



# apegrupo

**APE Grupo is the leader in creating differentiated spaces. We offer a vast range of designer ceramics, advanced technical products and services that help our customers to reach their maximum potential.**



# CERCANÍA

APE Grupo was established as a business group in February, 2016, uniting 4 brands with more than 30 years of experience and one technical office that provides advanced architectural and interior design solutions.



“The best for you,  
make us get better”.

**“APE Grupo looks for the best solution and the highest satisfaction of the customer, through excellent service and assistance and unique flexibility and adaptability.**

**We stand out for always accompanying the customer, trying to understand and making his or her concerns ours, from the technical details to the most human aspects.**

**Always in the avant-garde of the design and the product, we never lose sight of the tradition and the personalized behavior of each market and customer.**

**APE Grupo is an unique company, and the atmosphere and proximity that we create with our customers make us irreplaceable and push us to constantly improve in search of excellence”.**

**José Miguel Pellicer,**

**ape**grupo

**“Hearing you, listening to  
you **and** taking care of you  
is what makes us different”.**

# PASSION FOR CREATING

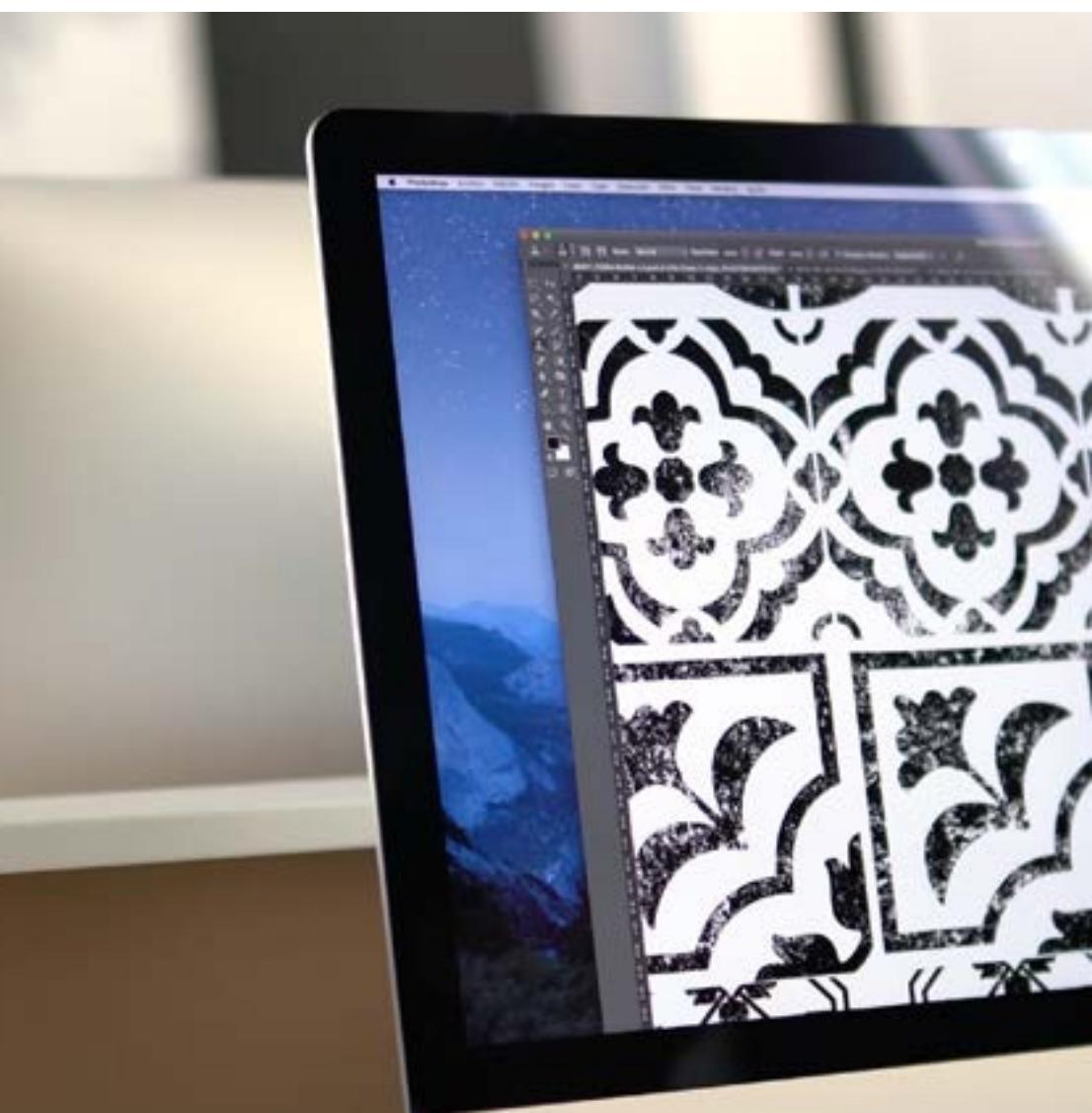
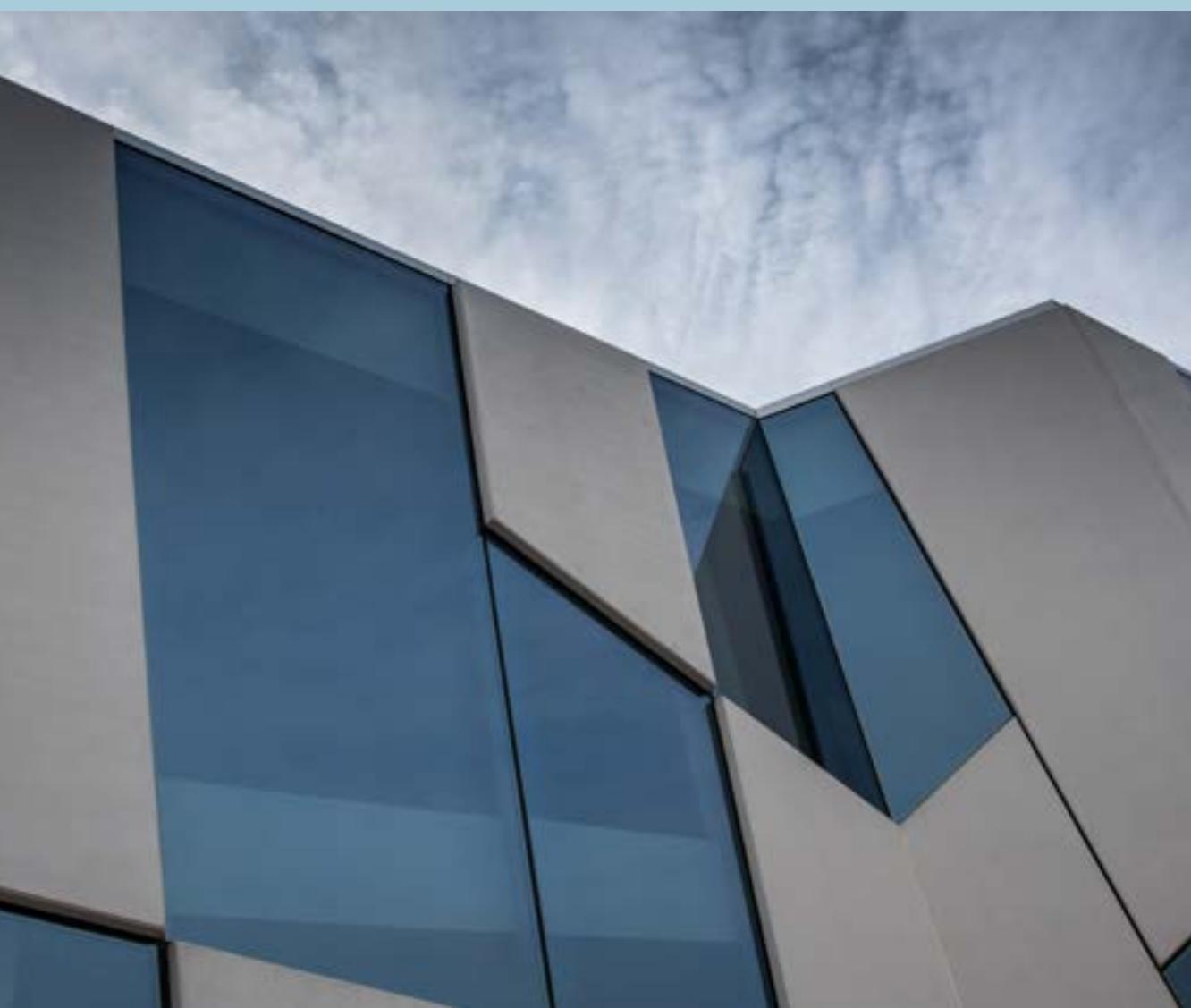
## TRENDS

