



essential

essential

when 3D becomes a trend

Emotional surfaces

Write the Untold story of your space...

Minimal, romantic, retro or modern fusion,
Which is yours?

ESSENTIAL

when 3D becomes a trend

Essential is a state of mind; trendy, subtle,
contemporary.

What is your mind like? Here 5 reasons to
change your mind: Noudel, wicker, Leaf,
wedge and Inset.

Sinuous shapes and geometries, free style for
your desired home character.

Neutral soothing colours : white, cotton, soft
grey and a touch of character with a
sassy black.

Emotional surfaces

Escribe la historia jamás contada de tu propio
espacio...

Fusiona lo minimalista, romántico, moderno
o retro, ... ¿Cuál es la tuya?

ESSENTIAL

when 3D becomes a trend

Essential es un estado de animo, de tendencia,
sutil, contemporáneo.

Como te sientes?... Te proponemos 5 razones
para cambiar de parecer: Noudel, wicker,
Leaf, wedge e Inset.

Formas sinuosas y geometrías, siéntete libre
de darle a tu hogar tu propia personalidad.

Colores neutros y relajantes: white, cotton,
gris suave y un tono negro grafito descarado.

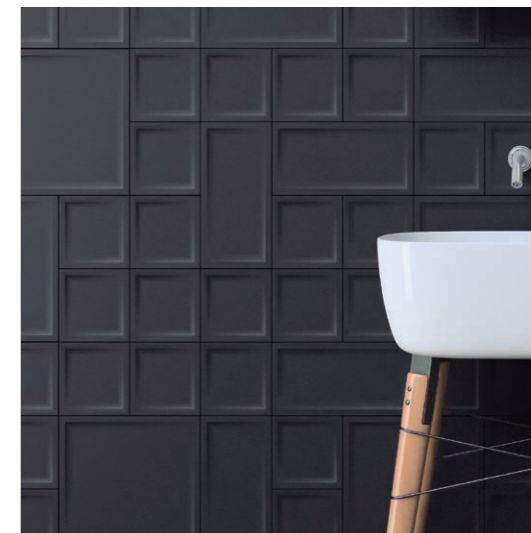
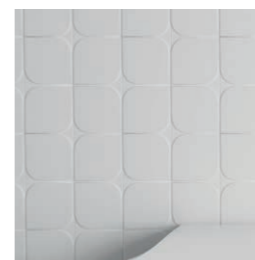
WOW

CON- TENTS



18

LEAF
5" · 5" / 12,5 · 12,5 cm
LEAF L
10" · 10" / 25 · 25 cm



44

INSET
5" · 5" / 12,5 · 12,5 cm
INSET M
5" · 10" / 12,5 · 25 cm
INSET L
10" · 10" / 25 · 25 cm

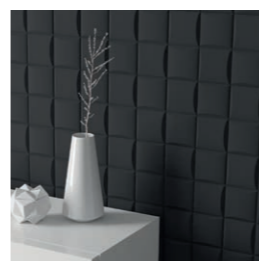
WEDGE
5" · 5" / 12,5 · 12,5 cm

04



50

URBAN
5" · 5" / 12,5 · 12,5 cm
URBAN M
5" · 10" / 12,5 · 25 cm



NOUDEL
5" · 5" / 12,5 · 12,5 cm
NOUDEL L
5" · 5" / 25 · 25 cm

28

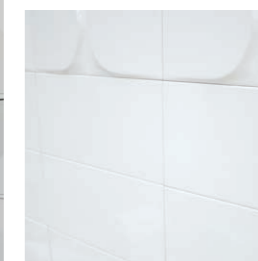


**NOUDEL DECOR
B&W**
5" · 5" / 12,5 · 12,5 cm

38

WICKER
5" · 5" / 12,5 · 12,5 cm

12



**TECHNICAL
FEATURES**
Características
técnicas

54

WEDGE
5" · 5" / 12,5 · 12,5 cm

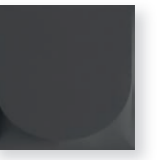


WEDGE
5" · 5" / 12,5 · 12,5 cm
- Grey Gloss

Available colours
Colores disponibles



White
Matt



Black
Matt



White
Gloss



Grey
Gloss



Cotton
Gloss



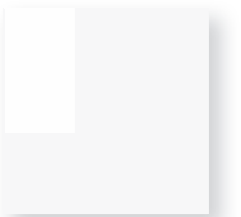
WEDGE
5" · 5" / 12,5 · 12,5 cm
- White Gloss

