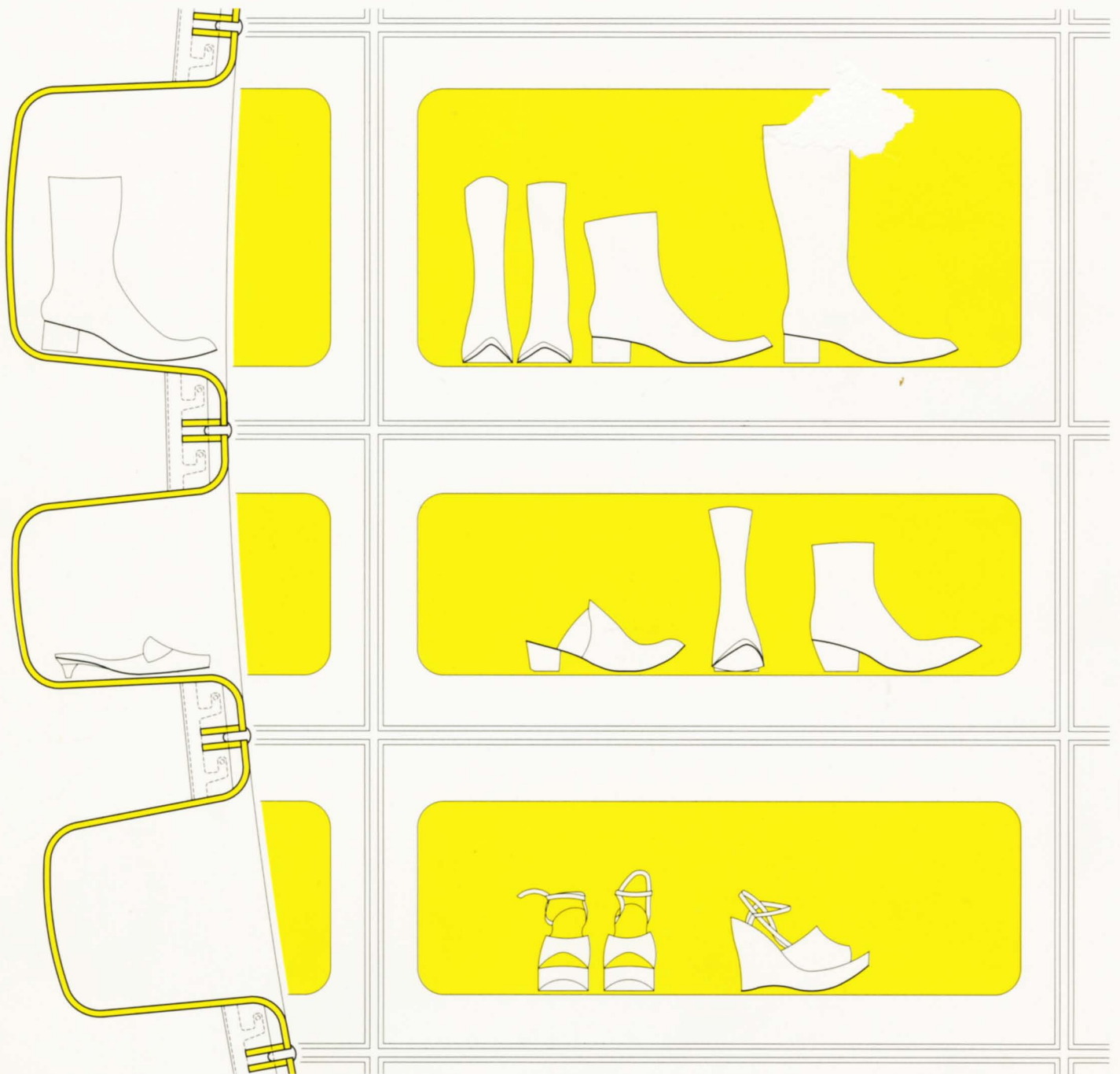


English Edition

# DETAIL

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### Modern extruded ceramics

