

# 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.





▲ In & Out Mix Color 001

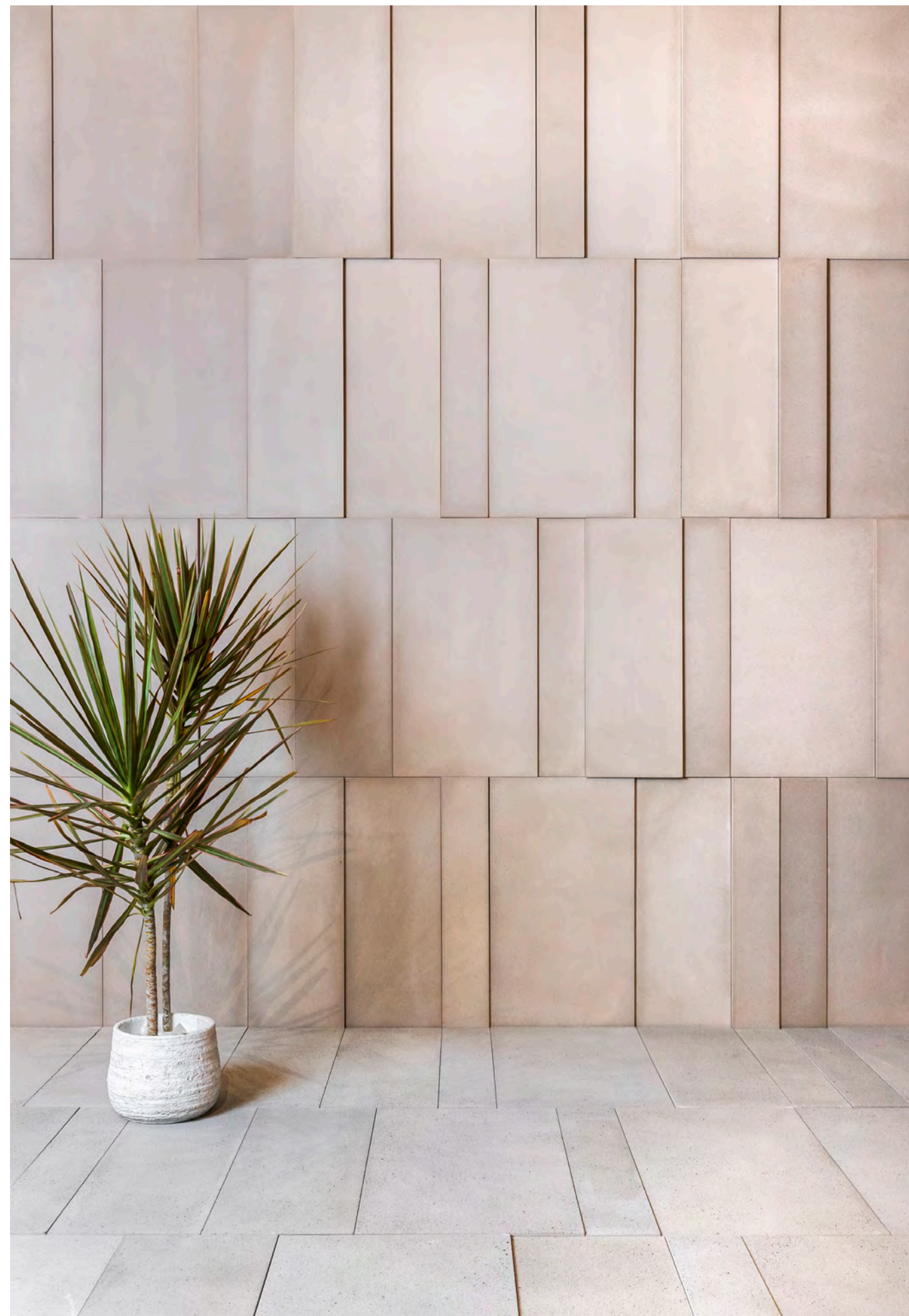
In & Out Mix Color 013 ►

# RO 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.

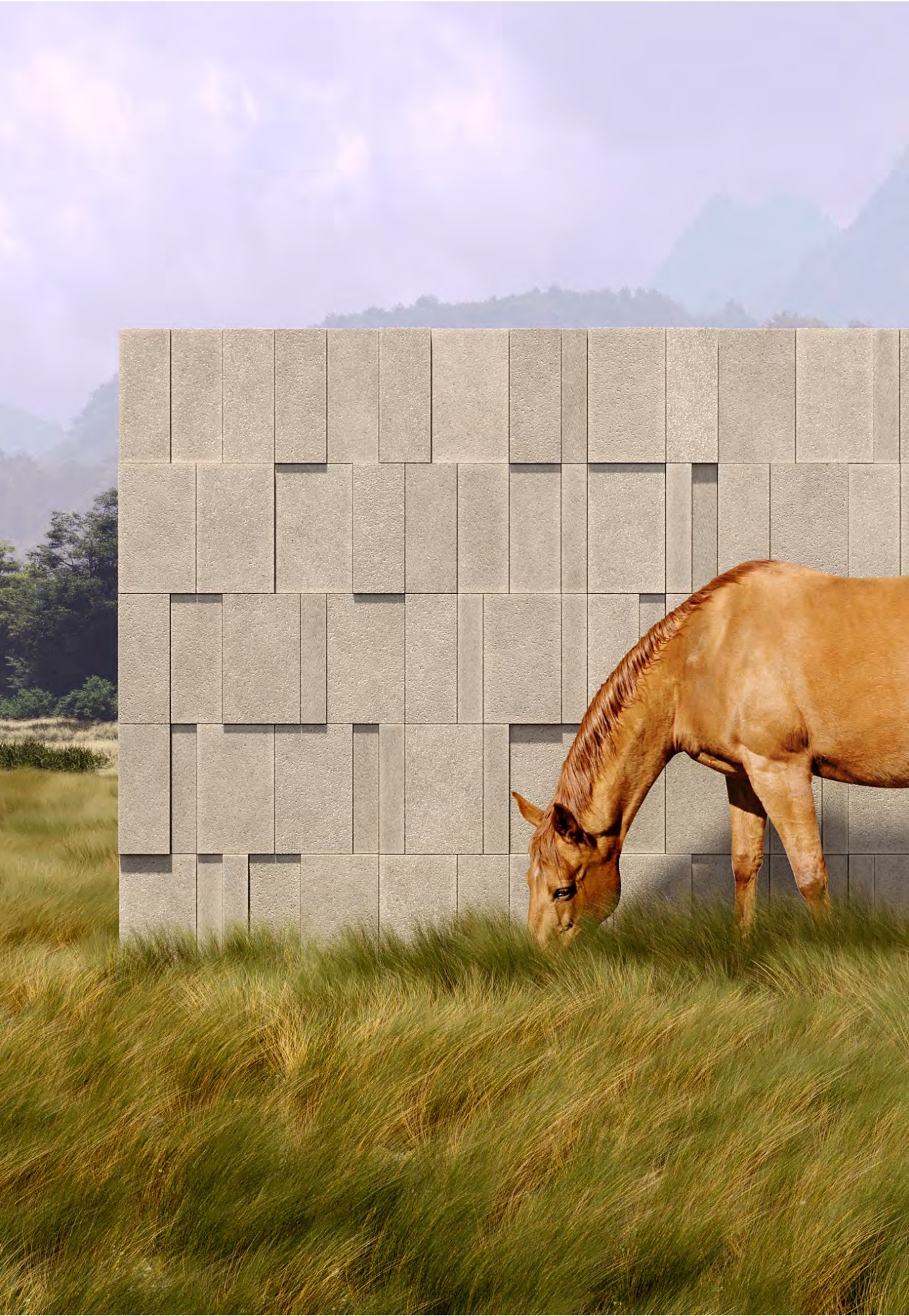