URBAN
5" · 5" / 12,5 · 12,5 cm
- White Gloss

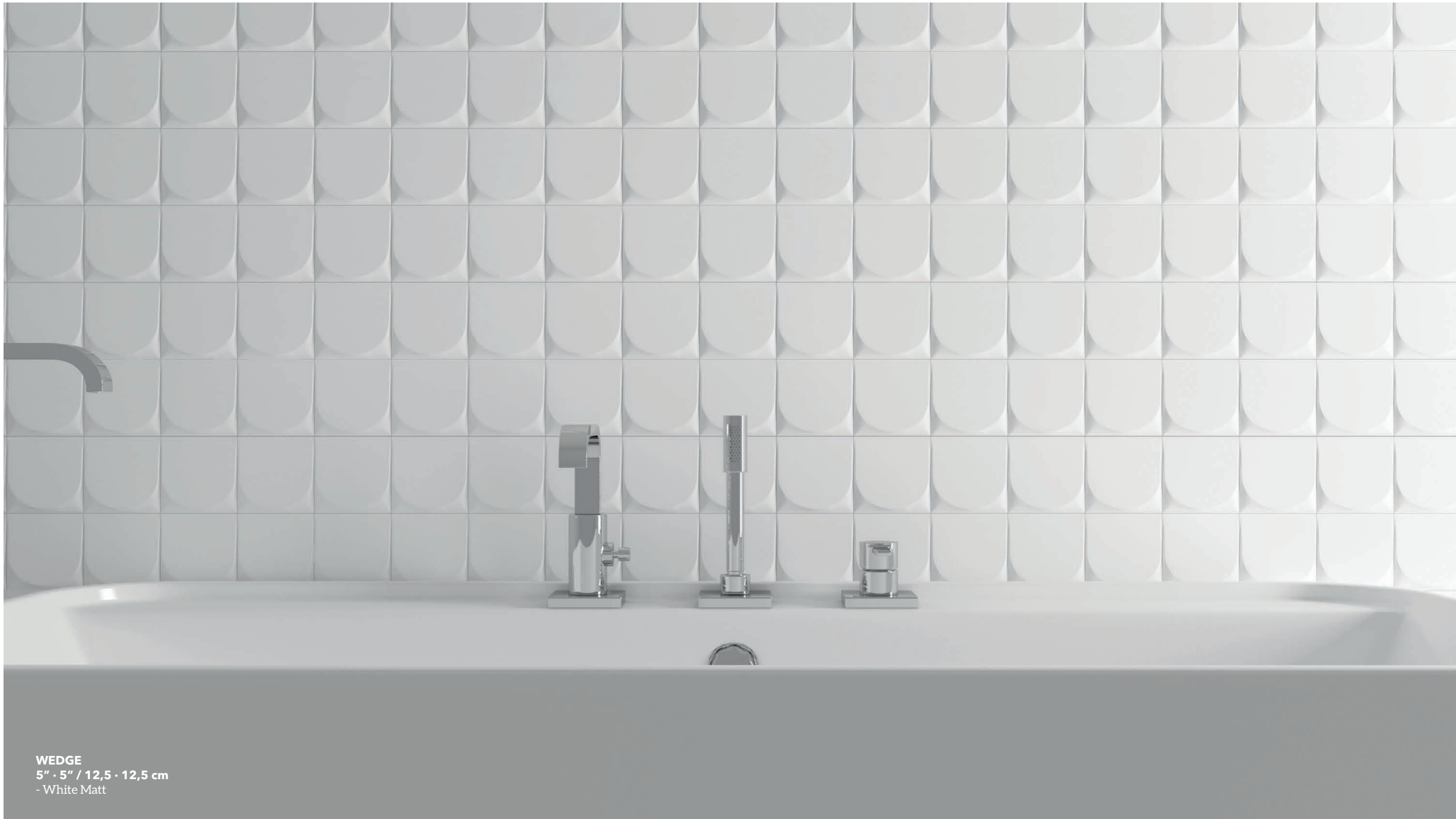
Composition
Composición



White Gloss
34 %



URBAN
White Gloss
66 %



Composition
Composición



White Matt

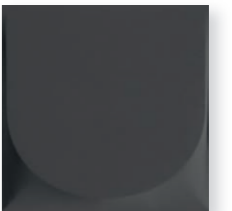
WEDGE
5" · 5" / 12,5 · 12,5 cm
- White Matt



