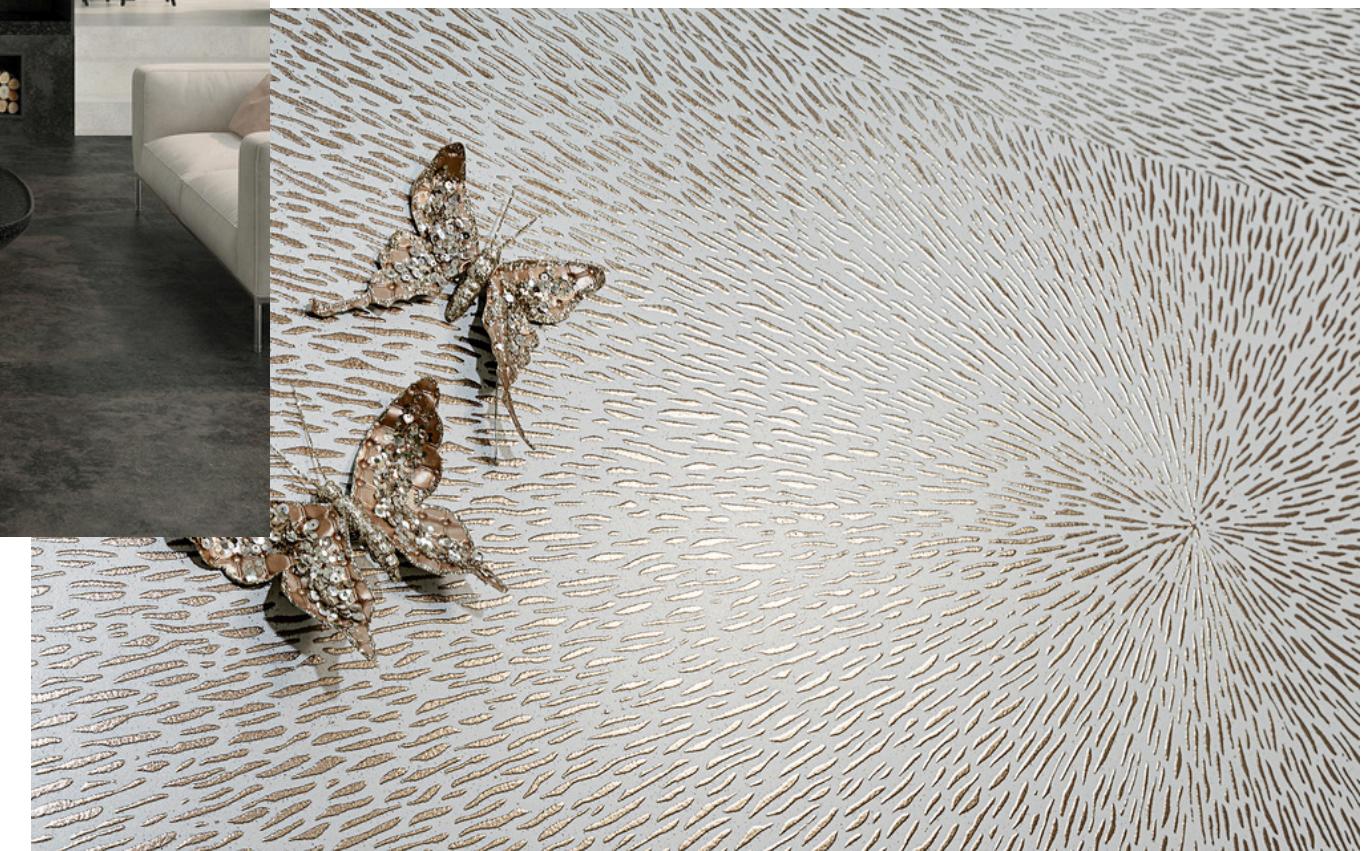
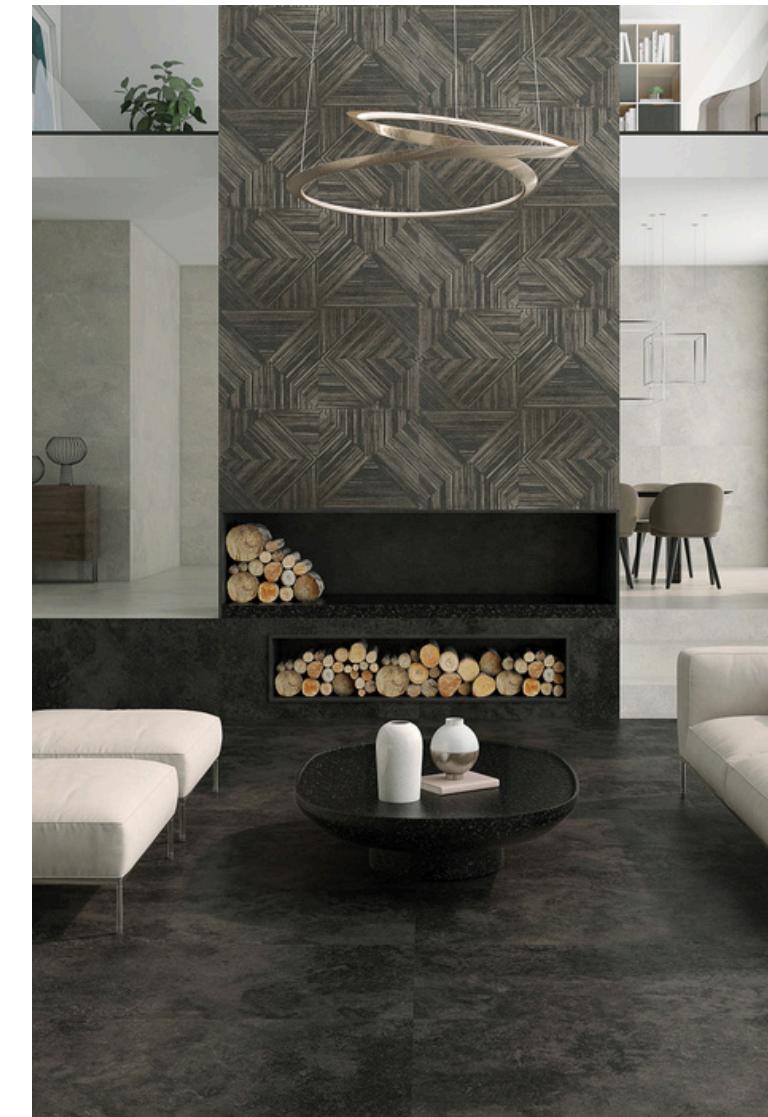




