

play



**ABK**

EMOZIONI IN SUPERFICIE

**play**

# CHOOSE COMBINE AND play

Con PLAY progettare con la ceramica diventa un gioco. Un piccolo quadrato è il grande protagonista del progetto, re-interpretato in mille modi e capace di diventare elemento caratterizzante di ogni spazio, attraverso pattern, grafiche e colori. Nell'universo PLAY convivono soluzioni stilistiche ispirate alla tradizione delle cementine e delle maioliche, ma allo stesso tempo trovano spazio proposte dal design contemporaneo, ricercate e di tendenza. Nell'unico formato 20x20 in gres porcellanato, PLAY è un prodotto trasversale per molteplici destinazioni d'uso: in ambito residenziale arricchisce pavimenti e pareti di bagni e cucine, nei contesti pubblici e commerciali diventa una superficie decorativa che valorizza ogni intervento.

With PLAY, designing with ceramic tiles couldn't be easier. The collection takes a small square of ceramic and reinterprets it in countless ways, exploiting patterns, designs and colours to create a distinctive element that stands out in any space. The world of PLAY consists of stylistic solutions inspired by traditional cement and majolica tiles, as well as sophisticated, cutting edge contemporary design offerings. Available in a single 20x20 cm size, PLAY porcelain tiles are ideal for a wide range of applications. In residential spaces they enhance the appeal of bathroom and kitchen floors and walls, while in public and commercial contexts they create a decorative surface ideal for any project.







**PLAY + INTERNO9**



**PLAY + CROSSROAD**



**PLAY + NEST**



**PLAY + GENT**

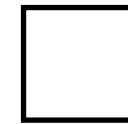
**MATCHING MATERIALS**

La gamma PLAY contamina gli spazi contemporanei con uno spirito giocoso e decorativo. Le texture dal sapore vintage, i pattern geometrici e le trame optical, caratterizzate da una palette cromatica versatile ed eterogenea, sono state studiate per incontrare le più diverse esigenze stilistiche e progettuali. Le numerose proposte grafiche permettono di sviluppare inediti Mix&Match con le suggestioni materiche contenute nel catalogo ABK, a partire dalle grandi lastre, passando dai pavimenti a listone effetto legno, fino ai formati più tradizionali.

The PLAY collection brings a light-hearted, decorative touch to contemporary spaces. The vintage texture, geometric patterns and optical effects coupled with a versatile and heterogeneous colour palette are specially designed to meet the most diverse stylistic and design requirements. The numerous graphic versions allow for novel Mix&Match solutions with the material effects contained in the ABK catalogue, from large slabs and wood effect planks through to more conventional tile sizes.

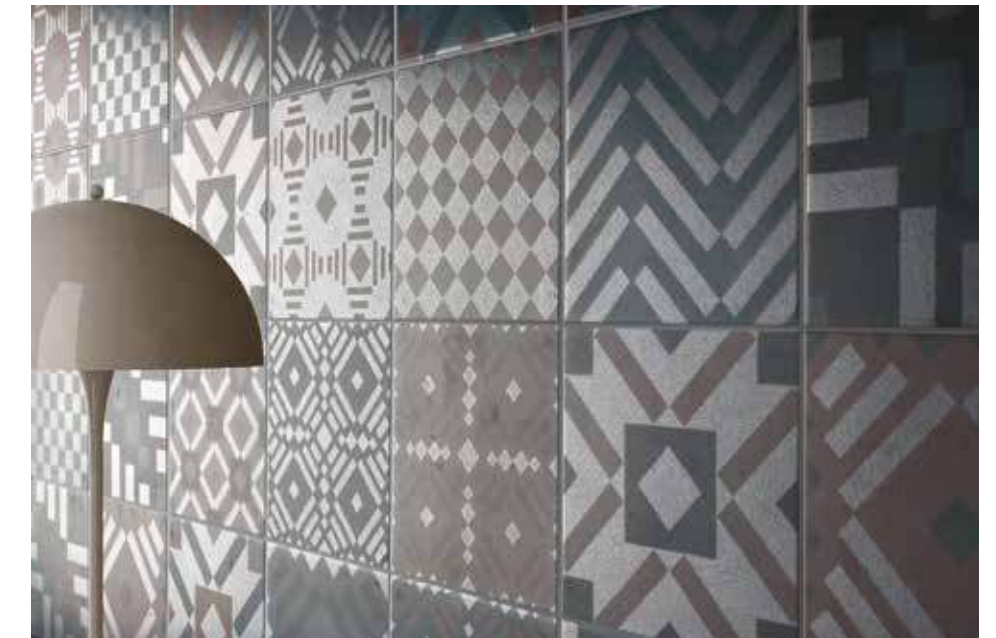
**play**

**GRES PORCELLANATO  
PORCELAIN TILES**

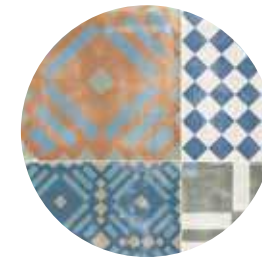


20x20  
8"x 8"

