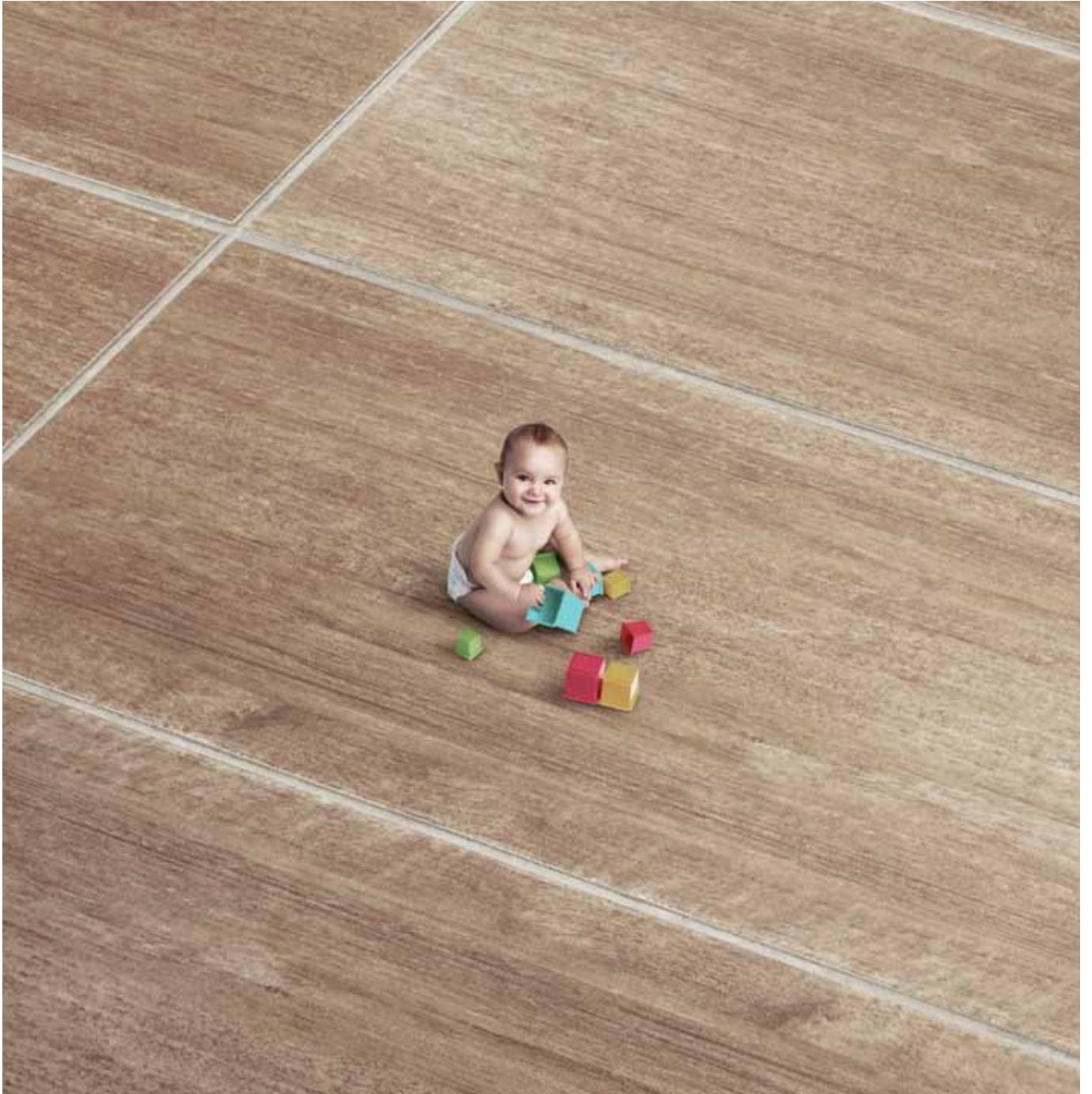


**VitrA INNOVATIONS**  
change your world.

# VitrA

The ceramic tile closest to the body temperature.  
**Warmtouch.** A first by VitrA.



