

CEMENT



WOW

WOW

**CEMENT**

## CEMENT

From concept to reality

**How about versatile porcelain just as apt for your floors as for your walls? Freedom of choice to install in any space, square shaped in 18,5x18,5 cm (7"x7") size to dress any floor or wall.**

**More Than Floors... Could be walls and also the story around your whole living space, with the charm and warmth of a cement soul inside a trendy designed porcelain body.**

*¿Qué te parecerían porcelánicos versátiles y aptos tanto para uso en pavimento como en revestimiento?*

*Libre elección para instalar en cualquier espacio, de medida 18,5x18,5cm (7"x7"), perfectos para revestir cualquier suelo o pared.*

*More Than Floors... Bien podrían ser paredes, así como cualquier espacio vivo, con el encanto y calidez fruto de un alma de cemento en un cuerpo porcelánico envuelto en diseño de tendencia.*

**Check our colour chart and 5 different matching decors called: Play, Pattern, Loop, Band & Tradition.**

**An irresistible cement look adjusted to nowadays needs: Actual, Durable and easy to maintain, that will win over your senses.**

*Descubre nuestra gama cromática y sus 5 decorados : Play, Pattern, Loop, Band y Tradition.*

*La esencia de los acabados en cemento, revisada para cubrir las necesidades de hoy en día: Actual, resistente y de fácil mantenimiento, que conquistará tus sentidos.*

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7" · 7" / 18,5 · 18,5 cm

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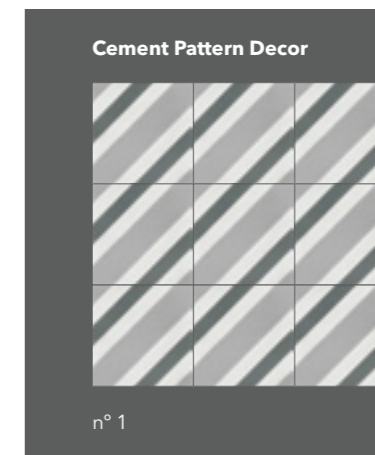
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**Cement**



Off White Warm Aqua Grey Lead

**Cement Band Decor**



Warm Aqua Grey Lead

**Cement Play Decor**

*(9 different patterns randomly mixed within the box/ 9 diseños diferentes encajados aleatoriamente)*



Grey



Warm

**Cement Tradition Decor Mix**

*(9 different patterns randomly mixed within the box/ 9 diseños diferentes encajados aleatoriamente)*



