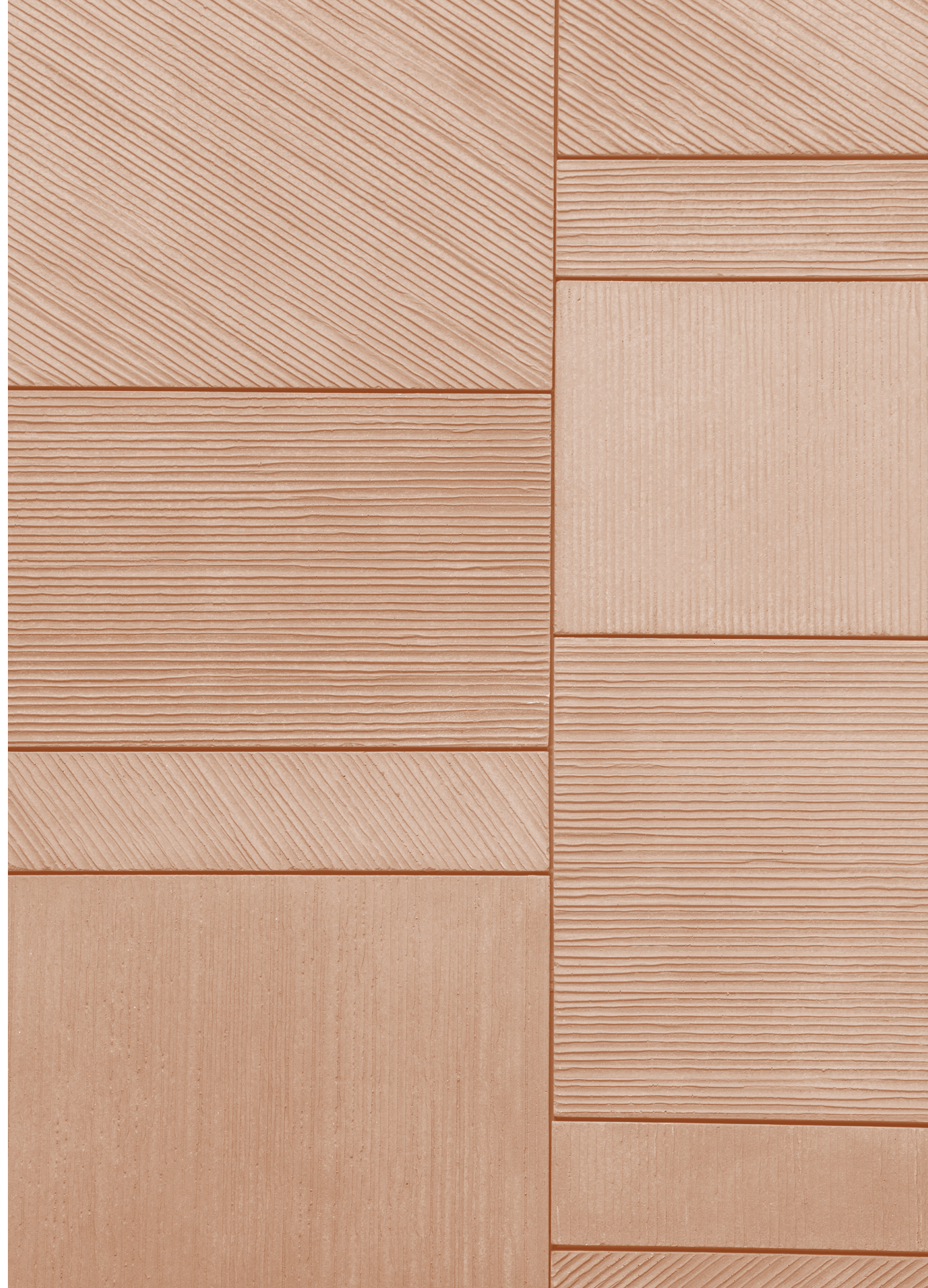
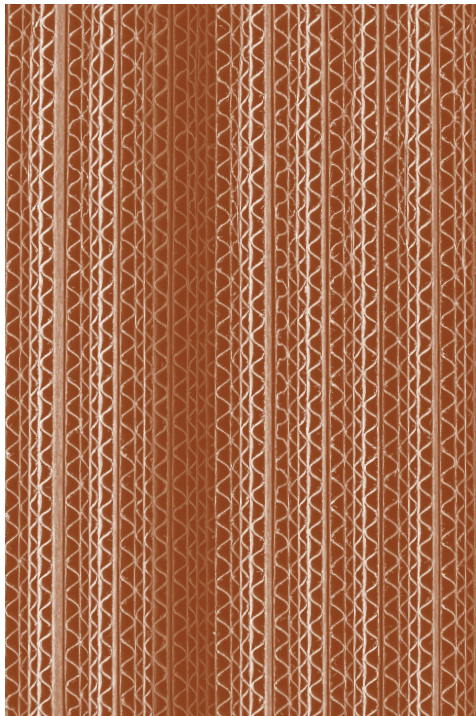
