



LOOKBOOK

ITALIAN PORCELAIN TILES AND SLABS

FORIM



FLORIM IS B CORP CERTIFIED



We conceive the business as a positive force able to generate profits and at the same time create a virtuous impact on people and the environment. Since forever.

Our choices, day after day, have led us to improve our way of doing business.



Watch the video *"Being sustainable is a daily choice"* with the faces of some of the "Florim people" who contribute to making the company even more responsible, every day.

WHAT DOES IT MEAN TO BE B CORP?

We vied with the **highest social and environmental performance standards**, and after a long and scrupulous verification process, **we became B Corp.**

Companies that succeed in obtaining this certification are the most evolved in the world in terms of their positive social and environmental impact.

They constitute a global movement of 'Purpose Driven Businesses' whose aim is to diffuse a new **economic paradigm**, whereby companies are the drivers of **social regeneration**.

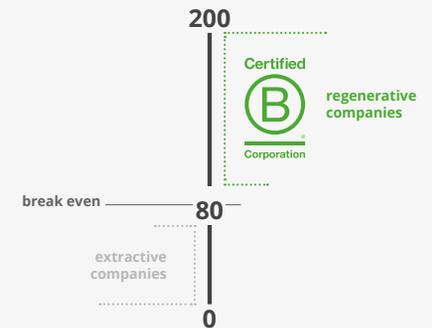


REGENERATIVE BUSINESS

An historical **cultural shift** is under way, of which we are proud to be a part. One of the underlying principles of all B Corps is the adoption of a regenerative business model as opposed to an extractive one.

Regenerating means not only reducing the impact of business on our surrounding nature and environment, but also producing **positive effects, creating shared value in society and regenerating the biosphere.**

Only those companies that measure their overall impact through the Benefit Impact Assessment (BIA) exceeding the score of 80 points can be certified as B Corp, joining an elite of regenerative companies. Anyone who does not exceed this threshold is considered an extractive company or, in order to function, they consume higher economic, social and environmental resources than they are able to generate as output.



FLORIM'S SCORE

Florim Italia score is 98.1 points and the consolidated, which includes the American subsidiary, is 90.9 points. Florim Group is now one of the 3,700 B Corps throughout the world.

More than 140,000 companies are currently seeking to obtain the certification **in compliance with the strictest transparency and sustainability standards.**

Only 3% manage to pass the verification process implemented by **B Lab**, the US certifying body that currently operates on a global scale.



**Quality Italian tiles and slabs
with a worldwide presence**

Florim is an Italian manufacturer
of porcelain tiles and slabs with a presence
across Europe, America and Asia.

For almost 60 years, Florim has been producing ceramic products
with an innate passion for design, technical innovation and sustainability.
Florim's headquarters, main production plant and logistics center
are located in Fiorano Modenese, Modena, with a second production
plant in Mordano, Bologna.

Florim also owns production units, distribution companies, logistics hubs
and showrooms all over the world, and distributes its six brands through
an international and widespread network of customers and importers.

PORCELAIN LOOKS



THE LOOKS

PORCELAIN LOOKS

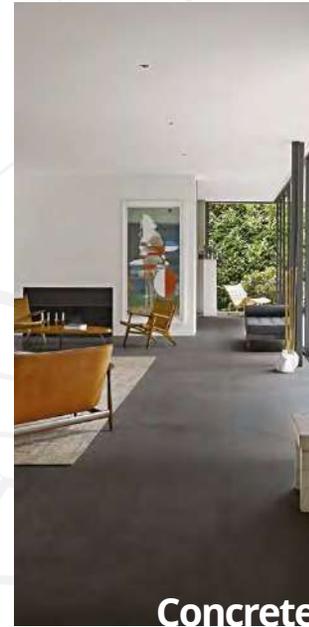
Thanks to current technology, porcelain stoneware can achieve a wealth of aesthetic results. Florim produces high-quality tiles and slabs that reinterpret the more complex veins of rare and sought-after marbles, the rawness of concrete, or even the rich and varied appearance of hardwood.



