

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 gusto estetico, cultura 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.

MOOV

GRES PORCELLANATO
PORCELAIN STONEWARE

Effetto cemento
Concrete effect



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
60x60	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	20 mm
90x90	20 mm
60x60	20 mm
60x60	30 mm

17
FORMATI/
SIZES

5
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

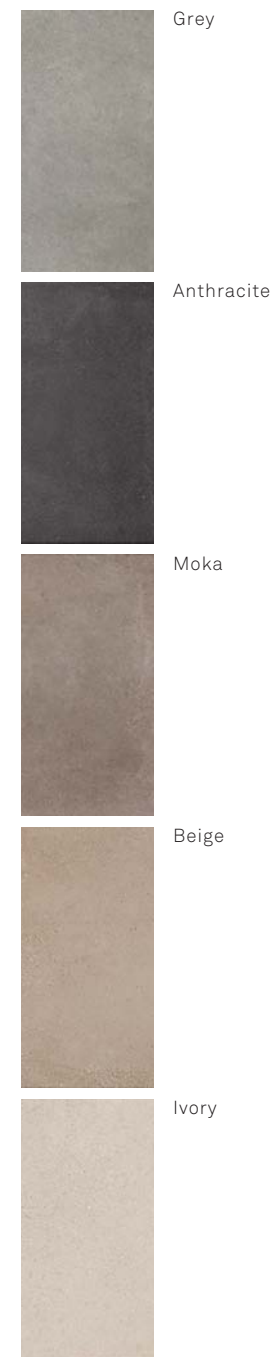
SUPERFICI/
SURFACES

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.

