

TERRE

WOW

TERRE

Terre is conceived as a material landscape, where clay, glaze and mineral matter come together layer by layer, like geological strata, revealing textures, colors and nuances.

Clay surfaces evoke tradition and memory, while reactive granules generate, in the kiln, subtle variations and small crystalline effects that add depth and make each piece slightly unique. Clay and gloss coexist in balance, within a language also expressed through its Mix and Half compositions.

Available in square and rectangular formats, Terre allows for the creation of surfaces with rhythm, contrast and character.

For us, ceramics are the medium through which we transform matter into expression.

-

Terre se construye como un paisaje material, donde barro, esmalte y materia mineral se combinan capa a capa, como los estratos, revelando texturas, colores y matices.

Las superficies de barro evocan tradición y memoria, mientras las granillas reactivas generan, en el horno, variaciones sutiles y pequeños efectos cristalinos que aportan profundidad y hacen cada pieza ligeramente única. Barro y brillo conviven en equilibrio, en un lenguaje que se expresa también en sus composiciones Mix y Half.

Disponible en formatos cuadrado y rectangular, Terre permite crear superficies con ritmo, contraste y carácter.

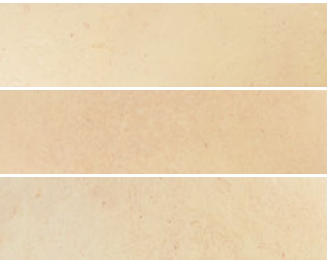
Para nosotros la cerámica es el medio a través del cual convertimos la materia en expresión.

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TERRE

7x28 cm / 2.5"x11"



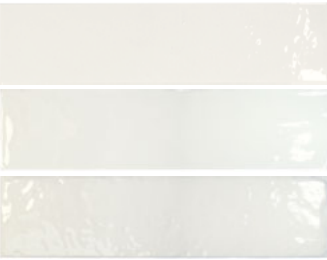
Wheat



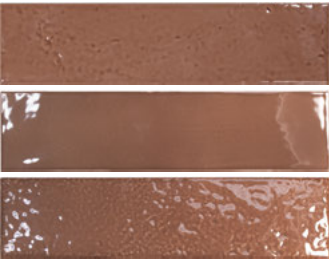
Sienna



Umber



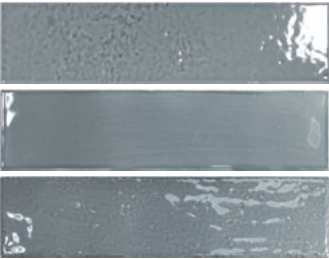
White Gloss



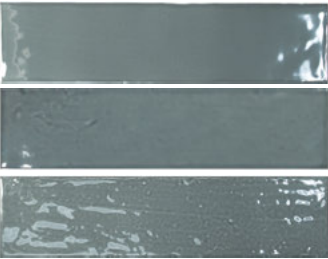
Chestnut Gloss



Turquoise Gloss



Pale Blue Gloss



Smoke Gloss

TERRE SQUARE

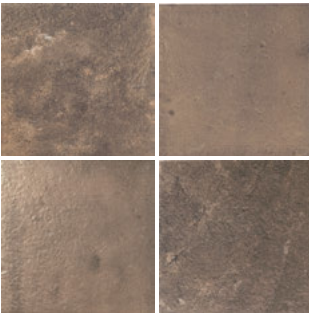
11,6x11,6 cm / 4.6"x4.6"



Wheat



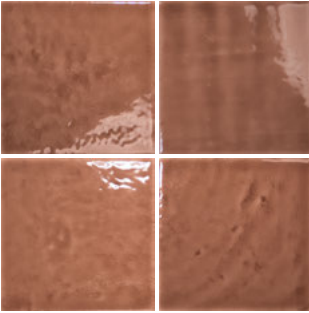
Sienna



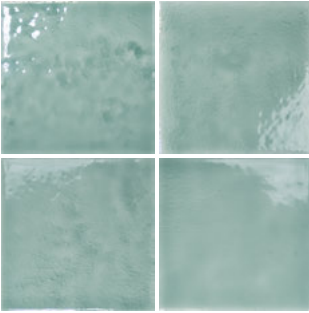
Umber



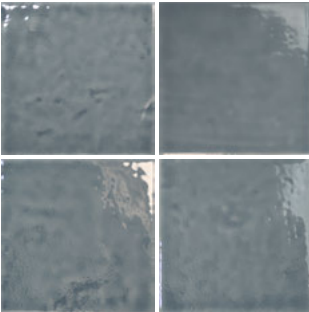
White Gloss



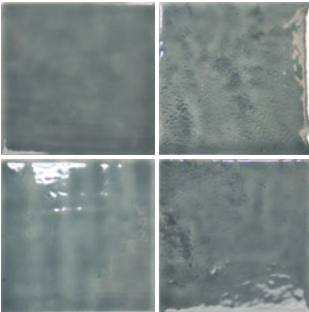
Chestnut Gloss



Turquoise Gloss



Pale Blue Gloss



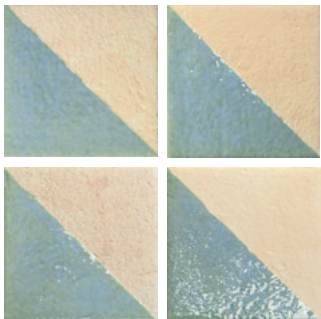
Smoke Gloss

TERRE NEUVE HALF

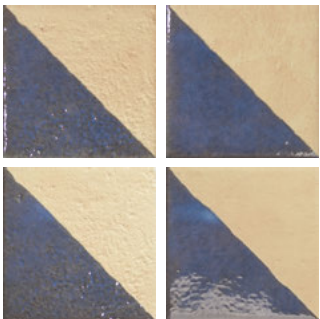
11,6x11,6 cm / 4.6"x4.6"



