

ADAMA

NOVO[®]
— BY NEGEV —



NOVO®

PORCELAIN TILES BY NEGEV

Negev creates innovative styles and designs with the new collection of *Novo Porcelain Tiles*.

Negev presents an impressive line of Porcelain Tile that showcases contemporary colors, extraordinary quality, and craftsman-like detail as a result of the company's long history manufacturing porcelain.

The Novo line honors the most stringent global manufacturing standards and is highly acclaimed and sought after in beautiful homes around the world.

The latest collection of Novo ceramics tiles brings together the lifestyle you value and the quality of life you seek. The collection includes a wide range of tiles in various designs, textures and finishes that let your imagination run free and full of inspiration. The high quality tiles guarantee that whatever look you desire will retain its beauty for years to come.

As a premium brand from Negev Ceramics, the Novo collection creates a high standard and is known worldwide due to its quality, style and consistency.



ADAMA STRUCTURA

FULL BODY UNGLAZED PORCELAIN STONEWARE

‘לחוש את אימא אדמה’.

הסדרה מציעה מראה בגוונים טבעיים שונים של אדמה כמו: חימר, מלט, חול ובוץ, ומגיעה בגדלים ובמגוון עשיר של טקסטורות הלקוחות מעולם הגרניט: מוברש, שרוף, ציפחתי, טקסטורות של סיתות, מכות פטיש ועוד. הסגנון המתקבל הוא כפרי וטבעי דמוי אבן הציפחה המאופיינת בשטח פנים יחודי. הסדרה מעניקה פתרונות עיצוביים לריצופי חוץ ופנים ובתים בסגנון מודרני וכפרי כאחד.

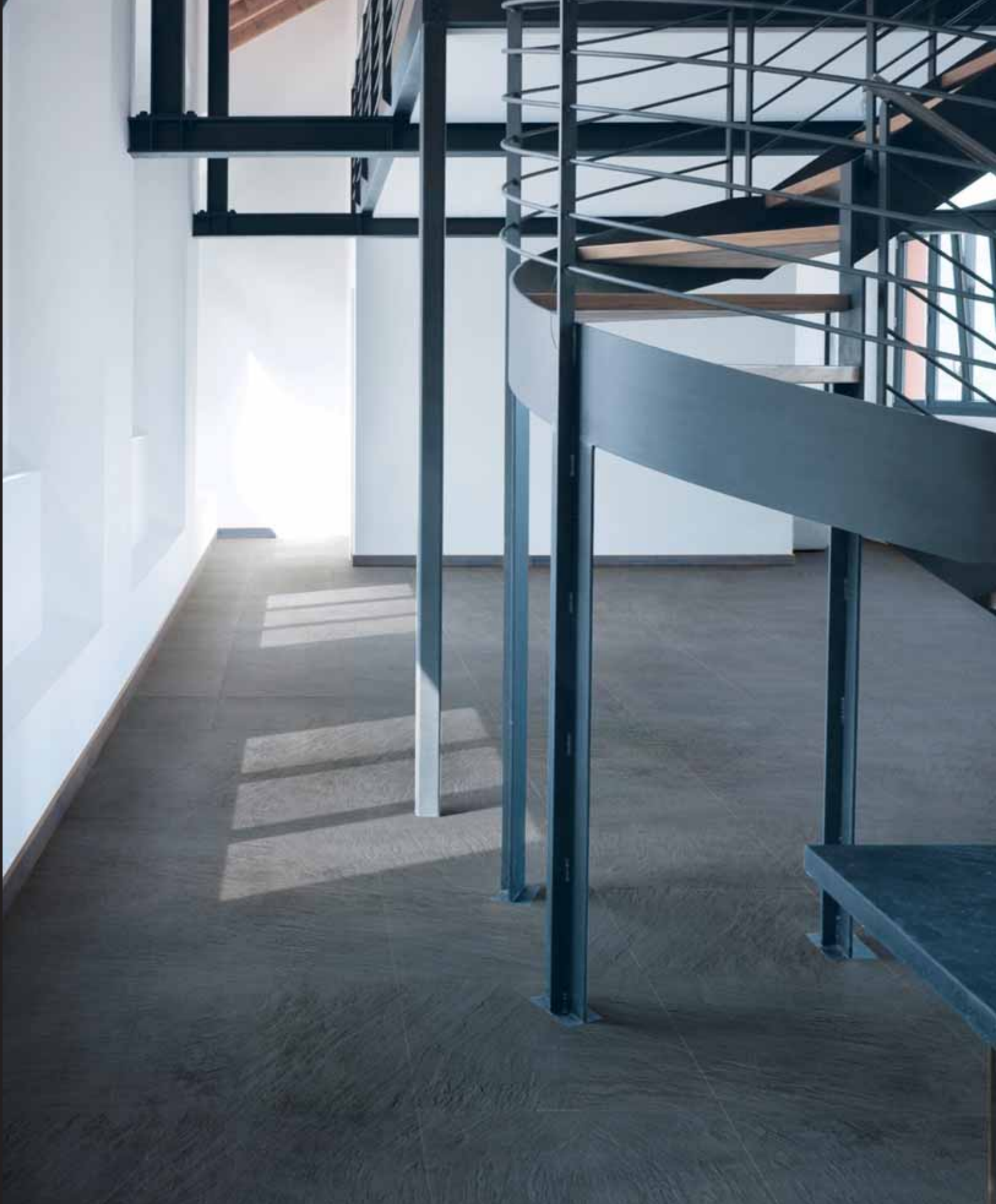


'Feel Mother Earth'

The series offers an appearance tinted with various natural earth shadings such as clay, mortar, sand and mud. It comes in different sizes and a rich variety of textures taken from the world of granite: brushed, burnt, slate, chiseled and hammered. The resulting style is rustic and natural, with a slate-like appearance characteristic of distinctive interiors. The series supplies design solutions for exterior and interior tiling and for both modern and rustic styled homes.

