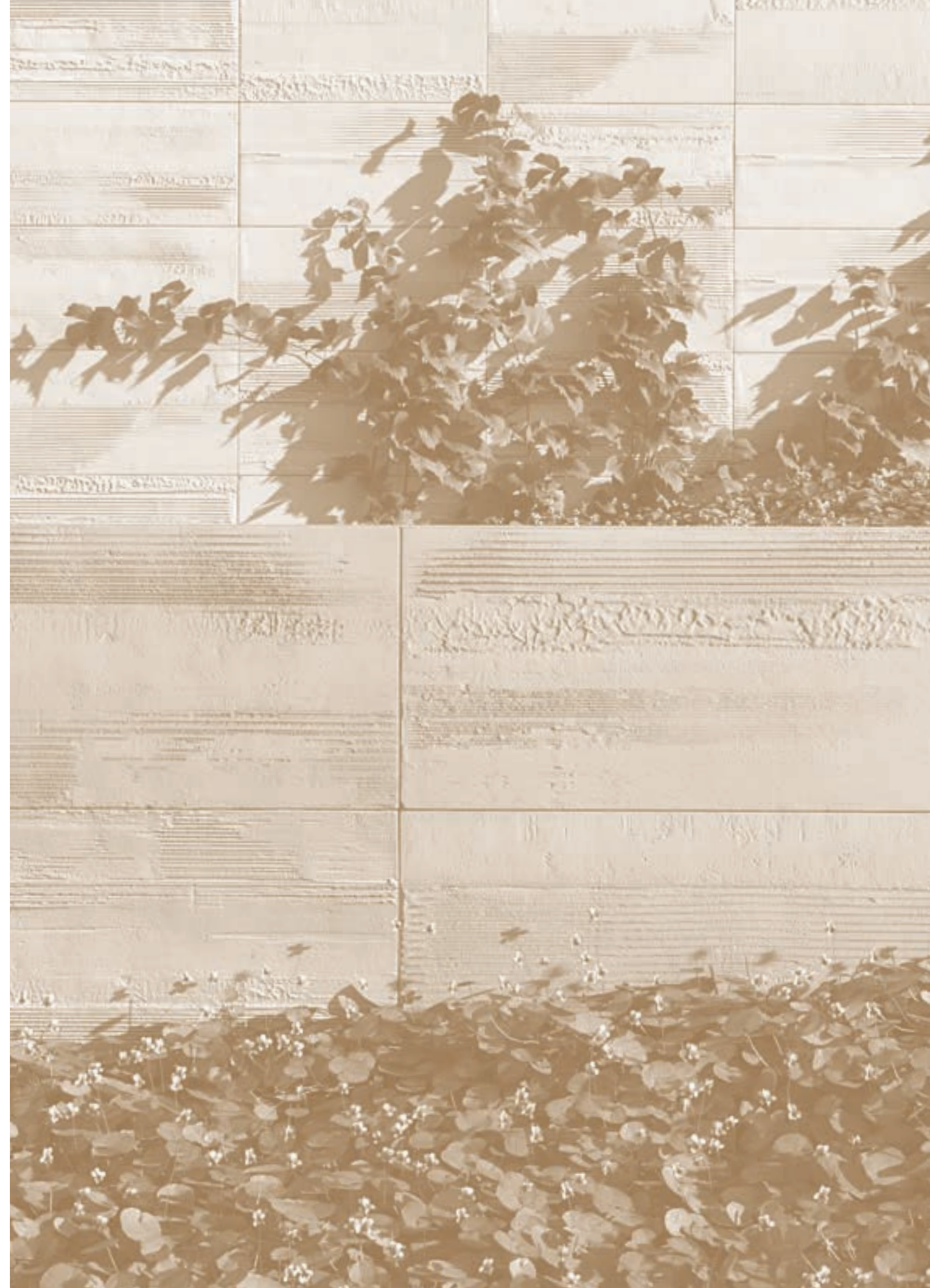
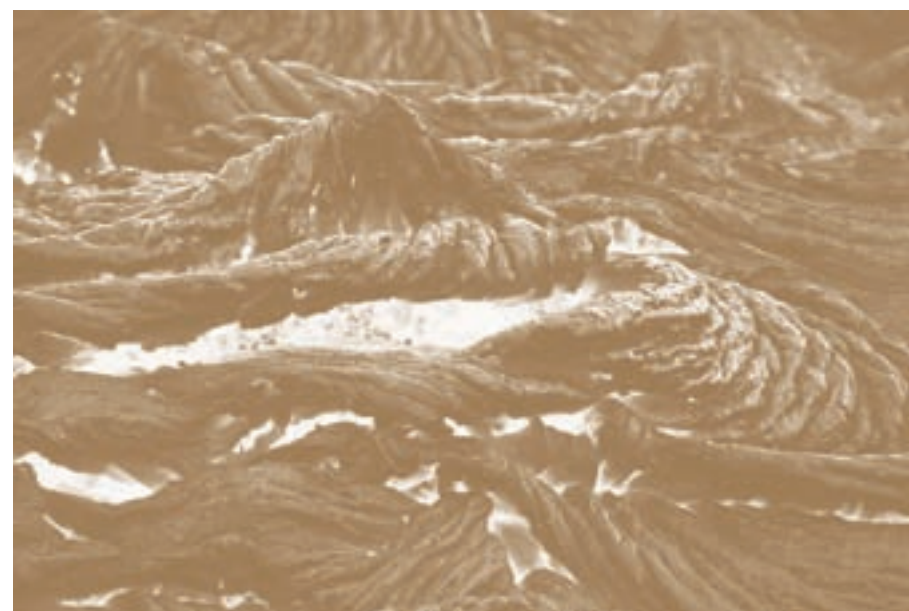


