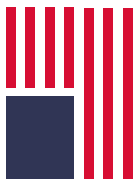


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◆ CAESAR ◆  
DESIGNED IN ITALY MADE IN USA

TROPICAL  
TILE & MARBLE

MADE IN USA  
DESIGNED IN ITALY

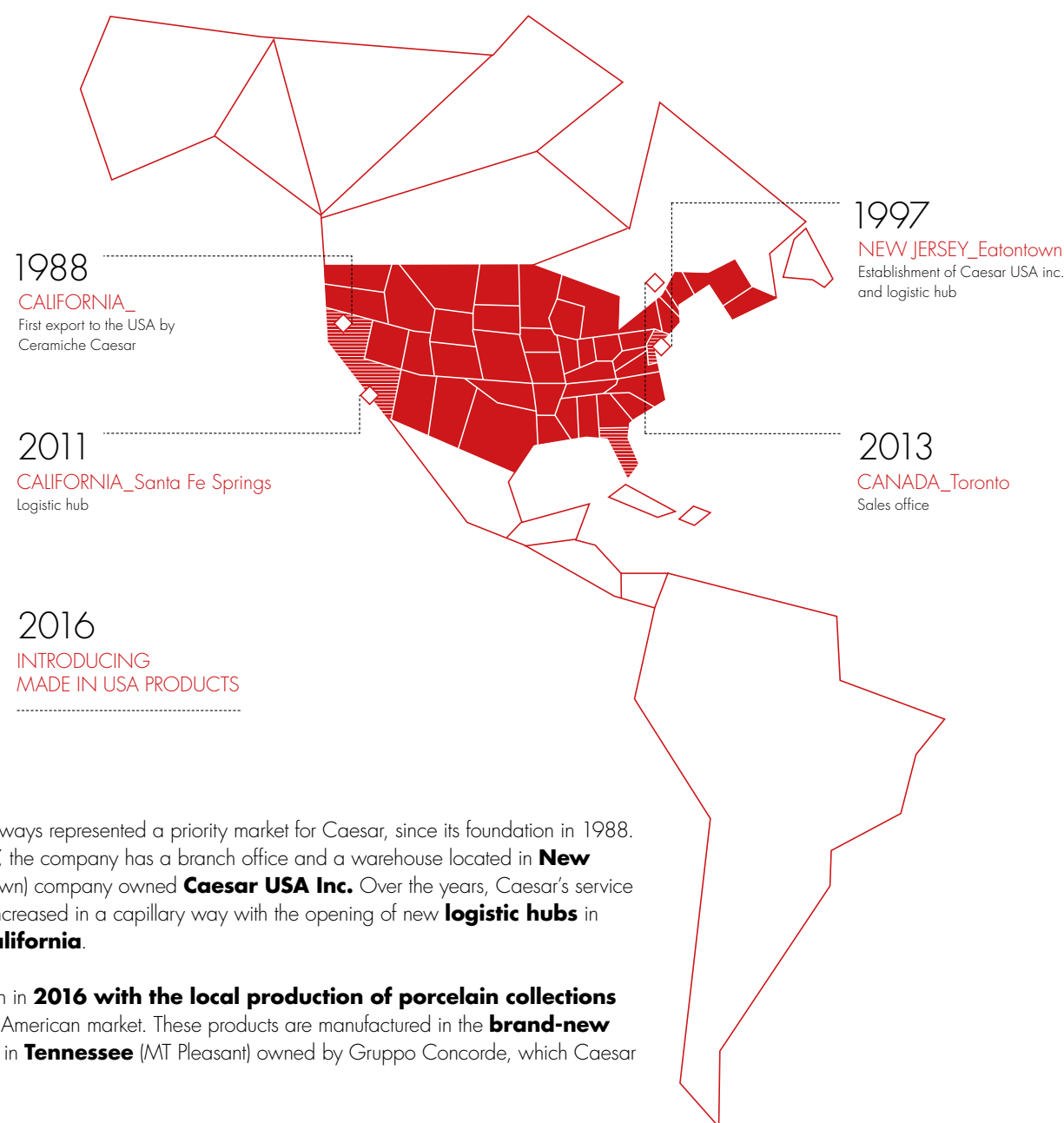
# RUN

ORIGINAL CERAMIC DESIGN

CONTEMPORARY TOUCH  
Porcelain stoneware becomes  
a tool for design to give value to contemporary spaces.  
Delicate tone-on-tone directional lines offer character  
and originality to the material.