ADAMA STRUCTURA

SLATE



ADAMA BASALT/CEMENT SLATE

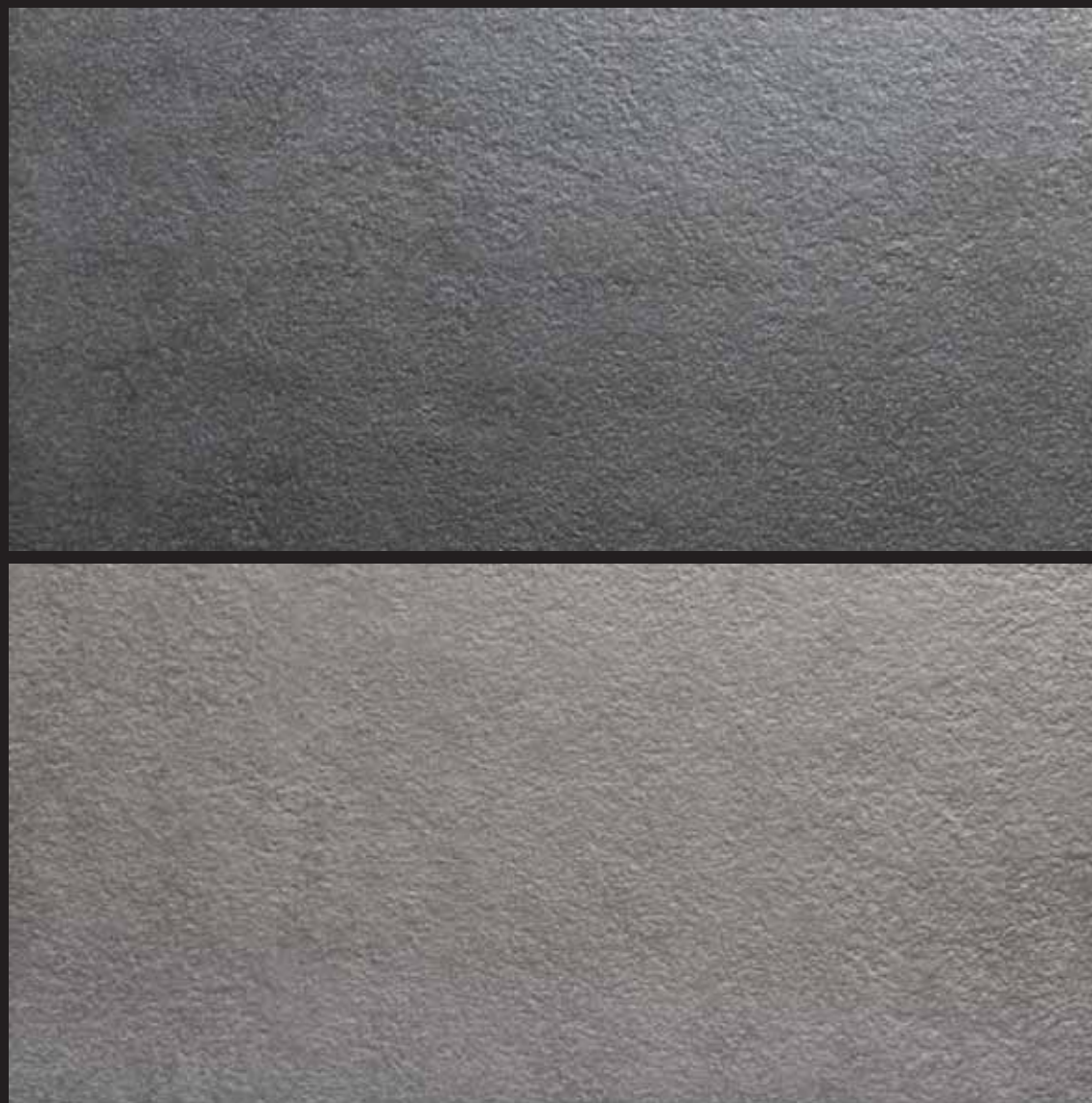


ADAMA STRUCTURA

HAMMERED



ADAMA BASALT/CEMENT HAMMERED

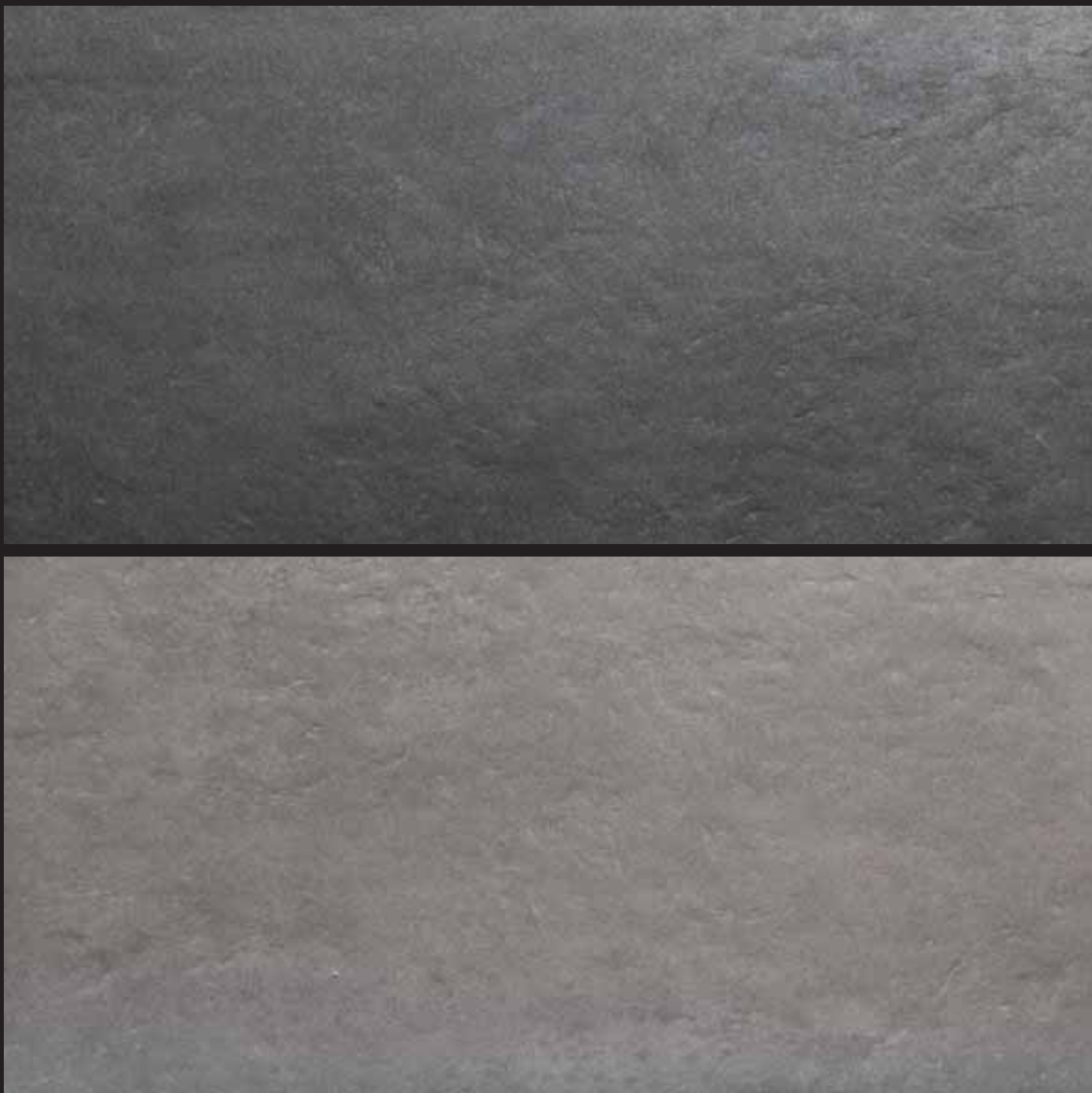


ADAMA STRUCTURA

BRUSHED



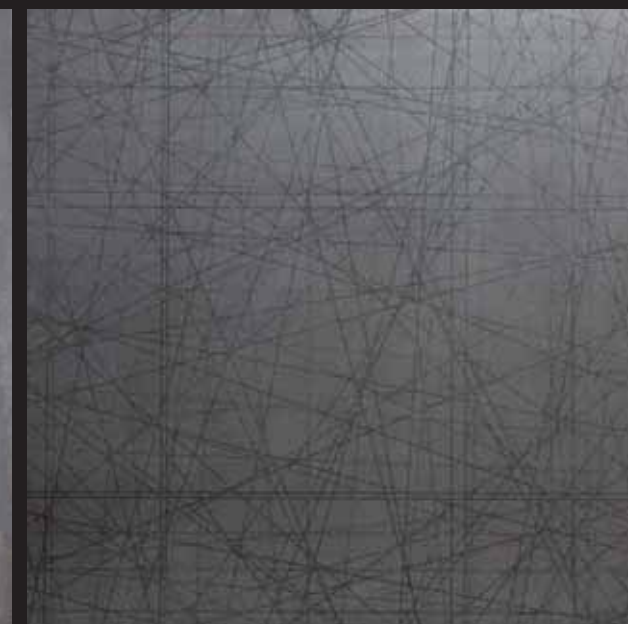
ADAMA BASALT/CEMENT BRUSHED



ADAMA DECORATIVE

FULL BODY UNGLAZED PORCELAIN STONEWARE

ADAMA DECORATIVE – זוהר מעודן.
אדמה מציגה עיצוב זוהר וקסום. תחושות עשירות עם אלמנטים של קורי עכביש נוצצים על גווני אפור, סטוקו במראה משיכות בעבודת יד, גימור פטישים המתנפץ למראה מיליוני יהלומים.
בזכות הטכנולוגיה החדשנית ADAMA DECORATIVE מקרין זוהר ומראה אלגנטי ומתוחכם.



ADAMA DECORATIVE - subtle sparks.
Adama decorative introduces glamorous and sparkling design.
Rich sensations of sparkling spider elements on various shades of grey, stucco in hand made strokes and hammered finishing with a million diamonds look.
Due to advanced technology Adama decorative brings elegant radiance and a sophisticated look.



