



Roca Tile Group

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ROCA INTRODUCES THE ROCK & ROCK COLLECTION

Miami, Florida—Roca announces the launch of Rock & Rock an elegant collection of nine series that mirror the look of natural stone. The collection presents a three-dimensional finish that is durable, frost resistant, environmentally friendly and requires little to no maintenance.

Rock & Rock is a marriage of technology and aesthetics that combine outstanding looks and finish with the latest porcelain production technology. The product is one well suited for installation in any indoor or outdoor setting where an emphasis on design and technical performance is needed.

The composition of some of the Rock & Rock series include 13x21 format based on the “Golden Number”, a rectangle formed from the proportion of 1 x 1.618. This aesthetically pleasing ratio has captivated artists throughout time, from DaVinci to Dali.

Rock & Rock consists of a collection of different sizes 13x13, 13x21, 21x21, 12x24, 12x48, 24x24 and 24x48. The series include – Shellstone, Natural, Travertino, Lavagna, Packstone, Montana, Quartz, Slate and Sandstone.

Shellstone is a 21x21, 13x21 and Multi-Format tile with the look of natural stone. It comes in three colors – Gris, Beige and Marron. A listel, 21x21 insert and 13x21 insert are also available.

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Natural comes in the colors Bambu, Antracita and Fuego. The sizes include 21x21, 13x21, 13x13 and Multi-Format. Three styles of mosaic, brick, link and square, complete the series.

In the amazing sizes of 24x24, 24x48, 12x24 and 12x48 comes the Travertino series in the color of Crema. To increase the style of the installation there is a listel, mosaic, mosaic brick and mosaic link.

Lavagna in the color of Negro comes in 24x24, 24x48, 12x24 and 12x48 along with a listel. These sizes create an endless amount of options for installation.

In the colors of Arena, Bambu and Antracita, Packstone also comes striated with a directional grain surface to add texture. It is available in the sizes of 24x24, 16x24, 12x24, 24x48 and 12x48. A listel completes this series.

Montana comes in the sizes 21x21, 13x21, 13x13 and Multi-Format in the colors of Gris, Beige and Marron. A mosaic brick, mosaic link and mosaic are also available.

Quartz provides endless options with the sizes of 21x21, 13x21, 13x13, Multi-Format, 24x48 and 12x48. The three beautiful colors are Beige, Perla and Ocre. A listel and many variations of mosaic complete this series.

Slate is a 21x21, 13x21, 13x13 and Multi-Format series that comes in the colors of Gris, Beige and Marron. The selection is enhanced by a mosaic.

In the color of Arena, Sandstone comes in the sizes of 24x24, 24x48, 12x24 and 12x48. A listel and many mosaics along with a multi-color mosaic are also available.

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For more information on these or other products in the Roca line, contact us at info@laufen.com or online at www.rocatilegroup.com.

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