

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 + NEST



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

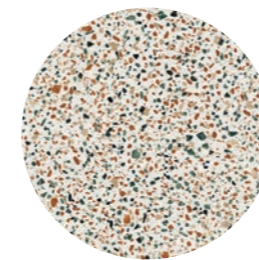
GRES PORCELLANATO  
PORCELAIN TILES



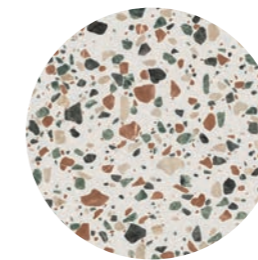
8,5 mm

20x20  
8"x 8"

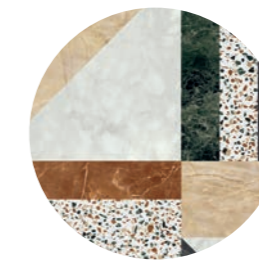
## INDEX



6  
PLAY DOTS



6  
PLAY DROPS



6  
PLAY MARBLE



12  
PLAY CONCRETE  
DESIGN



14  
PLAY CONCRETE  
RETRO



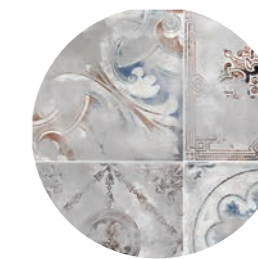
18  
PLAY LABYRINTH



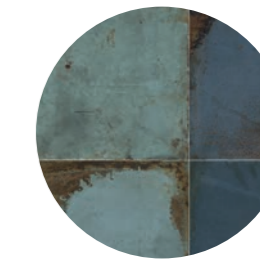
24  
PLAY CARPET



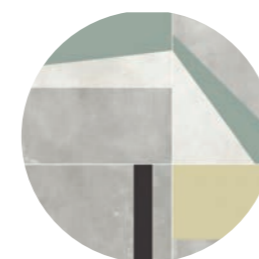
26  
PLAY CLASSIC



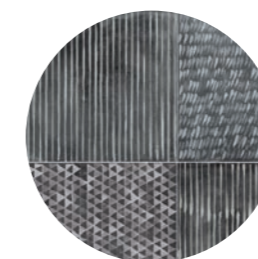
32  
PLAY RE-USED



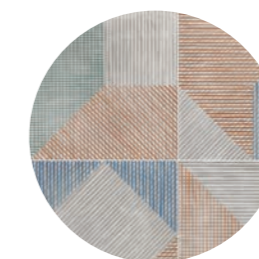
34  
PLAY OXIDE



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 RAINBOW  
 120x270 SENAPE

floor  
 PLAY DOTS  
 20x20 MULTIBLACK  
 PLAY MARBLE  
 20x20 BLACK  
 CROSSROAD CHALK  
 60x120 COAL



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

floor  
ECO CHIC  
20x120 NATURALE

# PLAY DOTS | DROPS | MARBLE

20x20 / 8"x8"

▼  
**8,5 mm**  
▲

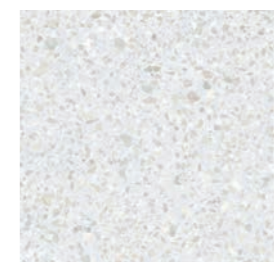


20x20  
PLAY MARBLE WHITE  
0005896 nat. 26

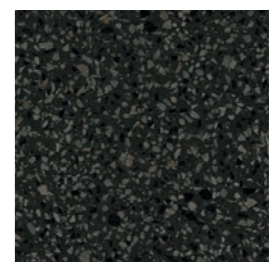


20x20  
PLAY MARBLE BLACK  
0005897 nat. 26

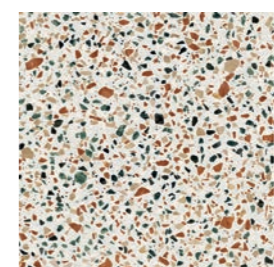
GRES PORCELLANATO  
PORCELAIN TILES



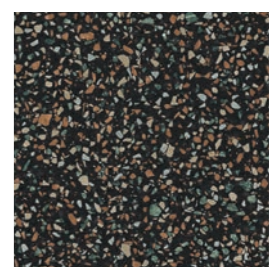
20x20  
PLAY DOTS WHITE  
0005890 nat. 26



