

# **PO THE BEAUTY OF IMPERFECTION**







01

**ABOUT**

**US**

Pg.

**10**

02

**BASIC**

Pg.

**12**

03

**TECHNICAL**

**INFO**

Pg.

**20**

# RO ABOUT US



Imperfection is at the heart of RO; each tile tells an individual story through the lumps, bumps and scars that run through the structure. RO has been experimenting with surface texture for many years, exploring shapes, direction, texture, layering, and pattern to challenge concrete's abilities.

RO gives concrete a fresh reputation full of energy, warmth and beauty. By working alongside the unpredictability of concrete rather than against it, they create timeless yet unique tiles that blanket walls and floors worldwide.

RO takes inspiration from the traditional Japanese aesthetic, Wabi-sabi. Wabi-sabi is the acceptance of imperfection within nature which is integrated into the interior design scene. 'RO' translates to morning 'dew' in English, one of nature's imperfections that, from the proper perspective, is beautiful in its simplest form.

Tali worked within the international design scene for over 20 years, learning the ins and outs of interior design. Tali and the team at RO recognised that the unpredictability of concrete enabled unique patterns and textures throughout their work. After adding some of Tali's feminine touch, they were able to form unique creations that would soon build up to become the RO they are today.

Tali and her close-knit team still stick by the original philosophy of RO: to embrace imperfection through modern concrete tiling. By embracing the imperfection of concrete's natural form, RO experiments with surface texture to create unique tiles that tell a story. Recognising the endless possibilities of concrete tiling, RO works with modern manufacturing techniques to ensure that the whole process is personal, bold and handmade. Before the tiles leave the factory, the team confirm that the tiles meet their impeccable standards. To do so, they must pass all the compulsory checks to make sure that the concrete tiles will stand the test of time. Doing so guarantees that every customer receives a breathtaking product that will exceed their expectations and excite their surface.

Conceptual material design development team: Tali Edri, Yoav Anderman, Meytal Levi, Lilach Lev, Maor Aharon, Betonada.



▲ Basic Color 010

Basic Color 011 ▶

RO

# BASIC

Keeping it simple but making it significant. The Basic Series is effortless yet compelling. There are infinite possibilities with the tile placement of the Basic series, creating an extraordinary impact. With a choice of three measurements from our square and rectangle concrete range, customers can make a uniform statement in one room and a random design in the next.

The Basic tiles are available for preorder for wall and floor designs and have an optional finish; smooth or grainy. The design can be personalised to fit any of our ten shades and works beautifully both in and outdoors.

