

# V I S

TOCCO SIGNORILE . A NOBLE TOUCH



**L A F A E N Z A**  
TILE WITH STYLE

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A brand of  
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# V I S

T O C C O S I G N O R I L E . A N O B L E T O U C H

VIS fa il suo ingresso nel catalogo LaFaenza.

Una contrapposizione voluta tra l'essenza più profonda del Brand, morbida ed accogliente, e la componente "maschile", apparentemente opposta.

Un gioco di parole, curiosamente unite, che nella forma latina di 'forza', trovano l'unione: da una parte uno stile asciutto e minimale, dall'altro un'attenta ricerca, tipicamente femminile, delle nuance, dai timbri caldi ed avvolgenti. VIS rappresenta un attento studio sulle superfici e sui colori il cui plus sta nella capacità di richiamare su se stesso contemporaneamente l'essenza dell'intonaco, del cemento e al contempo la pura neutralità della tinta unita.

VIS, una proposta "premium" poiché incarna il massimo tecnologico ad oggi riconosciuto nell'ambito della produzione ceramica: un unico spessore sottile, il 6.5 mm, su tutti e sei i formati che compongono la gamma, dalla lastra 120x240 fino al piccolo 30x60.

VIS in verde militare, middle grey, argento, bianco, almond e taupe: i nuovi colori di tendenza firmati LaFaenza.

Una sola parola d'ordine: raffinatezza.

VIS takes its place in the LaFaenza catalogue.

A deliberate contrast between the Brand's most profound, soft and welcoming essence and the apparently opposing "masculine" component.

A curiously complicit play of words which, in their Latin form of 'strength', find union: on the one hand, a clean, minimalist style, on the other, an precise, typically feminine search for nuances with warm, enveloping tones. VIS is a careful study of surfaces and their colours whose bonus lies in the ability to simultaneously attract the essence of plaster and cement to itself and, at the same time, the pure neutrality of the solid colour.

VIS is a "premium" proposal as it encompasses the best technology currently available for tile production: a single slim thickness of 6.5 mm on all six formats in the range, from the 120x240 slab to the small 30x60.

VIS in military green, middle grey, silver, white, almond and taupe: LaFaenza's latest range of colours.

In a word: sophistication.

# V I S

VISIONI DI STILE  
STYLE VISIONS

TOCCO SIGNORILE . A NOBLE TOUCH



ICONICO. ESCLUSIVO  
ICONIC. EXCLUSIVE  
P 4

CLASSICO. CHIC  
CLASSIC. CHIC  
P 12

RAFFINATO. MISURATO  
REFINED. MEASURED  
P 18

MODERNO. STILOSO  
MODERN. STYLISH  
P 22

MASCHILE. PERFETTO  
MASCULINE. PERFECT  
P 26

# V I S

ICONICO.  
ESCLUSIVO.

ICONIC.  
EXCLUSIVE.



VIS6 240AG RM - VIS6 12TP RM



V I S



VIS6 120W RM - VIS6 12W RM



VIS6 120W RM - VIS6 12VM RM

# V I S

CLASSICO.  
CHIC.

CLASSIC.  
CHIC.



VIS6 240A RM



V I S



VIS6 120W RM - VIS6 12W RM - VIS6 DK 240W

# V I S

RAFFINATO.

MISURATO.

REFINED.

MEASURED.



VIS6 120TP RM - VIS6 240A RM

V I S



VIS6 120TP RM - VIS6 240A RM

V I S

MODERNO.  
STILOSO.

MODERN.  
STYLISH.



VIS6 12VM RM



# V I S

MASCHILE.  
PERFETTO.

MASCULINE.  
PERFECT.



