

MOOV



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 cemento
Concrete effect

MOOV



ISPIRAZIONE/ INSPIRATION

Cemento morbido

Non esistono città identiche. Finestre, vicoli e semafori tratteggiano paesaggi in movimento. Gli edifici sfilano a ritmo di voci e clacson. Moov porta le vibrazioni più eleganti del cemento metropolitano negli spazi abitati. Ripensa la fisionomia del materiale, la ammorbidisce. Le imperfezioni garbate familiarizzano con arredi domestici. Case ovattate, appartamenti confortevoli concedono una pausa dal turbinio delle strade.

Soft concrete

Every city has its pattern. Array of windows, narrow lanes and traffic lights mark urban landscapes. Everything is always in motion: parades of buildings, the rhythm of voices and car horns. Moov's concrete effect brings modern vibes into domestic spaces. Our restyling of cement-look surfaces softens the atmosphere: cozy houses and comfortable apartments provide a haven from the chaos of the streets.

INDOOR

120x278
120x240
120x120
60x120
30x120
20x120
75x75
60x60
45x45
30x60
14,7x60
9,7x60
6,4x60
3,1x60
7,5x30

OUTDOOR

120x120 K2 20mm
90x90 K2 20mm
60x60 K2 20mm

18
FORMATI/
SIZES

3
SPESSORI/
THICKNESSES

Formati e spessori

Dal listello fino alle grandi lastre, il ventaglio di formati Moov permette di studiare combinazioni di ogni tipo. Con diciotto formati disponibili e tre spessori, apre la strada ad una creatività architettonica dal sapore metropolitano per pavimenti e rivestimenti indoor e outdoor. Nei progetti dove si richiedono prestazioni meccaniche elevate, lo spessore 20 millimetri risulta la scelta ideale.

Sizes and thicknesses

From thin slats to large-sized slabs, Moov provides a range of measures allowing all kinds of combinations - eighteen sizes in three thicknesses suited for flooring and wall tiling, both indoors and out. Moov's product range perfectly matches architectural creativity thanks to its urban vibe. When it comes to projects requiring superior mechanical performance levels, the 20-millimeter thickness is a perfect choice.



5

COLORI/
COLORS

4

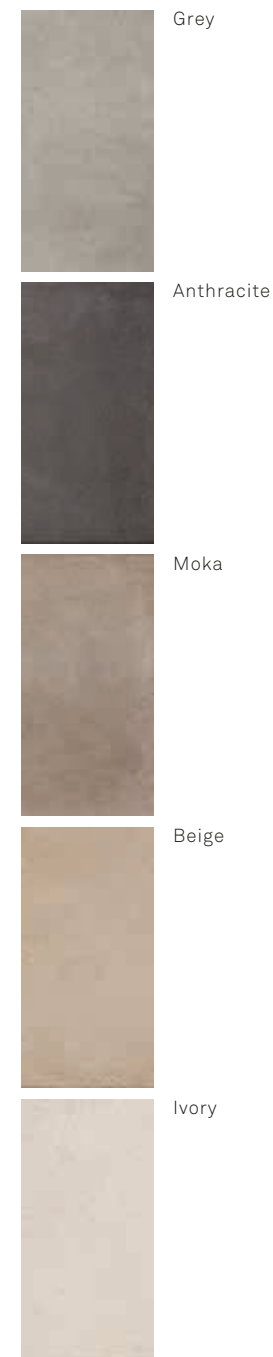
SUPERFICI/
SURFACES

Colori e superfici

Le cinque tinte Moov si accordano con arredi e atmosfere, legano con le sfumature del quotidiano. La cromia delle superfici vira dal caldo al freddo, dal caffè all'avorio, si sposta su note profonde o tenui. La palette colori della collezione dona all'effetto cemento un'espressività disinvolta. Le quattro finiture superficiali permettono ai progettisti di usare Moov con la massima libertà, in ogni situazione.

