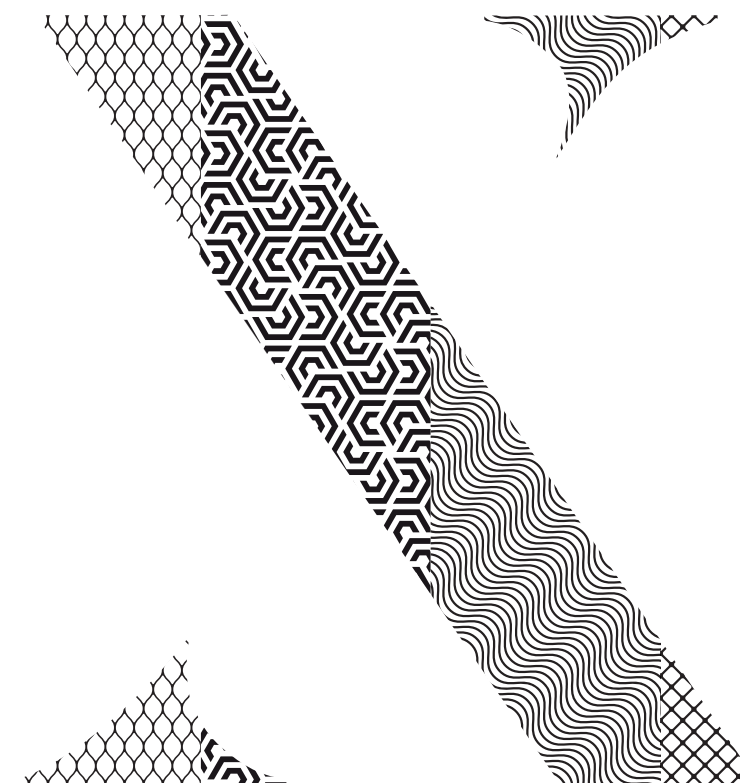




imolaceramica.it



**x-rock**

**forza dinamica**



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

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# Dynamic force

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E' dalla forza dinamica delle diagonali che nasce X-Rock. X sottolinea la natura innovativa della collezione, Rock ne contestualizza la provenienza: la roccia, la pietra.

È il primo progetto che interpreta una pietra dove quello che vedi non è ciò che è: la superficie appare spigolosa ma in realtà è morbida; sembra a tinta unita ma non lo è; sembra non riflettere ma se ci cammini sopra tutto cambia.

A partire da pietre di provenienza asiatica, la ricerca è poi stata condotta in questo modo:

i campioni sono stati decolorati al fine di ottenere una superficie dove fosse visibile solo la grafica e non il suo cromatismo superficiale.

Abbiamo poi operato su queste superfici 'sbiadite' in due direzioni: attualizzandole con colori moderni ed inserendo poi, in corrispondenza delle spaccature originali della pietra, pigmenti di quarzi e di minerali, tipici della pietra naturale.

X-Rock trae così ispirazione dalla pietra reinterpretandola in modo non convenzionale.

It is the dynamic force of diagonals that has given rise to X-Rock. X underlines the innovative nature of the collection. Rock indicates its origin: rock, stone.

This is the first stone design where what you see is not what you get. The surface appears to be angular, but in reality it is soft. It seems to be a solid colour, but that is not the case. It looks like it doesn't reflect, but if you walk on it, everything changes.

Using types of stone of Asian origin, the research was carried out as follows:

the samples were stripped of colour to obtain a surface showing only the appearance that reveals the essence of the collection and not the surface colours.

We then worked on these 'colourless' surfaces in two ways: bringing them up-to-date with modern colours, then inserting, at the original fissures in the stone, quartz and mineral pigments typical of the natural stone.

Therefore, X-Rock is inspired by the stone, re-interpreting it in an unconventional way.





