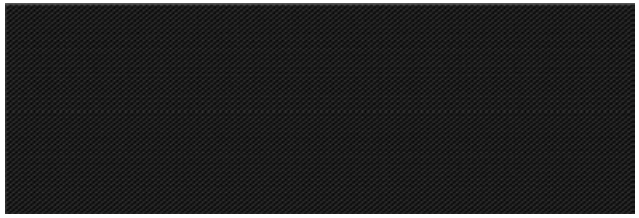
Base tile colour: white, black

Surface type: glossy

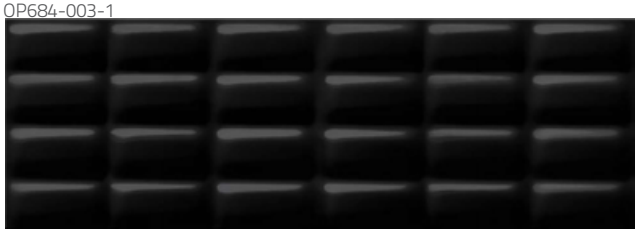
Technology: wall tiles: monoporosa
floor tiles: glazed porcelain tiles

Application: for use inside (bathrooms)

Prêt-à-Porter
modern



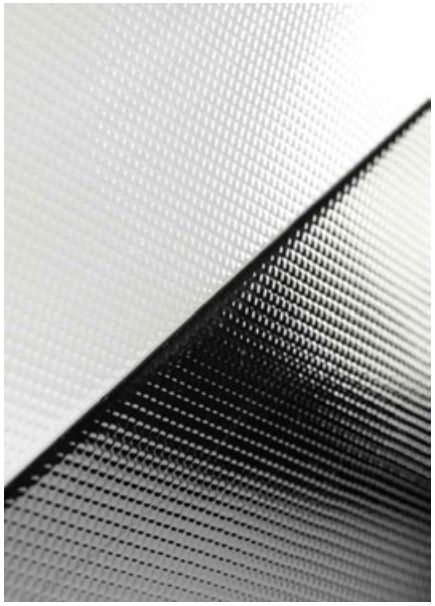
BLACK textile
25 x 75
OP684-003-1



BLACK glossy pillow
25 x 75
OP684-002-1

BLACK glossy
25 x 75
OP684-001-1

FLOWER COMPOSITION
25 x 75
OD334-005



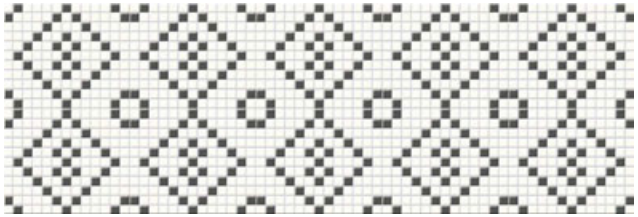
The "textile" structure tile features a fine pattern that combines the effect of high-gloss glaze and the regular structure of a thick fabric to create interesting light effects.

Prêt-à-Porter
modern

WHITE textile
25 x 75
OP684-005-1

WHITE glossy pillow
25 x 75
OP684-004-1

WHITE glossy
25 x 75
OP675-001-1



BLACK & WHITE mosaic
25 x 75
OD334-010

WHITE inserto flower
25 x 75
OD334-012

WHITE satin
45 x 45
OP682-002-1

A subtle lace pattern featuring a plant motif made with platinum paste covered with graniglia.

frost-resistant tile

4 abrasion-resistance class

Stone Flowers
classic

Stone Flowers
classic

Design:

A traditional collection patterned after the look of natural stone in the classic hues of beige and grey. Elements that deserve special attention include inserto tiles featuring a delicate floral motive against the stone background and relief borders. The collection is complemented by the universal inserto tile in the form of alternate stripes made of pearly micro-graniglia and grey and beige graphics to match base tiles in both colours.

