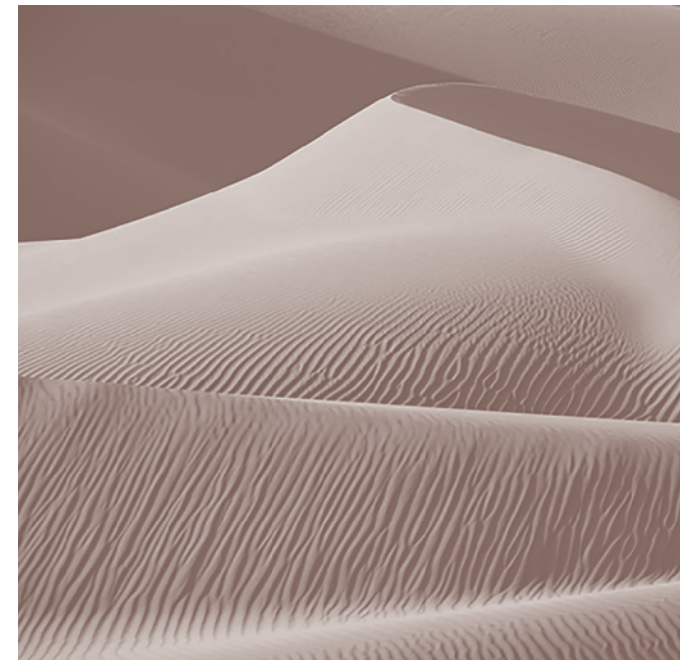


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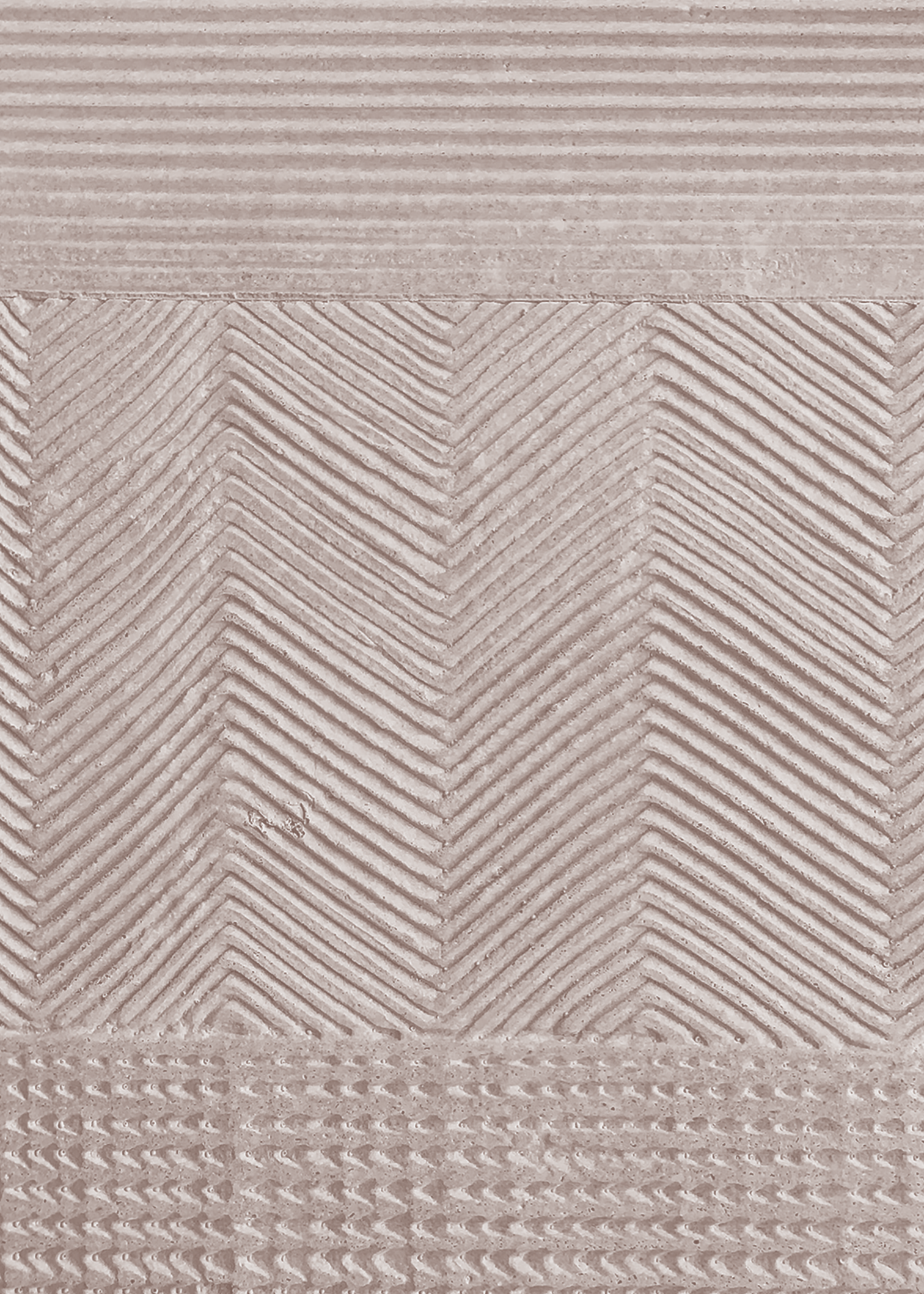
**THE BEAUTY OF
IMPER
FECTION**











Pg. **14** **ABOUT US**

Pg. **16** **BLEND**

Pg. **32** **DIAGONAL**

Pg. **46** **BASIC**

Pg. **62** **GRID**

Pg. **76** **IN&OUT**

Pg. **92** **QUILT**

Pg. **106** **TINY**

Pg. **118** **LINEAR**

Pg. **132** **BARE**

Pg. **146** **INKEE**

Pg. **162** **SUSTAINABILITY
STATEMENT**

Pg. **170** **THE IMPORTANCE
OF LIGHTING**



Imperfection is at the heart of RO; each tile tells an individual story through the lumps, bumps and scars that run through the structure.

RO has been experimenting with surface texture for many years, exploring shapes, direction, texture, layering, and pattern to challenge concrete's abilities.

RO gives concrete a fresh reputation full of energy, warmth and beauty. By working alongside the unpredictability of concrete rather than against it, they create timeless yet unique tiles that blanket walls and floors worldwide.

RO takes inspiration from the traditional Japanese aesthetic, Wabi-sabi. Wabi-sabi is the acceptance of imperfection within nature which is integrated into the interior design scene. 'RO' translates to morning 'dew' in English, one of nature's imperfections that, from the proper perspective, is beautiful in its simplest form.

Tali worked within the international design scene for over 20 years, learning the ins and outs of interior design. Tali and the team at RO recognised that the unpredictability of concrete enabled unique patterns and textures throughout their work. After adding some of Tali's feminine touch, they were able to form unique creations that would soon build up to become the RO they are today.

Tali and her close-knit team still stick by the original philosophy of RO: to embrace imperfection through modern concrete tiling. By embracing the imperfection of concrete's natural form, RO experiments with surface texture to create unique tiles that tell a story. Recognising the endless possibilities of concrete tiling, RO works with modern manufacturing techniques to ensure that the whole process is personal, bold and handmade. Before the tiles leave the factory, the team confirm that the tiles meet their impeccable standards. To do so, they must pass all the compulsory checks to make sure that the concrete tiles will stand the test of time. Doing so guarantees that every customer receives a breathtaking product that will exceed their expectations and excite their surface.

BLEND



▲ Blend
Rendering: The Craft

BLEND

A refined concrete tile collection that brings quiet sophistication to any space. Characterised by its soft, tactile texture, BLEND effortlessly merges modern lines with organic nuances, creating a visual language that feels both grounded and contemporary. Each tile is handcrafted in Portugal using RO's signature artisanal process, ensuring every surface tells a story of material and movement.

The result is a wall that seems to breathe — subtly dynamic, yet never overwhelming. Ideal for interior settings that seek elegance with depth, BLEND invites light and shadow to play gently across its surface, adding a discreet sense of rhythm and refinement. Understated, versatile, and enduringly beautiful.

Designed by Yoav Anderman

▼ Blend
Rendering: The Craft



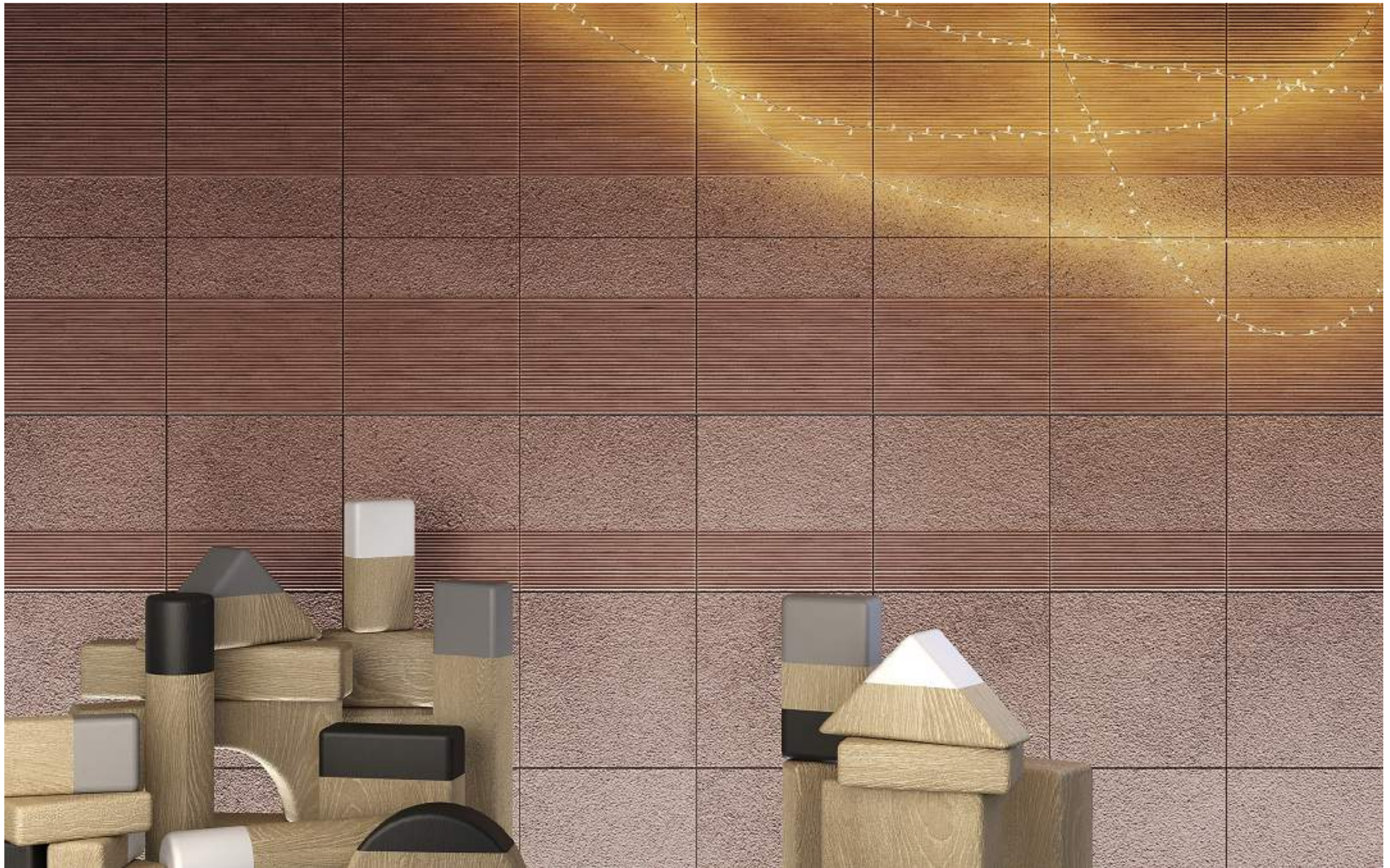


▲ Blend
Rendering: The Craft

▼ Blend
Rendering: The Craft



▲ Blend
Rendering: The Craft



▲ Blend
Rendering: The Craft



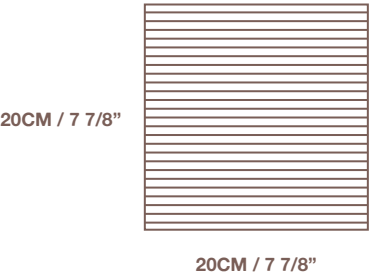
▲ Blend
Rendering: The Craft

▼ Blend
Rendering: The Craft

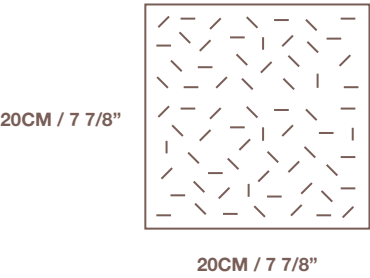


Blend Family Tiles

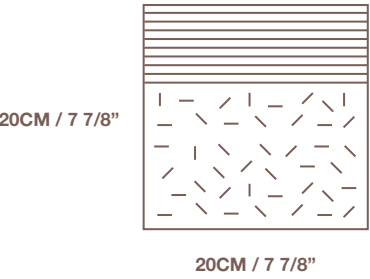
BL001



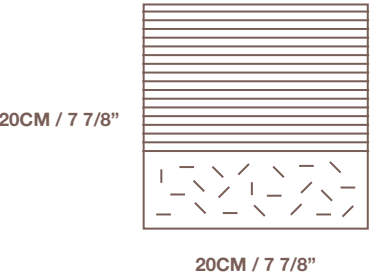
BL002



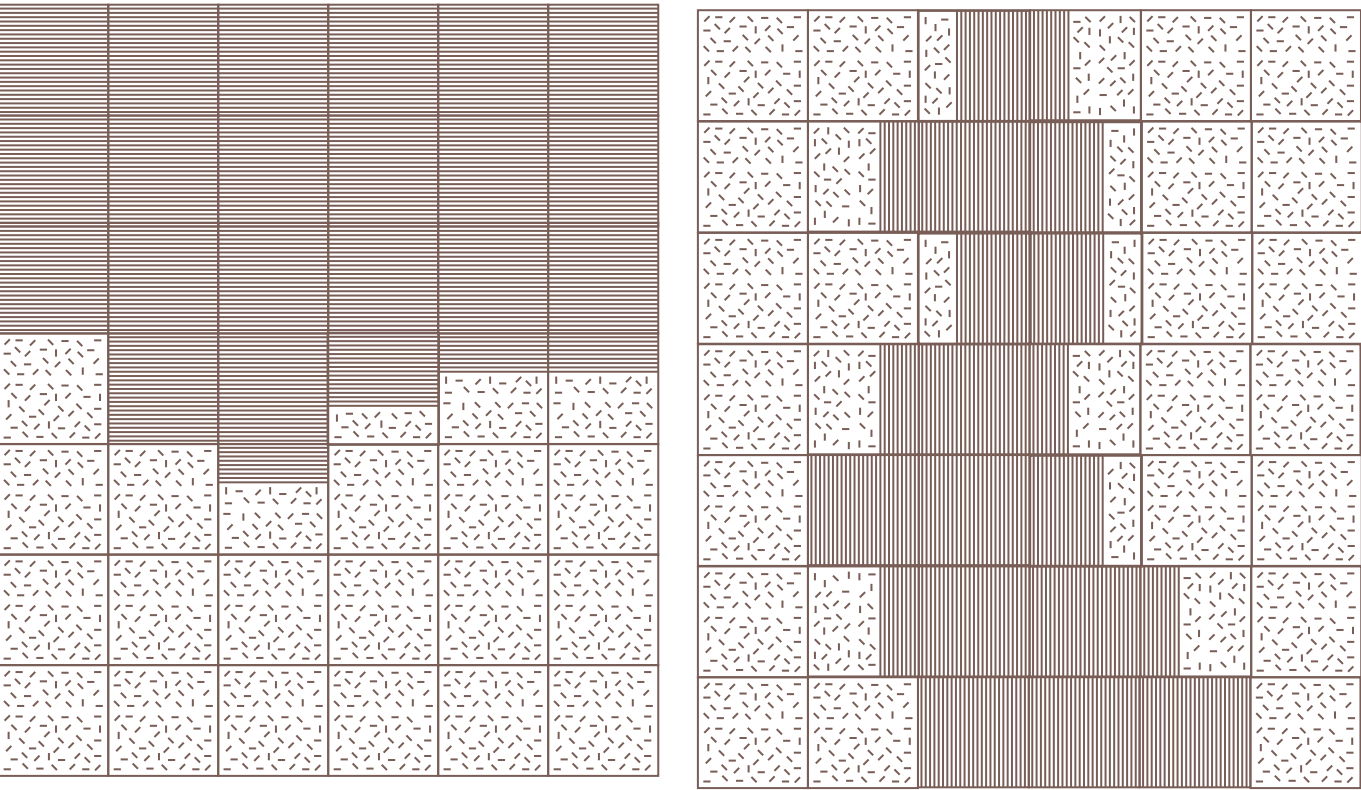
BL003



BL004



Blend — Layout Composition Suggestion










	PCS-SQM	PCS-CRATE
Blend 001 Texture	25	546
Blend 002 Texture	25	546
Blend 003 Texture	25	546
Blend 004 Texture	25	546