APE Grupo has its own in-house design department, made up of two designers in Spain, one in Italy and a product manager. This allows us to adapt ourselves to the trends of each market with customized products.

Thanks to a previous task of coolhunting by means of attending fairs, such as the Salone del Mobile in Milan, Case Decor in Madrid, 100% Design in the UK, Mosbuild in Moscow, Marbella Design & Art, Cersaie in Bolonia and Cevisama in Valencia, we determine which are the most interesting trends in interior design and architecture.

## A WINDOW TO INNOVATION

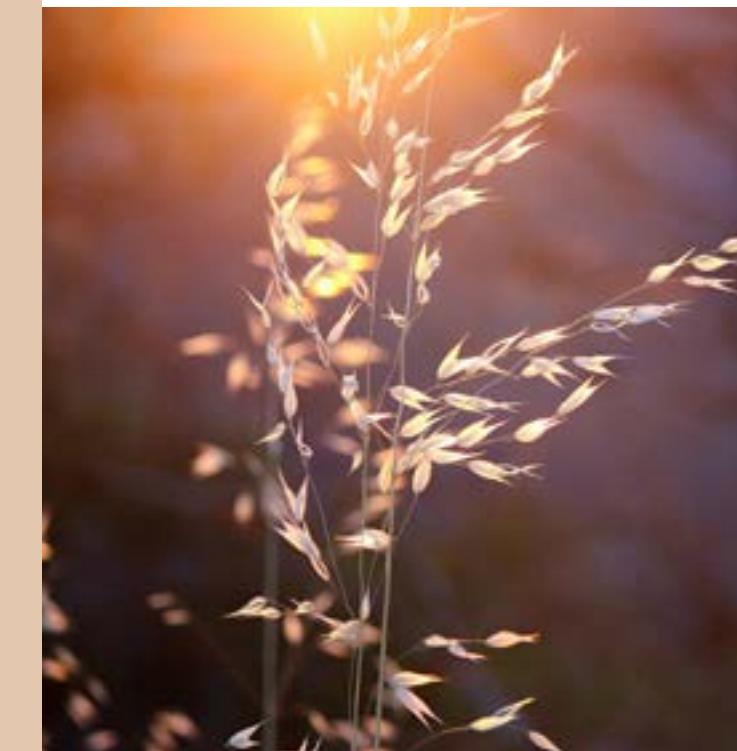
The APE Grupo showroom is our window to new ceramic concepts that we show in a unique environment. A building of more than 3.000 m<sup>2</sup> that encourages creativity and the fusion of styles. Collections and work areas gather all the novelties of the group's brands in an ideal setting where technology and an immersive experience are paramount.



# We are better together

We offer the best to our customers, wherever they are. We listen to their needs and adapt ourselves to their way of working, innovating, daily life, in order to bring the last aesthetic trends and the highest technical performances.

All this with a familiar and warm treatment, listening and working together to achieve continuous improvement.



## WE ARE A TEAM

- We treat people with respect and dignity: we are a close-knit family business and this is evident in our way of doing business and understanding human resources.
- We seek excellence: our restless spirit pushes us to improve continuously, whether in the organizational, commercial or productive field. We always want to do more and better.
- We respect our commitments: agreements with our customers are the most important thing for us; that is what guides us in our day to day.
- We encourage collaboration: we know that together we are better, that's why we promote working side by side with our customers and suppliers. Because we know that the only way to grow is by staying together.
- We act with integrity: values are important to us and we demonstrate this every day through our actions.
- We are socially and environmentally conscious: we are always working to be a company that generates a positive impact on our environment.

