

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	6 mm
120x240	9 mm
120x120	9 mm
60x120	9 mm
30x120	9 mm
20x120	9 mm
75x75	9 mm
60x60	9 mm
45x45	9 mm
30x60	9 mm
14,7x60	9 mm
9,7x60	9 mm
6,4x60	9 mm
3,1x60	9 mm
7,5x30	8,5 mm

OUTDOOR

120x120	K2 20mm
90x90	K2 20mm
60x60	K2 20mm
60x60	K3 30mm

19
FORMATI/
SIZES

4
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

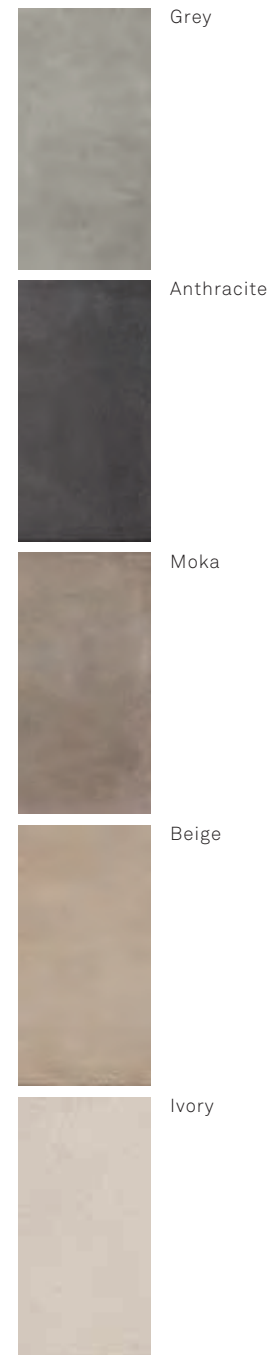
SUPERFICI/
SURFACES

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



moov 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")

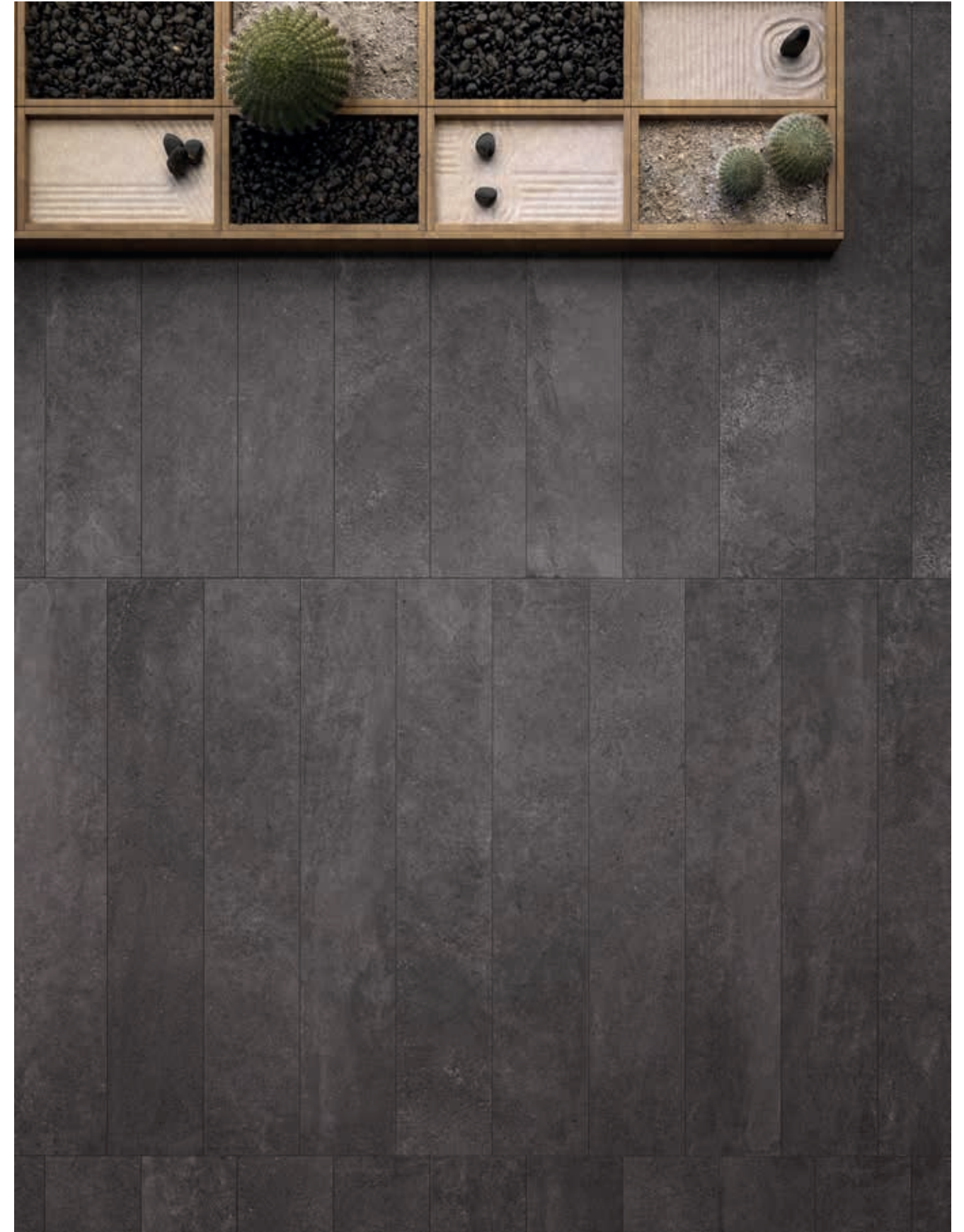
moov grey

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")