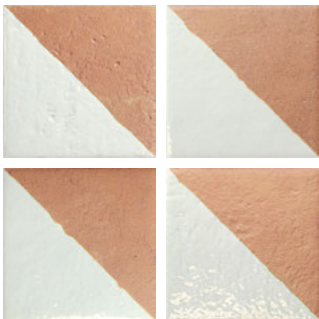
Wheat Cloud



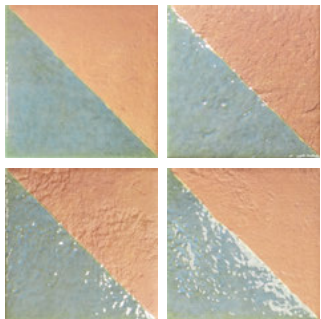
Wheat Mist



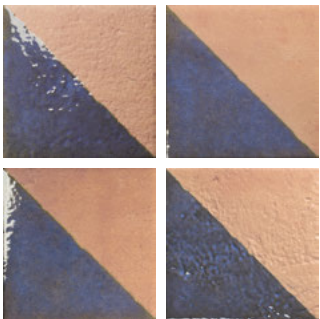
Wheat Storm



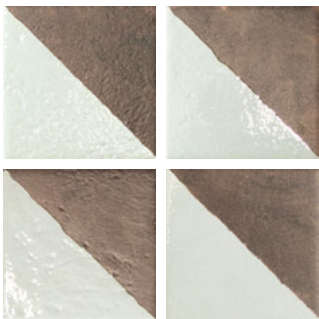
Sienna Cloud



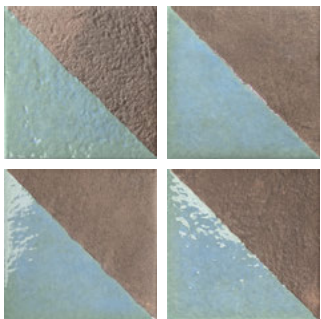
Sienna Mist



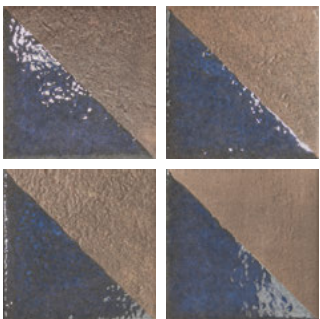
Sienna Storm



Umber Cloud



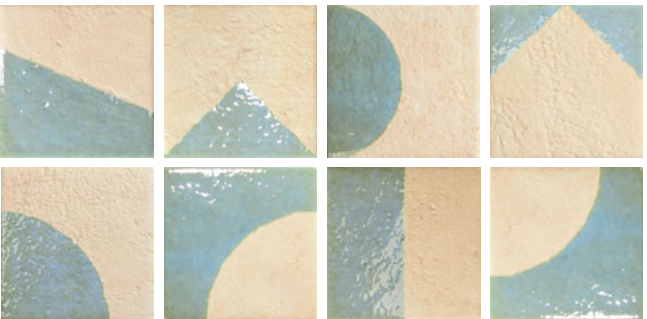
Umber Mist



Umber Storm

TERRE NEUVE MIX

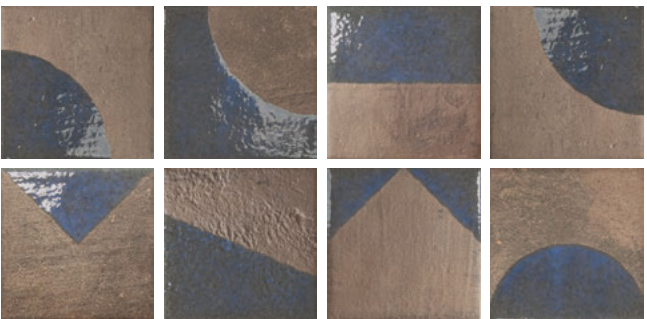
11,6x11,6 cm / 4.6"x4.6"



Wheat Mist *

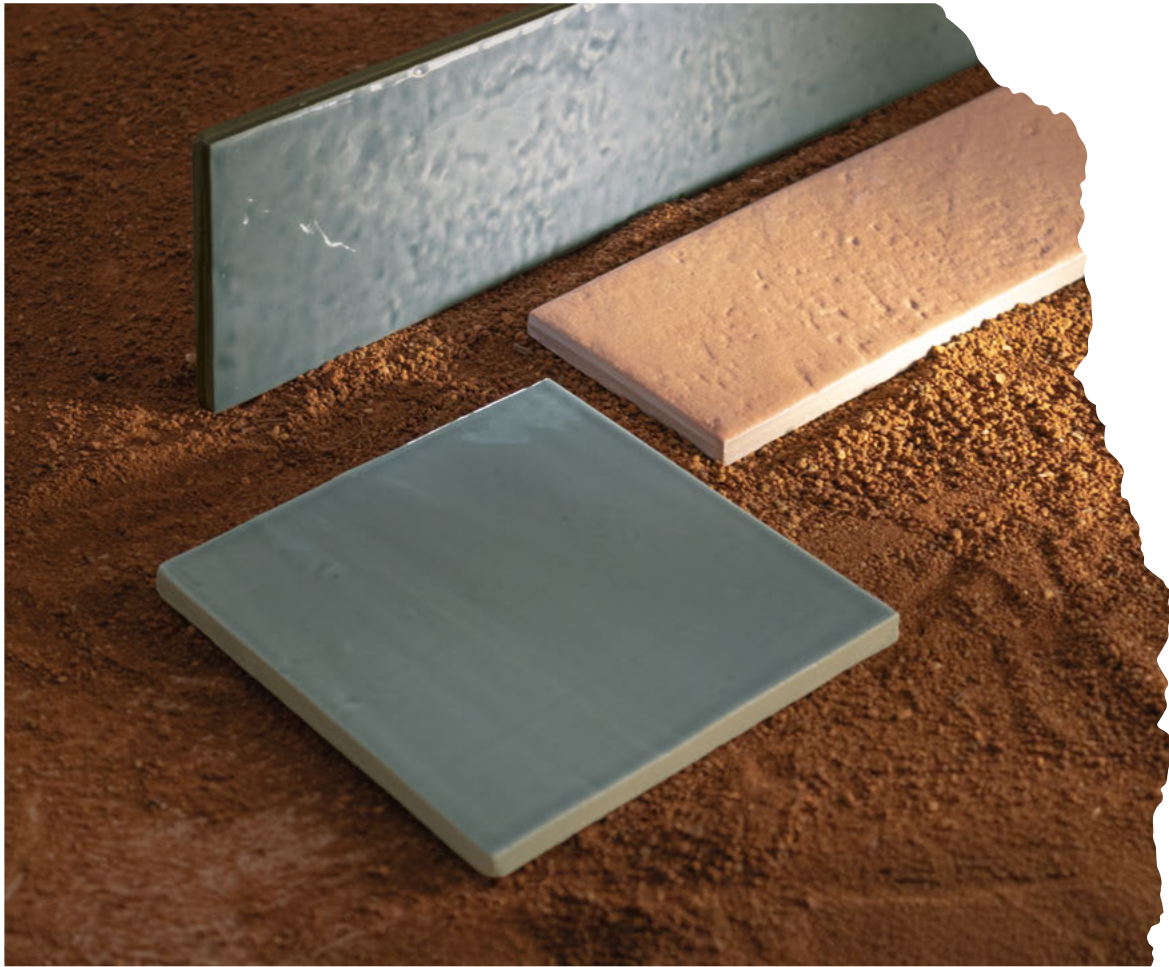


Sienna Cloud *



Umber Storm *

* 7 different patterns randomly mixed within the box / * 7 diseños diferentes encajados aleatoriamente



Floor: **Terre Square** Smoke Gloss, **Terre** Sienna 70% & Smoke Gloss 30% (Random composition)
Wall: **Terre** Smoke Gloss





◀ **Terre Neuve Half** Sienna Mist

Wall: **Terre Neuve Half** Sienna Mist 25% & **Terre Square** Sienna 75%

Floor: **Terre Square** Sienna

Terre Sienna 95% & **Turquoise Gloss** 5% ▶

Bar: **Terre Square** Sienna 50%, **Turquoise Gloss** 25% & **Smoke Gloss** 25%

Floor: **Terre** Sienna

Shelves: **Terre** Smoke Gloss



▲ **Terre Square** Sienna 77% & White Gloss 23%

Terre Square Sienna ►

Wall: Faces Coast Bone (Faces Collection)





