

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 + SENSI SIGNORIA + INTERNO 9



PLAY + BLEND

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

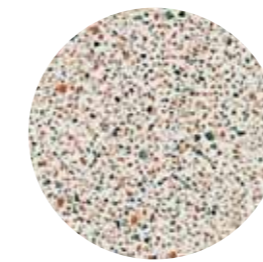
GRES PORCELLANATO
PORCELAIN TILES



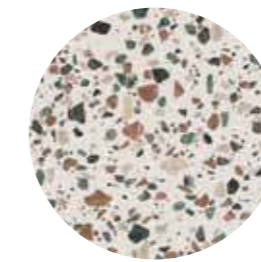
8,5 mm

20x20
8"x 8"

INDEX



6
PLAY DOTS



6
PLAY DROPS



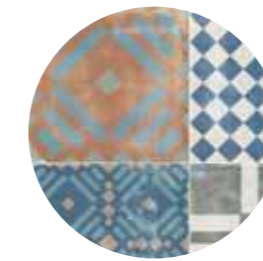
6
PLAY MARBLE



12
PLAY CONCRETE
DESIGN



14
PLAY CONCRETE
RETRO



18
PLAY LABYRINTH



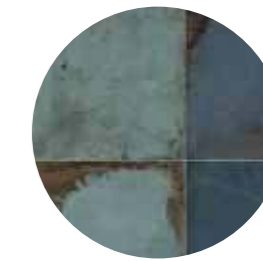
24
PLAY CARPET



26
PLAY CLASSIC



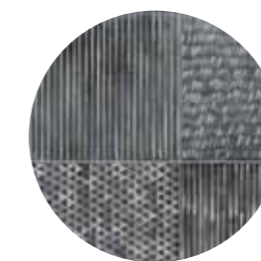
32
PLAY RE-USED



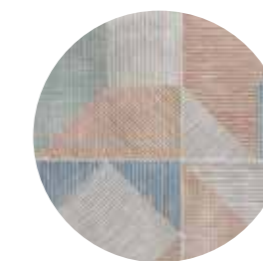
34
PLAY OXIDE



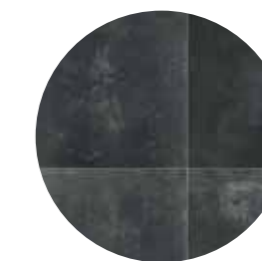
38
PLAY EDGE



40
PLAY ETNO



42
PLAY STRING



44
PLAY HERITAGE

PLAY DOTS | DROPS | MARBLE

20x20



wall
PLAY DROPS
20x20 MULTIWHITE
PLAY DOTS
20x20 WHITE

floor
PLAY DROPS
20x20 MULTIWHITE





wall
PLAY DROPS
20x20 MULTIBLACK

floor
BLEND
60x120 CONCRETE GREY
BLEND
60x120 CONCRETE GREY COMBO



PLAY DOTS | DROPS | MARBLE
20x20

wall
PLAY DOTS
20x20 BLACK
PLAY MARBLE
20x20 BLACK

washbasin top
INTERNO 9
120x240 RUST



wall
WIDE&STYLE MINI
GINGER, PAPRIKA 60x120

floor
PLAY DROPS
20x20 MULTIBLACK



PLAY DOTS | DROPS | MARBLE

20x20 / 8"x8"

