

MADE IN ITALY. MADE TO EXCEL.

BOOST

NATURAL PRO

Interactive version



 **atlas concorde**

April 2024

CONCRETE LOOK

WALL TILES

Rivestimenti
Revêtements
Wandfliesen
Revestimientos
Настенная плитка

PORCELAIN TILES

Gres Porcellanato
Grès cérame
Feinsteinzeug
Gres porcelánico
Керамический гранит



Atlas Concorde is one of the leading global brands in the production of ceramic tiles and large slabs for design and architecture. With over 50 years of history, two production plants, and numerous showroom in the capitals of international design, Atlas Concorde offers integrated and sustainable ceramic systems for floors, walls, outdoor spaces, worktops, bathroom furnishings, facades and special projects. Design your world with Atlas Concorde.

Atlas Concorde è uno dei principali brand mondiali nella produzione di superfici e grandi lastre ceramiche per il design e l'architettura. Con oltre cinquant'anni di storia, due stabilimenti produttivi, numerose showroom nelle capitali della progettazione internazionale, offriamo sistemi ceramici integrati e sostenibili per pavimenti, rivestimenti, outdoor, piani di lavoro, arredo bagno, facciate e progetti speciali. Design your world with Atlas Concorde.

atlasconcorde.com

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Handcrafted effect in collaboration with **Matteo Brioni**

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INSPIRATION



IMAGE GALLERY



SURFACE RANGE & TECHNICAL SPECS



ENJOY THE VIDEO



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IMAGE
GALLERY



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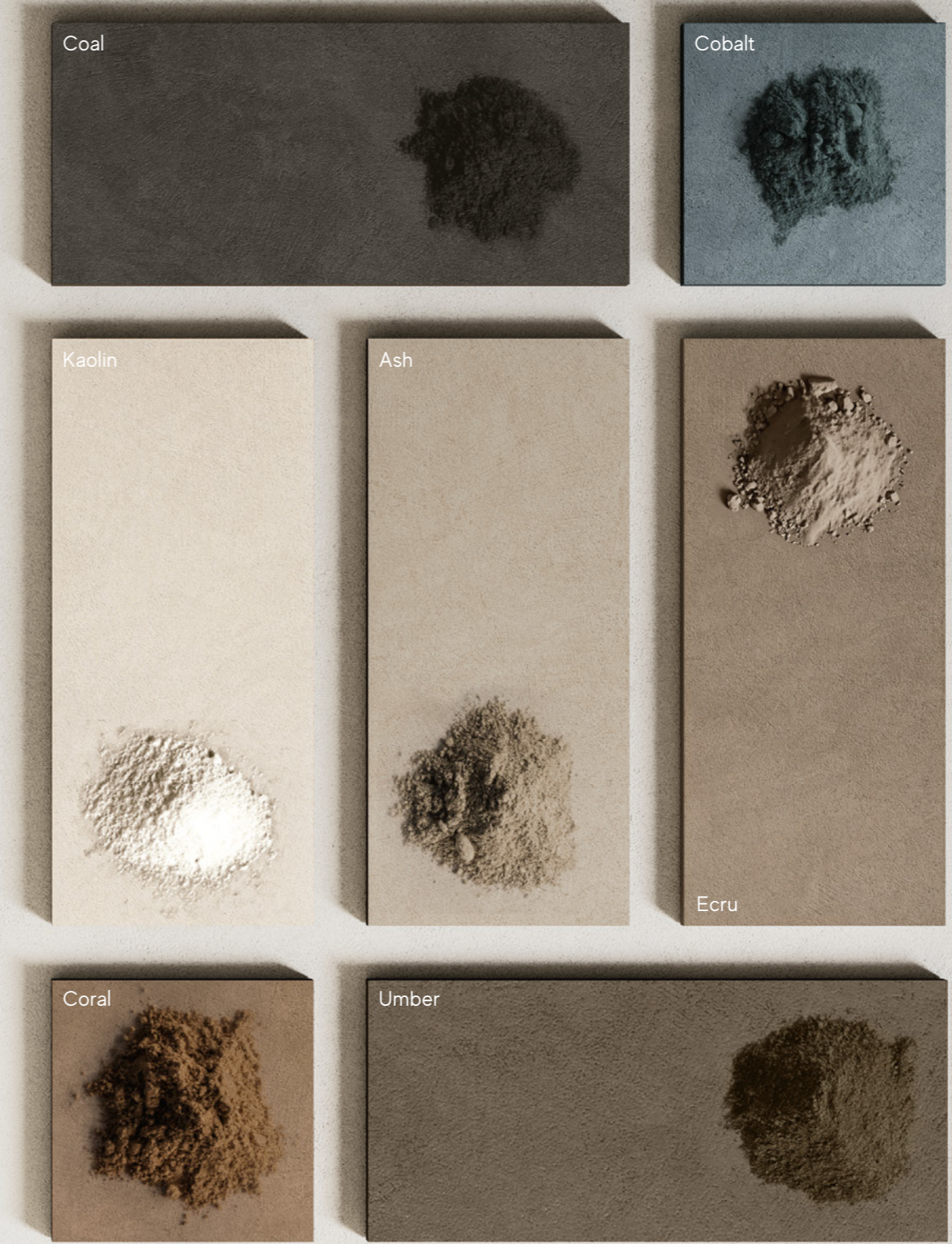
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PRIMARY
DESIGN.

BOOST NATURAL PRO

BOOST NATURAL



2 COLLECTIONS. 15 COLOR SHADES.

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IMAGE GALLERY



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3D Wave

Original masterpiece by **Matteo Brioni**

HAND CRAFTED DECORS.