Marble



Stone



Concrete



Terrazzo



Metal



Monochromatic



Fabric



Wood

MARBLE LOOKS

PORCELAIN LOOKS

ÉTOILE DE REX



Étoile Renoir



Étoile Crème



Étoile Gris



Étoile Tropical



Étoile Symphonie



Étoile Illusion



Étoile Brown River

PREXIOUS OF REX



White Fantasy



Mountain Treasure



Pearl Attraction



Dream Arabesque



Charming Amber



Thunder Night

I CLASSICI DI REX



Statuario



Calacatta Gold



Marquina



Portoro



Brazilian

B&W_MARBLE



Breach



Fall



Flow



Fragment



Pebble



Wave

ARALDICA



Base Corallo



Base Grigio



Base Azzurro



Base Blu

POLICROMA



Valtoce



Cipollino



Breccia



Alpi

PORCELAIN LOOKS



Étoile de rex

PORCELAIN LOOKS



Prexious of rex

PORCELAIN LOOKS



I classici di rex

PORCELAIN LOOKS



B&W_Marble



PORCELAIN LOOKS



PORCELAIN LOOKS



Policroma

STONE LOOKS

ARDOISE



ONYX&MORE OF CASADOLCECASA



PORCELAIN LOOKS



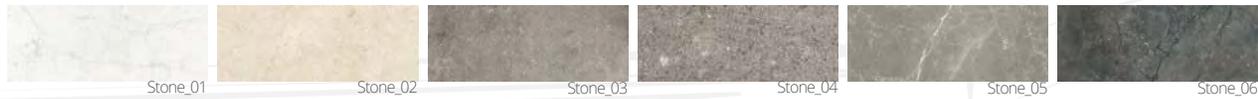
ROCK SALT OF CERIM



SENSI MATTEO THUN



STONTECH/4.0



AIRTECH

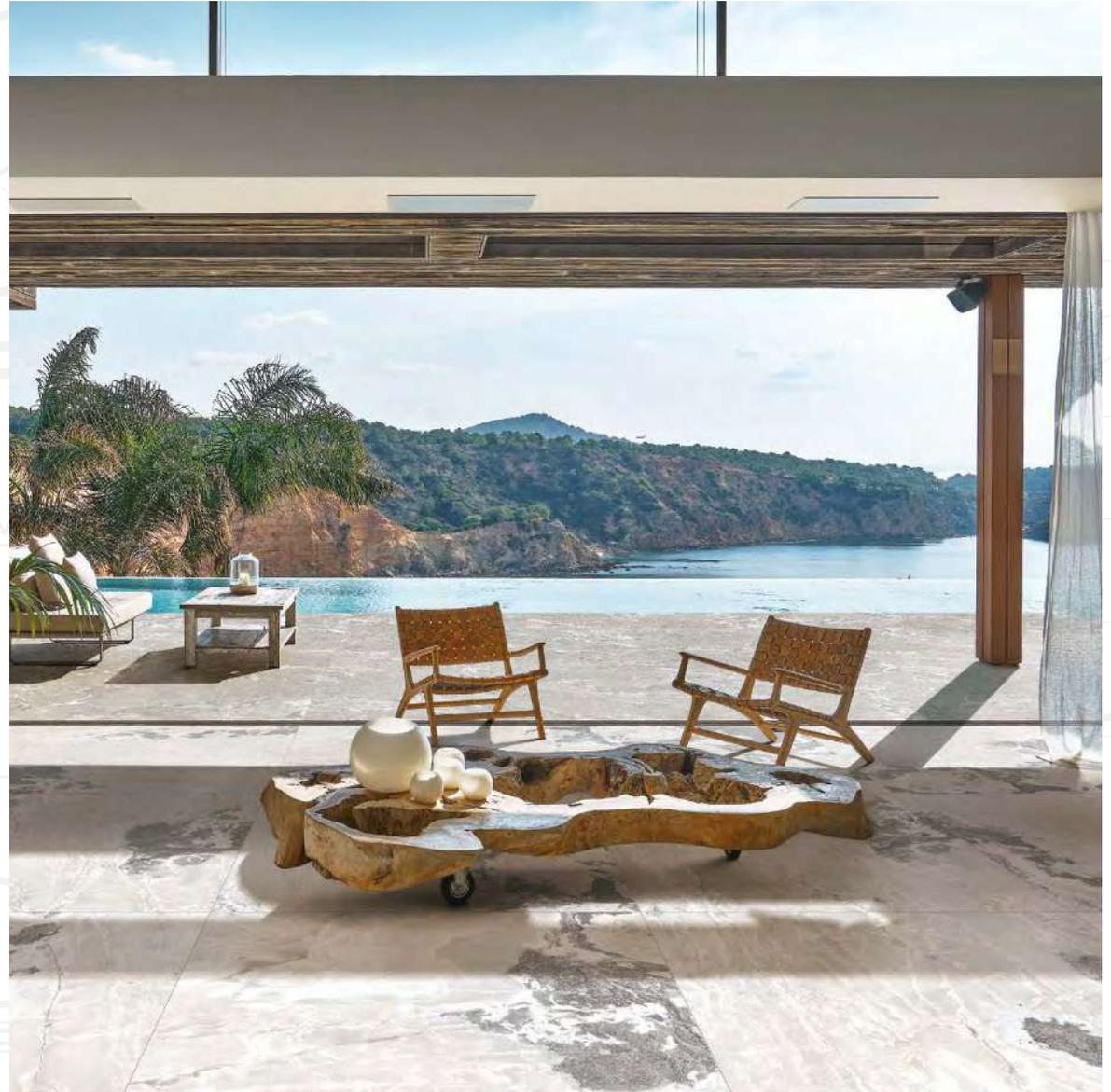


PORCELAIN LOOKS



Ardoise

PORCELAIN LOOKS



Onyx&More
of Casadolcecasa



PORCELAIN LOOKS



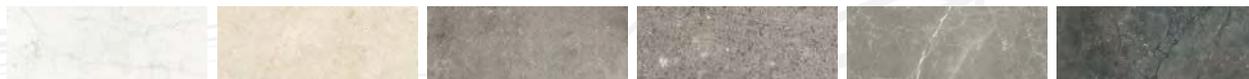
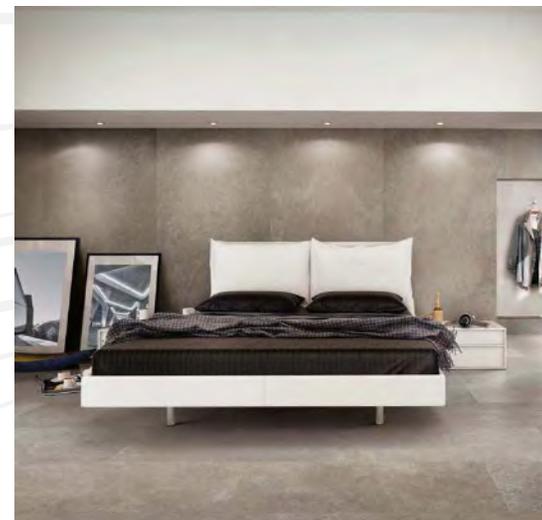
Rock Salt of Cerim