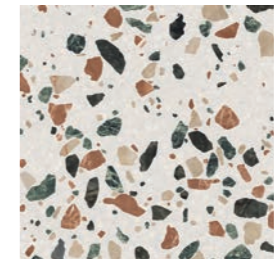
20x20  
PLAY DOTS BLACK  
0005891 nat. 26



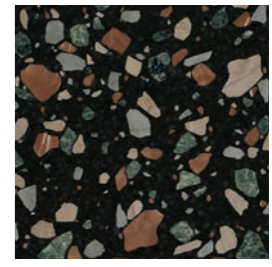
20x20  
PLAY DOTS MULTIWHITE  
0005892 nat. 26



20x20  
PLAY DOTS MULTIBLACK  
0005893 nat. 26



20x20  
PLAY DROPS MULTIWHITE  
0005894 nat. 26



20x20  
PLAY DROPS MULTIBLACK  
0005895 nat. 26



wall  
BLEND  
120x270 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.

wall  
PLAY CONCRETE DESIGN  
20x20 A  
LAB325  
120x270 METAL ASH

floor  
ECO CHIC  
20x120 BROWN



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  
120x270 LAMPONE

floor  
BLEND  
60x120 ASH  
PLAY CONCRETE RETRÒ  
20x20 MIX

## PLAY CONCRETE RETRÒ

20x20 / 8"x8"

▼  
8,5 mm  
▲

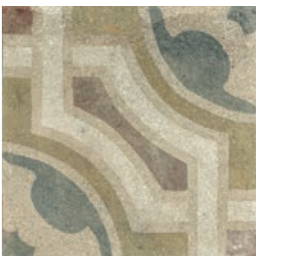


20x20  
PLAY CONCRETE RETRÒ MIX  
0005898 nat. ⊕ 26

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

wall  
PLAY LABYRINTH  
20x20 MIX GREY  
countertop  
LAB325  
120x270 BASE PEPPER



wall  
PLAY LABYRINTH  
20x20 SAGE  
floor  
CROSSROAD WOOD  
20x120 GREY



20 PLAY



wall  
PLAY LABYRINTH  
20x20 CLAY

20 PLAY



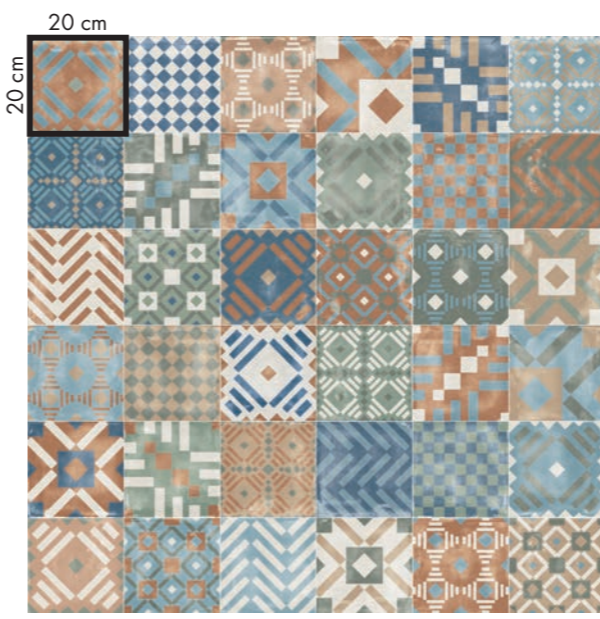
floor  
 PLAY LABYRINTH  
 20x20 PEARL  
 GRADONE TOP LAB325 BASE ASH

