

NEW COLLECTION

Duemilaventitré

Two thousand twenty-three



Creative
design

ESSENTIAL MOOD

F  **ORIM**

FLORIM

È CERTIFICATA B CORP

FLORIM IS
B CORP
CERTIFIED

Guardiamo al business come una forza positiva in grado di generare profitto e allo stesso tempo creare un impatto virtuoso sulle persone e sull'ambiente. Da sempre.

Le nostre scelte, giorno dopo giorno, ci hanno portato a migliorare il nostro modo di fare impresa.

We conceive the business as a positive force able to generate profits and at the same time create a virtuous impact on people and the environment. Since forever.

Our choices, day after day, have led us to improve our way of doing business.

COSA SIGNIFICA ESSERE B CORP?

Ci siamo misurati con i **più alti standard di performance sociale e ambientale** e dopo un lungo e rigoroso processo di verifica **siamo diventati B Corp.**

Le aziende che riescono a ottenere questa certificazione sono le più evolute al mondo in termini di impatto positivo sia sociale che ambientale.

Costituiscono un movimento globale di 'Purpose Driven Businesses' che ha l'obiettivo di diffondere un nuovo **paradigma economico**, che vede le imprese come protagoniste nel **rigenerare la società.**



Guarda il video *"Essere sostenibili è una scelta quotidiana"* con i volti di alcune delle "persone Florim" che ogni giorno contribuiscono a rendere l'azienda sempre più responsabile.

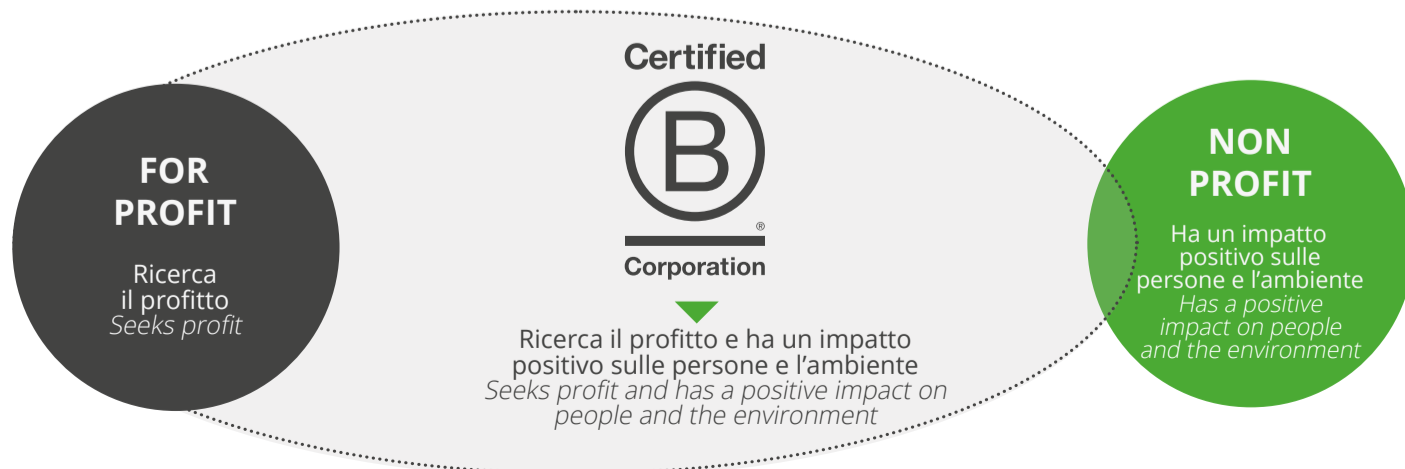
Watch the video *"Being sustainable is a daily choice"* with the faces of some of the "Florim people" who contribute to making the company even more responsible, every day.

WHAT DOES IT MEAN TO BE B CORP?

We vied with the **highest social and environmental performance standards**, and after a long and scrupulous verification process, **we became B Corp.**

Companies that succeed in obtaining this certification are the most evolved in the world in terms of their positive social and environmental impact.

*They constitute a global movement of 'Purpose Driven Businesses' whose aim is to diffuse a **new economic paradigm**, whereby companies are the drivers of **social regeneration.***

