

Roca Tiles

Corporate profile

Ceramics that inspire

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2. About Roca Tiles
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Grupo Lamosa

LAMOSA.
PISOS & MUROS

PORCELANITE®
diseña tus sueños

firenze
Porcelanato Arquitectónico

SAN LORENZO

CORDILLERA

**CERAMICA
SCOP**

euro
cerámica

Roca

gala

Incepa

USCT

EUROCEGÁMICA

BALDOCER

ETILE

AB

Roca

Grupo
LAMOSA

50 production centers
Presence in 9 countries

Argentina - Brazil - Colombia - Chile - Spain - USA - Guatemala - Mexico - Peru

- Grupo Lamosa is the world's second-largest ceramics producer.
- It is a global leader in the ceramics sector with production centres in Mexico, Colombia, Peru, Argentina, Brazil, Guatemala, Chile and Spain and offices spread over the five continents.
- The company has a production capacity of more than 227 million m² per year in floor and wall coverings.

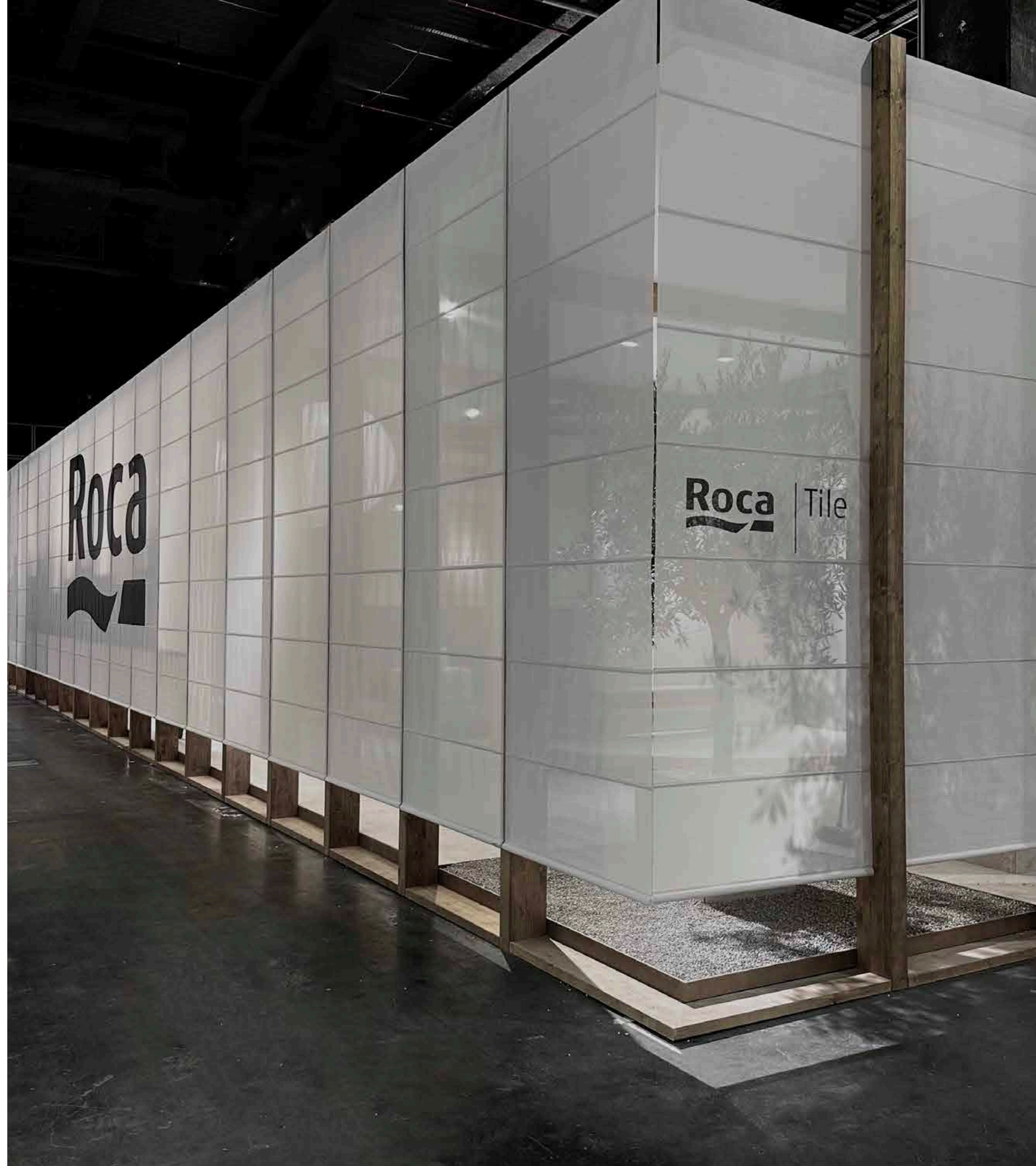
About Roca Tiles



Roca Tiles is a global company that designs and markets **ceramic floor and wall tiles** for architecture, construction and interior design.

Roca Tiles is the premium brand of Grupo Lamosa and as such is positioned on a global scale in design, innovation and quality.

The main objective of **Roca Tiles and Grupo Lamosa** is to provide differential value through specialisation in key products. This strategy translates into consolidating their position as market leaders in Europe.



Global presence

Roca Tiles' presence extends to more than 170 markets on five continents, with production centres in Spain and Brazil, 6 logistics centres in the USA and Canada and sales offices in Dubai and Portugal; all at the service of excellence and innovation.



Attributes



Integral innovation

Our way of understanding ceramics combines avant-garde formats with service and quality. We create collections focused on awakening the senses.

Connection and cohesion

There is a seamless link between our collections, a natural transition between different product lines, offering an aesthetic and functional cohesion that is unique to the market.

Leadership and support

Roca Tiles, as a premium brand of the Lamosa Group, benefits from exceptional production support. The Roca Tile brand anticipates market trends and is a benchmark within the group in terms of innovation and quality.

Large formats

Tiles with continuous aesthetics and finishes of exceptional realism that enrich our collections and multiply their possibilities of use. Innovative formats that can be used on a variety of surfaces to create high-value spaces.

Complete collection

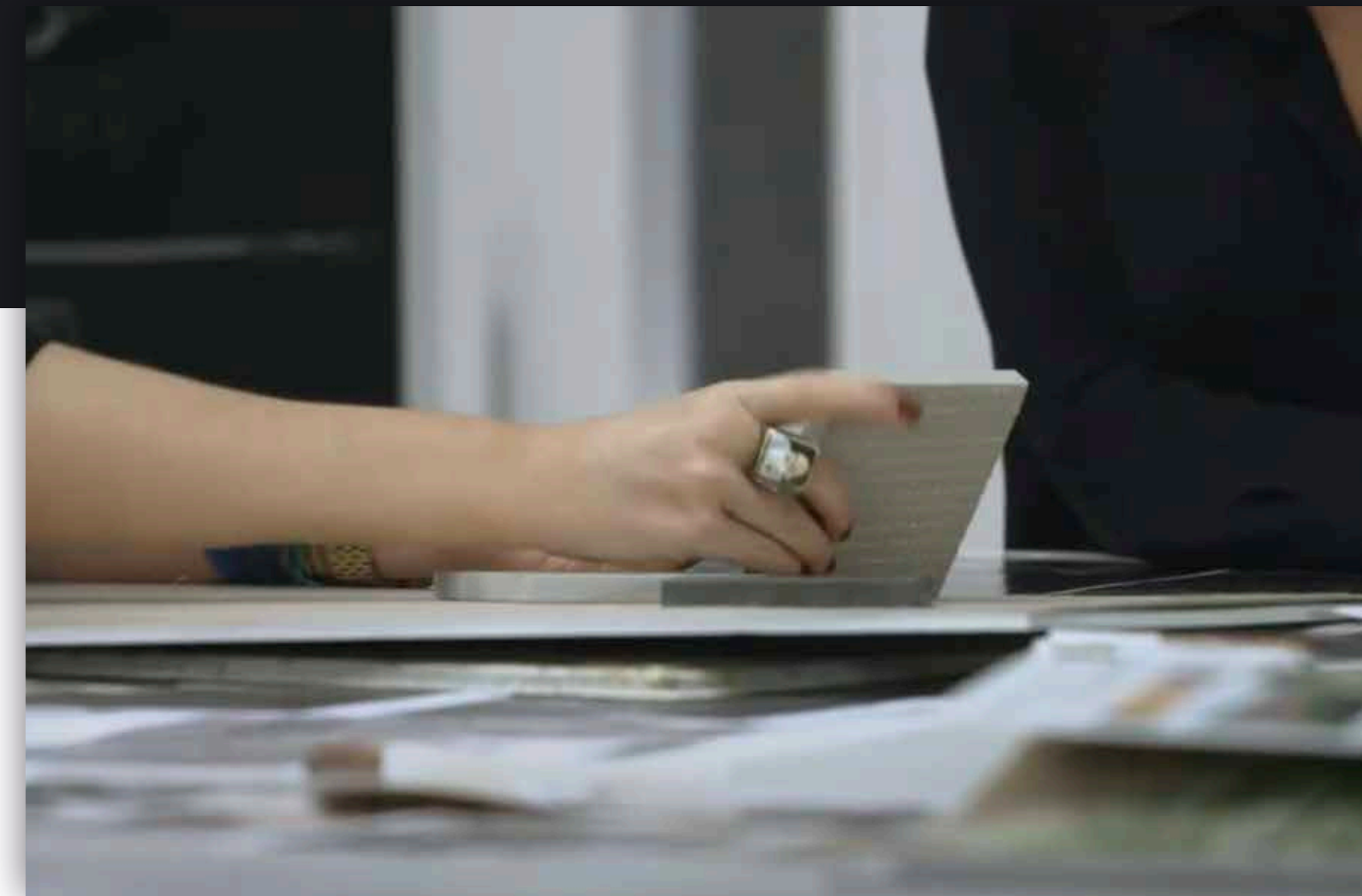
We work with complete collections covering all areas of application, from large format panels to traditional indoor and outdoor ceramics, along with decorative cladding or lightweight pieces that allow effortless installation on pre-existing surfaces.

