CONTEMPORARY MEMORIES.
The emotions of reclaimed wood find new life for today’s homes, bringing in the reliability of porcelain stoneware.
The USA have always represented a priority market for Caesar, since its foundation in 1988. Starting in 1997, the company has a branch office and a warehouse located in New Jersey (Eatontown) company owned Caesar USA Inc. Over the years, Caesar’s service in the USA has increased in a capillary way with the opening of new logistic hubs in Florida and California.

This path goes on in 2016 with the local production of porcelain collections dedicated to the American market. These products are manufactured in the brand-new plant located in Tennessee (MT Pleasant) owned by Gruppo Concorde, which Caesar is part of.

DESIGNED IN ITALY
The materials, specifically thought for the American market are designed in Italy thanks to the unique know-how that the company has developed over years of activity.

MADE IN USA
The industrial production is in the USA offering considerable logistic advantages to the entire distribution network.

1988
CALIFORNIA
First export to the USA by Ceramiche Caesar

1997
NEW JERSEY_Eatontown
Establishment of Caesar USA Inc.
and logistic hub

2004
FLORIDA_Pompano Beach
Logistic hub

2013
CANADA_Toronto
Sales office

2011
CALIFORNIA_Santa Fe Springs
Logistic hub

2016
INTRODUCING
MADE IN USA PRODUCTS

Created for the USA market
Exclusive products and collections designed to meet the needs of American consumers.

Avant-garde technology
Modern and state of the art production sites; maximum quality, efficiency, care of the workers and of the environment.

Top logistic and service
Market presence, quick distribution, improved customer service.

Style, Design, trend
The Italian ceramic tradition interprets American taste to create products featuring unique appeal and certified reliability.

A broad range
The made in the USA products enrich the broad range of Caesar Made in Italy products, with more than 2400 items, 240 colors and more than 30 sizes.

Thanks to the strategy Designed in Italy Made in USA, Caesar offers doubles the advantages offered to American clients.

On one hand, the style and technical avant-garde of a design developed by Caesar in Italy.

On the other hand, the logistic and commercial advantages of a made in the USA product.
REVIVE warms any ambiance thanks to the secrets age-old wood has to reveal, at the same time combining them with a touch of modernity.

The marks left by water and those left by the ravages of the weather make each ambiance unique and unrepeatable, just like the lives of those who live there.

Technology has enhanced the uniqueness of this reclaimed wood of unique characteristics.

**SIZES**

**COLORS**

**ALIVE MATERIAL**

8”x40”

**NON-RECTIFIED**

VANILLA

SESAME

GINGER

COCOA
REVIVE

VANILLA
SESAME

WOOD WARMTH
AND TRENDY
CREATIVITY
VANILLA_SESAME

A unique and bright composition of colors, to furnish walls and floors in a renovated shop.
GINGER

THE GENUINE
BEAUTY OF
WORN WOOD
Every detail is taken care of to create the warm feeling of aged recovered wood: a worn-out surface with neat color variations caused by the ravages of weather.
SESAME
AN ORIGINAL
BATHROOM,
WOOD EFFECT
AND SLATE

ROOM _ 8"x40" SESAME _ 12"x24" BRICKMAR PLACE _ BUST
WALL _ 24"x24" PLACE _ BUST
SESAME

A bathroom which does not relinquish the wood-effect look of a porcelain stoneware floor, and fears neither humidity nor mold. The combination with the slate-effect wall of the Place range is unique.
COCOA
VANILLA
FUNCTIONAL AND VERSATILE, FOR WALLS AND FLOORS
The 8”x40” wood slabs are perfect for a large modern kitchen. The 12”x12” mosaic enriches the wall with personality.
REVIVE

Lines

12”x12” (400x400mm)

DECORS

V3

Porcelain Stoneware

Floor

Wall

Moderate

Variation

BOOT 3658

compliant

Thickness

5/16” (8mm)

ND

V/S/C

Frost

Proof

Low water absorption

(<0.5%)

BOOT 3658 compliant

VANILLA

Non-rectified

8”x40”

Made in Usa
REVIVE DECORS

Lines

8”x60”

8”x40”

12”x12” Listel size 1 1/16”x 5 11/16”

Moderate Variation

Wall

Made in USA

NO VOC

Frost Proof

Porcelain Stoneware

Boat Deck compliant

Thickness: 5/16” (8mm)

ND V.O.C

Low water absorption (<0.5%)
<table>
<thead>
<tr>
<th>GINGER</th>
<th>REVIVE</th>
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<tbody>
<tr>
<td><strong>Non-Rectified</strong></td>
<td><strong>Non-Rectified</strong></td>
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<tr>
<td>8&quot;x40&quot;</td>
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</tbody>
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### DECORS

| Lines | 12"x12" | Listel size | 1 1/16" x 5 11/16" |

**Porcelain Stoneware**: Floor, Wall, Moderate Variation, 90°F Boot Room Compliant, Thickness 3/8" (9mm), No V.O.C., Frost Proof, Low Water Absorption (<0.5%), Made in USA.
REVIVE

DECORS

COCOA
Non-rectified

8" x 40"

8" x 40"

Porcelain Stoneware  Floor  Wall  V3

BooT 3000 compliant

Moderate Variation

Thickness: 5/16" [9mm]

MD V.O.C.

