

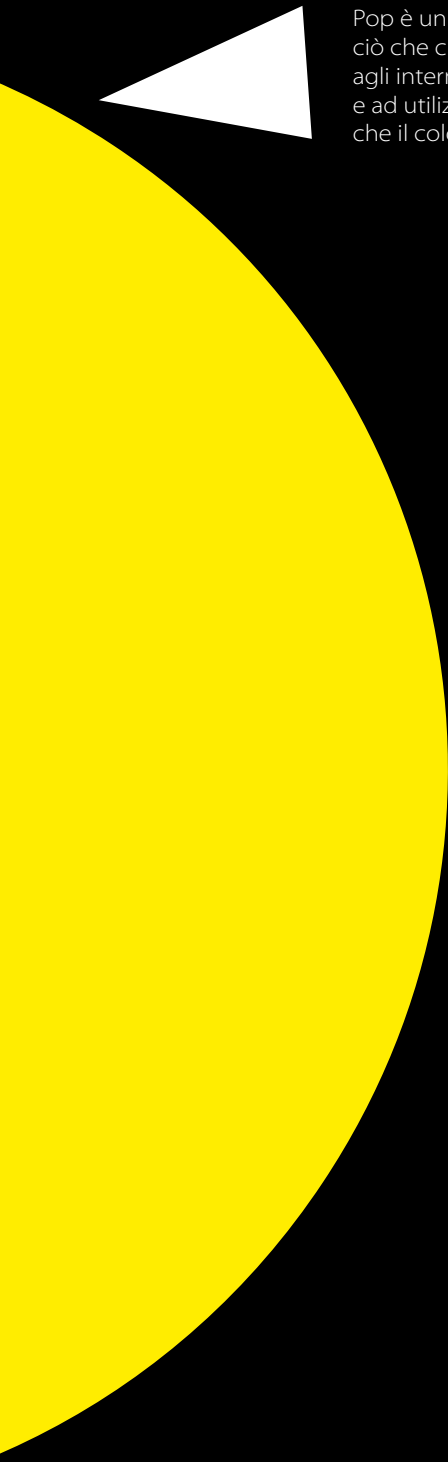
POP

  
**NovaBell**  
Ceramiche Gruppo Bellei



**COLORTREND**





Pop è un invito a ridipingere a tinte forti  
ciò che ci circonda, dagli oggetti,  
agli interni, all'architettura stessa,  
e ad utilizzare la carica positiva  
che il colore trasmette per vivere meglio.

"Pop" is an invitation to paint the things around us, be these objects,  
interiors or architectural elements, and to use the positive vibes  
that colours lend to improve our quality of life.

Pop est une invitation à repeindre en couleurs fortes ce qui nous  
entoure, des objets aux intérieurs, à l'architecture, et à utiliser  
la charge positive que la couleur nous transmet pour vivre mieux.

Pop ist Farbenfreude pur. Eine Aufforderung, unsere ganze Umwelt  
in kräftige Farben zu tauchen. Beginnend bei den Dingen über  
die Räume bis hin zu den Gebäuden selbst. Und ihre positive Energie  
für ein besseres Lebensgefühl zu nutzen.

Pop es una invitación a pintar con tintes intensos lo que nos rodea,  
desde los objetos hasta los interiores o la propia arquitectura,  
y a utilizar la carga positiva que el color transmite para vivir mejor.

Pop призывает окрашивать в яркие цвета окружающий нас мир:  
предметы, интерьеры, саму архитектуру, используя переданный  
цветами положительный заряд для улучшения нашей жизни.



Accostamenti grafici e tinte forti  
per un inedito desiderio di decorazione.

Graphic combinations and bold colours give rise  
to a powerful desire for decoration.

Combinaisons graphiques et couleurs nettes  
pour satisfaire un désir inédit de décoration.

Grafische Zusammenstellungen und intensive  
Farben für neuartige Gestaltungswünsche.

Combinaciones gráficas y colores resueltos  
para satisfacer un deseo de decoración inédito.

