

# **Roca Tiles**

## Corporate profile

**Ceramics** that inspire

1. Grupo Lamosa
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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 m<sup>2</sup> per year in floor and wall coverings.

# About Roca Tiles

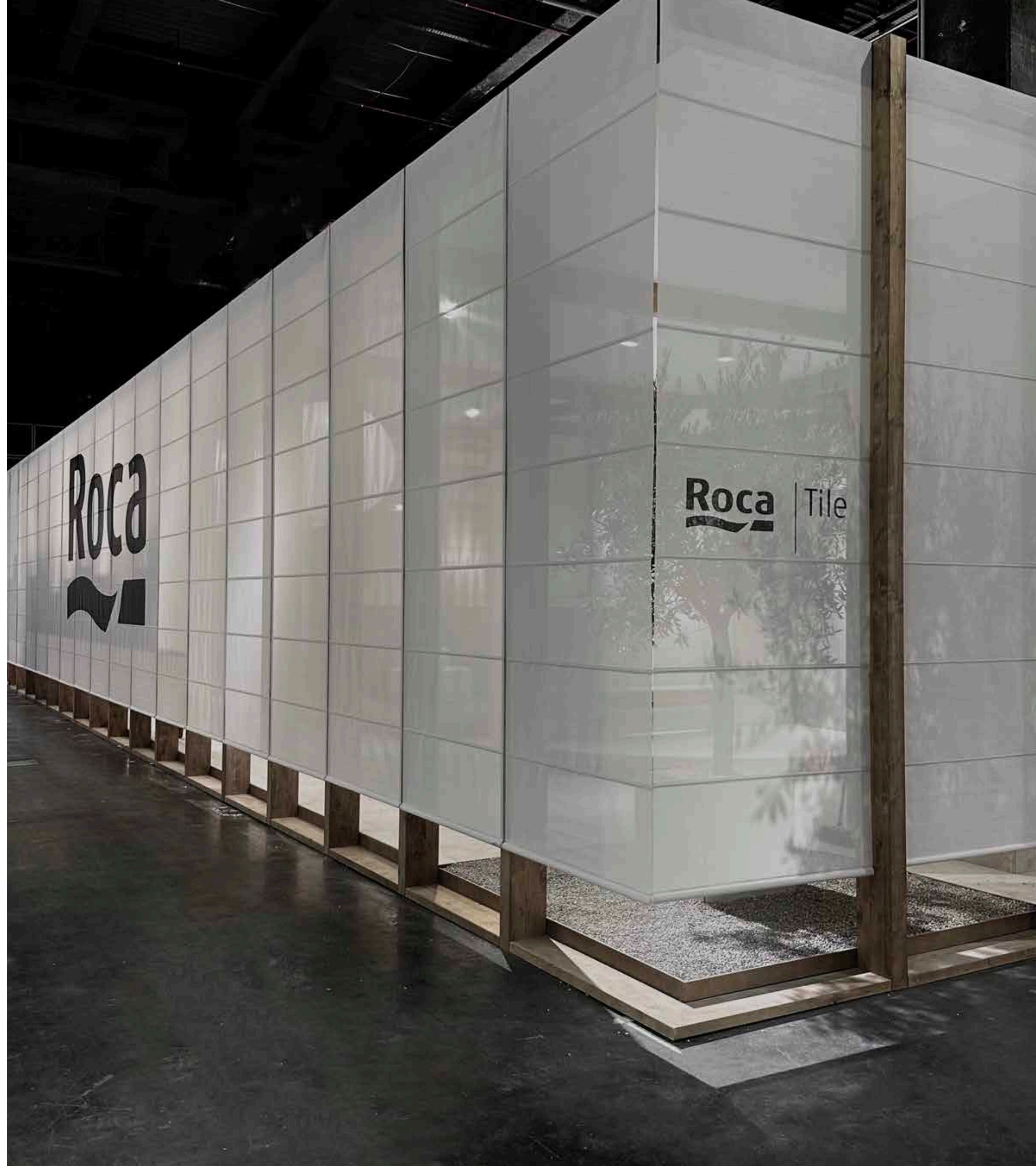


# Roca | Tile

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.



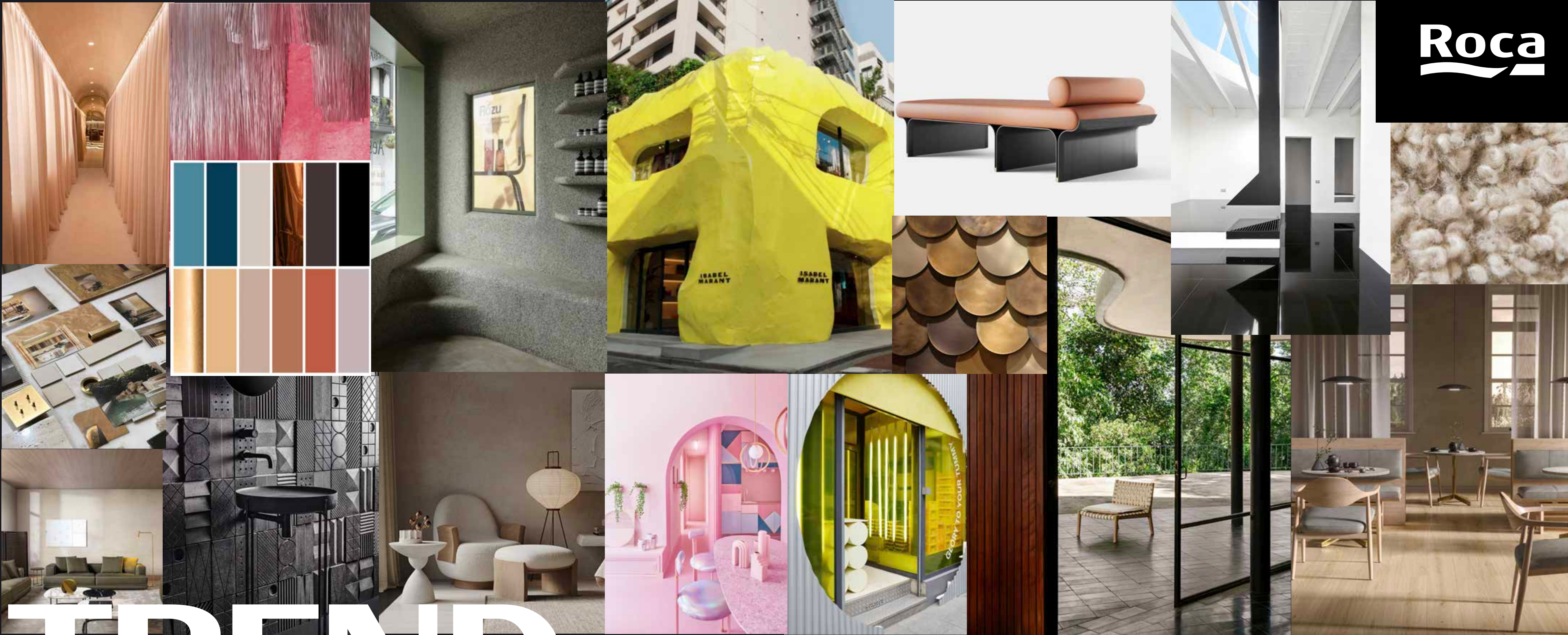
# Design

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.





# TREND

# SEARCH



# Product typology



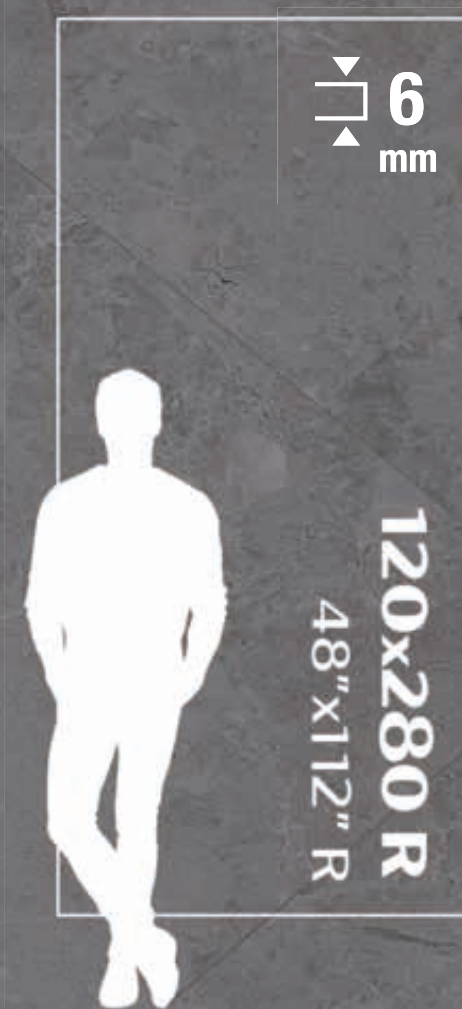
The Roca logo is located in the top right corner of the image. It consists of the word "Roca" in a white, sans-serif font, with a stylized wave symbol underneath the letters "o" and "c". The logo is set against a black rectangular background.