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3D Craft



3D Rice

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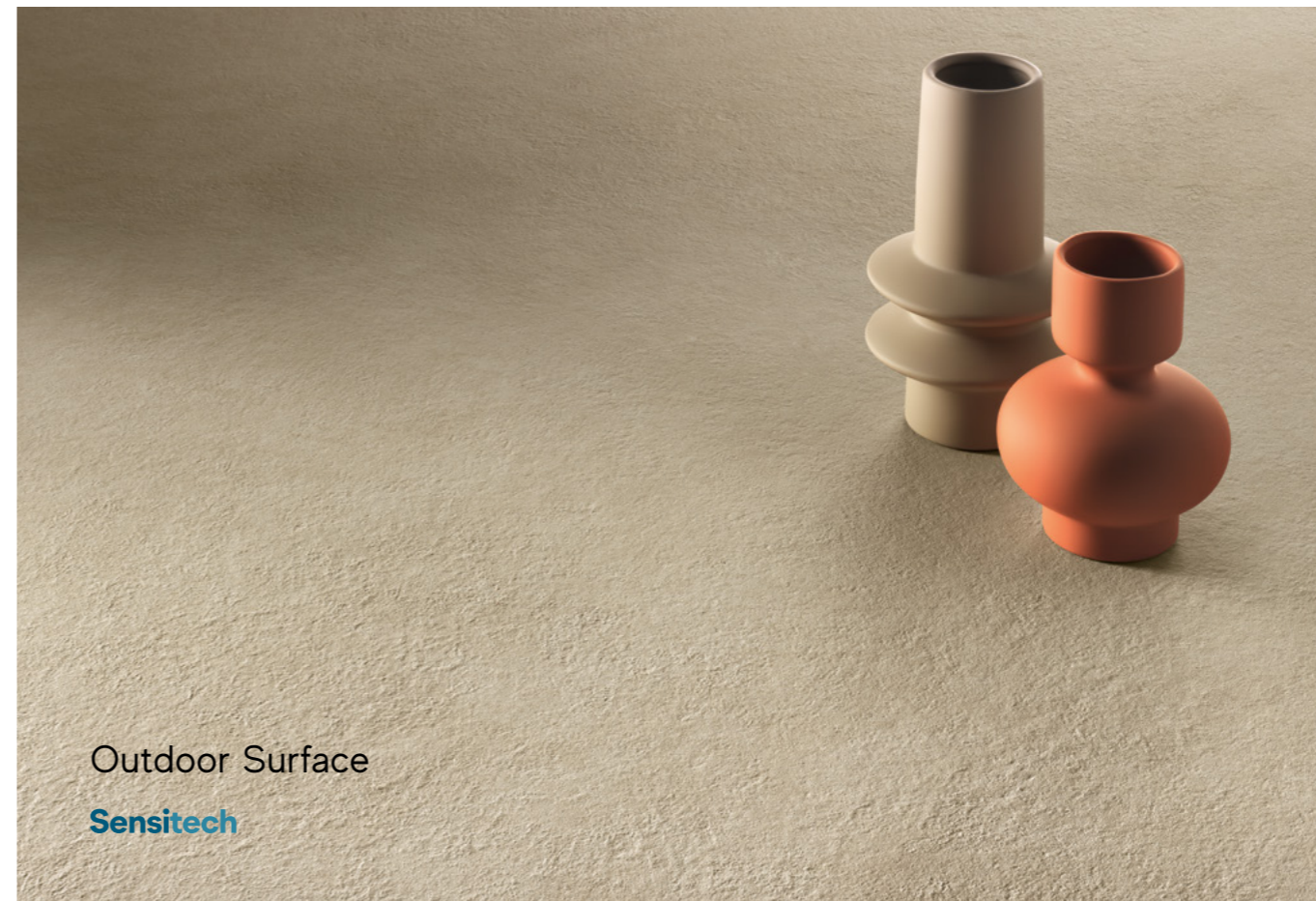
Motion



Velvet Surface
Velvtech



Matte Surface
Sensitech



Outdoor Surface
Sensitech

<u>SURFACE</u>	Velvet	Matte	Outdoor
<u>TECHNOLOGY</u>	Velvtech	Sensitech	Sensitech
<u>REFLECTION</u>	Light shiny	Opaque	Opaque
<u>TOUCH</u>	Velvety	Softness	Softness
<u>RECCOMENDED USE</u>	Medium Traffic	Heavy Traffic	Heavy Traffic

TAILORED TO MEET ANY DESIRE.

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INSPIRATION



IMAGE
GALLERY



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ENDLESS
IN&OUT
SOLUTIONS.



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Image Gallery

↔ Spa Bathroom - Salt | Cinder



↔ Home Bathroom - Cinder | Salt



↔ Restroom - Cinder | Salt



↔ Hotel Bathroom
Dove | Cinder | Coffee



↔ Dining Room - Oat | 3D Rice Oat



↔ Living Room
Oat | Salt | Motion Coffee



↔ Kitchen - Taupe | Sand



↔ Villa In&Out - Cinder



↔ Luxury Store
Sand | Lava | Motion Oat



IMAGE GALLERY



- SPA BATHROOM
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- RESTROOM
- HOTEL BATHROOM
- DINING ROOM
- LIVING ROOM
- KITCHEN
- VILLA IN&OUT
- LUXURY STORE

SURFACE RANGE & TECHNICAL SPECS



ENJOY THE VIDEO





FLOOR
Boost Natural Pro
Salt
Matte Sensitech
120x120 cm | 47¹/₄"x47¹/₄"

WALL
Boost Natural Pro
Cinder
Matte
50x120 cm | 19⁵/₈"x47¹/₄"

Boost Natural Pro
3D Wave Skin
Matte
50x120 cm | 19⁵/₈"x47¹/₄"

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Salt
 Matte
 50x120 cm | 19⁵/₈"x47¹/₄"

Boost Natural Pro
3D Wave Salt
 Matte
 50x120 cm | 19⁵/₈"x47¹/₄"

Boost Natural Pro
Skin
 Matte
 50x120 cm | 19⁵/₈"x47¹/₄"

SINK
Atlas Concorde Habitat
 Twin wall-mounted
Boost Natural
Salt

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WALL
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 Salt**
 Matte
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 3D Wave Salt**
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FLOOR
 Boost Natural Pro
 Cinder
 Matte Sensitech
 120x120 cm | 47¹/₄"x47¹/₄"

WALL
 Boost Natural Pro
 3D Craft Salt
 Matte
 50x120 cm | 19⁵/₈"x47¹/₄"

Boost Natural Pro
 Salt
 Matte Sensitech
 50x120 cm | 19⁵/₈"x47¹/₄"

SINKS | Freestanding
 Atlas Concorde Habitat
 Calacatta Meraviglia
 Silk
 65x50x85 cm | 25⁵/₈"x19⁵/₈"x33¹/₂"

SIDE TABLE | Contatto
 Atlas Concorde Habitat
 Black Atlantis
 Polished
 ø 45 cm | 17³/₄"

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 Cinder
 Matte
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Boost Natural Pro
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 Matte
 50x120 cm | 19⁵/₈"x47¹/₄"

Boost Natural Pro
 3D Craft Cinder
 Matte
 50x120 cm | 19⁵/₈"x47¹/₄"

MASTERTOP
 Atlas Concorde Habitat
 Cinder
 Matte
 160x50x12 cm | 63"x19⁵/₈"x4³/₄"

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FLOOR
Boost Natural Pro
Oat
 Matte Sensitech
 120x120 cm | 47¹/₄"x47¹/₄"