Сочетания графических знаков и решительные  
цвета удовлетворяют вновь появившееся  
стремление к декору.







Black&White: oggetti nordici,  
citazioni dei ruggenti 70 e un gioco  
di contrasti inaspettato.  
Pop cambia radicalmente  
il modo di intendere  
la ceramica creando un mood  
deciso ed anticonvenzionale.

Black&White: nordic objects and echoes  
of the sizzling '70s and unusual play on contrasts.  
"Pop" changes radically our interpretation of ceramic tiling,  
creating a bold, decidedly unconventional mood.

Black&White : objets nordiques,  
citations des folles années 70  
et un jeu de contrastes inattendu.  
Pop change radicalement la façon  
de concevoir la céramique en créant  
un mood net et anticonventionnel.

Black&White: Nordisches Objekt-design,  
Stilzitate aus den poppigen Siebzigern  
und überraschende Gegensätze.  
Pop ändert radikal das bisherige Verständnis  
von der Keramik und schafft souveräne,  
unkonventionelle Stilwelten.

Black & White: objetos nórdicos, guiños a los briosos  
años 70 y un juego de contrastes inesperado.  
Pop cambia radicalmente la manera de entender  
la cerámica creando un mood lleno de personalidad  
que huye de convencionalismos.

Black&White: предметы северного обихода,  
цитаты Ревущих 70-х и неожиданная игра контрастов.  
Поп коренным образом меняет представление  
о керамике, создавая решительный  
и нетрадиционный подход.



Ironia a parete.

Off-the-wall irony.

Ironie aux murs.

Ironie im Wandformat.

Ironía en las paredes.

Ирония висит на стене.

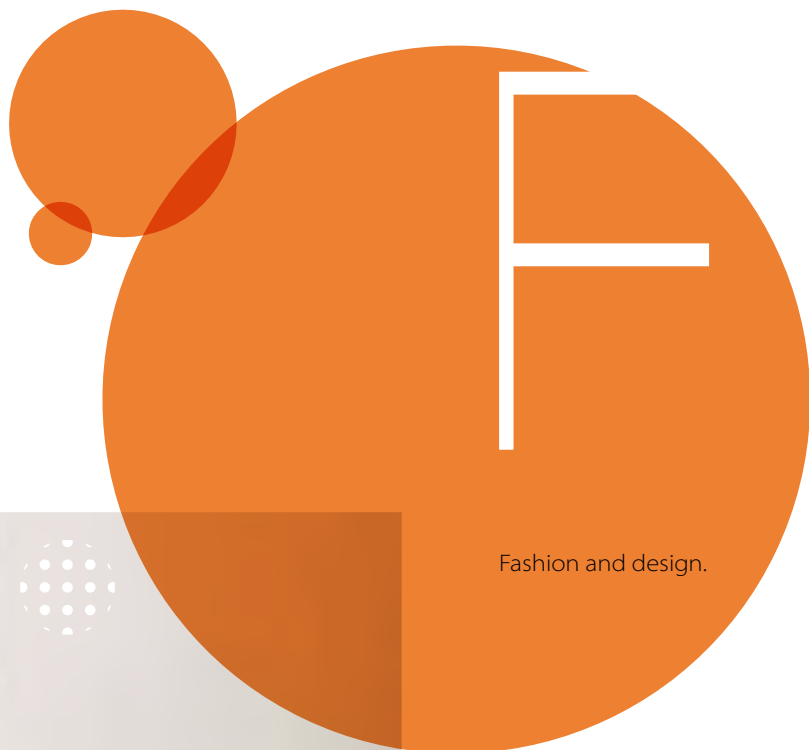












Fashion and design.



Fashion and design.

Fashion and design.

Mode und Design.

Fashion and design.

Фэшн и дизайн.





La parete diventa una superficie  
vibrante, decorativa, viva.  
Il fondo è opaco come  
la trama di un tessuto.

The wall comes to life  
as a vibrant, decorative surface.  
Background tiles are matt,  
just like the weave in a fabric.

