

MARVEL

EDGE

MARBLE LOOK PORCELAIN & WALL TILES COLLECTION
COLLEZIONE EFFETTO MARMO GRES PORCELLANATO & RIVESTIMENTO IN PASTA BIANCA

Why Marvel Edge?

PERCHE' MARVEL EDGE?

1) Interior Design trend

Marble look is still a very hot trend in interior design → residential and commercial applications

L'EFFETTO MARMO E' ANCORA UNA TENDENZA ATTUALE NELL'INTERIOR DESIGN → APPLICAZIONI RESIDENZIALI E COMMERCIALI

2) Increasing demand

Marvel, Marvel Pro, Marvel Gems and Marvel Stone are global best sellers

MARVEL, MERVEL PRO, MERVEL GEMS E MARVEL STONE SONO LE COLLEZIONI PIU' VENDUTE NEL MONDO

3) Increasing competition

We want to distinguish our offer from our competitors confirming again Atlas Concorde's leadership on this product category

VOGLIAMO DISTINGUERE LA NOSTRA OFFERTA RISPETTO AI NOSTRI COMPETITORS CONFERMANDO ANCORA LA LEDEARSHIP DI ATLAS CONCORDE SU QUESTA CATEGORIA DI PRODOTTI

Interior Design trend

Marble look is more and more popular in interior design → **residential applications**

L'EFFETTO MARMO E' SEMPRE PIU' POPOLARE NELL'INTERIOR DESIGN → APPLICAZIONI RESIDENZIALI

Interior Design magazines - **bathrooms**

RIVISTE DI INTERIOR DESIGN – AMBIENTI BAGNO



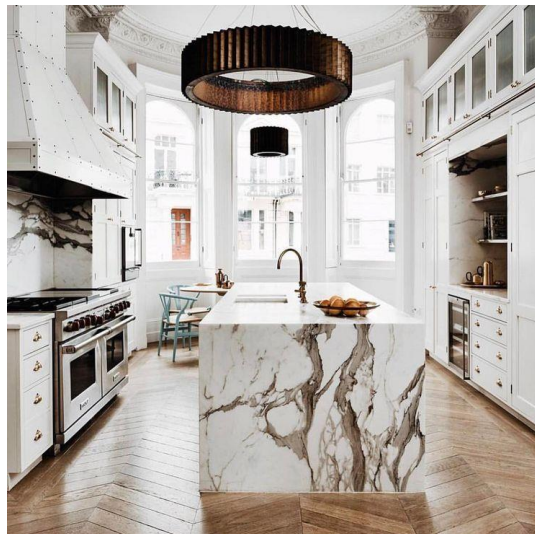
Interior Design trend

Marble look is more and more popular in interior design → **residential applications**

L'EFFETTO MARMO E' SEMPRE PIU' POPOLARE NELL'INTERIOR DESIGN → APPLICAZIONI RESIDENZIALI

Interior Design magazines - **kitchens**

RIVISTE DI INTERIOR DESIGN – AMBIENTI CUCINA



Interior Design trend

Marble look is more and more popular in interior design → **commercial applications**

L'EFFETTO MARMO E' SEMPRE PIU' POPOLARE NELL'INTERIOR DESIGN → APPLICAZIONI RESIDENZIALI

Luxury fashion brands flagship stores: Prada, Tiffany, Gucci, Burberry, Fendi, etc.

NEGOZI DI PUNTA DEI MARCHI DI MODA DI LUSO: PRADA, TIFFANY, GUCCI, BURBERRY, FENDI,...