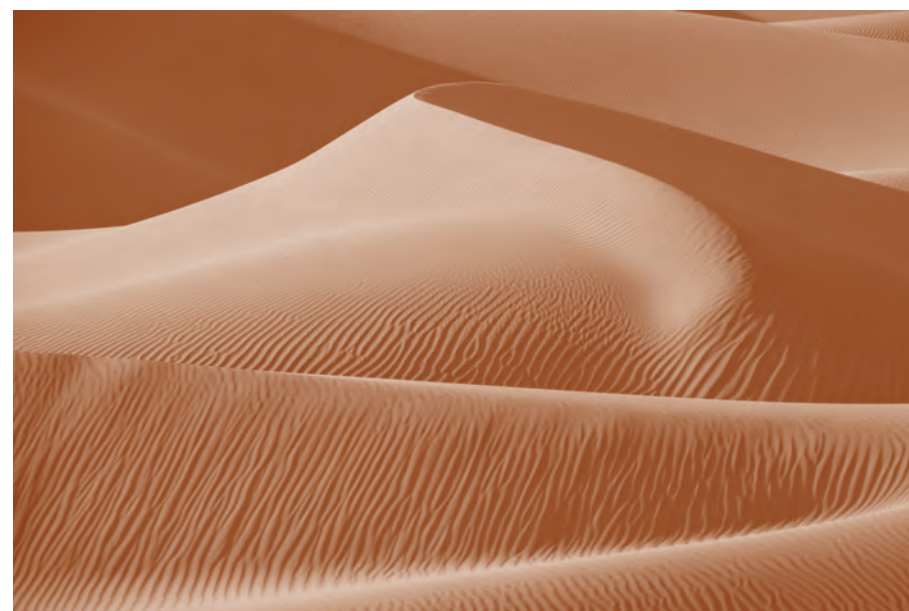