Le mur devient une surface  
vibrante, décorative, vivante.  
Le fond est opaque  
comme la trame d'un tissu.

Die Wand wird zu einer vibrierenden,  
gestaltenden, lebendigen Fläche.  
Die Grundfliese ist matt  
wie die Textur eines Gewebes.

La pared se convierte en una superficie  
vibrante, decorativa, viva.  
El fondo es mate  
como la trama de un tejido.

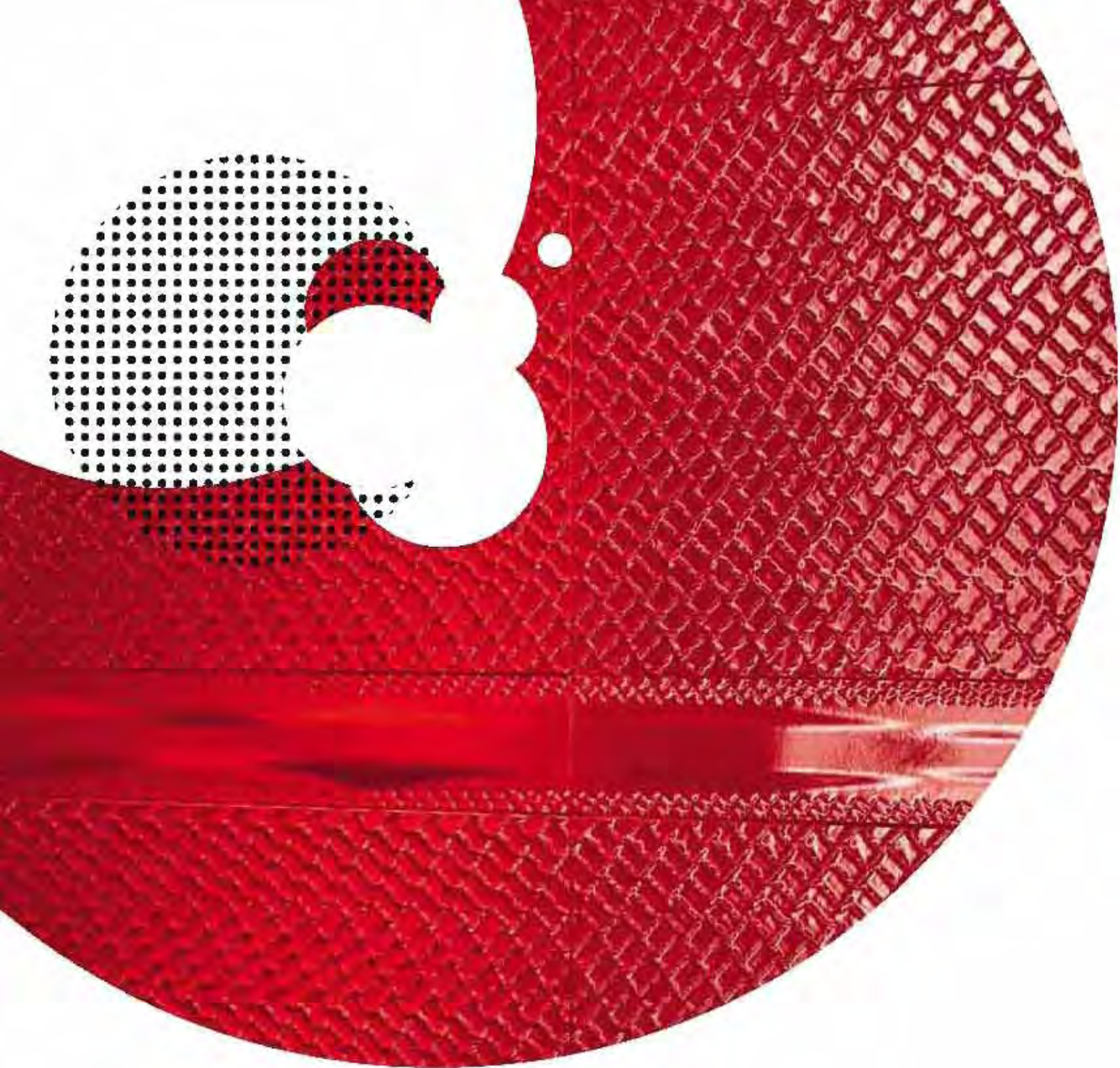
Стена превращается в вибрирующую,  
декоративную и живую поверхность.  
Фон - матовый, как уток ткани.