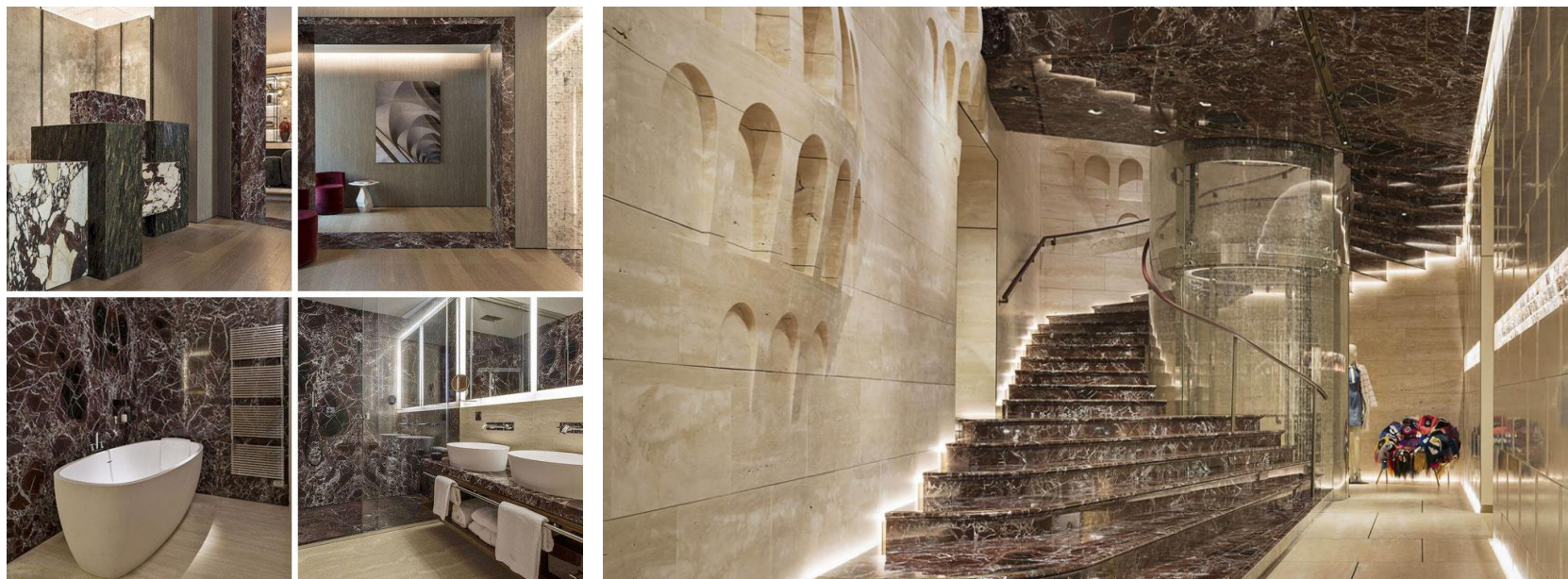
Interior Design trend

Marble look is more and more popular in interior design → **commercial applications**

L'EFFETTO MARMO E' SEMPRE PIU' POPOLARE NELL'INTERIOR DESIGN → APPLICAZIONI RESIDENZIALI

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NEGOZI DI PUNTA DEI MARCHI DI MODA DI LUSSO: PRADA, TIFFANY, GUCCI, BURBERRY, FENDI,...



Interior Design trend

Marble look is more and more popular in interior design → Furniture @Salone del Mobile Milano

L'EFFETTO MARMO E' SEMPRE PIU' POPOLARE NELL'INTERIOR DESIGN → ARREDO @SALONE DEL MOBILE MILANO

Top brands like Flexform, Poliform, Boffi, Minotti, etc.

I MARCHI MIGLIORI COME FLEXFORM, POLIFORM, BOFFI, MINOTTI, ETC.



Interior Design trend

Marble look is more and more popular in interior design → Furniture @Salone del Mobile Milano

L'EFFETTO MARMO E' SEMPRE PIU' POPOLARE NELL'INTERIOR DESIGN → ARREDO @SALONE DEL MOBILE MILANO

Top brands like Flexform, Poliform, Boffi, Minotti, etc.

I MARCHI MIGLIORI COME FLEXFORM, POLIFORM, BOFFI, MINOTTI, ETC.



Increasing competition

Increasing competition: we need to distinguish our offer through a **wider spectre of solutions**

MAGGIORE COMPETIZIONE: DOBBIAMO DISTINGUIRE LA NOSTRA OFFERTA ATTRAVERSO UNO SPETTRO PIU' AMPIO DI SOLUZIONI

MARVEL

MARVEL
PRO

MARVEL
STONE

MARVEL
GEMS

MARVEL
EDGE

→ More colours: **25 Marble colours + 8 Terrazzo colours**

PIU' COLORI: 25 COLORI DI MARMO + 8 COLORI DI TERRAZZO

→ Sizes: **18 different formats** (*from 30x60 to 162x324*)

FORMATI: 18 DIVERSI FORMATI (DAL 30X60 AL 162X324)

→ **4 different technologies:** ceramic + porcelain (indoor and outdoor) + 20mm + 12mm worktops

4 DIVERSE TECNOLOGIE: CERAMICA + GRES PORCELLANATO (INTERNO E ESTERNO) + 20MM + 12MM PIANI DA LAVORO

→ Decors: more than **800 different items considering decors, mosaics, special pieces**

DECORI: PIU' DI 800 DIVERSI ARTICOLI CONSIDERANDO DECORI, MOSAICI, PEZZI SPECIALI

WARM TONES TONI CALDI

Increasing demand for warm colors, warm greys, beige, greige.