More than 120 years of expertise and glazing know-how in conjunction with the very latest market projections and trend research make extrusion specialist Ströher's new Keraplatten range a true eye catcher with hidden depths. Christoph Ruppel, Ströher's export manager comments: »The international BAU 2005 trade-fair was an ideal venue for the launch of Sasso, a range of high quality products for the top end of the market. In addition to all the functional advantages of modern extruded ceramics, such as guaranteed frost resistance, high safety in fixing and application and a wide selection of special trim pieces, Sasso floor tiles create a magical sense of classical refinement. In terms of market positioning, we see the Sasso range as a perfect complement to Roccia, our well-known bestseller with a more explicitly structured appeal.«

Like Roccia, which means »rock« in Italian, Sasso also has a clear meaning: the literal translation of the Italian word sasso is »stone«. So while the new premium range has also been designed to resemble a type of natural stone, the emphasis lies on restrained elegance, balance and tranquillity. Ströher's extruded »Keraplatten« range clearly illustrates the company's ceramics philosophy. And Sasso, as a new premium range, is no exception to the rule. The Sasso product range includes bull-nosed tiles, stepped-nose beaded tiles and beautifully formed trim tiles. Sasso is available in a tasteful 33 x 33 cm size and with the same comprehensive range of accessories for the traditional 24 x 24 cm design. Attractive edge tiles with matching end pieces, two intricate motifs and a clever triangular tile that lends itself both to edge trimming and inlay work, all perfectly complement Sasso's natural stone character. The special extrusion technology used to produce Sasso products ensures high levels of frost resistance and safety in fixing and application, allowing the manufacturer to offer a 25-year extended guarantee against frost damage.

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### Custom rug collection in individual designs

The »Fabulously Floral« carpet collection comprises different new designs. Van Der Hurd's carpets are custom made. Every design individually created for each client, in any size or colour. The vast majority of Van Der Hurd's work remains custom project work for private clients, architects and designers worldwide.

#### Deliriously Daisy\* (above left)

Taking the simplistic starting point of the central daisy petals, Van Der Hurd has layered and built the shape outwards to create a kaleidoscopic puzzle of colour. Cut-out shaped area rug in the shape of a single large flower; hand-tufted in petit-point loop pile (tip sheared) made of 100% New Zealand wool. As shown on first picture: ø 213 cm (7') diameter. Available to order in custom colours and sizes.

#### Daized & Confused (above right)

Soft graphic daisies »float« free and unrestrained on a brilliant aqua or cranbury (shown right) background. Hand-knotted Tibetan weave carpet in silk and wool. Hand made in Nepal. Available in 100% wool. 183 cm x 274 cm (6' x 9') area rug. Available to order in custom colours and sizes.

#### Four Leaf clover? (below left)

A visual »Op Art« treat, »Four Leaf Clover?« combines subtle leaf shapes in sage, lavender,



wheat and heather, repeated on an aubergine, or cream ground, depending on your point of view! Vibrant colours of coral, turquoise, ultramarine and plum. Tibetan weave, hand-knotted rug in 100% Tibetan wool also available in wool/silk combinations. Hand-made in Nepal to order in custom colours and sizes. Available to order in custom colours and sizes.

#### Rhythmic Ribbon (below right)

Whilst not strictly floral, Rhythmic Ribbon embodies the playful freedom of this collection in the rippling rivers of coloured silk that undulate across the surface of this silk and wool carpet. Two colourways of this vibrant offering are available as shown: orange, lilac, turquoise, celery, lavender and aqua ribbons on a cranberry ground. In a softer and altogether more »classical« interpretation this rug is shown in a pallet of pale green, celadon and mushroom on a sage ground. Hand knotted, Tibetan weave carpet in silk and wool, hand made in Nepal. Available to order in custom colours and sizes.

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