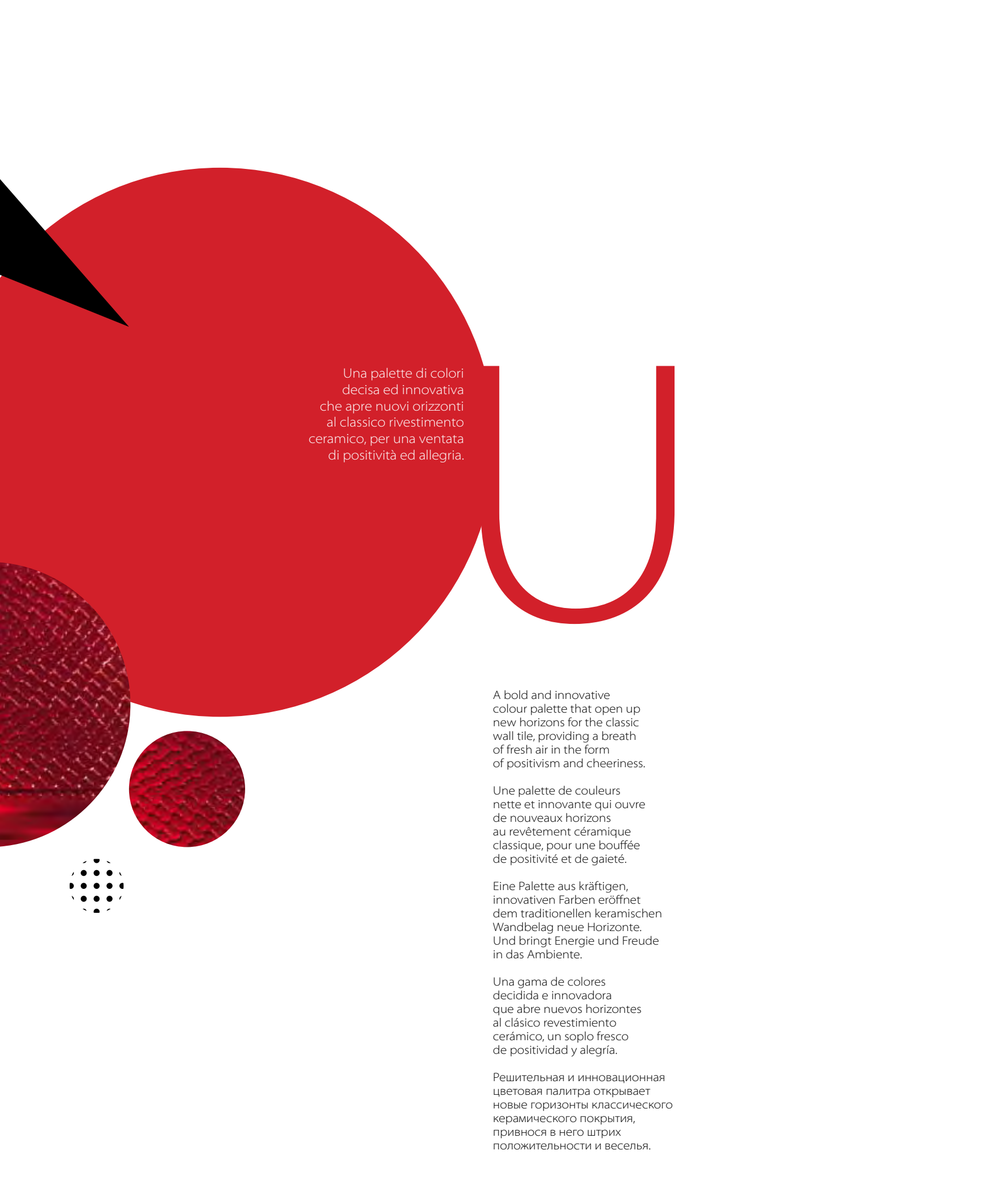












Una palette di colori  
decisa ed innovativa  
che apre nuovi orizzonti  
al classico rivestimento  
ceramico, per una ventata  
di positività ed allegria.

