

# ELEMENTS LUX



## Our values/

### **Made in Italy**

Selezioniamo le migliori materie prime e, secondo canoni estetici e funzionali, le trasformiamo in prodotti che interpretano con creatività il gusto italiano. Utilizziamo in uguale misura passione e tecnologia, cura del dettaglio e precisione, chimica e cultura, estetica e attenzione all'ambiente. Per noi Made in Italy è racchiudere tutto questo in ogni singolo prodotto.

### **Made in Italy**

*We pick the very best raw materials and we follow aesthetics and functional criteria to turn them into products embodying Italian taste and excellence. We sharply combine passion and technology, creativity and accuracy, science and culture, and environmental friendliness. To all of us, Made in Italy means gathering these features into every single product.*

### **Greenthinking**

Recuperiamo il 100% dell'acqua, autoproduciamo il 65% dell'energia, differenziamo il 98% dei rifiuti. Siamo stati i primi del settore ceramico a ottenere la certificazione PEF e tra i primi a guadagnarci l'EPD, la FDES e la HPDC. La maggior parte dei nostri prodotti è compatibile con lo standard LEED - Leadership in Energy and Environmental Design. Questo per noi è Greenthinking: un promessa molto seria, un impegno quotidiano.

### **Greenthinking**

*We recycle 100% of our water, produce 65% of our energy, separate 98% of our waste. We were the first company in the ceramic industry to obtain PEF certification and were among the first to earn the EPD, the FDES, and the HPDC certifications. The majority of our products comply with the LEED - Leadership in Energy and Environmental Design - standard. Greenthinking implies a solemn promise, an everyday commitment.*

GRES PORCELLANATO  
PORCELAIN STONEWARE

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**Effetto marmo**  
*Marble effect*

# ELEMENTS LUX



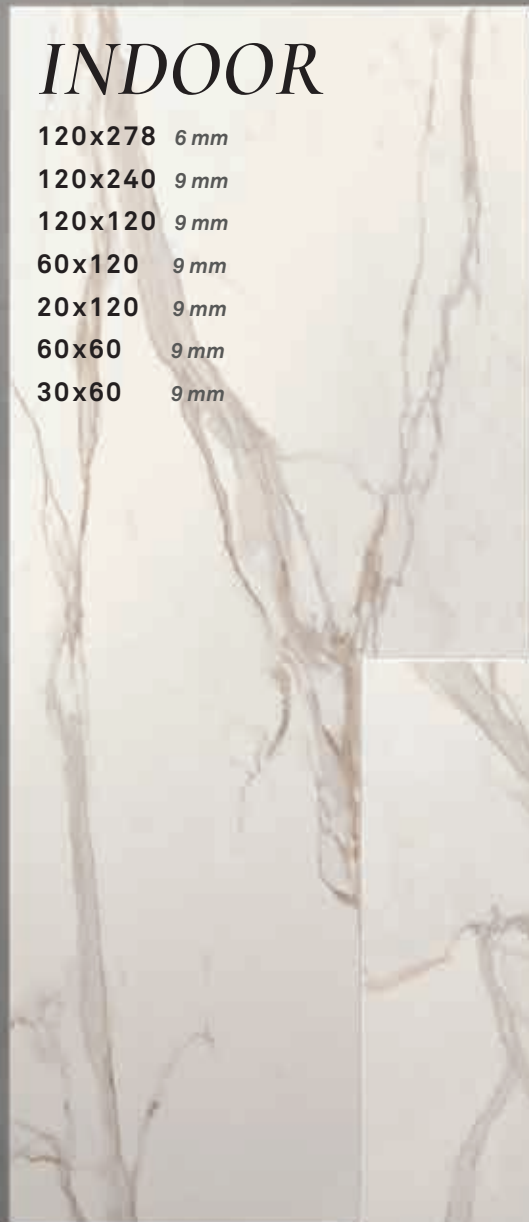
## ISPIRAZIONE/ INSPIRATION

### **Grande classico**

Fascino immediato, presenza fastosa. Elements Lux rilancia la fisionomia del marmo ceramico, tanto dura e nobile quanto versatile. In ambienti rilassati, situazioni sofisticate o contesti rétro-chic, la collezione conferma che la classicità rinnovata è la chiave del successo.

### **Big classic**

*Immediate fascination, magnificent presence. Elements Lux relaunches the physiognomy of ceramic marble, strong, noble and versatile. The collection settles a renewed classicism as the key to success, both for informal and more sophisticated, rétro-chic contexts.*



## INDOOR

120x278 6 mm

120x240 9 mm

120x120 9 mm

60x120 9 mm

20x120 9 mm

60x60 9 mm

30x60 9 mm



## 7 FORMATI/ SIZES

## 2 SPESSORI/ THICKNESSES

### Formati e spessori

Lux nasce sia sottoforma di grandi lastre, come la 120x278cm di spessore 6 mm, sia in formati come il 120x240 e 120x120 cm fino ad arrivare al 30x60cm, tutti in 9 mm di spessore. I decori - Mosaico e Chevron - e i pezzi speciali ampliano il ventaglio delle composizioni possibili.

### Sizes and thicknesses

*Lux is available in both large slabs, such as the 120x278cm, 6mm thick and in sizes including 120x240 and 120x120 cm up to 30x60cm, all in 9mm thickness. The decorations - Mosaico and Chevron - and the choice of special pieces broaden the range of possible compositions.*



## 7 COLORI/ COLORS

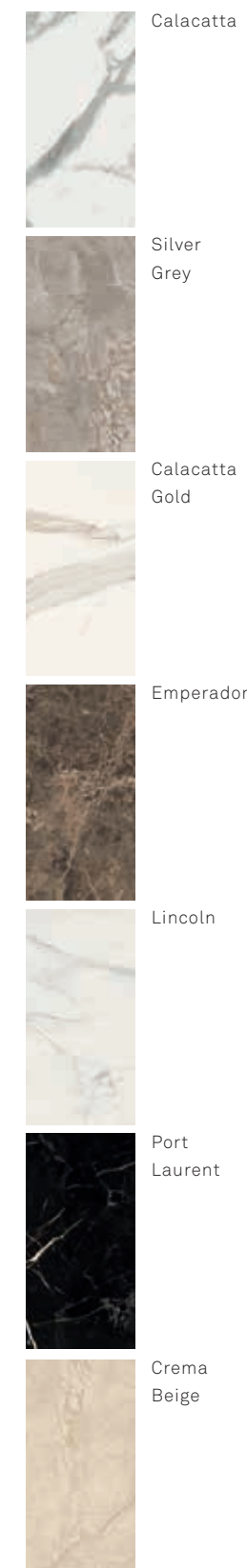
## 2 SUPERFICI/ SURFACES

### Colori e superfici

Le superfici sono tutte rettificate, disponibili sia nella proposta lappata che nella finitura matt. Ai toni leggeri di Calacatta, Silver Grey, Crema Beige, Emperador e Port Laurent si affiancano il candore di Lincoln, la densità e la regalità sinuosa di Calacatta Gold. In primo piano, su tutte le tinte, troviamo una danza di venature, ora più fitte, ora più rade, le stesse che rendono l'effetto marmo vivo e inconfondibile.

### Colors and surfaces

*All surfaces are rectified and available both in the lapped and matt finish. Shifting veins of color dance across each of the different colorways in a range of shades. Lighter tones are Calacatta, Silver Grey, Crema Beige, Emperador and Port Laurent, and the more sparsely marked Lincoln. Darker tones include the densely veined and the richer, more sinuous Calacatta Gold. Shifting veins of colour dance across the matter.*



# calacatta



120x240 (48"x96")



elements lux calacatta



120x240 (48"x96")  
E. DESIGN 3D WHITE  
50x110 (20"x44")



