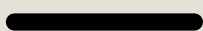


cifrecerámica



Corporate Presentation '**23**



WE ARE A GREAT GROUP...



Who are we?

From the origin of our roots and the sum in common of the most intrinsic values of three solid and established corporations in the industry, Grupo Argenta is born, a nexus of union between Azuvi, Cifre and Argenta, three large manufacturers and marketers of ceramics of family origin born in the epicentre of the national

ceramic industry, with a common goal, to talk about ceramics working from the people, by and for the people, providing solutions for the world of architecture under a very particular vision focused on design and innovation.

A close and familiar group

Argenta Group is made up of three ceramic brands with different backgrounds, pretexts and chronologies. Three paths that each start from a different point of origin but that end up intertwining in the present, with the aim of moving forward together, uniting under a gaze set on the future.



cifrecerámica

PRESENTACIÓN CORPORATIVA



cifre

c e r á m i c a

**It is the union of
two of our division**



cifre

c e r á m i c a

zenon

Ceramics division.

**Bathroom
furniture division.**

Architorium

Space for architecture

Brick&more

Small formats

Xlife

Large formats

Xlife fusion

Ceramic bathroom furniture

Shower trays

Bathroom furniture

Washbasins

Floor-standing washbasins

Bathtubs

Replacement panels

Bathroom countertops

Mirrors



Our mission

To develop ceramic products that transmit emotion and affection to spaces and provide them with quality, functionality and aesthetics.

To inspire and promote our customers' projects.

We offer them not only a catalogue rich in formats, designs and finishes, but also customised solutions to each challenge they pose us.

Our philosophy

Cifre Ceramica is a company where innovative design gives shape to universal solutions in architecture and interior design projects. Our materials are transformed into instruments at the service of professionals to give shape to private and commercial spaces.

For us, people are as important as materials. The quality of our products is combined with the commitment of our team and with a customer service dedicated to meeting your every need.

Active listening

Detecting the needs of our customers is the key to meaningful innovation. We have introduced in our catalogue all the variety that ceramics can offer to create global solutions for all types of projects.



Teamwork

Offering the best product with the best service is only possible if we take on the challenges posed by new projects together. At Cifre we are constantly investing to introduce the latest production and decorative techniques and to offer the best of ourselves.



Passion for innovation

We want our products to be a useful tool for architects, interior designers and builders. That is why we have created a diverse offer that is based not only on the latest technological innovations in manufacturing, but also on the market reality of many professionals.





Nuestra
historia

from a
small
family
business...

The history of Cifre Cerámica is that of a family that in May 1980 opened a small business.

Eleven years later, in 1991, this small business became Cifre Cerámica SL.

Initially, Cifre Cerámica marketed products from other manufacturers, but at the end of the 1990s Cifre Cerámica began to design its own products, to rent production lines from local factories and to distribute its own products on the national market.

... to a large
manufacturer

It was in the year 2000 when the company's owners decided to acquire a 10,000 m²/day production plant.

After this acquisition, Cifre Cerámica started to produce its products internally and became a manufacturer, without losing its vocation as a distributor and marketer. And since the year 2000, the Cifre property has done nothing but grow, multiplying its production by 15 times.

Our production capacity is over 60 million m².



At present

- **We are present in 135 countries.**
- **Sales 2022 : 141.332.965 €.**
- **73% Exports**
- **27% Domestic**

Team

A great team of people working side by side with you...

If there is one thing that sets us apart at Cifre Cerámica, it is nothing more than enjoying what we do. Our hallmark is our service to our customers, our closeness to them.

Most of our sales representatives have been part of the Cifre Cerámica team for many years, which means that our relationship with our customers is long and intense.

We do not understand our business without being in conjunction with our customers. Their problems and their needs are our problems and our needs.

Each of our customers have a highly qualified sales team perfectly identified to attend to their needs with a direct, personalised and very close treatment.

The stability of the Cifre Cerámica team translates into stability in the relationship with our customers.

1

**Great
objective.**

39

**Years
of experience.**

150

**People
at your service.**



Logistics

Our entire freight and logistics department is fully computerised.



Offering a fast and quality service to our customers is one of Cifre Cerámica's main priorities.