Terre White Gloss

Floor & Side Wall: **Terre Square** Wheat



Terre Neuve Mix Sienna Cloud

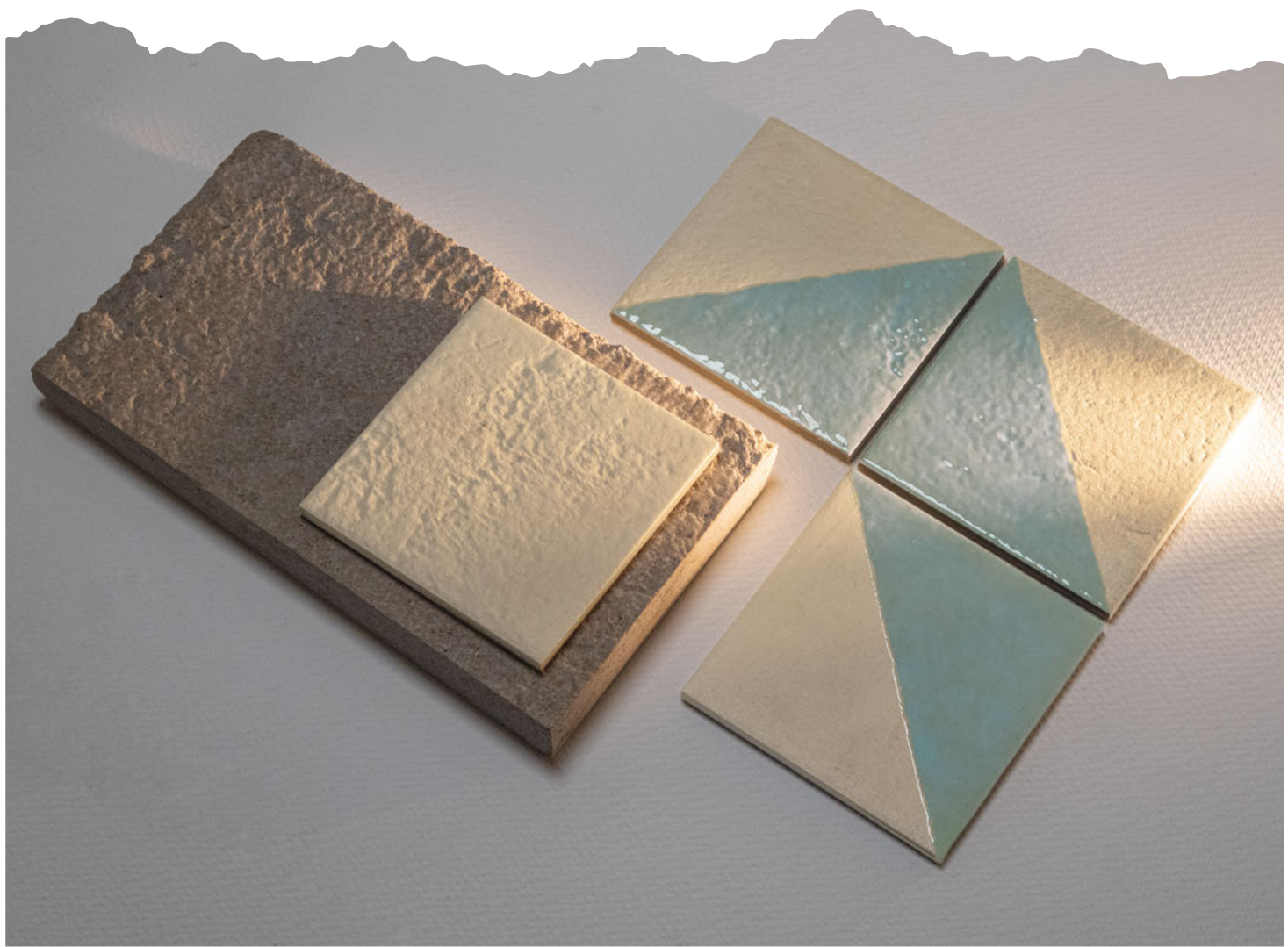
Floor: Terre Square Sienna





Terre Square Wheat, Sienna & White Gloss

Bar & Extractor Hood: **Terre** Sienna
 Wall: **Terre Square** Sienna 10% & White Gloss 90% (Random composition)



Terre Neuve Half Wheat Mist 44% & **Terre Square** Wheat 56%

Floor: **Terre Square** Wheat





Terre Neuve Mix Umber Storm 85% & **Terre Square** Umber 15%

*Floor: **Terre Square** Umber & **Terre Neuve Mix** Umber Storm
Wall & Table legs: **Terre** White Gloss*



Wall: **Terre** Wheat, Chestnut Gloss & White Gloss, **Terre Square** Chestnut Gloss & Wheat
Floor: **Terre square** Wheat, **Terre** Wheat, Chestnut Gloss & White Gloss

(Random composition)





◀ **Terre Square** Sienna

Terre Wheat ▶

*Bench: **Terre Square** Turquoise Gloss
Wall: Reef Sand (Reef Collection)*

*Table: **Terre Square** Pale Blue Gloss
Floor: **Terre Square** Wheat*



Bar: **Terre** Sienna 90% & Turquoise Gloss 10%
 Floor: **Terre** Sienna 95% & Turquoise Gloss 5%
 (Random composition)

