

**14oraitaliana**

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**ALTEREGO.**

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# 14oraitaliana

**14oraitaliana nasce per dare risposte a chi cerca soluzioni estetiche alternative alla ceramica tradizionale.**

**I prodotti si distinguono per l'originalità e la capacità di reinterpretare le tendenze.**

**Con uno spirito eclettico il brand si ispira a fonti diverse, cogliendo stimoli in campi differenti: arte, design, fashion.**

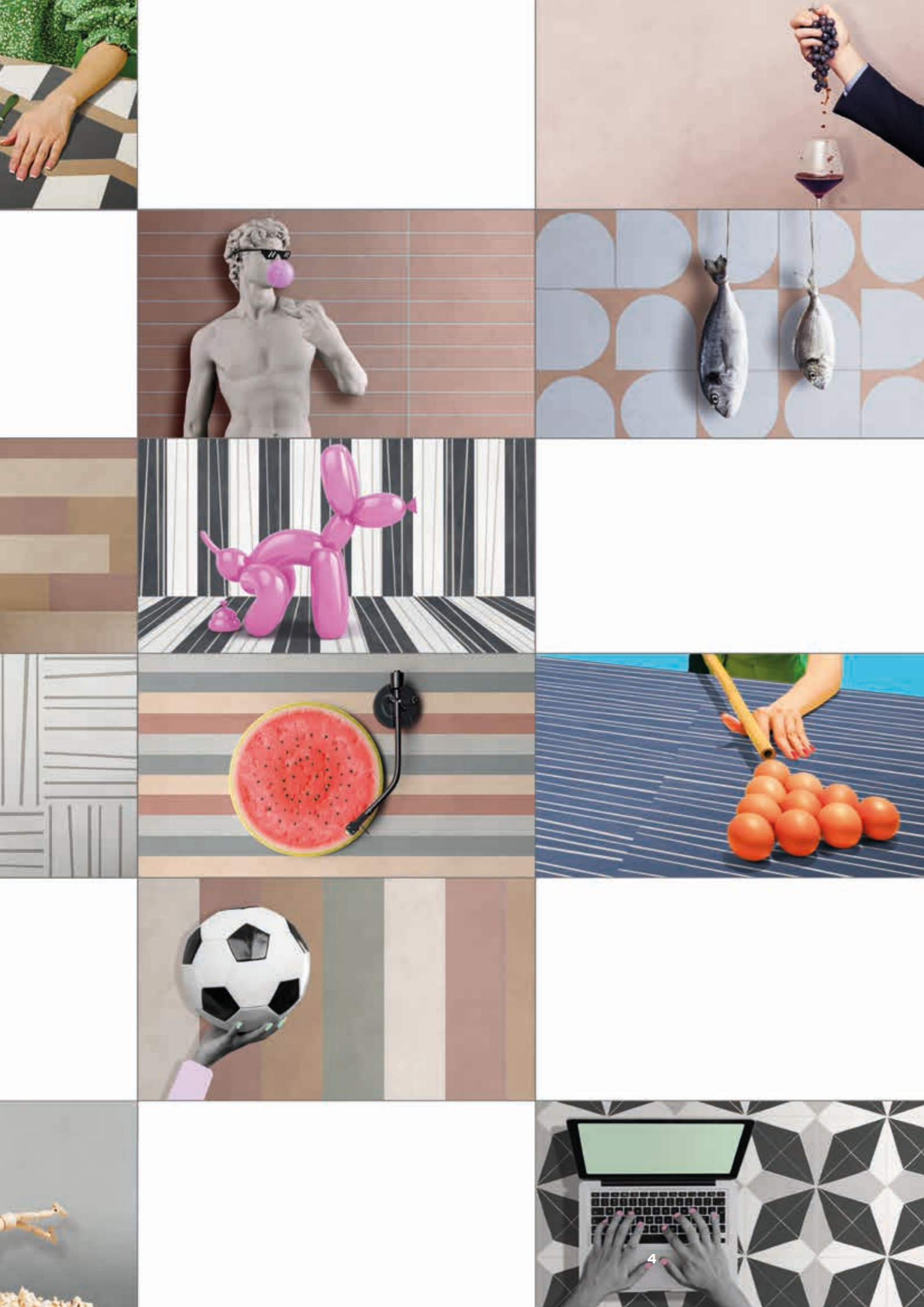
**Il risultato è un contenitore di materiali eterogenei, versatili non convenzionali che costituiscono una perfetta sintesi di tradizione, tecnologia e innovazione.**

14oraitaliana was born to offer responses to those seeking alternative aesthetic solutions to traditional ceramics.

The products stand out for their originality and ability to re-interpret trends.

With its eclectic spirit, the brand finds inspiration in a range of sources from different fields: art, design, fashion.

The result is a container of diverse, versatile and non-conventional materials offering a perfect synthesis of tradition, technology and innovation.



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## ALTEREGO.

**La collezione ALTEREGO riafferma il potere decorativo del colore attraverso una gamma composta da 10 ricercate tonalità. Alle superfici satinates di Dome, Fan, Hexagone e Lapis si contrappone l'estro dei pattern decorativi Twelve, Scale, Sticks, che esaltano la palette colori con superfici glossy a contrasto, dal sorprendente effetto tridimensionale. Il progetto è caratterizzato, oltre che dalla possibilità di mixare colori e superfici anche da una vasta proposta di formati, che trasformano le possibilità di posa in un gioco creativo sempre unico ed originale.**

The ALTEREGO collection reasserts the decorative power of colour through a range of 10 sophisticated shades. The satin-finished surfaces Dome, Fan, Hexagone and Lapis, are offset by the flair of the decorative patterns Twelve, Scale, Sticks, which exalt the colour palette with contrasting glossy surfaces and amazing 3D effects. The project not only allows you to mix and match colours and surfaces, but its wide range of sizes turns laying patterns into a unique and original creative game.