# DINING



X-ROCK 12N











X-ROCK 12N  
MK.X-ROCK N







MK.X-ROCK N





BEDROOM







14



15





WHITE

X-ROCK

16



WHITE

BEDROOM

17

X-ROCK 60W













MK.X-ROCK 30G  
X-ROCK 12G  
X-ROCK 36G







GREY

X-ROCK

24



GREY

CONCEPT STORE

25

X-ROCK 12G  
X-ROCK 36G



LIVING



X-ROCK 12B  
X-ROCK G120B











X-ROCK 60B AS  
X-ROCK 12B





X-ROCK

GRES PORCELLANATO A MASSA COLORATA / COLOURED BODY PORCELAIN TILE  
ISO 13006 - G - Bla (E ≤ 0,5%) UNI EN 14411 - G



B

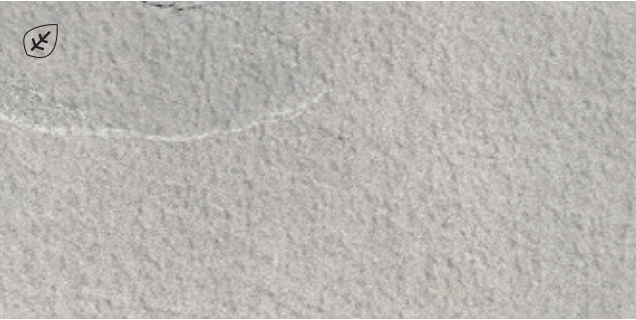


MK.X-ROCK 30B  
30X30-12"X12"

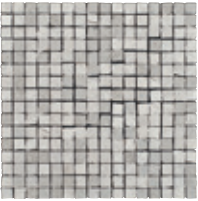
|  |                |               |               |               |                                        |               |
|--|----------------|---------------|---------------|---------------|----------------------------------------|---------------|
|  |                |               |               |               |                                        |               |
|  | 60X120-24"X48" | 60X60-24"X24" | 60X60-24"X24" | 30X60-12"X24" | 30X60 MS-12"X24"<br>(15X60-5X60-10X60) | 30X30-12"X12" |
|  | ST             | N             |               |               |                                        |               |
|  | X-ROCK 12B     | X-ROCK 60B    |               | X-ROCK 36B    | X-ROCK 36MSB                           | MK.X-ROCK B   |
|  | RB             | N             |               |               |                                        |               |
|  | X-ROCK RB12B   | X-ROCK RB60B  | X-ROCK 60B AS | X-ROCK RB36B  |                                        |               |

X-ROCK

RM V2



W



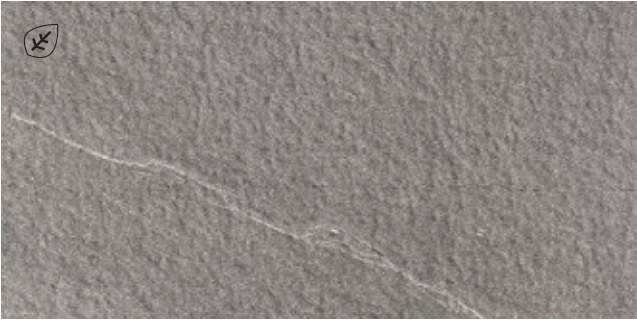
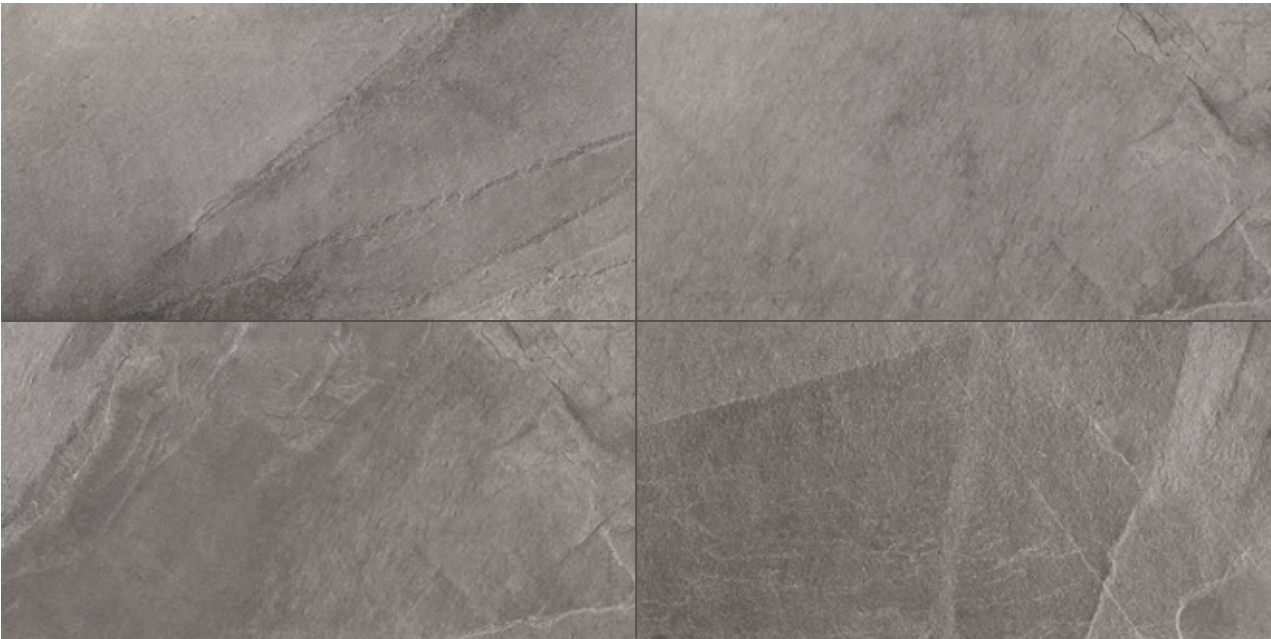
MK.X-ROCK 30W  
30X30-12"X12"

