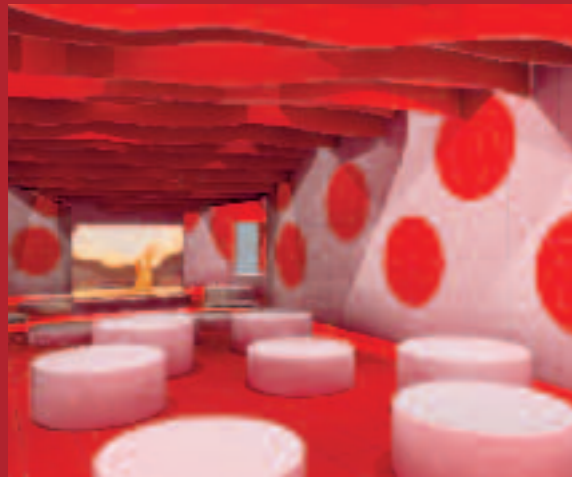


100% CERAMICA

TILE OF SPAIN'S AREA CELEBRATES CREATIVITY AND AVANT-GARDE DESIGN

100% Cerámica is the theme of the media room in Casa Decor Miami '06. An exclusive Tile of Spain promotional area, the 680 sq. ft. space in the first floor of the transformed historic Miami Women's Club is a celebration of ceramic tile creativity in interior design by Tile of Spain collaborator, Teresa Sapey.

Sapey, who has a doctorate in Architecture and Fine Arts, combines both disciplines with interior design to perfection, a mix that has created a hugely successful career and has placed her name at the cutting edge of design. Ceramic tiles are one of her constants and by using them she demonstrates that the material has been adopted by the new trends. Her CV features awards such as the National Competition prizes won for her refurbishments of the Tandem and McCann Erikson offices in Madrid. She has also designed the Custo shops in Barcelona, Madrid, Paris and Milan



and the company's franchises in Las Vegas, Beverly Hills, Dallas and Salamanca.

In Tile of Spain's media room, Sapey takes traditional Spanish icons to an explosively dramatic level, as she demonstrates ceramic tile's adaptability to new trends. Polka dots, Sevillana dance and Flamenco are interpreted and executed as spatial elements in signature Sapey style creating visual impact that's nothing short of breathtaking. Tradition turned 100% modern – in 100% Cerámica – fuels this avant-garde presentation of ceramic tiles from Spain as art.

Promoted by ASCER (the Ceramic Tile Manufacturers' Association of Spain), "Tile of Spain" is the vehicle brand that conveys Spain's ceramic and porcelain tile excellence and creativity through a promotional and educational campaign worldwide.

CASA DECOR MIAMI

Miami Woman's Club
1737 N. Bayshore Drive
Miami, FL 33132
www.casadecor-usa.com

More information about Teresa Sapey at:
www.teresasapey.com



Tile of Spain at CASA DECOR MIAMI '06

November 9 - December 17

100% CREATIVITY

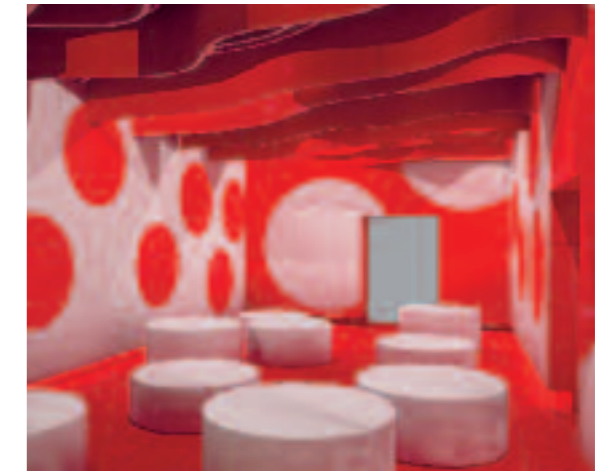
AT CASA DECOR MIAMI, ALL CERAMIC TILES HAVE BEEN EXCLUSIVELY SELECTED FROM MANUFACTURERS FROM SPAIN

And it's the best choice.

