

THE EARTH IS NOT FLAT

ARCHITECTURAL CERAMIC

Redefining the vision of space; elegant and subtle yet contemporary, whilst maintaining the qualities of ceramic: durability and resistance.

VERSATILITY

Freedom of creativity. Let your imagination soar.

Avant-garde technology and an experienced creative team, let customers explore their ideas and needs.

Inspiration, empathy and flexibility.



A CONTEMPORARY AND
ARCHITECTURAL VISION OF
TRADITIONAL CERAMIC

THE ART OF
DESIGNING WITH
LIGHT AND SHADOW

ETERNAL VERSUS THE EPHEMERAL

The integration of Light and Shadow
in architecture.

Surfaces that shift and transform with the
changing of light and seasons.

Represents the unexpected in a solid,
reliable and practical solution.



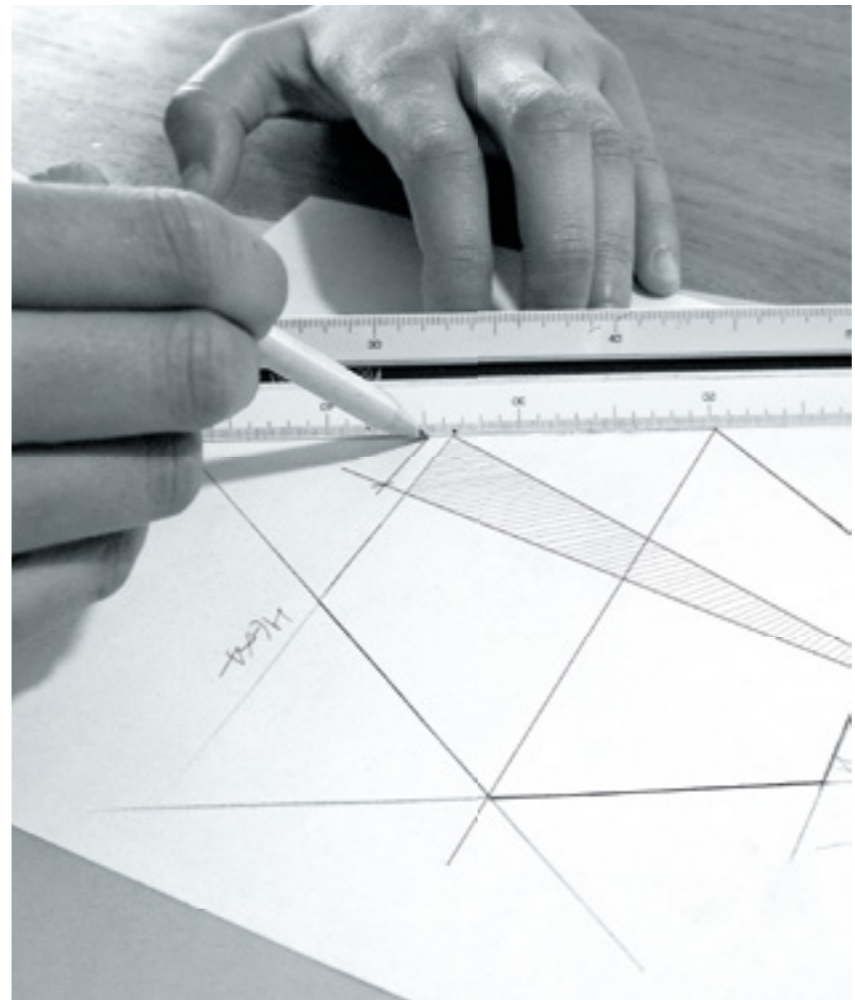


DESIGNED & MANUFACTURED BY WOW

WOW is a design studio, specialized in high end ceramic collections.

With headquarters in Spain, it is complemented by our own research and development laboratory, production facilities, warehousing and equipped with the latest technologies .

From concept to final product.



CONTENTS

10 **WOW PREMIUM COLLECTION**

- | | | |
|---|--|--|
| 12 Arch
5"X5" / 12,5X12,5 cm | 48 Moon Porcelain
5.5"X5.5" / 14X14 cm | 74 Liso 25
10"X10" / 25X25 cm |
| 16 Candy
5"X5" / 12,5X12,5 cm | 52 Nilo Porcelain
5.5"X5.5" / 14X14 cm | 74 Canale
5"X5" / 12,5X12,5 cm |
| 20 Delta
5"X5" / 12,5X12,5 cm | 56 Delta L
10"X10" / 25X25 cm | 74 Canale L
5"X10" / 12,5X25 cm |
| 24 Moon
5"X5" / 12,5X12,5 cm | 60 Moon L
10"X10" / 25X25 cm | 76 Edge / Edge L / Edge Corner
5"X10" / 12,5X25 cm |
| 28 Moon Concrete
5"X5" / 12,5X12,5 cm | 64 Hexa
8.5"X10" / 21,5X25 cm | |
| 30 Nilo
5"X5" / 12,5X12,5 cm | 68 Fiore
8.5"X10" / 21,5X25 cm | |
| 36 Nilo Concrete
5"X5" / 12,5X12,5 cm | 72 Hexa Liso
8.5"X10" / 21,5X25 cm | |
| 38 Wave
5"X5" / 12,5X12,5 cm | 74 Liso
5"X5" / 12,5X12,5 cm | |
| 42 Cue
5"X5" / 12,5X12,5 cm | 74 Liso L
5"X10" / 12,5X25 cm | |

78 **WOW CONTRACT COLLECTION**

- | | | |
|---|--|---|
| 80 Nilo Contract
5"X5" / 12,5X12,5 cm | 90 Nilo L Contract
10"X10" / 25X25 cm | 100 Mini Hexa Liso
6"X7" / 15X17,3 cm |
| 86 Wave Contract
5"X5" / 12,5X12,5 cm | 96 Mini Hexa Contract
6"X7" / 15X17,3 cm | |

104 **FLOOR TILES**

110 **TECHNICAL**

PREMIUM COLLECTION

—

Our finest design expression.
Extreme volumes, architectural interiors.