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.





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



26x160 R 10.5"x64" R	80x160 R 32"x64" R	20x120 R 8"x48" R	120x120 R 48"x48" R	60x120 R 24"x48" R	90x90 R 36"x36" R	60x60 R 24"x24" R	30x60 R 12"x24" R
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# Floor to Wall

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

<sup>6 mm</sup>  
**slim**

FLOOR TO

WALL



# 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 R**  
12"x36" R

10,5  
mm

**40x120 R**  
16"x48" R

11  
mm





# 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.







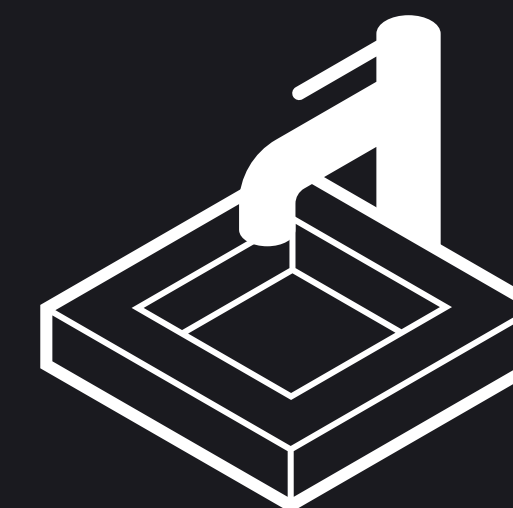
**New generation 20 mm. thick Roca Tiles  
floor tiles**

- + Inalterability**
- + High resistance**
- + Certified anti-slip properties**
- + Colour stable durable**





**Roca**



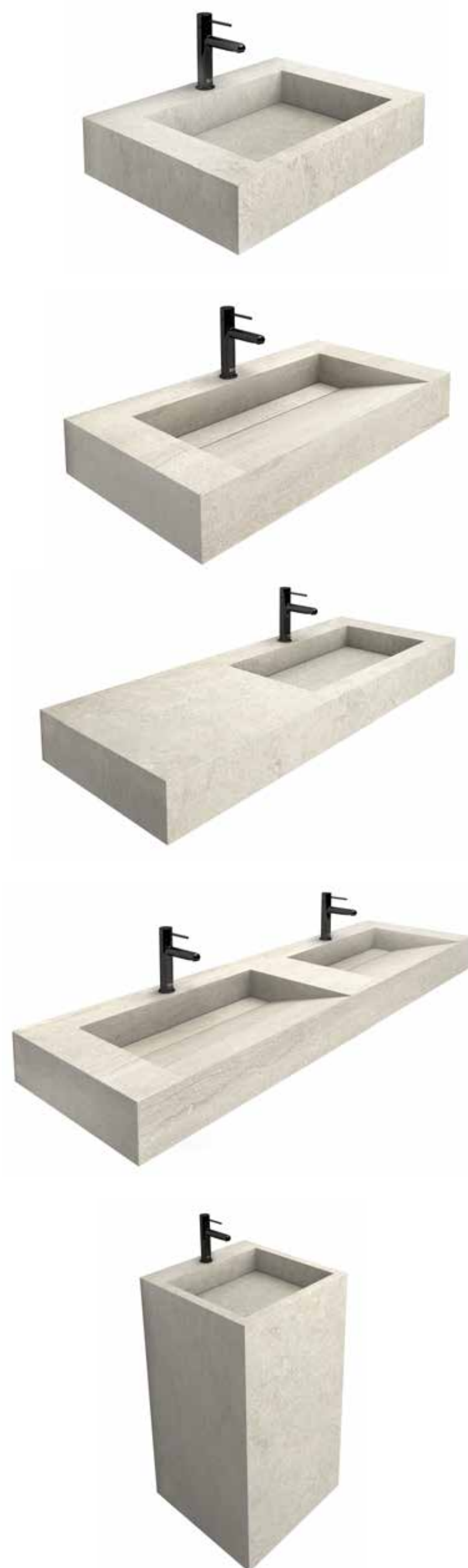
# Tile Bath Collection

- + Perfect integration
- + Customisation
- + Durability and resistance
- + Ease of maintenance
- + Versatile aesthetics

With tap hole



Without tap hole





- + **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.

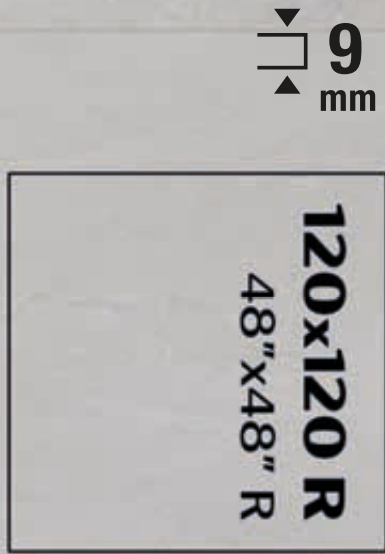


# Complete collection: **Avalon**

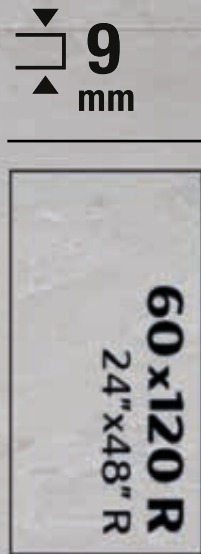
Avalon is a unique fusion of exceptional stone textures, inspired by classic natural stones and harmoniously combined with InTech+ technology that guarantees precision, realism, relief, detail and unrivalled aesthetics.