Size: 25x75

Number of elements: 9

Base tile colour: beige, grey

Surface type: glossy

Technology: wall tiles: monoporosa
floor tiles: glazed porcelain tiles

Application: for use inside (bathrooms)

Stone Flowers
classic

STONE FLOWERS beige border
4 x 75
OD683-009

STONE FLOWERS grey border
4 x 75
OD683-008

STONE FLOWERS inserto beige
25 x 75
OD683-006

STONE beige
25 x 75
OP683-001-1

STONE beige
25 x 75
OP683-004-1

STONE FLOWERS inserto geo
25 x 75
OD683-007

STONE FLOWERS inserto grey
25 x 75
OD683-005

STONE grey
25 x 75
OP683-002-1

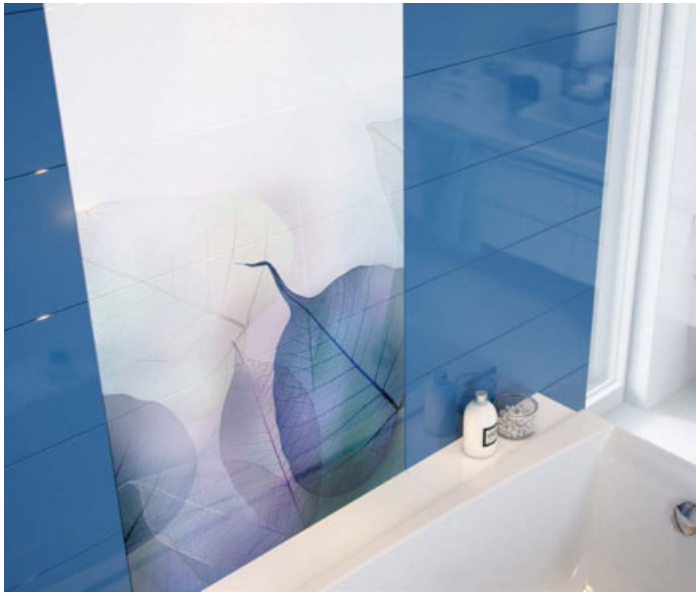
STONE grey
45 x 45
OP683-003-1

Alternating stripes of beige and grey graphics with graniglia create an interesting surface finish.

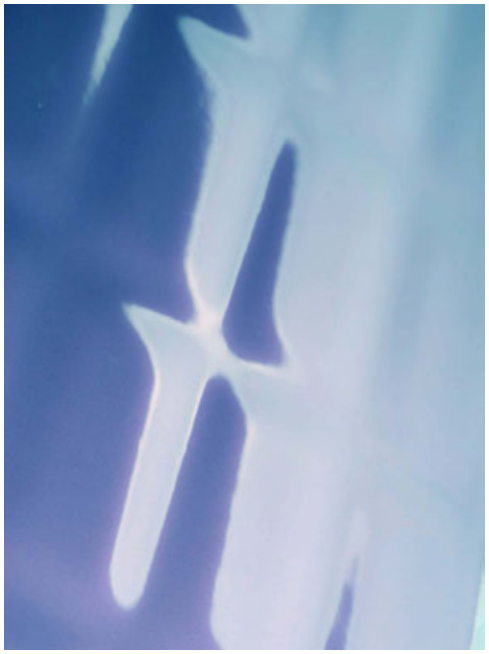
frost-resistant tile

4 abrasion-resistance class

Elliott Erwitt Snaps



Vivid Colours
modern



Design:

A single-colour collection in five pure colours and two glossy surface finishes: smooth and textured. The most prominent feature of the collection is its four-tile composition, based on the motif of overlapping leaves in a colour palette that features emerald green and purple tones. The collection is complemented by matching glass borders.

Size: 25x75

Number of elements: 15

Base tile colour: white, grey, blue, mint, violet

Surface type: glossy

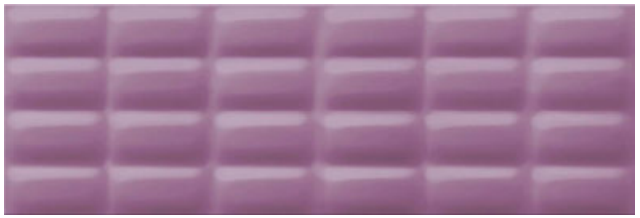
Technology: wall tiles: monoporosa
floor tiles: glazed porcelain tiles

Application: for use inside (bathrooms)