**PEOPLE**

50% of our workforce are women, as are 50% of managers and middle managers.

Continuous training is one of our commitments to our workers. Their intellectual, physical and professional development are our goal.

**Labor conciliation:** We look for the balance between professional and personal life by means of reductions and adaptations of working time for fathers, mothers, students and other people with special needs.

**PLANET**

APE Grupo's products are the result of our culture, mentality, and philosophy mainly on innovation, quality, and a commitment to environmental sustainability. ISO 14001 and UNE-ISO-9001 certifications stem from a strong dedication to sustainability.

We have the technical, human, and financial resources to preemptively address environmental impact from our operations while ensuring worker safety and social wellness.

In 2016, we obtained the Breeam® certificate (internationally recognized sustainable construction certification) with our new showroom.

In 2020, we registered the Environmental Product Declaration for our porcelain products, and in 2022, APE Grupo achieved the Zero Waste certification from the SGS audit.

**PROFIT**

We collaborate with several various international NGOs and local organizations. APE Grupo is associated with Maset de Frater -an institution that runs a center for people with severe disabilities- and with the In My Father's House Foundation, which helps children in Ghana, among others.

Sponsoring the Women Club Rugby Turia is a clear commitment from APE Grupo to support minority sports that need assistance to grow and gain recognition.

As an example of this, we also have our sponsorship of Nou Bàsquet Femení Castelló, as well as the recent agreement with C.V. l'Illa-Grau and support for the Costa Azahar Table Tennis Club.

“We believe in equal opportunities for men and women”.



## A perfect mix brings the elements into harmony

In a little over three decades, we have grown a lot. Despite the fact that we are still a family company and that proximity is our distinguishing mark, we look to the future and evolve.

We are a reference point for our customers, a partner that can guide them through the trends and changes in the market.

With The Perfect Mix, we explore the multiplying possibilities when working together with our customers and collections. Together we are more than the sum of all our parts.

The Perfect Mix consolidates our idea of multidisciplinary companies that, together, give a global solution to customers and project executors. The Perfect Mix also highlights the capability of union and mixture to put the consumer in the center.

A perfect combination between APE *best for you*, Carmen *true tiles* and Xlining that brings the elements into harmony and correctly connects all the available resources.

# THE PERFECT MIX

“Products that make  
the **difference**”.

# APE

best for you

This is our flagship brand, with the most experience and track record in the market. It includes a wide product portfolio, from classic ceramics to the latest trends in the sector in a wide variety of formats, collections and finishes, as well as specific technical solutions such as special pieces.

AMA



Riccetta Tortora Rect 90x90  
AMA Tortora Rect 90X90  
AMA Tortora Rect 60x120

ICARO



Icaro Blue Marble Pol Rect.120X280  
Champagne Matt Rect 60x120

EXPERIENCE

# CARMEN

true tiles

Collections conceptualized down to the last detail. This is a brand that arises from the experience and tradition associated with our Mediterranean roots. In it we have recovered classic ceramics typical of our history.

A brand with style that offers a series of delicate and technically evolved products.

Extreme 20x20  
Rails 20x20  
Ring 20x20  
Flame Black 20x20  
Cleo Natural 20x20



ESENCIA MATERIAL

MANACOR

DESIGN



Downtown Pearl 5,7x23,2  
Downtown Pearl 11,5x23,2  
Limestone Grey 25x75  
Limestone Grey Rect. 60x60

true tiles

# XLINING

Our brand dedicated to extra-large format porcelain opens new frontiers to architecture and design.

It's technical qualities and aesthetics allow us to go beyond conventional formats and develop applications that are scarcely explored in the ceramic sector.

Facades, kitchen countertops and vanities are a few of the new uses of XLINING, a brand that perfectly integrates with the rest of the APE Grupo collections.



