



TIMELESS BEAUTY

STONE ■ MARBLE ■ CONCRETE
WOOD ■ COLOR AND MOTIF

WOOD CONCEPT

new shades of
wood-like gres
15×90; 22×90



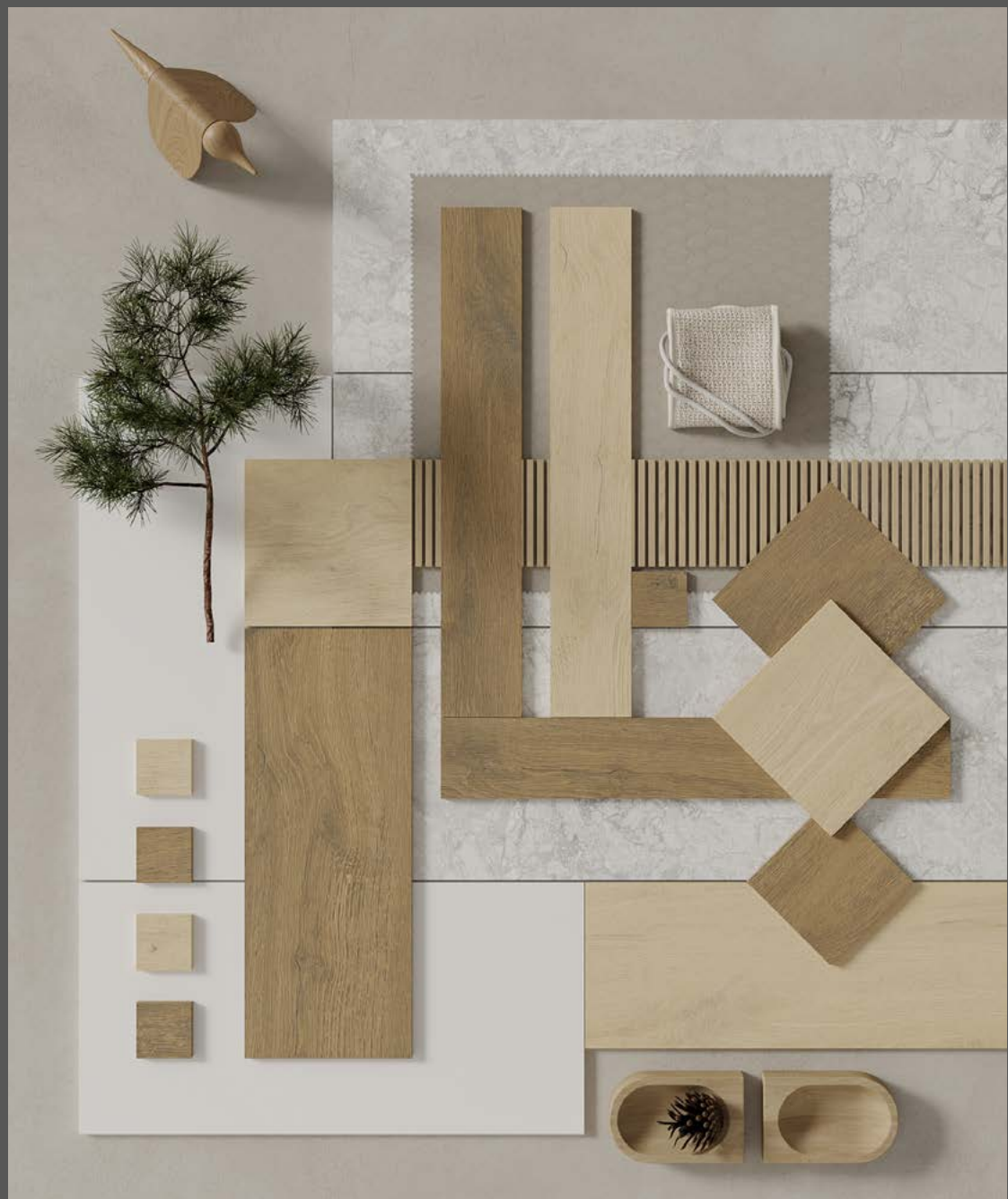
TIMELESS BEAUTY

STONE ■ MARBLE ■ CONCRETE
WOOD ■ COLOR AND MOTIF

The Wood Concept is a blend of modern design with the natural beauty of wood. These wood-like tiles are created for those who desire the warmth and coziness of wood without the need for regular maintenance.

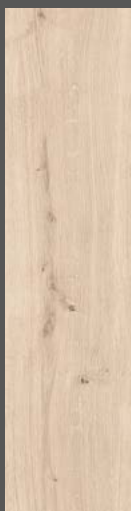
The collection has been enriched with new patterns – Wood Creation and Space Wood. Additionally, we have expanded the Passion Oak collection with 2 new types of planks.