ADAMA BASALT/CEMENT STUCCO

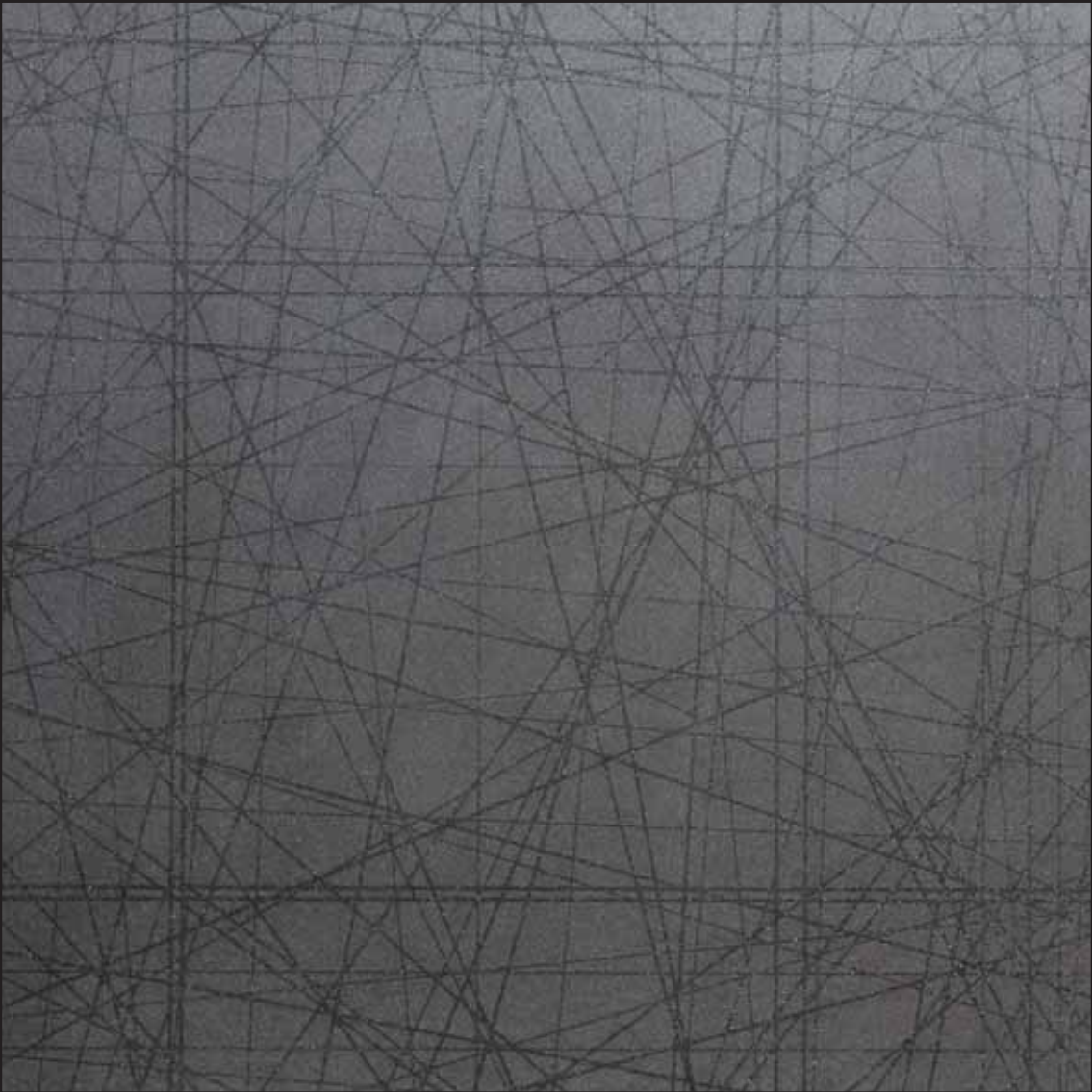


ADAMA DECORATIVE

SPIDER



ADAMA BASALT SPIDER



ADAMA DECORATIVE

GLITTER



ADAMA BASALT GLITTER



ADAMA

FULL BODY UNGLAZED PORCELAIN STONEWARE

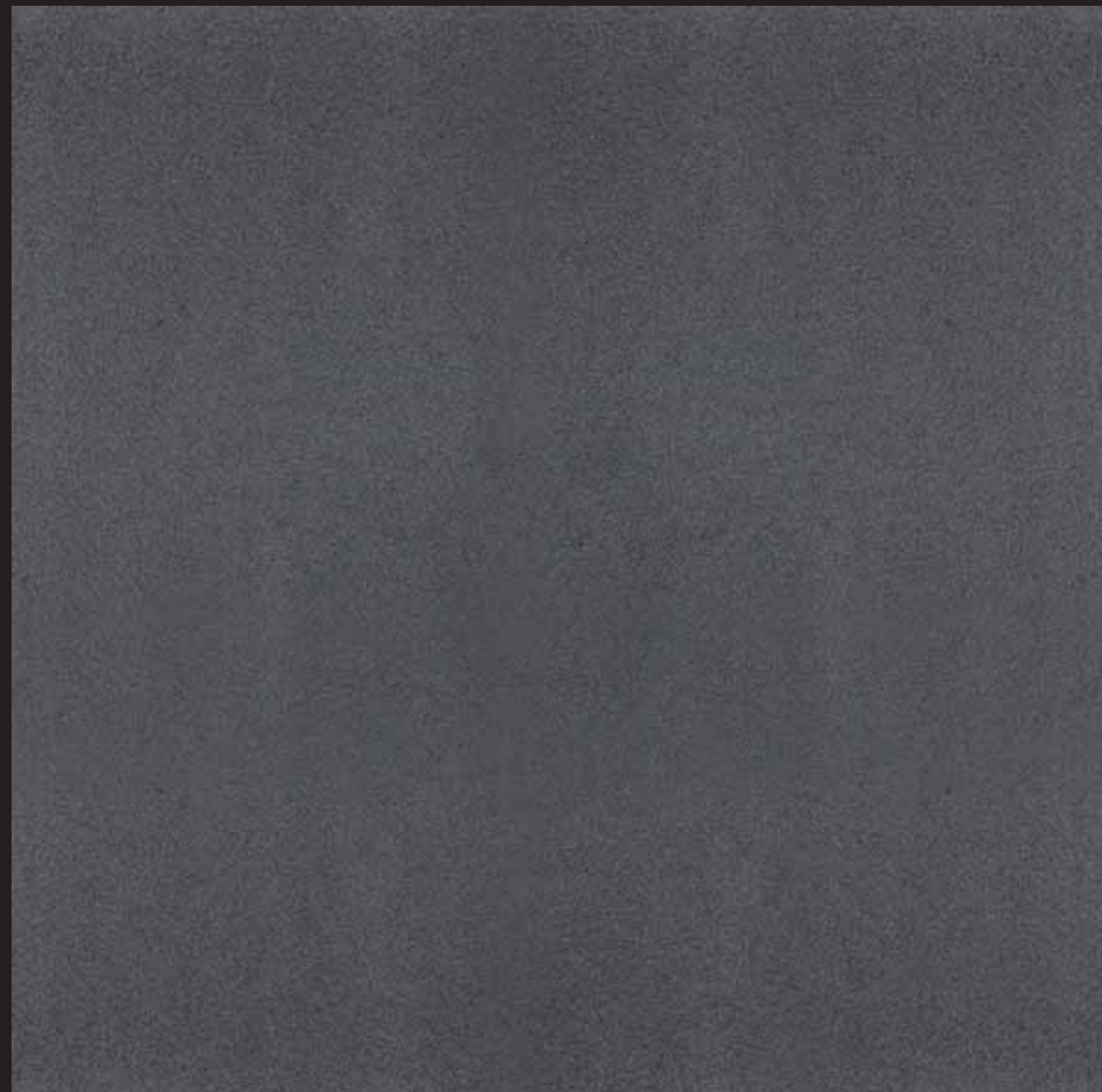
ADAMA – סדרת אריחים ייחודית המאופיינת בטקסטורה חומרית המדמה מראה של אדמה טבעית ונייר ממוחזר, המשווה לחלל החדר מראה חם תוך שילוב בין עושר חומרי ופשטות טבעית בסיסית. הסדרה מציעה מראה בגוונים טבעיים שונים של אדמה כמו: חימר, מלט, חול ובוץ.