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▲ **ALTEREGO.**  
F Bark  
60x120 / 24"x48"  
W Bark . Clay . Sand  
30x30 / 12"x12"

▼ **ALTEREGO.**  
W Cream . Cotto .  
Mou  
10x60 / 4"x24"



**ALTEREGO.**  
W Mou  
120x120 / 48"x48"  
Desk  
Ash  
120x120 / 48"x48"  
Sensi Nuance  
Deep river  
120x120 / 48"x48"



**ALTEREGO.**  
W Concrete . Sand .  
Mud  
60x120 / 24"x48"  
Bark  
60x60 / 24"x24"



▲ **ALTEREGO.**  
F Cotto . Concrete  
60x60 / 24"x24"  
Milk  
30x30 / 12"x12"

▼ **ALTEREGO.**  
W Milk . Ash .  
Concrete .  
60x120 / 24"x48"  
Concrete .  
Twelve Pepper  
Mini  
60x60 / 24"x24"





**ALTEREGO.**  
F Milk . Mou.  
Bark . Mud  
20x120 / 8"x48"



**ALTEREGO.**  
F Mud . Ash  
10x60 / 4"x24"





**ALTEREGO.**  
F Dolphin  
Clay  
20x120 / 8"x48"  
W Cotto  
120x280 / 48"x112"  
Sensi900  
Carrara  
120x280 / 48"x112"



▲ **ALTEREGO.**  
F Ash . Sand .  
Cream  
120x120 / 48"x48"

▼ **ALTEREGO.**  
F Cream  
60x120 / 24"x48"







**ALTEREGO.**  
W Cotto  
10x60/ 4"x24"

ALTEREGO.  
W Mou .Clay  
120x120 / 48"x48"



ALTEREGO.  
F Milk . Cream .  
Sand  
60x60 / 24"x24"





**ALTEREGO.**  
W Milk . Ash .  
Concrete . Cotto  
5x120 / 2"x48"





**ALTEREGO.**  
W All colours  
30x30 / 12"x12"  
Twelve Maple  
Mini  
60x60 / 24"x24"  
**3D tech**



**ALTEREGO.**  
F Milk . Cream . Mud  
Scale Pepper  
60x60 / 24"x24"  
**3D tech**



**ALTEREGO.**  
F Clay . Bark .  
Scale Milk .  
Twelve Pepper  
60x60 / 24"x24"  
**3D tech**





▲ **ALTEREGO.**  
W Scale Pepper  
Mini  
60x60 / 24"x24"  
3D tech

▼ **ALTEREGO.**  
F Scale Milk  
60x60 / 24"x24"



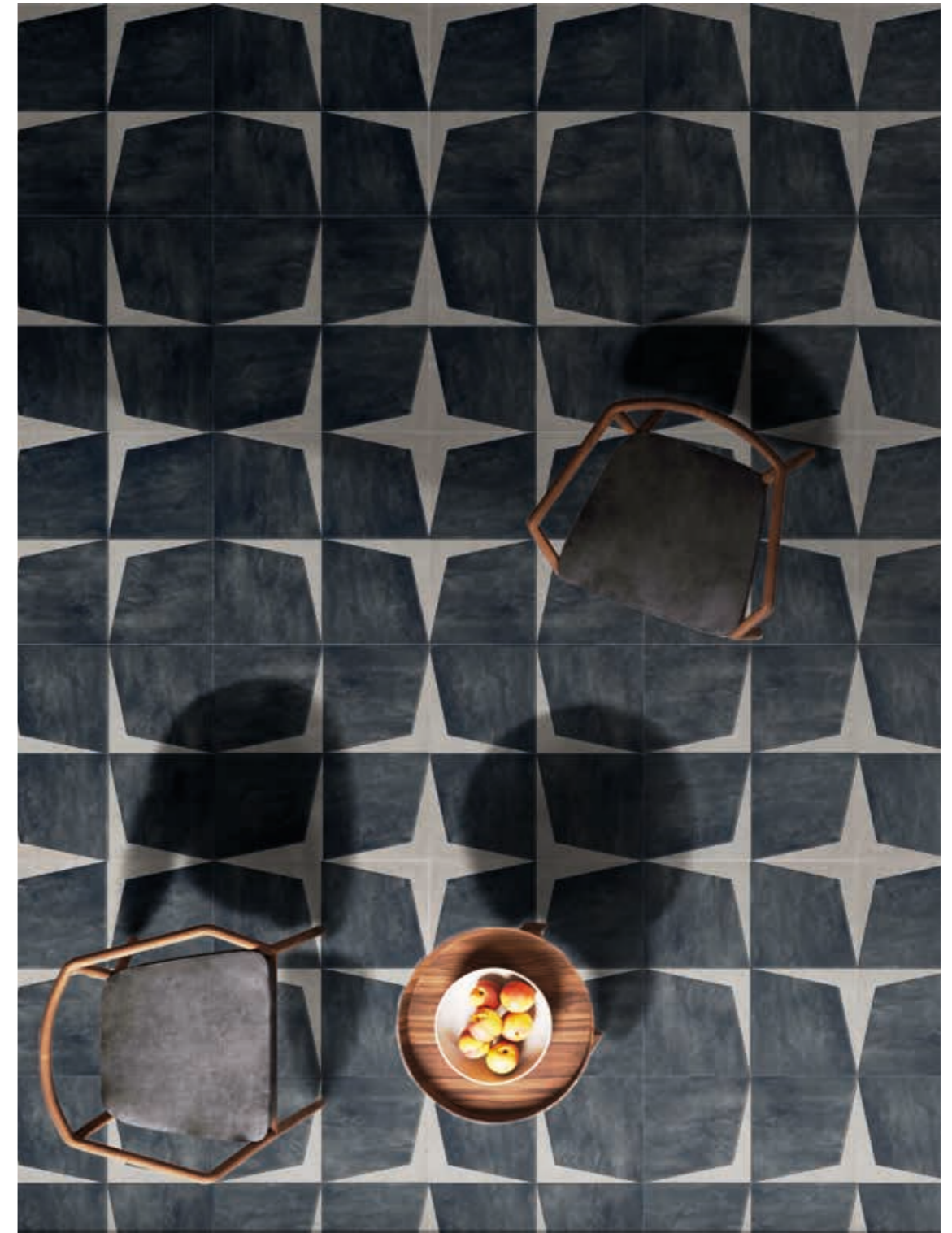
**ALTEREGO.**  
F Scale Sage  
60x60 / 24"x24"  
3D tech



