



B&W_MARBLE

Architectural design



FLORIM



È CERTIFICATA B CORP

FLORIM IS B CORP CERTIFIED

Guardiamo al business come una forza positiva in grado di generare profitto e allo stesso tempo creare un impatto virtuoso sulle persone e sull'ambiente. Da sempre.

Le nostre scelte, giorno dopo giorno, ci hanno portato a migliorare il nostro modo di fare impresa.

We conceive the business as a positive force able to generate profits and at the same time create a virtuous impact on people and the environment. Since forever.

Our choices, day after day, have led us to improve our way of doing business.

COSA SIGNIFICA ESSERE B CORP?

Ci siamo misurati con i **più alti standard di performance sociale e ambientale** e dopo un lungo e rigoroso processo di verifica **siamo diventati B Corp.**

Le aziende che riescono a ottenere questa certificazione sono le più evolute al mondo in termini di impatto positivo sia sociale che ambientale.

Costituiscono un movimento globale di 'Purpose Driven Businesses' che ha l'obiettivo di diffondere un nuovo **paradigma economico**, che vede le imprese come protagoniste nel **rigenerare la società**.



Guarda il video "Essere sostenibili è una scelta quotidiana" con i volti di alcune delle "persone Florim" che ogni giorno contribuiscono a rendere l'azienda sempre più responsabile.

Watch the video "Being sustainable is a daily choice" with the faces of some of the "Florim people" who contribute to making the company even more responsible, every day.

WHAT DOES IT MEAN TO BE B CORP?

We lived with the **highest social and environmental performance standards**, and after a long and scrupulous verification process, we became **B Corp.**

Companies that succeed in obtaining this certification are the most evolved in the world in terms of their positive social and environmental impact.

They constitute a global movement of 'Purpose Driven Businesses' whose aim is to diffuse a **new economic paradigm**, whereby companies are the drivers of **social regeneration**.

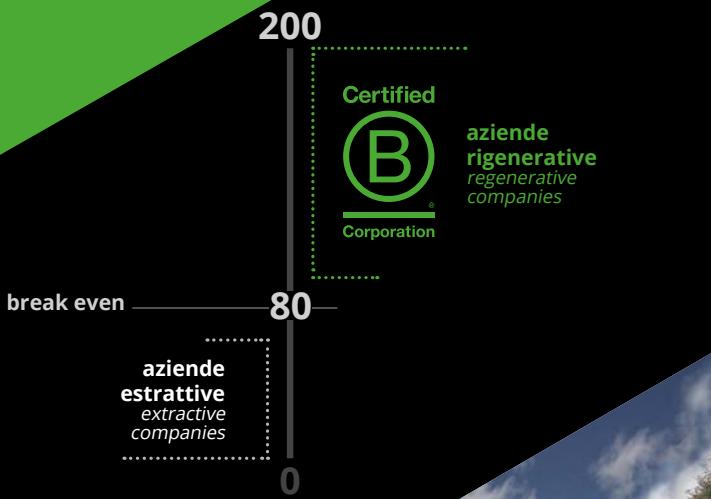


BUSINESS RIGENERATIVO

È in corso un **cambiamento culturale** epocale di cui siamo orgogliosi di essere parte. Uno dei principi fondamentali di tutte le B Corp è quello di adottare un business rigenerativo che si contrappone a quello estrattivo.

Rigenerare significa non solo diminuire l'impatto sulla natura e sull'ambiente che ci circonda, ma addirittura produrre effetti positivi, creando valore condiviso nella società e rigenerando la biosfera.

Diventano B Corp solo quelle aziende che misurano il loro impatto complessivo attraverso il Benefit Impact Assessment (BIA) superando il punteggio di 80 (in una scala da 0 a 200) ed entrando così in una élite di imprese **rigenerative**. Chi non supera questa soglia viene considerata **azienda estrattiva** ovvero per funzionare consuma risorse economiche, sociali e ambientali superiori di quanto sia in grado di generare come output.