Grey



Warm

**Cement Pattern Decor**



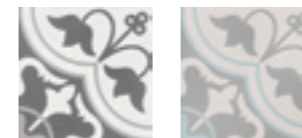
Grey Warm

**Cement Loop Decor**



Grey Warm

**Cement Tradition Decor 1**



Grey Warm

**Cement Tradition Decor 2**



Grey Warm



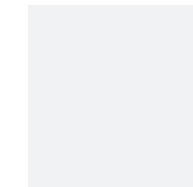
# CEMENT

7" · 7" / 18,5 · 18,5 cm



## Available colours

Colores disponibles



Off White



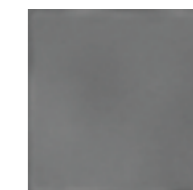
Warm



Aqua



Grey



Lead

CEMENT  
Off White



**CEMENT**  
Warm



**Cement**  
Warm

**Composition**  
Composición



**CEMENT**  
Aqua



**Cement**  
Aqua

**Composition**  
Composición





**CEMENT**  
Grey

Wall tile / Revestimiento  
**NOUDEL**  
Black Matt

**Composition**  
Composición

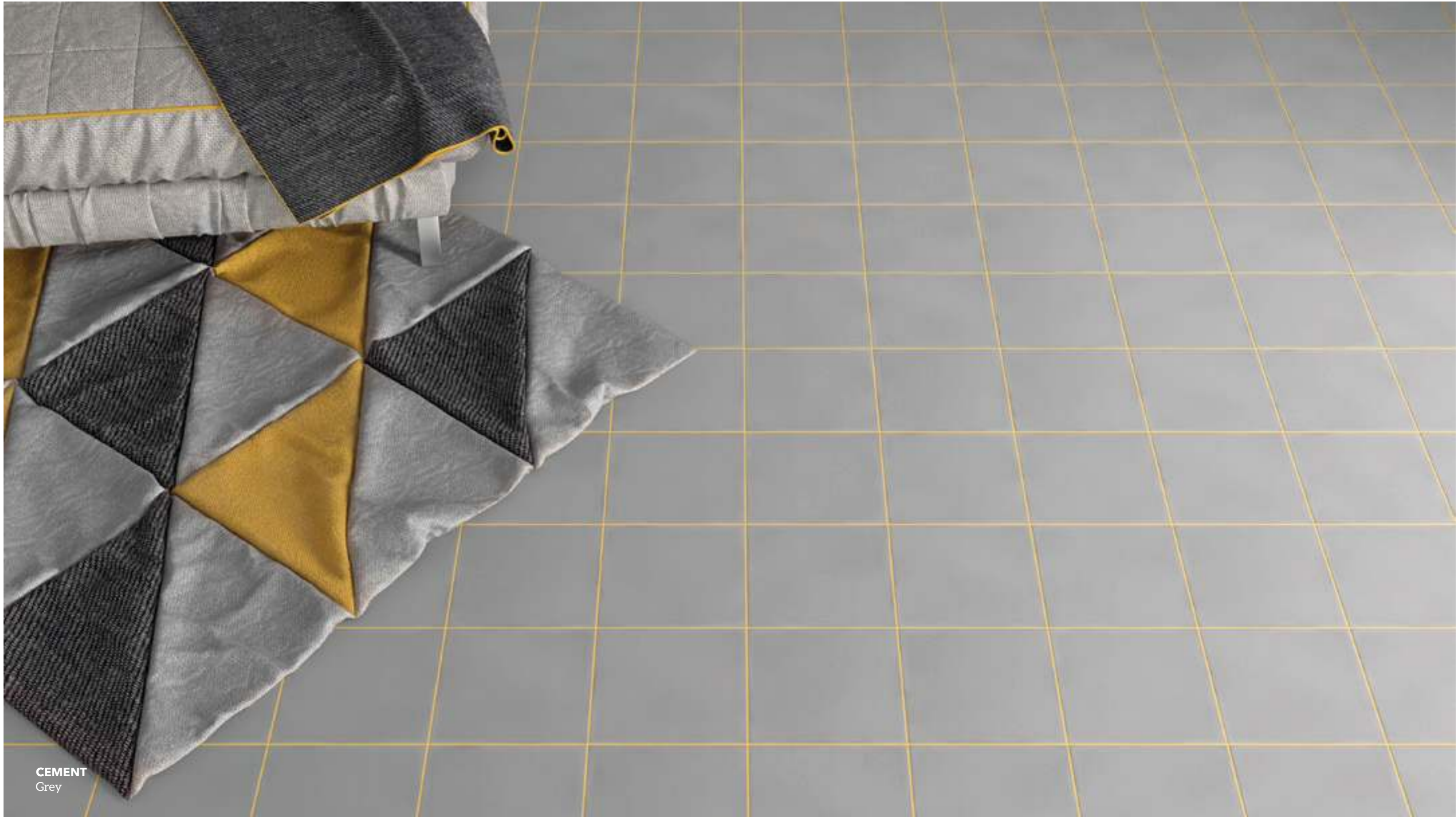


**Cement**  
Grey



Wall tile / Revestimiento  
**NouDEL**  
Black Matt





**CEMENT**  
Grey



**Cement**  
Grey

**Composition**

Composición



**CEMENT**  
Lead



**Cement**  
Lead

**Composition**  
Composición



# CEMENT PLAY DECOR

7" · 7" / 18,5 · 18,5 cm

\* Nine different patterns randomly mixed within the box / Nueve diseños diferentes encajados aleatoriamente