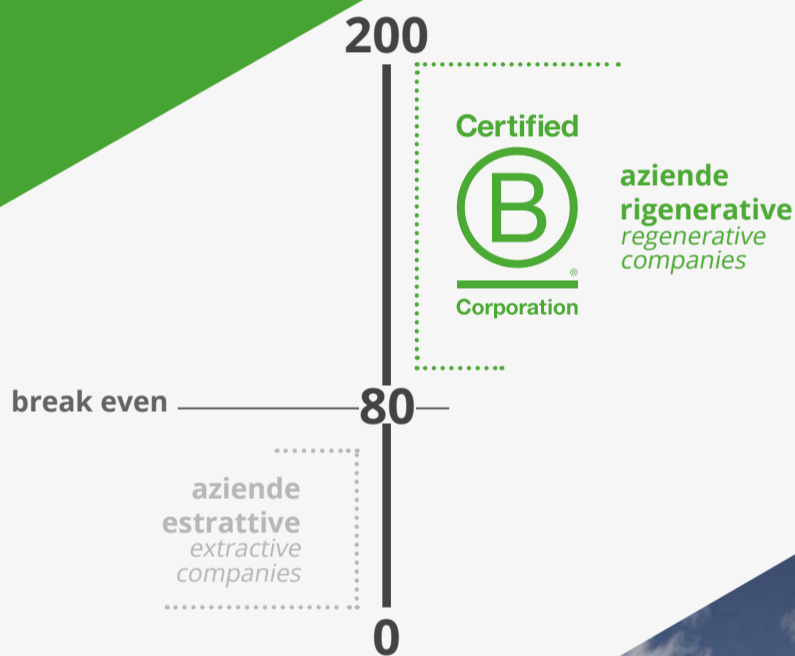


BUSINESS RIGENERATIVO

È in corso un **cambiamento culturale** epocale di cui siamo orgogliosi di essere parte. Uno dei principi fondamentali di tutte le B Corp è quello di adottare un business rigenerativo che si contrappone a quello estrattivo.

Rigenerare significa non solo diminuire l'impatto sulla natura e sull'ambiente che ci circonda, ma addirittura produrre effetti positivi, creando valore condiviso nella società e rigenerando la biosfera.

Diventano B Corp solo quelle aziende che misurano il loro impatto complessivo attraverso il Benefit Impact Assessment (BIA) superando il punteggio di 80 (in una scala da 0 a 200) ed entrando così in una élite di imprese **rigenerative**. Chi non supera questa soglia viene considerata **azienda estrattiva** ovvero per funzionare consuma risorse economiche, sociali e ambientali superiori di quanto sia in grado di generare come output.



REGENERATIVE BUSINESS

An historical **cultural shift** is under way, of which we are proud to be a part. One of the underlying principles of all B Corps is the adoption of a regenerative business model as opposed to an extractive one.

Regenerating means not only reducing the impact of business on our surrounding nature and environment, but also producing **positive effects, creating shared value in society and regenerating the biosphere.**

Only those companies that measure their overall impact through the Benefit Impact Assessment (BIA) exceeding the score of 80 points can be certified as B Corp, joining an elite of **regenerative companies**. Anyone who does not exceed this threshold is considered an **extractive company** or, in order to function, they consume higher economic, social and environmental resources than they are able to generate as output.

IL PUNTEGGIO DI FLORIM

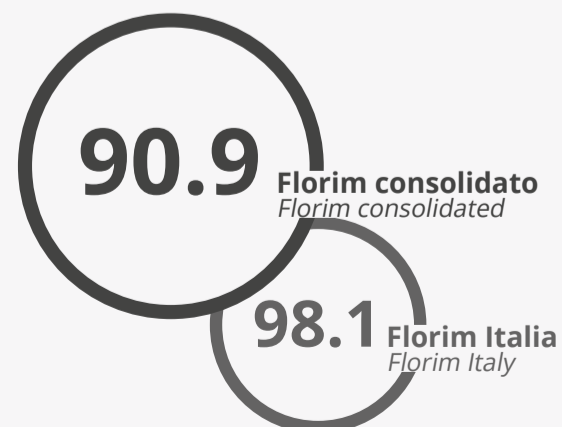
Il punteggio conseguito da Florim Italia è di 98,1 punti e il consolidato, che comprende la consociata americana, è di 90,9 punti. Così Florim rientra tra le migliori B Corp al mondo.

Solo il 3% delle aziende riesce a superare l'iter di verifica imposto da **B Lab**, ente certificatore di origine americana che oggi opera a livello globale.

FLORIM'S SCORE

Florim Italia score is 98.1 points and the consolidated, which includes the American subsidiary, is 90.9 points. Florim is now one of the best B Corps throughout the world.

Only 3% of companies manage to pass the verification process implemented by **B Lab**, the US certifying body that currently operates on a global scale.