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



Project: Azienda Isocell
Photos: Luciano Busani

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

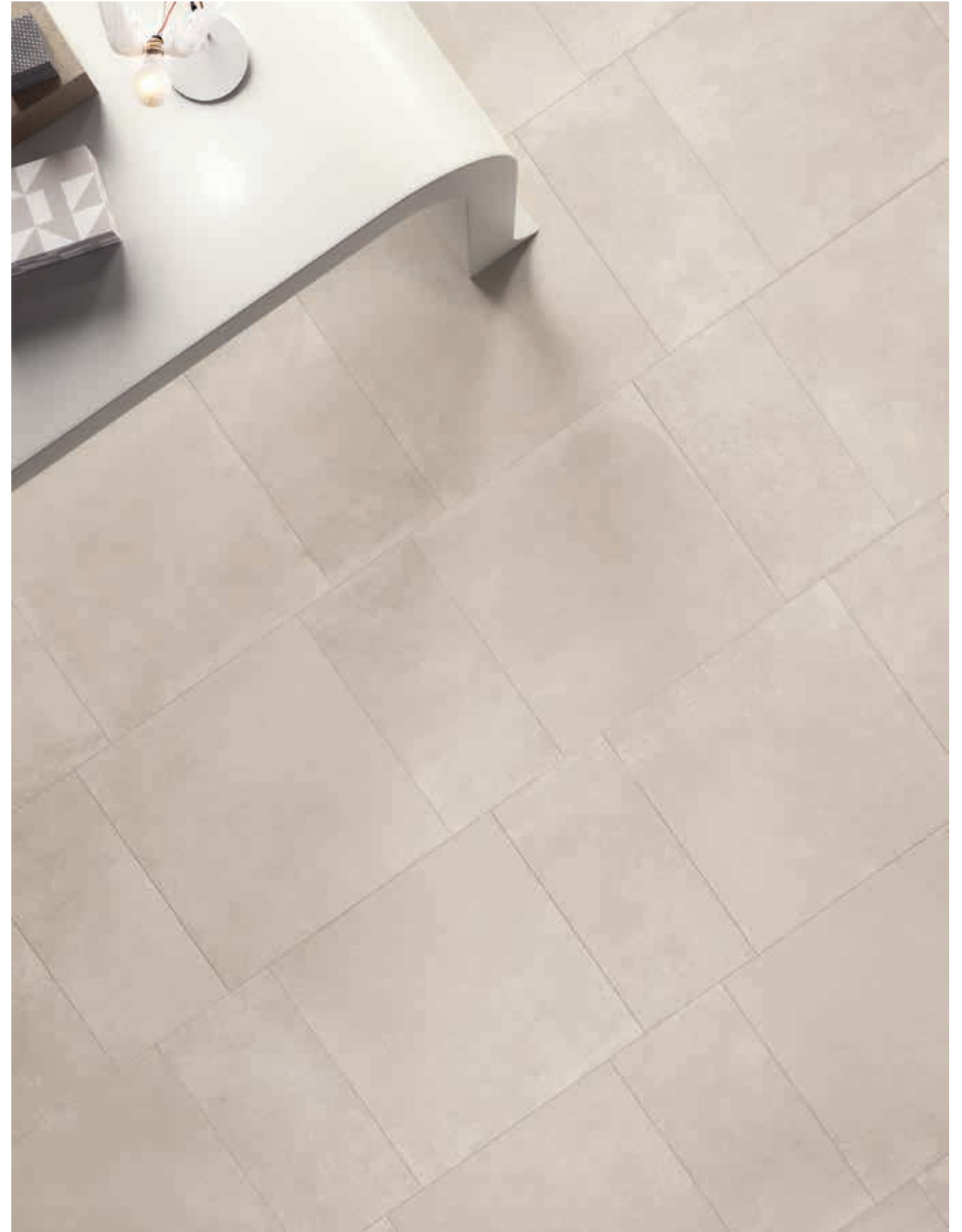


Project: Azienda Isocell
Photos: Luciano Busani

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

moov beige

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 - 75x75 - 60x60 - 30x60 - 14,7x60 - 9,7x60 - 6,4x60 - 3,1x60 - 45x45)
20 mm (120x120 K2 - 90x90 K2 - 60x60 K2)
30 mm (60x60 K3)