Sustainability

At Roca Tiles we apply rigorous continuous improvement programmes and sustainable criteria in all phases of our production process, which are periodically reviewed externally with the Integrated Environmental Authorisation (IEA), ISO 14001, ISO 14021, ISO 9001, DAPcons®, GlobalEPD, UPEC and CCC certifications, as guarantees of quality and respect for the environment of our ceramic floor and wall tiles.

Design

Roca Tiles' marketing and product department is the creative soul behind our collections, emphasising innovation in formats, finishes and applications, as well as the integration between them.



Our portfolio is made up of exclusively original designs, distinctive to our brand. The Roca Tiles research and development team is dedicated to studying advanced processes to obtain the best version of each collection, and promote the creation of highly complex colour-rich finishes that are exclusive to the company.

Product typology

The Roca logo is located in the top right corner of the image. It consists of the word "Roca" in a white, sans-serif font, with a stylized wave symbol underneath the letters "o" and "c". The logo is set against a black rectangular background.

To think **BIG**

Superformats

Discover revolutionary ceramic formats of the highest aesthetic quality and graphic richness with infinite possibilities in design and architecture in sizes 120x260 and 120x120.

High performance, slender and versatile realistic ceramic pieces, increasingly lighter large formats, which facilitate the installation of floor and wall tiles, creating elegant and stylish spaces with endless user possibilities that allow us to think big.



6
mm

The Roca logo is located in the top right corner of the image. It consists of the word "Roca" in a white, sans-serif font, with a stylized wave symbol underneath the letters "o" and "c". The logo is set against a black rectangular background.

New generation lighter and stronger

Porcelain Tile - Slim 6mm

Roca Tiles offers lighter and more sustainable 6 mm thick ceramics, which reduce the environmental impact while keeping their strength and technical properties.

Roca's fine ceramics are easy to handle, install, store and transport, and open up new horizons in interior design and decoration by facilitating installation on new substrates or on existing ceramics. This also reduces CO2 emissions and waste.

slim^{6 mm}

60x120 R
24"x48" R

30x60 R
12"x24" R

The Roca logo is located in the top right corner of the image. It consists of the word "Roca" in a white, sans-serif font, with a stylized wave symbol underneath the letters "o" and "c". The logo is set against a black rectangular background.

Floor to Wall

Optimizing the weight and thickness to introduce a quality multi-space product, easy and safe to install from floor to wall.

^{6mm}
slim

FLOOR TO

WALL

slim^{6 mm}

Light and resistant

Installation video



Lighter and more resistant.



Multipurpose, It can be installed on an existing pavement or coating.



Optimize the use of a pallet and freight, that allows transporting more of product.



Easy to install, less time to cut it, install and drill.



It is even thinner with a mechanical resistance higher than the UNE EN 14411 standard.



Sustainable, with less CO2 in production and transport.

Roca

For long-lasting spaces

Porcelain Tile

Unique collections of porcelain tiles in 9 mm thickness with superior hardness, resistance and impermeability properties. Their unalterable finishes faithfully reproduce the textures and reliefs of marble, wood, stone and richly detailed cements. These advances respond to the demand for hard-wearing products that suit a variety of applications, particularly in high-traffic areas, that are highly appreciated by architects and designers.

 **9 mm** ALTO TRÁNSITO
HIGH TRAFFIC



White Body

A careful selection of raw materials is the basis of these collections, perfect for a wide range of coverings. High-performance ceramic surfaces, with the additional luminosity provided by the white-body glaze, offered in a variety of formats, reliefs and decorative complements.



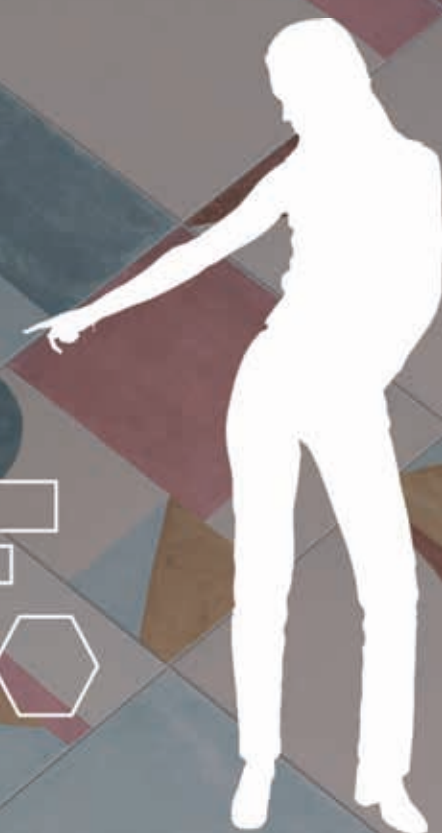
30x90,2 R
12"x36" R

40x120 R
16"x48" R



Decorative

Floors and walls take centre stage as decorative elements in their own right. To accentuate this key role, Roca includes a Deko line in each collection in a small format with the aim to inspire.

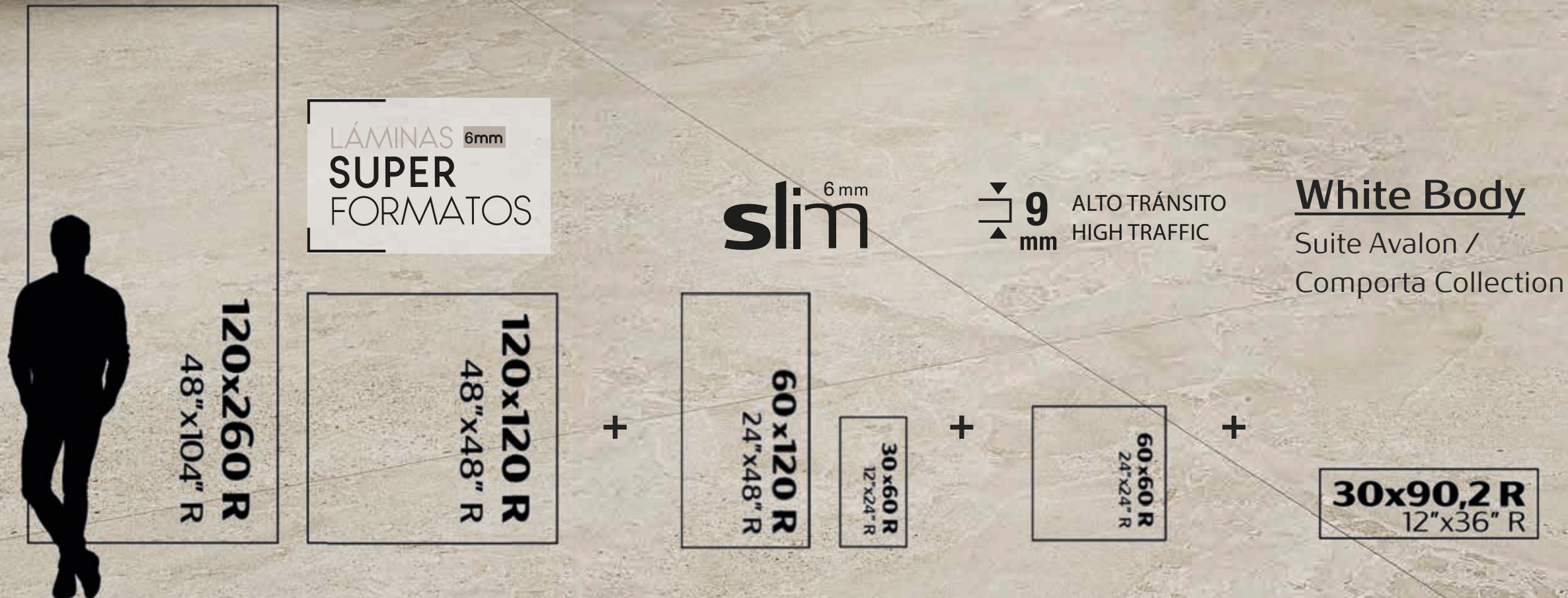


Complete collection: **Avalon**

Avalon is a unique fusion of exceptional stone textures, inspired by classic natural stones and harmoniously combined with InTech+ technology that guarantees precision, realism, relief, detail and unrivalled aesthetics.



VARIETY OF
FORMATS



Brochure
Avalon

CLICK HERE



InTech+

- + **Natural**
- + **Ultra-defined**
- + **Material**
- + **Innovative**
- + **Aesthetics**



InTech+

Innovation and technology at the service of absolute realism

Roca Tiles presents its new family of porcelain tiles InTech+, produced using advanced digital methods, with striking natural reliefs and a definitive realism.

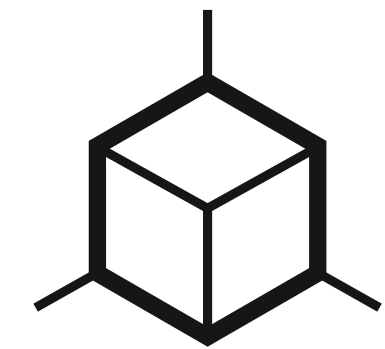
The InTech+ family redefines the industry standards of porcelain tiles by combining cutting-edge technology with exclusive design and unique and large formats with infinite design and architectural possibilities.