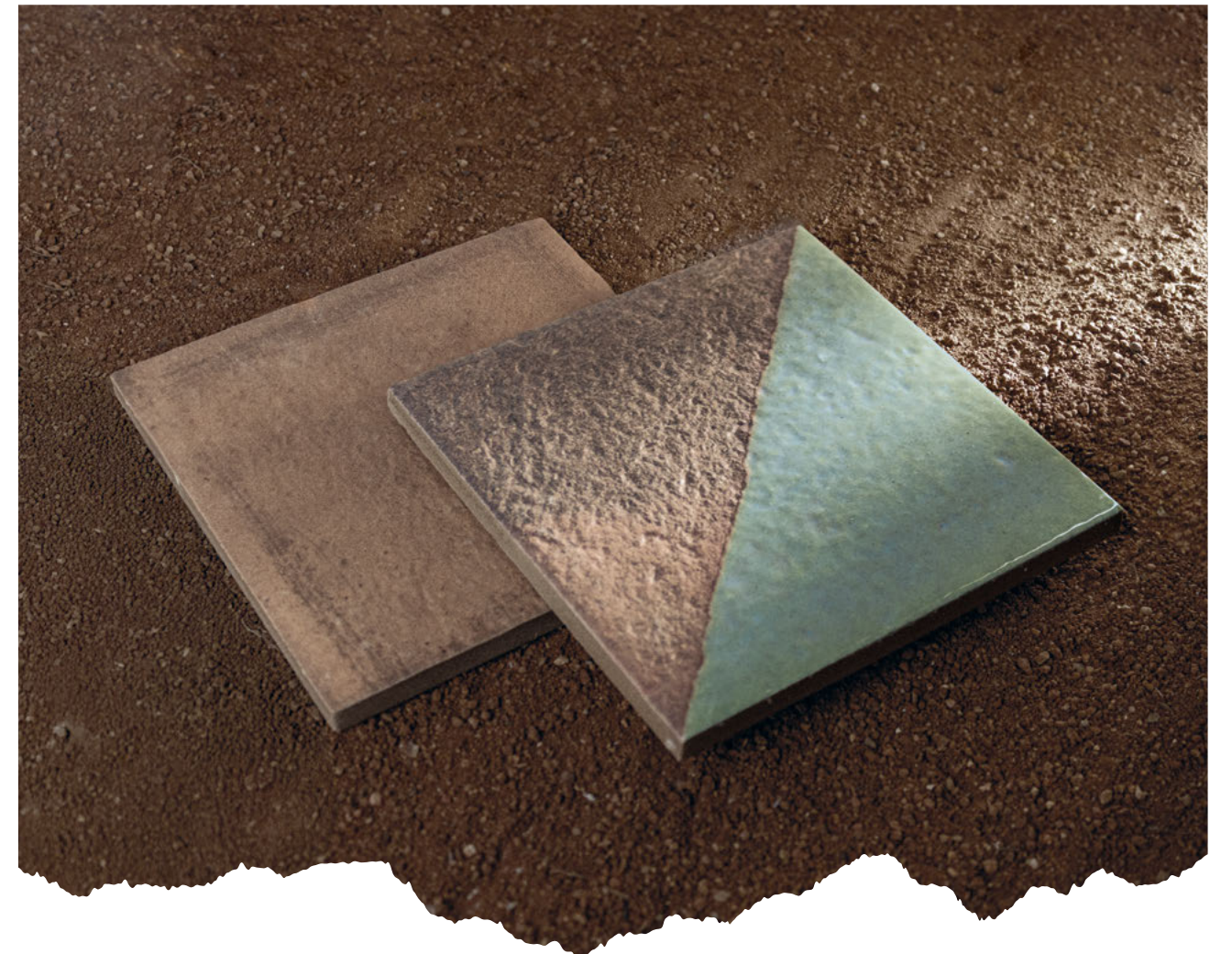
Wall: Reef Sand (Reef Collection)

