



seron  
we reinvent marble

TECHNO  
MARBLE

URBANIA  
Collection  
2019

800x1600 MM  
MATT COLLECTION



## URBANA COLLECTION

Urbana is a wide-ranging collection that introduces marble inspired visuals into the seron range.

Urbana offers a selection of upto 50 classic and contemporary marble varieties with visually striking contrasts that fit perfectly with the sense of sophisticated luxury permeating today's world of architecture.

# Think elegant

The urbana series is synonymous with quality and elegance. Thanks to the unique marble pattern and polished finish, the material has a delicate appearance that imbues spaces with contemporary character and a touch of sophistication.

**OUR PRODUCTS ARE THE  
RESULT**

*of our culture, mentality  
and corporate philosophy.*

**seron**  
we reinvent marble

**TECHNO  
MARBLE**

concern for a sustainable environment. At seron Ceramic We are committed to ecology because we know that we must take care of our planet if we want to be a company of the future. So much so that we have the technical, human and economic means a tour disposal to preen the environmental impact that can be generated by our activity and to grant the security of our staff and our social environment.



# EVERY WHERE YOU LIKE

Taking account of the material's Key qualities, including strength, thermal shock resistance, low thickness and easy of working, the URBANA large-size slabs extends the fields of use of porcelain. the URBANA collection giving enormous creative freedom to architects and interior designer, who appreciate the versatility of this ceramic surface without limits.





