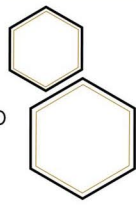


ambiente

EUROPEAN TILE DESIGN

400 East Pine Street, Suite 210
Seattle, WA 98122

206-524-2113
ambientetile.com



Villeroy & Boch
1748



OPTIMA

Perfect dimensions for a host of ideas

MORE THAN SIZE – GENEROUS PROPORTIONS

Pure ceramics, generously dimensioned – OPTIMA brings an appealing lightweight look to home living.

And the clever bit ... In formats of 60 x 120 cm, 120 x 120 cm and 120 x 260 cm, each of the tiles in this versatile collection is just 6 mm thick.

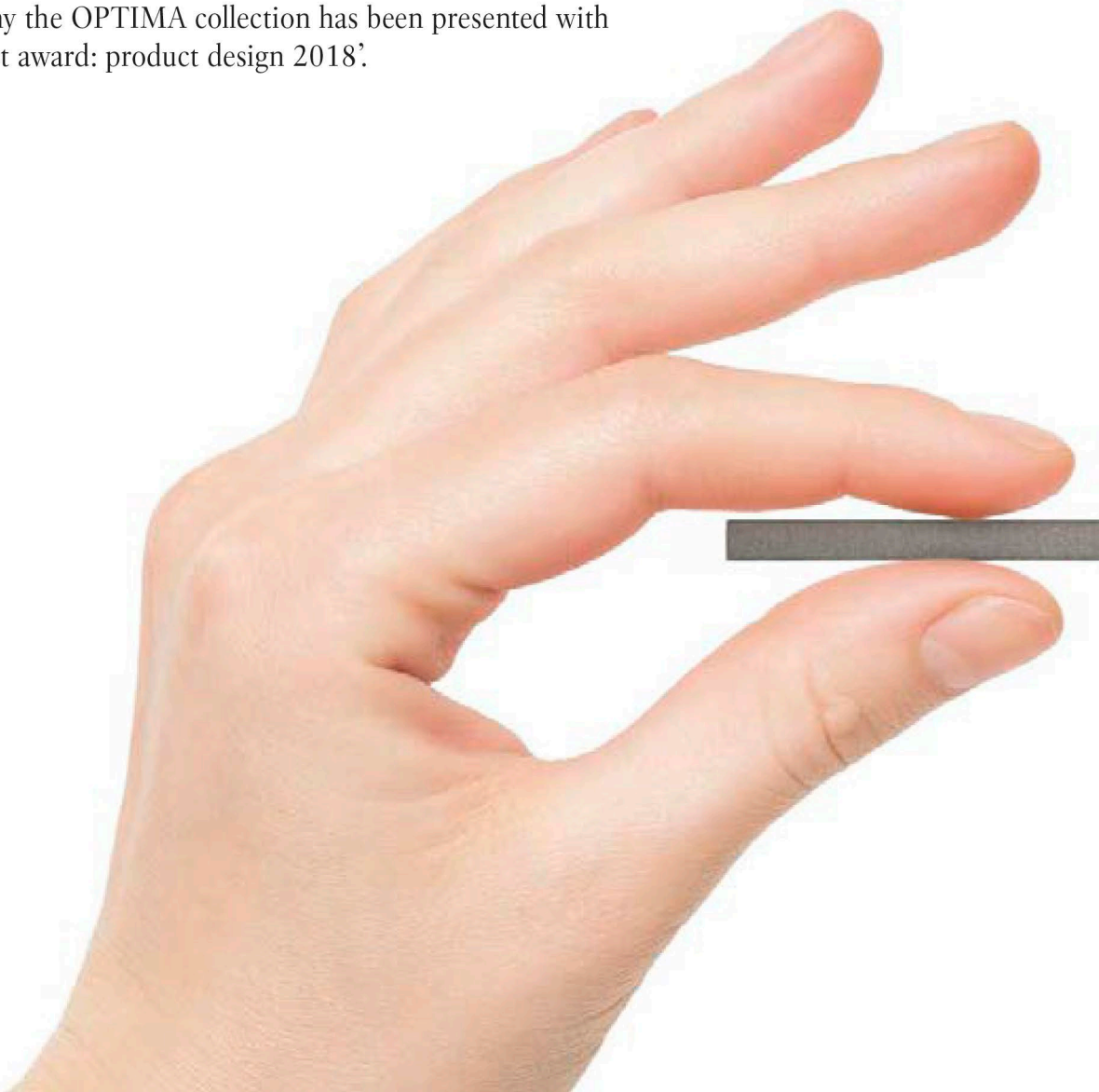
This is how these light megaformats put the focus on homely minimalism. With just a few joints, showers, bathrooms and living spaces can all be seamlessly designed in ceramic.

