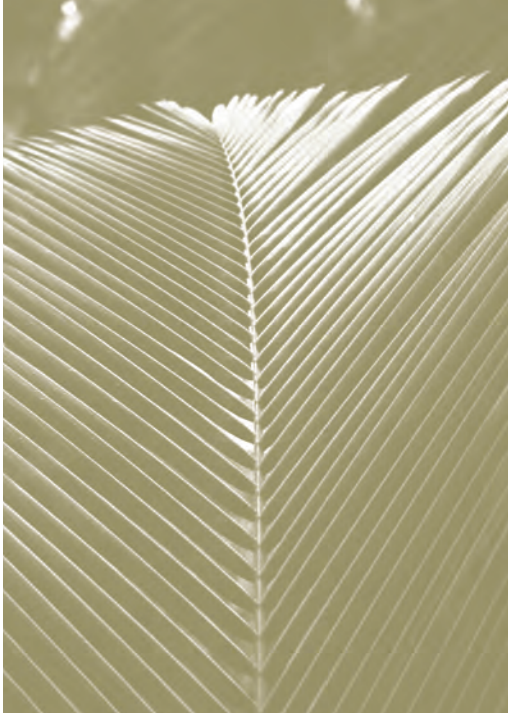
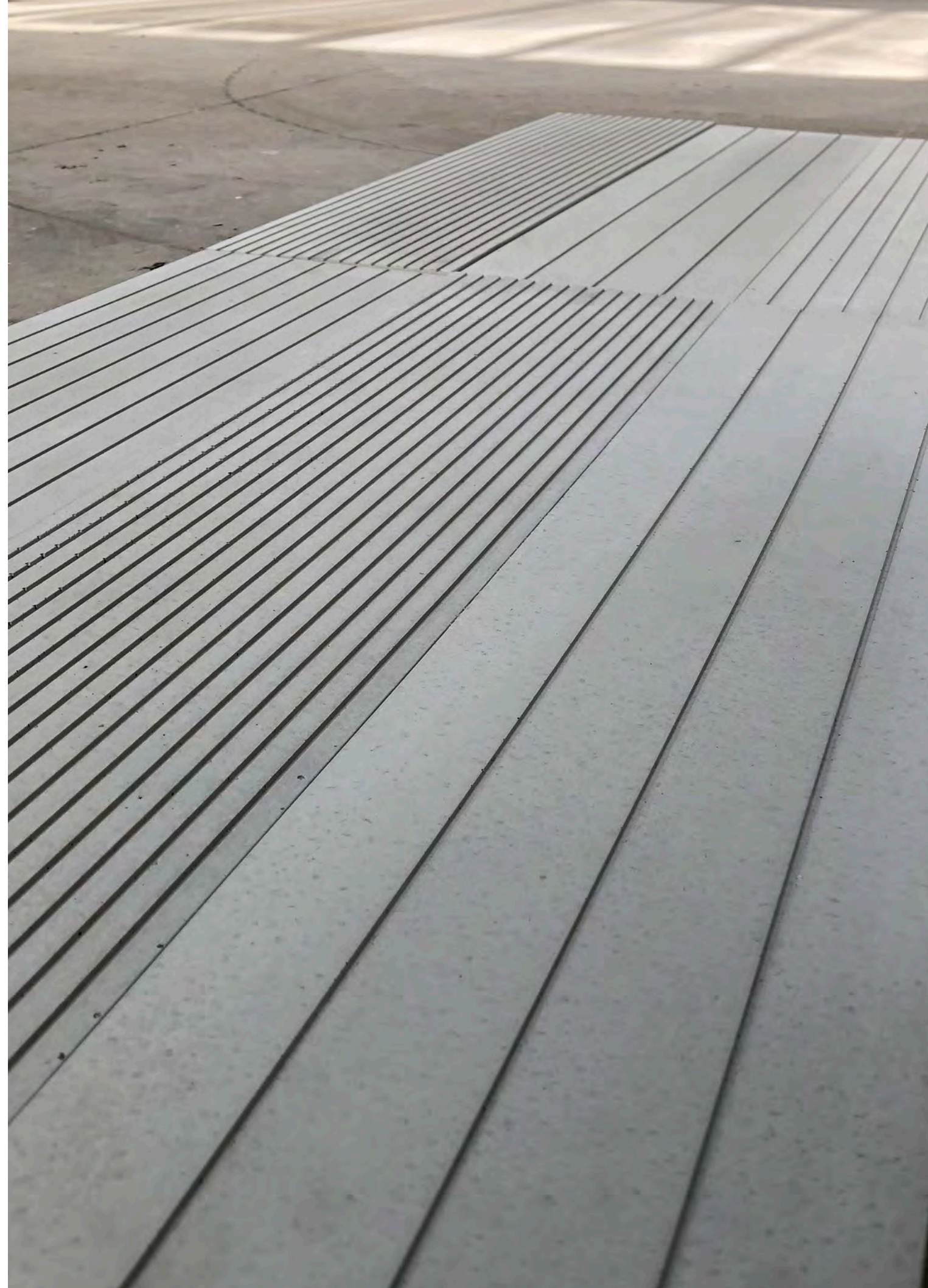


# **PO THE BEAUTY OF IMPERFECTION**







01

ABOUT

US

Pg.