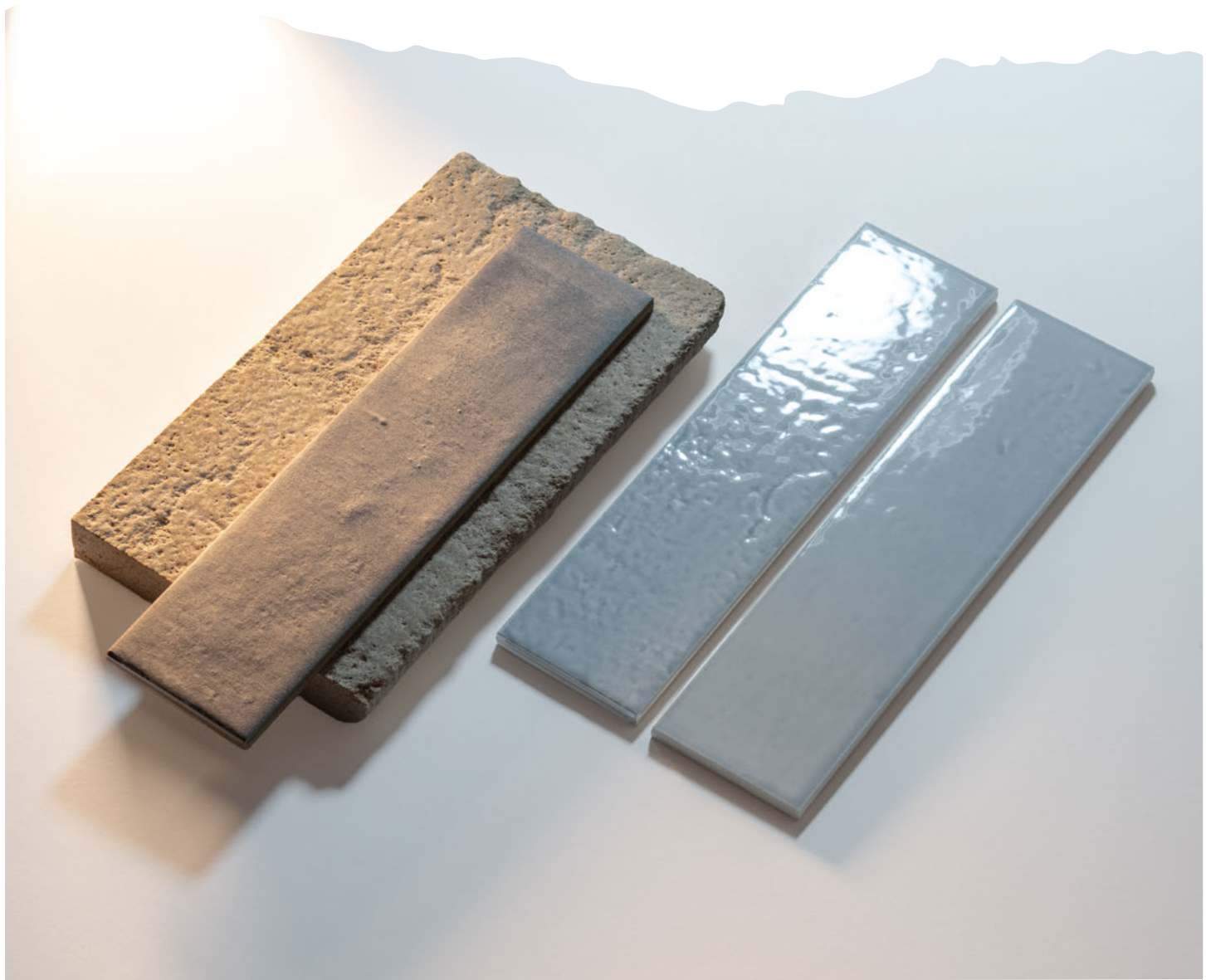




Terre Neuve Half Umber Mist 95% & **Terre Square** Umber 5%

Floor: **Terre Square** Umber



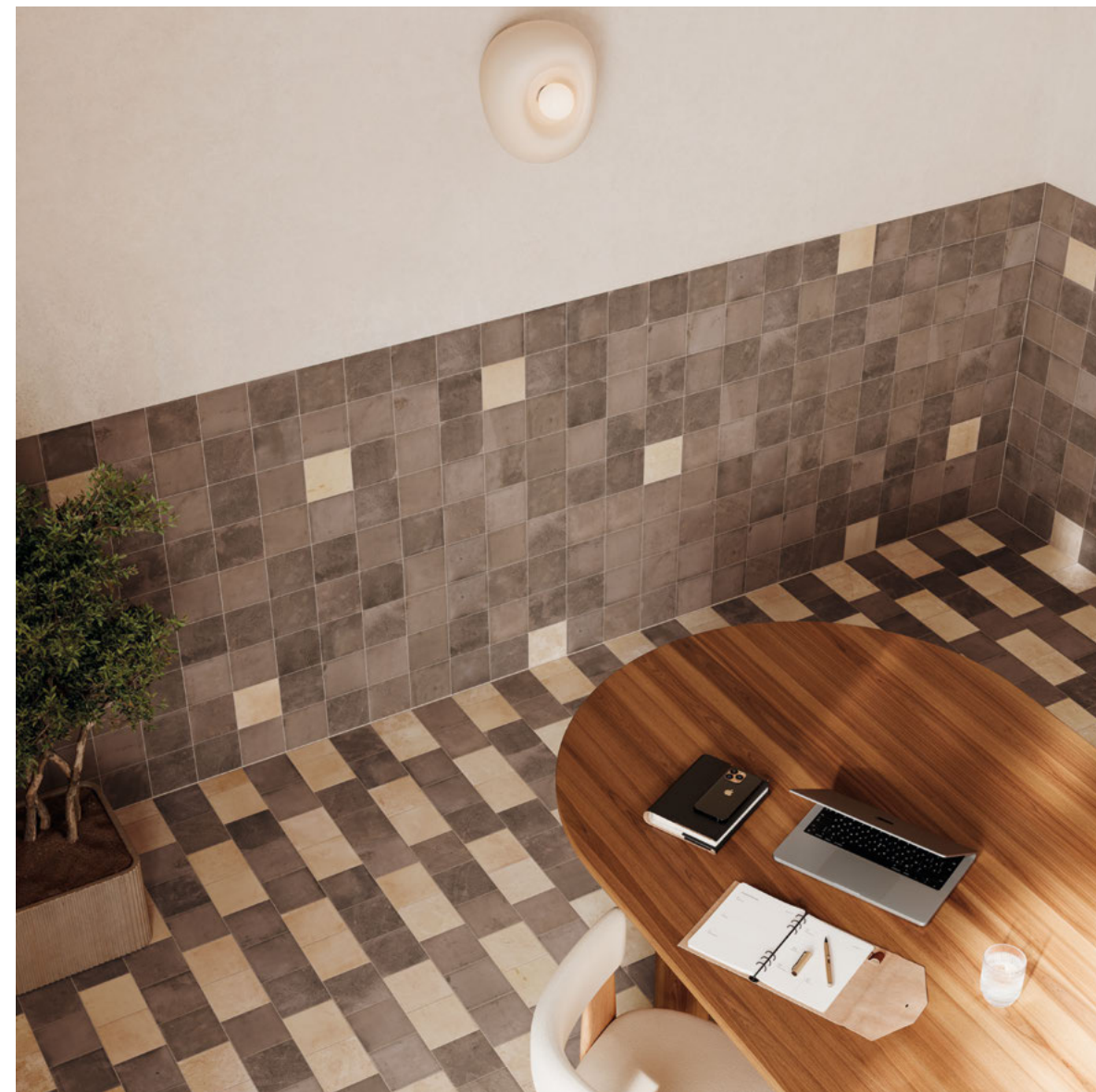


Bar: **Terre** Umber & Smoke Gloss

Floor: **Terre** Umber 83% & Smoke Gloss 17%

Planter & Tables: **Terre** Smoke Gloss



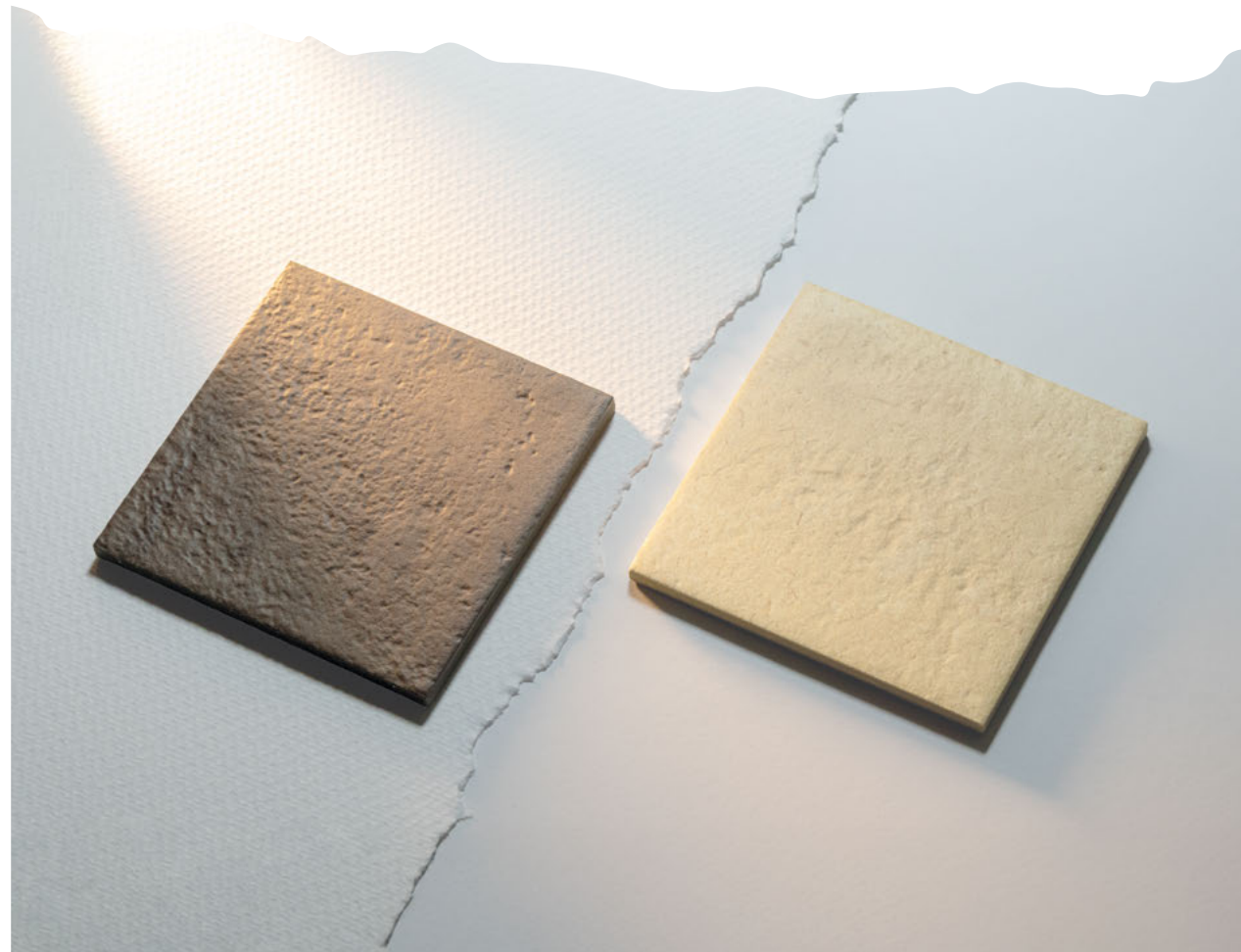


◀ Planter: **Terre Square** Umber 83% & White Gloss 17%

Floor: **Terre Square** Umber 90% & White Gloss 10%
(Random composition)