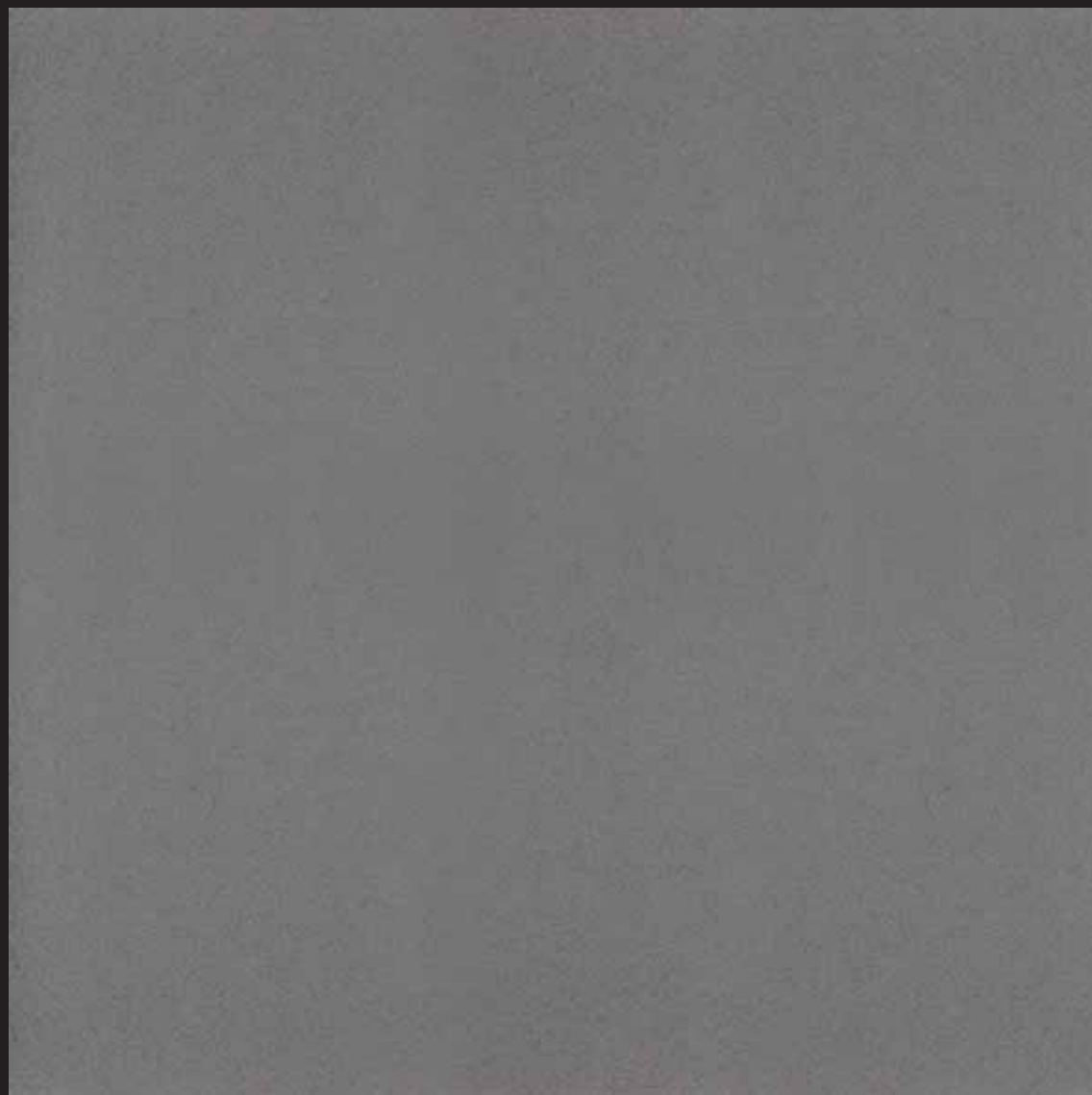


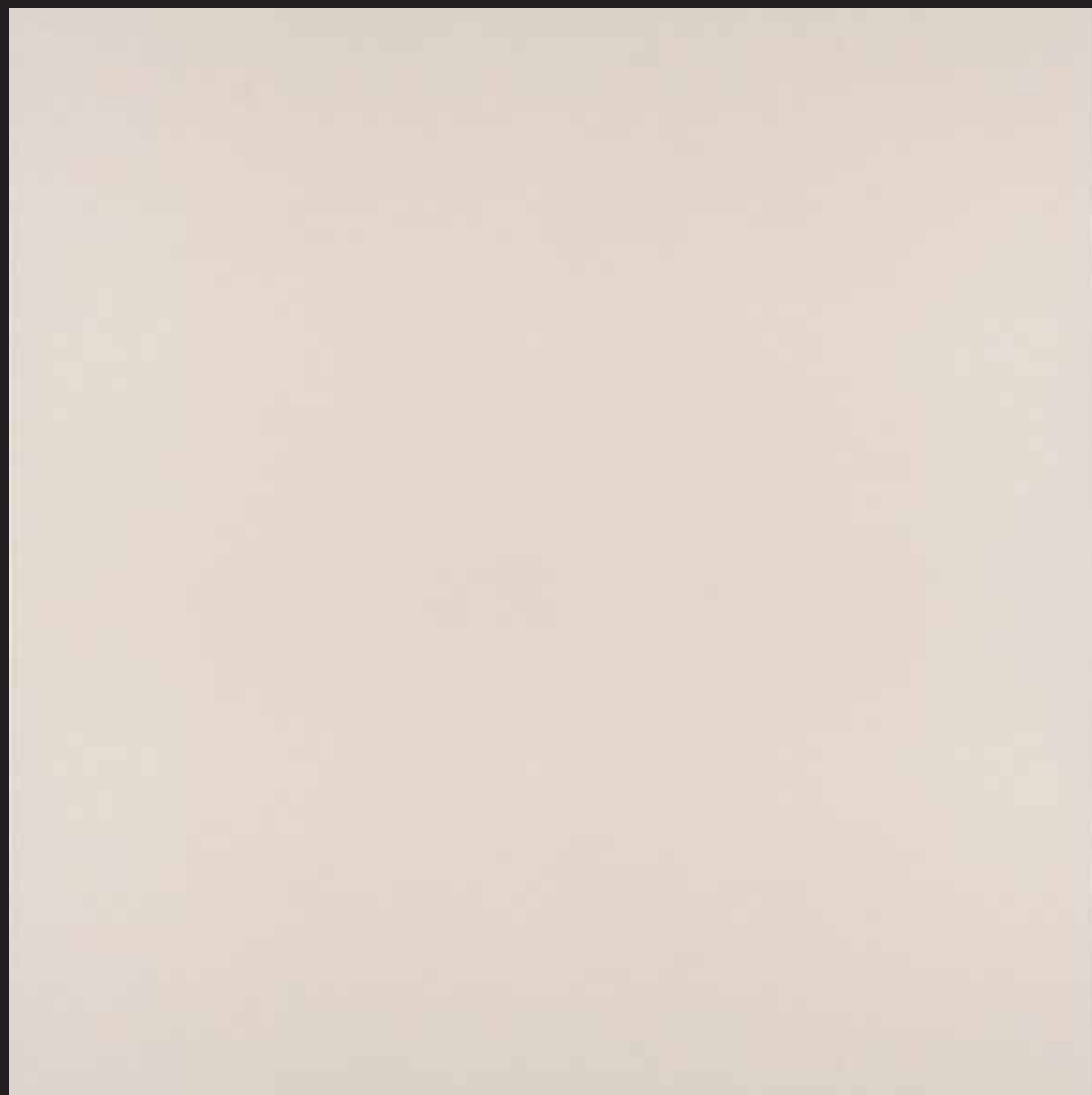
ADAMA - a unique tile series characterized by earthy textures simulating an appearance of natural earth and recycled paper - imparting the room space with a warm appearance that combines between earthy richness and basic, natural simplicity. The series offers an appearance tinted with various natural earth shadings such as clay, mortar, sand and mud.