Designed by Yoav Anderman





▼ In & Out Mix Color 010

In & Out Mix Color 010 ►







▲ In & Out Sandblasted Color 020



▲ In & Out Floor Color 010

In & Out Sandblasted Color 030 ▶

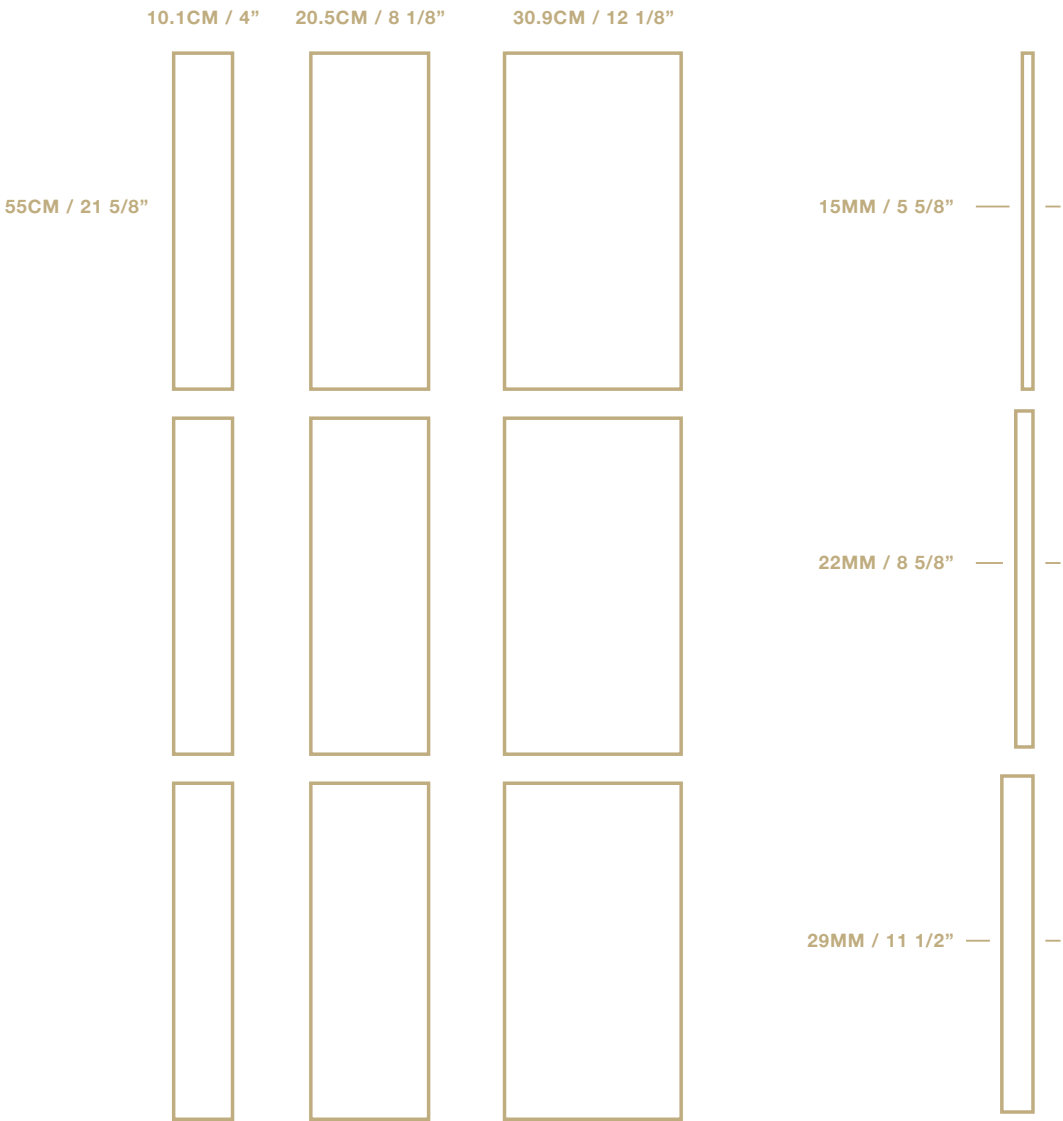