PO THE BEAUTY OF IMPERFECTION







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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.



▲ Diagonal Brick Color 013
Photography: Itay Benit

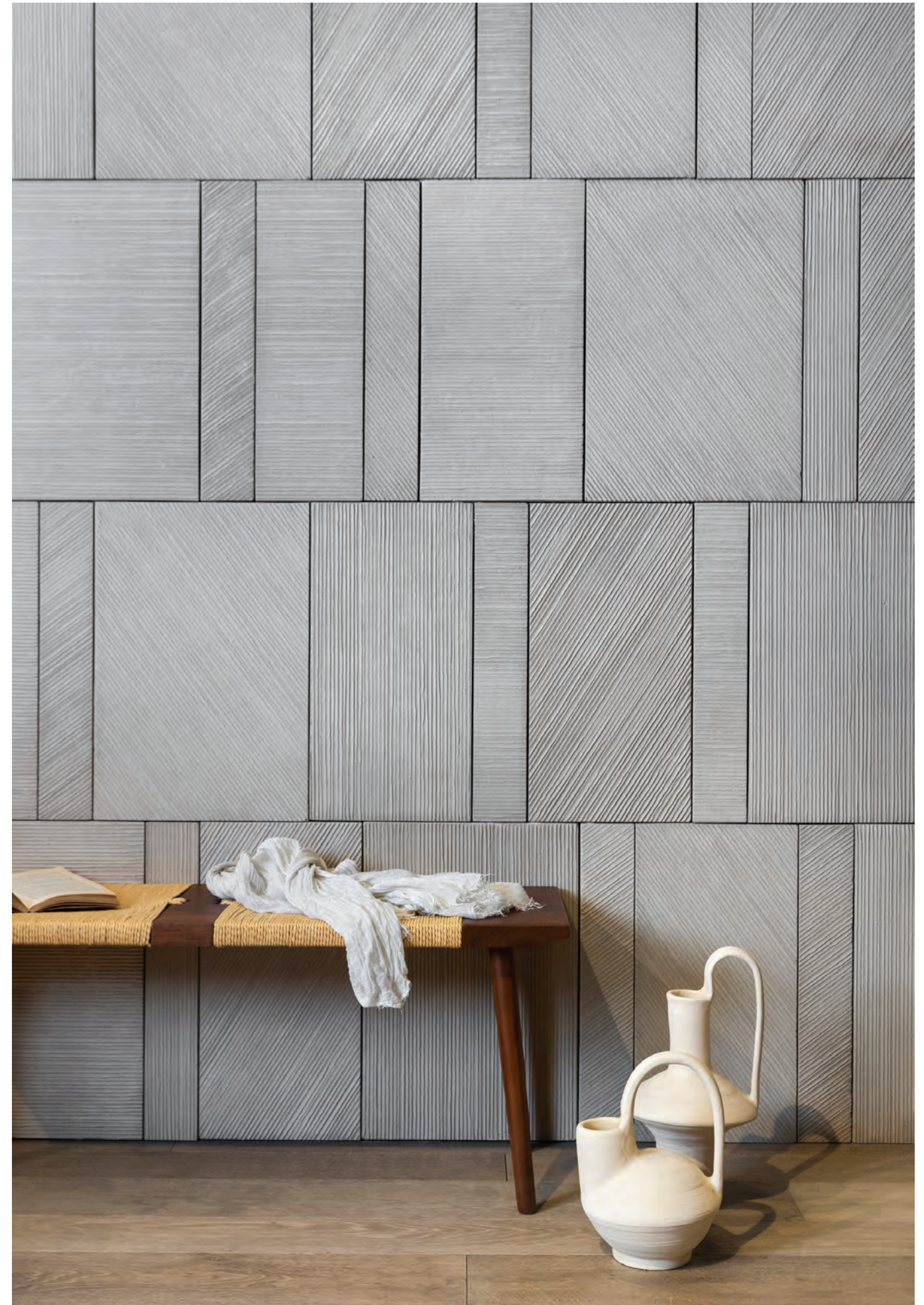
Diagonal Brick Color 010 ►

RO 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 Color 013
Photography: Itay Benit