Colors and surfaces

Moov's five colors pair beautifully with several furnishing styles and combine with the shades of everyday life. Its hues range from warm to cool, from mocha to ivory, shifting from deep tones to paler nuances. The collection's palette makes the concrete-effect ceramics look smoothly expressive. The four surface finishes let designers use Moov with absolute freedom, whatever the setting.



grey



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



120x278 (48"x110")

moov grey



120x240 (48"x96")

moov grey



60x60 (24"x24")



60x60 (24"x24")

moov grey



60x60 (24"x24")

moov grey

COMPOSIZIONE IDRO MOOV LEAF
240x240 (96"x96")



moov grey

anthracite



moov anthracite

20x120 (8"x48")



moov anthracite



20x120 (8"x48")

20x120 (8"x48")

moka



moov moka

60x120 (24"x48")



moov moka



60x120 (24"x48")



75x75 (30"x30")

moov moka



90x90 (36"x36") **K2** 20mm

120x120 (48"x48") **K2** 20mm





7,5x30 (3"x12")



7,5x30 (3"x12")

moov moka

beige



moov beige



60x60 (24"x24")

moov beige



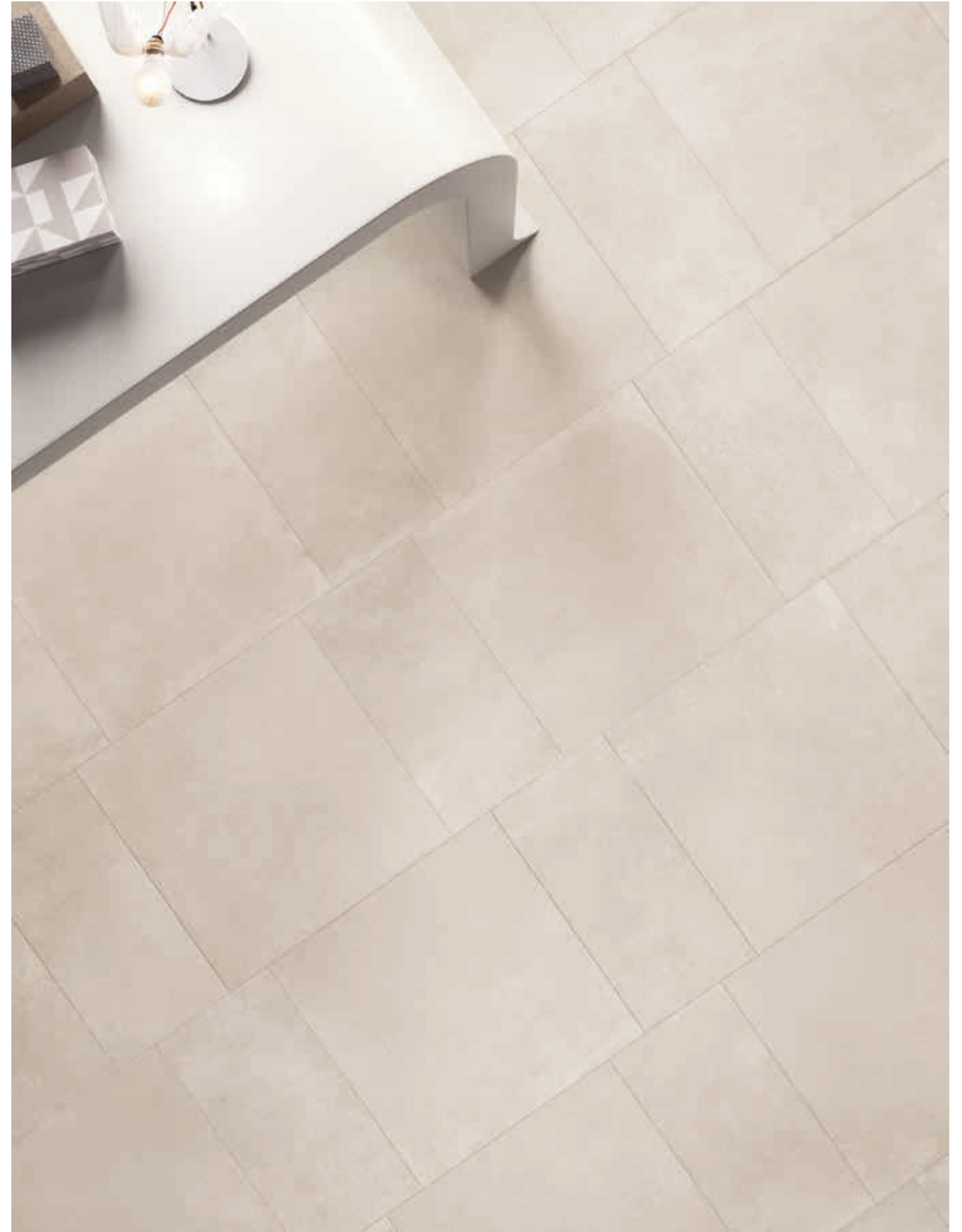
60x120 (24"x48") - 30x120 (12"x48") - 20x120 (8"x48")