Tiles from the Wood Concept collection not only faithfully replicate the wood pattern but also boast durability and easy maintenance. Every detail, every texture, perfectly mimics natural wood, giving interiors a unique, natural character.



PONADczasowe PIĘKNO

DREWNO



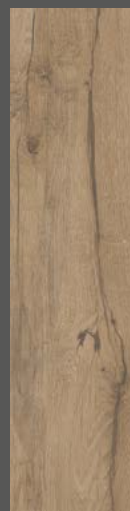
SPACE
WOOD

→ 05



WOOD
CREATION

→ 09



PASSION
OAK

→ 13



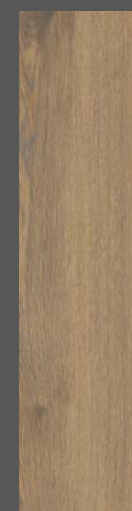
CLASSIC
OAK

→ 19



NORDIC
OAK

→ 26



SELECTED
OAK

→ 30



NATURAL
ASH

→ 34

WHY YOU SHOULD CHOOSE THE **WOOD CONCEPT** COLLECTION?



**TILES FAITHFULLY REPRODUCING
THE NATURE OF WOOD**



GLAZED GRES
exceptional quality and utility parameters



TILES WITH HIGH ANTI-SLIP PARAMETER R9
ensures user safety



PRODUCTS RESISTANT TO TEMPERATURE CHANGES
Frost-resistant, wear-resistant, stain-resistant



MINIMUM GROUT WIDTH



**SUITABLE FOR
UNDERFLOOR HEATING**



TILES FOR BOTH WALLS AND FLOORS



SUITABLE FOR ALL SPACES
- indoor and outdoor, for floors and walls



PRODUCTS MADE FROM NATURAL MATERIALS

SEE AT →



WOOD

SPACE WOOD

Space Wood is a unique collection of wood-like tiles that combines the beauty of wood with modern design. The subtle wood pattern and warm creamy color give the tiles an authentic wood appearance. They are durable and practical, perfect for diverse interiors. This collection brings coziness and elegance to spaces. Space Wood tiles are an excellent solution for those who seek the harmony of nature combined with modernity.



 **opoczno**
1883

WOOD

SPACE WOOD



Light beige color scheme faithfully replicating natural wood



Safe, anti-slip surface



Suitable for underfloor heating

WOOD

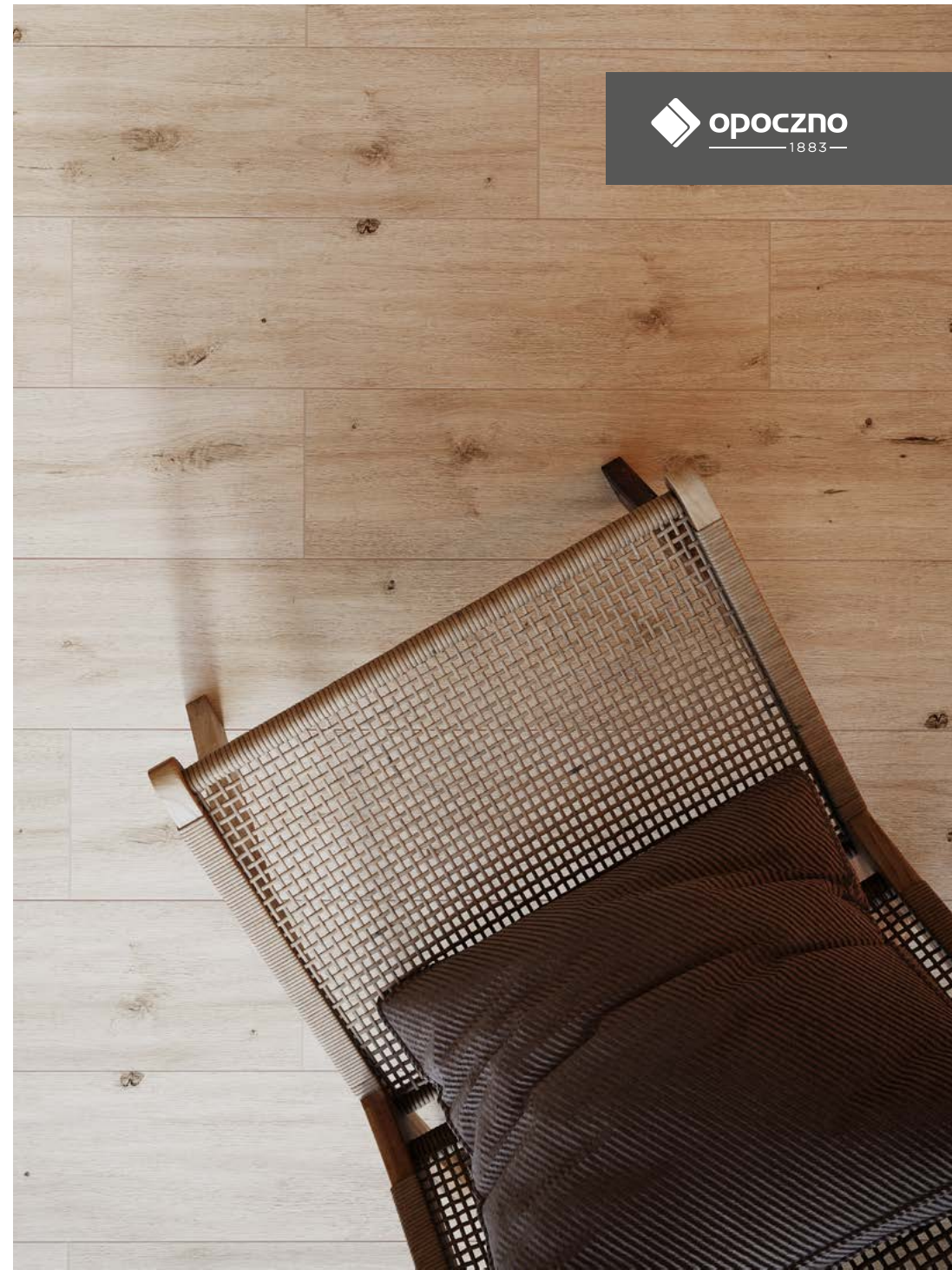
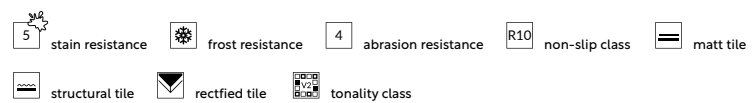
SPACE WOOD