THICKNESS

**9 MM**

SERIES

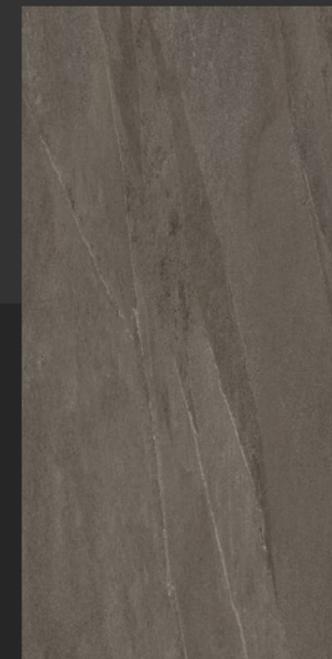
URBANA COLLECTION

FINISH

**MATT**

## GRIGEO DARK

**800 X 1600 MM**  
RANDOM - 4







THICKNESS

**9 MM**

SERIES

URBANA COLLECTION

FINISH

**MATT**

## GRIGEO MELTON

**800 X 1600 MM**  
RANDOM - 4







THICKNESS

**9 MM**

SERIES

URBANA COLLECTION

FINISH

**MATT**

## GRIGEO LIGHT

**800 X 1600 MM**  
RANDOM - 3







THICKNESS

**9 MM**

SERIES

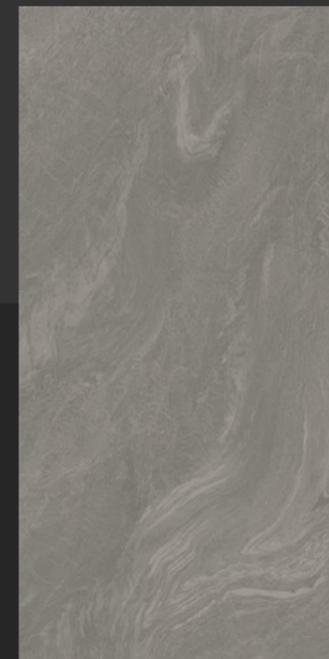
URBANA COLLECTION

FINISH

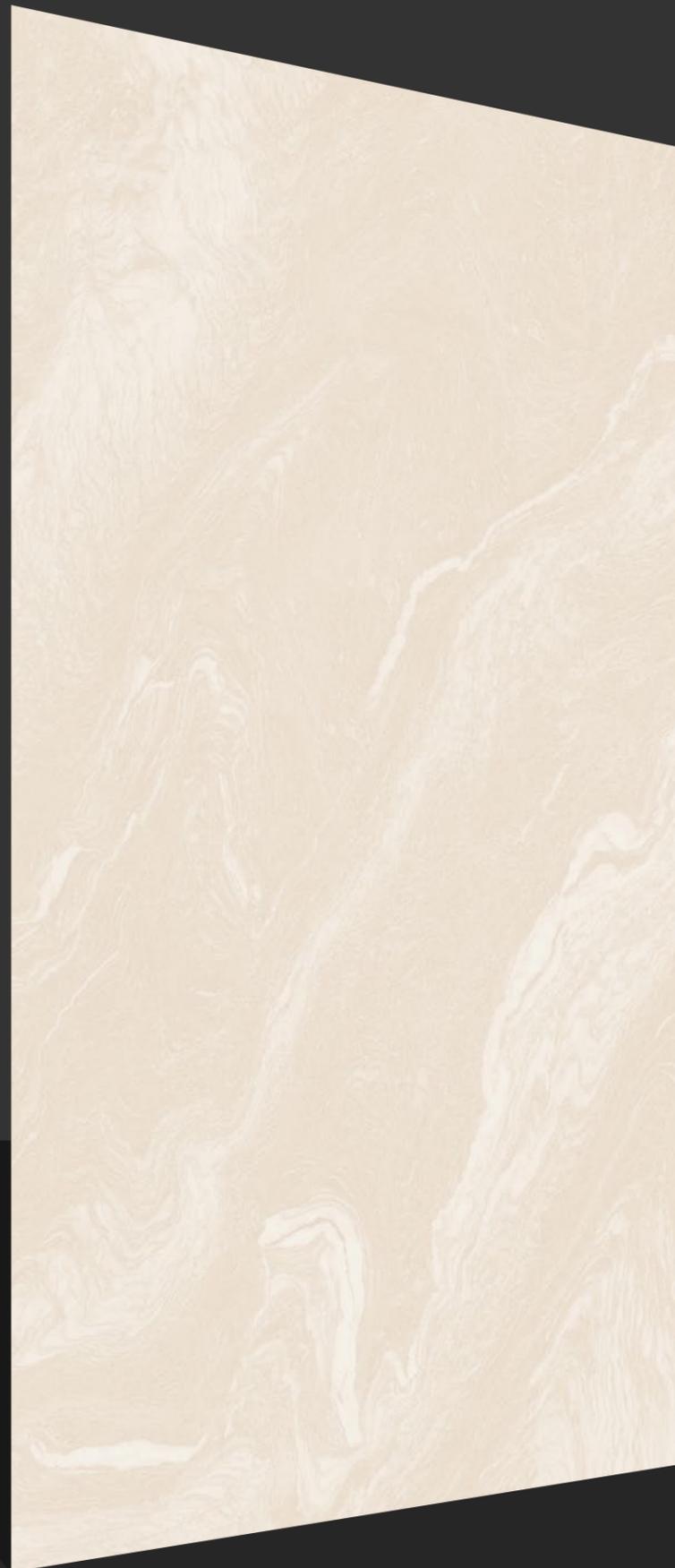
**MATT**

## VICTORIA GRAY

**800 X 1600 MM**  
RANDOM - 3







THICKNESS

**9 MM**

SERIES

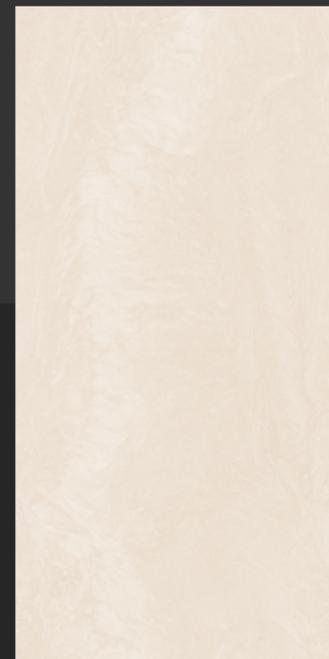
URBANA COLLECTION

FINISH