60x120 (24"x48") - 30x120 (12"x48") - 20x120 (8"x48")

moov beige

ivory



moov ivory



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



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

120x278 (48"x110") - 120x120 (48"x48")
- MOSAICO 30x30 (12"x12")



moov ivory



7,5x30 (3"x12")

7,5x30 (3"x12")

MOOV

SPECIFICHE TECNICHE/
TECHNICAL FEATURES

GRES PORCELLANATO TUTTA MASSA UGL
FULL-BODY PORCELAIN UGL

SPESSORI
THICKNESSES

6mm (120x278)
8,5 mm (7,5x30)
9 mm (120x240 - 120x120 - 60x120 - 30x120 - 20x120 - 60x60 - 45x45 - 30x60 - 14,7x60 - 9,7x60 - 6,4x60 - 3,1x60)
9,5 mm (75x75)
20 mm (120x120 K2 - 90x90 K2 - 60x60 K2)

STONALIZZAZIONE
SHADING



CLASSIFICAZIONE ANTISDRUCCIOLO
ASSESSMENT OF SLIP RESISTANCE

DIN 51130 R9 - R10 - R11

COF Conforme/ Compliant

DCOF Conforme/ Compliant

GREY



ANTHRACITE



MOKA



BEIGE



IVORY



V2

STONALIZZAZIONE/
SHADING

GREY **V2**



ANTHRACITE **V2**



specs & tech

V2
STONALIZZAZIONE/
SHADING

MOKA **V2**



BEIGE **V2**



IVORY **V2**



18
FORMATI/
SIZES



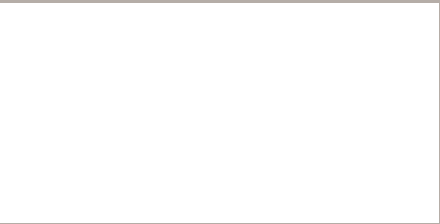