VIS6 240MG RM - VIS6 120MG RM



VIS6 90MG RM



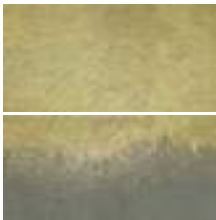


VIS

| VM                                                                                  | code          |     | info     |
|-------------------------------------------------------------------------------------|---------------|-----|----------|
|   | VIS6 240VM RM | 6,5 | <b>N</b> |
| 120x240 - 48"x95"                                                                   |               |     |          |
|    | VIS6 120VM RM | 6,5 | <b>N</b> |
| 120x120 - 48"x48"                                                                   |               |     |          |
|    | VIS6 90VM RM  | 6,5 | <b>N</b> |
| 90x90 - 36"x36"                                                                     |               |     |          |
|    | VIS6 12VM RM  | 6,5 | <b>N</b> |
| 60x120 - 24"x48"                                                                    |               |     |          |
|    | VIS6 60VM RM  | 6,5 | <b>N</b> |
| 60x60 - 24"x24"                                                                     |               |     |          |
|  | VIS6 36VM RM  | 6,5 | <b>N</b> |
| 30x60 - 12"x24"                                                                     |               |     |          |
|  | MK.VIS6 30VM  | 6,5 | <b>N</b> |
| 30x30 - 12"x12"                                                                     |               |     |          |



VIS6 DK 240VM  
120x240 - 48"x95"



VIS6 DK 120VM  
120x120 - 48"x48"



VIS

| TP                                                                                    | code          |     | info     |
|---------------------------------------------------------------------------------------|---------------|-----|----------|
|    | VIS6 240TP RM | 6,5 | <b>N</b> |
| 120x240 - 48"x95"                                                                     |               |     |          |
|    | VIS6 120TP RM | 6,5 | <b>N</b> |
| 120x120 - 48"x48"                                                                     |               |     |          |
|    | VIS6 90TP RM  | 6,5 | <b>N</b> |
| 90x90 - 36"x36"                                                                       |               |     |          |
|    | VIS6 12TP RM  | 6,5 | <b>N</b> |
| 60x120 - 24"x48"                                                                      |               |     |          |
|    | VIS6 60TP RM  | 6,5 | <b>N</b> |
| 60x60 - 24"x24"                                                                       |               |     |          |
|  | VIS6 36TP RM  | 6,5 | <b>N</b> |
| 30x60 - 12"x24"                                                                       |               |     |          |
|  | MK.VIS6 30TP  | 6,5 | <b>N</b> |
| 30x30 - 12"x12"                                                                       |               |     |          |



VIS6 DK 240TP  
120x240 - 48"x95"



VIS6 DK 120TP  
120x120 - 48"x48"





| A                                                                                   | code         |     | info                                                                                  |
|-------------------------------------------------------------------------------------|--------------|-----|---------------------------------------------------------------------------------------|
|   | VIS6 240A RM | 6,5 |    |
| 120x240 - 48"x95"                                                                   |              |     |                                                                                       |
|    | VIS6 120A RM | 6,5 |    |
| 120x120 - 48"x48"                                                                   |              |     |                                                                                       |
|    | VIS6 90A RM  | 6,5 |    |
| 90x90 - 36"x36"                                                                     |              |     |                                                                                       |
|    | VIS6 12A RM  | 6,5 |    |
| 60x120 - 24"x48"                                                                    |              |     |                                                                                       |
|    | VIS6 60A RM  | 6,5 |    |
| 60x60 - 24"x24"                                                                     |              |     |                                                                                       |
|  | VIS6 36A RM  | 6,5 |  |
| 30x60 - 12"x24"                                                                     |              |     |                                                                                       |
|  | MK.VIS6 30A  | 6,5 |  |
| 30x30 - 12"x12"                                                                     |              |     |                                                                                       |



VIS6 DK 240A  
120x240 - 48"x95"