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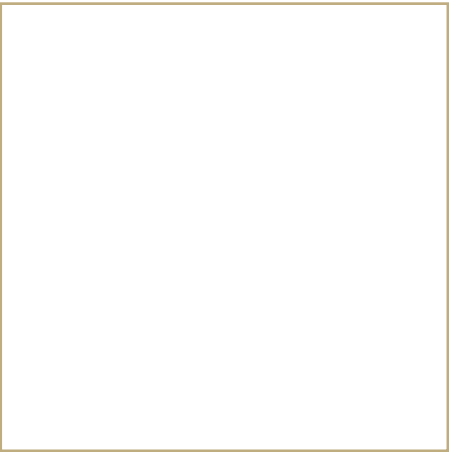
In & Out — Family Tiles



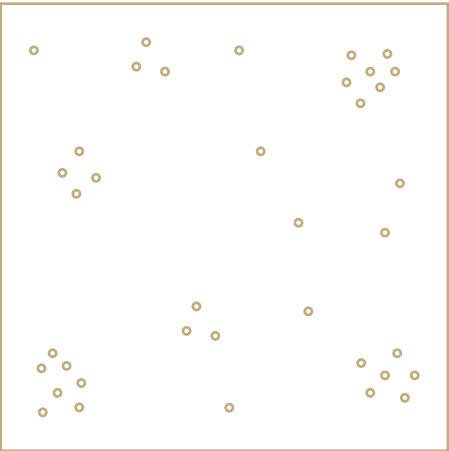
Thickness: 15/22/29 mm - 5 5/8" / 8 5/8" / 11 1/2"  
Hand-Made Concrete