ALTEREGO.  
F Scale Indigo .  
Scale Indigo  
Mini  
60x60 / 24"x24"  
3D tech



ALTEREGO.  
F Scale Pepper  
60x60 / 24"x24"  
3D tech







**ALTEREGO.**  
F Twelve Maple  
60x60 / 24"x24"  
**3D tech**



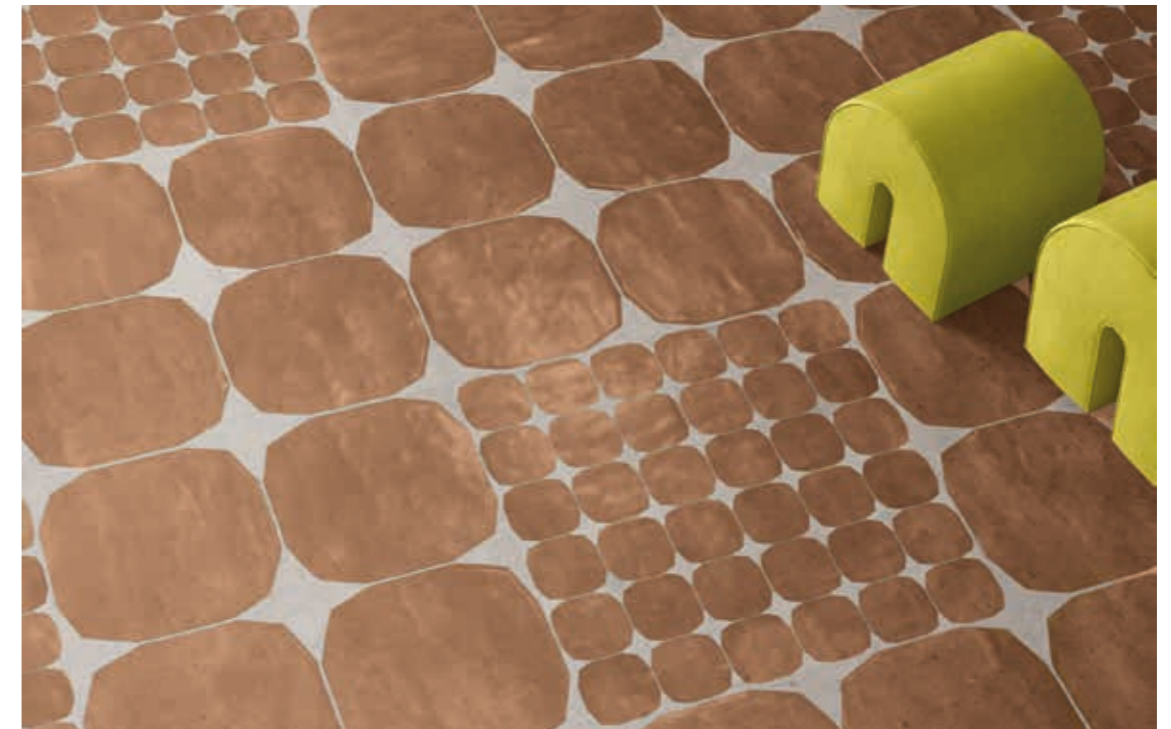
▲ ALTEREGO.  
W Twelve Pepper  
Mini  
60x60 / 24"x24"  
3D tech

▼ ALTEREGO.  
F Twelve Indigo .  
Twelve Sage  
60x60 / 24"x24"



▲ ALTEREGO.  
F Twelve Sage  
60x60 / 24"x24"

▼ ALTEREGO.  
F Twelve Maple .  
Twelve Maple  
Mini  
60x60 / 24"x24"  
3D tech





ALTEREGO.  
W Sticks Milk  
30x30 / 12"x12"  
3D tech



ALTEREGO.  
F Cotto  
60x60 / 24"x24"  
W Sticks Milk .  
Sticks Pepper  
10x60 / 3"x24"  
3D tech