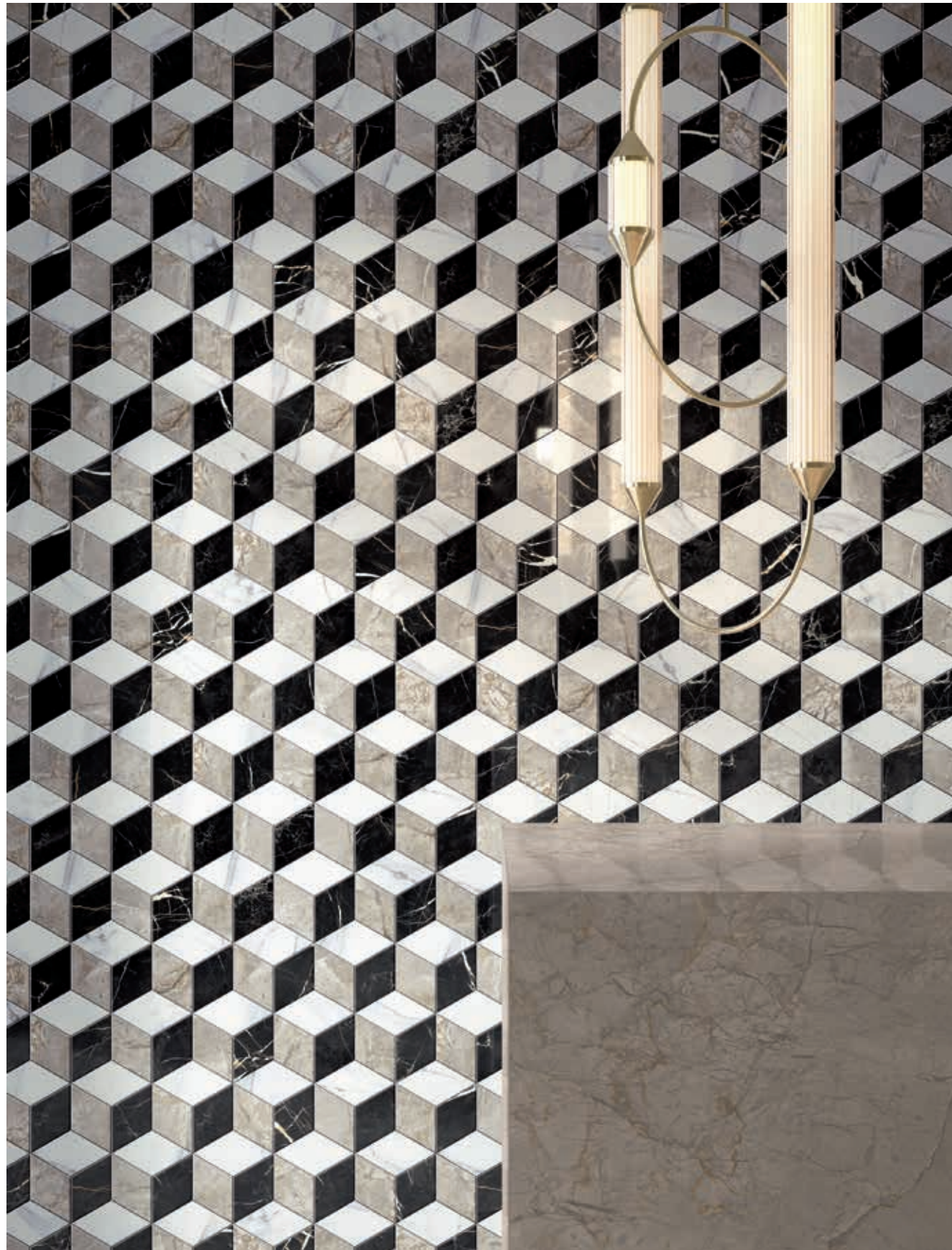
# silver grey





60x120 (24"x48") - 120x278 (48"x110")

elements lux silver grey



120x278 (48"x110")

MOSAICO ROMBI  
30,5x35,2 (12<sup>1/16</sup>"x13<sup>7/8</sup>")



60x120 (24"x48")

elements lux silver grey

# calacatta gold





120x120 (48"x48")

E. DESIGN 3D GREY  
50x110 (20"x44")

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120x278 (48"x110")

---

120x120 (48"x48")

E. DESIGN 3D GREY  
50x110 (20"x44")



elements lux calacatta gold



120x278 (48"x110") - 120x120 (48"x48")

DECORO PLUS ATELIER

Decoro Plus Atelier realizzato su richiesta. Maggiori informazioni sul catalogo Plus Atelier.  
Decor Plus Atelier designed upon request. More information on the Plus Atelier catalogue.

# emperador



Tavolo dal progetto Plus Atelier disponibile su richiesta. Maggiori informazioni sul catalogo Plus Atelier.  
Table from project Plus Atelier available upon request. More information on the Plus Atelier catalogue.



120x278 (48"x110")  
E. DESIGN BEIGE  
120X120 (48"x48")

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elements lux emperador



Tavolo dal progetto Plus Atelier disponibile su richiesta. Maggiori informazioni sul catalogo Plus Atelier.  
 Table from project Plus Atelier available upon request. More information on the Plus Atelier catalogue.



120x278  
 (48"x110")

E. DESIGN BEIGE  
 120X120 (48"x48")

120x278 (48"x110")

E. DESIGN BEIGE  
 120X120 (48"x48")

# lincoln



60x60 (24"x24")



120x120 (48"x48")



120x120 (48"x48")

# port laurent





120x278 (48"x110") - 60x120 (24"x48")



60x60 (24"x24")

E. NATURAL BROWN  
20x120 (8"x48")

60x60 (24"x24")  
E. NATURAL BROWN  
20x120 (8"x48")

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elements lux port laurent



# crema beige





60X120 (24"x48")

# ELEMENTS PROJECT

IT\_

Tre elementi ispirativi diversi, tre collezioni moderne e di forte personalità, un unico progetto completo, dinamico ed estremamente innovativo: con Elements, Keope apre la strada ad un nuovo modo di pensare il vivere moderno, dove superfici differenti, complete nella loro essenza, convivono armoniosamente negli spazi, offrendo molteplici soluzioni interpretative.

In questa sezione Keope suggerisce una selezione di sedici abbinamenti possibili, studiati per offrire ad architetti e progettisti evoluti strumenti utili per il loro lavoro: è nell'accostamento di Elements Design, Elements Lux ed Elements Natural che si rivela tutto il fascino dell'armonia.

EN\_

*Three different inspirational elements, three modern collections with a strong personality, a unique and complete project that is both dynamic and highly innovative: with Elements, Keope launches a new way of thinking about modern living, where different surfaces, complete in their essence, live together harmoniously in spaces, offering multiple interpretative solutions.*

*In this section Keope suggests a selection of sixteen possible combinations, designed to provide architects and designers developed and useful tools for their work: it is in the approach of Elements Design, Elements Lux and Elements Natural that the charm of harmony is revealed.*