▼
8,5 mm
▲



20x20
PLAY MARBLE WHITE
0005896 nat. 📦 26



20x20
PLAY MARBLE BLACK
0005897 nat. 📦 26

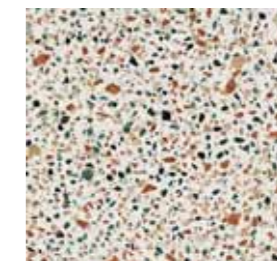
GRES PORCELLANATO
PORCELAIN TILES



20x20
PLAY DOTS WHITE
0005890 nat. 📦 26



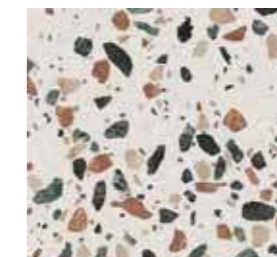
20x20
PLAY DOTS BLACK
0005891 nat. 📦 26



20x20
PLAY DOTS MULTIWHITE
0005892 nat. 📦 26



20x20
PLAY DOTS MULTIBLACK
0005893 nat. 📦 26



20x20
PLAY DROPS MULTIWHITE
0005894 nat. 📦 26



20x20
PLAY DROPS MULTIBLACK
0005895 nat. 📦 26

PLAY DOTS
20x20 MULTIWHITE
PLAY MARBLE
20x20 WHITE
ECO CHIC
20x120 NATURALE

floor
ECO CHIC
20x120 NATURALE



wall
BLEND
120x280 CONCRETE ASH
PLAY CONCRETE DESIGN
20x20 B

floor
BLEND
60x120 CONCRETE ASH

PLAY CONCRETE DESIGN

20x20 / 8"x8"

▼
8,5 mm
▲



20x20 26
PLAY CONCRETE DESIGN A
0005902 nat.



20x20 26
PLAY CONCRETE DESIGN B
0005903 nat.



20x20 26
PLAY CONCRETE DESIGN C
0005904 nat.

Vedi schemi di posa pag. 47.
See laying pattern at page 47.



wall
WIDE&STYLE MINI
GINGER, POWDER
60x120

floor
PLAY CONCRETE
DESIGN A
20x20



wall
PLAY CONCRETE DESIGN
20x20 C

floor
BLEND
120x120 IRON

PLAY CONCRETE RETRÒ

20x20



wall and floor
PLAY DESIGN RETRÒ
20x20 A
LAB325
60x120 BASE PEPPER



wall
PLAY CONCRETE RETRÒ
20x20 C
NATIVE
60x120 FOREST

floor
NATIVE
60x120 ASH



floor
PLAY CONCRETE RETRÒ
20x20 B



wall
WIDE&STYLE RAINBOW
120x280 LAMPONE

floor
BLEND
60x120 ASH
PLAY CONCRETE RETRÒ
20x20 MIX

PLAY CONCRETE RETRÒ

20x20 / 8"x8"