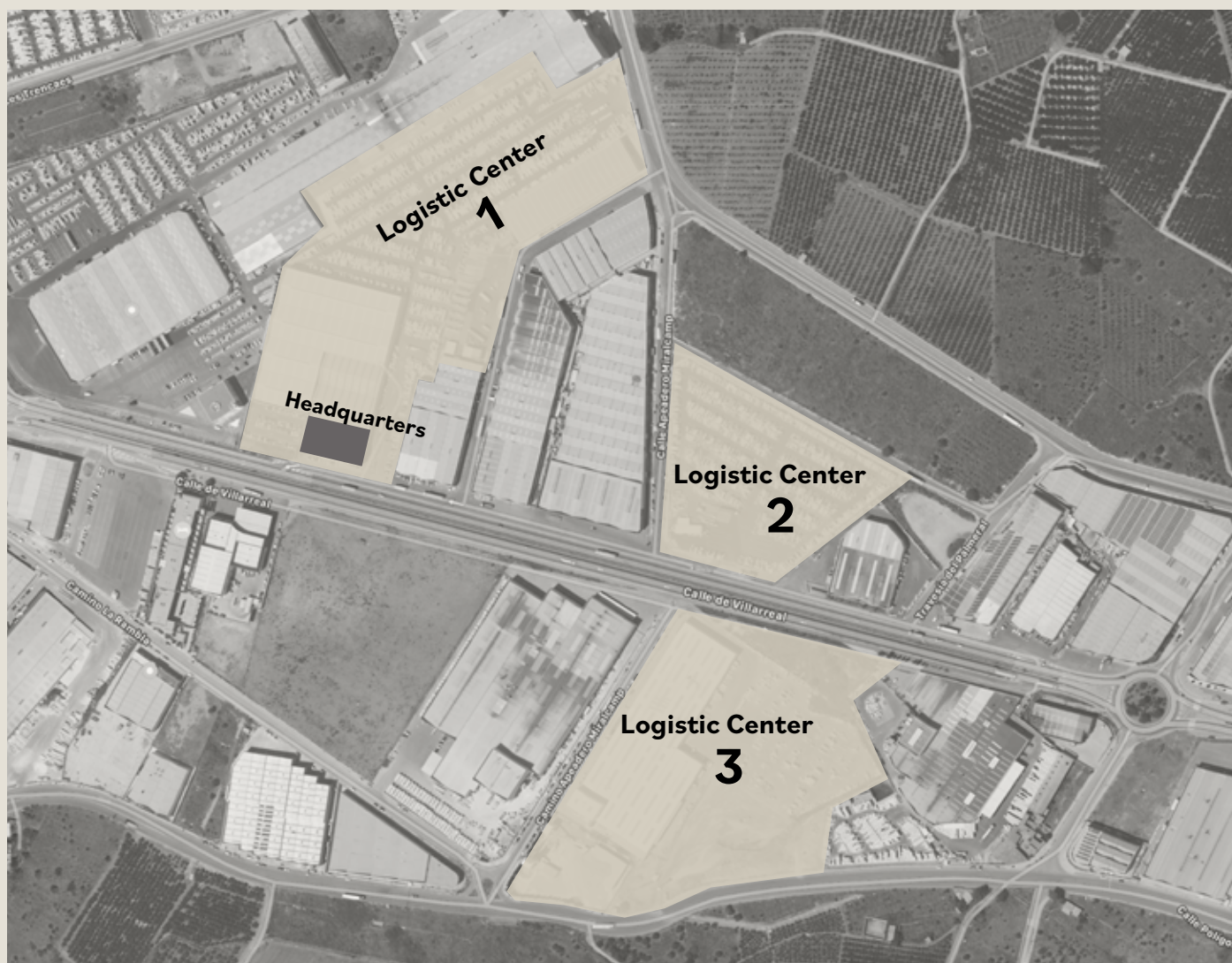
With this, there are now more than 115,000 square metres that Cifre allocates to logistics to facilitate its customers' loads.

The three areas, in the vicinity of our showroom, have the capacity to house around 140,000 pallets, all covered, and have a total of 17 loading points.



Logistic Centers

All our logistics centres are fully covered for better stock storage.



Logistic Centers



CL1

Logistic Center 1

Plot area
50.000 m²

Promotion Area
3.300 m²

Capacity
61.706 Pallets



CL2

Logistic Center 2

Plot area
20.500 m²

Capacity
30.900 Pallets



CL3

Logistic Center 3

Plot area
45.000 m²

Capacity
50.000 Pallets

Central Offices

Our modern headquarters reflect our commitment to innovation, efficiency and the well-being of our employees.