**PLATERA**

# 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

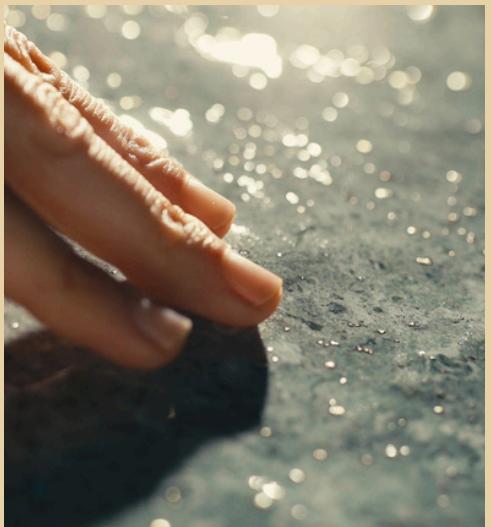
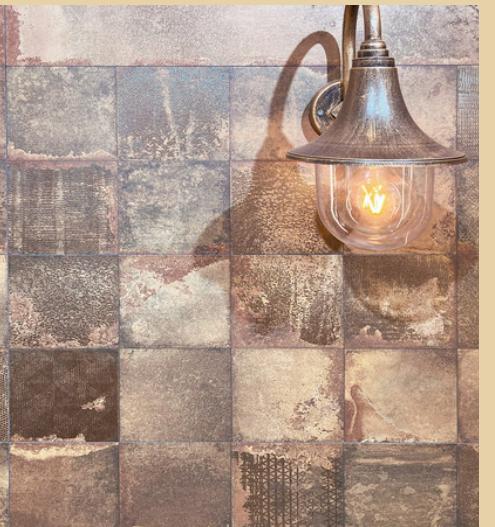
WE OFFER INNOVATIVE, HIGH-QUALITY CERAMIC SOLUTIONS TAILORED TO MARKET NEEDS, COMBINING TECHNOLOGY, DESIGN AND PERSONALISED CUSTOMER SERVICE.