Design and promotion tools



User guide

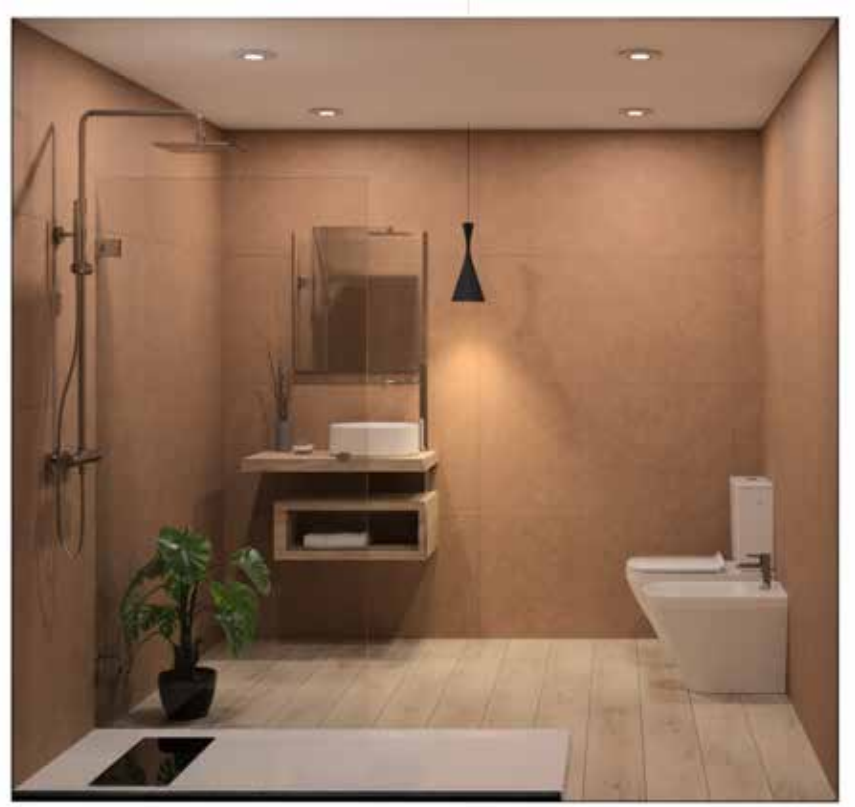
CLICK HERE



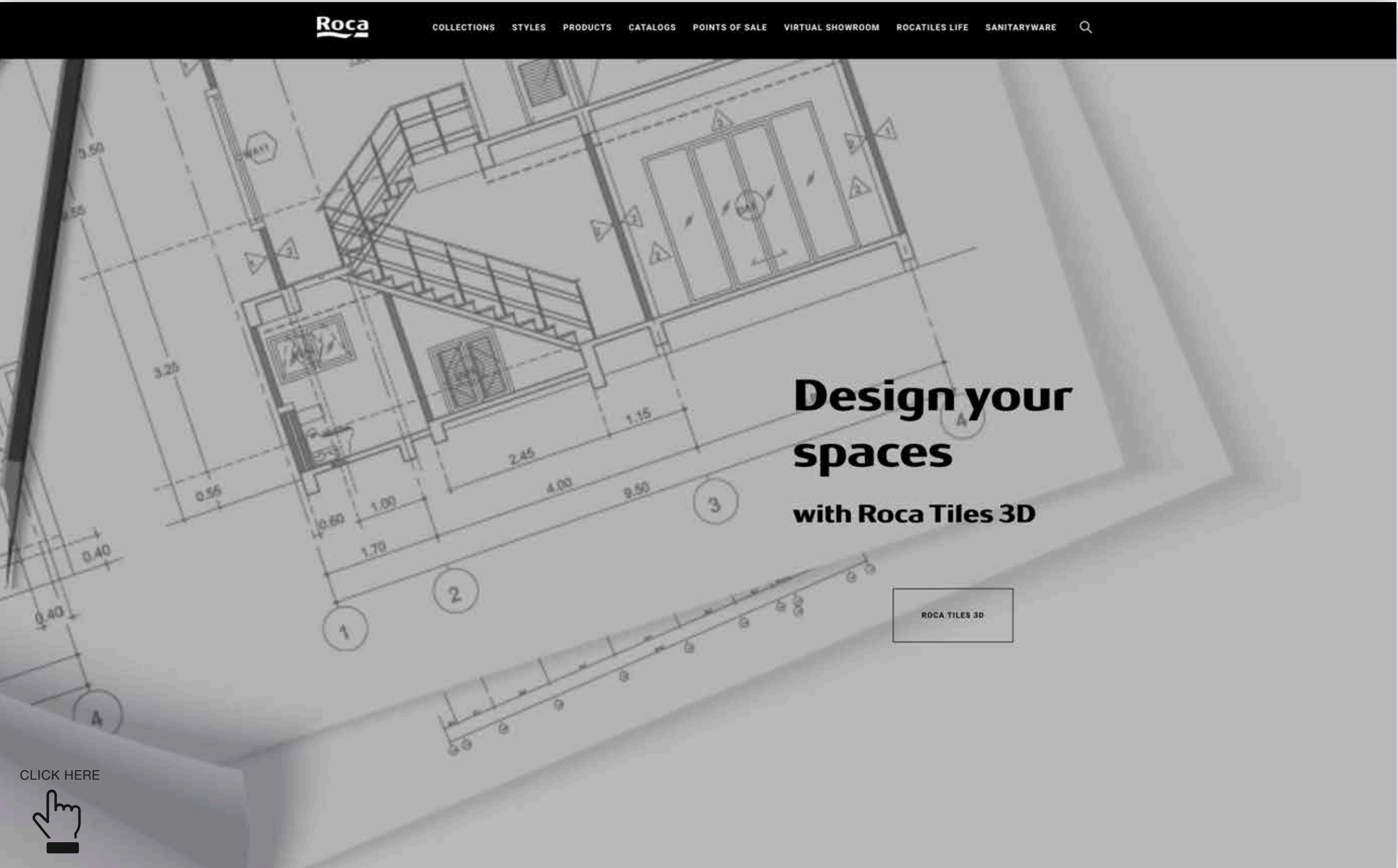
Roca Tiles 3D

Discover a new way of imagining and designing spaces with Roca Tiles 3D

Bathroom and room design is now easier and more accessible thanks to Roca Tiles’ innovative online tool. This **new 3D application**, available on our website, allows users to visualise and experiment with different styles, colours and textures, thus facilitating the task of designing spaces in an intuitive and versatile way.



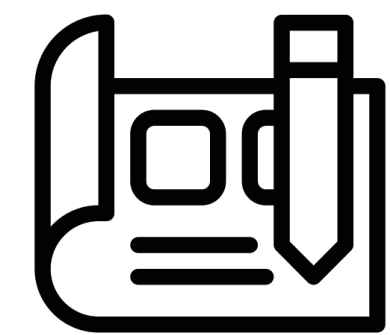
Some environments designed with our 3D program.





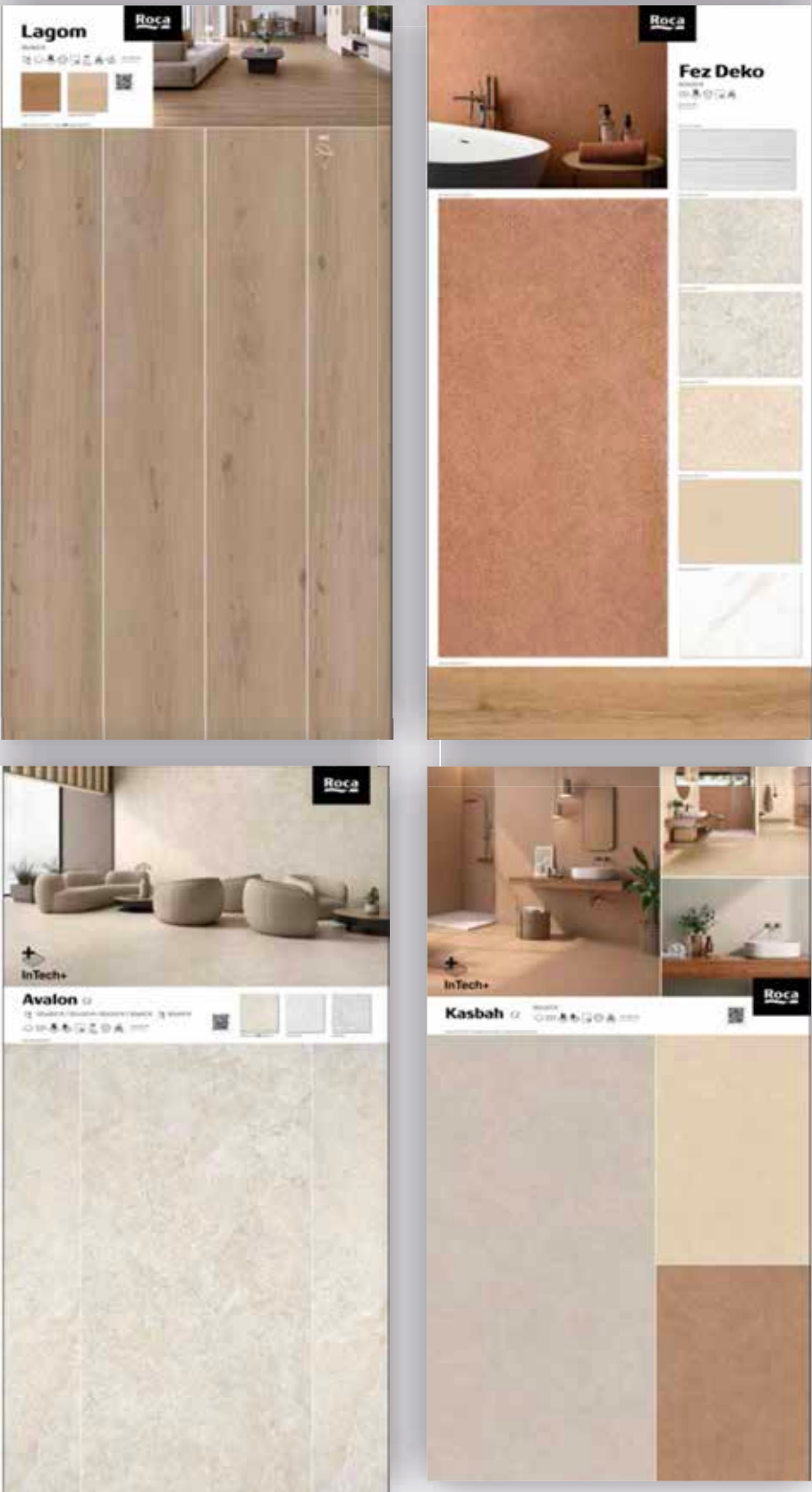
Promotion
Tools

CLICK HERE



Point-of-sale display

We help customers visualise the actual application of products and facilitate in-store purchasing decisions with resources such as **sample boards, displays, portable sample books, catalogues and printed materials**, along with carefully designed showroom environments to display collections effectively and attractively.