Floor: **Terre Square** Wheat 40% & Umber 60% ▲

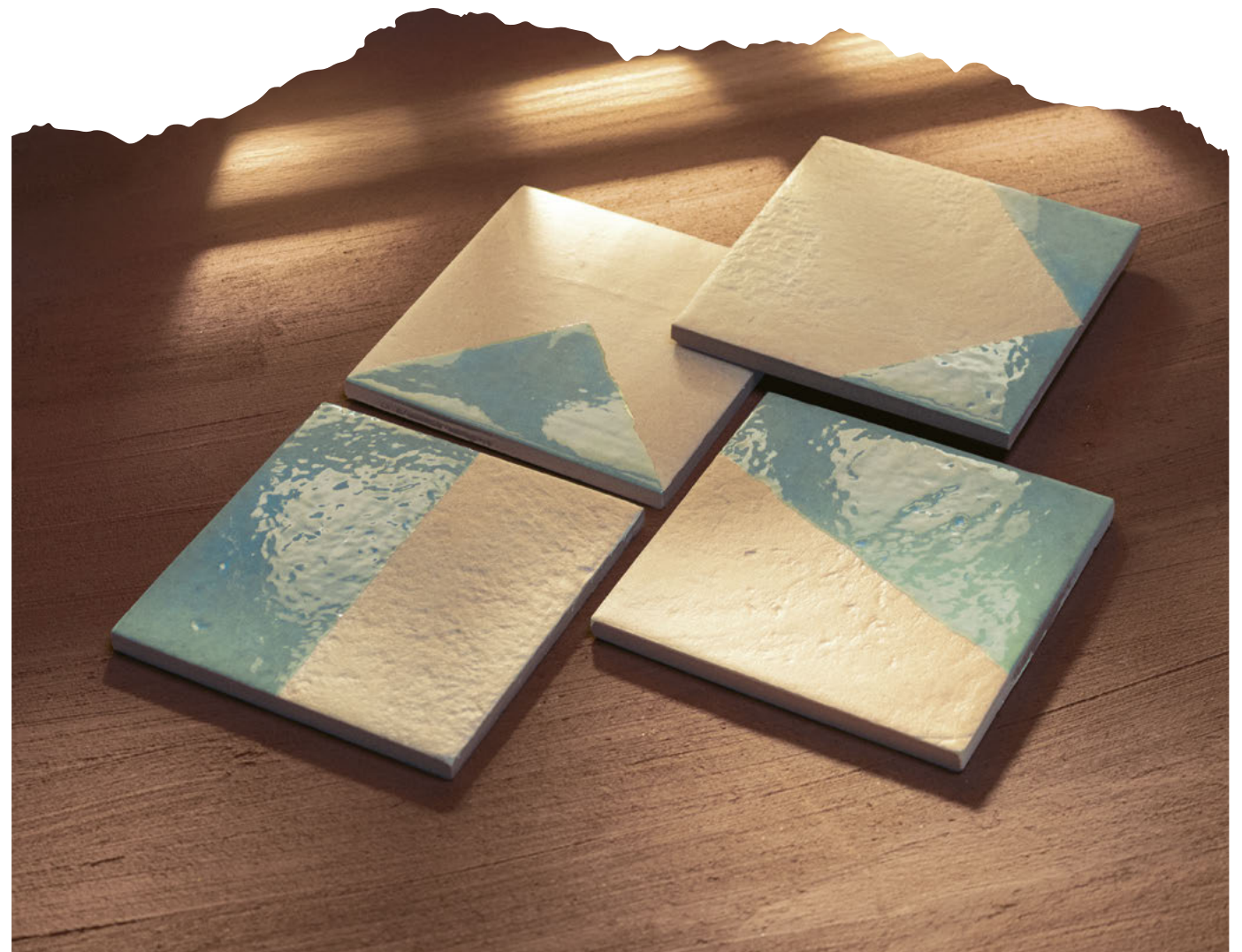
Wall: **Terre Square** Wheat 2% & Umber 98%
(Random composition)



Wall: **Terre Square** Umber | Pattern: Umber 50% & Wheat 50%

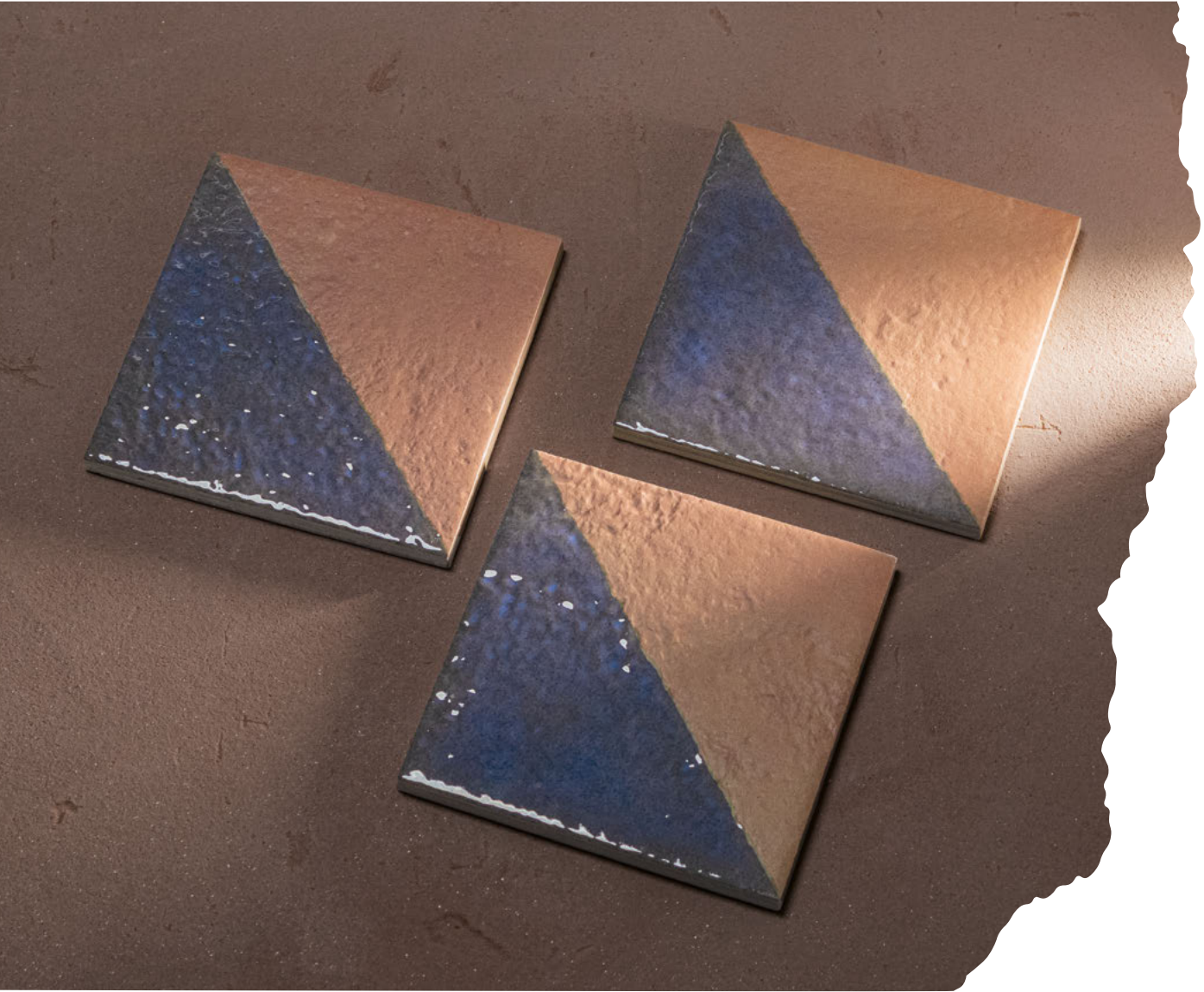
Floor : **Terre Square** Wheat | Pattern: Umber 50% & Wheat 50%





