



PLATERA

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La Platera

La Platera specialises in high-quality wall and floor tiles, offering a wide variety of designs for interiors and outdoors. With a production process that combines advanced technology and a commitment to excellence, we guarantee durable, high-quality products. All our collections feature unique pieces full of personality that blend naturally into any space.





VISION

WE OFFER INNOVATIVE, HIGH-QUALITY CERAMIC SOLUTIONS TAILORED TO MARKET NEEDS, COMBINING TECHNOLOGY, DESIGN AND PERSONALISED CUSTOMER SERVICE.

MISSION

OUR MISSION IS TO BE LEADERS IN THE CERAMIC SECTOR THROUGH OUR CAPACITY FOR INNOVATION, MANUFACTURING EXCELLENCE AND COMMITMENT TO OUR CUSTOMERS, ANTICIPATING TRENDS IN DESIGN AND ARCHITECTURE.



VALUES

BRAND PURPOSE

PROMOTING THE EVOLUTION
OF CERAMIC DESIGN BY
ADDING TECHNICAL,
AESTHETIC AND HUMAN
VALUE TO EACH PROJECT.



CONSTANT INNOVATION

MORE THAN SIX
DECADES EXPLORING
NEW TECHNIQUES AND
TRENDS.



UNCOMPROMISING QUALITY

RIGOROUS CONTROLS
AND PROCESSES THAT
GUARANTEE SUPERIOR
RESULTS.



PERSONALISATION AND PROXIMITY

DIRECT ATTENTION AND
TAILORED SUPPORT.



COMMITMENT TO SERVICE

AGILE LOGISTICS,
DIGITAL STOCK
CONTROL AND
EFFICIENT
COMMUNICATION.



PASSION FOR DETAIL

FROM THE
FORMULATION OF
ENAMELS TO THE
CUSTOMER
EXPERIENCE.

THE TECHNOLOGIES WE USE

D-LINE



decorative technique of micro-relief
Integrated into the design

D-LINE PLUS



D-Line Plus is a decorative embossed
technique

BENEFITS OF CHOOSING LA PLATERA



Proven experience: +65 years in the ceramic sector guarantee our knowledge and reliability.



Rigorous quality control: digitised systems that minimise complaints (less than 0.2%).



High technical specialisation: pioneers in advanced techniques such as digital painting, ceramic pre-cutting and in-line decoration.



Fast and efficient service: permanent stock, constant rotations and digital control accessible to the customer with R codes.



Wide variety of finishes: up to 23 glazes available per production centre, well above the industry average.



Personalised attention: continuous support from the sales team, with sample delivery, technical support and fluid communication.



Higher quality product: higher glaze weight, corrective engobes and slower firing guarantee a homogeneous, stable and aesthetically superior finish.

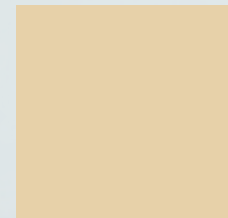


Reliability and commitment: quick, decisive and friendly response at every stage of the process.

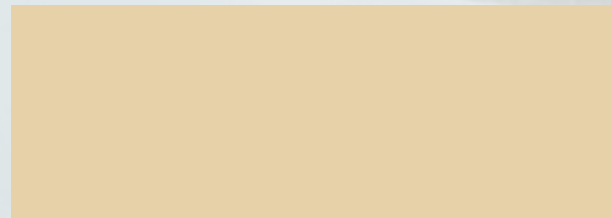
AVAILABLE FORMATS

WHITE BODY WALL TILES

PORCELAIN



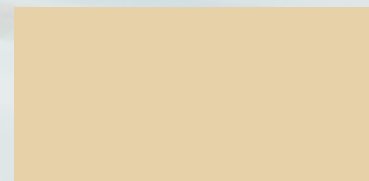
35x35
14"x14"



35x90 · 14"x36"



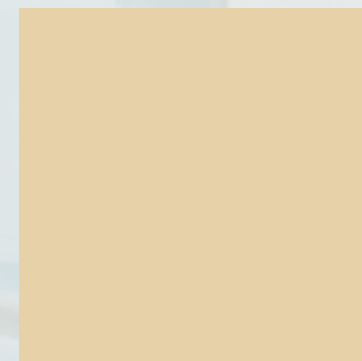
20x20
8"x8"



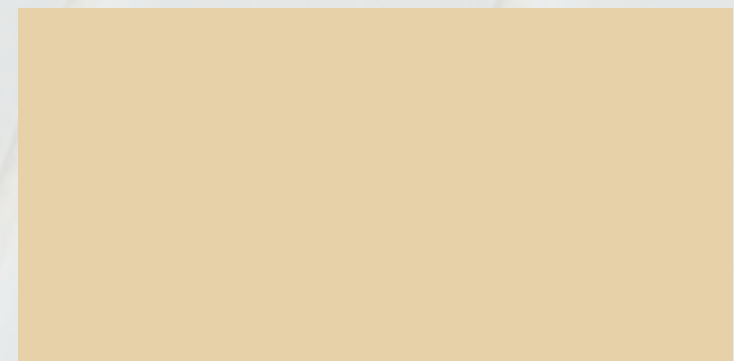
30x60
12"x24"



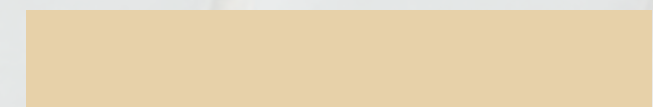
45x45
18"x18"



60x60
24"x24"



60x120 · 24"x48"



17x114 · 7"x45"

CATALOGUES



FUN



ETTRO



GENERAL

MARKETING ELEMENTS

VIDEOS

PICTURES

TECHNICAL PANELS

DISPLAY

SOCIAL MEDIA

A photograph of a modern, multi-story office building at night. The building has a dark, textured facade and large windows that are brightly lit from within, showing office interiors. The word "PLATERA" is displayed in large, white, stylized letters on the upper right corner of the building. Several spotlights are mounted on the roof, casting a glow on the sky. The sky is a deep blue, indicating twilight. The overall scene is a professional and modern architectural shot.

PLATERA

THANKS!