



**ROSA  
GRES**

**PRESS RELEASE  
[2019]**



## At Rosa Gres we are changing the world of pools

With great work in the fields of design + innovation, Rosa Gres has revolutionized the esthetic world of pools with attractive and suggestive ideas like:

- Introducing the **large format** for pool tanks.
- Offering a wide **range of colors** to boost the architect's creative freedom.
- Working with **concept colors**: dark gray for an ocean blue tank, pristine white for Caribbean blue water, or toasted hues for a Mediterranean atmosphere that blends into the landscape, among others.
- Innovating in **porcelain stoneware grids**.
- Highlighting the importance of **esthetics** through concepts like **fully coordinating** the pool's design with its surroundings: the edge, the tank, the ceramic grids, the gutters, the deck, the terrace and even the inside of buildings.
- Launching a **new trend: #ilovemix**, for creating unique color combinations and personalize each project as much as possible.

### ROSA GRES, SPECIALISTS IN UNIQUE PORCELAIN STONEWARE SOLUTIONS

**Rosa Gres** designs and manufactures high-quality porcelain stoneware. The brand bases its strategy on **super-specialization, innovation and design**.

**Rosa Gres** takes on projects with demanding technical requirements, such as: **1/ presence of water** in the pool's surroundings; **2/ maximum resistance, security and hygiene**, professional and industrial kitchens; **3/ high degree of anti-slip** to guarantee the safety of public spaces.

Our mission at **Rosa Gres** is to provide the most suitable finish for each space, to offer our own constructive solutions and to work with the most suitable placement products.

### A FAMILY BUSINESS WITH A SOLID INTERNATIONAL PRESENCE

**Rosa Gres** is a family business with more than **180 years** of experience in the field of ceramics. We today count with a team of **more than 130 professionals** and participate in projects in **more than 70 countries**.

It is one of the few companies that has implemented two manufacturing methods in its plants: extruding and pressing tiles. It manufactures its trim pieces by extrusion and its filed tiles, by pressing. This way the brand obtains the most efficient product in each case.

### THE 4 MOST NOTABLE FIELDS OF SPECIALIZATION OF ROSA GRES

- **Privately developed public pools and terraces.** Hotels, camping sites, wellness and spa centers, water parks, sports clubs. Rosa Gres stands out for offering unique overflow systems and solutions for the entirety of the pool's environment.
- **Publicly developed public pools.** Sports centers and facilities. Competition pools. Decks, changing rooms, common areas. Rosa Gres offers 12 overflow systems and solutions for the whole area surrounding the pool.
- **Private pool and terrace.** With our concept of unique pools Rosa Gres turns the world of private pools on its head: unique pools encompasses the brand's experience in the field of public pools and adds to that a wonderful design proposal with more than 40 colors and textures.
- **Industrial kitchens, workrooms and industrial paving for the food industry.**

### WHAT MAKES ROSA GRES SOLUTIONS UNIQUE?

- **The variety of Rosa Gres trim pieces** can cover any architectonic element with a finish that's functional, easy to clean, comfortable and esthetically perfect.
- **Rosa Gres produces the safest and most reliable anti-slip paving tiles on the market, a unique product:** **1/** they adapt to the conditions of every kind of project; **2/** they have different degrees of anti-slip depending on the space and what they will be used for; **3/** they are easy to clean and pleasant to touch; **4/** they are available in more than 40 colors and textures.
- **Rosa Gres porcelain stoneware is the easiest to clean.** An advantage that helps improve hygiene and reduce resources and the time dedicated to cleaning.

### A SERVICE AIMED AT PROFESSIONALS FROM THE WORLD OF ARCHITECTURE

The **Rosa Gres** Technical Department provides a service that's highly valued by professionals from the world of architecture. The company provides its clients detailed plans, and access to CAD libraries and BIM files. A specialized team accompanies the professional throughout the development of the project, from beginning to end.

### COMPREHENSIVE SOLUTIONS: PROVIDING THE BEST PLACEMENT SYSTEM FOR CERAMICS BASED ON ITS INTENDED USE

**Rosa Gres** collaborates with **Fixcer**, the group's company that specializes in manufacturing cement glues as well as grouting and adhesive products.