● 120X278 (48"x110") RT 6 mm



● 120X240 (48"x96") RT 9 mm



● ■ ▲ 120x120 (48"x48") RT 9 mm
▲ 120x120 (48"x48") RT $\frac{1}{2}$ K2 20 mm



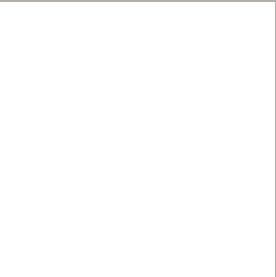
● ■ ▲ 60x120 (24"x48") RT 9 mm



● 30x120 (12"x48") RT 9 mm



● 20x120 (8"x48") RT 9 mm



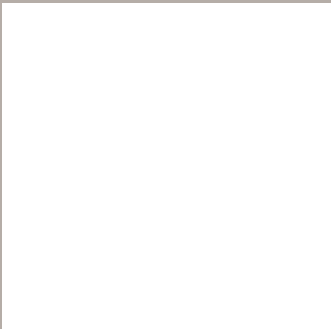
● 75x75 (30"x30") RT 9,5 mm



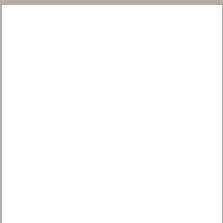
● 45x45 (18"x18") N.RT 9 mm



■ 7,5x30 (3"x12") N.RT 8,5 mm



▲ 90x90 (36"x36") RT $\frac{1}{2}$ K2 20 mm



● ■ ▲ 60x60 (24"x24") RT 9 mm
▲ 60x60 (24"x24") RT $\frac{1}{2}$ K2 20 mm



● ■ ▲ 30x60 (12"x24") RT 9 mm



● 14,7x60 (5^{3/4}"x24") RT 9 mm



● 9,7x60 (3^{7/8}"x24") RT 9 mm

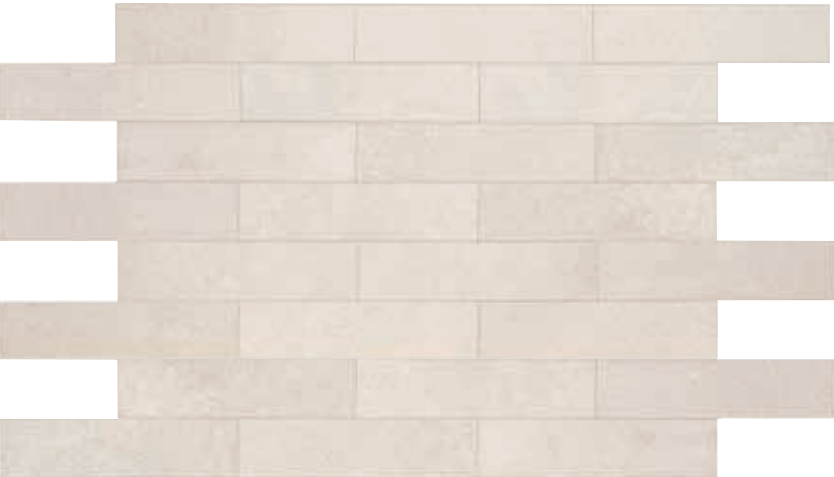


● 6,4x60 (2^{1/2}"x24") RT 9 mm

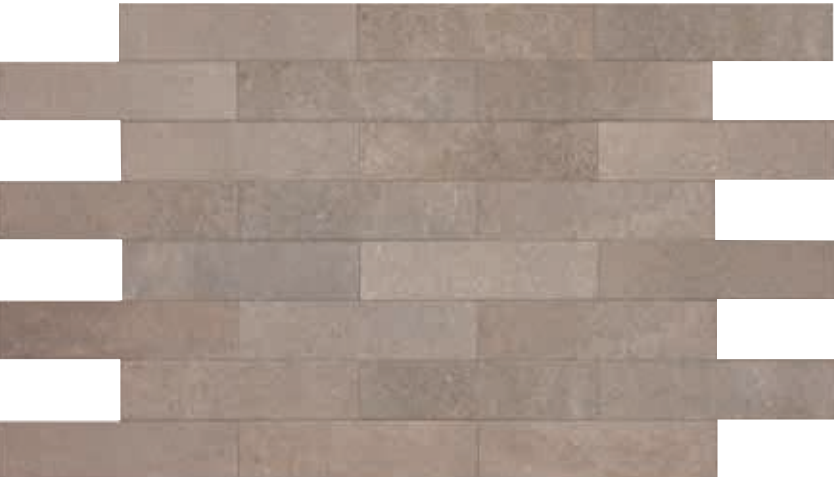


● 3,1x60 (1^{1/4}"x24") RT 9 mm

BRIK 7,5x30 (3"x12") N.RT 8,5 mm



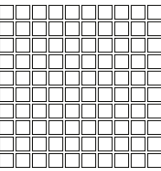
BRIK MOOV IVORY



BRIK MOOV MOKA

specs & tech

3
DECORI/
DECORS



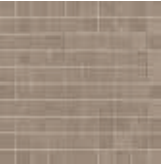
MOSAICO 30x30 (12"x12") RT 9 mm
(TESSERE: 2,8x2,8 - 1 1/8"x1 1/8")