VIS6 DK 120A  
120x120 - 48"x48"



| W                                                                                     | code         |     | info                                                                                  |
|---------------------------------------------------------------------------------------|--------------|-----|---------------------------------------------------------------------------------------|
|    | VIS6 240W RM | 6,5 |    |
| 120x240 - 48"x95"                                                                     |              |     |                                                                                       |
|    | VIS6 120W RM | 6,5 |    |
| 120x120 - 48"x48"                                                                     |              |     |                                                                                       |
|    | VIS6 90W RM  | 6,5 |    |
| 90x90 - 36"x36"                                                                       |              |     |                                                                                       |
|    | VIS6 12W RM  | 6,5 |    |
| 60x120 - 24"x48"                                                                      |              |     |                                                                                       |
|    | VIS6 60W RM  | 6,5 |    |
| 60x60 - 24"x24"                                                                       |              |     |                                                                                       |
|  | VIS6 36W RM  | 6,5 |  |
| 30x60 - 12"x24"                                                                       |              |     |                                                                                       |
|  | MK.VIS6 30W  | 6,5 |  |
| 30x30 - 12"x12"                                                                       |              |     |                                                                                       |



VIS6 DK 240W  
120x240 - 48"x95"



VIS6 DK 120W  
120x120 - 48"x48"





VIS



| AG                                                                                  | code          |     | info     |
|-------------------------------------------------------------------------------------|---------------|-----|----------|
|   | VIS6 240AG RM | 6,5 | <b>N</b> |
| 120x240 - 48"x95"                                                                   |               |     |          |
|    | VIS6 120AG RM | 6,5 | <b>N</b> |
| 120x120 - 48"x48"                                                                   |               |     |          |
|    | VIS6 90AG RM  | 6,5 | <b>N</b> |
| 90x90 - 36"x36"                                                                     |               |     |          |
|    | VIS6 12AG RM  | 6,5 | <b>N</b> |
| 60x120 - 24"x48"                                                                    |               |     |          |
|    | VIS6 60AG RM  | 6,5 | <b>N</b> |
| 60x60 - 24"x24"                                                                     |               |     |          |
|  | VIS6 36AG RM  | 6,5 | <b>N</b> |
| 30x60 - 12"x24"                                                                     |               |     |          |
|  | MK.VIS6 30AG  | 6,5 | <b>N</b> |
| 30x30 - 12"x12"                                                                     |               |     |          |



VIS6 DK 240AG  
120x240 - 48"x95"



VIS6 DK 120AG  
120x120 - 48"x48"



VIS



| MG                                                                                    | code          |     | info     |
|---------------------------------------------------------------------------------------|---------------|-----|----------|
|    | VIS6 240MG RM | 6,5 | <b>N</b> |
| 120x240 - 48"x95"                                                                     |               |     |          |
|    | VIS6 120MG RM | 6,5 | <b>N</b> |
| 120x120 - 48"x48"                                                                     |               |     |          |
|    | VIS6 90MG RM  | 6,5 | <b>N</b> |
| 90x90 - 36"x36"                                                                       |               |     |          |
|    | VIS6 12MG RM  | 6,5 | <b>N</b> |
| 60x120 - 24"x48"                                                                      |               |     |          |
|    | VIS6 60MG RM  | 6,5 | <b>N</b> |
| 60x60 - 24"x24"                                                                       |               |     |          |
|  | VIS6 36MG RM  | 6,5 | <b>N</b> |
| 30x60 - 12"x24"                                                                       |               |     |          |
|  | MK.VIS6 30MG  | 6,5 | <b>N</b> |
| 30x30 - 12"x12"                                                                       |               |     |          |



VIS6 DK 240MG  
120x240 - 48"x95"



VIS6 DK 120MG  
120x120 - 48"x48"



