

# CRETE

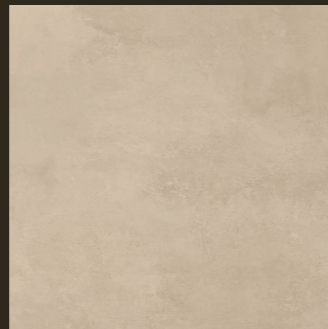
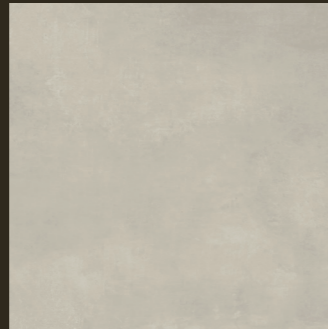
— CRAFTED BY TRADITION, SHAPED BY DESIGN



◆ CÆSAR ◆  
CERAMICS USA

# CRAFTED BY TRADITION, SHAPED BY DESIGN

Introducing Crete, a collection that brings together the warmth of terracotta and the strength of concrete in a balanced, contemporary material expression. Inspired by raw earth and architectural surfaces shaped over time, Crete combines tactile warmth with structural clarity. Soft mineral textures and nuanced tonal variations give each tile a grounded, natural presence, while the concrete influence ensures durability and modern relevance. Designed to create welcoming, authentic spaces, Crete translates earth's material essence into a refined architectural surface.



◆ CÆSAR ◆  
CERAMICS USA

# RANGE. COLORS, SIZES & DECORS.

## COLOR-BODY PORCELAIN TILES - RECTIFIED MATTE FINISH

With a carefully curated palette of five warm, earth-inspired colors, Crete offers a versatile range that adapts effortlessly to both residential and commercial spaces.

From the luminous softness of Avorio to the deep, grounded tones of Terra, each shade enhances the collection's material depth and warmth. The balanced interaction between concrete rigor and terracotta warmth allows for cohesive, timeless surfaces that feel both contemporary and deeply rooted in nature.

Avorio



Materia



Umbra



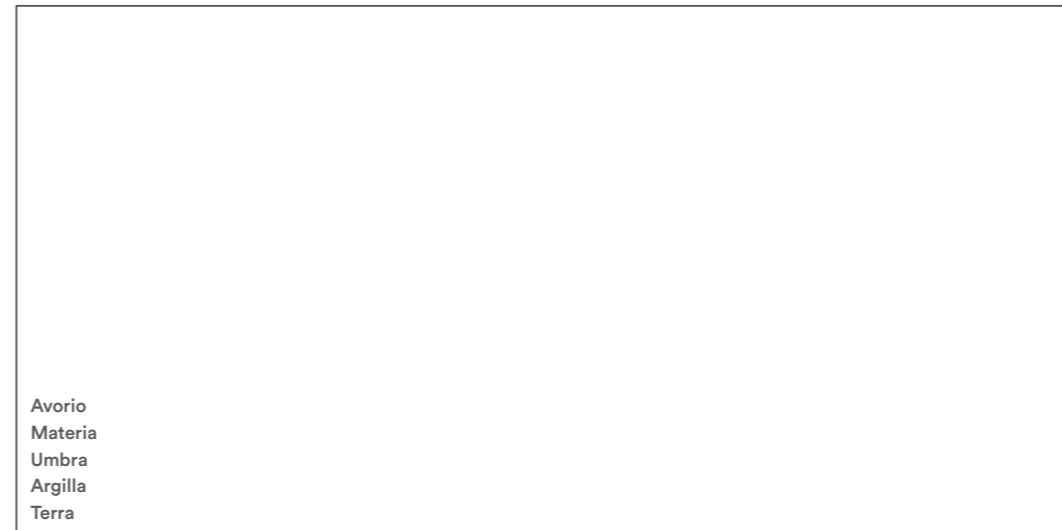
Argilla



Terra



24" x 48"



Avorio  
Materia  
Umbra  
Argilla  
Terra

12" x 24"



Avorio  
Materia  
Umbra  
Argilla  
Terra

6" x 24"



Avorio  
Materia  
Umbra  
Argilla  
Terra

6" x 12"