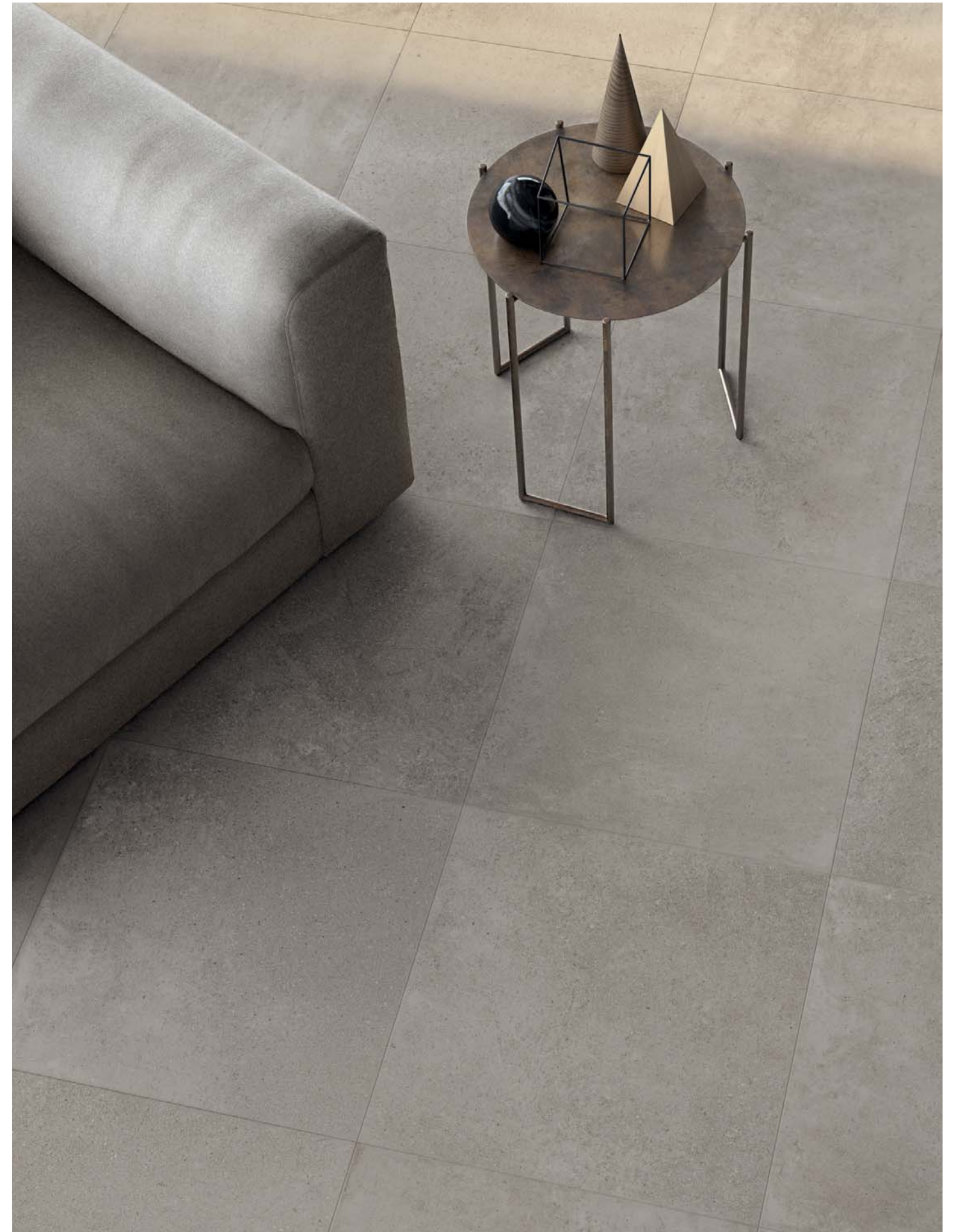
Colors and surfaces

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 60x60 (24"x24")

grey



moov grey



GREY 120x278 (48"x110")
GREY 120x120 (48"x48")



GREY 120x278 (48"x110")



GREY 120x240 (48"x96")



GREY 60x60 (24"x24")