Vivid Colours
modern

WHITE glossy pillow
25 x 75
OP684-004-1

BLUE glossy pillow
25 x 75
OP685-002-1



VIOLET glossy pillow
25 x 75
OP685-008-1

MINT glossy pillow
25 x 75
OP685-006-1

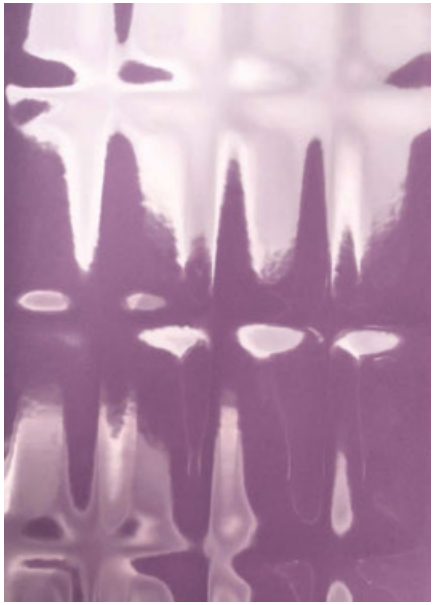
GREY glossy pillow
25 x 75
OP685-004-1

GLASS COBALT BORDER
3 x 75
OD685-012

GLASS HEATHER BORDER
3 x 75
OD685-011

GLASS TURQUOISE BORDER
25 x 75
OD685-010

WHITE SATIN
45 x 45
OP682-002-1



The "pillow" decorative tile features a soft texture in the form of regular rectangles in the foreground that imitate the look of quilted fabric.

frost-resistant tile

4 abrasion-resistance class

Vivid Colours
modern

BLUE glossy
25 x 75
OP685-001-1

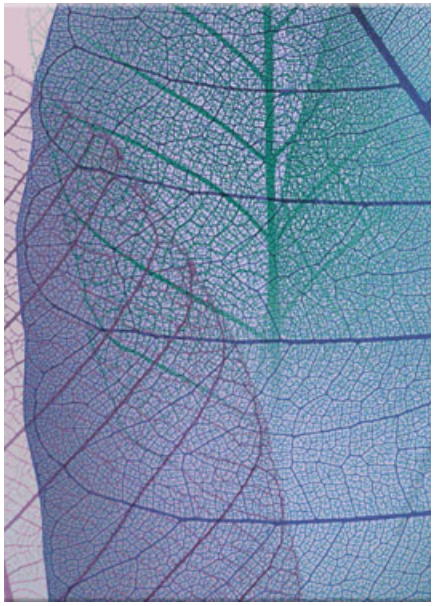
VIOLET glossy
25 x 75
OP685-007-1

MINT glossy
25 x 75
OP685-005-1

GREY glossy
25 x 75
OP685-003-1

WHITE glossy
25 x 75
OP675-001-1

VIVID COLOURS COMPOSITION
75 x 100
OD685-009



Delicately veined leaves of the tile create a rainbow-coloured mosaic thanks to the gentle intermingling of tones.

NEW COLLECTION

Visualisation

White Magic
modern

White Magic
modern

White Magic
modern

Design:

The monochromatic collection White Magic offers proof that white is never boring. The most distinctive element of the collection is the variety of structure tiles. By mixing white surfaces that vary in texture, gloss, and light reflection, consumers can design timeless interiors. The collection is complemented by the white inserto tile that features a finely printed regular design made using platinum paste to create a mirror-like finish. Understated and minimalist patterns will provide an ideal finish to every interior. Make sure to notice the untypical borders available in the collection. Bold combinations of aluminium and coloured resin in vivid colours will definitely make for lively compositions.

