

# New Feel

— SMOOTH LINES, MODERN ATTITUDE





Floor: Lively 8"x40"  
Wall: Lively 8"x40"

# SMOOTH LINES MODERN ATTITUDE

Modern design finds its perfect correspondence with the soft lines and immersive shades of the collection.  
A palette of colors in tune with the contemporary design and architectural trends represents the best choice for the most innovative interior design projects.

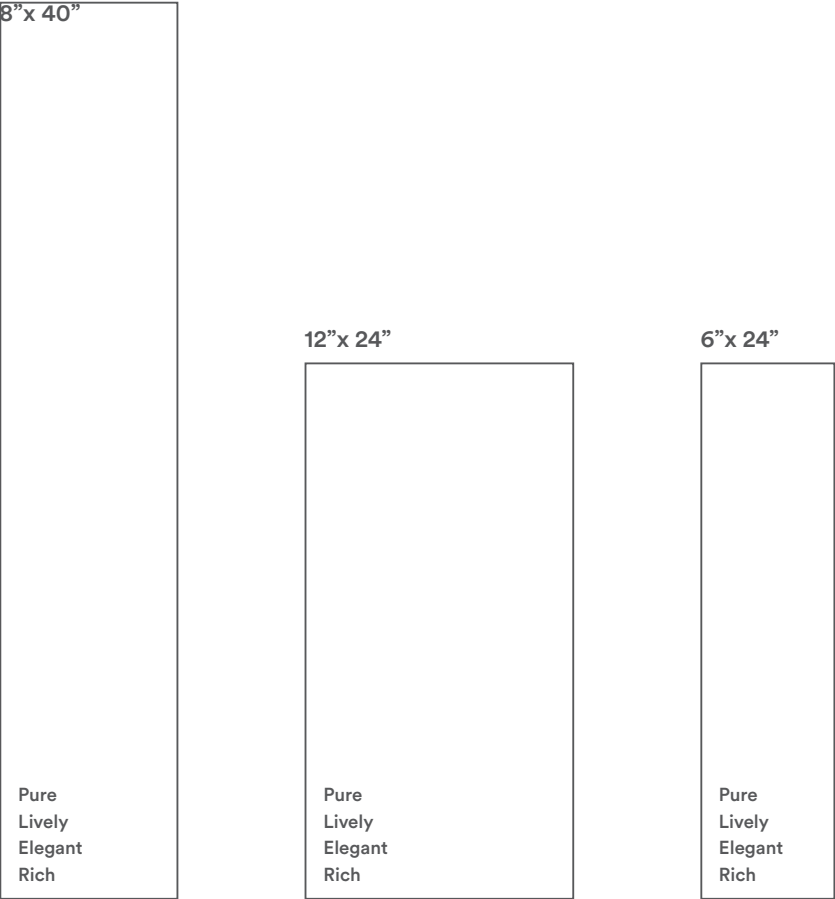




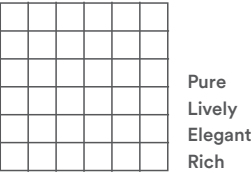
# RANGE. COLORS SIZES & FINISHES.

## COLOR-BODY PORCELAIN TILES - RECTIFIED MATTE FINISH

The neutral and soft colors of New Feels collection express the accuracy of refined minimalism through a complete range of sizes and trims, enriched by the presence of a 2”x2” mosaic.



### DECORS



2”x2” mosaic  
on 12”x12” sheet  
randomly mixed

Pure



Lively



Elegant



Rich





Floor: Rich 8"x40"  
Wall: Pure mosaic 2"x2"

RICH  
UNLEASH YOUR DESIGN CREATIVITY





Floor: Rich 8”x40”



Wall: Pure mosaic 2”x2”

RICH



Floor: Lively 12"x24"  
Wall: Join Dusk Spice 48"x109"  
Counter: Rich 8"x40"

LIVELY  
— OUR RECIPE,  
YOUR FAVOURITE FLAVOUR





Floor: Lively 12"x24"



Floor: Lively 12"x24"  
 Wall: Join Dusk Spice 48"x109"  
 Counter: Rich 8"x40"