WALL
Boost Natural Pro
3D Rice Oat
 Matte
 50x120 cm | 19⁵/₈"x47¹/₄"

DINING TABLE | **Incontro 75**
Atlas Concorde Habitat
Desert Soul
 Polished
 100x240 cm | 39³/₈"x94¹/₂"

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FLOOR
 Boost Natural Pro
 Oat
 Matte Sensitech
 120x120 cm | 47¹/₄"x47¹/₄"

WALL
 Boost Natural Pro
 Salt
 Matte
 120x278 cm | 47¹/₄"x109¹/₂"

Boost Natural Pro
 Motion Coffee
 Matte
 50x120 cm | 19⁵/₈"x47¹/₄"

SIDE TABLE | Contatto
 Atlas Concorde Habitat
 Fior di Bosco
 Silk
 ø 70 cm | 27¹/₂"

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FLOOR
Boost Pro
 Taupe
 Hammered
 160x320 cm | 63"x126"

WALL
Boost Natural Pro
 Sand
 Hammered
 162x324 cm | 63³/₄"x127¹/₂"

COUNTERTOP
Atlas Plan
 Sand
 Hammered
 162x324 cm | 63³/₄"x127¹/₂"

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OUTDOOR FLOOR
 Boost Balance Pro
 Cinder
 Outdoor Sensitech \pm 20mm
 120x120 cm | 47 $\frac{1}{4}$ "x47 $\frac{1}{4}$ "

Boost Balance Pro
 Cinder
 Elemento L Outdoor Sensitech \pm 20mm
 33x120 cm | 13"x47 $\frac{1}{4}$ "

Boost Balance Pro
 Cinder
 Alzata Outdoor Sensitech \pm 20mm
 20x120 cm | 7 $\frac{7}{8}$ "x47 $\frac{1}{4}$ "

INDOOR FLOOR
 Boost Balance Pro
 Cinder
 Matte Sensitech
 120x120 cm | 47 $\frac{1}{4}$ "x47 $\frac{1}{4}$ "



FLOOR
**Boost Balance Pro
 Cinder**
 Outdoor Sensitech \pm 20mm
 120x120 cm | 47 $\frac{1}{4}$ "x47 $\frac{1}{4}$ "

**Boost Balance Pro
 Cinder**
 Elemento L Outdoor Sensitech \pm 20mm
 33x120 cm | 13"x47 $\frac{1}{4}$ "

**Boost Balance Pro
 Cinder**
 Alzata Outdoor Sensitech \pm 20mm
 20x120 cm | 7 $\frac{7}{8}$ "x47 $\frac{1}{4}$ "

**Boost Balance Pro
 Cinder**
 Round Outdoor Sensitech \pm 20mm
 33x120 cm | 13"x47 $\frac{1}{4}$ "

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 Matte Sensitech
 120x120 cm | 47¹/₄"x47¹/₄"

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 Boost Natural Pro
 Lava
 Matte
 50x120 cm | 19⁵/₈"x47¹/₄"

Boost Natural Pro
 Motion Oat
 Matte
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 Black Lava
 Leathered
 ø 45 cm | 17³/₄"

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 Sand
 Velvet Velvtech
 120x120 cm | 47¹/₄"x47¹/₄"

WALL
 Boost Natural Pro
 Oat
 Matte
 120x278 cm | 47¹/₄"x109¹/₂"

Boost Natural Pro
 Lava
 Matte
 50x120 cm | 19⁵/₈"x47¹/₄"

Boost Natural Pro
 3D Rice Oat
 Matte
 50x120 cm | 19⁵/₈"x47¹/₄"

FURNITURE
 Atlas Plan
 Sand
 Hammered
 162x324 cm | 63³/₄"x127¹/₂"

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- ↳ BOOST NATURAL PRO RANGE
- ↳ SENSITECH & VELVETECH TECHNOLOGY
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 BOOST WORLD

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Porcelain tiles

PORCELAIN TILES - Gres Porcellanato - Grès cérame - Feinsteinzeug - Gres porcelánico - Керамический гранит
RECTIFIED MONOCALIBER - Rettificato monocalibro - Rectifié mono-calibre - Geschliffen einkalibrig - Rectificado monocalibre - Ретифицированный в одном калибре

		Sand	Oat	Salt	Cinder	Dove
<p>Floor Wall Bathroom furniture</p>						
120x278 cm - 47 ¹ / ₄ "x109 ¹ / ₂ "	± 6 mm	Matte	Matte	Matte	Matte	Matte
120x120 cm - 47 ¹ / ₄ "x47 ¹ / ₄ "	± 9 mm	Matte Sensitech Velvet Velvetech	Matte Sensitech Velvet Velvetech	Matte Sensitech Velvet Velvetech	Matte Sensitech Velvet Velvetech	Matte Sensitech Velvet Velvetech
60x120 cm - 23 ⁵ / ₈ "x47 ¹ / ₄ "	± 9 mm	Matte Sensitech Velvet Velvetech	Matte Sensitech Velvet Velvetech	Matte Sensitech Velvet Velvetech	Matte Sensitech Velvet Velvetech	Matte Sensitech Velvet Velvetech
60x60 cm - 23 ⁵ / ₈ "x23 ⁵ / ₈ "	± 9 mm	Matte Sensitech	Matte Sensitech	Matte Sensitech	Matte Sensitech	Matte Sensitech
30x60 cm - 11 ³ / ₄ "x23 ⁵ / ₈ "	± 9 mm	Matte Sensitech	Matte Sensitech	Matte Sensitech	Matte Sensitech	Matte Sensitech
Outdoor						
120x120 cm - 47 ¹ / ₄ "x47 ¹ / ₄ "	± 9 mm	Grip Sensitech	Grip Sensitech	Grip Sensitech	Grip Sensitech	Grip Sensitech
60x120 cm - 23 ⁵ / ₈ "x47 ¹ / ₄ "	± 9 mm	Grip Sensitech	Grip Sensitech	Grip Sensitech	Grip Sensitech	Grip Sensitech
120x120 cm - 47 ¹ / ₄ "x47 ¹ / ₄ "	± 20 mm		Outdoor Sensitech		Outdoor Sensitech	
60x120 cm - 23 ⁵ / ₈ "x47 ¹ / ₄ "	± 20 mm		Outdoor Sensitech		Outdoor Sensitech	
60x60 cm - 23 ⁵ / ₈ "x23 ⁵ / ₈ "	± 20 mm		Outdoor Sensitech		Outdoor Sensitech	
Slabs for countertops and furniture						
162x324* cm - 63 ³ / ₄ "x127 ¹ / ₂ "	± 12 mm	Hammered				