Our new 1,753 m² offices encourage collaboration and creativity.

They feature modern, bright design, state-of-the-art technological equipment, collaborative

spaces, wellness areas, and a commitment to sustainability.

A symbol of our commitment to growth and excellence, visit us and experience this innovative work environment!



Showroom

A large
showroom
with the latest
trends...

We have a large showroom,
recently expanded and
renovated, which becomes
our biggest showcase of
products.

A space of 1800 m² of
inspiration and trend, where
you can find all our ceramic
proposals, a laboratory of
ideas and trends available to
our customers.





International fairs

Cifre Ceramica is actively involved in two of the most prominent and relevant events in the ceramics sector worldwide, demonstrating our commitment to excellence and global presence in this constantly evolving industry.



Cersaie | Bologna | Italy



Coverings | USA



at
home
together.



At Cifre Cerámica we know how important it is to feel at home, to connect with those close to you, to celebrate life together.

That's why we celebrate our Open Days that take place during the dates of Cevisama

For a few days we turn our headquarters into a home and make our showroom a meeting point.

Because we have more reasons than ever to meet again, to reconnect and to continue drawing together the future of the sector.

These days are the perfect opportunity to get to know the new products in our catalogue through an immersive experience in our 1900 m² exhibition space.



Corporate Social Responsibility

Cifre Ceramica is an active collaborator of esportiu Vila-real. A local club in the province of Castellón, with a sports school, promoting the practice of sport, healthy lifestyles and a spirit of self-improvement.



Product and design

"At Cifre Cerámica we have an extensive catalogue of quality, avant-garde and trendy ceramic products".

We are leaders in development and products, with an endless number of new formats and we are at the forefront of the latest ceramic trends.

To date, we produce porous tiles in white and red body, red body stoneware and porcelain tiles in all types of finishes and in a multitude of formats.

From the small 10x10 cm to our product Xlife of 120x280 cm, an endless number of possibilities and combinations at the service of our customers.

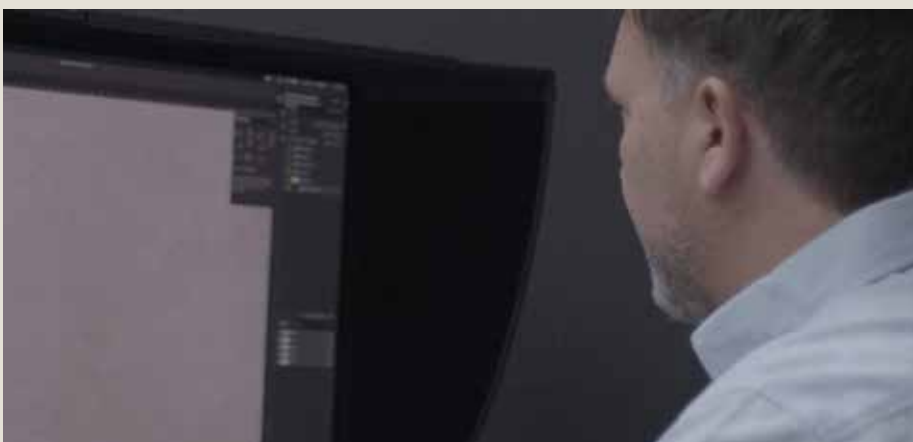
We have a powerful design office where we design and develop all our products from scratch, controlling from the design of the graphics, the production, to the packaging of our pieces. Every piece that is born in Cifre Cerámica is part of us.

Today we produce the most popular formats that are made in traditional ceramics and we have introduced in our production plants new lines where we produce formats such as 120x280 cm. in thickness of only 6mm (slim) and 120x120 cm.