moov grey

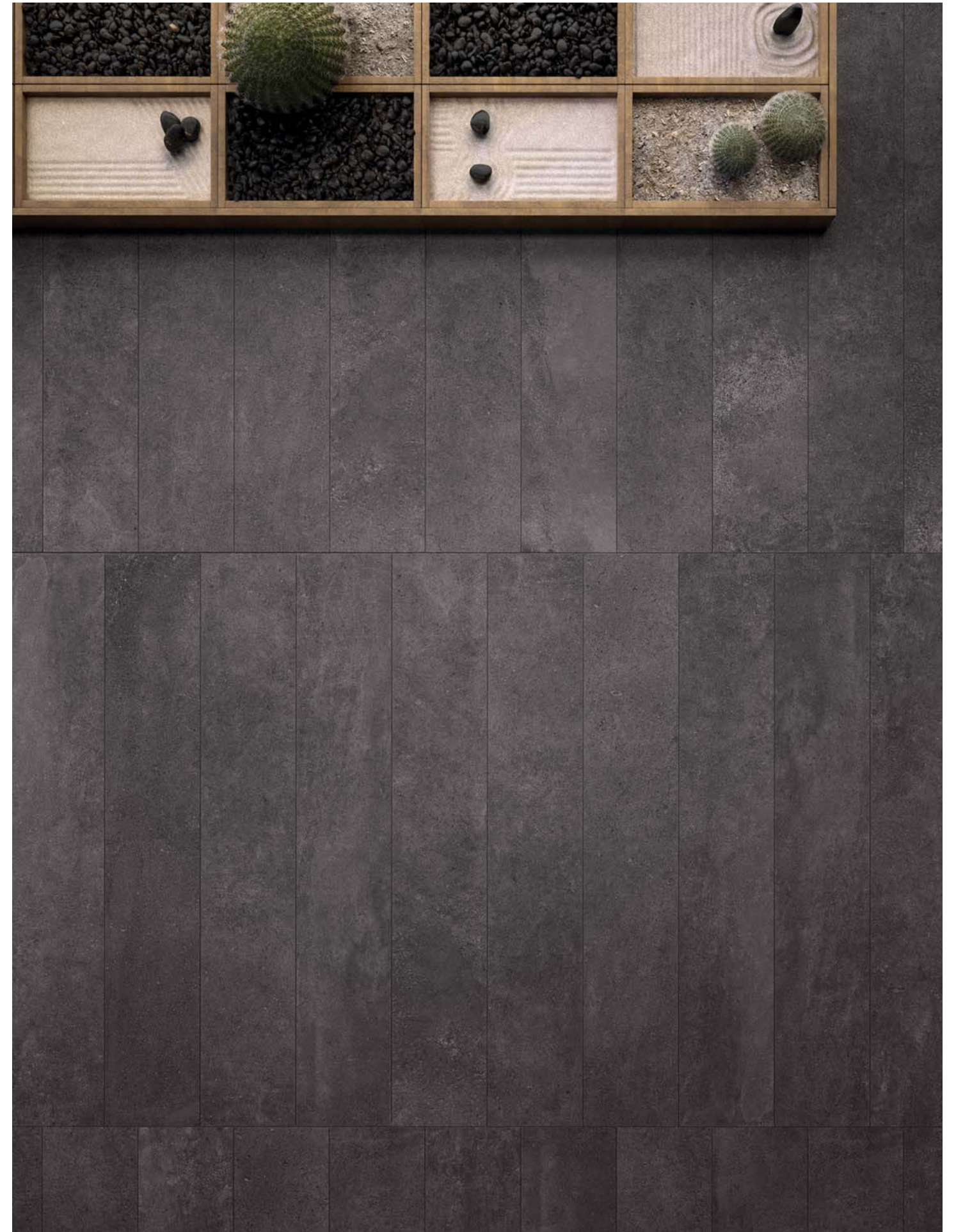


GREY 60x60 (24"x24")

moov grey

ANTHRACITE 20x120 (8"x48")

anthracite



moov anthracite

ANTHRACITE 20x120 (8"x48")



moov anthracite



ANTHRACITE 20x120 (8"x48")

moov anthracite

moka



MOKA 60x120 (24"x48")



moov moka

MOKA 120x120 (48"x48") 20mm



MOKA 90x90 (36"x36") 20mm



moov moka

BEIGE 60x60 (24"x24")

beige



moov beige



BEIGE 60x60 (24"x24")

ivory

IVORY 60x60 (24"x24")
IVORY 30x60 (12"x24")



moov ivory



IVORY 60x60 (24"x24")
IVORY 30x60 (12"x24")

