

SIMPLY CERAM[®]



STAIN
Resistant



HIGH TEMPERATURE
Resistant

THE NEXT GENERATION

WORKTOP



SCRATCH
Resistant



IMPACT
Resistant



WHAT IS SIMPLYCERAM ?



SIMPLY**CERAM** is a patented, next generation worktop, with a unique technology.



Its sophisticated and innovative manufacturing process combines an **outer layer in ceramic to a high-tech light-weight slab.**

This combination creates a solid, everyday wear-proof and cost-saving product that, unlike traditional worktops, is extraordinarily lighter and simpler to transform and install.

Ceramic is highly resistant to shocks, scratches, non-porous and resistant to chemical products, bacteria, stains, high temperatures and colour fading.

SIMPLY**CERAM** worktops represent a major technological evolution that is substantially upgrading the experience and utility for its users and installers.

Upgrade your kitchen with a unique built to last product and considerably improve your kitchen experience. With SIMPLY**CERAM**, you will enjoy your worry-free kitchen worktop **and save money when compared to traditional worktop alternatives.**

SIMPLYCERAM offers 8 trendy colours.

SIMPLY**CERAM** pays particular attention to manufacturing quality. Each worktop carries a **2-year warranty** against manufacturing defects.

Join the SIMPLY**CERAM** revolution!



TRANSFORMATION AND INSTALLATION



Those who wish to transform their kitchen into a unique space find **SIMPLYCERAM** worktops to be the perfect product.

Besides being exceptionally resistant, **our worktops are extraordinarily light and as easy to cut and transform as any laminate wood worktops.**

Our laboratory tested and patented worktops are guaranteed for all common usage, resisting the effects of time and wear and proving to be a **long-term economic alternative** when compared to traditional solutions.

SIMPLYCERAM, will upgrade your kitchen with a product that is unique in performance and uniform in appearance. Trendy colour options on offer are sure to match any different design styles.

Installing a SIMPLYCERAM range worktop in the centre of your kitchen is to choose a sophisticated and durable material that resists the effects of intense day-to-day use, perfectly combining innovation, aesthetics, resistance, simplicity, and comfort of use.

SIMPLYCERAM is revolutionizing the kitchen worktop market.

ADVANTAGES OF USING



The kitchen is a place for sharing, an everyday living space where design and aesthetics go hand in hand with the functionality of each element. And the worktop is certainly at the centre of all this activity, supporting all our daily usage.



Aware of its importance, we have developed **SIMPLYCERAM, the next generation worktop that perfectly combines innovation, aesthetics, resistance, simplicity of installation, and comfort of use.**

Installing a **SIMPLYCERAM** worktop in your kitchen is to choose a sophisticated and durable material that resists the effects of any daily use.

It resists all common daily uses: shocks, scratches, chemical products, bacteria, stains, high temperatures and colour fading.

Upgrade your kitchen with a unique built to last product and considerably improve your kitchen experiences. With **SIMPLYCERAM**, you will enjoy your worry-free kitchen worktop and save money when compared to traditional worktop alternatives.

Imagine yourself in a kitchen which you can use freely, without special cares or limitations. Use it as much as you like, calmly, concentrating on the essential: desire, pleasure, sharing, creativity!

IMPACT RESISTANT



SIMPLYCERAM worktops are designed to resist intense impacts. The ceramic outer layer, reinforced with our high-tech slab, ensures robustness and superb resistance to everyday regular impacts.



Resistance	SIMPLYCERAM	Laminate	Granite	Quartz
Impacts	****	***	***	****

* Poor / ** Medium / *** High / **** Very high



HIGH TEMPERATURE RESISTANT



SIMPLYCERAM worktops resist the very high temperatures commonly generated in the kitchens.

You no longer have to worry about **using trivets or scorching the worktop surface by placing a hot pan directly on the surface.**



Resistance	SIMPLYCERAM	Laminate	Granite	Quartz
High temperatures	****	**	***	**

* Poor / ** Medium / *** High / **** Very high

SCRATCH RESISTANT



SIMPLYCERAM worktops **perfectly resist to blades and any other sharp kitchen utensil**, allowing you to cut and prepare your food directly on the surface, and later give it a good scrub with a scouring pad if necessary.