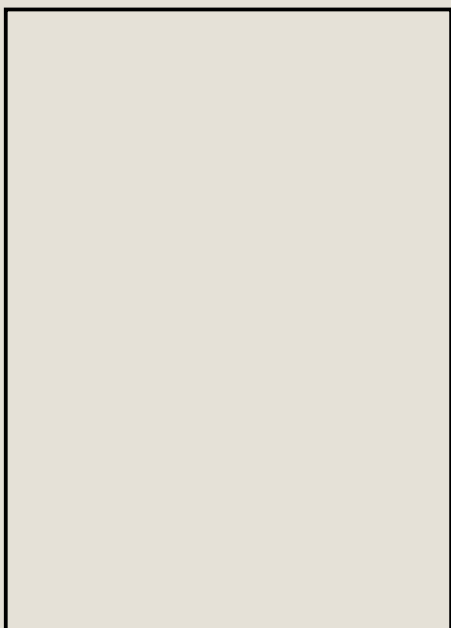
The most innovative technology is present in all our production plants. The best raw materials, the most innovative technology, together with our professionals, make quality go hand in hand with our ceramics.

We manufacture our product in several production centres, meeting the highest quality standards and depending on the production efficiency of each format.

We have a range of more than 90 different formats in our products.



Our own avant-garde design with the best production processes ...





Environment

Our product is manufactured under the strictest quality controls, and complies with all environmental regulations...

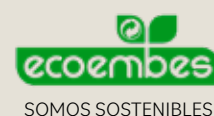
At Cifre Cerámica we are concerned about caring for our surroundings and preserving the environment. For this reason, from the very beginning it has been a priority to improve the production system in order to minimise the impact on the environment.

We reduce the transport of raw materials to a minimum and use cogeneration systems that allow us to be more efficient and use less energy resources. Information and transparency are key to understanding corporate responsibility. Therefore, to certify the environmental performance of our product, we have an EPD (Environmental Product Declaration) that certifies our porcelain tiles.

In our production plants, we reuse 100% of the water in our manufacturing processes, all waste from all processes is recycled.

Our packaging is 100% recyclable. Our products are produced under the premise of optimising the energy consumed and we are also committed to the integrated management of packaging through an integrated recycling system (Ecoembes system).

At Cifre Cerámica we respect the environmental regulations and legislation of each of the countries in which we market our products.



Environment



SOMOS SOSTENIBLES

Ecoembes is the non-profit environmental organisation created to ensure that packaging companies comply with their obligations to recover and recycle household packaging waste established in national and EU regulations in the most efficient and sustainable way possible, guaranteeing their circularity.

At Cifre Cerámica we ensure that all links in this chain collaborate effectively and are aligned with the goal of a more circular and sustainable world.

We work together with eco-members to ensure that our waste is managed and recycled correctly.



Environmental Product Declaration of the DAPcons®

UNE-EN ISO 14025

Registration
DAPcons®002.023

Cifreceramica has made an environmental product declaration (EPD) that has been verified and registered in the DAP construction programme. The EPD includes different porcelain stoneware families that correspond to the following groups Bla and Blb

Environment



Cifre Cerámica, in its firm commitment to the environment, has focused its efforts on innovation and development (R&D&I) and has made continuous investments with the aim of reducing the thickness of its ceramic tiles without compromising their technical characteristics. This initiative has led to a significant reduction in CO₂ emissions into the atmosphere.

Depending on the degree of thickness reduction and the type of body used, a reduction in CO₂ emissions of between 7% and 60% has been achieved. In addition, this process has contributed to the reduction of pollutants such as SO₂ (sulphur) or Volatile Organic Compounds (VOCs) by up to 50%.

With these measures, Cifre Cerámica reaffirms its commitment to environmental sustainability and demonstrates its leadership in the development of eco-friendly solutions in the ceramics industry.

Advantages



XS SLIM

Transport cost savings of up to 40 % by increasing the load on the same trip.

Increases storage capacity by more than 35%.

Ease and lightness of installation.

Possibility of laying on top of other flooring already installed.

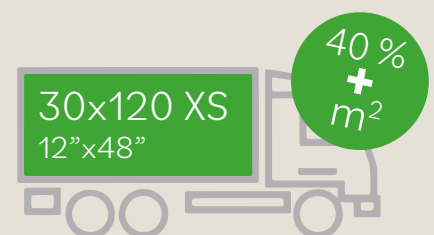
Example

Container 20"

26.000 kg. (Approx)