This not only enhances the appearance of a space but also adds to ease of care particularly as the tiles feature *vilbostone* plus, the cleaning-friendly surface seal.



reddot design award
winner 2018

Their aesthetic versatility and their high-quality character are reasons why the OPTIMA collection has been presented with the 'red dot award: product design 2018'.



**ELEGANT DESIGN:**

At 260 cm, perfectly tailored to standard heights.

**LOWER WEIGHT:**

Thanks to the 6-mm thickness, comparatively low weight for simplified handling.

**HANDLING:**

Low weight facilitates transport and installation.

**SUITABLE FOR USE IN RENOVATIONS:**

Low overall height – making it also well-suited for attaching over older coverings.

**DESIGN VARIETY:**

Different designs in concrete and natural stone looks.

**CREATIVE FREEDOM:**

For designs on walls and floors, in private and public areas alike.

**EASY-CARE PROPERTIES:**

Very low number of joints and easy-care vilbostone**plus** surface seal.

**THERMAL CONDUCTIVITY:**

The thin ceramic tiles are the ideal covering for use with underfloor heating.



↕ 6 mm





Ceramic as warmth and atmosphere: HUDSON OPTIMA

Living comfort combined with minimalist elegance - HUDSON OPTIMA made of *vibostone* porcelain stoneware lends rooms an exquisite, natural flair. The very sight of the finishes spontaneously awakens associations with fine-grained sand.

As wall and floor coverings, these mega-formats with their gentle textures create an architectural effect of spaciousness that skilfully accents the interior and gives it a stylish look.

This gives the select natural design a home in classical, rustic and minimalist settings alike.



Floor tiles: HUDSON OPTIMA white sand









Minimalistic and harmonious home interiors: SPOTLIGHT OPTIMA

Concrete-like finishes lend bathrooms and living spaces a modern character. With the SPOTLIGHT OPTIMA tile range, this design presents itself from a harmoniously natural side.

The tiles from *vilbostone* porcelain stoneware in four authentic colours allow for warmer and cooler home interiors. Depending on the combination – whether with natural materials, on the one hand, or with stainless steel elements on the other – both colour themes create a distinctive style of living.

Another asset for the megaformat: The small number of joints makes interpretations of concrete coverings look even more authentic.















The wealth of colours and shapes: TUCSON OPTIMA

Its authentically natural expressive power makes TUCSON OPTIMA a wall and floor covering that gives off a great deal of warmth.

The large-format tiles made of *villbostone* porcelain stoneware present themselves in intense hues and textures, with much of the fascination found in nature.

The result is an interior that gives bathrooms, living and business spaces a rustic charm while at the same time interpreting them in generous ways.









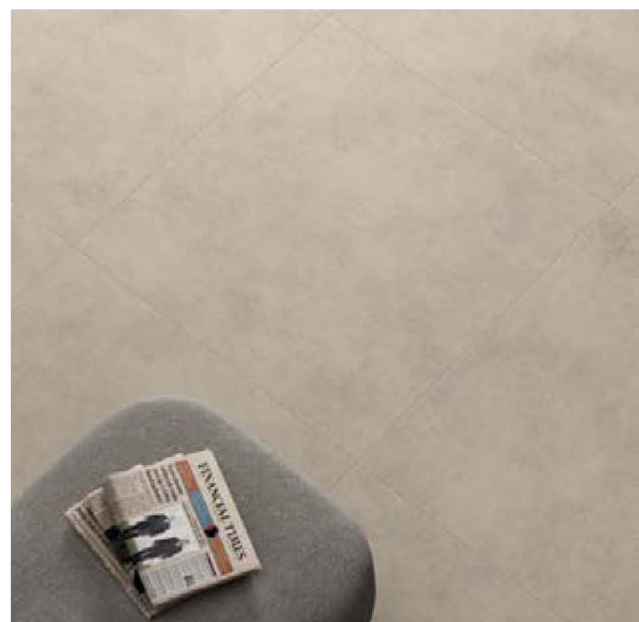


Spaciousness with that something extra: X-PLANE OPTIMA

Optimally tailored to the needs of living and business spaces alike, the X-PLANE OPTIMA range in *vilbostone* porcelain stoneware is versatile in use.