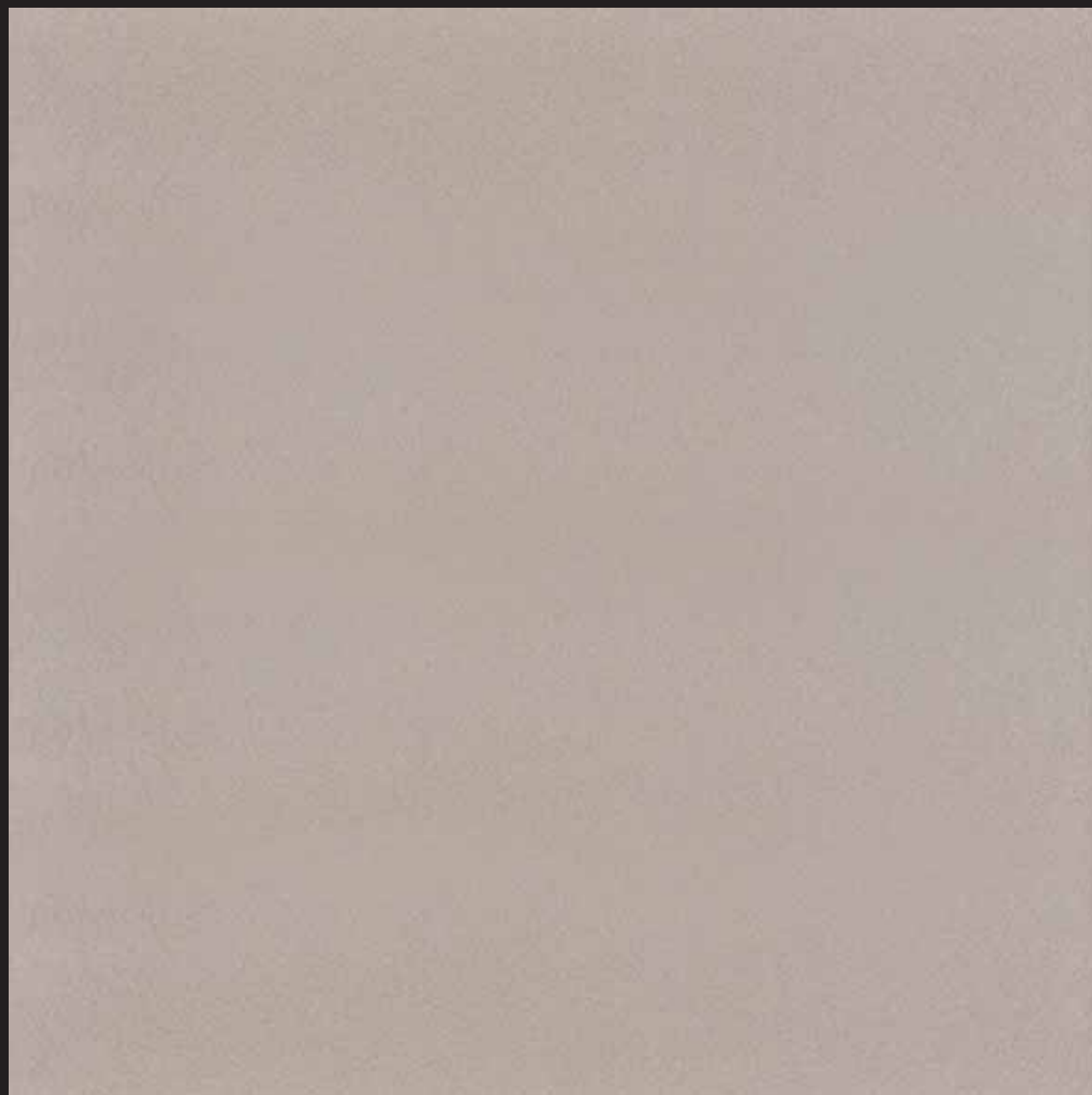


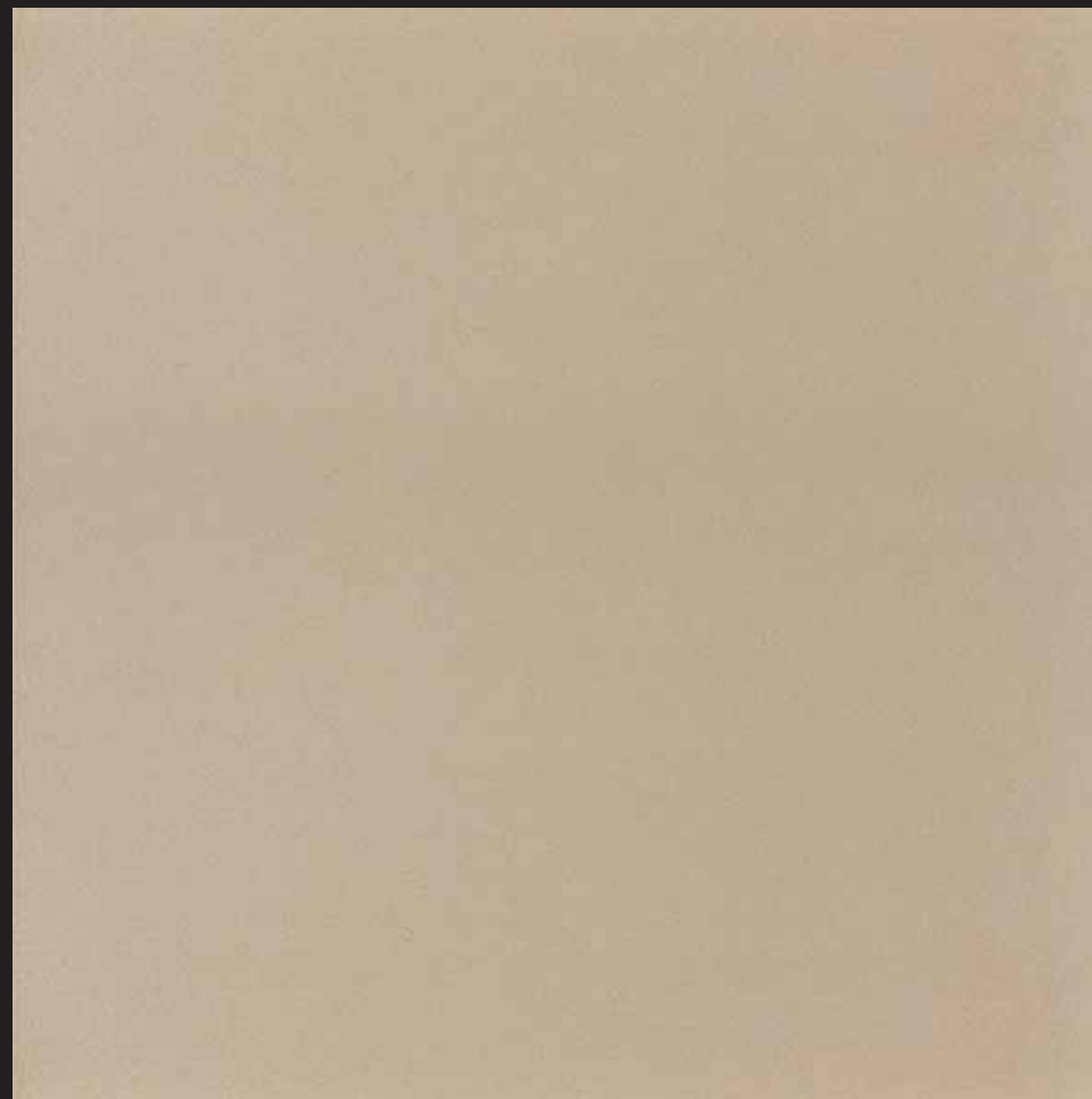
ADAMA BASALT











ADAMA BASALT STRUCTURA

FULL BODY UNGLAZED PORCELAIN STONEWARE



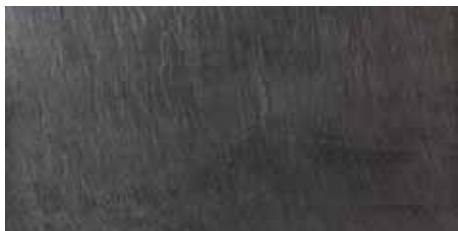
BASALT SLATE
60x60 cm 24"x24"



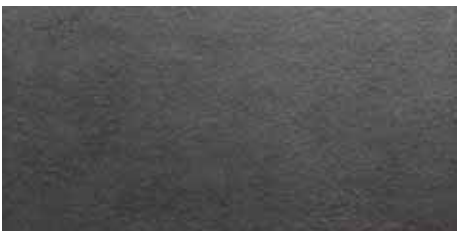
BASALT HAMMERED
60x60 cm 24"x24"



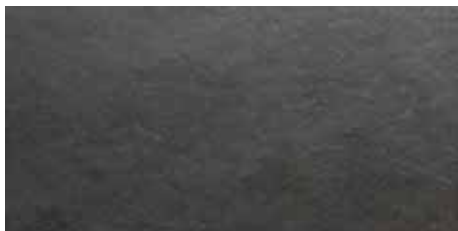
BASALT BRUSHED
60x60 cm 24"x24"



BASALT SLATE
30x60 cm 12"x24"



BASALT HAMMERED
30x60 cm 12"x24"



BASALT BRUSHED
30x60 cm 12"x24"

ADAMA BASALT DECORATIVE

FULL BODY UNGLAZED PORCELAIN STONEWARE



BASALT STUCCO
60x60 cm 24"x24"



BASALT SPIDER
60x60 cm 24"x24"



BASALT GLITTER
60x60 cm 24"x24"

ADAMA CEMENT STRUCTURA