WEDGE
5" · 5" / 12,5 · 12,5 cm
- Black Matt

URBAN
5" · 5" / 12,5 · 12,5 cm
- Black Matt

Composition
Composición



Black Matt
34 %



URBAN
Black Matt
66 %

WICKER

5" · 5" / 12,5 · 12,5 cm

WICKER

5" · 5" / 12,5 · 12,5 cm
- Cotton Gloss

Available colours

Colores disponibles



White
Matt



Black
Matt



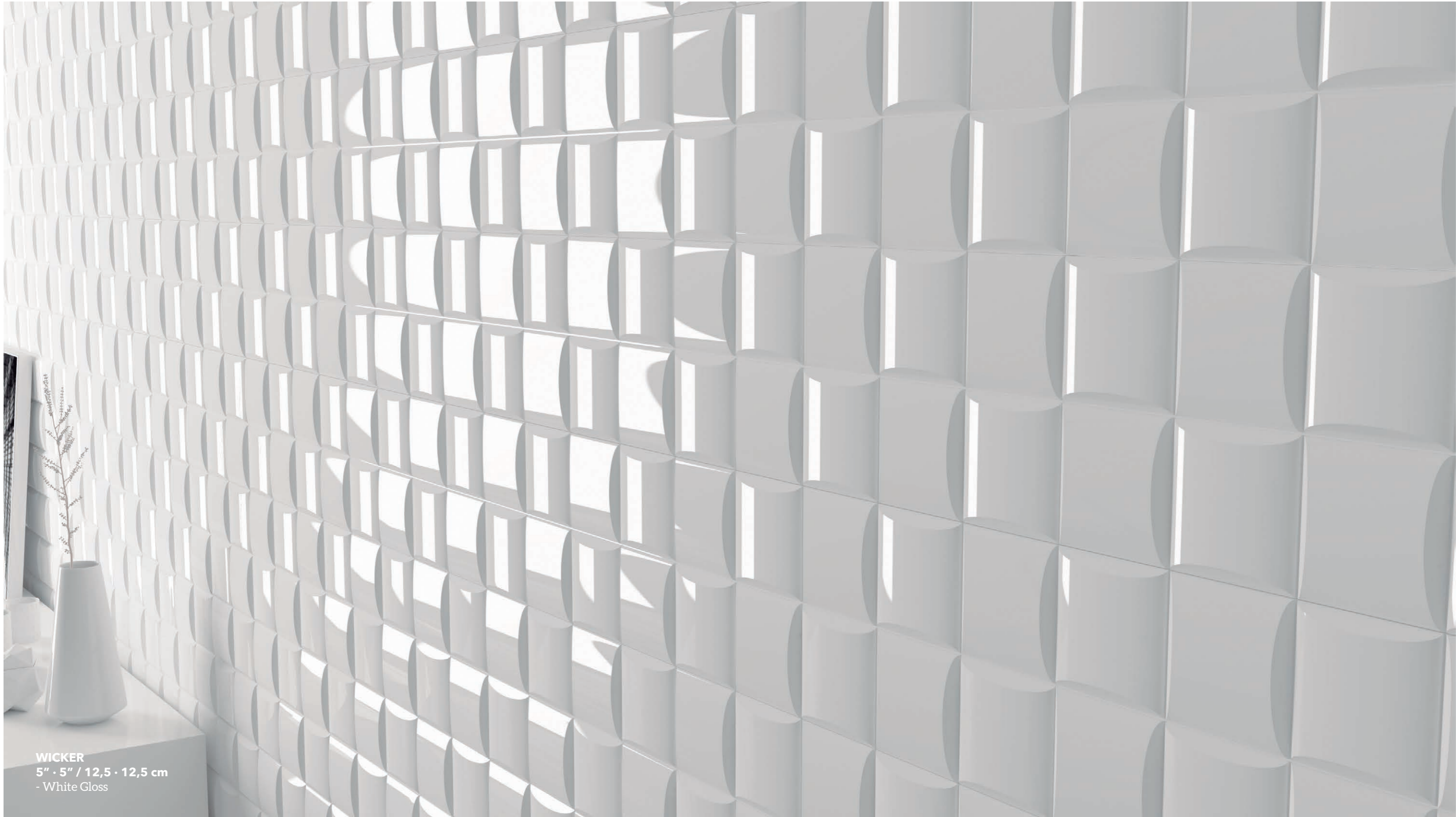
White
Gloss



Grey
Gloss



Cotton
Gloss



WICKER
5" · 5" / 12,5 · 12,5 cm
- White Gloss

Composition
Composición



White Gloss



WICKER
5" - 5" / 12,5 - 12,5 cm
- Black Matt

Composition
Composición



Black Matt

LEAF

5" · 5" / 12,5 · 12,5 cm

LEAF

5" · 5" / 12,5 · 12,5 cm
- White Gloss

Available colours

Colores disponibles



White
Matt



Black
Matt



White
Gloss



Grey
Gloss



Cotton
Gloss

Composition

Composición



White Matt



LEAF
5" · 5" / 12,5 · 12,5 cm
- White Matt



LEAF
5" · 5" / 12,5 · 12,5 cm
- Cotton Gloss

Composition
Composición



Cotton Gloss

LEAF L

10" · 10" / 25 · 25 cm

LEAF L

10" · 10" / 25 · 25 cm
- Black Matt

Available colours

Colores disponibles



White
Matt



Black
Matt



White
Gloss



Grey
Gloss



Cotton
Gloss



LEAF L
10" · 10" / 25 · 25 cm
- White Matt

Composition
Composición



White Matt

NOUDEL

5" · 5" / 12,5 · 12,5 cm

Available colours

Colores disponibles



White
Matt



Black
Matt



White
Gloss



Grey
Gloss



Cotton
Gloss

NOUDEL

5" · 5" / 12,5 · 12,5 cm

- White Gloss

Composition
Composición



Grey Gloss

NOUDEL
5" · 5" / 12,5 · 12,5 cm
- Grey Gloss

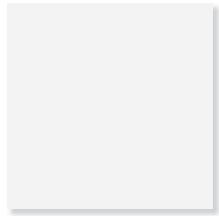


Composition

Composición



White Matt
34 %



URBAN
5" · 5" / 12,5 · 12,5 cm