8,5 mm



**INDEX**



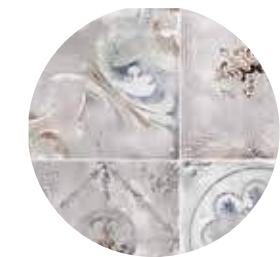
**8  
PLAY LABYRINTH**



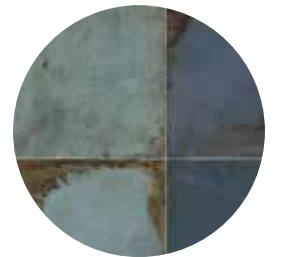
**14  
PLAY CARPET**



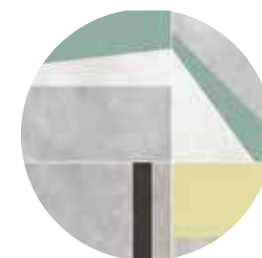
**16  
PLAY CLASSIC**



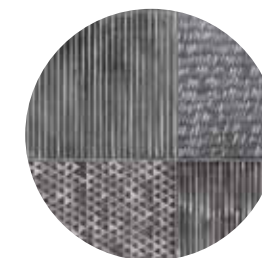
**22  
PLAY RE-USED**



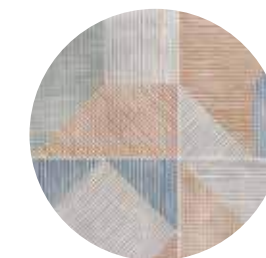
**24  
PLAY OXIDE**



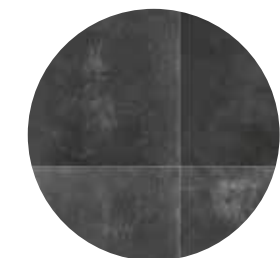
**28  
PLAY EDGE**



**30  
PLAY ETNO**



**32  
PLAY STRING**



**34  
PLAY HERITAGE**



# PLAY LABYRINTH

20x20

wall  
PLAY LABYRINTH  
20x20  
MIX MULTICOLOR

floor  
CROSSROAD WOOD  
20x120 AMBER



wall  
INTERNO 9  
160x320 RUST  
CROSSROAD WOOD  
20x120 TAN

floor  
PLAY LABYRINTH  
20x20 MIX MULTICOLOR  
LAB 325  
80x80 BASE PEARL



wall  
PLAY LABYRINTH  
20x20 COTTO  
CROSSROAD CHALK COAL  
160x320

floor  
CROSSROAD WOOD  
20x120 COAL



# PLAY LABYRINTH

20x20

wall  
PLAY LABYRINTH  
20x20 MIX GREY  
countertop  
LAB325  
120x270 BASE PEPPER



wall  
PLAY LABYRINTH  
20x20 SAGE  
floor  
CROSSROAD WOOD  
20x120 GREY



wall  
PLAY LABYRINTH  
20x20 CLAY





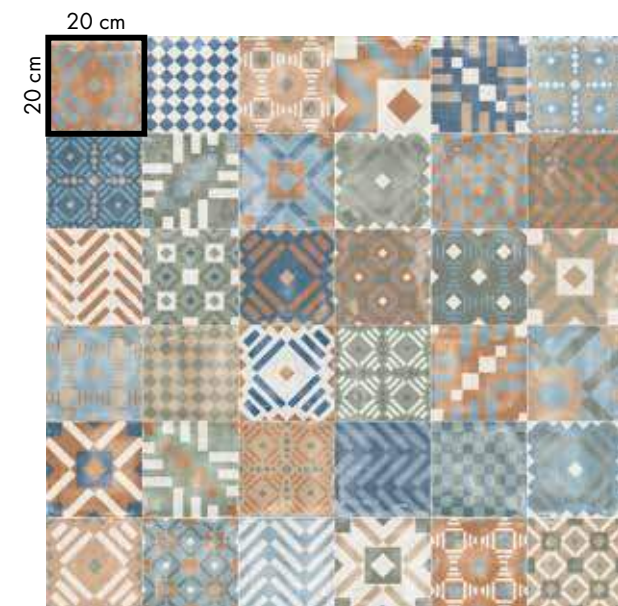
floor  
 PLAY LABYRINTH  
 20x20 PEARL  
 GRADONE TOP LAB325 BASE ASH

wall  
 LAB325 FORM ASH  
 120x270

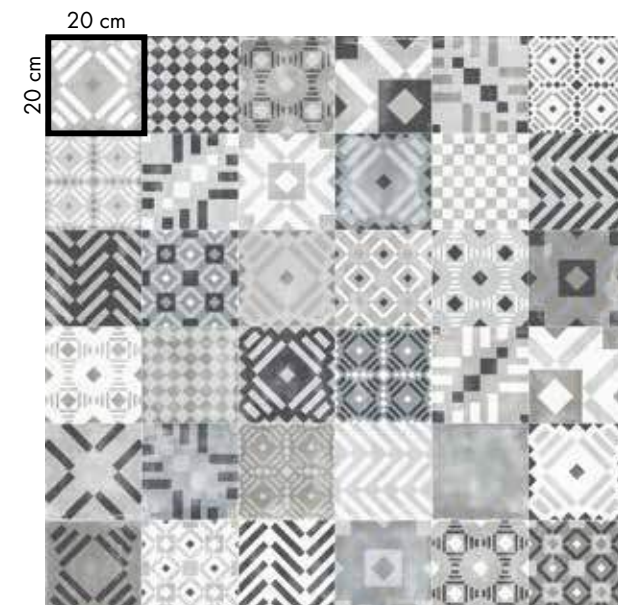
# PLAY LABYRINTH

20x20 / 8"x8"