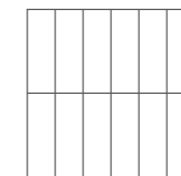
Avorio  
Materia  
Umbra  
Argilla  
Terra

## DECORS



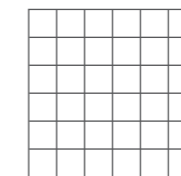
12" x 24"  
3d motion

Avorio  
Materia



2" x 6" mosaic  
on 12" x 12" sheet

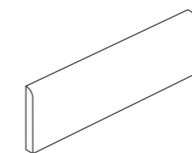
Avorio  
Materia  
Umbra  
Argilla  
Terra



2" x 2" mosaic  
on 12" x 12" sheet

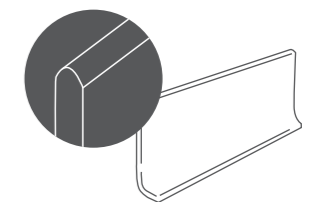
Avorio  
Materia  
Umbra  
Argilla  
Terra

## TRIMS



3" x 24" Bullnose

Avorio  
Materia  
Umbra  
Argilla  
Terra



6" x 12" Covebase

Avorio  
Materia  
Umbra  
Argilla  
Terra

# RANGE. NEW SIZE!

The new 6"x12" size combines a refined aesthetic with ultimate versatility, unlocking a wide range of creative installation possibilities.

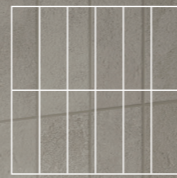
6"x 12"



# RANGE. DECORS

Motion introduces a 3D decor with a structured surface. Designed to bring dynamic depth and movement to any wall, it creates a dimensional feature that defines and elevates contemporary spaces with timeless

elegance. The sophisticated 2"x6" new decor brings a distinctive touch to any space, whether installed vertically or horizontally.



2"x6" mosaic  
on 12"x12" sheet



12"x24"  
3d motion

# ARGILLA

— MINERAL STILLNESS

Floor: Argilla 24"x48"  
Wall: Argilla 12"x24" - Avorio 2"x6" Mosaic



**ARGILLA**

Floor: Argilla 24"x48"

# TERRA

— GROUNDED STRENGTH

Floor: Terra 6"x24"  
Walkway: Terra 24"x48"  
Wall: Materia 24"x48"  
Column+back splash: Materia 2"x6" Mosaic

CRETE



Wall: Materia 24"x48"  
Column+back splash: Materia 2"x6" Mosaic



Floor: Terra 6"x24"  
Walkway: Terra 24"x48"

## TERRA

# MATERIA

— NATURAL BALANCE



Floor: Materia 12"x24" - 24"x48"  
Wall: Terra 12"x24" - Materia 12"x24"  
Desk: Terra 2"x6" Mosaic



**MATERIA**

Floor: Materia 12"x24" - 24"x48"

# AVORIO

— SOFT RADIANCE

CESAR FASHION GALLERY

Floor: Avorio 24"x48"  
Walkway: Terra 6"x12"  
Wall: Terra 12"x24" - Avorio 2"x2" Mosaic



Wall: Avorio 2"x2" Mosaic



Floor: Avorio 24"x48"

AVORIO

# UMBRA

— DEEP INTENSITY

Floor: Umbra 6"x24"  
Wall: Materia 3d Motion 12"x24"  
Bed headboard: Umbra 2"x6" Mosaic



Floor: Umbra 6"x12  
Bed headboard: Umbra 2"x6" Mosaic



Wall: Materia 3d Motion 12"x24"

UMBRA

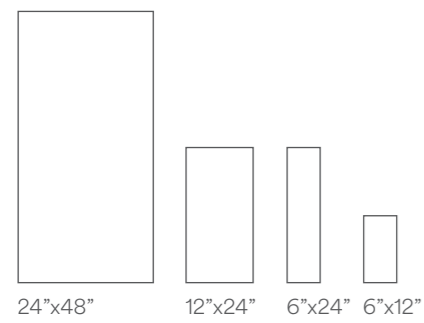


# AVORIO

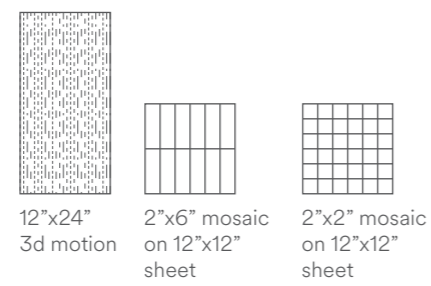
V2 Rectified, squared, one caliber.