PORCELAIN LOOKS



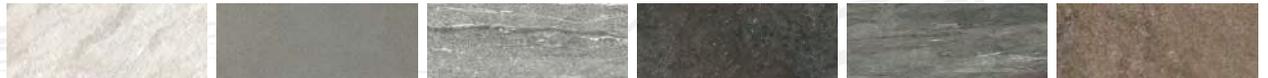
Sensi Matteo Thun

PORCELAIN LOOKS



Stontech/4.0

PORCELAIN LOOKS



CONCRETE LOOKS

"STUDIOS" OF CASAMOOD



PORCELAIN LOOKS

ESPRIT DE REX



MATIÈRES DE REX



MATCH -UP OF CERIM



MATRICE



RAWTECH



INDUSTRIAL

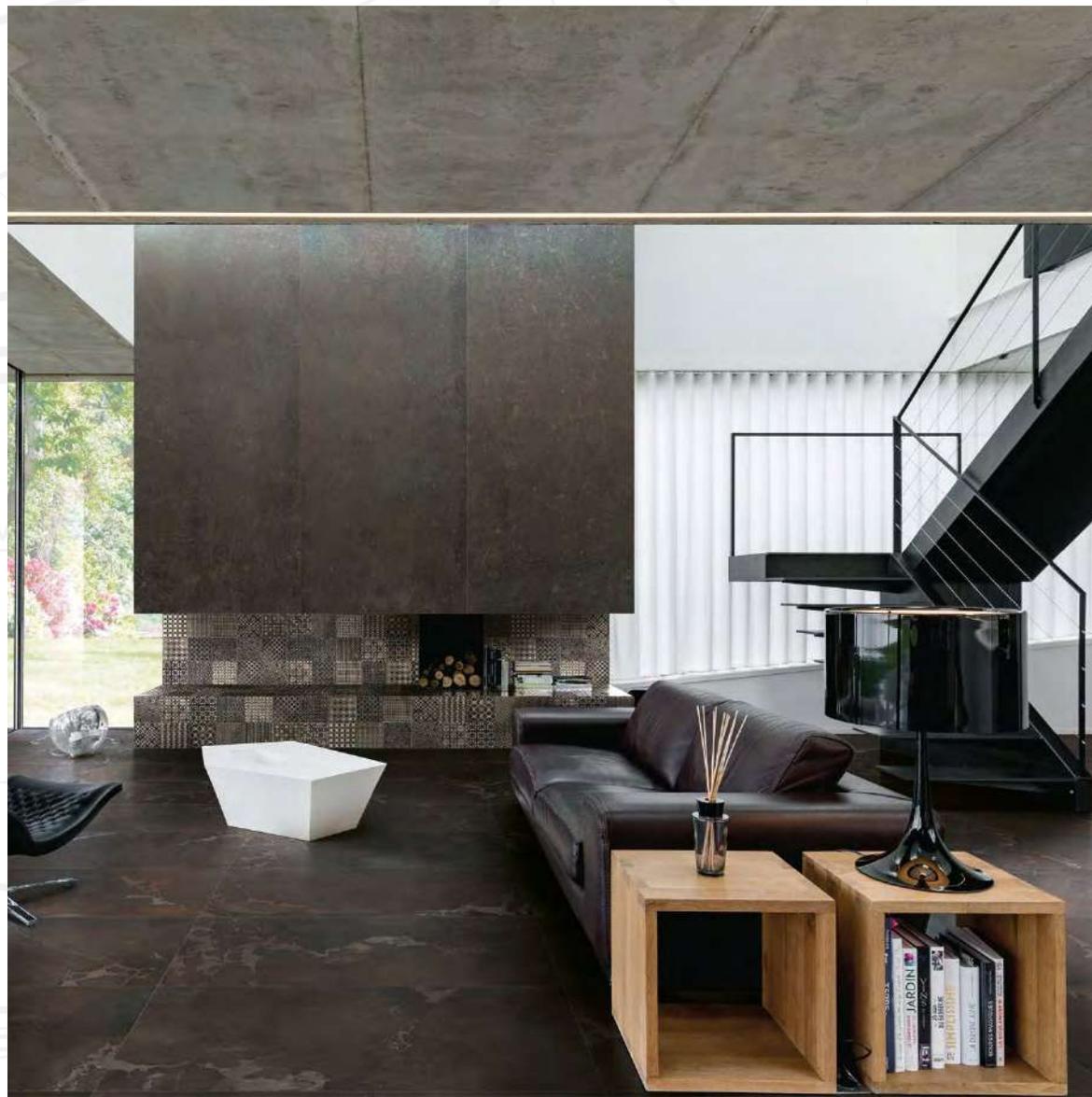


PORCELAIN LOOKS



"Studios" of casamood

PORCELAIN LOOKS



Esprit de rex

PORCELAIN LOOKS



Matières de rex



PORCELAIN LOOKS



Match-up of cerim

PORCELAIN LOOKS



Matrice

PORCELAIN LOOKS



Rawtech

PORCELAIN LOOKS



Industrial

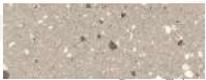
TERRAZZO LOOKS

PORCELAIN LOOKS

EARTHTECH



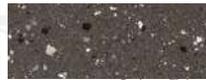
Pumice Flakes



Desert Flakes



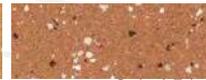
Fog Flakes



Carbon Flakes



Savannah Flakes



Outback Flakes

LE VENEZIANE DI CERIM



Castello



San Marco



Santa Croce



Dorsoduro



San Polo

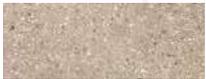


Cannaregio

MATCH-UP OF CERIM



Sugar Mix



Cookie Mix



Earl Grey Mix