STONALIZZAZIONE
SHADING



CLASSIFICAZIONE ANTISDRUCCIOLO
ASSESSMENT OF SLIP RESISTANCE

DIN 51130 R9 - R10 - R11
DIN 51097 A - A+B - A+B+C
COF Conforme/ *Compliant*
DCOF Conforme/ *Compliant*
PENDULUM + 36 PTV 96 120x120 - 60x120 - 60x60 - 30x60

GRES PORCELLANATO /
PORCELAIN STONEWARE



INATTACCABILE DA ACIDI /
NOT ATTACKED BY ACIDS



FACILMENTE PULIBILE /
EASY TO CLEAN



ANTISDRUCCIOLO /
ANTI-SLIP

per ambienti bagnati e outdoor /
for outdoor and wet environments



NON REAGISCE AL FUOCO /
DOES NOT REACT TO FIRE

non emette fumi in caso di incendio /
does not release fumes in case of fire



RESISTENTE A GELO E SHOCK TERMICI /
RESISTANT TO FROST AND SUDDEN THERMAL CHANGES



RESISTENTE A SFORZI ED ABRASIONI /
RESISTANT TO STRESSES AND ABRASION

500 Kg/cm² di pressatura meccanica e cottura a 1.250°C /
500 kg/cm² of mechanical pressing and firing at 1250°C



STABILE CROMATICAMENTE /
CHROMATICALLY FAST

inalterabile da agenti atmosferici e smog /
unchanged by weather agents and smog



ASSORBIMENTO H₂O Nullo /
NULL H₂O ABSORPTION

GREENTHINKING /
GREENTHINKING



100% ACQUE REFLUE RECUPERATE /
100% RECOVERED WASTE WATER



98% RIFIUTI AVVIATI A
RACCOLTA DIFFERENZIATA /
98% WASTE SENT TO SEPARATE COLLECTION



100% PALLET FAO /
100% FAO PALLETS



100% SCARTI CRUDI RECUPERATI /
100% RECOVERED RAW SCRAPS



ENERGIA AUTO-PRODOTTa DA
FOTOVOLTAICO/