Frost Proof

Low-water absorption (<0.5%)

Boot 3000 compliant

Made in USA
**COLORED-BODY PORCELAIN TILES**

Colored-body porcelain stoneware tiles are produced minimizing the color difference between the glaze and the body. Nevertheless, the design is visible only on the surface.

**Packaging and weights may vary for production reasons. Contact our sales department when ordering.**

**In case of running pattern installation, Caesar recommends a maximum 33% offset.**

Caesar warrants that our products meet or exceed the requirements of ANSI, specification ANSI A137.1-2012, as shown in our Tile Performance Data sheets.

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### TECHNICAL FEATURE | ASTM TEST VALUE | REQUIRED ANSI A137.1-2012 | CAESAR AVERAGE VALUE
--- | --- | --- | ---
Facial dimension | ASTM C-499 | See the ansi a 137.1-2012 Requirements for non rectified tiles | In accordance
Wedging | ASTM C-502 | See the ansi a 137.1-2012 Requirements for non rectified tiles | In accordance
Warpage-diagonal | ASTM C-485 | See the ansi a 137.1-2012 Requirements for non rectified tiles | In accordance
Water absorption | ASTM C-373 | ≤ 0,5% | Passed “impervious tiles” class P1
Breaking strength | ASTM C-648 | ≥ 250 Lbs (≥1113 n) | ≥ 400 Lbs
Freeze thaw | ASTM C-1026 | No damages | In accordance
Chemical resistance | ASTM C-650 | As reported | Unaffected
MOHS hardness |  | 6 | In accordance

Dynamic Coefficient of Friction | 0,42 | In accordance

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**V0**

- Very Uniform appearance
- Pieces of the same shade value are very uniform and smooth in texture. They can be measured for small color differences and/or very similar in color. The color and texture cannot be measured.

**V1**

- Uniform Appearance
- Pieces may vary slightly from the same production run as seen in very similar colors.

**V2**

- Moderate Variation
- Pieces, inspectable and uniform within similar colors.

**V3**

- Substantial Variation
- Substantial color and texture differences from piece to piece, so that one tile may have totally different color and texture from that of another. This is the final production and is unique. It is recommended that the range be viewed before selection.

**V4**

- Extensive Variation
- Each piece has a unique color and texture, so that one tile may have totally different color and texture from that of any other tile. This is the final production and is unique. It is recommended that the range be viewed before selection.

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Average values referred to the last two years of production and related to the matt finish of the product. Values relate to the matt finish of the product and to tests carried out by certified external laboratories, whose results are available upon request at Headoffice.

- Non rectified tiles. Be sure to use the same caliber tiles.
- Color reproductions may vary from actual products. 
- Due to the intrinsic nature of porcelain stoneware tiles, please note that the coefficient of friction may vary within the same production lot or from one production lot to the other. Caesar products can become slippery when wet. We recommend to always keep the surface dry.
CLEANING PROCEDURES

- After 36/48 hours, when both the floor and the grouts have completed their first drying phase and before the real phase of the floor has yet to begin, it is necessary to proceed with the cleaning of the tiled surface using a “padding” action acid detergent, diluted according to the manufacturer’s instructions.

- For areas heavily stained with grout, it is necessary to repeat this operation once or twice, increasing the percentage of water.

- The excess grout residue must be removed so that it does not dry and stick on the surface. It is necessary to change the cleaning water frequently and rinse well.

- If such a cleaning procedure is not carried out, or if such cleaning is carried out too late, the grout residue creates an extremely absorbent film, which holds dirt, making the surface difficult to clean: in this case, Ceramiche CAESAR S.p.A. will not be liable for any damage caused to the surface.

- We would like to remind you that porcelain stoneware is a product with excellent technical features which allow for high grade of mechanical wear and resistance to acids (except for hydrofluoric acid and its derivatives) and alkalis, features which are added to a high aesthetic quality.

- Ordinary maintenance must be carried out using specialist detergents to remove stains but these detergents must not leave a wax, film or membrane residue.

- Rinsing well with plenty of clean water is a fundamental part of the cleaning procedure, therefore we advise against the use of products which state that they “do not need rinsing”.

- For more detailed and updated information, please consult the website www.caesarceramicsusa.com, or contact our sales department.