



MEDITERRANEA  
*Step Into Your World*

U R B A N   L O F T

*Italian Design & Craftsmanship*

MADE IN USA



DYNAMIC **HD** IMAGING®

HIGH DEFINITION INKJET PORCELAIN



## U R B A N L O F T

In recent years, we have seen a radical transformation in urban living and design. Seemingly overnight, empty warehouses have been transformed into technology hubs, the birthplace of waves of innovation. Meanwhile, emerging artists have restored vibrancy to previously blighted areas, spawning a new generation of hip living spaces in America's great cities. From New York to Los Angeles, this rebirth has created a new interior design perspective; creating a demand for looks to meet the architectural expressions of today.

Mediterranea pays homage to this new wave of urban living in its all-new URBAN LOFT series. Inspired by today's design geniuses, Mediterranea's tile design team has leveraged its Dynamic HD Imaging™ inkjet technology to reproduce classic Roman Travertine in an all-new way. Urban Loft is a 12" x 24" porcelain tile series that features the reverse side of the vintage stone, revealing raw saw marks, unique movements and color variations rarely seen in the traditional Roman Travertine style.

Urban Loft is available in 4 distinct colors, named to pay tribute to the trendy and transforming neighborhoods of today's Miami: Brickell, Calle Ocho, South Beach and Wynwood. Complemented with 2" x 2" mosaic sheets and bullnose trim, Urban Loft is suitable for any wall or floor area where the modern look of today is essential.



Cover Photo: Urban Loft Calle Ocho

MADE WITH



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## U R B A N L O F T

### C A L L E O C H O



### W Y N W O O D



### B R I C K E L L



### S O U T H B E A C H



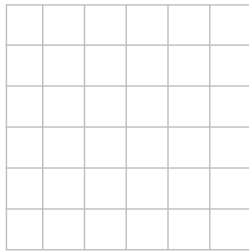




W Y N W O O D



12" X 24"



12" X 12" MOSAIC  
2"x2" CHIP



3"x24" BULLNOSE

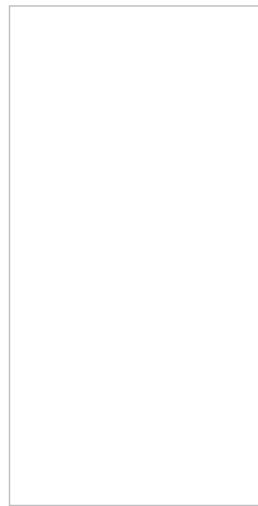
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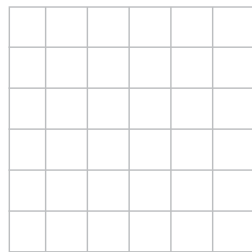




S O U T H   B E A C H



12" X 24"



12" X 12" MOSAIC  
2"x2" CHIP



3"x24" BULLNOSE

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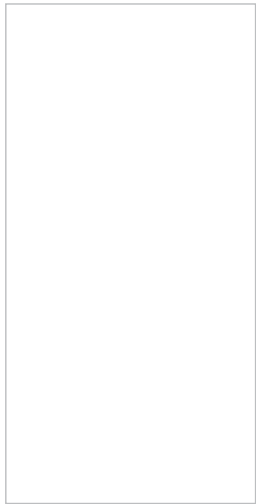
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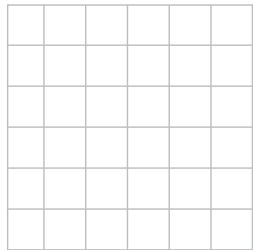




B R I C K E L L



12" X 24"



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2"x2" CHIP



3"x24" BULLNOSE

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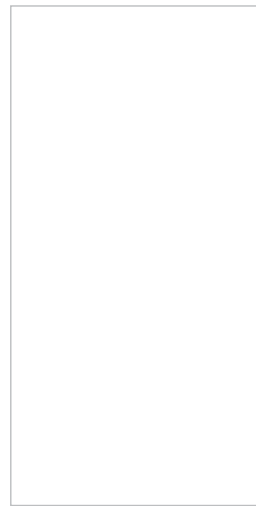
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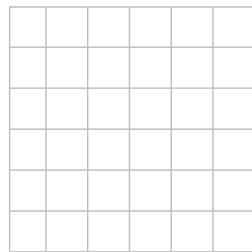




C A L L E   O C H O



12" X 24"



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# U R B A N L O F T

## TECHNICAL SPECIFICATION TABLE

| PHYSICAL PROPERTIES                                                                 |                             | TEST       | AVG. RESULTS |
|-------------------------------------------------------------------------------------|-----------------------------|------------|--------------|
|    | Visible Abrasion Resistance | ASTM C1027 | 4            |
|    | Water Absorption            | ASTM C373  | < 0.5%       |
|    | Staining Resistance         | ASTM C650  | Class A      |
|   | Dynamic C.O.F.              | BOT 3000   | > .42        |
|  | MOHS                        |            | 7            |
|  | Breaking Strength           | ASTM C648  | > 250 lbf    |

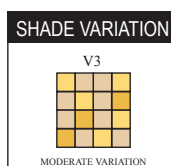
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