* Atlas Plan

Wall tiles

WALL TILES - Rivestimenti - Revêtements - Wandfliesen - Revestimientos - Настенная плитка
RECTIFIED MONOCALIBER - Rettificato monocalibro - Rectifié mono-calibre - Geschliffen einkalibrig - Rectificado monocalibre - Ретифицированный в одном калибре

		Oat	Salt	Cinder	Coffee	Lava	Skin
Wall							
50x120 cm - 19 ⁵ / ₈ "x47 ¹ / ₄ "	± 8,5 mm	Matte	Matte	Matte	Matte	Matte	Matte
50x120 cm - 19 ⁵ / ₈ "x47 ¹ / ₄ " 3D Rice	± 8,5 mm	Matte	Matte	Matte			
50x120 cm - 19 ⁵ / ₈ "x47 ¹ / ₄ " 3D Wave	± 8,5 mm	Matte	Matte	Matte			Matte
50x120 cm - 19 ⁵ / ₈ "x47 ¹ / ₄ " 3D Craft	± 8,5 mm	Matte	Matte	Matte			
50x120 cm - 19 ⁵ / ₈ "x47 ¹ / ₄ " Motion	± 8,5 mm	Matte			Matte		

Sensitech pag.70 **Velvetech** pag.71

Note on Velvet surface finish / Nota sulla finitura Velvet

The Velvet surface replicates the effect of polished concrete. It has a velvety touch and semi-opaque highlights. The natural character of the surface is highlighted by areas of different opacity perceptible in oblique or reflected light. Suitable for residential or low-traffic commercial floors, where no anti-slip performance is required. If the product is in direct contact with the outdoors, solutions that absorb moisture and dirt must be used to prevent scratching. La superficie Velvet replica l'effetto di un cemento lucidato. Si distingue per la mano vellutata e per i riflessi semi-opachi. La naturalezza della superficie è evidenziata da zone di diversa opacità percettibili in luce radente o riflessa. Indicata per pavimenti residenziali o commerciali poco sollecitati, laddove non siano richieste prestazioni antiscivolo. Se il prodotto è a diretto contatto con l'esterno, prevedere dei dispositivi di assorbimento dell'umidità e dello sporco per prevenire la formazione di graffi.

Destination of use

M Matte ± 6 mm
Velvet Velvetech ± 9 mm

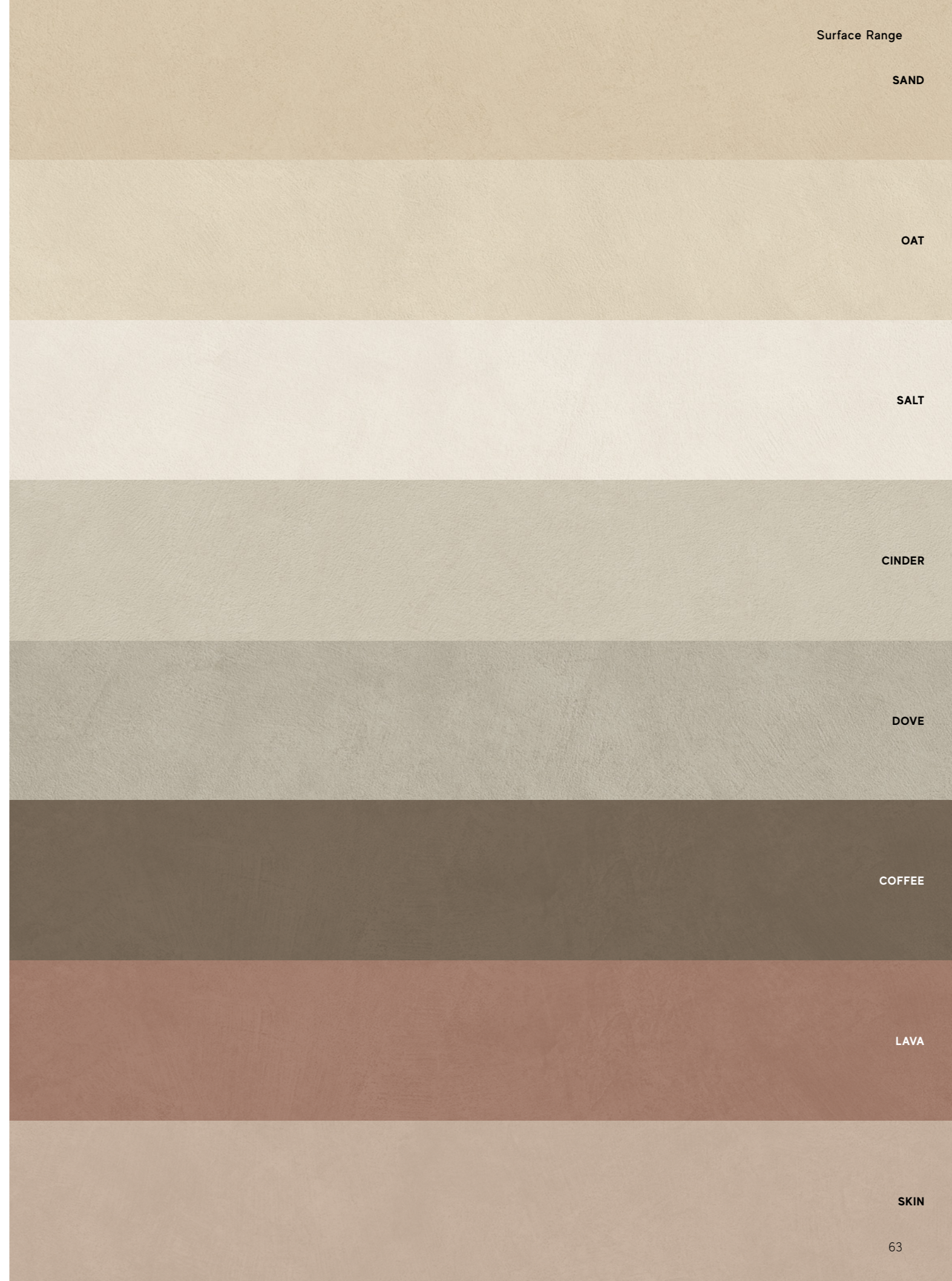
H Matte Sensitech ± 9 mm
Grip Sensitech ± 9 mm
Outdoor Sensitech ± 20 mm

Anti-slip

R9 A Matte ± 6 mm
R10 A+B Matte Sensitech ± 9 mm
R11 C Grip Sensitech ± 9 mm
R11 C Outdoor Sensitech ± 20 mm