10

02

GRID

Pg.

12

03

TECHNICAL

INFO

Pg.

22

# RO ABOUT US

10

The Beauty of Imperfection

11



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.



▲ Grid16 Sandblasted Color 011

Photography: Itay Benit

Grid Mix Sandblasted Color 013 ►

Photography: Itay Benit

RO

# 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 Color 013

▲ Grid Mix Sandblasted Color 013  
Photography: Itay Benit



Grid Mix Sandblasted Color 013 ▶  
Photography: Itay Benit



◀ Grid Mix Sandblasted Color 013  
Photography: Itay Benit

▶ Grid16 Sandblasted Color 011  
Photography: Itay Benit

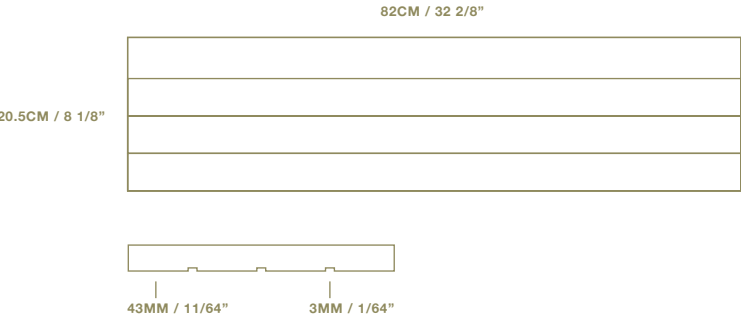


RO

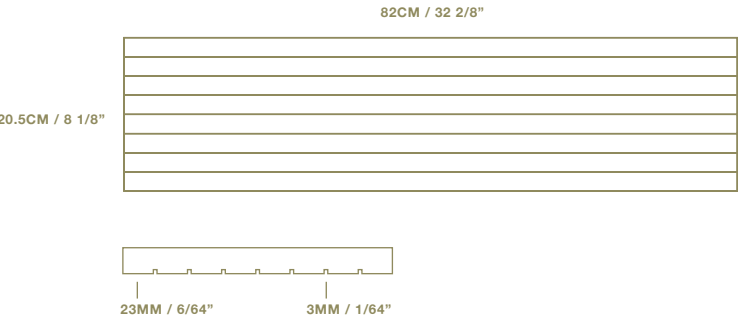
TECHNICAL  
INFO

Grid — Family Tiles

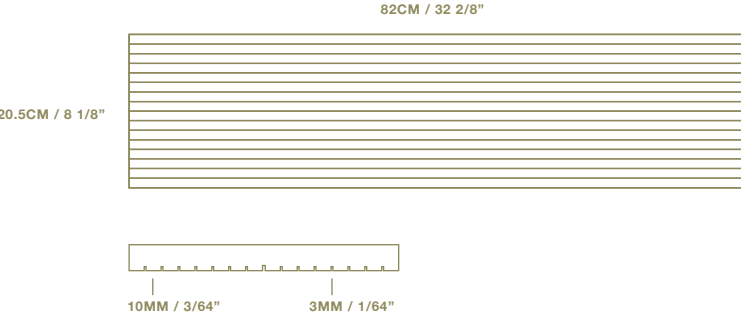
Grid4 - EN4034



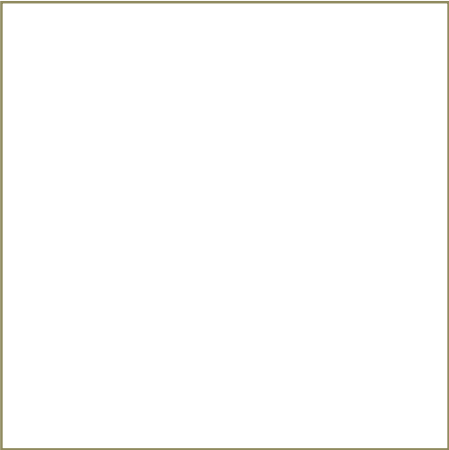
Grid8- EN4035



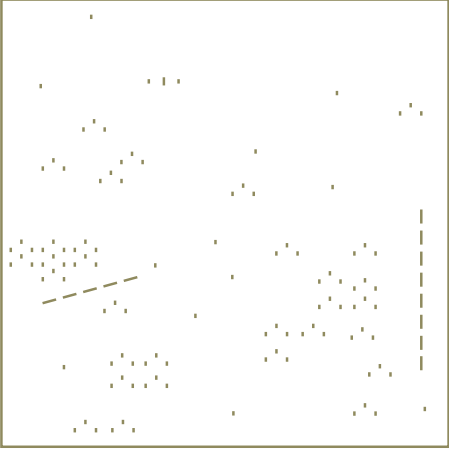
Grid16 - EN4036/EN4038 (Thickness 20/30 mm)