wall  
 LAB325 FORM ASH  
 120x270

# 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



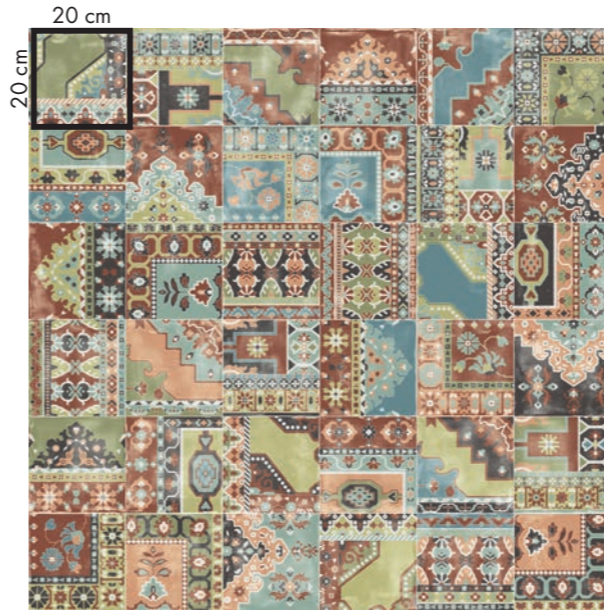
wall  
 PLAY CARPET  
 20x20 MIX MULTICOLOR  
 INTERNO 9 DARK  
 160x320

floor  
 PLAY CARPET  
 20x20 MIX MULTICOLOR  
 INTERNO 9 DARK  
 160x160

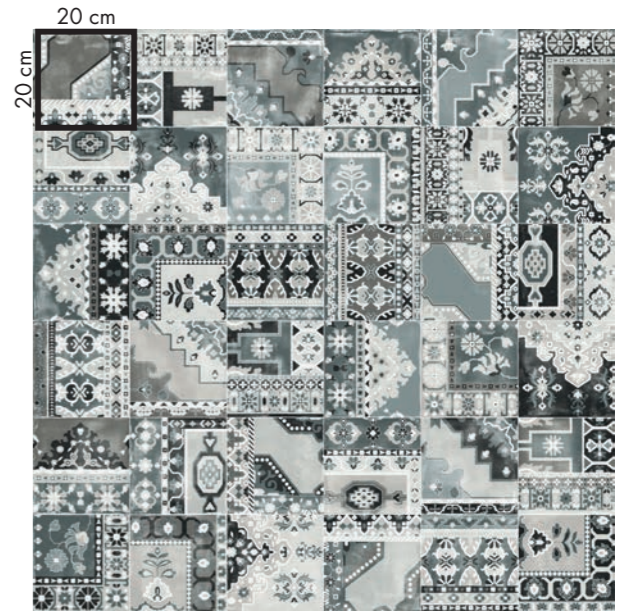
# PLAY CARPET

20x20 / 8"x8"