ARCH

5"X5" | 12,5X12,5 cm







CANDY

5"X5" | 12,5X12,5 cm







DELTA

5"X5" | 12,5X12,5 cm





DELTA Ice White Matt



DELTA Ice White Matt



MOON

5"X5" | 12,5X12,5 cm



MOON Ice White Matt



MOON Ice White Matt

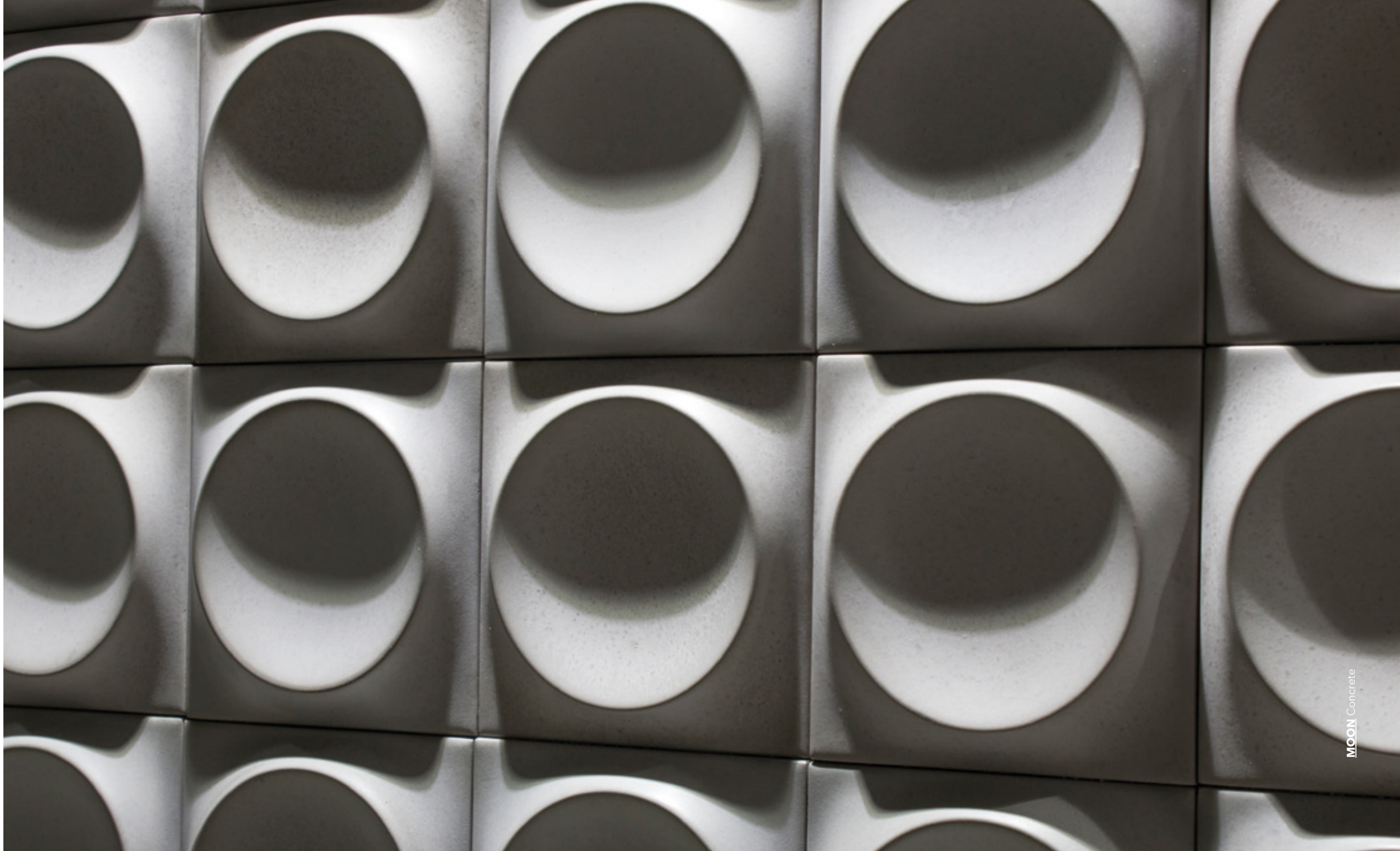


MOON Natural Matt



MOON
CONCRETE

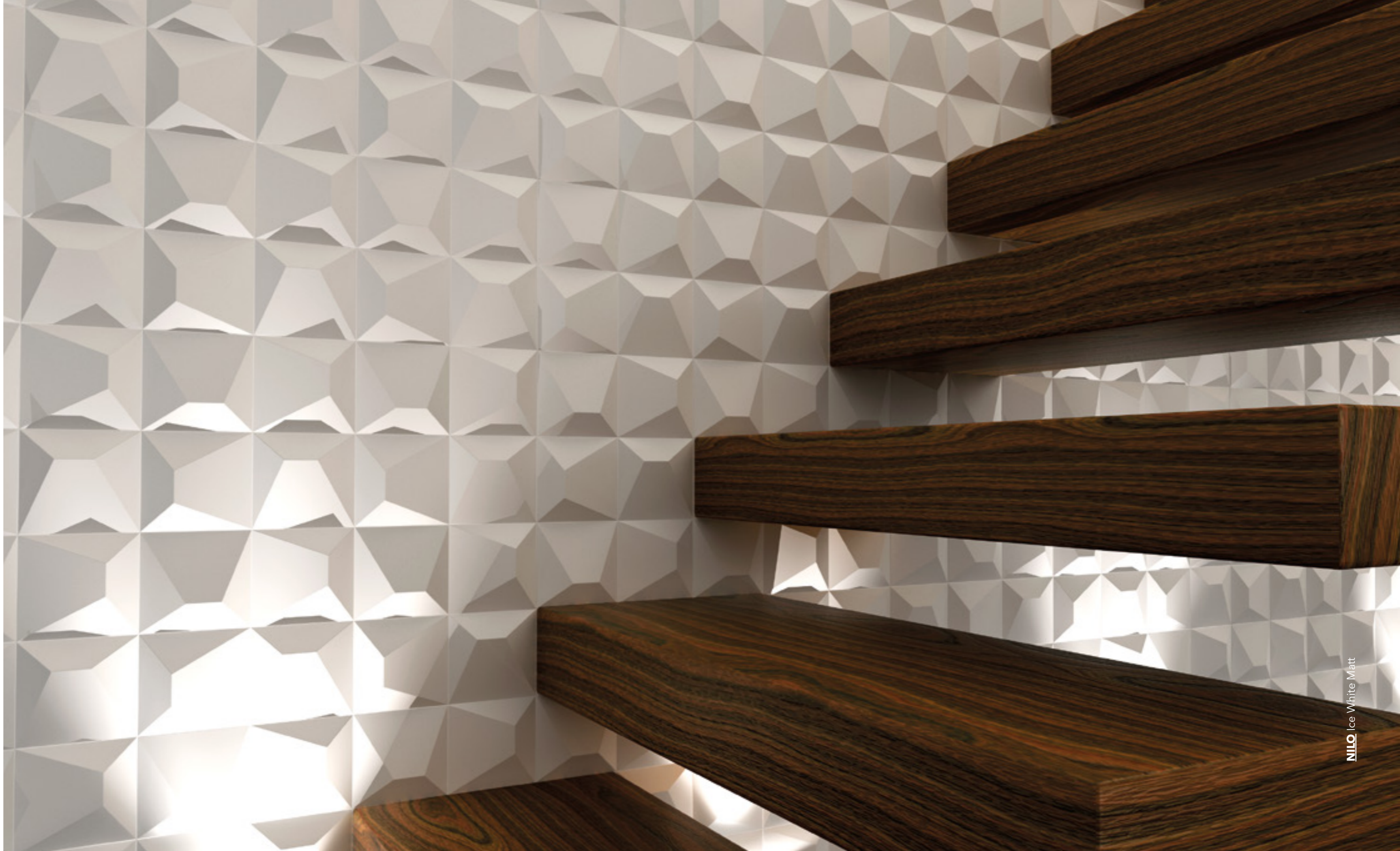
5"X5" | 12,5X12,5 cm





NILO

5"X5" | 12,5X12,5 cm





NILO Ice White Matt



NILO Graphite Matt





NILO
CONCRETE
5"X5" | 12,5X12,5 cm





WAVE

5"X5" | 12,5X12,5 cm





WAVE Ice White Matt



WAVE Ice White Matt



CUE

5"X5" | 12,5X12,5 cm





CUE Ice White Matt & **LISO** Ice White Matt



CUE Ice White Matt & **LISO** Graphite Matt





MOON PORCELAIN

5.5"X5.5" | 14X14 cm



MOON PORCELAIN Ice White Matt



MOON PORCELAIN Graphite Matt



MOON PORCELAIN Graphite Matt



NILO
PORCELAIN
5.5"X5.5" | 14X14 cm