PO THE BEAUTY OF IMPERFECTION







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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.



▲ Bare Color 001

Bare Color 001 ►

RO 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 Color 013

▼ Bare Color 014





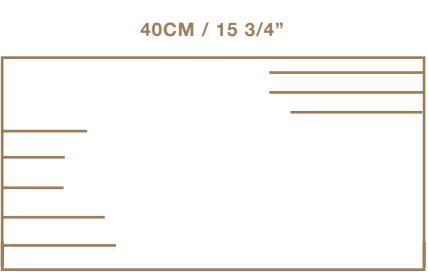
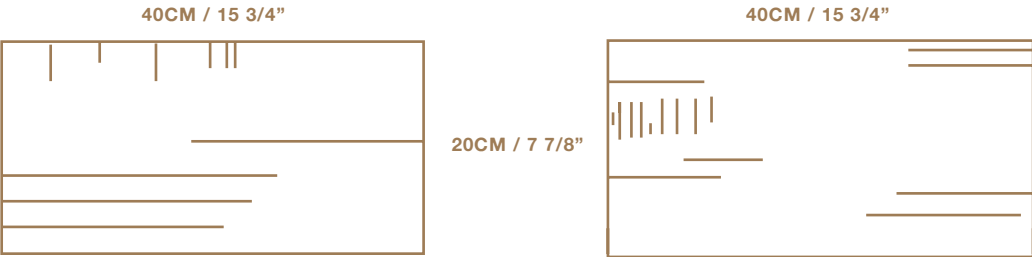
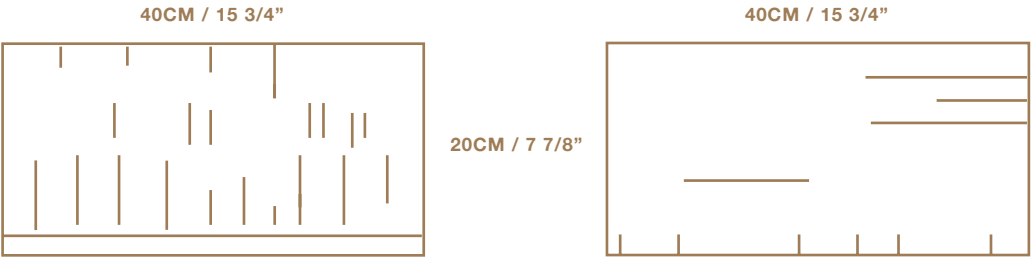
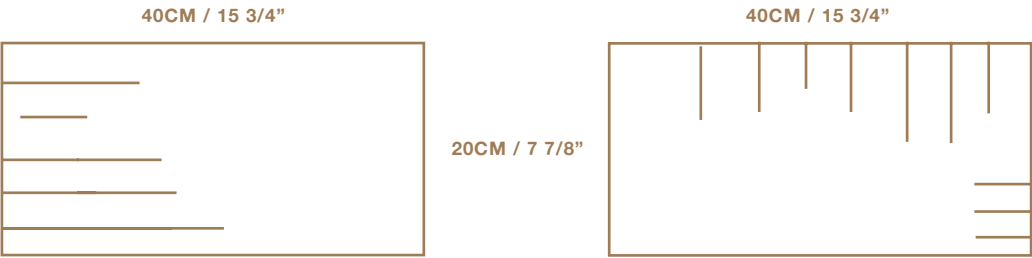
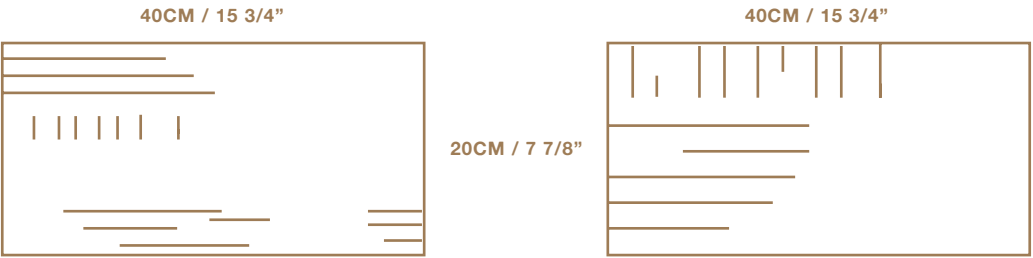