## Colour versions

Versiones de color

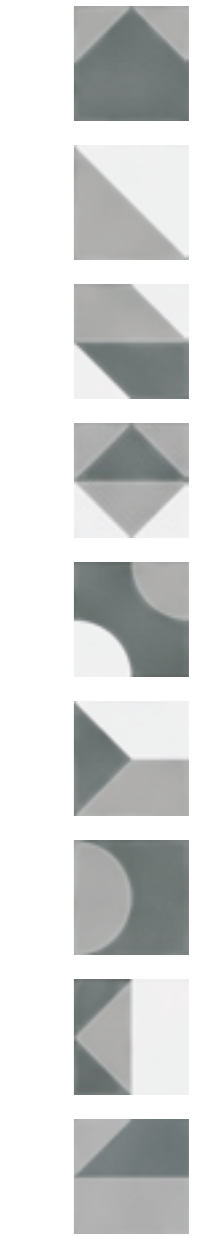


Grey Warm

CEMENT PLAY DECOR  
Grey  
CEMENT  
Lead



**CEMENT PLAY DECOR**  
Grey



**Cement Play Decor**  
Grey

**Composition**  
Composición





**CEMENT PLAY DECOR**  
Warm



**CEMENT PLAY DECOR**  
Warm



**Cement Play Decor**  
Warm

# CEMENT PATTERN DECOR

7" · 7" / 18,5 · 18,5 cm

## Colour versions

Versiones de color



Grey



Warm



CEMENT PATTERN DECOR  
Warm





**CEMENT PATTERN DECOR**  
Grey

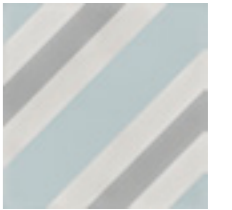


**Cement Pattern Decor**  
Grey

**Composition**  
Composición



**CEMENT PATTERN DECOR**  
Warm



**Cement Pattern Decor**  
Warm

**Composition**  
Composición





**CEMENT PATTERN DECOR**  
Grey  
**CEMENT**  
Lead



**Cement Pattern Decor**  
Grey



**Cement**  
Lead

# CEMENT LOOP DECOR

7" · 7" / 18,5 · 18,5 cm



CEMENT LOOP DECOR  
Grey

**Colour versions**  
Versiones de color



Grey



Warm





CEMENT LOOP DECOR  
Warm



Cement Loop Decor  
Warm



**CEMENT LOOP DECOR**  
Grey



**Cement Loop Decor**  
Grey

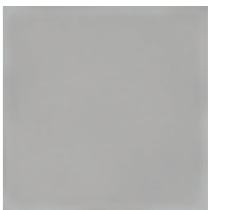




**CEMENT LOOP DECOR**  
Warm  
**CEMENT**  
Grey



**Cement Loop Decor**  
Warm



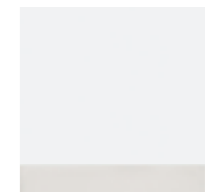
**Cement**  
Grey

# CEMENT BAND DECOR

7" · 7" / 18,5 · 18,5 cm



## Colour versions Versiones de color



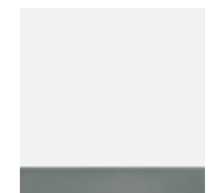
Warm



Aqua



Grey

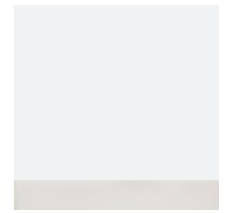


Lead





CEMENT BAND DECOR  
Warm  
CEMENT  
Warm



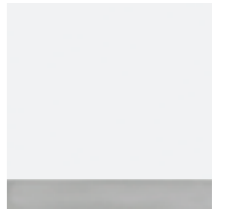
Cement Band Decor  
Warm



Cement  
Warm



**CEMENT BAND DECOR**  
Grey

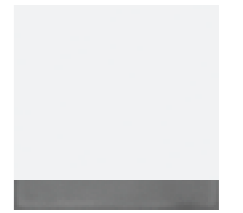


**Cement Band Decor**  
Grey





**CEMENT BAND DECOR**  
Lead  
**CEMENT**  
Lead



**Cement Band Decor**  
Lead



**Cement**  
Lead

# CEMENT TRADITION DECOR MIX

7" · 7" / 18,5 · 18,5 cm

\* Nine different patterns randomly mixed within the box / Nueve diseños diferentes encajados aleatoriamente