Terre Neuve Mix Wheat Mist 30% &
Terre Square Wheat 70%

Floor: **Terre Square** Wheat



Terre Neuve Half Sienna Storm





Wall: **Terre Square** Sienna 75% & Umber 25%

Floor: **Terre Square** Sienna 50% & Umber 50%



▲ **Terre Neuve Half** Umber Cloud 66,6% & **Terre Square** Umber 33,3%

Terre Neuve Half Umber Storm 66,6% & **Terre Square** Umber 33,3% ►

Floor: **Terre Square** Umber





Terre Neuve Half Wheat Cloud 50% & **Terre Square** Wheat 50%

Floor: **Terre Square** Wheat





▲ **Terre Neuve Half** Wheat Storm 15% &
Terre Square Wheat 85%

Floor: **Terre Square** Wheat

Terre Neuve Half Wheat Cloud 33,3%, Wheat Mist 33,3% &
Terre Square Wheat 33,3% ▶

Bench: **Terre Neuve Half** Wheat Cloud 50% &
Terre Square Wheat 50%

Floor: **Terre Square** Wheat



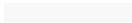


TERRE
Wheat

Grout Colour: Fugabella KK89 
Laticrete 61 



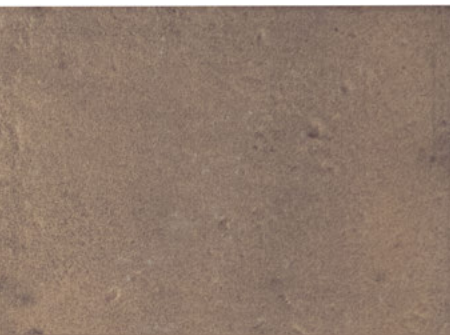
TERRE
White Gloss

Grout Colour: Fugabella KK4 
Laticrete 44 



TERRE
Sienna

Grout Colour: Fugabella KK153 
Laticrete 92 



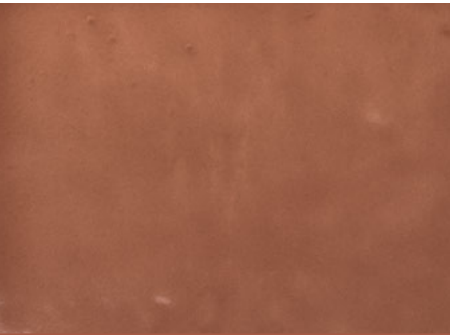
TERRE
Umber

Grout Colour: Fugabella KK157 
Laticrete 57 



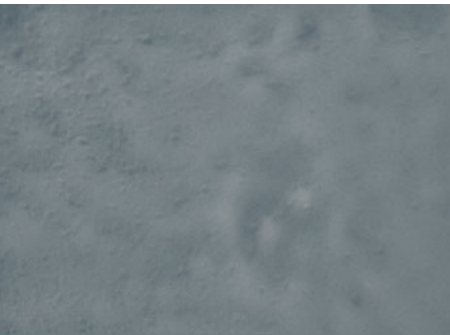
TERRE
Turquoise Gloss

Grout Colour: Fugabella KK47 
Laticrete 78 



TERRE
Chestnut Gloss

Grout Colour: Fugabella KK156 
Laticrete 58 



TERRE
Pale Blue Gloss

Grout Colour: Fugabella KK27 
Laticrete 91 



TERRE
Smoke Gloss

Grout Colour: Fugabella KK8 
Laticrete 60 

* The colors shown are for guidance only, and ceramic shades may vary between production batches. References are approximate and do not exactly match the final color. We recommend requesting physical samples.
The suggested grout colors are aesthetic recommendations and may be adjusted according to customer preference.
The company is not responsible for any differences between printed or digital colors and the final product.

* Los colores mostrados son orientativos, y la tonalidad de la cerámica puede variar entre lotes de producción. Las referencias son aproximadas y no equivalen con exactitud al color real, recomendamos solicitar muestras físicas.
Los colores de junta indicados son sugerencias estéticas y quedan sujetos al criterio del consumidor.
La empresa no se responsabiliza por diferencias entre los colores impresos o digitales y el producto final.

04. TECHNICAL FEATURES / INFORMACIÓN TÉCNICA

Porcelain tiles whitth water absorption B la ≤ 0,5% for interior and exterior floors and walls.

Baldosas cerámicas prensadas en seco con absorción de agua B la ≤ 0,5% para suelos y paredes interiores y exteriores.

FEATURES / CARACTERÍSTICAS		SPECIFICATION / ESPECIFICACIÓN	NORMA
	Dimensional Features	Terre: 69 mm +/- 0,9 mm x 278,8 mm +/- 1,6 mm x 8,5 mm+/- 0,5 mm Terre Square & Terre Neuve: 115,5 mm +/- 0,9 mm x 115,5 mm +/- 0,9 mm x 8,5 mm+/- 0,5 mm	UNE-EN ISO 10545-2:2019
	Water absorption	E _b ≤ 0,5%	UNE-EN ISO 10545-3:2018
	Modulus of rupture	Minimum 35 N/mm ² > 1300 N	UNE-EN ISO 10545-4:2019
	Abrasive resistance	PEI 5: White Gloss PEI 4: Wheat & Sienna PEI 3: Umber, Terre Neuve, Turquoise Gloss & Pale Blue Gloss PEI 2: Smoke Gloss & Chestnut Gloss	UNE-EN ISO 10545-7:1999
	Crazing resistance	Pass	UNE-EN ISO 10545-11:1997
	Frost resistance	Pass	UNE-EN ISO 10545-11:1997
	Household products resistance	GA	UNE-EN ISO 10545-13:2017
	Chemical resistance	GHA	UNE-EN ISO 10545-13:2017
	Stain resistance	5	UNE-EN ISO 10545-14:2015
	Non-slip value	R10 CLASS 2 DCOF >0,42 <i>Except GLOSS & TERRE NEUVE</i>	UNE-EN 16165:2022 ANSI A137.1:2012
	Tone variation	V1: White Gloss V3: Turquoise Gloss, Chestnut Gloss, Pale Blue Gloss & Smoke Gloss V5: Wheat, Sienna & Umber	-
	Porcelain body	-	-

