

# POINT



## Our values/

### **Made in Italy**

Selezioniamo le migliori materie prime e, secondo canoni estetici e funzionali, le trasformiamo in prodotti che interpretano con creatività il gusto italiano. Utilizziamo in uguale misura passione e tecnologia, cura del dettaglio e precisione, chimica e cultura, estetica e attenzione all'ambiente. Per noi Made in Italy è racchiudere tutto questo in ogni singolo prodotto.

### **Made in Italy**

*We pick the very best raw materials and we follow aesthetics and functional criteria to turn them into products embodying Italian taste and excellence. We sharply combine passion and technology, creativity and accuracy, science and culture, and environmental friendliness. To all of us, Made in Italy means gathering these features into every single product.*

### **Greenthinking**

Recuperiamo il 100% dell'acqua, autoproduciamo il 65% dell'energia, differenziamo il 98% dei rifiuti. Siamo stati i primi del settore ceramico a ottenere la certificazione PEF e tra i primi a guadagnarci l'EPD, la FDES e la HPDC. La maggior parte dei nostri prodotti è compatibile con lo standard LEED - Leadership in Energy and Environmental Design. Questo per noi è Greenthinking: un promessa molto seria, un impegno quotidiano.

### **Greenthinking**

*We recycle 100% of our water, produce 65% of our energy, separate 98% of our waste. We were the first company in the ceramic industry to obtain PEF certification and were among the first to earn the EPD, the FDES, and the HPDC certifications. The majority of our products comply with the LEED - Leadership in Energy and Environmental Design - standard. Greenthinking implies a solemn promise, an everyday commitment.*

GRES PORCELLANATO  
PORCELAIN STONEWARE

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**Effetto pietra**  
*Stone effect*

# POINT



## ISPIRAZIONE/ INSPIRATION



### **Gioco di forme**

Il design, spesso, incrocia il suo percorso con le trasformazioni della natura, da cui ha imparato molto. Point ricalca la resistenza e l'aspetto della quarzite: le superfici modulari e le grafiche in movimento disegnano pattern strutturati e riempitivi. Per outdoor che si mimetizzano con ogni paesaggio.

### **Game of forms**

*Design is often drawn from the transformations of nature, his first teacher. That's what happens with Point. The collection mimics the resistance and the appearance of quartzite. Textures and graphics draw unusual, stone-like patterns which turn every outdoor space into a mindful landscape.*



## OUTDOOR

30x60 9mm  
30x30 9mm  
15x30 9mm  
15x15 9mm  
60x60 K2 20mm  
45x90 K2 20mm

**6**  
FORMATI/  
SIZES

**2**  
SPESSORI/  
THICKNESSES

### Formati e spessori

I sei formati di Point sono alleati strategici nel dare forma e carattere agli ambienti esterni. Sono tutti modulari: quattro formati non rettificati in 9 mm di spessore e due - 45x90 e 60x60 - in 20 millimetri, ottimi per pavimentare piazze, cortili e terrazzi su cui passano regolarmente vetture e persone.

### Sizes and thicknesses

*Point comes in six formats: four non-rectified sizes in 9mm thickness and two - 45x90 and 60x60 - in 20mm. These strategic modular sizes make Point a great asset in meeting the increasing demands for high performance placed on our products. The range is an excellent solution to pave squares, courtyards, terraces, and heavy use areas for both people and cars.*



## 4 COLORI/ COLORS

## 1 SUPERFICIE/ SURFACE

### Colori e superfici

Point si declina in quattro toni, in cui i grigi screziati e le sfumature variegata color sabbia restituiscono al gres porcellanato strutturato i pigmenti autentici della quarzite. Silver è un grigio chiaro e delicato; Sand ricorda i colori della sabbia; Multicolor Grey e Beige riproducono sfumature d'impatto grazie all'alta stonizzazione. La collezione è antiscivolo e ingeliva: esposta all'esterno a qualunque temperatura, mantiene l'aspetto originario.