▼
8,5 mm
▲



20x20
PLAY CONCRETE RETRÒ MIX
0005898 nat. ☞ 26

GRES PORCELLANATO
PORCELAIN TILES



20x20
PLAY CONCRETE RETRÒ A
0005899 nat. ☞ 26



20x20
PLAY CONCRETE RETRÒ B
0005900 nat. ☞ 26



20x20
PLAY CONCRETE RETRÒ C
0005901 nat. ☞ 26

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



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



wall
PLAY LABYRINTH
20x20 SAGE

floor
CROSSROAD WOOD
20x120 GREY



wall
PLAY LABYRINTH
20x20 CLAY

PLAY LABYRINTH

20x20



floor
PLAY LABYRINTH
20x20 PEARL
GRADONE TOP LAB325 BASE ASH

wall
LAB325 FORM ASH
120x280



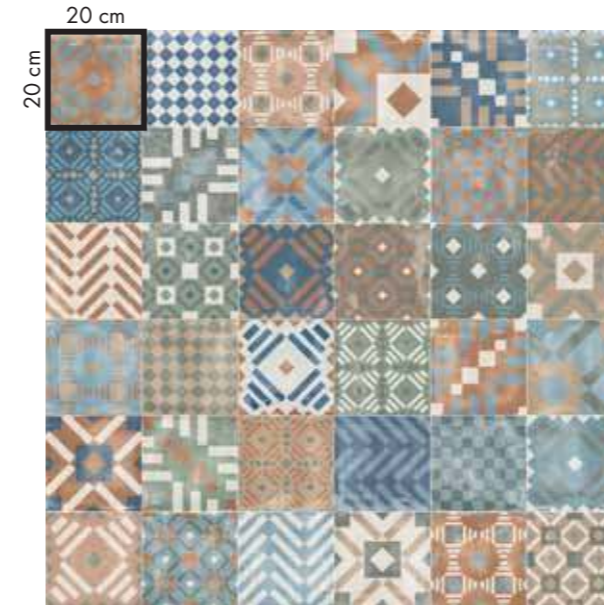
wall
WIDE&STYLE MINI
MINT, WHALE 60x120

floor
PLAY LABYRINTH
SAGE 20x20

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



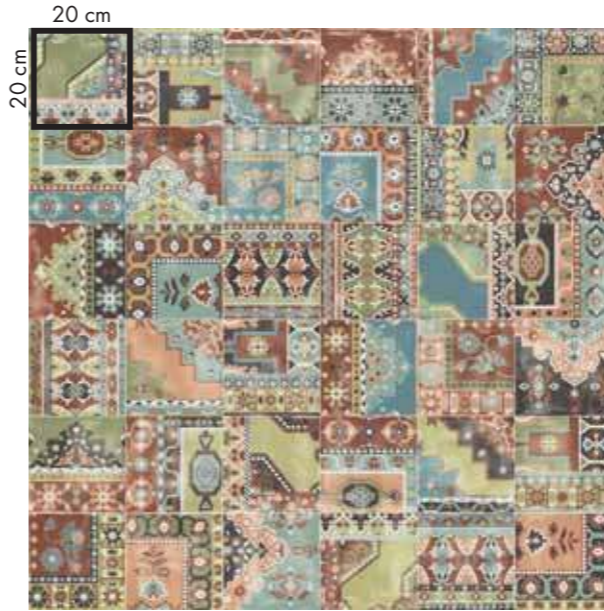
wall
 PLAY CARPET
 20x20 MIX MULTICOLOR
 INTERNO 9 DARK
 160x320