# MATERIA

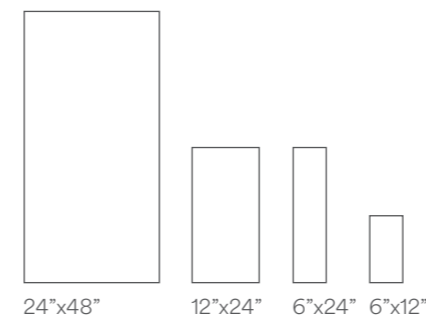
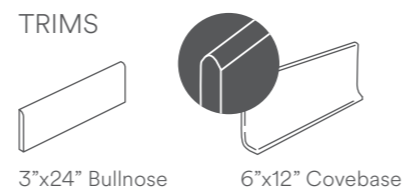
V2 Rectified, squared, one caliber.



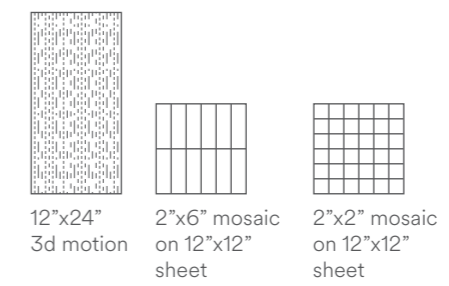
## DECORS



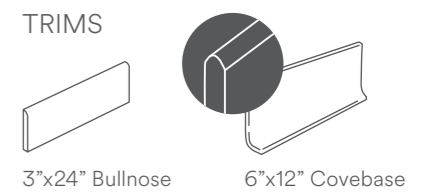
## TRIMS



## DECORS



## TRIMS



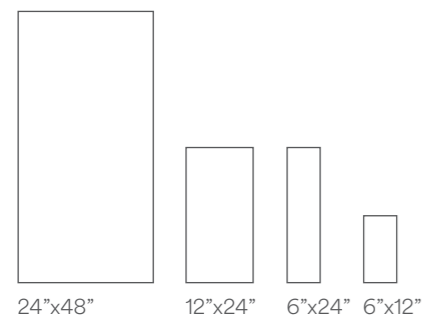


# UMBRA

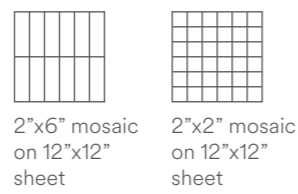
V2 Rectified, squared, one caliber.

# TERRA

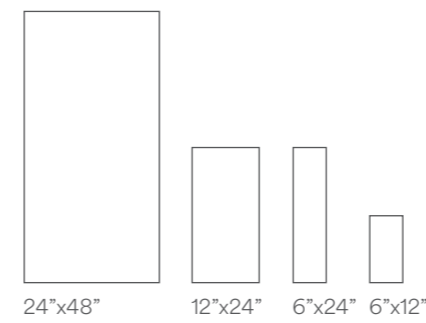
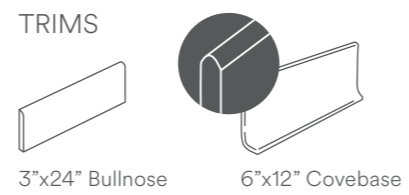
V2 Rectified, squared, one caliber.