A bold and innovative  
colour palette that open up  
new horizons for the classic  
wall tile, providing a breath  
of fresh air in the form  
of positivism and cheeriness.

Une palette de couleurs  
nette et innovante qui ouvre  
de nouveaux horizons  
au revêtement céramique  
classique, pour une bouffée  
de positivité et de gaieté.

Eine Palette aus kräftigen,  
innovativen Farben eröffnet  
dem traditionellen keramischen  
Wandbelag neue Horizonte.  
Und bringt Energie und Freude  
in das Ambiente.

Una gama de colores  
decidida e innovadora  
que abre nuevos horizontes  
al clásico revestimiento  
cerámico, un soplo fresco  
de positividad y alegría.

Решительная и инновационная  
цветовая палитра открывает  
новые горизонты классического  
керамического покрытия,  
привнося в него штрих  
положительности и веселья.







Gioca con il colore.  
Gioca con i decori.  
Gioca con Pop.

Play with colour.  
Play with decorative tiles.  
Play with Pop.

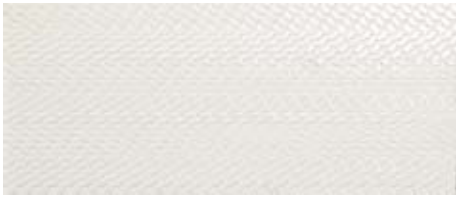
Jouez avec la couleur.  
Jouez avec les décors.  
Jouez avec Pop.

Spielen Sie mit der Farbe.  
Spielen Sie mit den Dekoren.  
Spielen Sie mit Pop.

Juega con el color.  
Juega con los elementos decorativos.  
Juega con Pop.

Играй с цветом.  
Играй с декорами.  
Играй с Pop.





