

**Serenissima Cir Industrie  
Ceramiche S.p.A.**

The Group is currently an established part of the worldwide ceramic wall/floor tile manufacturing and marketing sector. It covers both the industrial segment, with the Serenissima, Cir, Capri and Exe brands, and the more design-led segment with its luxury brand Cerasarda, which specialises in ceramics, tableware, interior design accessories and homeware.

Serenissima Cir incorporated as a group in December 2003, following the merger of CeramicaSerenissima S.p.A., Ceramica Cir S.p.A. It is also holds 100% of Cerasarda S.p.A., Ceramica della Costa Smeralda – which was founded in 1963 by prince Karim Aga Khan as part of his Emerald Coast construction project. Its head office is located in the Sardinian town of Olbia.

On 1st June 2005, the Serenissima Cir Industrie Ceramiche S.p.A. group bought up Cercom. A specialist solid porcelain stoneware manufacturer, the company has two plants located in Ferrara's Comacchio area, just a stone's throw from Po Delta Park.





Acquired by the group in June 2005, Cercom specialises in the manufacture of solid porcelain stoneware for technical applications, for use in retail, industry, urban design, and other areas of design, including the residential sector.

In agreement with the Serenissima Cir Industrie Ceramiche spa philosophy, Cercom is the prime example of how - in industry - technical and aesthetic quality is stimulated by the progressive development of logistical and commercial assets and the constant enhancement of human and environmental resources.

From the day it opened its doors, the company has been building its identity, basing its business on the belief that top-level technical and aesthetic features mean a research and production approach that respects the environment and local natural heritage.

Research, technological innovation and an attention to quality make Cercom products unique in the world of architecture and design.







Serenissima Cir Industrie Ceramiche S.p.A., with head office in Casalgrande, Reggio Emilia, was founded as a group in December 2003 from the merger between Ceramica Serenissima S.p.A., Ceramica Cir S.p.A. (also owner of the Capri Ceramiche trademark) and Exe S.r.l.

## CLASSIC SCENES C L A S S I C S C E N E S



## COMMERCIAL C O M M E R C I A L

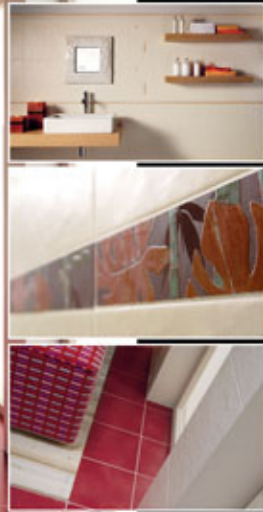


## CONTEMPORARY C O N T E M P O R A R Y



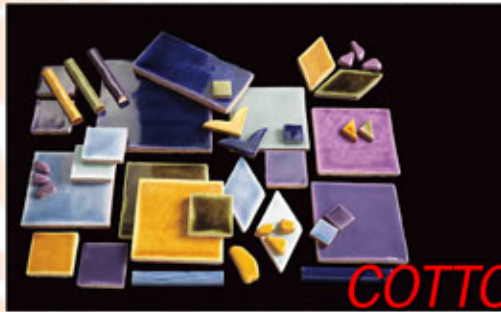


Capri products, which are increasingly located in the top-end segment, meet the needs of a very precise wall tile demand, mainly for bathroom use. The brand spirit focuses on interior design simplicity, using exclusive materials and finishes to exude a discreet sense of luxury, combined with contemporary comfort. Priority is given to a fusion of classic and modern, starkness and colour, to create different styles that will render each interior unique.





Ancient traditions with present-day charm, unique surfaces that describe eternal elegance and contemporary beauty.



**COTTO GLAMOUR**

Bright tones create a classic yet modern style where the splendour of ancient traditions becomes the expression of pure and contemporary aesthetics thanks to the colour.

The poetry of terracotta tiles combined with the elegance of metal, the wonderful atmospheres of tradition are blended into vibrant and luminous iridescences.



Beyond tradition towards the combination and mix of different materials where matter becomes light and terracotta blends with liquid metal to form a mix with a seducing and sensual charm.