This discerning tile concept features a surface finish reminiscent of cement – long held in high regard as a design for walls and floors – together with subtle, glossy accents.

These aesthetically high-quality characteristics of design come to fruition even better in the megaformat, opening up a new dimension for architectural designs.







 2






R9





R9





R9

This image shows a blank, aged piece of paper. The color is a uniform light beige or cream, with subtle variations in tone and texture across the surface, suggesting it might be from an old book or document. There are no markings, text, or illustrations on the page.

 2








R9





R9



    **R9**

This image shows a blank, aged, light brown page, likely an endpaper or flyleaf of a book. The paper has a textured, slightly mottled appearance with subtle variations in tone and some faint creases or folds, characteristic of old paper. There is no text or other markings on the page.

 2






R9







R9







R9


The image shows a dark gray, textured surface, likely the cover or endpaper of a book. The texture is slightly grainy and uneven. A vertical white line runs along the left edge of the image.

 2






R9



    R9



 R9

 2

CM7M

    R9

 2








R9



    R9





R9

 2






R9



    **R9**



    **R9**

light rock



RN10

2

sunny rock



RN20

2

Art. 2972
120 x 260 cm



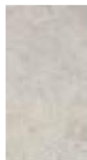
RN10

Art. 2971
120 x 120 cm



RN10

Art. 2970
60 x 120 cm



RN10

Art. 2972
120 x 260 cm



RN20

Art. 2971
120 x 120 cm



RN20

Art. 2970
60 x 120 cm



RN20

The image shows a dark gray, textured surface, likely the cover or endpaper of an old book. The texture is grainy and uneven, with subtle variations in tone and some small, lighter-colored spots or foxing, particularly visible towards the top right corner. The overall appearance is aged and worn.

 2

The image shows a dark gray, textured surface, likely the cover or endpaper of an old book. The texture is grainy and uneven, with subtle variations in tone and some minor discoloration or wear visible, particularly towards the right edge. There are no text, figures, or other markings present.