25x60 - 9"13/16x23"5/8  
**PPW 81RT STRUTTURA PATTERN\_Snow**



5x60 - 2"x23"5/8  
**PPW L81K BORDO BOISERIE\_Snow**



25x60 - 9"13/16x23"5/8  
**PPW 82RT STRUTTURA FLEX\_Snow**



5x2,5 - 2"x1"  
**PPW L83K ANGOLO BOISERIE\_Snow**



6x60 - 2"3/8x23"5/8  
**PPW X85K LISTELLO FLEX\_Snow**



2x60 - "13/16x23"5/8  
**PPW M80K SIGARO BOISERIE\_Snow**



25x60 - 9"13/16x23"5/8  
**PPW 41RT STRUTTURA PATTERN\_Dune**



5x60 - 2"x23"5/8  
**PPW L41K BORDO BOISERIE\_Dune**



25x60 - 9"13/16x23"5/8  
**PPW 42RT STRUTTURA FLEX\_Dune**



5x2,5 - 2"x1"  
**PPW L43K ANGOLO BOISERIE\_Dune**



6x60 - 2"3/8x23"5/8  
**PPW X45K LISTELLO FLEX\_Dune**



2x60 - "13/16x23"5/8  
**PPW M40K SIGARO BOISERIE\_Dune**



25x60 - 9"13/16x23"5/8  
**PPW 11RT STRUTTURA PATTERN\_Metal**



5x60 - 2"x23"5/8  
**PPW L11K BORDO BOISERIE\_Metal**



25x60 - 9"13/16x23"5/8  
**PPW 12RT STRUTTURA FLEX\_Metal**



5x2,5 - 2"x1"  
**PPW L13K ANGOLO BOISERIE\_Metal**



6x60 - 2"3/8x23"5/8  
**PPW X15K LISTELLO FLEX\_Metal**



2x60 - "13/16x23"5/8  
**PPW M10K SIGARO BOISERIE\_Metal**



25x60 - 9"13/16x23"5/8  
**PPW 91RT STRUTTURA PATTERN\_Night**



5x60 - 2"x23"5/8  
**PPW L91K BORDO BOISERIE\_Night**



25x60 - 9"13/16x23"5/8  
**PPW 92RT STRUTTURA FLEX\_Night**



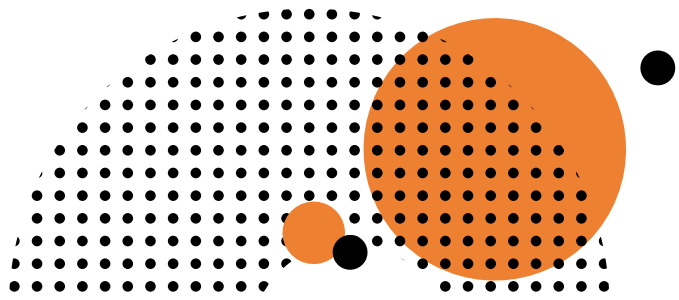
5x2,5 - 2"x1"  
**PPW L93K ANGOLO BOISERIE\_Night**



6x60 - 2"3/8x23"5/8  
**PPW X95K LISTELLO FLEX\_Night**



2x60 - 9"13/16x23"5/8  
**PPW M90K SIGARO BOISERIE\_Night**





25x60 - 9"13/16x23"5/8  
**PPW 01RT STRUTTURA PATTERN\_Peach**



5x60 - 2"x23"5/8  
**PPW L01K BORDO BOISERIE\_Peach**



25x60 - 9"13/16x23"5/8  
**PPW 02RT STRUTTURA FLEX\_Peach**



5x2,5 - 2"x1"  
**PPW L13K ANGOLO BOISERIE\_Peach**



6x60 - 2"3/8x23"5/8  
**PPW X05K LISTELLO FLEX\_Peach**



2x60 - "13/16x23"5/8  
**PPW M00K SIGARO BOISERIE\_Peach**



25x60 - 9"13/16x23"5/8  
**PPW 31RT STRUTTURA PATTERN\_Sun**



5x60 - 2"x23"5/8  
**PPW L31K BORDO BOISERIE\_Sun**



25x60 - 9"13/16x23"5/8  
**PPW 32RT STRUTTURA FLEX\_Sun**



5x2,5 - 2"x1"  
**PPW L33K ANGOLO BOISERIE\_Sun**



6x60 - 2"3/8x23"5/8  
**PPW X35K LISTELLO FLEX\_Sun**



2x60 - "13/16x23"5/8  
**PPW M30K SIGARO BOISERIE\_Sun**



25x60 - 9"13/16x23"5/8  
**PPW 61RT STRUTTURA PATTERN\_Bubble**



5x60 - 2"x23"5/8  
**PPW L61K BORDO BOISERIE\_Bubble**



25x60 - 9"13/16x23"5/8  
**PPW 62RT STRUTTURA FLEX\_Bubble**



5x2,5 - 2"x1"  
**PPW L63K ANGOLO BOISERIE\_Bubble**



6x60 - 2"3/8x23"5/8  
**PPW X65K LISTELLO FLEX\_Bubble**



2x60 - "13/16x23"5/8  
**PPW M60K SIGARO BOISERIE\_Bubble**



25x60 - 9"13/16x23"5/8  
**PPW 51RT STRUTTURA PATTERN\_Chili**



5x60 - 2"x23"5/8  
**PPW L51K BORDO BOISERIE\_Chili**



25x60 - 9"13/16x23"5/8  
**PPW 52RT STRUTTURA FLEX\_Chili**



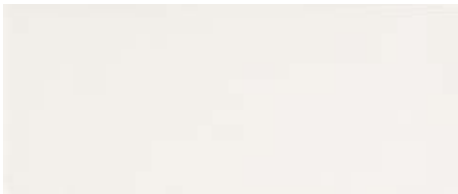
5x2,5 - 2"x1"  
**PPW L53K ANGOLO BOISERIE\_Chili**