DELTA L

10"X10" | 25X25 cm







MOON L

10"X10" | 25X25 cm





MOON L Ice White Matt



MOON & MOON L Ice White Matt



HEXA

8.5"X10" | 21,5X25 cm







HEXA Ash Grey Matt & **HEXA LISO** Ash Grey Matt



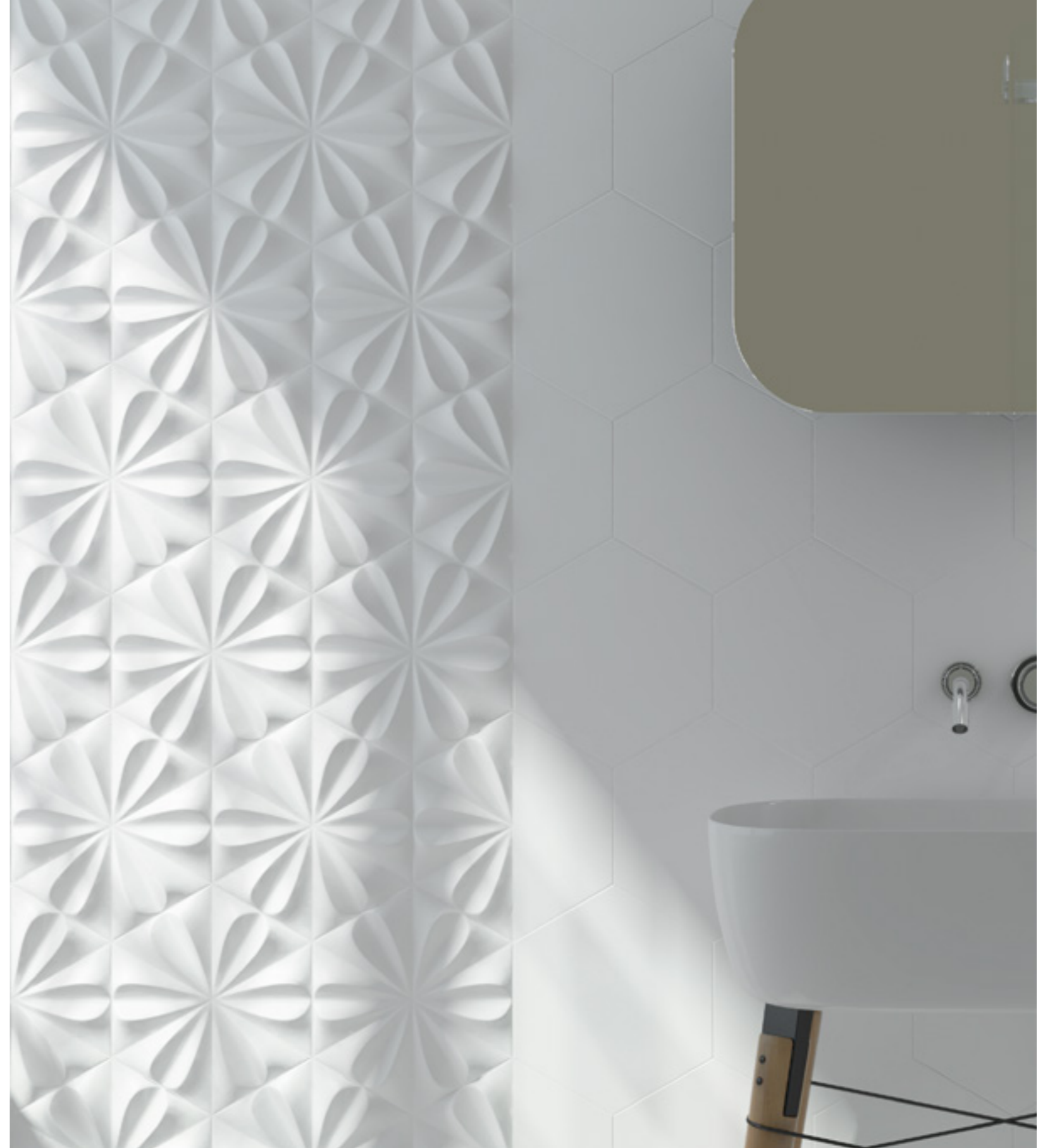
FIORE

8.5"X10" | 21,5X25 cm





FIORE Ice White Matt



FIORE & HEXA LISO Ice White Matt



HEXA LISO

8.5"X10" | 21,5X25 cm

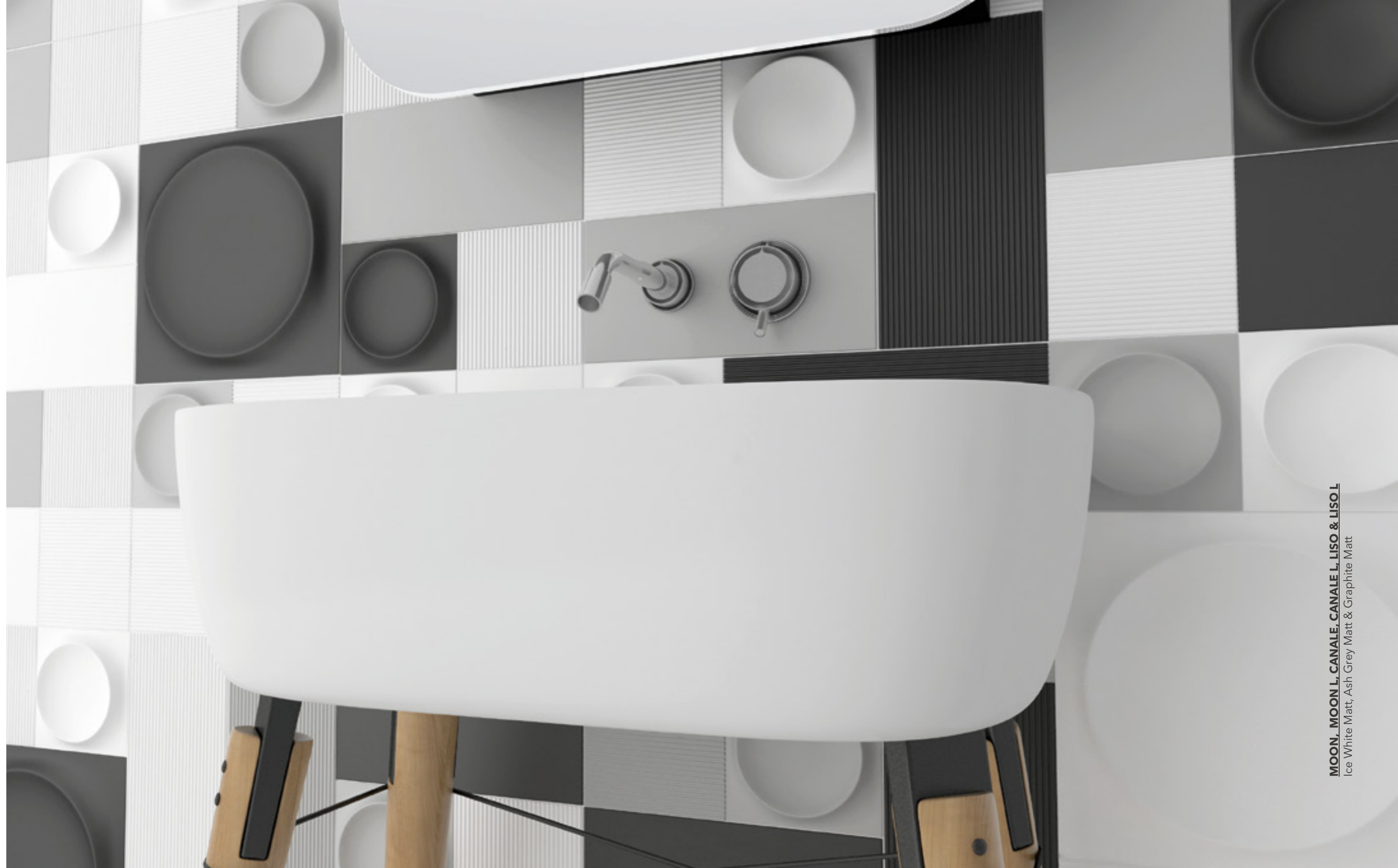




LISO
5"X5" | 12,5X12,5 cm
LISO L
5"X10" | 12,5X25 cm
LISO 25
10"X10" | 25X25 cm



CANALE
5"X5" | 12,5X12,5 cm
CANALE L
5"X10" | 12,5X25 cm





EDGE

0.3"X5" | 0,8X12,5 cm



EDGE L

0.3"X10" | 0,8X25 cm

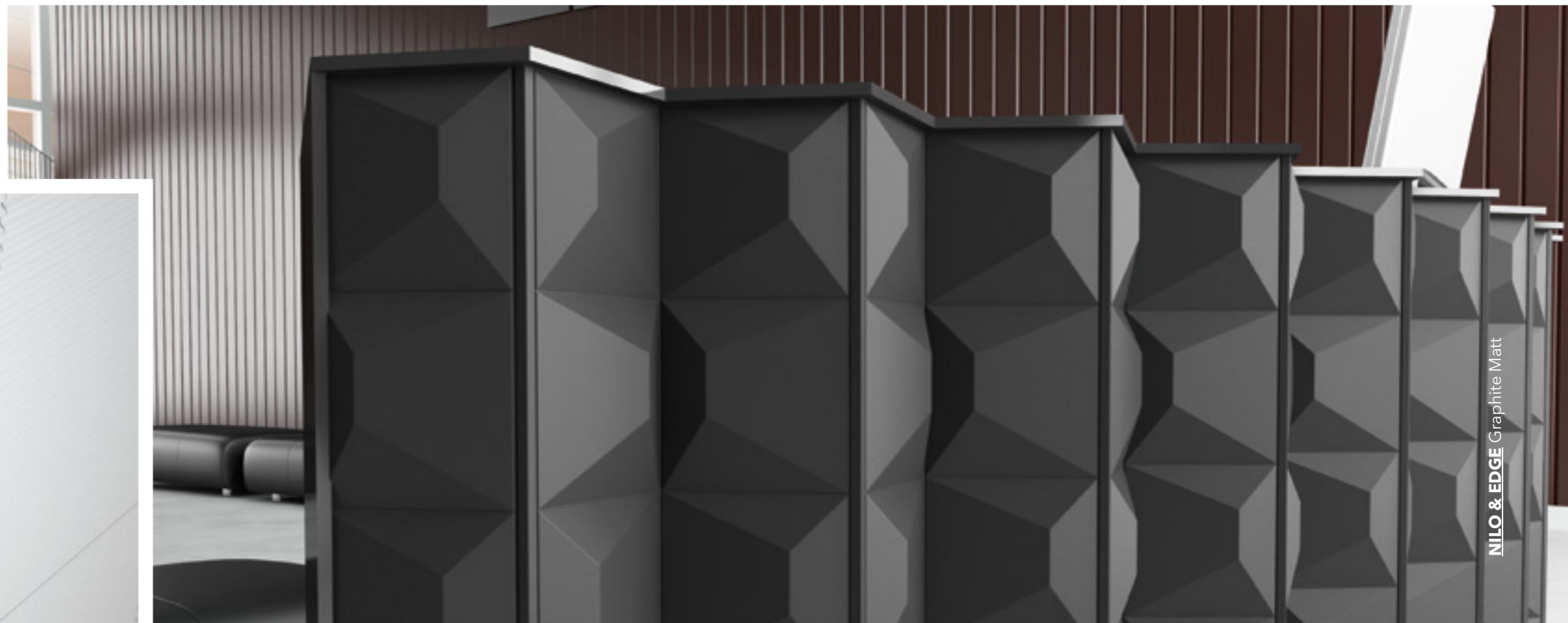


EDGE CORNER

0.3"X0.3"X0.3" | 0,8X0,8X0,8 cm



MOON & EDGE Ice White Matt



NILO & EDGE Graphite Matt



CONTRACT COLLECTION

—

Our dimensional & more commercial
collection for any project.