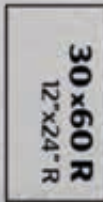
VARIETY OF  
FORMATS



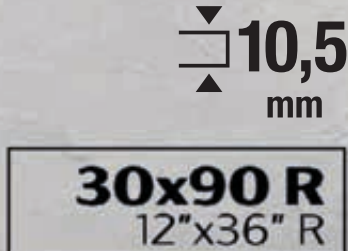
+



+



+



## White Body

Suite Avalon /  
Comporta Collection



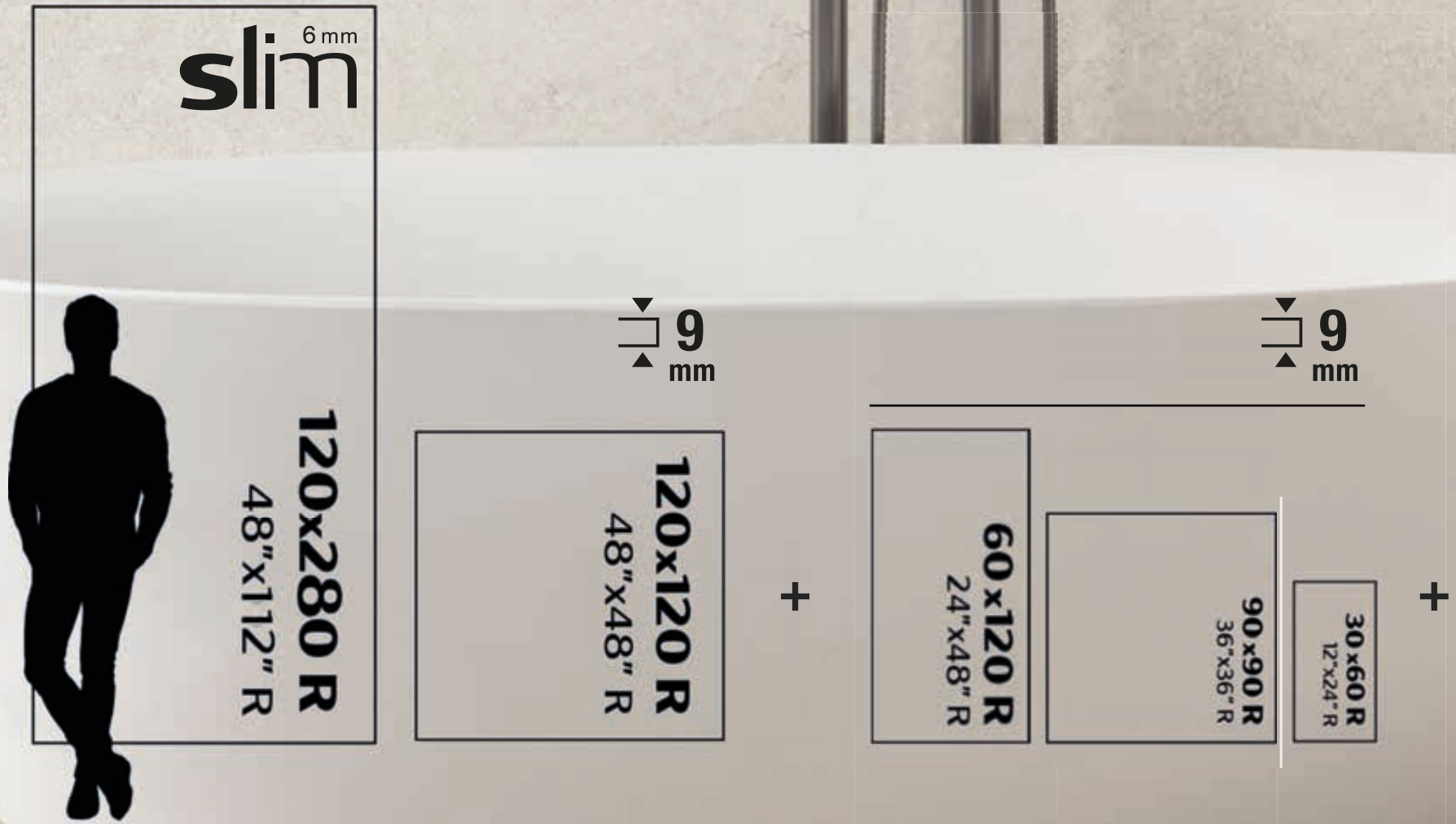


# Complete collection: **Serena** Crosscut / Veincut

Serena masterfully combines the outstanding qualities of Portland stone with the warm limestone backgrounds of Limestone or coral with a delicate weave, the best characteristics of each stone have been fused together using innovative InTech+ technology.



VARIETY OF  
FORMATS



White Body  
Brixstone Collection

10,5  
mm  
**30x90 R**  
12"x36" R





- + Natural
- + Durable
- + Smooth
- + Innovative
- + Versatile



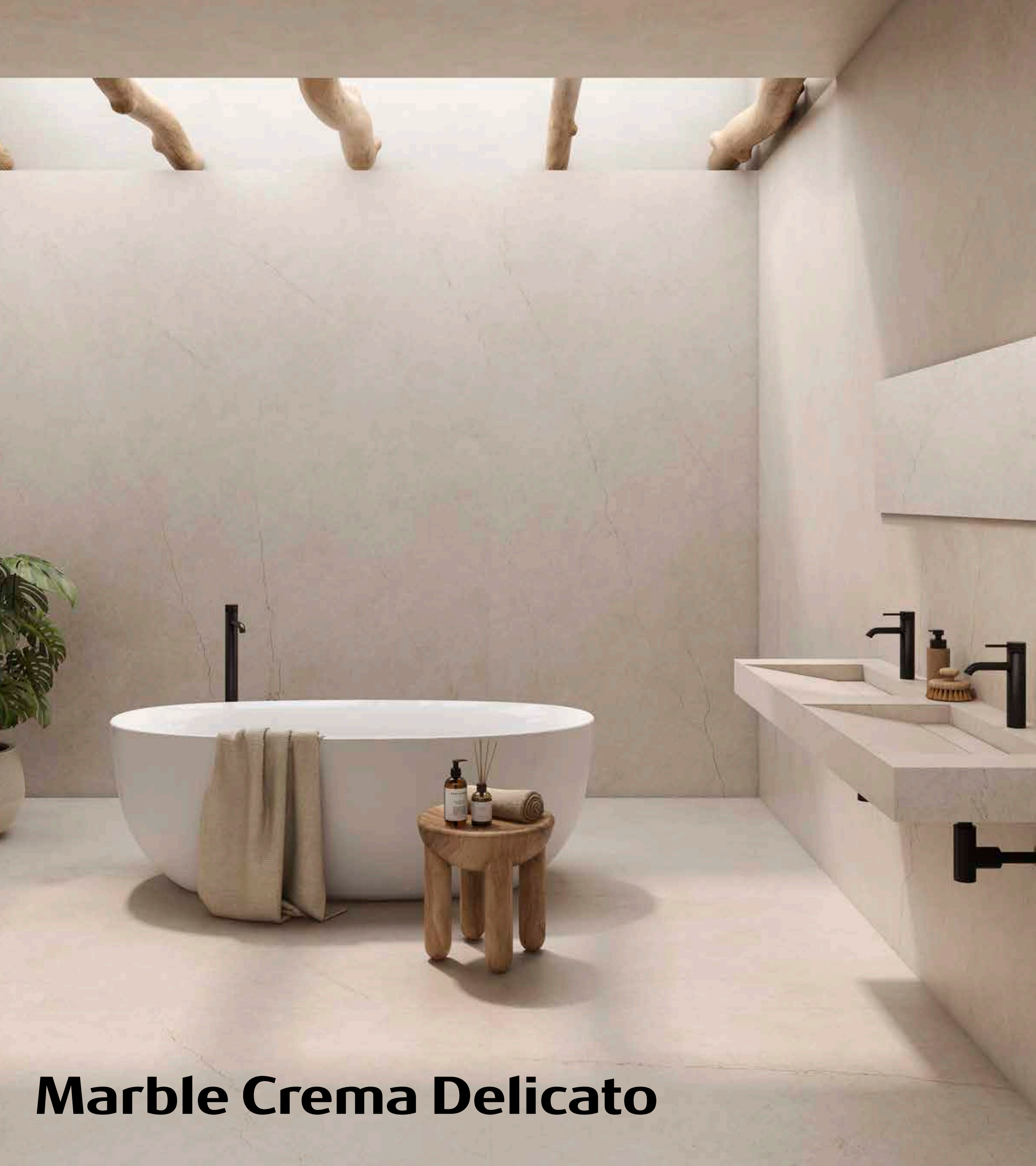
# Silky+

**The softness that redefines design**

Roca Tiles presents its innovative Silky+ finish, a revolutionary porcelain tile with an extra-smooth, super pleasant to the touch finish.

The glazes used for the Silky+ technique seal the surface of the piece, stopping dirt penetrate. In addition, Silky+ can be combined with other technologies and digital effects such as inks to create delicate veins in the marbles or relief effects with more creative graphics. Silky+ is a highly smooth porcelain finish suitable for wall cladding and interior flooring.