VIS6 120VM RM

COLOR BODY PORCELAIN TILE - GRES PORCELLANATO COLORATO IN MASSA  
CONFORME - ACCORDING TO  
UNI EN 14411 – G Bla



|                       |  |  |  | VM           | TP           | A           | W           | AG           | MG           |
|-----------------------|--|--|--|--------------|--------------|-------------|-------------|--------------|--------------|
| 6x60<br>2.4"x24"      |  |  |  | VIS6 BT60VM  | VIS6 BT60TP  | VIS6 BT60A  | VIS6 BT60W  | VIS6 BT60AG  | VIS6 BT60MG  |
| 6x90<br>2.4"x36"      |  |  |  | VIS6 BT90VM  | VIS6 BT90TP  | VIS6 BT90A  | VIS6 BT90W  | VIS6 BT90AG  | VIS6 BT90MG  |
| 6x120<br>2.4"x48"     |  |  |  | VIS6 BT120VM | VIS6 BT120TP | VIS6 BT120A | VIS6 BT120W | VIS6 BT120AG | VIS6 BT120MG |
| 120x32,5<br>48"x12.8" |  |  |  | VIS6 G120VM  | VIS6 G120TP  | VIS6 G120A  | VIS6 G120W  | VIS6 G120AG  | VIS6 G120MG  |

IMBALLI - PACKING

| FORMATO NOMINALE<br>NOMINAL FORMAT | BORDO<br>EDGE | SPESSORE<br>THICKNESS | SCATOLA<br>BOX |       |       | PALLET     |       |         |
|------------------------------------|---------------|-----------------------|----------------|-------|-------|------------|-------|---------|
|                                    |               |                       | PZ/ PCS        | MQ/SM | KG    | BOX/ BOXES | MQ/SM | KG      |
| 120x240 - 48"x95"                  | rectified     | 6,5                   | 1              | 2,88  | 45,25 | 20         | 57,60 | 925,00  |
| 120x120 - 48"x48"                  | rectified     | 6,5                   | 2              | 2,88  | 45,44 | 30         | 86,40 | 1383,25 |
| 60x120 - 24"x48"                   | rectified     | 6,5                   | 4              | 2,88  | 43,48 | 16         | 46,08 | 715,73  |
| 60x60 - 24"x24"                    | rectified     | 6,5                   | 5              | 1,80  | 26,72 | 32         | 57,60 | 874,93  |
| 30x60 - 12"x12"                    | rectified     | 6,5                   | 9              | 1,62  | 24,22 | 40         | 64,80 | 988,60  |
| 90x90 - 36"x36"                    | rectified     | 6,5                   | 3              | 2,43  | 37,14 | 22         | 53,46 | 837,12  |
| 30x30 - 12"x12"                    | mosaic        | 6,5                   | 6              | 0,54  | 7,48  | 72         | 38,88 | 558,42  |

CARATTERISTICHE TECNICHE SPECIFICHE - TECHNICAL FEAUTURES SPECIFICATIONS

|     | DIN 51130<br>(R) | DIN 51097<br>(A+B+C) | BCR REP. CEC<br>6/81 |      | DM 14/6/89<br>N. 236 |      | PENDULUM<br>TEST BS<br>(INGLESE) | PENDULUM<br>TEST AS/NZS<br>4856:2004<br>(AUSTRALIANO) | PENDULUM<br>TEST UNE ENV<br>12633:2003<br>(SPAGNOLO) | BOT 3000<br>(DCOF) |
|-----|------------------|----------------------|----------------------|------|----------------------|------|----------------------------------|-------------------------------------------------------|------------------------------------------------------|--------------------|
|     |                  |                      | g.a.                 | g.b. | c.a.                 | g.b. |                                  |                                                       |                                                      | average<br>value   |
| VIS | R10              | A                    | >0,4                 | >0,4 | >0,4                 | >0,4 | >36                              | >35                                                   | 2                                                    | >0,42              |





YTS 90MG AS RM

VIS 20MM



TP



A



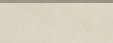
W



MG



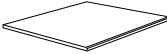
90x90  
36"x36"

|                                                                                    |                |
|------------------------------------------------------------------------------------|----------------|
|  | VIS 90TP AS RM |
|  | VIS 90A AS RM  |
|  | VIS 90W AS RM  |
|  | VIS 90MG AS RM |

COLOR BODY PORCELAIN TILE - GRES PORCELLANATO COLORATO IN MASSA  
CONFORME - ACCORDING TO  
UNI EN 14411 – G Bla



TP                      A                      W                      MG

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                   |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|
| <div>90x90<br/>36"x36"</div> <div></div> <div><div>SQUARE BORDER* costa lucida<br/>SQUARE BORDER* polished edge</div></div> <div></div> | <div>VIS SB90TP AS</div> <div>VIS SB90A AS</div> <div>VIS SB90W AS</div> <div>VIS SB90MG AS</div> |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                   |

\* Angolari disponibili a richiesta. / Angle bracket available on request.