NILO M
CONTRACT

5"X5" | 12,5X12,5 cm





NILO M CONTRACT Ice White Matt





WAVE
CONTRACT
5"X5" | 12,5X12,5 cm





WAVE CONTRACT Ice White Matt



WAVE CONTRACT Ice White Matt



NILO L
CONTRACT

10"X10" | 25X25 cm





NILO L CONTRACT Ice White Matt





**MINI
HEXA**
CONTRACT

6"X7" | 15X17,3 cm







MINI HEXA

LISO

6"X7" | 15X17,3 cm





FLOOR TILES by WOW

PERFECT FLOORS
FOR UNIQUE SPACES

COMPATIBLE WITH ALL WOW PRODUCTS

more about Floor Tiles:
www.wowdesigneu.com

IN & OUT USE



Class 3 / R10
DCOF >0,60



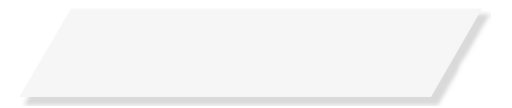
TRIANGLE FLOOR
8"x9" / 20x23 cm



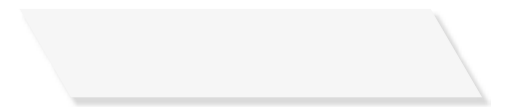
TRAPEZIUM FLOOR
4"x9" / 10x23 cm



HEXA FLOOR
8"x9" / 20x23 cm



CHEVRON FLOOR A
4"x20,5" / 10x52cm



CHEVRON FLOOR B
4"x20,5" / 10x52 cm

AVAILABLE COLOURS / COLORES DISPONIBLES

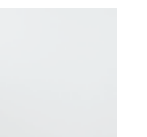
GRAPHITE
MATT



ASH GREY
MATT



ICE WHITE
MATT



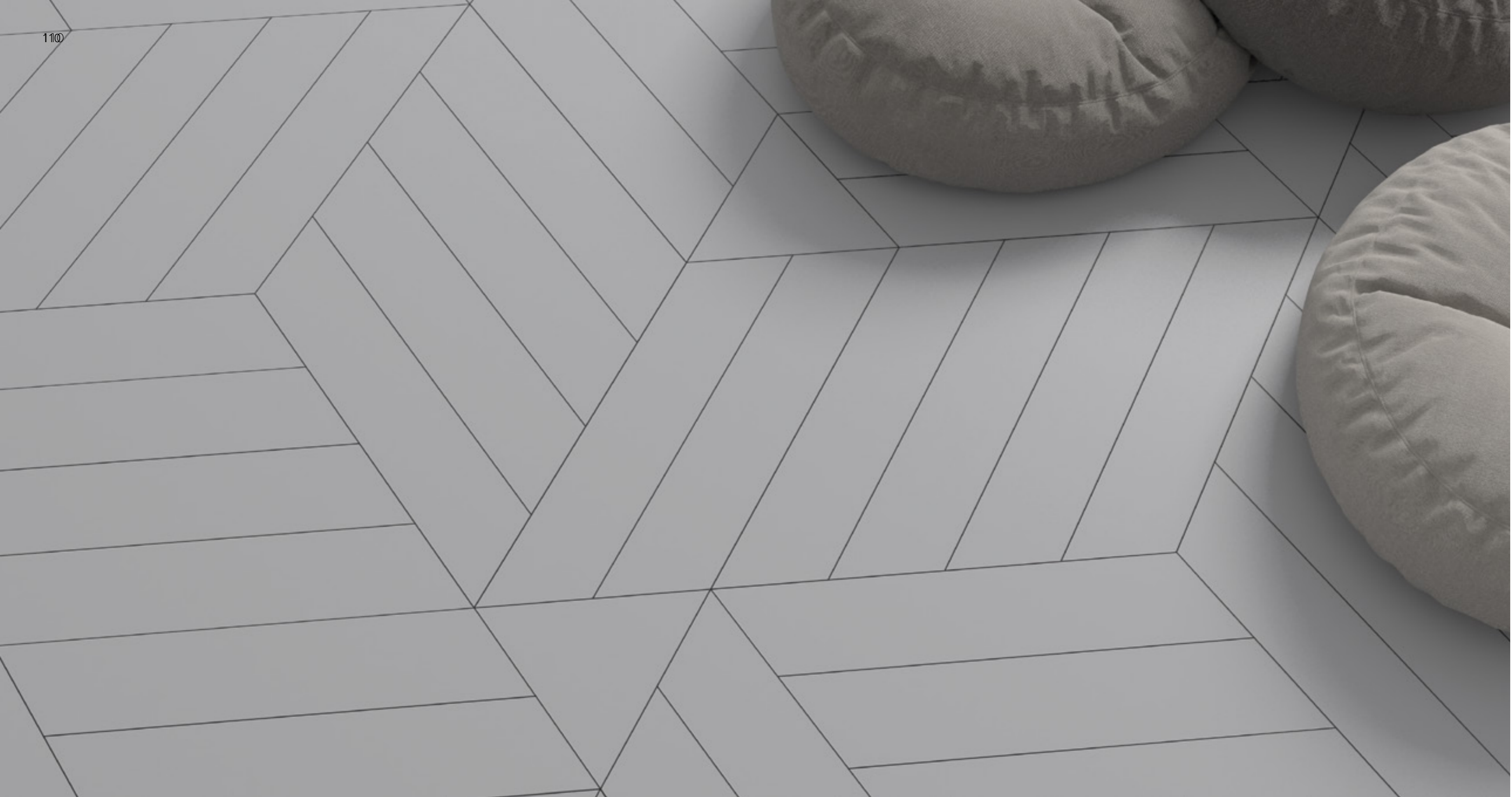


TRAPEZIUM FLOOR Ash Grey Matt

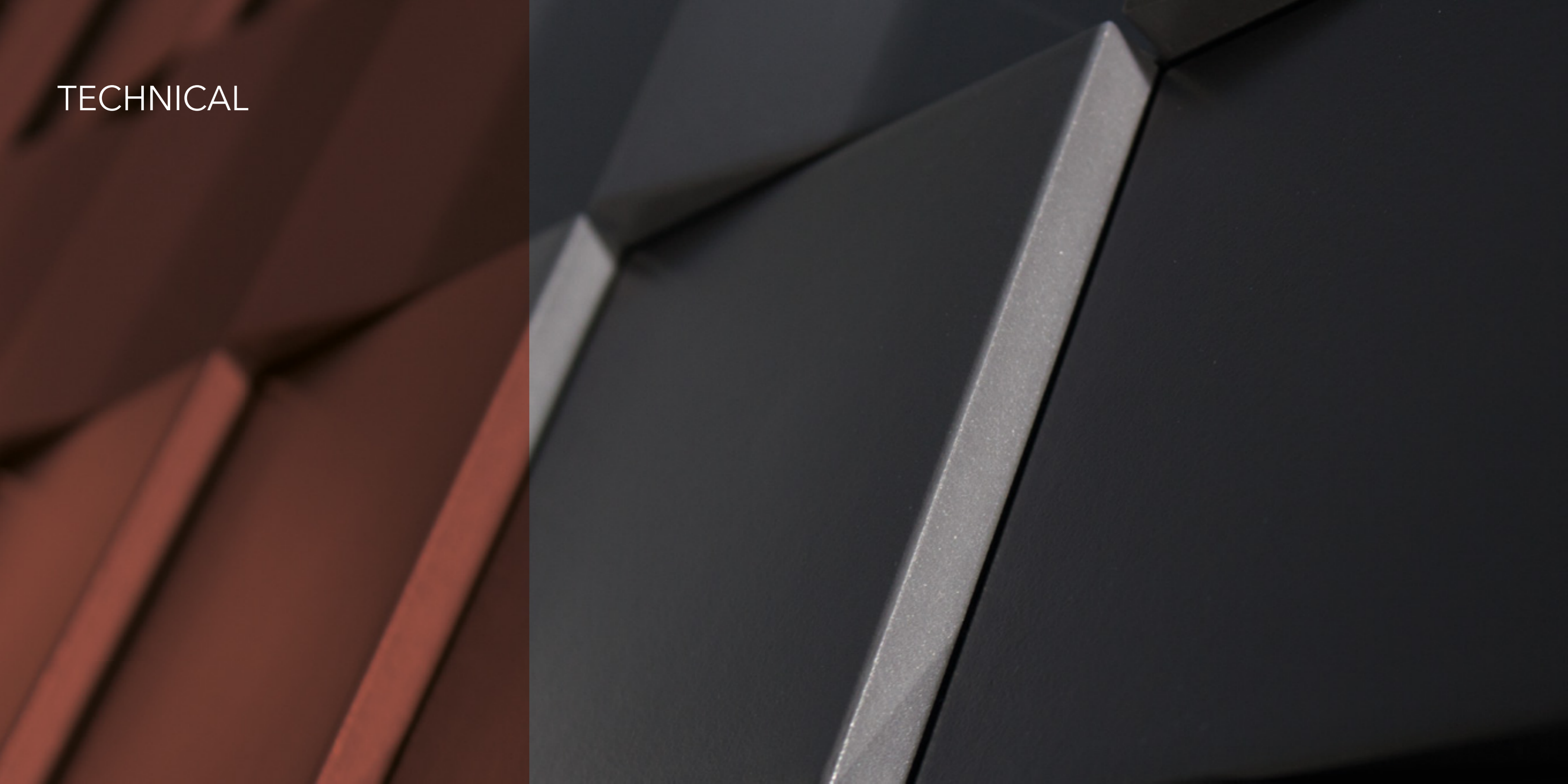
Visit our website www.wowdesigneu.com to see more Floor Tiles by WOW layout solutions.
Visita nuestra web www.wowdesigneu.com para ver más ideas de colocación de Floor Tiles by WOW.