**Marble Crema Delicato**



**Marble Onice Supreme**

**Roca**

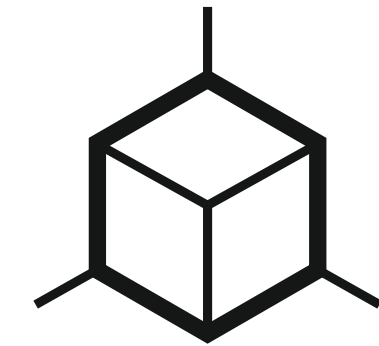
# Design and promotion tools





User guide

CLICK HERE



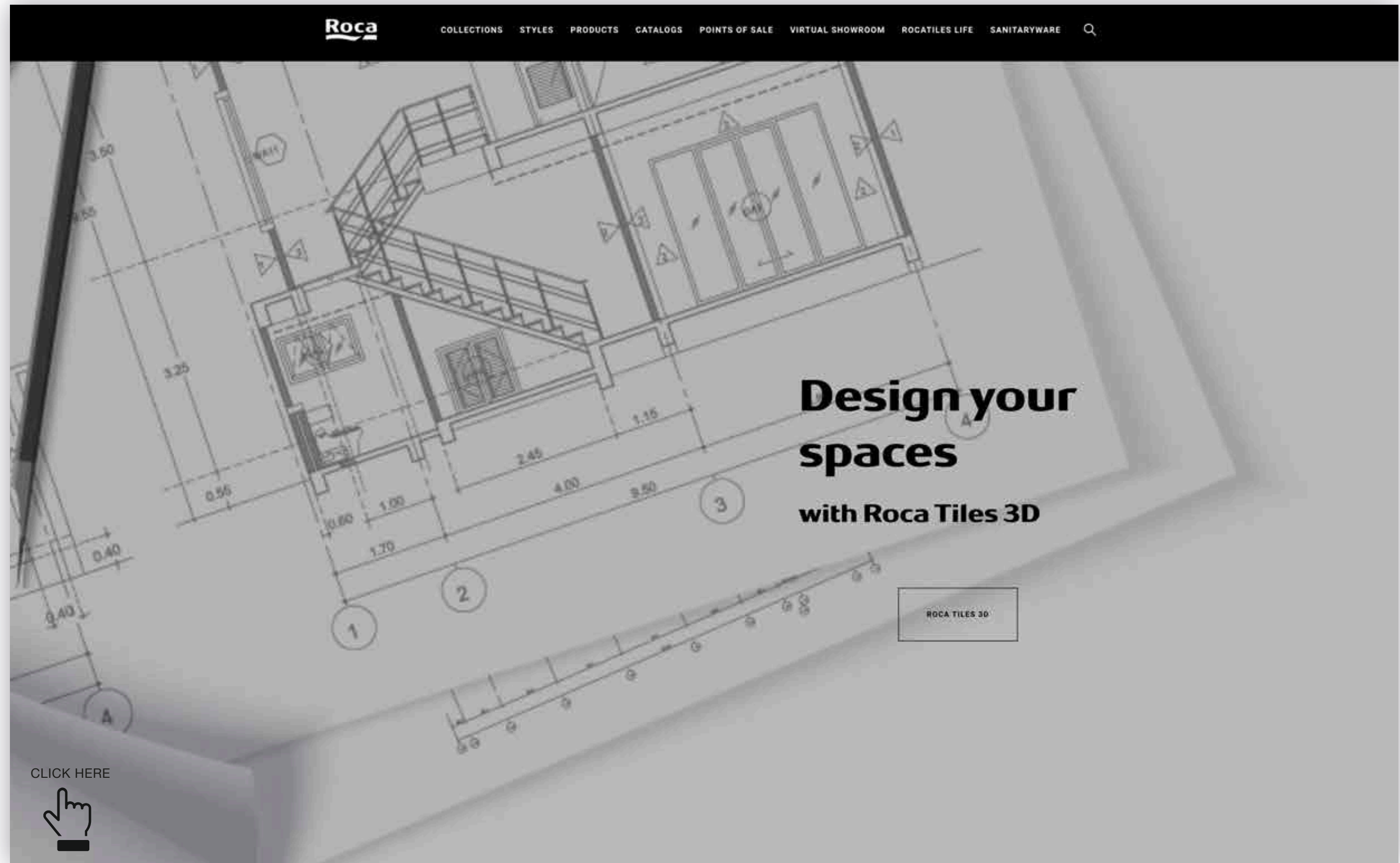
# Roca Tiles 3D

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.



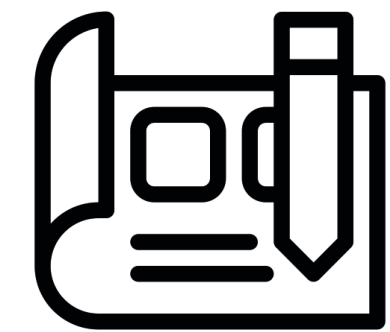
Some environments designed with our 3D program.





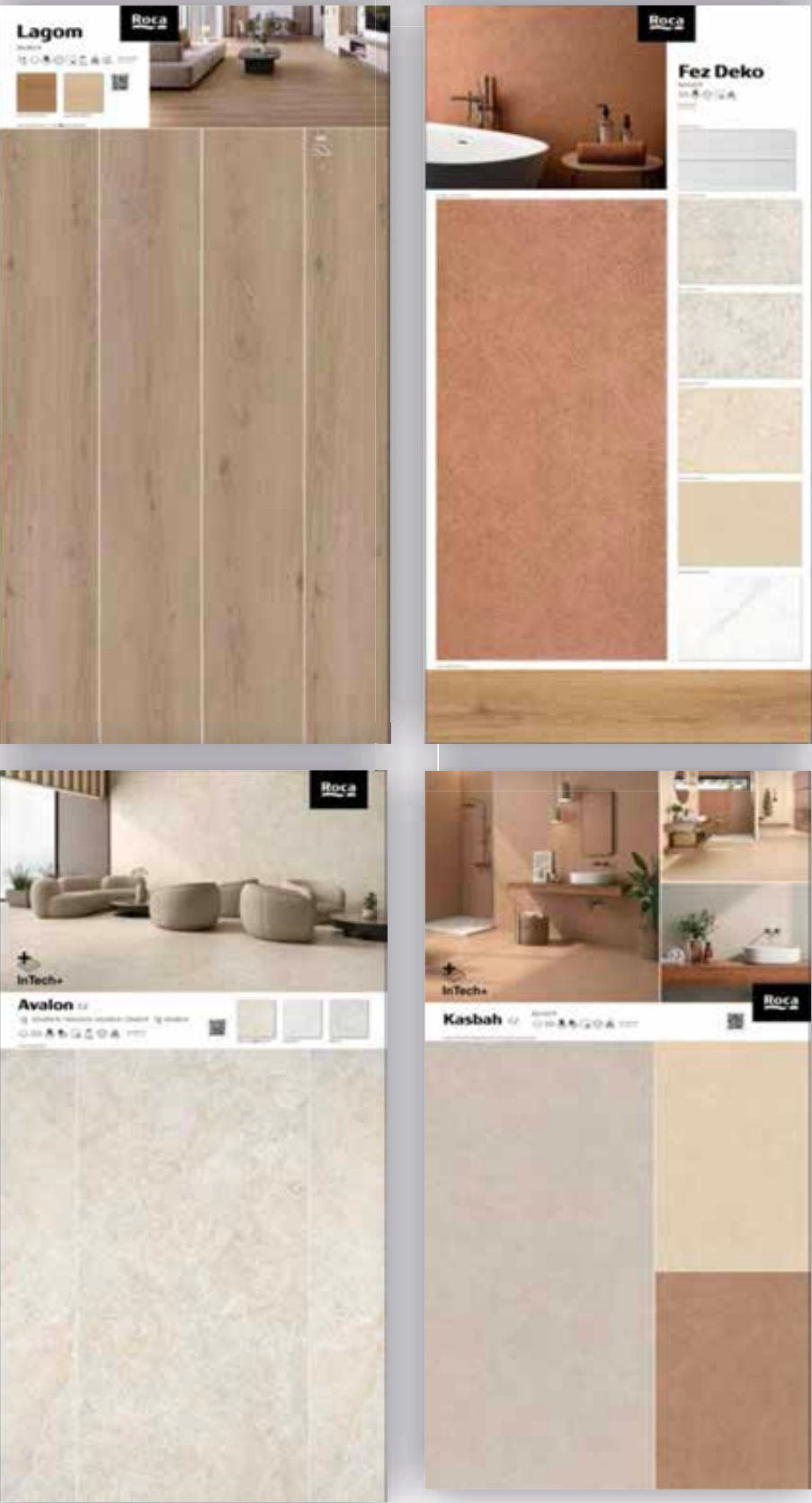
Promotion  
Tools

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



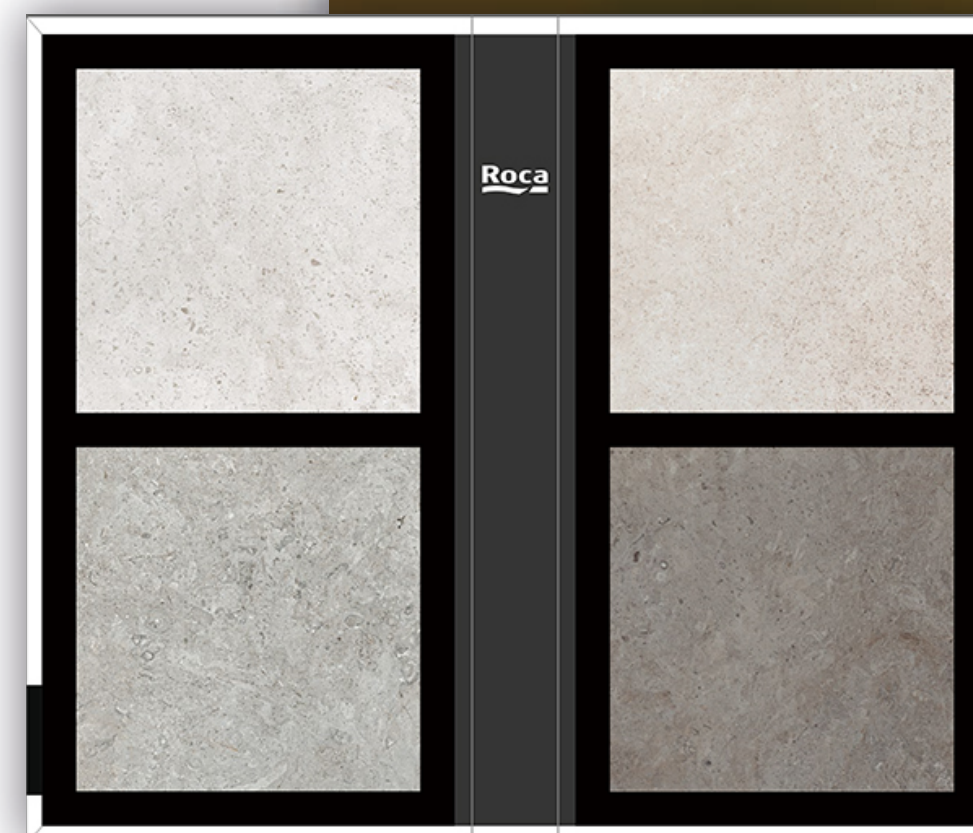
# New samples

**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



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# Cersaie Fair

Year: 2025

Location: Bologna (Italy)

