

BACK



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

Effetto pietra
Stone effect

BACK



ISPIRAZIONE/ *INSPIRATION*

Tracce lasciate dalla natura

Paesi caratteristici punteggiano la costa del Mare del Nord e le campagne delle Fiandre. Terre dove case e cattedrali in pietra sfumano in un delicato grigio-blu. La bellezza di Back è un segreto antico, alchimia di storie primordiali e trattamenti moderni: la superficie ne porta i segni.

Traces left by nature

Picture the North Sea coast, the Flanders countryside, and their tiny villages. Picture those lands, where stone houses and cathedrals fade into a delicate gray-blue. Back's beauty recalls an ancient secret. It's the chemistry of primordial stories and modern manufacturing signed onto its surfaces.

INDOOR

120x120

60x120

60x60

40x60

30x60

20x60

9,7x60

6,4x60

3,1x60

7,5x30

OUTDOOR

90x90 K2 20mm

60x60 K2 20mm

12
FORMATI/
SIZES

2
SPESSORI/
THICKNESSES

Formati e spessori

Back è una collezione completa, le cui possibilità di posa, creative e insolite, estendono lo spazio. I moduli compongono percorsi geometrici, danno continuità prospettica a pavimenti e rivestimenti. Designer e progettisti possono combinare dodici formati disponibili in due spessori tra cui il 20 millimetri, ideale per proposte outdoor.

Sizes and thicknesses

Back is made to extend spaces. It is a very comprehensive collection offering creative and unusual covering and flooring alternatives. The modules form geometric patterns giving a sense of continuity to the ambience. Designers may combine twelve formats which come in two thicknesses - including 20 mm, suitable for outdoor proposals.



5

COLORI/
COLORS

3

SUPERFICI/
SURFACES

Colori e superfici

I colori di Back portano paesaggi liberi e sconfinati nella quiete della casa. I cinque toni, dall'argento all'avorio, sono in perfetto equilibrio cromatico. I segni di tagli e lavorazioni, riprodotti ad arte, creano pattern alternativi. Le tre finiture adattano la linea a progetti di carattere diverso.

Colors and surfaces

Back's colors bring endless landscapes in the quiet of your home. Five tones, from silver to ivory, perfectly match each other. Traces of cuts and workmanship, reproduced by art, give rise to graphic patterns. With three different finishes, Back fits all sorts of projects.



brown



back brown



20X60 (8"x24") - 60x60 (24"x24")

back brown



20X60 (8"x24")



60x60 (24"x24")

back brown

silver



back silver



60x60 (24"x24") - LISTELLO UP 9,7x60 (3⁷/₈"x24")

back silver

60x60 (24"x24") - LISTELLO UP 9,7x60 (3⁷/₈"x24")



back silver

grey



back grey



60x120 (24"x48") - 40x60 (16"x24") - 30x60 (12"x24")
- 20x60 (8"x24") - 9,7x60 (3⁷/₈"x24") - 3,1x60 (1¹/₄"x24")

back grey



60x120 (24"x48")

60x120 (24"x48") - 40x60 (16"x24") - 30x60 (12"x24")
 - 20x60 (8"x24") - 9,7x60 (3⁷/₈"x24") - 3,1x60 (1¹/₄"x24")



back grey

60x60 (24"x24") K2 20mm



back grey



60x60 (24"x24") K2 20mm

60x60 (24"x24") K2 20mm

back grey

ivory



back ivory

60x60 (24"x24") - 30x60 (12"x24")



back ivory



60x60 (24"x24")

60x60 (24"x24") - 30x60 (12"x24")



back ivory

anthracite



back anthracite

60x60 (24"x24") - 40x60 (16"x24")
- 30x60 (12"x24") - 20x60 (8"x24")



back anthracite



back anthracite

60x60 (24"x24") - 40x60 (16"x24")
- 30x60 (12"x24") - 20x60 (8"x24")

60x60 (24"x24") - 40x60 (16"x24") - 30x60 (12"x24")



STRIPS 30x60 (12"x24")



30x60 (12"x24") - STRIPS 30x60 (12"x24")

back anthracite

BACK

SPECIFICHE TECNICHE/
TECHNICAL FEATURES

GRES PORCELLANATO TUTTA MASSA UGL
FULL-BODY PORCELAIN UGL

SPESSORI
THICKNESSES

8,5 mm (7,5x30)
9 mm (120x120 - 60x120 - 60x60 - 40x60 - 30x60 -
20x60 - 9,7x60 - 6,4x60 - 3,1x60)
20 mm (90x90 K2 - 60x60 K2)