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

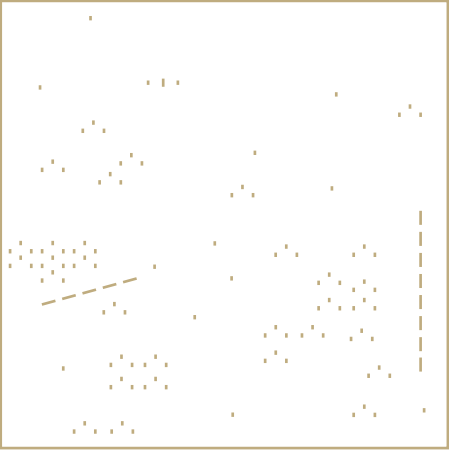
In & Out Flat



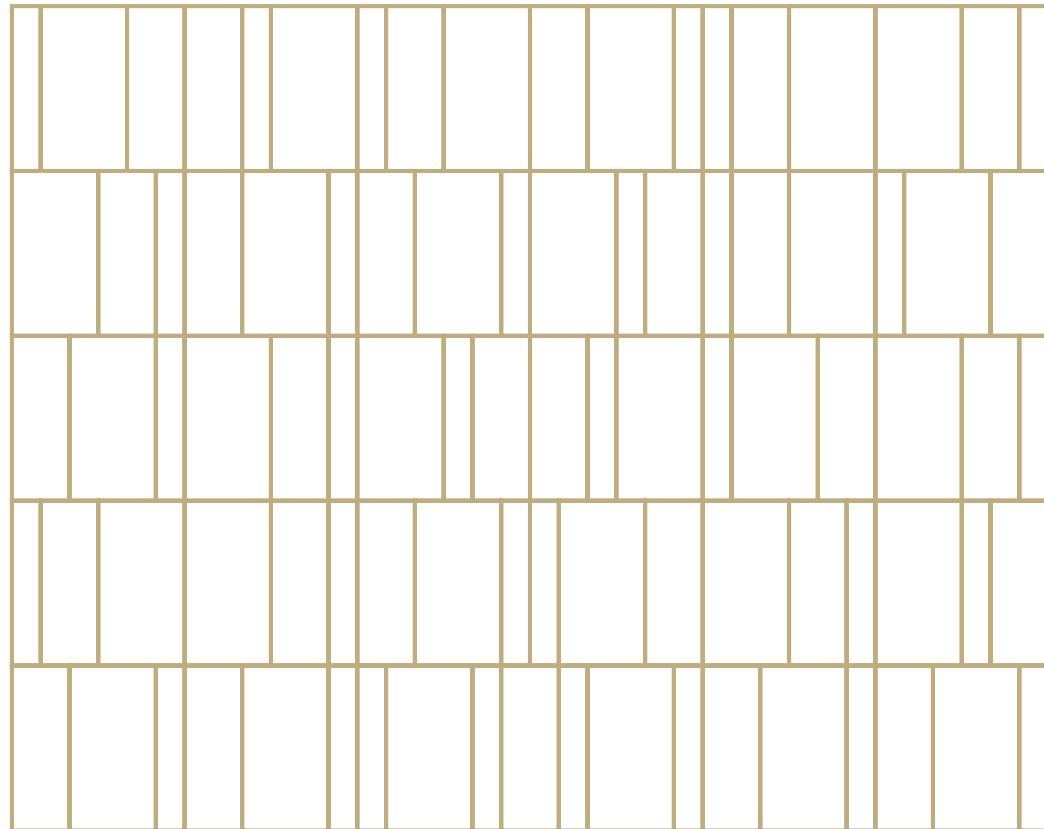
In & Out Flat Texture



In & Out SandBlast















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

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
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 Use For Walls / Floring	IO2002	Set - 3 Tiles 1.5CM Thickness Hand-Made Concrete
14.44	~678	Interior / Exterior Use For Walls / Floring	IO2003	Set - 3 Tiles 2.2CM Thickness Hand-Made Concrete
11	~715	Interior / Exterior Use For Walls / Floring	IO2004	Set - 3 Tiles 2.9CM Thickness Hand-Made Concrete
20	~640	Interior / Exterior Use For Walls / Floring	IO2005	Set - 3 Tiles 1.5CM Thickness Hand-Made Concrete
14.44	~678	Interior / Exterior Use For Walls / Floring	IO2006	Set - 3 Tiles 2.2CM Thickness Hand-Made Concrete
11	~715	Interior / Exterior Use For Walls / Floring	IO2007	Set - 3 Tiles 2.9CM Thickness 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