▼  
 8,5 mm  
 ▲



20x20  
 PLAY CARPET MIX MULTICOLOR  
 0003351 nat. ⊕ 26



20x20  
 PLAY CARPET MIX GREY  
 0003366 nat. ⊕ 26

GRES PORCELLANATO  
 PORCELAIN TILES



wall  
 PLAY CARPET  
 20x20 MIX GREY  
 CROSSROAD CHALK  
 120x240 GREY

# PLAY CLASSIC

20x20



wall  
GHOST  
120x270 GREY

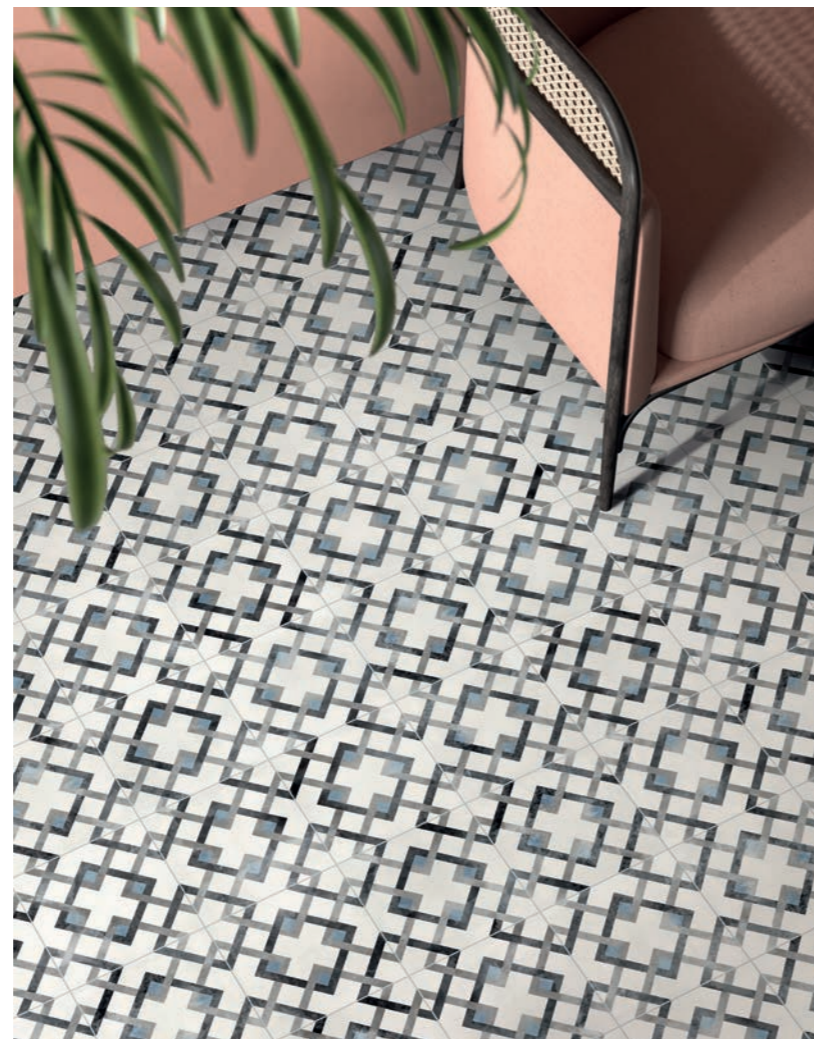
floor  
PLAY CLASSIC  
20x20 BROWN



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  
120x240 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



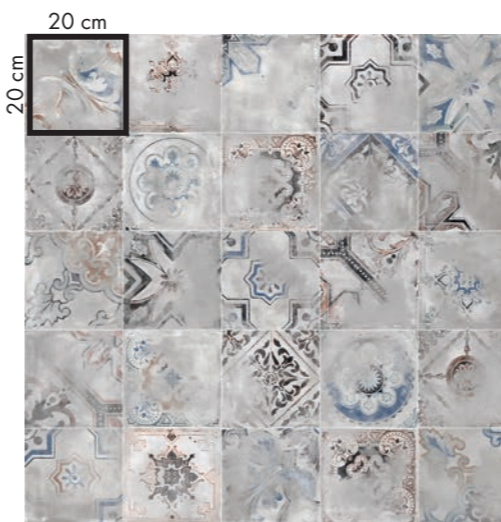
wall  
 PLAY RE-USED  
 20x20 MIX CLAY  
 PLAY HERITAGE  
 20x20 CLAY