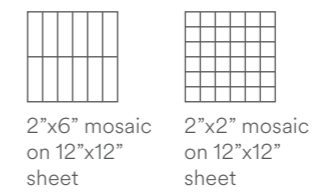
## DECORS



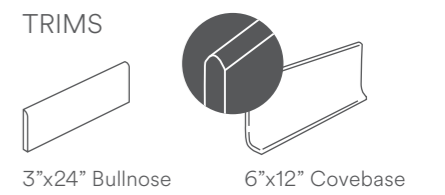
## TRIMS



## DECORS



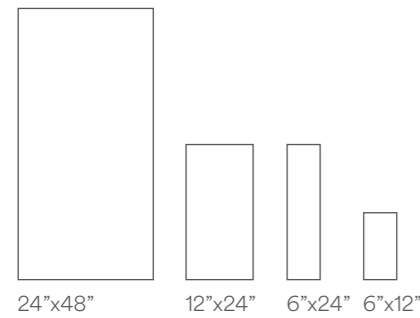
## TRIMS



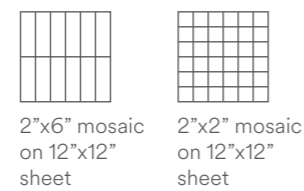


# ARGILLA

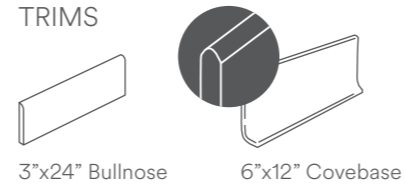
V2 Rectified, squared, one caliber.



## DECORS



## TRIMS



# DECORS

AVORIO MATERIA UMBRA TERRA ARGILLA



2"x2" mosaic  
on 12"x12" sheet



2"x2" mosaic  
on 12"x12" sheet



2"x2" mosaic  
on 12"x12" sheet



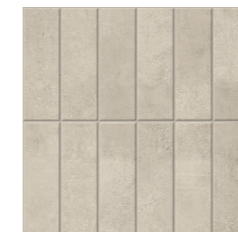
2"x2" mosaic  
on 12"x12" sheet



2"x2" mosaic  
on 12"x12" sheet



2"x6" mosaic  
on 12"x12" sheet



2"x6" mosaic  
on 12"x12" sheet



2"x6" mosaic  
on 12"x12" sheet



2"x6" mosaic  
on 12"x12" sheet



2"x6" mosaic  
on 12"x12" sheet



12"x24" 3d motion



12"x24" 3d motion

# RANGE

|         | 24"x 48"<br>9 mm | 12"x 24"<br>9 mm | 6"x 24"<br>9 mm | 6"x 12"<br>9 mm |
|---------|------------------|------------------|-----------------|-----------------|
| Avorio  | ■                | ■                | ■               | ■               |
| Materia | ■                | ■                | ■               | ■               |
| Umbr    | ■                | ■                | ■               | ■               |
| Argilla | ■                | ■                | ■               | ■               |
| Terra   | ■                | ■                | ■               | ■               |

Rectified, squared, one caliber.

|         | Bullnose<br>3"x 24" | Covebase<br>6"x 12" |
|---------|---------------------|---------------------|
| Avorio  | ■                   | ■                   |
| Materia | ■                   | ■                   |
| Umbr    | ■                   | ■                   |
| Argilla | ■                   | ■                   |
| Terra   | ■                   | ■                   |

# PACKAGING

| Size               | Box    |           | Pallet        |               |              |             |       |               |               |              |             |
|--------------------|--------|-----------|---------------|---------------|--------------|-------------|-------|---------------|---------------|--------------|-------------|
|                    | Inches | Pcs       | Surface (sqf) | Surface (sqm) | Weigth (lbs) | Weigth (kg) | Boxes | Surface (sqf) | Surface (sqm) | Weigth (lbs) | Weigth (kg) |
| 24"x 48"           | 24     | 2         | 15.51         | 1.44          | ~62.81       | ~28.4       | 35    | 542.85        | 50.43         | ~2200        | ~997        |
| 24"x 24"           | 24     | 3         | 11.63         | 1.08          | ~47.62       | ~21.6       | 40    | 465.00        | 43.2          | ~1904.77     | ~864        |
| 12"x 24"           | 12     | 7         | 13.56         | 1.26          | ~55.56       | ~25.2       | 40    | 542.51        | 50.4          | ~2222.24     | ~1008       |
| 6"x 24"            | 6      | 12        | 11.63         | 1.08          | ~47.62       | ~21.6       | 40    | 465.00        | 43.2          | ~1904.77     | ~864        |
| 6"x 12"            | 6      | 20        | 9.69          | 0.9           | ~39.68       | ~18         | 60    | 581.25        | 54            | ~2380.97     | ~1080       |
| 2"x 2" Mosaic      | 2      | 10 sheets | 9.69          | 0.9           | ~39.68       | ~18         | 36    | 348.75        | 32.4          | ~1428.58     | ~648        |
| 2"x 6" Mosaic      | 2      | 10 sheets | 9.69          | 0.9           | ~39.68       | ~18         | 36    | 348.75        | 32.4          | ~1428.58     | ~648        |
| 12"x 24" 3d motion | 12     | 7         | 13.56         | 1.26          | ~55.56       | ~25.2       | 40    | 542.51        | 50.4          | ~2222.24     | ~1008       |