▼ Diagonal Brick Color 013
Photography: Itay Benit







◀ Diagonal Row Color 010
Photography: Itay Benit



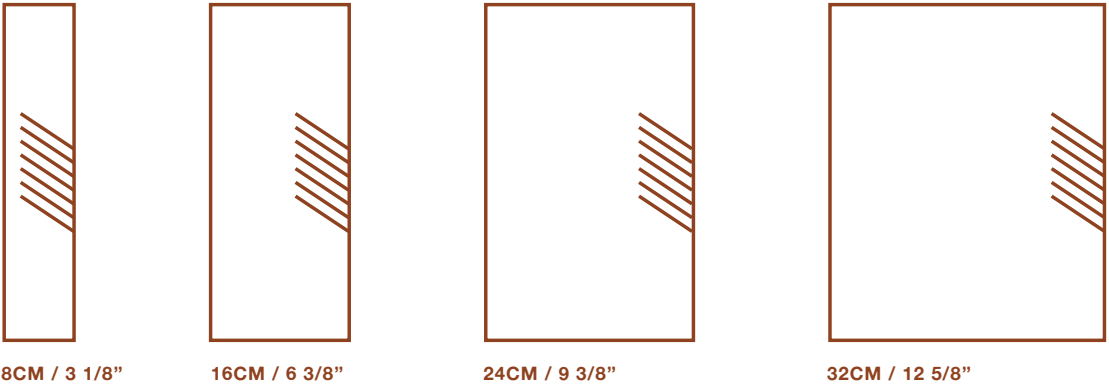
Diagonal Brick Color 010 ▶

RO

TECHNICAL
INFO

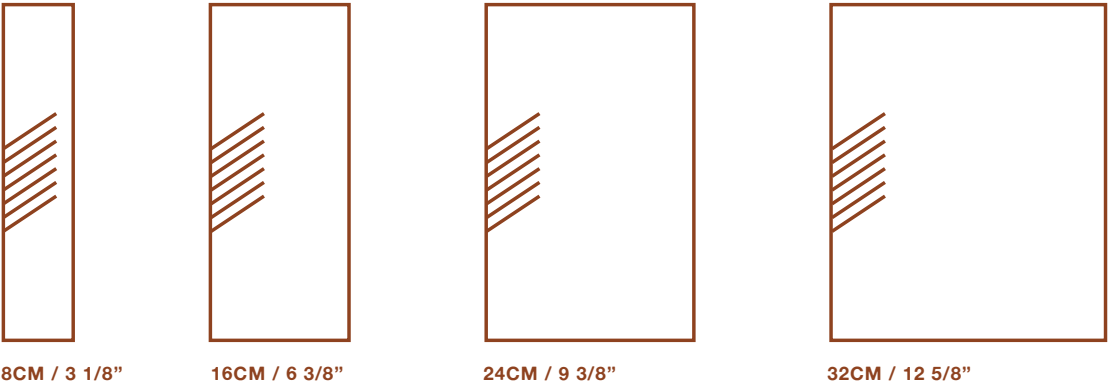
Diagonal Brick Left

HIGHT - 47CM / 18 1/2"



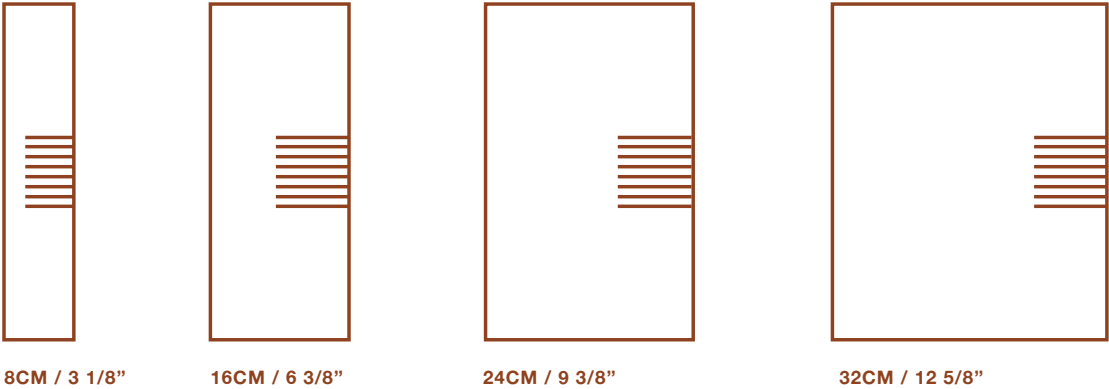
Diagonal Brick Right

HIGHT - 47CM / 18 1/2"



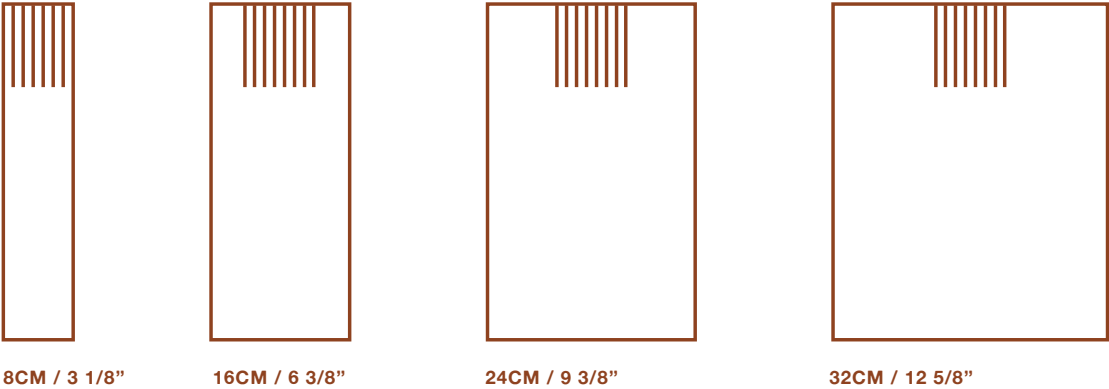
Diagonal Brick Horizontal

HIGHT - 47CM / 18 1/2"



Diagonal Brick Vertical

HIGHT - 47CM / 18 1/2"



Diagonal Row Left



8cm / 3 1/8"

95cm / 37 3/8"



12cm / 4 6/8"

95cm / 37 3/8"



24cm / 9 3/8"

95cm / 37 3/8"

Diagonal Row Right



95cm / 37 3/8"



95cm / 37 3/8"



95cm / 37 3/8"

Diagonal Row Horizontal



8cm / 3 1/8"