**MATT**

## VICTORIA IVORY

**800 X 1600 MM**  
RANDOM - 3







THICKNESS

**9 MM**

SERIES

URBANA COLLECTION

FINISH

**MATT**

## VICTORIA LIGHT

**800 X 1600 MM**  
RANDOM - 3







THICKNESS

**9 MM**

SERIES

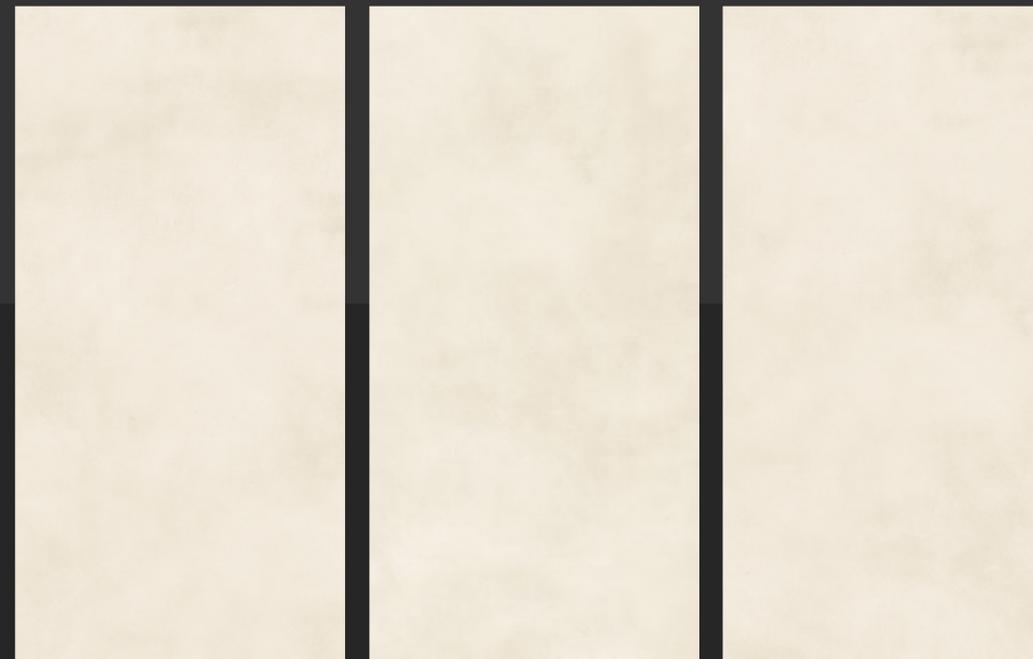
URBANA COLLECTION

FINISH

**MATT**

## SAND CREMA

**800 X 1600 MM**  
RANDOM - 4







THICKNESS

**9 MM**

SERIES

URBANA COLLECTION

FINISH

**MATT**

## SAND GREY

**800 X 1600 MM**  
RANDOM - 4







THICKNESS

**9 MM**

SERIES

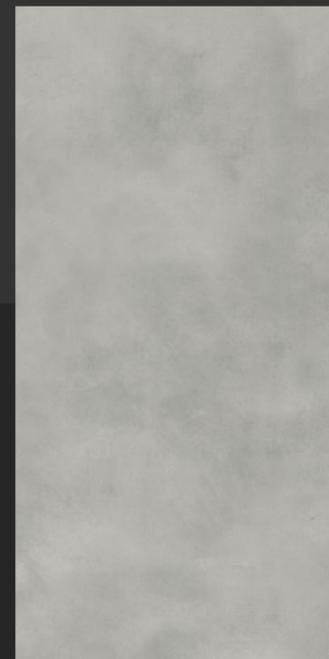
URBANA COLLECTION

FINISH

**MATT**

## SAND HARBOR

**800 X 1600 MM**  
RANDOM - 4







THICKNESS

**9 MM**

SERIES

URBANA COLLECTION

FINISH

**MATT**

## SAND RHINO

**800 X 1600 MM**  
RANDOM - 4