LIVELY





# PURE

— UNIQUE, FRESH, CONTEMPORARY

Floor: Pure 12"x24"  
Wall: Lively 6"x24"  
Shower Floor: Pure mosaic 2"x2"  
Shower Wall: Pure 12"x24", Lively 12"x24", Pure mosaic 2"x2"





Floor: Pure 12"x24"  
 Wall: Lively 6"x24"



Floor: Pure mosaic 2"x2"  
 Wall: Pure 12"x24", Lively 12"x24", Pure mosaic 2"x2"

PURE



Floor: Elegant 8"x40, Pure 8"x40

# ELEGANT

CHIC AND COZY LIVING





Floor: Pure 8"x40



Floor: Elegant 8"x40

**ELEGANT**



RANGE

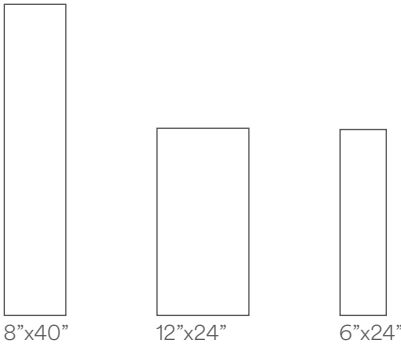






# PURE

V2 Rectified, squared, one caliber.



## DECORS

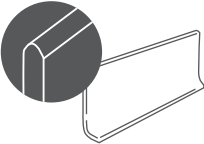


2"x2" mosaic  
on 12"x12" sheet  
randomly mixed

## TRIMS



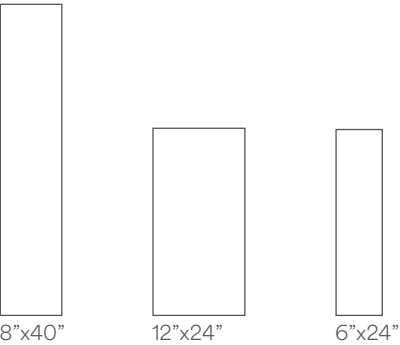
3"x24" Bullnose



6"x12" Covebase

# LIVELY

V2 Rectified, squared, one caliber.



## DECORS

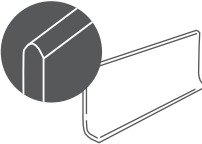


2"x2" mosaic  
on 12"x12" sheet  
randomly mixed

## TRIMS



3"x24" Bullnose



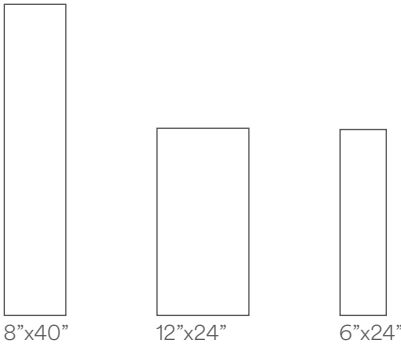
6"x12" Covebase





# ELEGANT

V2 Rectified, squared, one caliber.

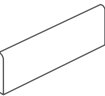


## DECORS

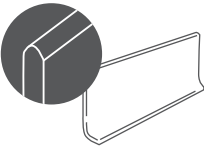


2"x2" mosaic  
on 12"x12" sheet  
randomly mixed

## TRIMS



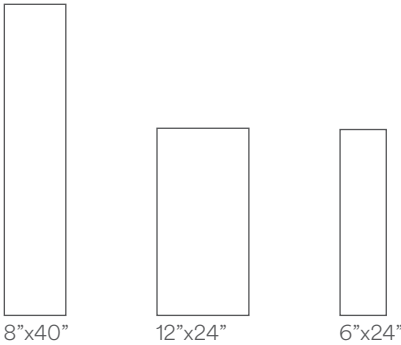
3"x24" Bullnose



6"x12" Covebase

# RICH

V2 Rectified, squared, one caliber.

