

# **PO THE BEAUTY OF IMPERFECTION**











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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.

Conceptual material design development team: Tali Edri, Yoav Anderman, Meytal Levi, Lilach Lev, Maor Aharon, Betonada.



▲ Linear Color 010  
Photography: Itay Benit

Linear Color 010 ►  
Photography: Itay Benit

# RO 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 Color 010  
Photography: Itay Benit

▼ Linear Color 001





Linear Color 001



Linear Color 011



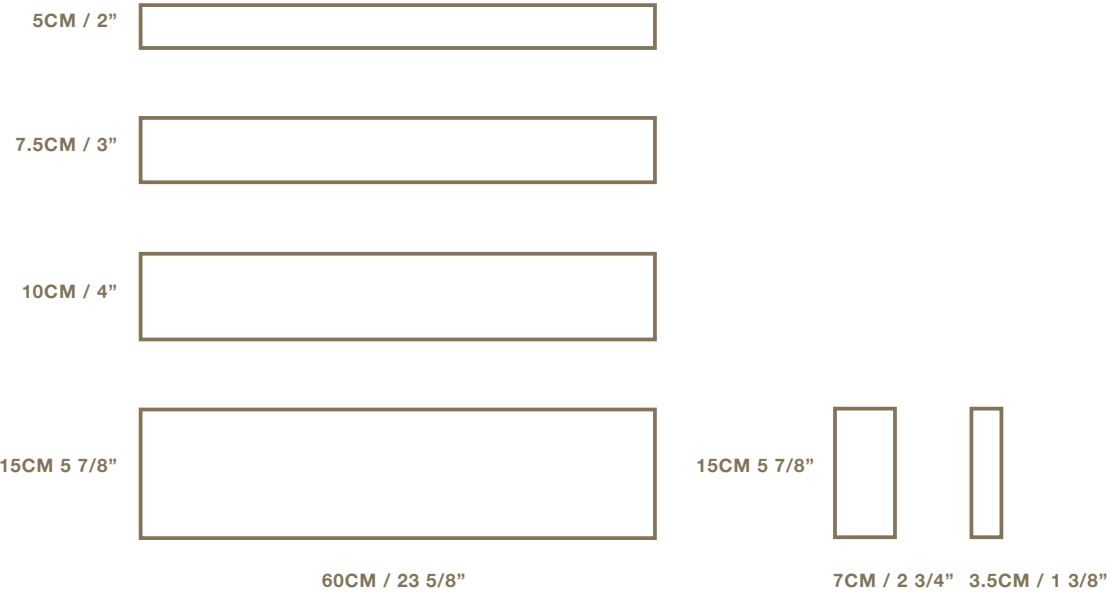
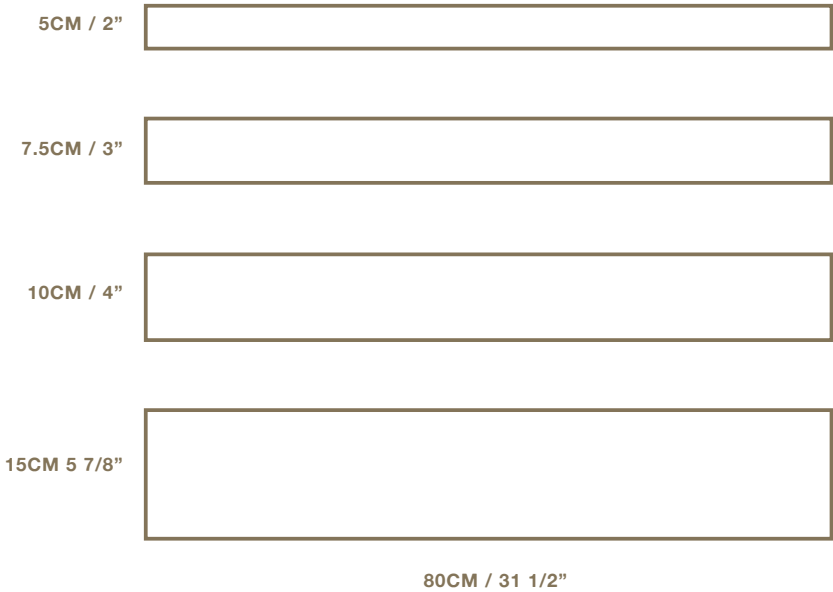






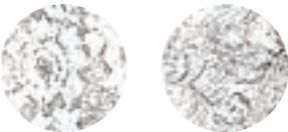
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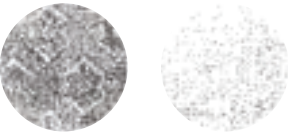




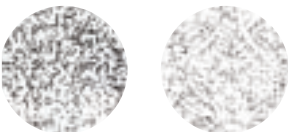
30% (area) of each order will contain an equal mix of the following six textures:



Blossom Paisley

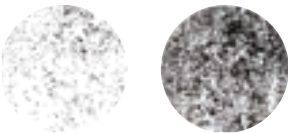


Liberty Juta

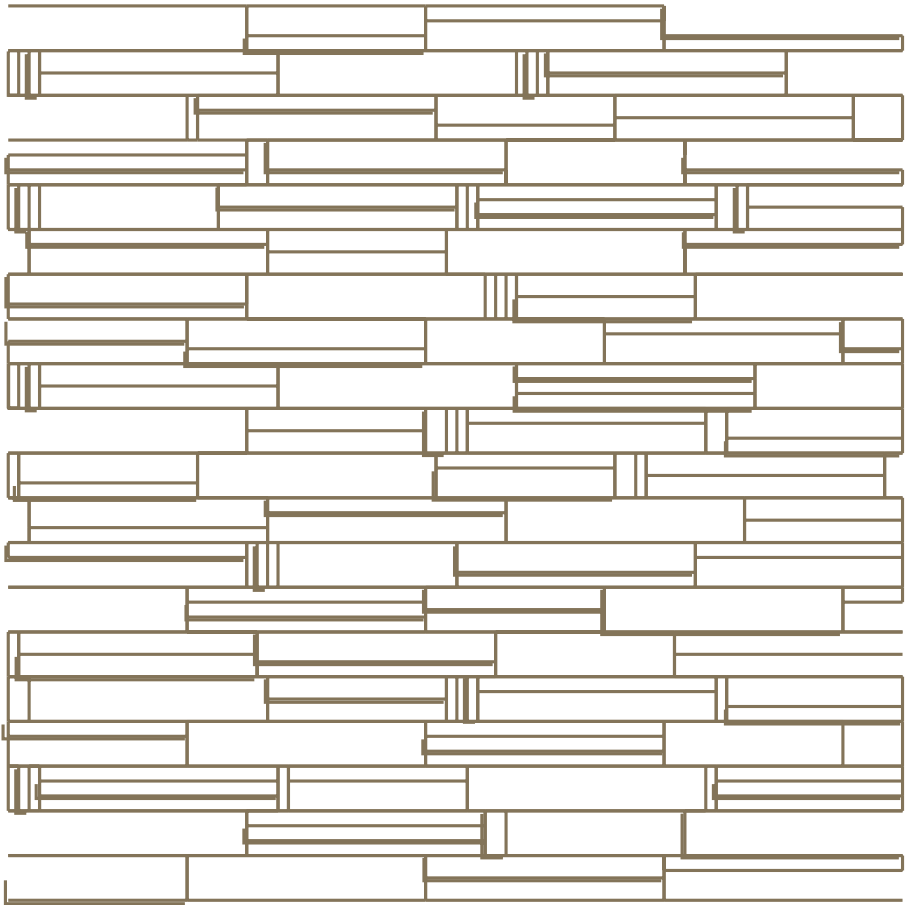


Small Paisley Phillis

The additional 70% in following two textures:



Natural Traventin





	PCS-SQM	PCS-CRATE
Linear	Fixed Set 1.002	18 Sets

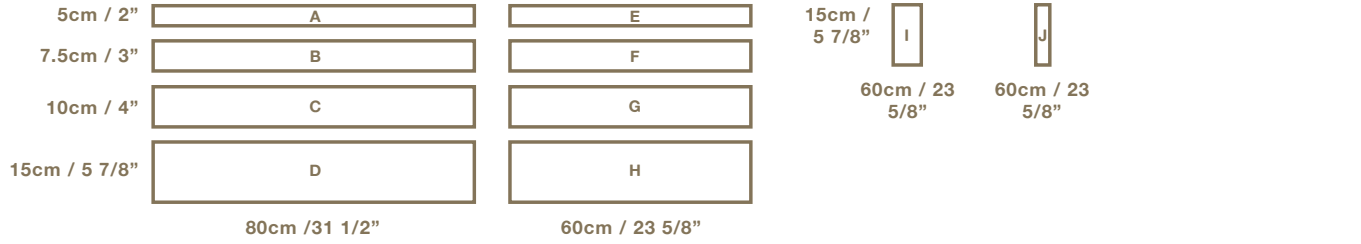
\* Linear Wild - Fixed Set contains the following tiles quantity:






- 5 X A Size
- 2 X B Size
- 2 X C Size
- 2 X D Size
- 1 X E Size
- 2 X F Size
- 1 X G Size
- 1 X H Size
- 1 X I Size
- 4 X J Size

General Material Performance Data

	 Dimensions Tolerance	 Bending Strength
* Tested according to NP EN1339 standart	Class 3(R) ±2mm	Class 2(T) ≥4mpa

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



 Abrasion Resistance	 Reaction To Fire	 Slip / Skid	 Water Absorption	 Freeze / Thaw Resistance
Class 4(I) ≤20mm	A1	Satisfactory	Class 2(B) ≤6% as a mean	Class 3(D)≤1.0 kg/M²



# COLOUR PALETTE

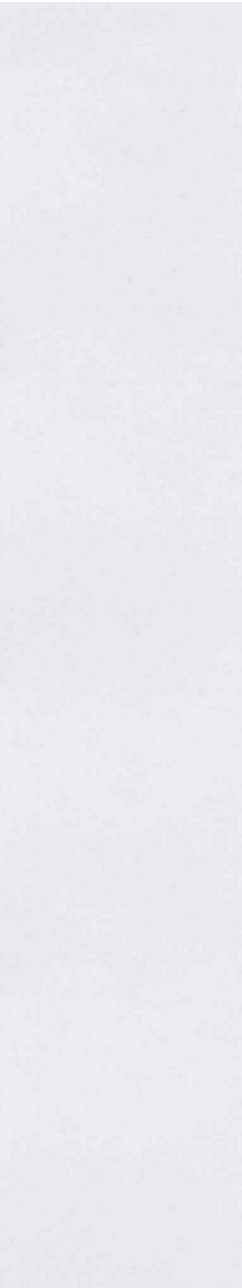
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