THICKNESS

**9 MM**

SERIES

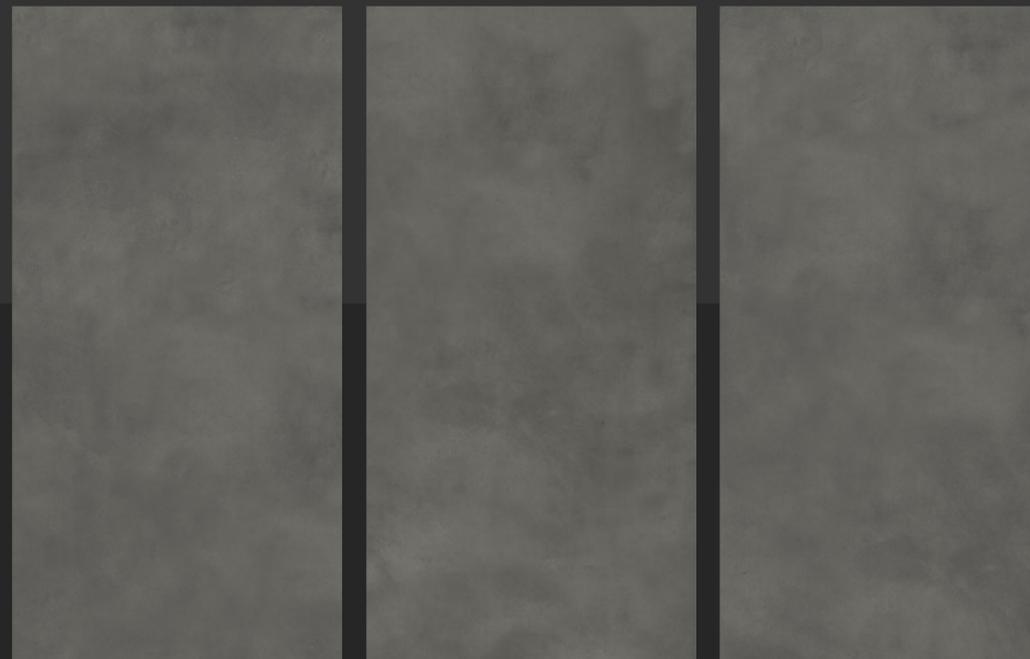
URBANA COLLECTION

FINISH

**MATT**

## SAND SHADOW

**800 X 1600 MM**  
RANDOM - 4







THICKNESS

**9 MM**

SERIES

URBANA COLLECTION

FINISH

**MATT**

## SAND THUNDER

**800 X 1600 MM**  
RANDOM - 4







THICKNESS

**9 MM**

SERIES

URBANA COLLECTION

FINISH

**MATT**

## SAND TROUT

**800 X 1600 MM**  
RANDOM - 4







THICKNESS

9 MM

SERIES

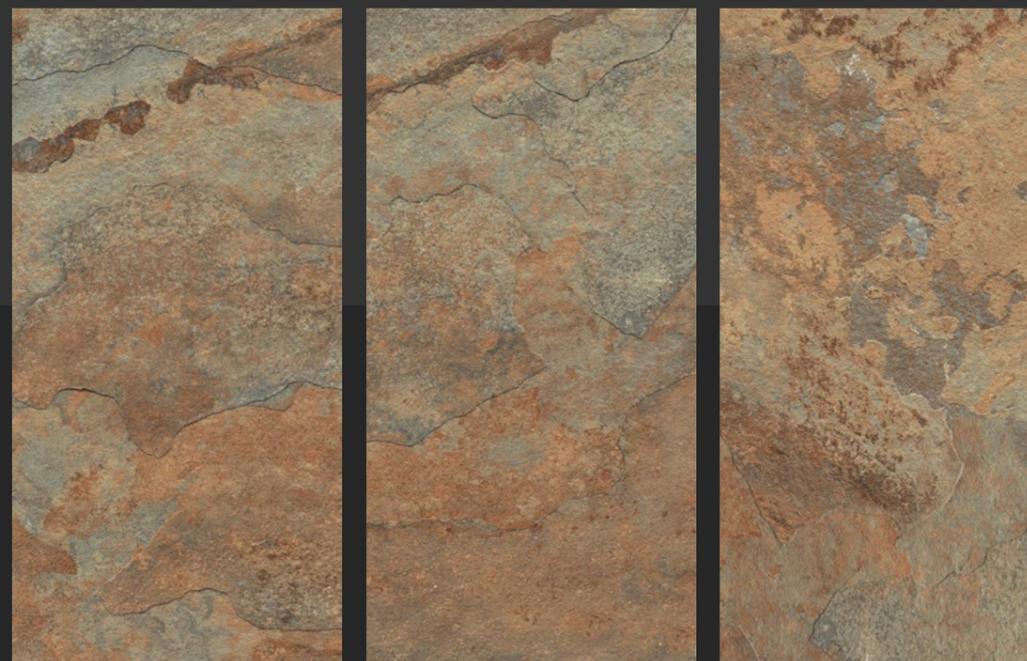
URBANA COLLECTION

FINISH

MATT

## GRAINY STONE

800 X 1600 MM  
RANDOM - 3





THICKNESS

**9 MM**

SERIES

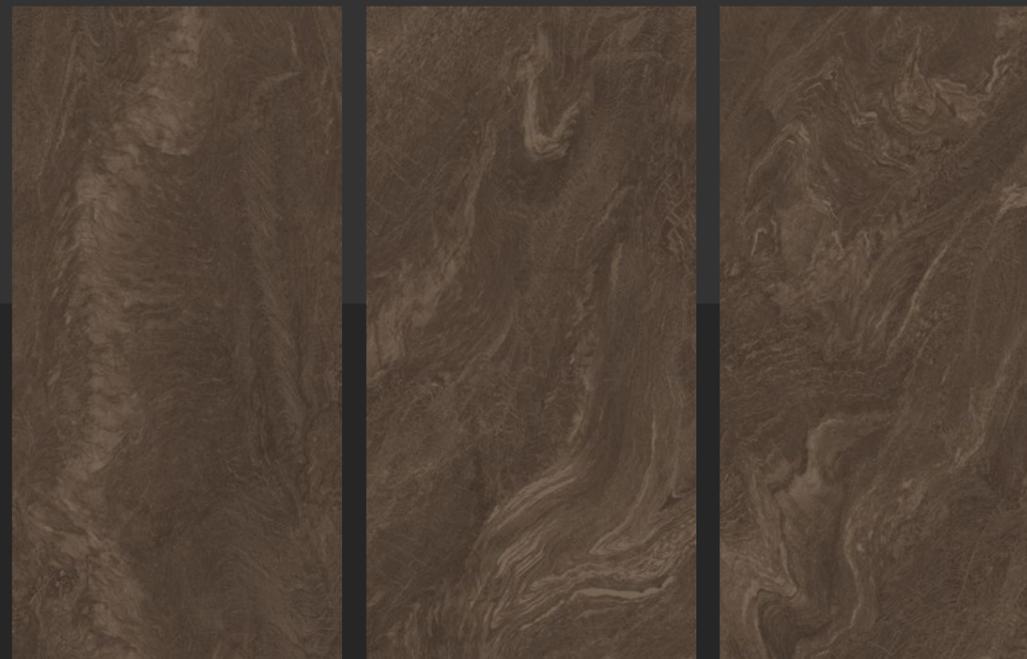
URBANA COLLECTION

FINISH

**MATT**

## VICTORIA BROWN

**800 X 1600 MM**  
RANDOM - 6





THICKNESS