Grid Flat





Grid SandBlast








	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

General Material Performance Data

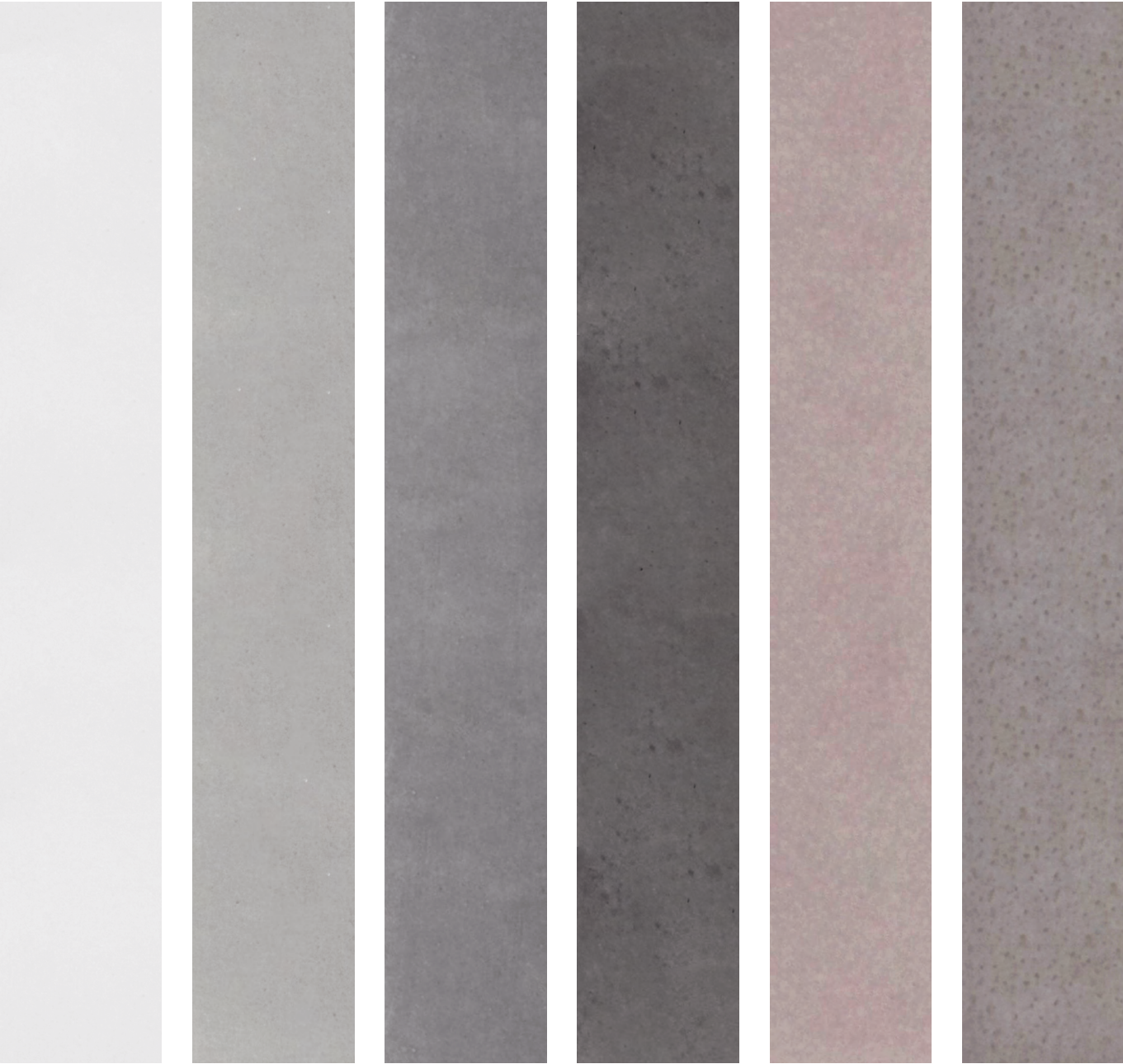
		
	Dimensions Tolerance	Bending Strength
* Tested according to NP EN1339 standart	Class 3(R) ±2mm	Class 2(T) ≥4mpa

SQM-CRATE	KG-CRATE	SUITABILITY	CATALOG NUM.	NOTES
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

				
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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