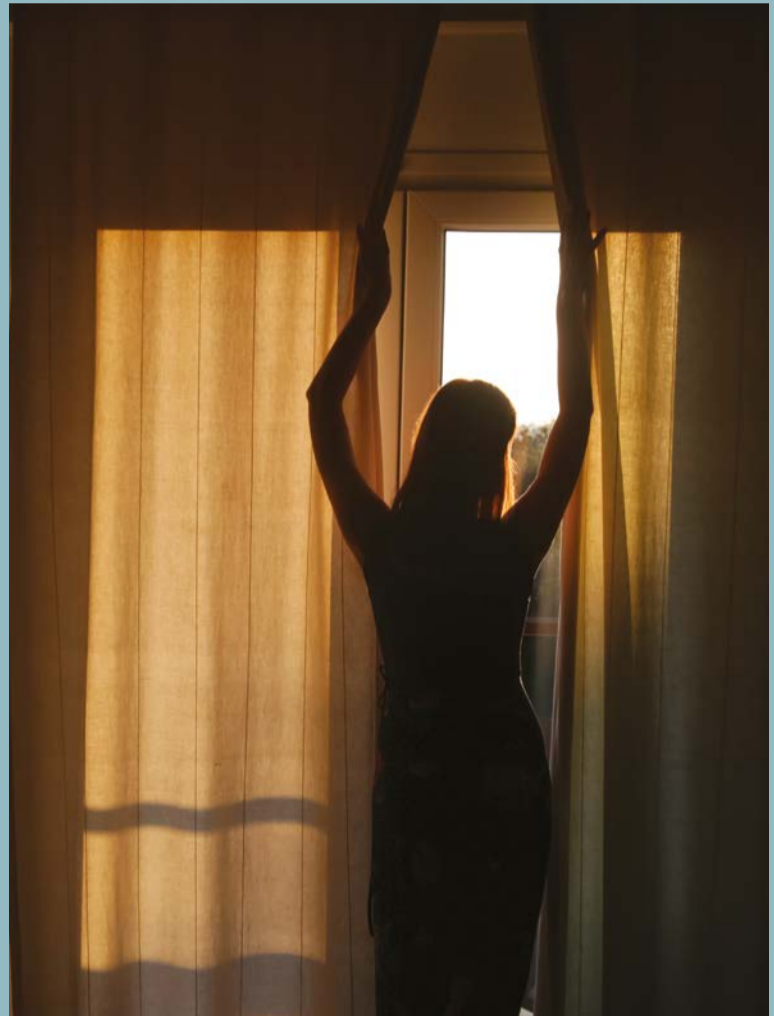


Creative design

Progetti completi rivolti all' interior in cui eleganza e creatività trovano un equilibrio perfetto. Il progetto si esprime attraverso un costante dialogo tra la ricerca di colore e contaminazioni materiche di ispirazione naturale.

Complete projects dedicated to interiors wherein elegance and creativity come together in perfect balance. The project manifests itself through constant dialogue between the quest for colour and material contaminations inspired by nature.

refinement



color



mood board




harmony



ESSENTIAL MOOD





Essential Mood è la collezione di Florim che propone una miscela di tonalità terrose e polverose, texture e suggestioni che ci conducono ad uno stile di vita lento che abbraccia la consapevolezza del nostro tempo e l'amore per la sostenibilità. In questa collezione di Creative Design si fondono sensazioni visive e tattili che richiamano l'essenzialità. Cromie, texture e riflessioni sulla luce ricordano la morbida matericità delle resine e si armonizzano tra loro e con lo spazio circostante per promuovere il benessere personale nell'ambiente. I colori morbidi suggeriscono l'eternità della natura, diventando lo sfondo armonioso di una quotidiana routine in cui gli ambienti diventano luoghi di connessione.

Florim's **Essential Mood** collection presents a blend of earthy and dusty tones, as well as textures and images evocative of an easy-going lifestyle that embraces sustainability and a more mindful approach to time. A sense of essentiality emerges from the visual and tactile sensations fused in this Creative Design collection. The colours, textures and reflections of light recall the softness of resin. They work in symphony with each other and the world around them, promoting personal well-being in any setting. The eternity of nature is brought to mind by the soft hues, which form a harmonious background for daily routines that see the spaces they adorn helping to create connections.





warm
powder **01**



warm
powder **02**



warm
powder **03**



cool
powder **01**



cool
powder **02**



cool
powder **03**



color
powder **01**



color
powder **02**



color
powder **03**



essential mood

Questa collezione fa parte del progetto **CarbonZero-**, le superfici Climate Positive che riducono la CO₂ in atmosfera.

*This collection is part of **CarbonZero-** project, Florim's Climate Positive surfaces that reduce CO₂ in the atmosphere.*