Colour Palette

010 Silver Fog	011 Urban Mist	012 Shadow Stone	013 Powder Skin	030 Dune Soft Sand	
032 Olive Grain	014 Volcanic Lilac	019 Graphite Ash	020 Raw Terracotta	031 Siena Dust	001 Broken White

SQM-CRATE	KG-CRATE	SUITABILITY	CATALOG NUM.
21.84	698.88	Interior / Exterior Use For Walls	BL001
21.84	698.88	Interior / Exterior Use For Walls	BL002
21.84	698.88	Interior / Exterior Use For Walls	BL003
21.84	698.88	Interior / Exterior Use For Walls	BL004

General Material Performance Data

							
	Dimensions Tolerance	Bending Strength	Abrasion Resistance	Reaction To Fire	Slip / Skid	Water Absorption	Freeze / Thaw Resistance
* Tested according to NP EN1339 standart	Class 3(R) ±2mm	Class 2(T) ≥4mpa	Class 4(I) ≤20mm	A1	Satisfactory	Class 2(B) ≤6% as a mean	Class 3(D) ≤1.0 kg/M2

DIAGONAL



▲ Diagonal Brick (Powder Skin)
Photography: Itay Benit

Diagonal Brick (Silver Fog) ►
Photography: Itay Benit

DIAGONAL

It's all about the angle. The Diagonal series excites a surface, bringing it energy and light. Angled to point in every direction, the combed lines within each tile catch the light differently. The tiles promote different shades of the same colour on one surface, enabling this design to leave a breathtaking velvet or suede effect upon your wall.

The handmade concrete tiles come in two formats, one being Diagonal Line which is narrow and calming. The other being Diagonal Brick which encourages the rough look of the material. Diagonal can rejuvenate your walls both indoors and outdoors. With a choice of ten colours, this series is handcrafted to perfection and can be personalised to fit any vision with a range of size, direction and style.

Designed by Maor Aharon and Lilach Lev





◀ Diagonal Brick (Powder Skin)
Photography: Itay Benit

▼ Diagonal Brick (Powder Skin)
Photography: Itay Benit



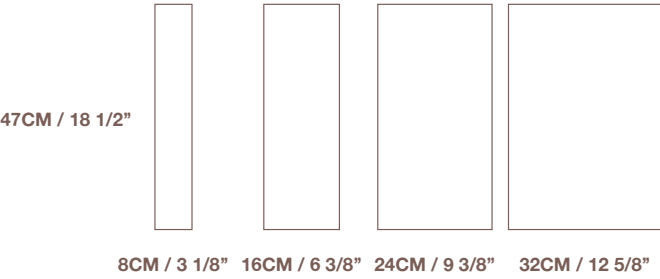


▲ Diagonal Brick (Powder Skin)
Photography: Itay Benit

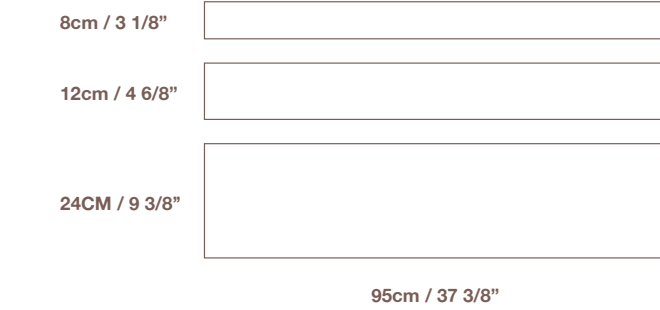


◀ Diagonal Brick (Silver Fog)
Photography: Itay Benit

Diagonal Brick Sizes



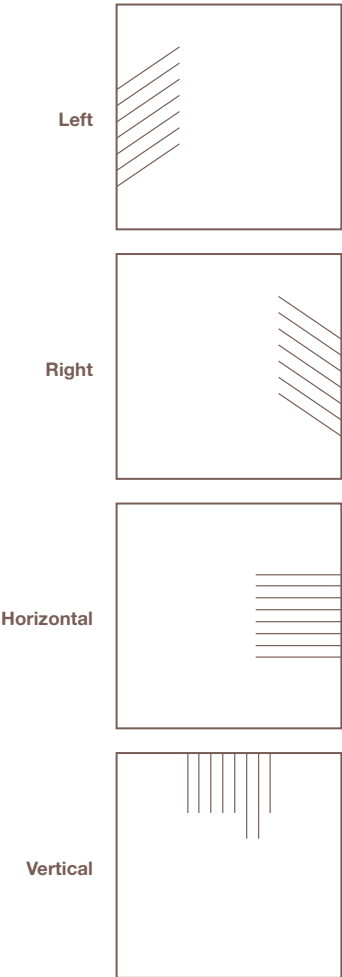
Diagonal Row Sizes



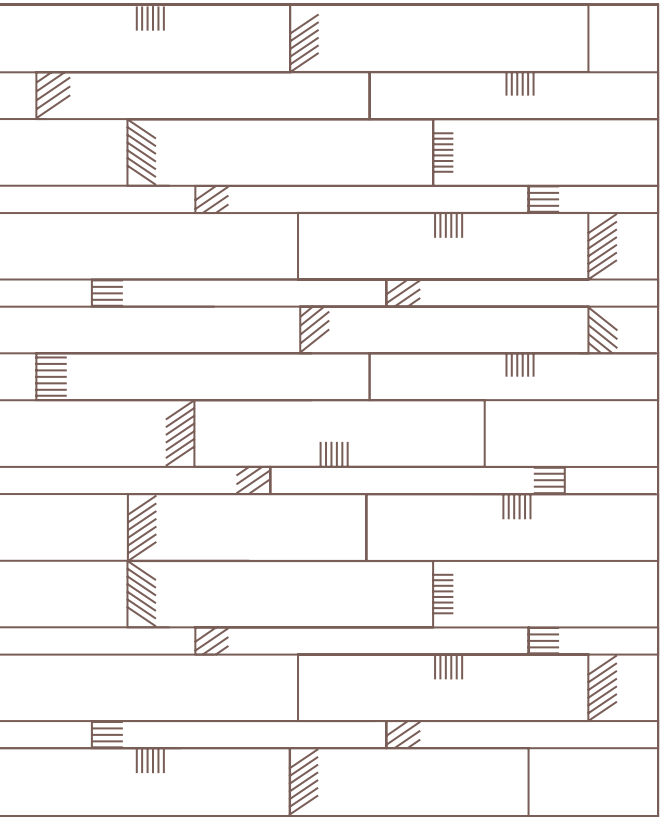
Diagonal Line Sizes



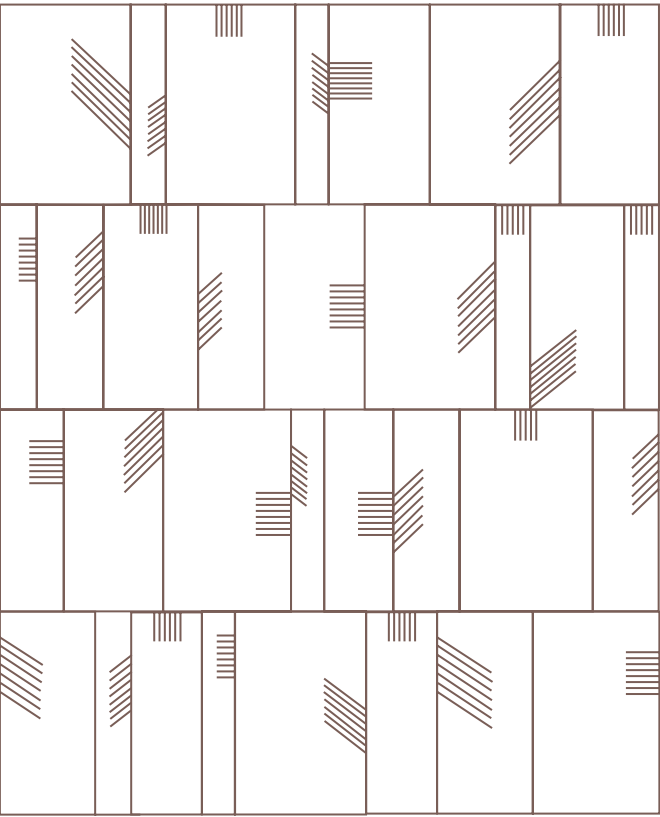
Diagonal Textures



Diagonal Row — Fixed Combination



Diagonal Brick — Fixed Combination










	PCS-SQM	PCS-CRATE
Diagonal Brick	Fixed Set 1.504	11 Sets
Diagonal Row	Fixed Set 1.672	10 Sets
Diagonal Line	0.912	17 Sets

Colour Palette

010 Silver Fog	011 Urban Mist	012 Shadow Stone	013 Powder Skin	030 Dune Soft Sand	
032 Olive Grain	014 Volcanic Lilac	019 Graphite Ash	020 Raw Terracotta	031 Siena Dust	001 Broken White

SQM-CRATE	KG-CRATE	SUITABILITY	CATALOG NUM.	NOTES
16.54	711	Interior / Exterior Use For Walls	M01004	Fixed set contains 16 tiles shown in page 22-23 Hand Made Concrete
16.72	719	Interior / Exterior Use For Walls	M01006	Fixed set contains 16 tiles shown in page 22-23 Hand Made Concrete
15.5	666	Interior / Exterior Use For Walls	M01005	Fixed set contains 16 tiles shown in page 22-23 Hand Made Concrete

General Material Performance Data

							
	Dimensions Tolerance	Bending Strength	Abrasion Resistance	Reaction To Fire	Slip / Skid	Water Absorption	Freeze / Thaw Resistance
* Tested according to NP EN1339 standart	Class 3(R) ±2mm	Class 2(T) ≥4mpa	Class 4(I) ≤20mm	A1	Satisfactory	Class 2(B) ≤6% as a mean	Class 3(D) ≤1.0 kg/M2

BASIC



▲ Basic (Silver Fog)
Rendering: The Craft

Basic Color (Urban Mist) ►
Rendering: The Craft

BASIC

Keeping it simple but making it significant. The Basic Series is effortless yet compelling. There are infinite possibilities with the tile placement of the Basic series, creating an extraordinary impact. With a choice of three measurements from our square and rectangle concrete range, customers can make a uniform statement in one room and a random design in the next.

The Basic tiles are available for preorder for wall and floor designs and have an optional finish; smooth or grainy. The design can be personalised to fit any of our ten shades and works beautifully both in and outdoors.

Designed by Yoav Anderman and Maor Aharon





▲ Basic Color (Shadow Stone)
Rendering: The Craft

▼ Basic (Silver Fog + Raw Terracotta)
Rendering: The Craft





▲ Basic (Siena Dust)
Rendering: The Craft



Basic (Silver Fog) ►
Rendering: The Craft



▲ Basic (Silver Fog)
Rendering: The Craft

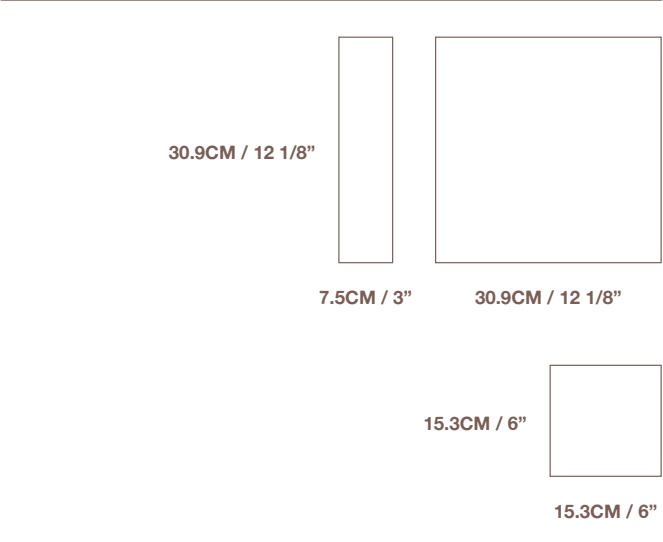
▼ Basic (Silver Fog)
Rendering: The Craft



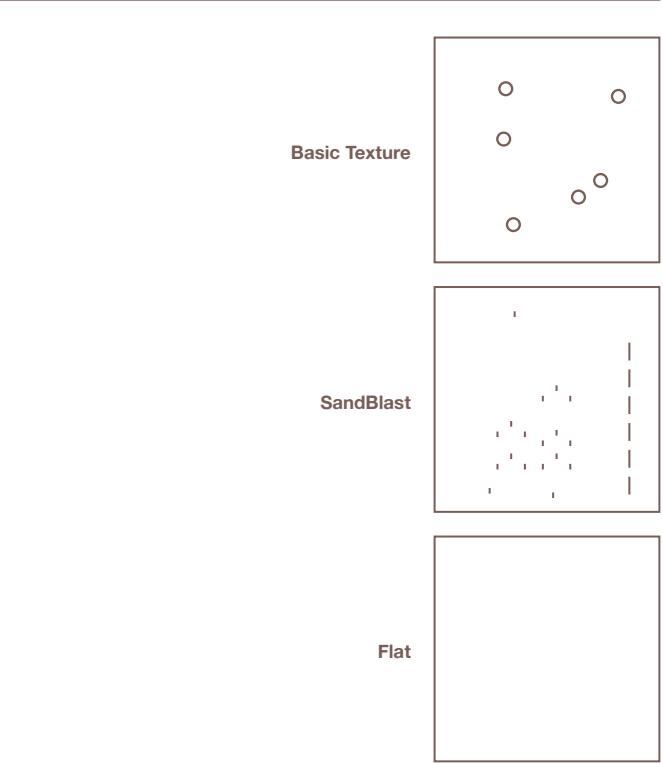


▲ Basic
Rendering: The Craft

Basic Sizes



Basic Textures



	PCS-SQM	PCS-CRATE
Basic 7.5 × 30.9 Sand Blasted	87.14	26\832
Basic 7.5 × 30.9 Basic Texture	87.14	26\832
Basic 7.5 × 30.9 Flat	87.14	26\832
Basic 15.3 × 15.3 Sand Blasted	42.7	26\832
Basic 15.3 × 15.3 Basic Texture	42.7	26\832
Basic 15.3 × 15.3 Flat	42.7	26\832
Basic 30.9 × 30.9 Sand Blasted	10.47	244
Basic 30.9 × 30.9 Basic Texture	10.47	244
Basic 30.9 × 30.9 Flat	10.47	244

