

WHAT'S NEW AT DESIGNA?

At the end of September each year the European tile industry holds its annual exposition in Bologna in Northern Italy. Globally, this is the premier trade fair of the year and all of the most important tile manufacturers attend and display their new season colours and textures. The Bologna tile fair is the tile equivalent of Milan fashion week. Although the latest industrial technologies are involved in tile production, the industry is very fashion driven. There is a huge investment in new products and buyers attend from all over the world to see what the trends are, and to select tiles for their markets.

Over almost 20 years, Designa has established very close relationships with some of Italy's leading tile manufacturers. We negotiate exclusive arrangements directly with some of Europe's very best tile factories. Designa imports and stocks exclusive lines of tiles that you won't see elsewhere. Their knowledgeable and helpful sales staff are skilled at helping you through the process of renovation and tile selection.

New stocks, just arrived at Designa include Italian honed 300x600 mm porcelain tiles that have a beautiful onyx / marble look and a smooth and sophisticated feel. On top of that, the tiles are certified by the appropriate European authorities to contain 40% recycled material. 'Green' credentials are increasingly important and the use of recycled raw materials in tiles results in a more energy-efficient product that, over its anticipated lifetime, is one of the 'greenest' materials available.

Several of Designa's suppliers are now manufacturing "thin" versions of their porcelain tiles. These tiles are only 4.8 mm thick and are full-body technical porcelain. They are perfect for walls, and for floors over existing tiles. Designa has, for example, exclusive access to Refin's hugely successful Artech series in the thin "Skin" format.



The
difference
between
getting
dressed
and
dressing
up

is a
Designa
label



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AUCKLAND: 15 Kalmia St, Ellerslie. Ph 09-579 0714

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