STONALIZZAZIONE
SHADING



CLASSIFICAZIONE ANTISDRUCCIOLO
ASSESSMENT OF SLIP RESISTANCE

DIN 51130 R9 - R10 - R11
COF Conforme/ Compliant
DCOF Conforme/ Compliant

BROWN



SILVER



GREY



IVORY



ANTHRACITE



V2

STONALIZZAZIONE/
SHADING

BROWN **V2**



SILVER **V2**



specs & tech

GREY **V2**



IVORY **V2**



ANTHRACITE **V2**



16
FORMATI/
SIZES



● 120x120 (48"x48") RT 9 mm



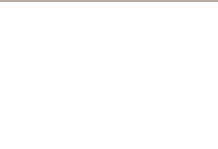
● ▲ 60x120 (24"x48") RT 9 mm



▲ 90x90 (36"x36") RT ➤K2 20 mm



● ▲ 60x60 (24"x24") RT 9 mm
▲ 60x60 (24"x24") RT ➤K2 20 mm



● 40x60 (16"x24") RT 9 mm



● ▲ 30x60 (12"x24") RT 9 mm



● 20x60 (8"x24") RT 9 mm



● 9,7x60 (3^{7/8}"x24") RT 9 mm



● 6,4x60 (2^{1/2}"x24") RT 9 mm



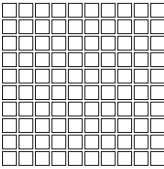
● 3,1x60 (1^{1/4}"x24") RT 9 mm



■ 7,5x30 (3"x12") N.RT 8,5 mm

● Natural R9 | ■ Structured R10 | ▲ Grip R11

3
DECORI/
DECORS



MOSAICO 30x30 (12"x12") RT 9 mm
(TESSERE: 2,8x2,8 - 1^{1/8}"x1^{1/8}")



BACK BROWN



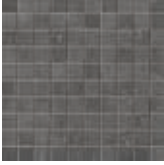
BACK SILVER



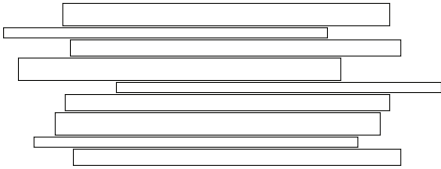
BACK GREY



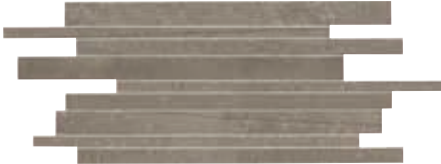
BACK IVORY



BACK ANTHRACITE



STRIPS 30x60 (12"x24") RT 9 mm



BACK BROWN



BACK SILVER



BACK GREY



BACK IVORY



BACK ANTHRACITE



LISTELLO UP 9,7x60 (3^{7/8}"x24") RT 9 mm



LISTELLO UP 6,4x60 (2^{1/2}"x24") RT 9 mm



BACK BROWN



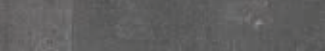
BACK SILVER



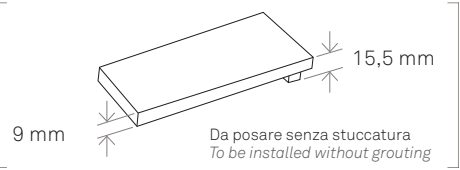
BACK GREY



BACK IVORY



BACK ANTHRACITE



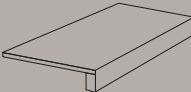
specs & tech

3

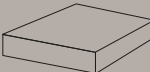
PEZZI SPECIALI/
TRIMS



BATTISCOPA
7,2x60 (2,8"x24") RT 9 mm



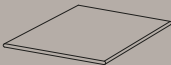
SCALINO INCOLLATO
33x60 (13"x24") RT 9 mm



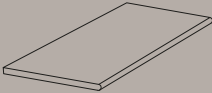
ANGOLARE INCOLLATO
33x33 (13"x13") RT 9 mm

10

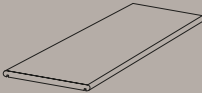
PEZZI SPECIALI K₂/
TRIMS K₂



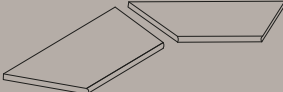
ANGOLARE BORDO CON TORO
30x30 (12"x12") RT 20 mm