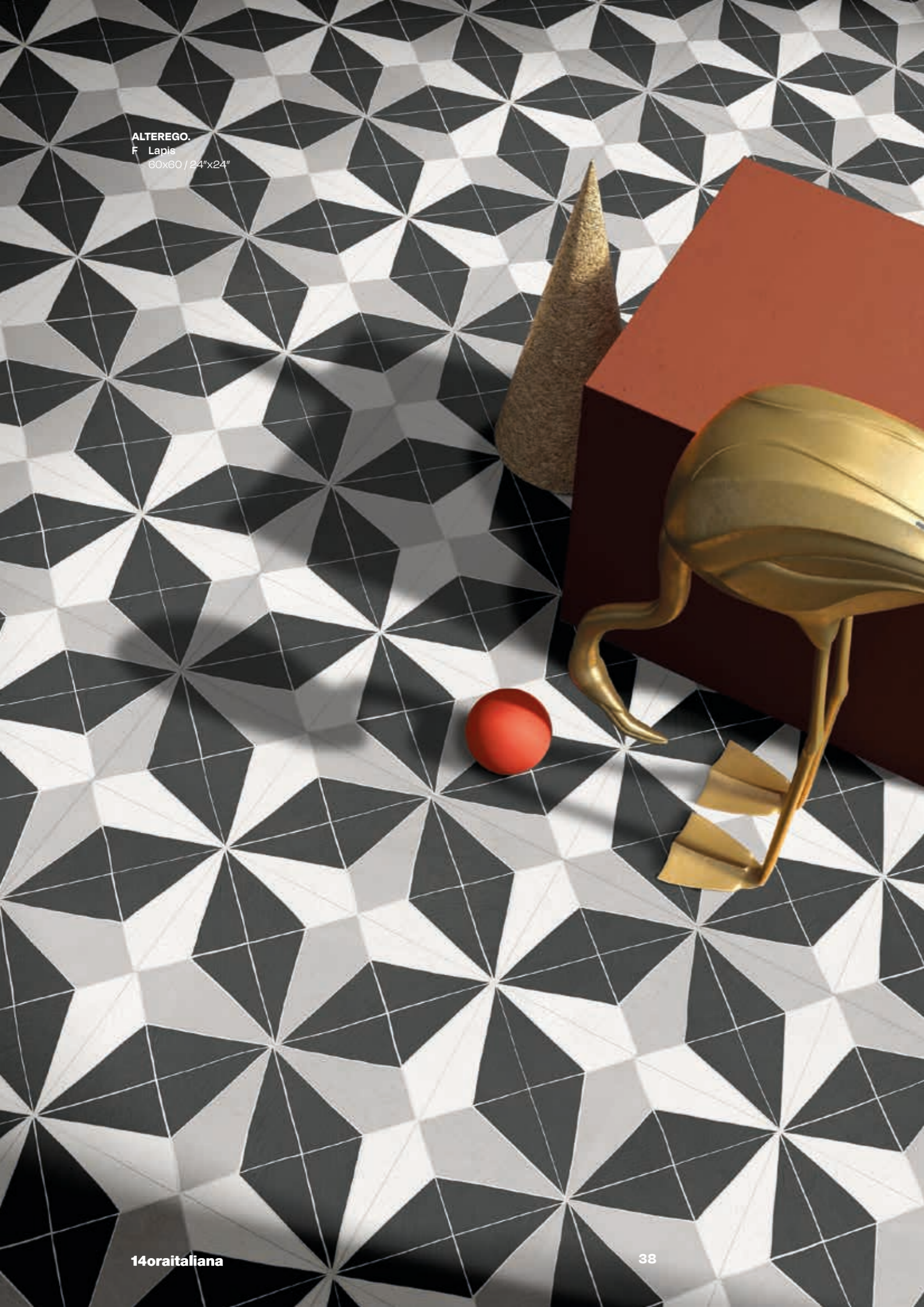


ALTEREGO.  
F Fan  
60x60 / 24"x24"





ALTEREGO.  
F Lapis  
60x60 / 24"x24"



▲ ALTEREGO.  
F Hexagon  
60x60 / 24"x24"

▼ ALTEREGO.  
W Dome  
60x60 / 24"x24"







**ALTEREGO.**  
**F** Mou  
120x120 / 24"x48"  
**W** Hexagon  
60x60 / 24"x24"  
Atlantis  
Moon  
60x120 / 24"x48"

**ALTEREGO.**

- F Dome**  
60x60 / 24"x24"
- W Dome**  
60x60 / 24"x24"
- Poetry Stone**
- Trani Beige**  
60x120 / 24"x48"







# ALTEREGO.

TECHNICAL DETAILS

# ALTEREGO.

## SIZES

6mm  
120x280  
48"x112"

8,5mm  
120x120  
48"x48"

60x120  
24"x48"

20x120  
8"x48"

5x120  
2"x48"

60x60  
24"x24"

10x60  
4"x24"

30x30  
12"x12"





# ALTEREGO.

**MILK**

**ASH**

**SAND**

**CLAY**

# ALTEREGO.

**BARK**

**CREAM**

**COTTO**

**MOU**



# ALTEREGO.

MUD

CONCRETE

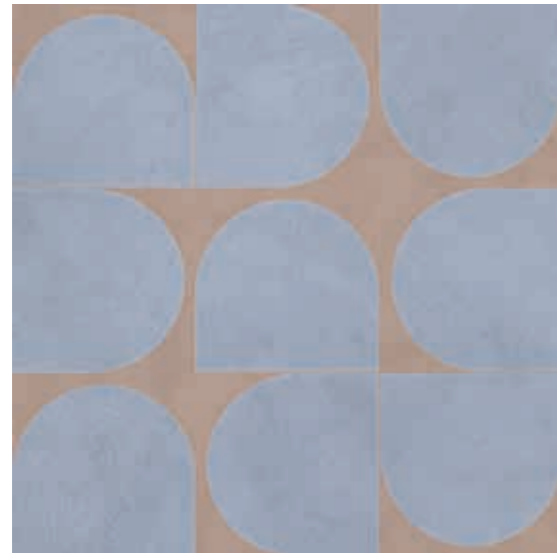
## DETTAGLI COLLEZIONE COLLECTION DETAILS

		MILK	ASH	SAND	CLAY	BARK	CREAM	COTTO	MOU	MUD	CONCRETE
<b>6mm</b>											
<b>120x280</b> 48"x112"	<b>Nat. rett.</b>	0017003	0016997	0017006	0016999	0016998	0017002	0017001	0017004	0017005	0017000
<b>8,5mm</b>											
<b>120x120</b> 48"x48"	<b>Nat. rett.</b>	0016962	0016961	0016963	0016964	0016970	0016975	0016969	0016973	0016972	0016974
<b>120x120</b> 48"x48"	<b>R11</b>		0017464	0017465			0017466				
<b>60x120</b> 24"x48"	<b>Nat. rett.</b>	0016428	0016429	0016430	0016431	0016432	0016433	0016434	0016435	0016436	0016437
<b>60x120</b> 24"x48"	<b>R11</b>		0017144	0017145			0017146				
<b>20x120</b> 8"x48"	<b>Nat. rett.</b>	0016438	0016439	0016440	0016441	0016442	0016443	0016444	0016445	0016446	0016447
<b>5x120</b> 2"x48"	<b>Nat. rett.</b>	0017087	0017088	0017089	0017090	0017099	0017100	0017101	0017102	0017103	0017104
<b>60x60</b> 24"x24"	<b>Nat. rett.</b>	0016448	0016449	0016450	0016451	0016452	0016453	0016454	0016455	0016456	0016457
<b>10x60</b> 4"x24"	<b>Nat. rett.</b>	0016458	0016459	0016460	0016461	0016462	0016463	0016464	0016465	0016466	0016467
<b>30x30</b> 12"x12"	<b>Nat. rett.</b>	0016604	0016605	0016606	0016607	0016608	0016609	0016610	0016611	0016612	0016613

# ALTEREGO.

## DOME

60x60 24"x24"