Work W Natural Rect. 20x120  
Work B Bianco Rect. 120x120



Calacatta Slow Matt. Rect. 120x120  
Kinwood Cedar Rect. 120x280

KINWOOD



Decor Maui I 120x280  
Decor Maui II 120x280  
Decor Maui III 120x280  
Work B Taupe Rect. 120x280

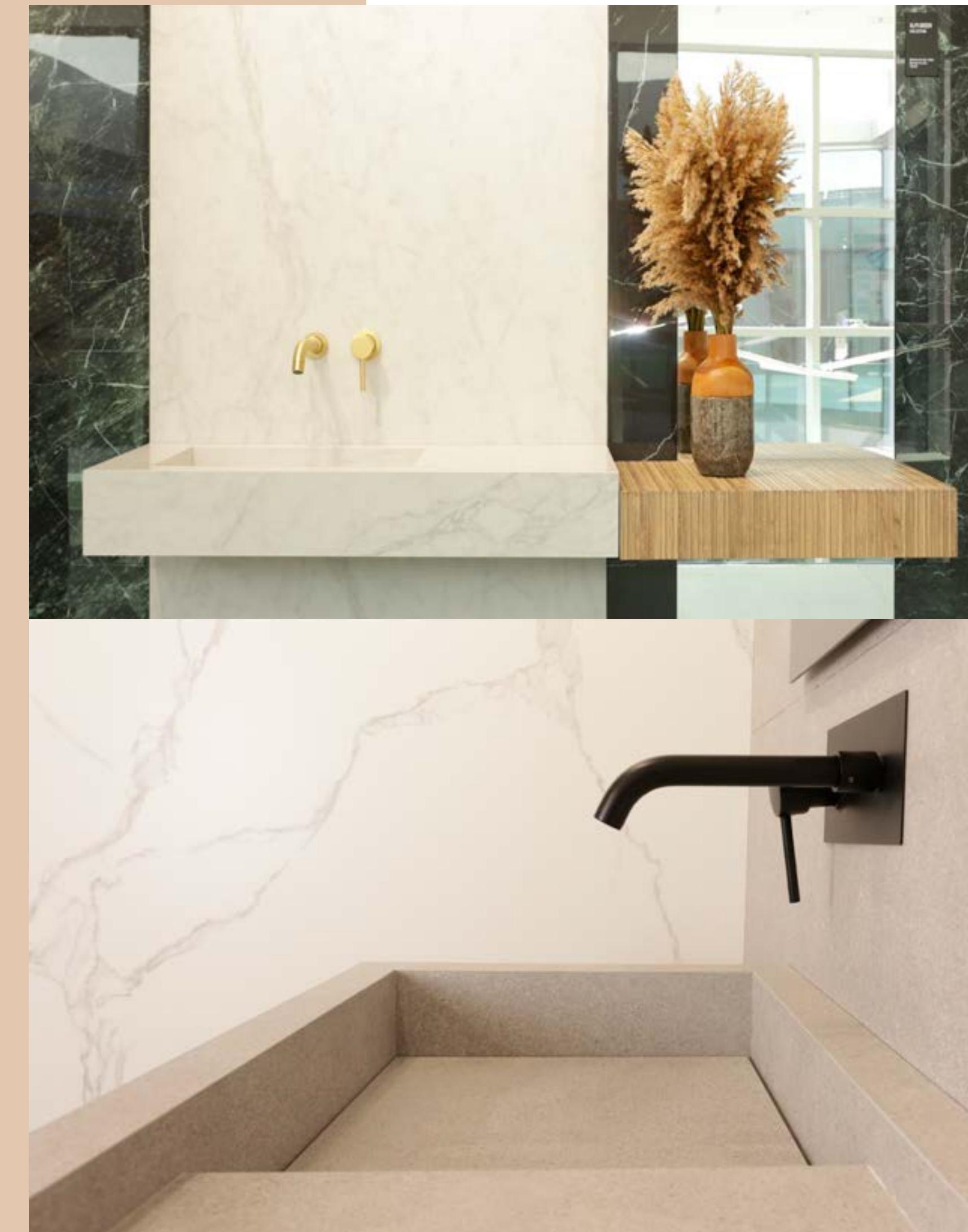
TECHNOLOGY

ATELIER

# Ilbagno

Ilbagno is the new brand of APE Grupo, a brand specialized in bathroom products.