|  |                |               |               |               |                                        |               |
|--|----------------|---------------|---------------|---------------|----------------------------------------|---------------|
|  |                |               |               |               |                                        |               |
|  | 60X120-24"X48" | 60X60-24"X24" | 60X60-24"X24" | 30X60-12"X24" | 30X60 MS-12"X24"<br>(15X60-5X60-10X60) | 30X30-12"X12" |
|  | ST             | N             |               |               |                                        |               |
|  | X-ROCK 12W     | X-ROCK 60W    |               | X-ROCK 36W    | X-ROCK 36MSW                           | MK.X-ROCK W   |
|  | RB             | N             |               |               |                                        |               |
|  | X-ROCK RB12W   | X-ROCK RB60W  | X-ROCK 60W AS | X-ROCK RB36W  |                                        |               |



X-ROCK

GRES PORCELLANATO A MASSA COLORATA / COLOURED BODY PORCELAIN TILE  
ISO 13006 - G - Bla (E ≤ 0,5%) UNI EN 14411 - G



G

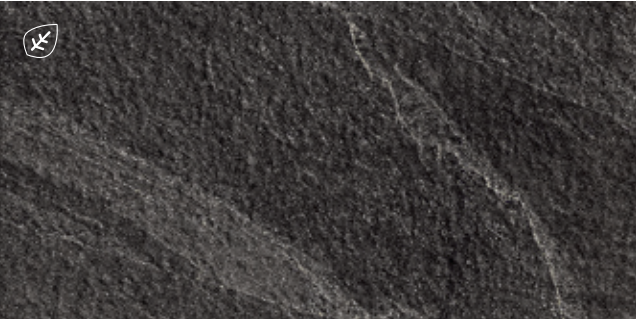
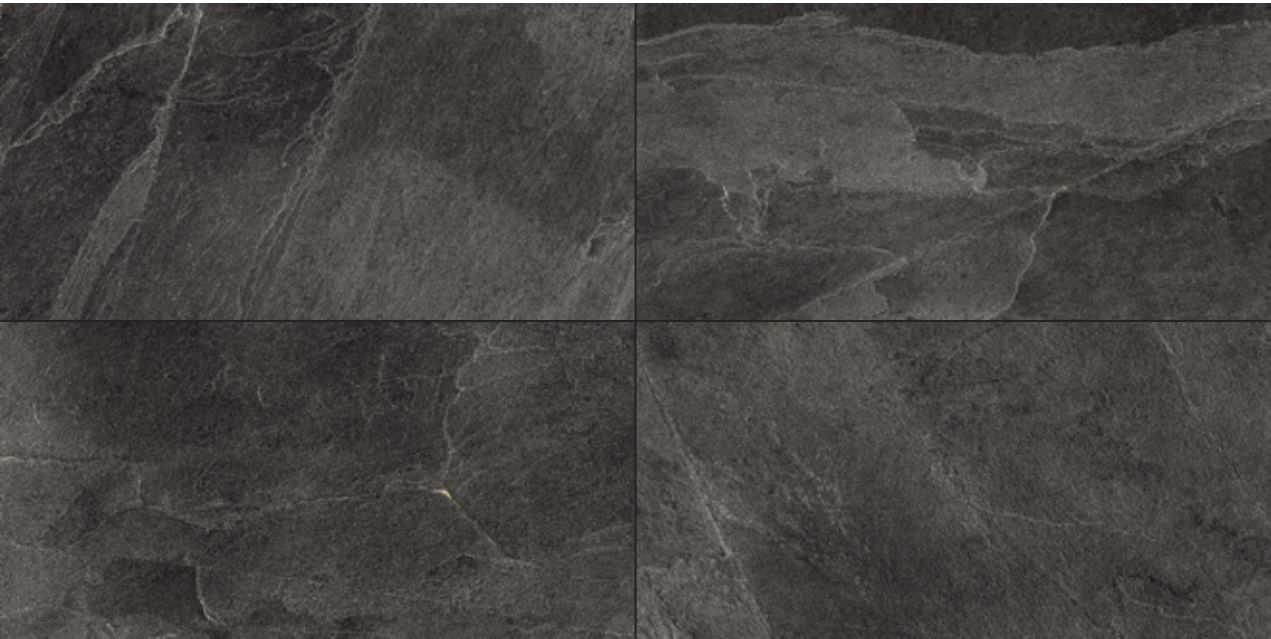