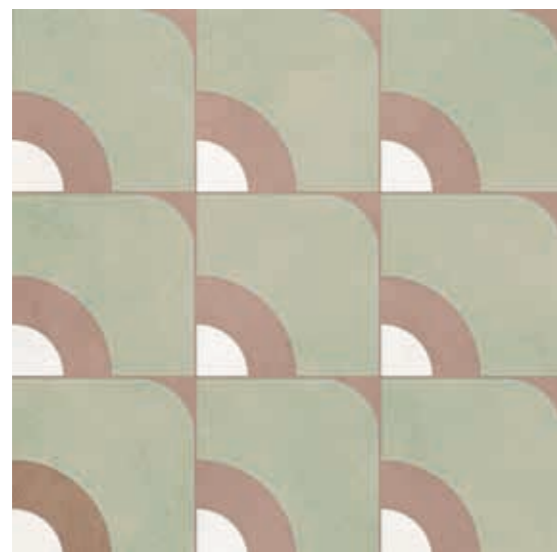


Dome  
Nat. Rett.

0017138

## FAN

60x60 24"x24"



Fan  
Nat. Rett.

0017139

Articoli con ripresa grafica tra le diverse lastre contenuta entro una tolleranza massima di 3 mm.  
Items with a graphic clearance among the different slabs ranging within 3 mm.

## HEXAGON

60x60 24"x24"

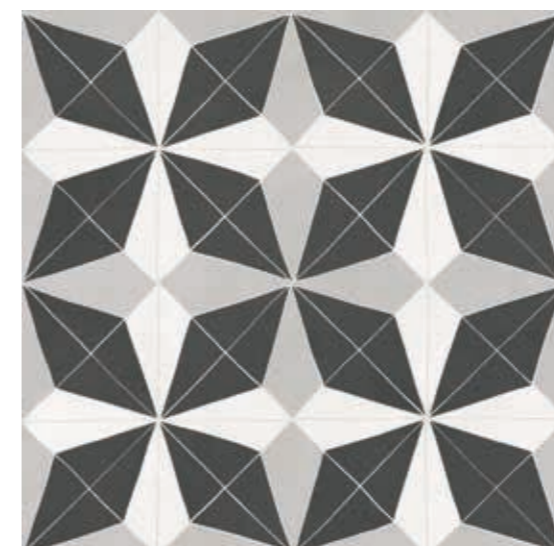


Hexagon  
Nat. Rett.

0017140

## LAPIS

60x60 24"x24"



Lapis  
Nat. Rett.

0017141



# ALTEREGO.

## 3D tech

**La nuova tecnologia 3D Tech consente di applicare differenti materie ceramiche, anche a spessore, in perfetta corrispondenza con la grafica sottostante, realizzata in digitale ad altissima definizione.**

**Un processo produttivo rivoluzionario, che combina la matericità con l'estetica del prodotto, fino ad ottenere superfici dallo straordinario valore sensoriale.**

The new technology 3D Tech is able to apply different ceramic materials, even within thickness, integrating them perfectly with the underlying graphics, made using highdefinition digital technology. A revolutionary production process that combines the textures with the aesthetics of the product, resulting in surfaces of outstanding sensory value.



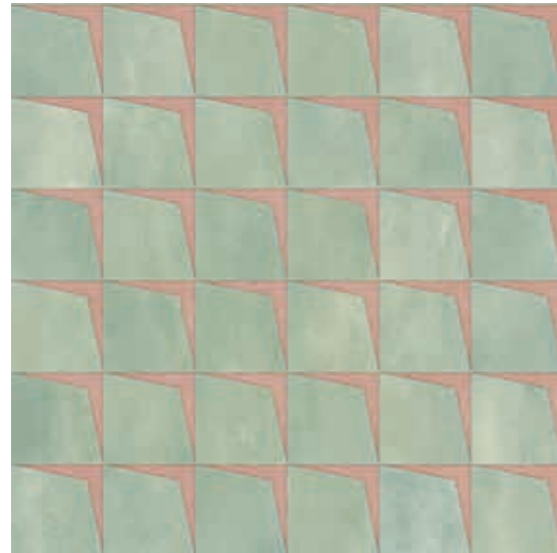


# ALTEREGO.

## SCALE

60x60 24"x24"