floor
 PLAY CARPET
 20x20 MIX MULTICOLOR
 INTERNO 9 DARK
 120x120

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
 120x280 GREY

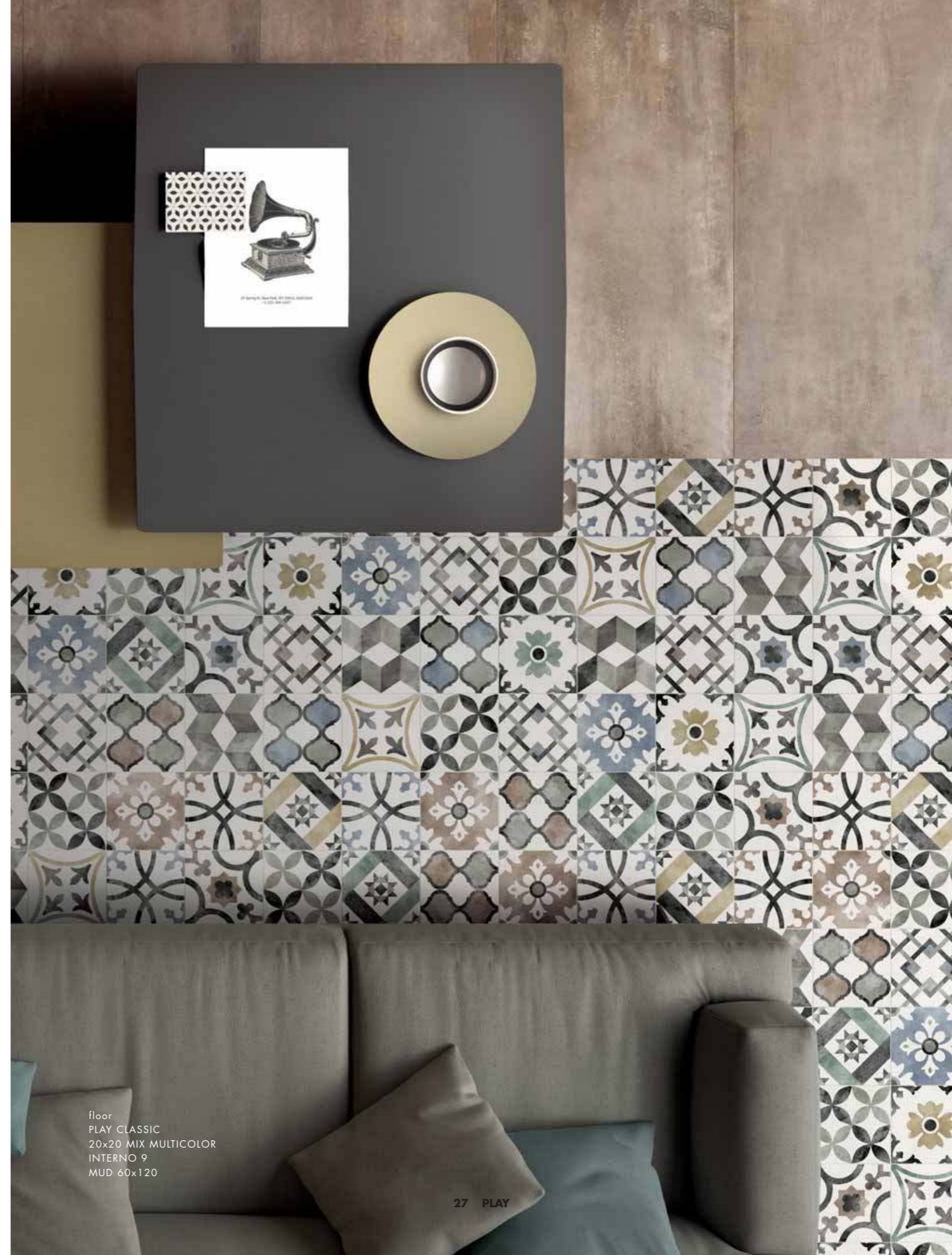
PLAY CLASSIC

20x20



wall
GHOST
120x280 GREY

floor
PLAY CLASSIC
20x20 BROWN



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
120x280 SILVER

floor and volume
CROSSROAD WOOD
COAL 20x120
MATITA ALLUMINIO BRONZO



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
60x120 STREET BLACK

countertop
PLAY CLASSIC
20x20 BROWN

floor
PLAY CLASSIC
20x20 BROWN
NEST
20x120 OAK

floor
PLAY CLASSIC
20x20 SAGE

PLAY RE-USED

20x20



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