MK.X-ROCK 30G  
30X30-12"X12"

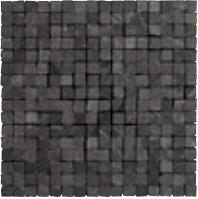
|                  |                 |                 |                 |                                          |                 |
|------------------|-----------------|-----------------|-----------------|------------------------------------------|-----------------|
|                  |                 |                 |                 |                                          |                 |
| 60X120 - 24"X48" | 60X60 - 24"X24" | 60X60 - 24"X24" | 30X60 - 12"X24" | 30X60 MS - 12"X24"<br>(15X60-5X60-10X60) | 30X30 - 12"X12" |
| X-ROCK 12G       | X-ROCK 60G      | X-ROCK 36G      | X-ROCK 36MSG    | MK.X-ROCK G                              |                 |
| X-ROCK RB12G     | X-ROCK RB60G    | X-ROCK 60G AS   | X-ROCK RB36G    |                                          |                 |

X-ROCK

Icons: Foot, Hand, House, Bag, Coffee, Leaf, RM, V2, 10, 20, UPEC



N



MK.X-ROCK 30N  
30X30-12"X12"

|                  |                 |                 |                 |                                          |                 |
|------------------|-----------------|-----------------|-----------------|------------------------------------------|-----------------|
|                  |                 |                 |                 |                                          |                 |
| 60X120 - 24"X48" | 60X60 - 24"X24" | 60X60 - 24"X24" | 30X60 - 12"X24" | 30X60 MS - 12"X24"<br>(15X60-5X60-10X60) | 30X30 - 12"X12" |
| X-ROCK 12N       | X-ROCK 60N      | X-ROCK 36N      | X-ROCK 36MSN    | MK.X-ROCK N                              |                 |
| X-ROCK RB12N     | X-ROCK RB60N    | X-ROCK 60N AS   | X-ROCK RB36N    |                                          |                 |



# X-ROCK

GRES PORCELLANATO A MASSA COLORATA / COLOURED BODY PORCELAIN TILE  
ISO 13006 - G - Bla (E ≤ 0,5%) UNI EN 14411 - G

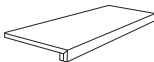
## PEZZI SPECIALI SPECIAL PIECES

ST

N



6X60 - 2.4"X24" △



120X32,5 - 48"X12.8" △



30X60 - 12"X24" △



20X60X4 - 8"X24"X2" △

|   |              |              |                |                |
|---|--------------|--------------|----------------|----------------|
| B | X-ROCK BT60B | X-ROCK G120B | X-ROCK S RB60B | X-ROCK E RB60B |
| W | X-ROCK BT60W | X-ROCK G120W | X-ROCK S RB60W | X-ROCK E RB60W |
| G | X-ROCK BT60G | X-ROCK G120G | X-ROCK S RB60G | X-ROCK E RB60G |
| N | X-ROCK BT60N | X-ROCK G120N | X-ROCK S RB60N | X-ROCK E RB60N |