ENERGY SELF-PRODUCED BY PV PLANT



* + 5.000.000 L = 3.000.000

ACQUE DI PROCESSO DA ALTRI
STABILIMENTI /
PROCESS WATER FROM OTHER FACTORIES



* 18.408 t = 570

MATERIE PRIME NON ESTRATTE
GRAZIE AL RECUPERO DI SCARTI /
NON-EXTRACTED RAW MATERIALS THANKS TO THE
RECOVERY OF SCRAPS



* + 24.000 MWh/year = 185.000

84% ENERGIA AUTO PRODOTTa DA IMPIANTI
DI COGENERAZIONE/
84% ENERGY SELF-PRODUCED BY COGENERATION PLANTS

specs & tech

GREY



ANTHRACITE



MOKA



BEIGE



IVORY



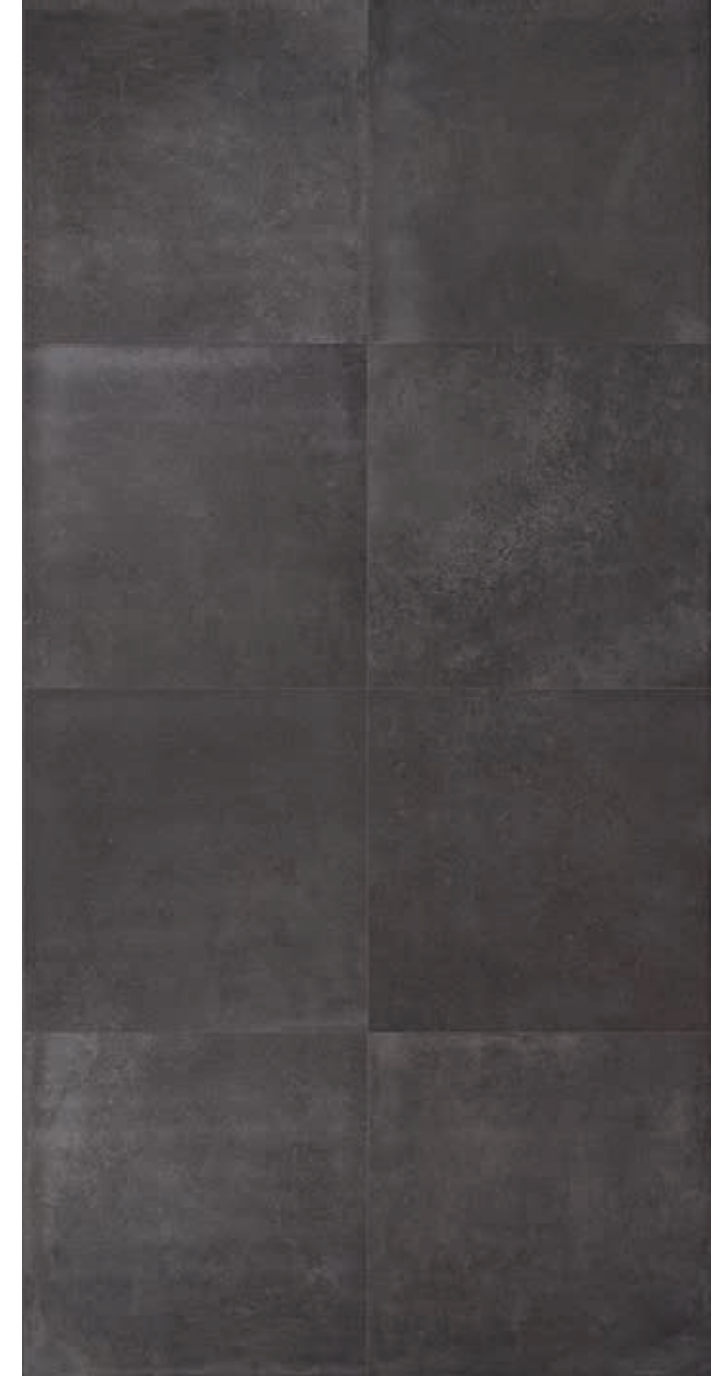
V2

STONALIZZAZIONE/
SHADING

GREY **V2**



ANTHRACITE **V2**



specs & tech

V2

STONALIZZAZIONE/
SHADING

MOKA **V2**



BEIGE **V2**



IVORY **V2**



specs & tech

19
FORMATI/
SIZES



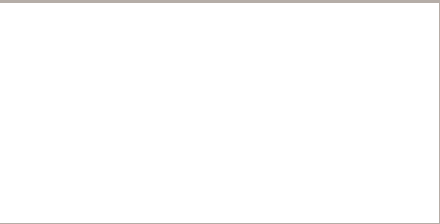
● 120X278 (48"x110") RT 6 mm



● 120X240 (48"x96") RT 9 mm



● ■ ▲ 120x120 (48"x48") RT 9 mm
▲ 120x120 (48"x48") RT ➤K2 20 mm



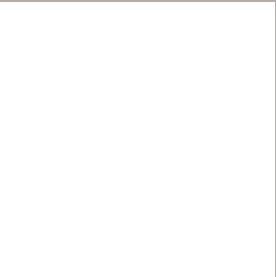
● ■ ▲ 60x120 (24"x48") RT 9 mm



● 30x120 (12"x48") RT 9 mm



● 20x120 (8"x48") RT 9 mm



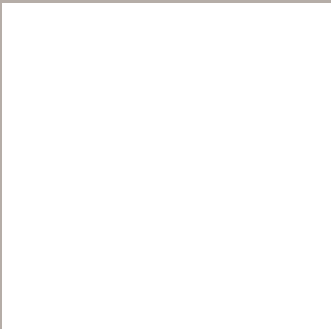
● 75x75 (30"x30") RT 9 mm



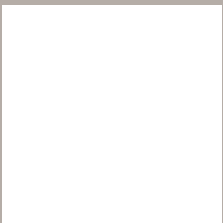
● 45x45 (18"x18") Not RT 9 mm



■ 7,5x30 (3"x12") Not RT 8,5 mm



▲ 90x90 (36"x36") RT ➤K2 20 mm



● ■ ▲ 60x60 (24"x24") RT 9 mm
▲ 60x60 (24"x24") RT ➤K2 20 mm
▲ 60x60 (24"x24") RT ➤K3 30 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