Color-shading

V2 Slight Variation
All colors



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COFFEE

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3D Rice

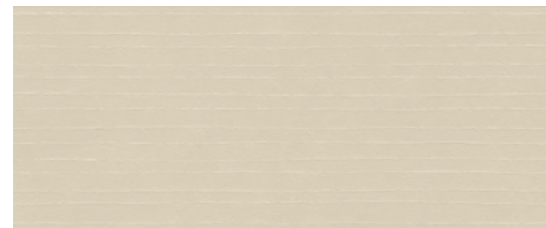
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V2 Slight Variation
All colors

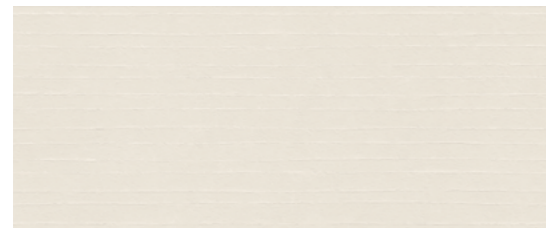


50x120 cm
19⁵/₈"x47¹/₄"

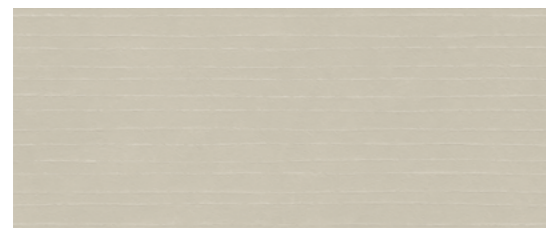
± 8,5 mm



Boost Natural Pro 3D Rice Oat
50x120 cm - 19⁵/₈"x47¹/₄"



Boost Natural Pro 3D Rice Salt
50x120 cm - 19⁵/₈"x47¹/₄"



Boost Natural Pro 3D Rice Cinder
50x120 cm - 19⁵/₈"x47¹/₄"



3D Craft

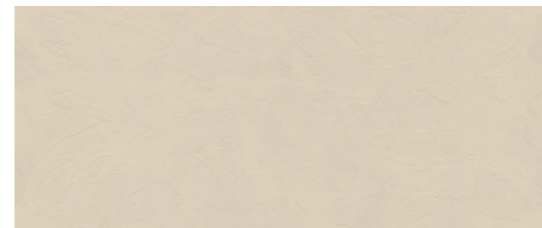
WALL TILES - Rivestimenti - Revêtements - Wandfliesen - Revestimientos - Настенная плитка
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V2 Slight Variation
All colors

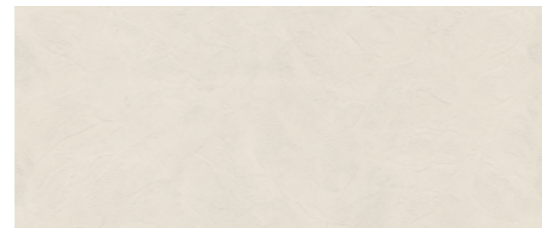


50x120 cm
19⁵/₈"x47¹/₄"

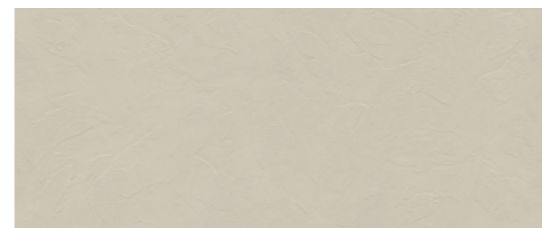
± 8,5 mm



Boost Natural Pro 3D Craft Oat
50x120 cm - 19⁵/₈"x47¹/₄"



Boost Natural Pro 3D Craft Salt
50x120 cm - 19⁵/₈"x47¹/₄"



Boost Natural Pro 3D Craft Cinder
50x120 cm - 19⁵/₈"x47¹/₄"



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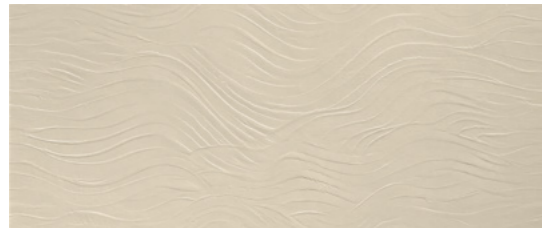
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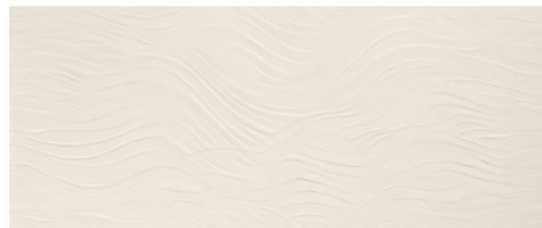
3D Wave

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V2 Slight Variation
All colors



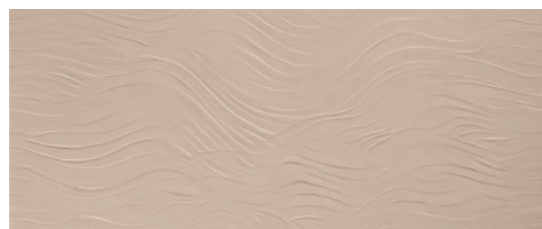
Boost Natural Pro 3D Wave Oat
50x120 cm - 19 5/8" x 47 1/4"



Boost Natural Pro 3D Wave Salt
50x120 cm - 19 5/8" x 47 1/4"



Boost Natural Pro 3D Wave Cinder
50x120 cm - 19 5/8" x 47 1/4"



Boost Natural Pro 3D Wave Skin
50x120 cm - 19 5/8" x 47 1/4"



50x120 cm
19 5/8" x 47 1/4"

± 8,5 mm



Motion

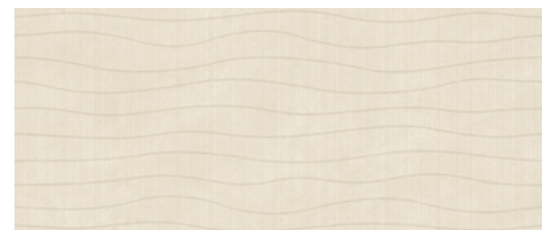
WALL TILES - Rivestimenti - Revêtements - Wandfliesen - Revestimientos - Настенная плитка
RECTIFIED MONOCALIBER - Rettificato monocalibro - Rectifié mono-calibre - Geschliffen einkalibrig - Rectificado monocalibre - Ретифицированный в одном калибре