95cm / 37 3/8"



12cm / 4 6/8"

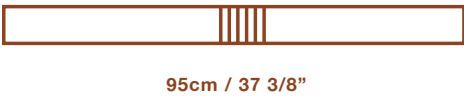
95cm / 37 3/8"



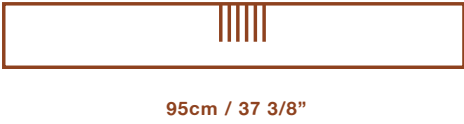
24cm / 9 3/8"

95cm / 37 3/8"

Diagonal Row Vertical



95cm / 37 3/8"



95cm / 37 3/8"



95cm / 37 3/8"

Diagonal Line Left



24cm / 9 3/8"

95cm / 37 3/8"

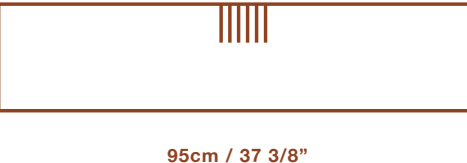
Diagonal Line Right



24cm / 9 3/8"

95cm / 37 3/8"

Diagonal Line Vertical



24cm / 9 3/8"

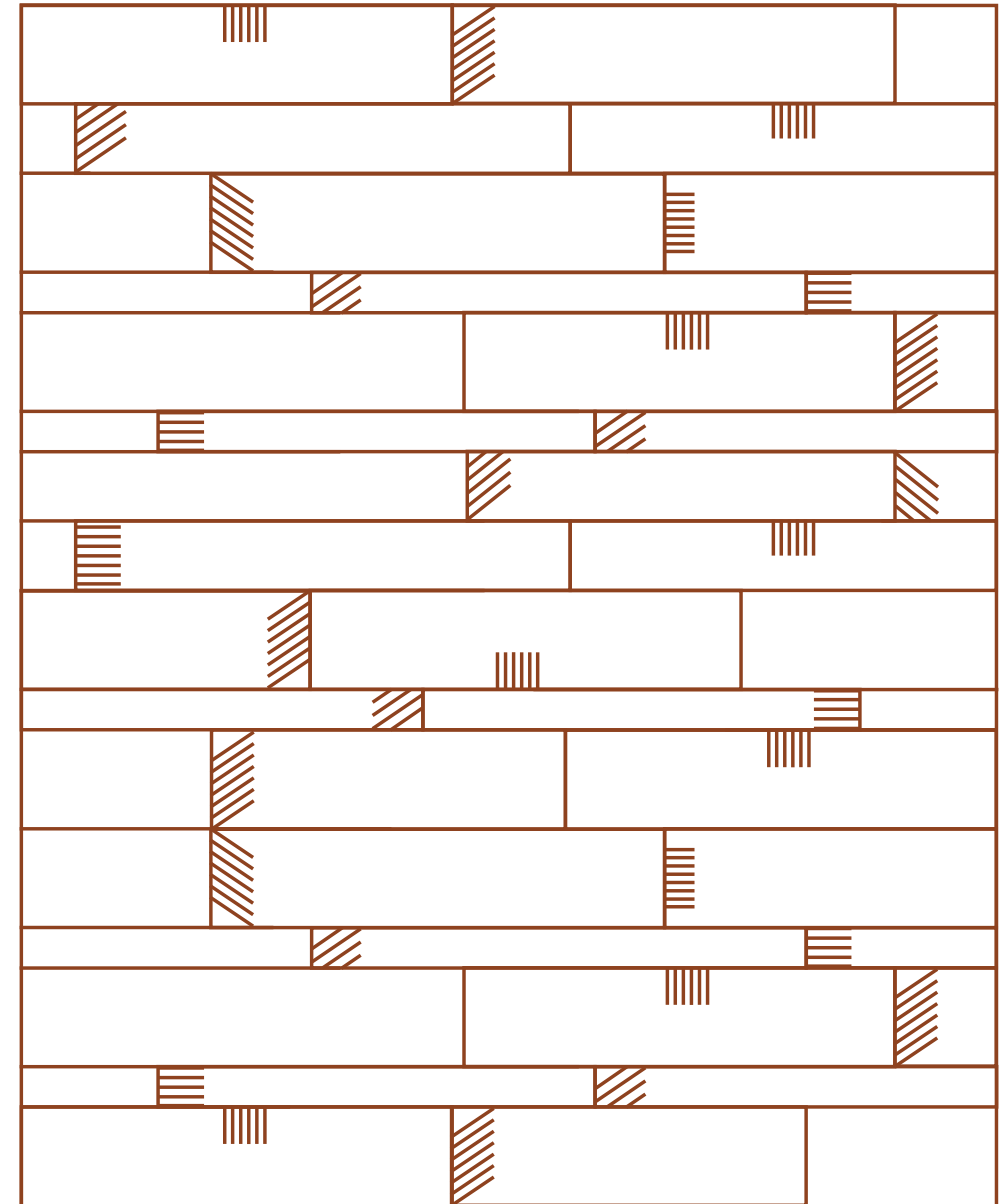
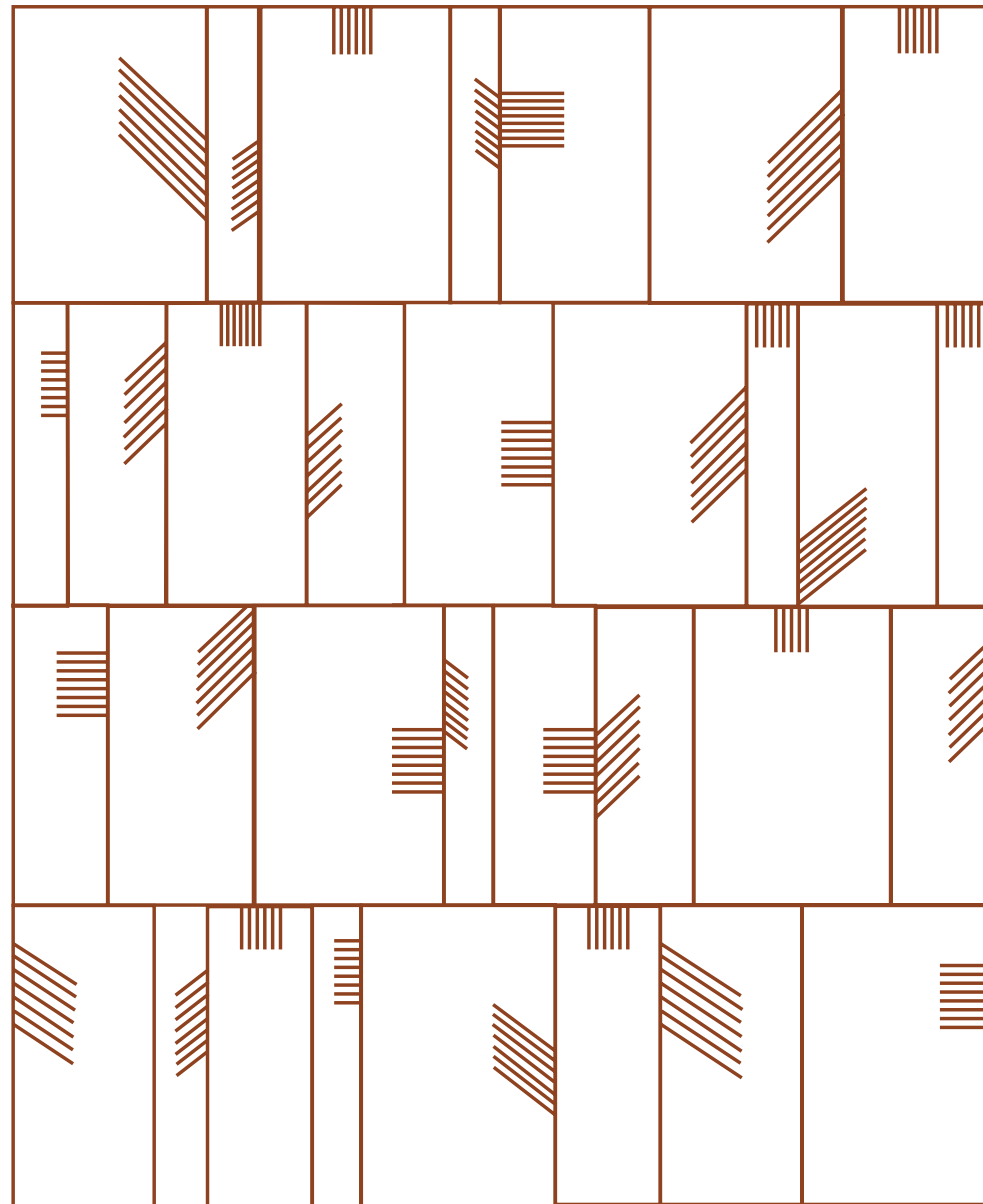
95cm / 37 3/8"