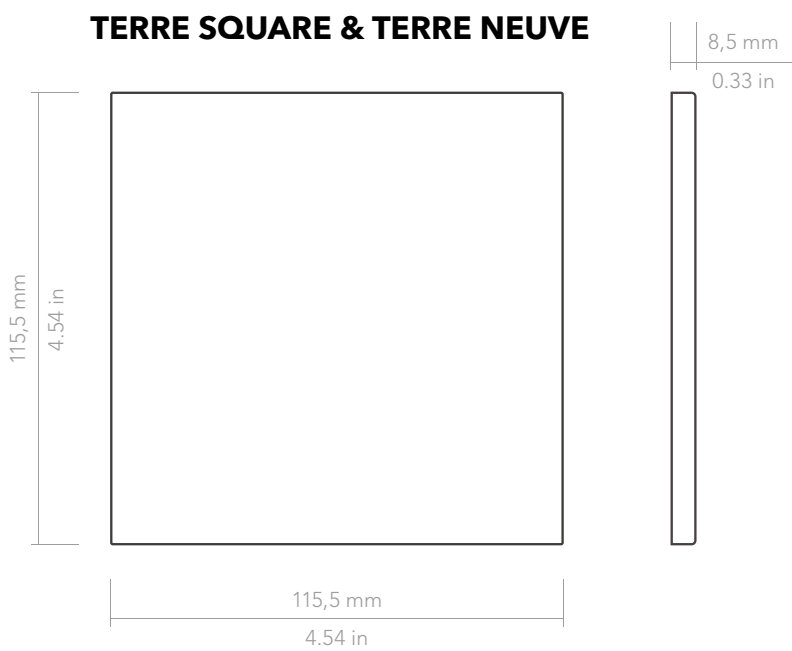
05. PACKING

			KG 	M2 		M2 
Modelo	Formato (cm)	Piezas / Caja	Kg / Caja	m2 / Caja	Cajas / Palet	m2 / Palet
TERRE	7x28 cm	28	9,98 kg	0,549 m²	96	52,70 m²
TERRE SQUARE	11,6x11,6 cm	38	9,47 kg	0,507 m²	102	51,714 m²
TERRE NEUVE	11,6x11,6 cm	38	9,91 kg	0,507 m²	102	51,714 m²

			LB 	FT2 		FT2 
Model	Format (in)	Pieces / Box	Lb/ box	sq ft / Box	Boxes / Pallet	sq ft / Pallet
TERRE	2.5"x11"	28	22.002 lb	5.909 ft²	96	567.257 ft²
TERRE SQUARE	4.6"x4.6"	38	20.877 lb	5.457 ft²	102	556.644 ft²
TERRE NEUVE	4.6"x4.6"	38	21.847 lb	5.457 ft²	102	556.644 ft²

06. PRICE CODE / CÓDIGO DE TARIFA

MODEL / MODELO	PRICE CODE / CODIGO TARIFA
TERRE	W12
TERRE SQUARE	W16
TERRE NEUVE	W25



WAREHOUSING

In order to guarantee the characteristics of the finish the product must be kept in its original packaging until the time of fixing. If the product is likely to be stored for a long period of time it should be suitably covered.

TILE FIXING

To ensure the products adhere correctly to the surface, it is essential to use specific adhesive and grouting material. This must also be suitable for the environment they will have to withstand. Fitting with traditional mortars does not ensure good adhesion.

Due to the nature of the material there may be dimensional variations between pieces. Therefore , all types of joints must be planned and carried out correctly: structural, perimeter, expansion and installation joints. Fitting tiles without joints is not advisable from any technical point of view as this may lead to various problems. For an optimal result we advise to use 2 mm (0.08”) grout.

GROUTING

The choice of quality grouting mortar is crucial. We recommend:

- Kerakoll Fugabella® Color (www.kerakoll.com)
- Litokol StyleGrout (www.litokol.it)
- Laticrete Permacolor Select (www.laticrete.com)

MAINTENANCE AND CLEANING

Once the materials have been fitted, it is advisable to remove any remaining adhesive and grouting material by using a commercial descaling product designed especially, diluted with water . The descaling product must not remain in contact with the surface to be cleaned for more than 5 minutes. As a general guideline, powder dertergents should not be used, not wire wool or abrasive materials. Generally a sponge will be sufficient with warm water and liquid neutral soap. Then rinse with plenty of clean water.

ALMACENAMIENTO

Para garantizar las características de su acabado, el producto debe mantenerse en su embalaje original hasta el momento de la colocación. Si el producto va a permanecer almacenado durante un largo periodo es conveniente hacerlo bajo cubierta.

COLOCACIÓN

Para garantizar una buena adhesión al soporte es necesaria la utilización de materiales de agarre y de rejuntado adecuados al ambiente al que vayan a estar sometidos. La colocación con morteros tradicionales no garantiza una buena adhesión.

Debido a la naturaleza del material pueden existir diferencias dimensionales entre piezas. Por ello deberán planificarse y ejecutarse correctamente todo tipo de juntas: estructurales, perimetrales, de dilatación y de colocación. La colocación sin juntas es desaconsejable desde cualquier punto de vista técnico, pudiendo ser el origen de diversas patologías. Para un resultado óptimo recomendamos usar 2 mm de junta.

REJUNTADO

Es importante la elección de un material de rejunte de calidad. WOW recomienda utilizar:

- Kerakoll Fugabella® Color (www.kerakoll.com)
- Litokol StyleGrout (www.litokol.it)
- Laticrete Permacolor Select (www.laticrete.com)

MANTENIMIENTO Y LIMPIEZA

Finalizada la puesta en obra se recomienda eliminar los restos de materiales de agarre y rejuntado con un desincrustante comercial diseñado expresamente para baldosas cerámicas, rebajado con agua, permaneciendo en contacto con la superficie a limpiar no más de 5 minutos. Como norma general no deben utilizarse detergentes en polvo ni estropajos metálicos o abrasivos. Generalmente será suficiente con una esponja, agua tibia y un jabón líquido neutro. Posteriormente aclarar con abundante agua limpia.

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WOW reserves the right to modify and/or discontinue certain models displayed in this catalogue.

The colour of the pieces displayed herein may differ slightly from originals.

The settings shown in this catalogue are design proposals for advertising purposes.

In real situations in wich the pieces are laid, the installation instructions published by WOW should be followed.

WOW se reserva el derecho de modificar y/o suprimir ciertos modelos expuestos en este catálogo sin previo aviso.

Los colores de las piezas pueden presentar ligeras diferencias respecto a las originales.

Los ambientes que se muestran en este catálogo son sugerencias decorativas de carácter publicitario, debiéndose utilizar en la instalación real las instrucciones de colocación editadas por WOW.





www.wowdesigneu.com