SPACE WOOD cream matt rect

22.1 × 8.9

W542-020-1



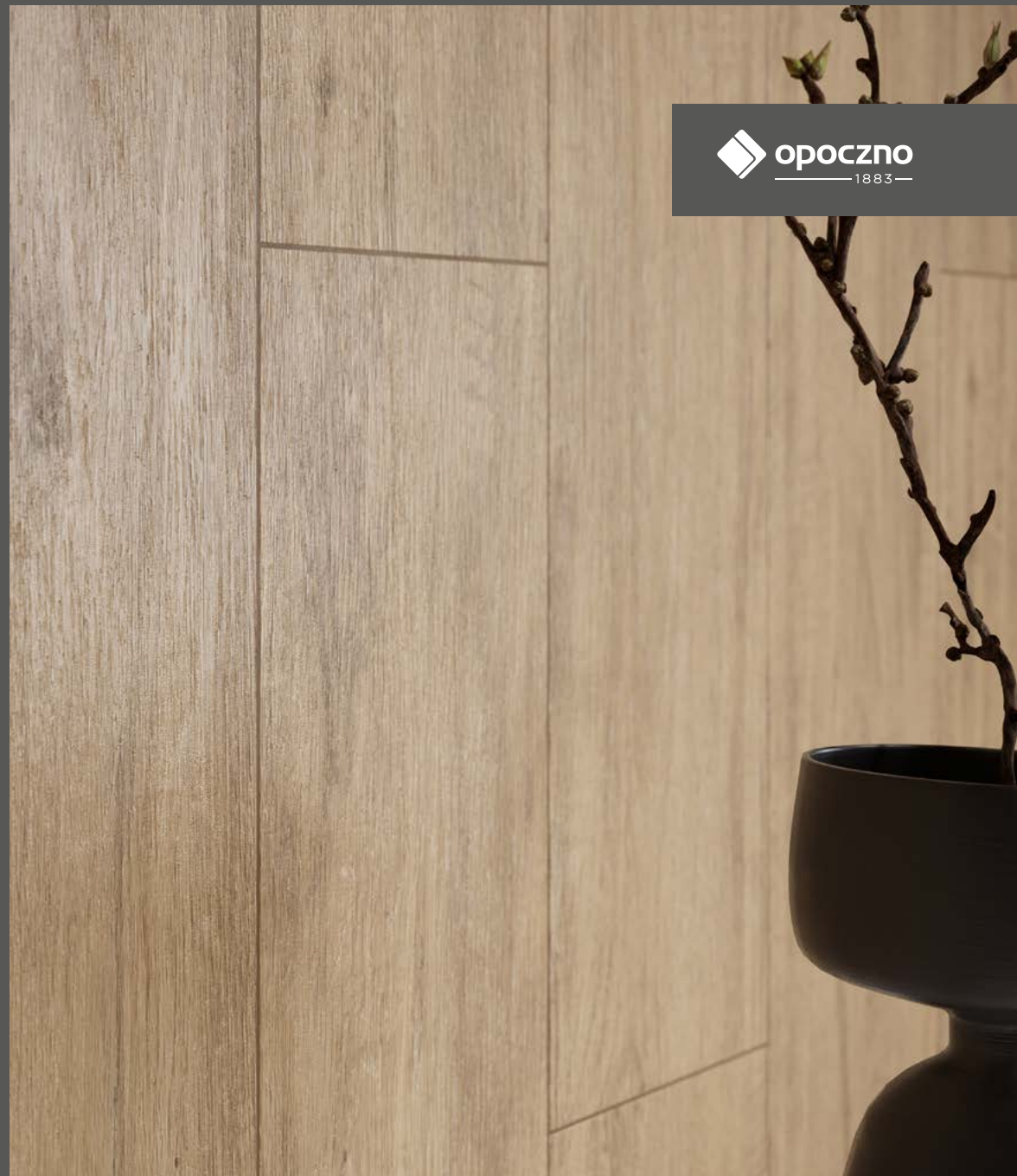
 **opoczno**
1883



WOOD

WOOD CREATION

Wood Creation is a collection of wood-like stoneware tiles in classic warm beige and brown shades. It will bring harmony and a cozy atmosphere to any interior. The tile surface reflects the natural beauty of wood – with a subtle, uniform grain, and a soft, discreet texture gently felt under the fingers, creating a warm impression. The tile graphics are balanced and subtle, adorned with few elements such as knots and cracks that gently meander across the surface without disturbing it. The delicate structure and matte finish complement the classic and natural appearance of the stoneware.



WOOD

WOOD CREATION



Beige and brown color scheme faithfully replicating natural wood



Safe, anti-slip surface



Suitable for underfloor heating

WOOD

WOOD CREATION



WOOD CREATION beige matt rect

22.1 × 89

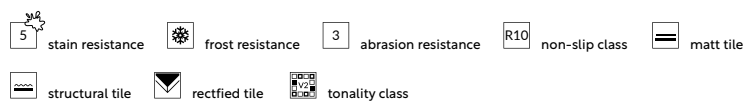
W542-015-1



WOOD CREATION brown matt rect

22.1 × 89

W542-016-1





WOOD

PASSION OAK

The collection of wood-like tiles, Passion Oak Cream, in a warm, light cream and brown hue perfectly replicates the strength and character of oak. The contrasting graphics on the stoneware surface depict a distinctive grain, numerous strongly emphasized knots, and naturally occurring cracks in oak wood, bringing a touch of nature and timeless elegance to any space. The pronounced, three-dimensional structure of the stoneware, complemented by a matte finish, gives the collection the perception of being very close to a real wooden floor.