3D tech



**Sage Mini**  
3D tech

0017457



**Sage**  
3D tech

0016499



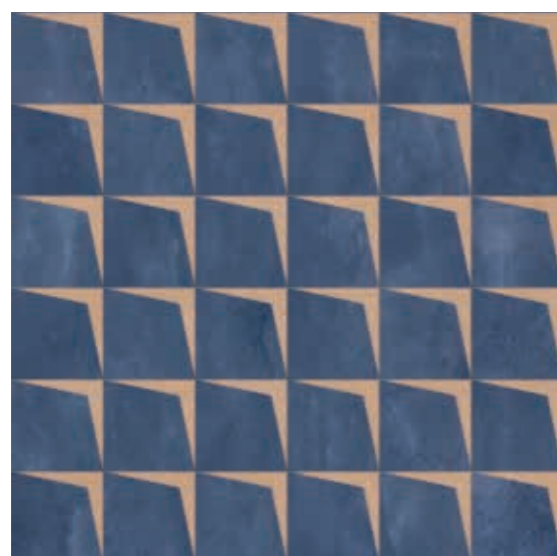
**Milk Mini**  
3D tech

0017456



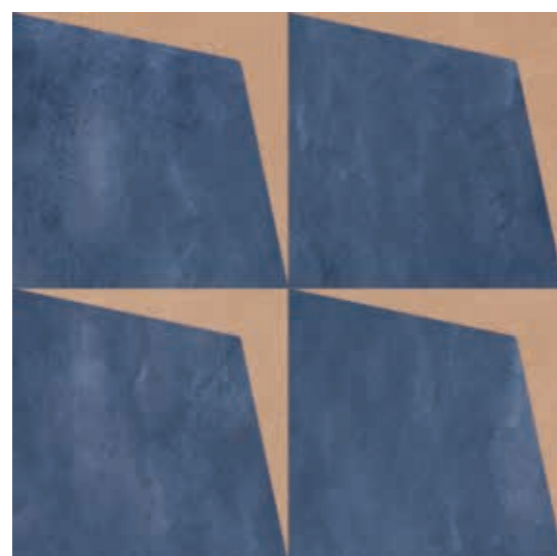
**Milk**  
3D tech

0016498



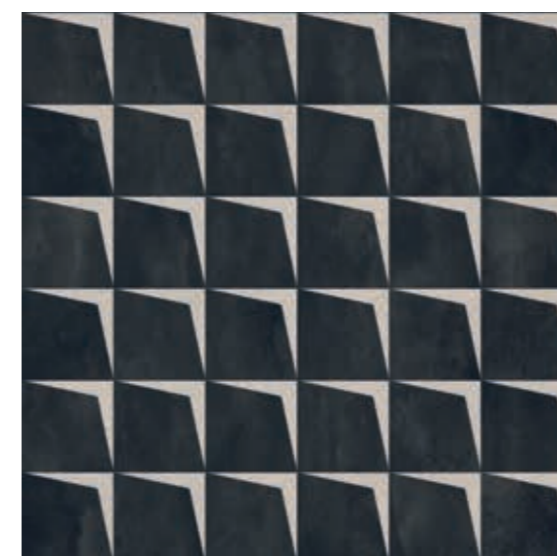
**Indigo Mini**  
3D tech

0017459



**Indigo**  
3D tech

0016501



**Pepper Mini**  
3D tech

0017458



**Pepper**  
3D tech

0016500

Articoli con ripresa grafica tra le diverse lastre contenuta entro una tolleranza massima di 3 mm.  
Items with a graphic clearance among the different slabs ranging within 3 mm.

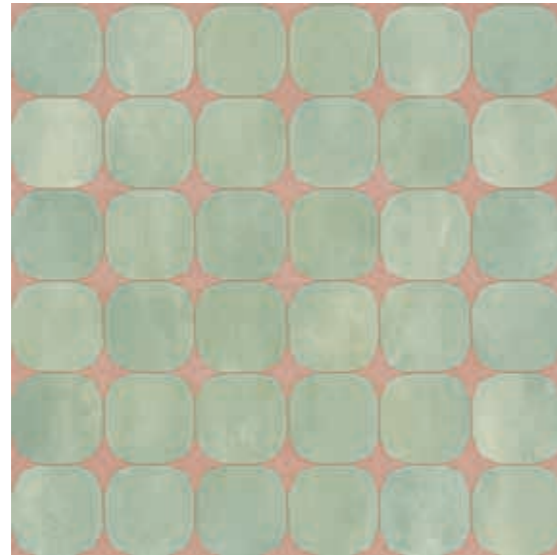


# ALTEREGO.

## TWELVE

60x60 24"x24"