White Matt
66 %

NOUDEL
5" · 5" / 12,5 · 12,5 cm
- White Matt

URBAN
5" · 5" / 12,5 · 12,5 cm
- White Matt

NOUDEL L

10" · 10" / 25 · 25 cm

NOUDEL

10" · 10" / 25 · 25 cm

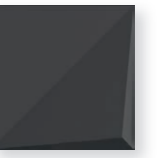
- White Matt

Available colours

Colores disponibles



White
Matt



Black
Matt



White
Gloss



Grey
Gloss



Cotton
Gloss



NOUDEL L
10" · 10" / 25 · 25 cm
- White Matt

Composition
Composición



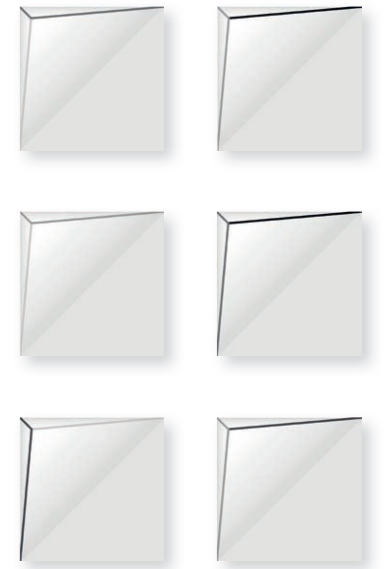
White Matt

NOUDEL DECOR B&W

5" · 5" / 12,5 · 12,5 cm

SIX DIFFERENTS PATTERNS

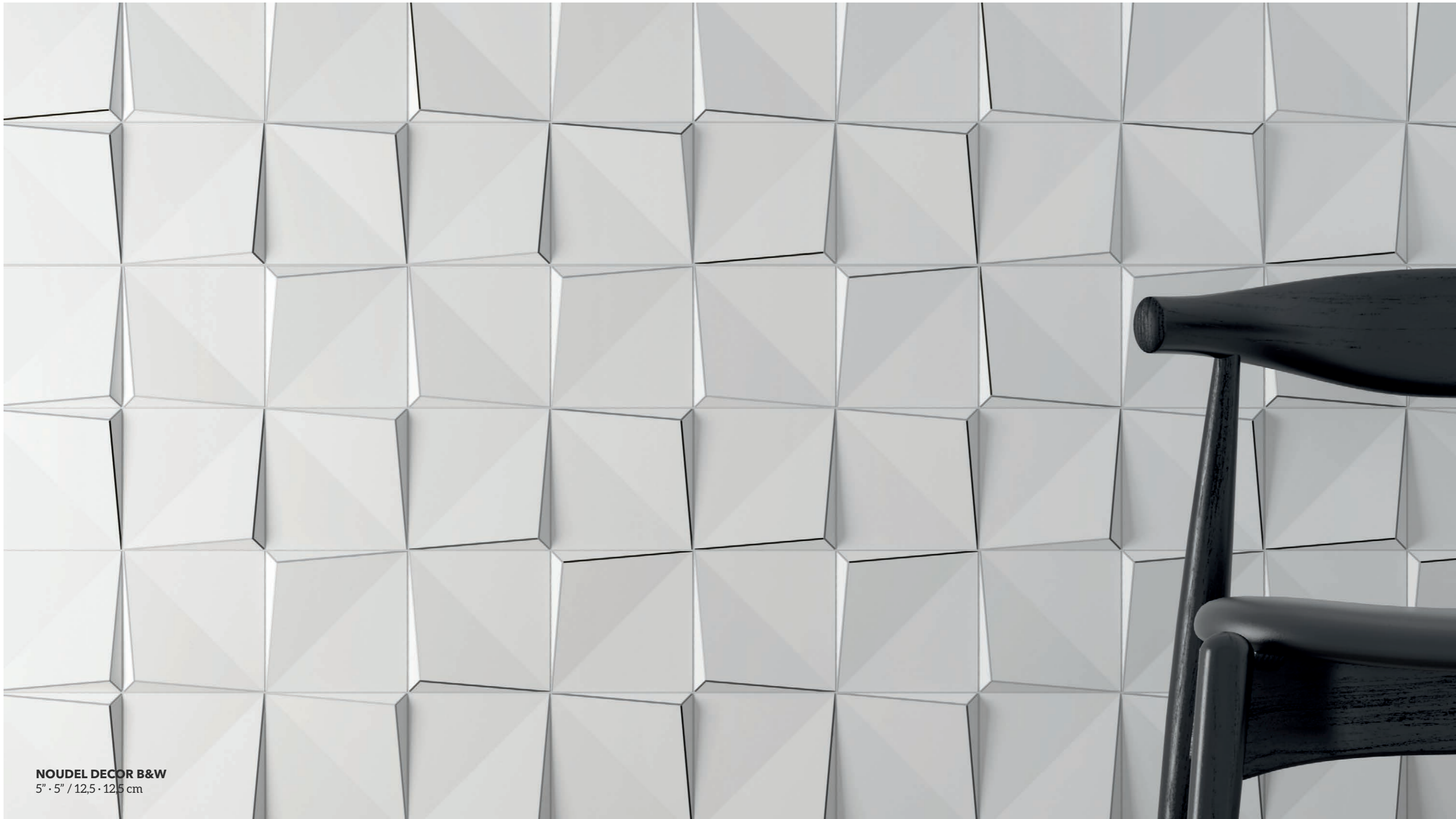
Seis modelos diferentes



White
Matt

NOUDEL DECOR B&W

5" · 5" / 12,5 · 12,5 cm



NOUDEL DECOR B&W
5" · 5" / 12,5 · 12,5 cm

Composition
Composición



White Matt



NOUDEL DECOR B&W
5" · 5" / 12,5 · 12,5 cm

Composition
Composición



White Matt

INSET - INSET M - INSET L

5" · 5" / 12,5 · 12,5 cm

5" · 10" / 12,5 · 25 cm

10" · 10" / 25 · 25 cm

INSET

5" · 5" / 12,5 · 12,5 cm

- Black Matt 50 %

INSET M

5" · 10" / 12,5 · 25 cm

- Black Matt 30 %

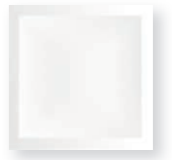
INSET L

10" · 10" / 25 · 25 cm

- Black Matt 20 %

Available colours

Colores disponibles



White
Matt



Black
Matt



White
Gloss



Grey
Gloss



Cotton
Gloss

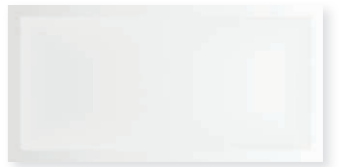


INSET - INSET M - INSET L
5" · 5" / 12,5 · 12,5 cm
5" · 10" / 12,5 · 25 cm
10" · 10" / 25 · 25 cm
- White Matt

Composition
Composición



White Matt
50 %



White Matt
30 %



White Matt
20 %



INSET - INSET M - INSET L
5" · 5" / 12,5 · 12,5 cm
5" · 10" / 12,5 · 25 cm
10" · 10" / 25 · 25 cm
- Black Matt