## 3

### ISPIRAZIONI/ INSPIRATIONS

#### elements natural

E. NATURAL IVORY



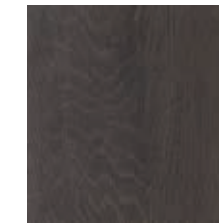
E. NATURAL SAND



E. NATURAL BROWN



E. NATURAL DARK



#### elements lux

E. LUX CALACATTA



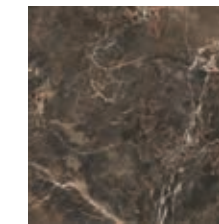
E. LUX SILVER GREY



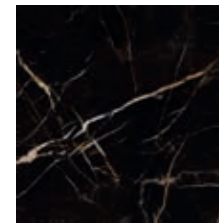
E. LUX CALACATTA GOLD



E. LUX EMPERADOR



E. LUX PORT LAURENT



E. LUX CREMA BEIGE



E. LUX LINCOLN



#### elements design

E. DESIGN IVORY



E. DESIGN BEIGE



E. DESIGN BLACK



E. DESIGN TAUPE



E. DESIGN WHITE



E. DESIGN SILVER

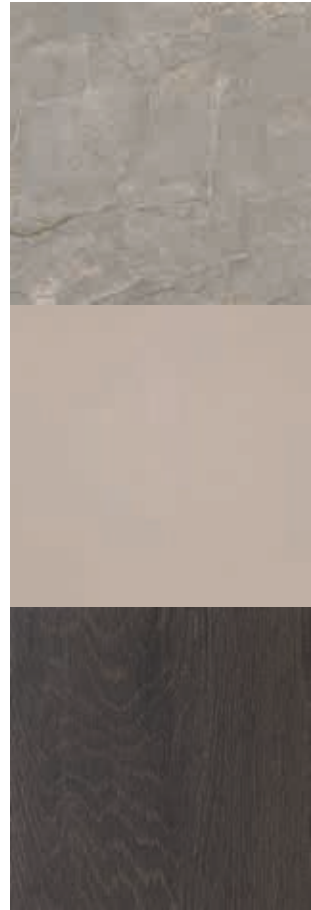


E. DESIGN GREY

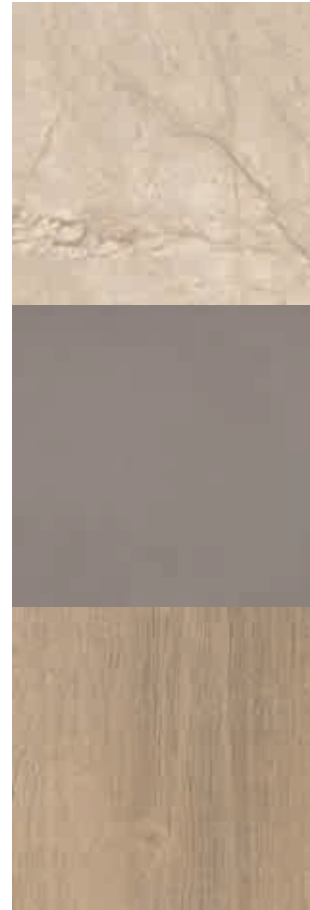


# PROPOSTE DI ABBINAMENTI/ COMBINATION PROPOSALS

Elements Lux SILVER GREY  
Elements Design BEIGE  
Elements Natural DARK



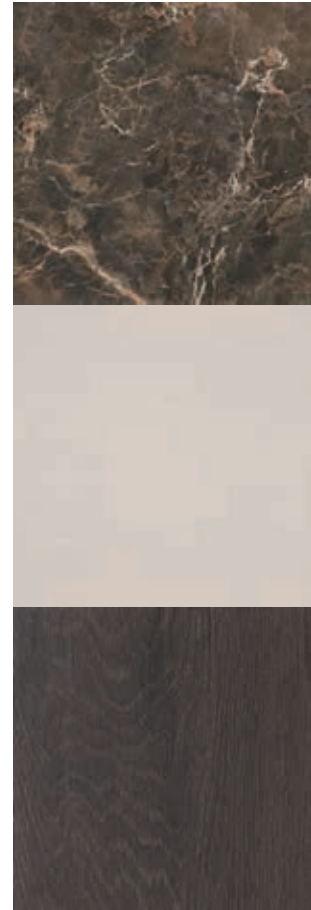
Elements Lux CREMA BEIGE  
Elements Design TAUPE  
Elements Natural SAND



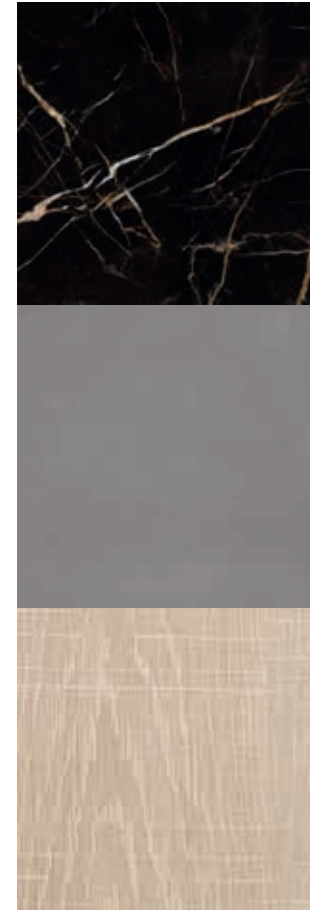
Elements Lux CALACATTA  
Elements Design GREY  
Elements Natural IVORY



Elements Lux EMPERADOR  
Elements Design SILVER  
Elements Natural DARK



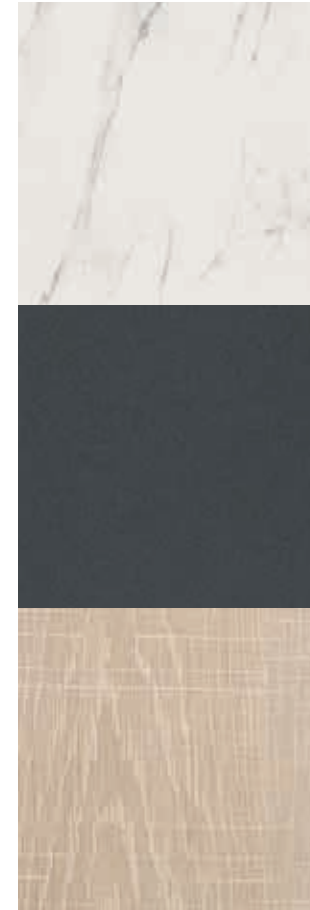
Elements Lux PORT LAURENT  
Elements Design GREY  
Elements Natural IVORY



Elements Lux CALACATTA GOLD  
Elements Design TAUPE  
Elements Natural BROWN



Elements Lux LINCOLN  
Elements Design BLACK  
Elements Natural IVORY



Elements Lux SILVER GREY  
Elements Design SILVER  
Elements Natural SAND

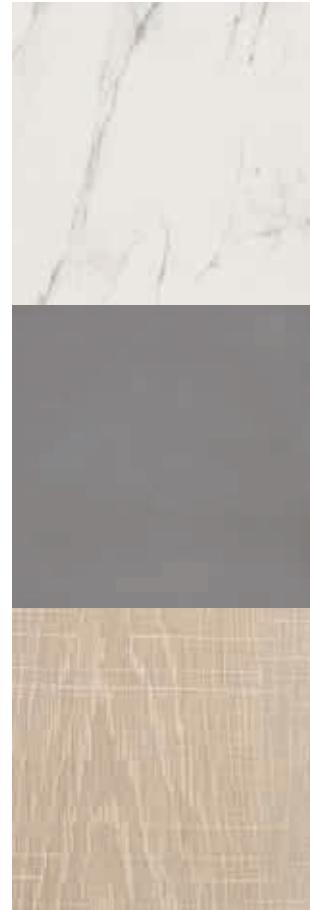


PROPOSTE DI ABBINAMENTI/  
COMBINATION PROPOSALS

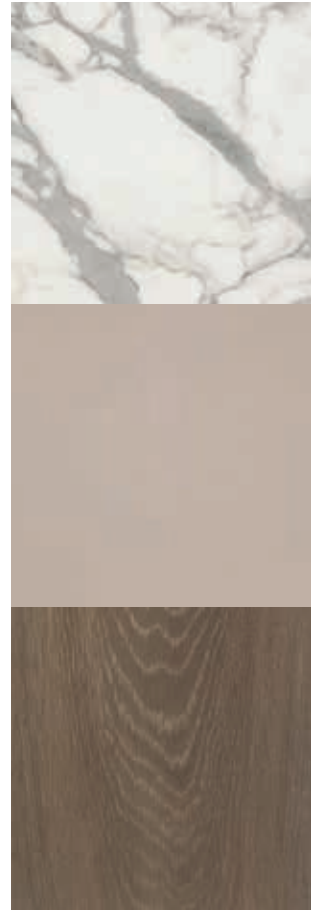
Elements Lux PORT LAURENT  
Elements Design SILVER  
Elements Natural DARK



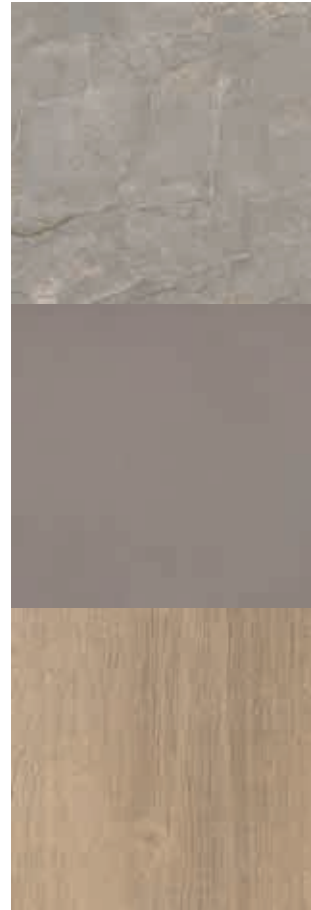
Elements Lux LINCOLN  
Elements Design GREY  
Elements Natural IVORY



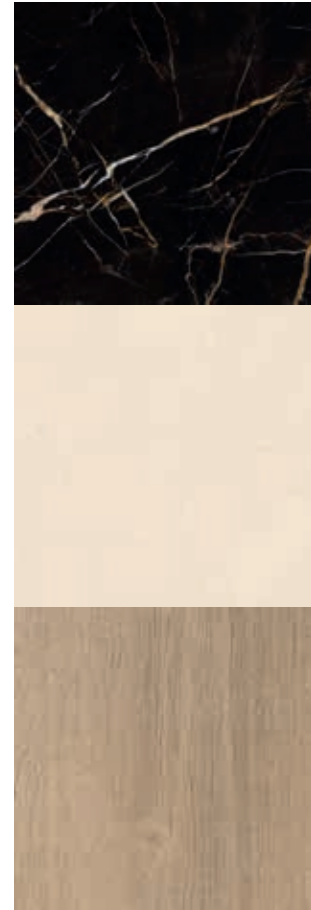
Elements Lux CALACATTA  
Elements Design BEIGE  
Elements Natural BROWN