▼  
**8,5 mm**  
 ▲



20x20  
 PLAY LABYRINTH MIX MULTICOLOR  
 0003352 nat. ☞ 26



20x20  
 PLAY LABYRINTH MIX GREY  
 0003367 nat. ☞ 26

GRES PORCELLANATO  
 PORCELAIN TILES



20x20  
 PLAY LABYRINTH CLAY  
 0003368 nat. ☞ 26



20x20  
 PLAY LABYRINTH SAGE  
 0003369 nat. ☞ 26



20x20  
 PLAY LABYRINTH COTTO  
 0003370 nat. ☞ 26



20x20  
 PLAY LABYRINTH PEARL  
 0003371 nat. ☞ 26





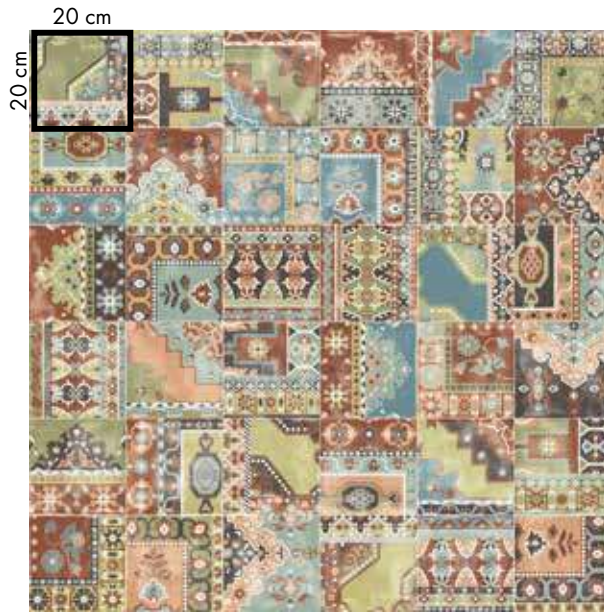
wall  
 PLAY CARPET  
 20x20 MIX MULTICOLOR  
 INTERNO 9 DARK  
 160x320

floor  
 PLAY CARPET  
 20x20 MIX MULTICOLOR  
 INTERNO 9 DARK  
 160x160

# PLAY CARPET

20x20 / 8"x8"

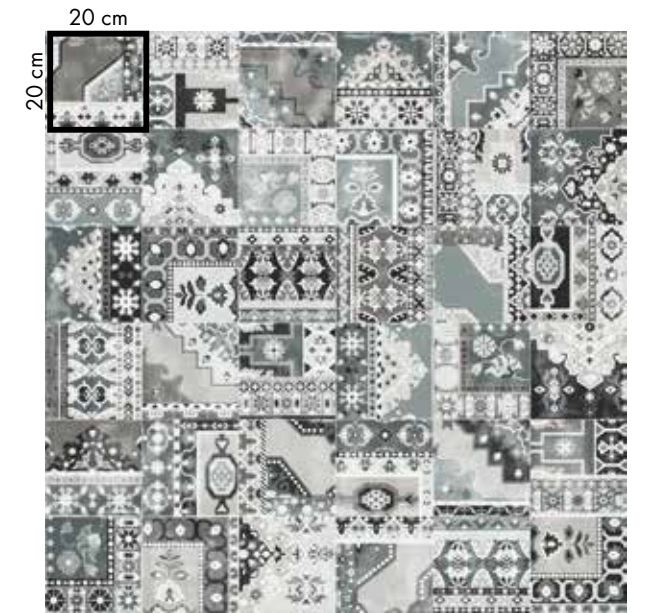
▼  
 8,5 mm  
 ▲



20x20  
 PLAY CARPET MIX MULTICOLOR  
 0003351 nat.

26

GRES PORCELLANATO  
 PORCELAIN TILES



20x20  
 PLAY CARPET MIX GREY  
 0003366 nat.