6x60 - 2"3/8x23"5/8  
**PPW X55K LISTELLO FLEX\_Chili**



2x60 - 9"13/16x23"5/8  
**PPW M50K SIGARO BOISERIE\_Chili**



25x60 - 1"9/16x23"5/8  
**PPW 80RT Snow MATT**



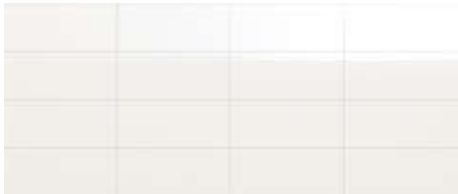
4x60 - 1"9/16x23"5/8  
**PPW L86K BORDO\_White**



25x60 - 9"13/16x23"5/8  
**PPW 86RT White LUX**



4x2,5 - 1"9/16x1"  
**PPW L82K ANGOLO BORDO\_White**



25x60 - 9"13/16x23"5/8  
**PPW 87RT MOSAICO INCISO\_White**



1,5x30 - "9/16x11"13/16  
**PPW M86K MATITA JOLLY\_White**



1,5x1,5 - "9/16x"9/16  
**PPW M82K ANGOLO JOLLY\_White**



25x60 - 1"9/16x23"5/8  
**PPW 40RT Dune MATT**



4x60 - 1"9/16x23"5/8  
**PPW L46K BORDO\_Beige**



25x60 - 9"13/16x23"5/8  
**PPW 46RT Beige LUX**



4x2,5 - 1"9/16x1"  
**PPW L42K ANGOLO BORDO\_Beige**



25x60 - 9"13/16x23"5/8  
**PPW 47RT MOSAICO INCISO\_Beige**



1,5x30 - "9/16x11"13/16  
**PPW M46K MATITA JOLLY\_Beige**



1,5x1,5 - "9/16x"9/16  
**PPW M42K ANGOLO JOLLY\_Beige**



50x60 - 19"11/16x23"5/8  
**PPW D48K COMPOSIZIONE FLOWERS Dune/Colours**



50x60 - 19"11/16x23"5/8  
**PPW D88K COMPOSIZIONE FLOWERS Snow/Night**



75x60 - 29"9/16x23"5/8  
**PPW D86K COMPOSIZIONE POP\_Blondie**



75x60 - 29"9/16x23"5/8  
**PPW D87K COMPOSIZIONE POP\_Brunette**

25x60 - 9"13/16x23"5/8  
PPW D81K FIORE  
White/Sun



25x60 - 9"13/16x23"5/8  
PPW D41K FIORE  
Beige/Chili



25x60 - 9"13/16x23"5/8  
PPW D91K FIORE  
White/Night



25x60 - 9"13/16x23"5/8  
PPW D61K FIORE  
White/Bubble



12,5x12,5 - 4"15/16x4"15/16  
PPW D84K TOZZETTO  
ROSE\_White



12,5x12,5 - 4"15/16x4"15/16  
PPW D44K TOZZETTO  
ROSE\_Beige



12,5x12,5 - 4"15/16x4"15/16  
PPW D64K TOZZETTO  
ROSE\_Night



25x60 - 9"13/16x23"5/8  
PPW D80K STELO  
White/Sun



25x60 - 9"13/16x23"5/8  
PPW D40K STELO  
Beige/Chili



25x60 - 9"13/16x23"5/8  
PPW D90K STELO  
White/Night



25x60 - 9"13/16x23"5/8  
PPW D60K STELO  
White/Bubble



12,5x12,5 - 4"15/16x4"15/16  
PPW D54K TOZZETTO  
ROSE\_Chili



25x25 - 9"13/16x9"13/16  
PPW D85K FORMELLA  
ROSA\_White



25x25 - 9"13/16x9"13/16  
PPW D45K FORMELLA  
ROSA\_Beige



25x25 - 9"13/16x9"13/16  
PPW D95K FORMELLA  
ROSA\_Night

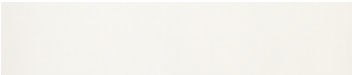


25x25 - 9"13/16x9"13/16  
PPW D55K FORMELLA  
ROSA\_Chili

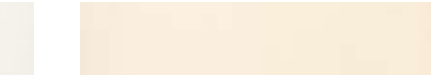


## PAVIMENTI COORDINATI

Matching Floor. Carreaux De Sols Coordonés. Passende Bodenfliesen. Pavimentos Coordinados.