floor
PLAY HERITAGE
20x20 CLAY

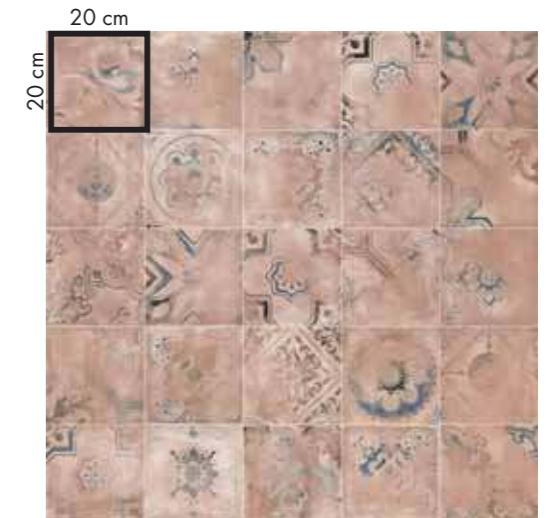
PLAY RE-USED

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



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



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
20x170 BLUE



wall
PLAY OXIDE
20x20 WHITE

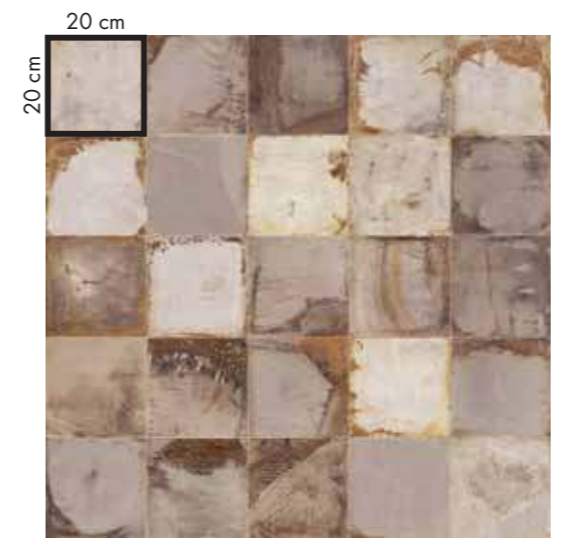
washbasin top
INTERNO 9
120x280 RUST

floor
LAB325
60x120 BASE TAUPE

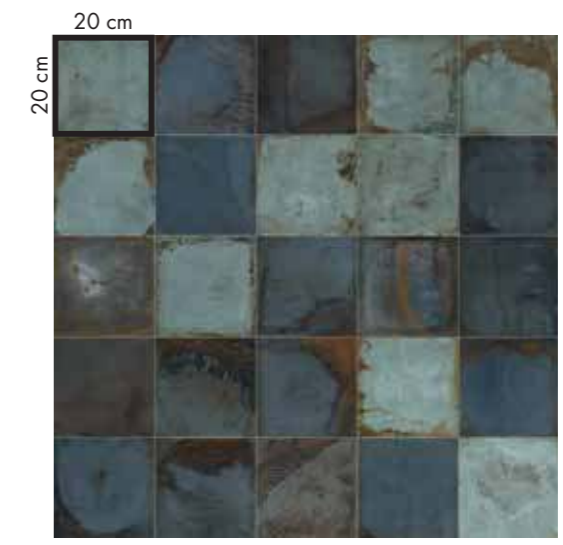
PLAY OXIDE

20x20 / 8"x8"

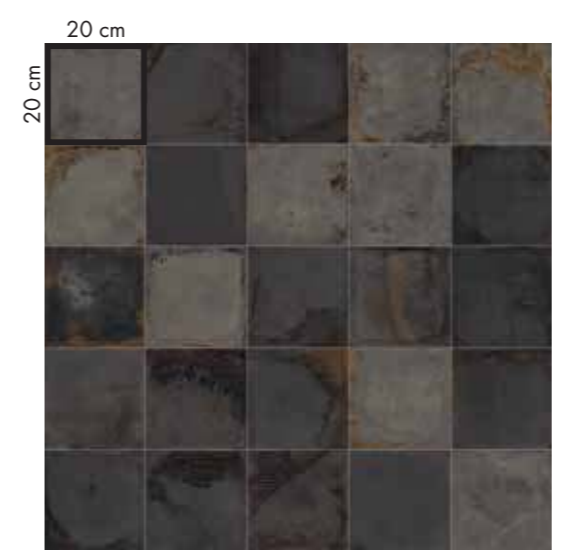
▼
8,5 mm
▲



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

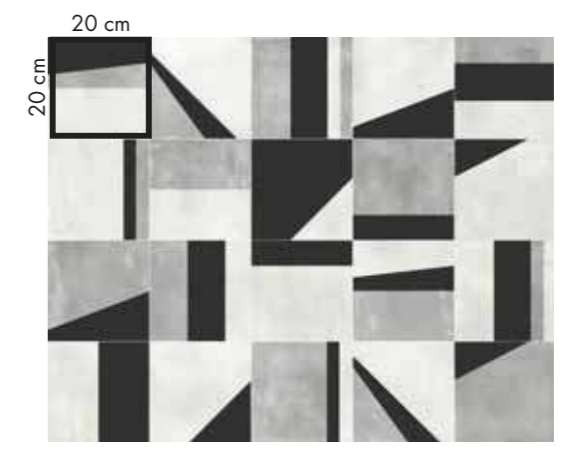
20x20 / 8"x8"