Composition
Composición



Black Matt
50 %



Black Matt
30 %



Black Matt
20 %

URBAN - URBAN M

5" · 5" / 12,5 · 12,5 cm

5" · 10" / 12,5 · 25 cm

URBAN M

5" · 10" / 12,5 · 25 cm

- White Gloss 80 %

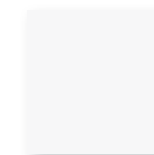
WEDGE

5" · 5" / 12,5 · 12,5 cm

- White Gloss 20 %

Available colours

Colores disponibles



White
Matt



Black
Matt



White
Gloss



Grey
Gloss



Cotton
Gloss



COMPLEMENTARY PIECES

Piezas complementarias

EDGE URBAN

0,5" · 10" / 0,8 · 25 cm



EDGE CORNER URBAN

0,3" · 0,3" · 0,3" / 0,8 · 0,8 · 0,8 cm



Available colours

Colores disponibles



White
Matt



Black
Matt



White
Gloss



Grey
Gloss

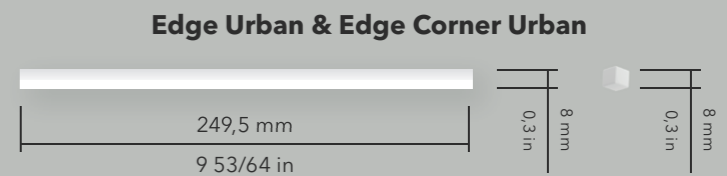
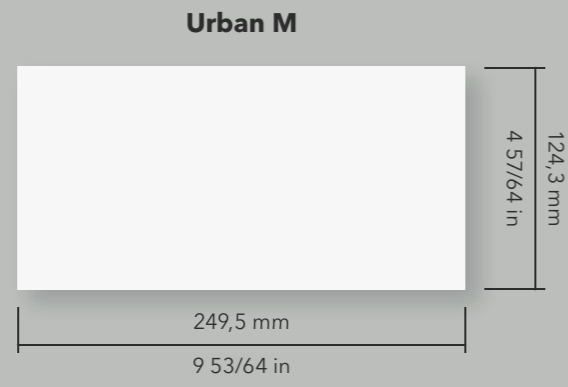
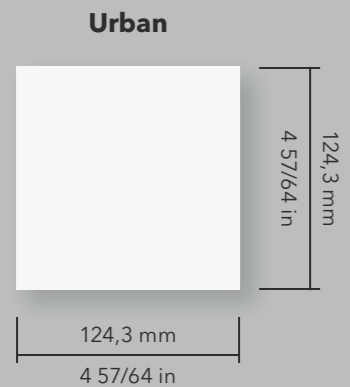
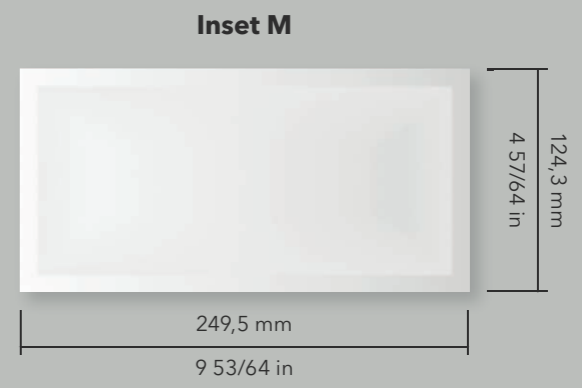
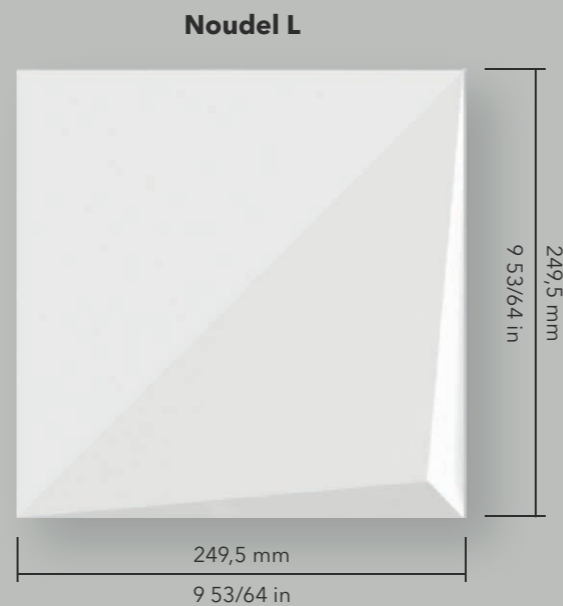
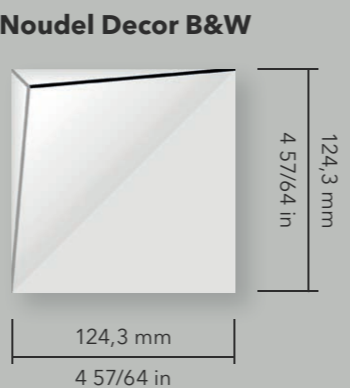
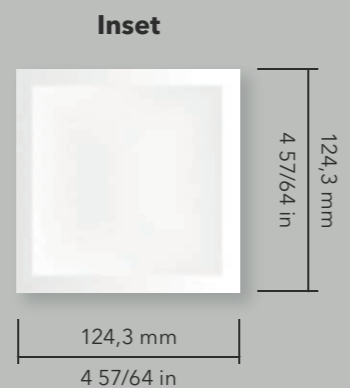
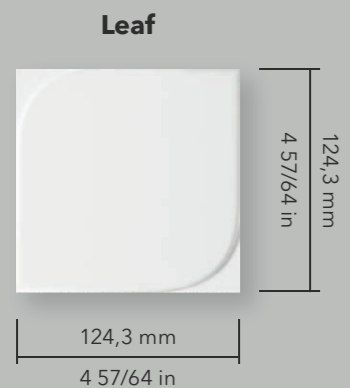
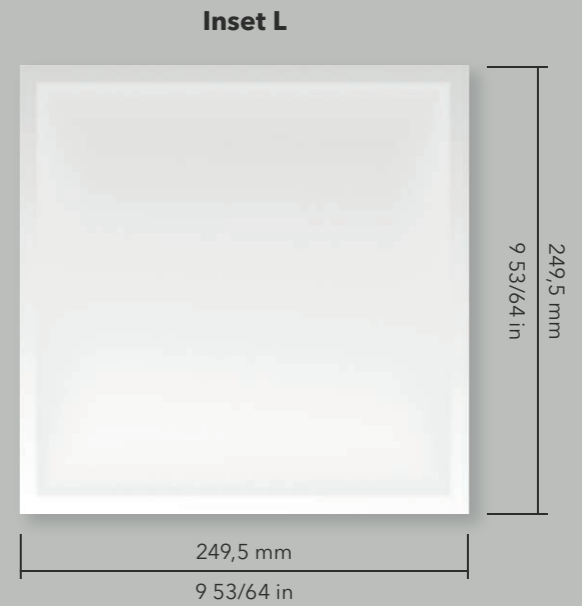
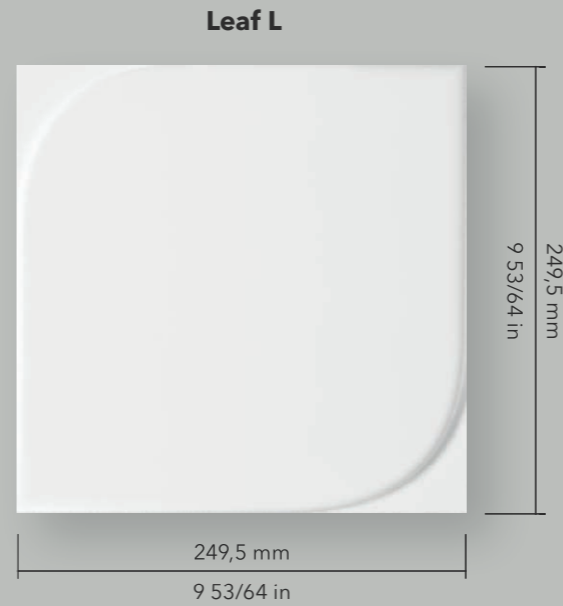
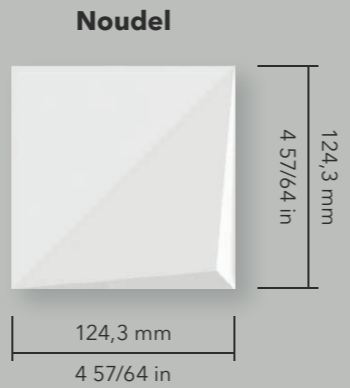
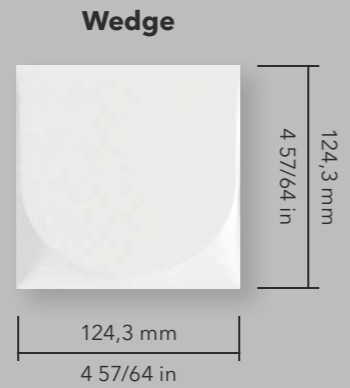
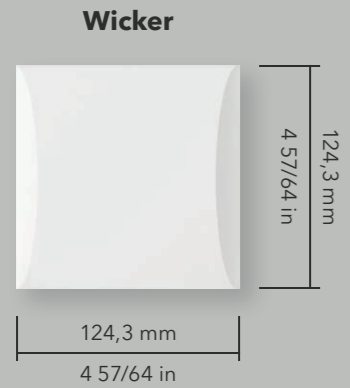