 **opoczno**
1883

WOOD

PASSION OAK



Brown and cream color scheme faithfully replicating natural wood



Safe, anti-slip surface



Suitable for underfloor heating

WOOD

PASSION OAK



PASSION OAK cream matt rect

22.1 × 89

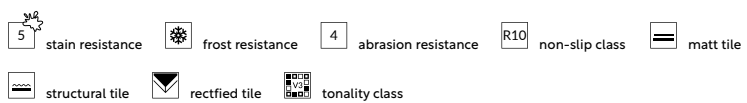
W542-021-1



PASSION OAK brown matt rect

22.1 × 89

W542-012-1



 **opoczno**
1883

WOOD

PASSION OAK



PASSION OAK beige matt rect

14.7 × 89 • 22.1 × 89

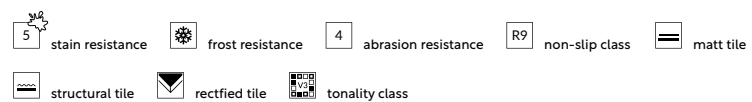
NT1124-003-1 • W542-006-1



PASSION OAK chocolate matt rect

14.7 × 89 • 22.1 × 89

NT1124-004-1 • W542-007-1



WOOD

PASSION OAK



PASSION OAK cold beige matt rect

14.7 × 89 • 22.1 × 89

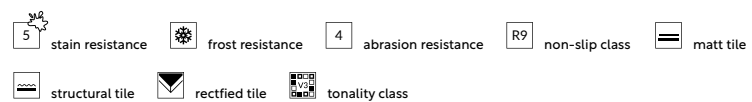
NT1124-001-1 • W542-008-1



PASSION OAK natural matt rect

14.7 × 89 • 22.1 × 89

NT1124-002-1 • W542-011-1

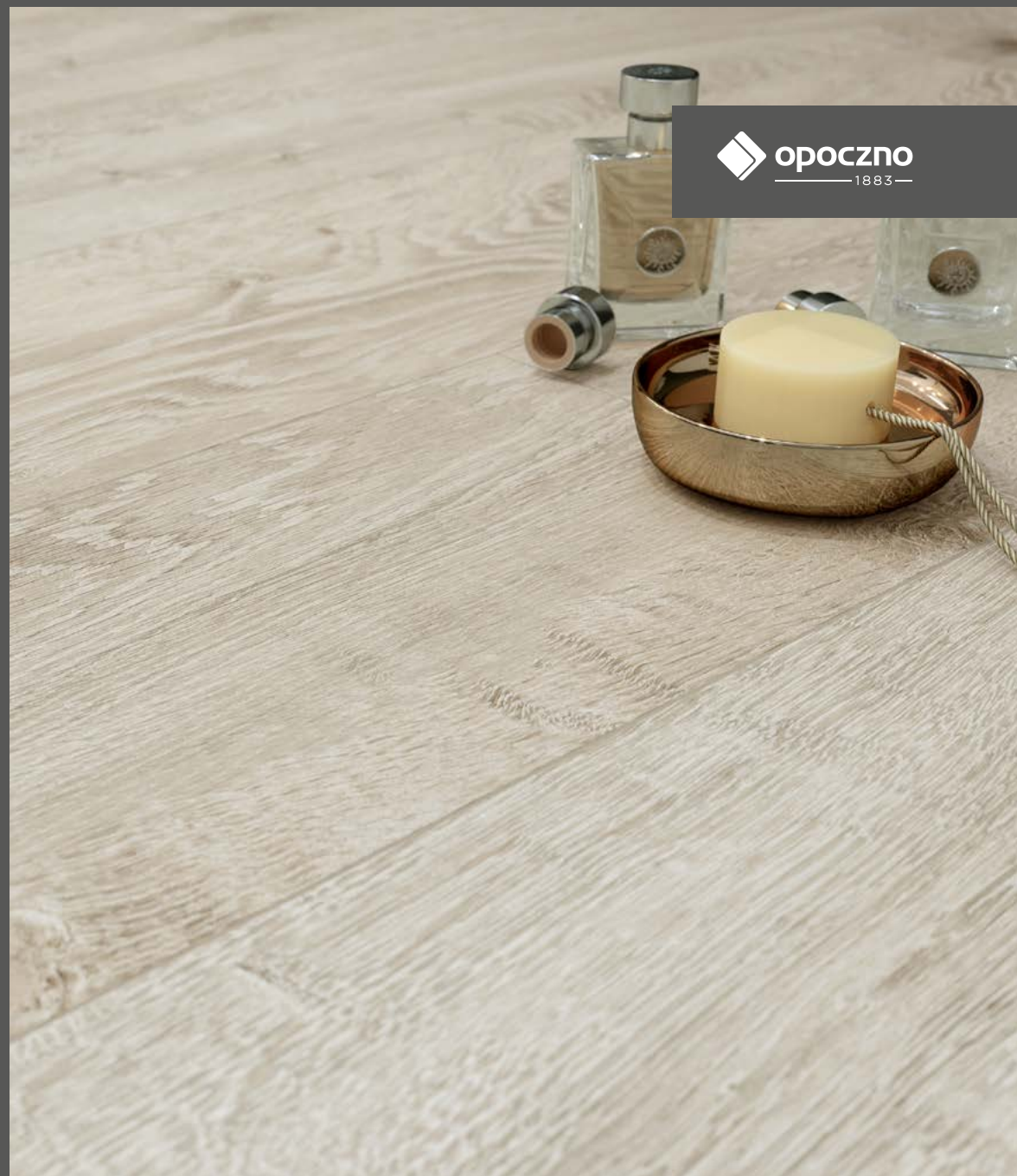


 **opoczno**
1883

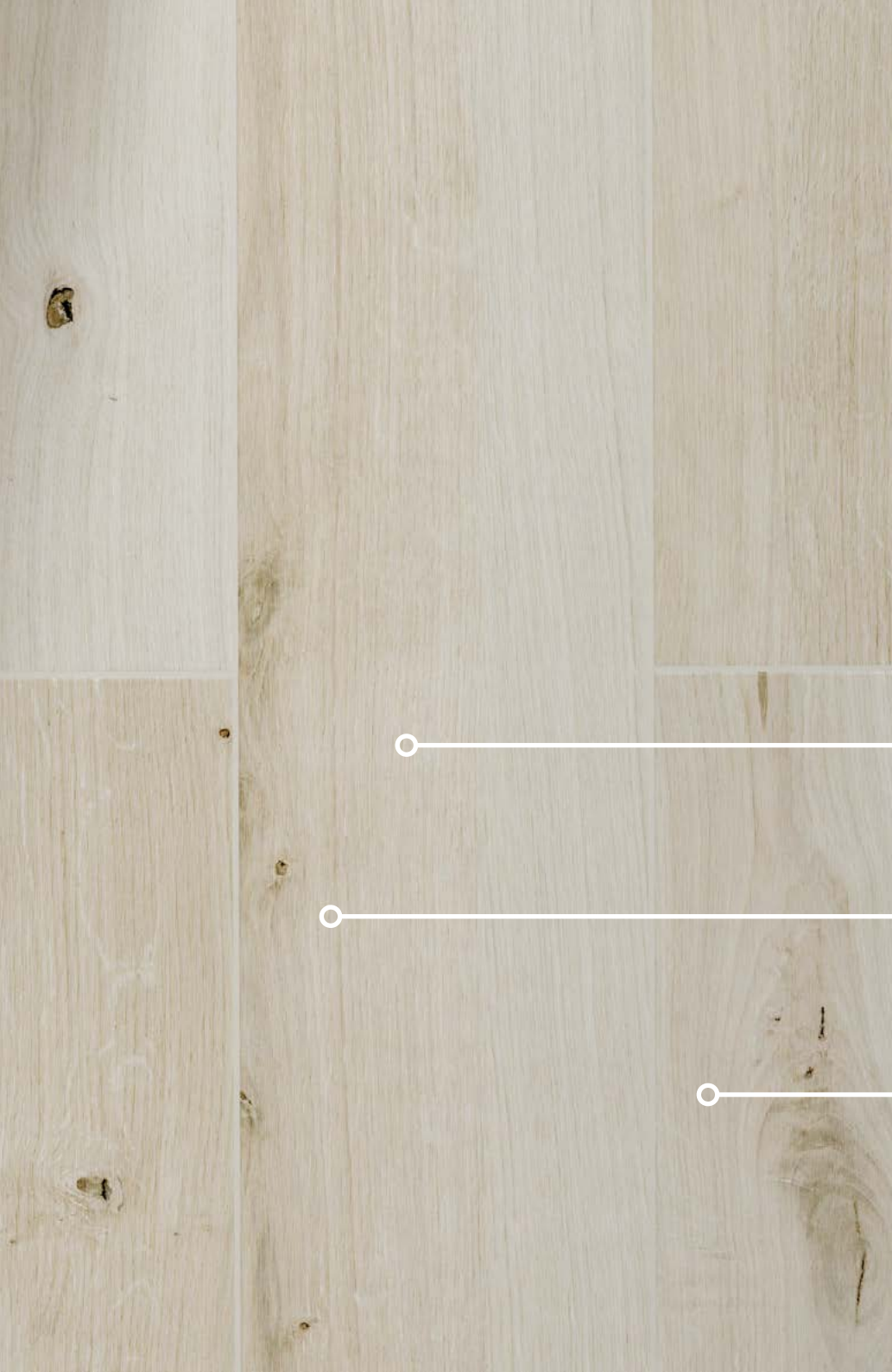
WOOD

CLASSIC OAK