### Colors and surfaces

*Point collection has four tones that bring the authentic pigments of quartzite onto its structured surfaces - from mottled grays to sand colored hints. Silver is a light, gentle gray; Sand recalls the colors of the seaside; Multicolor Grey and Beige show warmer, highly-varied shades. The collection is anti-slip and frost-free: and can withstand a wide variation in outdoor temperature while always maintaining its original appearance.*



Silver



Grey  
Multicolor



Sand



Beige  
Multicolor

**silver**



point silver

30x60 (12"x24")



30x60 (12"x24")

point silver



60x60 (24"x24") K2 20 mm

point silver



# grey multicolor



30x60 (12"x24")



point grey multicolor



Project: Kirra Rooftop  
Collections: Point  
Photos: Keope



Project: Kirra Rooftop  
Collections: Point  
Photos: Keope

30x60 (12"x24")

30x60 (12"x24")

**sand**



point sand

15x30 (6"x12")

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point sand

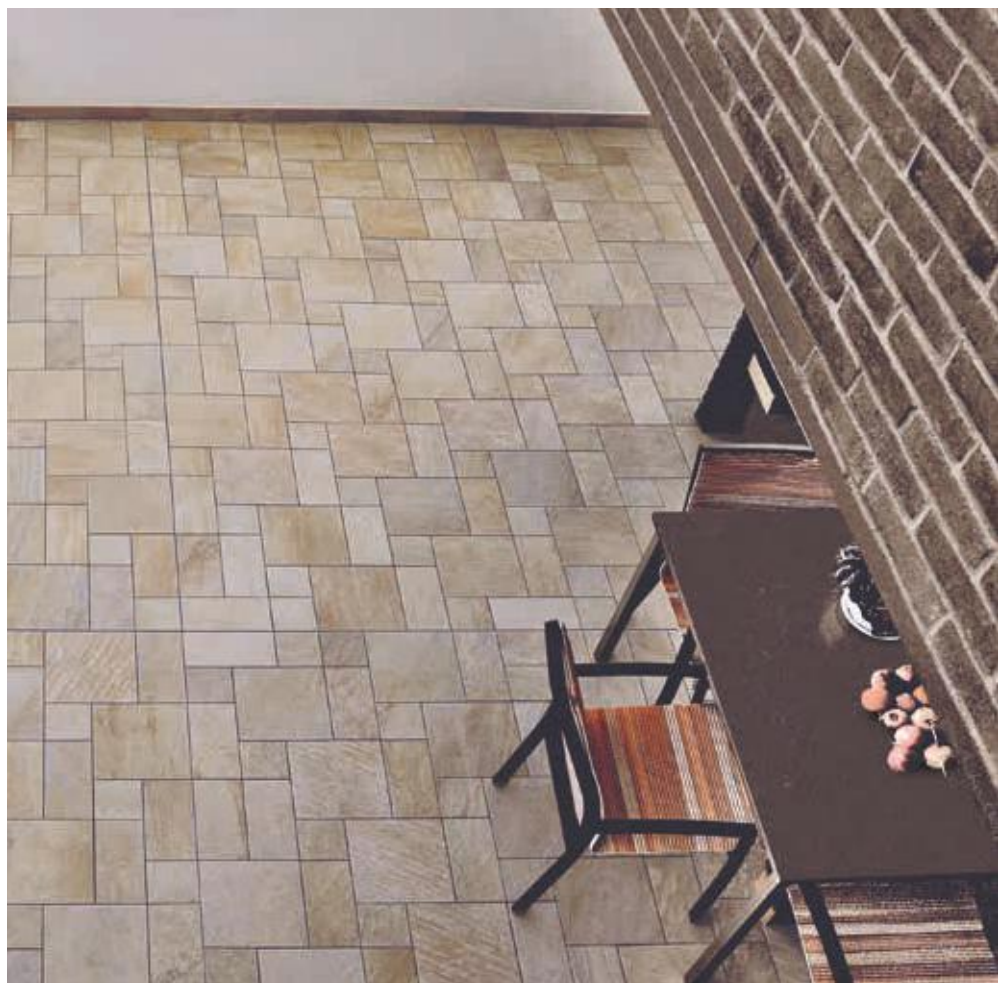
# beige multicolor





30x30 (12"x12") - 15x30 (6"x12") - 15x15 (6"x6")

point beige multicolor



Project: Residenza San Lazzaro  
Designer: Geom. Claudio Paolazzi  
Collections: Point  
Photos: Luciano Busani