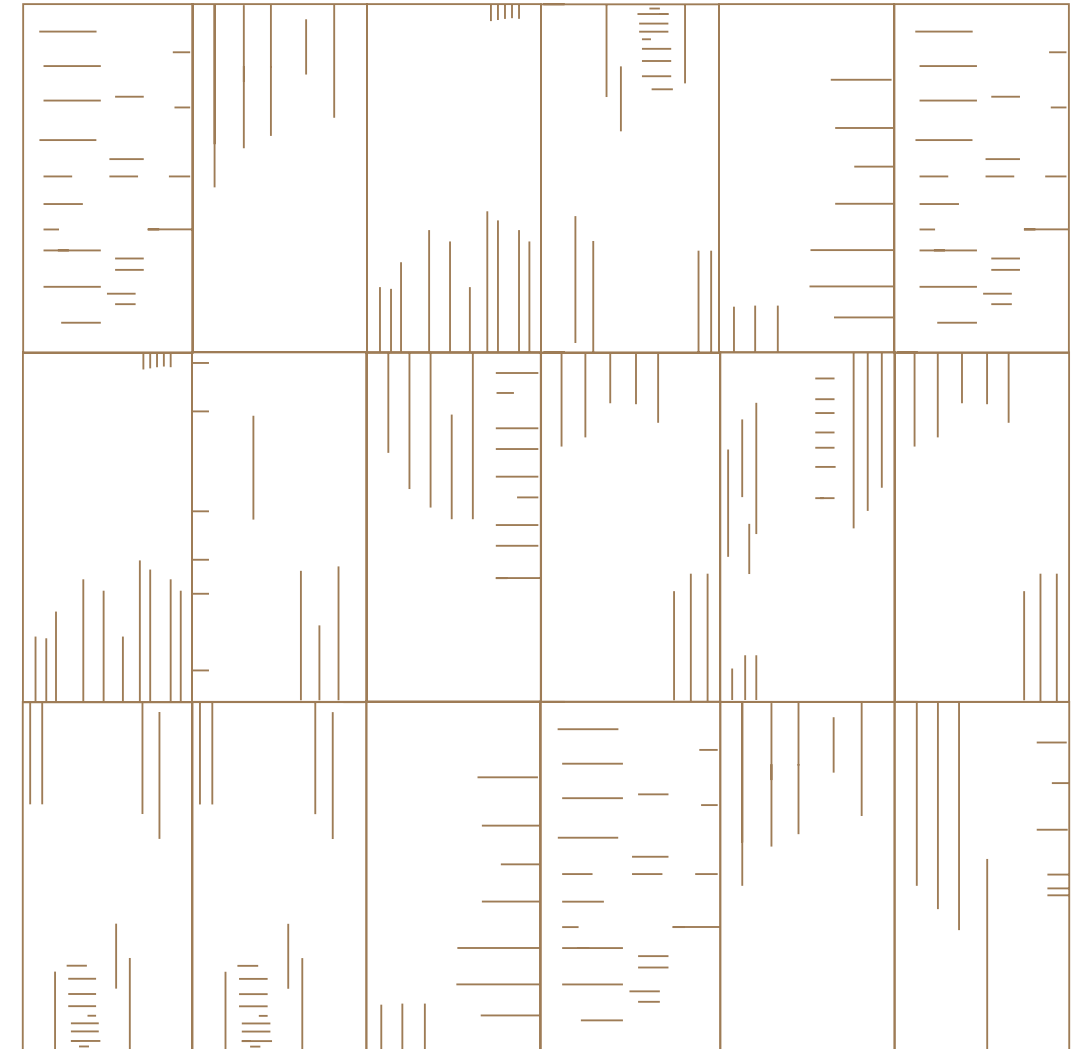