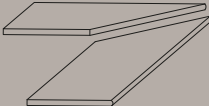
GRADINO BORDO CON TORO
30x60 (12"x24") RT 20 mm



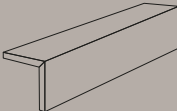
TOP
30x60 (12"x24") RT 20 mm



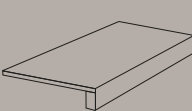
GRADINO ANGOLO INTERNO BORDO CON TORO
30x60 (12"x24") RT 20 mm



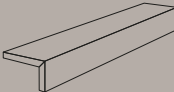
GRADINO ANGOLO ESTERNO BORDO CON TORO
30x60 (12"x24") RT 20 mm



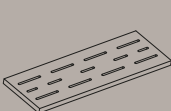
CORDOLO "L"
60x20x15 (24"x8"x6") RT 20 mm



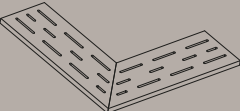
SCALINO INCOLLATO
33x60x5 (13"x24"x2") RT 20 mm



TERMINALE "L"
60x20x5 (24"x8"x2") RT 20 mm

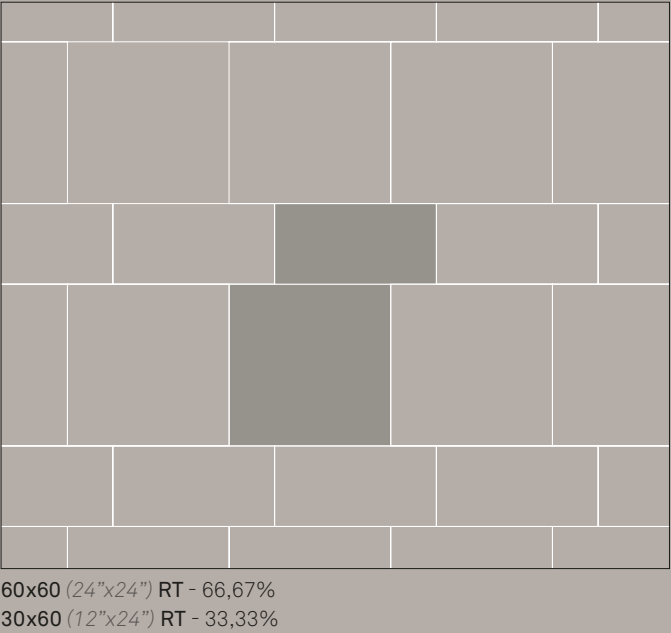
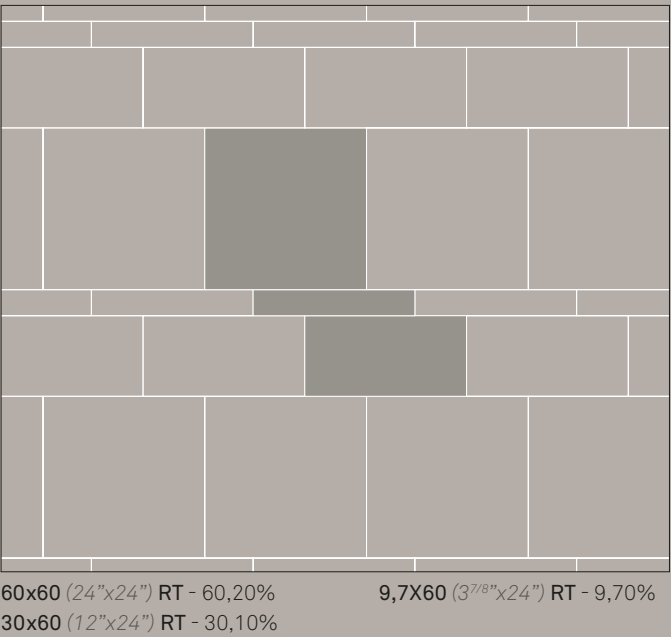
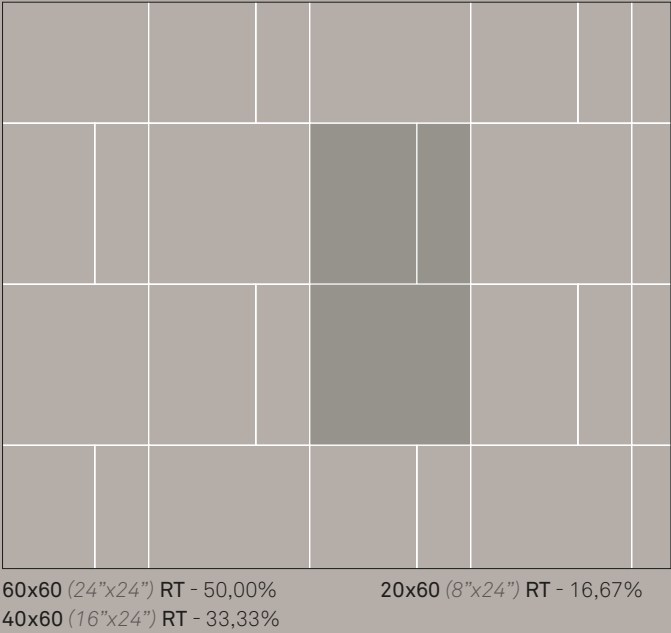
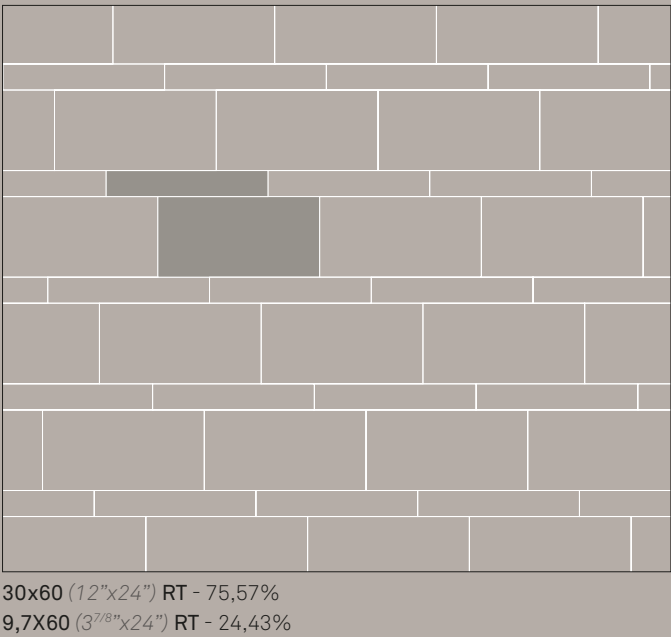