Pallets = 25 » 1.296 m²



Pallets = 24 » 1.728 m²

Product

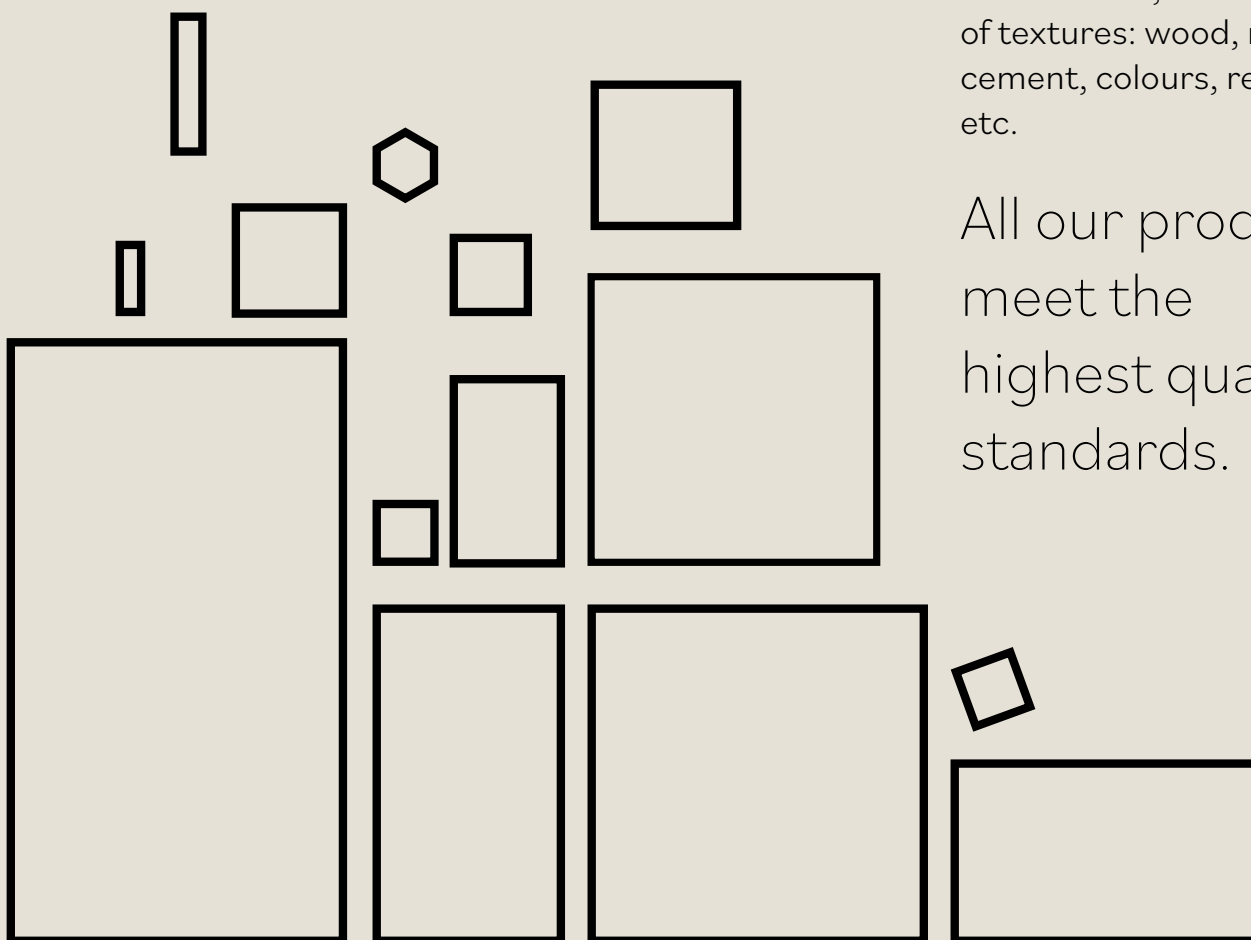
A complete ceramic ecosystem provides our customers with a strong commercial strength.

Cifre Cerámica responds to the new demands of architecture by expanding new product ranges and creating tools for professionals, but also for residential projects.

As mentioned above, we have more than 80 different formats available, from the smallest 10x10 cm to the largest 120x280cm. A whole world of possibilities for architecture and interior design.

In our catalogue we have all kinds of finishes: glossy, matt, polished, lappato, anti-slip, N-plus. 20mm for exteriors, and all kinds of textures: wood, marble, cement, colours, reliefs, etc. etc.

All our products meet the highest quality standards.





Product

ARTECH

technology

It looks to the future thanks to advances such as Artech.



A cutting-edge technology that allows the textures and reliefs of materials such as wood, natural stone or cement to be recreated with total accuracy. The result, functional and decorative surfaces that stimulate both sight and touch.