## Colour versions

Versiones de color



Grey

Warm

CEMENT TRADITION DECOR MIX  
Grey





**CEMENT TRADITION DECOR MIX**  
Warm



**Cement Tradition Decor Mix**  
Warm



# CEMENT TRADITION DECOR 1

7" · 7" / 18,5 · 18,5 cm



Colour versions  
Versiones de color



Grey



Warm

CEMENT TRADITION DECOR 1  
Grey





**CEMENT TRADITION DECOR 1**  
Warm

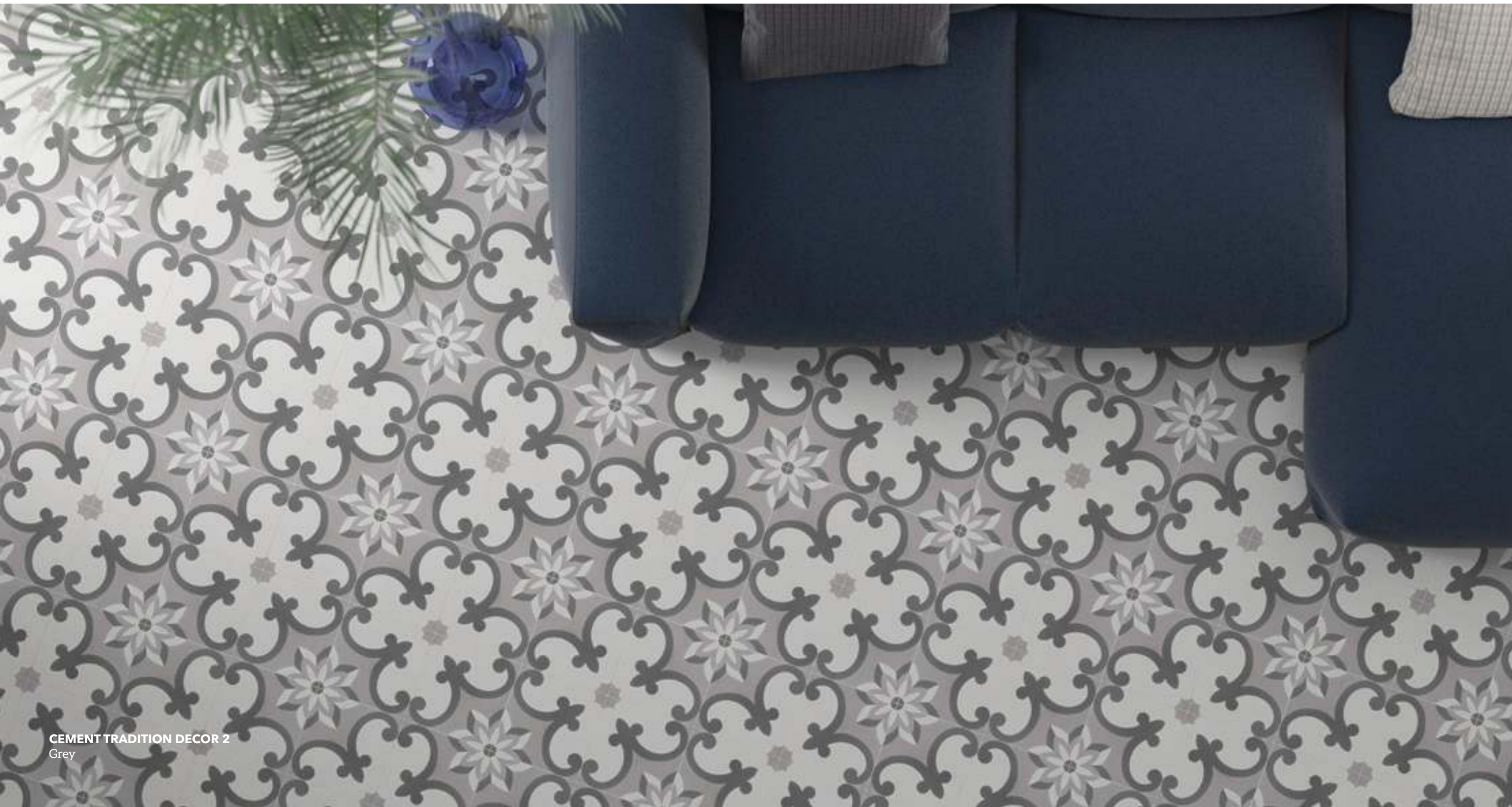


**Cement Tradition Decor 1**  
Warm



# CEMENT TRADITION DECOR 2

7" · 7" / 18,5 · 18,5 cm