floor  
 PLAY HERITAGE  
 20x20 CLAY

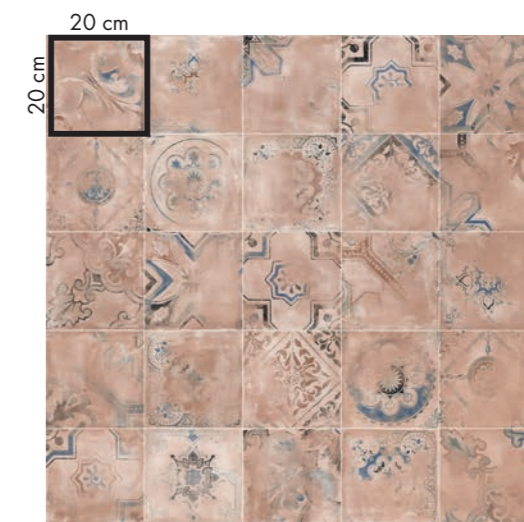
## PLAY RE-USED

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



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

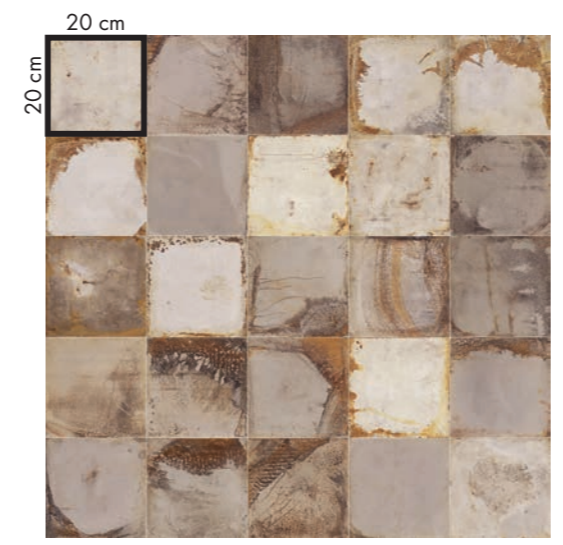
washbasin top  
INTERNO 9  
120x240 RUST

floor  
LAB325  
60x120 BASE TAUPE

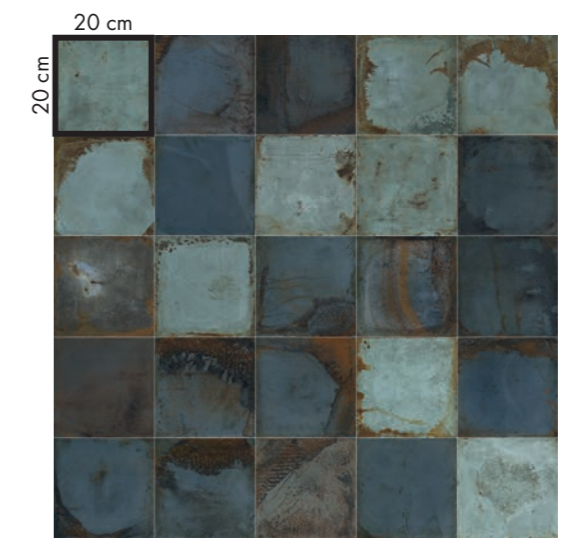
# PLAY OXIDE

20x20 / 8"x8"

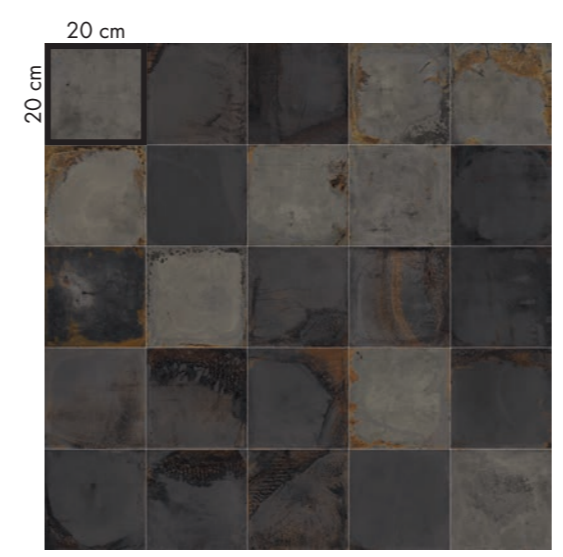
▼  
8,5 mm  
▲



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

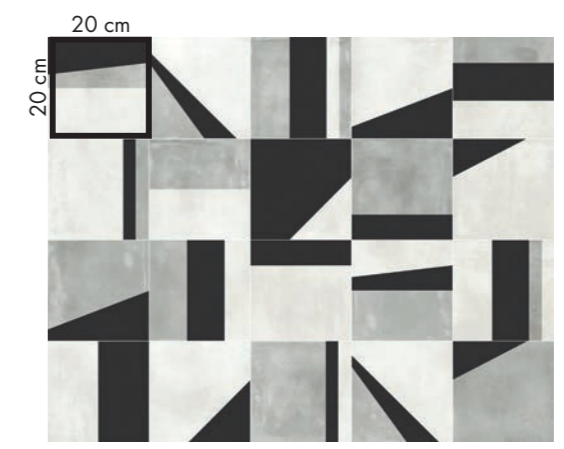
# PLAY EDGE

20x20 / 8"x8"

