



Presentation of novelties at HD EXPO 2019 (Las Vegas, NV May 15 - 17)

Roca focuses in an expansion of their wall tile portfolio with a variety of colors, textures, and finishes for their 2019 novelties

- **Joy, Flow, and Brickell are the Q1 additions to Roca's wall tile portfolio**
- **The brand presents an experiential approach to their products that is in line with how architects and designers incorporate tile products in their designs.**
- **The brand will present its novelties to architecture and interior design professionals in a 200 square-foot stand.**

Miami, March 2019. Roca, an international leader in bathroom products for over 100 years, will participate with its tile division in the 2019 Hospitality Design Expo. The company presents a fresh approach to allow the design community to experience their products first hand and integrate them as crucial elements in their designs.

Wall Tile Highlight

- **Joy:** Life on the move. Color bursts creating an explosion of style. A very subtle glossy texture that shapes a white body wall tile with different sources of inspiration: the horizontal alignment of subway tiles, the imperfect charm of rustic glazing and a color palette that invigorates the senses. This tile comes in a 4"x10" format along with a 3"x10" bullnose & 3/4"x10" pencil.
- **Flow:** Inspired by the movement of water, the Flow collection transforms any room with its fresh color palette and unique texture. Far from the traditional hand-made tiles, this collection creates the ideal oasis for anyone that loves feeling youthful and enjoys modern adaptations of classics. Its 3"x12" format is available in the following vibrant colors: Lavender, White, Velvet Pink, Burgundy, Tender Gray, Dark Gray, Atoll Blue and Peacock Green.
- **Brickell:** A unique adaptation of brick. This ceramic wall tile boasts an excellent definition and texture. The realism achieved with this product makes it extremely versatile and its neutral color palette allows you to create both rustic and modern spaces. Its 3"x12" format and matching bullnose are available in the following colors: White, Gray, Taupe, and Antracita.

Mix and Match

The stand will present an endless source of inspiration based on the four main trends used to develop the company's 2019 portfolio (Obsession, New Urban Rhythms, Naturology, Soft Fiction). With these trends



in mind, the company offers a complete range of floor and wall tile products, as well as mosaics, which provide a complete solution in any design scenario.

- **Plaster & Melt:** This collection imitates artistic monochromatic cement with a hand-painted frame effect. Available in five colors (white, sand, grey, anthracite and vison) and three formats (24"x48", 32"x32", 12"x24").
- **Rockart:** Natural stone and recycled glass mosaics create an endless array of design possibilities. With traditional and modern patterns, as well as stones ranging from Carrara to Nero Marquina, these mosaics will surely complement any project.
- **Nolita Bold:** An ode to the industrial chic look, this colored body porcelain collection is made in the USA and has a color palette ranging from white to different hues of gray. Available in 12"x24" and 18"x36".
- **Basel:** This color body porcelain tile boasts an incredible definition that creates an authentic wood look. This collection, made in USA, is available in 8"x40" rectified planks and a warm color palette.
- **Masai:** This wall tile collection in a 12"x36" has a fine relief inspired by the geometry of the strings in the necklaces of the Masai Mara in Africa.
- **Maiolica:** This wall tile collection offers a complete solution with its handmade subway tile line in 3"x6" and 4"x10" while also providing decorative options in a 3"x12" crackled finished and a 7"x8" hexagon. A wide range of complementary pieces is also available.
- **Marble Slabs:** A variety of marble look tiles in 24"x48", 35"x35", 48"x48", 32"x48" & 36"x72". Available in polished or matte finishes and rectified edges, these large slabs have great definition and create show-stopping spaces.

About Roca

Roca is a company engaged in the design, production and commercialization of products for the bathroom space, wall and floor tiles for architecture, construction and interior design. Its origins date back to 1917, when the Roca family started the construction of its first production plant in Gavà (Barcelona). In the centenary of its foundation, the company has over 22,600 employees, 78 production centers and is present in over 170 markets in all five continents.

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