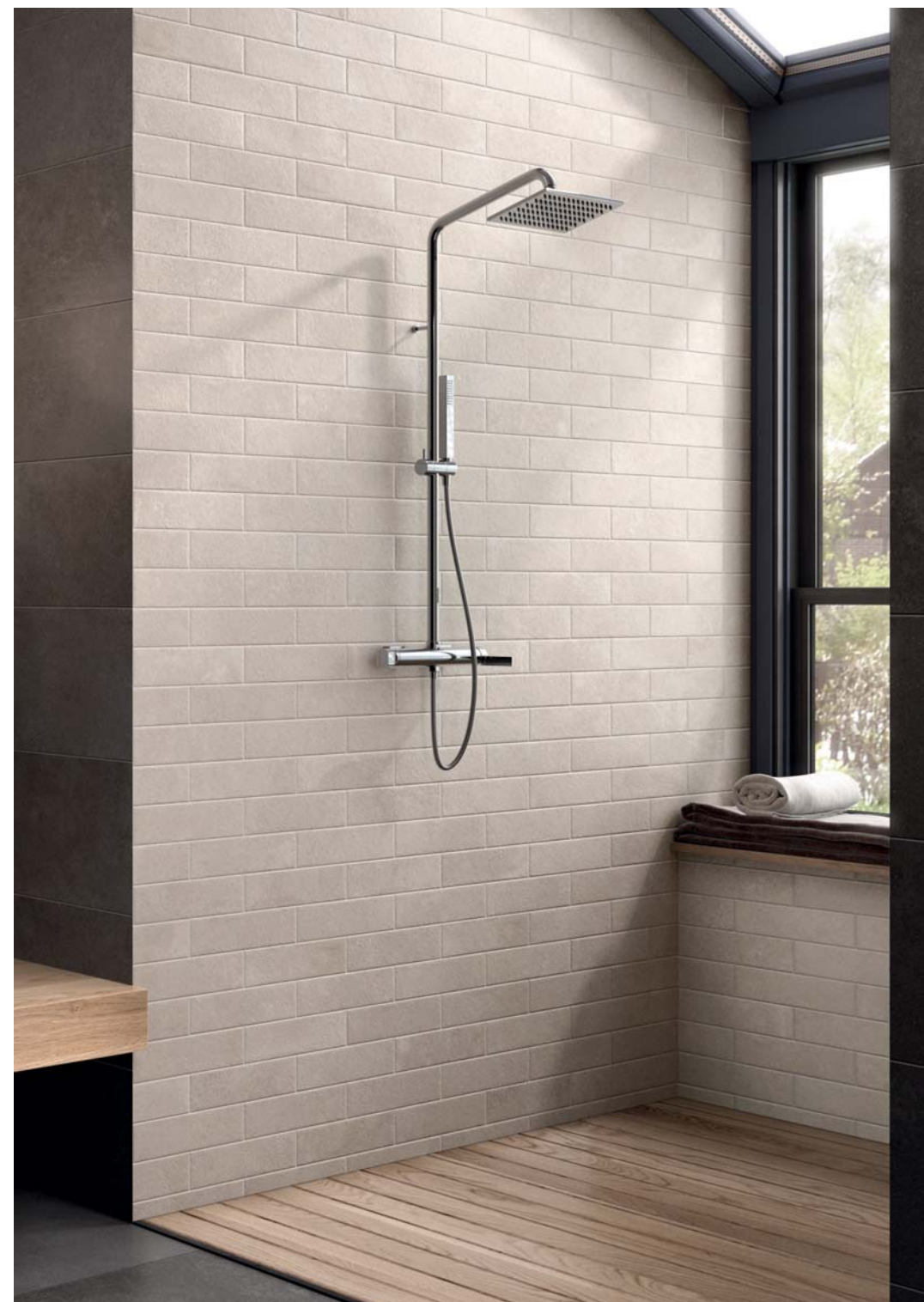


moov ivory

IVORY 120x278 (48"x110")
IVORY 120x120 (48"x48")
IVORY MOSAICO 30x30 (12"x12")



moov ivory



IVORY 7,5x30 (3"x12")
 ANTHRACITE 30x60 (12x24")
 ANTHRACITE 60x60 (24x24")



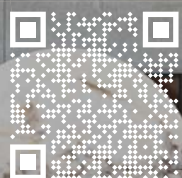
Match App

ARREDA LA TUA CASA CON IL CONFIGURATORE VIRTUALE KEOPE /
STYLE YOUR HOME WITH KEOPE 3D VISUALIZER

Walls

1 

INQUADRA IL QR CODE O TROVA
MATCH APP SUL SITO KEOPE.COM/
SCAN QR CODE OR FIND MATCH APP
ON OUR WEBSITE KEOPE.COM



2 

SCATTA UNA FOTO DELLA TUA STANZA /
TAKE A PHOTO OF YOUR ROOM

3 

SCEGLI E POSA LE PIASTRELLE KEOPE
NELLA TUA STANZA /
SELECT AND LAY
KEOPE TILES IN YOUR ROOM

Flooring

SPECIFICHE TECNICHE/ TECHNICAL FEATURES

GRES PORCELLANATO
PORCELAIN STONEWARE

SPESSORI
THICKNESSES

6mm (120x278)

8,5 mm (7,5x30)

9 mm (120x240 - 120x120 - 60x120 - 30x120 - 20x120
60x60 - 30x60 - 14,7x60 - 9,7x60 - 6,4x60 - 3,1x60)

20 mm (120x120 - 90x90 - 60x60)

30 mm (60x60)