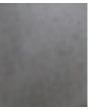
HEXA FLOOR & CHEVRON FLOOR Ice White Matt



TECHNICAL












Available colours / Colores disponibles


	Ice White Matt	Ice White Gloss	Natural Matt	Ash Grey Matt	Graphite Matt	Concrete
						
Cue	•				•	
Arch	•			•	•	
Candy	•	•	•	•	•	
Delta	•		•	•	•	
Moon	•	•	•	•	•	
Moon Concrete						•
Nilo	•	•	•	•	•	
Nilo Concrete						•
Wave	•		•	•	•	
Delta L	•		•	•	•	
Moon L	•	•	•	•	•	
Nilo Porcelain	•				•	
Moon Porcelain	•				•	
Hexa	•		•	•	•	
Fiore	•	•	•	•	•	
Hexa Liso	•	•	•	•	•	
Liso	•	•	•	•	•	
Liso L	•	•	•	•	•	
Liso 25	•	•	•	•	•	
Canale	•	•	•	•	•	
Canale L	•	•	•	•	•	
Edge / Edge L / Corner	•	•	•	•	•	
Nilo M Contract	•	•			•	
Nilo L Contract	•	•			•	
Wave Contract	•	•			•	
Mini Hexa Contract	•	•			•	
Mini Hexa Liso	•	•			•	

Packing / Encajado












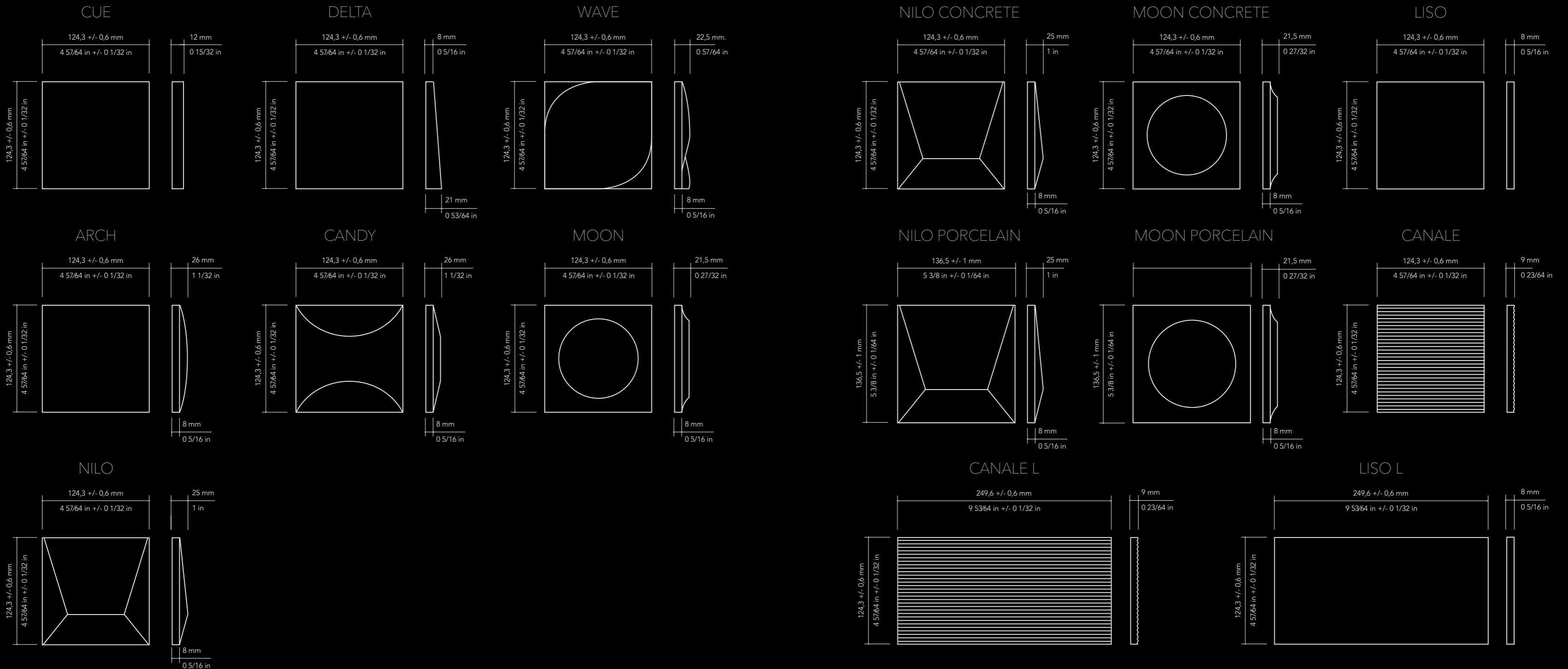
Modelo / Formato Model / Format				 KG  LB		 M2  FT2			 M2  FT2	
	Tamaño (cm)	Size (in)		Piezas / Caja Pieces / Box	Kg / Caja	Lb/ box	m2 / Caja		sq ft / Box	Cajas / Palet Boxes / Pallet
Cue	12,5x12,5	5"x5"	24	9,336	20.582	0,371	3.993	102	37,842	407.286
Nilo	12,5x12,5	5"x5"	24	7,433	16.387	0,371	3.993	102	37,842	407.286
Delta	12,5x12,5	5"x5"	22	6,737	14.853	0,340	3.660	102	34,680	373.320
Moon	12,5x12,5	5"x5"	21	6,301	13.891	0,325	3.498	102	33,150	356.796
Wave	12,5x12,5	5"x5"	18	5,269	11.616	0,278	2.992	102	28,356	305.184
Arch	12,5x12,5	5"x5"	13	4,738	10.446	0,201	2.164	102	20,502	220.728
Candy	12,5x12,5	5"x5"	22	6,993	15.417	0,340	3.660	102	34,680	373.320
Liso	12,5x12,5	5"x5"	38	8,956	19.745	0,587	6.318	102	59,874	644.436
Canale	12,5x12,5	5"x5"	34	8,192	18.060	0,525	5.651	102	53,550	576.402
Nilo Concrete	12,5x12,5	5"x5"	10	4,609	10.161	0,155	1.668	85	13,175	141.780
Moon Concrete	12,5x12,5	5"x5"	10	3,884	8.563	0,155	1.668	85	13,175	141.780
Nilo Porcelain	14x14	5.5"x5.5"	14	7,563	16.674	0,261	2.809	78	20,358	219.102
Moon Porcelain	14x14	5.5"x5.5"	14	7,104	15.662	0,261	2.809	78	20,358	219.102
Liso L	12,5x25	5"x10"	38	17,860	39.375	1,180	12.701	48	56,640	609.648
Canale L	12,5x25	5"x10"	36	17,590	38.779	1,117	12.023	48	53,616	577.104
Moon L	25x25	10"x10"	7	8,290	18.276	0,436	4.693	48	20,928	225.264
Delta L	25x25	10"x10"	10	12,780	28.175	0,623	6.706	48	29,904	321.888
Liso 25	25x25	10"x10"	19	17,180	37.875	1,184	12.744	48	56,832	611.712
Fiore	21,5x25	8.5"x10"	8	5,720	12.610	0,320	3.444	48	15,360	165.312
Hexa	21,5x25	8.5"x10"	10	7,270	16.028	0,400	4.306	48	19,200	206.688
Hexa liso	21,5x25	8.5"x10"	19	11,730	25.860	0,761	8.191	48	36,528	393.168
Edge	0,8x12,5	0.3"x5"	10	0,250	0.551	1,240	4.068 ft	-	-	-
Edge L	0,8x25	0.3"x10"	10	0,350	0.772	2,500	8.202 ft	-	-	-
Nilo M Contract	12,5x12,5	5"x5"	30	7,600	16.760	0,465	5.005	102	47,430	510.510
Nilo L Contract	25x25	10"x10"	10	11,710	25.820	0,623	6.706	48	29,904	321.888
Wave Contract	12,5x12,5	5"x5"	27	6,580	14.510	0,419	4.510	102	43,995	460.020
Mini Hexa Contract	15x17,3	6"x7"	21	7,051	15.545	0,405	4.359	80	32,400	348.751
Mlni Hexa Liso	15x17,3	6"x7"	30	8,340	18.380	0,578	6.222	80	46,240	497.760

TECHNICAL FEATURES FOR DRY-PRESSED CERAMIC TILES WITH WATER ABSORPTION B Ia ($\leq 0,5\%$) & BIII ($E_b > 10\%$)
 CARACTERÍSTICAS TÉCNICAS PARA LAS BALDOSAS CERÁMICAS PRENSADAS EN SECO CON ABSORCIÓN DE AGUA B Ia ($\leq 0,5\%$) & BIII ($E_b > 10\%$)