GRIGLIA
15x60 (6"x24") RT 20 mm



ANGOLARE GRIGLIA
15x60 (6"x24") RT 20 mm

SCHEMI DI POSA/
LAYING SYSTEM



Fuga minima consigliata per posa in interno 2 mm, in esterno 4 mm
Minimum suggested joint for indoor laying 2 mm, for ourdoor 4 mm
Consigli di posa, pulizia e manutenzione al link [keope.com](https://www.keope.com)
Consigli di posa, pulizia e manutenzione al link [keope.com](https://www.keope.com)

Natural R9



Light traffic
Abitazioni /
Residential

Structured R10



Medium traffic
Commerciale leggero /
Moderate commercial



Light traffic
Abitazioni /
Residential

Grip R11



Medium traffic
Commerciale leggero /
Moderate commercial



Hard traffic
Commerciale pesante /
Heavy commercial



Medium-Hard
Esterni /
Outdoor



FORMATI / SIZES

	120x120 48"x48"	60x120 24"x48"	60x60 24"x24"	40x60 16"x24"	30x60 12"x24"		20x60 8"x24"	9,7x60 3 ^{7/8} "x24"	6,4x60 2 ^{1/2} "x24"	3,1x60 1 ^{1/4} "x24"	7,5x30 3"x12"	90x90 36"x36"	60x60 24"x24"
	1194x1194	596x1195	596x596	396x596	297x596		197x596	97x596	64x596	31x596		895x895	596x596
	RT	RT	RT	RT	RT		RT	RT	RT	RT	N.RT	RT	RT
	9 mm	9 mm	9 mm	9 mm	9 mm		9 mm	9 mm	9 mm	9 mm	8,5 mm	K2 20 mm	K2 20 mm
BACK BROWN			●	●	●		●	●	●	●			
BACK SILVER			●	●	●		●	●	●	●			
BACK GREY	●	● ▲	● ▲	●	● ▲		●	●	●	●	■	▲	▲
BACK IVORY			●	●	●		●	●	●	●			
BACK ANTHRACITE	●	● ▲	● ▲	●	● ▲		●	●	●	●	■	▲	▲