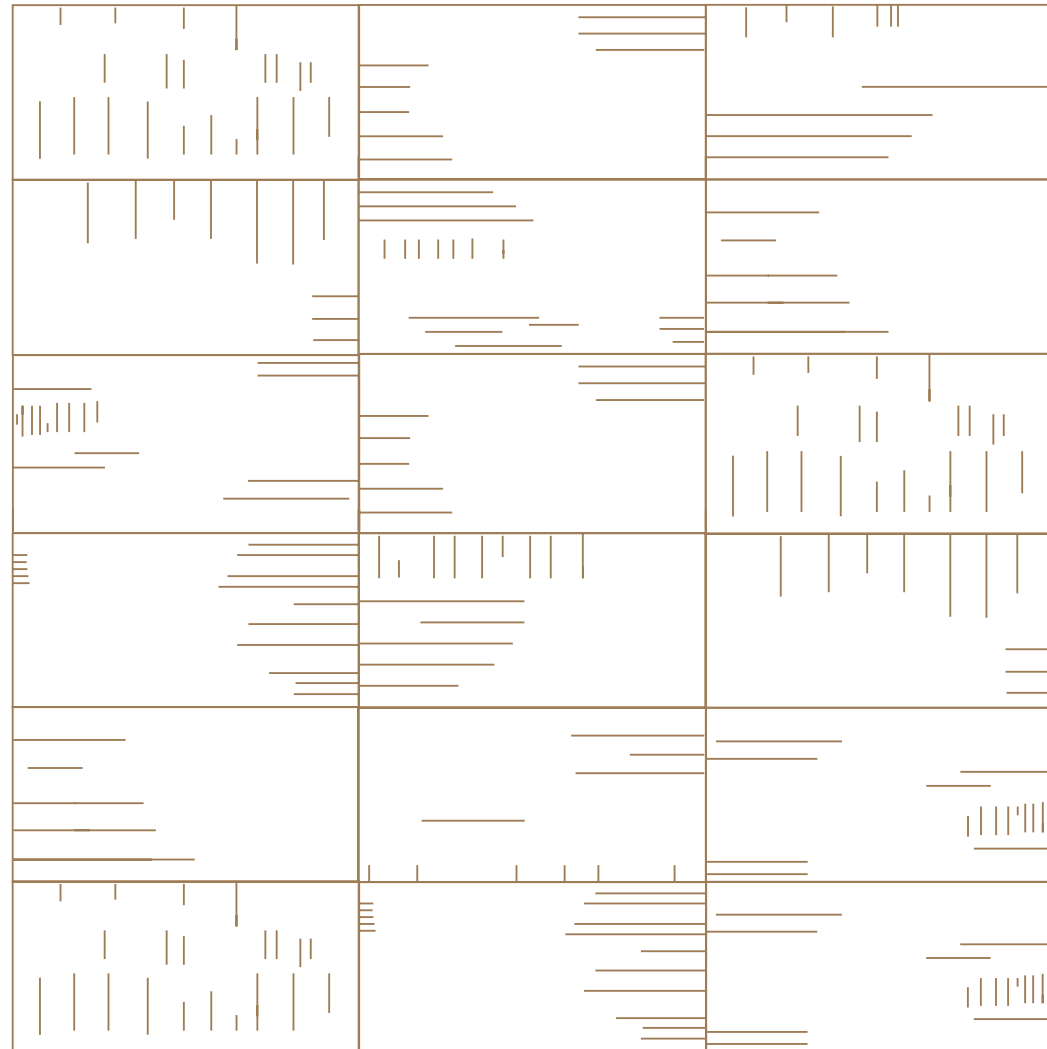
▲ Bare Color 012