REGENERATIVE BUSINESS

An historical **cultural shift** is under way, of which we are proud to be a part. One of the underlying principles of all B Corps is the adoption of a regenerative business model as opposed to an extractive one.

Regenerating means not only reducing the impact of business on our surrounding nature and environment, but also producing **positive effects, creating shared value in society and regenerating the biosphere**.

Only those companies that measure their overall impact through the Benefit Impact Assessment (BIA) exceeding the score of 80 points can be certified as B Corp, joining an elite of **regenerative companies**. Anyone who does not exceed this threshold is considered an **extractive company** or, in order to function, they consume higher economic, social and environmental resources than they are able to generate as output.

IL PUNTEGGIO DI FLORIM

Il punteggio conseguito da Florim Italia è di 98,1 punti e il consolidato, che comprende la consociata americana, è di 90,9 punti. Così Florim rientra tra le migliori B Corp al mondo.

Solo il 3% delle aziende riesce a superare l'iter di verifica imposto da **B Lab**, ente certificatore di origine americana che oggi opera a livello globale.

FLORIM'S SCORE

Florim Italia score is 98.1 points and the consolidated, which includes the American subsidiary, is 90.9 points. Florim is now one of the best B Corps throughout the world.

Only 3% of companies manage to pass the verification process implemented by **B Lab**, the US certifying body that currently operates on a global scale.

90.9

Florim consolidato
Florim consolidated

98.1

Florim Italia
Florim Italy

Architectural design

Materiale tecnico seguendo le tendenze dell'architettura, per applicazioni quali pavimentazioni industriali e realizzazioni pubbliche a medio e ad alto traffico, come aeroporti, centri commerciali, ristoranti, uffici, negozi, ma anche applicazioni residenziali con un mirato contenuto estetico.

Technical material in line with architectural trends, for applications such as industrial flooring and public buildings with medium to high footfall, such as airports, shopping centres, restaurants, offices, shops, as well as residential applications featuring a targeted aesthetic content.

Matériaux techniques suivant les tendances de l'architecture, pour des applications en tant que sols industriels et des réalisations publiques à trafic moyen et intense, comme les aéroports, les centres commerciaux, les restaurants, les bureaux, les magasins, mais aussi pour des applications résidentielles au contenu esthétique ciblé.

Technisches Material im Einklang mit den architektonischen Trends für Anwendungen wie Industrieböden und mittelhoch bis stark frequentierte öffentliche Bereiche wie Flughäfen, Einkaufszentren, Restaurants, Büros und Läden, aber auch für Wohngebäude mit wertiger Optik.

Material técnico que sigue las tendencias de la arquitectura, creado para pavimentos industriales y ambientes públicos de mediano y alto tránsito —como aeropuertos, centros comerciales, restaurantes, oficinas y tiendas—, pero también para aplicaciones residenciales con un refinado contenido estético.

performance



appea



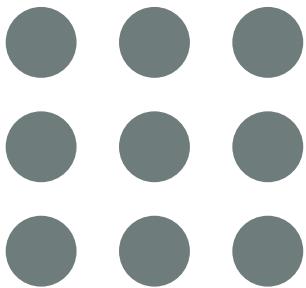
al

project



ecobuilding





B&W_MARBLE

Architectural design





B&W_MARBLE



L'idea di dualismo cromatico di "B&W" evolve in **"B&W_Marble"**, la nuova collezione progettuale di Architectural Design. La serie propone la purezza di tinta dei due opposti di luce per eccellenza, il bianco e il nero, che diventa lo sfondo dal quale prende vita un "pantone lapideo" composto da un ventaglio di elementi dalle forme più o meno regolari che ricordano le venature del marmo. Il marmo viene inteso come una materia fortemente progettuale legata alla terra e alla natura, rafforzando la proposta di osmosi tra ambiente naturale e ambiente costruito.



