

## Horizontes: Eliane's New Collection Redefines Tomorrow



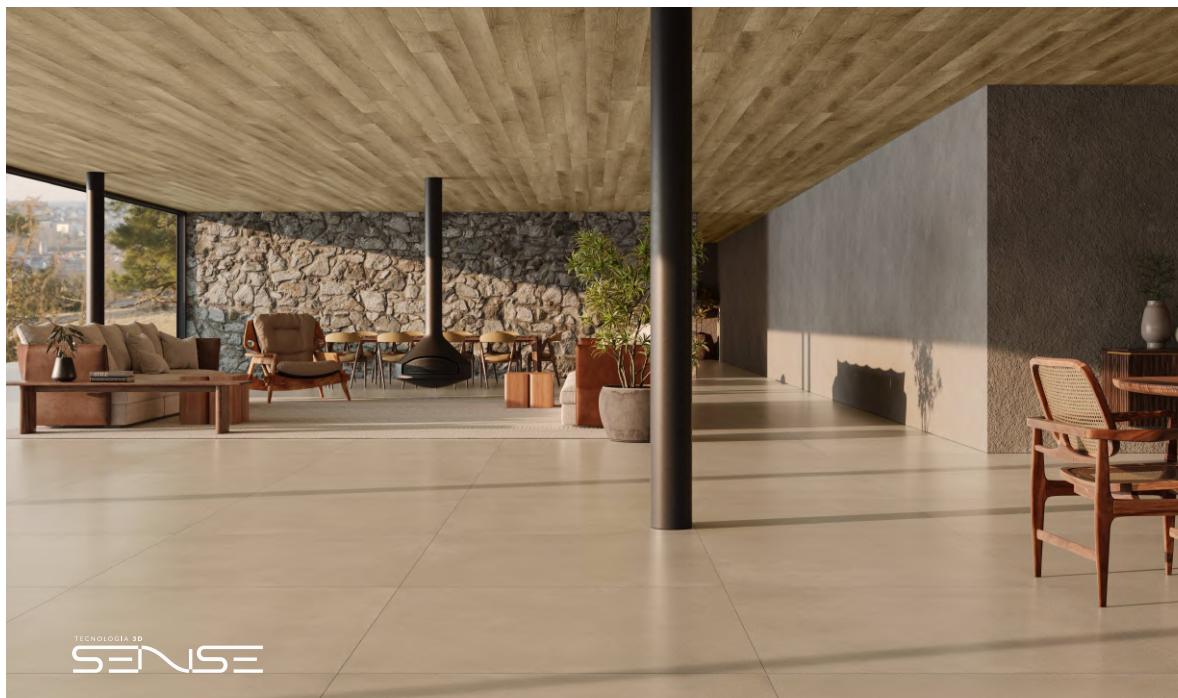
Conceito Horizontes | Foto: Felipe Franco

Architecture is a journey of discovery. Spaces are constantly changing, reflecting the sensitivity with which we interpret the world. Connected to the atmosphere of a new time, Eliane introduces Horizontes, a collection of coatings inspired by different perspectives, new beginnings and, above all, renewed ways of feeling and interpreting environments.

Driven by a state of constant evolution, 2025 brings a fresh creative direction that goes beyond aesthetics. Horizontes does not set boundaries, it rather embodies the ability to create coatings that embrace the sensory experience in a better way; after all, creating is an act of perception and emotion.

The collection highlights the sensory dynamism plugged into technological innovations. The never-seen-before Sense technology introduces digital effects in three new series: Sensi, Cais, and Savona. Thanks to the high-definition digital embossments applied to the surface, the design of the pieces reveals nuances closer to those found in nature. In addition to the embossment being perceived according to the incidence of light on the surface, the pieces show an intricate relationship between natural-like glosses and textures with unique detail and precision.

The Sensi series brings a rustic atmosphere with a slightly shaded surface inspired by cement. Cais stimulates the senses through an unparalleled coating composition, which alludes to Corten steel, with authentic rust interferences – an industrial aesthetic for surprising creations. Savona, in turn, stands out for the intensity of the woody textures, now sensitive to the touch and the look, bringing naturalness to spaces.



Sensi Viga AC 3D 120x120cm

On the other hand, the collection also spotlights the plurality of the current lifestyle, expressed in the Alamo, Mahal, and Edro series. Álamo combines the sophistication of black marble with a calm and timeless atmosphere. For the

Mahal series, the refined character of gems brings new nuances to the environments. The liveliness of the Edro series is another highlight of the collection. The vibrant design and stripe effect transform, according to the orientation of floor designs.



Cais Oleo AC 3D 60x120cm Materia Grafite NA 60x120cm

## Collection 2025: Exploring Uncharted Horizons

Made of connections and new perspectives, Collection Horizontes also marks the 65th anniversary of the Eliane brand. Therefore, Horizontes highlights the Brazilian stories that adapt to the changing world and that go hand in hand with the industry's professionals: architects, designers, and engineers.

The products of the new collection join the portfolio, coming up with new ways of seeing ceramics and architecture. Horizontes represents this transformation.

## **About Eliane:**

Quality, technology, groundbreaking spirit, innovation and sustainability are some of the words that best describe Eliane. With more than 60 years in the market, the brand, which was the first to manufacture porcelain tiles in Brazil, conducts its business based on the commitment to innovate in everything it produces. The brand has the largest and most complete portfolio of ceramic coatings. The nine manufacturing units are distributed in two hubs. Additionally, the brand has Casa Brasil as a showroom in São Paulo, and on its distribution center in the United States. Eliane's products are found in more than 80 countries and, in Brazil, in more than 15 thousand points of sale. To learn more about Eliane's solutions, please visit: [eliane.com](http://eliane.com) and [@elianerevestimentos](https://www.instagram.com/elianerevestimentos).

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