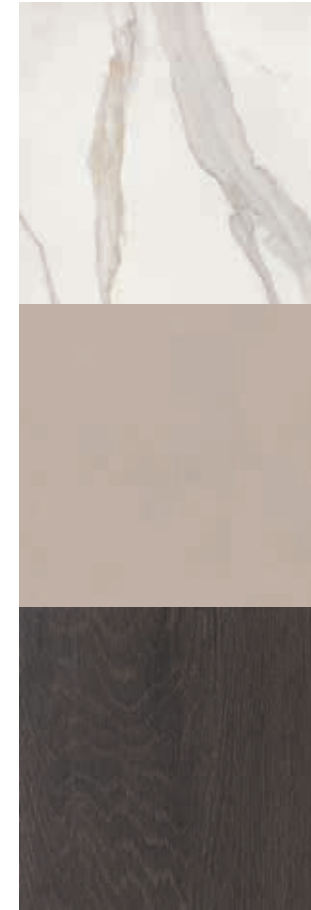
Elements Lux SILVER GREY  
Elements Design TAUPE  
Elements Natural SAND



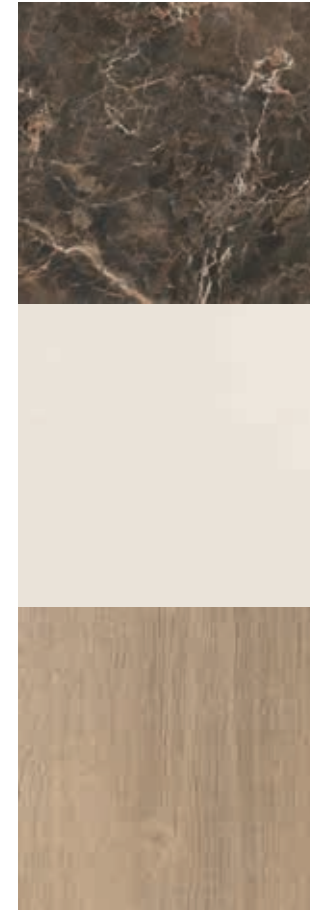
Elements Lux PORT LAURENT  
Elements Design IVORY  
Elements Natural SAND



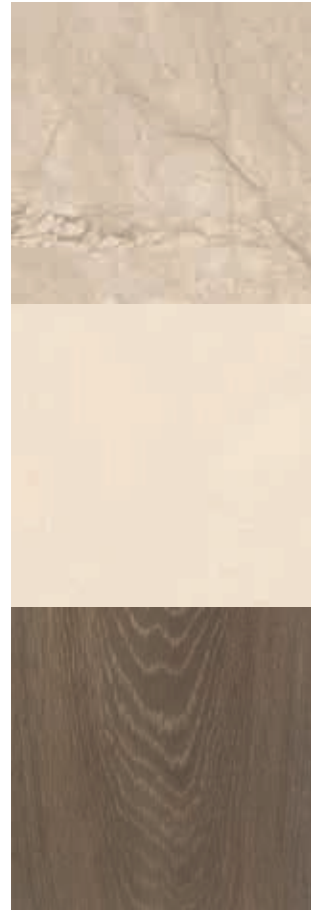
Elements Lux CALACATTA GOLD  
Elements Design BEIGE  
Elements Natural DARK



Elements Lux EMPERADOR  
Elements Design WHITE  
Elements Natural SAND



Elements Lux CREMA BEIGE  
Elements Design IVORY  
Elements Natural BROWN



# ELEMENTS LUX

## SPECIFICHE TECNICHE/ TECHNICAL FEATURES

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**GRES PORCELLANATO TUTTA MASSA UGL/GL**  
*FULL-BODY PORCELAIN UGL/GL*

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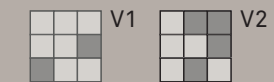
**SPESSORI**  
*THICKNESSES*

**6mm** (120x278)

**9 mm** (120x240 - 120x120 - 60x120 - 20x120 - 60x60 - 30x60)

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**STONALIZZAZIONE**  
*SHADING*



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**CLASSIFICAZIONE ANTISDRUCCIOLO**  
*ASSESSMENT OF SLIP RESISTANCE*

**DIN 51130 R9**

**DIN 51097 A**

**COF** Conforme/ *Compliant*

**DCOF** Conforme/ *Compliant*

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## GRES PORCELLANATO / PORCELAIN STONEWARE



**INATTACCABILE DA ACIDI /**  
*NOT ATTACKED BY ACIDS*



**FACILMENTE PULIBILE /**  
*EASY TO CLEAN*



**ANTIDRUCCIOLO /**  
*ANTI-SLIP*

*per ambienti bagnati e outdoor /  
for outdoor and wet environments*



**NON REAGISCE AL FUOCO /**  
*DOES NOT REACT TO FIRE*

*non emette fumi in caso di incendio /  
does not release fumes in case of fire*



**RESISTENTE A GELO E SHOCK TERMICI /**  
*RESISTANT TO FROST AND SUDDEN THERMAL CHANGES*



**RESISTENTE A SFORZI ED ABRASIONI /**  
*RESISTANT TO STRESSES AND ABRASION*

*500 Kg/cm<sup>2</sup> di pressatura meccanica e cottura a 1.250°C /  
500 kg/cm<sup>2</sup> of mechanical pressing and firing at 1250°C*



**STABILE CROMATICAMENTE /**  
*CHROMATICALLY FAST*

*inalterabile da agenti atmosferici e smog /  
unchanged by weather agents and smog*



**ASSORBIMENTO H<sub>2</sub>O NULLO /**  
*NULL H<sub>2</sub>O ABSORPTION*

## GREENTHINKING / GREENTHINKING



**100% ACQUE REFLUE RECUPERATE /**  
*100% RECOVERED WASTE WATER*



**98% RIFIUTI AVVIATI A  
RACCOLTA DIFFERENZIATA /**  
*98% WASTE SENT TO SEPARATE COLLECTION*



**100% PALLET FAO /**  
*100% FAO PALLETS*




**100% SCARTI CRUDI RECUPERATI /**  
*100% RECOVERED RAW SCRAPS*



**ENERGIA AUTO-PRODOTTA DA  
FOTOVOLTAICO /**  
*ENERGY SELF-PRODUCED BY PV PLANT*




**\* + 5.000.000 L = 3.000.000**   
**ACQUE DI PROCESSO DA ALTRI  
STABILIMENTI /**  
*PROCESS WATER FROM OTHER FACTORIES*



**\* 18.408 t = 570** 

**MATERIE PRIME NON ESTRATTE  
GRAZIE AL RECUPERO DI SCARTI /**  
*NON-EXTRACTED RAW MATERIALS THANKS TO THE  
RECOVERY OF SCRAPS*



**\* + 24.000 MWh/year = 185.000**   
**84% ENERGIA AUTO PRODOTTA DA IMPIANTI  
DI COGENERAZIONE /**  
*84% ENERGY SELF-PRODUCED BY COGENERATION PLANTS*