▼
8,5 mm
▲

GRES PORCELLANATO
PORCELAIN TILES



20x20
PLAY EDGE MIX MULTICOLOR
0003482 nat. 📦 26



20x20
PLAY EDGE MIX GREY
0003483 nat. 📦 26



wall
PLAY EDGE
20x20 MIX MULTICOLOR
CROSSROAD CHALK
120x280 COAL

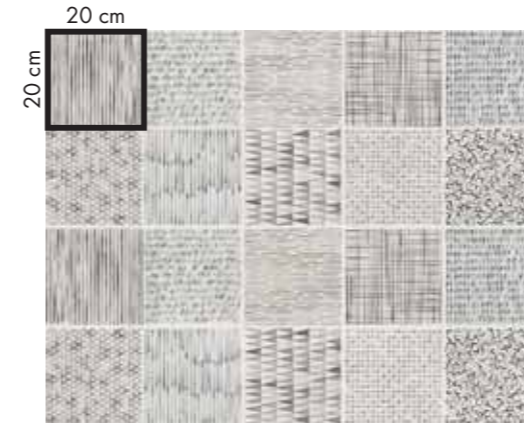


wall
 PLAY ETNO
 20x20 MIX DARK
 PLAY HERITAGE
 20x20 DARK

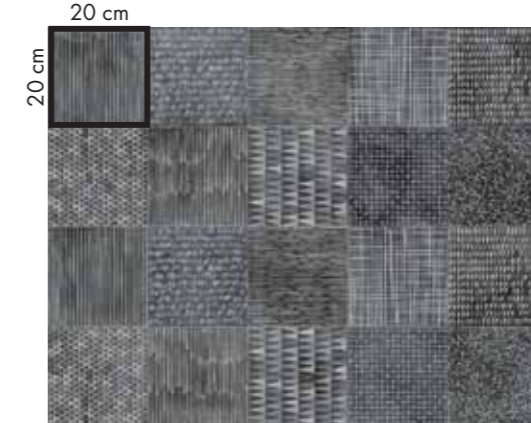
PLAY ETNO

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
 120x120 DARK
 CROSSROAD BRICK
 7,5x30 COAL

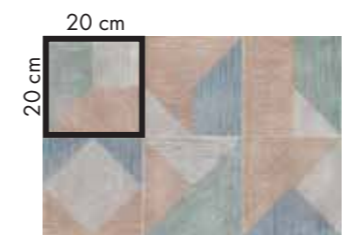


floor
 PLAY STRING
 20x20 MIX MULTICOLOR
 CROSSROAD
 80x80 CHALK SMOKE

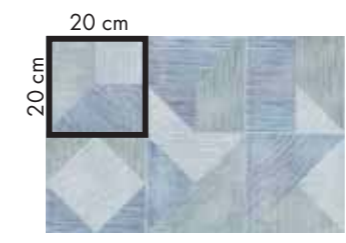
PLAY STRING

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

PLAY HERITAGE

20x20

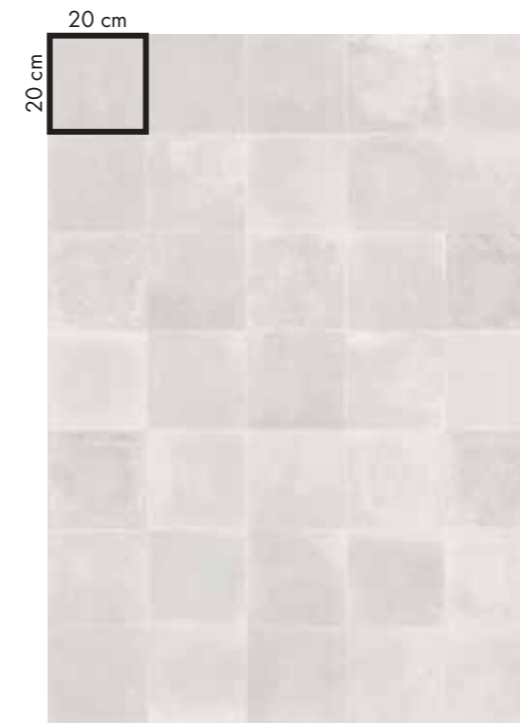


floor
PLAY HERITAGE
20x20 DARK

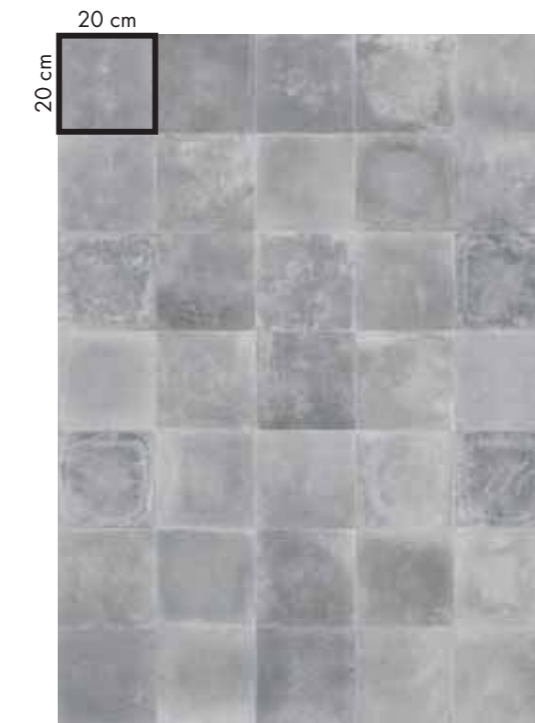
PLAY HERITAGE

20x20 / 8"x8"