CAESAR MADE IN USA	03
INSPIRATION	05
PHOTO GALLERY	07
RANGE	23

# CAESAR USA



The USA have always represented a priority market for Caesar, since its foundation in 1988. Starting in **1997**, the company has a branch office and a warehouse located in **New Jersey** (Eatontown) company owned **Caesar USA Inc.** Over the years, Caesar's service in the USA has increased in a capillary way with the opening of new **logistic hubs** in **Florida** and **California**.

This path goes on in **2016 with the local production of porcelain collections** dedicated to the American market. These products are manufactured in the **brand-new plant located** in **Tennessee** (MT Pleasant) owned by Gruppo Concorde, which Caesar is part of.

#### DESIGNED IN ITALY

The materials, specifically thought for the American market are **designed in Italy** thanks to the **unique know-how** that the company has developed over years of activity.

#### MADE IN USA

The **industrial production is in the USA** offering considerable **logistic advantages** to the entire distribution network.

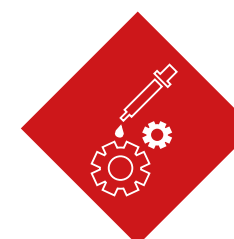
## ADVANTAGES

Celebrating Caesar USA  
20th Anniversary

**20<sup>TH</sup>**  
CAESAR USA  
1997 - 2017



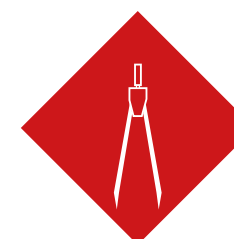
**Created for the USA market**  
Exclusive products and collections designed to meet the needs of American consumers.



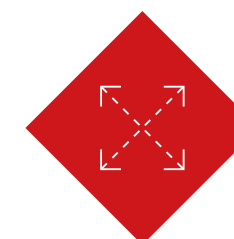
**Avant-garde technology**  
Modern and state of the art production sites: maximum quality, efficiency, care of the workers and of the environment.



**Top logistic and service**  
Market presence, quick distribution, improved customer service.



**Style, Design, trend**  
The Italian ceramic tradition interprets American taste to create products featuring unique appeal and certified reliability.



**A broad range**  
The made in the USA products enrich the broad range of Caesar. Made in Italy products, with more than 2400 items, 240 colors and more than 30 sizes.

Thanks to the strategy **Designed in Italy Made in USA**, Caesar offers doubles the advantages offered to American clients.

- \_ On one hand, the style and technical avant-garde of a design developed by Caesar in Italy.
- \_ On the other hand, the logistic and commercial advantages of a made in the USA product.

MADE IN USA

**TROPICAL**  
TILE & MARBLE

# SIZES



CREATIVE SIZES  
6"x24"

RECTIFIED

# COLORS

RUN is pure ceramic design with a minimal and contemporary look.

The Run range includes three sizes, 24"x24", 12"x24" and 6"x24", and four colors, which play with subtle irregular stripes. Caesar's research has enhanced the strength of porcelain stoneware with the delicacy of color, to give a contemporary appeal and character to the collection.



SALT



SUNRAY



CLAY



INSPIRATION

# RUN

## SALT

TREND-SETTING  
FLOORS AND WALLS.

WALL \_ 12"x24" SALT  
FLOOR \_ 12"x24" SALT \_ Comp M 12"x12" SALT

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# SALT

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Run is a surface with an exclusive and versatile design: the colours, sizes and mosaics stylishly cover all environments of residential and public areas.

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# SUNRAY

DESIGN AND  
TECHNICAL  
PERFORMANCE.

WALL \_ 12"x24" ROAD \_ Comp M 12"x12" ROAD  
FLOOR \_ 12"x24" \_ 24"x24" SUNRAY

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# SUNRAY

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Run sizes are modular and can be combined to form minimal or more complex patterns.

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# CLAY

REFINED SOLUTIONS,  
WITH A STRONG  
PERSONALITY.

WALL \_ 6"x24" SALT  
FLOOR \_ 24"x24" CLAY



The directional pattern of Run is suitable for installation in the same direction or in random manner, as in this elegant bedroom.





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# ROAD

THE EXTRA IDEA  
FOR ORIGINAL  
AND WELCOMING  
PROJECTS.