In the past ten years, significant innovation in terms of technical and aesthetic qualities has made the use of ceramic tile of Spain increasingly popular among architects and designers looking for avant-garde materials.

It's creative and versatile: no other finish can equal the sheer diversity found in ceramic tile size, shape, color, style, texture and field of use.

Ceramic tiles' high resistance to wear and tear make it ideal for use on surfaces that are subject to intense traffic, interiors and exteriors, which adds to their thermal insulation properties, fire resistance and unmatched durability.



HOME TO THE FINEST TILE-MAKING TRADITION, SPAIN IS THE LARGEST MANUFACTURER IN EUROPE, WITH THE MAJORITY OF ITS SALES EXPORTED TO OVER 150 COUNTRIES

Spain offers the most innovative designs and technology available in porcelain and ceramic wall and floor coverings thanks to its intense R&D activity. An activity that helps the industry keep well ahead of competitors and that includes work in fields as diverse as biomechanics, nanotechnology or home automation.

Spain not only leads the path in high-end tile production, but also its creative use in design and architecture as we can see in the recent works of architects like Alejandro Zaera and Santiago Calatrava or designers like Francesc Rifé and Teresa Sapey.

For more information:

Tile of Spain Center
Trade Commission
of Spain in Miami
2655 Le Jeune Road,
Suite 1114
Coral Gables, FL 33164
Tel : 305 446 4387
Fax : 305 446 2602
e-mail : miami@mcx.es

ASCER
(Ceramic Tile Manufacturers'
Association of Spain)
Cno. Caminas, s/n
12003 Castellon · Spain
Tel: +34 964 72 72 00
Fax: +34 964 72 72 12
e-mail: comercio@ascer.es
www.spaintiles.info



Ceramic and porcelain tiles selected in over fifteen areas at CASA DECOR constitute an impressive showcase of their fascinating possibilities.

EXPERIENCE CASA DECOR AND THESE EXCLUSIVELY FEATURED TILE OF SPAIN MANUFACTURERS

PORCELANOSA Grupo



PORCELANOSA GRUPO
Ctra. N-340 Km. 55,8
12540 VILLARREAL, CASTELLÓN · SPAIN
Tel: +34 964 50 71 40
Fax: +34 964 50 71 41
www.porcelanosa.com

PORCELANOSA USA
270 Market St. · Saddle Brook, NJ, 07663
Tel: 201 712 1995 · Fax: 2017120119
Mr. Carlos Climente
e-mail: cclimente@porcelanosa-usa.com
www.porcelanosa-usa.com
www.discoverwoodtec.com

Product Range: Ceramic wall and floor tiles, and porcelain tiles.

The need for changes in architecture has led Porcelanosa to search for new and superior materials for the construction of façades. This quest has resulted in Stonker Colors, a series of porcelain stoneware material with a wide variety of colors that, combined or not, make building façades colorful and bright. From white to black, through gray tones and wood colors, and orange, green and blue, Stonker offers lively alternatives to nondescript colors. For interiors, the company takes a step forward with special tile formats that provide texture due to their diminutive profiles—perfect for adding personality to modern interiors. Two examples are the realistic Porcelain Hardwood Collection Woodtec or the Metal imitation Ferroker. Though the company is a standout in its tile offerings, a sizeable number of bathroom and kitchen products are also among Porcelanosa's sumptuous wares.

Products at Casa Decor:

2nd floor – gallery/elevator landing and **3rd floor** – Loft (Urbanica Group):
Cemento Manhattan, porcelain tiles, 23"x23"
NE Staircase/gallery (Douglas Lodnell):
Woodtec™ Porcelain Hardwood™, Block Wenge 4"x 26"
Ferro Latón 13"x13"

azulejera alcorense



AZULEJERA ALCORENSE
Partida Ramonet, s/n
12550 ALMAZORA, CASTELLÓN · SPAIN
Tel: +34 964 505225
Fax: +34 964 522816
www.alcorense.com

ALCORENSE USA
3785 N.W. 79th Ave.
(SE corner of 36th St. and 79th Ave.)
Miami, FL 33166
Mr. Alfredo García
Tel: 305 994 7722 · Fax 305 4365544
e-mail: alcorense@msn.com

Product Range: Ceramic wall and floor tiles, and porcelain tiles.