IMBALLI - PACKING

| FORMATO NOMINALE<br>NOMINAL FORMAT | BORDO<br>EDGE | SPESSORE<br>THICKNESS | SCATOLA<br>BOX |       |       | PALLET     |       |         |
|------------------------------------|---------------|-----------------------|----------------|-------|-------|------------|-------|---------|
|                                    |               |                       | PZ/ PCS        | MQ/SM | KG    | BOX/ BOXES | MQ/SM | KG      |
| 90x90 - 36"x36"                    | rectified     | 20                    | 1              | 0,81  | 36,99 | 30         | 24,30 | 1129,75 |

CARATTERISTICHE TECNICHE SPECIFICHE - TECHNICAL FEATURES SPECIFICATIONS

|        | DIN 51130<br>(R) | DIN 51097<br>(A+B+C) | BCR REP. CEC<br>6/81 |      | DM 14/6/89<br>N. 236 |      | PENDULUM<br>TEST BS<br>(INGLESE) | PENDULUM<br>TEST AS/NZS<br>4856:2004<br>(AUSTRALIANO) | PENDULUM<br>TEST UNE ENV<br>12633:2003<br>(SPAGNOLO) | BOT 3000<br>(DCOF) |
|--------|------------------|----------------------|----------------------|------|----------------------|------|----------------------------------|-------------------------------------------------------|------------------------------------------------------|--------------------|
|        |                  |                      | g.a.                 | g.b. | c.a.                 | g.b. |                                  |                                                       |                                                      | average<br>value   |
| VIS AS | R11              | B+C                  | >0,4                 | >0,4 | >0,4                 | >0,4 | >36                              | >45                                                   | 3                                                    | >0,42              |