eternità della natura

eternity of nature

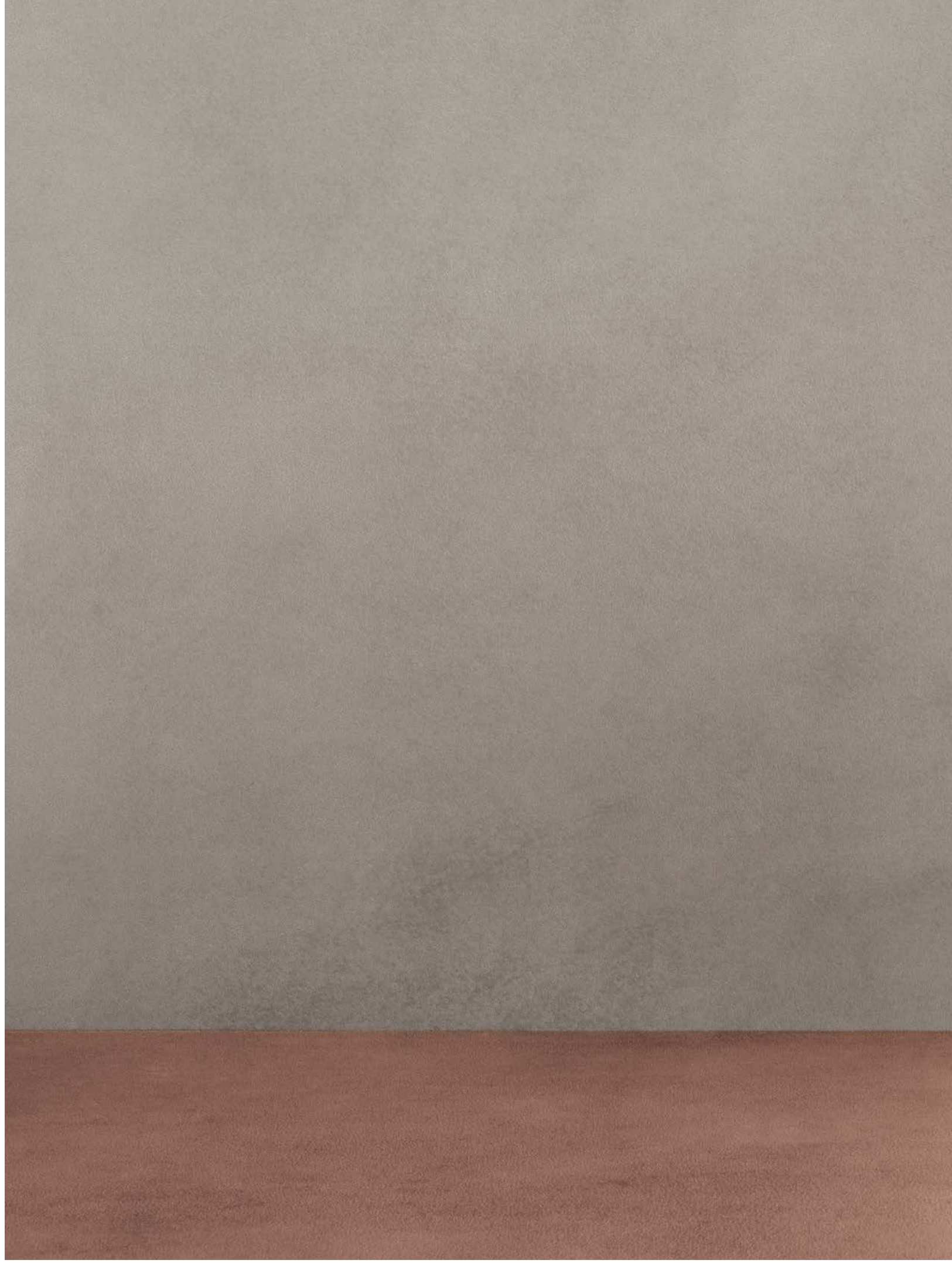




cool powder
01 / 03



cool powder **01** / color powder **03**







color powder **02**
cool powder **03**

warm powder **02** / warm powder **03**



warm powder **01**
color powder **01**





atmosfera morbide
soft atmospheres



warm powder



01



02







03

warm powder 01

warm powder 02

GRES FINE PORCELLANATO / FINE PORCELAIN STONEWARE
SQUADRATO / SQUARED

6 mm 1/4" 	FLORIM OVERSIZE magnum	COLOR	SURFACE	120x280 47 1/4" x 110 1/4"	120x240 47 1/4" x 94 1/2"	120x120 47 1/4" x 47 1/4"	60x120 23 5/8" x 47 1/4"
		WARM POWDER 01	MATTE	778871	778880	778889	778898
ESSENTIAL MOOD		WARM POWDER 02	MATTE	778872	778881	778890	778899
		WARM POWDER 03	MATTE	778873	778882	778891	778900