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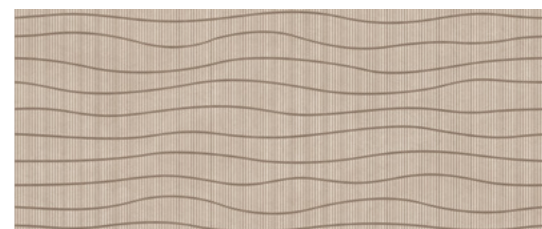


50x120 cm
19 5/8" x 47 1/4"

± 8,5 mm



Boost Natural Pro Motion Oat
50x120 cm - 19 5/8" x 47 1/4"



Boost Natural Pro Motion Coffé
50x120 cm - 19 5/8" x 47 1/4"



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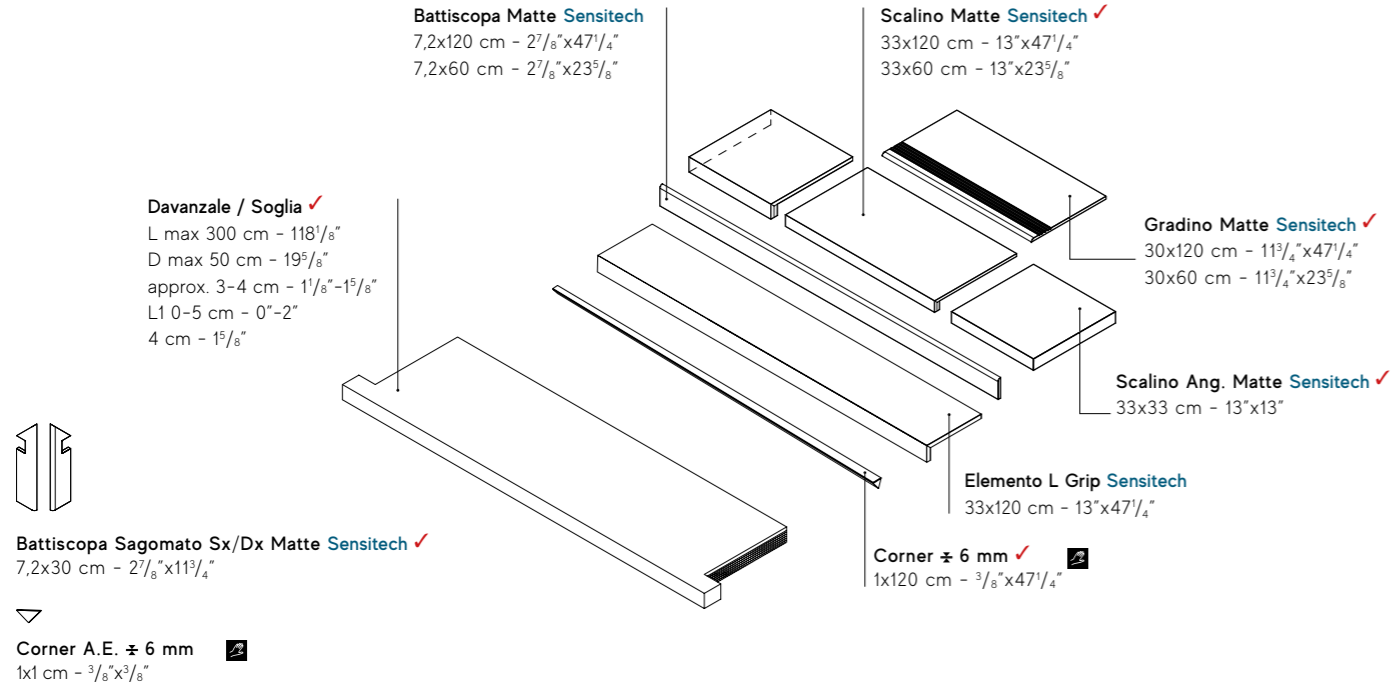
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Trim tiles

Porcelain trim tiles

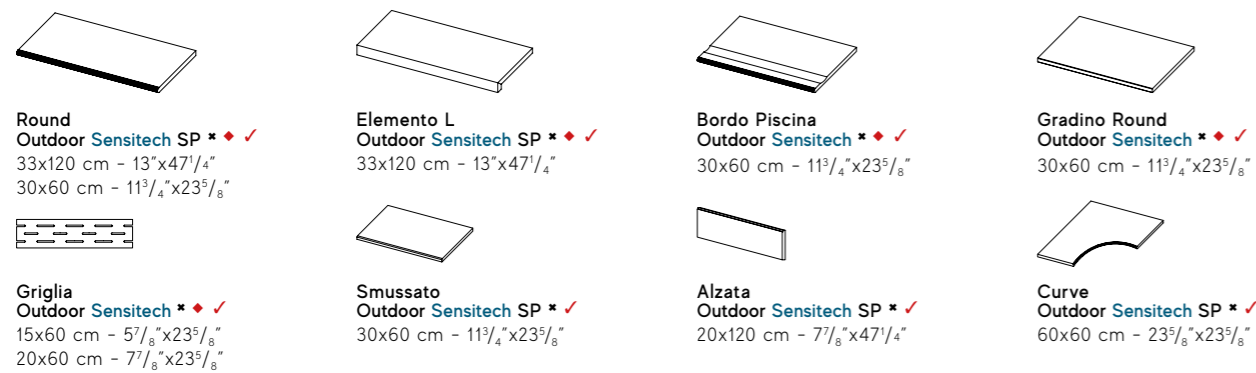


✓ These parts are supplied to order / I pezzi sono disponibili su ordinazione

Wall trim tiles



Outdoor trim tiles ± 20 mm



* Available in / Disponibile in Oak, Cinder
✓ These parts are supplied to order / I pezzi sono disponibili su ordinazione
♦ Right-left angular elements are available / Sono disponibili gli elementi angolari dx/sx

Outdoor Porcelain tiles ± 20 mm

For further details on the 20mm thick products, related trim pieces and installation systems - in particular for recommendations and precautions during installation- please refer to the Outdoor Design section on the Atlas Concorde website or to the Outdoor Design catalogue. Per dettagli sul prodotto e sui relativi pezzi speciali in 20mm di spessore, per i sistemi di posa e, in particolare, per raccomandazioni, accorgimenti e precauzioni in fase di posa e progettazione, si raccomanda di prendere visione del catalogo Outdoor Design e della sezione Outdoor Design del sito Atlas Concorde.