## NOTABLE ROSA GRES INNOVATIONS

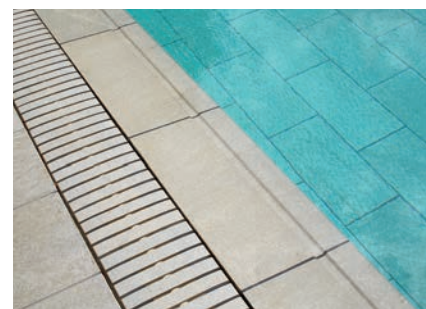
### NEW SOLUTION FOR INFINITY POOLS

The latest solution is a single edge piece that includes and covers the outer wall of an Infinity Pool's waterway. This multipurpose piece can adapt to any Infinity Pool design. With the new **"Infinity Solution"** one can now coordinate the colors of the edge, the tank and the deck to achieve a beautiful esthetic harmony. **Rosa Gres** will produce the new **"Infinity Solution"** using porcelain stoneware and more than 40 colors.



### PORCELAIN STONEWARE GRID IN MORE THAN 40 COLORS

Innovative porcelain stoneware grids for overflow pools that improve their esthetic and drainage capacity. Their design responds to a sole highly demanding idea: to create the perfect grid. They are the **Compact and Flex grid models**. Both models are made in their entirety with porcelain stoneware. **Recognized with the international architecture award Architizer A+Awards 2016.**



### BIOSTOP, THE CERAMIC THAT ELIMINATES BACTERIA

**Biostop** is a complete and permanent porcelain stoneware bactericidal solution. It consists of 4 elements with powerful bactericidal action: paving + hygienic skirting + covering + placement joint. The great innovation of **Biostop** is that it acts on the whole area of the ceramic because the placement joint is also bactericidal. **Biostop has been recognized with the Honorable Mention in the Food Safety, Hygiene and Quality category in the first edition of the BTA Innova Awards 2015.**



### SYSTEM 9: THE CONSTRUCTIVE SYSTEM THAT GUARANTEES A PERFECT FINISH FOR THE COPING AND THE OVERFLOW GRATE

A prefabricated coping that consists of a series of waterproof concrete blocks, designed in such a way that a single piece works as a channel and supports the ceramic. Fully designed by the professionals of **Rosa Gres**, the great constructive innovation of **System 9** lies in guaranteeing a perfect finish for the coping and the overflow grate.



### SYSTEM 10: AN INNOVATIVE CONSTRUCTIVE SYSTEM TO BUILD CONCRETE OVERFLOW POOLS WITH PREFABRICATED BLOCKS IN RECORD TIME AND WITH ALL GUARANTEES

**System 10**, a clear example of **Rosa Gres'** support for sustainable architecture, consisting of a series of prefabricated concrete plaques that are placed with a crane upon a concrete slab that acts as a support base and leveling element. **System 10 has been recognized with the Nan Award for Architecture 2009.**





# DESIGN AND AVANTGARDE: THE ROSA GRES COLLECTIONS

## Stela



**Stela** is wood: beautiful, suggestive, creative. An ideal material for creating warm spaces while also enjoying all the qualities of porcelain stoneware.

## Pietro



**Pietro** is slate: 4 fresh, elegant, intense colors. The textures of **Pietro** are perfect for pools, exteriors, gardens, terraces and facades.

## Serena



Created exclusively for outdoor spaces. It is a complete solution for designing pools and terraces with a suggestive style.

## Bohème



Four subtle colors that are ideal for creating charming spaces. It is a perfect solution for coordinating the terraces, the pool and the halls of the house with a chic, fresh and highly modern style.

## Mistery



Fashionable avant-garde look. Its stone finish makes it ideal both for interiors and for exteriors. It fits perfectly in urban and rural atmospheres.

## Tao



Minimalist, versatile and with a slightly rustic design that invites one to relax. Due to its colors, it is highly recommended for spas.

## Lovely



Thanks to digital technology, the finishes of **Lovely** reproduce with a high level of precision the imperfections of the seams and natural textures of woods.

## Natural 2.0



For traditional atmospheres, it has high-quality finishes and a high resistance to heavy traffic. It is ideal for exteriors in areas with extreme weather conditions due to its easy maintenance and resistance to ice.

## Proyecta



**Proyecta** combines technology, functionality and esthetic in order to achieve a contemporary and elegant style. It is especially designed for high traffic areas.

### Biostop



The great innovation of **Biostop** is that it acts upon the whole surface of the ceramic tile because the placement joint is also bactericidal. Installing the complete **Biostop** solution makes it possible to create a completely airtight space that protects itself from bacteria.

### Indugres



**Rosa Gres** porcelain stoneware designed for industrial projects. Its high resistance and easy maintenance and hygiene make it ideal for industrial kitchens, factory paving or chemical industry centers.