 2






R9







R9







R9






R9







R9



    R9

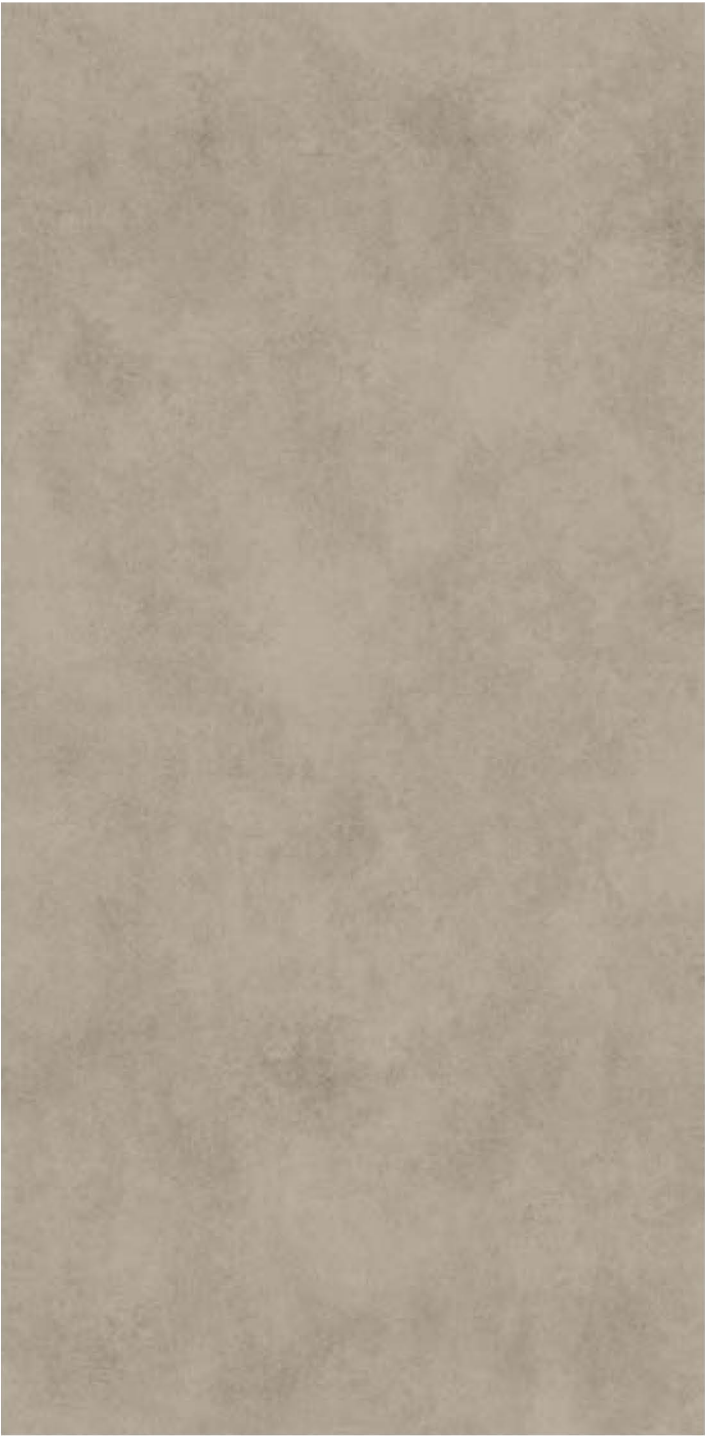
creme



ZM10

1

greige



ZM70

1

Art. 2962
120 x 260 cm



ZM10

R9

Art. 2961
120 x 120 cm

ZM10

R9

Art. 2960
60 x 120 cm

ZM10

R9

Art. 2962
120 x 260 cm

ZM70

R9

Art. 2961
120 x 120 cm

ZM70

R9

Art. 2960
60 x 120 cm

ZM70

R9

28

* only the long side of the tile is rectified



 1






R9







R9







R9

 1






R9



    R9



 R9

TECHNICAL INFORMATION

The OPTIMA tiles are made of *vilbostone* porcelain stoneware and are assigned to the DIN EN 14411 group BIa.

SUBSTRATE

- The substrate must be free of oil, grease, dust, residues of cement, resin, paint and other separating agents that could affect the bonding between tiles and adhesive.
- Cracks in the screed must be sealed professionally using casting resin.
- The readiness for covering of a cement screed is reached if residual moisture is ≤ 2.0 CM-%.
- The readiness for covering of a calcium sulphate screed is reached if the residual moisture in the case of unheated constructions is ≤ 0.5 CM-%, and in the case of heated constructions ≤ 0.3 CM-%.
- Substrates that which have been produced according to DIN 18202, 'Tolerances in Building Construction – Buildings - Table 3, Flatness Tolerances, lines, 3,4,6,7', generally call for an additional compensation layer, e.g. a self-leveling filler compound, to compensate for the unevenness.
- A primer may be required, e.g. in the case of a calcium sulphate screed.

INSTALLATION

- When laying large formats, a highly-flexible, fast-setting tile adhesive in accordance with DIN EN 12004 class C2 FT S1 or C2 FT S2 tile adhesive is recommended.
- The tiles are laid using the 'buttering-floating method'. The adhesive supports on the laying surface and on the backs of the tiles must be placed evenly and parallel to one another.
- We advise using a notched trowel with a notch depth that is 1 step greater than the notched trowel for the rear side of the tile.
- To prevent cavities, tap the tiles over their surface, moving from centre to edge.