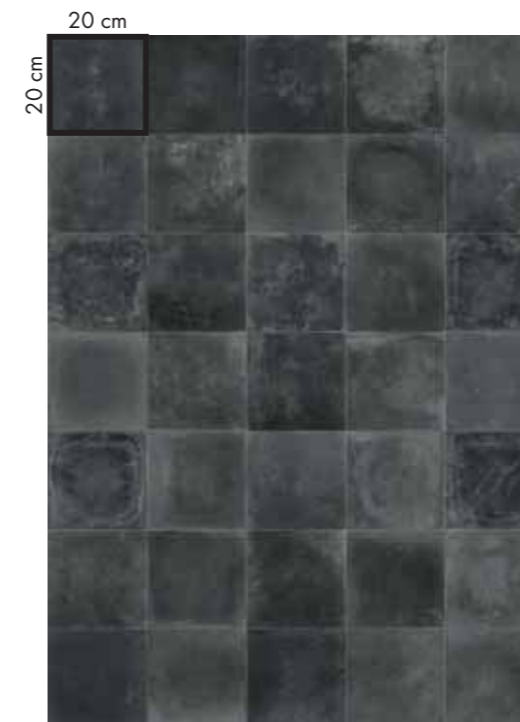
▼
8,5 mm
▲



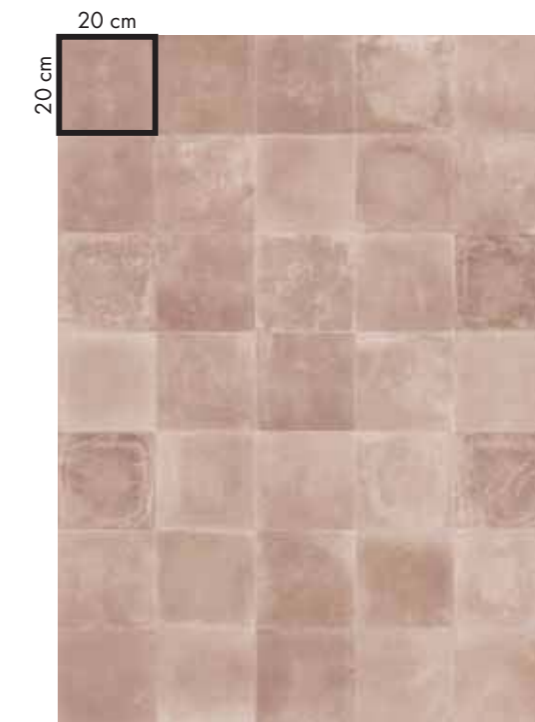
20x20
PLAY HERITAGE PEARL
0003554 nat. ☞ 26