You can cook calmly without any concern of deterioration, with your worktop maintaining its lasting beauty. Due to the hardness of the surface, you can, however, use a cutting board to protect the sharpness of your kitchen knives.

Resistance	SIMPLYCERAM	Laminate	Granite	Quartz
Scratches	****	**	***	**

* Poor / ** Medium / *** High / **** Very high



STAIN RESISTANT



Ceramic is non-porous and, therefore, perfectly waterproof.

SIMPLYCERAM worktops resist even the most tenacious stains. Wine, coffee, acid solutions, etc. SIMPLYCERAM is resistant to chemical products, such as bleach and all domestic products. Our worktops are very easy to maintain and impeccably hygienic.

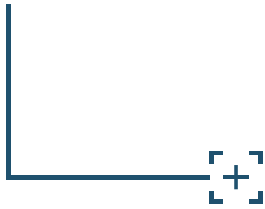


Resistance	SIMPLYCERAM	Laminate	Granite	Quartz
Stains	****	***	***	***

* Poor / ** Medium / *** High / **** Very high



HYGIENIC



The complete impermeability of **SIMPLYCERAM** worktops **prevents liquids and food from penetrating the material**. Microbes, such as bacteria, mould and rust cannot develop nor trigger their harmful mechanisms nor can stain, leave bad odours or deteriorate the product.

Your worktop remains in a perfect state, regardless of the materials with which it comes into contact.



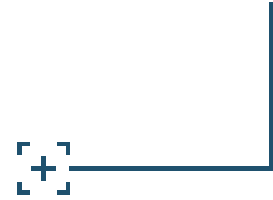
Resistance	SIMPLYCERAM	Laminate	Granite	Quartz
Bacteria	****	**	**	***

* Poor / ** Medium / *** High / **** Very high

OTHER RESISTANCES



With time, light has a tendency to change the colour of the surfaces. **SIMPLYCERAM** worktops are durable products that **maintain 100% their original colour**.



You won't notice any change in the appearance of the product during its useful life. Hygienic and easy to maintain, our worktops do not transfer taste or odour to the food with which it comes into contact, even if that contact is extensive. Simply wiping the worktop is enough to keep it clean.

COMPARISON OF RESISTANCE

Resistance	SIMPLYCERAM	Laminate	Granite	Quartz
Impacts	****	***	***	****
High temperatures	****	**	***	**
Scratches	****	**	***	**
Stains	****	***	***	***
Bacteria	****	**	**	***

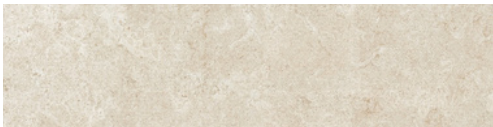
* Poor / ** Medium / *** High / **** Very high



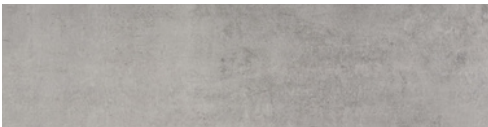
PROPOSED COLOURS



SIMPLYCERAM worktops are available in a range of 8 trendy colours to suit our customers' kitchen designs.



LIMESTONE Satin



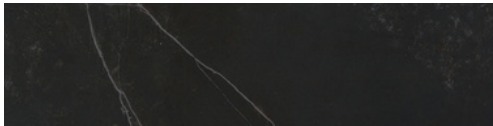
KRETA Matte



TAJ MAHAL



FIOR DE BOSCO



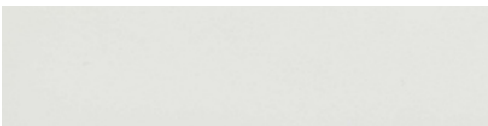
KELYA Matte



CALACATTA ORO



REM Velvet



ULTRA WHITE Satin