DRILLING

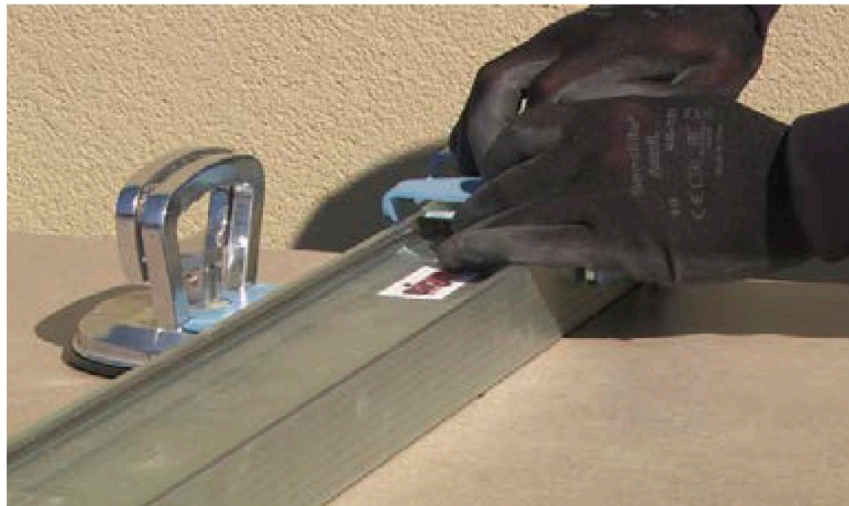
- Specialist retailers generally offer hollow drills with diamond bits and high-performance drill bits 6-112 mm in diameter for use in drilling porcelain stoneware.
- When using the tools, the respective manufacturer's instructions and guidelines are to be observed.



PROCESSING AND TRANSPORT

CUTTING

- The cutting tool should be fitted with a diamond cutting disc.
- Apply slight, constant and uniform pressure to cut the tile.



CUT-OUTS

- To cut out a rectangular tile element (e.g. for a toilet flush plate), drill holes should first be placed at the 4 corners. This helps relieve tension within the tile to keep it from cracking once the tile part has been cut out.

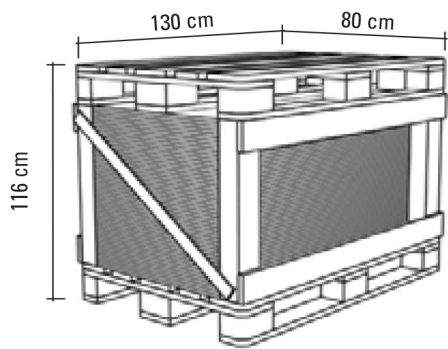


TRANSPORT

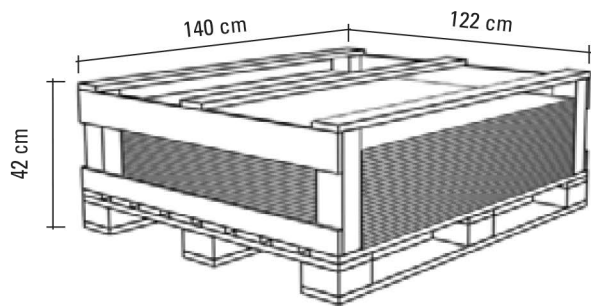
- The 120 x 260 cm tiles are delivered in transport crates.
- A forklift at least 120 cm long is required to transport the crates and pallets, as the arms of the forklift can only be inserted along the long side.
- To keep tiles in formats of 120 x 260 cm and 120 x 120 cm free from damage during transport, we recommend the use of special transport aids. These might consist of an aluminium frame with suction cups, for example.



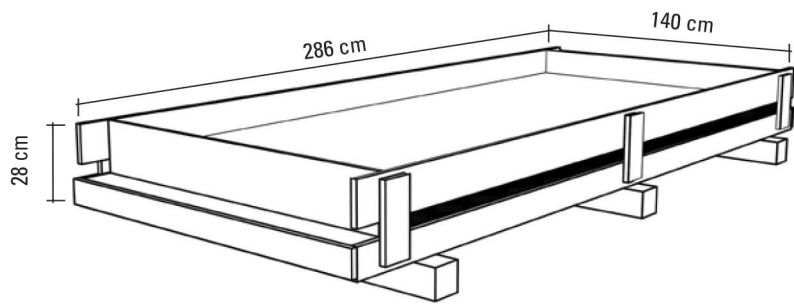
PACKAGING DETAILS



Format 60 x 120 cm							
kg / piece	piece / m²	piece / package	m² / package	kg / package	package / palett	m² / palett	kg / palett
10.00	1.39	2	1.44	20.00	50	72.00	1,000.00