Azulejera Alcorense offers one of the most complete tile collections on the market today. Since the late 1900s the manufacturer has been one of the most visionary and award-winning companies in the world. The pioneering spirit of the Alcorense leadership has enabled the company to excel in quality, service and innovation. In 1997, Azulejera Alcorense established operations in Miami to better serve clients in the Caribbean, Central and South America and the United States. Today, Alcorense remains one of the highest billing tile companies in Miami.

Products at Casa Decor:

2nd floor–Apartment–Dining Room (Fendi Casa/Osiris Mendez):
ARA G series, porcelain tiles 12"x24" and matching ARA G frosted insert crystal 1x24

Roca



ROCA TILE GROUP
Avda. Paisos Catalans, 27 - P.I. Casanova
08730 STA. MARGARITA I MONJOS,
BARCELONA · SPAIN
Tel: +34 93 8917600 · Fax: +34 93 8981156
www.rocatilegroup.com

ROCA TILE GROUP (USA)
Mr Raul Pontac
Tel: 305 733 4303
Laufen Tile
9450 Phillips HWY · Suite # 10
Jacksonville, FL 32256
Tel: 904 260 0798

Product Range: Ceramic wall and floor tiles, and porcelain tiles.

Founded in 1917 by the Roca brothers, this company stormed the bathroom decorative market in 1925 with the introduction of the first cast-iron baths. In 1980, Roca began producing ceramic wall and floor tiles, which gave the company a well-rounded edge in bathroom products that included the most sophisticated water massage systems to the simplest of accessories. Today the company is the fifth-largest ceramic tile manufacturer in the world with factories in the U.S., Spain, Brazil, and Peru. The Roca Tile Group manufactures and distributes four brands in the United States: Roca, Laufen, United States Ceramic Tile and Incepa.

Products at Casa Decor:

1st floor – Deck and Handicap access, Beach Club, Courtyard Cafe & Loggia: Roca, Rock&Rock Lavagna series, high-tech porcelain tile, 24"x48", 12"x48"
1st floor–Reading Room & Gift shop: United States Ceramic Tile, Copperstone (Frost color), through-body porcelain tile, 17 ½"x17 ½"
1st floor–Media Room, **2nd floor** Apartment –Living Space (Jorge Rosso):
U.S.C.T., Copperstone (Henna color), porcelain tile, 17 ½"x17 ½"
1st floor–Bar & Lounge: Roca, Avila series (Alga color), through-body porcelain tile, 12"x24"
3rd floor–Apartment, Master bedroom and bathroom (John Lozito): Roca, Artic series, high-tech porcelain tile, 24"x24"
4th floor–Bathroom: Roca Millenium XL series, rectified wall tile, 12"x24"

HALCON CERAMICAS



HALCON CERAMICAS
Ctra. de Ribesalbes, s/n
12110 ALCORA, CASTELLÓN · SPAIN
Tel: +34 964 367367
Fax: +34 964 367328
www.halconceramicas.com

GRUPO HALCON CERAMICAS (USA)
6881 S.Captiva Cove
Cottonwood Heights, UT 84121
Tel: 845 270 3309

Product Range: Ceramic wall and floor tiles, and porcelain tiles.

Since 1963, Halcon has been committed to the creation of ceramic tiles that meet and exceed worldwide aesthetic and technical demands. The fourth largest tile manufacturer in Spain, Halcon is recognized for the excellence of its unsurpassed customer service. One reason for this achievement is that its 360 employees receive continuous training throughout their careers with the company. Investing in cutting edge technology has helped the company remain dominant in the industry, and its comprehensive commercial and distribution network covers the entire world without limitations. You will see Halcon's companies at many of the world's significant trade fairs.