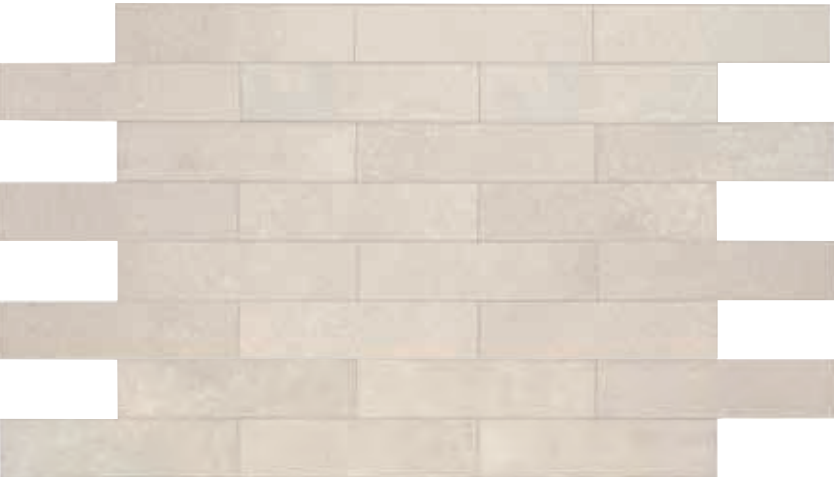


● 6,4x60 (2^{1/2}"x24") RT 9 mm

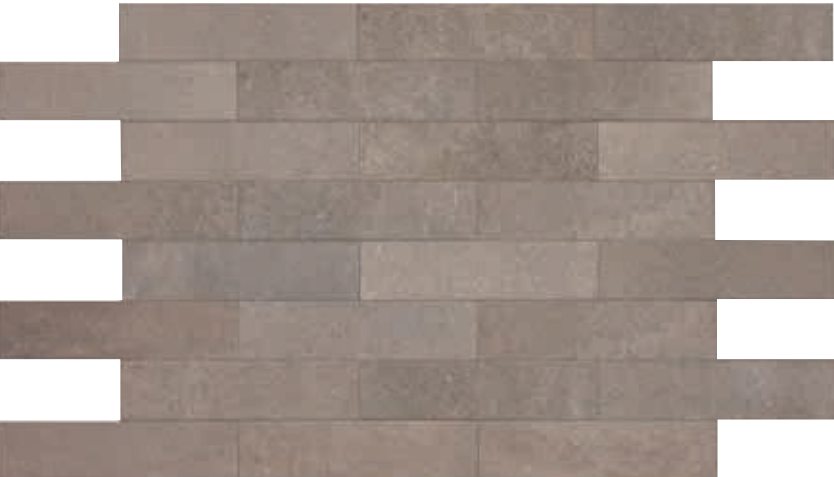


● 3,1x60 (1^{1/4}"x24") RT 9 mm

BRIK ■ 7,5x30 (3"x12") Not RT 8,5 mm



BRIK MOOV IVORY



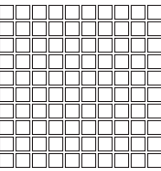
BRIK MOOV MOKA

specs & tech

● Natural R9 | ■ Structured R10 | ■ Grip R10 | ▲ Grip R11

Per vedere la collezione Brik completa consultare il catalogo di linea oppure visitare il sito keope.com
To see Brik full collection consult the catalogue of the series or visit keope.com

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



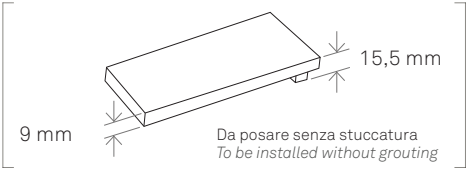
MOOV BEIGE



MOOV BEIGE



MOOV IVORY



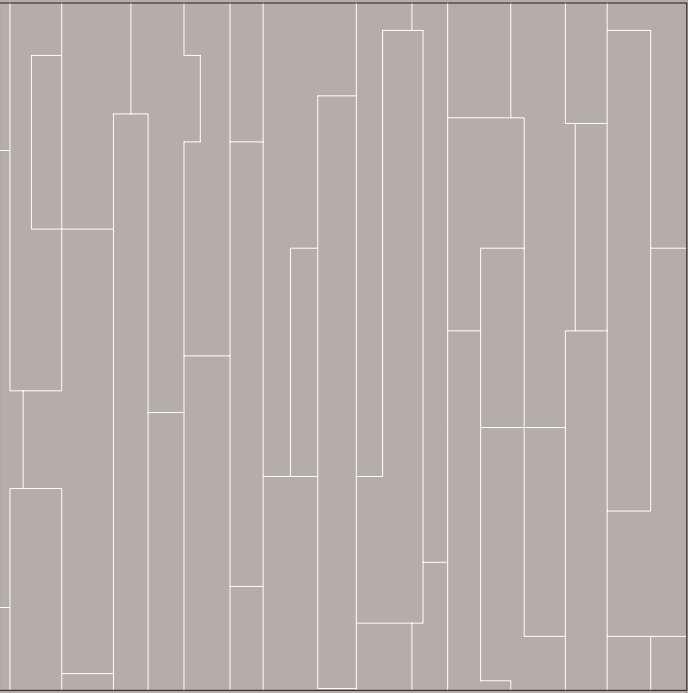
IDRO MOOV
LEAF / CITY / BRICK



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



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



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

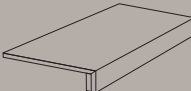
I decori IDRO MOOV LEAF, CITY e BRICK sono personalizzabili in dimensione e possono essere realizzati anche con più combinazioni di colore.
The decorations IDRO MOOV LEAF, city and BRICK are customizable in size and can be realized with different colors combinations

8

PEZZI SPECIALI/
TRIMS



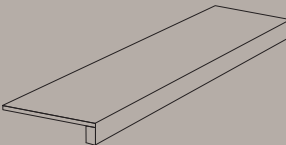
- BATTISCOPA
- 7,2x60 (2,8"x24") RT 9 mm
 - 7,2x75 (2,8"x30") RT 9 mm
 - 4,6x120 (1^{13/16}"x48") RT 9 mm



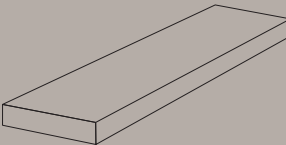
- SCALINO INCOLLATO
- 33x60 (13"x24") RT 9 mm



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



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



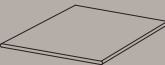
- ANGOLARE INCOLLATO
- 33x120 (13"x48") RT 9 mm



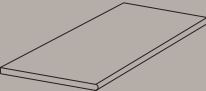
- TERMINALE "L"
- 30x15x4 (12"x6"x1") RT 9 mm