Colour Palette

010 Silver Fog	011 Urban Mist	012 Shadow Stone	013 Powder Skin	030 Dune Soft Sand	
032 Olive Grain	014 Volcanic Lilac	019 Graphite Ash	020 Raw Terracotta	031 Siena Dust	001 Broken White

SQM-CRATE	KG-CRATE	SUITABILITY	CATALOG NUM.	NOTES
0.605\19.36	~620	Interior / Exterior Use For Walls / Floring	EN4039	Cardboard Box / Crate Hand Made Concrete
0.605\19.36	~620	Interior / Exterior Use For Walls / Floring	EN4040	Cardboard Box / Crate Hand Made Concrete
0.605\19.36	~620	Interior / Exterior Use For Walls / Floring	EN4049	Cardboard Box / Crate Hand Made Concrete
0.605\19.36	~620	Interior / Exterior Use For Walls / Floring	EN4041	Cardboard Box / Crate Hand Made Concrete
0.605\19.36	~620	Interior / Exterior Use For Walls / Floring	EN4042	Cardboard Box / Crate Hand Made Concrete
0.605\19.36	~620	Interior / Exterior Use For Walls / Floring	EN4050	Cardboard Box / Crate Hand Made Concrete
22.18	~710	Interior / Exterior Use For Walls / Floring	EN4044	Cardboard Box / Crate Hand Made Concrete
22.18	~710	Interior / Exterior Use For Walls / Floring	EN4043	Cardboard Box / Crate Hand Made Concrete
22.18	~710	Interior / Exterior Use For Walls / Floring	EN4051	Cardboard Box / Crate Hand Made Concrete

General Material Performance Data

	Dimensions Tolerance	Bending Strength	Abrasion Resistance	Reaction To Fire	Slip / Skid	Water Absorption	Freeze / Thaw Resistance
* Tested according to NP EN1339 standart	Class 3(R) ±2mm	Class 2(T) ≥4mpa	Class 4(I) ≤20mm	A1	Satisfactory	Class 2(B) ≤6% as a mean	Class 3(D) ≤1.0 kg/M2

GRID



▲ Grid 16 Sandblasted (Urban Mist)
Photography: Itay Benit

Grid Mix Sandblasted (Powder Skin) ►
Photography: Itay Benit

GRID

The barcode effect. The Grid series is unique in its simplest form. Constructed by concrete tiles that remain the same shape and size throughout, the Grid range allows personalisation through the number of lines combed through the concrete.

Choose between the classic design, featuring evenly spaced engravings and the vibrant mix, displaying an assortment of lines on each tile. The order can be personalised to be horizontal or vertical, have a smooth or grainy finish and offers a selection of ten colours. Each handcrafted Grid Tile can refresh walls and floors both indoors and outdoors.

Designed by Tali Edry and Maor Aharon





◀ Grid Mix Sandblasted (Powder Skin)
Photography: Itay Benit

▲ Grid Mix Sandblasted (Powder Skin)
Photography: Itay Benit



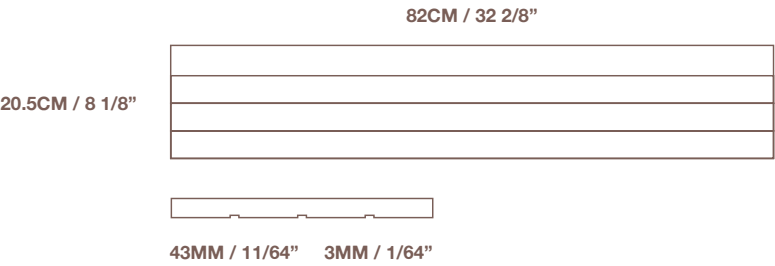
Grid Mix Sandblasted (Powder Skin) ►
Photography: Itay Benit



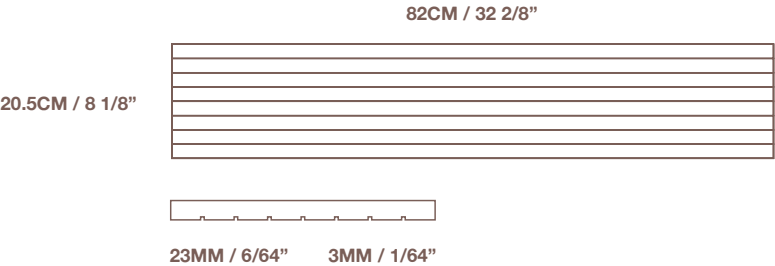
◀ Grid Mix Sandblasted (Powder Skin)
Photography: Itay Benit

▲ Grid16 Sandblasted (Urban Mist)
Photography: Itay Benit

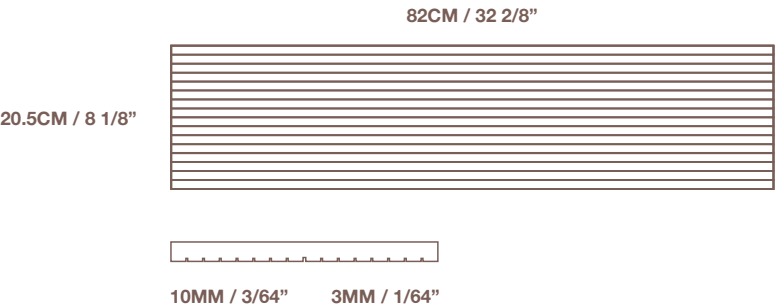
Grid4 — EN4034



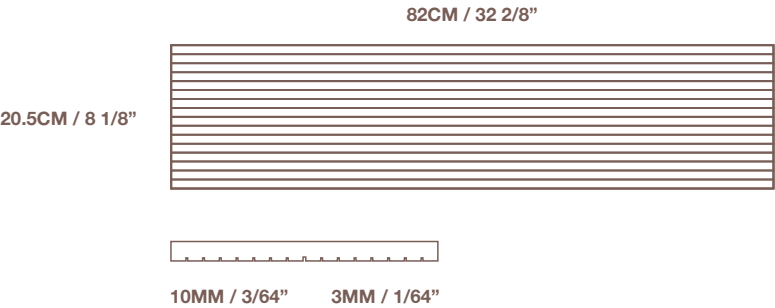
Grid8 — EN4035



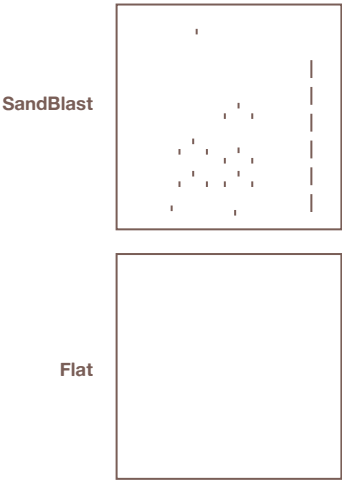
Grid16 — EN4036



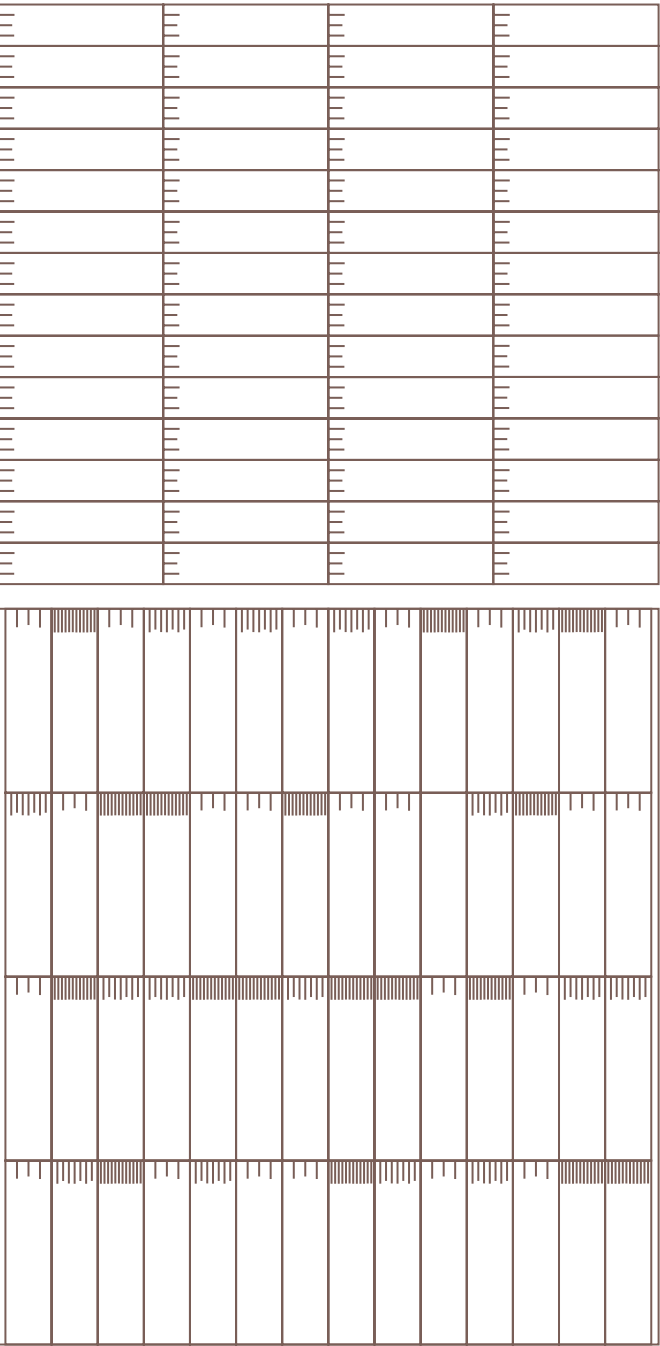
Grid16 — EN4038 (Thickness 30mm)



Grid Textures



Grid — Fixed Combination



	PCS-SQM	PCS-CRATE
Grid Mix Flat / Sandblasted	5.9	96
Grid 4 Flat / Sandblasted	5.9	96
Grid 8 Flat / Sandblasted	5.9	96
Grid 16 Flat / Sandblasted	5.9	96
Grid 16 3CM Flat / Sandblasted	5.9	68

Colour Palette

010 Silver Fog	011 Urban Mist	012 Shadow Stone	013 Powder Skin	030 Dune Soft Sand	
032 Olive Grain	014 Volcanic Lilac	019 Graphite Ash	020 Raw Terracotta	031 Siena Dust	001 Broken White

SQM-CRATE	KG-CRATE	SUITABILITY	CATALOG NUM.	NOTES
15.7	708	Interior / Exterior Use For Walls / Floring	EN4037	2CM Grid 4\8\16 Mixed in Equal Ratio Hand Made Concrete
15.7	708	Interior / Exterior Use For Walls / Floring	EN4034	Hand Made Concrete
15.7	708	Interior / Exterior Use For Walls / Floring	EN4035	Hand Made Concrete
15.7	708	Interior / Exterior Use For Walls / Floring	EN4036	Hand Made Concrete
11.43	743	Interior / Exterior Use For Walls / Floring	EN4038	Hand Made Concrete

General Material Performance Data

	Dimensions Tolerance	Bending Strength	Abrasion Resistance	Reaction To Fire	Slip / Skid	Water Absorption	Freeze / Thaw Resistance
* Tested according to NP EN1339 standart	Class 3(R) ±2mm	Class 2(T) ≥4mpa	Class 4(I) ≤20mm	A1	Satisfactory	Class 2(B) ≤6% as a mean	Class 3(D) ≤1.0 kg/M2

IN&OUT



▲ In & Out Mix (Silver Fog)
Rendering: The Craft

In & Out Mix (Silver Fog + Broken White) ►
Photography: Itay Benit

IN&OUT

The modern way to tile. The In & Out series makes a statement. Random yet neat, the surface embodies different levels of depth, size and colour to create a three-dimensional design that challenges perspective. Big next to small, raised next to flat and plain next to bold- all placed strategically to look remarkable from anywhere in the room.

This design can be used both in and outdoors and can be personalised to fit any of the ten shades with an optional finish; smooth or grainy. Although the In & Out tiles are available for preorder for both wall and floor designs, it is important to note that the tiles remain even on the floor designs.