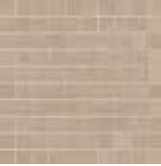
MOOV GREY



MOOV ANTHRACITE



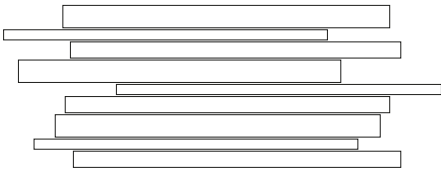
MOOV MOKA



MOOV BEIGE



MOOV IVORY



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



MOOV GREY



MOOV ANTHRACITE



MOOV MOKA



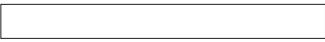
MOOV BEIGE



MOOV IVORY



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



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



MOOV GREY



MOOV ANTHRACITE



MOOV MOKA



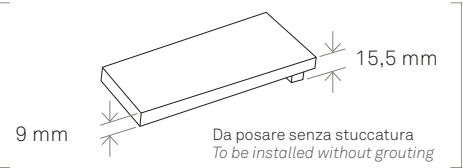
MOOV BEIGE



MOOV BEIGE



MOOV IVORY



9 mm

Da posare senza stuccatura
To be installed without grouting

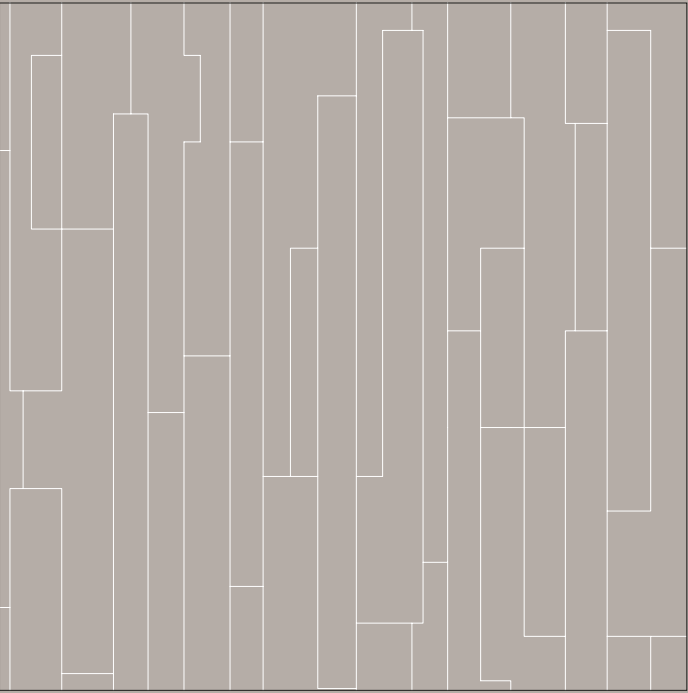
IDRO MOOV
LEAF / CITY / BRICK



COMPOSIZIONE IDRO MOOV LEAF
240x240 (96"x96")



COMPOSIZIONE IDRO MOOV CITY
240x240 (96"x96")



COMPOSIZIONE IDRO MOOV BRICK
240x240 (96"x96")

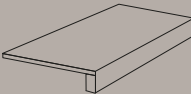
I decori IDRO MOOV LEAF, CITY e BRICK sono personalizzabili in dimensione e possono essere realizzati anche con più combinazioni di colore.
The decorations IDRO MOOV LEAF, city and BRICK are customizable in size and can be realized with different colors combinations

6

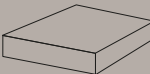
PEZZI SPECIALI/
TRIMS



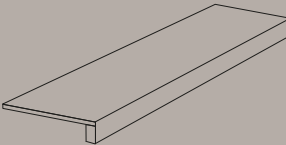
BATTISCOPIA
7,2x60 (2.8"x24") RT 9 mm
7,2x75 (2.8"x30") RT 9,5 mm



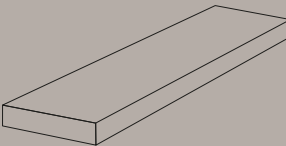
SCALINO INCOLLATO
33x60 (13"x24") RT 9 mm



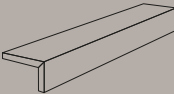
ANGOLARE INCOLLATO
33x33 (13"x13") RT 9 mm



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



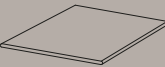
ANGOLARE INCOLLATO
33x120 (13"x48") RT 9 mm



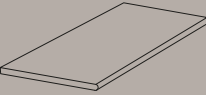
TERMINALE "L"
30x15x4 (12"x6"x1") RT 9 mm

10

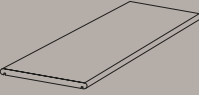
PEZZI SPECIALI K₂/
TRIMS K₂



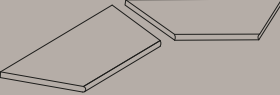
ANGOLARE BORDO CON TORO
30x30 (12"x12") RT 20 mm



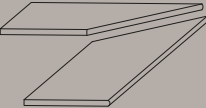
GRADINO BORDO CON TORO
30x60 (12"x24") RT 20 mm



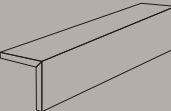
TOP
30x60 (12"x24") RT 20 mm



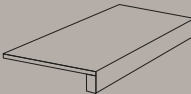
GRADINO ANGOLO INTERNO BORDO CON TORO
30x60 (12"x24") RT 20 mm



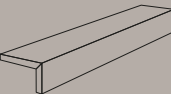
GRADINO ANGOLO ESTERNO BORDO CON TORO
30x60 (12"x24") RT 20 mm



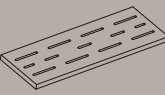
CORDOLO "L"
60x20x15 (24"x8"x6") RT 20 mm



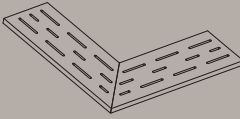
SCALINO INCOLLATO
33x60x5 (13"x24"x2") RT 20 mm