Some point of sale designs:





Request your
Samples

CLICK HERE



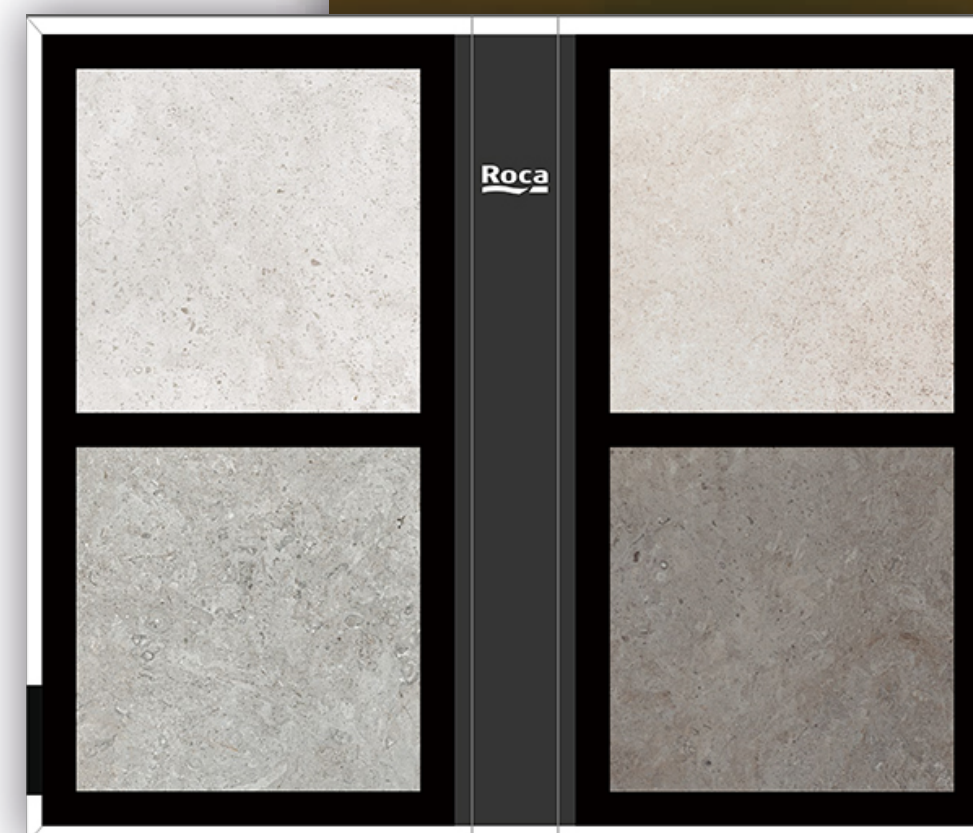
New samples

At the service of the professional

We want you to be able to see and touch the collections that you liked and help you in your choice.

That is why Roca offers you a new **sample delivery service** for interior design and architecture professionals: The best way for you to discover the ideal collections for your decoration project.

Roca



Events and fairs

Casadecor Madrid

Year: 2020 / 2023

Location: Madrid (Spain)

Designer: Masquespacio

Product used:

LM Marmore Parana MC 120x120 R

LM Marble Nouveau MC 120x120 R



THE NEW STANDARD

Cersaie Fair

Year: 2022

Location: Bologna (Italy)

Designer: CULDESAC

Concept: The New Standard

Product used:

Rockstone Persia Arena
Marble Athea

Cevisama Fair

Year: 2024

Location: Valencia (Spain)

Designer: Summumstudio

Concept: Synchrony

Product used:

Avalon Arena 120x120R

Kasbah Terracota 60x120 R

The Roca logo is displayed in the top right corner of the image. It consists of the word "Roca" in a white, sans-serif font, with a stylized white wave graphic underneath the letters "o" and "c". The logo is set against a black rectangular background.

Coverings Fair

Year: 2024

Location: Atlanta (EEUU)

Designer: Diego Hernández





Contract Fairs

- 1. ARCHITECT @ WORK
- 2. INTERIHOTEL
- 3. DESIGN MARBELLA

1.



2.



3.

Featured projects

llaollao.

Roca

Llao Llao Ice Cream Shops

Year: 2017

Location: Presence around the world

M2: 70 per store

Product used:

Montreal Blanco Mate 30x90,2 R

Pure White 60x60 R

LM Koronis Ext White MT 120x120 R



Torres Brothers Kitchen Restaurant

Year: 2019

Location: Barcelona (Spain)

M2: 800

Product used:

Malla Armani Nero Matt 30x30



Waterfront Residential Tower

Year: 2019

Location: Abu Dhabi (United Arab Emirates)

M2: 38,000

Product used:

Weekend Gris 30x60 R

Weekend Gris 60x60 R

Weekend Vison 30x60 R

Weekend Vison 60x60 R



Vito Vitorino Housing

Year: 2019

Location: Vila do Conde (Portugal)

Architect: Vito Vitorino

Product used:

TH Stone Negro 120x120 R



Arauco Restaurant

Year: 2019

Location: São Paulo (Brazil)

Architect: PAR Projects

Product used:

LM Hangar Cement MT 120x120 R

The Roca logo is displayed in white on a black rectangular background in the top right corner. It features the word "Roca" in a bold, sans-serif font, with a stylized wave graphic underneath the letters "o" and "c".

Roca

The main image shows a low-angle view of the Portas do Sol Building, a modern multi-story structure with a facade of light-colored rectangular tiles and large windows. To the left, a white building with cantilevered balconies is partially visible.

Portas do Sol Building

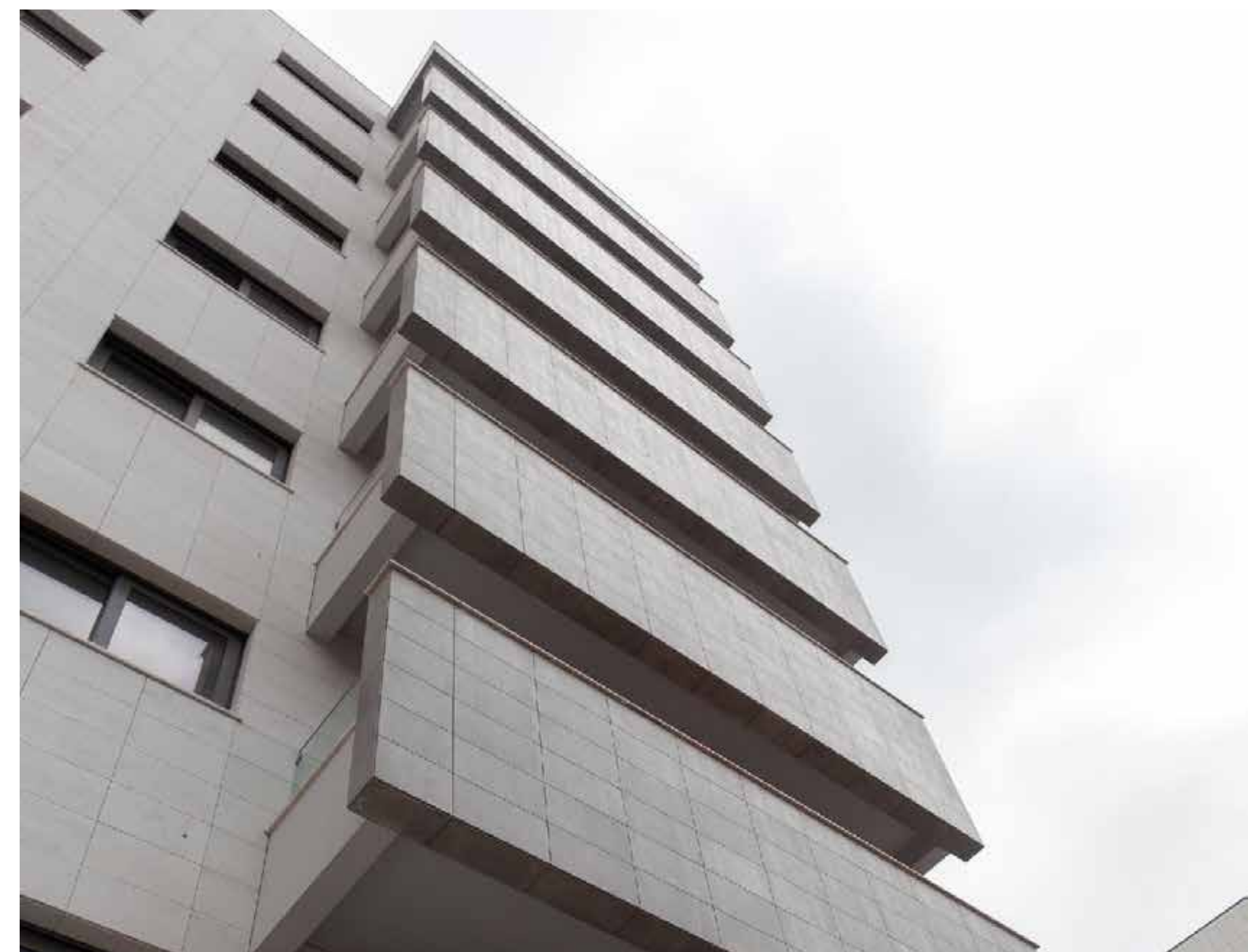
Year: 2019

Location: Vila Nova de Famalicão, Portugal

M2: 12,000

Product used:

White Montreal 30x90,2 R



Cabaleiro Sarjam

Year: 2019 - 2020

Location: Vila Nova de Gaia (Portugal)

M2: 8,000

Product used:

Abbey Fresno 19,5x120 R

Metal Oxido 60x60 R

Suite Bevel Negro 7,5x15

LM Calacatta Light MT 120x120 R

TH Stone Negro 120x120 R

Roca



Barceló Nura Hotel

Year: 2019 - 2020

Location: Sant Lluís -Menorca (Spain)

M2: 13,000

Product used:

Couvet Vison 30x90,2 R

Couvet ABS Vison 60x60 R

Toscana Arena 60x60 R

Ambassador Hotel Reform

Year: 2021

Location: Benidorm, Alicante (Spain)

M2: 15,000

Product used:

Suite Abbey Fresno 30x90,2 R

White Montreal 30x90,2 R

Weekend Arena 60x60 R

Weekend ABS Arena 60x60 R

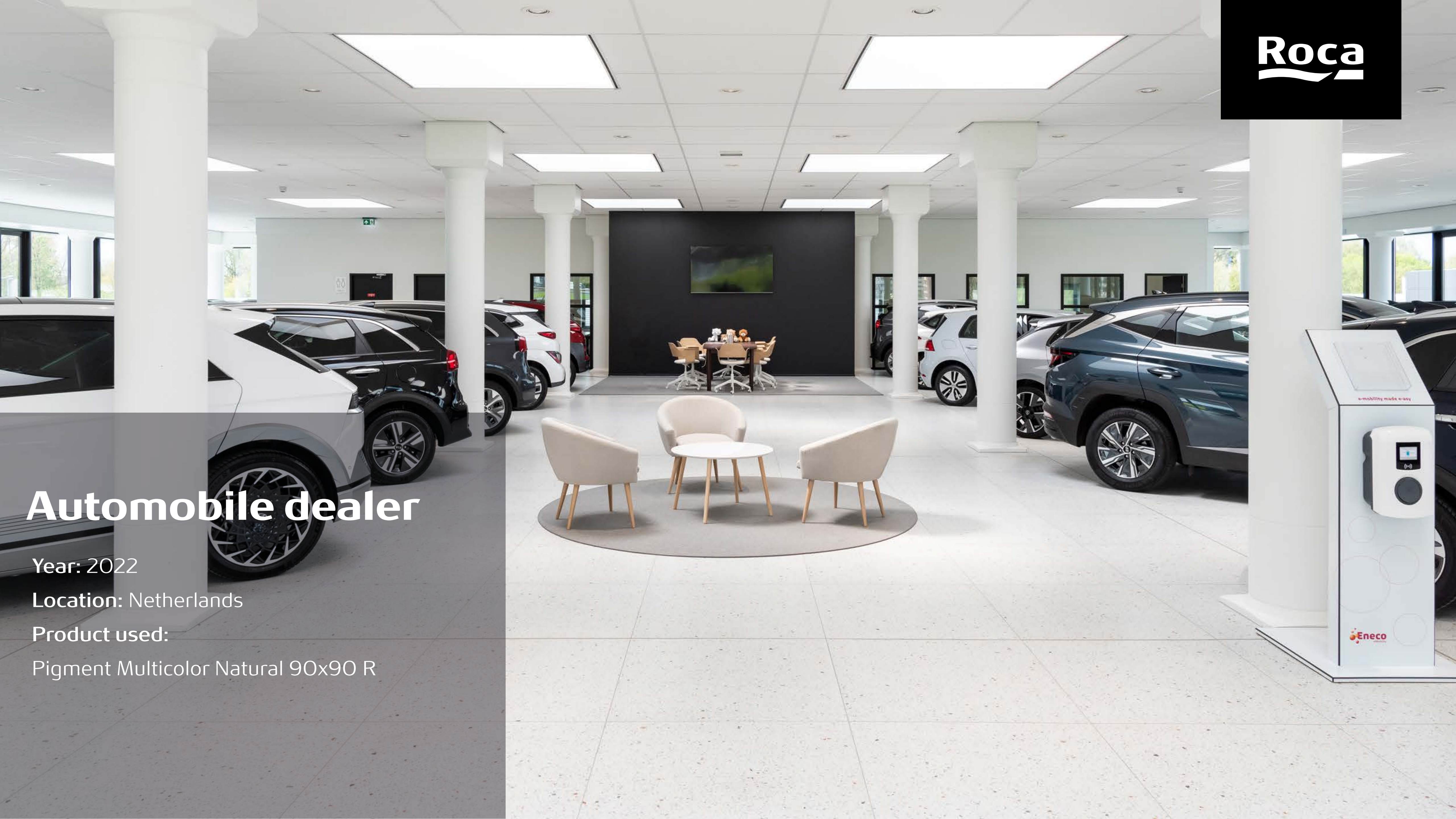
Automobile dealer

Year: 2022

Location: Netherlands

Product used:

Pigment Multicolor Natural 90x90 R



Oceano Azul Housing

Year: 2022

Location: Madrid, Spain

Designer: Leonela Rivas

Product used:

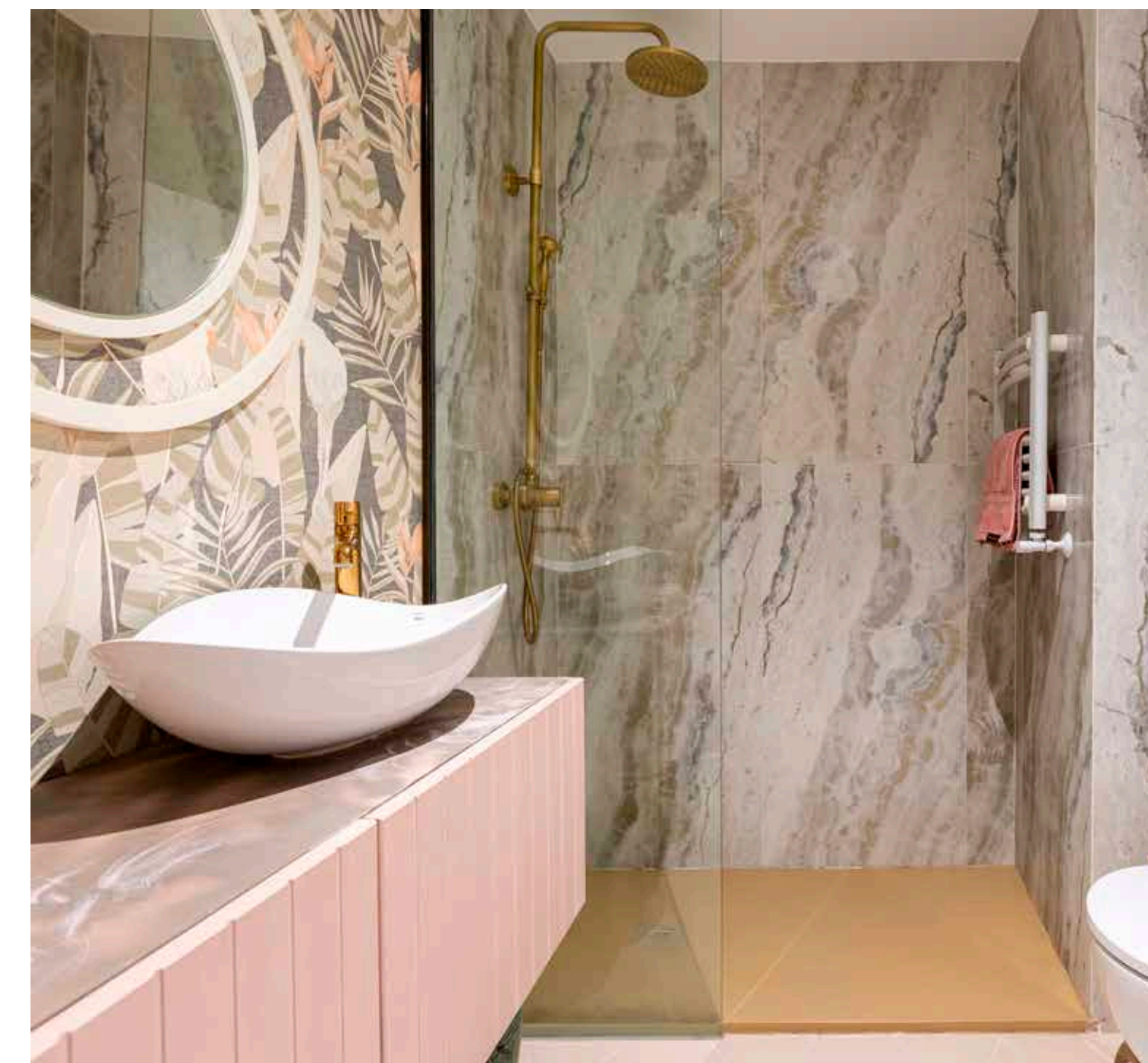
Flow Picket Peacock Green 7,7x30,5

Samoa Azul 15x15

Deco MaiolicaBlue Steel 11x25

Marble Goya Bone Pulido 60x120 R

Roca



Omeraki Restaurant

Year: 2023

Location: España

Product used:

Mosaico Tailor Gris 31,6x35,7



Showrooms

The Roca logo is displayed in the top right corner, featuring the brand name in a white, sans-serif font with a stylized wave symbol underneath, set against a black rectangular background.