AUMENTO DELLA DOMANDA DEI COLORI CALDI, GRIGI CALDI, BEIGE, GREIGE.

ACCENT MARBLES

Eye-catching marbles juxtaposed with unflashy or contrasting marbles.

MARMI CHE ATTIRANO L'ATTENZIONE CONTRAPPOSTI A MARMI MENO VISTOSI O IN CONTRASTO



Imperial White



Royal Calacatta



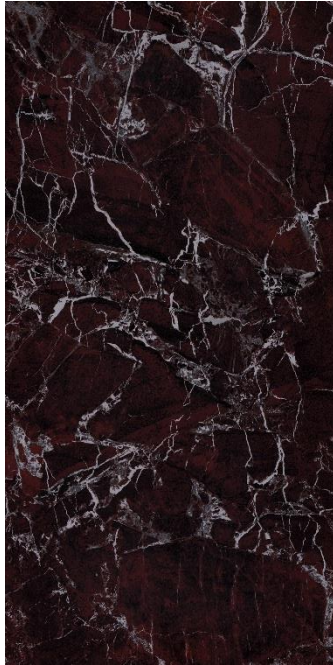
Elegant Sable



Gris Supreme



Absolute Brown



Red Luxury



Agata Azul



Gold Onyx

PORCELAIN TILES

GRES PORCELLANATO

ROYAL CALACATTA



GRIS SUPREME



ELEGANT SABLE



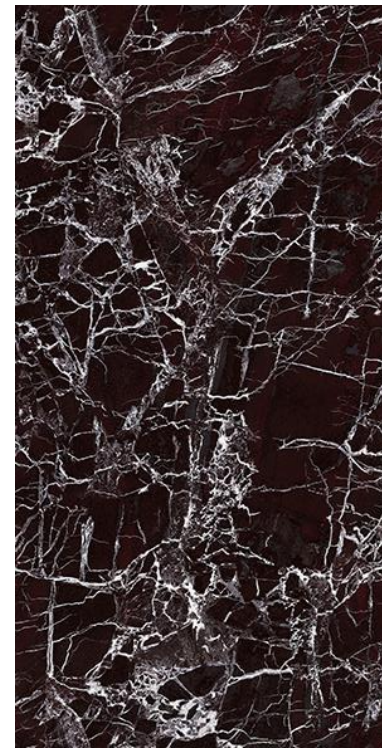
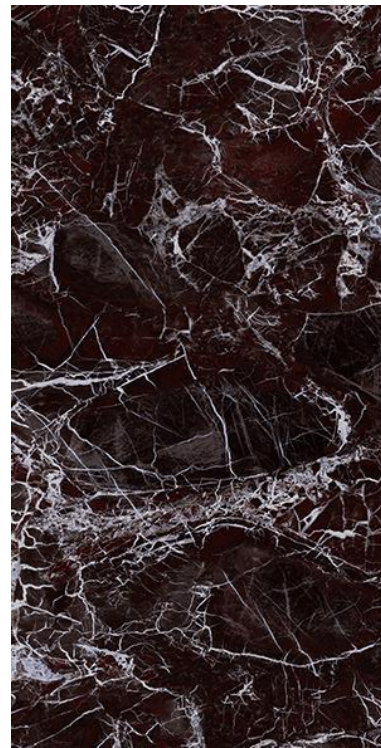
ABSOLUTE BROWN