Size: 25x75

Number of elements: 9

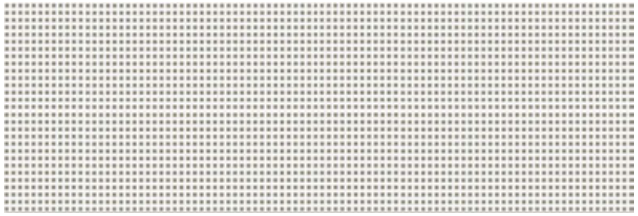
Base tile colour: white

Surface type: glossy

Technology: wall tiles: monoporosa
floor tiles: glazed porcelain tiles

Application: for use inside (bathrooms)

White Magic
modern



PLATINUM inserto flower
25 x 75
OD334-011

WHITE glossy pillow
25 x 75
OP684-004-1

WHITE glossy squares
25 x 75
OP682-001-1

WHITE satin
45 x 45
OP682-002-1

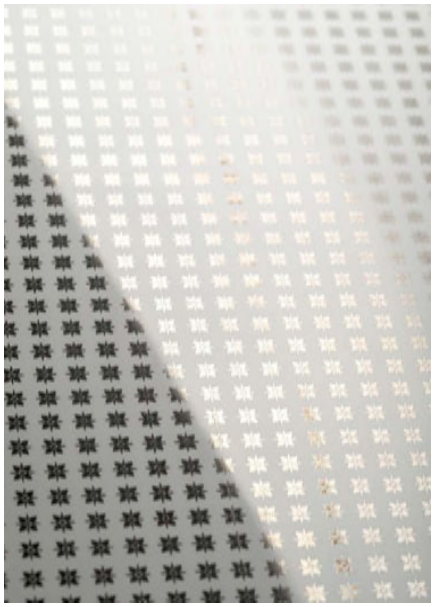
WHITE MAGIC border
0,8 x 75
OD334-006

GREEN magic border
0,8 x 75
OD334-009

ORANGE magic border
0,8 x 75
OD334-007

RED MAGIC BORDER
0,8 x 75
OD334-008

WHITE glossy
25 x 75
OP675-001-1



The "flower" inserto tile features miniature floral elements made with opalescent platinum paste.

frost-resistant tile

4 abrasion-resistance class

NEW COLLECTION

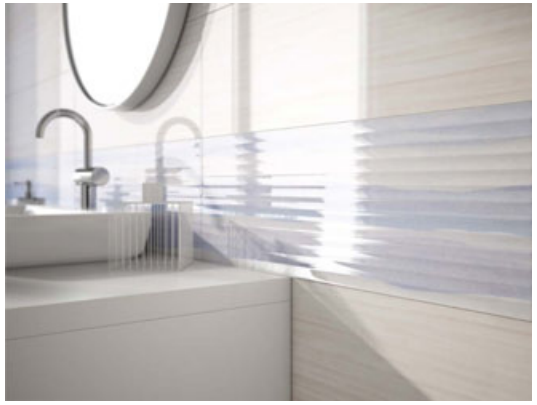
Basic information about collection

Product name	cm	cm	pcs	m²	kg	kg/m²	m²
Elegant Stripes							
Elegant Stripes white, blue, violet, structure,	25 x 75	1,05	6	1,12	19,30	17,22	35,84 m²
Elegant Stripes inserto flower	25 x 75	1,05	4	-	-	-	-
Glass cobalt, heather border	3 x 75	1,05	10	-	-	-	-
Stripes white	45 x 45	0,90	8	1,62	29,90	18,43	35,64 m²
Geometric Game							
Geometric Game white, black	25 x 75	1,05	6	1,12	79,30	17,22	35,84 m²
Geometric Game white, black	25 x 75	1,05	4	-	-	-	-
Geometric Game white, black	3 x 75	1,05	10	-	-	-	-
Cloud grey, beige satin	45 x 45	0,90	8	1,62	29,90	18,43	35,64 m²
Prêt-à-Porter							
White glossy	25 x 75	1,05	6	1,12	20,20	18,00	35,84 m²
White textile, White pillow, Black glossy, Black textile, Black pillow	25 x 75	1,05	6	1,12	19,30	17,22	35,84 m²
Flower composition	75 x 75	1,00	1	-	-	-	-
White inserto flower, Black & White mosaic	25 x 75	1,05	4	-	-	-	-
White satin	45 x 45	0,90	8	1,62	29,90	18,43	35,64 m²
Stone Flowers							
Stone beige, grey	25 x 75	1,05	6	1,12	19,30	17,22	35,84 m²
Stone Flowers inserto beige, grey	25 x 75	1,05	6	-	-	-	-
Stone Flowers inserto geo	25 x 75	1,05	4	-	-	-	-
Stone Flowers beige, grey border	4 x 75	1,00	20	-	-	-	-
Stone beige, grey	45 x 45	0,90	8	1,62	29,90	18,43	35,64 m²
Vivid colours							
White glossy	25 x 75	1,05	6	1,12	20,20	18,00	35,84 m²
White, mint, grey, blue, violet glossy, glossy pillow	25 x 75	1,05	6	1,12	19,30	17,22	35,84 m²
Vivid colours composition	75 x 100	1,05	1	-	13,60	-	-
Glass turquoise, cobalt, heahter border	3 x 75	1,00	10	-	0,55	-	-
White satin	45 x 45	0,90	8	1,62	29,90	18,43	35,64 m²
White magic							
White glossy	25 x 75	1,05	6	1,12	20,20	18,00	35,84 m²
White glossy pillow, white glossy squares	25 x 75	1,05	6	1,12	19,30	17,22	35,84 m²
Platinium inserto flower	25 x 75	1,05	4	-	-	-	-
White, orange, red, green magic border	0,8 x 75	1,00	20	-	-	-	-
White satin	45 x 45	0,90	8	1,62	29,90	18,43	35,64 m²