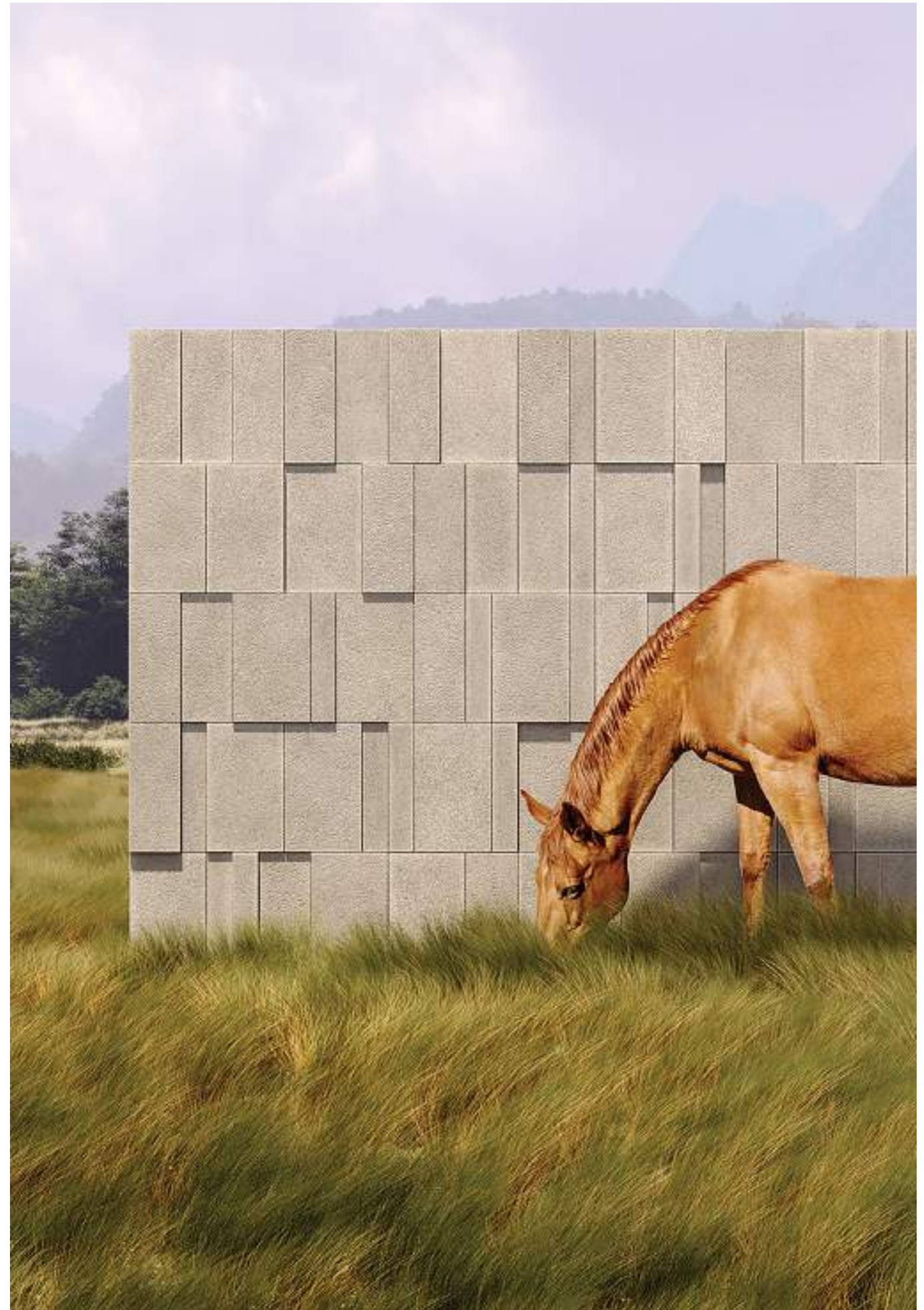
Designed by Yoav Anderman



▼ In & Out Mix (Silver Fog)
Rendering: The Craft



In & Out Mix (Silver Fog) ►
Rendering: The Craft



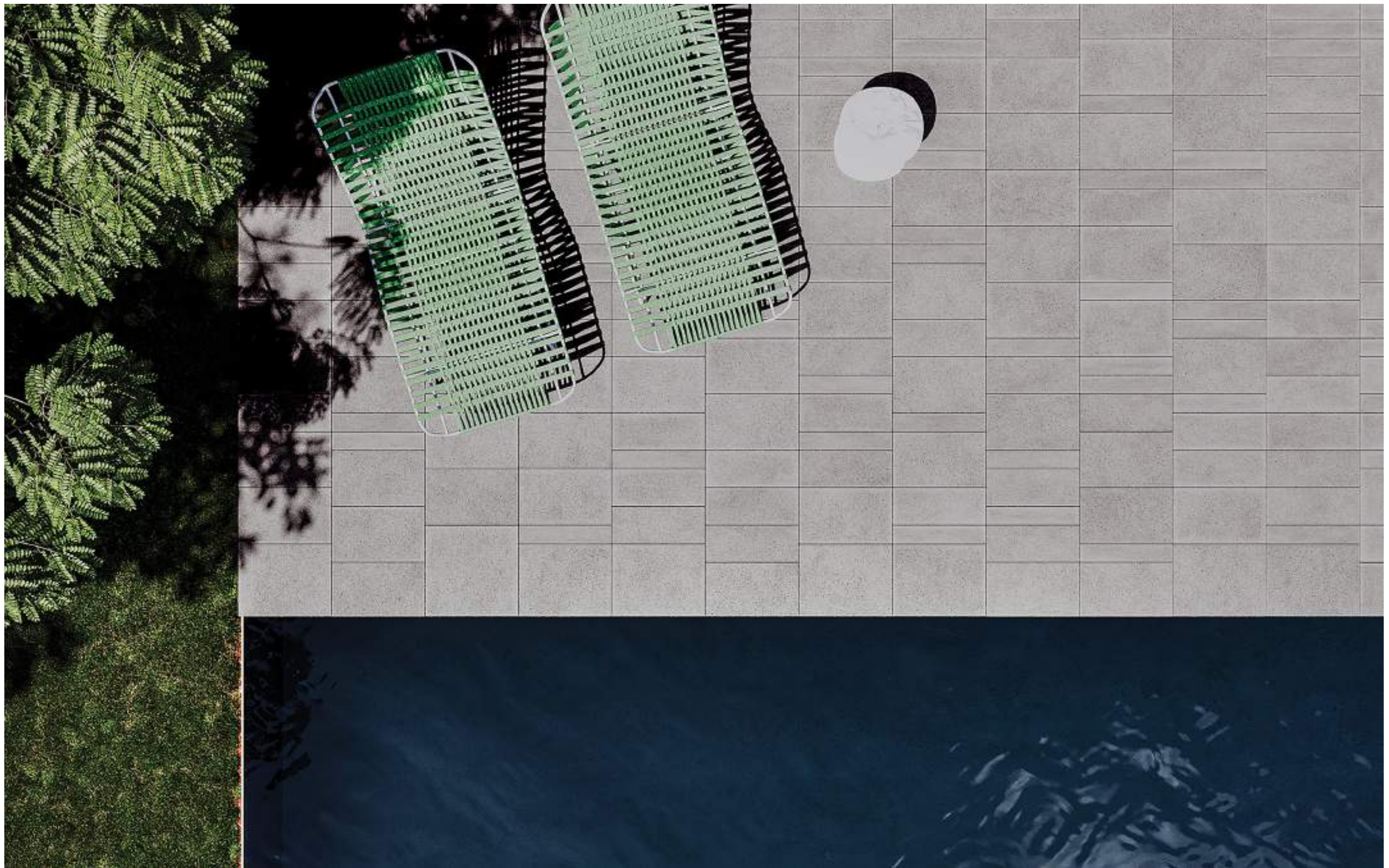
▼ In & Out Sandblasted (Raw Terracotta)
Rendering: The Craft



▲ In & Out Floor (Silver Fog)
Rendering: The Craft

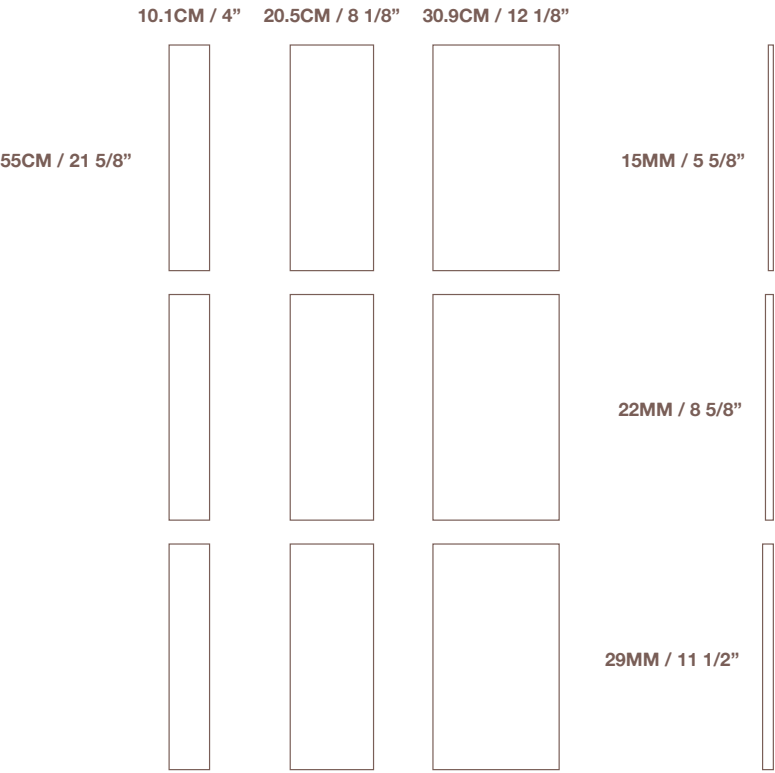


▲ In & Out Mix (Silver Fog + Broken White)
Photography: Itay Benit

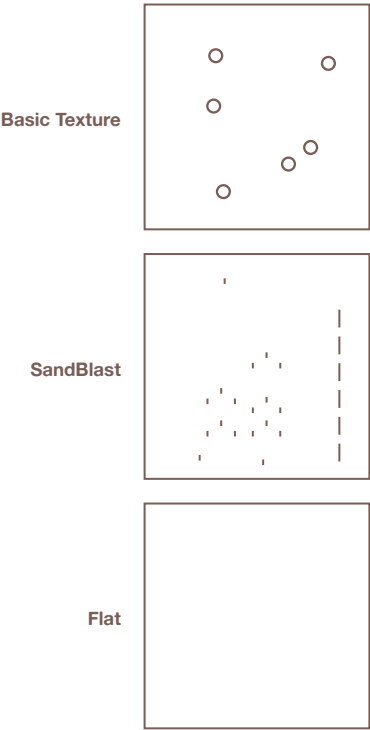


▲ In & Out Mix
Rendering: The Craft

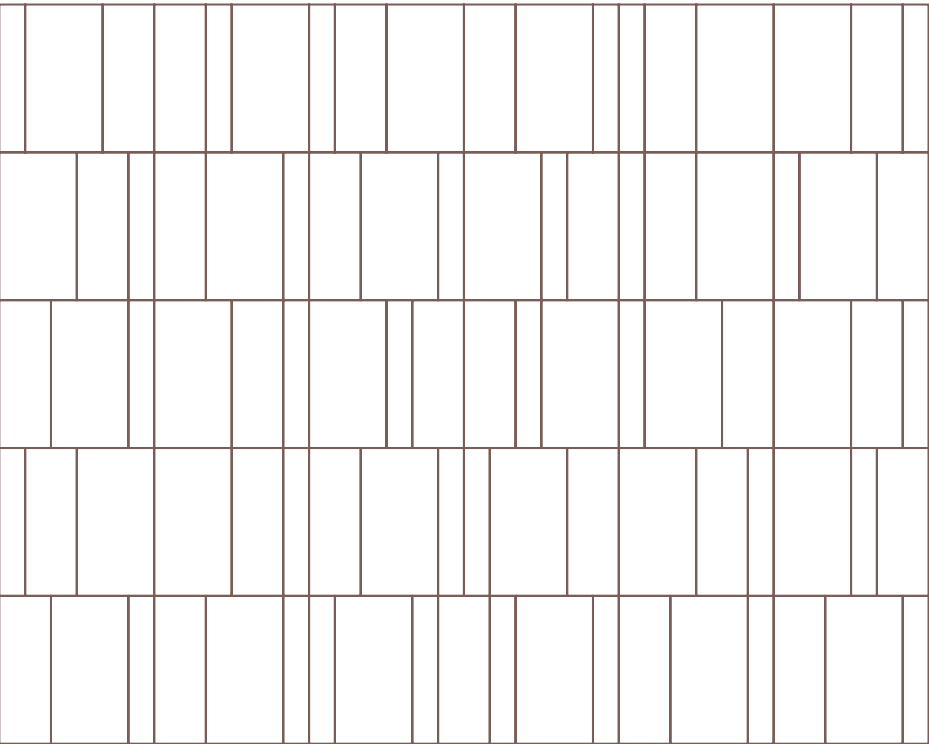
In & Out Family Tiles



In & Out Textures



In & Out — Fixed Combination



Thickness: 15/22/29mm — 5 5/8" / 8 5/8" / 11 1/2"
Hand Made Concrete

* One fixed set of tiles covers 1.015 sqm and contains 9 tiles
(3 Sizes × 3 Thickness)

	PCS-SQM	PCS-CRATE
In & Out Mix Flat/Sandblasted — IO2000	1 Set Is 1.015 SQM	123
In & Out Mix Basic Texture — IO2001	1 Set Is 1.015 SQM	123
In & Out Flat/Sandblasted 1.5 — IO2002	1 Set Is 0.338 SQM	180
In & Out Flat/Sandblasted 2.2 — IO2003	1 Set Is 0.338 SQM	129
In & Out Flat/Sandblasted 2.9 — IO2004	1 Set Is 0.338 SQM	99
In & Out Basic Texture 1.5 — IO2005	1 Set Is 0.338 SQM	180
In & Out Basic Texture 2.2 — IO2006	1 Set Is 0.338 SQM	129
In & Out Basic Texture 2.9 — IO2007	1 Set Is 0.338 SQM	99

Colour Palette

010 Silver Fog	011 Urban Mist	012 Shadow Stone	013 Powder Skin	030 Dune Soft Sand	
032 Olive Grain	014 Volcanic Lilac	019 Graphite Ash	020 Raw Terracotta	031 Siena Dust	001 Broken White

SQM-CRATE	KG-CRATE	SUITABILITY	CATALOG NUM.	NOTES
13.6	~640	Interior / Exterior Use For Walls	IO2000	Set — 9 Tiles Hand-Made Concrete
13.6	~640	Interior / Exterior Use For Walls	IO2001	Set — 9 Tiles Hand-Made Concrete
20	~640	Interior / Exterior / Floring Use For Walls	IO2002	Set — 3 Tiles 1.5CM Thickness Hand-Made Concrete
14.4	~678	Interior / Exterior / Floring Use For Walls	IO2003	Set — 3 Tiles 2.2CM Thickness Hand-Made Concrete
11	~715	Interior / Exterior / Floring Use For Walls	IO2004	Set — 3 Tiles 2.9CM Thickness Hand-Made Concrete
20	~640	Interior / Exterior / Floring Use For Walls	IO2005	Set — 3 Tiles 1.5CM Thickness Hand-Made Concrete
14.44	~678	Interior / Exterior / Floring Use For Walls	IO2006	Set — 3 Tiles 2.2CM Thickness Hand-Made Concrete
11	~715	Interior / Exterior / Floring Use For Walls	IO2007	Set — 3 Tiles 2.9CM Thickness Hand-Made Concrete

General Material Performance Data

	Dimensions Tolerance	Bending Strength	Abrasion Resistance	Reaction To Fire	Slip / Skid	Water Absorption	Freeze / Thaw Resistance
* Tested according to NP EN1339 standart	Class 3(R) ±2mm	Class 2(T) ≥4mpa	Class 4(I) ≤20mm	A1	Satisfactory	Class 2(B) ≤6% as a mean	Class 3(D) ≤1.0 kg/M2

QUILT



▲ Quilt (Silver Fog)
Rendering: Studio Aiko

Quilt (Silver Fog) ►
Rendering: Studio Aiko

QUILT

The possibility of infinite possibilities. The Quilt series is a range that is close to RO's heart. By incorporating lace, delicate engravings and textiles, the team at RO created an assortment of stunning textures. Random yet structured, the design is constructed by eight different surface textures, making this a must-have statement in any location.