IMPERIAL WHITE



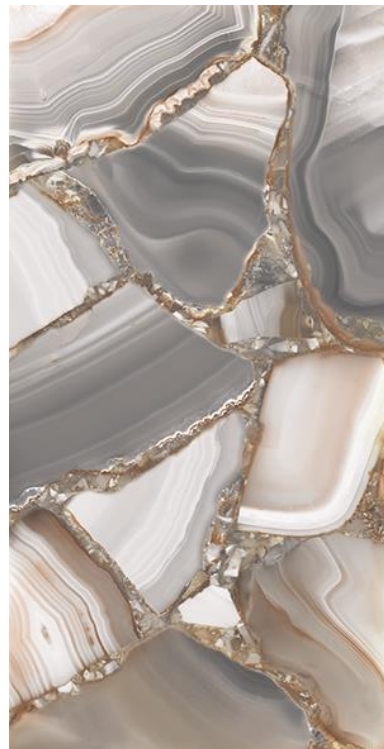
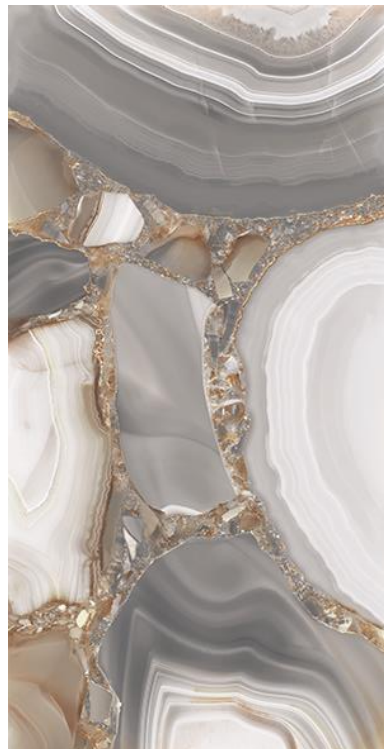
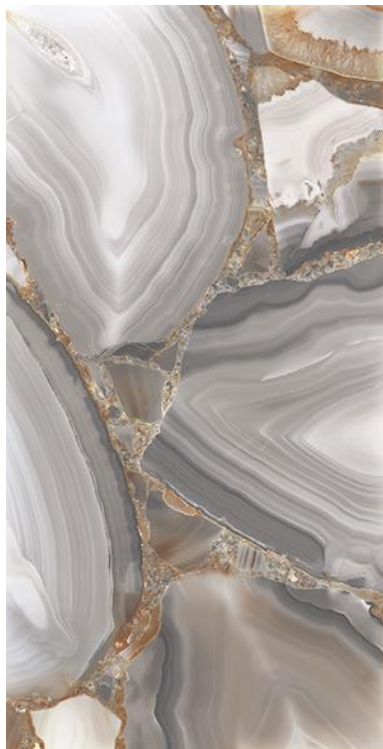
RED LUXURY



GOLD ONYX



AGATA AZUL



WALL TILES

RIVESTIMENTO IN PASTA BIANCA



Imperial White



Royal Calacatta



Elegant Sable



Gris Clair



Absolute Brown



Imperial White



Royal Calacatta



Elegant Sable



Gris Clair



Absolute Brown

POLISHED

120x240 cm	48"x96"	Essential colors
120x120 cm	48"x48"	Essential colors
75x150 cm	30"x60"	Essential colors + Accent colors
75x75 cm	30"x30"	Essential colors + Accent colors
45x90 cm	18"x36"	Essential colors
60x60 cm	24"x24"	Essential colors
30x60 cm	12"x24"	Essential colors

Essential colors: White, Royal Calacatta, Sable, Gris, Brown.

Accent colors: Gold Onyx, Agata, Red.

MATTE

60x60 cm	24"x24"	Essential colors
30x60 cm	12"x24"	Essential colors

Essential colors: White, Royal Calacatta, Sable, Gris, Brown.
Accent colors: Gold Onyx, Agata, Red.

SHINY

50x110 cm	20"x44"	Royal Calacatta, White, Sable
40x80 cm	16"x32"	Royal Calacatta, White, Sable, Gris Clair, Brown

PORCELAIN TILES DECORS

DECORI IN GRES PORCELLANATO



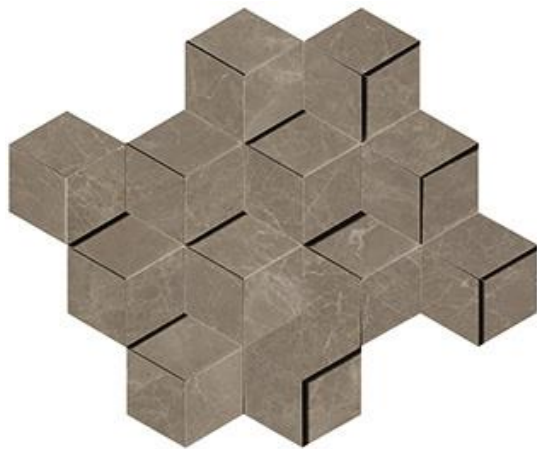
Mosaico Cubes

36,5x36,5 cm

14 ³/₈" x 14 ³/₈"



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Mosaico 3D

30,5x26,4 cm

12" x 10 ³/₈"

Available in: essential colors.