Nature is an inexhaustible source of inspiration – as artists, painters, fashion designers, and interior designers can attest. In the Classic Oak collection, the aesthetic values of wood have been combined with the exceptional durability and resistance of the tiles, creating an exceptionally beautiful product with excellent quality parameters, suitable for use both at home and in commercial spaces.



 **opoczno**
1883

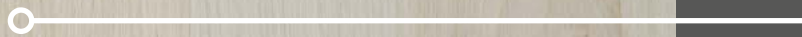


WOOD

CLASSIC OAK



Beige color scheme faithfully replicating natural wood



Safe, anti-slip surface



Perfect reproduction of the texture of a wooden surface

WOOD

CLASSIC OAK



CLASSIC OAK grey matt rect

14.7 × 89 • 22.1 × 89

OP457-016-1 • OP457-013-1



CLASSIC OAK warm grey matt rect

14.7 × 89 • 22.1 × 89

OP457-017-1 • OP457-014-1



stain resistance



frost resistance



abrasion resistance



non-slip class



matt tile



structural tile



rectified tile



tonality class



WOOD

CLASSIC OAK



CLASSIC OAK cold brown matt rect

14.7 × 89 • 22.1 × 89

OP457-018-1 • OP457-015-1



CLASSIC OAK white matt rect

14.7 × 89 • 22.1 × 89

OP457-006-1 • OP457-001-1

 stain resistance  frost resistance  abrasion resistance  R10 non-slip class  matt tile