We recommend you a 2/3 mm grout joint to simplify the laying and optimize the naturalness of the final result. In order to favour the ordinary maintenance procedures, it is recommended to carry out an acid wash of the surface after 48 hours from grout filling using an acid agent specific for porcelain stoneware tiles.

No claims for visible defects of the material will be accepted after installation or attempted installation.

Caesar Ceramics USA reserves the right to change the products presented in this catalogue at any time.

Tones of samples are indicative

**V0** Very Uniform appearance. Pieces of the same shade value are very uniform and smooth in texture. They can be measured for small color differences and are in compliance with the color uniformity requirements of tables 6-10 (ANSI A137.1-2012)

**V1** Uniform Appearance. Differences among pieces from the same production run are minimal.

**V2** Slight Variation. Clearly distinguishable texture and/or pattern within similar colors.

**V3** Moderate Variation. While the colors and/or textures present on a single piece of tile will be indicative of the colors and/or texture to be expected on the other tiles, the amount of colors and/or texture on each piece may vary significantly. It is recommended that the range be viewed before selection.

**V4** Substantial Variation. Random color and/or texture differences from tile to tile, so that one tile may have totally different colors and/or textures from that on other tiles. Thus, the final installation will be unique. It is recommended that the range be viewed before selection.

Available in all colors

2"x2" mosaic on 12"x12" sheet

2"x6" mosaic on 12"x12" sheet

**V2** Slight Variation. Clearly distinguishable texture and/or pattern within similar colors.

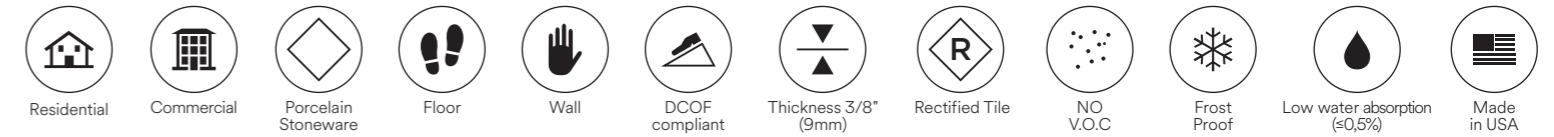
Available Avorio/Materia



# TILE PERFORMANCE DATA

## COLOR-BODY PORCELAIN TILES - RECTIFIED

Classification in accordance with ANSI A137.1 (P1 class).



| TECHNICAL FEATURE               | METHOD       | VALUE REQUIRED ANSI A 137.1  | CAESAR AVERAGE VALUE               |
|---------------------------------|--------------|------------------------------|------------------------------------|
| Facial dimension                | ASTM C-499   | ± 0.25% or ± 0.03 in         |                                    |
| Wedging                         | ASTM C-502   | ± 0.25% or ± 0.03 in         |                                    |
| Warpage diagonal                | ASTM C-485   | ± 0.4% or ± 0.07 in          | In accordance to ANSI A 137.1      |
| Warpage edge                    | ASTM C-485   | ± 0.4% or ± 0.05 in          |                                    |
| Thickness                       | ASTM C-499   | RANGE: 0.040 inch max (1 mm) | In accordance to ANSI A 137.1      |
| Water absorption                | ASTM C-373   | ≤ 0.5%                       | Passed "impervious tiles" Class P1 |
| Breaking strength               | ASTM C-648   | ≥ 250 lbs (≥1113 N)          | ≥400 lbs                           |
| Freeze thaw                     | ASTM C-1026  | No damages                   | In accordance                      |
| Chemical resistance             | ASTM C-650   | As reported                  | Unaffected                         |
| MOHS hardness                   |              |                              | 6                                  |
| Dynamic Coefficient of Friction | ANSI A 326.3 | Declare<br>Classified        | WET DOCF ≥0.42<br>Interior Wet     |

Average values referred to the last two years of production and related to the matte finish of the product.