Diagonal Line Horizontal





24cm / 9 3/8"

95cm / 37 3/8"



	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

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
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 12 tiles shown in page 24 Hand Made Concrete
15.5	666	Interior / Exterior Use For Walls	M01005	fixed set contains 4 tiles shown in page 25 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

001

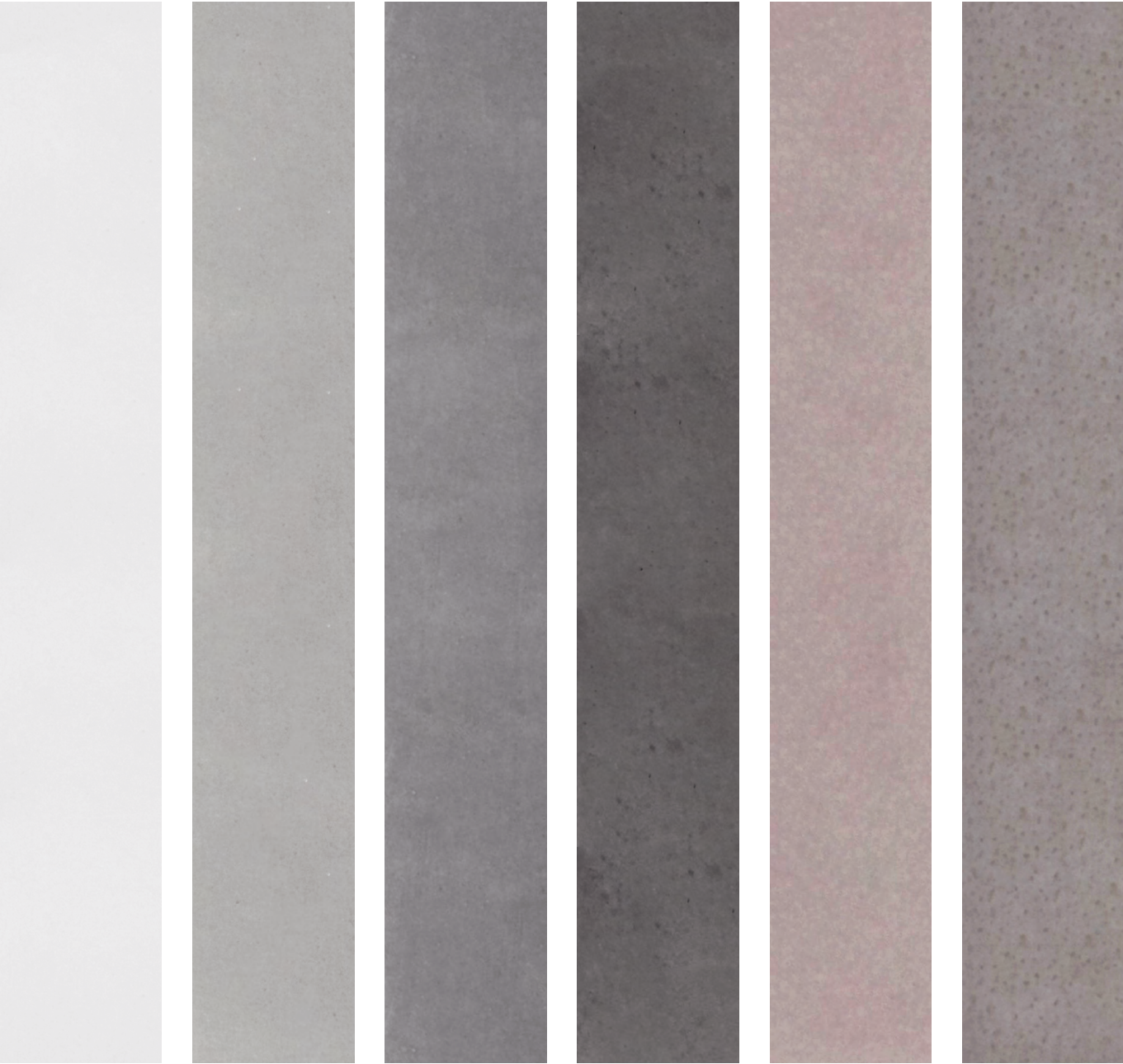
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