warm powder 03

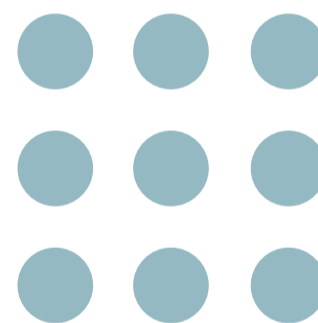
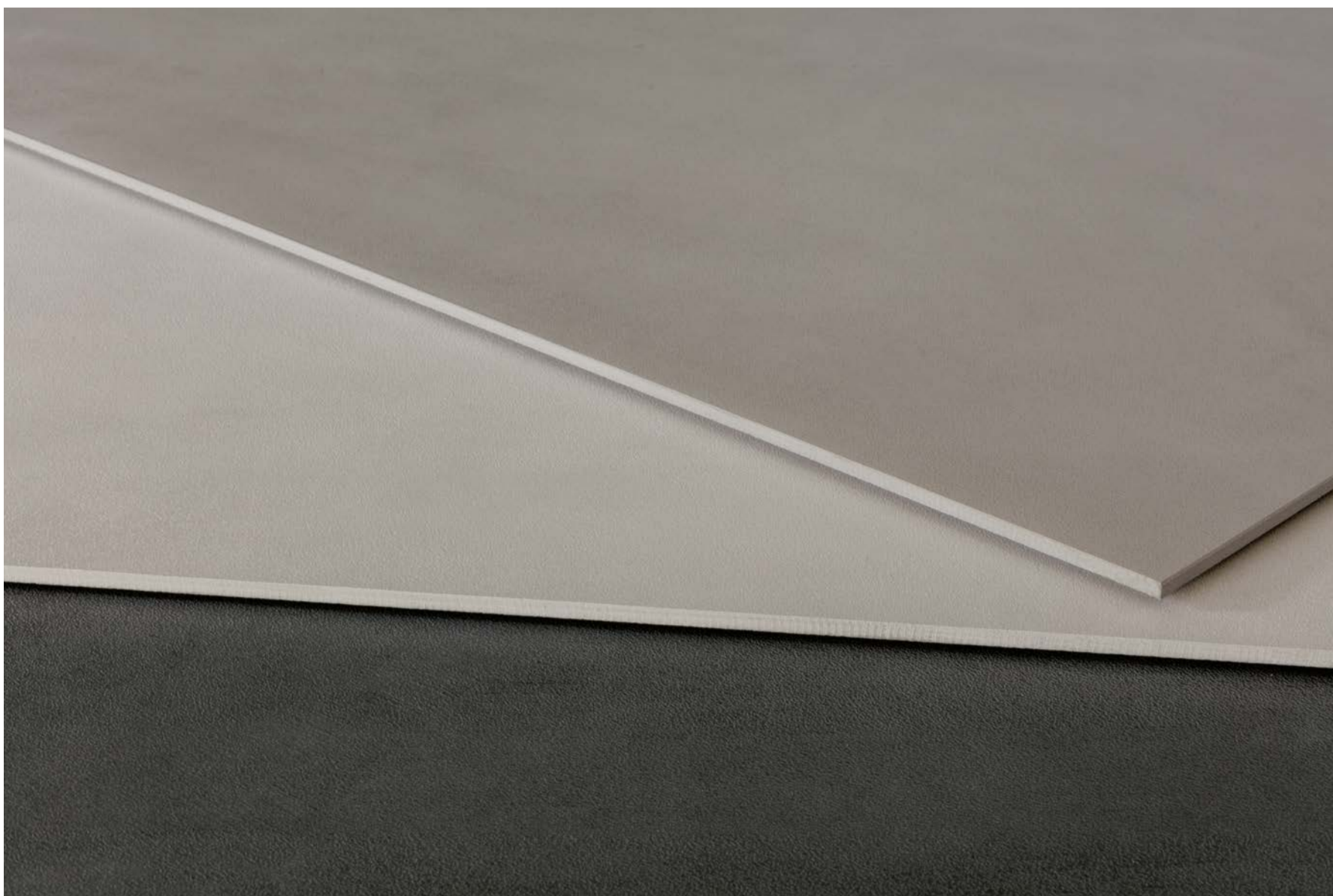
line warm

ESSENTIAL MOOD

PEZZI SPECIALI / SPECIAL TRIMS

	COLOR	SURFACE	4,6x60 1 4/5" x 23 5/8" battiscopa
		WARM POWDER 01	MATTE 779079
ESSENTIAL MOOD		WARM POWDER 02	MATTE 779080
		WARM POWDER 03	MATTE 779082