Values relate to the matte finish of the product and to tests carried out by certified external laboratories, whose results are available upon request.

Be sure to use the same caliber tiles. Color reproductions may vary from actual products.

\* Due to the intrinsic nature of porcelain stoneware tiles, please note that the coefficient of friction may vary from one production lot to another.

Caesar products can become slippery when wet.

We recommend to always keep the surface dry.

### ACTUAL SIZES FOR RECTIFIED MATERIAL - 3/8" THICKNESS (9mm)

| NOMINAL SIZE INCHES | MM       | ACTUAL SIZE INCHES                          | MM          |
|---------------------|----------|---|-------------|
| 24"x48"             | 610x1220 | 23 <sup>15/32</sup> "x47 <sup>3/64</sup> "  | 596x1195    |
| 24"x24"             | 610x610  | 23 <sup>15/32</sup> "x23 <sup>15/32</sup> " | 596x596     |
| 12"x24"             | 305x610  | 11 <sup>19/16</sup> "x23 <sup>15/32</sup> " | 297x596     |
| 12"x12"             | 305x305  | 11 <sup>19/32</sup> "x11 <sup>19/32</sup> " | 294.5x294.5 |
| 6"x24"              | 152x610  | 5 <sup>45/64</sup> "x23 <sup>15/32</sup> "  | 145x596     |
| 6"x12"              | 152x305  | 5 <sup>45/64</sup> "x11 <sup>19/16</sup> "  | 145x297     |

### ACTUAL SIZES FOR NON-RECTIFIED MATERIAL - 3/8" THICKNESS (9mm)

| NOMINAL SIZE INCHES | MM       | ACTUAL SIZE INCHES                          | MM       |
|---------------------|----------|---|----------|
| 12"x24"             | 305x610  | 11 <sup>13/16</sup> "x23 <sup>47/64</sup> " | 300x603  |
| 8"x40"              | 203x1016 | 7 <sup>7/8</sup> "x39 <sup>3/8</sup> "      | 200x1000 |

\*For more detailed information about the different actual sizes for non-rectified material, please contact Caesar Ceramics USA.

## Cleaning procedures

After any thin set installation of porcelain tile and pavers over concrete, best practices require to perform, after grouting, a first acid deep cleaning.

Failing to follow these instructions could lead to maintenance issues, most of the times derived from grout residues left on the surface of the tiles/pavers which create a film on the tiles/pavers surface itself that tends to retain dirt. If that occurs, the only way to possibly solve the issue is to perform a deep floor cleaning, using acid-based cleaners specific for porcelain and following a specific cleaning procedure described here under.

Please note that from time to time, depending on the type (cement-based vs epoxy), quantity and aging of the grout residue left on the tile/pavers surface, it could be really hard or even impossible to fully recover from the problem. That is why Caesar Ceramics highly suggests a first acid deep cleaning right after installing and grouting the tiles/pavers.

### FIRST FLOOR DEEP CLEANING AFTER INSTALLATION

After Grouting the Joints it is important to remove the excess grout with a sponge and clear water. After 12/48 hours, the grout in the joints will have "set up" / hardened significantly.

There will be a noticeable residual "haze". Typically, a diluted acid cleaner specifically for removing "Grout Haze", combined with a soft scrubbing pad will remove the majority if not all the "Haze".

Change your acid/water solution frequently for best results. It is also recommended to keep a bucket of clean water to remove the acid/water solution. It is recommended to keep and use clean dry towels to help remove as much residual water and keep the floor as dry as possible.

Please refer to the cleaning chemical company's suggested methods and dilution rates.

For areas with excess grout or grout that becomes adhered to the face of the tile, further cleaning with an Acid/ Water Solution may be necessary. Please refer to the Cleaning Chemical Company's instructions as not all acids or chemicals are the same. The excess grout residue must be removed so that it does not dry and stick on the surface. It is necessary to change the cleaning water frequently and rinse well.