 structural tile  rectified tile  tonality class



 opoczno
1883

WOOD

CLASSIC OAK



CLASSIC OAK cream matt rect

14.7 × 89 • 22.1 × 89

NT1124-001-1 • W542-008-1



CLASSIC OAK beige matt rect

14.7 × 89 • 22.1 × 89

OP457-009-1 • OP457-011-1

 stain resistance  frost resistance  abrasion resistance  non-slip class  matt tile

 structural tile  rectified tile  tonality class



WOOD

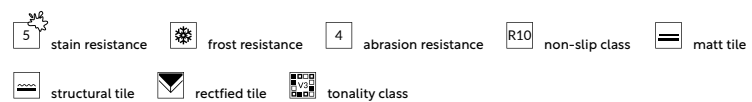
CLASSIC OAK



CLASSIC OAK brown matt rect

14.7×89 • 22.1×89

OP457-009-1 • OP457-011-1





WOOD

NORDIC OAK



Beige color scheme faithfully replicating natural wood



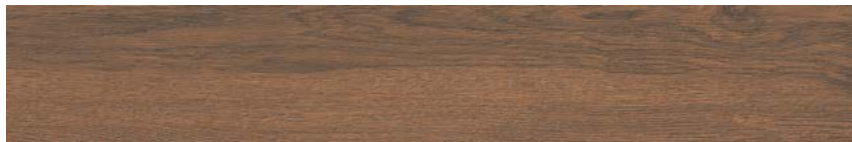
Safe, anti-slip surface



Perfect reproduction of the texture of a wooden surface

WOOD

NORDIC OAK



NORDIC OAK ochre matt rect

14.7 × 89 • 22.1 × 89

OP458-010-1 • OP458-002-1

 stain resistance  frost resistance  abrasion resistance  non-slip class  matt tile
 structural tile  rectified tile  tonality class