10

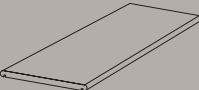
PEZZI SPECIALI K₂/
TRIMS K₂



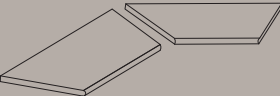
- ANGOLARE BORDO CON TORO
- ▲ 30x30 (12"x12") RT 20 mm



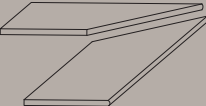
- GRADINO BORDO CON TORO
- ▲ 30x60 (12"x24") RT 20 mm



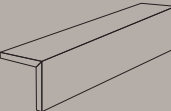
- TOP
- ▲ 30x60 (12"x24") RT 20 mm



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



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



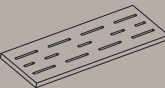
- CORDOLO "L"
- ▲ 60x20x15 (24"x8"x6") RT 20 mm



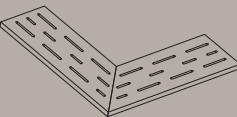
- SCALINO INCOLLATO
- ▲ 33x60x5 (13"x24"x2") RT 20 mm



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

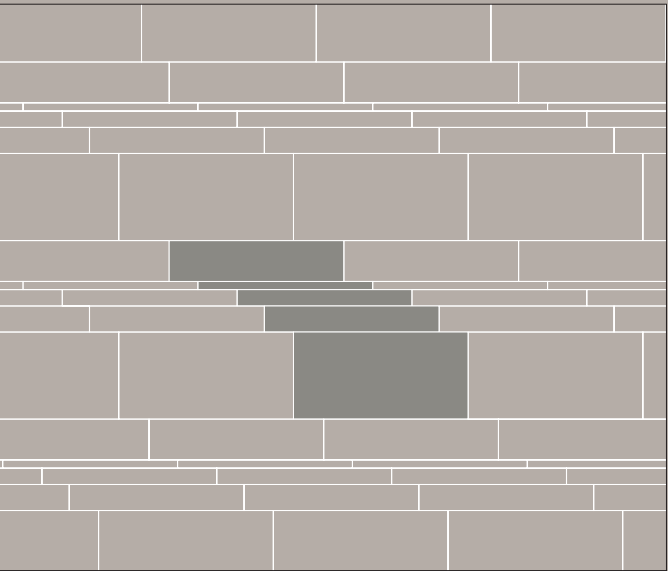
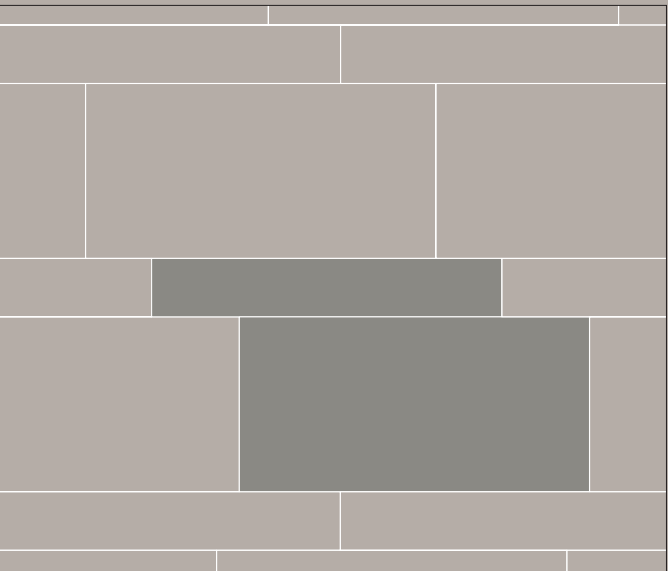
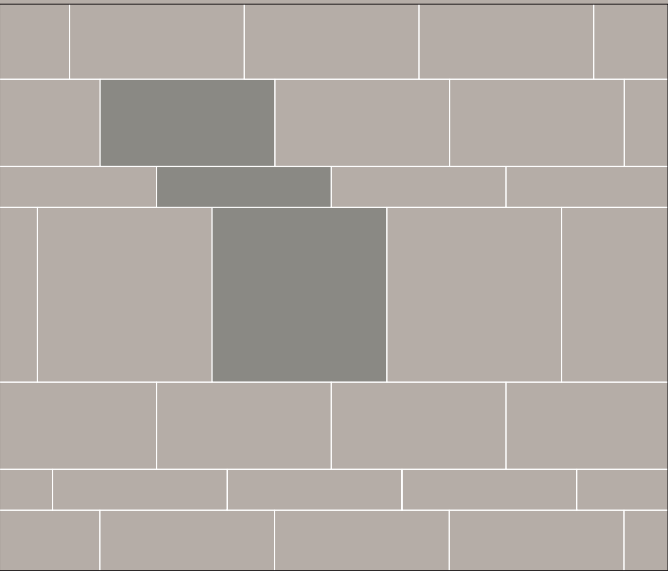
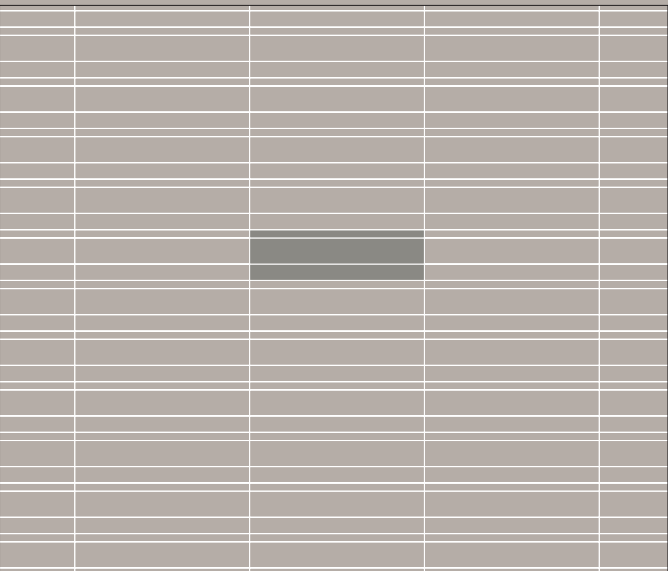