### Mosaic



Pieces of vitreous paste with an elegant matt finish. Stylized, with straight lines and smooth edges, and pleasant to touch.



### Aqua

**Rosa Gres** is the undisputed leader in the field of public pools in the Spanish market and one of the most important companies of the sector in the world. The company counts with the most complete range of specific solutions for public pools, 15 overflow systems, and 40 years of trajectory that prove its worldwide specialty in this field.

**Aqua** is the line that **Rosa Gres** created for public pools; it counts with all necessary elements for creating everything from the pool deck to the tank, following the sector's strictest regulations.

**Aqua** is designed for building and tiling public pools in Hotels and Camping Sites, Wellness and Spa Projects, High Competition Pools, Sports Clubs and Recreational Pools.



## PROJECT SELECTION



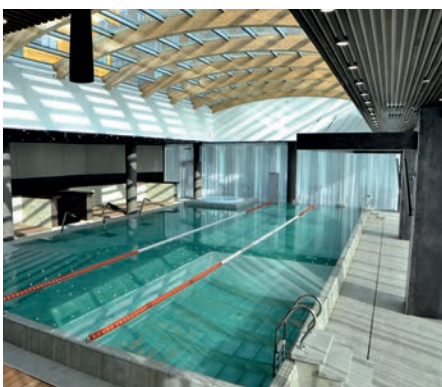
**Eau thermale Avène l'hôtel France**  
**Arch: Isa Arnau, Territori 24**

Tao Grey  
Mystery White



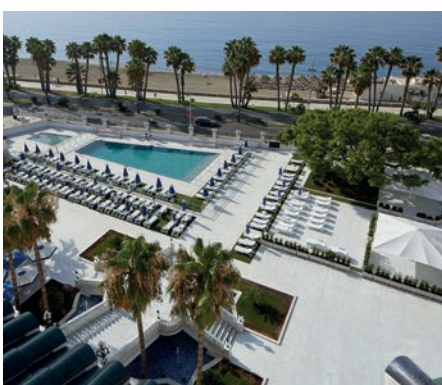
**EAST**  
**Miami, USA**  
**Arch: Arquitectonica**

Mystery Blue Stone



**Spa Hotel Hilton**  
**Saint Petersburg, Russia**  
**Arch: KSK - STROY**

Mystery Grey



**Gran Hotel Miramar**  
**Málaga, Spain**  
**Arch: Roberto Duarte**

Serena Bianco  
Serena Ocra



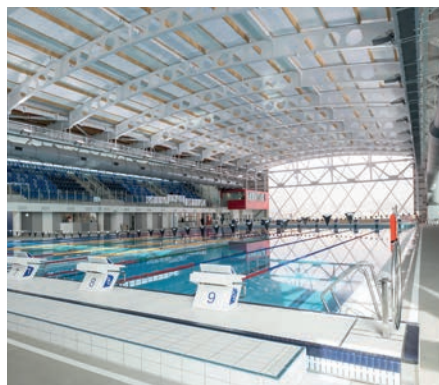
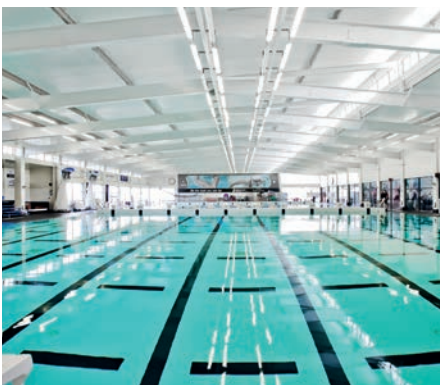
## **Holiday villas Skradin, Croatia**

Serena Ocra  
Serena Mix



## **Private pool France**

Serena Mix  
Serena Griggio



## **Olympic pool Sir Owen G. Glenn National Aquatic Center Auckland, New Zealand**

Ergo System



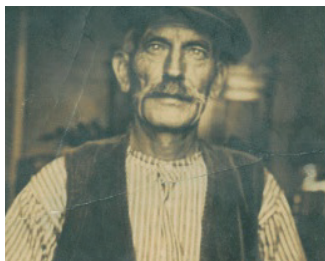
## **Industrial space INASUR Córdoba, Spain**

Indubeige  
Lovely Smoke



## BRIEF OVERVIEW OF THE BRAND'S HISTORY, FROM 1830 TO THE PRESENT

One hundred and eighty years and five generations have bestowed Rosa Gres with a remarkable prestige in the sector. A recognition born from the company's will to innovate and that has made it become a pioneer in various points of our history.