Showroom Miami

Year: 2019

Location: Miami (EEUU)

Designer: NOA Intelligent Design

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Showroom Chicago

Year: 2020

Location: Chicago (EEUU)

Designer: Variant Collaborative

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Showroom New York

Year: 2022

Location: Manhattan (EEUU)

Designer: Variant Collaborative

Showroom Belcaire

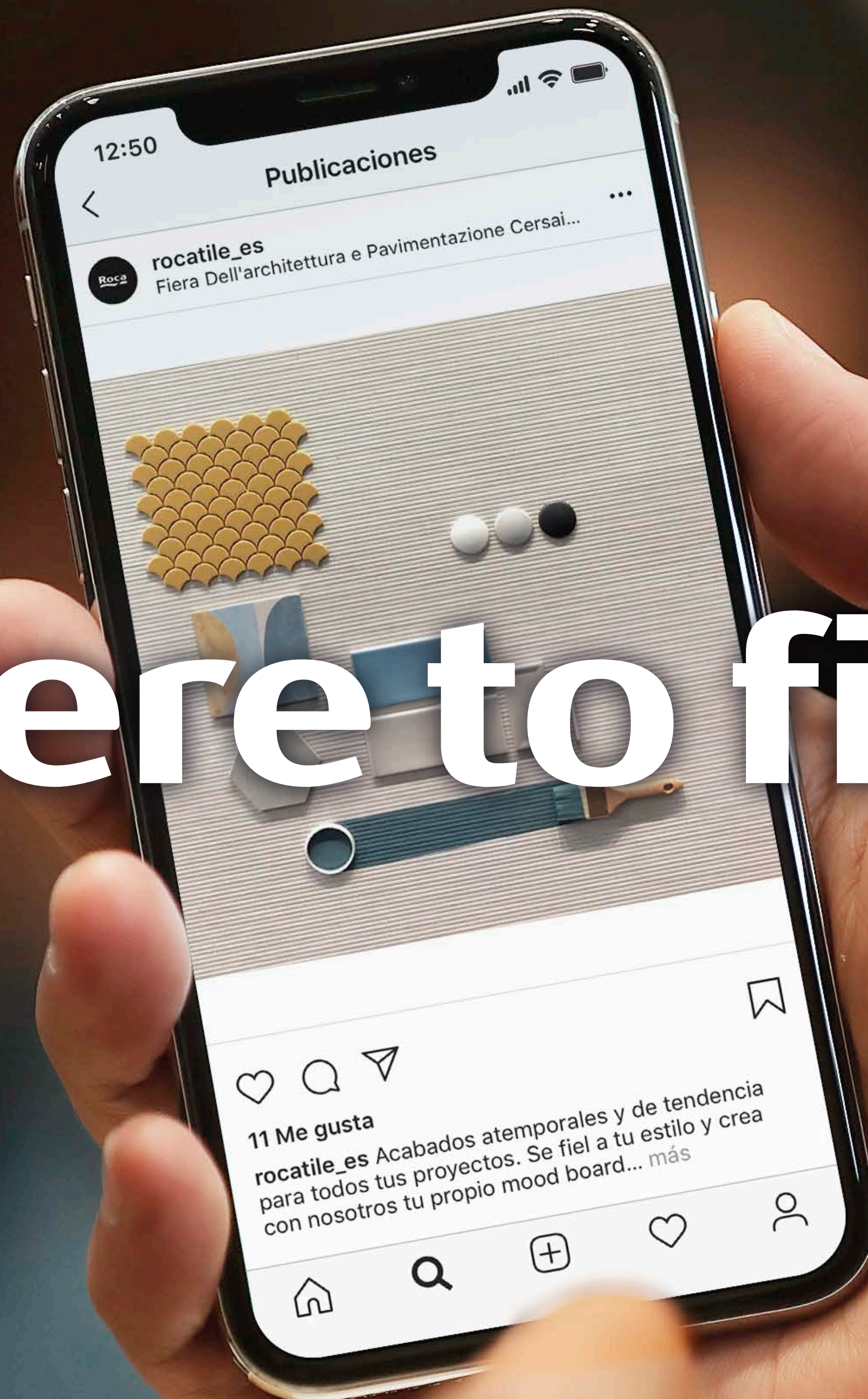
Year: 2020

Location: La Vall d'Uixó, Castellón (Spain)

Designer: Internal team



Where to find us

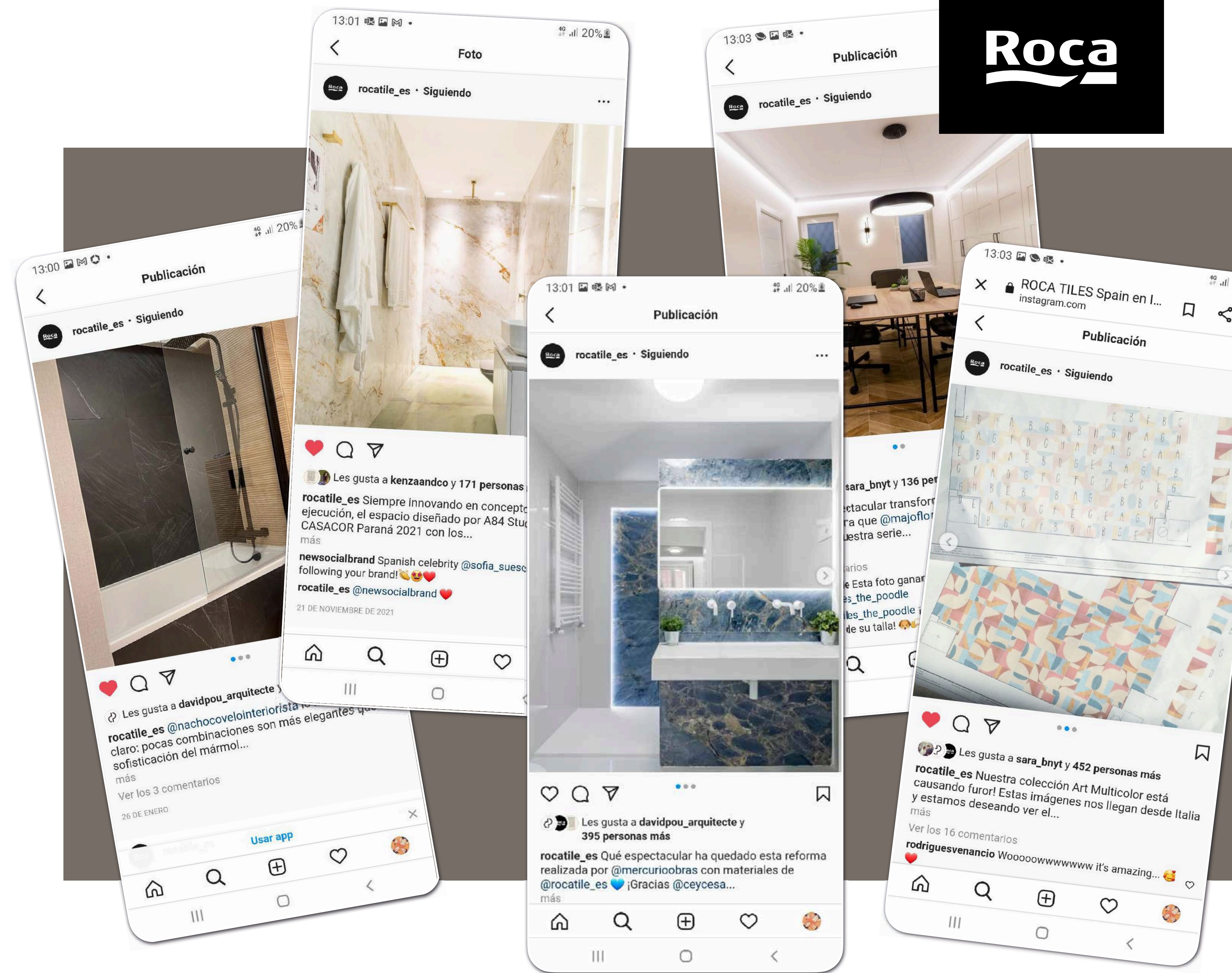


@rocatile_es

#RocaTileLovers

Roca Tile has official profiles on Instagram, Pinterest, LinkedIn and Facebook where it shows new decorative and product proposals and interacts with followers with the hashtag #RocaTileLovers.

Also it offers the trends that inspire our ceramic products and proposals from architects, designers and interior designers who use our floor and wall tiles.





Roca Tiles also on YouTube

Access the Roca Tiles YouTube channel and discover content ranging from practical step-by-step installation guides or videos with company information, to trade-fair tours and events which Roca participates in. Enter the audio-visual pieces and get to know the collections, in spaces designed to inspire.