Designer: Summumstudio

Concept: Origin

Product used:

Riviere Gris

Riviere Rigato Gris



# Cevisama Fair

Year: 2024

Location: Valencia (Spain)

Designer: Summumstudio

Concept: Synchrony

Product used:

Avalon Arena 120x120R

Kasbah Terracota 60x120 R



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# Coverings Fair

Year: 2024

Location: Atlanta (EEUU)

Designer: Diego Hernández





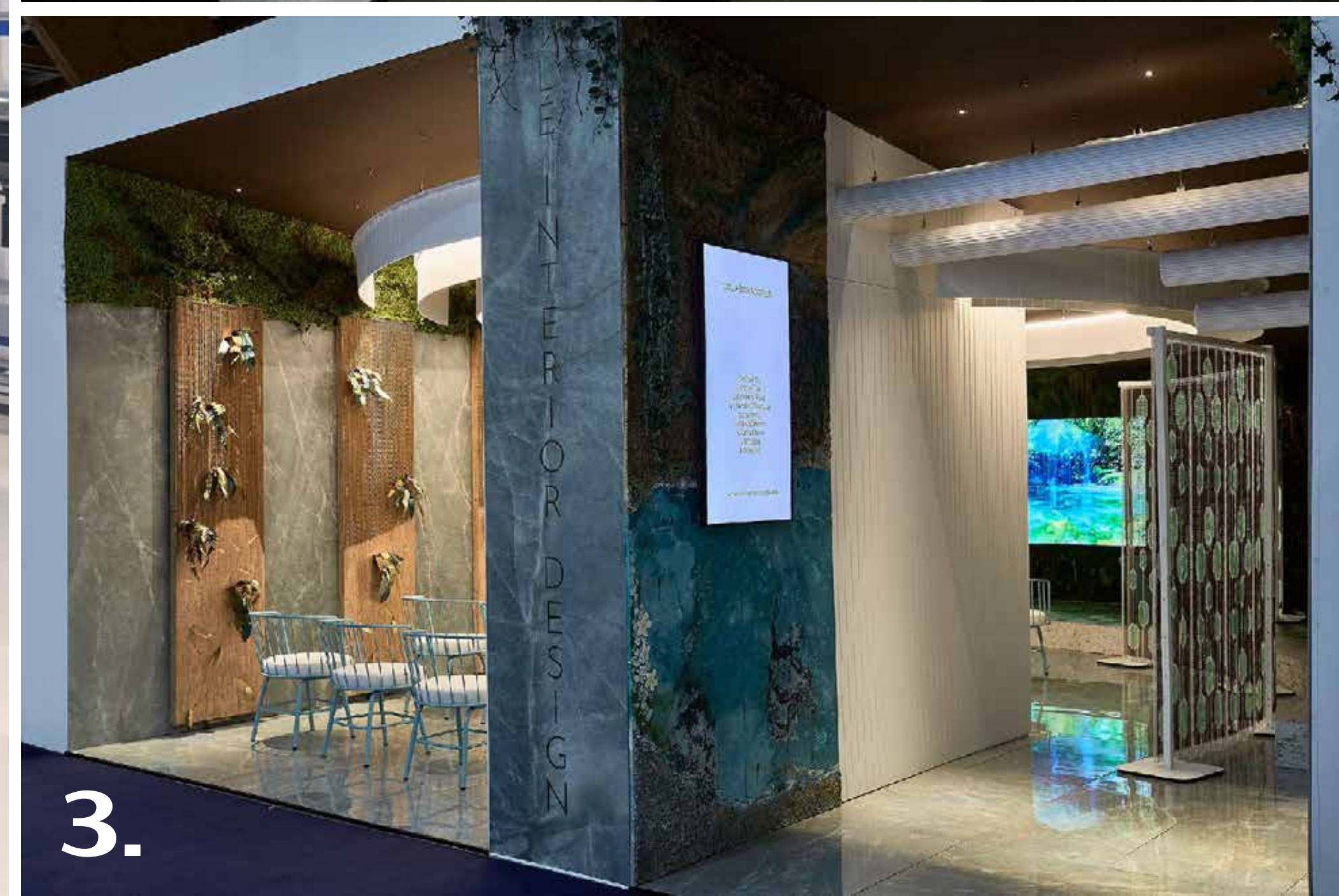


1. INTERIHOTEL  
2. ARCHITECT @ WORK  
3. DESIGN MARBELLA

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



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Roca

# Portas do Sol Building

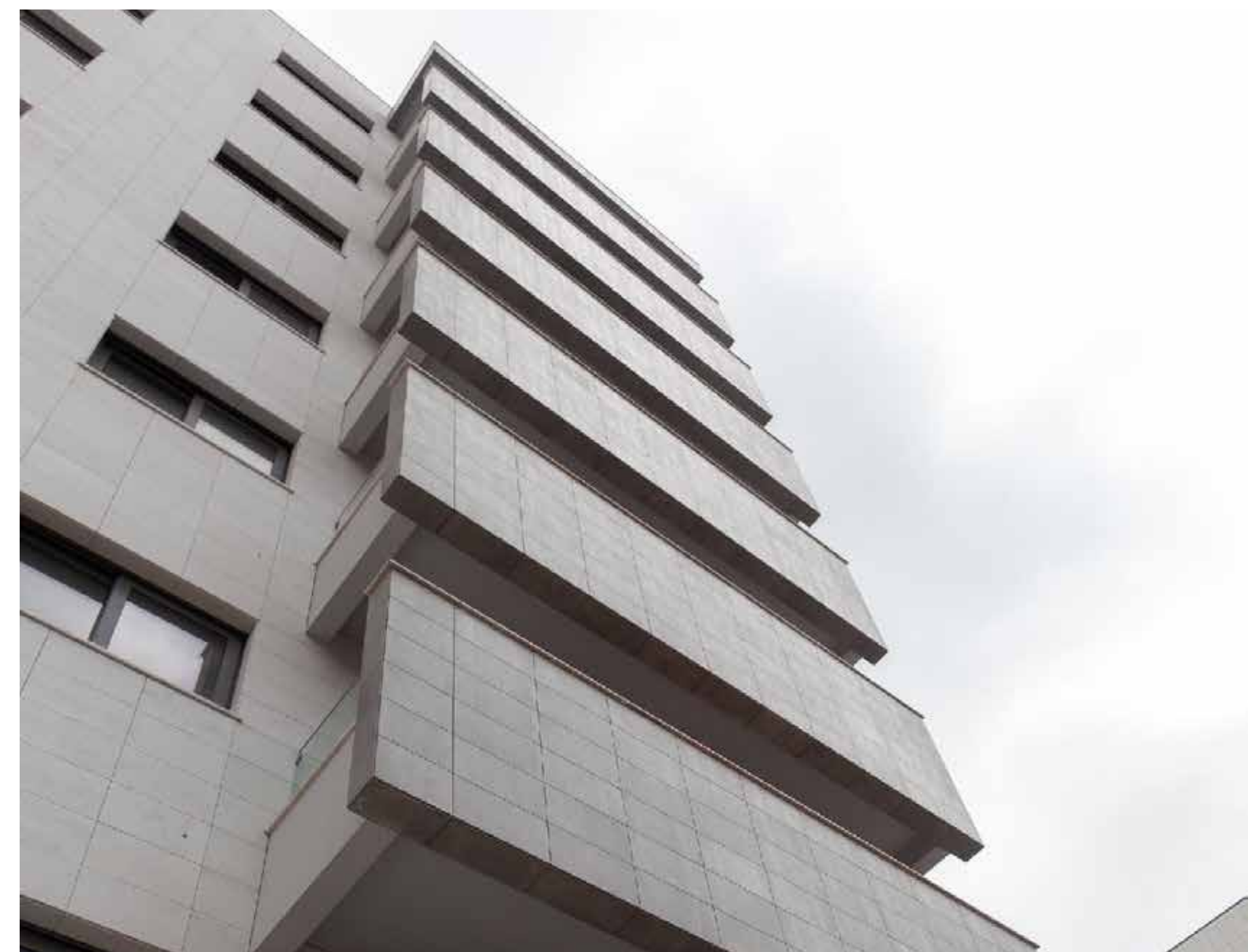