B&W MARBLE

The "B&W" idea of chromatic dualism evolves into "**B&W_Marble**", the new Architectural Design collection for architectural projects. The series offers the purity of shades of the most sharply contrasting opposites, white and black, which become the background for a range of "pantone colours in stone", with an assortment of elements of more or less regular shapes that evoke the vein patterns of marble. Marble is viewed here as a material with strong architectural connotations, linked to the earth and nature, reinforcing the concept of osmosis between the natural and built environment.

L'idée de dualisme chromatique de «B&W» évolue en **«B&W_Marble»**, la nouvelle collection conceptuelle de Architectural Design. Cette série propose la pureté de teinte des deux opposés par excellence, le blanc et le noir, qui devient le fond donnant vie à un «pantone de pierre» composé d'un éventail d'éléments aux formes plus ou moins régulières qui rappellent les veinures du marbre. Le marbre est perçu comme une matière fortement conceptuelle liée à la terre et à la nature, renforçant ainsi la proposition d'osmose entre environnement naturel et environnement construit.



Aus der Idee des chromatischen Dualismus von „B&W“ entsteht „**B&W_Marble**“, die neue Designkollektion der Architectural Design. Die Serie bietet die Farbreinheit der zwei Lichtgegensätze par excellence, Schwarz und Weiß. Sie bildet den Hintergrund für eine „steingraue Pantone-Farbpalette“, welche sich aus einer Reihe von Elementen mit mehr oder weniger regelmäßigen Formen zusammensetzt, die an Marmoradern erinnern. Unter Marmor ist ein äußerst gestaltbares Material zu verstehen, das mit der Erde und Natur verbunden ist und die Osmoselösung zwischen dem natürlichen Raum und dem vom Menschen erschaffenen Raum verstärkt.

La idea de dualismo cromático de B&W evoluciona en **B&W_Marble**, la nueva colección de diseño de Architectural Design. La serie propone la pureza cromática de los dos opuestos de luz por excelencia, el blanco y el negro, que deviene el fondo en el que cobra vida un “pantone lítico” compuesto por un abanico de elementos de formas, más o menos regulares, que recuerdan las vetas del mármol. El mármol es considerado una materia de diseño, fuertemente vinculada a la tierra y a la naturaleza, reforzando la propuesta de ósmosis entre el ambiente natural y el ambiente construido.





floor: black naturale/matte 60x60 23^{5/8"}x23^{5/8"}
floor: white high-glossy 60x60 23^{5/8"}x23^{5/8"}





backplash/table: florim stone color black matte
floor: wave naturale/matte 120x240 47¹/₄"x94¹/₂"