Designed by Yoav Anderman and Maor Aharon





^ Basic Color 012

▼ Basic Color 010 + 020

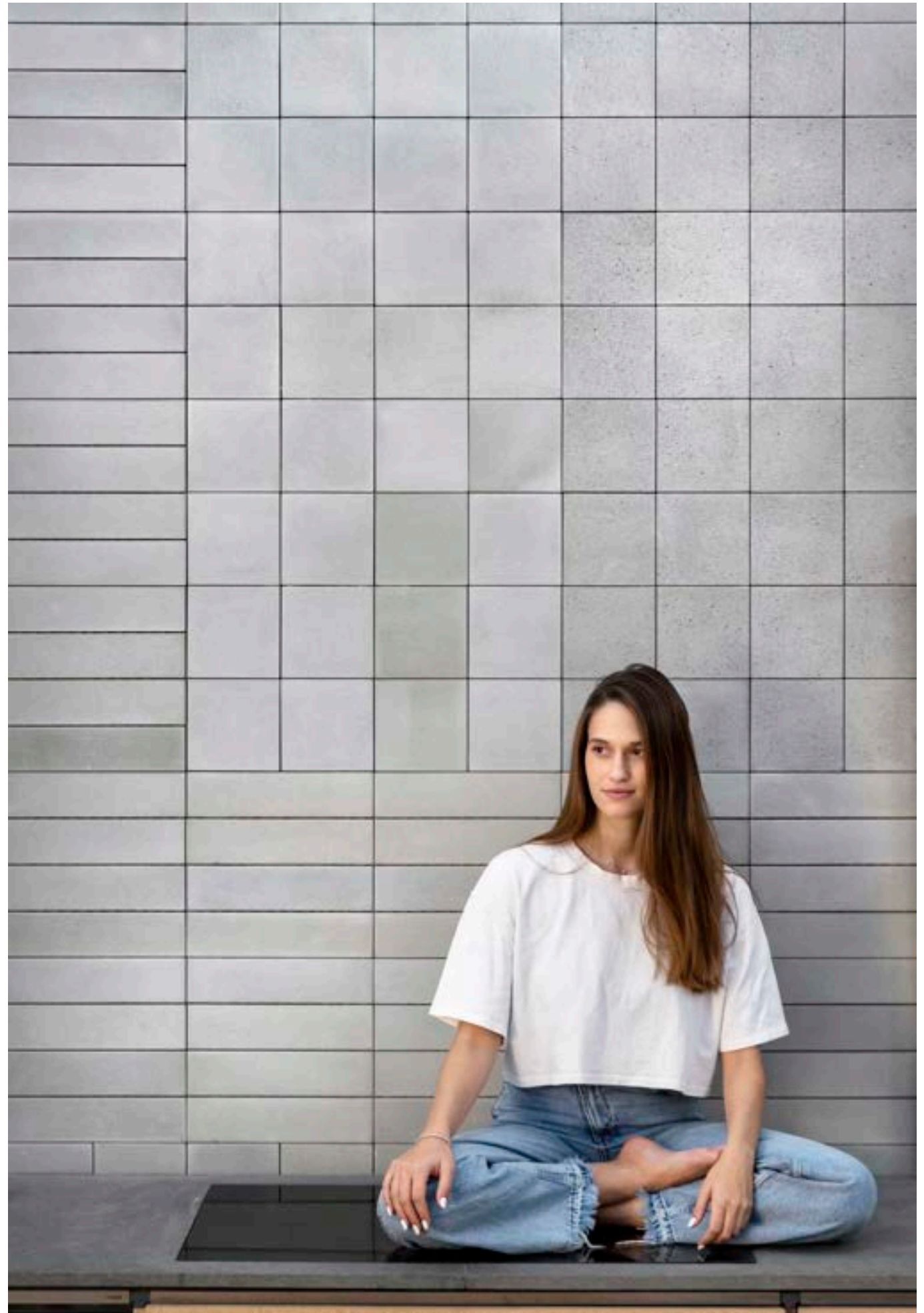






^ Basic Color 031

▸ Basic Color 010





▲ Basic Color 010



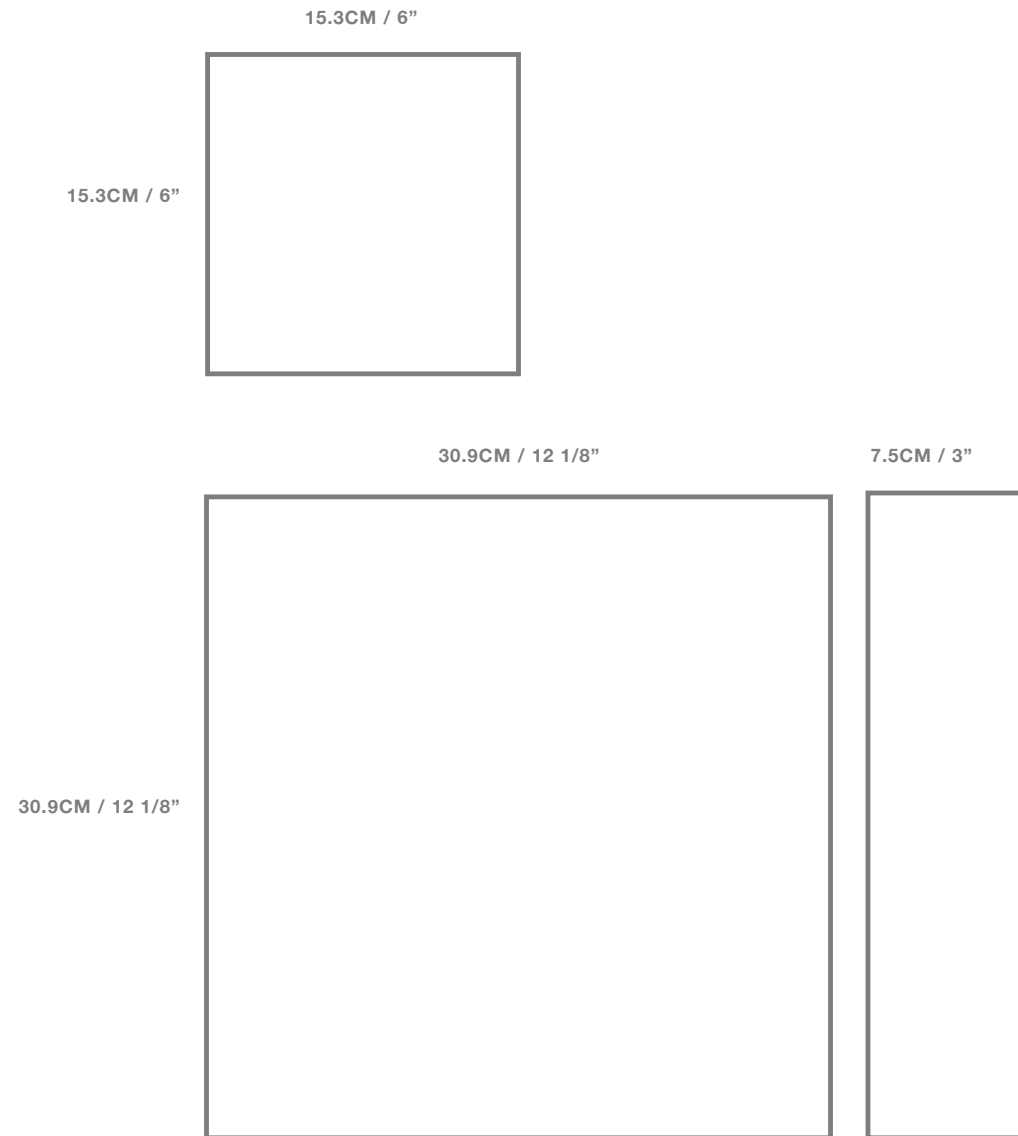
▶ Basic Color 010



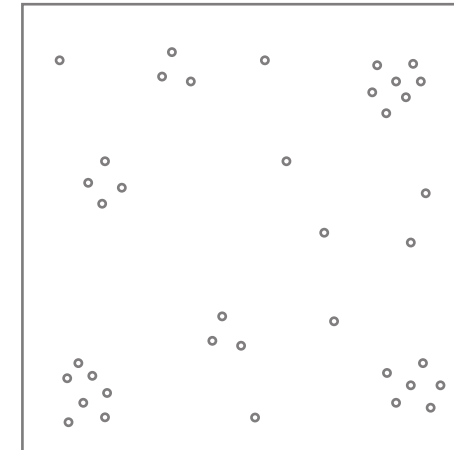
◀ Basic Color 010

# RO TECHNICAL INFO

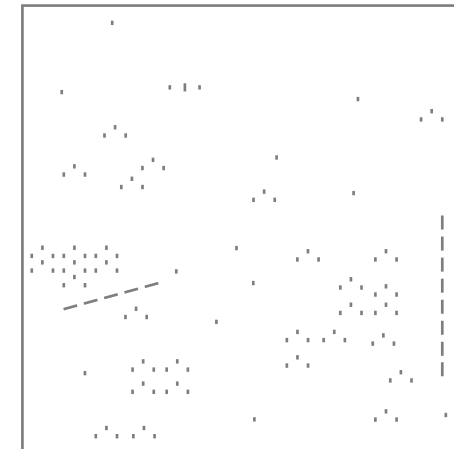
Basic — Family Tiles



Basic Texture



Basic SandBlast



	PCS-SQM	PCS-CRATE
Basic 7.5 X 30.9 Sand Blasted	87.14	26\832
Basic 7.5 X 30.9	87.14	26\832
Basic 15.3 X 15.3 Sand Blasted	42.7	26\832
Basic 15.3 X 15.3	42.7	26\832
Basic 30.9 X 30.9 Sand Blasted	10.47	244
Basic 30.9 X 30.9	10.47	244

SQM-CRATE	KG-CRATE	SUITABILITY	CATALOG NUM.	NOTES
0.605\19.36	~620	Interior / Exterior Use For Walls / Floring	EN4039	Cardboard Box / Crate Hand Made Concrete
0.605\19.36	~620	Interior / Exterior Use For Walls / Floring	EN4040	Cardboard Box / Crate Hand Made Concrete