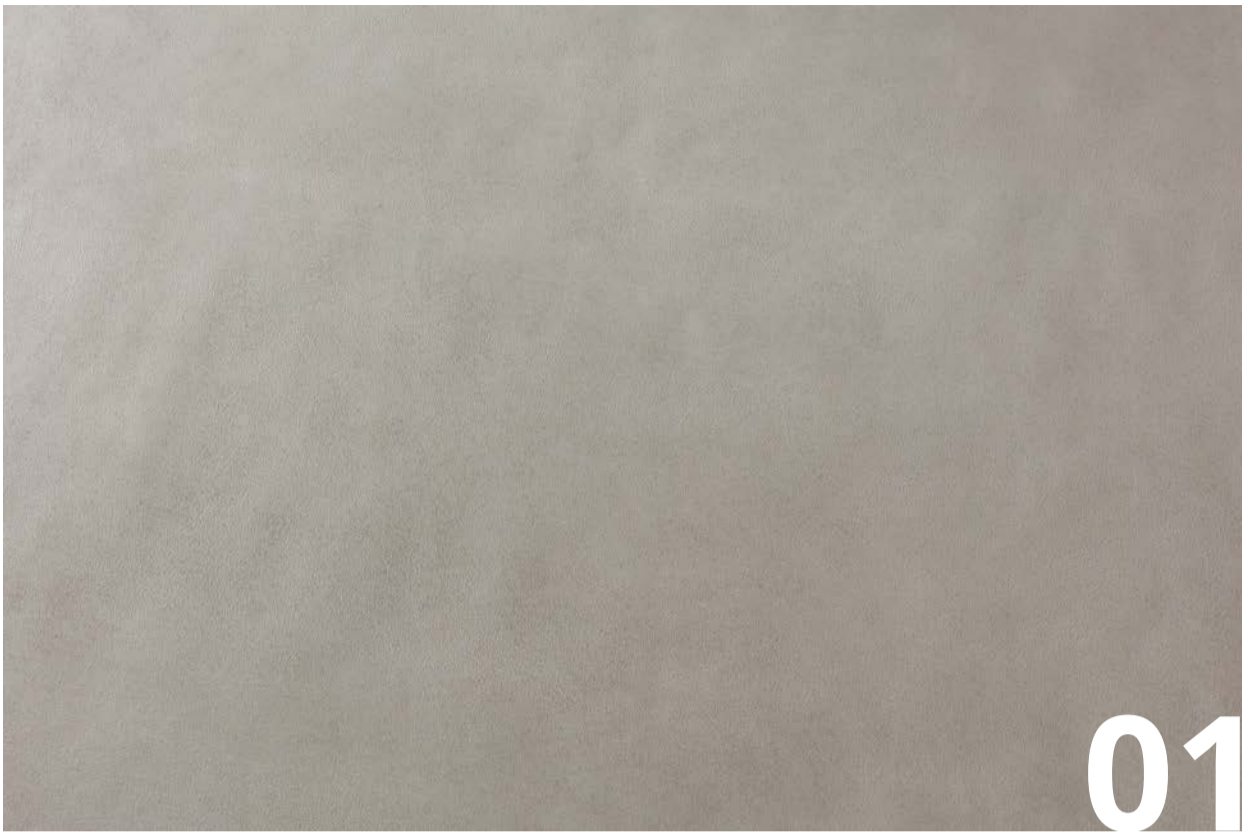




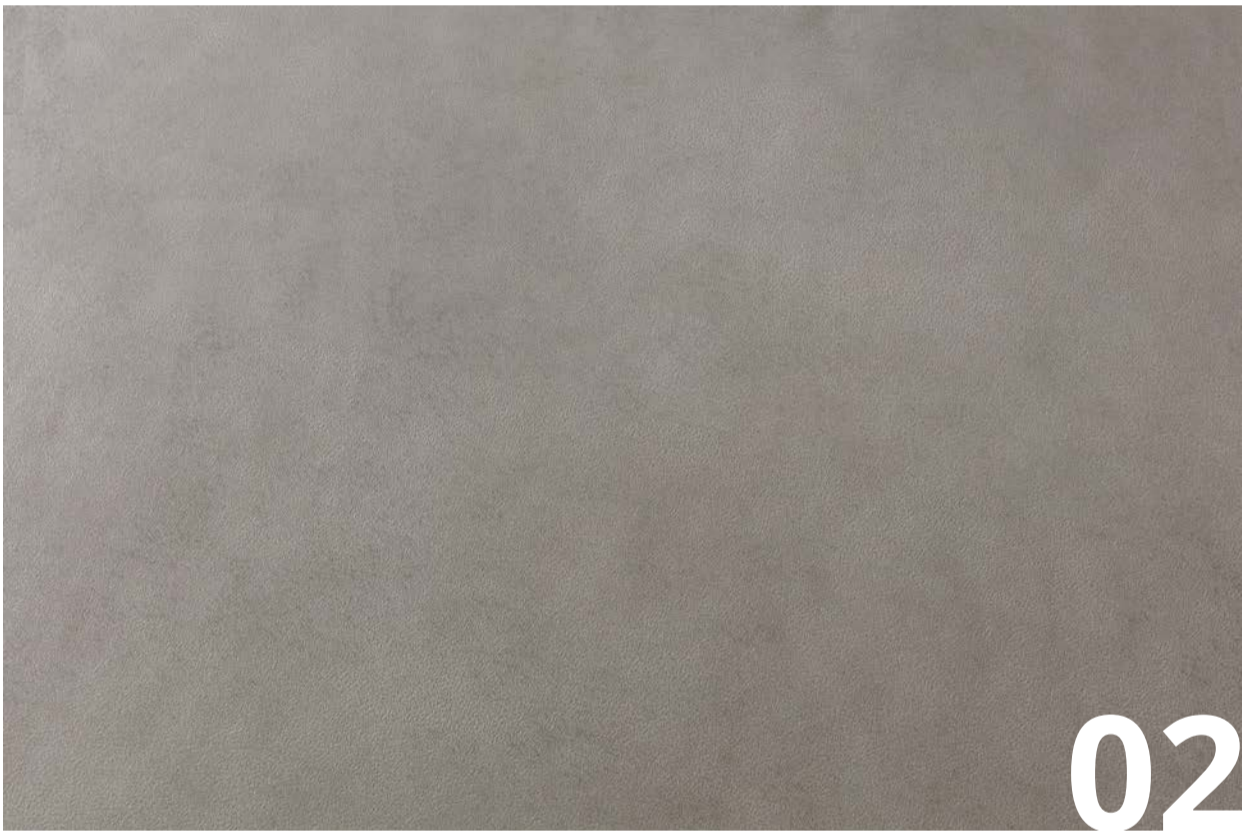
tonalità polverose

dusty tones

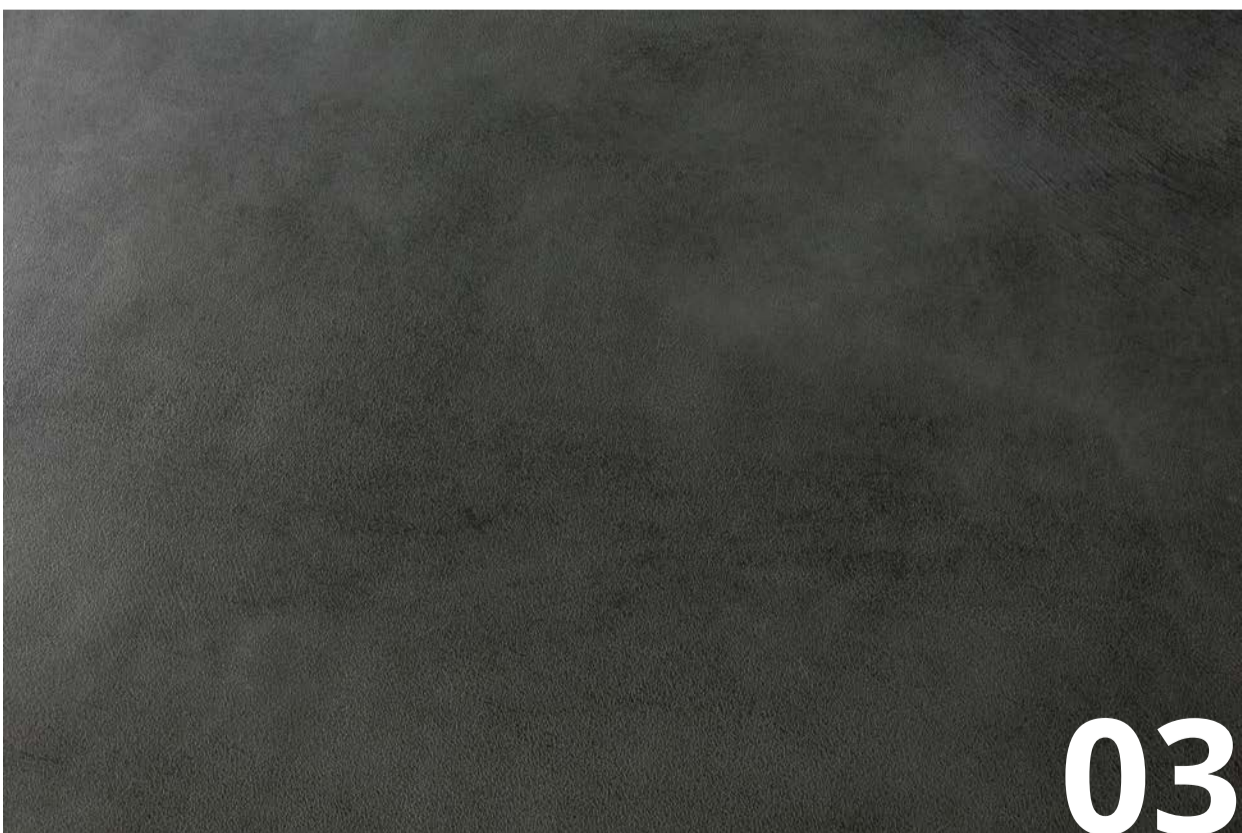
cool powder



01



02







03

cool powder 01

cool powder 02

GRES FINE PORCELLANATO / FINE PORCELAIN STONEWARE
SQUADRATO / SQUARED

6 mm 1/4" 	FLORIM OVERSIZE magnum	COLOR	SURFACE	120x280 47 1/4" x 110 1/4"	120x240 47 1/4" x 94 1/2"	120x120 47 1/4" x 47 1/4"	60x120 23 5/8" x 47 1/4"
		COOL POWDER 01	MATTE	778868	778877	778886	778895
ESSENTIAL MOOD		COOL POWDER 02	MATTE	778869	778878	778887	778896
		COOL POWDER 03	MATTE	778870	778879	778888	778897






cool powder 03

line cool

ESSENTIAL MOOD

PEZZI SPECIALI / SPECIAL TRIMS

	COLOR	SURFACE	4,6x60 1 4/5" x 2 3/8" battiscopa
		COOL POWDER 01	MATTE 779076
ESSENTIAL MOOD		COOL POWDER 02	MATTE 779077
		COOL POWDER 03	MATTE 779078