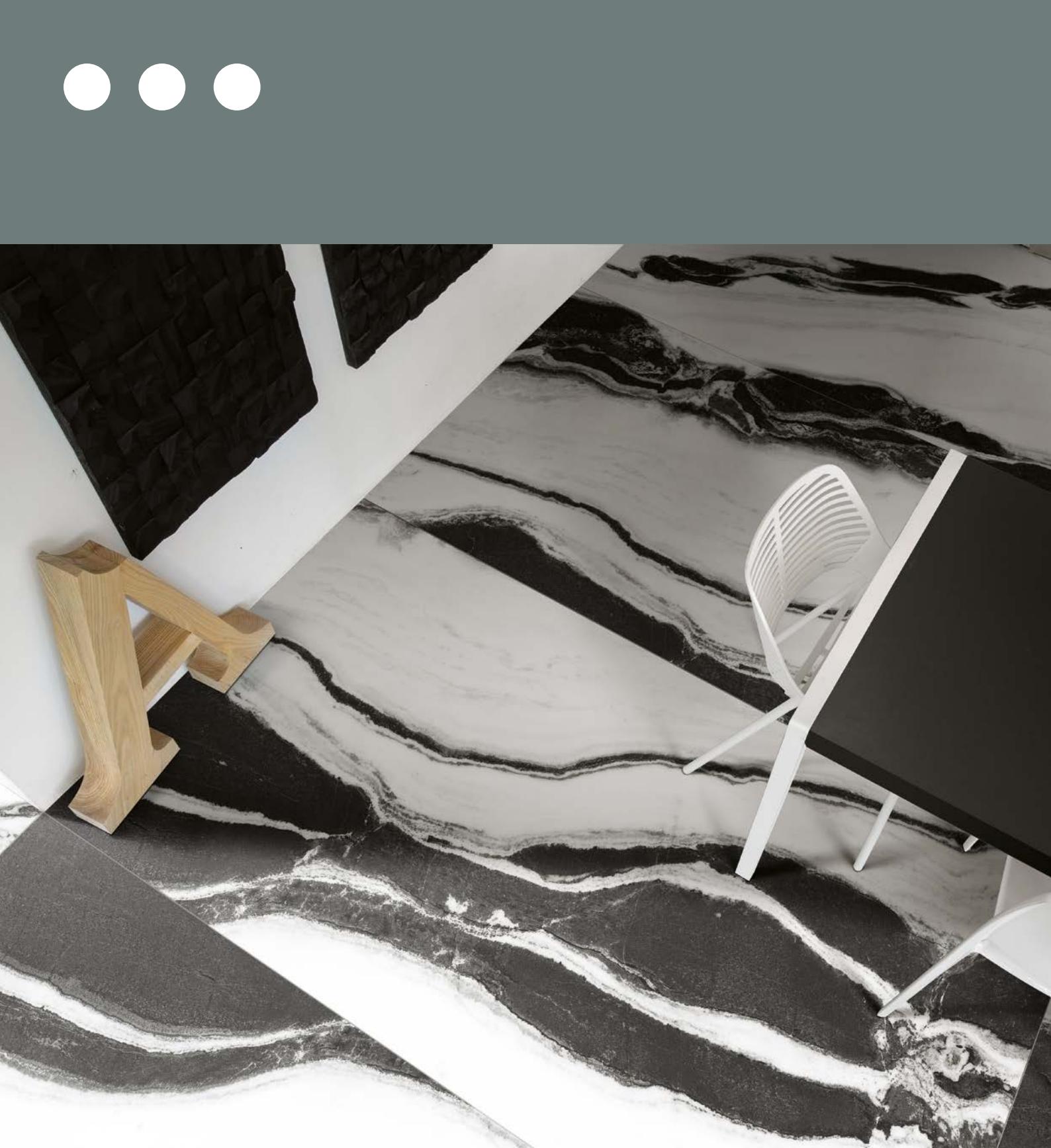


table: florim stone color black matte
floor: wave naturale/matte 120x240 47^{1/4}"x94^{1/2}"





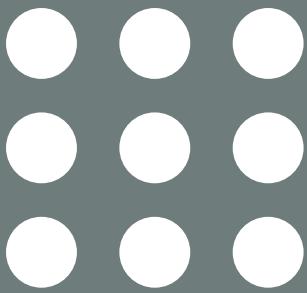
floor: wave naturale/matte 120x240 47^{1/4}"x94^{1/2}"







floor: wave naturale/matte 120x240 47^{1/4}"x94^{1/2}"



wall: breach naturale/matte 120x240 47^{1/4}"x94^{1/2}" washbasin/bathtub: florim stone color black matte
floor: breach naturale/matte 120x120 47^{1/4}"x47^{1/4}"





wall: breach naturale/matte 120x240 47^{1/4}"x94^{1/2}" **washbasin/bathtub:** florim stone color black matte
floor: breach naturale/matte 120x120 47^{1/4}"x47^{1/4}"





wall: fragment high-glossy 120x240 47^{1/4}"x94^{1/2}" white high-glossy 120x240 47^{1/4}"x94^{1/2}" top sink: florim stone color black matte
floor: fragment naturale/matte 120x120 47^{1/4}"x47^{1/4}"





wall: fragment high-glossy 120x240 47^{1/4}"x94^{1/2}" **white** high-glossy 120x240 47^{1/4}"x94^{1/2}" **top sink:** florim stone color black matte
floor: fragment naturale/matte 120x120 47^{1/4}"x47^{1/4}"