Marketing Support

Interior design rendering

Bathroom

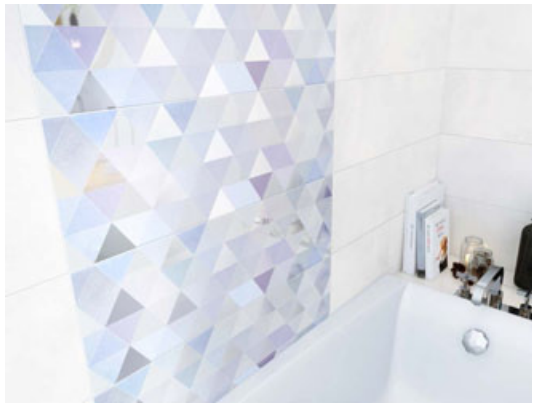


Location: ftp://mark-ftp2:e77e6v3T5n@159.253.240.225/1 collections of ceramic tiles OPOCZNO\Elegant Stripes 25x75\

Geometric Game
modern

Interior design rendering

Bathroom



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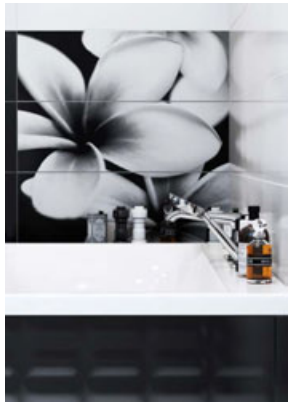
Interior design rendering

Bathroom



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Interior design rendering

Bathroom

Location: ftp://mark-ftp2:e77e6v3T5n@159.253.240.225/1 collections of ceramic tiles OPOCZNO/Stone Flowers 25x75

Interior design rendering

Bathroom

Location: ftp://mark-ftp2:e77e6v3T5n@159.253.240.225/1 collections of ceramic tiles OPOCZNO/Vivid Colours 25x75

White Magic
modern

Interior design rendering

Bathroom

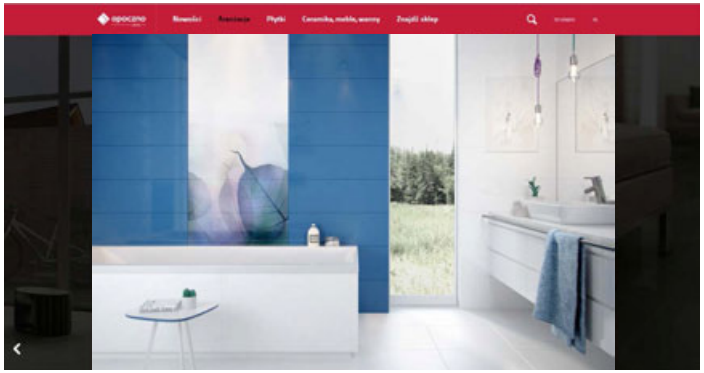
Location: ftp://mark-ftp2:e77e6v3T5n@159.253.240.225/1 collections of ceramic tiles OPOCZNO/White Magic 25x75