Roca Tiles

@rocatilespain · 38 suscriptores · 20 vídeos

Pavimentos y revestimientos cerámicos de múltiples estilos y para todo tipo de espacios. >

[rocatiles.com](https://www.rocatiles.com)

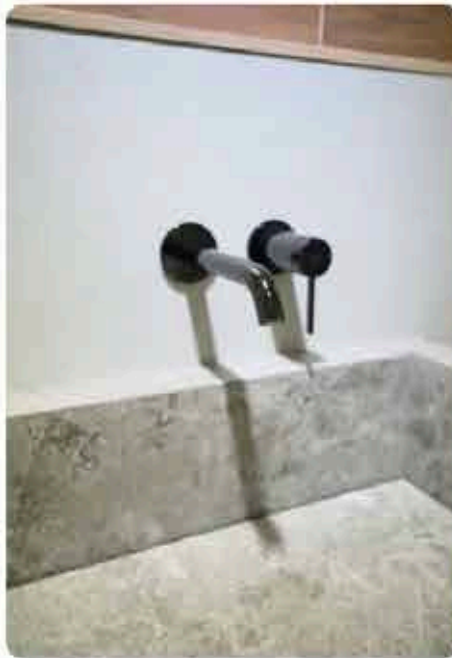
Suscribirse

CLICK HERE



Inicio Vídeos Shorts Listas 🔍

Shorts



MARAIS Collection.
Cevisama 2024

2 visualizaciones



MARAIS. Collection.
Cevisama 2024

2 visualizaciones



DOLOMITA Collection.
Cevisama 2024

3 visualizaciones



BALANCE Collection.
Cevisama 2024

3 visualizaciones



LAGOM Collection. Cevisama
2024

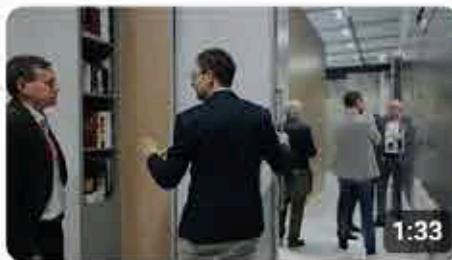
5 visualizaciones



OSTUNI Collection. Cevisama
2024

2 visualizaciones

Vídeos ▶ Reproducir todo



Roca Tiles CERSAIE 2023

395 visualizaciones
· hace 6 meses



The New Standard by Roca
Tiles

241 visualizaciones · hace 1 año



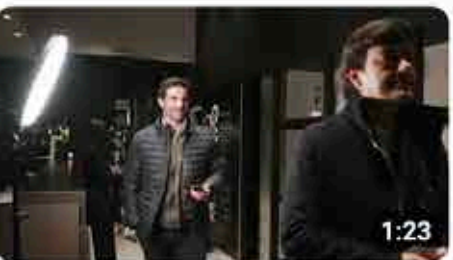
The New Standard by Roca
Tiles

307 visualizaciones · hace 1 año



Roca Tiles The New Standard
Event (teaser)

56 visualizaciones · hace 1 año



Roca Tiles The New Standard
Event

52 visualizaciones · hace 1 año



Processus de pose du grès
cérame de 7 mm étape par...

80 visualizaciones · hace 1 año

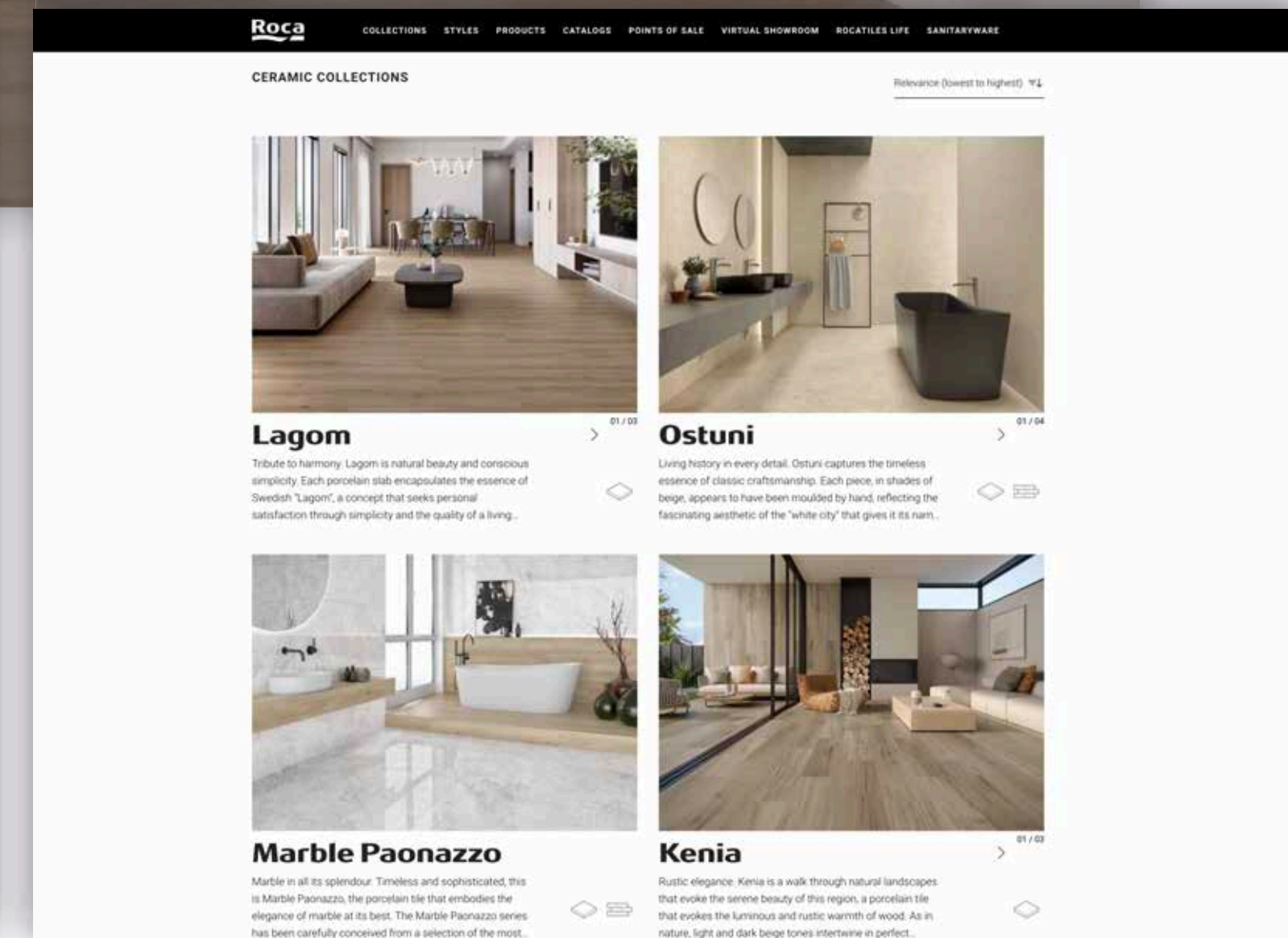
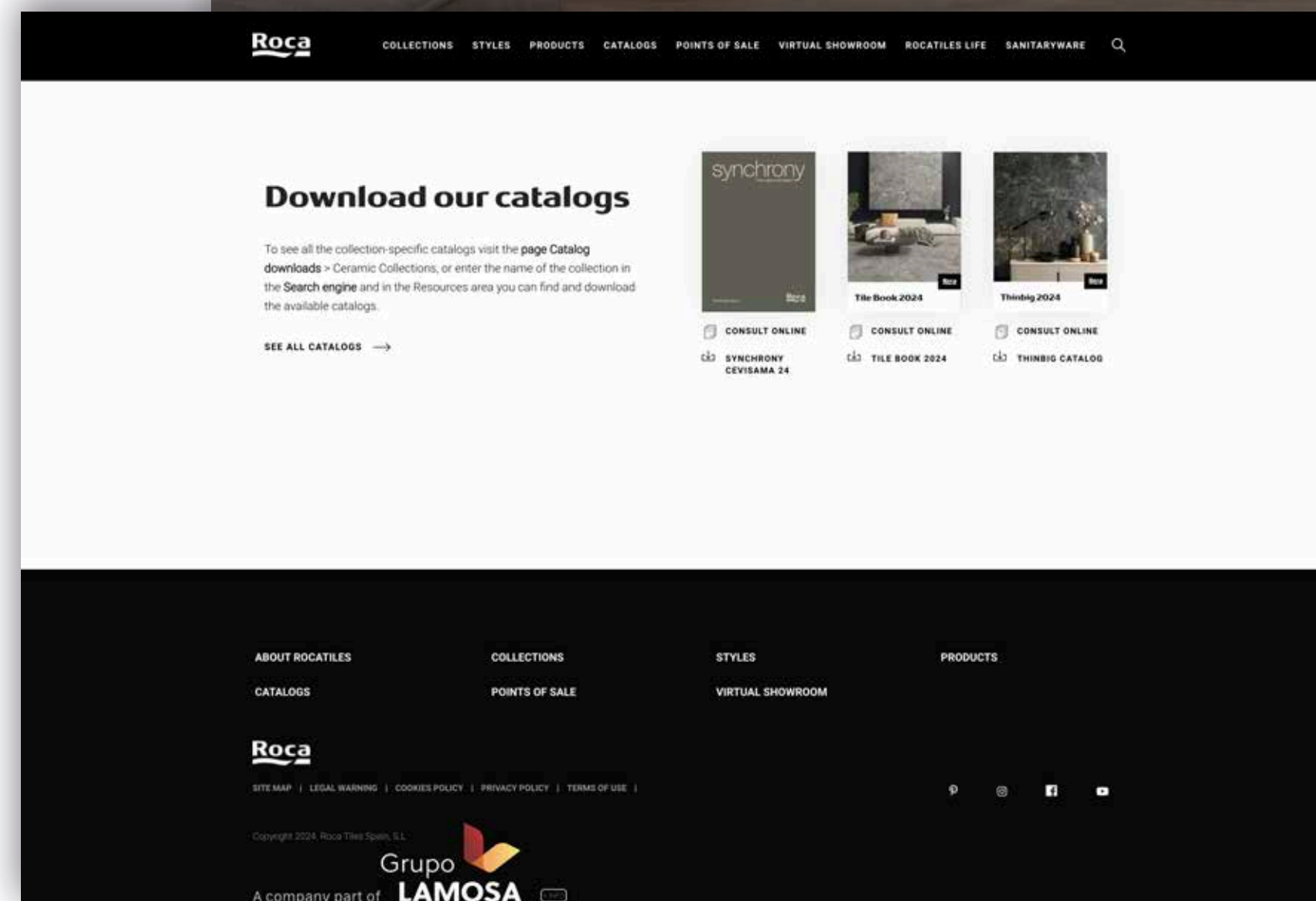
rocatiles.com

The **rocatiles.com** website offers users products classified into styles and collections to make locating them easy, with precise information on each piece.