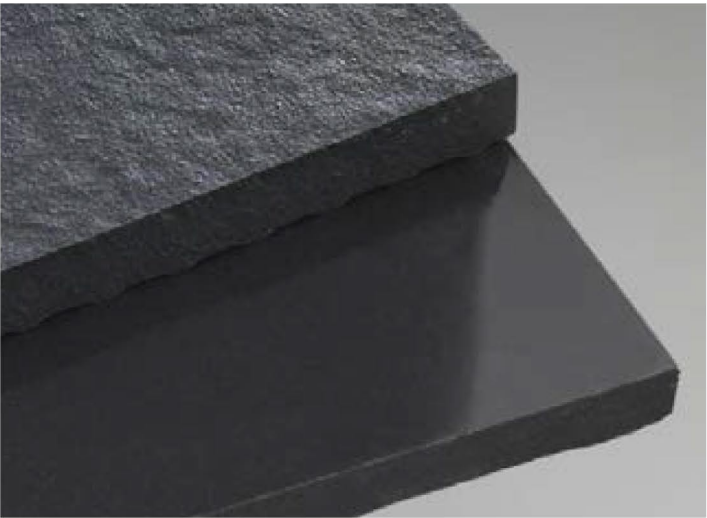


Format 120 x 120 cm							
kg / piece	piece / m²	piece / package	m² / package	kg / package	package / palett	m² / palett	kg / palett
20.06	0.69	2	2.88	40.12	25	72.00	1,003.00



Format 120 x 260 cm				
kg / piece	piece / m²	piece / box	m² / box	kg / box
43.57	0.32	25	78	1,089.25

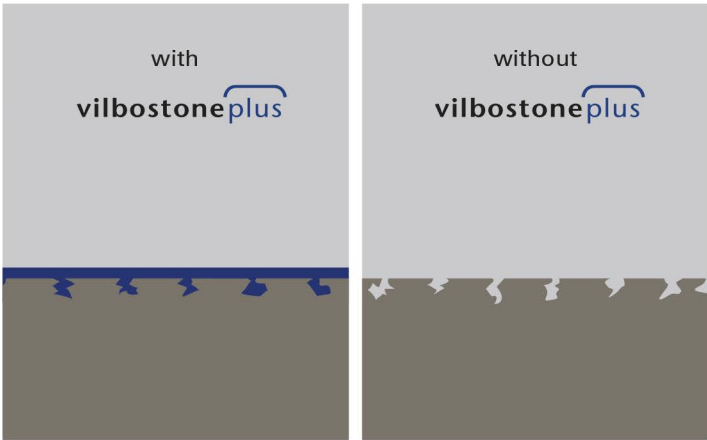
The packaging and transport of the OPTIMA collection in the format 120 x 260 cm is covered by a deposit system, the costs of which are borne by the customer. The customer has the option to return the boxes in order for the deposit to be refunded. The return must be announced to the sales team at V & B Fliesen GmbH in advance. The customer shall bear any loading and freight charges incurred as a result of the return. Authorized personnel at V & B Fliesen GmbH will inspect the condition of the returned boxes and will accept them only if they are intact and undamaged.



vilbostone
Porcelain stoneware

vilbostone porcelain stoneware permits a wealth of different surface designs featuring unusual colour and sheen effects.






vilbostone porcelain stoneware is available both glazed and unglazed, with a matt, polished, rough-polished or relief surface finish and in various classes of slip resistance.



vilbostone*plus*

Unglazed *vilbostone* porcelain stoneware with a matt or rough-polished surface finish have the **vilbostoneplus** seal, which renders the tiles particularly resistant to dirt and stains. During the manufacturing process, the structure of the tile surface is sealed in order to further increase the tiles' resistance to staining and dirt, as a result of which subsequent treatment with impregnating agents is no longer necessary.