WOOD

SELECTED OAK



Beige color scheme faithfully replicating natural wood



Safe, anti-slip surface



Perfect reproduction of the texture of a wooden surface

WOOD

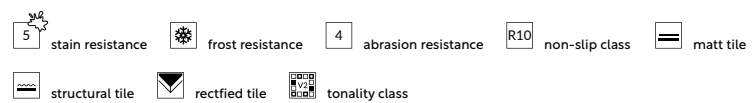
SELECTED OAK



SELECTED OAK beige matt rect

14.7 × 89 • 22.1 × 89

OP458-007-1 • OP458-011-1



WOOD

NATURAL ASH



Beige color scheme faithfully replicating natural wood



Safe, anti-slip surface



Perfect reproduction of the texture of a wooden surface

WOOD

NATURAL ASH



NATURAL ASH cream matt rect

14.7 × 89 • 22.1 × 89

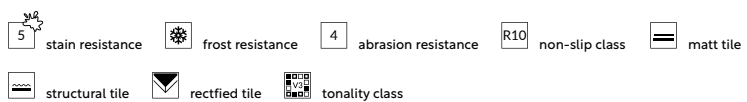
OP460-005-1 • OP460-001-1



NATURAL ASH beige matt rect

14.7 × 89 • 22.1 × 89

OP460-006-1 • OP460-002-1



SPECIFICATION



cm



cm



m²



kg/m²



Kg



m²



Kg

14.7×89

PASSION OAK, CLASSIC OAK, NORDIC OAK, SELECTED OAK, NATURAL ASH

14.7×89

0.8

1.05

18.8

19.74

42

815

22.1×89

WOOD CREATION, SPACE WOOD, PASSION OAK, CLASSIC OAK, NORDIC OAK, SELECTED OAK, NATURAL ASH

22.1×89

0.8

0.97

18.8

18.24

46.56

890

INTERIOR
DESIGN



PACKSHOTS OF
PRODUCTS



MARKETING **SUPPORT**

DIGITAL **COMMUNICATION**

I. Collections at www.opoczno.eu

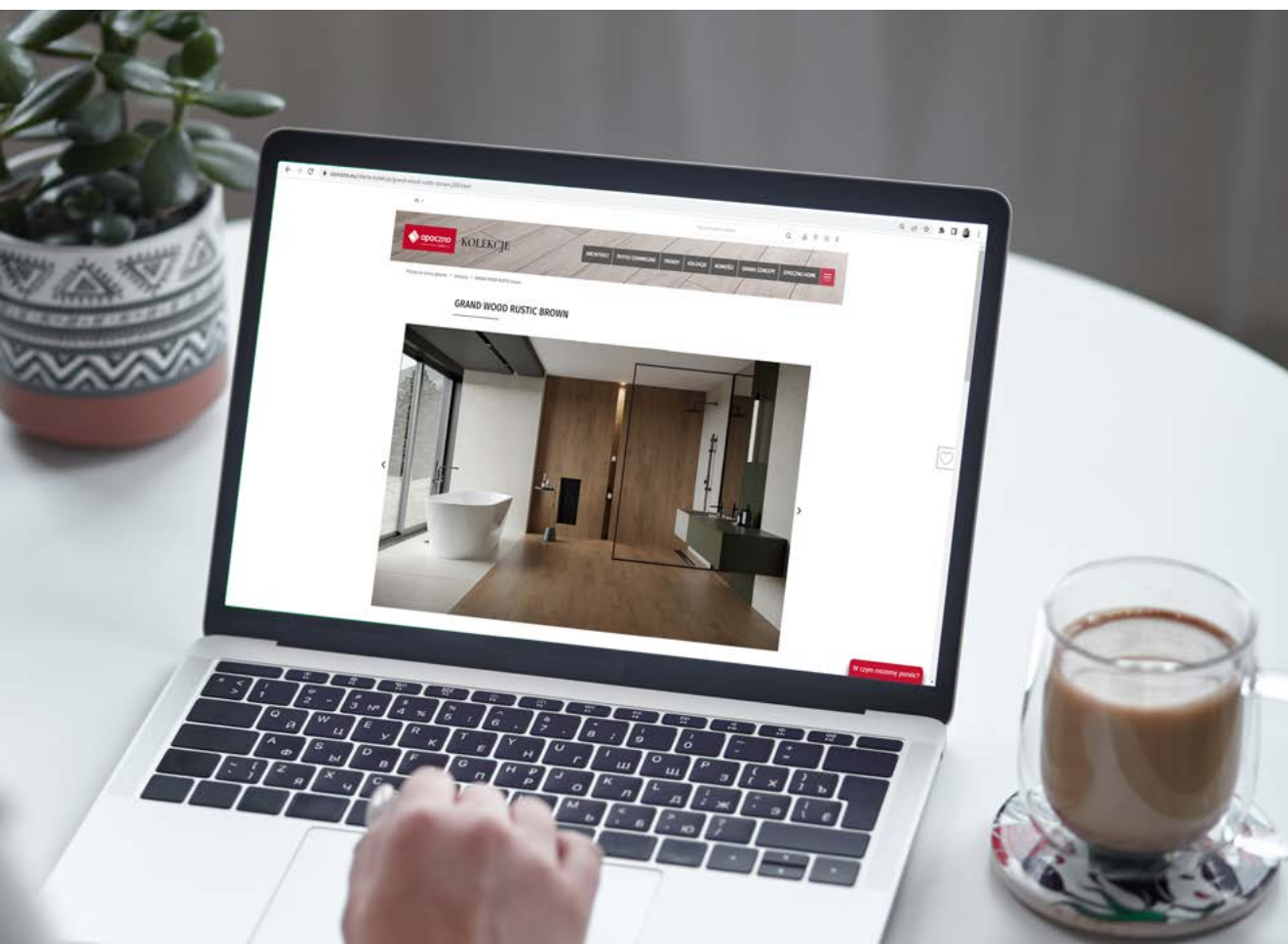
- interior designs
- descriptions of the collections
- packshots
- technical data
- online catalog