## Colour versions

Versiones de color



Grey



Warm

CEMENT TRADITION DECOR 2

Grey





**CEMENT TRADITION DECOR 2**  
Warm



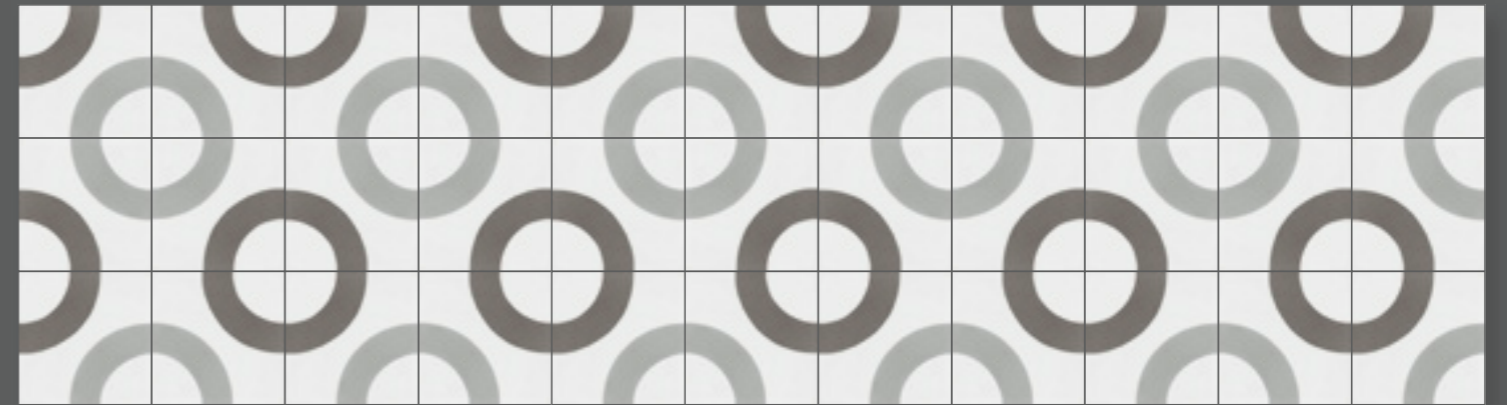
**Cement Tradition Decor 2**  
Warm

**Cement Play Decor**



Random

**Cement Loop Decor**

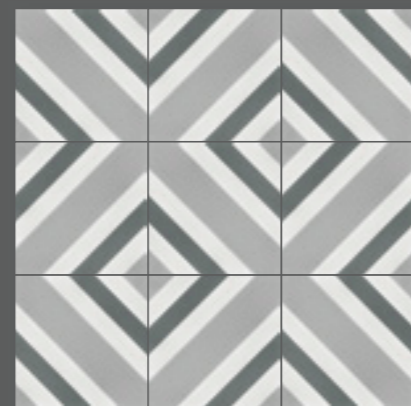


n° 1

**Cement Pattern Decor**



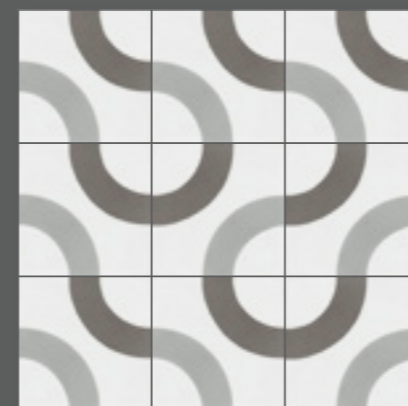
n° 1



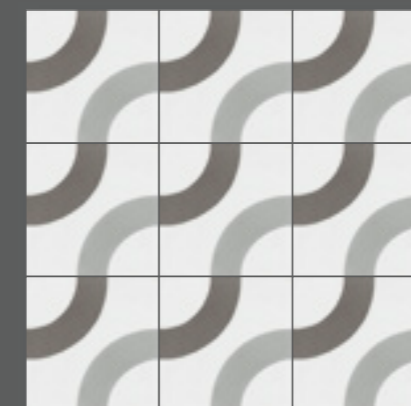
n° 2



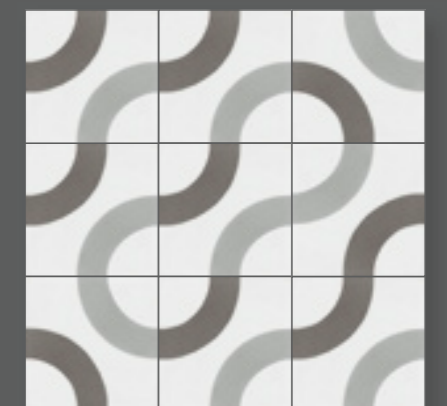
n° 3



n° 2 (random)