**9 MM**

SERIES

URBANA COLLECTION

FINISH

**MATT**

## VICTORIA GRIS

**800 X 1600 MM**  
RANDOM - 6





THICKNESS

**9 MM**

SERIES

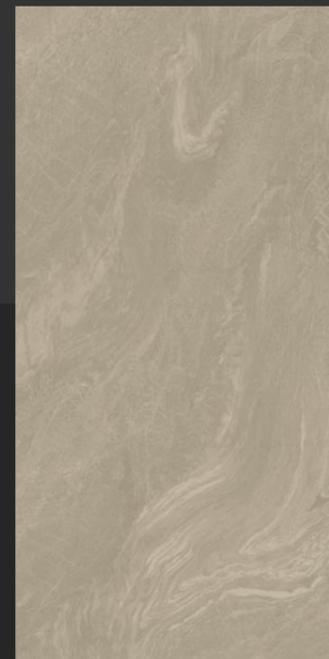
URBANA COLLECTION

FINISH

**MATT**

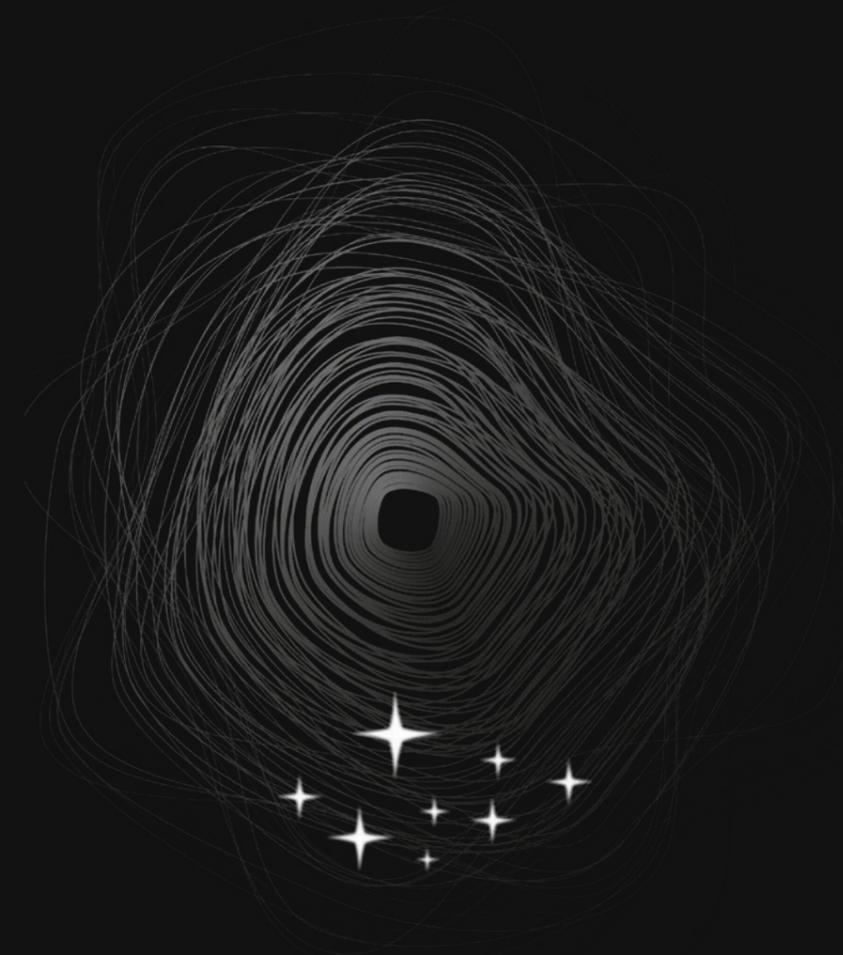
## VICTORIA MIST

**800 X 1600 MM**  
RANDOM - 6



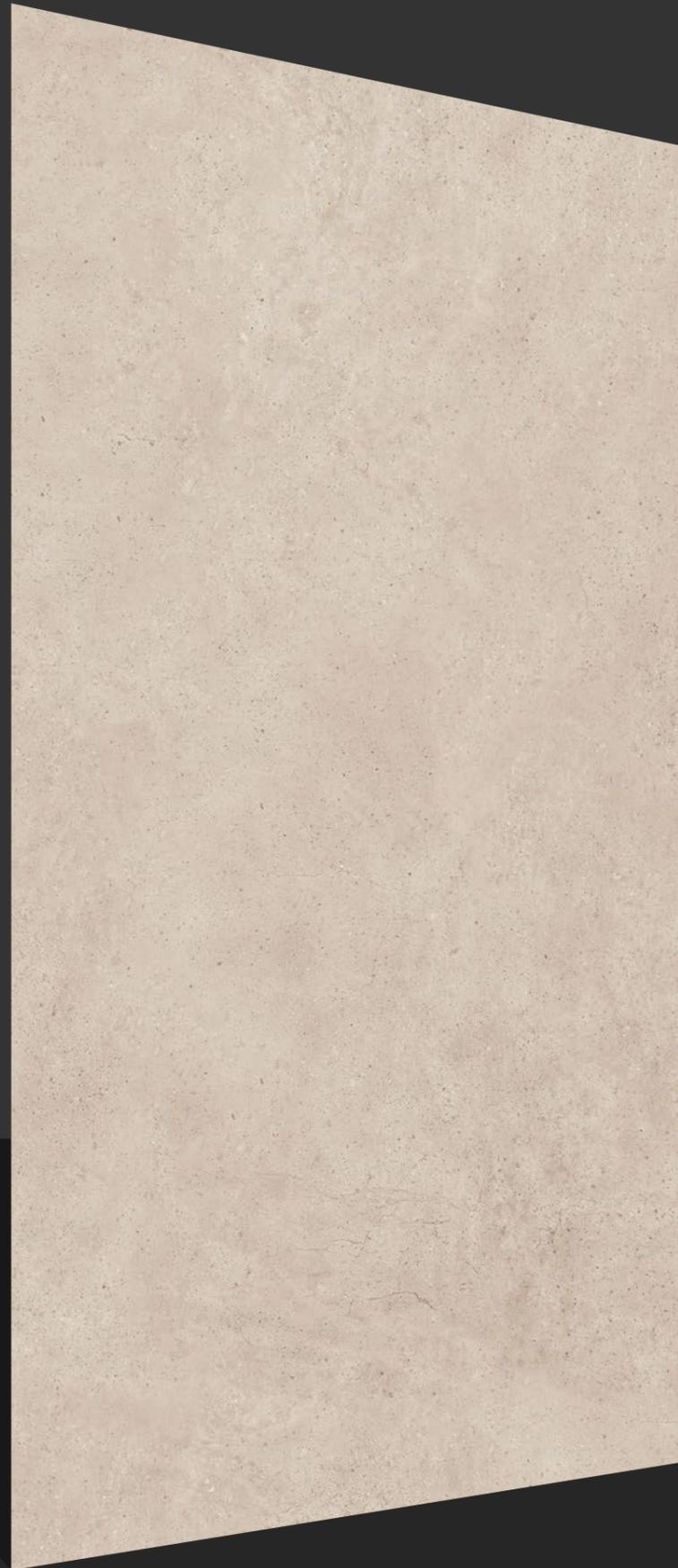


*Collection*



800x1600 MM  
LAPATO COLLECTION

New Collection



THICKNESS

**9 MM**

SERIES

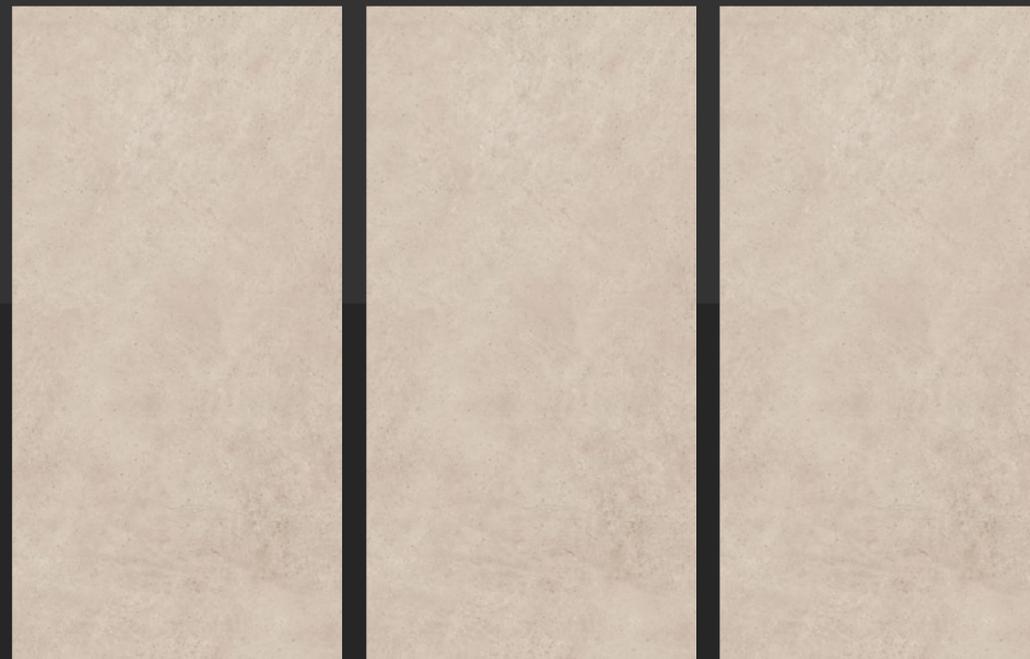
I ROCK COLLECTION

FINISH

**LAPATO**

## I ROCK BEIGE

**800 X 1600 MM**  
RANDOM - 4







THICKNESS

**9 MM**

SERIES

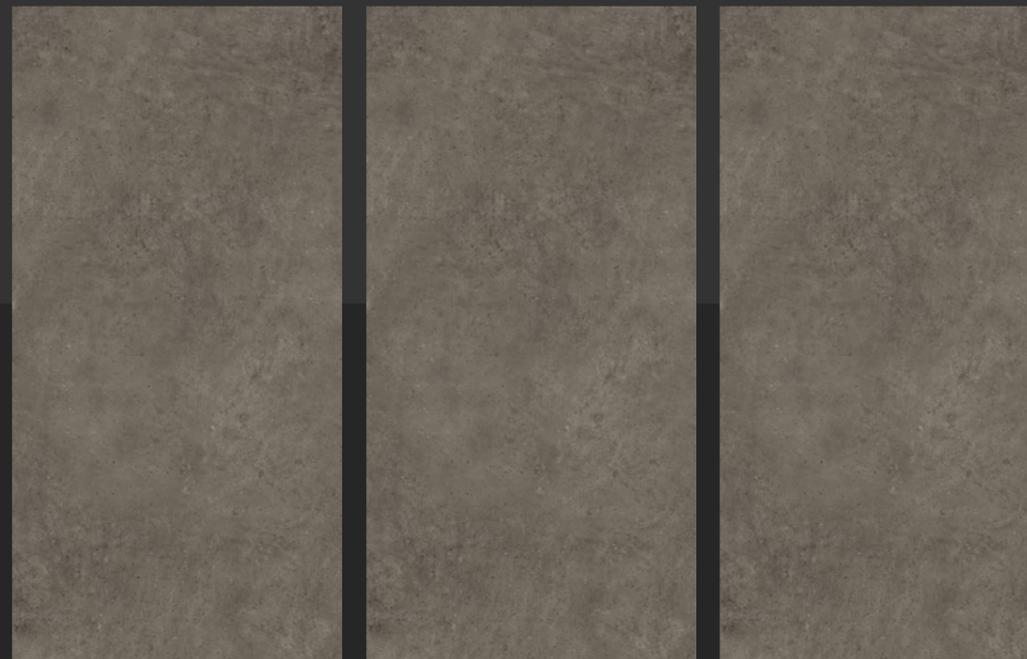
I ROCK COLLECTION

FINISH

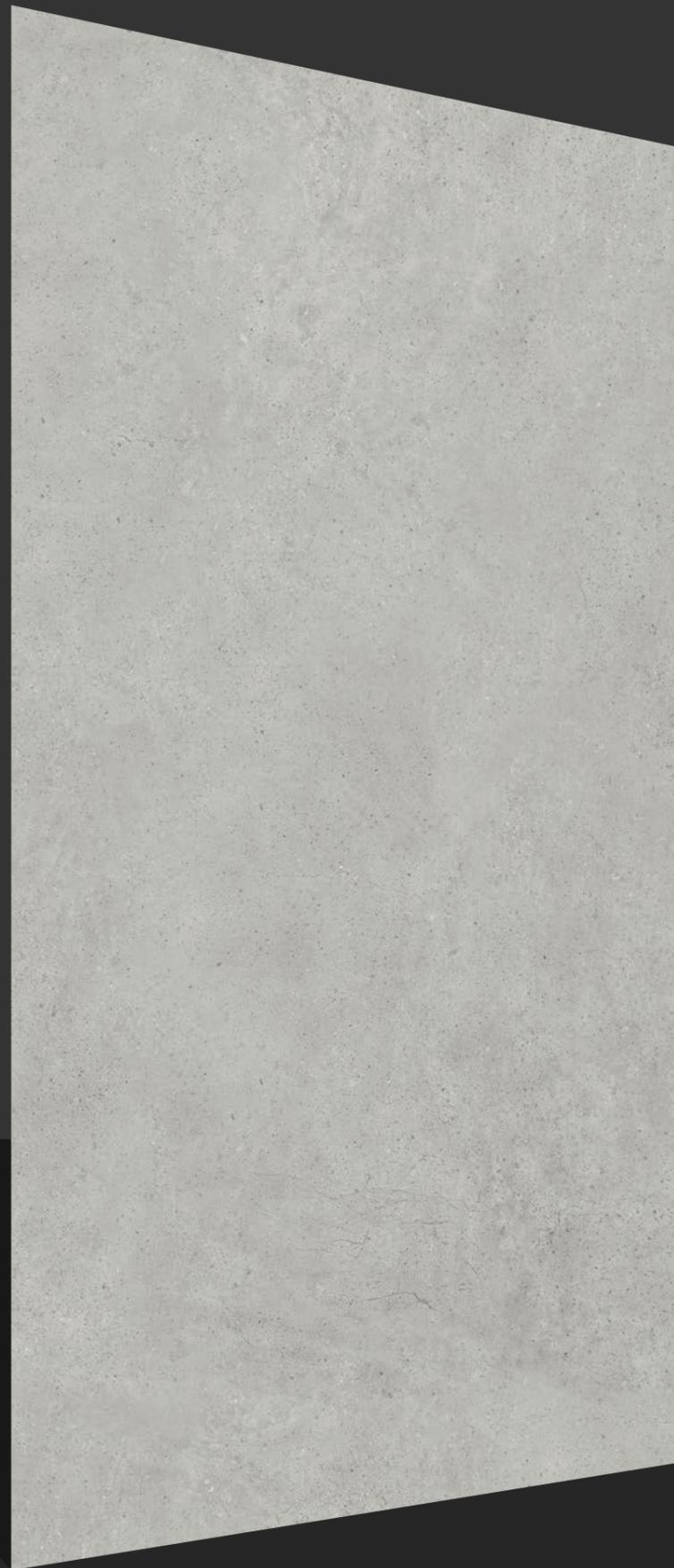