3D tech



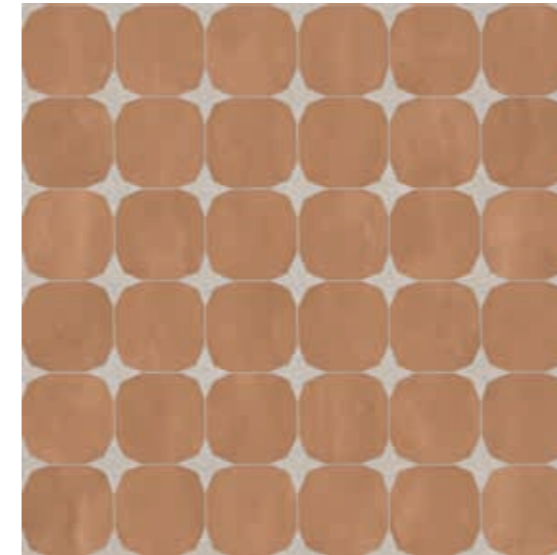
**Sage Mini**  
3D tech

0017462



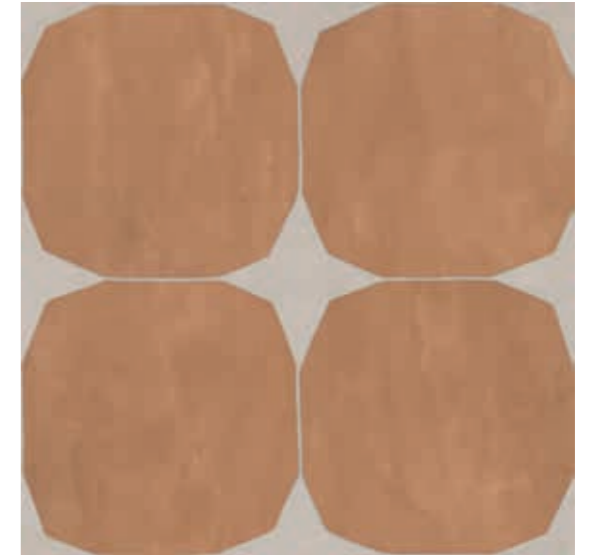
**Sage**  
3D tech

0016506



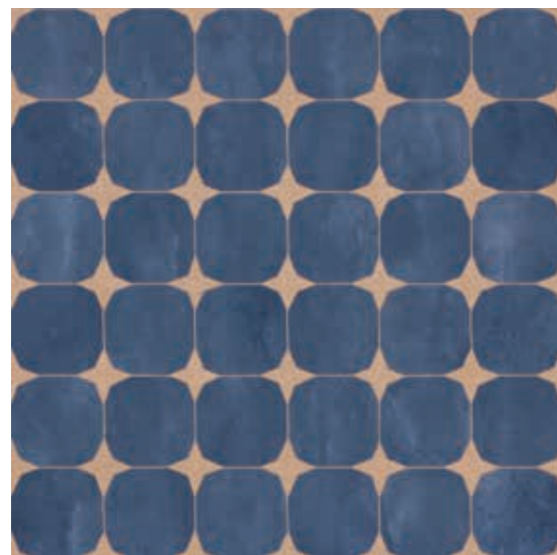
**Maple Mini**  
3D tech

0017460



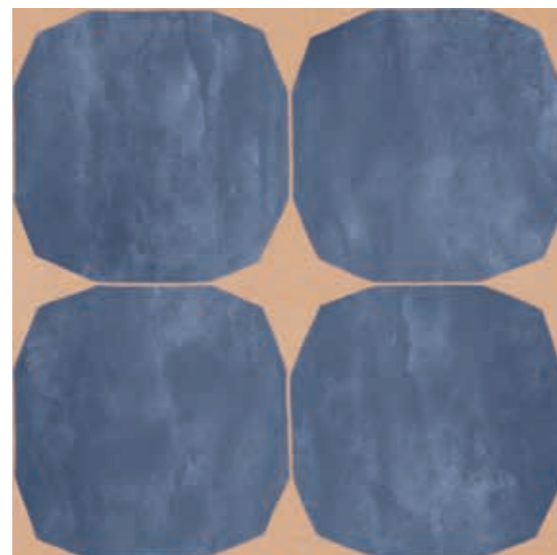
**Maple**  
3D tech

0016503



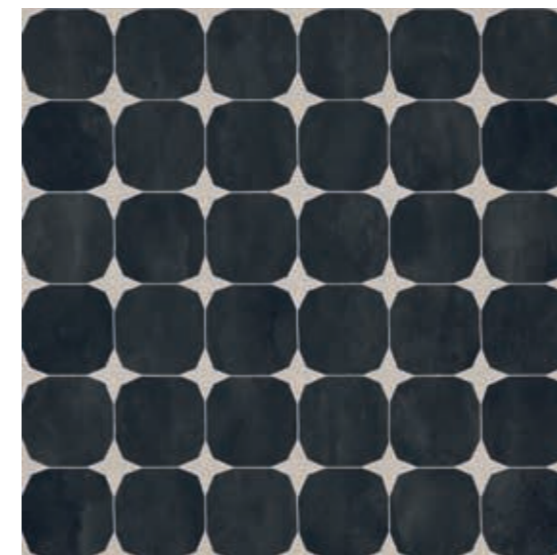
**Indigo Mini**  
3D tech

0017461



**Indigo**  
3D tech

0016505



**Pepper Mini**  
3D tech

0017463



**Pepper**  
3D tech

0016507

Articoli con ripresa grafica tra le diverse lastre contenuta entro una tolleranza massima di 3 mm.  
Items with a graphic clearance among the different slabs ranging within 3 mm.

# ALTEREGO.

## STICKS

60x60 24"x24" 10x60 4"x24" 30x30 12"x12"

3D tech



**Sage**  
3D tech  
60x60 **0016515**  
10x60 **0016565**  
30x30 **0016621**



**Indigo**  
3D tech  
60x60 **0016517**  
10x60 **0016567**  
30x30 **0016623**





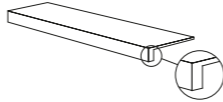



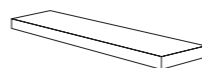

**Milk**  
3D tech  
60x60 **0016513**  
10x60 **0016563**  
30x30 **0016619**



**Pepper**  
3D tech  
60x60 **0016514**  
10x60 **0016564**  
30x30 **0016620**

Articoli con ripresa grafica tra le diverse lastre contenuta entro una tolleranza massima di 3 mm.  
Items with a graphic clearance among the different slabs ranging within 3 mm.

## PEZZI SPECIALI SPECIAL TRIMS

	MILK	ASH	SAND	CLAY	BARK	CREAM	COTTO	MOU	MUD	CONCRETE
<p>8,5mm</p>  <p>BATTISCOPA nat rett. 5,5x120  6</p>	0017446	0017447	0017448	0017449	0017450	0017451	0017452	0017453	0017454	0017455
 <p>GRADONE TOP nat rett. 32x120x4,5x2  1</p>	0017467	0017468	0017469	0017470	0017471	0017472	0017473	0017474	0017475	0017476
 <p>ANGOLARE TOP SX nat rett. 32x120x4,5x2  1</p>	0017477	0017478	0017479	0017480	0017481	0017482	0017483	0017484	0017485	0017486
 <p>ANGOLARE TOP DX nat rett. 32x120x4,5x2  1</p>	0017487	0017488	0017489	0017490	0017491	0017492	0017493	0017494	0017495	0017496



## IMBALLI PACKAGING

F.to nominale Nominal size	Finitura Finish	Spessore Thickness	F.to reale (mm) Work size (mm)	Imballo Packing	Pz/Scat. Pcs/Box	Mq/Scat. Sqm/Box	Kg/Mq Sqm/Kg	Kg/Scat. Kg/Box	Scat./ Imb. Box/ Packing	Pz Totali Pcs Total	Mq totali Sqm total	Kg Imb. Kg Packing	Kg Totali Kg Total
<b>120x280</b> 48"x112"	rett	6	1194x2800	Cassa Crate	-	-	15,00	-	-	20	67,20	95	1.104
				Cavalletto Rack pallet	-	-	-	-	36	120,96	120	1.935	
				Cavalletto container Container Rack pallet	-	-	-	-	36	120,96	140	1.955	
<b>120x120</b> 48"x48"	rett.	8,5	1194x1194	Pallet con sponde Pallet with sides	2	2,88	20,00	57,60	18	36	51,84	40	1.077
<b>60x120</b> 24"x48"	rett.	8,5	596x1194	pallet	2	1,44	20,00	28,80	30	60	43,20	20	884
<b>20x120</b> 8"x24"	rett.	8,5	199x1194	pallet	6	1,44	18,85	27,20	36	216	51,84	20	999
<b>5x120</b> 2"x48"		8,5	48x1194	pallet	6	0,36	20,00	7,20	63	378	22,68	20	474
<b>60x60</b> 24"x24"		8,5	596x596	pallet	3	1,08	20,00	21,60	40	120	43,20	20	884
<b>10x60</b> 4"x24"		8,5	97,6x596	pallet	12	0,72	20,00	14,50	50	600	36,00	20	745
<b>30x30</b> 12"x12"	rett.	8,5	297x297	pallet	13	1,17	20,00	23,40	40	520	46,80	20	956

L'unità minima di vendita per tutti gli articoli (fondi, decori e pezzi speciali) è la scatola completa. / The minimum sales quantity for all items (plain tiles, decorations and special trims) is one full box.  
I dati relativi agli imballi sono aggiornati al momento della stampa del catalogo e pertanto possono subire variazioni nel corso del tempo. / Data referring to packaging have been update at time of printing; the actual data may be slightly different.  
Pezzi speciali e decori per effetto delle lavorazioni, possono presentare variazioni di tonalità. / Due to working process special trims and decors, may show variation in tonality.