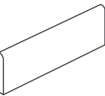


## DECORS

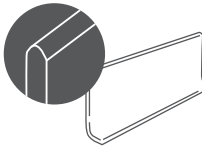


2"x2" mosaic  
on 12"x12" sheet  
randomly mixed

## TRIMS



3"x24" Bullnose



6"x12" Covebase



DECORS

PURE      LIVELY      ELEGANT      RICH



2"x2" mosaic  
on 12"x12" sheet



2"x2" mosaic  
on 12"x12" sheet



2"x2" mosaic  
on 12"x12" sheet



2"x2" mosaic  
on 12"x12" sheet



RANGE

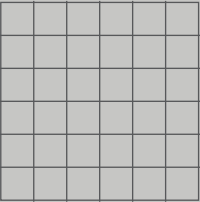
	8"x 40" 9 mm	12"x 24" 9 mm	6"x 24" 9 mm
Pure			
Lively			
Elegant			
Rich			

V2 Slight Variation.  
Clearly distinguishable texture and/or  
pattern within similar colors.

Rectified, squared, one caliber.

	Battiscopa - Bullnose Plinthe - Sockel - Плинтус	Battiscopa - Covebase Plinthe - Sockel - Плинтус
	7,2x60 cm 3"x 24"	15x30 cm 6"x 12"
Pure		
Lively		
Elegant		
Rich		

Available in all colors



2"x2" mosaic  
on 12"x12" sheet  
randomly mixed

PACKAGING

Size		Box					Pallet				
Inches	Cm	Pcs	Surface (sqf)	Surface (sqm)	Weigth (lbs)	Weigth (kg)	Boxes	Surface (sqf)	Surface (sqm)	Weigth (lbs)	Weigth (kg)
8"x 40"	20x100	6	12.92	1.2	~56.88	~25.8	36	465.12	43.20	~2,047.63	~928.8
12"x 24"	30x60	7	13.56	1.26	~55.56	~25.2	40	542.51	50.40	~2222.24	~1008
6"x 24"	15x60	12	11.63	1.08	~47.62	~21.6	40	465.20	43.20	~1904.77	~864
2"x2" Mosaic	30x30	10 sheets	9.69	0.9	~39.68	~18	36	348.75	32.40	~1428.58	~648

We recommend you a 2/3 mm grout joint to simplify the laying and optimize the naturalness of the final result.  
In order to favour the ordinary maintenance procedures, it is recommended to carry out an acid wash of the surface after 48 hours from grout filling using an acid agent specific for porcelain stoneware tiles.

Caesar Ceramics USA reserves the right to change the products presented in this catalogue at any time.

Tones of samples are indicative

V0 Very Uniform appearance.  
Pieces of the same shade value are  
very uniform and smooth in texture.  
They can be measured for small color  
differences and are in compliance  
with the color uniformity requirements  
of tables 6-10 (ANSI A137.1-2012)

V1 Uniform Appearance.  
Differences among pieces from the  
same production run are minimal.

V2 Slight Variation.  
Clearly distinguishable texture and/or  
pattern within similar colors.

V3 Moderate Variation.  
While the colors and/or textures  
present on a single piece of tile will be  
indicative of the colors and/or texture  
to be expected on the other tiles, the  
amount of colors and/or texture on  
each piece may vary significantly. It  
is recommended that the range be  
viewed before selection.

V4 Substantial Variation. Random color  
and/or texture differences from tile  
to tile, so that one tile may have  
totally different colors and/or textures  
from that on other tiles. Thus, the  
final installation will be unique. It  
is recommended that the range be  
viewed before selection.



# THE EXCELLENCE OF CAESAR USA PORCELAIN STONEWARE

## HEALTH AND SAFETY

Porcelain stoneware is the best choice for those who care about health and safety. Porcelain’s non-porous surface remains hygienic over time by avoiding the absorption of unwanted germs and bacteria. It’s completely hypoallergenic, VOC free and won’t emit harmful substances. Due to porcelain’s non-absorbent properties, it is safe to use aggressive detergents although it’s easy to clean and resistant to staining.



ECO-FRIENDLY AND NONTOXIC: WON’T RELEASE HARMFUL SUBSTANCES



NO CHEMICAL WATERPROOFING AGENTS, PAINT, OR RESIN



HYGIENIC AND SAFE



EASY TO CLEAN AND STAIN RESISTANT

## HEAT AND FIRE RESISTANCE

Porcelain stoneware is naturally fireproof, and won’t burn in the event of a fire. Even in intense heat porcelain maintains its shape and never releases toxins into the atmosphere.