n° 3



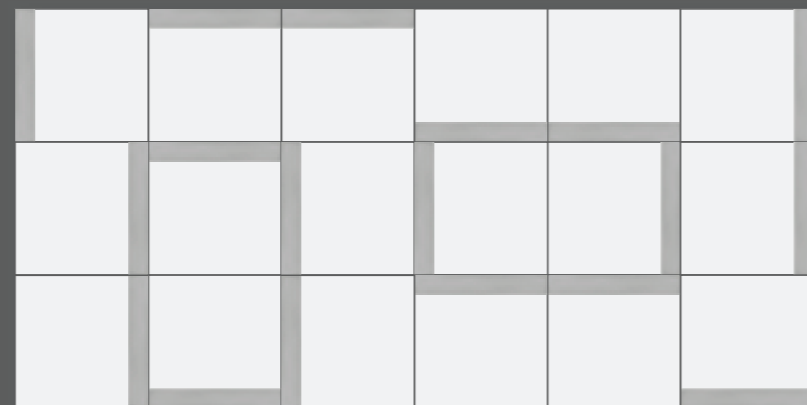
n° 4



**Cement Band Decor**

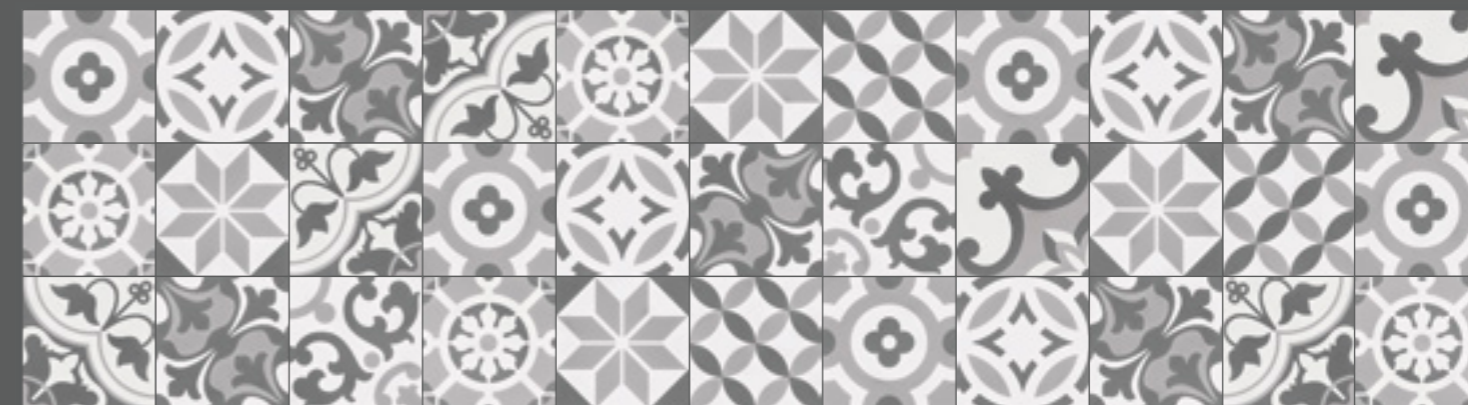


n° 1



n° 2

**Cement Tradition Decor Mix**



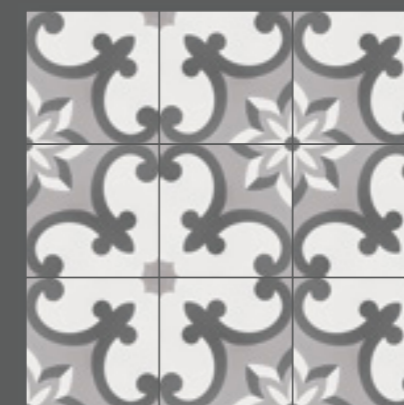
Random

**Cement Tradition Decor 1**

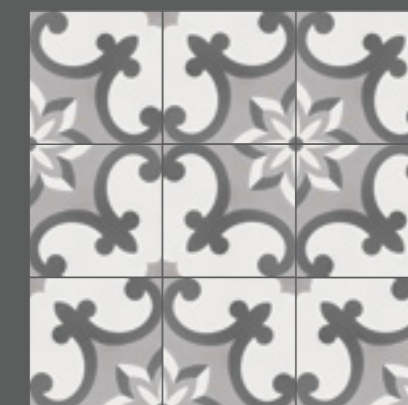


n° 1

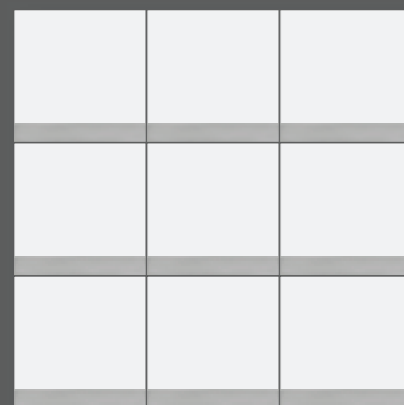
**Cement Tradition Decor 2**



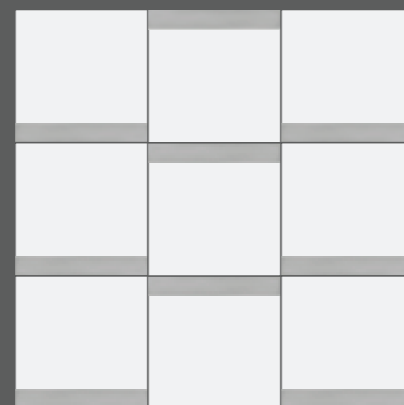
n° 1



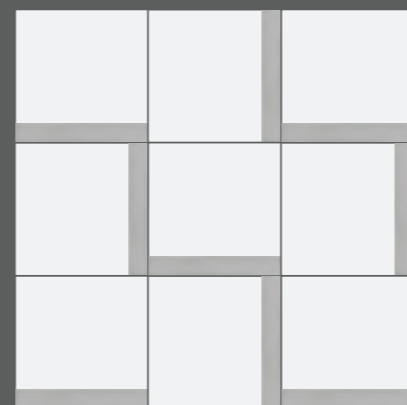
n° 2



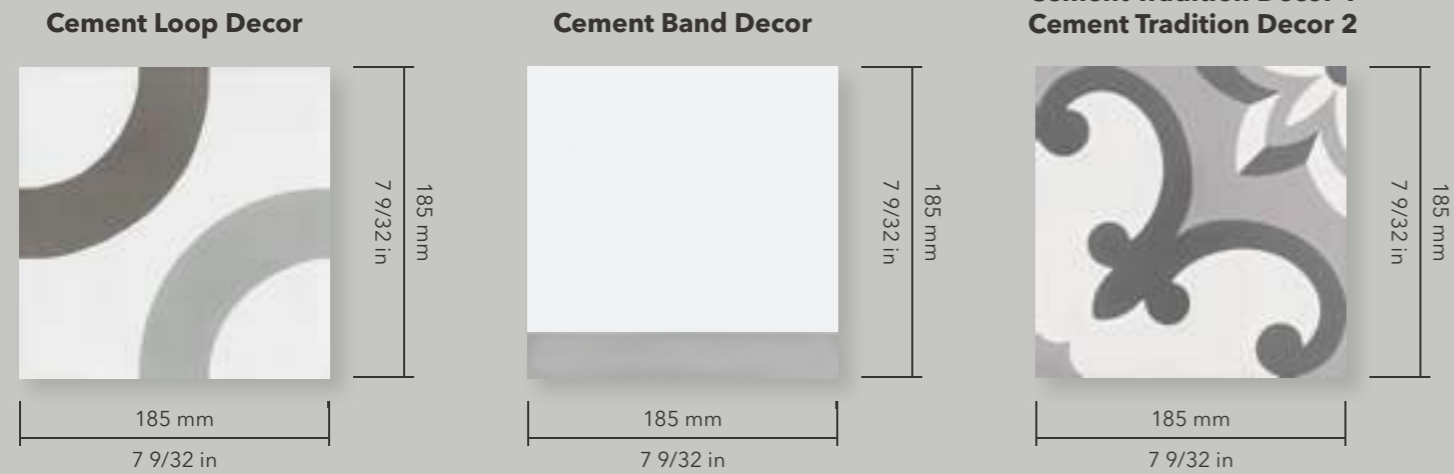
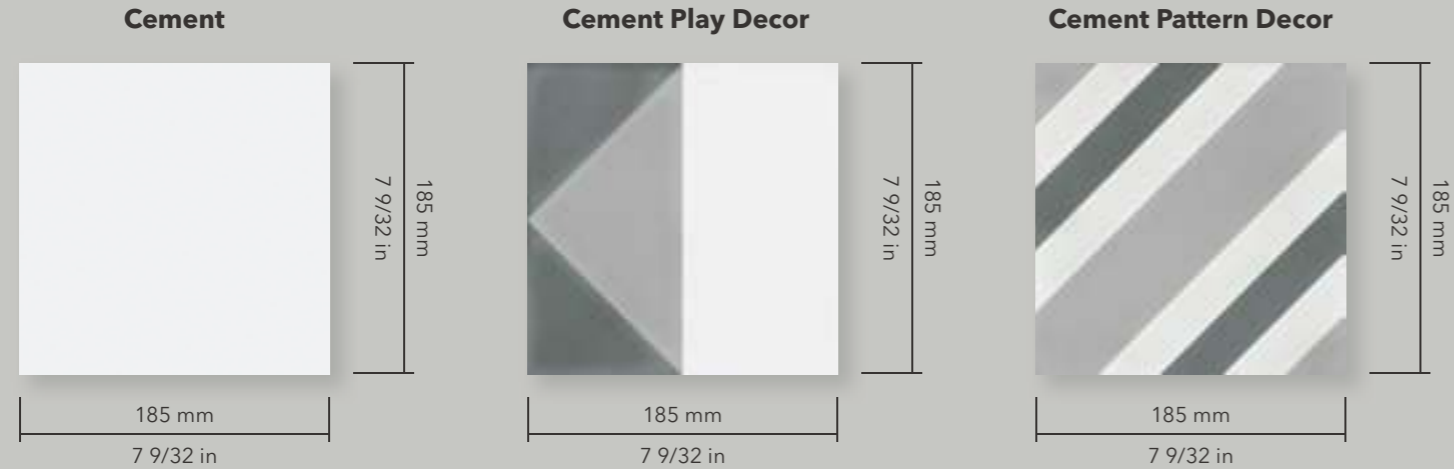
n° 3



n° 4



n° 5










Modelo Model	Tamaño (cm) Size (cm)	Piezas/caja Pieces/box	kg/caja kg/box	m2/caja m2/box	cajas/palet box/pallet	m2/palet m2/pallet
Cement	18,5x18,5 cm	12	8,893 kg	0,413 m <sup>2</sup>	108	44,604 m <sup>2</sup>
Cement Play Decor	18,5x18,5 cm	12	8,893 kg	0,413 m <sup>2</sup>	108	44,604 m <sup>2</sup>
Cement Pattern Decor	18,5x18,5 cm	12	8,893 kg	0,413 m <sup>2</sup>	108	44,604 m <sup>2</sup>
Cement Loop Decor	18,5x18,5 cm	12	8,893 kg	0,413 m <sup>2</sup>	108	44,604 m <sup>2</sup>
Cement Band Decor	18,5x18,5 cm	12	8,893 kg	0,413 m <sup>2</sup>	108	44,604 m <sup>2</sup>
Cement Tradition Decor Mix	18,5x18,5 cm	12	8,893 kg	0,413 m <sup>2</sup>	108	44,604 m <sup>2</sup>
Cement Tradition Decor 1	18,5x18,5 cm	12	8,893 kg	0,413 m <sup>2</sup>	108	44,604 m <sup>2</sup>
Cement Tradition Decor 2	18,5x18,5 cm	12	8,893 kg	0,413 m <sup>2</sup>	108	44,604 m <sup>2</sup>