WALL \_ 12"x24" FOUNDRY26 OXIDE  
FLOOR \_ 24"x24" ROAD

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# ROAD

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The colour and texture of Run, combined with wooden furniture and natural fabrics, create environments that are full of beauty and warmth.

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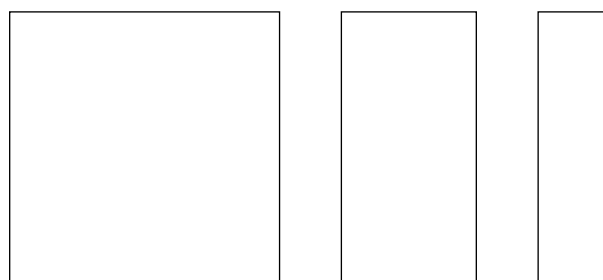


24"x24"

# SALT

Rectified\_Squared

-  Porcelain Stoneware
-  Floor
-  Wall
-  V2 Slight Variation
-  BOT 3000 compliant
-  Thickness 3/8" (9mm)
-  Rectified Tile
-  NO V.O.C
-  Frost Proof
-  Low water absorption (<0,5%)
-  Made in Usa



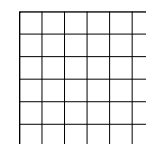
24"x24"

12"x24"

6"x24"

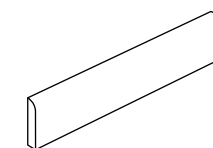
## DECORS

Composizione M

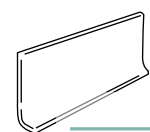


2"x2" Mosaic on 12"x12" sheet

## TRIMS



3"x24" Bullnose



6"x12" Covebase

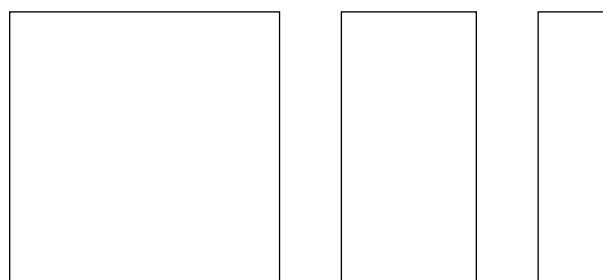
RUN



# SUNRAY

Rectified\_Squared

-  Porcelain Stoneware
-  Floor
-  Wall
-  V2 Slight Variation
-  BOT 3000 compliant
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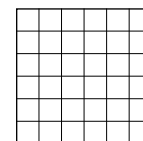
24"x24"

12"x24"

6"x24"

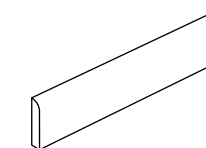
## DECORS

Composizione M

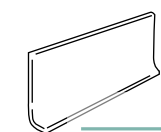


2"x2" Mosaic on 12"x12" sheet

## TRIMS



3"x24" Bullnose



6"x12" Covebase

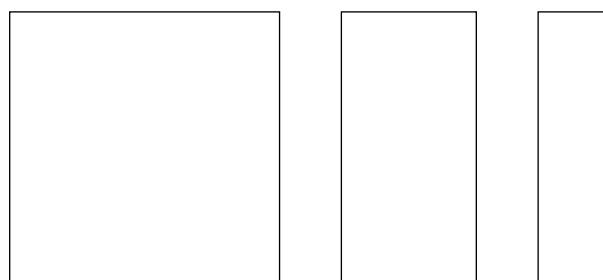
RUN



# CLAY

Rectified\_Squared

-  Porcelain Stoneware
-  Floor
-  Wall
-  V2 Slight Variation
-  BOT 3000 compliant
-  Thickness 3/8" (9mm)
-  Rectified Tile
-  NO V.O.C
-  Frost Proof
-  Low water absorption (<0,5%)
-  Made in Usa



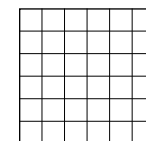
24"x24"

12"x24"

6"x24"