# Warmtouch

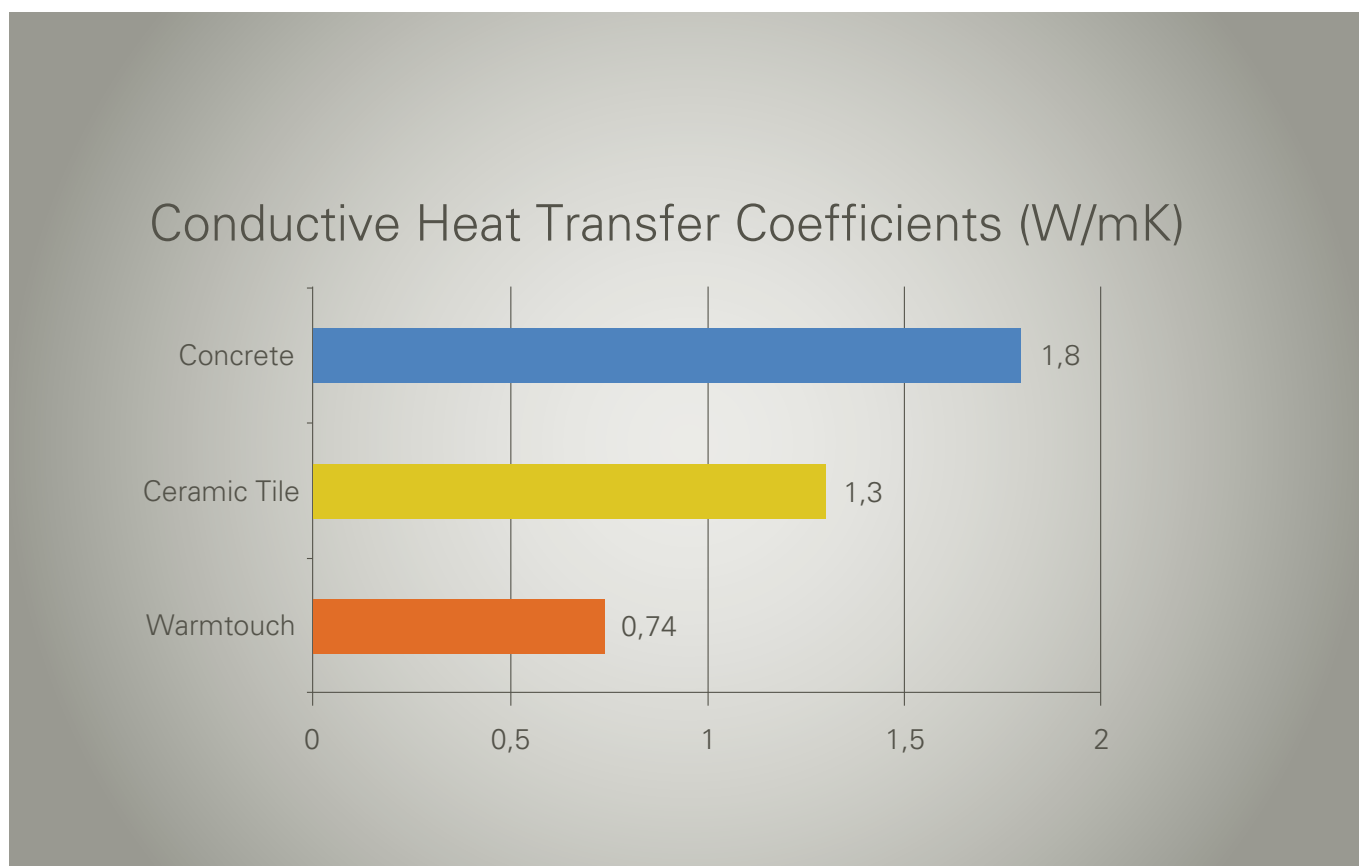
You are right to think the tile is cold. Or rather you were right until now. Now there is Warmtouch.

Thanks to Warmtouch which is felt warm and closer to the body temperature, it is no longer a chilling experience to step on tile bare foot.



Produced with VitrA's exclusive technology, Warmtouch reduces the heat conductivity of the ceramic tile. It offers a warm experience even in cool environments. Besides, it doesn't concede hygiene and durability of the ceramic material. It is ideal for use in summer or winter and for all kinds of spaces from the kitchen to the bathroom.

If you are ready to forget everything you know about ceramics, Warmtouch is waiting to meet you.



In the table above, you can see the conductive heat transfer coefficients of different materials. Since concrete conducts heat the most, it is the material felt coldest. While a normal ceramic tile's conductivity is 1,30 W/mK, through to its innovative technology, Warmtouch's heat conductivity is 0,74 W/mK.

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