**LAPATO**

## I ROCK COFFEE

**800 X 1600 MM**  
RANDOM - 1







THICKNESS

**9 MM**

SERIES

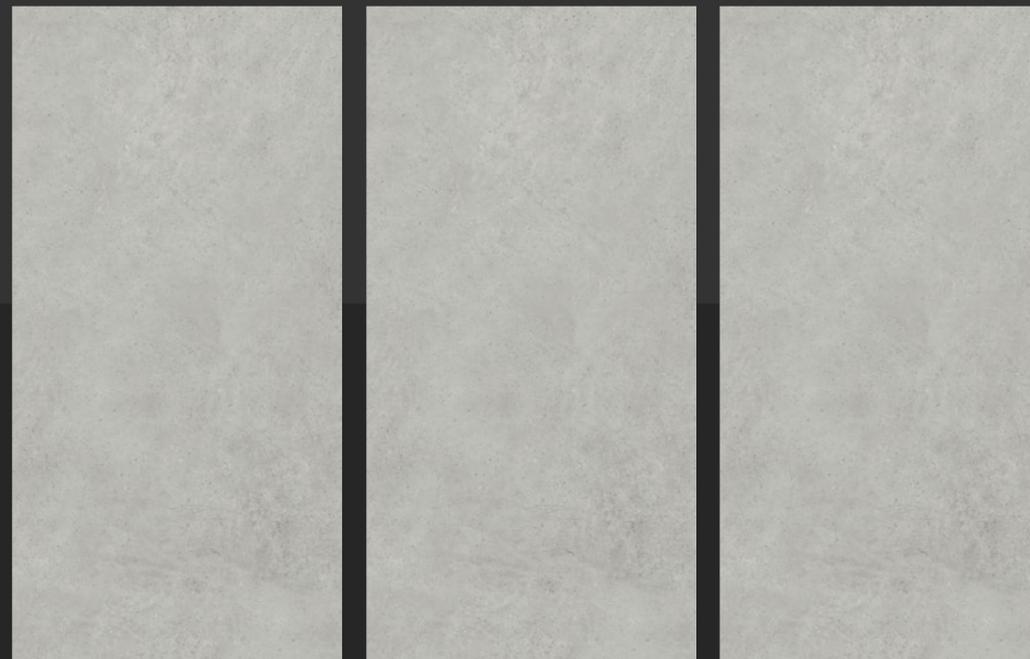
I ROCK COLLECTION

FINISH

**LAPATO**

## I ROCK GREY

**800 X 1600 MM**  
RANDOM - 1







THICKNESS

**9 MM**

SERIES

I ROCK COLLECTION

FINISH

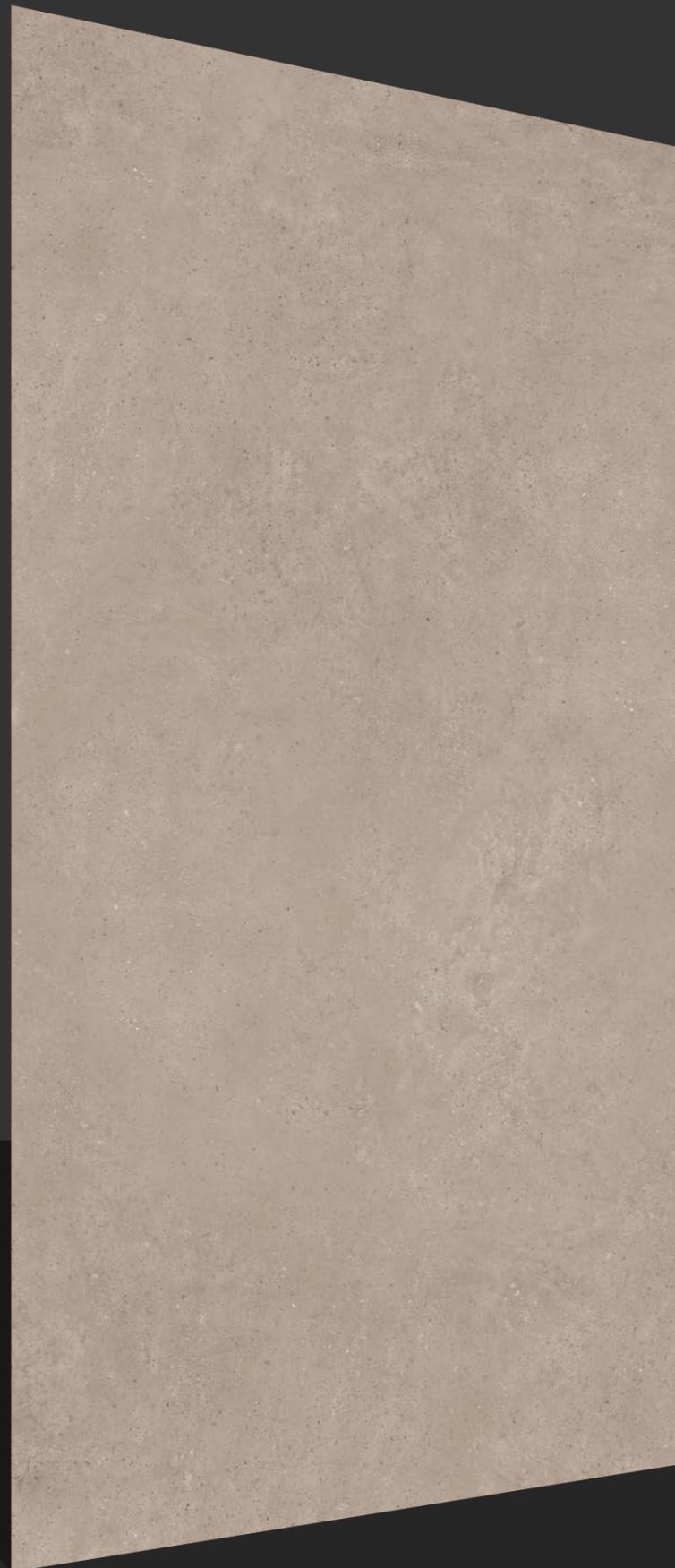
**LAPATO**

## I ROCK MOCA

**800 X 1600 MM**  
RANDOM - 1







THICKNESS

9 MM

SERIES

I ROCK COLLECTION

FINISH

LAPATO

## I ROCK TAN

**800 X 1600 MM**  
RANDOM - 1





TEST DESCRIPTION	TEST METHOD	ISO STANDARD 13006 B1a TILES	SERON VALUE
Length and width	BS EN ISO 10545-2	± 0.6%	± 0.3%
Thickness	BS EN ISO 10545-2	± 5.0%	± 3.0%
Straightness of sides	BS EN ISO 10545-2	± 0.5%	± 0.3%