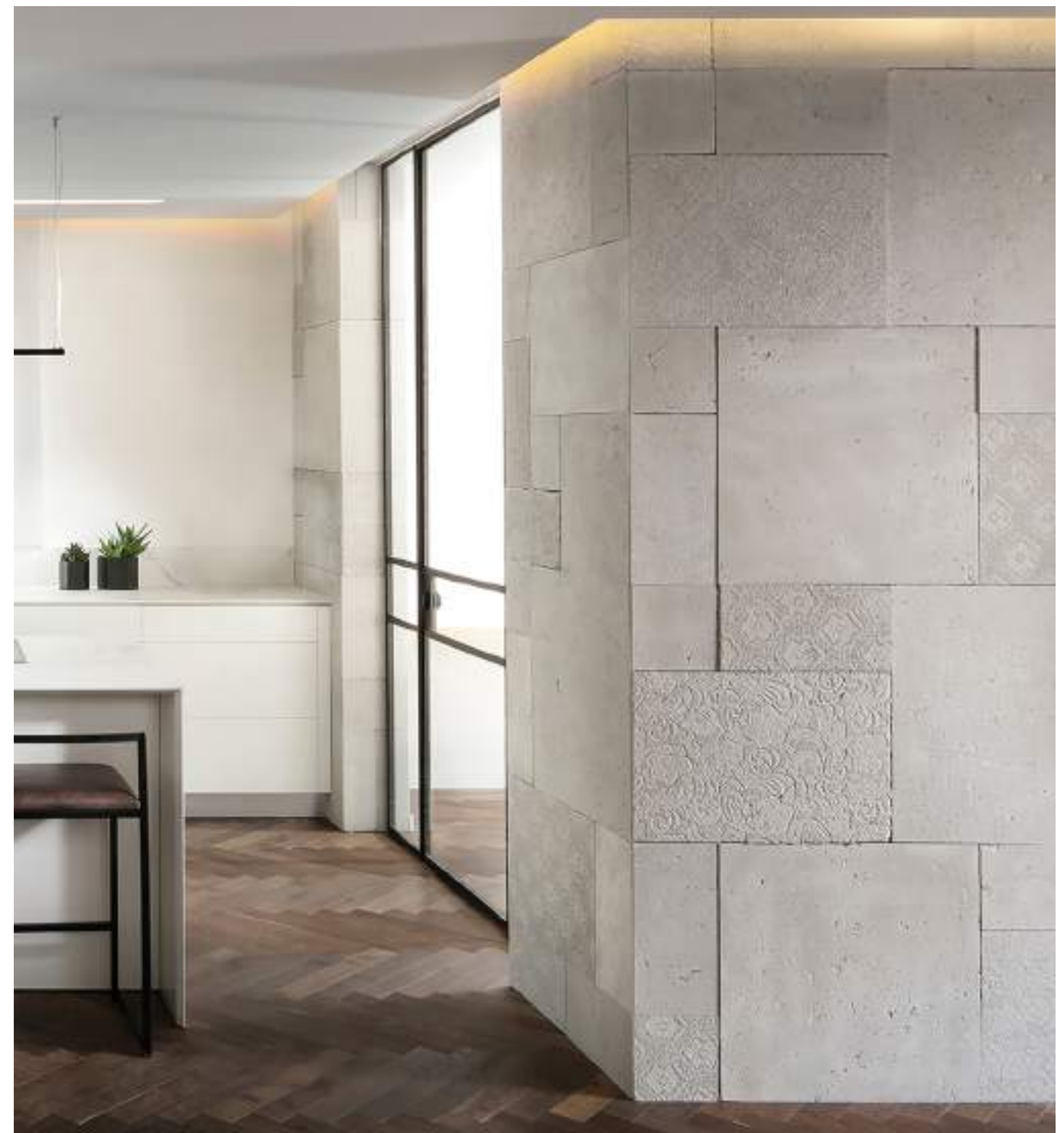
Ro can arrange the quilt series as a standard order, or the tiles can be mixed and matched to meet the vision of each customer. With a combination of the new and old textures, each Quilt tile is handcrafted to perfection and can be applied both in and outdoors. These tiles can transform both walls and floors and come in a choice of ten colours.

Designed by Yoav Anderman





▲ Quilt (Dune Soft Sand)
Rendering: Studio Aiko



◀ Quilt (Silver Fog)
Rendering: Studio Aiko

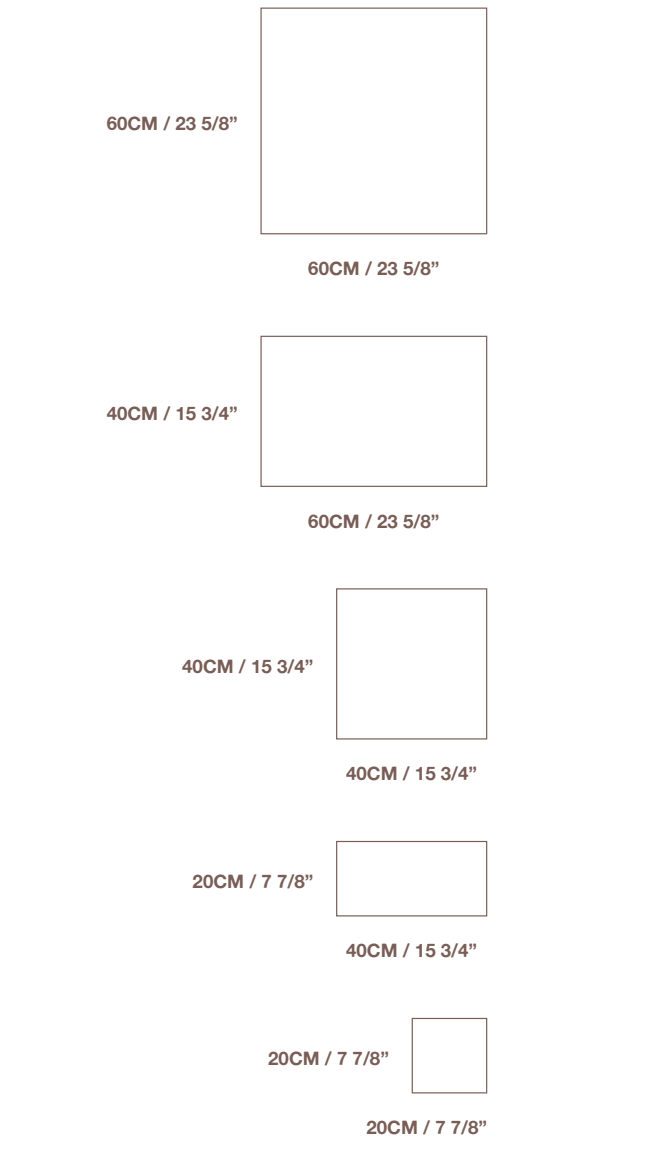
▲ Quilt (Silver Fog)
Photography: Elad gonen, Architecture: Tzvia Kazayoff



◀ Quilt (Dune Soft Sand)
Photography: Itay Benit

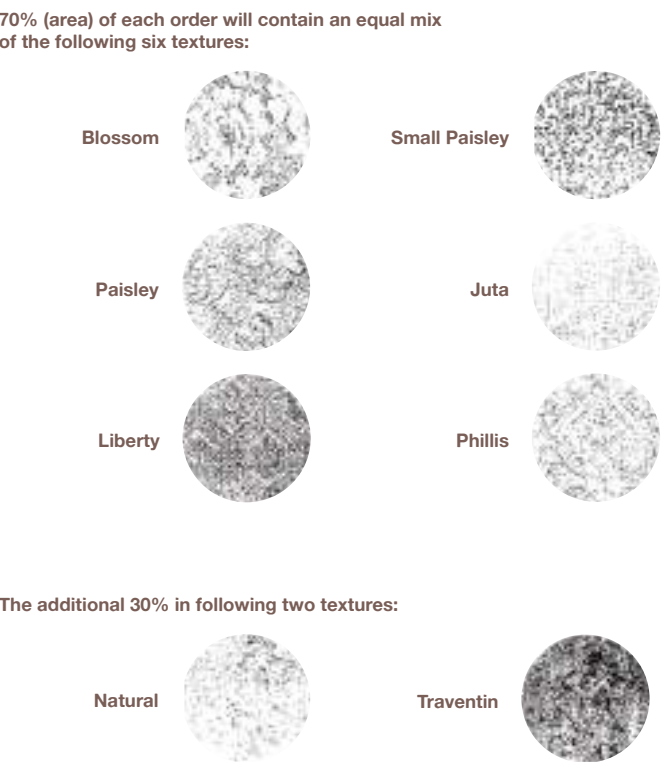
▲ Quilt

Quilt Sizes



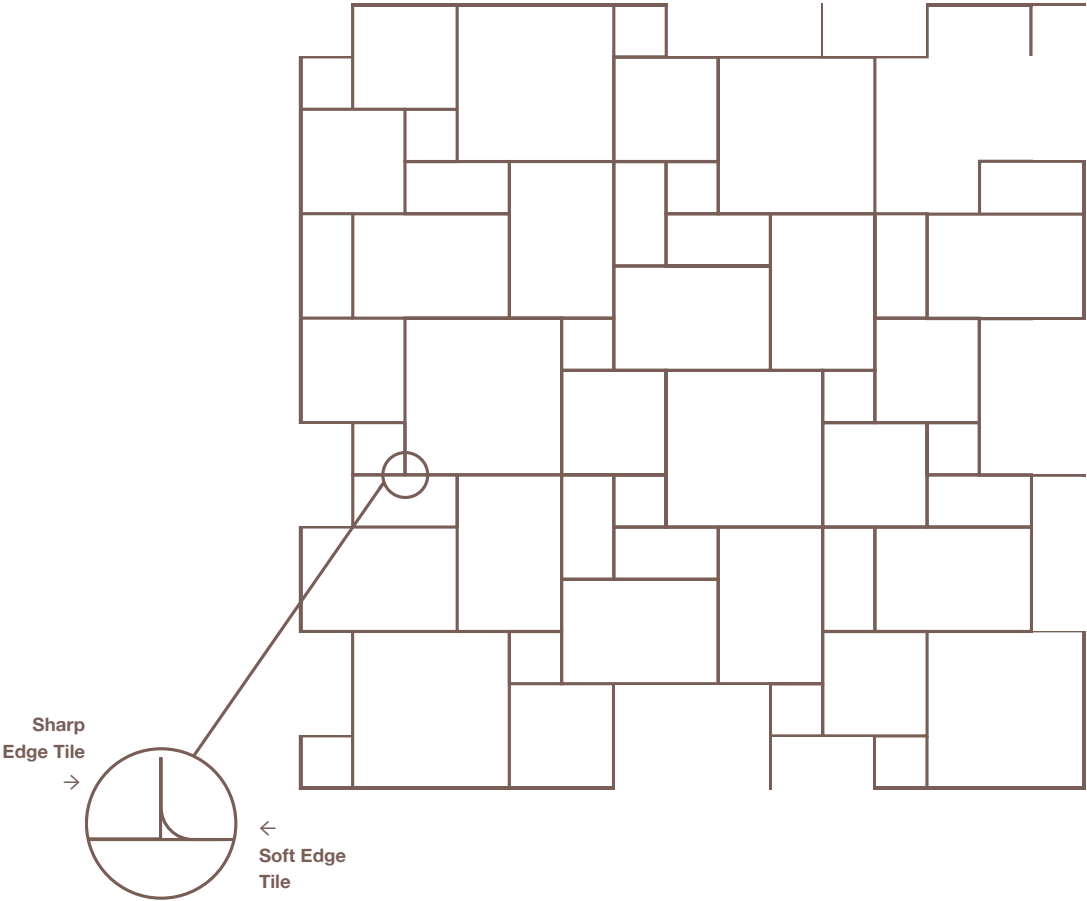
Thickness: 20mm — 3/4"
Hand Made Concrete

Quilt Textures

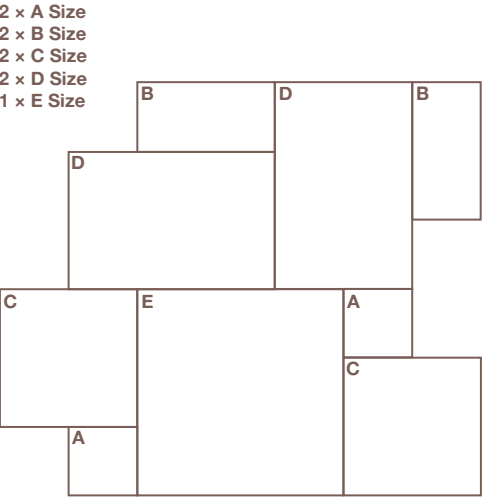


Quilt — Fixed Combination

“Quilt” combination contains a mix of soft-edged and sharp-edged tiles.



* One fixed set covers an area of 1.4 sqm and contains:










	PCS-SQM	PCS-CRATE
Quilt	Fixed Set 1.4M	12 Sets

Colour Palette

010 Silver Fog	011 Urban Mist	012 Shadow Stone	013 Powder Skin	030 Dune Soft Sand	
032 Olive Grain	014 Volcanic Lilac	019 Graphite Ash	020 Raw Terracotta	031 Siena Dust	001 Broken White

SQM-CRATE	KG-CRATE	SUITABILITY	CATALOG NUM.	NOTES
16.8	722.4	Interior / Exterior Use For Walls / Floring	MO1002	Hand Made Concrete

General Material Performance Data

							
	Dimensions Tolerance	Bending Strength	Abrasion Resistance	Reaction To Fire	Slip / Skid	Water Absorption	Freeze / Thaw Resistance
* Tested according to NP EN1339 standart	Class 3(R) ±2mm	Class 2(T) ≥4mpa	Class 4(I) ≤20mm	A1	Satisfactory	Class 2(B) ≤6% as a mean	Class 3(D) ≤1.0 kg/M2

TINY



TINY

Something old and something new. The Tiny design is a result of a passion for traditional natural materials. Combining the classic wood and flowers aesthetic with concrete characteristics leaves an elegant yet warm finish. The series consists of five different tiny inspired designs, each one unique and homely.

Order the series as a premade selection, where each pack contains an equal amount of tiles from all five textures. Or customise the concrete to fit a unique vision. With a choice of ten colours, each Tiny Tile is handcrafted to perfection and can rejuvenate walls and floors both indoors and outdoors.