FULL BODY UNGLAZED PORCELAIN STONEWARE



CEMENT SLATE
60x60 cm 24"x24"



CEMENT HAMMERED
60x60 cm 24"x24"



CEMENT BRUSHED
60x60 cm 24"x24"



CEMENT SLATE
30x60 cm 12"x24"



CEMENT HAMMERED
30x60 cm 12"x24"



CEMENT BRUSHED
30x60 cm 12"x24"

ADAMA CEMENT DECORATIVE

FULL BODY UNGLAZED PORCELAIN STONEWARE



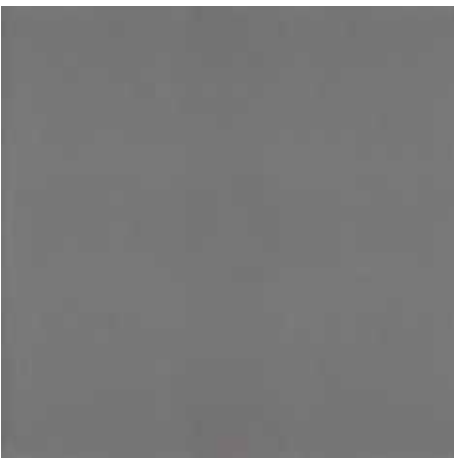
CEMENT STUCCO
60x60 cm 24"x24"

ADAMA

FULL BODY UNGLAZED PORCELAIN STONEWARE



BASALT 60x60 cm 24"x24"



CEMENT 60x60 cm 24"x24"



BASALT 30x60 cm 12"x24"



CEMENT 30x60 cm 12"x24"

ADAMA

FULL BODY UNGLAZED PORCELAIN STONEWARE



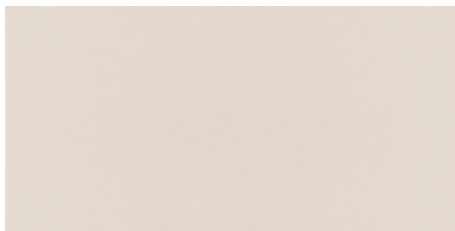
SAND 60x60 cm 24"x24"



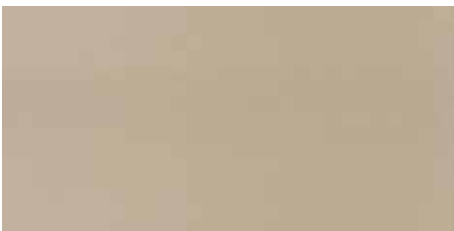
CLAY 60x60 cm 24"x24"