It has a wide range of solid surface porcelain products and high performance gel coat: shower trays, bathtubs, countertops, sinks and bathroom furniture, which coexist perfectly with our ceramic collections.



Luna Blanca Matt Rect 120x60

ARGILLAE

Lavabo/Basin Niso Argillae Neve

# CUSTOMIZATION



Natural Jewel Matt. Rect. 60x120  
Relif Jewel Matt Rect 60x120  
Lavabo Niso 80 Izqd. Natural Jewel Matt.

# OXYD JEWEL

# Pools & exteriors

The characteristics of swimming pools and exterior spaces require a series of solutions that are not considered in other architectural fields. Continuous contact with water, barefoot traffic and the complex regulatory framework relating to hygiene and safety require design skills obtained through specific experience in the field.

For this reason, our ceramic collections are made up of porcelain pieces and special extruded stoneware pieces that allow us to carry out public and private swimming pool projects, providing different solutions and making the interior of our spaces coexist perfectly with the swimming pool.

NATURALLY  
RESISTANT



Peldaño Recto Oxford Pure C3 33x33  
Oxford Pure C3 33x66  
Oxford Pure C1 33x66,5



Oxford Ashen C3 33x66  
Peldaño Recto Oxford Ashen C3 33x33  
Borde desbordante Oxford Ashen 28x66,5



Oxford Neutral C3 33x66  
Rejilla Oxford Neutral 24,5x24,5  
Borde desbordante Oxford 28x66,5

OXFORD



Staron® Solid Surface is an acrylic based, solid surface material with a high proportion of natural minerals. It is as decorative as natural stone, but offers all the advantages of a Solid Surface of maximum quality and guarantee. As it is homogeneous throughout its body and lacks pores, it can be processed three-dimensionally, giving maximum design freedom to designers and planners without losing its qualities.

Staron® convinces through its numerous advantages and its multiple possibilities of use in private, commercial and healthcare environments.



SOLID  
SURFACE

“A multinational company present  
in more than **120 markets**”.

# WITH AN EYE ON THE FUTURE...



→ **105.000m<sup>2</sup>** of warehouse, of which **38.000m<sup>2</sup>** eare covered.

→ **45.800** annual loadings.