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

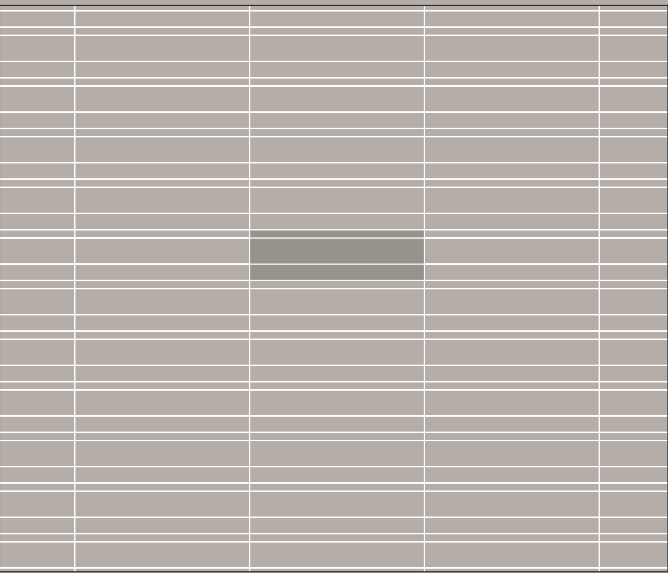


GRIGLIA
15x60 (6"x24") RT 20 mm

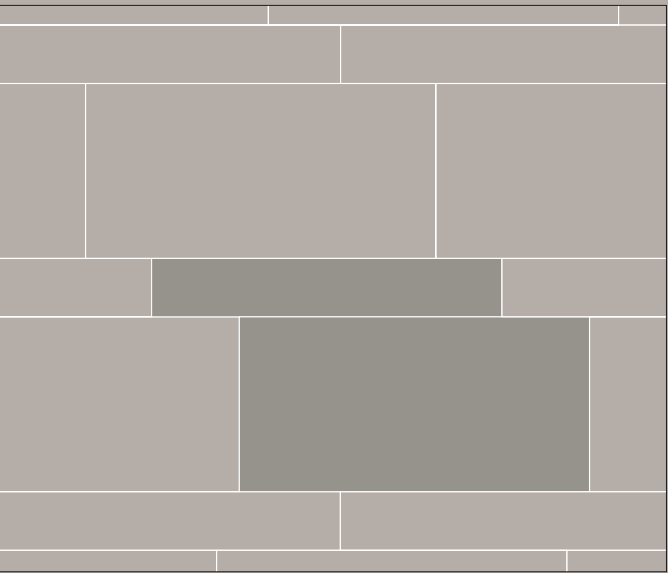


ANGOLARE GRIGLIA
15x60 (6"x24") RT 20 mm

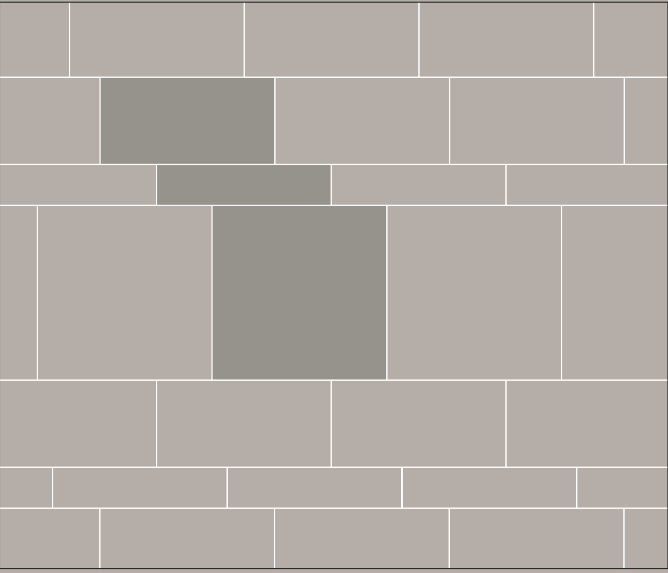
SCHEMI DI POSA/ LAYING SYSTEM



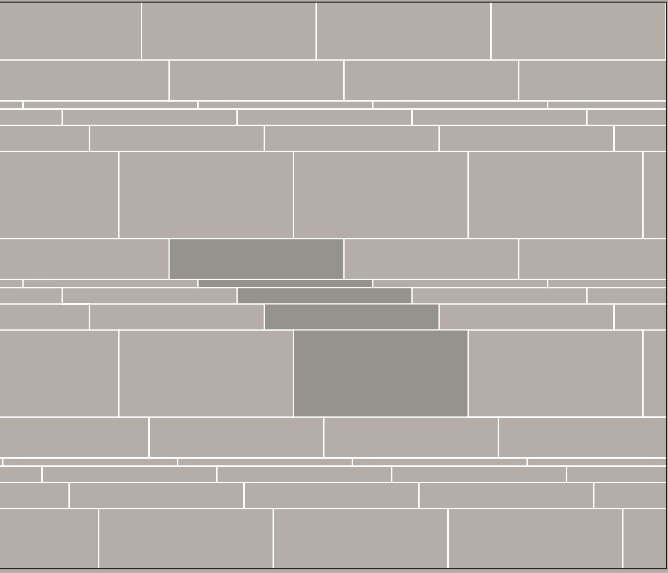
9,7x60 (3⁷/₈"x24") RT - 50,53%
6,4x60 (2¹/₂"x24") RT - 33,33%



60x120 (24"x48") RT - 80,00%
20x120 (8"x48") RT - 20,00%



60x60 (24"x24") RT - 57,30%
