

PRESS INFORMATION | 2023

Fair Trade BAU: Area Pro

JUST THE RIGHT THING FOR EVERYTHING

Architectural ceramics is a challenging field and needs systematic solutions and details that allow architects, planners and interior designers to design holistically and consistently. As a "construction kit", the Area Pro tile collections come with the right solutions.

Area Pro can be used universally for almost all public and commercial areas: one reason for this is the comprehensive range of formats from the filigree 10x10 cm mosaic to the superior XXL dimensions 60x90, 90x90 and 60x120 cm. In between, there are various square and rectangular formats with edge lengths from 20 to 60 cm and two bar formats (each 60 cm long) in widths of 10 and 15 centimetres.

The immense range of the series is also underpinned by its colour language: it consists of 12 shades that blend unobtrusively into any ambience, but develop a characterful effect in the surface. Sources of inspiration for this were natural elements such as basalt, clay, nutmeg, sand or stone. Another advantage: the designs are directionless so that creativity can unfold without limits.



Area Pro: Versatile for public and commercial areas such as libraries, administrative buildings.
(Foto: ©agrob-buchtal.de)

Slip resistance – designed by shootingstar Sebastian Herkner

Finely dosed slip resistance is an elementary topic in public and commercial areas. As a proven specialist in this field, Agrob Buchtal has paid special attention to this aspect. With seven different slip-resistance classes, the series covers all relevant areas of application. Despite all the functionality, the company follows innovative design paths: On the one hand, a visually harmonious look is ensured across all products thanks to modern digital printing technology. On the other hand, Area Pro offers for the first time a representative large format (60x60cm) with very high slip resistance (R12) and displacement space (V4). The new "Grid" surface was designed in collaboration with Sebastian Herkner, an internationally renowned designer and shooting star of the scene, who usually works for brands such as Thonet, Ligne Roset or Moroso. According to him, the challenge of this task was to aesthetically implement an actually sober and rational requirement. The result is a special texture and a product which conveys a completely different appearance, e.g. in commercial canteen kitchens, and opens up practical advantages in combination with line instead of the usual point drainage.



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A homage to the staircase

From a rational point of view, staircases open up different areas of a building. From an aesthetic aspect, however, staircases are a gift for designers. As an architectural specialist, Agrob Buchtal is aware of the issue of a consistent look and has developed the special format of the 135 riser for a system that spans several storeys.

The range of fillet bases is similarly attractive: they have the same look as the formats for the surface and are available in four different lengths (10, 20, 30 and 60

cm) with a generous height of 10 cm. Whether used standing up or lying down, this ceramic moulding is the ideal link between floor and wall.

Further specialities: Seamless shower floors and ceramic washbasins for bathroom concepts that want more.

The conclusion

Area Pro is a perfect all-rounder when it comes to the professional use of ceramic tiles in public or commercial areas. For this purpose, Agrob Buchtal uses the know-how it has accumulated over decades as well as the entire range of its manufacturing capabilities at a total of four production sites. The collection combines distinctive systematics with a high degree of individuality through coordinated components and detailed solutions: Simple, efficient, versatile.

PRESS CONTACT

Gabriele Busse

T. +49 (0)228 391-1104

M. +49 (0)151 14976931

gabriele.busse@deutsche-steinzeug.de

www.agrob-buchtal.de