30x30 (12"x12") - 15x30 (6"x12") - 15x15 (6"x6") - BATTISCOPIA 8x30 (3"x12")

30x30 (12"x12") - 15x30 (6"x12") - 15x15 (6"x6") -  
BATTISCOPIA 8x30 (3"x12")



Project: Residenza San Lazzaro  
Designer: Geom. Claudio Paolazzi  
Collections: Point  
Photos: Luciano Busani

point beige multicolor



# POINT

## SPECIFICHE TECNICHE/ TECHNICAL FEATURES

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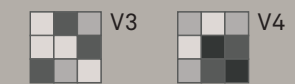
**GRES PORCELLANATO TUTTA MASSA UGL**  
*FULL-BODY PORCELAIN UGL*

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**SPESSORI**  
*THICKNESSES*  
**9 mm** (30x60 - 30x30 - 15x30 - 15x15)  
**20 mm** (60x60 K2 - 45x90 K2)

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**STONALIZZAZIONE**  
*SHADING*



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**CLASSIFICAZIONE ANTISDRUCCIOLO**  
*ASSESSMENT OF SLIP RESISTANCE*

**DIN 51130 R11**  
**DIN 51097 A+B+C**  
**COF** Conforme/ *Compliant*  
**DCOF** Conforme/ *Compliant*

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GRES PORCELLANATO /  
PORCELAIN STONEWARE



INATTACCABILE DA ACIDI /  
NOT ATTACKED BY ACIDS



RESISTENTE A GELO E SHOCK TERMICI /  
RESISTANT TO FROST AND SUDDEN THERMAL CHANGES



100% ACQUE REFLUE RECUPERATE /  
100% RECOVERED WASTE WATER



ENERGIA AUTO PRODOTTA DA  
FOTOVOLTAICO /  
ENERGY SELF-PRODUCED BY PV PLANT



FACILMENTE PULIBILE /  
EASY TO CLEAN




RESISTENTE A SFORZI ED ABRASIONI /  
RESISTANT TO STRESSES AND ABRASION

500 Kg/cm<sup>2</sup> di pressatura meccanica e cottura a 1.250°C /  
500 kg/cm<sup>2</sup> of mechanical pressing and firing at 1250°C



98% RIFIUTI INVIATI A  
RACCOLTA DIFFERENZIATA /  
98% WASTE SENT TO SEPARATE COLLECTION



+ 5.000.000 L = 3.000.0000   
ACQUE DI PROCESSO DA ALTRI  
STABILIMENTI /  
PROCESS WATER FROM OTHER FACTORIES



ANTISDRUCCIOLO /  
ANTI-SLIP

per ambienti bagnati e outdoor /  
for outdoor and wet environments




STABILE CROMATICAMENTE /  
CHROMATICALLY FAST

inalterabile da agenti atmosferici e smog /  
unchanged by weather agents and smog



100% PALLET FAO /  
100% FAO PALLETS



18.408 t = 570   
MATERIE PRIME NON ESTRATTE  
GRAZIE AL RECUPERO DI SCARTI /  
NON-EXTRACTED RAW MATERIALS THANKS TO THE  
RECOVERY OF SCRAPS



