

THE KALE DIFFERENCE AT CERSAIE, THE FOREMOST INTERNATIONAL CERAMIC EXHIBITION

## **Kale, the first Turkish company to make an investment in Italy, becomes the innovative face of Cersaie**

**Kaleseramik, the pioneering and leader company of Turkish ceramic sector, is marking a difference with the new series from its 2018-2019 collection at the Cersaie Exhibition, the most important meeting point of the ceramic sector in the world. The 'Troy Collection' designed by world-renowned Turkish designer Can Yalman as part of "2018, the Year of Troy", attracts great attention at Cersaie, where it is introduced to the world ceramic market for the first time. Commenting on Kaleseramik's participation in the said fair, Günfer Haklı, Deputy General Manager, International Markets, Kaleseramik said: *"We've made a difference at Cersaie with our innovative products which symbolize our trend setting, qualified and authentic design philosophy and which we have introduced for the first time at this trade show."***

Kaleseramik, one of the major players of the international ceramic market along with 'Çanakkale Seramik' and 'Kalebodur' besides Italian brands "Edilcuoghi", "Edilgres", and "Campani" participates in Cersaie Trade Fair for the 31st time with its innovative products bearing traces of Turkish and Italian cultures. Located on the highest square meters among the Turkish attendees of the trade show organized in Bologna on September 24 - 28, 2018, Kaleseramik's booth has been designed by Paolo Cesaretti, the renowned Italian architect. The products displayed on the giant 703 square meters stand where convenient circulation spaces are offered to the visitors are presented with examples from alternative spaces of usage.

Okan Gedik, General Manager, Kaleseramik, mentioning the key role of Cersaie Fair in the global ceramic market in terms of new product development and launch, noted: *"As the first Turkish company to participate in Cersaie, we have been meeting with Italian consumers and professionals along with numerous participants from different geographies for 31 years. We believe that we have addressed the needs of consumers and architects in the best way with our genuinely designed innovative products we exhibit for the first time this year in Cersaie. We bring together Kalesinterflex, one the world's largest, most flexible and thinnest porcelain ceramics, thus one of the finest examples of our innovative product group, with the consumers at the trade fair. We are thrilled to introduce the 'Troia Collection' designed by Can Yalman and produced by our Çanakkale Seramik brand to the global ceramics market at this trade fair and in 2018 the Year of Troia, in particular."*



Günfer Haklı, Deputy General Manager, International Markets, Kaleseramik, emphasizing the point that they have been continuing to set trends with the products they manufacture by using the most up-to-date technologies under the roof of Kaleseramik, one of the largest ceramics companies in the world manufacturing in a single field, added: *"Kaleseramik, the ceramic tile producer ranked 5th in Europe and 17th in the world, has grown stronger owing to the operations performed by Kale Italy and our brand investments. Our Kale branded products are being sold in more than 100 countries from Europe to America and from Middle East to Africa. Manufactured at world class, our products take place in all sales points, making a difference not only in terms of design but also in spaces of usage."*

### **New Series by ÇANAKKALE SERAMİK and KALEBODUR are exhibited for the first time**

A total of 300 new products of Kalebodur and Çanakkale Seramik are exhibited for the first time at Cersaie Trade Fair. Besides the 'Troia Collection' by Çanakkale Seramik, 20 new series including Arc in size 33x110, Alba and Daria series in size 30x90, Unique, Fiore, Lumina and Sandra series in size 40x80 as well as Arte Cotto in size 60x60 and Betonart series in size 15x90 are presented at the exhibition.

The Kalestone+ series of Kalebodur, perfected with new production and coloring investments made in the Kaleseramik porcelain factory, also meets with the participants for the first time in Cersaie. Besides Kalebodur's Hued Collection offering consumers the opportunity to customize their spaces, Royal Marbles, Spectrum, Loft and Mori series attract attention.

### **ÇANAKKALE SERAMİK is in the limelight with 'Troia Collection'**

The Troia Series furnished by Can Yalman Design for Kale, has been designed to contribute to Troy's world-wide value and the promotion of cultural heritage. Troia Collection is composed of Ilion, Diadem and Iliada series. Ilion, a timeless ceramic coating series representing Trojans' relationship with metal and demonstrating their history spreading over 3500 years, makes a reference to the work of this age which had an impressive domination over metal and stone. 'Diadem' the most splendid piece of the Priam treasure found in Troia is also known as Helen's crown. As the ceramic series where such symbol of splendor is adapted to the present day, Diadem projects a distinguished piece of this valuable culture to the whole world. And the Iliada Series is named after Ida Mountains which had been a source of inspiration for the region and mentioned in Homer's 'Iliad'.

### **KALEBODUR offers unlimited product alternatives with their new series**

Kalebodur reflects its long-established brand experience and advanced technology on its new series. New products enriched with design and different surface varieties provide opportunity for consumers to customize their spaces. The Company, introducing its new large sizes as well as structured products, has a strong presence at the fair with its 9 new series.

### **Hued Collection personalizes spaces**

Mix&Match, one of the most popular trends of the recent years, is considered as a "manifesto" in terms of contemporary interior design approaches. Hued collection offers a brand-new design vision hosting diverse materials, integrating such in a balanced way and



giving the opportunity to blend materials and colors to create a well-matched, coherent space. Hued Collection, besides its own color family, is displayed at the fair with other series in the product range as mix&match. The collection enabling tiling of wall tiles, porcelain tiles, Sinterflex products in sizes 100x300 and 120x360, 2 cm thick special tiles for exterior spaces, and all products in 6 different colors and different patterns with each other, provides consumers the opportunity to create their own authentic spaces.

#### **Unlimited creativity, imagination and design: Kalestone+**

Kalestone+ Collection is composed of 80x80 sized porcelain Onyx, Terrazzo, Cement, Piasentina series. The well-selected new natural stone family of Kalestone+ is blended with advanced technology. The natural color transition of the Fullbody porcelain series owing to the outstanding colorization technology attracts considerable attention with superb surfaces. Floor tiles sparkle with their deep relief structure and natural appearance. Kalestone+ allows usage of glossy products especially in environments with heavy traffic/circulation.

#### **Kalesinterflex brings freedom to architecture**

Kalesinterflex, one of the world's largest, most flexible and thinnest porcelain ceramics, brings freedom to architecture with its sizes of 120x360 and 100x300 cm as well as thickness of only 3 and 5 mm. Kalesinterflex's structured surface, representing one of its innovative steps, creates a difference with a more natural appearance.

#### **KALE - Hall 16 - Booth: A22 & B21 - A34 & B31**

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