30x60 (12"x24") RT - 28,65%



30x60 (12"x24") RT - 46,94%
14,7x60 (5³/₄"x24") RT - 23,00%
9,7x60 (3⁷/₈"x24") RT - 15,18%

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)

specs & tech

Natural R9



Light traffic
Abitazioni /
Residential

Grip R10



Medium traffic
Commerciale leggero /
Moderate commercial



Light traffic
Abitazioni /
Residential



Medium
Esterni /
Outdoor

Grip R11



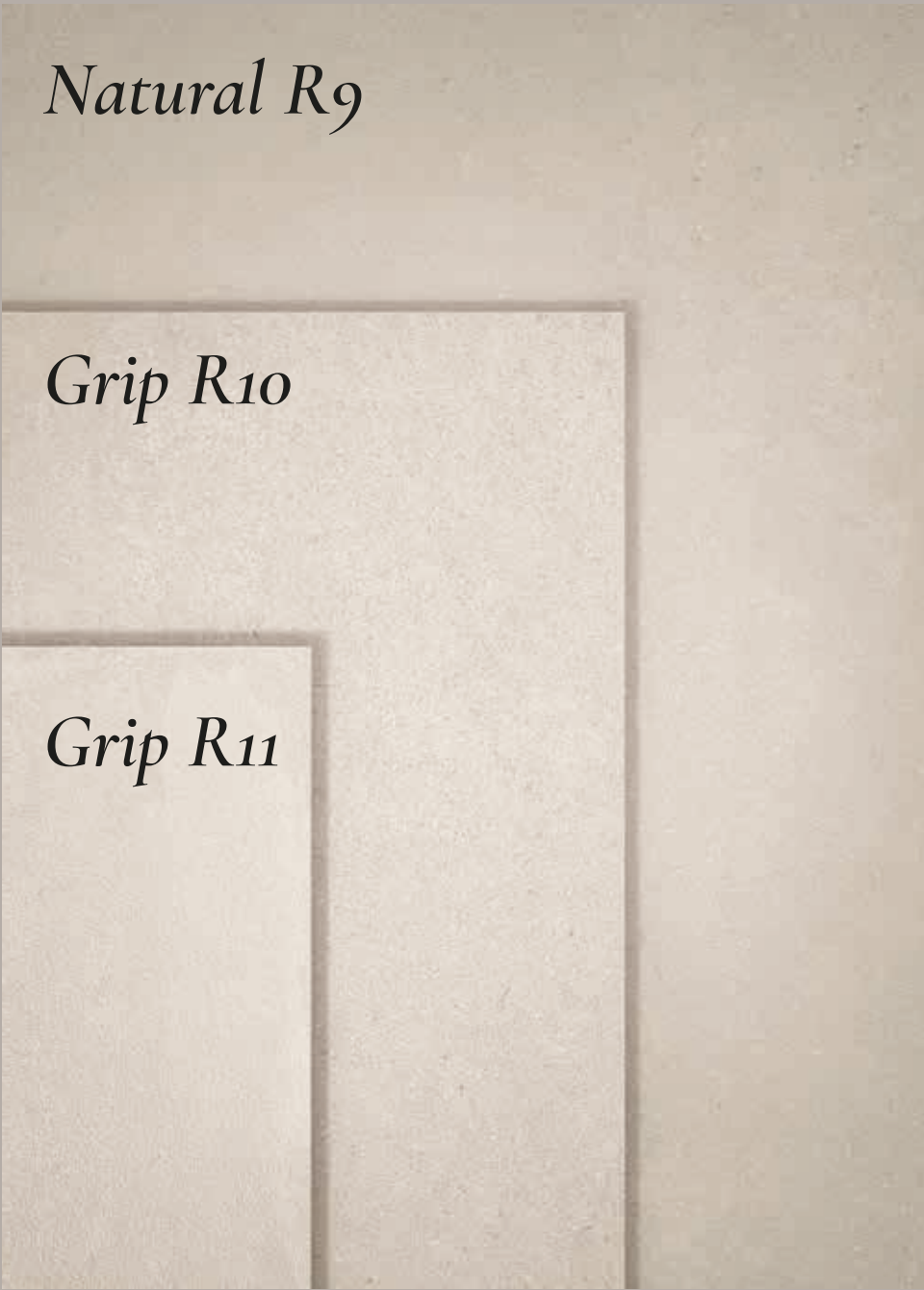
Medium traffic
Commerciale leggero /
Moderate commercial