## CARATTERISTICHE TECNICHE TECHNICAL FEATURES

### GRES PORCELLANATO A MASSA COLORATA - FULL BODY COLORED PORCELAIN

**SUP. NATURALE** CLASSIFICAZIONE SECONDO NORME UNI EN 14411 (ISO 13006) ALLEGATO G-Gruppo B1a GL  
**NATURAL SURFACE** CLASSIFICATION IN ACCORDANCE WITH UNI EN 14411 (ISO 13006) ANNEX G-Group B1a GL

PROPRIETÀ FISICO-CHIMICHE PHYSICAL-CHEMICAL PROPERTIES	NORMA NORM	VALORE PREScritTO DALLE NORME VALUE PRESCRIBED FROM THE NORMS	VALORE * VALUE NAT.	VALORE ABK * ABK VALUE R11
LUNGHEZZA E LARGHEZZA DIMENSIONE MEDIA DI OGNI PIASTRELLA LENGTH AND WIDTH OF THE AVERAGE-SIZES TILE	UNI EN ISO 10545/2	± 0,6%	CONFORME ACCORDING TO	CONFORME ACCORDING TO
SPESSORE THICKNESS	UNI EN ISO 10545/2	± 5%	CONFORME ACCORDING TO	CONFORME ACCORDING TO
RETTILINEARITÀ SPIGOLI WARPAGES OF EDGES	UNI EN ISO 10545/2	± 0,5%	CONFORME ACCORDING TO	CONFORME ACCORDING TO
ORTOGONALITÀ WEDGING	UNI EN ISO 10545/2	± 0,6%	CONFORME ACCORDING TO	CONFORME ACCORDING TO
PLANARITÀ FLATNESS	UNI EN ISO 10545/2	± 0,5%	CONFORME ACCORDING TO	CONFORME ACCORDING TO
ASSORBIMENTO D'ACQUA WATER ABSORPTION	UNI EN ISO 10545/3	E ≤ 0,5%	CONFORME ACCORDING TO	CONFORME ACCORDING TO
RESISTENZA ALLA FLESSIONE BENDING STRENGTH	UNI EN ISO 10545/4	≥ 35 N/mm <sup>2</sup>	CONFORME ACCORDING TO	CONFORME ACCORDING TO
FORZA DI ROTTURA BREAKING STRENGTH	UNI EN ISO 10545/4	< 7,5 mm : ≥ 700 N	CONFORME ACCORDING TO	CONFORME ACCORDING TO
		> 7,5 mm : ≥ 1300 N		
RESISTENZA ALL'ABRASIONE PROFONDA DELLE PIASTRELLA NON SMALTATE RESISTANCE TO DEEP ABRASION OF UNGLAZED TILES	UNI EN ISO 10545/7	DICHIARATO DALL'AZIENDA PRODUTTRICE DECLARED BY THE MANUFACTURING COMPANY	IN FUNZIONE DELLA DESTINAZIONE D'USO ACCORDING THE DESTINATION OF FINAL USO	
RESISTENZA AGLI SBALZI TERMICI THERMAL SHOCK RESISTANCE	UNI EN ISO 10545/9	RICHIESTA REQUIRED	RESISTE RESISTS	RESISTE RESISTS
RESISTENZA AL GELO FROST RESISTANCE	UNI EN ISO 10545/12	RICHIESTA REQUIRED	INGELIVO FROST PROOF	INGELIVO FROST PROOF
RESISTENZA ALL'ATTACCO CHIMICO CHEMICAL RESISTANCE	UNI EN ISO 10545/13	MIN GB	CONFORME ACCORDING TO	CONFORME ACCORDING TO
RESISTENZA ALLE MACCHIE RESISTANCE TO STAINING	UNI EN ISO 10545/14	GL: CLASSE 3 MIN	CONFORME ACCORDING TO	CONFORME ACCORDING TO
RESISTENZA ALLO SCIVOLAMENTO SLIP RESISTANCE	B.C.R.A. C.A.	μ 0,19 SCIVOLOSITÀ PERICOLOSA - DANGEROUSLY SLIPPERY 0,20 < μ < 0,39 SCIVOLOSITÀ ECCESSIVA - EXCESSIVELY SLIPPERY 0,40 < μ < 0,74 ATTRITO SODDISFACENTE - SATISFACTORY GRIP μ 0,75 ATTRITO ECCELLENTE - EXCELLENT GRIP	> 0,40	> 0,40
	B.C.R.A. G.B.		> 0,40	> 0,40
	ASTM C 1028 (S.C.O.F.)	SLIP RESISTANT (> 0,60)	> 0,60 DRY	> 0,60 DRY
			> 0,60 WET	> 0,60 WET
	DIN 51130	IN FUNZIONE DELL'AMBIENTE O DELLA ZONA DI LAVORO BASING ON THE ENVIRONMENT OR THE WORKING AREA	R10	R11
	DIN 51097	-	A+B	A+B+C
ANSI A 137-1:2012 (D.C.O.F.)	≥ 0,42	> 0,42	> 0,42	

VARIAZIONE CROMATICA SHADE VARIATION	V2	 aspetto uniforme uniform appearance V1	 lieve variazione slight variation V2	 moderata variazione moderate variation V3	 forte variazione substantial variation V4
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\* Valori medi di produzione / Average production values

Le caratteristiche di superficie e le tonalità dei prodotti ceramici illustrati in questo catalogo sono da ritenersi puramente indicative.  
Optical features and color shades of ceramic materials illustrated in this catalogue are to be regarded as mere indications.



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