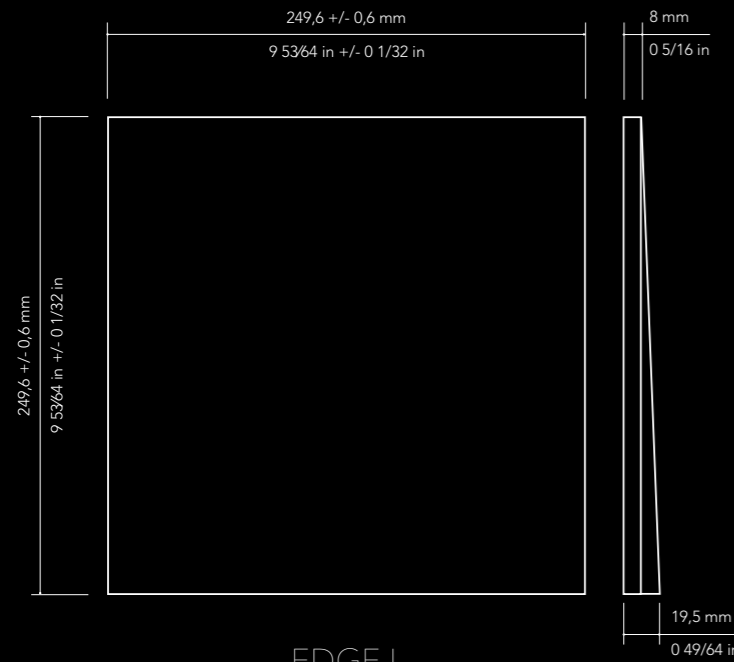
FEATURES / CARACTERÍSTICAS	SPECIFICATION / ESPECIFICACIÓN	NORMA
 Dimensional Features	Cue (W 124,3 mm +/- 0,5% x 124,3 mm +/- 0,5% x h. 12 mm) GL	UNE-EN ISO 10545-2: 1998
	Moon Concrete (W 124,3 +/- 1 mm x 124,3 +/- 1 mm x h. 21,5mm) GL	
	Nilo Concrete (W 124,3 +/- 1 mm x 124,3 +/- 1 mm x h. 25 mm) GL	
	Wave (W 124,3 mm +/- 0,5% x 124,3 mm +/- 0,5% x h. 22,5 mm) GL	
	Delta (W 124,3 mm +/- 0,5% x 124,3 mm +/- 0,5% x h. 21mm) GL	
	Moon (W 124,3 mm +/- 0,5% x 124,3 mm +/- 0,5% x h. 21,5mm) GL	
	Nilo (W 124,3 mm +/- 0,5% x 124,3 mm +/- 0,5% x h. 25 mm) GL	
	Candy (W 124,3 mm +/- 0,5% x 124,3 mm +/- 0,5% x h. 26 mm) GL	
	Arch (W 124,3 mm +/- 0,5% x 124,3 mm +/- 0,5% x h. 26mm) GL	
	Liso (W 124,3 mm +/- 0,5% x 124,3 mm +/- 0,5% x h. 8 mm) GL	
	Canale (W 124,3 mm +/- 0,5% x 124,3 mm +/- 0,5% x h. 9 mm) GL	
	Liso L (W 124,3 mm +/- 0,5% x 249,5 mm +/- 0,5% x h. 8 mm) GL	
	Canale L (W 124,3 mm +/- 0,5% x 249,5 mm +/- 0,5% x h. 9 mm) GL	
	Moon Porcelain (W 136,5 mm +/- 0,6% x 136,5 mm +/- 0,6% x h. 21,5mm) GL	
	Nilo Porcelain (W 136,5 mm +/- 0,6% x 136,5 mm +/- 0,6% x h. 25 mm) GL	
	Moon L (W 249,6 mm +/- 0,5% x 249,6 mm +/- 0,5% x h. 22 mm) GL	
	Delta L (W 249,6 mm +/- 0,5% x 249,6 mm +/- 0,5% x h. 19,5 mm) GL	
	Edge (W 8 x 124,3 mm +/- 0,5% x h. 8 mm) GL	
	Edge L (W 8 x 249,6 mm +/- 0,5% x h. 8 mm) GL	
	Edge Corner (W 8 x 8 mm +/- 0,5% x h. 8 mm) GL	
Hexa (W 214,5 mm +/- 0,5% x 247,4 mm +/- 0,5% x h. 23 mm) GL		
Hexa Liso (W 214,5 mm +/- 0,5% x 247,4 mm +/- 0,5% x h. 8 mm) GL		
Fiore (W 214,5 mm +/- 0,5% x 247,4 mm +/- 0,5% x h. 21 mm) GL		
Nilo M Contract (W 124,3 mm +/- 0,5% x 124,3 mm +/- 0,5% x h. 18,3 mm) GL		
Nilo L Contract (W 249,6 mm +/- 0,5% x 249,6 mm +/- 0,5% x h. 21,5 mm) GL		
Wave Contract (W 124,3 mm +/- 0,5% x 124,3 mm +/- 0,5% x h. 17,3 mm) GL		
Mini Hexa Contract (W 150 mm +/- 0,5% x 170,3 mm +/- 0,5% x h. 16 mm) GL		
Mini Hexa Liso (W 150 mm +/- 0,5% x 170,3 mm +/- 0,5% x h. 8 mm) GL		

TECHNICAL FEATURES FOR DRY-PRESSED CERAMIC TILES WITH WATER ABSORPTION B Ia ($\leq 0,5\%$) & BIII ($E_b > 10\%$)
 CARACTERÍSTICAS TÉCNICAS PARA LAS BALDOSAS CERÁMICAS PRENSADAS EN SECO CON ABSORCIÓN DE AGUA B Ia ($\leq 0,5\%$) & BIII ($E_b > 10\%$)

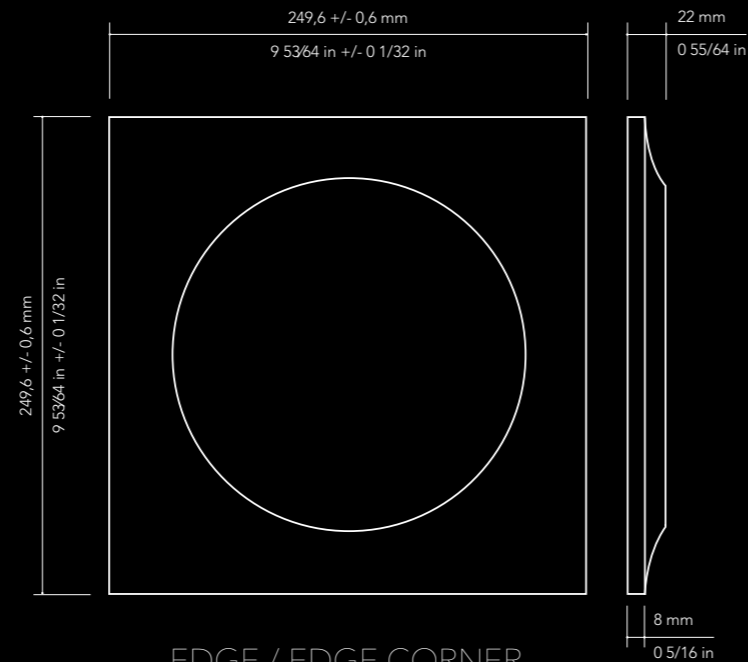
FEATURES / CARACTERÍSTICAS	SPECIFICATION / ESPECIFICACIÓN	NORMA	
 Water absorption	White body Porcelain Concrete	$> 10\%$ $\leq 0,5\%$ $> 10\%$	UNE-EN ISO 10545-3:1997
 Modulus of rupture and breaking strength	White body Porcelain	Minimum 15 N/mm ² Individual Minimum 12 N/mm ² Minimum 35 N/mm ² Individual Minimum 32 N/mm ²	UNE-EN ISO 10545-4: 2012
 Crazing resistance	White body Porcelain	Pass Pass	UNE-EN ISO 10545-11:1997
 Household products resistance	White body Porcelain	GA UA	UNE-EN ISO 10545-13:1998
 Chemical resistance	White body Porcelain	GLA ULA	UNE-EN ISO 10545-13:1998
 Stain resistance	White body Porcelain	5 >3	UNE-EN ISO 10545-14:1998
 Frost resistance	Porcelain Concrete	Porcelain Pass	UNE-EN ISO 10545-12:1997
 Non-slip value		R10 / CLASS 3 DCOF >0,60	DIN 51130:2014 ANSI A137.1:2012
 Colour tone difference	Naturally cured	Concrete	