superfici fluide

fluid surfaces

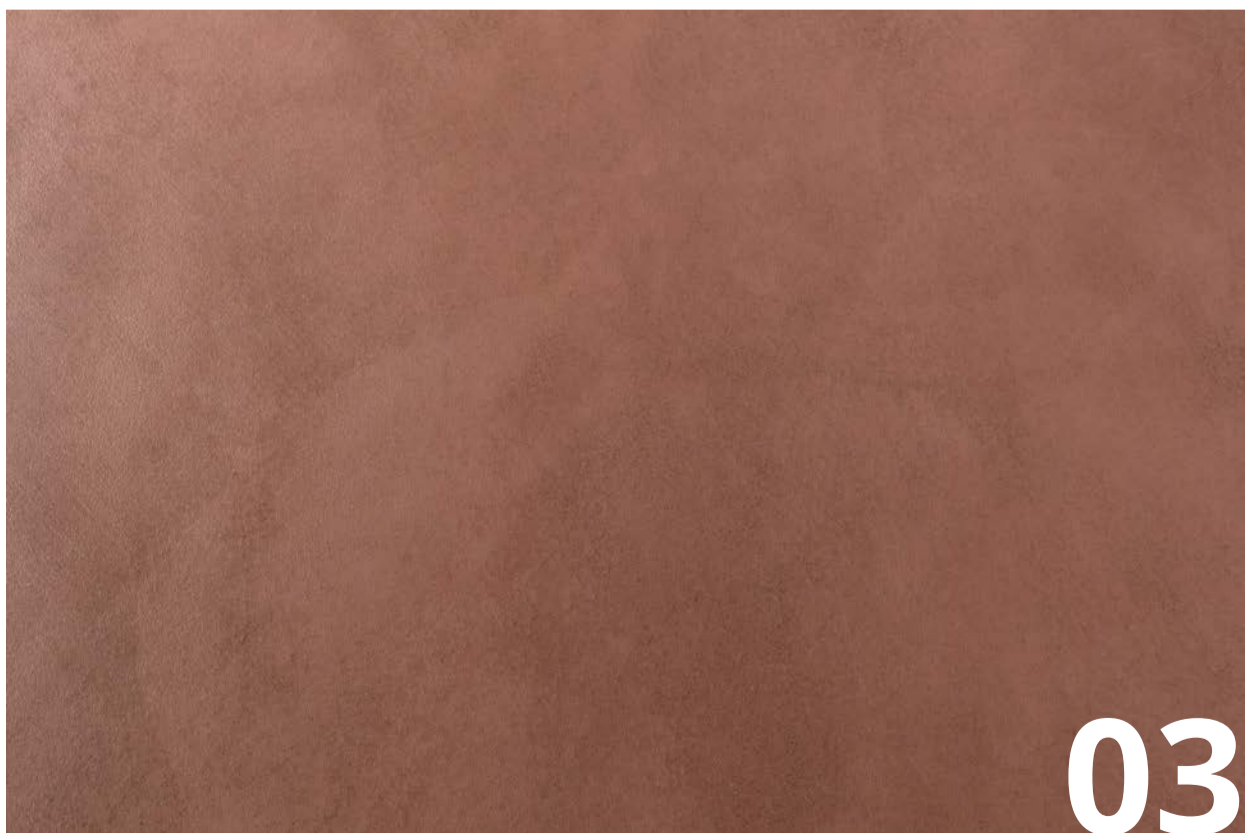
color powder



01



02







03

color powder 01

color powder 02

GRES FINE PORCELLANATO / FINE PORCELAIN STONEWARE
SQUADRATO / SQUARED

6 mm 1/4" 	FLORIM OVERSIZE magnum	COLOR	SURFACE	120x280 47 1/4" x 110 1/4"	120x240 47 1/4" x 94 1/2"	120x120 47 1/4" x 47 1/4"	60x120 23 5/8" x 47 1/4"
		COLOR POWDER 01	MATTE	778874	778883	778892	778901
ESSENTIAL MOOD		COLOR POWDER 02	MATTE	778875	778884	778893	778902
		COLOR POWDER 03	MATTE	778876	778885	778894	778903






color powder 03

line color

ESSENTIAL MOOD

PEZZI SPECIALI / SPECIAL TRIMS

	COLOR	SURFACE	4,6x60 1 ^{4/5} "x23 ^{5/8} " battiscopa
ESSENTIAL MOOD		COLOR POWDER 01	MATTE 779073
		COLOR POWDER 02	MATTE 779074
		COLOR POWDER 03	MATTE 779075



DECORI / DECORS

GRES PORCELLANATO DECORATO / DECORATED PORCELAIN TILE
SQUADRATO / SQUARED

6 mm 1/4" ↑↓

COLOR	SURFACE	120x280 47 ^{1/4"} x110 ^{1/4"}
LINE COOL 01	MATTE	779331
LINE COOL 02	MATTE	779332
LINE COOL 03	MATTE	779333
LINE WARM 01	MATTE	779334
LINE WARM 02	MATTE	779335
LINE WARM 03	MATTE	779336
LINE COLOR 01	MATTE	779328
LINE COLOR 02	MATTE	779329
LINE COLOR 03	MATTE	779330

ESSENTIAL MOOD



GRES PORCELLANATO DECORATO / DECORATED PORCELAIN TILE
SQUADRATO / SQUARED

6 mm 1/4" ↑↓

COLOR	SURFACE	120x280 47 ^{1/4"} x110 ^{1/4"}
DOTS	MATTE	779337

ESSENTIAL MOOD



ESSENTIAL MOOD



Quanto contenuto nel catalogo è indicativo e non esaustivo riguardo alle grafiche, decori e ai colori riportati.
Contents of this catalog is indicative and not exhaustive with regard to graphics, decors and colors shown.

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