NON REAGISCE AL FUOCO /  
DOES NOT REACT TO FIRE

non emette fumi in caso di incendio /  
does not release fumes in case of fire




ASSORBIMENTO H<sub>2</sub>O NULLO /  
NULL H<sub>2</sub>O ABSORPTION



100% SCARTI CRUDI RECUPERATI /  
100% RECOVERED RAW SCRAPS



+ 24.000 MWh/year = 185.000   
84% ENERGIA AUTO PRODOTTA DA  
IMPIANTI DI COGENERAZIONE /  
84% ENERGY SELF-PRODUCED BY COGENERATION PLANTS

SILVER



GREY MULTICOLOR



SAND



BEIGE MULTICOLOR



# V3 V4

STONALIZZAZIONE/  
SHADING

SILVER V3



GREY MULTICOLOR V4



SAND V3



BEIGE MULTICOLOR V4



specs & tech

# 6

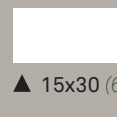
## FORMATI/ SIZES



▲ 30x60 (12"x24") N.RT 9 mm



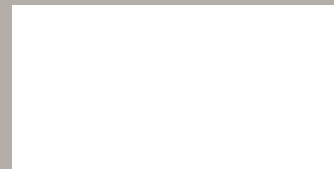
▲ 30x30 (12"x12") N.RT 9 mm



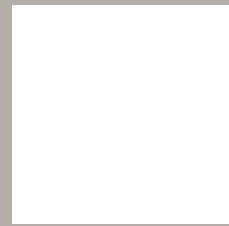
▲ 15x30 (6"x12") N.RT 9 mm



▲ 15x15 (6"x6") N.RT 9 mm



▲ 45x90 (18"x36") RT **K2** 20 mm



▲ 60x60 (24"x24") RT **K2** 20 mm

▲ Structured R11

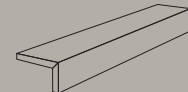
# 6

## PEZZI SPECIALI/ TRIMS



**BATTISCOPIA**

▲ 8x30 (3"x12") N.RT 9 mm



**TERMINALE L MONOLITICO**

▲ 16,5x30x3,8 (6<sup>1/2</sup>"x12"x1<sup>1/2</sup>") N.RT 10 mm



**SCALINO MONOLITICO**

STEP TREAD / NEZ DE MARCHE / STUFENPLATTE / PELDAÑO

▲ 30x33 (12"x13") RT 10 mm



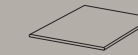
**SCALINO ANGOLARE MONOLITICO**

STEP TREAD WITH CORNER / CARREAU DE MARCHE PIÈCE ANGULAIRE / STUFENPLATTE ECKSTÜCK / PELDAÑO ESQUINA

▲ 33x33 (13"x13") RT 10 mm

# 14

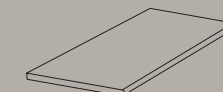
## PEZZI SPECIALI K<sub>2</sub>/ TRIMS K<sub>2</sub> / PIECES SPECIALES K<sub>2</sub> / FORMTEILE K<sub>2</sub> / PIEZAS ESPECIALES K<sub>2</sub>



**ANGOLARE BORDO CON TORO**

CORNER STEP TREAD / NEZ DE MARCHE ANGULAIRE / STUFENPLATTE ECKSTÜCK / ANGULAR CANTO ROMO

▲ 30x30 (12"x12") RT 20 mm

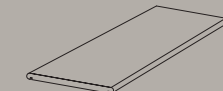


**GRADINO BORDO CON TORO**

ROUNDED STEP TREAD / NEZ DE MARCHE ARRONDI / GERUNDET STUFENPLATTE / PELDAÑO CANTO ROMO

▲ 45x90 (18"x36") RT 20 mm

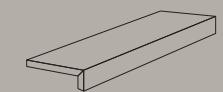
▲ 30x60 (12"x24") RT 20 mm



**TOP BORDO TORO**

TOP STEP TREAD / NEZ DE MARCHE HAUT / STUFENPLATTE TOP / TOP CANTO ROMO

▲ 30x60 (12"x24") RT 20 mm

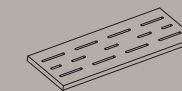


**TERMINALE L**

GLUED "L" TERMINAL / TERMINAL "L" COLLÉ / "L" STÜCK FLIESE GEKLEBT / TERMINAL "L" (PEGADO)