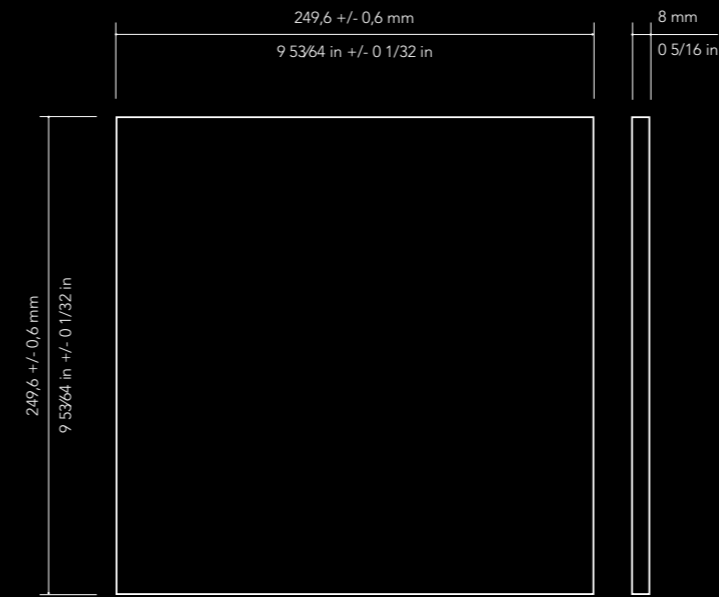
DELTA L



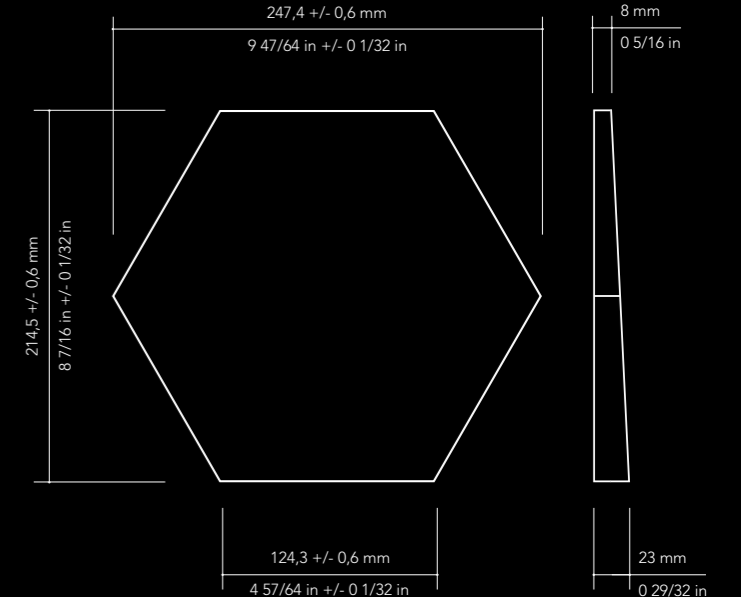
MOON L



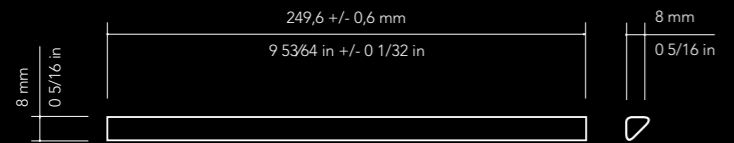
LISO 25



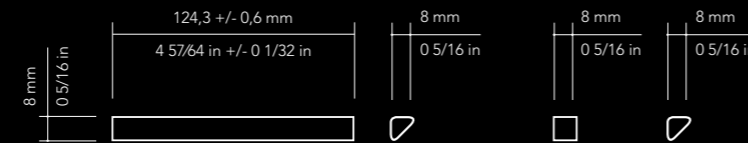
HEXA



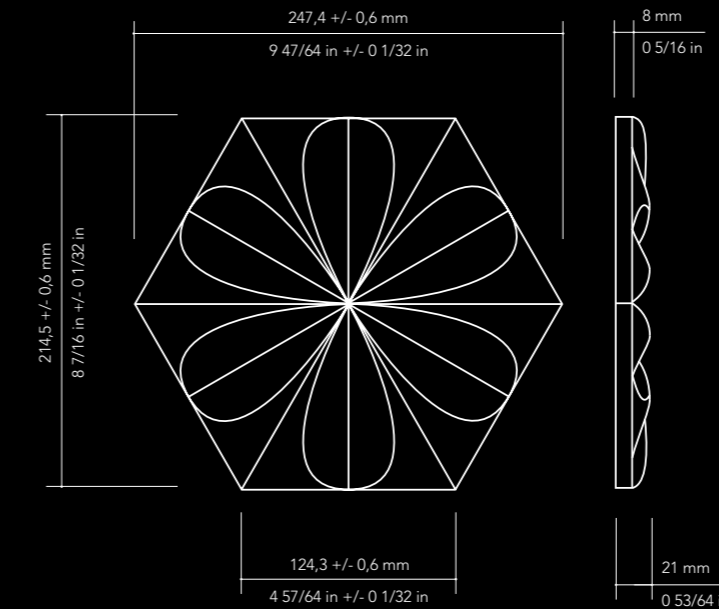
EDGE L



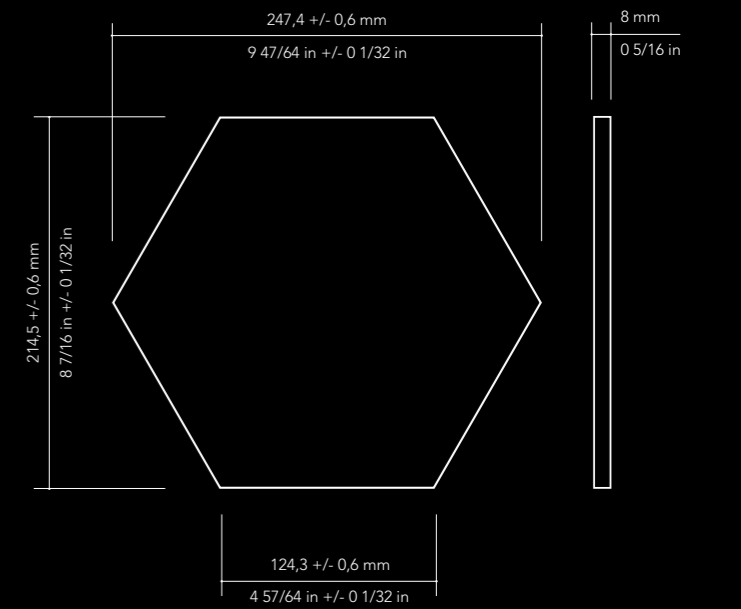
EDGE / EDGE CORNER



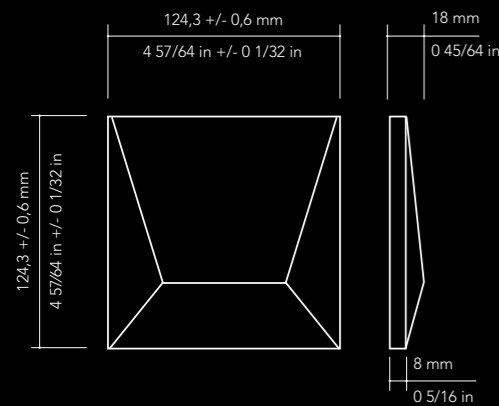
FIORE



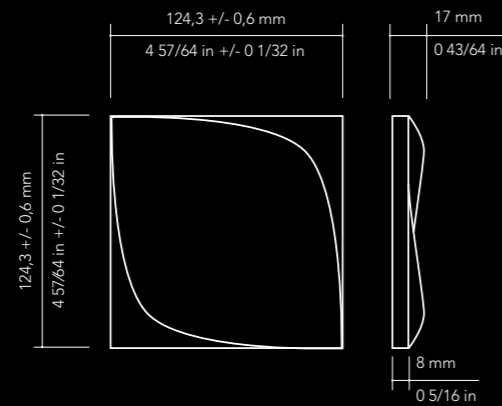
HEXA LISO



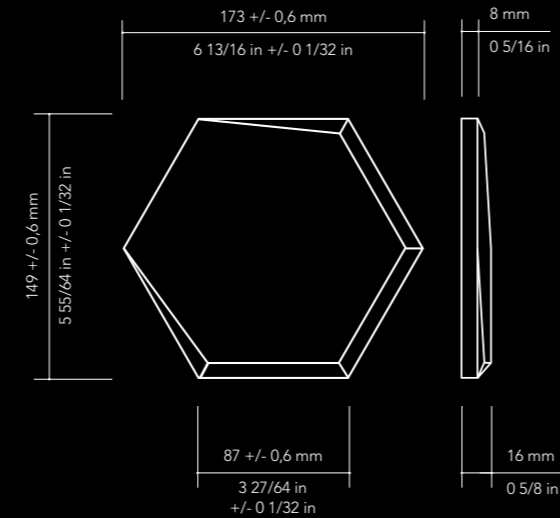
NILO M CONTRACT



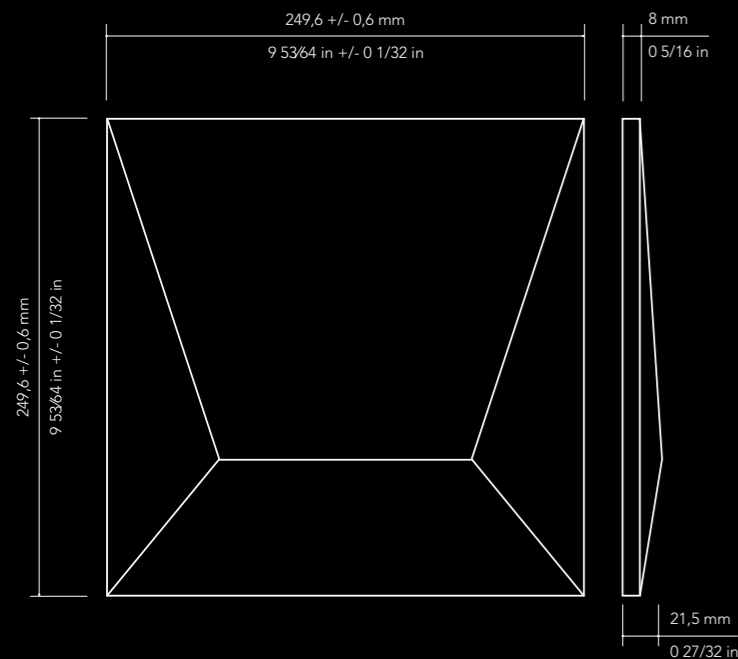
WAVE CONTRACT



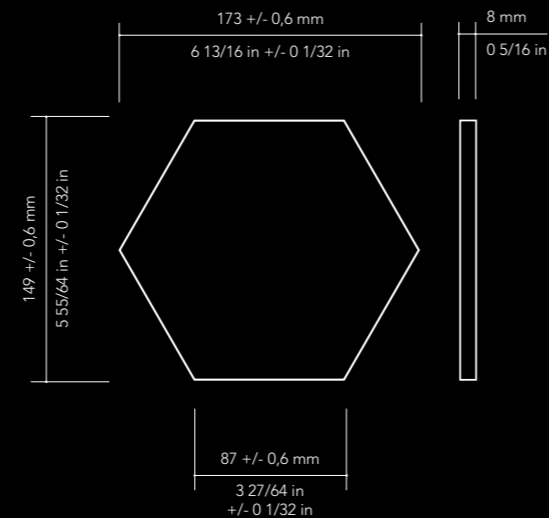
MINI HEXA CONTRACT



NILO L CONTRACT



MINI HEXA LISO



Recommendations / Recomendaciones

BEFORE INSTALLING THE PRODUCT

The surface where the product is being installed must be clean and level.