26



wall  
 PLAY CARPET  
 20x20 MIX GREY  
 CROSSROAD CHALK GREY 120x240

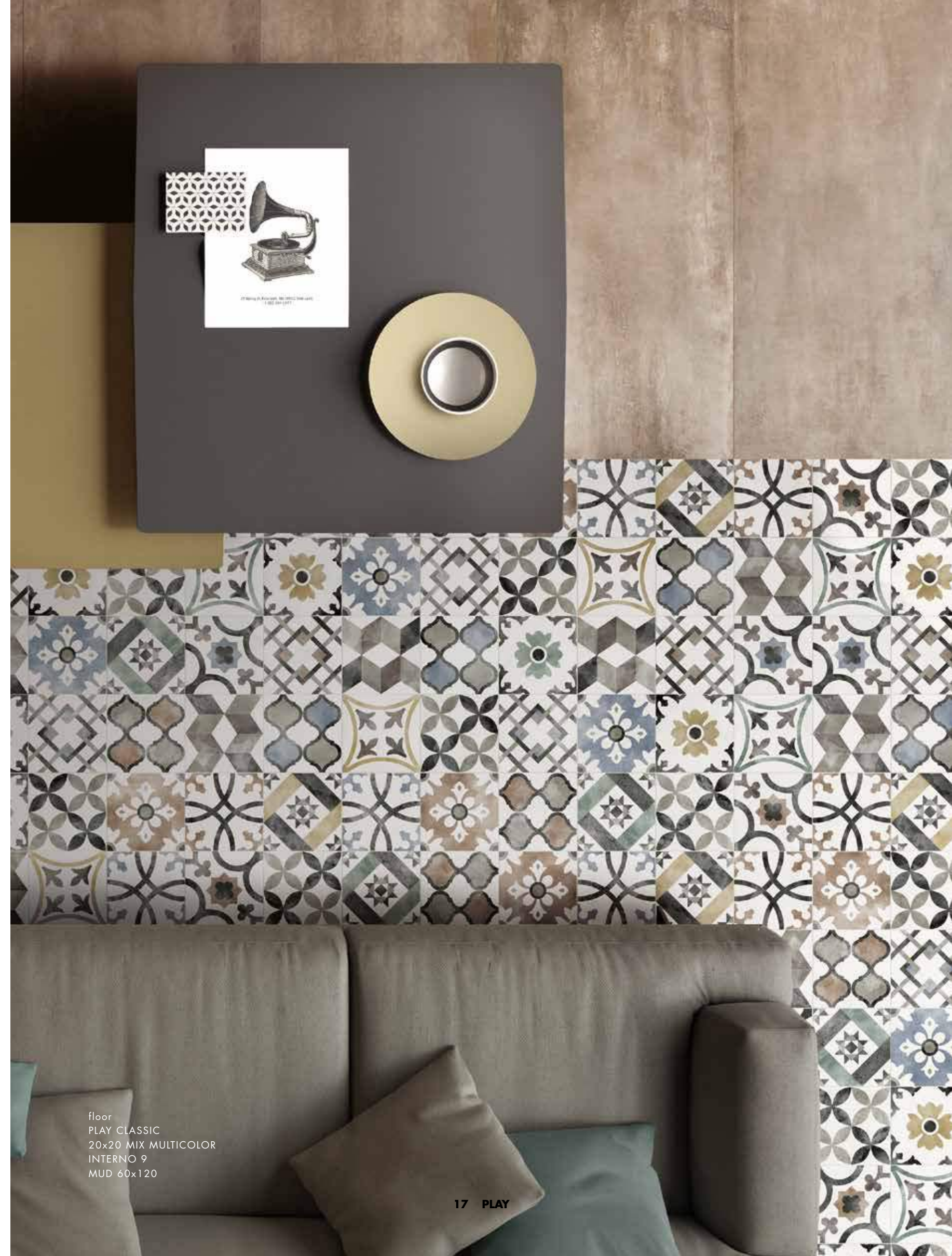


# PLAY CLASSIC

20x20



floor  
PLAY CLASSIC  
20x20 COTTO  
GENT  
60x120 ASH



floor  
PLAY CLASSIC  
20x20 MIX MULTICOLOR  
INTERNO 9  
MUD 60x120



# PLAY CLASSIC

20x20

floor  
PLAY CLASSIC  
20x20 SKY



wall  
PLAY CLASSIC  
20x20 COTTO  
countertop  
SENSI  
160x320  
STATUARIO APUANO RETT.



wall  
PLAY CLASSIC  
20x20 MIX GREY  
INTERNO 9  
120x240 SILVER

Floor and volume  
CROSSROAD WOOD  
COAL 20x120  
MATITA ALLUMINIO BRONZO





floor  
PLAY CLASSIC  
20x20 SAGE

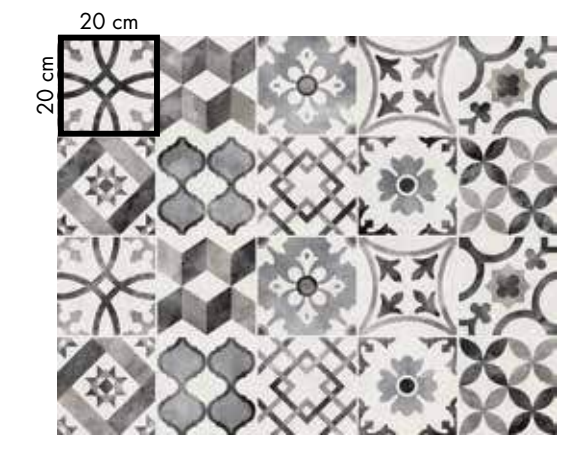
# PLAY CLASSIC

20x20 / 8"x8"