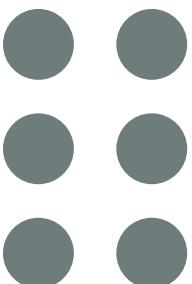


wall: black high-glossy 120x240 47^{1/4}"x94^{1/2}" **b&w decor** 60x120 23^{5/8}"x47^{1/4}"





wall: b&w decor 60x120 23^{5/8}"x47^{1/4}"



WHITE

GRES FINE PORCELLANATO

FINE PORCELAIN STONEWARE / GRÈS CÉRAME FIN / FEINSTEINZEUG-KOLLEKTIONEN / GRES PORCELANICO FINO
SQUADRATO - SQUARED - EQUARRI - REKTIFIZIERT - ESCUADRADO

9 mm 3/8"	COLOR	SURFACE	60x120 23 ^{5/8"} x47 ^{1/4"}	60x60 23 ^{5/8"} x23 ^{5/8"}	30x60 11 ^{4/5"} x23 ^{5/8"}
B&W_MARBLE	WHITE	NATURALE/MATTE	755567	755473	754462
		HIGH-GLOSSY	755569	755475	754464

6 mm 1/4"	FLORIM OVERSIZE magnUlm	COLOR	SURFACE	160x320 63"x126"	120x280 47 ^{1/4"} x110 ^{1/4"}	120x240 47 ^{1/4"} x94 ^{1/2"}	120x120 47 ^{1/4"} x47 ^{1/4"}	60x120 23 ^{5/8"} x47 ^{1/4"}
B&W_MARBLE	WHITE		NATURALE/MATTE	751164	765518	751165	751167	751166
			HIGH-GLOSSY	751171	765527	751172	751174	751173

B&W_MARBLE

BLACK

GRES FINE PORCELLANATO

FINE PORCELAIN STONEWARE / GRÈS CÉRAME FIN / FEINSTEINZEUG-KOLLEKTIONEN / GRES PORCELANICO FINO
SQUADRATO - SQUARED - EQUARRI - REKTIFIZIERT - ESCUADRADO

9 mm 3/8"		COLOR	SURFACE	60x120 23 ^{5/8"} x47 ^{1/4"}	60x60 23 ^{5/8"} x23 ^{5/8"}	30x60 11 ^{4/5"} x23 ^{5/8"}
B&W_MARBLE		BLACK	NATURALE/MATTE	755566	755474	754463
			HIGH-GLOSSY	755568	755476	754465

6 mm 1/4"		FLORM OVERSIZE magnUlm	COLOR	SURFACE	160x320 63"x126"	120x280 47 ^{1/4"} x110 ^{1/4"}	120x240 47 ^{1/4"} x94 ^{1/2"}	120x120 47 ^{1/4"} x47 ^{1/4"}	60x120 23 ^{5/8"} x47 ^{1/4"}
			BLACK	NATURALE/MATTE	751178	765515	751179	751181	751180
				HIGH-GLOSSY	751185	765525	751186	751188	751187



WAVE

GRES FINE PORCELLANATO

FINE PORCELAIN STONEWARE / GRÈS CÉRAMÉ FIN / FEINSTEINZEUG-KOLLEKTIONEN / GRES PORCELANICO FINO
SQRADRO - SQUARRO - REKTIFIZIERT - ESCUADRADO

9 mm 3/8"	COLOR	SURFACE	60x120 23 ^{5/8} "x47 ^{1/4} "	60x60 23 ^{5/8} "x23 ^{5/8} "	30x60 11 ^{4/5} "x23 ^{5/8} "
B&W_MARBLE		WAVE	NATURALE/MATTE 766391	766483	766481
			HIGH-GLOSSY 766392	766484	766482