Year: 2019

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



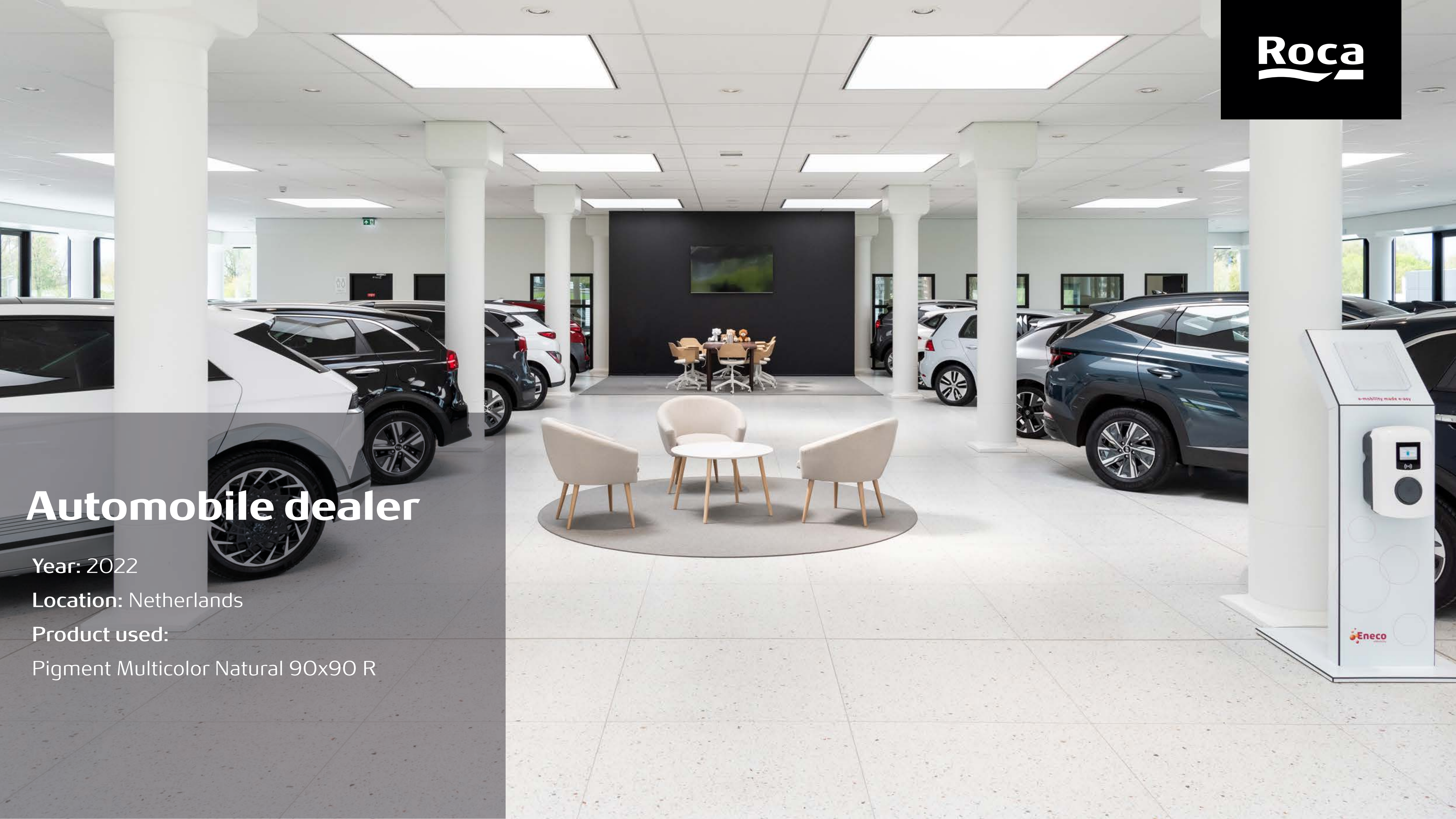
# Automobile dealer

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 Maiolica Blue Steel 11x25

Marble Goya Bone Pulido 60x120 R

Roca





**Roca**

# Tovar Pharmacy

Year: 2022

Location: Spain

Product used:

Couvet Gris 80x80 R





# Omeraki Restaurant

Year: 2023

Location: España

Product used:

Mosaico Tailor Gris 31,6x35,7





# Orizont Hotel

Year: 2024

Location: Romania

Product used:

Marais Gris 60x120 R





# 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



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 white wave graphic underneath.