→ **67.490.361€** of turnover in 2022

→ **150** employees

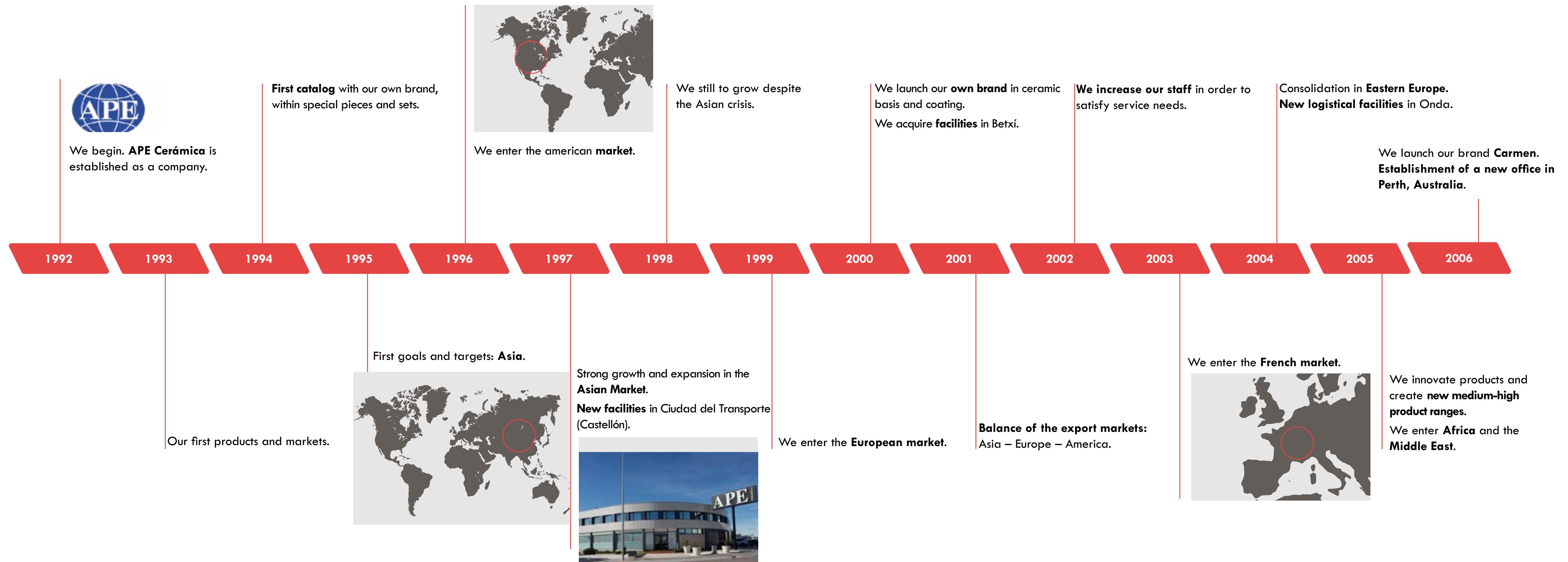
→ **2.565.000 m<sup>2</sup>** of stock

→ **195** collections

→ **4.175.000 m<sup>2</sup>** of sales in 2022

→ **767.000** pieces en stock

# ...AND THE PATH WE'VE TAKEN SO FAR





# A NEW WAY OF APPROACHING CERAMICS

Our showroom, headquartered in Castellón and with more than 3,000 m<sup>2</sup>, means a new way of approaching ceramics. In order to improve service and satisfy our customer's needs, this showroom has the best tools available and fosters the creativity and fusion of styles. Collections and work areas on two floors gather all the novelties of APE Grupo's brands.

This building has been designed to create a workspace and an exhibition room that make the difference in the market, with a layout and a façade that are, at the same time, innovative

and functional. Its design is based on oblique and uneven lines in order to break with the hegemony of the orthogonal lines so present in the world of ceramics and thus shows the innovative character of APE Grupo.

This building is the first in the Castellón province to obtain the Breeam® certificate, a sustainable, very demanding construction certificate recognized worldwide.

Moreover, it boasts a monitoring and control facilities system by Schneider.

Showroom and headquaters of APE Grupo in Castellón, Spain.





## CLOSE TO YOU

APE Grupo has an organization optimized to offer the best possible value.

Our headquarters are located in Castellón, where we carry out administrative, commercial and management tasks, while the logistics centre is located in Onda, the nerve centre of the ceramic cluster in Spain.

In 2017, we opened a new logistics centre in Modena (Italy) in order to bring us closer to our European customers.

In 2022 we have inaugurated the expansion of our showroom area, with an extension of 1.000 m<sup>2</sup>, totally focused on the customer. An exhibition of our ceramics that incorporates