6 mm 1/4"	FLORIM OVSERSIZE magnUlm	COLOR	SURFACE	160x320 63"x126"	120x280 47 ^{1/4} "x110 ^{1/4} "	120x240 47 ^{1/4} "x94 ^{1/2} "	120x120 47 ^{1/4} "x47 ^{1/4} "	60x120 23 ^{5/8} "x47 ^{1/4} "
B&W_MARBLE		WAVE	NATURALE/MATTE 765493	765519	765537	765563	765584	

B&W_MARBLE



FRAGMENT

GRES FINE PORCELLANATO

FINE PORCELAIN STONEWARE / GRÈS CÉRAME FIN / FEINSTEINZEUG-KOLLEKTIONEN / GRES PORCELANICO FINO
SQRADRO - SQUARED - EQUARRI - REKTIFIZIERT - ESCUADRADO

9 mm 3/8"	COLOR	SURFACE	60x120 23 ^{5/8"} x47 ^{1/4"}	60x60 23 ^{5/8"} x23 ^{5/8"}	30x60 11 ^{4/5"} x23 ^{5/8"}
	FRAGMENT	NATURALE/MATTE	766399	766597	766581
		HIGH-GLOSSY	766398	766602	766592

6 mm 1/4"	FLORM OVERSIZE	magnUlm	COLOR	SURFACE	160x320 63"x126"	120x280 47 ^{1/4"} x110 ^{1/4"}	120x240 47 ^{1/4"} x94 ^{1/2"}	120x120 47 ^{1/4"} x47 ^{1/4"}	60x120 23 ^{5/8"} x47 ^{1/4"}
			FRAGMENT	NATURALE/MATTE	765496	765520	765538	765564	765585
				HIGH-GLOSSY	765502	765531	765544	765574	765595



BREACH

GRES FINE PORCELLANATO

FINE PORCELAIN STONEWARE / GRÈS CÉRAMÉ FIN / FEINSTEINZEUG-KOLLEKTIONEN / GRES PORCELANICO FINO
SQUADRATO - SQUARED - EQUARRI - REKTIFIZIERT - ESCUADRADO

9 mm 3/8"	COLOR	SURFACE	60x120 23 ^{5/8"} x47 ^{1/4"}	60x60 23 ^{5/8"} x23 ^{5/8"}	30x60 11 ^{4/5"} x23 ^{5/8"}
B&W_MARBLE		BREACH	NATURALE/MATTE 766401	766598	766587
			HIGH-GLOSSY 766402	766603	766593

6 mm 1/4"	FLORIM OVERTSIZE magnUlm	COLOR	SURFACE	160x320 63"x126"	120x280 47 ^{1/4"} x110 ^{1/4"}	120x240 47 ^{1/4"} x94 ^{1/2"}	120x120 47 ^{1/4"} x47 ^{1/4"}	60x120 23 ^{5/8"} x47 ^{1/4"}
B&W_MARBLE		BREACH	NATURALE/MATTE 765497	765521	765539	765566	765586	
			HIGH-GLOSSY 765503	765533	765545	765575	765596	

B&W_MARBLE

PEBBLE



GRES FINE PORCELLANATO

FINE PORCELAIN STONEWARE / GRÈS CÉRAME FIN / FEINSTEINZEUG-KOLLEKTIONEN / GRES PORCELANICO FINO
SQRADRATO - SQUARED - EQUARRI - REKTIFIZIERT - ESCUADRADO

9 mm 3/8"	COLOR	SURFACE	60x120 23 ^{5/8} "x47 ^{1/4} "
	PEBBLE	NATURALE/MATTE	766404
		HIGH-GLOSSY	766403



FLOW

GRES FINE PORCELLANATO

FINE PORCELAIN STONEWARE / GRÈS CÉRAMÉ FIN / FEINSTEINZEUG-KOLLEKTIONEN / GRES PORCELANICO FINO
SQUADRATO - SQUARED - EUARRI - REKTIFIZIERT - ESCUADRADO