▼  
8,5 mm  
▲



20x20  
PLAY CLASSIC MIX MULTICOLOR  
0003474 nat. ☰ 26



20x20  
PLAY CLASSIC MIX GREY  
0003475 nat. ☰ 26

GRES PORCELLANATO  
PORCELAIN TILES



20x20  
PLAY CLASSIC BROWN  
0003476 nat. ☰ 26



20x20  
PLAY CLASSIC SKY  
0003477 nat. ☰ 26



20x20  
PLAY CLASSIC SAGE  
0003478 nat. ☰ 26



20x20  
PLAY CLASSIC COTTO  
0003479 nat. ☰ 26



wall  
DO UP  
STREET BLACK  
60x120

countertop  
PLAY CLASSIC  
20x20 Brown

floor  
PLAY CLASSIC  
20x20 BROWN  
NEST  
20x120 OAK





wall  
 PLAY RE-USED  
 20x20 MIX CLAY  
 PLAY HERITAGE  
 20x20 CLAY

floor  
 PLAY HERITAGE  
 20x20 CLAY

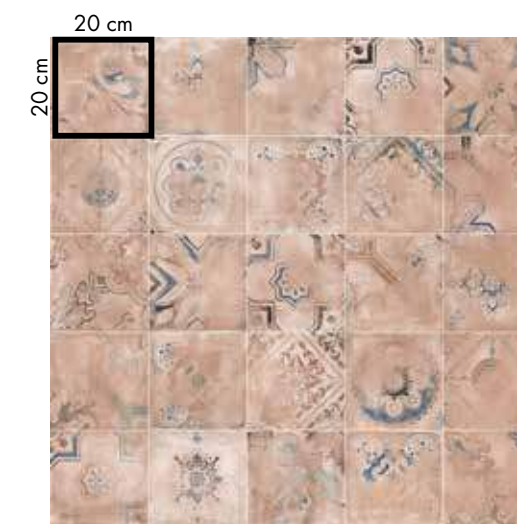
## PLAY RE-USED

20x20 / 8"x8"

▼  
 8,5 mm  
 ▲



20x20  
 PLAY RE-USED MIX GREY  
 0003480 nat. ☞ 26



20x20  
 PLAY RE-USED MIX CLAY  
 0003481 nat. ☞ 26

GRES PORCELLANATO  
 PORCELAIN TILES



wall  
 PLAY RE-USED  
 20x20 MIX GREY  
 PLAY HERITAGE  
 20x20 DARK



# PLAY OXIDE

20x20

wall  
PLAY OXIDE  
20x20 BRONZE



floor  
PLAY OXIDE  
20x20 WHITE



Wall  
PLAY OXIDE  
20x20 JADE

Floor  
NEST BLUE 20x170





wall  
PLAY OXIDE  
20x20 WHITE

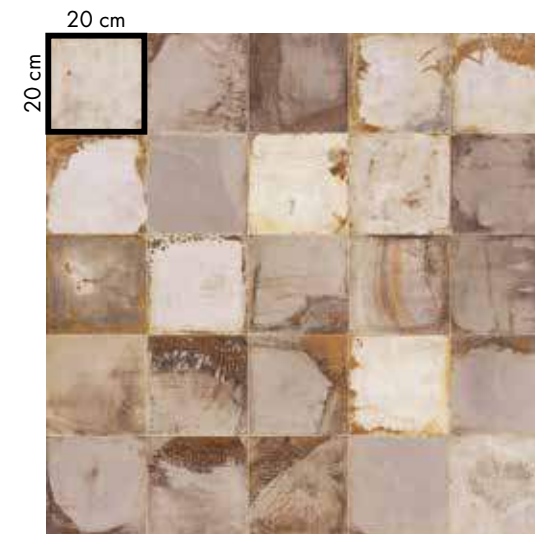
washbasin top  
INTERNO 9 RUST  
120x240

floor  
LAB325 BASE TAUPE  
60x120

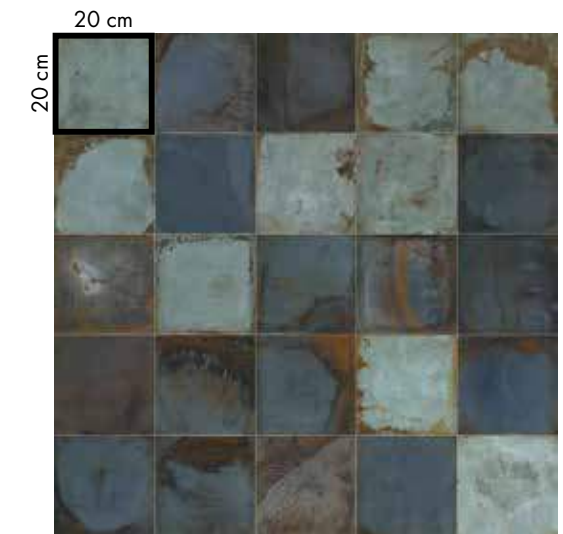
## PLAY OXIDE

20x20 / 8"x8"

