

PRESS INFORMATION | 2023

Craft Extended

FOR ANY SCALE AND ALL DIMENSIONS

When it comes to handcrafted charm and deep glossy glaze, it's Craft. The strong appearance of the series has now been given an "Extended Version", which comes up with more flexible special production options and longer formats. Stimulated by the idea that architecture as an urban building block can reflect an individual attitude to life and create a quality of experience, Craft Extended with formats of up to 50 cm offers new design possibilities for innovative façade design. In addition to the impressive gestures of its elongated formats, the series extension once again convinces with a wide range of colours.



Residential neighbourhood Zurich, Switzerland: Bellariarain

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Visually, haptically, technologically: with its "extended version", the Craft series reinvents itself for the current façade trends. Instead of being fired for many hours in a traditional tunnel kiln, the long aprons of the Craft Extended are fired in a modern roller kiln and thus achieve their characteristic properties. The result: profiled, individually producible beauties of form in extra long finish at a long-lasting level. Eight trendy colours, complemented

by three flamed shades, result in a colour palette that is close to the family, but is shaped independently by the production technique. It is clear that the Craft Extended is the subject of innovative projects and designs.

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