# Showroom Belcaire

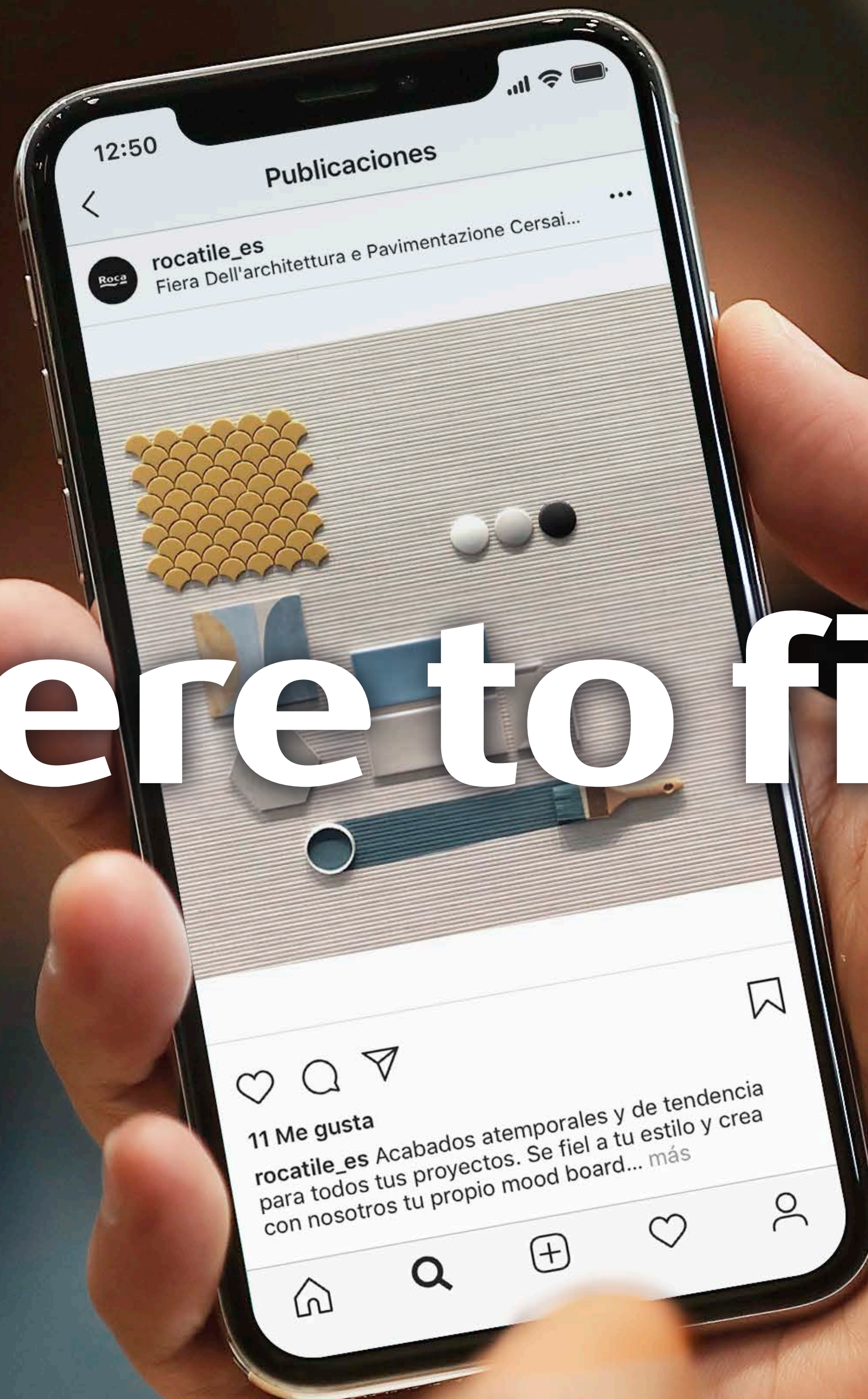
Year: 2025

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

Designer: Internal team



# Where to find us



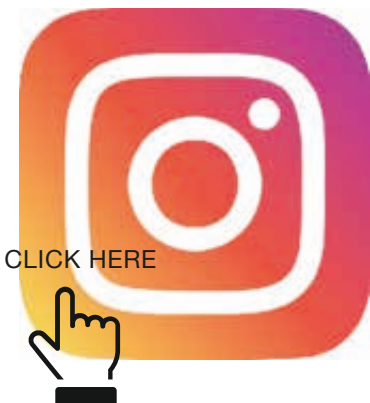


# @rocatile\_es

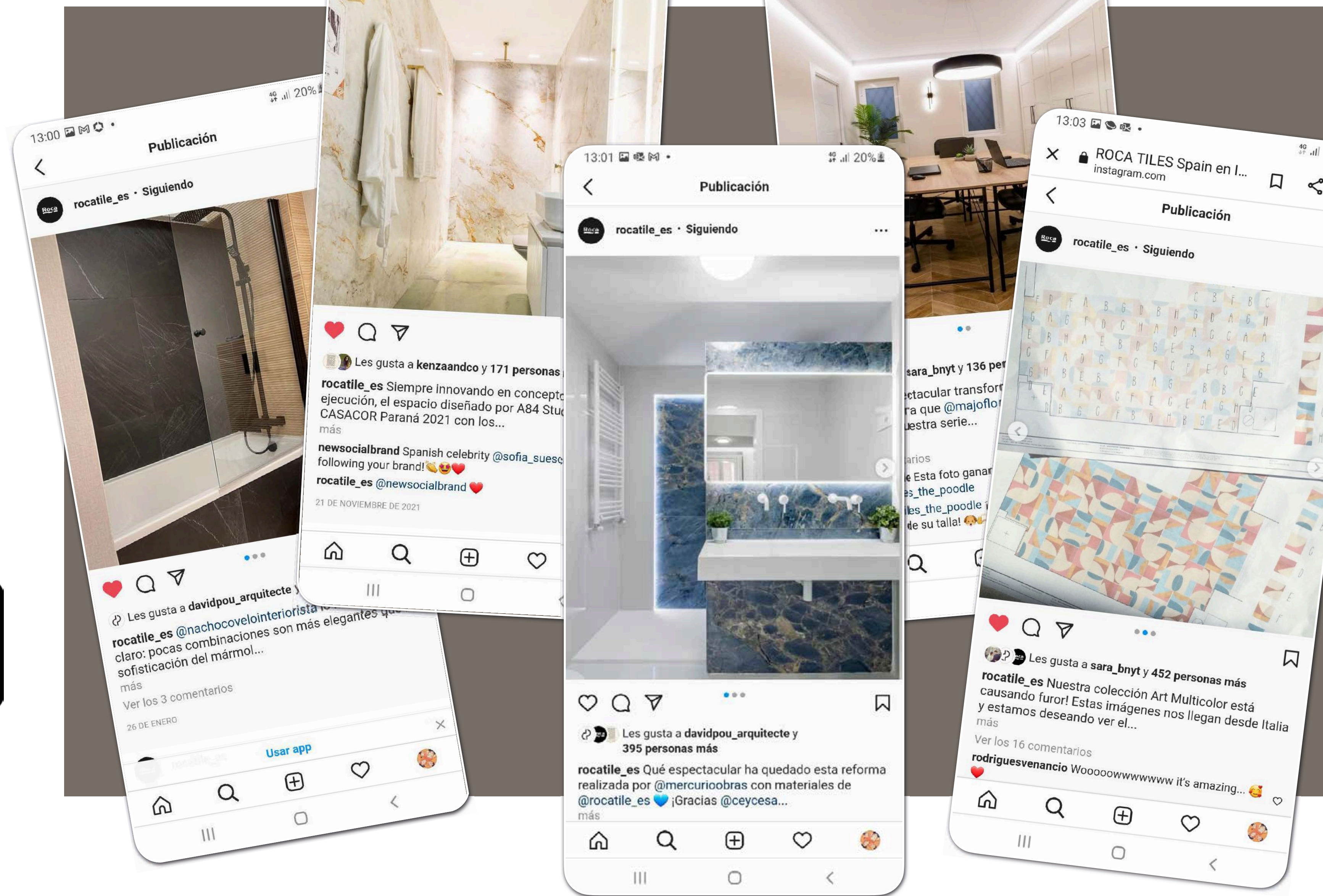
## #RocaTileLovers

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







# 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 · 52 suscriptores · 23 vídeos

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

[rocatilespain.com](https://rocatilespain.com)

Suscribirse

CLICK HERE



Inicio Vídeos Shorts Listas 🔍

### Shorts



ROCA CERSAIE 2024  
17 visualizaciones



MARAIS Collection.  
Cevisama 2024  
20 visualizaciones



MARAIS. Collection.  
Cevisama 2024  
8 visualizaciones



DOLOMITA Collection.  
Cevisama 2024  
25 visualizaciones

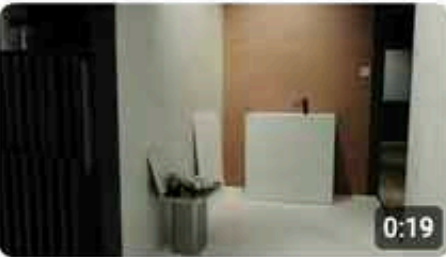


BALANCE Collection.  
Cevisama 2024  
7 visualizaciones



LAGOM Collection.  
Cevisama 2024  
11 visualizaciones

### Vídeos



Roca Tiles Open Home 2025  
68 visualizaciones · hace 1 mes



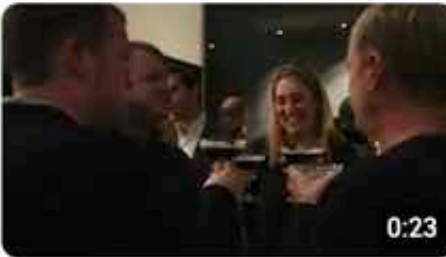
Roca Tiles CERSAIE 2023  
466 visualizaciones · hace 1 año