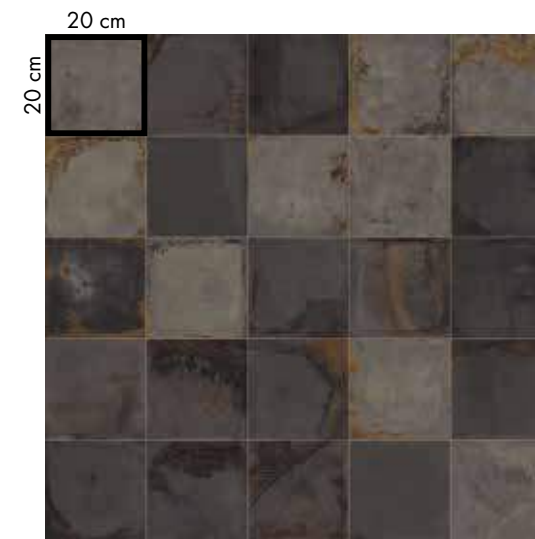
▼  
8,5 mm  
▲



20x20  
PLAY OXIDE WHITE  
0003493 nat. 26



20x20  
PLAY OXIDE JADE  
0003494 nat. 26



20x20  
PLAY OXIDE BRONZE  
0003495 nat. 26

GRES PORCELLANATO  
PORCELAIN TILES



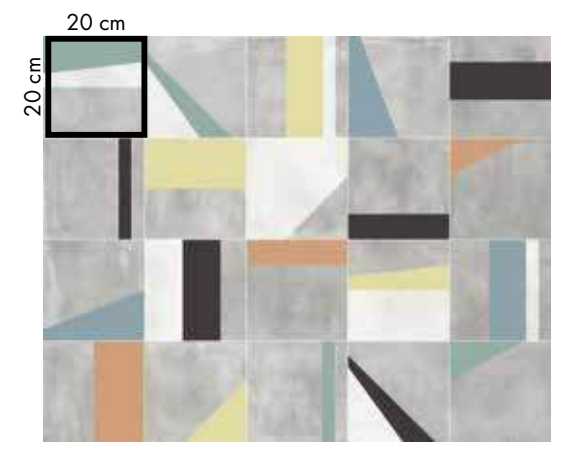


floor  
PLAY EDGE  
20x20 MIX GREY

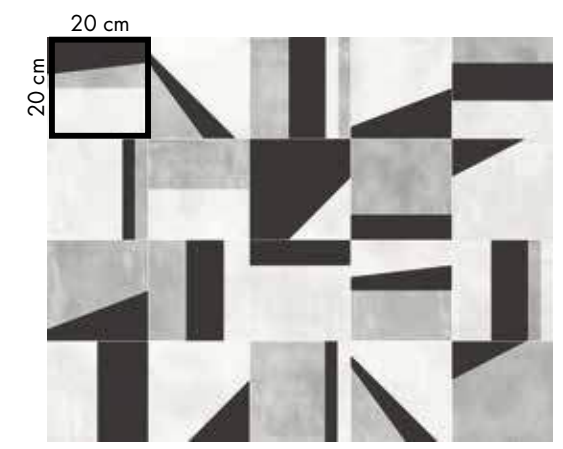
# PLAY EDGE

20x20 / 8"x8"