20x20
PLAY HERITAGE GREY
0003496 nat. ☞ 26



20x20
PLAY HERITAGE DARK
0003497 nat. ☞ 26

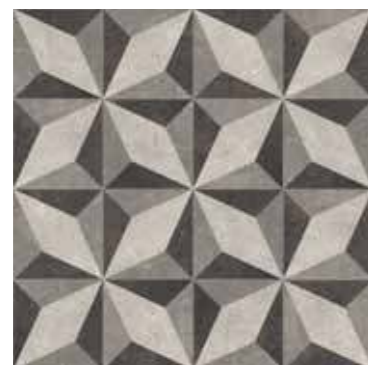


20x20
PLAY HERITAGE CLAY
0003498 nat. ☞ 26

GRES PORCELLANATO
PORCELAIN TILES

SCHEMI DI POSA | LAYING PATTERNS

PLAY CONCRETE DESIGN A



01.1

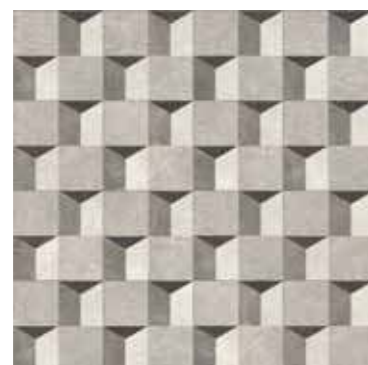


01.2



01.3

PLAY CONCRETE DESIGN B



02.1

PLAY CONCRETE DESIGN C



03.1



03.2



03.3



03.4



03.5

CARATTERISTICHE TECNICHE

TECHNICAL FEATURES

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

GRES PORCELLANATO / PORCELAIN TILES

PROPRIETÀ FISICO-CHIMICHE PHYSICAL-CHEMICAL PROPERTIES	NORMA NORM	VALORE PRESCRITTO DALLE NORME VALUE PRESCRIBED FROM THE NORMS	VALORE ABK ABK VALUE PLAY
LUNGHEZZA E LARGHEZZA DIMENSIONE MEDIA DI OGNI PIASTRELLA LENGTH AND WIDTH OF THE AVERAGE-SIZES TILE	UNI EN ISO 10545/2	± 0,5%	CONFORME ACCORDING
SPESSORE THICKNESS	UNI EN ISO 10545/2	± 5%	CONFORME ACCORDING
RETTILINEARITÀ SPIGOLI WARPAGES OF EDGES	UNI EN ISO 10545/2	± 0,5%	CONFORME ACCORDING
ORTOGONALITÀ WEDGING	UNI EN ISO 10545/2	± 0,6%	CONFORME ACCORDING
PLANARITÀ FLATNESS	UNI EN ISO 10545/2	± 0,5%	CONFORME ACCORDING
ASSORBIMENTO D'ACQUA WATER ABSORPTION	UNI EN ISO 10545/3	E ≤ 0,5%	CONFORME ACCORDING
RESISTENZA ALLA FLESSIONE BENDING STRENGTH	UNI EN ISO 10545/4	≥ 35 N/mm ²	CONFORME ACCORDING
FORZA DI ROTTURA BREAKING STRENGTH	UNI EN ISO 10545/4	≥ 1300 N	CONFORME ACCORDING
RESISTENZA ALL'ABRASIONE SUPERFICIALE PER PIASTRELLE SMALTATE ABRASION RESISTANCE FOR GLAZED TILES	UNI EN ISO 10545/7	DICHIARATO DALL'AZIENDA PRODUTTRICE DECLARED BY THE MANUFACTURING COMPANY	IN FUNZIONE DELLA DESTINAZIONE D'USO ACCORDING TO THE DESTINATION OF FINAL USE
RESISTENZA AGLI SBALZI TERMICI THERMAL SHOCK RESISTANCE	UNI EN ISO 10545/9	RICHIESTA REQUIRED	RESISTE RESISTS
RESISTENZA AL GELO FROST RESISTANCE	UNI EN ISO 10545/12	RICHIESTA REQUIRED	INGELIVO FROST PROOF
RESISTENZA ALL'ATTACCO CHIMICO CHEMICAL RESISTANCE	UNI EN ISO 10545/13	MIN GB	CONFORME ACCORDING
RESISTENZA ALLE MACCHIE RESISTANCE TO STAINING	UNI EN ISO 10545/14	GL ≥ MINIMO CLASSE 3	CONFORME ACCORDING
RESISTENZA ALLO SCIVOLAMENTO SLIP RESISTANCE	B.C.R.A. C.A.	μ 0,19 SCIVOLOSITÀ PERICOLOSA - DANGEROUSLY SLIPPERY 0,20 < μ < 0,39 SCIVOLOSITÀ ECCESSIVA - EXCESSIVELY SLIPPERY	> 0,40
	B.C.R.A. G.B.	0,40 < μ < 0,74 ATTRITO SODDISFACENTE - SATISFACTORY GRIP μ 0,75 ATTRITO ECCELLENTE - EXCELLENT GRIP	> 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 (D.C.O.F.)	≥ 0,42	> 0,42	

IMBALLI PACKAGING

F.to nominale Nominal size	Finitura Finish	Spessore Thickness	F.to reale (mm) Work size (mm)	Imballo Packing	Pz/Scat. Pcs/Box	Mq/Scat. Sqm/Box	Kg/Scat. Kg/Box	Scat./Imb. Box/Packing	Pz Totali Pcs Total	Mq totali Sqm total	Kg Imb. Kg Packing	Kg Totali Kg Total
20x20 8"x8"	nat.	8,5	-	pallet	26	1,04	19,00	36	936	37,44	20	704

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.

Le caratteristiche di superficie e le tonalità dei prodotti ceramici illustrati in questo catalogo sono da ritenersi puramente indicative.
Optical features and color shades of ceramic materials illustrated in this catalogue are to be regarded as mere indications.



Marketing ABK Group
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