Designed by Maor Aharon

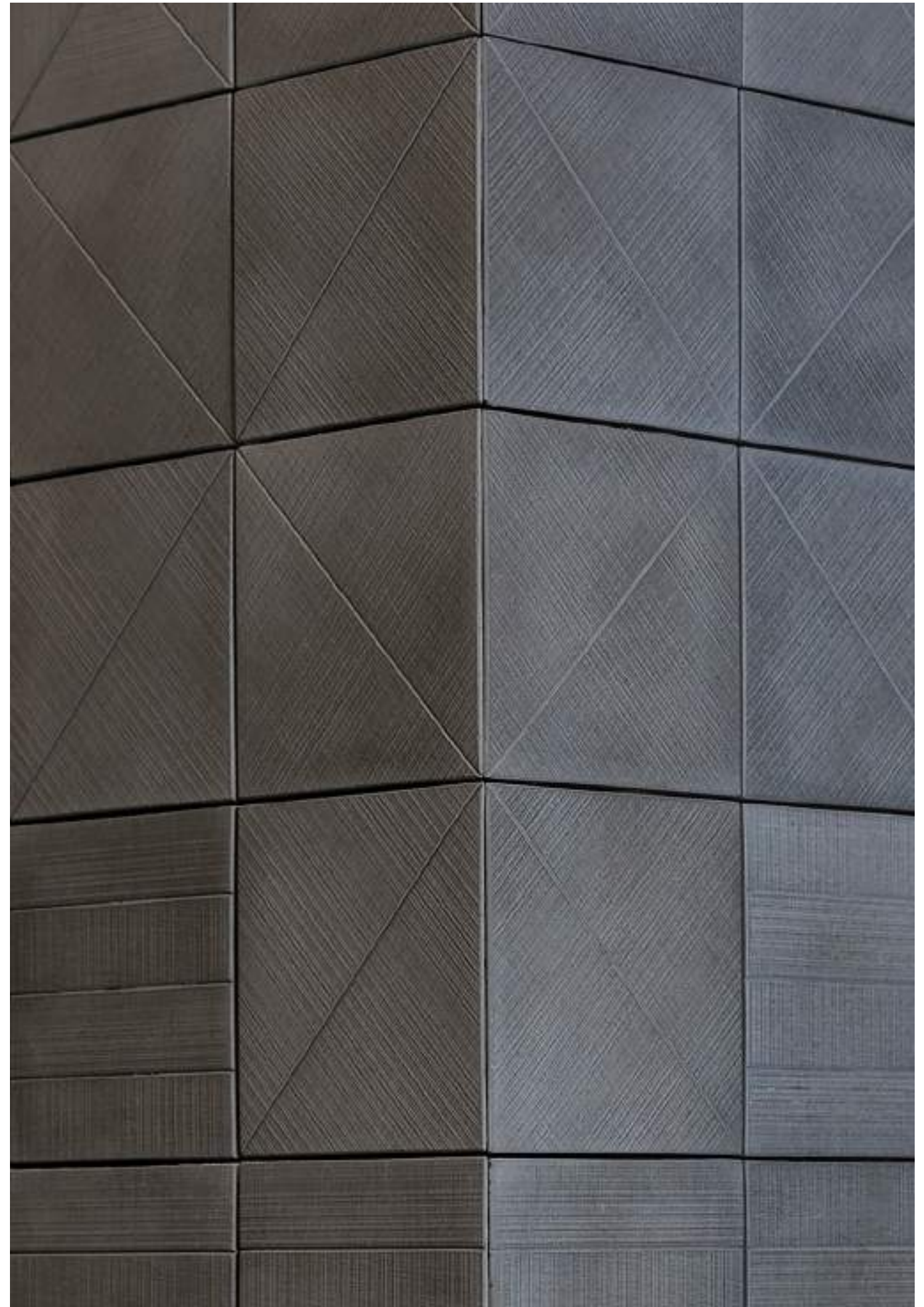


▲ Tiny Floral Mix (Silver Fog)
Rendering: Studio Aiko

▼ Tiny Timber Mix (Silver Fog)
Rendering: Studio Aiko



Tiny Timber Mix (Urban Mist) ►
Rendering: Studio Aiko





▲ Tiny Floral Mix (Urban Mist)
Rendering: Studio Aiko

▼ Tiny Floral Mix (Silver Fog)
Rendering: Studio Aiko

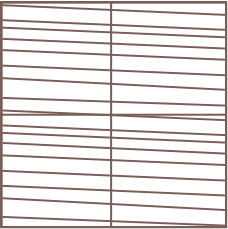


TECHNICAL INFO

Tiny Timber Family Tiles

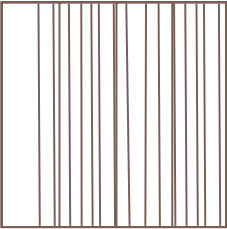
TM2006

20CM / 7 7/8"



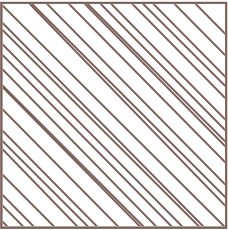
TM2007

20CM / 7 7/8"



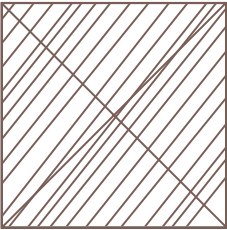
TM2008

20CM / 7 7/8"



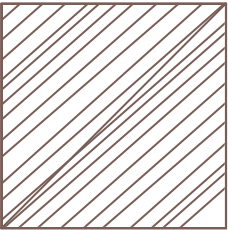
TM2009

20CM / 7 7/8"



TM2010

20CM / 7 7/8"

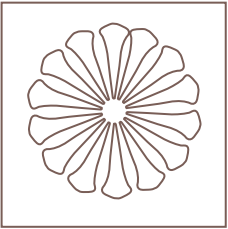


Thickness: 20mm — 3/4”
Hand Made Concrete

Tiny Floral Family Tiles

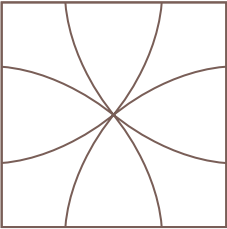
FL3006

15CM / 5 7/8"



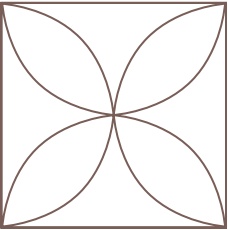
FL3007

15CM / 5 7/8"



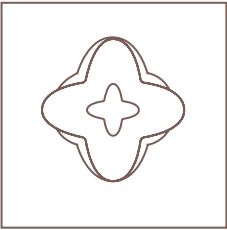
FL3008

15CM / 5 7/8"



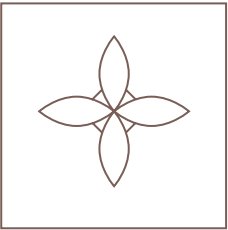
FL3009

15CM / 5 7/8"



FL3010

15CM / 5 7/8"



Thickness: 20mm — 3/4”
Hand Made Concrete








	PCS-SQM	PCS-CRATE
Tiny Timber Mix	25	400
Tiny Floral Mix	44.4	750

Colour Palette

010 Silver Fog	011 Urban Mist	012 Shadow Stone	013 Powder Skin	030 Dune Soft Sand	
032 Olive Grain	014 Volcanic Lilac	019 Graphite Ash	020 Raw Terracotta	031 Siena Dust	001 Broken White

SQM-CRATE	KG-CRATE	SUITABILITY	CATALOG NUM.	NOTES
16	688	Interior / Exterior Use For Walls / Floring	TM2011	Each Cardboard Box Ccontains 10 tiles, 2 of Each Texture Hand-Made Concrete
16.875	725.6	Interior / Exterior Use For Walls / Floring	FL3012	Each Cardboard Box Ccontains 15 tiles, 3 of Each Texture Hand-Made Concrete

General Material Performance Data

							
	Dimensions Tolerance	Bending Strength	Abrasion Resistance	Reaction To Fire	Slip / Skid	Water Absorption	Freeze / Thaw Resistance
* Tested according to NP EN1339 standart	Class 3(R) ±2mm	Class 2(T) ≥4mpa	Class 4(I) ≤20mm	A1	Satisfactory	Class 2(B) ≤6% as a mean	Class 3(D) ≤1.0 kg/M2

LINEAR



▲ Linear (Silver Fog)
Photography: Itay Benit



Linear (Broken White) ►
Rendering: Studio Aiko

LINEAR

Heading in the same direction, or not. The Linear series experiments with direction. Although designed to blanket a wall with horizontal tiles, the creators of RO decided to play around with discreet vertical tiles amongst it. Moreso, the Linear concrete tiles give the option of a smooth or lace design, incorporating a stroke of detailing amongst the smooth surface.

Linear allows the buyer to personalise their collection design. Choose between a wide selection of sizes and textures to create the perfect statement. With a choice of ten colours, each Linear tile is handcrafted to perfection and can transform walls and floors both indoors and outdoors.

Designed by Tali Edry



◀ Linear (Silver Fog)
Photography: Itay Benit

▼ Linear (Broken White)
Rendering: Studio Aiko



▼ Linear (Broken White) ►
Rendering: Studio Aiko



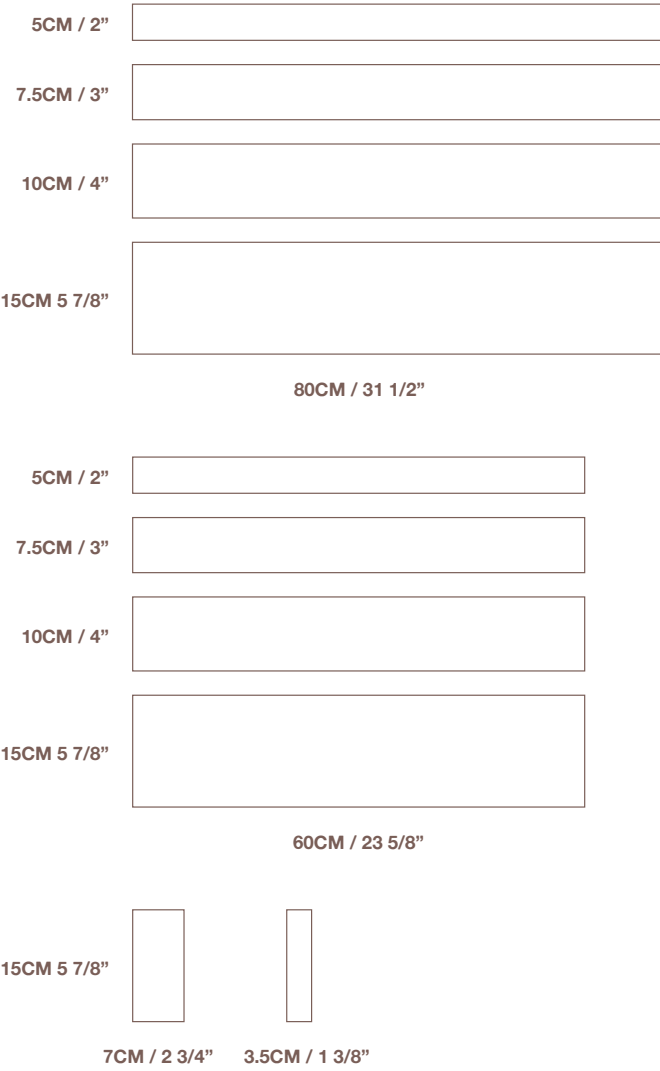
Linear (Urban Mist) ►
Rendering: Studio Aiko





◀ Linear (Broken White)
Photography: Itay Benit

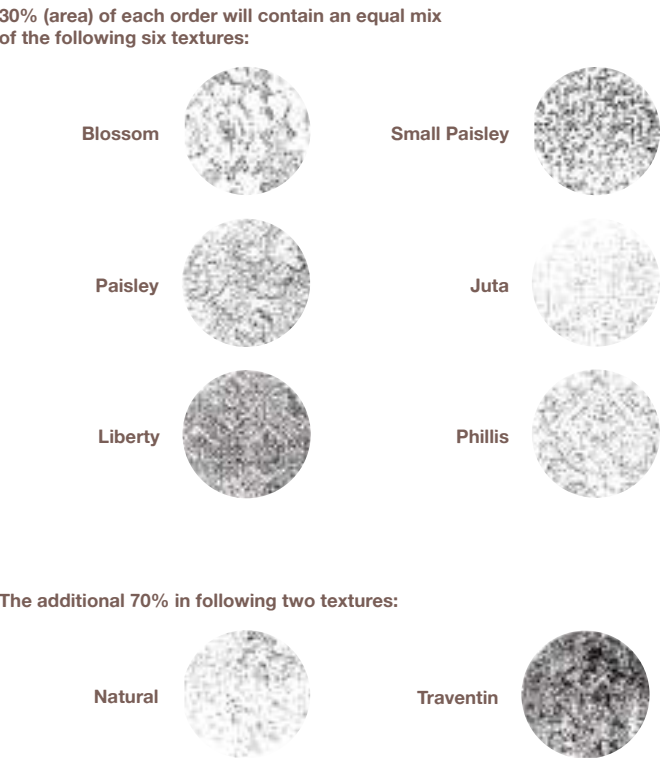
Linear Family Tiles



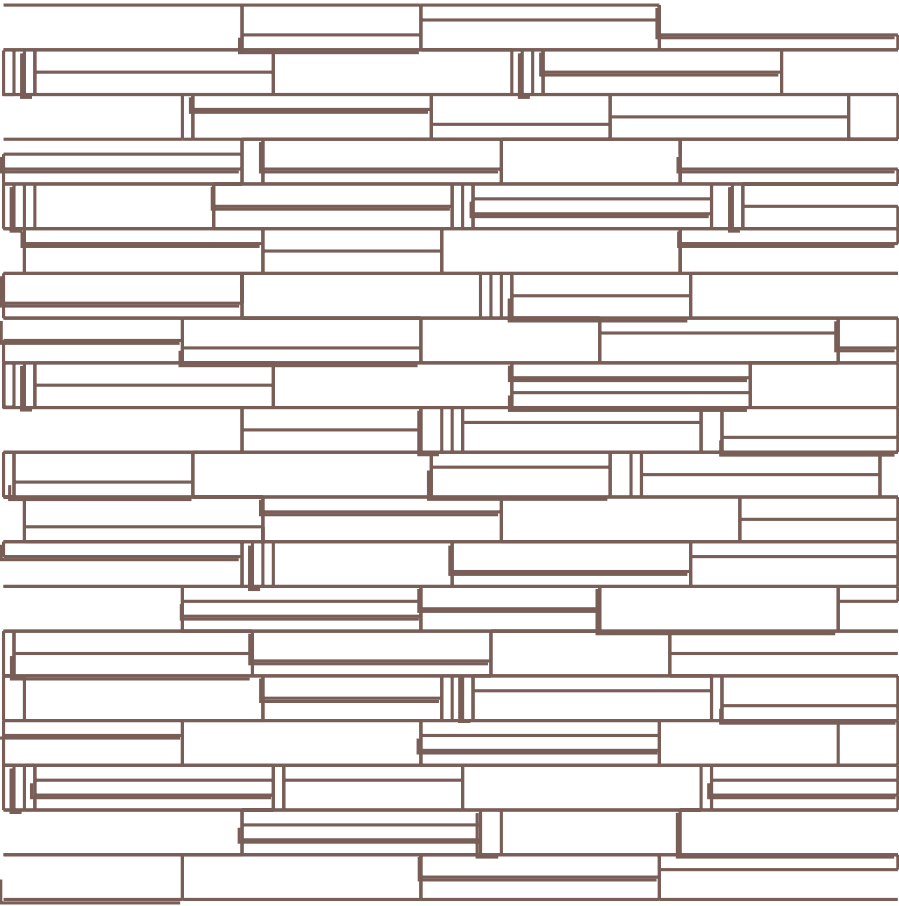
Thickness: 20mm — 3/4"

Hand Made Concrete

Linear Textures



Linear Textures — Fixed Combination










[illegible]

Colour Palette

010 Silver Fog	011 Urban Mist	012 Shadow Stone	013 Powder Skin	030 Dune Soft Sand	
					
032 Olive Grain	014 Volcanic Lilac	019 Graphite Ash	020 Raw Terracotta	031 Siena Dust	001 Broken White
					

SQM-CRATE	KG-CRATE	SUITABILITY	CATALOG NUM.	NOTES
18.36	789.48	Interior / Exterior Use For Walls / Floring	MO1001	Each 1 SQM is Packed in 3 Cardboard Boxes Hand Made Concrete
<div>E</div> <div>F</div> <div>G</div> <div>H</div> <div>I</div> <div>J</div> <div>60CM / 23 5/8"</div> <div>7CM / 2 3/4"</div> <div>3.5CM / 1 3/8"</div>				

General Material Performance Data

							
Dimensions Tolerance	Bending Strength	Abrasion Resistance	Reaction To Fire	Slip / Skid	Water Absorption	Freeze / Thaw Resistance	
* Tested according to NP EN1339 standart	Class 3(R) ±2mm	Class 2(T) ≥4mpa	Class 4(I) ≤20mm	A1	Satisfactory	Class 2(B) ≤6% as a mean	Class 3(D) ≤1.0 kg/M2

BARE



▲ Bare (Volcanic Lilac)
Rendering: The Craft



Bare (Broken White) ►
Rendering: The Craft

BARE

The “used” collection. The collection creates the effect of an exposed old brick wall. The damages of time and the layers of finishes it absorbed, are those who create the unique textures of the Bare series.

The collection is ‘all about texture’ and therefore arrives in a single geometry and size, with a rich mixture of ten different textures.