Hard traffic
Commerciale pesante /
Heavy commercial



Medium-Hard
Esterni /
Outdoor



FORMATI / SIZES

	120x278 48"x110"	120x240 48"x96"	120x120 48"x48"	60x120 24"x48"	30x120 12"x48"	20x120 8"x48"	75x75 30"x30"	60x60 24"x24"		45x45 18"x18"	30x60 12"x24"	14,7x60 5 ^{3/4} "x24"	9,7x60 3 ^{7/8} "x24"	6,4x60 3 ^{1/2} "x24"	3,1x60 1 ^{1/4} "x24"	7,5x30 3"x12"	120x120 48"x48"	90x90 36"x36"	60x60 24"x24"
	1194x2778	1194x2390	1194x1194	596x1195	297x1195	197x1195	748x748	596x596			297x596	147x596	97x596	64x596	31x596		1194x1194	895x895	596x596
	RT	RT	RT	RT	RT	RT	RT	RT		N.RT	RT	RT	RT	RT	RT	N.RT	RT	RT	RT
	6 mm	9 mm	9 mm	9 mm	9 mm	9 mm	9,5 mm	9 mm		9 mm	9 mm	9 mm	9 mm	9 mm	9 mm	8,5 mm	K2 20 mm	K2 20 mm	K2 20 mm
MOOV GREY	●	●	●■	●■▲	●	●	●	●■▲		●	●■▲	●	●	●	●		▲	▲	▲
MOOV ANTHRACITE		●	●■	●■▲	●	●		●■▲		●	●■▲	●	●	●	●			▲	▲
MOOV MOKA		●	●■	●■▲	●	●	●	●■▲		●	●■▲	●	●	●	●	■	▲	▲	▲
MOOV BEIGE		●	●■	●■▲	●	●		●■▲		●	●■▲	●	●	●	●			▲	▲
MOOV IVORY	●	●	●■	●■▲	●	●	●	●■▲		●	●■▲	●	●	●	●	■			

● Natural R9 | ■ Structured R10 | ■ Grip 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
120x278	6 mm	1	3,34	49,37	60,05	976,66	18
120x240	9 mm	1	2,86	61,60	51,41	1121,80	18
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
30x120	9 mm	4	1,44	31,48	23,04	525,96	16
20x120	9 mm	6	1,44	33,40	51,84	1215,40	36
75x75	9,5 mm	2	1,13	26,00	47,25	1105,00	42
60x60	9 mm	3	1,08	25,00	43,20	1013,00	40
45x45	9 mm	5	1,01	20,00	33,41	673,00	33
30x60	9 mm	6	1,08	23,80	43,20	965,00	40
14,7x60	9mm	12	1,06	23,86	31,75	728,80	30
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
120x120 K2	20 mm	1	1,43	67,10	28,56	1228,00	20
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)		CONFORME COMPLIANT
			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%					
	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	120x278 - 120x240 - 120x120 - 60x120 - 30x120 - 20x120 - 75x75 - 60x60 - 45x45 - 30x60 - 14,7x60 - 9,7x60 - 6,4x60 - 3,1x60	R9 CONFORME COMPLIANT
				120x120 - 60x120 - 60x60 - 30x60 - 7,5x30	R10 CONFORME COMPLIANT
				60x120 - 60x60 - 30x60 - 120x120 K2 - 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%



HEADQUARTER via statale 467, 21
42013 Casalgrande (RE) - Italy
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