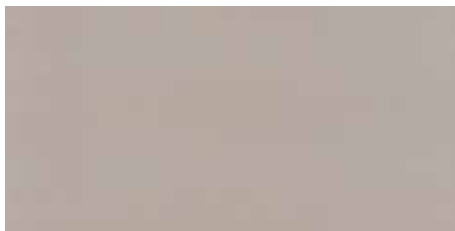
LAVA 60x60 cm 24"x24"



SAND 30x60 cm 12"x24"



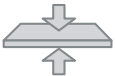
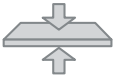
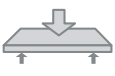
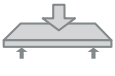
CLAY 30x60 cm 12"x24"



LAVA 30x60 cm 12"x24"

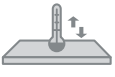
Technical features of Fine Porcelain Stoneware

Collection: ADAMA

QUALITY SPECIFICATIONS, ACCORDING TO CONTROL TESTS OF I'S 314 & ISO 13006 STANDARD		ACCORDING TO STANDARD	STANDARD REQUIREMENTS	TEST RESULTS
Product area S (cm²)		ISO 10545-2	S>410	
Length and width: average dimension tolerance, of one tile, versus production dimension:		ISO 10545-2	±0,6%	±0,2%
Length and width: average dimension tolerance, of one tile, versus average of 10 samples 60x60		ISO 10545-2	±0,5%	±0,2% *(±0,1%)
Thickness in versus production dimension 60x60			Specified by the manufacturer	9.7mm
Thickness: average thickness tolerance, in versus production dimension 60x60		ISO 10545-2	±5.0%	±2,5%
Straightness: side straightness tolerance, versus production dimension 60x60		ISO 10545-2	±0,5%	±0,2% *(±0,1%)
Rectangularity: squareness tolerance versus production dimension 60x60		ISO 10545-2	±0,6%	±0,25% *(±0,1%)
Flatness 60x60		ISO 10545-2	±0,5%	±0,2%
Water absorption		ISO 10545-3	≤0,5%	≤0,05%
Modulus of rupture		ISO 10545-4	≥35 N/mm²	≥40 N/mm²
Breaking strength 60x60		ISO 10545-4	Min Thickness>7.5 ≥1300N	≥2200N
Deep abrasion resistance of unglazed tiles (removed material)		ISO 10545-6	≤175mm³	≤150mm³

Technical features of Fine Porcelain Stoneware

Collection: ADAMA

QUALITY SPECIFICATIONS, ACCORDING TO CONTROL TESTS OF I'S 314 & ISO 13006 STANDARD		ACCORDING TO STANDARD	STANDARD REQUIREMENTS	TEST RESULTS
Coefficient of thermal linear exspansion from ambient temperature to 100°C		ISO 10545-8	$\alpha \leq 9.0 \times 10^{-6} / ^\circ\text{C}$	$\alpha \leq 7 \times 10^{-6} / ^\circ\text{C}$
Thermal shock resistance		ISO 10545-9	10 times between the temperatures of 15°C to 145°C with no damage	Resist
Frost resistance		ISO 10545-12	100°C from +5°C to -5°C with no damage	Resist
Coefficient of friction STUCCO BRUSHED SLATE HAMMERED		AS/NZS 4586:204	Manufacturer to state classification	Y/R9 Y/R9 R10 R11
Resistance to household and chemicals swimming pool salts		ISO 10545-13	Min UB	UA
Acid and alkali resistance Low and high concentrations (excluding HF and its derivatives). Unglazed tiles.		ISO 10545-13	Manufacturer to state classification	ULA, UHA
Resistance to checmicals		ISO 10545-14	Manufacturer to state classification	5
Colour unalterability, after exposition to U.V. rays		DIN 51094		No change in colour

* Rectified or polished fine porcelain stoneware

PACKING DETAILS - NOVO TILES BY NEGEV

Size/cm	Pc/Box	Sqm/Box	Box/Plt	Sqm/Plt	Kg/Plt	Plt/Cnt 21	Sqm/Cnt 21
30x60	6	1.08	40	43.20	990	21	926.1
60 x 60	4	1.440	30	43.20	990	21	907.20

NOVO®
— BY NEGEV —



Designer - Gal Yaari
Producer - Ravit Lifshitz-Zion
Photography - Shahrar Tamir
Graphic Designer - Olga Reyn
Studio Negev



www.negev-new.co.il facebook: negev

בני ברק: 2ND FLOOR BY NEGEV, לח"י 28, בהמשך למתחם הדיזיין סנטר, 03-6155333 • **ירושלים:** 2ND FLOOR BY NEGEV, הסדנא 11, א.ת. תלפיות, 02-6714455
ראשלי"צ: בן צבי 30, 03-9436800 • **רעננה:** התעשייה 9, בית תיא, 09-7405088 • **חדרה:** (נגב- סנטר חדרה) קומבה 10, איזור תעשייה, 04-6186868 • **חיפה:** מקלף 55,
צ'ק פוסט החדש, 04-8466400 • **אילת:** החרש 16 א', 08-6317450 • **פתח תקווה** (נגב - שו. רפפורט) אלכסנדר ינאי 26, א.ת. סגולה 03-9341041 • **באר שבע:** הפועלים 21,
עמק שרה, 08-6280107 • **נצרת:** מגדלי נצרת, כביש עוקף נצרת 3001, 04-6462046 • **חנות עודפים - סגולה:** גרינברג 5, פתח תקווה, 03-9309727
חנות עודפים - ביל"ו: א.ת. קרית עקרון (צומת ביל"ו), 03-9436900 • **מרכז הפצה ארצי ומשרדי הנהלה:** ראשלי"צ, 03-9436666 • **שרות לקוחות:** 1-700-50-32-50
USA, MIAMI: NOVO COLLECTION EAST USA INC., N.W. 2001 44th ST., POMPANO BEACH. FL 33064 • USA, LOS-ANGELES: HOUSE OF TILE AND STONE, 11646
PENDLETON ST., SUN VALLEY, CA 91352 • NEGEV ROMANIA S.R.L: NOVO FLOORING & DESIGN, SOS.PIPERA-TUNARI NR. 1, ORAS VOLUNTARI, JUDET ILFOV