# 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



## 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.

# BRAND PURPOSE

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

**P**  
**PLATERA**

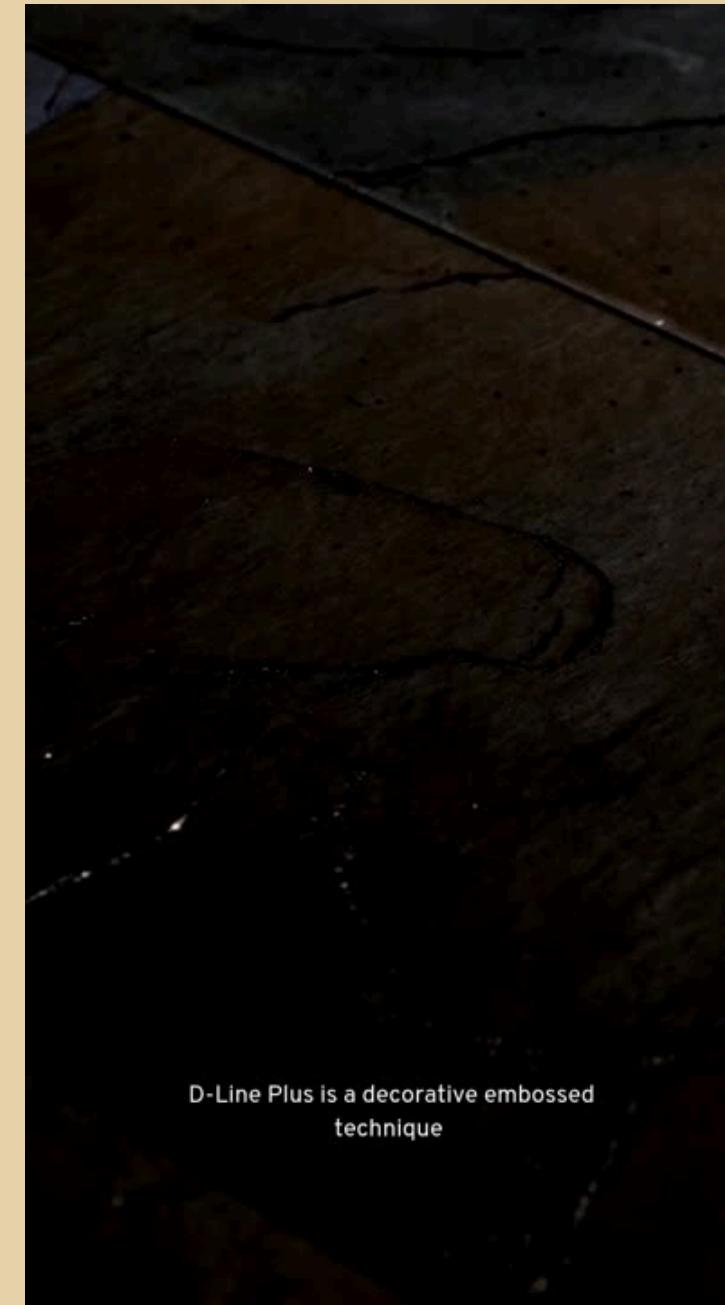
# THE TECHNOLOGIES WE USE

## 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.



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



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



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



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



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



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



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

# AVAILABLE FORMATS

## WHITE BODY WALL TILES



35x35  
14"x14"



35x90 · 14"x36"



20x20  
8"x8"



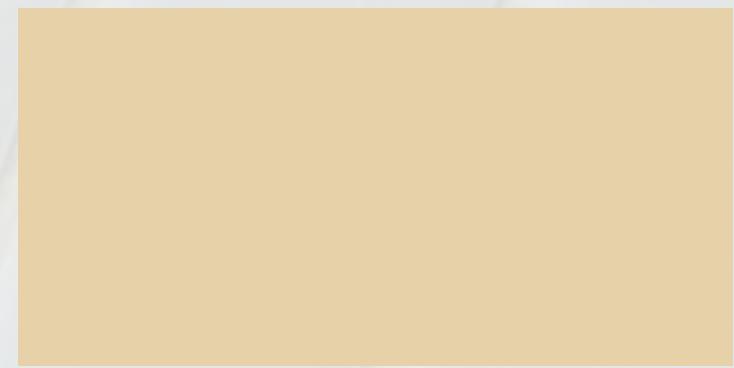
30x60  
12"x24"



45x45  
18"x18"



60x60  
24"x24"



60x120 · 24"x48"



17x114 · 7"x45"

## PORCELAIN

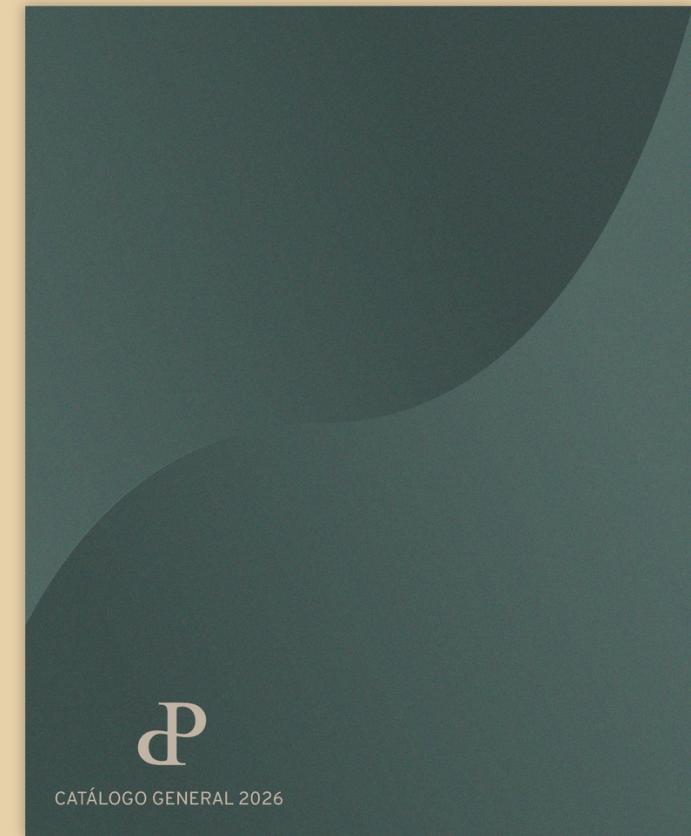
# CATALOGUES



FUN



ETTRO



GENERAL

# MARKETING ELEMENTS

VIDEOS

PICTURES

TECHNICAL PANELS

DISPLAY

SOCIAL MEDIA



THANKS!