Designed by Betonada



◀ Bare (Powder Skin)
Rendering: The Craft

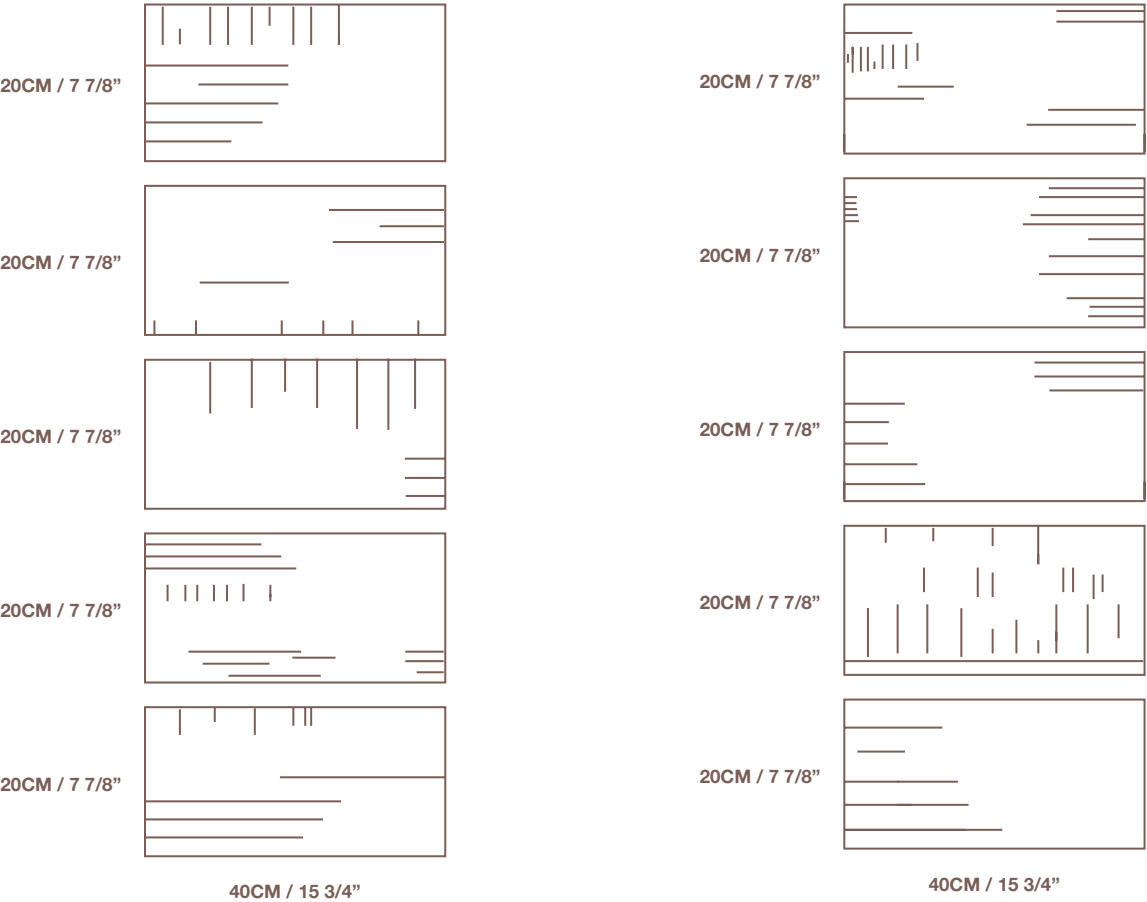


▲ Bare (Raw Terracotta)
Rendering: The Craft



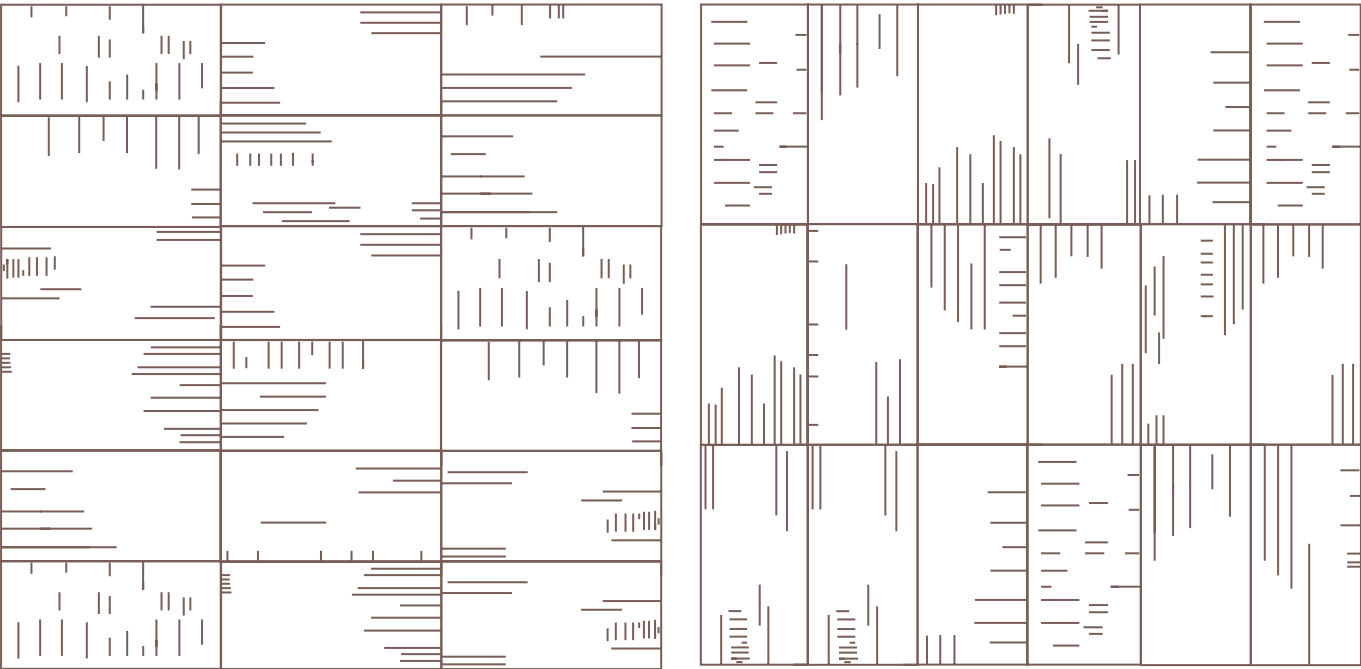
◀ Bare (Shadow Stone)
Rendering: The Craft

BARE Family Tiles



Thickness: 20mm — 3/4"
Hand Made Concrete
* BARE exists in 10 different textures

Bare — Layout Composition Suggestions










	PCS-SQM	PCS-CRATE
Bare	12.5	190

Colour Palette

010 Silver Fog	011 Urban Mist	012 Shadow Stone	013 Powder Skin	030 Dune Soft Sand	
032 Olive Grain	014 Volcanic Lilac	019 Graphite Ash	020 Raw Terracotta	031 Siena Dust	001 Broken White

SQM-CRATE	KG-CRATE	SUITABILITY	CATALOG NUM.	NOTES
15.2	653.6	Interior / Exterior Use For Walls	BR8001	Hand Made Concrete

General Material Performance Data

							
	Dimensions Tolerance	Bending Strength	Abrasion Resistance	Reaction To Fire	Slip / Skid	Water Absorption	Freeze / Thaw Resistance
* Tested according to NP EN1339 standart	Class 3(R) ±2mm	Class 2(T) ≥4mpa	Class 4(I) ≤20mm	A1	Satisfactory	Class 2(B) ≤6% as a mean	Class 3(D) ≤1.0 kg/M2

INKEE



▲ Inkee
Rendering: The Craft

Inkee (Silver Fog) ►
Rendering: The Craft

INKEE

The Inkee collection is rich in textures with an “unfinished” look that are open to personal interpretation. Some might feel an ethnic inspiration, others might refer to the worlds of textile, and there are those who will see in its textures quotes from the worlds of concrete castings and industrialized work. What is clear is that the result of the wall surface is rich and vivid of textures, with an “imperfect” look.

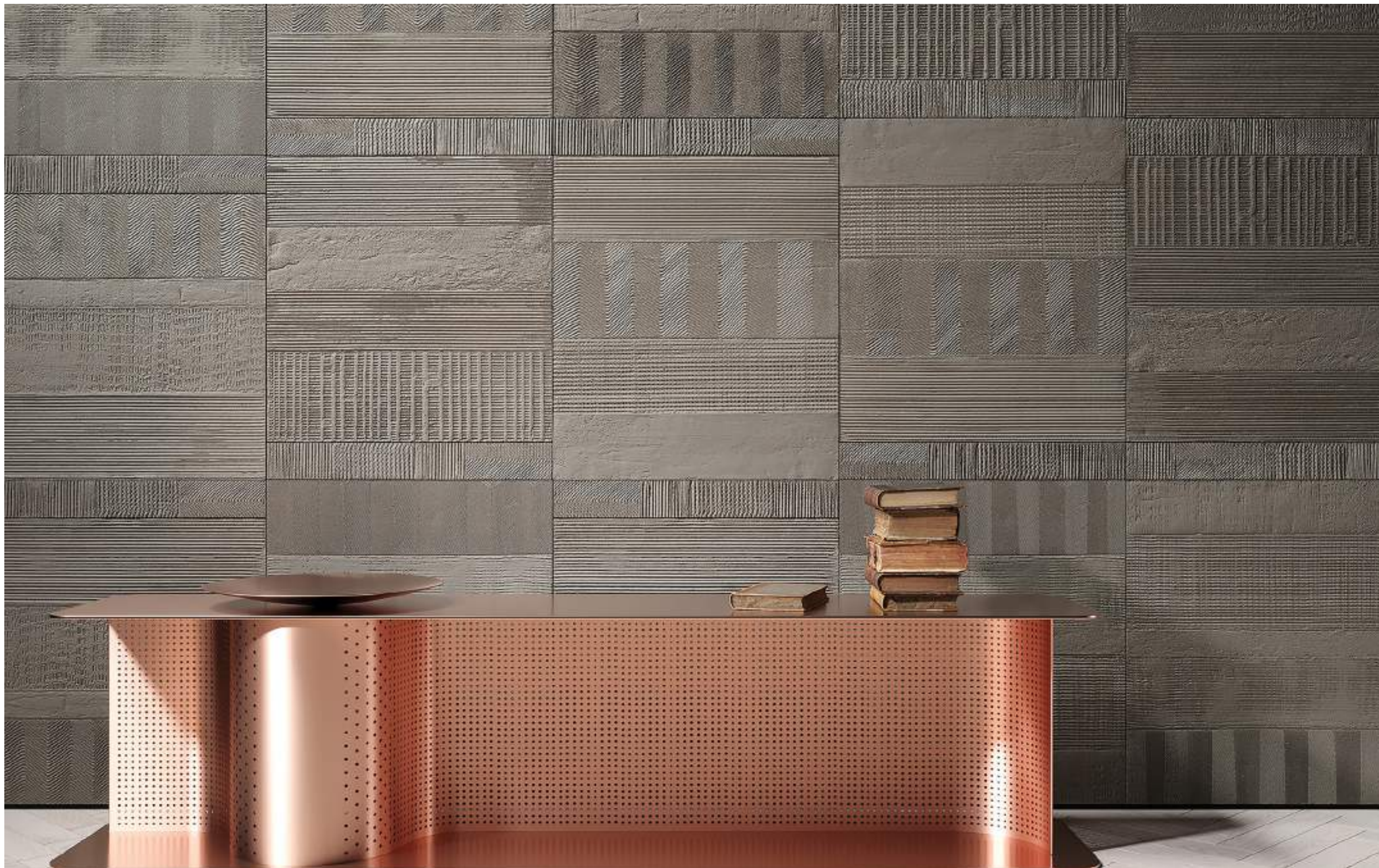
The collection is ‘mostly about texture’ and arrives in a mixture of three sizes, each tile carries a surface divided to different textures. The IKEE handcrafted concrete tiles can characterize walls both indoors and outdoors, and are available in a selection of ten colors.