Products at Casa Decor:

The Magazine Room:
Blanco Absoluto series, porcelain tile 15.8"x15.8"
Modernity series, porcelain tile 15.8"x23.6"

rocersa CERAMICA



ROCERSA
Camino Viejo de Onda, s/n.
12540 VILLARREAL, CASTELLÓN · SPAIN
Tel: +34 964 506242 · Fax: +34 964 531428
Mr. Luis Balaguer (Area manager)
e-mail: lbalaguer@rocersa.es

USA Representative:
LEONEL AVILA
15520 SW 70 TER.
Miami, FL 33193
Mr. Leonel Avila
Tel: 305 984 2980 · Fax: 305 382 9628
e-mail: leonilco@aol.com

Product Range: Ceramic wall and floor tiles, and porcelain tiles.

Rocersa Cerámica is a leading ceramic tile company with a solid presence in one of the most demanding international markets. The company's products range from wall tile, floor tile, and specially glazed and colored mass porcelain. Every item offered by this outstanding manufacturer meets the aesthetic and technical needs of the more than 65 markets in which it currently distributes its products. Due to a close collaboration with clients and suppliers, Rocersa Cerámica offers exemplary service, a natural for the company, which ranks among the top ten Spanish exporters in terms of volume for the U.S. and Europe.

Products at Casa Decor:

NE Staircase:
Scottish Black, porcelain tile, 11.8"x23.6"
5th floor foyer:
Graphic rojo brillo, wall tile, 12.4"x12.4"

ONIX mosaico



ONIX MOSAICO
Ronda Circunvalación Este, P. 25
12200 ONDA, CASTELLÓN · SPAIN
Tel: +34 964 776287
Fax: +34 964 776284
www.onixmosaico.com

ADEX USA
2818 N.W. 112th Ave.
Miami, FL 33172
Mr. Rafael Palop
Tel: 305 513 4633 · Fax: 305 513 4634
e-mail: rpalop@adexusa.com

Product Range: Glass mosaic.

Onix is widely known for its glass mosaic tiles, which are a dressy solution for the stylish décor. Strength and appeal combine in these modern decorative elements that are made of recycled glass. Onix has fourteen different lines of products, which allow for countless combinations. Versatility grows with artistic finishes and decorative borders. Tiles in a wide range of colors is available on paper sheets, glass fiber mesh and PVC knit, ground-breaking advances that reinforce the stability of mosaics and allow for easy storage.

Products at Casa Decor:

1st floor – Bar & Lounge: Opalo blanco, white glass mosaic, 1"x1" (bar) · Opalo negro, black iridescent glass mosaic, 1"x1" (north wall)
1st floor – Le Petit Salon (Tui Pranich/Francisca Quevedo): Opalo blanco, white glass mosaic, 1"x1", and Opalo Beige, 1"x1"
1st floor – Champagne Room (Sam Robin Interior Design): Lisa negro, black glass mosaic 1"x1" (floors)
2nd floor – Studio terrace (Concepto Uno / Anima Domus): Titanio series #2, 1"x1"
4th floor – Executive Room: Degradado negro, black – gray – white mosaic combination
4th floor – Bathroom: Stoneglass negro, black mosaic, 1"x1"

TAU CERÁMICA



TAU CERÁMICA
Ctra. Alcora, Cuadra La Torta nº 2
12006 CASTELLÓN · SPAIN
Tel: +34 964 250105
Fax: +34 964 254544
Mr. Vicente Alcarria, VP of Sales
e-mail: valcarria@tauceramic.com
www.tauceramic.com

Product Range: Ceramic wall and floor tiles, and porcelain tiles.

Taking advantage of the explosion of technology that took place in the middle of the twentieth century, TAU Cerámica—in the province of Castellón—benefited from the long-standing ceramic tradition of its people to create avant-garde products. Using the first kiln tunnels for the production process, the company replaced the traditional Arabic craft kiln and became one of the leading manufacturers of ceramic bisques in Europe. Then in 1994, TAU launched its porcelain tile production, and in 1997 again leapt to the fore, glazed ceramic porcelain tiles and complementary pieces. Not only are this manufacturer's products exemplary and innovative, it has an environmentally friendly attitude.

Products at Casa Decor:

1st floor Men's and Women's Bathroom:
Metallica Steel Silver and Copper, porcelain tile.
4th floor's corridors and staircase.
Metallica Steel Silver, porcelain tile, 23.6"x23.6"
5th floor Master Room.
Corten Black, porcelain tile, 23.6"x47.2"