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

GREY



ANTHRACITE



MOKA



BEIGE



IVORY



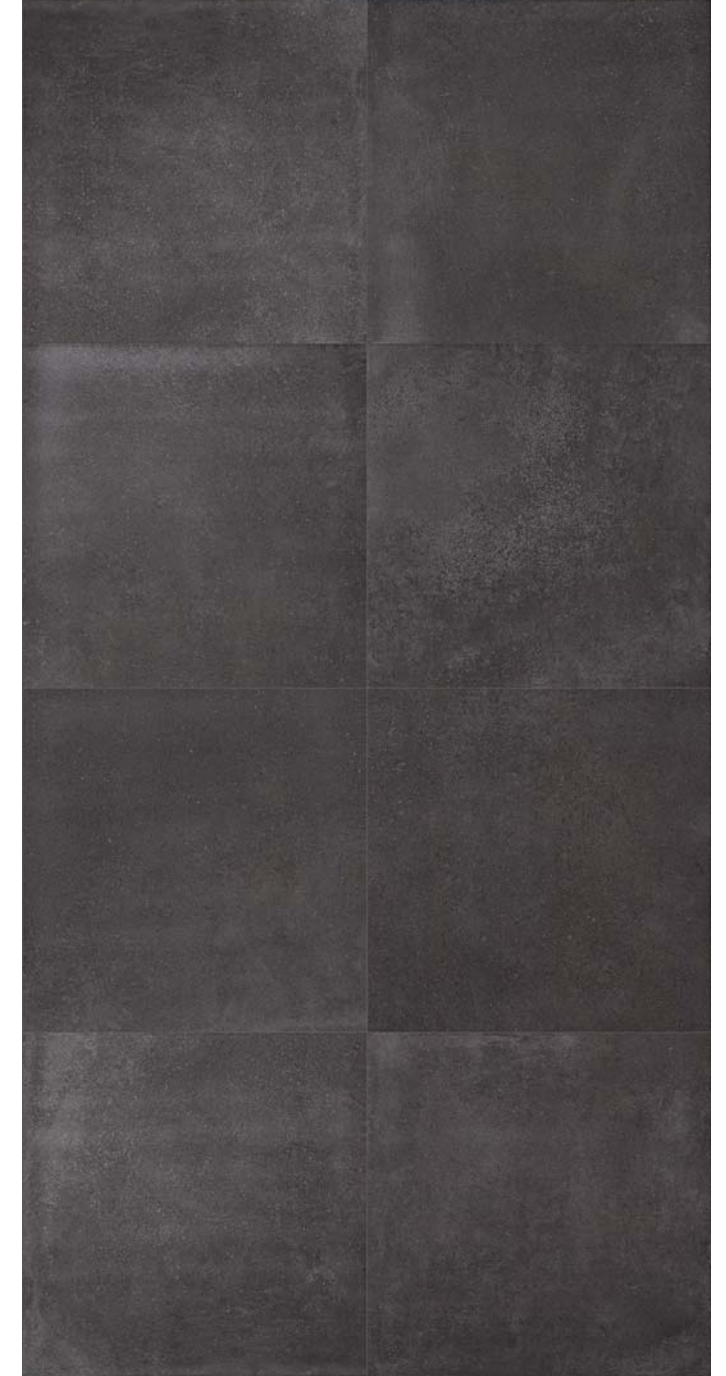
V2

STONALIZZAZIONE/
SHADING

GREY **V2**



ANTHRACITE **V2**



specs & tech

V2

STONALIZZAZIONE/
SHADING

MOKA **V2**



BEIGE **V2**



IVORY **V2**



specs & tech

17
FORMATI/
SIZES



● 120X278 (48"x110") RT 6 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



■ 7,5x30 (3"x12") Not RT 8,5 mm

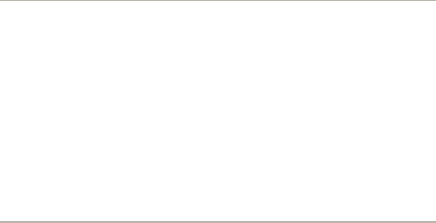


● 120X240 (48"x96") RT 9 mm



● ■ 120x120 (48"x48") RT 9 mm

▲ 120x120 (48"x48") RT ≡ 20 mm



● ■ ▲ 60x120 (24"x48") RT 9 mm



● 30x120 (12"x48") RT 9 mm



● 20x120 (8"x48") RT 9 mm



▲ 90x90 (36"x36") RT ≡ 20 mm



● ■ ▲ 60x60 (24"x24") RT 9 mm

▲ 60x60 (24"x24") RT ≡ 20 mm

▲ 60x60 (24"x24") RT ≡ 30 mm



● ■ ▲ 30x60 (12"x24") RT 9 mm

7
PEZZI SPECIALI/
TRIMS

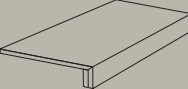


BATTISCOPIA

BULLNOSE

● 7,2x60 (2,8"x24") RT 9 mm

● 4,6x120 (1^{13/16}"x48") RT 9 mm

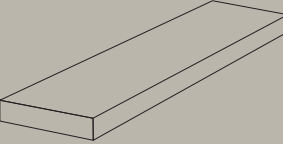


SCALINO INCOLLATO

GLUED STEP TREAD

● 33x60 (13"x24") RT 9 mm

● 33x120 (13"x48") RT 9 mm



ANGOLARE INCOLLATO

GLUED CORNER STEP TREAD

● 33x33 (13"x13") RT 9 mm

● 33x120 (13"x48") RT 9 mm

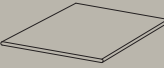