HEAT RESISTANT



FIRE RESISTANT



RESISTANT TO SUN DAMAGE AND COLOR FADING

## VERSATILITY AND SUSTAINABILITY

The choice of an eco-sustainable, durable and versatile material for floors and walls means a lot of benefits for the environment. Caesar USA porcelain stoneware is produced with non-exhaustible, natural, raw materials, that are easy to install, and, at the end of its long life, it is easy and cheap to dispose of 100% recyclable.



EASY TO INSTALL



WATER AND DAMP RESISTANT



IDEAL FOR HEATED FLOORS

## BEAUTY & DURABILITY

Porcelain tiles remain as beautiful as the first day even when they are exposed to different types of stress. They resist scratches and abrasions and are able to withstand heavy loads. This mean it is a material suitable for driveways and high traffic places.



LOAD BEARING AND STRESS RESISTANT



THERMAL SHOCK RESISTANT



FROSTPROOF



RESISTANT TO SMOG AND POLLUTION



SCRATCH AND ABRASION RESISTANT



RESISTANT TO HOUSEHOLD AND INDUSTRIAL CHEMICALS

## Cleaning procedures

**FINAL CLEANING AFTER INSTALLATION**  
A few hours after grouting, as soon as the grout starts to dry and becomes opaque, sweep the floor. Within 48 hours from grouting and before the grout hardens definitively, wet the floor with an acid and buffered solution. Dilution depends on the type of surface (smooth or textured). Spread the solution containing acid especially made for stoneware using a mop or a rotary brush for large surfaces, and featuring suitable discs, and let the solution work for a few minutes. Rinse with warm water and clean cloths and repeat several times until all stains and residues have been eliminated. Make sure to change rinsing water several times. Complete by drying. Prevent contact of the acid solution with other materials (metal, marble, etc.).

**ATTENTION!!**  
Epoxy-based grout cannot be cleaned when it has completely hardened other than mechanically with risks to the surface of the tiles. For more information and recommendations, consult the grout manufacturer. Care must be taken on inlayed, polished and anti-slip products; for the latter in particular, the use of a floor-washing machine combined with the action of an acid detergent helps reach the spaces between adjacent tiles and cleans them properly. If such a cleaning procedure is not carried out, or if such cleaning is carried out too late, the grout residue creates an extremely absorbent film, which holds dirt, making the surface difficult to clean: in this case, Caesar ceramics USA, INC. will not be liable for any damage caused to the surface.

**CLEANING AND CARE**  
If the cleaning rules after installation are followed, routine maintenance, i.e. everyday cleaning to remove dirt from traffic and general use of the tiled surface, is reasonably easy. We would like to remind you that porcelain stoneware is a product with excellent technical features which allow for the highest grade of mechanical wear and resistance to acids (except for hydrofluoric acid and its derivatives) and alkalis, features which are added to a high aesthetic quality. Porcelain stoneware has a low absorption level, another intrinsic characteristic of the product. As detailed in the technical sheets, absorption levels are very low in the production process Caesar Ceramics Usa, Inc. adopts, and all our products will achieve the best results for any kind of specific application. Ordinary maintenance must be carried out using specialist detergents to remove stains but these detergents must not leave a wax, film or membrane residue. Rinsing well with plenty of clean water is a fundamental part of the cleaning procedure, therefore we advise against the use of products which state that they “do not need rinsing”.

We would like to inform you that, the above mentioned standards do not cover rubber stains (shoes, heels, mats, etc...) especially where these kinds of stains are frequent: therefore, Caesar Ceramics Usa, Inc. will not be held liable for any such damage to the surface of these products. All types of surface of the Caesar Ceramics Usa, Inc. range can be washed with clean water or water and up to 50% of bleach or alcohol. We recommend periodical cleaning with basic products or a micro-foaming basic product for porcelain stoneware, followed by thorough rinsing and drying.