CARATTERISTICHE TECNICHE SPECIFICHE GRES PORCELLANATO

TECHNICAL FEATURES SPECIFICATIONS

| CARATTERISTICA<br>SPECIFICATION                                                                                                                                                                             | METODO DI PROVA<br>TEST METHODS | REQUISITI PREVISTI DALLA NORMA<br>REQUIREMENTS IN ACCORDANCE TO THE STANDARDS | VALORE MEDIO<br>AVERAGE VALUE              |         |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------|-------------------------------------------------------------------------------|--------------------------------------------|---------|----------|
|  DIMENSIONI E ASPETTO<br>DIMENSIONS AND APPEARANCE                                                                          | ISO 10545-2                     | PROSPETTO G.1<br>PROSPECT G.1                                                 | CONFORME<br>COMPLIANT                      |         |          |
|  ASSORBIMENTO D'ACQUA<br>WATER ABSORPTION                                                                                   | ISO 10545-3                     | ≤0,5%                                                                         | <0,1%                                      |         |          |
|  RESISTENZA A FLESSIONE<br>FLEXURAL RESISTANCE                                                                              | ISO 10545-4                     | min./ммН 35 N/mm²                                                             | >45 N/mm²                                  |         |          |
| SFORZO DI ROTTURA<br>MODULUS OF RUPTURE                                                                                                                                                                     |                                 | SPESSORE / THICKNESS<br>≥7,5 mm: min. 1300N                                   | SPESSORE*<br>THICKNESS*                    | 6,5 mm* | 1800 N*  |
|                                                                                                                                                                                                             |                                 |                                                                               |                                            | 10 mm*  | 3000 N*  |
|                                                                                                                                                                                                             |                                 |                                                                               |                                            | 20 mm*  | 13000 N* |
|  RESISTENZA ALL'ABRAZIONE PROFONDA<br>DEEP ABRASION RESISTANCE                                                              | ISO 10545-6                     | ≤175 mm³                                                                      | <140 mm³                                   |         |          |
|  COEFFICIENTE DILATAZIONE TERMICA LINEARE (α)<br>LINEAR EXPANSION THERMIC COEFFICIENT                                       | ISO 10545-8                     | METODO DISPONIBILE<br>AVAILABLE ON REQUEST                                    | ≤ 7x10 <sup>-6</sup> °C-1                  |         |          |
|  RESISTENZA AGLI SBALZI TERMICI<br>RESISTANCE TO SUDDEN TEMPERATURE CHANGES                                                | ISO 10545-9                     | METODO DISPONIBILE<br>AVAILABLE ON REQUEST                                    | RESISTE<br>RESISTANT                       |         |          |
|  RESISTENZA AL GELO<br>FROST RESISTANCE                                                                                   | ISO 10545-12                    | RICHIESTA<br>ALWAYS TESTED                                                    | RESISTE<br>RESISTANT                       |         |          |
|  PRODOTTI CHIMICI AD USO DOMESTICO<br>ED ADDITIVI PER PISCINA<br>HOUSEHOLD CHEMICALS AND SWIMMING POOL<br>WATER CLEANSERS | ISO 10545-13                    | min. B<br>ммН. B                                                              | min. B<br>ммН. B                           |         |          |
| ACIDI ED ALCALI A BASSA CONCENTRAZIONE<br>ACIDS AND LOW CONCENTRATION ALKALIS                                                                                                                               |                                 | DA LA, LB A LC<br>FROM LA, LB TO LC                                           | DA LA, LB A LC<br>FROM LA, LB TO LC        |         |          |
| ACIDI ED ALCALI AD ALTA CONCENTRAZIONE<br>ACIDS AND HIGH CONCENTRATION ALKALIS                                                                                                                              |                                 | METODO DISPONIBILE<br>AVAILABLE ON REQUEST                                    | METODO DISPONIBILE<br>AVAILABLE ON REQUEST |         |          |
|  RESISTENZA ALLE MACCHIE UGL<br>STAIN RESISTANCE UGL                                                                      | ISO 10545-14                    | METODO DISPONIBILE<br>AVAILABLE ON REQUEST                                    | METODO DISPONIBILE<br>AVAILABLE ON REQUEST |         |          |
| RESISTENZA ALLE MACCHIE GL<br>STAIN RESISTANCE GL                                                                                                                                                           |                                 | min. 3<br>ммН. 3                                                              | min. 3<br>ммН. 3                           |         |          |

\*VALORI RIFERITI AL FORMATO 60X60 - VALUES REFERRED TO 60X60 SIZE

INDICAZIONI D'USO INDICATIONS FOR USE

 PAVIMENTO FLOOR TILES

 RIVESTIMENTO WALL TILES

DESTINAZIONI D'USO SUGGESTED APPLICATIONS

 ABITAZIONI DOMETISC PURPOSE

 COMMERCIALE LEGGERO TILES FOR LIGHT COMMERCIAL

 COMMERCIALE RETAIL

 ESTERNI OUTDOOR FLOOR

FINITURA FINISH

 NATURALE NATURAL

ASPETTO SUPERFICIALE FINISH

 OPACO MATT

BORDO EDGE

 RETTIFICATO MONOCALIBRO MONOCALIBER, RECTIFIED

STONALIZZAZIONE SHADE VARIATION

V2

CARATTERISTICHE DI VENDITA  
SALES CHARACTERISTICS

 IMBALLO  
Packaging

 Prodotto venduto al pezzo.  
Product sold per item

Tutti i nostri prodotti, sia al mq che al pezzo, sono  
venduti unicamente a scatola completa.  
All our products are sold only in complete boxes, whether the unit of  
measure is per item or per square metre.

**INDICAZIONI D'USO**  
INDICATIONS FOR USE