▼  
8,5 mm  
▲

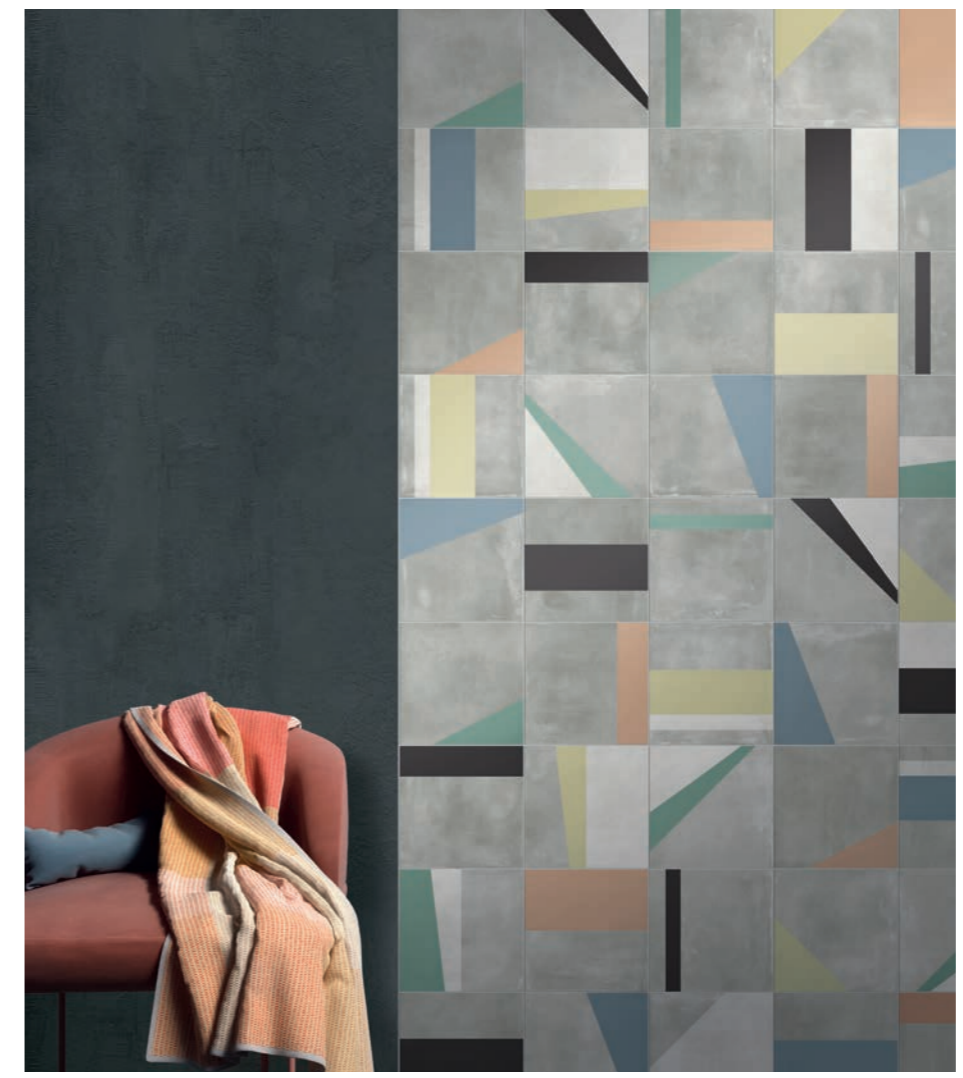


20x20  
PLAY EDGE MIX MULTICOLOR  
0003482 nat. 📦 26



20x20  
PLAY EDGE MIX GREY  
0003483 nat. 📦 26

GRES PORCELLANATO  
PORCELAIN TILES



wall  
PLAY EDGE  
20x20 MIX MULTICOLOR  
CROSSROAD CHALK  
120x240 COAL

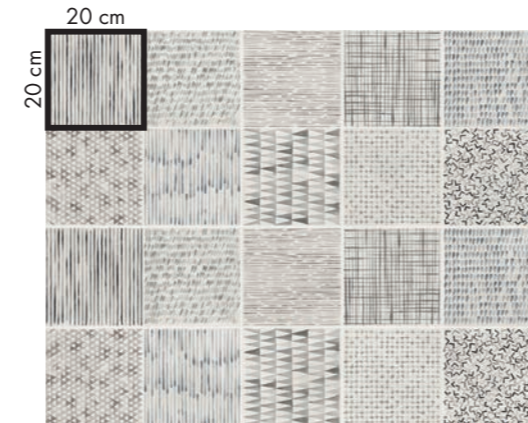


well  
 PLAY ETNO  
 20x20 MIX DARK  
 PLAY HERITAGE  
 20x20 DARK

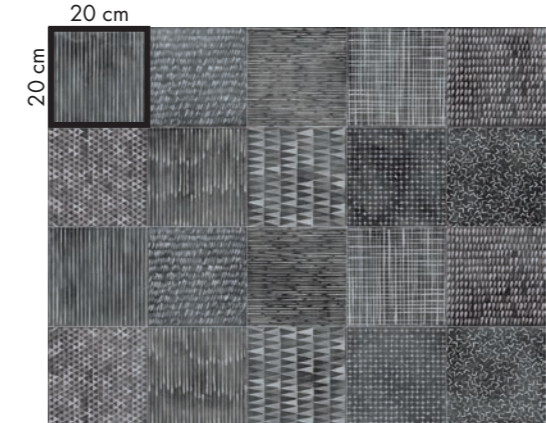
# PLAY ETNO

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