45x45 - 17"11/16x17"11/16  
PLY 808 Bianco  
PEI V



45x45 - 17"11/16x17"11/16  
PLY 404 Beige  
PEI V



45x45 - 17"11/16x17"11/16  
PLY 101 Grigio/Metal  
PEI V



45x45 - 17"11/16x17"11/16  
PLY 909 Nero  
PEI V

44,6x44,6 - 17"9/16x17"9/16  
PLY 88RT Bianco Rettificato  
PEI V

44,6x44,6 - 17"9/16x17"9/16  
PLY 44RT Beige Rettificato  
PEI V

44,6x44,6 - 17"9/16x17"9/16  
PLY 11RT Grigio/Metal Rettificato  
PEI V

44,6x44,6 - 17"9/16x17"9/16  
PLY 99RT Nero Rettificato  
PEI V

59,5x59,5 - 23"7/16x23"7/16  
SPZ 80LR Bianco Lappato

59,5x59,5 - 23"7/16x23"7/16  
SPZ 40LR Beige Lappato

# IMBALLI & PESI

Packing and Weight.  
Poids et Emballages.  
Verpackung und Gewicht.  
Embalajes y Pesos.

|                                                          |
|----------------------------------------------------------|
| <b>POP25x60</b><br>9"13/16x23"5/8                        |
| <b>POP25x60</b><br>flex<br>9"13/16x23"5/8                |
| <b>PLAY45x45</b><br>17"11/16x17"11/16                    |
| <b>PLAY44,6x44,6</b><br>rettificato<br>17"11/16x17"11/16 |
| <b>SPAZIO59,5x59,5</b><br>rettificato<br>23"7/16x23"7/16 |

| SCATOLA/BOX |       |       | PALLET |       |      |
|-------------|-------|-------|--------|-------|------|
| Pz          | m²    | Kg    | Box    | m²    | Kg   |
| 8           | 1.20  | 30    | 48     | 57.6  | 1440 |
| 7           | 1.05  | 26.25 | 48     | 50.4  | 1260 |
| 6           | 1.24  | 23.12 | 34     | 42.16 | 785  |
| 6           | 1.193 | 22.22 | 34     | 40.58 | 756  |
| 3           | 1.064 | 24.78 | 32     | 34.04 | 793  |

# MERCHANDISING

**ESPOSITORE IN ALLUMINIO ED MDF**  
Aluminium display.  
Présentoir en aluminium.  
Aussteller aus Aluminium.  
Expositor en aluminio.



ESP-PPW



SCA-POP

**PANNELLI SINOTTICI**  
Synoptical panels. Übersichts Paneele. Panneaux synoptique. Paneles sinòpticos.



PG POPFT  
Riepilogativo



PG POP06  
Bubble



PG POP09  
Night/Snow



PG POP03  
Sun/Chili



PG POP04  
Peach/Dune



PG POP01  
Metal



CREDITS

marketing: **novabell** \_ art: **kalimera**  
ph set: **studio effetto** \_ print: **sagraf**

# POP

  
**NovaBell**  
Ceramiche Gruppo Beller

**Novabell S.p.A. Ceramiche Italiane**  
via molino 1 - 42014 roteglia (re) italy  
t +39.0536.861111 f +39.0536.851205  
info@novabell.it export@novabell.it  
italia@novabell.it www.novabell.com



COD. CAT-POP