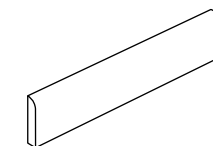
## DECORS

Composizione M

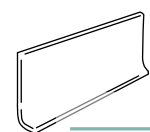


2"x2" Mosaic on 12"x12" sheet

## TRIMS



3"x24" Bullnose



6"x12" Covebase

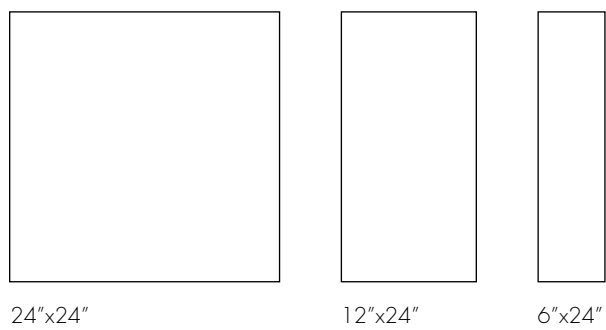
RUN



24"x24"

**ROAD**  
Rectified\_Squared

-   
Porcelain  
Stoneware
-   
Floor
-   
Wall
-   
V2  
Slight  
Variation
-   
BOT 3000  
compliant
-   
Thickness  
3/8" (9mm)
-   
Rectified Tile
-   
NO  
V.O.C
-   
Frost  
Proof
-   
Low water  
absorption  
(<0,5%)
-   
Made  
in Usa



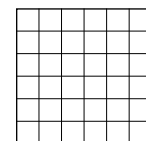
24"x24"

12"x24"

6"x24"

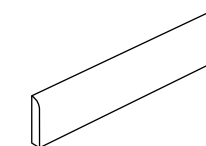
DECORS

Composizione M

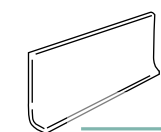


2"x2" Mosaic on 12"x12" sheet

TRIMS



3"x24" Bullnose



6"x12" Covebase

RUN



# MATTER LOOK

# RUN

### COLORED-BODY PORCELAIN TILES - RECTIFIED, ONE CALIBER

Colored-body porcelain stoneware tiles are produced minimizing the color difference between the glaze and the body. Nevertheless, the design is visible only on the surface.

Porcelain Stoneware

Floor

Wall

Slight Variation

BOT 3000 compliant

Thickness 3/8" (9mm)

Rectified Tile

NO V.O.C

Frost Proof

Low water absorption (<0,5%)

Made in Usa

24"x24"  
610x610 MM

12"x24"  
305x610 MM

6"x24"  
152x610 MM

3"x24"  
Bullnose

6"x12"  
Covebase

	24"x24"	12"x24"	6"x24"	3"x24" Bullnose	6"x12" Covebase
Clay	●	●	●	●	●
Salt	●	●	●	●	●
Road	●	●	●	●	●
Sunray	●	●	●	●	●

● Matt, Rectified, One caliber

### PACKAGING

SIZE		BOX				PALLET					
INCHES	MM	PCS	SURFACE (SQF)	SURFACE (SQM)	WEIGHT (LBS)	WEIGHT (KG)	BOXES	SURFACE (SQF)	SURFACE (SQM)	WEIGHT (LBS)	WEIGHT (KG)
24"x24"	610x610	3	11,62	1,08	~47,62	~21,6	40	465	43,2	~1904,77	~864
12"x24"	305x610	7	13,56	1,26	~55,55	~25,2	40	542,51	50,4	~2222	~1008
6"x24"	152x610	10	9,69	0,9	~39,68	~18	40	387,5	36	~1587,3	~720

**V0**  
**Very Uniform appearance.**  
 Pieces of the same shade value are very uniform and smooth in texture. They can be measured for small color differences and are in compliance with the color uniformity requirements of tables 6-10 (ANSI A137.1-2012)

**V1**  
**Uniform Appearance.**  
 Differences among pieces from the same production run are minimal.

**V2**  
**Slight Variation.**  
 Clearly distinguishable texture and/or pattern within similar colors.

**V3**  
**Moderate Variation.**  
 While the colors and/or textures present on a single piece of tile will be indicative of the colors and/or texture to be expected on the other tiles, the amount of colors and/or texture on each piece may vary significantly. It is recommended that the range be viewed before selection.

**V4**  
**Substantial Variation.**  
 Random color and/or texture differences from tile to tile, so that one tile may have totally different colors and/or textures from that on other tiles. Thus, the final installation will be unique. It is recommended that the range be viewed before selection.

Color reproductions may vary from actual products.

Caesar reserves the right to modify the products illustrated in this catalogue for reasons of production or to improve quality. Samples are purely indicative. Packaging and weights may vary for production reasons. Contact our sales department when ordering.