CALACATTA



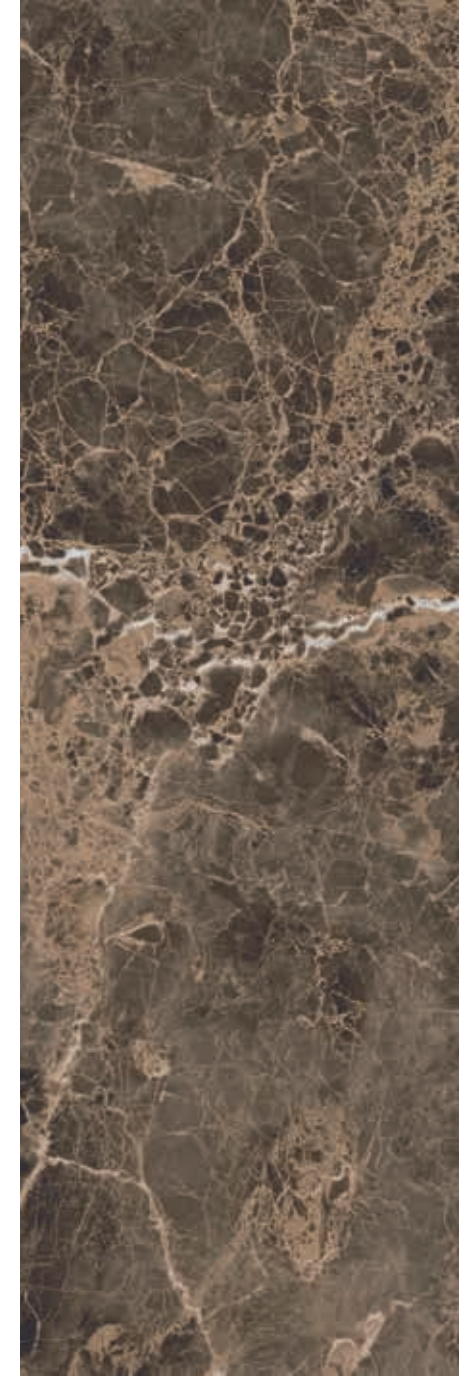
SILVER GREY



CALACATTA GOLD



EMPERADOR

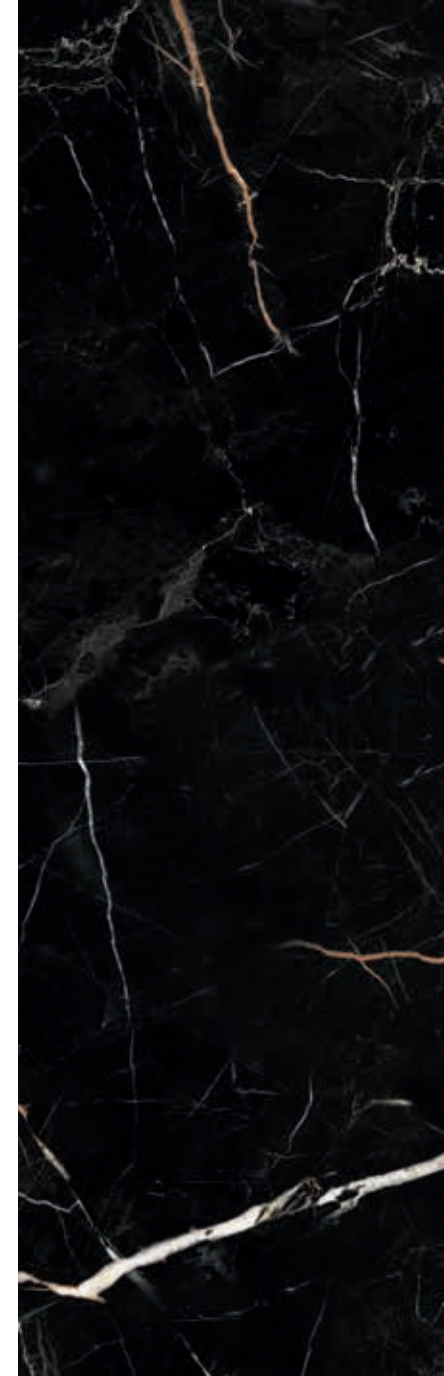




LINCOLN



PORT LAURENT

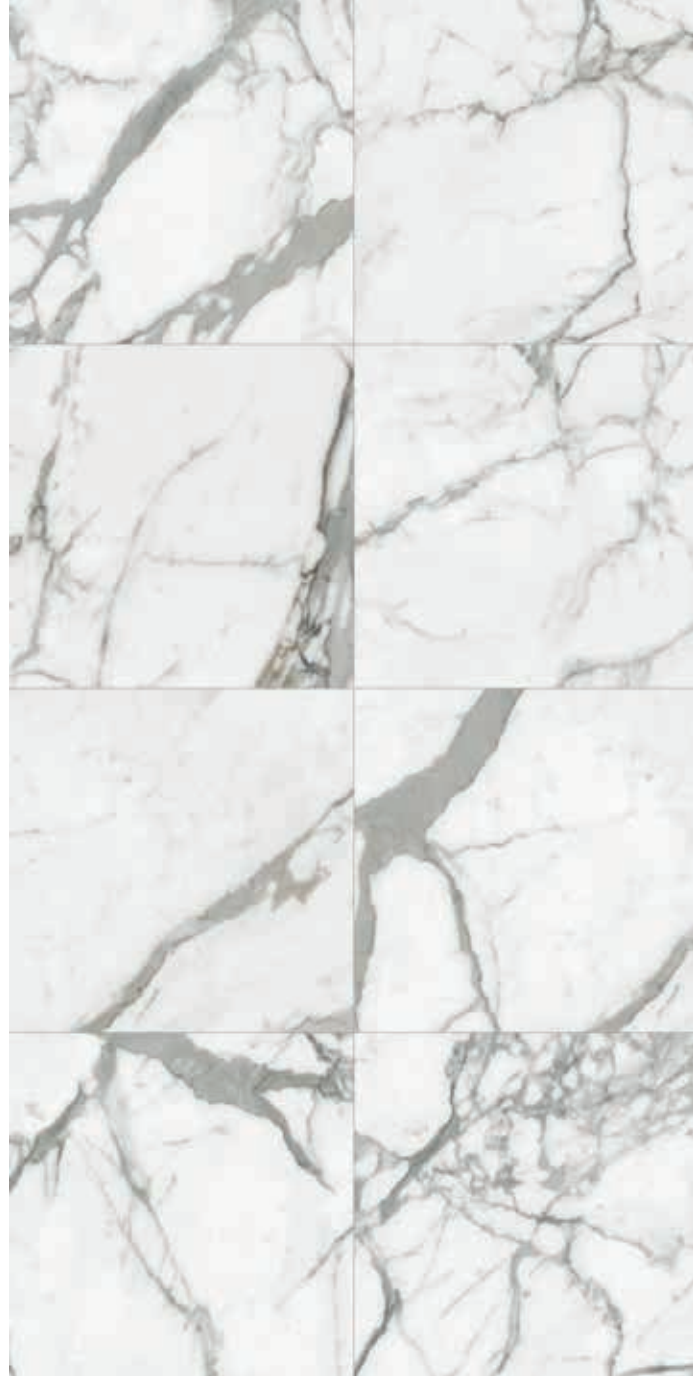


CREMA BEIGE

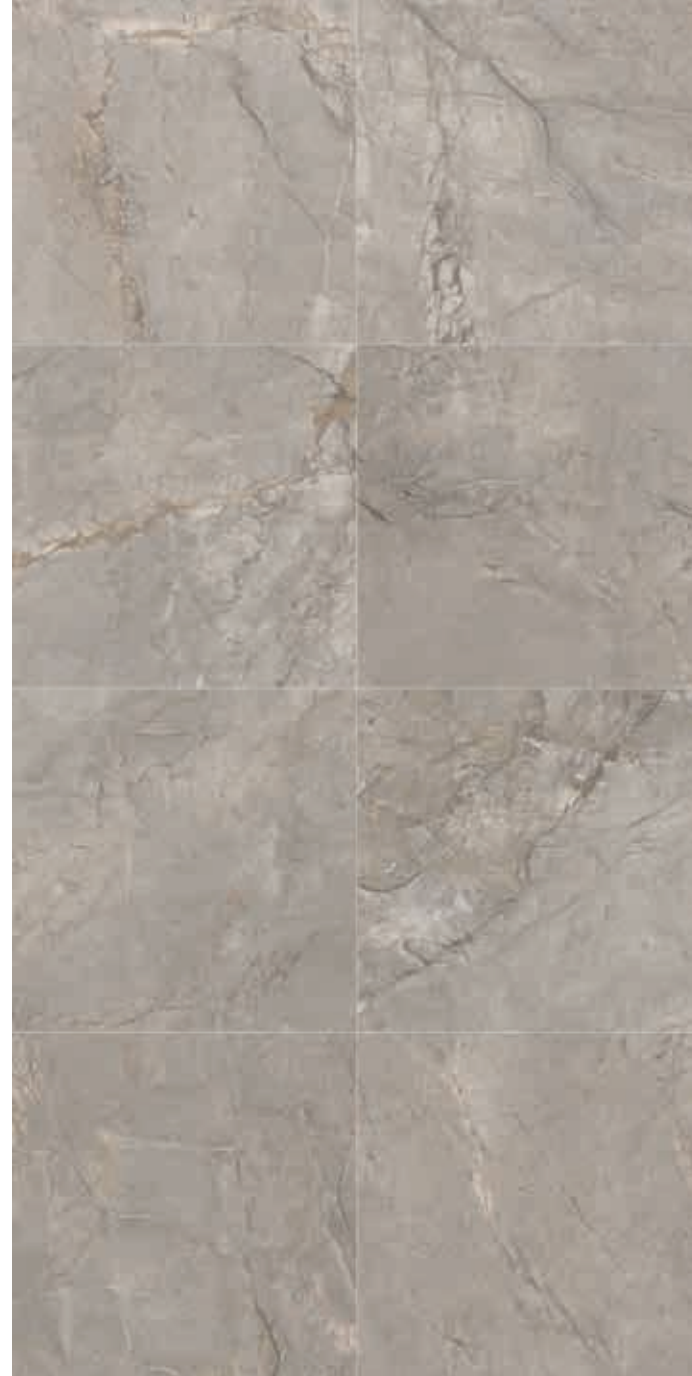


**V2**  
STONALIZZAZIONE/  
SHADING

CALACATTA V2



SILVER GREY V2



CALACATTA GOLD V2



EMPERADOR V2

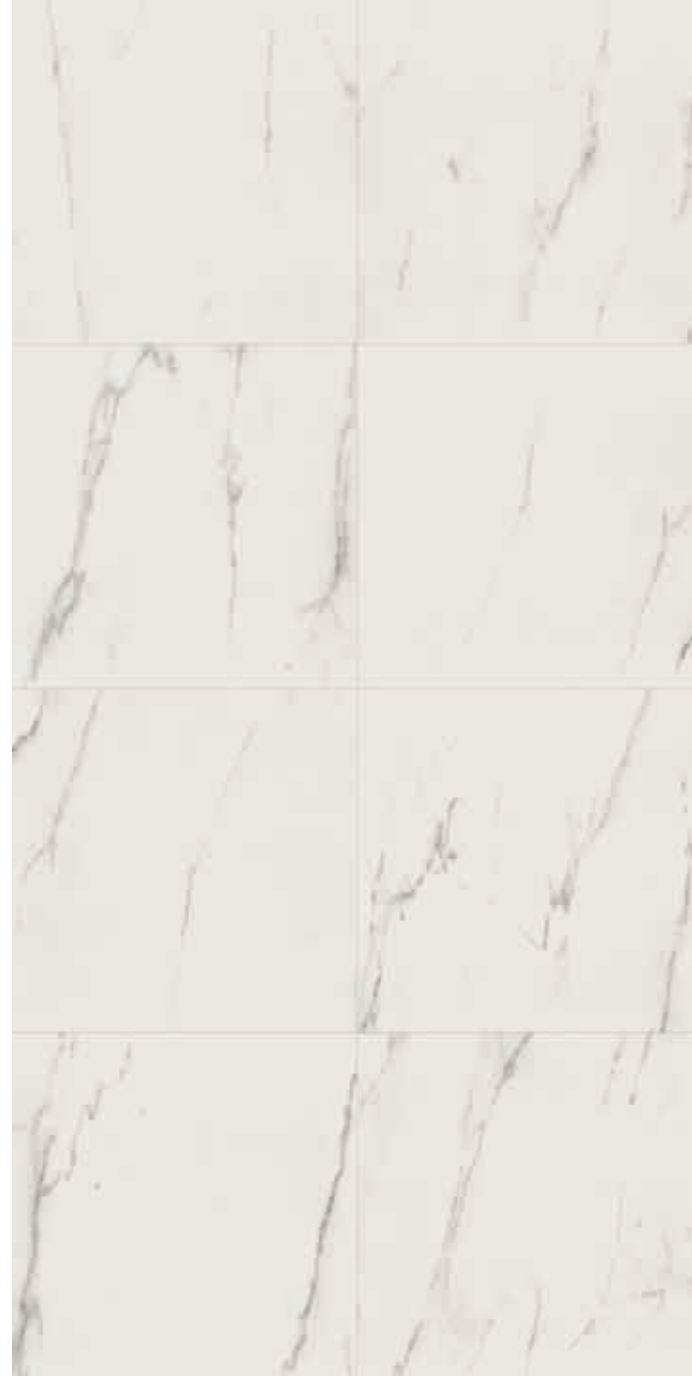


specs & tech

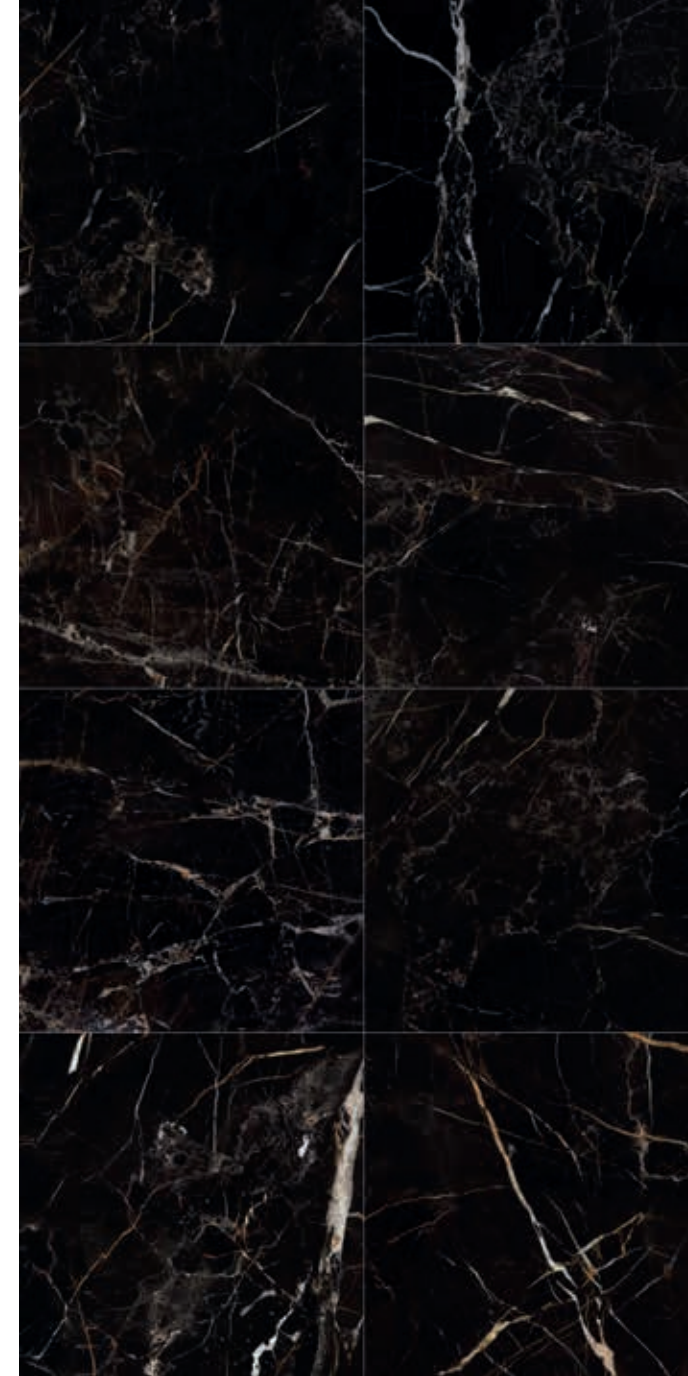
# V1 - V2

STONALIZZAZIONE/  
SHADING

LINCOLN V1



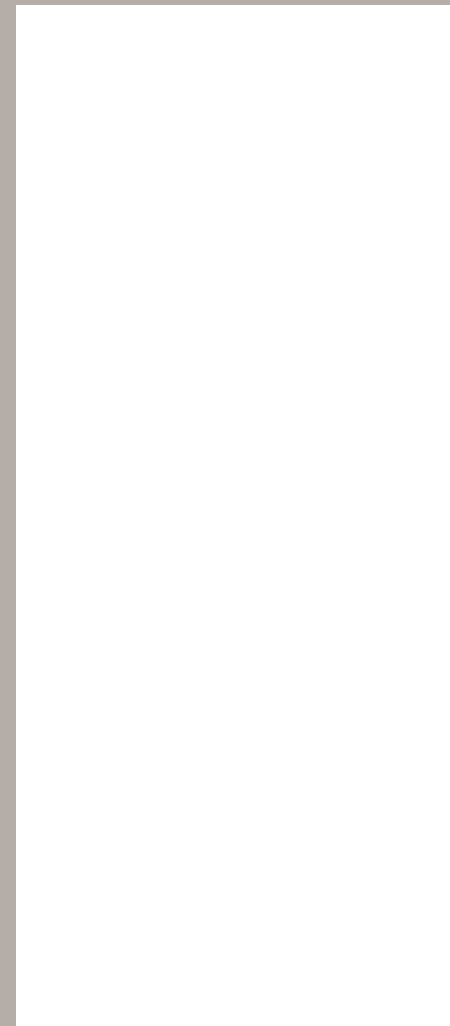
PORT LAURENT V2



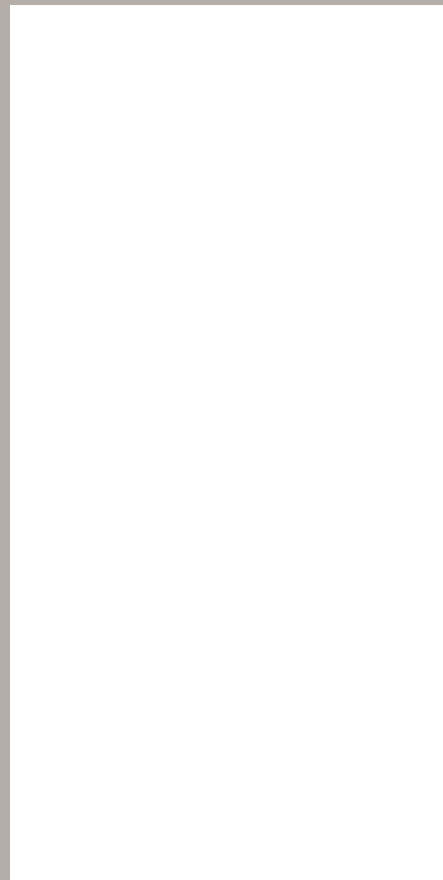
CREMA BEIGE V2



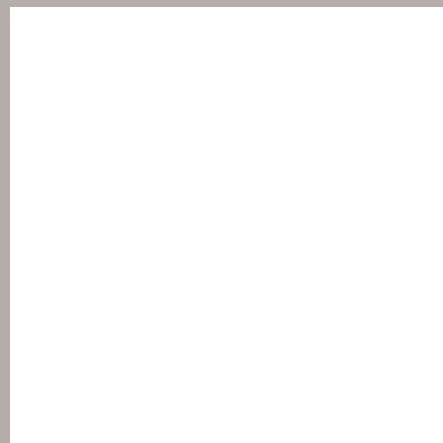