**HEAVY-DUTY CLEANING**  
Any stains or marks can be removed quite easily since porcelain stoneware has very low absorption properties and resists acids and bases. Depending on the type of stain, you can use:  
- ACIDS for INORGANIC stains,  
- BASES for ORGANIC stains,  
- SOLVENTS for SYNTHETIC stains.

The use of common aggressive acids (such as muriatic acid for instance) must be avoided. These products remove residues of grout but also irreparably damage the grout within the joint. Also pay attention to all products containing HYDROFLUORIC ACID (HF) SINCE THEY IRREPARABLY DAMAGE ALL CERAMIC SURFACES.

**WARNING**  
The above suggestions are a result of research, laboratory tests and several years’ experience. However, the cleaning features of the materials may vary significantly according to the different installation methods, conditions of use, types of surface and destination. As a general rule, the higher the anti-slip values of the tiles are, the greater cleaning inconveniences may arise. The professional operator in charge of maintenance and cleaning shall always check the surface condition before proceeding with any cleaning and/or maintenance operation (we would suggest to test some tiles before installation). Caesar Ceramics Usa, Inc. declines any liability with reference to cleaning and maintenance operations in case of heavy conditions of use (such as mechanical workshop or spaces presenting oily residues or tire marks), bad installation work or wrong cleaning operations, it is agreed that Caesar Ceramics Usa, Inc. shall not be liable for any event, damage or defect due to wrong installation of the tiles, faulty cleaning and maintenance operations or inadequate choice of the type of material to be laid or of the adhesives used in a certain destination of use.

ACTUAL SIZES FOR RECTIFIED MATERIAL				
NOMINAL SIZE		ACTUAL SIZE		
INCHES	MM	INCHES	MM	
24"x48"	610x1220	23 <sup>55</sup> / <sub>32</sub> "x47 <sup>3</sup> / <sub>16</sub> "	596x1195	
24"x24"	610x610	23 <sup>55</sup> / <sub>32</sub> "x23 <sup>55</sup> / <sub>32</sub> "	596x596	
12"x24"	305x610	11 <sup>11</sup> / <sub>16</sub> "x23 <sup>55</sup> / <sub>32</sub> "	297x596	
6"x24"	152x610	5 <sup>45</sup> / <sub>16</sub> "x23 <sup>55</sup> / <sub>32</sub> "	145x596	
8"x40"	203x1016	7 <sup>23</sup> / <sub>32</sub> "x39 <sup>11</sup> / <sub>16</sub> "	196x995	

ACTUAL SIZES FOR NON-RECTIFIED MATERIAL				
NOMINAL SIZE		ACTUAL SIZE		
INCHES	MM	INCHES	MM	
12"x24"	305x610	11 <sup>13</sup> / <sub>16</sub> "x23 <sup>47</sup> / <sub>16</sub> "	300x603	
8"x40"	203x1016	7 <sup>7</sup> / <sub>8</sub> "x39 <sup>3</sup> / <sub>8</sub> "	200x1000	

ACTUAL SIZES FOR RECTIFIED MATERIAL - 3/4" THICKNESS				
NOMINAL SIZE		ACTUAL SIZE		
INCHES	MM	INCHES	MM	
24"x24"	610x610	23 <sup>35</sup> / <sub>64</sub> "x23 <sup>35</sup> / <sub>64</sub> "	598x598	

\*For more detailed information about the different actual sizes for non-rectified material, please contact Caesar Ceramics USA.



# SUSTAINABLE MIND

## MAXIMUM CONCERN FOR THE ENVIRONMENT



WE  
CARE

### FROM OUR PLANT....

The **brand new production facilities** in the USA are built in compliance with the most stringent standards in term of environmental protection, safety of workers and reduction of energy consumption.



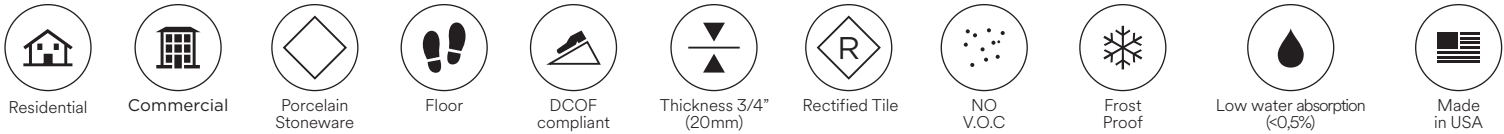
YOU  
CARE

### TO YOUR PROJECT.

By choosing Caesar Ceramics USA, the end user will be sure to purchase **durable, safe and green floor and wall tiles**: being extremely durable, they do not call for any chemical treatment, varnish or special detergent. They do not release dust or other substances, even when subject to high pedestrian traffic.