SIGNS AND SYMBOLS

-  = Rectified
-  = Frostproof DIN EN ISO 10545-12
-  R9 = Anti-slip in workshop areas
-  = Tile thickness 6 mm
-  1 2 3 4 = Shade variation

Tiles by Villeroy & Boch meet every aspect of the international parameters required for “sustainable building”. All over the world, our tiles feature in architectural projects that are classified by the German DGNB, and in accordance with the American LEED and the British BREEAM. The closed manufacturing processes that include both traditional and state-of-the-art technologies, such as digital print, meet the very highest environmental standards. All raw materials used in the ceramic mass, glazes and pastes, as well as for packaging the tiles, are evaluated according to strict ecological principles.

The entire manufacturing process avoids emissions into the water, soil and air that would have a detrimental effect on the environment. Heat recovery and continuous energy-efficiency measures, as well as environmentally aware waste management, are testimony to the environmental compatibility of our production. At least 85% of

the waste produced is recycled. The waste water generated by the manufacturing process and the solids it contains are almost entirely re-used. Thanks to heat recovery, CO₂-emissions can be reduced by about 3000 tons per year.

Not only manufacturing considerations but also the lasting quality of the designs of our tiles earn them the “sustainable building” accolade at international level. Both manufacture and the products themselves are continuously assessed in accordance with the latest independent system and product certifications.

For further information about projects and certifications, as well as videos and brochures about our environmental management, please go to www.respecting-nature.com

Certification – DIN EN ISO 9001

The DIN EN ISO 9001 quality management system has been documenting the ongoing optimisation of work processes throughout the company since 1995.

Certification – DIN EN ISO 14001

Based on the plan-do-check-act cycle and ongoing improvement in environmental performance, DIN EN ISO 14001 specifies the main requirements for identification, monitoring and supervision of direct and indirect environmental aspects in the company.

All certifications are carried out by Bureau Veritas.



EMAS validation

V & B Fliesen GmbH was the first German tile manufacturer to participate in the EMAS (Eco-Management and Audit Scheme), currently the strictest test system for environmental criteria, at Merzig and La Ferté-Gaucher. It calls for a continuous, performance-oriented and regularly measurable optimisation process in which employees must also be involved.

In 2016, V & B Fliesen GmbH was certified for another three years by an external environmental auditor.

CE mark

The CE mark indicates that the product complies with the requirements of the corresponding EU directive – in particular with regard to health protection and the safety of users and consumers – and may thus be freely circulated on the Community market.

At www.villeroy-boch.com/ce you will find information on compliance with requirements for the CE mark by porcelain stoneware, glazed vitreous and nonvitreous products from Villeroy & Boch Tiles.

Ecological, environmentally friendly production

V & B Fliesen GmbH has been awarded the Environmental Product Declaration (EPD) label by the IBU (Institut für Bauen und Umwelt e.V.). The Environmental Product Declaration provides relevant, verifiable and comparable information on the environmental impact of products. This certification allows architects and planners to utilise our products in all properties that have been certified as satisfying the BREEAM, LEED, DGNB or other comparable international requirements for sustainable building.

The IBU, as the administrator of the German EPD program, is part of the ECO PLATFORM, through which it works to promote the harmonisation of national EPD programmes at the European level.

Declaration of Performance in accordance with the Construction Products Regulation [BauPVO]

305/2011 (EU) dated 9 March 2011:

The Declaration of Performance specifies the characteristics that are applicable in accordance with the product standard DIN EN 14411 for which our compliance is obligatory. In our company this applies to the following product groups:

- Porcelain stoneware (Group BIa)
- Vitreous stoneware (Group BIb)
- Nonvitreous stoneware (Group BIII)

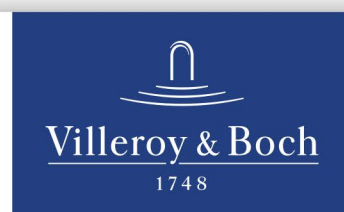
This can be viewed and downloaded from our homepage at www.villeroy-boch.com/pvo.



*Rotensteiner Weg
D-66663 Merzig
E-Mail: info@vb-fliesen.com*

9108-WI79-00-10 · 06/2018

Shades and dimensions subject to the usual tolerances. We reserve the right to make technical modifications to the range and alter colours.



ambiente

EUROPEAN TILE DESIGN

400 East Pine Street, Suite 210
Seattle, WA 98122

206-524-2113
ambientetile.com