9 mm 3/8"		COLOR	SURFACE	60x120 $23\frac{5}{8}'' \times 47\frac{1}{4}''$
B&W_MARBLE		FLOW	NATURALE/MATTE	766406
			HIGH-GLOSSY	766405

B&W_MARBLE



FALL

GRES FINE PORCELLANATO

FINE PORCELAIN STONEWARE / GRÈS CÉRAME FIN / FEINSTEINZEUG-KOLLEKTIONEN / GRES PORCELANICO FINO
SQUADRATO - SQUARED - EQUARRI - REKTIFIZIERT - ESCUADRADO

9 mm 3/8"	COLOR	SURFACE	60x120 23 ^{5/8"} x47 ^{1/4"}
B&W_MARBLE	FALL	NATURALE/MATTE	766408
		HIGH-GLOSSY	766407

GRES FINE PORCELLANATO

FINE PORCELAIN STONWARE / GRÈS CÉRAME FIN / FEINSTEINZEUG-KOLLEKTIONEN / GRES PORCELANICO FINO
SQRADRO - SQUARED - EQUARRI - REKTIFIZIERT - ESCUADRADO

		COLOR	SURFACE	30x30 11 4/5" x 11 4/5"	21x40 8 1/4" x 15 3/4"
B&W_MARBLE	WHITE	NATURALE/MATTE	767385	767401	
		HIGH-GLOSSY	767376	767393	
	BLACK	NATURALE/MATTE	767386	767402	
		HIGH-GLOSSY	767377	767394	
	WAVE	NATURALE/MATTE	767387	767403	
		HIGH-GLOSSY	767378	767395	
	FRAGMENT	NATURALE/MATTE	767388	767404	
		HIGH-GLOSSY	767379	767396	
	BREACH	NATURALE/MATTE	767389	767405	
		HIGH-GLOSSY	767380	767397	
	PEBBLE	NATURALE/MATTE	767390	767406	
		HIGH-GLOSSY	767381	767398	
	FLOW	NATURALE/MATTE	767391	767407	
		HIGH-GLOSSY	767383	767399	
	FALL	NATURALE/MATTE	767392	767408	
		HIGH-GLOSSY	767384	767400	

PEZZI SPECIALI/SPECIAL TRIMS/PIÈCES SPÉCIALES/FORMSTÜCKE/PIEZAS ESPECIALES

		COLOR	SURFACE	4,6x60 1 4/5" x 23 5/8"	33x120x3 13" x 47 1/4" x 1 1/6"	33x120x3 13" x 47 1/4" x 1 1/6"	33x120x3 13" x 47 1/4" x 1 1/6"
B&W_MARBLE	WHITE	NATURALE/MATTE	756613	767430	767422	767438	
		HIGH-GLOSSY	756611	-	-	-	
	BLACK	NATURALE/MATTE	756614	767431	767423	767439	
		HIGH-GLOSSY	756612	-	-	-	
	WAVE	NATURALE/MATTE	767415	767432	767424	767440	
		HIGH-GLOSSY	767409	-	-	-	
	FRAGMENT	NATURALE/MATTE	767416	767433	767425	767441	
		HIGH-GLOSSY	767410	-	-	-	
	BREACH	NATURALE/MATTE	767417	767434	767426	767442	
		HIGH-GLOSSY	767411	-	-	-	
	PEBBLE	NATURALE/MATTE	767418	767435	767427	767443	
		HIGH-GLOSSY	767412	-	-	-	
	FLOW	NATURALE/MATTE	767420	767436	767428	767444	
		HIGH-GLOSSY	767413	-	-	-	
	FALL	NATURALE/MATTE	767421	767437	767429	767445	
		HIGH-GLOSSY	767414	-	-	-	

GRES FINE PORCELLANATO

 FINE PORCELAIN STONWARE / GRÈS CÉRAME FIN / FEINSTEINZEUG-KOLLEKTIONEN / GRES PORCELANICO FINO
 SQUADRATO - SQUARED - EQUARRI - REKTIFIZIERT - ESCUADRADO