Cotton
Gloss

EDGE URBAN
0,3" · 10" / 0,8 · 25 cm
- White Matt

EDGE CORNER URBAN
0,3" · 0,3" · 0,3" / 0,8 · 0,8 · 0,8 cm
- White Matt

WICKER
5" · 5" / 12,5 · 12,5 cm
- White Matt



| Modelo Model | Tamaño (cm) Size (cm) | Piezas/caja Pieces/box | kg/caja kg/box | m²/caja m²/box | cajas/palet box/pallet | m²/palet m²/pallet |
|------------------|--------------------------|---------------------------|-------------------|-------------------|---------------------------|-----------------------|
| Inset | 12,5x12,5 | 38 | 6,35 | 0,587 | 85 | 49,895 |
| Wedge | 12,5x12,5 | 26 | 6,65 | 0,402 | 85 | 34,170 |
| Leaf | 12,5x12,5 | 28 | 6,47 | 0,433 | 85 | 36,805 |
| Wicker | 12,5x12,5 | 28 | 7,30 | 0,433 | 85 | 36,805 |
| Noudel | 12,5x12,5 | 28 | 6,97 | 0,433 | 85 | 36,805 |
| Inset M | 12,5x25 | 38 | 12,80 | 1,179 | 48 | 56,592 |
| Inset L | 25x25 | 18 | 12,14 | 1,121 | 48 | 53,808 |
| Leaf L | 25x25 | 12 | 13,70 | 0,748 | 48 | 35,904 |
| Noudel L | 25x25 | 13 | 13,28 | 0,810 | 48 | 38,880 |
| Noudel Decor B&W | 12,5x12,5 | 28 | 6,97 | 0,433 | 85 | 36,805 |








FIELD TILES

| | | | | | | |
|-------------------|-------------|----|-------|---------|----|--------|
| Urban | 12,5x12,5 | 38 | 8,91 | 0,587 | 85 | 49,895 |
| Urban M | 12,5x25 | 38 | 17,86 | 1,179 | 48 | 56,592 |
| Edge Urban | 0,8x0,8x25 | 10 | 0,35 | 2,495 m | - | - |
| Edge Corner Urban | 0,8x0,8x0,8 | - | - | - | - | - |

| Model | Size (in) | Pieces/box | lb/box | sq ft/box | boxes/pallet | ft²/pallet |
|------------------|-----------|------------|--------|-----------|--------------|------------|
| Inset | 5x5 | 38 | 14.00 | 6.318 | 85 | 537.030 |
| Wedge | 5x5 | 26 | 14.66 | 4.327 | 85 | 367.795 |
| Leaf | 5x5 | 28 | 14.26 | 4.661 | 85 | 396.185 |
| Wicker | 5x5 | 28 | 16.09 | 4.661 | 85 | 396.185 |
| Noudel | 5x5 | 28 | 15.37 | 4.661 | 85 | 396.185 |
| Inset M | 5x10 | 38 | 28.22 | 12.691 | 48 | 609.168 |
| Inset L | 10x10 | 18 | 26.76 | 12.066 | 48 | 579.168 |
| Leaf L | 10x10 | 12 | 30.20 | 8.051 | 48 | 386.448 |
| Noudel L | 10x10 | 13 | 29.28 | 8.719 | 48 | 418.512 |
| Noudel Decor B&W | 5x5 | 28 | 15.37 | 4.661 | 85 | 396.185 |