▲ 90x45x15 (36"x18"x6") RT 20 mm

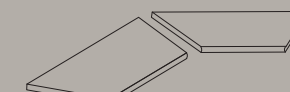
▲ 60x20x5 (24"x8"x2") RT 20 mm



**GRIGLIA**

GRID / GRIL / GRILL / REJILLA

▲ 15x60 (6"x24") RT 20 mm

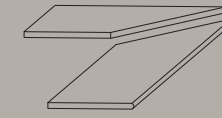


**GRADINO ANGOLO INTERNO BORDO CON TORO**

INT. CORNER STEP TREAD / ANGLE INT. NEZ DE MARCHE / INNENECKTRITTSTUFE / ANG. INT. CANTO ROMO

▲ 45x90 (18"x36") RT 20 mm

▲ 30x60 (12"x24") RT 20 mm

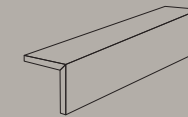


**GRADINO ANGOLO ESTERNO BORDO CON TORO**

EXT. CORNER STEP TREAD / ANGLE EXT. NEZ DE MARCHE / AUSSENECKTRITTSTUFE / ANG. EXT. CANTO ROMO

▲ 45x90 (18"x36") RT 20 mm

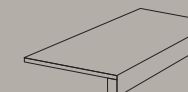
▲ 30x60 (12"x24") RT 20 mm



**CORDOLO L**

GLUED "L" TERMINAL / TERMINAL "L" COLLÉ / "L" STÜCK FLIESE GEKLEBT / CANTONERA "L" (PEGADA)

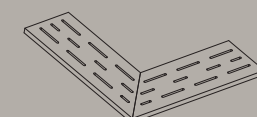
▲ 60x20x15 (24"x8"x6") RT 20 mm



**SCALINO INCOLLATO**

STEP TREAD / NEZ DE MARCHE / STUFENPLATTE / PELDAÑO (PEGADO)