▼  
8,5 mm  
▲

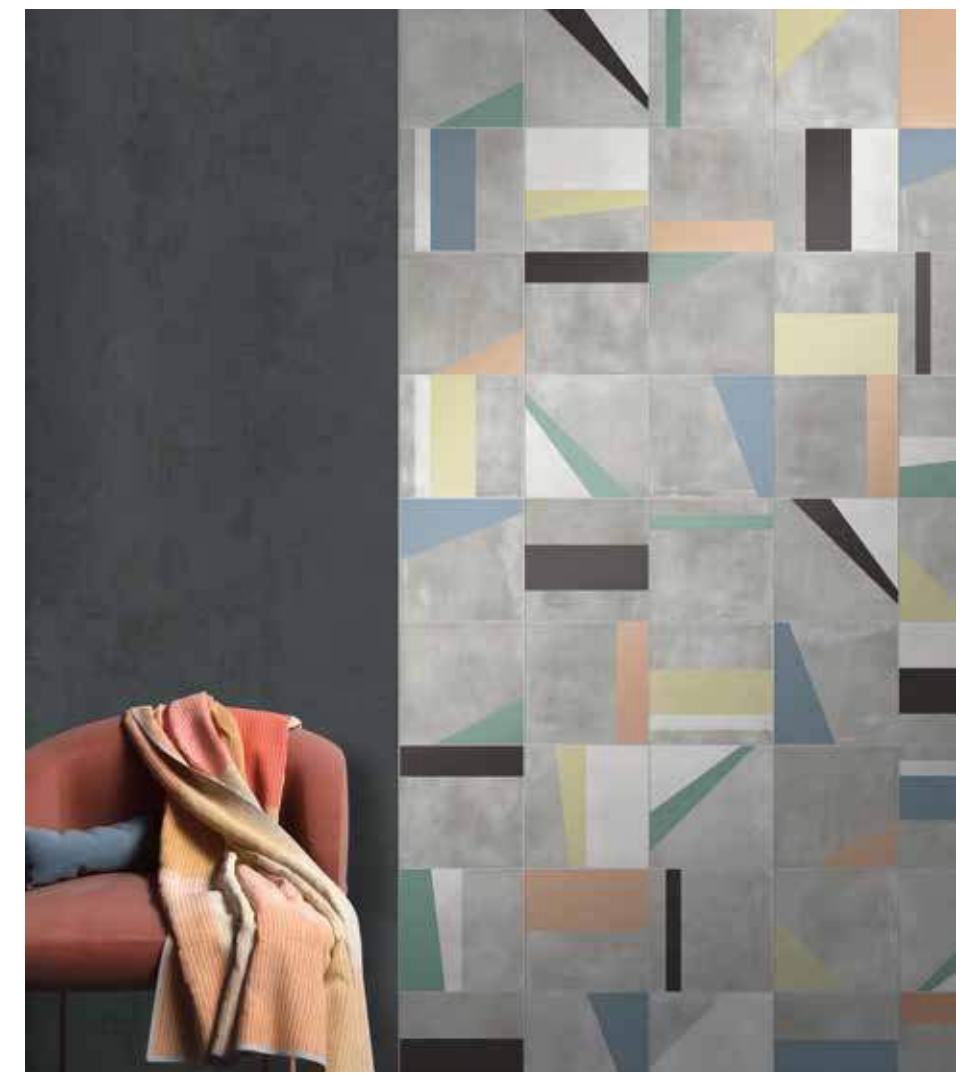


20x20  
PLAY EDGE MIX MULTICOLOR  
0003482 nat. ☞ 26



20x20  
PLAY EDGE MIX GREY  
0003483 nat. ☞ 26

GRES PORCELLANATO  
PORCELAIN TILES



wall  
PLAY EDGE  
20x20 MIX MULTICOLOR  
CROSSROAD CHALK COAL 120x240



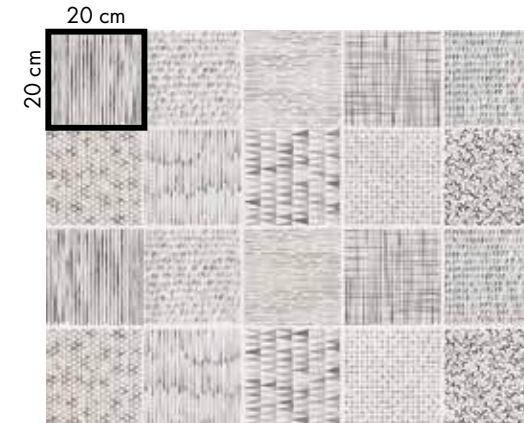


wall  
 PLAY ETNO  
 20x20 MIX DARK  
 PLAY HERITAGE  
 20x20 DARK

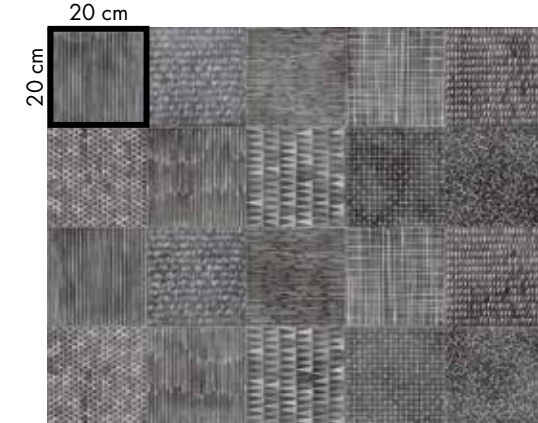
# PLAY ETNO

20x20 / 8"x8"

▼  
**8,5 mm**  
 ▲



20x20  
 PLAY ETNO MIX PEARL  
 0003484 nat. ⊕ 26



20x20  
 PLAY ETNO MIX DARK  
 0003486 nat. ⊕ 26

GRES PORCELLANATO  
 PORCELAIN TILES



floor  
 PLAY ETNO  
 20x20 MIX PEARL  
 GENT DARK 120x120  
 CROSSROAD BRICK COAL 7,5x30



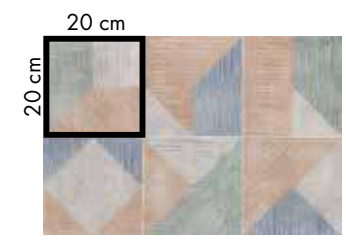


floor  
 PLAY STRING  
 20x20 MIX MULTICOLOR  
 CROSSROAD  
 80x80 CHALK SMOKE

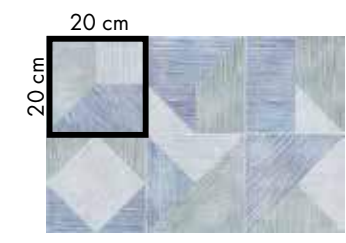
# PLAY STRING

20x20 / 8"x8"

▼  
 8,5 mm  
 ▲



20x20  
 PLAY STRING MIX MULTICOLOR  
 0003487 nat. 26



20x20  
 PLAY STRING MIX COLD  
 0003489 nat. 26

GRES PORCELLANATO  
 PORCELAIN TILES



wall  
 PLAY STRING  
 20x20 MIX COLD  
  
 table  
 GENT DARK  
 120x240



# PLAY HERITAGE

20x20



floor  
PLAY HERITAGE  
20x20 DARK



floor  
PLAY HERITAGE  
20x20 GREY  
PLAY RE-USED  
20x20 MIX GREY





floor  
 PLAY HERITAGE  
 20x20 PEARL  
 PLAY LABYRINTH  
 20x20 MIX GREY

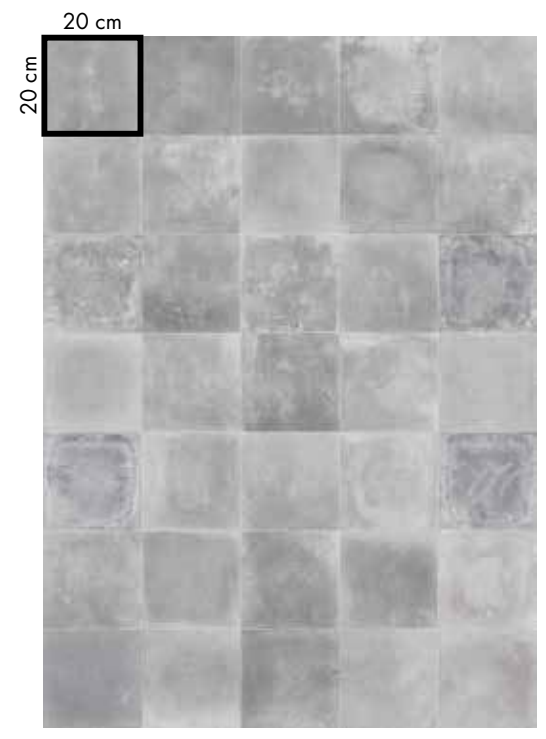
# PLAY HERITAGE

20x20 / 8"x8"