● Natural R9 | ■ Structured R10 | ▲ Grip R11

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
120x120	9 mm	2	2,86	60,75	57,12	1228,00	20
60x120	9 mm	2	1,44	33,40	21,60	514,00	15
60x60	9 mm	3	1,08	25,00	43,20	1013,00	40
40x60	9 mm	3	0,72	16,81	25,92	618,16	36
30x60	9 mm	6	1,08	23,80	43,20	965,00	40
20x60	9 mm	6	0,72	16,40	34,56	800,20	48
9,7x60	9 mm	10	0,58	13,00	34,92	793,00	60
6,4x60	9 mm	15	0,58	12,48	32,26	711,88	56
3,1x60	9 mm	30	0,56	13,00	31,25	741,00	56
7,5x30	8,5 mm	48	1,08	19,02	51,84	925,96	48
90x90 K2	20 mm	1	0,81	38,00	14,58	697,00	18
60x60 K2	20 mm	2	0,72	33,80	21,60	1027,00	30

INFORMAZIONI TECNICHE / TECHNICAL FEATURES

INFORMAZIONI TECNICHE TECHNICAL FEATURES		NORMA NORM EN 14411 - ISO 13006	REQUISITI PRESCRITTI REQUIRED VALUES		VALORI VALUES	
	DIMENSIONI RETTIFICATO SIZES RECTIFIED	UNI EN ISO 10545-2	lunghezza-larghezza / lenght-width ±0,3% (±1,0 mm max) spessore / thickness ±5,0% (±0,5 mm max) ortogonalità / rectangularity ±0,3% (±1,5 mm max) rettilinearità / straightness ±0,3% (±0,8 mm max) planarità / flatness ±0,4% (±1,8 mm max) qualità superficie / surface quality ≥95%		CONFORME COMPLIANT	
		ASSORBIMENTO ACQUA WATER ABSORPTION	UNI EN ISO 10545-3	≤0,5%	≤0,1%	
		RESISTENZA A ROTTURA BREAKING STRENGHT	UNI EN ISO 10545-4	R≥35 N/mm² S≥700 N (<7,5 mm) S≥1300 N (≥7,5 mm)	CONFORME COMPLIANT	
		RESISTENZA ABRASIONE PROFONDA (UGL - Matt) DEEP ABRASION RESISTANCE (UGL - Matt)	UNI EN ISO 10545-6	≤175 mm³	≤150 mm³	
		RESISTENZA SHOCK TERMICI THERMAL SHOCK RESISTANCE	UNI EN ISO 10545-9	resistenza / resistant	CONFORME COMPLIANT	
	RESISTENZA AL GELO FROST RESISTANCE	UNI EN ISO 10545-12	resistenza / resistant	CONFORME COMPLIANT		
	RESISTENZA CHIMICA CHEMICAL RESISTANCE	UNI EN ISO 10545-13	resistenza / resistant	CONFORME COMPLIANT		
	RESISTENZA ALLE MACCHIE RESISTANCE TO STAINS	UNI EN ISO 10545-14	pulibile / cleanable	CONFORME COMPLIANT		
	CLASSIFICAZIONE ALTISDRUCCIOLO ASSESSMENT OF SLIP RESISTANCE	DIN 51130	R	prodotto / product	R	>0,40 >0,42
		B.C.R.A. (COF)	>0,40 bagnato / wet	120x120 - 60x120 - 60x60 - 40x60 - 30x60 - 20x60 - 9,7x60 - 6,4x60 - 3,1x60	R9	CONFORME COMPLIANT
				7,5x30	R10	CONFORME COMPLIANT
		ANSI A137.1 2012 (DCOF)	>0,42 bagnato / wet	60x120 - 60x60 - 30x60 - 90x90 K2 - 60x60 K2	R11	CONFORME COMPLIANT

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

specs & tech



HEADQUARTER via statale 467, 21
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FACTORY via canale, 27
42013 Casalgrande (RE) - Italy
WAREHOUSE via dell'industria, 1
42013 Casalgrande (RE) - Italy

PHONE +39 0522 997511
FAX +39 0522 997544
ADMIN. FAX +39 0522 997413

info@keope.com
keope.com