▲ 33x60x5 (13"x24"x2") RT 20 mm



**ANGOLARE GRIGLIA**

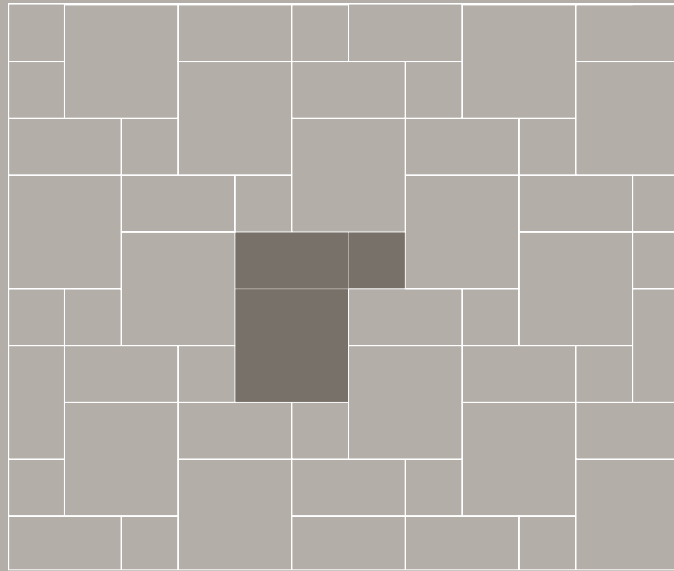
GRID / GRIL / GRILL / ANGULAR REJILLA

▲ 15x60 (6"x24") RT 20 mm

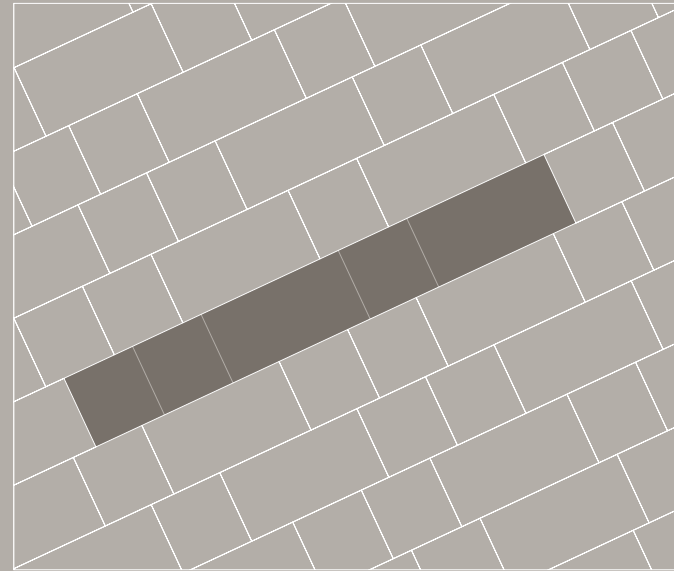
▲ Structured R11

SCHEMI DI POSA/  
LAYING SYSTEM

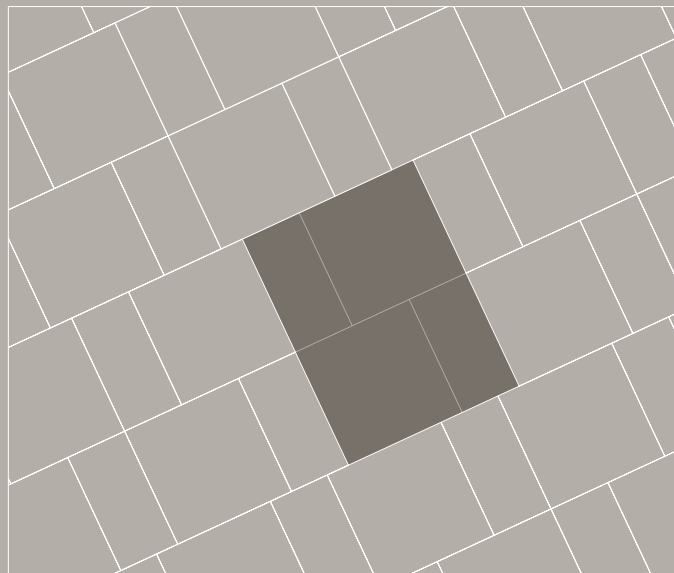
1  
FINITURA/  
FINISHING



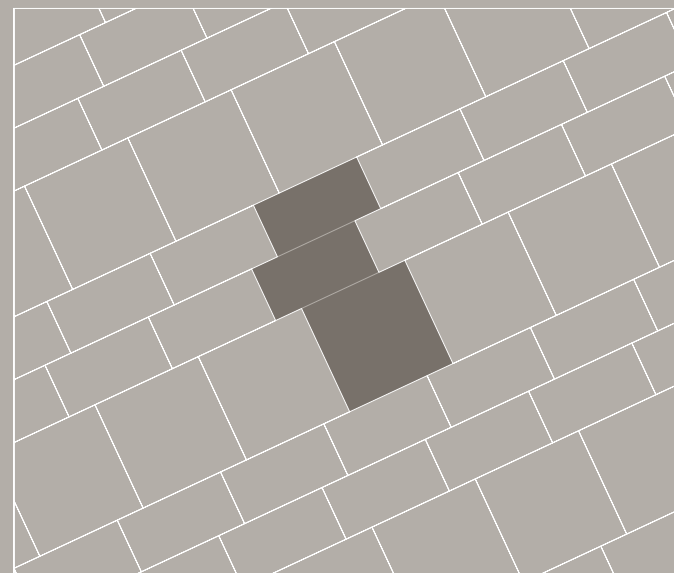
15x15 (6"x6") N.RT - 14,30%      30x30 (12"x12") N.RT - 57,10%  
15x30 (6"x12") N.RT - 28,60%