Designed by Betonada





◀ Inkee (Urban Mist)
Rendering: The Craft



▲ Inkee (Urban Mist)
Rendering: The Craft

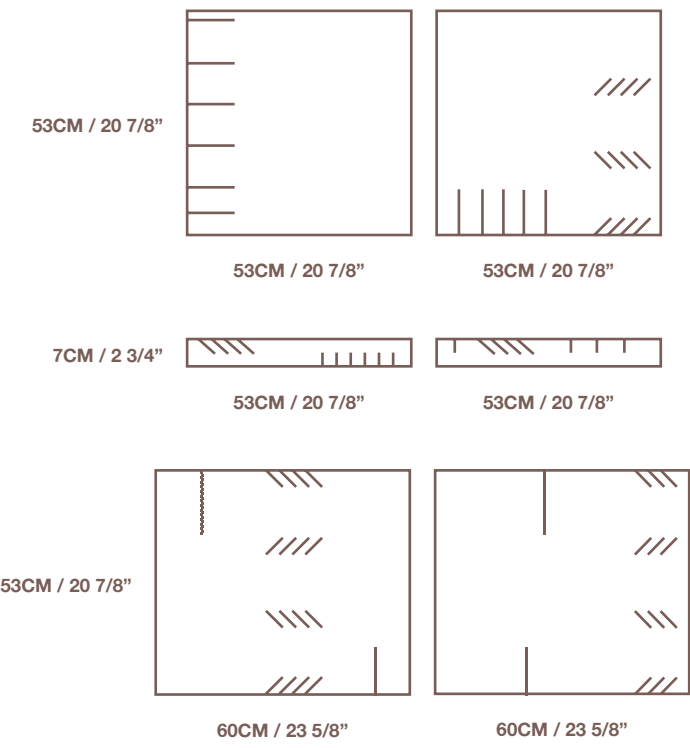


◀ Inkee (Siena Dust)
Rendering: The Craft

▼ Inkee (Urban Mist)
Rendering: The Craft

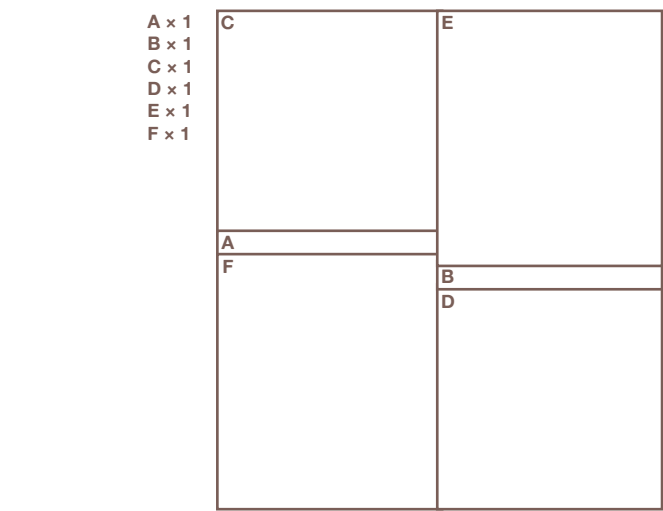


Inkee — Family Tiles



Thickness: 20mm — 3/4"
Hand Made Concrete

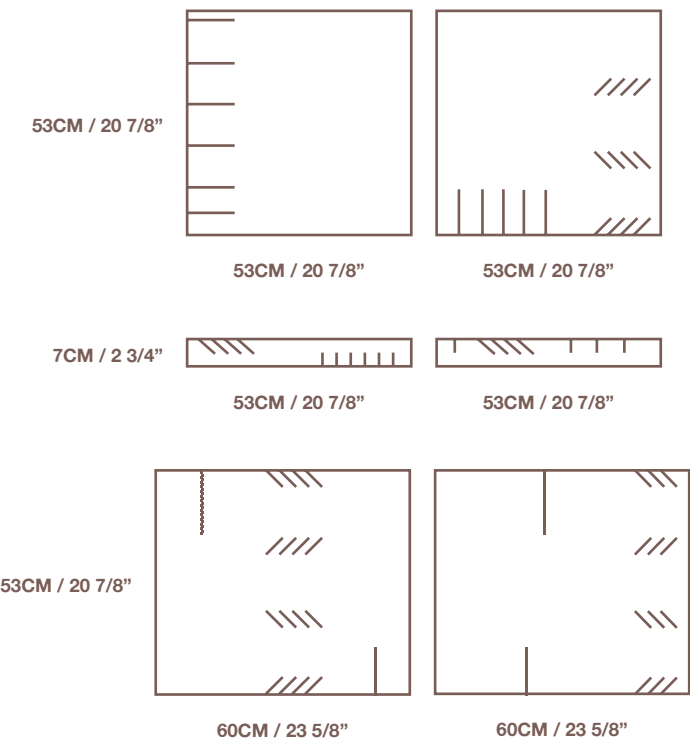
Inkee — Fixed Combination



Inkee — Layout Composition Suggestions

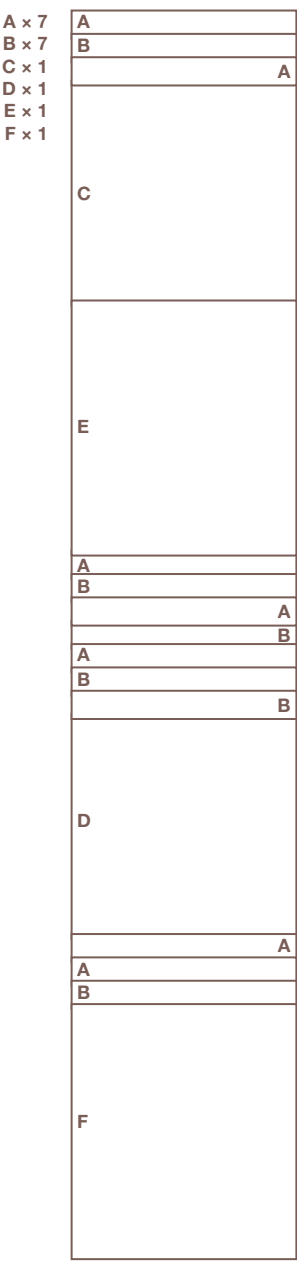


Inkee Wild — Family Tiles

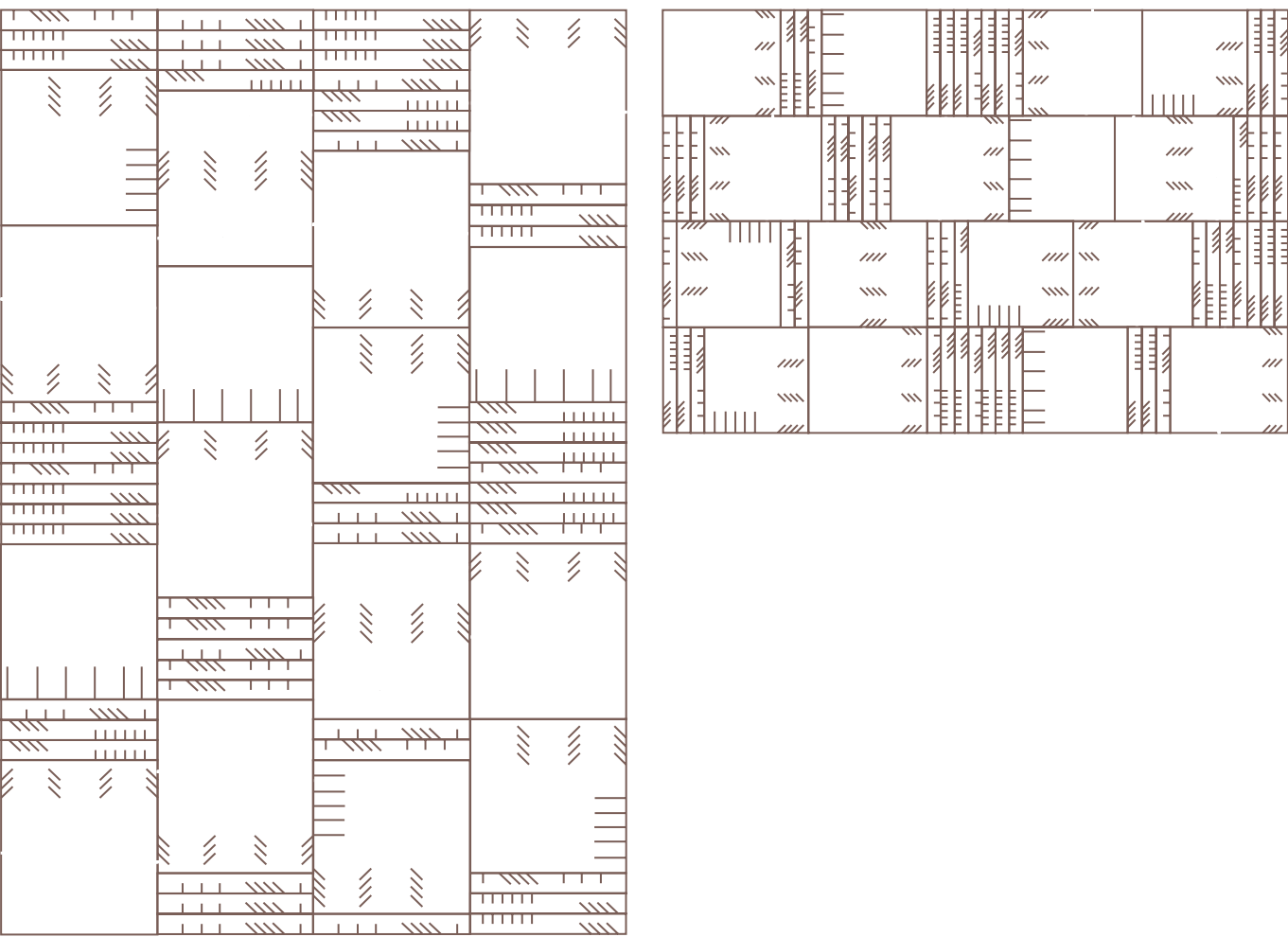


Thickness: 20mm — 3/4"
Hand Made Concrete

Inkee Wild — Fixed Combination



Inkee Wild — Layout Composition Suggestions



	PCS-SQM	PCS-CRATE
Inkee	Fixed Set 1.272	11 Sets
Inkee Wild	Fixed Set 1.7172	9 Sets

SQM-CRATE	KG-CRATE	SUITABILITY	CATALOG NUM.	NOTES
13.992	601.66	Interior / Exterior Use For Walls	IN8001	Hand-Made Concrete
15.455	649.10	Interior / Exterior Use For Walls	IN8002	Hand-Made Concrete

Colour Palette

010
Silver Fog

011
Urban Mist

012
Shadow Stone

013
Powder Skin

030
Dune Soft Sand

032
Olive Grain

014
Volcanic Lilac








019
Graphite Ash

020
Raw Terracotta

031
Siena Dust

001
Broken White

General Material Performance Data

							
	Dimensions Tolerance	Bending Strength	Abrasion Resistance	Reaction To Fire	Slip / Skid	Water Absorption	Freeze / Thaw Resistance
* Tested according to NP EN1339 standart	Class 3(R) ±2mm	Class 2(T) ≥4mpa	Class 4(I) ≤20mm	A1	Satisfactory	Class 2(B) ≤6% as a mean	Class 3(D) ≤1.0 kg/M2

SUSTAINABILITY STATEMENT



▲ Photography: Adi Eckstein

Photography: Adi Eckstein ►

SUSTAINABILITY STATEMENT

At Ro Design, sustainability lies at the heart of everything we create. As pioneers in the design and production of high-end concrete architectural walls and floor coverings, we are dedicated to delivering innovative, durable, and eco-conscious solutions that transform spaces while safeguarding the planet.

Sustainability is not just about environmental responsibility; it is also about providing customers with a competitive edge in an evolving industry.



Our sustainability efforts begin with the materials we choose. Unlike traditional concrete or ceramic tiles that rely on resource-intensive processes, our advanced concrete formulations minimize environmental impact without compromising strength, durability, or aesthetics.

Our production process generates 20% less CO2 compared to conventional ceramic tiles, while maintaining high performance. By sourcing materials locally, we reduce transportation emissions and support regional economies, ensuring that every project aligns with the highest environmental standards.



CIRCULAR DESIGN PHILOSOPHY

We don’t just talk about sustainability—we live it. Our circular design philosophy ensures that production waste is repurposed and recycled into new designs.

By reusing aggregates from larger materials, we reduce waste by up to 30% compared to traditional manufacturing methods. This approach minimizes resource consumption and allows us to create unique, custom designs that set projects apart. With Ro Design, you offer clients products that are not only aesthetically superior but also environmentally responsible.



BUILT TO LAST

Sustainability is about longevity. Each Ro Design piece is engineered to endure for up to 50 years—far exceeding the lifespan of traditional materials like ceramic tiles or standard concrete.

This durability results in fewer replacements, less waste, and lower long-term costs for clients. By choosing Ro Design, you invest in solutions that reduce the environmental footprint of projects throughout their entire lifecycle.

At Ro Design, sustainability drives our research and development. We continually explore new materials and processes to enhance both performance and environmental responsibility. By pushing the boundaries of innovation, we set new benchmarks for the concrete industry and empower architects to lead in sustainable design.



TRANSPARENCY AND CERTIFICATIONS

We ensure that all materials used in our production meet global sustainability standards and certifications, guaranteeing their environmental and social responsibility. Transparency is a fundamental principle guiding our efforts, ensuring trust and accountability at every step.

COMMITMENT TO RENEWABLE ENERGY

We are actively transitioning toward a carbon-neutral production model by integrating renewable energy sources such as solar and wind power into our operations.

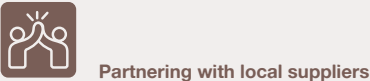
We have already reduced emissions by 15% compared to industry averages and offset remaining emissions through verified sustainability projects. Every Ro Design product contributes to a cleaner, greener future.



SOCIAL RESPONSIBILITY

Sustainability extends beyond the environment; it is also about people. By partnering with local suppliers and artisans, we reduce the carbon footprint of material transportation while fostering sustainable economic growth.

Choosing Ro Design means supporting a network of local businesses and creating opportunities that strengthen regional economies.



Traditional mass production often leads to overstock, waste, and unnecessary CO2 emissions. Ro Design redefines this model with a made-to-order approach that eliminates overproduction and minimizes waste.

This ensures that every piece is tailored to client specifications, reducing the carbon footprint of projects while providing unparalleled design flexibility. With Ro Design, you can create truly unique spaces that reflect both vision and values.

FUTURE GOALS

We are not stopping here. By 2030, we aim to achieve a 50% reduction in production emissions and increase the use of recycled materials by 40%. These ambitious goals reflect our unwavering commitment to creating a more sustainable future—and we invite you to be part of this journey.

By choosing Ro Design, you are not just keeping up with industry trends; you are staying ahead of them.



50% emission reduction

40% more recycled materials used



THE IMPORTANCE OF LIGHTING



▲ Photography: Adi Eckstein

Photography: Adi Eckstein ►

THE IMPORTANCE OF LIGHTING

Lighting plays a crucial role in enhancing the beauty of textured concrete surfaces.

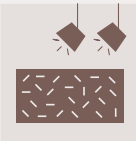
Proper lighting placement should be a fundamental consideration during the design phase to accentuate the ridged effect and amplify the three-dimensional look.

The key is to ensure the light “washes” down or across the surface, depending on the orientation of the texture lines.



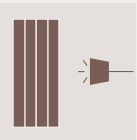
HORIZONTAL TEXTURE LINES

When tiles are laid with horizontal lines, and the surface finish also follows this direction, the ideal lighting should come from above to emphasize depth and texture.



NO DOMINANT ORIENTATION

If there is no prevailing direction in the tile layout, the light should generally “wash” over the surface to highlight the textured finish evenly.



VERTICAL TEXTURE LINES

If both the tile layout and the surface finish have vertical lines, the light source should ideally be positioned to the side to enhance contrast and shadows.



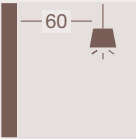
*PLANNING CONSIDERATIONS

When selecting the appropriate lighting, always take into account the dominant direction of the surface finish in relation to the grout lines.

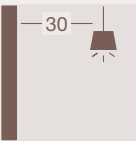


GENERAL GUIDELINES FOR LIGHTING PLACEMENT

HORIZONTAL TEXTURE LINES

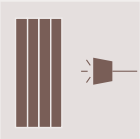


If using adjustable lighting coming from above, maintain a maximum distance of 60 cm between the light source and the tiled surface.

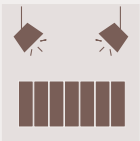


or fixed lighting coming from above, keep a maximum distance of 30 cm for optimal illumination.

VERTICAL TEXTURE LINES



Side lighting is recommended for the best effect.



If lighting from above, use adjustable spotlights and cross the beams to enhance texture visibility.

CHOOSING THE RIGHT TYPE OF LIGHTING

The choice of lighting should be tailored to the specific aesthetic and functional goals of the space:



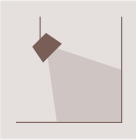
SPOTLIGHTS— DIRECTIONAL LIGHTING

Ideal for emphasizing deep textures and creating strong contrasts.



GRAZING LIGHT

Placed close to the surface to highlight relief patterns and enhance the 3D effect.



WALL WASHERS— DIFFUSE LIGHTING

Best for a softer effect, illuminating the entire surface evenly without harsh shadows.

COLOR TEMPERATURE AND AMBIENCE

WARM WHITE (2700K-3000K)

Creates a cozy, inviting atmosphere, suitable for residential and hospitality environments.

NEUTRAL WHITE (3500K-4000K)

Provides a balanced, natural look, ideal for commercial spaces and offices.

COOL WHITE (5000K+)

Enhances texture details with high contrast, perfect for modern or industrial-style spaces.

LIGHTING CONTROL AND FLEXIBILITY



DIMMABLE LIGHTING

Allows for adaptability to different times of day and ambiance needs.



SMART LIGHTING INTEGRATION

Enables dynamic control, automation, and scene setting for optimal lighting effects.

INSTALLATION CONSIDERATIONS

LIGHTING LAYOUT PLANS

Always provide the installer with detailed layout plans to ensure the correct positioning of fixtures.

ANTI-GLARE SOLUTIONS

Consider using anti-glare solutions to enhance visual comfort while maintaining design integrity.

DISTANCE AND ANGLE

Specify the ideal distance between light sources and surfaces for the best visual impact. For example, a grazing light effect works best when the angle of incidence is between 15° and 30° relative to the surface.

MATERIAL CONSIDERATIONS

Keep in mind how the finish of the surface interacts with light; matte and rough surfaces will create more pronounced contrasts with grazing light.

▼ Photography: Adi Eckstein



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[Ro Concrete \(Facebook\)](#)

www.ro.design