- GRIGLIA
- ▲ 15x60 (6"x24") RT 20 mm



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

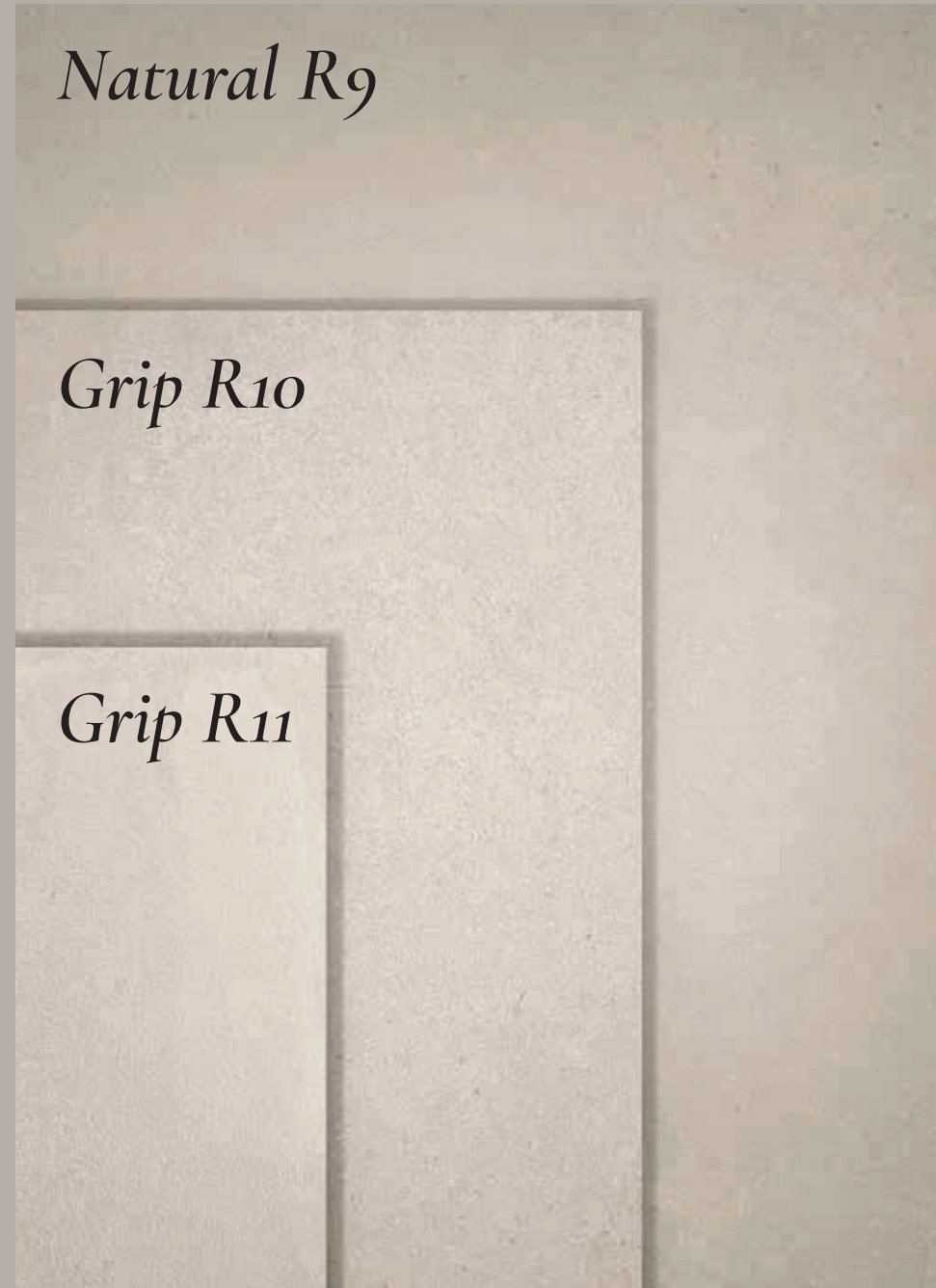
SCHEMI DI POSA/
LAYING SYSTEM



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](#)
Consigli di posa, pulizia e manutenzione al link [keope.com](#)