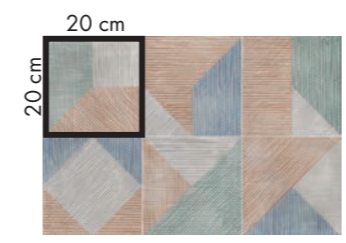


floor  
 PLAY STRING  
 20x20 MIX MULTICOLOR  
 CROSSROAD  
 80x80 CHALK SMOKE

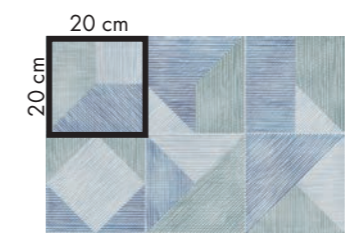
# PLAY STRING

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  
  
 table  
 GENT  
 120x240 DARK

# PLAY HERITAGE

20x20



floor  
PLAY HERITAGE  
20x20 DARK



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





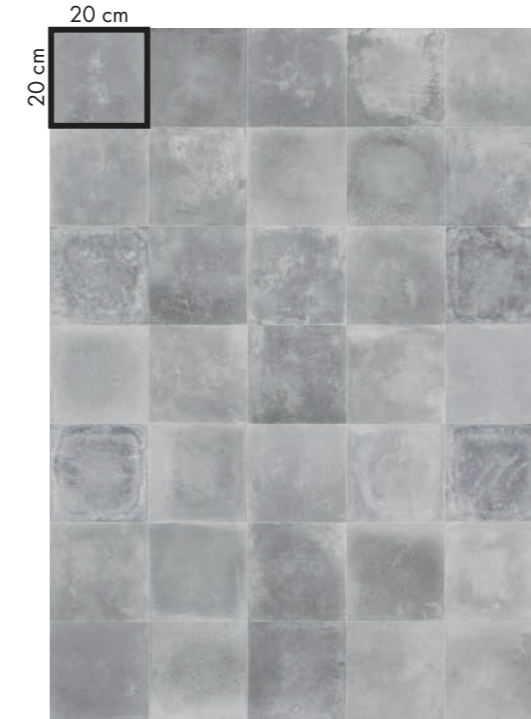
# PLAY HERITAGE

20x20 / 8"x8"