ST

N



30X60 - 12"X24" △



20X60X5 - 8"X24"X2" △

|   |                |                |
|---|----------------|----------------|
| B | X-ROCK S60B AS | X-ROCK E60B AS |
| W | X-ROCK S60W AS | X-ROCK E60W AS |
| G | X-ROCK S60G AS | X-ROCK E60G AS |
| N | X-ROCK S60N AS | X-ROCK E60N AS |

## CARATTERISTICHE TECNICHE SPECIFICHE TECHNICAL FEATURES SPECIFICATIONS

|           | DIN 51130<br>(R) | DIN 51097<br>(A+B+C) | BCR REP. CEC<br>6/81 |      | DM 14/6/89<br>N. 236 |      | PENDULUM<br>TEST BS<br>(INGLESE) | PENDULUM<br>TEST AS/NZS<br>4856:2004<br>(AUSTRALIANO) | PENDULUM<br>TEST UNE ENV<br>12633:2003<br>(SPAGNOLO) | BOT 3000<br>(DCOF) | UNI EN<br>1339:2005/<br>COR.2011<br>ANNEX F |
|-----------|------------------|----------------------|----------------------|------|----------------------|------|----------------------------------|-------------------------------------------------------|------------------------------------------------------|--------------------|---------------------------------------------|
|           |                  |                      | G.A.                 | G.B. | C.A.                 | G.B. |                                  |                                                       |                                                      | AVERAGE VALUE      |                                             |
| X-ROCK    | R9               | A                    | >0.4                 | >0.4 | >0.4                 | >0.4 | >25                              | >25                                                   | 1                                                    | >0,42              | -                                           |
| X-ROCK RB | R11              | A+B                  | >0.4                 | >0.4 | >0.4                 | >0.4 | >36                              | >35                                                   | 3                                                    | >0,42              | -                                           |
| X-ROCK AS | R11              | A+B                  | >0.4                 | >0.4 | >0.4                 | >0.4 | >36                              | >35                                                   | 3                                                    | >0,42              | T11                                         |