Marketing Support

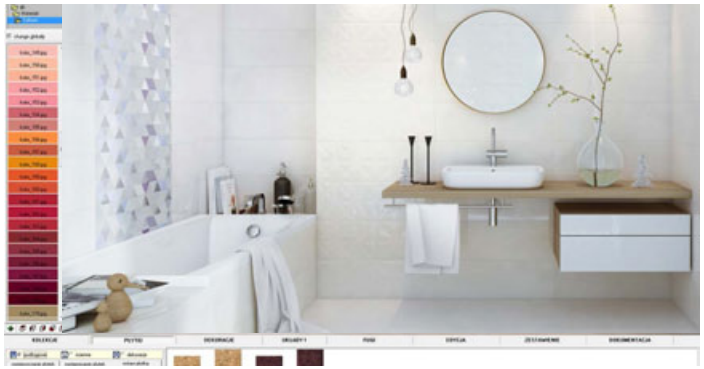
Basic materials used at BTL

- Consumer and general catalogues (in the next edition)

- Materials for the website update



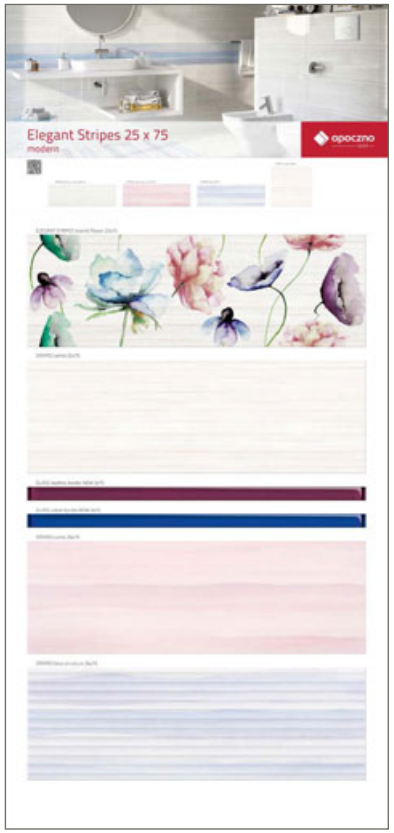
- Cad Dekor database to update the website