FIELD TILES

| | | | | | | |
|-------------------|-------------|----|-------|-----------|----|---------|
| Urban | 5x5 | 38 | 19.64 | 6.318 | 85 | 537.030 |
| Urban M | 5x10 | 38 | 39.38 | 12.691 | 48 | 609.168 |
| Edge Urban | 0.3x0.3x10 | 10 | 0.77 | 8.186 Lft | - | - |
| Edge Corner Urban | 0.3x0.3x0.3 | - | - | - | - | - |

| Technical features for Dry-Pressed ceramic tiles with water absorption BIII (Eb >10%) Características técnicas para las baldosas cerámicas prensadas en seco del grupo BIII (Eb >10%) | | |
|--|---|--------------------------|
| FEATURES / CARACTERÍSTICAS | SPECIFICATION / ESPECIFICACIÓN | NORMA |
|  Dimensional Features | 124,3 +/- 0.6 x 124,3 +/-0.6 mm 124,3 +/- 0.6 x 249,5 +/-0.6 mm 249,5 +/- 0.6 x 249,5 +/-0.6 mm | UNE-EN ISO 10545-2:1998 |
|  Water absorption | $E_b > 10\%$ | UNE-EN ISO 10545-3:1997 |
|  Modulus of rupture and breaking strength | Thickness $\leq 7,5$ mm mínimo 15 N/mm ² Thickness $> 7,5$ mm mínimo 12 N/mm ² | UNE-EN ISO 10545-4:2012 |
|  Crazing resistance | Pass | UNE-EN ISO 10545-11:1997 |
|  Household products resistance | GA | UNE-EN ISO 10545-13:1998 |
|  Chemical resistance | GLA | UNE-EN ISO 10545-13:1998 |
|  Stain resistance | Class 5 | UNE-EN ISO 10545-14:1998 |

WAREHOUSING

In order to guarantee the characteristics of the finish the product must be kept in its original packaging until the time of fixing. If the product is likely to be stored for a long period of time it should be suitably covered.

TILE FIXING

To ensure the products adhere correctly to the surface, it is essential to use specific adhesive and grouting material. This must also be suitable for the environment they will have to withstand. Fitting with traditional mortars does not ensure good adhesion.

To remove the protective wax in the glazed surface of the tiles, use only warm water and a damp cloth.

All types of joints must be planned and carried out correctly: structural, perimeter, expansion and installation joints. Fitting tiles without joints is not advisable from any technical point of view as this may lead to various problems. For an optimal result, we advise to use 1 mm (0 5/64 in) grout for Inset and modular compositions and 1,5 mm (0 1/16 in) for the rest.

MAINTENANCE AND CLEANING

Once the materials have been fitted, it is advisable to remove any remaining adhesive and grouting material by using a commercial descaling product designed especially, diluted with water. The descaling product must not remain in contact with the surface to be cleaned for more than 5 minutes.

As a general guideline, powder detergents should not be used, not wire wool or abrasive materials. Generally a sponge will be sufficient with warm water and liquid neutral soap. Then rinse with plenty of clean water.

ALMACENAMIENTO

Para garantizar las características de su acabado, el producto debe mantenerse en su embalaje original hasta el momento de la colocación. Si el producto va a permanecer almacenado durante un largo periodo es conveniente hacerlo bajo cubierta.

COLOCACIÓN

Para garantizar una buena adhesión al soporte es necesaria la utilización de materiales de agarre y de rejuntado adecuados al ambiente al que vayan a estar sometidos. La colocación con morteros tradicionales no garantiza una buena adhesión.

Para retirar la cera protectora de las piezas en la superficie esmaltada, es suficiente con agua tibia y un paño húmedo.

Deberán planificarse y ejecutarse correctamente todo tipo de juntas: estructurales, perimetrales, de dilatación y de colocación. La colocación sin juntas es desaconsejable desde cualquier punto de vista técnico, pudiendo ser el origen de diversas patologías. Para un resultado óptimo, recomendamos usar 1 mm de junta para el modelo Inset y para todas las composiciones modulares. En el resto de casos recomendamos utilizar 1,5 mm.

MANTENIMIENTO Y LIMPIEZA

Finalizada la puesta en obra se recomienda eliminar los restos de materiales de agarre y rejuntado con un desincrustante comercial diseñado expresamente para baldosas cerámicas, rebajado con agua, permaneciendo en contacto con la superficie a limpiar no más de 5 minutos.

Como norma general no deben utilizarse detergentes en polvo ni estropajos metálicos o abrasivos. Generalmente será suficiente con una esponja, agua tibia y un jabón líquido neutro. Posteriormente aclarar con abundante agua limpia.

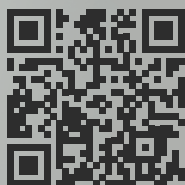
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In real situations in which the pieces are laid, the installation instructions published by WOW should be followed.

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