THANKS TO



Note

For information and details relating to codes, packaging and weight it is recommended to refer to the latest pricelist. - Per le informazioni e i dati relativi a codici, imballaggi e pesi occorre sempre consultare l'ultimo listino aggiornato e in vigore. - Pour toutes informations et renseignements concernant les codes, les emballages et les poids, il y a toujours lieu de consulter le dernier tarif en vigueur et mis à jour. - Für Informationen und Daten die den Code, die Verpackung und das Gewicht betreffen bitte die aktuellste Preisliste zugrunde legen. - Para acceder a la información y a los datos relativos a códigos, embalajes y pesos hay que consultar siempre la última lista de precios actualizada y vigente. - Для информации о кодах, упаковках и весе обращайтесь к последнему действующему прайс-листу.

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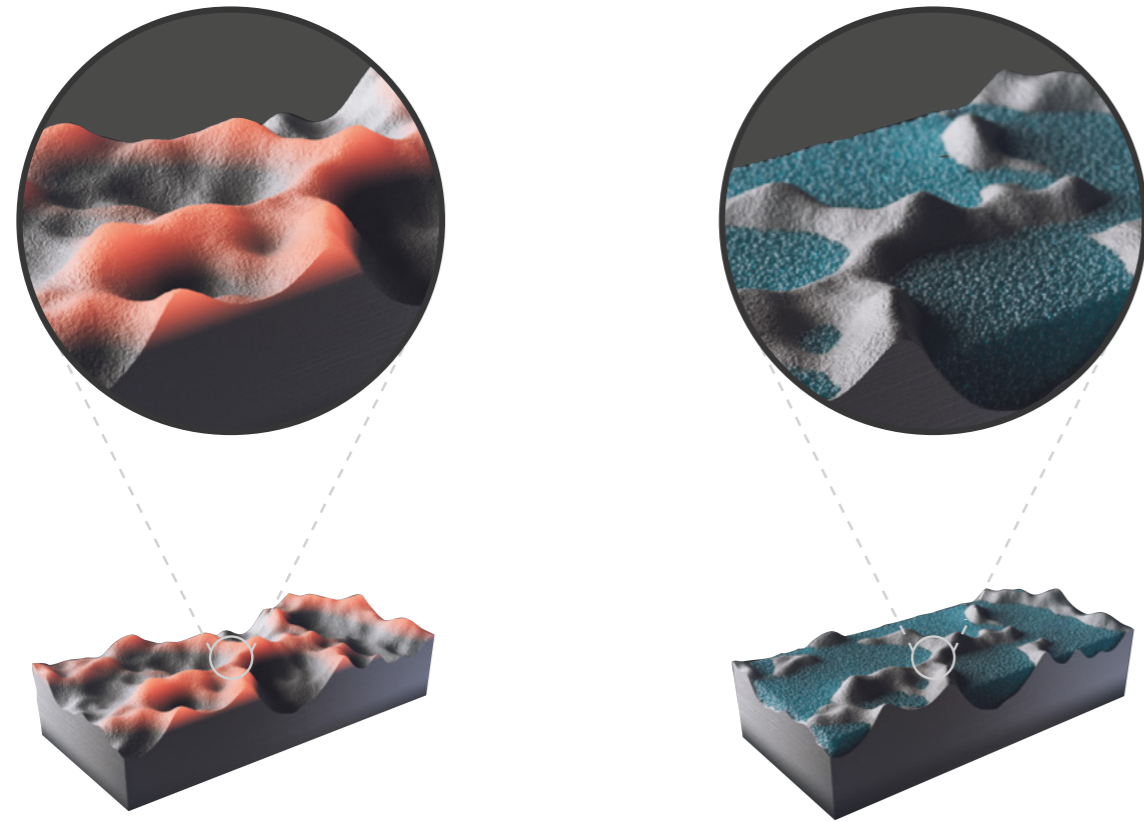


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Sensitech



Traditional anti-slip surface

The innovative Sensitech Surface

Sensitech is the high-tech surface for indoor and outdoor settings created by Atlas Concorde Laboratories, patented in Europe. The surface combines high slip resistance performance with tactile softness. With Sensitech, the meaning of surface evolves and takes on a reassuring, pleasant and practical touch, making architectural spaces more comfortable and appealing.

Sensitech è la superficie ad alto coefficiente tecnologico per gli ambienti interni ed esterni realizzata dai Laboratori Atlas Concorde, brevettata in Europa. La superficie coniuga elevate prestazioni di resistenza allo scivolamento ad una maggiore morbidezza tattile. Con Sensitech il significato di superficie si evolve e assume un tocco rassicurante, piacevole e pratico, rendendo gli spazi architettonici sempre più confortevoli e appaganti.



Velvetechn



Velvetechn tecnologia

Sensitech tecnologia

Velvetechn is the new technology with an Italian patent inspired by the effect of sanding on the surface. Velvetechn has silk-like reflections and a velvety soft hand. The naturalness of the surface is emphasised by areas of different opacity that contribute to the depth of the surface.

Velvetechn è la nuova tecnologia con brevetto depositato in Italia ispirata all'effetto della levigatura sulla superficie. Velvetechn si presenta con riflessi che ricordano la seta e una mano vellutata e morbida. La naturalezza della superficie è evidenziata da zone di diversa opacità che contribuiscono a dare profondità alla superficie.