3

FINITURE/
FINISHINGS



FORMATI / SIZES

	120x278 (119,5x278)* 48"x110"	120x240 (119,5x239)* 48"x96"	120x120 (119,5x119,5)* 48"x48"	60x120 24"x48"	30x120 12"x48"	20x120 8"x48"	75x75 30"x30"	60x60 24"x24"	30x60 12"x24"		14,7x60 5¾"x24"	9,7x60 3⅞"x24"	6,4x60 3½"x24"	3,1x60 1¼"x24"	45x45 18"x18"	7,5x30 3"x12"	120x120 (119,5x119,5)* 48"x48"	90x90 36"x36"	60x60 24"x24"	60x60 24"x24"
working size	1194x2778	1194x2390	1194x1194	596x1195	297x1195	197x1195	748x748	596x596	297x596		147x596	97x596	64x596	31x596			1194x1194	895x895	596x596	596x596
	RT	RT	RT	RT	RT	RT	RT	RT	RT		RT	RT	RT	RT	Not RT	Not RT	RT	RT	RT	RT
	6 mm	9 mm	9 mm	9 mm	9 mm	9 mm	9 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	K3 30 mm
MOOV GREY	●	●	●■	●■▲	●	●	●	●■▲	●■▲		●	●	●	●	●		▲	▲	▲	▲
MOOV ANTHRACITE		●	●■	●■▲	●	●	●	●■▲	●■▲		●	●	●	●	●		▲	▲	▲	
MOOV MOKA		●	●■	●■▲	●	●	●	●■▲	●■▲		●	●	●	●	●	■	▲	▲	▲	▲
MOOV BEIGE		●	●■	●■▲	●	●	●	●■▲	●■▲		●	●	●	●	●			▲	▲	
MOOV IVORY	●	●	●■	●■▲	●	●	●	●■▲	●■▲		●	●	●	●	●	■				

*Formato nominale / Nominal size

● 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	3,32	49,37	59,80	988,66	18
120x240	9 mm	1	2,86	61,60	51,41	1.208,80	18
120x120	9 mm	2	2,86	60,80	57,12	1.229,00	20
60x120	9 mm	2	1,44	33,40	50,40	1.182,00	35
30x120	9 mm	4	1,44	31,48	51,84	1.146,28	36
20x120	9 mm	6	1,44	33,40	46,08	1.081,80	32
75x75	9 mm	2	1,13	26,00	47,25	1.105,00	42
60x60	9 mm	3	1,08	25,00	43,20	1.013,00	40
30x60	9 mm	7	1,26	25,00	50,40	1.013,00	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
45x45	9 mm	5	1,01	20,00	33,41	673,00	33
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	1.355,00	20
90x90 K2	20 mm	1	0,81	38,00	14,58	697,00	18
60x60 K2	20 mm	2	0,72	34,00	21,60	1.033,00	30
60x60 K3	30 mm	1	0,36	23,68	14,40	960,20	40

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) 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%			CONFORME COMPLIANT	
	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)	6 mm - 9 mm CONFORME COMPLIANT	K2 20 mm R≥45 N/mm² S≥10000 N	K3 30 mm R≥45 N/mm² S≥25000 N	
	RES. 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	A+B+C	>0,40 >0,42
		DIN 51097	A+B+C	120x278 - 120x240 - 120x120 - 60x120 - 30x120 - 20x120 - 75x75 - 60x60 - 30x60 - 14,7x60 - 9,7x60 - 6,4x60 - 3,1x60 - 45x45	R9	A	CONFORME COMPLIANT
		B.C.R.A. (COF)	>0,40 bagnato / wet	120x120 - 60x120 - 60x60 - 30x60 - 7,5x30	R10	A+B	CONFORME COMPLIANT
		ANSI A137.1 2012 (DCOF)	>0,42 bagnato / wet	60x120 - 60x60 - 30x60 - 120x120 K2 - 90x90 K2 - 60x60 K2 - 60x60 K3	R11	A+B+C	CONFORME COMPLIANT
		Pendulum Test Value PTV 96 (R10)	> 36	120x120 - 60x120 - 60x60 - 30x60			

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, 67
42013 Casalgrande (RE) - Italy
WAREHOUSE via dell'industria, 1
42013 Casalgrande (RE) - Italy

PHONE +39 0522 997511
FAX +39 0522 997544 (OT) - 545 (IT)
ADMIN. FAX +39 0522 997413

info@keope.com
keope.com

IT_

Ceramiche Keope si riserva la facoltà di apportare variazioni ai prodotti illustrati in questo catalogo per necessità produttive o al fine di migliorarne la qualità. I campioni sono puramente indicativi. Gli imballaggi e pesi riportati possono variare per necessità produttive. Consultare gli uffici commerciali al momento dell'ordine.

EN_

Ceramiche Keope reserves the right to vary the products illustrated in this catalogue for production purposes or in order to improve quality. Samples are purely indicative. Packaging and weights shown may be varied in line with production requirements. Check with the sales department at the time of order.