II. Online campaigns

- social media
- landing page
- rotator (banner)
- search
- display advertising

III. Collaboration and PR

- articles on thematic portals
- implementations from bloggers



MARKETING **SUPPORT**

SOCIAL MEDIA **COMMUNICATION**

I. Social media posts:

- facebook
- instagram
- pinterest
- youtube
- linkedin
- presence on interior design portals

FILES FOR **ARCHITECTS**

- update of cad decor database
- packshots for download
- promotion of products on a sub-site dedicated to architects



TRADE MARKETING
SUPPORT



DISPLAY STAND
WOODLINE

1	passion oak cream
2	passion oak brown
3	wood creation beige
4	wood creation brown
5	space wood cream

TRADE MARKETING SUPPORT



DISPLAY STAND CASCADIA WOOD

1	passion oak cream
2	passion oak brown
3	wood creation beige
4	wood creation brown
5	space wood cream
6	passion oak natural
7	classic oak brown
8	passion oak beige
9	classic oak beige

TRADE MARKETING SUPPORT



DISPLAY STAND TIMBER

1	passion oak cream
2	passion oak brown
3	wood creation beige
4	wood creation brown
5	space wood cream
6	passion oak natural
7	classic oak brown
8	passion oak beige
9	classic oak beige
10	passion oak cold beige
11	classic oak cream
12	passion oak chocolate
13	classic oak cold brown
14	classic oak white
15	classic oak grey