▼  
8,5 mm  
▲



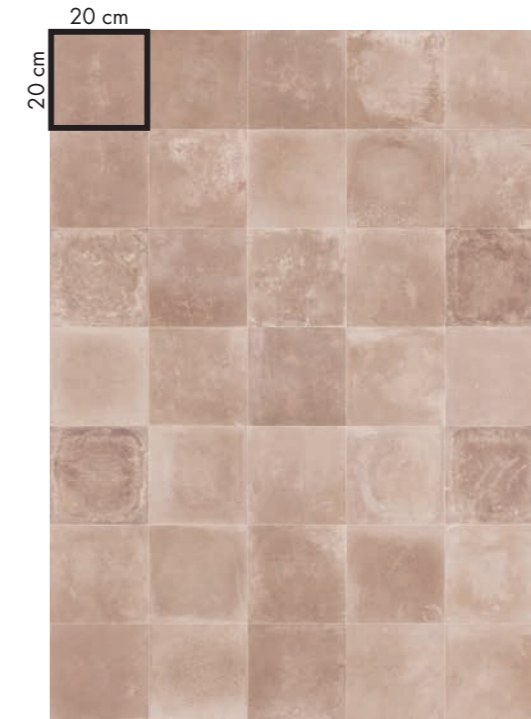
20x20  
PLAY HERITAGE PEARL  
0003554 nat. ☞ 26



20x20  
PLAY HERITAGE GREY  
0003496 nat. ☞ 26



20x20  
PLAY HERITAGE DARK  
0003497 nat. ☞ 26



20x20  
PLAY HERITAGE CLAY  
0003498 nat. ☞ 26

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

## IMBALLI/PACKAGING

F.to nominale (cm) Nominal size (cm)	Spessore Thickness	Pz./Scatola Pcs./Box	Mq./Scatola Sqm./Box	Kg./Scatola Kg./Box	Scatole/Imballo Box/Packing	Mq. totali Sqm. total	Kg. totali Kg. total
20x20 nat. 8"x8"	8,5 mm	26	1,04	19,00	36	37,44	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.

## CARATTERISTICHE TECNICHE / TECHNICAL FEATURES

CLASSIFICAZIONE SECONDO NORME UNI EN 14411 (ISO 13006) ALLEGATO G-Gruppo B1a  
CLASSIFICATION IN ACCORDANCE WITH UNI EN 14411 (ISO 13006) ANNEX G-Group B1a

GRES PORCELLANATO PORCELAIN TILES	NORMA NORM	VALORE PRESCRITTO DALLE NORME VALUE PRESCRIBED FROM THE NORMS	VALORE ABK ABK VALUE PLAY
RESISTENZA AL GELO FROST RESISTANCE	UNI EN ISO 10545/12	RICHIESTA REQUIRED	INGELIVO FROST PROOF
RESISTENZA ALLO SCIVOLAMENTO SLIP RESISTANCE	B.C.R.A. C.A.	$\mu$ 0,19 SCIVOLOSITÀ PERICOLOSA - DANGEROUSLY SLIPPERY 0,20 < $\mu$ < 0,39 SCIVOLOSITÀ ECCESSIVA - EXCESSIVELY SLIPPERY 0,40 < $\mu$ < 0,74 ATTRITO SODDISFACENTE - SATISFACTORY GRIP $\mu$ 0,75 ATTRITO ECCELLENTE - EXCELLENT GRIP	> 0,40
	B.C.R.A. G.B.		> 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	≥ 0,42	> 0,42



La riproduzione dei colori è approssimativa.  
Colour reproduction approximate.



Marketing ABK Group  
Direfarecreare.it  
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