Rectangularity	BS EN ISO 10545-2	± 0.6%	± 0.3%
Surface flatness	BS EN ISO 10545-2	± 0.5%	± 0.3%
Water absorption	BS EN ISO 10545-3	≤ 0.5%	≤ 0.05%
Breaking strength	BS EN ISO 10545-4	≥ 1300N	≥ 1500N
Modulus of rupture	BS EN ISO 10545-4	≥ 35 N/mm <sup>2</sup>	≥ 45N/mm <sup>2</sup>
Resistance to deep abrasion	BS EN ISO 10545-6	≤ 175mm <sup>3</sup>	≤ 150mm <sup>3</sup>
Linear thermal expansion	BS EN ISO 10545-8	≤ 9 x 10 <sup>-8</sup> °C <sup>-1</sup>	≤ 7 x 10 <sup>-6</sup> °C <sup>-1</sup>
Thermal shock resistance	BS EN ISO 10545-9	No visible defect	No visible defect
Frost resistance	BS EN ISO 10545-12	Frost proof	Frost proof
Resistance to chemicals	BS EN ISO 10545-13	No visible effect	No visible effect
Resistance to stain	BS EN ISO 10545-14	Manufacturer to state class	Stains removed Min. Class 2
Colour resistance	BS EN ISO 10545-16	No damage	No damage
Colour resistance to UV Light	DIN 51094	No change in color	No change in color
Scratch hardness(MOH's Scale)	EN 101	≥ 6 MOHS	≥ 7 MOHS
Surface quality	BS EN ISO 10545-2	Min. 95%	No visible defect
Skid resistance (friction co-efficient)	BS EN ISO 10545-17	> 0.4	>0.4
Moisture Expansion	-	Nil	Nil



SIZE	80x160
THICKNESS	9mm
WEIGHT / BOX (KG)	56
PIECES (BOX)	2
BOXES IN PALLET (H) horizontal, (V)vertical	28x17 (V)
PALLET / CONTAINER	17 - 20 Feet
BOXES IN CONTAINER	476
m2 IN BOX	2.56
m2 IN 20 H'C CONTAINER	1218.56
TOTAL WEIGHT IN CONTAINER	26800

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