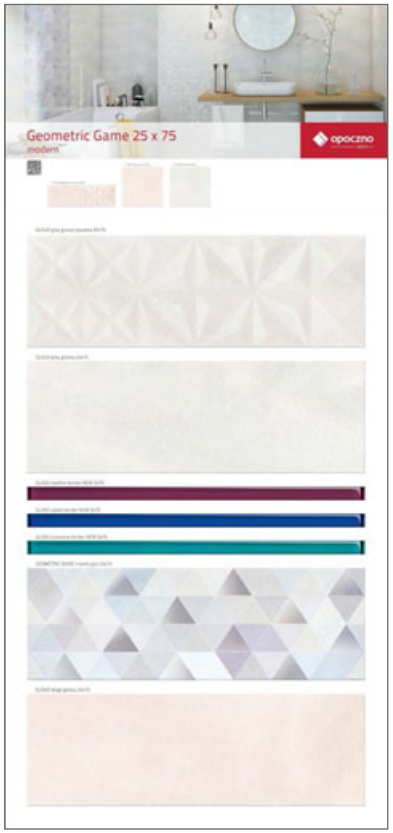
Trade Marketing Support

Standard of panels

Bathroom



Elegant Stripes



Geometric Game

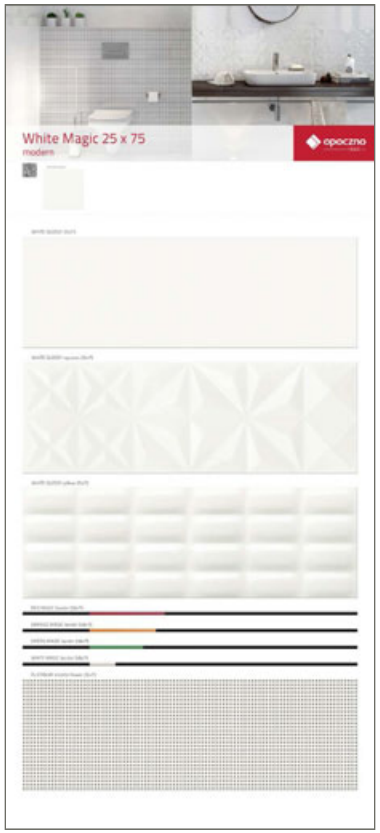
Stone Flowers

Standard of panels

Bathroom

Prêt-à-Porter 1

Prêt-à-Porter 2

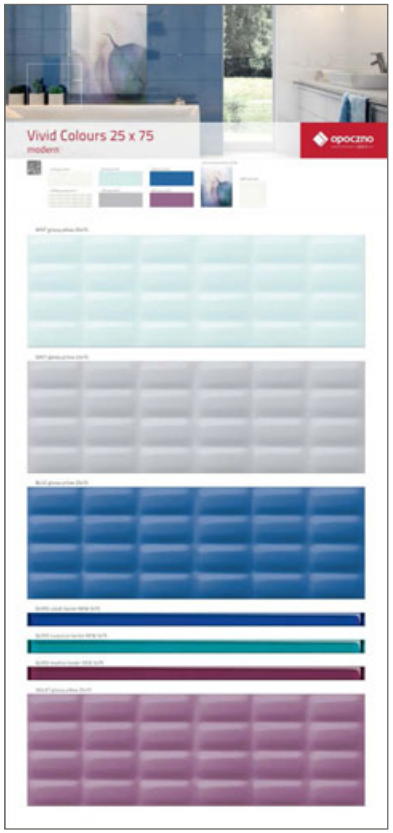


White Magic

Standard of panels

Bathroom

Vivid Colours 1



Vivid Colours 2

Vivid Colours 3

Standard of boxes

Elegant Stripes

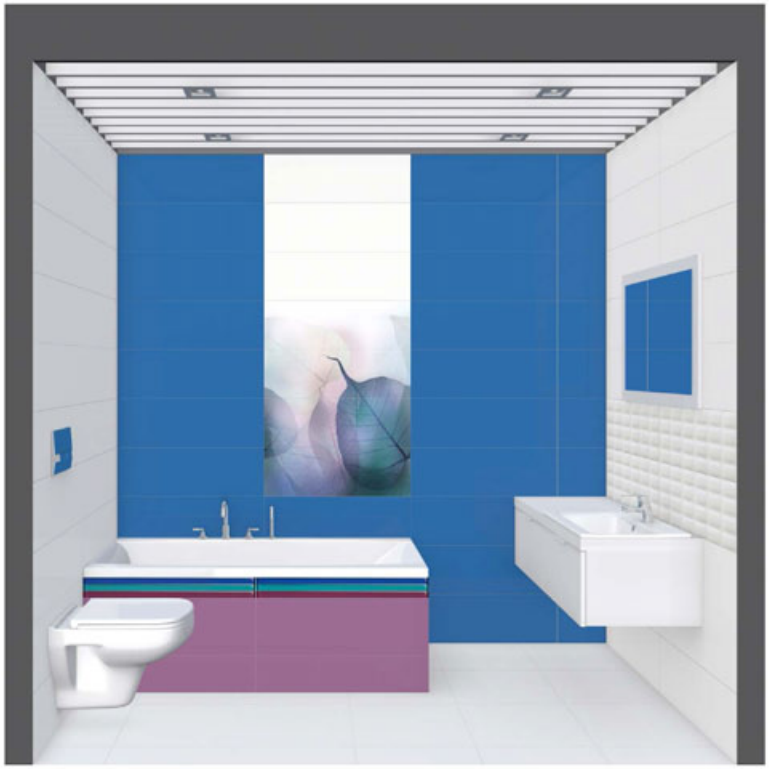
Geometric Game

Standard of boxes

Prêt-à-Porter

Stone Flowers

Standard of boxes



Vivid Colours

White Magic