| CARATTERISTICA<br>Specification                                                                                                                                                                                      | METODO DI PROVA<br>Test methods | REQUISITI PREVISTI DALLA NORMA<br>Requirements in accordance to the standards | VALORE MEDIO<br>Average value                                     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------|-------------------------------------------------------------------------------|-------------------------------------------------------------------|
|  <b>DIMENSIONI E ASPETTO</b><br>DIMENSIONS AND APPEARANCE                                                                           | ISO 10545-2                     | <b>PROSPETTO G.1</b><br>PROSPECT G.1                                          | <b>CONFORME</b><br>COMPLIANT                                      |
|  <b>ASSORBIMENTO D'ACQUA</b><br>WATER ABSORPTION                                                                                    | ISO 10545-3                     | ≤ 0,5%                                                                        | < 0,1%                                                            |
|  <b>RESISTENZA A FLESSIONE</b><br>FLEXURAL RESISTANCE                                                                               |                                 | min./МИН 35 N/mm²                                                             | > 45 N/mm²                                                        |
|  <b>SFORZO DI ROTTURA</b><br>MODULUS OF RUPTURE                                                                                     | ISO 10545-4                     | <b>SPESSORE</b> / THICKNESS<br>≥ 7,5 mm: min. 700N                            | 9 mm*2500 N*                                                      |
|                                                                                                                                                                                                                      |                                 | <b>SPESSORE*</b><br>THICKNESS*                                                | 10 mm*3000 N*                                                     |
|                                                                                                                                                                                                                      |                                 | <b>SPESSORE</b> / THICKNESS<br>< 7,5 mm: min. 1300 N                          | 20 mm**11000 N**                                                  |
|  <b>RESISTENZA ALL'ABRAZIONE PROFONDA</b><br>DEEP ABRASION RESISTANCE                                                               | ISO 10545-6                     | ≤ 175 mm³                                                                     | < 140 mm³                                                         |
|  <b>RESISTENZA ALL'ABRAZIONE SUPERFICIALE</b><br>RESISTANCE TO SURFACE ABRASION                                                     | ISO 10545-7                     | <b>CLASSI 0-5</b><br>CLASSES 0-5                                              | <b>COME INDICATO IN CATALOGO</b><br>AS INDICATED IN THE CATALOGUE |
|  <b>COEFFICIENTE DILATAZIONE TERMICA LINEARE (α)</b><br>LINEAR EXPANSION THERMIC COEFFICIENT                                       | ISO 10545-8                     | <b>METODO DISPONIBILE</b><br>AVAILABLE ON REQUEST                             | ≤ 7x10 <sup>-6</sup> °C <sup>-1</sup>                             |
|  <b>RESISTENZA AGLI SBALZI TERMICI</b><br>RESISTANCE TO SUDDEN TEMPERATURE CHANGES                                                | ISO 10545-9                     | <b>METODO DISPONIBILE</b><br>AVAILABLE ON REQUEST                             | <b>RESISTE</b><br>RESISTANT                                       |
|  <b>RESISTENZA AL GELO</b><br>FROST RESISTANCE                                                                                    | ISO 10545-12                    | <b>RICHIESTA</b><br>ALWAYS TESTED                                             | <b>RESISTE</b><br>RESISTANT                                       |
|  <b>PRODOTTI CHIMICI AD USO DOMESTICO<br/>ED ADDITIVI PER PISCINA</b><br>HOUSEHOLD CHEMICALS AND SWIMMING POOL<br>WATER CLEANSERS |                                 | min. B<br>МИН. B                                                              | min. B<br>МИН. B                                                  |
| <b>ACIDI ED ALCALI A BASSA CONCENTRAZIONE</b><br>ACIDS AND LOW CONCENTRATION ALKALIS                                                                                                                                 | ISO 10545-13                    | <b>DA LA, LB A LC</b><br>FROM LA, LB TO LC                                    | <b>DA LA, LB A LC</b><br>FROM LA, LB TO LC                        |
| <b>ACIDI ED ALCALI AD ALTA CONCENTRAZIONE</b><br>ACIDS AND HIGH CONCENTRATION ALKALIS                                                                                                                                |                                 | <b>METODO DISPONIBILE</b><br>AVAILABLE ON REQUEST                             | <b>METODO DISPONIBILE</b><br>AVAILABLE ON REQUEST                 |
|  <b>RESISTENZA ALLE MACCHIE UGL</b><br>STAIN RESISTANCE UGL                                                                       | ISO 10545-14                    | <b>METODO DISPONIBILE</b><br>AVAILABLE ON REQUEST                             | <b>METODO DISPONIBILE</b><br>AVAILABLE ON REQUEST                 |
| <b>RESISTENZA ALLE MACCHIE GL</b><br>STAIN RESISTANCE GL                                                                                                                                                             |                                 | min. 3<br>МИН. 3                                                              | min. 3<br>МИН. 3                                                  |

INDICAZIONI D'USO  
INDICATIONS FOR USE

-  Pavimento  
Floor tiles
-  Rivestimento  
Wall tiles

DESTINAZIONI D'USO  
SUGGESTED APPLICATIONS

-  Abitazioni  
Domestic purpose
-  Commerciale leggero  
Light traffic area
-  Commerciale  
Retail

-  Esterni  
Outdoor floor

SUPERFICI  
SURFACES

- Struttura  
Structure

-  Strutturato  
Slate cut

-  Bocciardato  
Bush-hammered rustic

- Finitura  
Finish

-  Naturale  
Natural

Aspetto superficiale  
Surface look

-  Opaco  
Matt

- Bordo  
Edge

-  Rettificato monocalibro  
Monocaliber, rectified

STONALIZZAZIONE  
SHADE VARIATION

-  V2

SPESSORE  
THICKNESS

-  10
-  20



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

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.



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MARKETING CC IMOLA

**ART DIRECTION**  
OMNIADVERT.IT