30x30 (12"x12") N.RT - 42,90%  
30x60 (12"x24") N.RT - 57,10%



15x30 (6"x12") N.RT - 33,33%  
30x30 (12"x12") N.RT - 66,66T%



15x30 (6"x12") N.RT - 50,00%  
30x30 (12"x12") N.RT - 50,00%

Fuga minima consigliata per posa in esterno 4 mm.  
*Minimum suggested joint for outdoor laying 4 mm.*  
Consigli di posa, pulizia e manutenzione al link [keope.com](http://keope.com)  
*Advice on laying, cleaning and maintenance at the link [keope.com](http://keope.com)*



FORMATI / SIZES

	30x60 12"x24"	30x30 12"x12"	15x30 6"x12"	15x15 6"x6"	45x90 18"x36"	60x60 24"x24"
working size					446x895	596x596
	N.RT	N.RT	N.RT	N.RT	RT	RT
	9 mm	9 mm	9 mm	9 mm	K2 20 mm	K2 20 mm
<b>POINT SILVER</b>	▲	▲	▲	▲	▲	▲
<b>POINT GREY MULTICOLOR</b>	▲	▲	▲	▲	▲	▲
<b>POINT SAND</b>	▲	▲	▲	▲		
<b>POINT BEIGE MULTICOLOR</b>	▲	▲	▲	▲		

▲ Structured R11

MISURE, PESI ED IMBALLI / SIZE, WEIGHT AND PACKAGING

FORMATO SIZE	SPESSORE THICKNESS	PZ/SCATOLA PIECES/BOX	MQ/SCATOLA SQM/BOX	KG/SCATOLA KG/BOX	MQ/PALLET SQM/PALLET	KG/PALLET KG/PALLET	SCATOLA/PALLET BOX/PALLET
<b>30x60 N.RT</b>	9 mm	7	1,26	25,00	50,40	1.013,00	40
<b>30x30 N.RT</b>	9mm	12	1,08	22,26	47,52	937,00	44
<b>15x30 N.RT</b>	9 mm	24	1,08	20,49	47,52	914,56	44
<b>15x15 N.RT</b>	9 mm	48	1,08	21,60	51,84	1.049,80	48
<b>45x90 K2</b>	20 mm	2	0,81	37,40	21,87	1.022,80	27
<b>60x60 K2</b>	20 mm	2	0,72	33,80	21,60	1.027,00	30