Attention!! Epoxy-based grout cannot be cleaned when it has completely hardened other than mechanically with risk to the surface of the tiles. For more information and recommendations, consult the grout manufacturer. Care must be taken on inlaid, polished and especially Anti Slip products similar to Aextra20. The use of a floor-washing machine combined with the use of a diluted acid detergent helps reach the spaces between adjacent tiles and clean them properly. If such a cleaning procedure is not carried out, or if such cleaning is carried out too late, the grout residue creates an absorbent film, which holds dirt, making the surface difficult to clean: in this case, Caesar Ceramics will not be liable for any damage caused to the surface.

### DAY TO DAY CLEANING

After the post-laying cleaning operation has been thoroughly carried out, as far day to day cleaning we strongly advise against the use of waxes, oily soaps, impregnating products and various treatments (water and oil repellent) on the porcelain stoneware product, as their application is unnecessary. As is often the case in certain off the shelf detergents, they contain waxes and gloss inducing additives which, after various washes, can deposit a bright coat on the floor. Sometimes, even one drop of foods such as Coca Cola, water, wine etc. ...) is sufficient to eliminate this coat, restoring the tile's original appearance, a stain effect is produced in certain zones. In these cases, the floor must be de-waxed, using products to de-wax the applied waxes, following the producer's instructions.

For films left by soap, lime scale, dirt, use an acid detergent,

suitably diluted in water (read the product instructions carefully).

It is also important to point out that Hydrofluoric acid (HF) and its derivatives can irredeemably damage porcelain stoneware.

For routine cleaning, Caesar recommends the use of bleach or ammonia, suitably diluted in water; for polished porcelain stoneware, dry the floor after washing to prevent unsightly smudges.

TIP: Since rinsing well with plenty of clean water is a fundamental part of the day to day cleaning procedure, Caesar advises against the use of products which state that they "do not need rinsing"

### EXTRAORDINARY CLEANING

In the case of particular and/or particularly stubborn stains, we recommend using specific detergents as those indicated in the chart of Caesar USA general catalog. It should furthermore not be forgotten that the removal of any type of stain is easier when the stain is still fresh. It is always important to test the detergents on a small area before applying to the entire surface, particularly in the case of porcelain stoneware with a lapped or polished finish.

### FLOOR DEEP CLEANING RECOMMENDATIONS TO BE USED IN CASE OF GROUT RESIDUES LEFT ON TILE / PAVERS SURFACE

1. Preliminary Cleaning Procedure: To begin with, it is important to clean the floor with a traditional detergent (Some examples of suitable detergents you can consider are Deterdek from Fila, Keranet from Mapei) and rinse thoroughly in order to remove any dirt that is present on the tile/pavers aside from the grout left on them. This should be done carefully by following these steps:

- Apply an abundant quantity of detergent to clean the floor, following instructions provided on the detergent's bottle and making sure that, during the entire cleaning process, the detergent does not get in contact with grass or water of nearby swimming pools (if any)
- Brush strongly to remove the dirt (using a scotch-brite, ideally a motor-brush with scotch brite for big surfaces)
- Rinse well with running water (it is recommend to use a vacuum cleaner to avoid burning the grass)
- Once well rinsed, dry the surface

2. Acidic Cleaning Procedure: Perform the acid cleaning procedure hereunder summarized:

- Apply a professional acidic cleaner for grout haze on the floor. Some examples of suitable acidic cleaners you can consider are DETERDEK from Fila, KERANET from Mapei, or professional acidic cleaners like the one pictured below:
- Apply an abundant quantity of acidic cleaner on the entire floor, following instructions provided on the cleaner's bottle (for a better result, do not dilute with water), and making sure that, during the entire cleaning process, the cleaner (since it is an acid-based cleaner) does not get in contact with grass or water of nearby swimming pools (if any)
- Once applied, leave the product on the floor for about 20-30 minutes.
- Brush strongly to remove the dirt (using a scotch brite, ideally a motor-brush with scotch brite for big surfaces). It is very important to apply a strong and prolonged mechanical action (tile by tile) on the floor while brushing. Please note that cleaning without a strong mechanical action (e.g. cleaning using a simple mop) is going to be useless and ineffective.
- Rinse the floor, making sure everything is absorbed, so that nothing will get in contact with grass or swimming pool water
- Repeat everything of point "2" as many times as necessary to achieve the desired result.
- Dry the floor's surface

### Additional Notes & Recommendations

1. Please note that if the grouting was done well before the time of attempted cleaning, the grout residue left on the tile surface would have had time to settle and mature. In this case:

- It is particularly important, during the acid cleaning process, to let the acid settle in on the floor for a few minutes before brushing, so that the acid can soften the grout.