The New Standard by Roca  
Tiles  
276 visualizaciones · hace 2 años



The New Standard by Roca  
Tiles  
349 visualizaciones · hace 2 años



Roca Tiles The New Standard  
Event (teaser)  
82 visualizaciones · hace 2 años



Roca Tiles The New Standard  
Event  
77 visualizaciones · hace 2 años



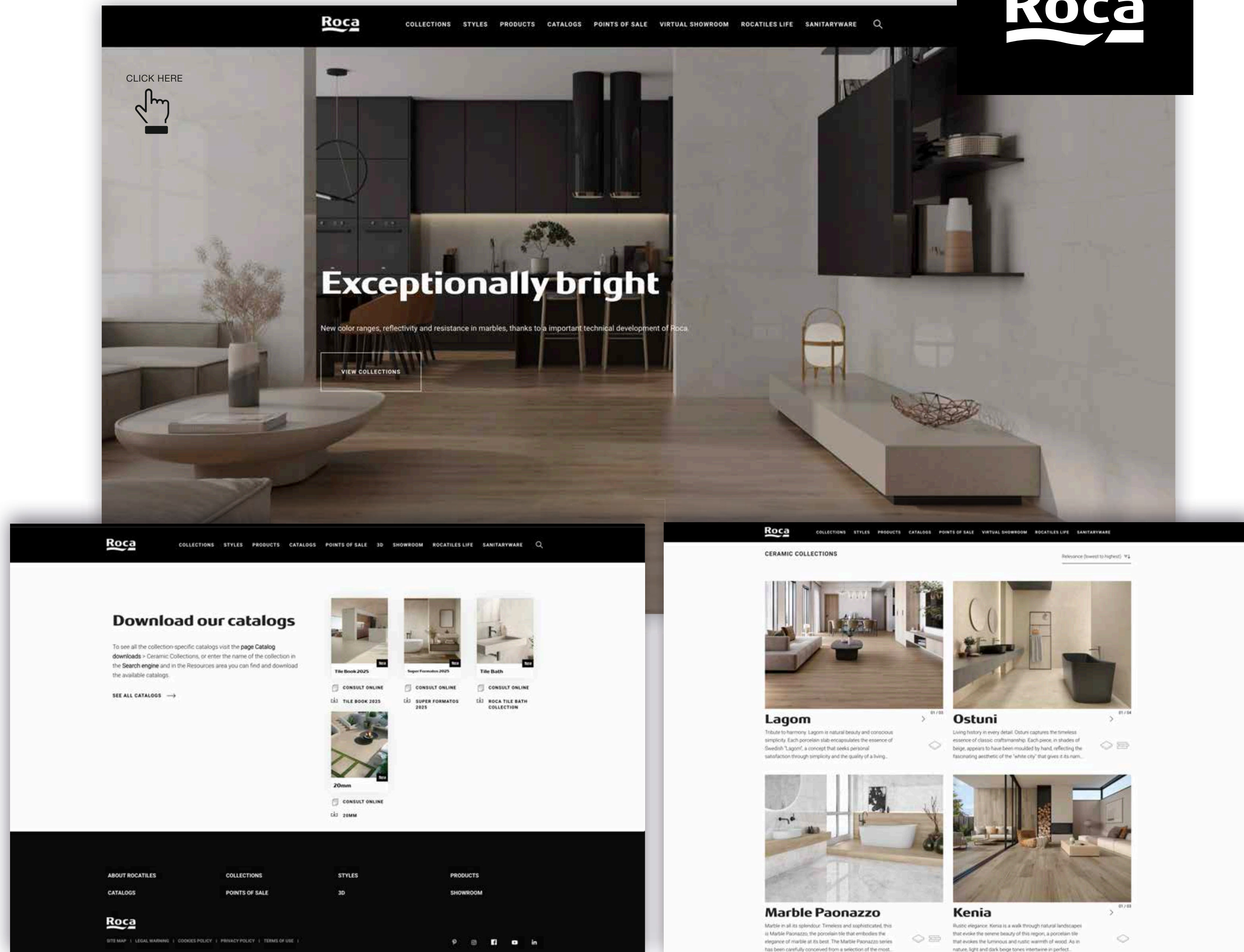
# rocatiles.com

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**





# Press Room & Roca Tiles News



## SALA DE PRENSA



### ROCA TILES PRESENTE EN LES ATELIERS DU COMMERCE 2025 EN MARSELLA

La firma presenta series porcelánicas de alto valor estético y técnico, innovando en superficies, texturas y formatos.

LEER MÁS



### CONCLUYE CON ÉXITO EL "ROCA TILES OPEN HOME" Y REFUERZA EL POSICIONAMIENTO PREMIUM DE LA MARCA

El nuevo diseño del área expositiva ha puesto en valor la amplia variedad de formatos, acabados y posibilidades decorativas.

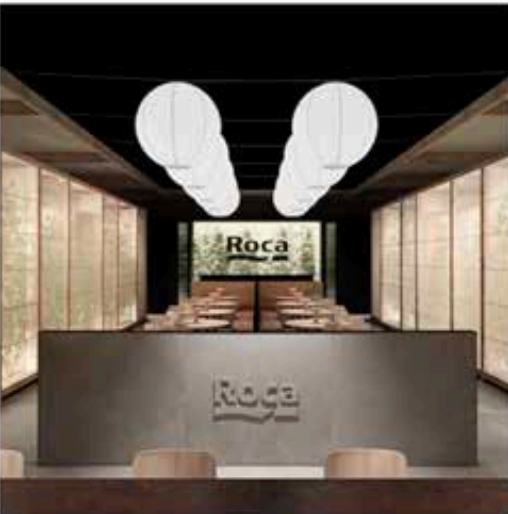
LEER MÁS



### SILKY+ DE ROCA TILES ES LA TEXTURA SEDOSA QUE MARCA TENDENCIA

La nueva tecnología Silky+ ofrece un acabado porcelánico extra suave y altamente resistente.

LEER MÁS



### EL STAND DE ROCA TILES «SYNCHRONY» GANA EL PREMIO NACIONAL DE ARQUITECTURA EFÍMERA EMPORIA 2024

El innovador diseño, obra de SUMMUMSTUDIO, destaca por su equilibrio arquitectónico y sostenibilidad.



### SOLUCIONES PARA ARQUITECTOS E INTERIORISTAS CON LA CERÁMICA DE ROCA TILES

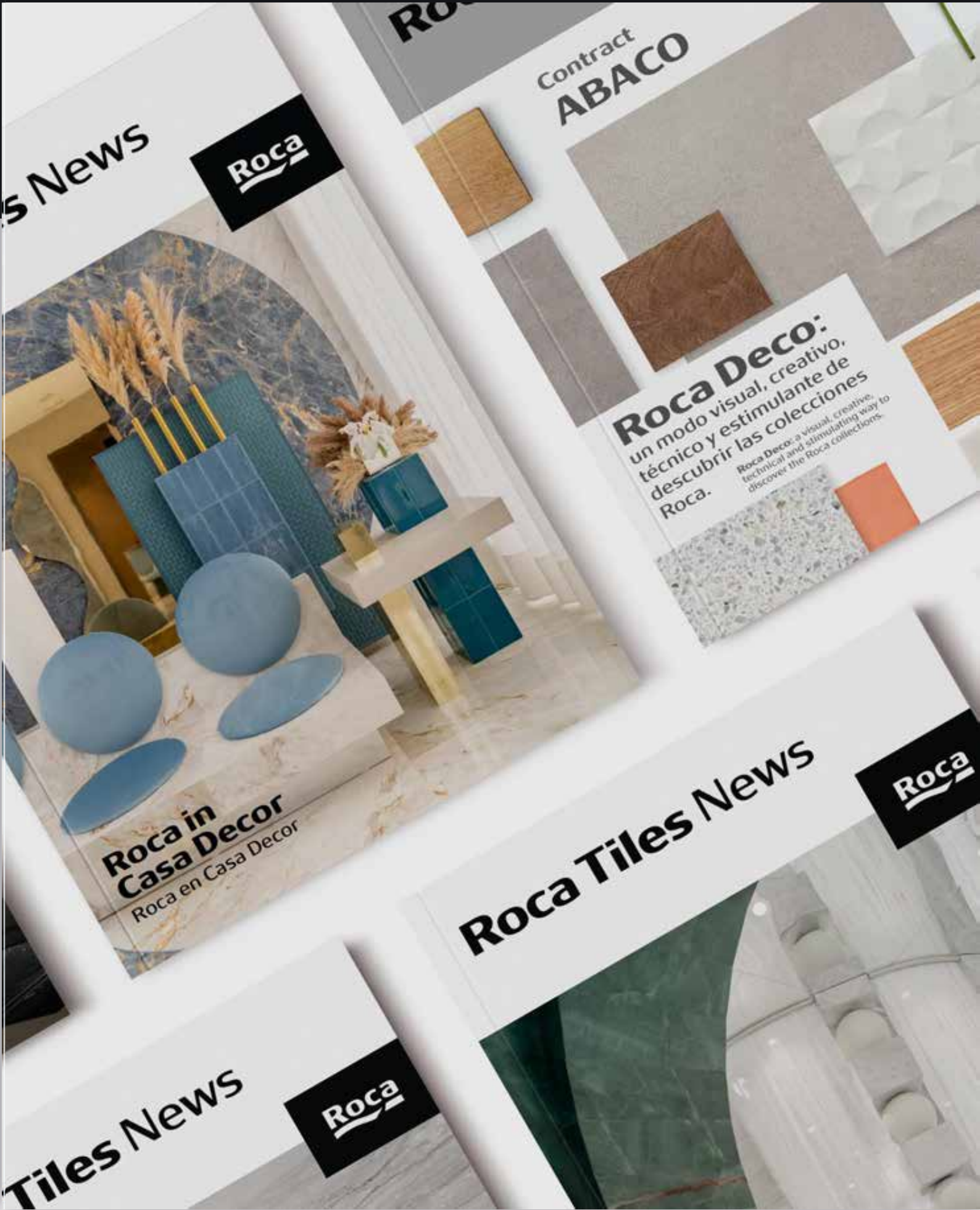
Roca Tiles marca tendencia en el sector cerámico con la incorporación de soluciones avanzadas que facilitan y optimizan el trabajo de profesionales de la arquitectura y el interiorismo.



### ROCA TILES LLEVA INNOVACIÓN Y DISEÑO AL SECTOR CONTRACT EN INTERIHOTEL 2024

Marcas, diseñadores y arquitectos se reúnen para explorar las últimas tendencias en diseño de interiores, con especial atención a proyectos contract.

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.  
PISOS & MUROS

PORCELANITE®  
diseña tus sueños

firenze®  
Porcelanato Arquitectónico

SAN LORENZO

CORDILLERA

CERAMICA  
SCOP

euro  
cerámica

Roca

gala

Incepa

USCT

EUROCEGLAMICA

BALDOCER

ETILE

AB

Grupo  
A company part of LAMOSA

Roca

Roca Tiles Spain S.L.U.

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