# 7 FORMATI/ SIZES



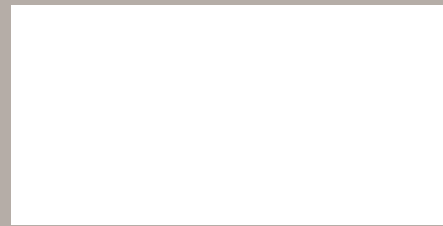
◆ 120x278 (48"x110") RT 6 mm



◆ 120x240 (48"x96") RT 9 mm



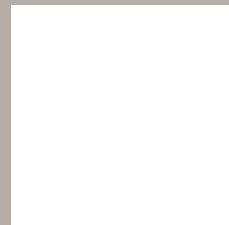
◆ 120x120 (48"x48") RT 9 mm



●◆ 60x120 (24"x48") RT 9 mm



◆ 20x120 (8"x48") RT 9 mm

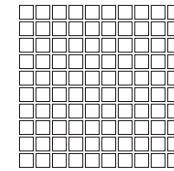


●◆ 60x60 (24"x24") RT 9 mm

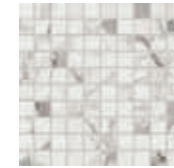


●◆ 30x60 (12"x24") RT 9 mm

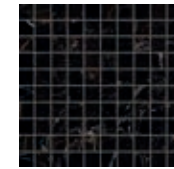
# 3 DECORI/ DECORS



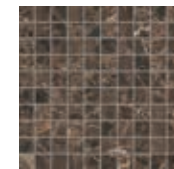
MOSAICO ◆ 30x30 (12"x12") RT 9 mm  
(TESSERE: 2,8x2,8 - 11/16"x11/16")



E. LUX  
CALACATTA



E. LUX  
PORT LAURENT



E. LUX  
EMPERADOR



E. LUX  
CALACATTA GOLD



E. LUX  
SILVER GREY



E. LUX  
CREMA BEIGE



E. LUX  
LINCOLN



