



Ceramic Tiles of Italy

CERAMIC TILES OF ITALY LAUNCHES NEW WEB GALLERY ***A Comprehensive Online Resource for Italian Ceramic Tiles and Sanitaryware***

(Spring 2010) Featuring more than a thousand high-resolution images of ceramic tiles and sanitaryware, the new Ceramic Tiles of Italy Product Gallery (<http://products.italiatiles.com>) is the world's largest multimedia showcase for these masterpieces of industrial design. Showcasing each member's tile collections introduced in the past two years, a powerful search engine and the opportunity to request information directly from each company, it is an extraordinary tool for discovering the excellence of the industry. From building professionals to trend seekers, the Gallery is a useful resource for anyone curious about the latest collections produced by the leading companies in the sector.

The main structure of the Gallery allows visitors to search for new products in two different ways: via an individual product sheet with its technical characteristics or via settings featuring the product in its various applications. Whether floor or wall tiles or ceramic sanitary objects, a range of ceramic materials are presented in different installations in both modern and classic colors.

Meanwhile, the search engine allows users to search by style – such as chic, geometric, optical or minimalist – or by application including residential or non-residential floor or wall. Alternatively, users can search by product type, from single firing to terracotta tiles, or by size, ranging from traditional sizes to the largest formats designed for interior and exterior surfaces. Another useful feature is the ability to search by designer, since many of the companies regularly collaborate with notable designers and architects such as Michele De Lucchi and Marcel Wanders among others.

The site is a useful and versatile tool, simple, easily accessible and filled with numerous features that make it suitable for a wide range of users. It is highly international in scope with four languages available – Italian, English, French and German – allowing users from all over the world to be constantly up-to-date with the latest trends in the ceramic and bathroom furnishing sectors. With a special focus on the most innovative trends in Italian products, the Gallery showcases the best the market has to offer in terms of ceramic and bathroom furnishings.

For more information on Ceramic Tiles of Italy, visit their gateway www.italiantiles.com - with links to four key industry sites: www.italiatiles.com (the official website of Confindustria Ceramica), www.italytile.com (the official website of the Ceramic Tile Department of the Italian Trade Commission), www.s-tiles.it (a tool that tracks the Italian tile industry's commitment to sustainable design) and www.tilecompetition.com (a digital guide to the Ceramic Tiles of Italy Design Competition). Ceramic Tiles of Italy's "Project and Products" can now be found online at two new web galleries: <http://projects.italiatiles.com> and <http://products.italiatiles.com>.

#

Media Contacts: Novità Communications 718.857.4806 chris@novitapr.com or danielle@novitapr.com