TERMINALE L

L TERMINAL

● 30x15x4 (12"x6"x1") RT 9 mm

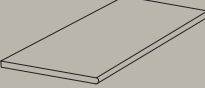
13
PEZZI SPECIALI 20mm/
TRIMS 20mm



ANGOLARE BORDO TORO

BULLNOSE EDGE CORNER

▲ 30x30 (12"x12") RT 20 mm

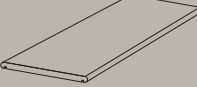


GRADINO BORDO TORO

BULLNOSE EDGE STEP

▲ 30x60 (12"x24") RT 20 mm

▲ 30x60 (12"x24") RT 30 mm



TOP BORDO TORO

BULLNOSE EDGE TOP

▲ 30x60 (12"x24") RT 20 mm

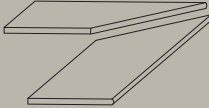


GRADINO ANGOLO INTERNO BORDO TORO

INT. BULLNOSE EDGE CORNER

▲ 30x60 (12"x24") RT 20 mm

▲ 30x60 (12"x24") RT 30 mm



GRADINO ANGOLO ESTERNO BORDO TORO

EXT. BULLNOSE EDGE CORNER

▲ 30x60 (12"x24") RT 20 mm

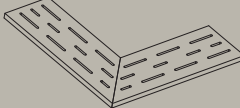
▲ 30x60 (12"x24") RT 30 mm



SCALINO INCOLLATO

GLUED CORNER STEP TREAD

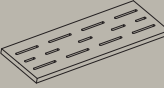
▲ 33x60x5 (13"x24"x2") RT 20 mm



ANGOLARE GRIGLIA

CORNER GRID

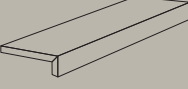
▲ 15x60 (6"x24") RT 20 mm



GRIGLIA

GRID

▲ 15x60 (6"x24") RT 20 mm



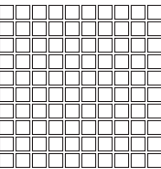
TERMINALE L

L TERMINAL

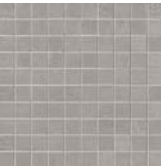
▲ 60x20x5 (24"x8"x2") RT 20 mm

6

DECORI/
DECORS



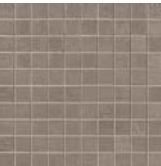
MOSAICO ● 30x30 (12"x12") RT 9 mm
(TESSERE: 2,8x2,8 - 1 1/8"x1 1/8")