0.605\19.36	~620	Interior / Exterior Use For Walls / Floring	EN4041	Cardboard Box / Crate Hand Made Concrete
0.605\19.36	~620	Interior / Exterior Use For Walls / Floring	EN4042	Cardboard Box / Crate Hand Made Concrete
22.18	~710	Interior / Exterior Use For Walls / Floring	EN4044	Hand Made Concrete
22.18	~710	Interior / Exterior Use For Walls / Floring	EN4043	Hand Made Concrete

General Material Performance Data

							
	Dimensions Tolerance	Bending Strength	Abrasion Resistance	Reaction To Fire	Slip / Skid	Water Absorption	Freeze / Thaw Resistance
* Tested according to NP EN1339 standart	Class 3(R) ±2mm	Class 2(T) ≥4mpa	Class 4(I) ≤20mm	A1	Satisfactory	Class 2(B) ≤6% as a mean	Class 3(D) ≤1.0 kg/M <sup>2</sup>

# COLOUR PALETTE

---

001

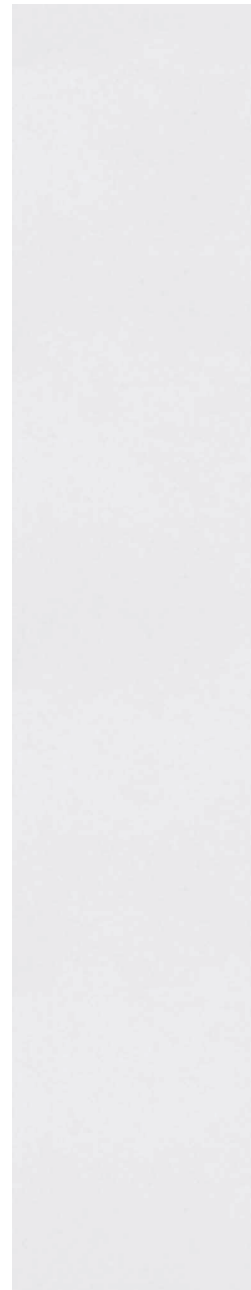
010

011

012

013

---



---

014

019

020

030

031

---