Mosaico 3D

30,5x26,4 cm

12" x 10 ³/₈"

Available in: essential colors.





Mosaico Twill

30x31 cm

11 3/4" x 12 1/4"



Available in: essential colors.



Mosaico Twill

30x31 cm

11 3/4" x 12 1/4"

Available in: essential colors.



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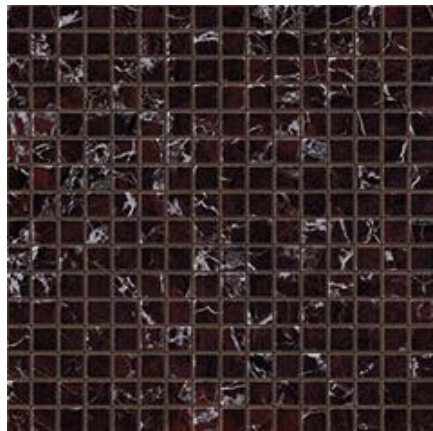
Mosaico Esagono

30x35 cm

11 3/4" x 13 3/4"

Available in: essential colors.

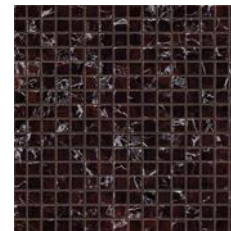
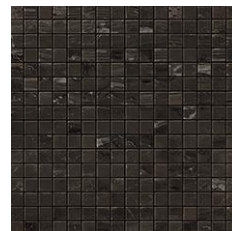
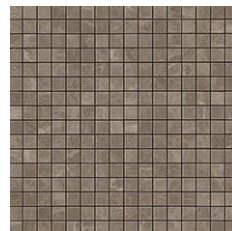
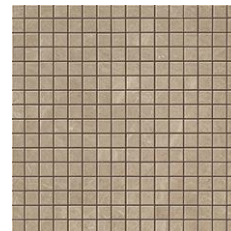
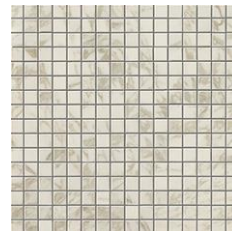
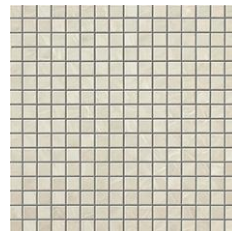




Mosaico Lappato

30x30 cm

12" x 12"



Available in: all colors.

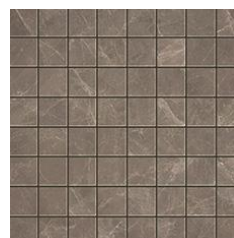


Mosaico Matt

30x30 cm

12" x 12"

Available in: essential colors.



WALL TILES DECORS

DECORI IN RIVESTIMENTO A PASTA BIANCA



Mosaico Gold-Hex

25,1x29 cm
9 7/8" x 11 3/8"



Calacatta-Gris



Calacatta-Brown



Sable-Brown



Mosaico Gold-Hex

25,1x29 cm

9 7/8" x 11 3/8"



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Drop Mosaic

27,2x29,7 cm

10 ⁵/₈" x 11 ⁵/₈"

Available in: all colors.





Drop Mosaic

27,2x29,7 cm

10 ⁵/₈" x 11 ⁵/₈"

Available in: all colors.

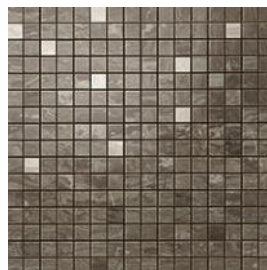
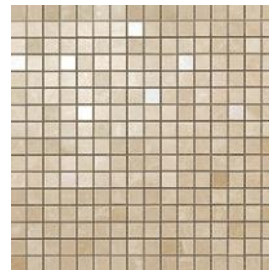




Mosaic Q

30,5x30,5 cm

12"x12"



Available in: all colors.



Mosaic Q
30,5x30,5 cm
12"x12"

Available in: all colors.





Gold Vein

40x80 cm

16"x32"



Imperial white



Royal Calacatta



Elegant sable



Gold Vein 1



Gold Vein 2