It also includes all the company's resources for visual and technical access to useful information on each collection: virtual showroom, catalogues, point-of-sale locator, customer service and the **Rocatiles Life** blog section.

In addition, the Roca Tiles' website includes a corporate section with information about the group.

Two new spaces so that you can quickly and easily access our products, catalogues, points of sale and active social channels



Roca

Press Room & Roca Tiles News

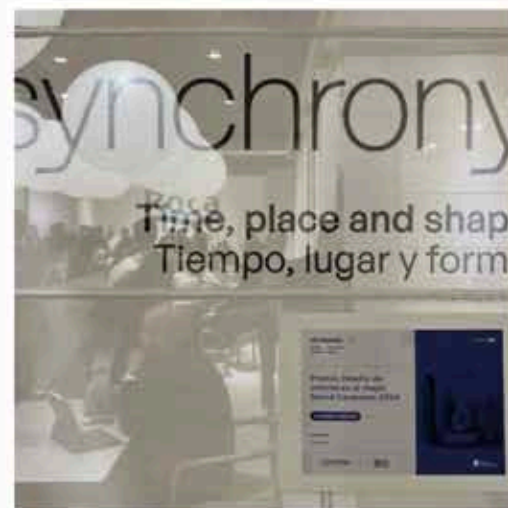
SALA DE PRENSA



INTECH+: LA FAMILIA DE PORCELÁNICOS EXTRAORDINARIOS CON RELIEVES INCREÍBLES

Diseñados a partir de la tecnología digital más avanzada, con un realismo absoluto y relieves naturales sorprendentes.

LEER MÁS



SYNCHRONY, EL NUEVO CONCEPTO ARQUITECTÓNICO DE SUMMUMSTUDIO PARA ROCA TILES, PREMIADO EN CEVISAMA

Synchrony actúa como un eje vertebral capaz de jerarquizar y armonizar la gama de productos de Roca Tiles.

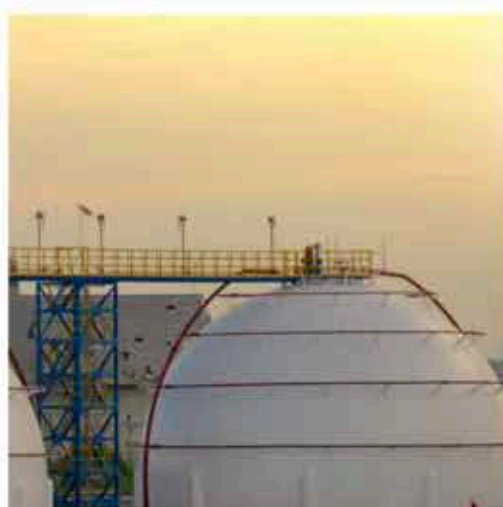
LEER MÁS



ROCA TILES ESPAÑA FINALIZA LA INSTALACIÓN DE MÁS DE 7.000 PANELES SOLARES FOTOVOLTAICOS EN SU SEDE

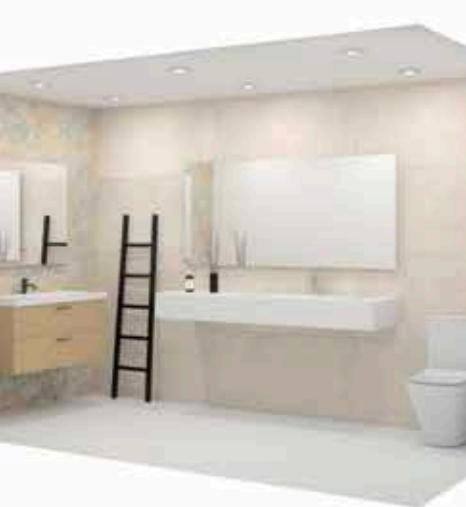
Energía sostenible

LEER MÁS



ROCA TILES BENEFICIARIA DE APOYO ECONÓMICO DEL MINISTERIO DE INDUSTRIA ANTE EL AUMENTO DEL COSTE DEL GAS

Roca Tiles España S.L. ha sido beneficiaria de una ayuda económica por parte del Ministerio de Industria, Comercio y Turismo



DISEÑAR ESPACIOS AHORA MÁS FÁCIL CON ROCA TILES 3D

Nueva herramienta de diseño online para plasmar tus ideas de diseño en un boceto digital que puedes editar, guardar y recuperar.

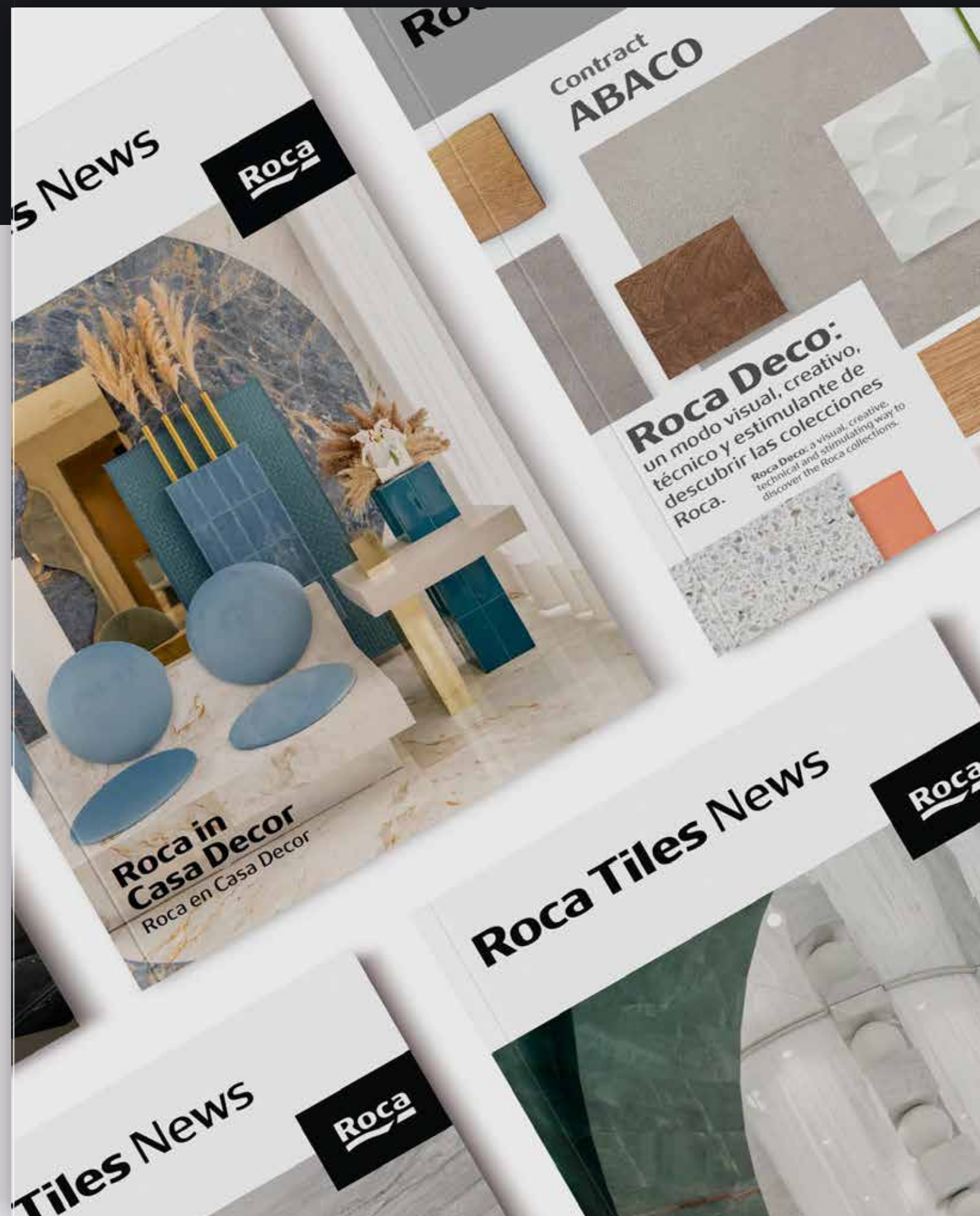
LEER MÁS



ROCA TILES IMPACTA CON LA POTENCIA VISUAL DEL MÁRMOL VERDE RAJASTHAN

Dentro de los espacios en la feria Marbella Design & Art destaca el propuesto por Leonela Rivas, que constituye un tributo a la belleza de los cenotes de México.

CLICK HERE



CLICK HERE



Roca stands out as a valued brand, widely recognised for its leading presence and excellence in numerous markets. We are committed to enriching the experience of our customers and users by providing tools that encourage the exploration of trends through **regular newsletters** available on our website **rocatile.com**.

Roca Tiles is craft, passion and a vision of the future

LAMOSA.
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firenze®
Porcelanato Arquitectónico

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cerámica

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Incepa

USCT

EUROCEGLAMICA

BALDOCER

ETILE

AB

Grupo
A company part of LAMOSA

Roca

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