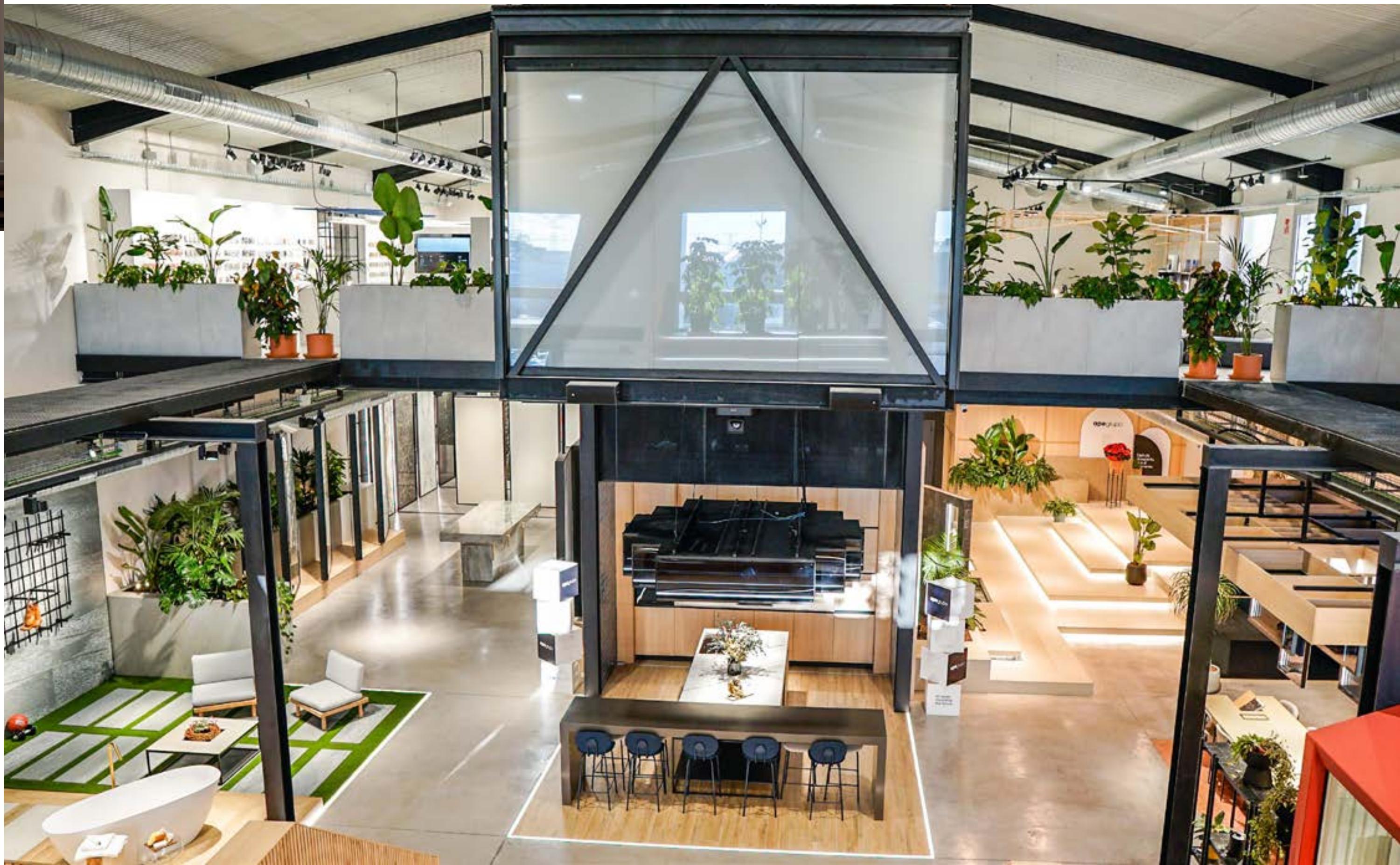
technology to offer visitors a unique experience, a journey through the senses.

We have sales representatives distributed all over the world, so that the customer always feels supported. The work of the sale representative is supported by agents who represent our brand in every corner of the world.

Our customers include many different forms of business such as distributors, shops, architects and designers.

An obsession with quality and continuous improvement led us to achieve ISO 9001 certification for all our processes.

“The new showroom incorporates the most advanced **technology** to provide visitors with a comprehensive **sensory** journey”.



## APE GRUPO AROUND THE WORLD

Our commercial network is distributed all over the world, but we still maintain the same warm, familiar, and personalized treatment with each and every one of our clients.

### C 1. Headquarters

C/Luxemburgo, Parcela, 46, 12006  
Castellón (Spain)

### CL 2. Logistical Center

C/ Camí del Palmeral, 58, 12200  
Onda, Castellón (Spain)

### CL 3. Italian logistical Center

Vía Ferrari Corazzoli, 17-19  
Fiorano, Modena (Italia)

### ● 4. Sales Representatives

We have sales representatives and distributors in more than 120 countries around the world.



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