INFORMAZIONI TECNICHE / TECHNICAL FEATURES

INFORMAZIONI TECNICHE TECHNICAL FEATURES	NORMA NORM EN 14411 - ISO 13006	REQUISITI PRESCRITTI REQUIRED VALUES	VALORI VALUES			
 <b>DIMENSIONI RETTIFICATO</b> SIZES RECTIFIED	UNI EN ISO 10545-2	lunghezza-larghezza / length-width $\pm 0,3\%$ ( $\pm 1,0$ mm max)	<b>CONFORME</b> COMPLIANT			
		spessore / thickness $\pm 5,0\%$ ( $\pm 0,5$ mm max)				
 <b>DIMENSIONI NON RETTIFICATO</b> SIZES NOT RECTIFIED	UNI EN ISO 10545-2	ortogonalità / rectangularity $\pm 0,3\%$ ( $\pm 1,5$ mm max)	<b>CONFORME</b> COMPLIANT			
		rettilinearità / straightness $\pm 0,3\%$ ( $\pm 0,8$ mm max)				
 <b>ASSORBIMENTO ACQUA</b> WATER ABSORPTION	UNI EN ISO 10545-3	planarità / flatness $\pm 0,4\%$ ( $\pm 1,8$ mm max)	<b>CONFORME</b> COMPLIANT			
		qualità superficie / surface quality $\geq 95\%$				
 <b>RESISTENZA A ROTTURA</b> BREAKING STRENGTH	UNI EN ISO 10545-4	lunghezza-larghezza / length-width $\pm 0,6\%$ ( $\pm 2,0$ mm max)	<b>CONFORME</b> COMPLIANT			
		spessore / thickness $\pm 5,0\%$ ( $\pm 0,5$ mm max)				
 <b>RES. ABRASIONE PROFONDA (UGL - Matt)</b> DEEP ABRASION RES.(UGL - Matt)	UNI EN ISO 10545-6	ortogonalità / rectangularity $\pm 0,5\%$ ( $\pm 2,0$ mm max)	<b>CONFORME</b> COMPLIANT			
		rettilinearità / straightness $\pm 0,5\%$ ( $\pm 1,5$ mm max)				
 <b>RESISTENZA AL GELO</b> FROST RESISTANCE	UNI EN ISO 10545-12	planarità / flatness $\pm 0,5\%$ ( $\pm 2,0$ mm max)	<b>CONFORME</b> COMPLIANT			
		qualità superficie / surface quality $\geq 95\%$				
 <b>RESISTENZA SHOCK TERMICI</b> THERMAL SHOCK RESISTANCE	UNI EN ISO 10545-9	qualità superficie / surface quality $\geq 95\%$	<b>CONFORME</b> COMPLIANT			
		resistenza / resistant				
 <b>RESISTENZA AL GELO</b> FROST RESISTANCE	UNI EN ISO 10545-12	resistenza / resistant	<b>CONFORME</b> COMPLIANT			
		resistenza / resistant				
 <b>RESISTENZA CHIMICA</b> CHEMICAL RESISTANCE	UNI EN ISO 10545-13	resistenza / resistant	<b>CONFORME</b> COMPLIANT			
		resistenza / resistant				
 <b>RESISTENZA ALLE MACCHIE</b> RESISTANCE TO STAINS	UNI EN ISO 10545-14	resistenza / resistant	<b>CONFORME</b> COMPLIANT			
		resistenza / resistant				
 <b>CLASSIFICAZIONE ANTISDRUCCIOLO</b> ASSESSMENT OF SLIP RESISTANCE	DIN 51130	prodotto / product	R	A+B+C	>0,40 >0,42	
	DIN 51097	A+B+C				
 <b>CLASSIFICAZIONE ANTISDRUCCIOLO</b> ASSESSMENT OF SLIP RESISTANCE	B.C.R.A. (COF)	>0,40 bagnato / wet	30x60 - 30x30 - 15x30 - 15x15 - 45x90 K2 - 60x60 K2	R11	A+B+C	<b>CONFORME</b> COMPLIANT
	ANSI A137.1 2012 (DCOF)	>0,42 bagnato / wet				

Piastrelle pressate a secco - Conforme alla norma EN 14411 e ISO 13006 appendice G gruppo B1-a con E  $\leq 0,5\%$   
Dry pressed tiles - Compliant with standards EN 14411 and ISO 13006 annex G group B1-a with E  $\leq 0,5\%$



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**HEADQUARTER** via statale 467, 21  
42013 Casalgrande (RE) - Italy  
**FACTORY** via canale, 67  
42013 Casalgrande (RE) - Italy  
**WAREHOUSE** via dell'industria, 1  
42013 Casalgrande (RE) - Italy

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**FAX** +39 0522 997544 (OT) - 545 (IT)  
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[info@keope.com](mailto:info@keope.com)  
[keope.com](http://keope.com)

**IT\_**

Ceramiche Keope si riserva la facoltà di apportare variazioni ai prodotti illustrati in questo catalogo per necessità produttive o al fine di migliorarne la qualità. I campioni sono puramente indicativi. Gli imballaggi e pesi riportati possono variare per necessità produttive. Consultare gli uffici commerciali al momento dell'ordine.

**EN\_**

*Ceramiche Keope reserves the right to vary the products illustrated in this catalogue for production purposes or in order to improve quality. Samples are purely indicative. Packaging and weights shown may be varied in line with production requirements. Check with the sales department at the time of order.*