One of the novelties that we have incorporated into our products has been the introduction of Artech technology, which makes it possible to give greater realism and quality to ceramic pieces by

recreating the textures and reliefs of materials such as cement, wood or marble with total accuracy.

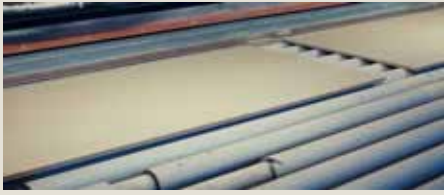
Thus, within the new Artech series, Element stands out, a porcelain tile that recreates textured cement with a smooth finish but with a texture that can be applied in wet areas.

From cement to natural materials, the realism of the new series of the WoodMotion wood-effect tile collection was striking.

Camden and Lorien stood out both for the wide chromatic variety and for the realistic appearance of natural wood. In addition, their variety of graphics and formats make these series one of the best ceramic woods available in the sector today.

Finally, within the series manufactured with Artech technology, Arvora, a black marble effect porcelain tile, stands out.





Product

Tile Quality made in Spain

One way of identifying Spanish ceramic products is the Made in Spain mark embedded in the rib of the tile.



The values that strengthen the tile manufactured in Spain with respect to other countries outside the European Economic Community are the demanding quality controls, compliance with strict environmental regulations and the work used in the design of our products.

For all these reasons, we have the ISO 9001:2015 quality certification



It is also essential to mark **CE** the boxes to indicate that the product comes from the European Economic Community and has passed all the quality controls required by this.

Our products are manufactured under the strictest quality controls and comply with all environmental regulations.



Social Media

We are present in



Instagram



Facebook



Twitter



LinkedIn

www cifrecerámica.com

At Cifre Cerámica we like to keep in touch with our customers, tell them about our news and what we do every day.

That is why we have set up multiple channels that allow us to communicate with our customers on a daily basis.

You can consult our website, our blog.

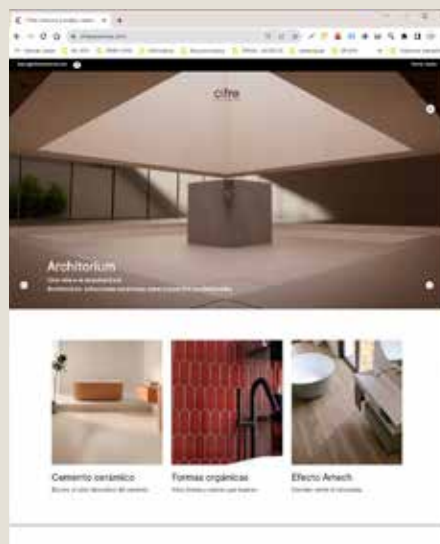
You can find out what inspires us on a daily basis, meet the members of our team or keep up to date with the latest news in the ceramics industry.

We want to offer not only a new design, but also new features that will make our customers and distributors have access to technical information, stock, etc. at all times.

We also have all our catalogues available for download.

Our website has an information manager or PIM, able to offer very updated information about the

cifrereport



availability of our products, something that makes our site an incredibly powerful but also reliable tool.



In our inspiration blog you can find out what we love: from design and architecture classics to the latest trends.

www.cifreceramica.com/tiendas

Others

Tools

#EnterCifre

STOCK STORES



From Cifre Cerámica we offer distributors Cifre Stock, a new digital tool to know the stock of products.

This new functionality, hosted on the web, works through QR codes located on the panels of the shops.

Thus, to find out the stock of a piece, all you have to do is scan the code using your mobile phone. Once inside the application, the user can choose the specific model or filter by parameters such as format, finish or colour. In addition to the stock, the user can consult other information with the technical characteristics of each product.

With this new tool, Cifre Cerámica wants to facilitate the information to the staff of the establishment, as well as to speed up the orders.

Not in vain, it allows to know even in the presence of the customer, the available stock. This facilitates the work of distributors and speeds up sales.

CifreStock can be accessed from the menu on our website or via the following address: **<https://cifreceramica.com/tiendas>**.

The use of the tool is free and it is not necessary to have a username and password, just access the url and follow the steps indicated in the interface.

The website is available in 4 languages, Spanish, English, French and German.

cifre
c e r á m i c a

**Thank you
very much
for your
attention.**