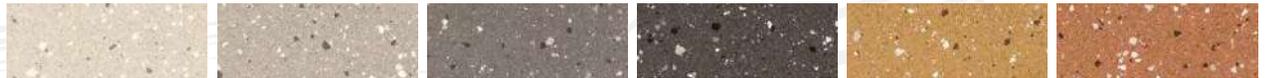


Coffee Mix



Liquorice Mix

PORCELAIN LOOKS



Earthtech

PORCELAIN LOOKS



Le Veneziane di cerim

PORCELAIN LOOKS



Match-up of cerim

METAL LOOKS

FLOWTECH

PORCELAIN LOOKS



Russet



Aged Bronze



Burnished

PORCELAIN LOOKS



MONOCHROMATIC LOOKS

PORCELAIN LOOKS

BUILDTECH/2.0



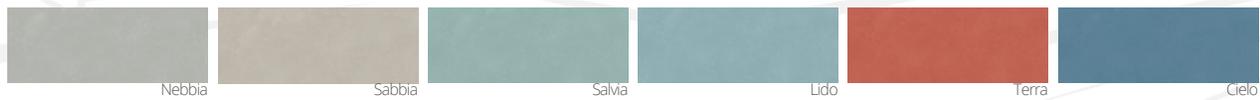
CRAYONS OF CERIM



CROMATICA



RILIEVI



PORCELAIN LOOKS



Buildtech/2.0

PORCELAIN LOOKS



Crayons of cerim

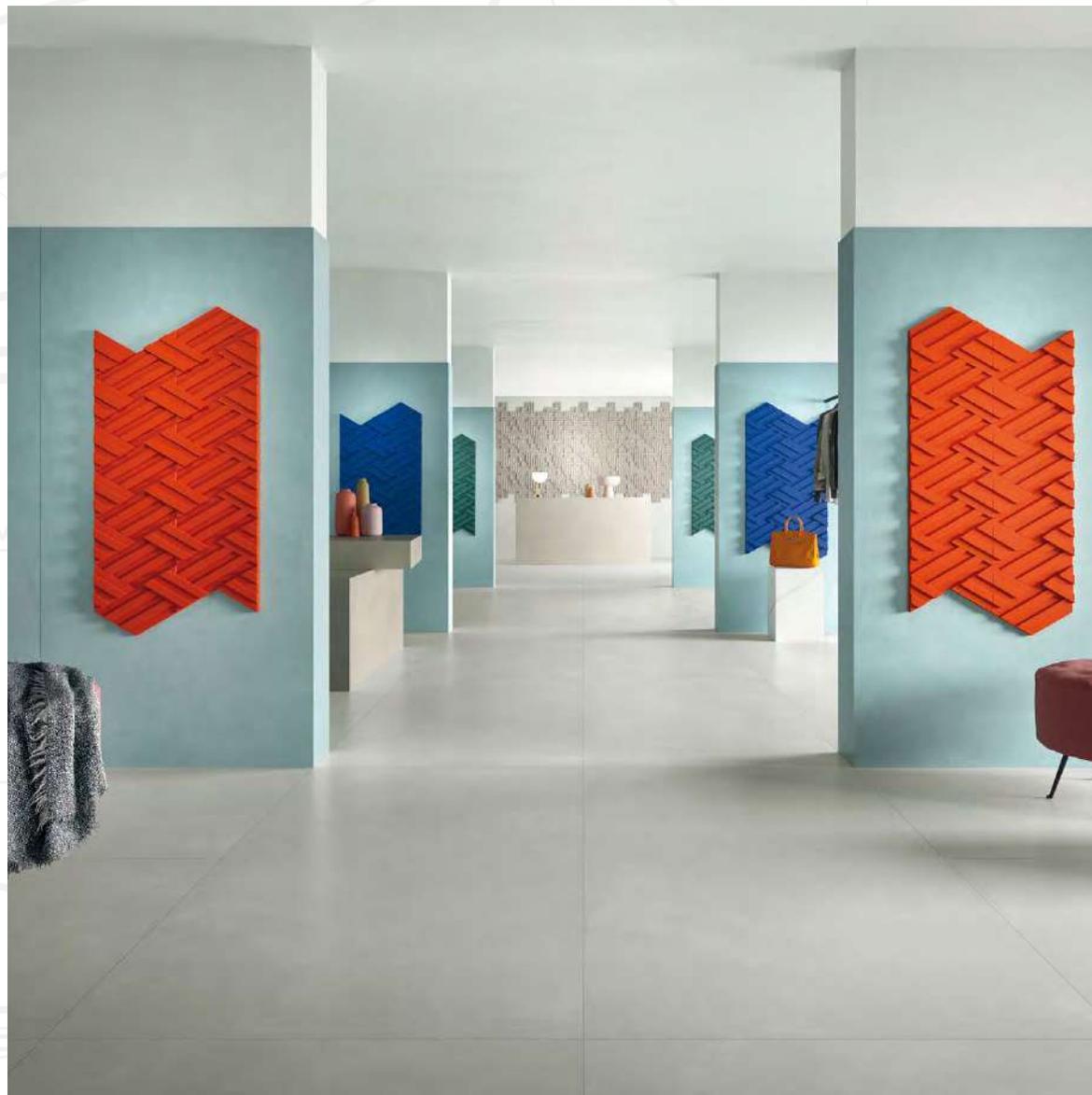


PORCELAIN LOOKS



Cromatica

PORCELAIN LOOKS



Rilievi

FABRIC LOOKS

PORCELAIN LOOKS

TESORI



I FILATI DI REX



PORCELAIN LOOKS



Tesori

PORCELAIN LOOKS



I Filati di rex

WOOD LOOKS

PORCELAIN LOOKS

PLANCHES DE REX



SELECTION OAK



DETAILS WOOD OF CERIM



HI-WOOD OF CERIM



PORCELAIN LOOKS



Planches de rex

PORCELAIN LOOKS



Selection Oak



PORCELAIN LOOKS



Details Wood of cerim



PORCELAIN LOOKS



Hi-Wood of cerim





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