CHEVRON DX ◆ 10x59 (4"x24") RT 9 mm



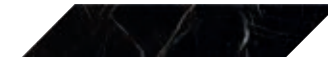
CHEVRON SX ◆ 10x59 (4"x24") RT 9 mm



E. LUX CALACATTA



E. LUX SILVER GREY



E. LUX PORT LAURENT



E. LUX CREMA BEIGE



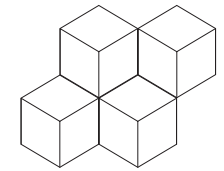
E. LUX EMPERADOR



E. LUX LINCOLN



E. LUX CALACATTA GOLD



MOSAICO ROMBI  
◆ 30,5x35,2 (12<sup>1/16</sup>"x13<sup>7/8</sup>") RT 9 mm



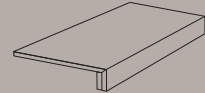
SILVER GREY - PORT LAURENT - LINCOLN

# 5

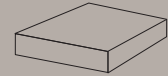
## PEZZI SPECIALI/ TRIMS



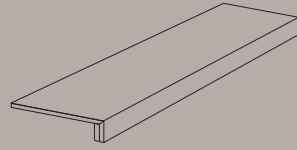
BATTISCOPA  
●◆ 7,2x60 (2.8"x24") RT 9 mm



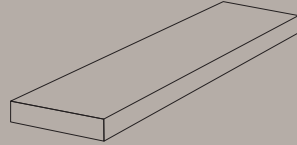
SCALINO INCOLLATO  
●◆ 33x60 (13"x24") RT 9 mm