# TILE PERFORMANCE DATA

**COLOR-BODY PORCELAIN TILES - RECTIFIED**  
Classification in accordance with ANSI A137.1: 2012 (P1 class).



	TECHNICAL FEATURE	ASTM	VALUE REQUIRED ANSI A 137.1-2012	CAESAR AVERAGE VALUE
	Facial dimension	ASTM C-499	± 0,25% or ± 0,03 in	In accordance to ANSI A 137.1-2012
	Wedging	ASTM C-502	± 0,25% or ± 0,03 in	
	Warpage diagonal	ASTM C-485	± 0,4% or ± 0,07 in	
	Warpage edge	ASTM C-485	± 0,4% or ± 0,05 in	
	Thickness	ASTM C-499	RANGE: 0,040 inch max (1 mm)	In accordance to ANSI A 137.1-2012
	Water absorption	ASTM C-373	≤ 0,5%	Passed "impervious tiles" Class P1
	Breaking strength	ASTM C-648	≥ 250 lbs (≥1113 N)	≥400 lbs
	Freeze thaw	ASTM C-1026	No damages	In accordance
	Chemical resistance	ASTM C-650	As reported	Unaffected
	MOHS hardness			6
	Dynamic Coefficient of Friction		0,42	In accordance

Average values referred to the last two years of production and related to the matte finish of the product.  
Values relate to the matte finish of the product and to tests carried out by certified external laboratories, whose results are available upon request.  
Be sure to use the same caliber tiles. Color reproductions may vary from actual products.  
\* Due to the intrinsic nature of porcelain stoneware tiles, please note that the coefficient of friction may vary within the same production lot or from one production lot to the other.  
Caesar products can become slippery when wet. We recommend to always keep the surface dry.

#### ACTUAL SIZES FOR RECTIFIED MATERIAL

NOMINAL SIZE INCHES	MM	ACTUAL SIZE INCHES	MM
24"x48"	610x1220	23 <sup>15/32"</sup> x47 <sup>5/16"</sup>	596x1195
24"x24"	610x610	23 <sup>15/32"</sup> x23 <sup>15/32"</sup>	596x596
12"x24"	305x610	11 <sup>11/16"</sup> x23 <sup>15/32"</sup>	297x596
6"x24"	152x610	5 <sup>45/64"</sup> x23 <sup>15/32"</sup>	145x596
8"x40"	203x1016	7 <sup>23/32"</sup> x39 <sup>11/64"</sup>	196x995

#### ACTUAL SIZES FOR RECTIFIED MATERIAL - 3/4" THICKNESS

NOMINAL SIZE INCHES	MM	ACTUAL SIZE INCHES	MM
24"x24"	610x610	23 <sup>35/64"</sup> x23 <sup>35/64"</sup>	598x598

#### ACTUAL SIZES FOR NON-RECTIFIED MATERIAL

NOMINAL SIZE INCHES	MM	ACTUAL SIZE INCHES	MM
12"x24"	305x610	11 <sup>15/16"</sup> x23 <sup>47/64"</sup>	300x603
8"x40"	203x1016	7 <sup>7/8"</sup> x39 <sup>3/8"</sup>	200x1000

\*For more detailed information about the different actual sizes for non-rectified material, please contact Caesar Ceramics USA.



# WHERE QUALITY MEETS DESIGN

The elegant design and carefully crafted details of Caesar USA products are totally integrated into a sound material with a superior performance. Caesar has always focused on porcelain tiles with excellent technical properties which, over the years, have acquired more value by virtue of aesthetic interpretations that have become more diverse and refined, without losing the high quality standards that are part of the company's culture.



C E R A M I C S   U S A





# New Feel

— SMOOTH LINES, MODERN ATTITUDE