—1830— Joseph Sugrañes starts molding tiles. He is succeeded by his son Vicenç Sugrañes (in the photo).



—1935— Electricity is installed in the workshop. First mill: mechanical manufacturing of bricks.



—1952— Rosa Cardona, after the death of her husband, Isidre Sugrañes, becomes head of the company.



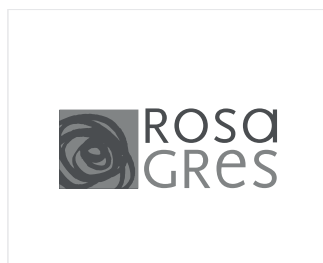
—1958— Creation of Cerámica Sugrañes S.A. The company's first factory is built in Cerdanyola.



—1973— Pioneers in the manufacturing of extruded stoneware under the leadership of Ramón Sugrañes. Stoneware was a hitherto unknown product.



—1977— Further specialization in exteriors, special pieces and pools. Exports to projects all over the world begin.



—1986— Creation of the Rosa Gres brand, to pay homage to Rosa Cardona for her entrepreneurial spirit.



—1998— Pioneers in the manufacturing of extruded porcelain stoneware and the first porcelain stoneware series for pools and industrial areas.



—2000— Launch of the Hierro collection, the first stainless natural stoneware.



—2003— All collections are made of porcelain stoneware. Ramón Sugrañes with his wife Elisa and his four sons (Marcelino, Rosa, Marta and Montse).



—2004— Launch of the S9 constructive system for overflow pools.



—2009— Inauguration of the new factory in Vallmoll with state-of-the-art technology and the two types of manufacturing: press and extrusion.



—2012— Incorporation of digital technology to the manufacturing of all products.



—2015— Launch of the bactericidal ceramic Biostop. Honorable Mention in the BTA Innova 2015 Awards.



—2016— Launch of the new grids for overflow pools. Architizer A+AWARDS 2016 Award.



—2018— Launch of the SOLUTION for INFINITY pools. Presentation of a new trend in design, #ilovemix, and of two collections, Stela & Pietro.



# OUR COMPROMISE WITH ENVIRONMENTAL SUSTAINABILITY: PROJECTZERO

## ZERO WATER DISCHARGE Program

By using our purification system we reuse 100% of the water of the productive process. We have designed a complete, closed and completely sustainable circuit that works in 3 basic phases:

- We separate the water from the mud with a physical and chemical treatment.
- The mud is reintroduced into the ceramic paste.
- 100% of the clean and purified water is reintroduced to the production process.

With this system we save up every year 11,000 m<sup>3</sup> of water, the equivalent of filling up to 730 pools a year.

## ZERO WASTE Program

At our factory in Vallmoll we count with 30 perfectly identified residue control and pick-up points.

- Each residue is segregated and stored in a differentiated way.
- We count with 24 different residue classifications.
- We assess all residues via authorized companies to turn them into sub-products.

## NON-STOP RECYCLING Program

We apply a recycling program to the entirety of the ceramics production cycle:

- We recycle 100% of the rubble generated by the production process.
- We grind the dry rubble in a mill used only for this purpose (Gruber) and then reintroduce it into the paste. Thus we eliminate the waste and avoid its transportation.
- We assess the cooked rubble to have it turned into the sub-base of roads or raw ceramic material.

## ZERO EMISSIONS Program

We use an online control system to manage the consumption of energetic resources, water and CO<sub>2</sub> emissions. These are some of our important milestones:

- 22% less CO<sub>2</sub> emissions.
- 20% less general energetic consumption
- 26% less natural gas consumption

We review the source of the necessary energetic resources for the production process and continuously optimize it.

We obtain 100% of our electric energy from renewable sources. We generate warm water with solar power.

## Ecological certifications



**Rosa Gres** formed part of the committee for the development of the **DAPc® regulation**, the new type III European ecolabel that assesses the environmental impact of a product during its lifecycle and production process.



**Rosa Gres** has been a member of the GBCe since June 2010. Marcel·lí Sugrañes, president of **Rosa Gres**, represents the group of GBCe companies in Spain.



The use of **Rosa Gres** ceramic products, construction systems and placement systems adds LEED points to buildings.



The raw material used for manufacturing the wooden tiles for pools comes from controlled areas where it is obtained in a sustainable manner and favors forest regeneration.



Cover and back cover: Private pool, Tao Grey. Winning project of the MASTER OF DESIGN 2018 Award by the California-based magazine POOL & SPA NEWS



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