In case of running pattern installation, Caesar recommends a maximum 33% offset.

Caesar warrants that our products meet or exceed the requirements of ANSI, specification ANSI A137.1: 2012, as shown in our Tile Performance Data sheets.

# TILE PERFORMANCE DATA

### COLORED-BODY PORCELAIN TILES - RECTIFIED

CLASSIFICATION IN ACCORDANCE WITH ANSI A137.1: 2012 (P1 CLASS).

TECHNICAL FEATURE	ASTM TEST	VALUE REQUIRED ANSI A 137.1-2012	CAESAR AVERAGE VALUE
Facial dimension	ASTM C-499	±0,25% or ± 0,03 in	In accordance to ANSI A 137.1-2012
Thickness	ASTM C-499	RANGE: 0,040 inch max (1 mm)	
Wedging	ASTM C-502	±0,25% or ± 0,03 in	
Warp diagonal	ASTM C-485	± 0,4% or ± 0,07 in	
Warp edge	ASTM C-485	± 0,4% or ± 0,05 in	
Water absorption	ASTM C-373	≤ 0,5%	Passed "impervious tiles" Class P1
Breaking strength	ASTM C-648	≥ 250 lbs (≥1113 N)	≥400 lbs
Freeze thaw	ASTM C-1026	No damages	In accordance
Chemical resistance	ASTM C-650	As reported	Unaffected
MOHS hardness			Coeff. 6
BOT 3000 DCOF *	BOT 3000	0,42	In accordance

Average values referred to the last two years of production and related to the matt finish of the product.

Values relate to the matt finish of the product and to tests carried out by certified external laboratories, whose results are available upon request at Headoffice.

Be sure to use the same caliber tiles.

Color reproductions may vary from actual products.

\* Due to the intrinsic nature of porcelain stoneware tiles, please note that the coefficient of friction may vary within the same production lot or from one production lot to the other. Caesar products can become slippery when wet. We recommend to always keep the surface dry.

30

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## CLEANING PROCEDURES

- After 36/48 hours, when both the floor and the grouts have completed their first drying phase and before the real phase of the floor has yet to begin, it is necessary to proceed with the cleaning of the tiled surface using a "padding" action acid detergent, diluted according to the manufacturer's instructions.
- For areas heavily stained with grout, it is necessary to repeat this operation once or twice, increasing the percentage of water.
- The excess grout residue must be removed so that it does not dry and stick on the surface. It is necessary to change the cleaning water frequently and rinse well.
- Care must be taken on inlaid, polished and anti-slip products; for the latter in particular, the use of a floor-washing machine combined with the action of an acid detergent helps reach the spaces between adjacent tiles and clean them properly.
- If such a cleaning procedure is not carried out, or if such cleaning is carried out too late, the grout residue creates an extremely absorbent film, which holds dirt, making the surface difficult to clean: in this case, Ceramiche CAESAR S.p.A. will not be liable for any damage caused to the surface.
- We would like to remind you that porcelain stoneware is a product with excellent technical features which allow for high grade of mechanical wear and resistance to acids (except for hydrofluoric acid and its derivatives) and alkalis, features which are added to a high aesthetic quality.
- Ordinary maintenance must be carried out using specialist detergents to remove stains but these detergents must not leave a wax, film or membrane residue.
- Rinsing well with plenty of clean water is a fundamental part of the cleaning procedure, therefore we advise against the use of products which state that they "do not need rinsing".
- For more detailed and updated information, please consult the website [www.caesarceramicsusa.com](http://www.caesarceramicsusa.com), or contact our sales department.



RUN

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CERAMICHE  
**CAESAR**  
DESIGNED IN ITALY MADE IN USA  
[www.caesarceramicsusa.com](http://www.caesarceramicsusa.com)

**PORCELAIN STONEWARE**

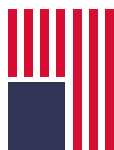
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Caesar warrants that our products meet or exceed the requirements of ANSI, specification ANSI A137.1: 2012, as shown in our Tile Performance Data sheets.

The Caesar complete terms and conditions of sale (including limited warranty) are specified in the price list. Should you need further information, please contact our sales department.

  
**TROPICAL**  
TILE & MARBLE



RUN

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◆ CAESAR ◆  
DESIGNED IN ITALY MADE IN USA