It is recommended that the layout of the product is prepared before the final installation.

Make sure you choose an adhesive apt for the area where the product is being installed.

For installation on porous surfaces we recommend: Kerakoll Special® Eco, and for Non-porous surfaces: Kerakoll serie H40® Eco.

Also recommended as grouting mortar: Kerakoll Fugabella® Eco Porcelana 0-5 and for the areas susceptible to stains such as the backsplash: Kerakoll Fugalite® Eco.

TO ENHANCE YOUR WOW PRODUCT

In order to obtain the maximum WOW effect, use 1 mm - 0 3/64 in (0,5 mm - 0 1/64 in for CUE) spacers between the tiles to maintain an even installation over the whole surface.

If the area where installing the material is not exposed to humidity, grouting is optional, we recommend to use spacers of 0.5 mm without grout between the pieces. In items Moon & Nilo Porcelain It is recommended 2 mm (0 5/64 in) spacers between pieces.

The colour of the grout should be as close as possible to the colour of your product.

Once the area has been grouted, and before the grout dries, remove any excess material with a damp sponge.

To enhance the light and shadow effect of WOW, adequate vertical lighting over the product should be installed (ideally, above the highest point of the installation)

MAINTENANCE

Maintenance free. Easy and practical to care for, due to the high standard of technical characteristics in each WOW ceramic product.

Avoid abrasive or acidic cleaning products.

For the Concrete items, it is recommended to clean with clear water.

ANTES DE LA COLOCACIÓN

Preparar la superficie sobre la que se va a colocar tu producto WOW. Debe estar limpia y aplomada.

Se recomienda plantear la colocación, previo a su instalación. Elegir el material de agarre en función de las características de la superficie.

Se recomienda para colocación general en superficies porosas: Kerakoll special® Eco. y para superficies no porosas como el pladur: kerakoll serie H40® Eco.

Se recomienda utilizar el tipo de mortero de rejuntado en función de la zona de colocación. Colocación general: Kerakoll fugabella® Eco porcelana 0-5 y para las zonas más susceptibles a manchas como pueda ser la cocina: Kerakoll Fugalite® Eco.

PARA ENSALZAR EL ASPECTO DE TU PRODUCTO WOW

Se recomiendan separadores de 1mm (0,5 mm para el modelo CUE) para colocar las piezas y conseguir de esta forma un aspecto WOW óptimo. Si la zona de colocación del material no va a estar expuesta a la humedad, se puede evitar el material de rejuntado, dejando solamente 0,5 mm de separación entre piezas.

En los modelos Moon Porcelain y Nilo Porcelain se recomienda utilizar 2 mm de junta.

También es aconsejable que el color de rejuntado sea similar al color del producto elegido.

Una vez rejuntado el producto, y antes de que se endurezca, retirar el material sobrante de rejuntado con una esponja mojada en agua.

Para potenciar el pronunciado efecto de luz y sombra sobre cada pieza, es de vital importancia colocar luz cenital, situada verticalmente sobre el producto.

MANTENIMIENTO

Práctico y sencillo de limpiar, dadas las excelentes características técnicas del producto WOW, tan sólo es necesario un cuidado rutinario, evitando la utilización de productos abrasivos o ácidos.

En el caso de los productos Concrete se recomienda limpiar exclusivamente con agua limpia.

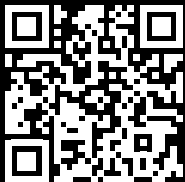
Designed by



Polígono Pont, Avda. de España 114
12180 Cabanes,
Castellón (Spain)
t. +34 964 331 910 / f. +34 964 331 911

wowdesigneu.com

info@wowdesigneu.com
comercial@wowdesigneu.com



©2017 Tendencias Cerámicas
WOW, registered trademark of Tendencias Cerámicas, S.L.

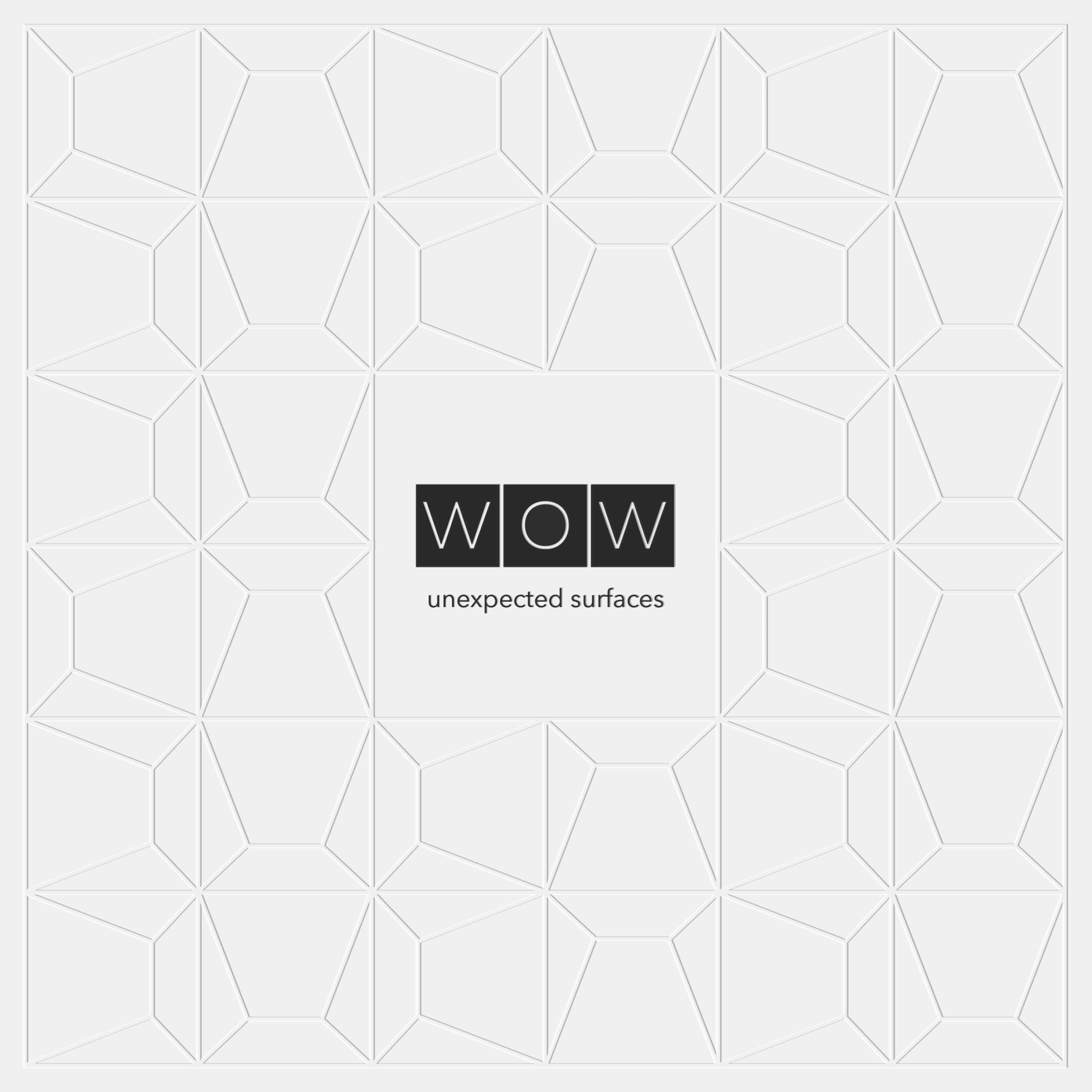
The brand use or reproduction of the contents of this catalog, is protected by copyright law. Any use of the brand or reproduction thereof, in part or total, must be authorized by Tendencias Cerámicas, S.L. Otherwise, this action can be sanctioned according to the Law.

©2017 Tendencias Cerámicas
WOW, marca registrada por Tendencias Cerámicas, S.L.

La utilización de la marca o la reproducción del contenido de este catálogo está protegida por la Ley de Propiedad Intelectual. Cualquier uso de la marca o la reproducción del mismo, en parte o en su totalidad, debe ser autorizada por Tendencias Cerámicas, S.L., pudiendo, en caso contrario, ser esta acción sancionada de acuerdo con la Ley.

WOW reserves the right to modify and/or discontinue certain models displayed in this catalogue.
The colour of the pieces displayed herein may differ slightly from originals.
The settings shown in this catalogue are design proposals for advertising purposes.
In real situations in which the pieces are laid, the installation instructions published by WOW should be followed.

WOW se reserva el derecho de modificar y/o suprimir ciertos modelos expuestos en este catálogo sin previo aviso.
Los colores de las piezas pueden presentar ligeras diferencias respecto a las originales.
Los ambientes que se muestran en este catálogo son sugerencias decorativas de carácter publicitario, debiéndose utilizar en la instalación real las instrucciones de colocación editadas por WOW.



W O W

unexpected surfaces