MOOV GREY



MOOV ANTHRACITE



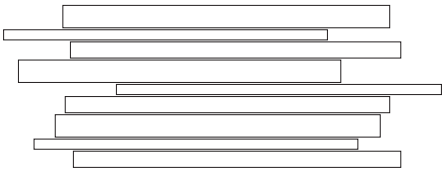
MOOV MOKA



MOOV BEIGE



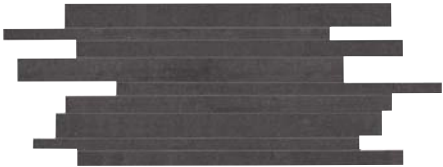
MOOV IVORY



STRIPS ● 30x60 (12"x24") RT 9 mm



MOOV GREY



MOOV ANTHRACITE



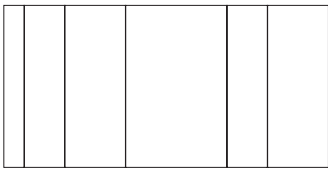
MOOV MOKA



MOOV BEIGE



MOOV IVORY



DECORO DOCKS ● 30x60 (12"x24") RT 9mm



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



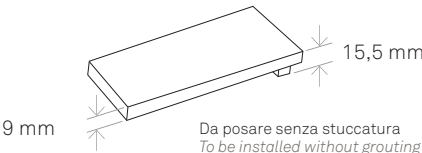
MOOV IVORY



BRIK ■ 7,5x30 (3"x12") Not RT 8,5 mm



BRIK MOOV IVORY



Da posare senza stuccatura
To be installed without grouting

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"	60x60 24"x24"	30x60 12"x24"		14,7x60 5 ³ / ₄ "x24"	9,7x60 3 ⁷ / ₈ "x24"	6,4x60 3 ¹ / ₂ "x24"	3,1x60 1 ¹ / ₄ "x24"	7,5x30 3"x12"	120x120 48"x48"	90x90 36"x36"	60x60 24"x24"	60x60 24"x24"
	RT	RT	RT	RT	RT	RT	RT	RT		RT	RT	RT	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	8,5 mm	20 mm	20 mm	20 mm	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	49,56	59,80	990,08	18
120x240	9 mm	1	2,86	61,60	51,41	1.203,80	18
120x120	9 mm	2	2,86	60,80	57,12	1.251,00	20
60x120	9 mm	2	1,44	31,93	50,40	1.138,00	35
30x120	9 mm	4	1,44	31,48	51,84	1.154,28	36
20x120	9 mm	6	1,44	29,00	60,48	1.231,00	42
60x60	9 mm	3	1,08	21,00	43,20	853,00	40
30x60	9 mm	7	1,26	25,00	50,40	1.016,00	40
14,7x60	9mm	12	1,06	23,86	31,75	731,80	30
9,7x60	9 mm	10	0,58	12,75	34,92	781,00	60
6,4x60	9 mm	15	0,58	12,48	32,26	714,88	56
3,1x60	9 mm	30	0,56	13,00	31,25	744,00	56
7,5x30	8,5 mm	48	1,08	19,02	51,84	928,96	48
120x120	20 mm	1	1,43	67,10	28,56	1.377,00	20
90x90	20 mm	1	0,81	38,00	14,58	699,00	18
60x60	20 mm	2	0,72	30,70	21,60	934,00	30
60x60	30 mm	1	0,36	23,68	14,40	963,20	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	20 mm	30 mm	
				CONFORME COMPLIANT	R≥45 N/mm² S≥10000 N	R≥45 N/mm² S≥25000 N	
	RES. ABRASIONE PROFONDA DEEP ABRASION RESISTANCE	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 - 60x60 30x60 - 14,7x60 - 9,7x60 - 6,4x60 3,1x60	R9	A	CONFORME COMPLIANT
		B.C.R.A. (COF)	>0,40 bagnato / wet	120x120 - 60x120 - 60x60 - 30x60 7,5x30 NotRT	R10	A+B	CONFORME COMPLIANT
		ANSI A326.3 Test metod (DCOF)	>0,42 bagnato / wet	60x120 - 60x60 - 30x60 120x120 20mm - 90x90 20mm 60x60 20mm - 60x60 30mm	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

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keope.com

IT_
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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.