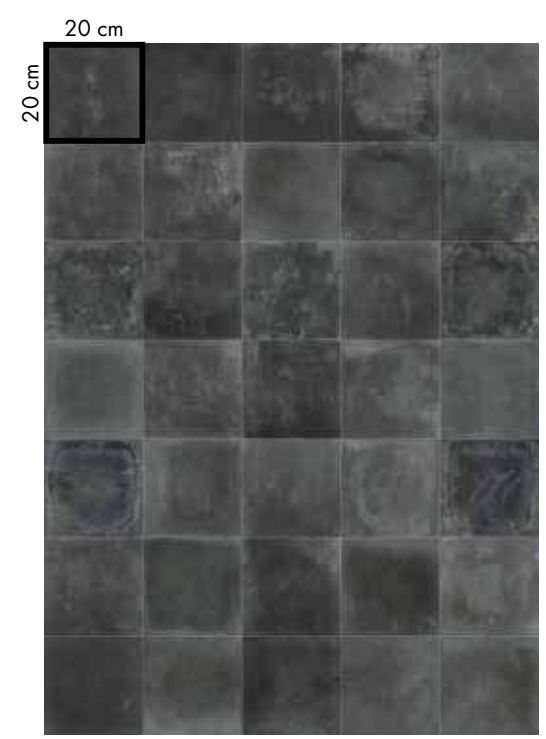
▼  
 8,5 mm  
 ▲



20x20  
 PLAY HERITAGE PEARL  
 0003554 nat. ☞ 26



20x20  
 PLAY HERITAGE GREY  
 0003496 nat. ☞ 26



20x20  
 PLAY HERITAGE DARK  
 0003497 nat. ☞ 26



20x20  
 PLAY HERITAGE CLAY  
 0003498 nat. ☞ 26

GRES PORCELLANATO  
 PORCELAIN TILES



## IMBALLI/PACKAGING

F.to nominale (cm) Nominal size (cm)	Spessore Thickness	Pz/Scatola Pcs/Box	Mq/Scatola Sqm/Box	Kg/Scatola Kg/Box	Scatole/Imballo Box/Packing	Mq totali Sqm total	Kg totali Kg total
20x20 nat. 8"x8"	8,5 mm	26	1,04	19,00	54	56,16	1046

L'unità minima di vendita per tutti gli articoli (fondi, decori e pezzi speciali) è la scatola completa. / The minimum sales quantity for all items (plain tiles, decorations and special trims) is one full box. I dati relativi agli imballi sono aggiornati al momento della stampa del catalogo e pertanto possono subire variazioni nel corso del tempo. / Data referring to packaging have been update at time of printing; the actual data may be slightly different. Pezzi speciali e decori per effetto delle lavorazioni, possono presentare variazioni di tonalità. / Due to working process special trims and decors, may show variation in tonality.

## CARATTERISTICHE TECNICHE / TECHNICAL FEATURES

CLASSIFICAZIONE SECONDO NORME UNI EN 14411 (ISO 13006) ALLEGATO G-Gruppo B1a  
CLASSIFICATION IN ACCORDANCE WITH UNI EN 14411 (ISO 13006) ANNEX G-Group B1a

GRES PORCELLANATO PORCELAIN TILES	NORMA NORM	VALORE PRESCRITTO DALLE NORME VALUE PRESCRIBED FROM THE NORMS	VALORE ABK ABK VALUE PLAY
RESISTENZA AL GELO FROST RESISTANCE	UNI EN ISO 10545/12	RICHIESTA REQUIRED	INGELIVO FROST PROOF
RESISTENZA ALLO SCIVOLAMENTO SLIP RESISTANCE	B.C.R.A. C.A.	$\mu$ 0,19 SCIVOLOSITÀ PERICOLOSA - DANGEROUSLY SLIPPERY 0,20 < $\mu$ < 0,39 SCIVOLOSITÀ ECCESSIVA - EXCESSIVELY SLIPPERY 0,40 < $\mu$ < 0,74 ATTRITO SODDISFACENTE - SATISFACTORY GRIP $\mu$ 0,75 ATTRITO ECCELLENTE - EXCELLENT GRIP	> 0,40
	B.C.R.A. G.B.		> 0,40
	ASTM C 1028 (S.C.O.F.)	SLIP RESISTANT (> 0,60)	> 0,60 DRY > 0,60 WET
	DIN 51130	IN FUNZIONE DELL'AMBIENTE O DELLA ZONA DI LAVORO BASING ON THE ENVIRONMENT OR THE WORKING AREA	R10
	DIN 51097	-	A
	ANSI A 137-1:2012	≥ 0,42	> 0,42



La riproduzione dei colori è approssimativa.  
Colour reproduction approximate.



Marketing ABK Group  
Direfarecreate.it  
19.1

ABK  
Brand of ABK Group Industrie Ceramiche s.p.a. - via S.Lorenzo N.24/a - 41034 Finale Emilia - Modena - Italy  
tel. 0535 761311 - fax 0535 761320/92800/761351  
www.abk.it  
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**ABK**

EMOZIONI IN SUPERFICIE