▲ Bare Color 010

RO TECHNICAL
INFO







| | PCS-SQM | PCS-CRATE |
|------|---------|-----------|
| Bare | 12.5 | 190 |

| 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 |
|--|--|--|
| * Tested according to NP EN1339 standart | Class 3(R) ±2mm | Class 2(T) ≥4mpa |

|  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 |

RO

COLOUR
PALETTE

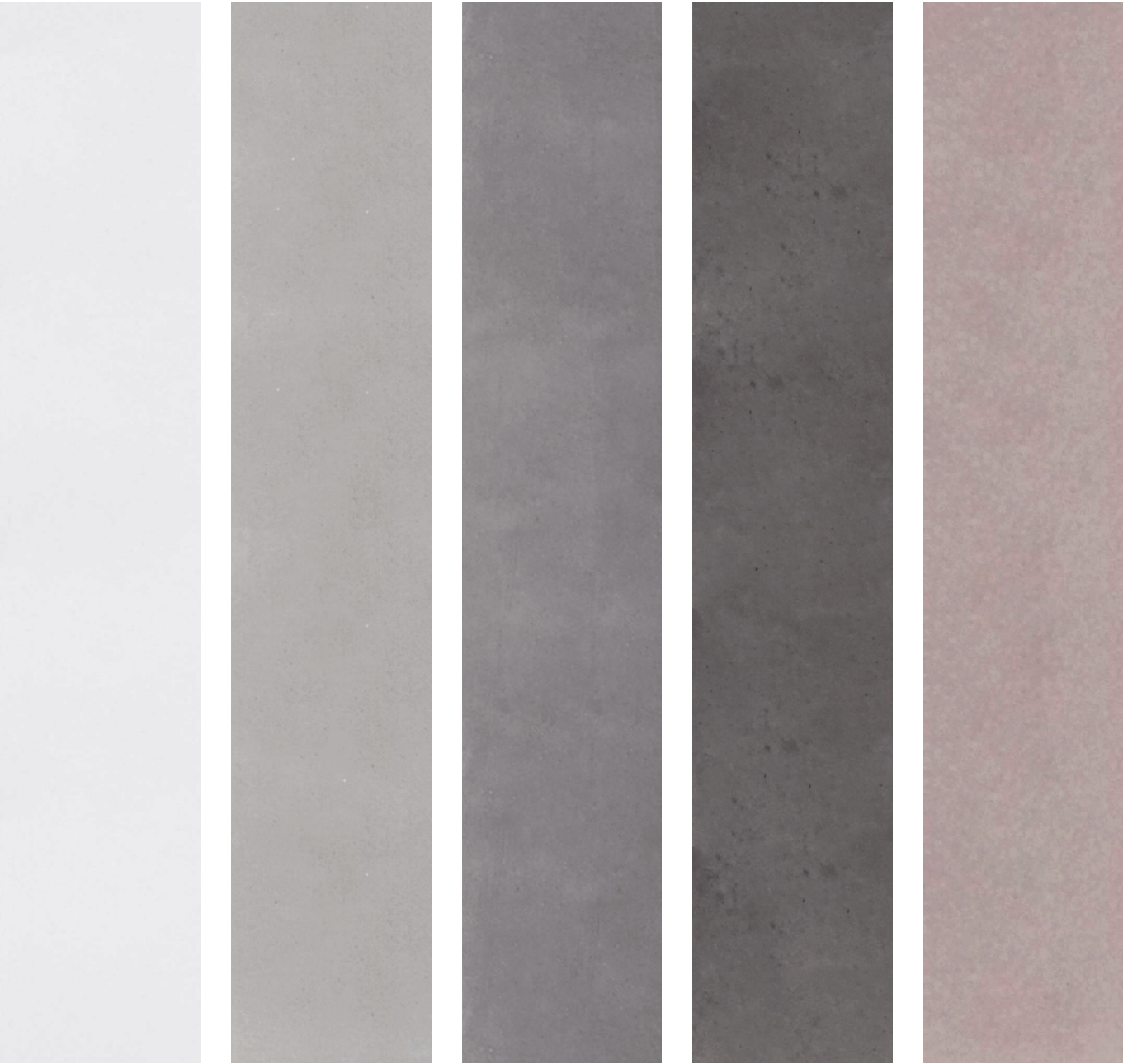
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