 PEZZI SPECIALI/SPECIAL TRIMS
 PIÈCES SPÉCIALES/FORMSTÜCKE
 PIEZAS ESPECIALES

6 mm 1/4"		COLOR	SURFACE	30x30 11 4/5" x 11 4/5" mosaico tessere 7,5x7,5	30x30 11 4/5" x 11 4/5" muretto tessere 7,5x15	30x30 11 4/5" x 11 4/5" mosaico tessere 1,5x3	4,6x80 1 4/5" x 31 1/2" battiscopa
	WHITE		NATURALE/MATTE HIGH-GLOSSY	751192 751194	751196 751198	751200 751202	751204 751206
	BLACK		NATURALE/MATTE HIGH-GLOSSY	751193 751195	751197 751199	751201 751203	751205 751207
B&W_MARBLE	WAVE		NATURALE/MATTE HIGH-GLOSSY	767452 767446	767464 767458	767476 767470	767488 767482
	FRAGMENT		NATURALE/MATTE HIGH-GLOSSY	767453 767447	767465 767459	767477 767471	767489 767483
	BREACH		NATURALE/MATTE HIGH-GLOSSY	767454 767448	767466 767460	767478 767472	767490 767484

6 mm 1/4"	COLOR	SURFACE	60x120 23 5/8" x 47 1/4"
	B&W DECOR	NATURALE/MATTE	767918

B&W_MARBLE

B&W DECOR

NATURALE/MATTE

767918

In relazione alle differenti tecnologie produttive l'accostamento di prodotti con spessori diversi potrebbe presentare delle disomogeneità, se ne consiglia pertanto l'abbinamento. Due to the different production technologies, contiguous installation of products with different thickness may give a non-homogeneous result. For this reason we do not recommend this option. Vu que différentes technologies de production sont utilisées avec des épaisseurs différentes, des problèmes d'homogénéité pourraient se présenter. Il est donc déconseillé de les poser ensemble. Wegen unterschiedlicher Produktionstechnologien können die Fliesen mit verschiedenen Materialstärken optische Differenzen aufweisen. Von einem direkten Aneinanderlegen wird deshalb abgeraten. Dadas las diferentes tecnologías productivas, la combinación de productos de diferentes espesores podría dar lugar a heterogeneidad, por lo que se desaconseja mezclarlos.

FLORIM OVERSIZE
magnum



GRADO DI VARIAZIONE CROMATICA - DEGREE OF COLOUR CHANGE - DEGRE DE VARIATION CHROMATIQUE - GRAD DER FARBABWEICHUNG - GRADO DE VARIACIÓN CROMÁTICA

	V1 LOW THE LEAST AMOUNT OF SHADE AND TEXTURE VARIATION ATTAINABLE IN NATURALLY FIRED CLAY PRODUCTS. Prodotto Monocromatico Produit Monochromatique Einfarbiges Produkt Producto Monocromático		V2 MODERATE LIGHT TO MODERATE SHADE AND TEXTURE VARIATION WITHIN EACH CARTON. Prodotto con leggera variazione cromatica Produit à légère variation chromatique Produkt mit leichter Farbnuance Producto con una pequeña variación cromática		V3 HIGH HIGH SHADE AND TEXTURE VARIATION WITHIN EACH CARTON. Prodotto con marcata variazione cromatica Produit à variation chromatique accentuée Produkt mit ausgeprägter Farbnuance Producto con evidente variación cromática		V4 RANDOM VERY HIGH SHADE AND TEXTURE VARIATION WITHIN EACH CARTON. Prodotto con forte variazione cromatica Produit à forte variation chromatique Produkt mit starker Farbnuance Producto con fuerte variación cromática
WHITE/BLACK					WAVE/FRAGMENT/BREACH/PEBBLE/FLOW/FALL		

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Florim Ceramiche S.p.A. SB

Via Canaletto, 24 / 41042 Fiorano Modenese (MO) / T. +39 0536 840111 / F. +39 0536 844750 / florim.com