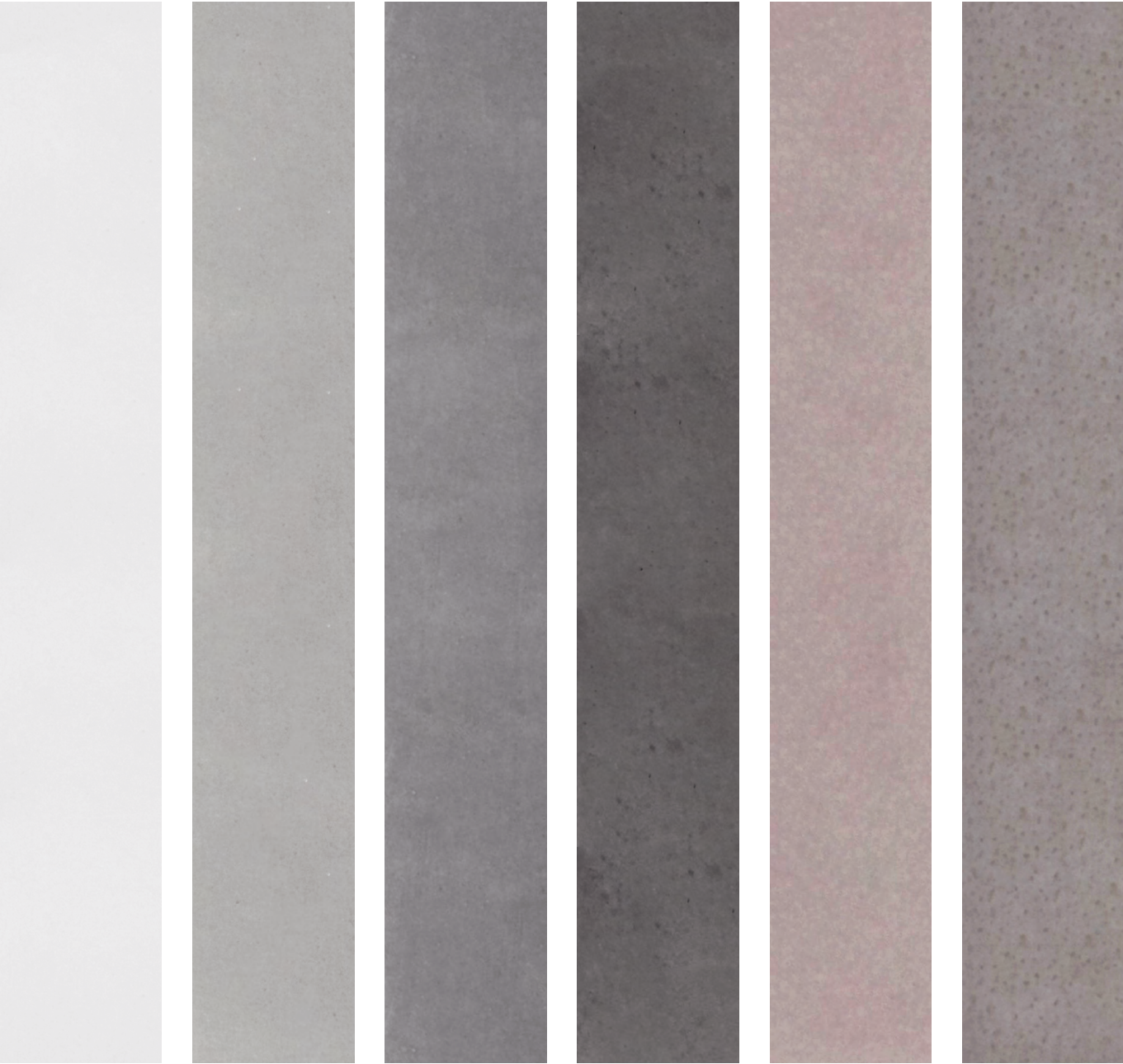
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