- It is also crucial to brush the tiles using the right tools and to apply on the floor a strong and prolonged mechanical action (tile by tile).

- It is very likely that a single deep acid cleaning will not be sufficient. In this case, it will be necessary to repeat the operation several times in order to eliminate all the grout residues. Keep in mind that the grout residue might not be immediately visible when the floor is clean, but can only be seen when the grout gets dirty. Therefore, even if the floor may appear clean after the first deep cleaning process, it could still have grout residue left on the surface of tile/pavers, that will get visible once they'll get dirty again. If that is the case, it will be necessary to repeat the deep cleaning procedure more than once until reaching a satisfactory result.

2. While performing the deep cleaning process, please be aware of any surrounding grass (making sure that the acid cleaner does not get in contact with it)

3. In case a deep cleaning is needed around a pool, make sure that during the entire cleaning process the acid cleaner does not get in contact with the water of the swimming pool

4. Never use sealers of any kind on the surface of the porcelain tiles and pavers. Sealers are unnecessary and, furthermore, sealing will change the D.C.O.F. (Dynamic Coefficient of Friction) of the pavers, resulting in a surface that will become more slippery. Furthermore, since Porcelain has such a low absorption rate, the sealer will unlikely stick and will most likely come off over time.

5. Bright colored products, in particular white and extra-white tiles, are very delicate and, although for all intent and purpose are hygienically clean. However, they can get dirty more easily than darker tiles. It is therefore necessary to remember that these particular products require careful regular maintenance.

### Warnings

The above suggestions are a result of research, laboratory tests and several years' experience. However, the cleaning features of the materials may vary significantly according to the different installation methods, conditions of use, types of surface and destination. As a general rule, the higher the anti-slip values of the tiles are, the greater cleaning inconveniences may arise. The professional operator in charge of maintenance and cleaning shall always check the surface condition before proceeding with any cleaning and/or maintenance operation (we would suggest to test some tiles before installation). Caesar Ceramics declines any liability with reference to cleaning and maintenance operations in case of heavy conditions of use (such as mechanical workshop or spaces presenting oily residues or tire marks), bad installation work or wrong cleaning operations. It is agreed that Caesar Ceramics shall not be liable for any event, damage or defect due to wrong installation of the tiles, faulty cleaning and maintenance operations or inadequate choice of the type of material to be laid or of the adhesives used in a certain destination of use.

# SUSTAINABLE MIND

## MAXIMUM CONCERN FOR THE ENVIRONMENT



WE  
CARE



YOU  
CARE

## FROM OUR PLANT....

The **brand new production facilities** in the USA are built in compliance with the most stringent standards in term of environmental protection, safety of workers and reduction of energy consumption.

## TO YOUR PROJECT.

By choosing Caesar Ceramics USA, the end user will be sure to purchase  **durable, safe and green floor and wall tiles**: being extremely durable, they do not call for any chemical treatment, varnish or special detergent. They do not release dust or other substances, even when subject to high pedestrian traffic.

# WHERE QUALITY MEETS DESIGN

The elegant design and carefully crafted details of Caesar USA products are totally integrated into a sound material with a superior performance. Caesar has always focused on porcelain tiles with excellent technical properties which, over the years, have acquired more value by virtue of aesthetic interpretations that have become more diverse and refined, without losing the high quality standards that are part of the company's culture.

• CAESAR •  
CERAMICS USA

<http://www.caesar.it/us/caesarusa/> - e-mail: [info@caesarceramicsusa.com](mailto:info@caesarceramicsusa.com)



# CRETE

— CRAFTED BY TRADITION, SHAPED BY DESIGN

◆ CÆSAR ◆  
CERAMICS USA

Caesar Ceramics USA inc.  
500 Wilson Pike Cir, Ste 127  
Brentwood TN 37027-3261  
[caesarceramicsusa.com](http://caesarceramicsusa.com)