ANGOLARE INCOLLATO  
●◆ 33x33 (13"x13") RT 9 mm

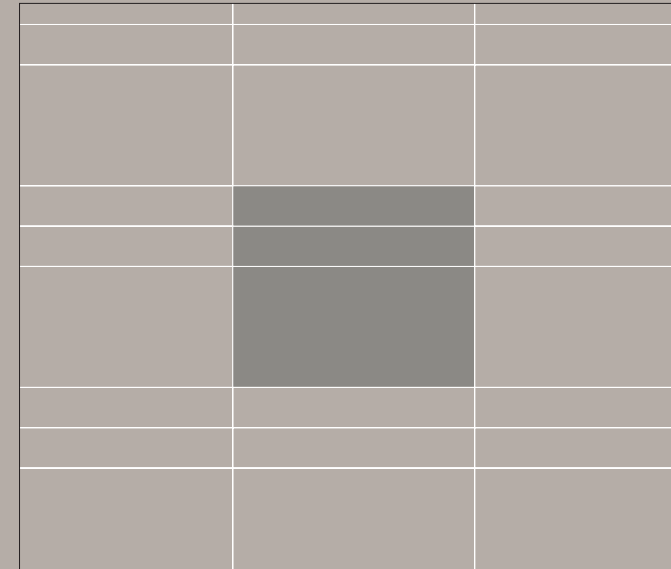


SCALINO INCOLLATO  
●◆ 33x120 (13"x48") RT 9 mm

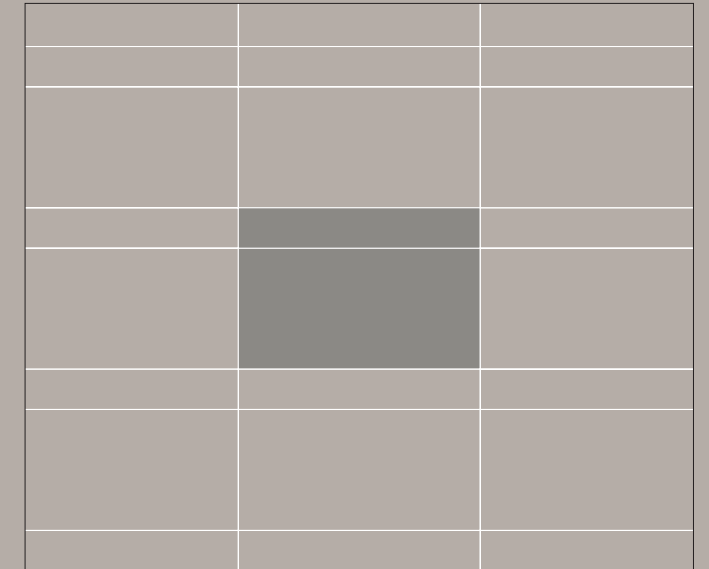


ANGOLARE INCOLLATO  
●◆ 33x120 (13"x48") RT 9 mm

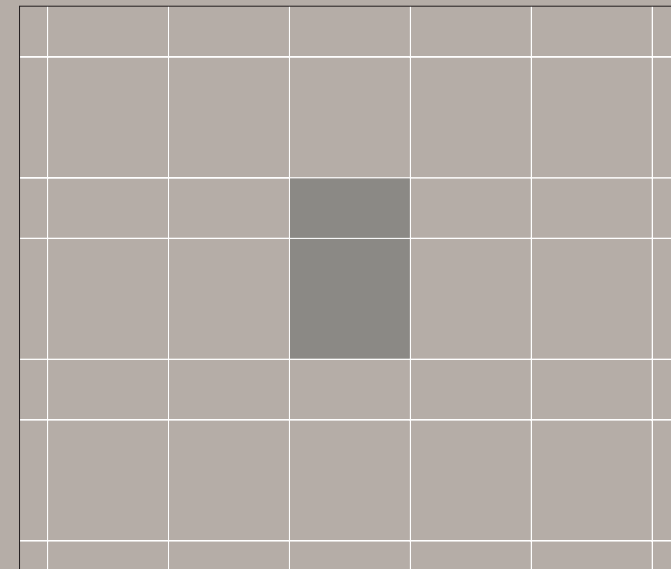
## SCHEMI DI POSA/ LAYING SYSTEM



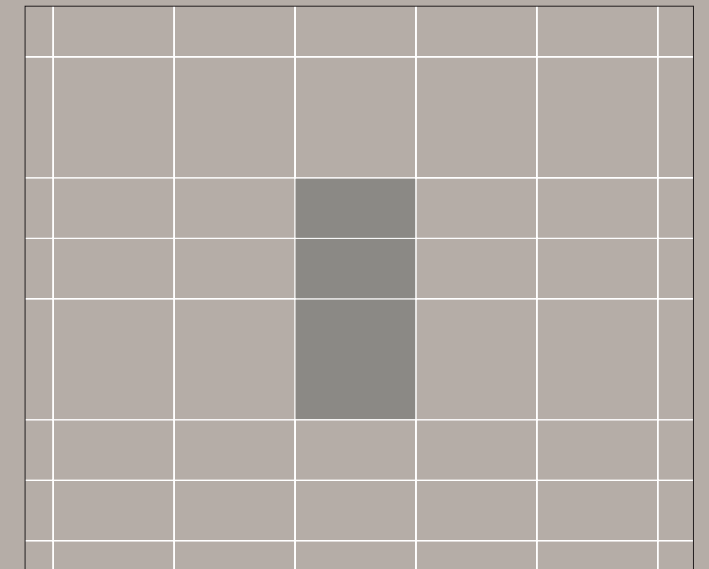
20x120 (8"x48") RT - 40,00%  
60x120 (24"x48") RT - 60,00%



20x120 (8"x48") RT - 25,00%  
60x120 (24"x48") RT - 75,00%



30x60 (12"x24") RT - 33,33%  
60x60 (24"x24") RT - 66,66%



30x60 (12"x24") RT - 50,00%  
60x60 (24"x24") RT - 50,00%

Fuga minima consigliata per posa in interno 2mm  
Minimum suggested joint for indoor laying 2mm  
Consigli di posa, pulizia e manutenzione al link [keope.com](http://keope.com)  
Consigli di posa, pulizia e manutenzione al link [keope.com](http://keope.com)

**2**  
FINITURE/  
FINISHINGS



FORMATI / SIZES

	120x278 (119,5x278)* 48"x110"	120x240 (119,5x239)* 48"x96"	120x120 (119,5x119,5)* 48"x48"	60x120 24"x48"	20x120 8"x48"	60x60 24"x24"	30x60 12"x24"
working size	1194x2778	1194x2390	1194x1194	596x1195	197x1195	596x596	297x596
	RT	RT	RT	RT	RT	RT	RT
	6 mm	9 mm	9 mm	9 mm	9 mm	9 mm	9 mm
E. LUX CALACATTA	◆	◆	◆	●◆	◆	●◆	●◆
E. LUX SILVER GREY	◆	◆	◆	●◆	◆	●◆	●◆
E. LUX CALACATTA GOLD	◆	◆	◆	●◆	◆	●◆	●◆
E. LUX EMPERADOR	◆			●◆	◆	●◆	●◆
E. LUX LINCOLN		◆	◆	●◆	◆	●◆	●◆
E. LUX PORT LAURENT	◆			●◆	◆	●◆	●◆
E. LUX CREMA BEIGE				●◆	◆	●◆	●◆





\*Formato nominale / Nominal size

● Natural R9 | ◆ Lappato

MISURE, PESI ED IMBALLI / SIZE, WEIGHT AND PACKAGING

FORMATO SIZE	SPESSORE THICKNESS	PZ/SCATOLA PIECES/BOX	MQ/SCATOLA SQM/BOX	KG/SCATOLA KG/BOX	MQ/PALLET SQM/PALLET	KG/PALLET KG/PALLET	SCATOLA/PALLET BOX/PALLET
120x278	6 mm	1	3,32	49,37	59,80	988,66	18
120x240	9 mm	1	2,86	61,60	51,41	1.193,80	18
120x120	9 mm	2	2,86	60,80	57,12	1.229,00	20
60x120	9 mm	2	1,44	31,93	50,40	1.130,55	35
20x120	9 mm	6	1,44	31,93	51,84	1.162,48	36
60x60	9 mm	3	1,08	25,00	43,20	1.013,00	40
30x60	9 mm	7	1,26	25,00	50,40	1.013,00	40

INFORMAZIONI TECNICHE / TECHNICAL FEATURES

INFORMAZIONI TECNICHE TECHNICAL FEATURES	NORMA NORM EN 14411 - ISO 13006	REQUISITI PRESCRITTI REQUIRED VALUES	VALORI VALUES			
 <b>DIMENSIONI RETTIFICATO</b> SIZES RECTIFIED	UNI EN ISO 10545-2	lunghezza-larghezza / lenght-width $\pm 0,3\%$ ( $\pm 1,0$ mm max) spessore / thickness $\pm 5,0\%$ ( $\pm 0,5$ mm max) ortogonalità / rectangularity $\pm 0,3\%$ ( $\pm 1,5$ mm max) rettilinearità / straightness $\pm 0,3\%$ ( $\pm 0,8$ mm max) planarità / flatness $\pm 0,4\%$ ( $\pm 1,8$ mm max) qualità superficie / surface quality $\geq 95\%$	<b>CONFORME</b> COMPLIANT			
 <b>ASSORBIMENTO ACQUA</b> WATER ABSORPTION	UNI EN ISO 10545-3	$\leq 0,5\%$	$\leq 0,1\%$			
 <b>RESISTENZA A ROTTURA</b> BREAKING STRENGTH	UNI EN ISO 10545-4	$R \geq 35$ N/mm <sup>2</sup> $S \geq 700$ N (<7,5 mm) $S \geq 1300$ N ( $\geq 7,5$ mm)	<b>6 - 9 mm</b> <b>CONFORME</b> COMPLIANT			
<b>RES. ABRASIONE PROFONDA (UGL - Matt)</b> DEEP ABRASION RESISTANCE (UGL - Matt)	UNI EN ISO 10545-6	$\leq 175$ mm <sup>3</sup>	$\leq 150$ mm <sup>3</sup>			
 <b>RES. ABRASIONE SUPERFICIALE</b> (GL - Lappato) SURFACE ABRASION RESISTANCE (GL - Lappato)	UNI EN ISO 10545-6	dichiarare un valore / declare a value	<b>TEST DISPONIBILE</b> TEST AVAILABLE			
 <b>RESISTENZA SHOCK TERMICI</b> THERMAL SHOCK RESISTANCE	UNI EN ISO 10545-9	resistenza / resistant	<b>CONFORME</b> COMPLIANT			
 <b>RESISTENZA AL GELO</b> FROST RESISTANCE	UNI EN ISO 10545-12	resistenza / resistant	<b>CONFORME</b> COMPLIANT			
 <b>RESISTENZA CHIMICA</b> CHEMICAL RESISTANCE	UNI EN ISO 10545-13	resistenza / resistant	<b>CONFORME</b> COMPLIANT			
 <b>RESISTENZA ALLE MACCHIE</b> RESISTANCE TO STAINS	UNI EN ISO 10545-14	pulibile / cleanable	<b>CONFORME</b> COMPLIANT			
	DIN 51130	R	prodotto / product	R	A+B+C	>0,40 >0,42
 <b>CLASSIFICAZIONE ANTISDRUCCIOLO</b> ASSESSMENT OF SLIP RESISTANCE	DIN 51097	<b>A+B+C</b>	60x120 - 60x60 - 30x60	R9	A	<b>CONFORME</b> COMPLIANT
	B.C.R.A. (COF)	<b>&gt;0,40</b> bagnato / wet	120x278 Lappato - 120x240 Lappato - 120x120 Lappato - 60x120 Lappato - 20x120 Lappato - 60x60 Lappato - 30x60 Lappato	-	-	-
	ANSI A137.1 2012 (DCOF)	<b>&gt;0,42</b> bagnato / wet				

Piastrelle pressate a secco - Conforme alla norma EN 14411 e ISO 13006 appendice G gruppo B1-a con E  $\leq 0,5\%$   
Dry pressed tiles - Compliant with standards EN 14411 and ISO 13006 annex G group B1-a with E  $\leq 0,5\%$