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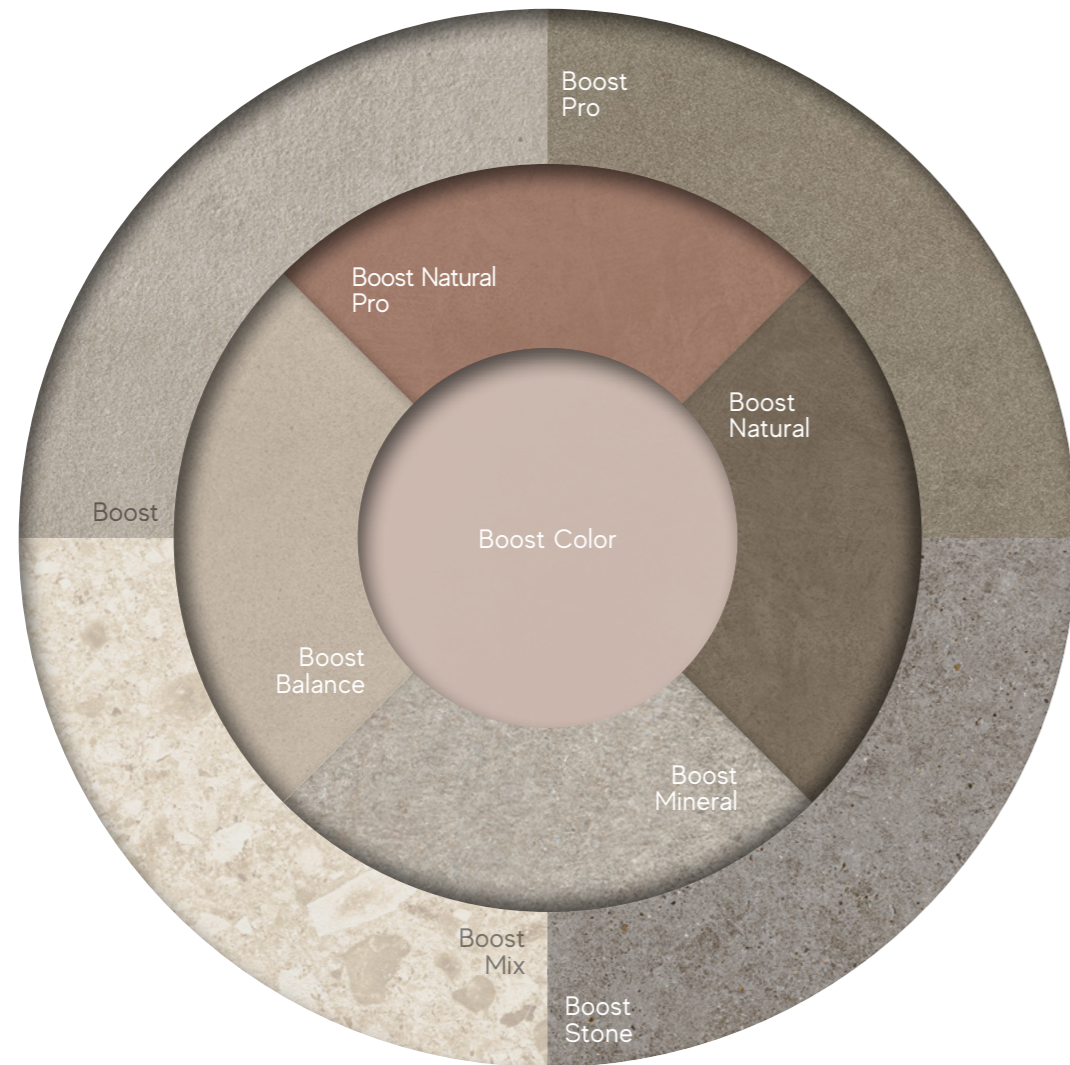
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Boost your style

Boost World is a design tool that combines ceramic surfaces in their inspiration, style, and tone, allowing for coordinated solutions in any space.

Boost World è uno strumento progettuale che coniuga in un'unica prospettiva superfici ceramiche differenti per ispirazione ma affini per stile e tonalità, consentendo soluzioni coordinate in ogni destinazione d'uso.

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Ethical identity



For Atlas Concorde, being Made in Italy is not just a prestigious certification of style, design, and production excellence, but an identity that involves all aspects of its business. For this reason, we identify with the values expressed by Confindustria Ceramica's ethical code, which guarantee absolute compliance with labor regulations, and with the marks Made in Italy and Ceramics of Italy, which certify the quality of authentic Italian style.

Per Atlas Concorde, Made in Italy non è solo un prestigioso attestato di stile, design ed eccellenza produttiva, ma un modo di essere che coinvolge tutti gli aspetti della propria attività. Per questo ci riconosciamo nei valori espressi dal codice etico di Confindustria Ceramica, che garantiscono il rispetto assoluto delle normative sul lavoro, e nei marchi Made in Italy e Ceramics of Italy, che certificano la qualità dell'autentico stile italiano.

Certifications

Company certifications / Certificazioni aziendali



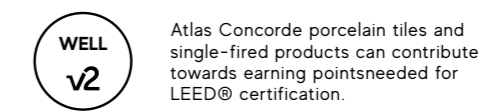
Product certifications / Certificazioni di prodotto



Product declarations / Dichiarazioni di prodotto



Certification for buildings / Rating dell'edificio



Certifications for export to international markets*



* Shipments can be made in accordance with national requirements anywhere in the world, even in markets with complex customs procedures such as Egypt, Morocco and Kurdistan, thanks to our active cooperation with accredited certification bodies in each country. - Possibilità di spedizioni conformi alle prescrizioni nazionali ovunque nel mondo, anche in mercati con procedure doganali complesse come Egitto, Marocco, Kurdistan, grazie alla collaborazione sempre attiva con gli enti di certificazione accreditati in ciascun paese. - Dank unserer aktiven Zusammenarbeit mit den akkreditierten Zertifizierungsstellen in den einzelnen Ländern können die Sendungen in Übereinstimmung mit den nationalen Anforderungen überall auf der Welt versandt werden, selbst auf Märkten mit komplexen Zollverfahren wie Ägypten, Marokko und Kurdistan. - Possibilité d'expéditions conformes aux prescriptions nationales partout dans le monde, même sur les marchés dont les procédures douanières sont complexes comme l'Égypte, le Maroc ou le Kurdistan, grâce à la collaboration toujours active avec les organismes de certification homologués dans chaque pays. - Se pueden realizar envíos según la normativa nacional a cualquier parte del mundo, incluso a mercados con procedimientos aduaneros complejos como Egipto, Marruecos o Kurdistan, gracias a la cooperación permanente con los organismos de certificación acreditados en cada país. - Компания имеет возможность осуществлять поставки в любую точку мира в соответствии с национальными требованиями, даже на рынках со сложными таможенными процедурами, таких как Египет, Марокко, Курдистан, благодаря неизменно активному сотрудничеству с аккредитованными органами сертификации в каждой стране.

* Classification UPEC aggiornata al - Classement UPEC mis à jour au: 2024

† Si consiglia la consultazione della pagina - On vous conseille de vous connecter à: <https://database.cspb.fr/holderdetails?UId=ETB-2094&AppRef=QB32>

‡ Per ulteriori informazioni scrivere a - Pour tous renseignements complémentaires merci d'écrire à: france@atlasconcorde.it

§ Tutti i prodotti Atlas Concorde in gres porcellanato e in monocottura in pasta bianca possono essere utilizzati per progetti edilizi che seguono le linee guida del GREEN BUILDING COUNCIL e possono contribuire all'ottenimento del rating LEED V4 degli edifici.

|| All Atlas Concorde porcelain tiles and white-body single-fired products can be used for building projects that follow the guidelines of the GREEN BUILDING COUNCIL and can contribute to the achievement of the LEED V4 rating for buildings.

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