Modelo Model	Size (in)	Pieces/box	lb/box	sq ft/box	box/pallet	sq ft/pallet
Cement	7"x7"	12	19,605 lb	4,445 sq ft	108	480,060 sq ft
Cement Play Decor	7"x7"	12	19,605 lb	4,445 sq ft	108	480,060 sq ft
Cement Pattern Decor	7"x7"	12	19,605 lb	4,445 sq ft	108	480,060 sq ft
Cement Loop Decor	7"x7"	12	19,605 lb	4,445 sq ft	108	480,060 sq ft
Cement Band Decor	7"x7"	12	19,605 lb	4,445 sq ft	108	480,060 sq ft
Cement Tradition Decor Mix	7"x7"	12	19,605 lb	4,445 sq ft	108	480,060 sq ft
Cement Tradition Decor 1	7"x7"	12	19,605 lb	4,445 sq ft	108	480,060 sq ft
Cement Tradition Decor 2	7"x7"	12	19,605 lb	4,445 sq ft	108	480,060 sq ft



**Dry-pressed ceramic tiles with water absorption B la ≤ 0,5% for interior and exterior floors and walls.**  
 Baldosas cerámicas prensadas en seco con absorción de agua B la ≤ 0,5% para suelos y paredes interiores y exteriores.

FEATURES / CARACTERÍSTICAS	SPECIFICATION / ESPECIFICACIÓN	NORMA
 Dimensional Features	186 +/- 0.6 x 186 +/-0.6 mm x 10 mm	UNE-EN ISO 10545-2:1998
 Water absorption	$E_b \leq 0,5\%$	UNE-EN ISO 10545-3:1997
 Modulus of rupture and breaking strength	Minimum 35 N/mm <sup>2</sup> Individual Minimum 32 N/mm <sup>2</sup>	UNE-EN ISO 10545-4:2012
 Crazing resistance	Pass	UNE-EN ISO 10545-11:1997
 Household products resistance	GA	UNE-EN ISO 10545-13:1998
 Chemical resistance	GLA	UNE-EN ISO 10545-13:1998
 Stain resistance	>3	UNE-EN ISO 10545-14:1998
 Frost resistance	Pass	UNE-EN ISO 10545-11:1997

**WAREHOUSING**

In order to guarantee the characteristics of the finish the product must be kept in its original packaging until the time of fixing. If the product is likely to be stored for a long period of time it should be suitably covered.

**TILE FIXING**

To ensure the products adhere correctly to the surface, it is essential to use specific adhesive and grouting material. This must also be suitable for the environment they will have to withstand. Fitting with traditional mortars does not ensure good adhesion.

All types of joints must be planned and carried out correctly: structural, perimeter, expansion and installation joints. Fitting tiles without joints is not advisable from any technical point of view as this may lead to various problems. For an optimal result, we advise to use 2 mm (0 5/64 in) grout.

**MAINTENANCE AND CLEANING**

Once the materials have been fitted, it is advisable to remove any remaining adhesive and grouting material by using a commercial descaling product designed especially, diluted with water. The descaling product must not remain in contact with the surface to be cleaned for more than 5 minutes.

As a general guideline, powder detergents should not be used, not wire wool or abrasive materials. Generally a sponge will be sufficient with warm water and liquid neutral soap. Then rinse with plenty of clean water.

**ALMACENAMIENTO**

Para garantizar las características de su acabado, el producto debe mantenerse en su embalaje original hasta el momento de la colocación. Si el producto va a permanecer almacenado durante un largo periodo es conveniente hacerlo bajo cubierta.

**COLOCACIÓN**

Para garantizar una buena adhesión al soporte es necesaria la utilización de materiales de agarre y de rejuntado adecuados al ambiente al que vayan a estar sometidos. La colocación con morteros tradicionales no garantiza una buena adhesión.

Deberán planificarse y ejecutarse correctamente todo tipo de juntas: estructurales, perimetrales, de dilatación y de colocación. La colocación sin juntas es desaconsejable desde cualquier punto de vista técnico, pudiendo ser el origen de diversas patologías. Para un resultado óptimo, recomendamos usar 2 mm de junta.

**MANTENIMIENTO Y LIMPIEZA**

Finalizada la puesta en obra se recomienda eliminar los restos de materiales de agarre y rejuntado con un desincrustante comercial diseñado expresamente para baldosas cerámicas, rebajado con agua, permaneciendo en contacto con la superficie a limpiar no más de 5 minutos.

Como norma general no deben utilizarse detergentes en polvo ni estropajos metálicos o abrasivos. Generalmente será suficiente con una esponja, agua tibia y un jabón líquido neutro. Posteriormente aclarar con abundante agua limpia.

Designed by



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The colour of the pieces displayed herein may differ slightly from originals.  
The settings shown in this catalogue are design proposals for advertising purposes.  
In real situations in which the pieces are laid, the installation instructions published by WOW should be followed.

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