

SUBSTANCE EFFECT

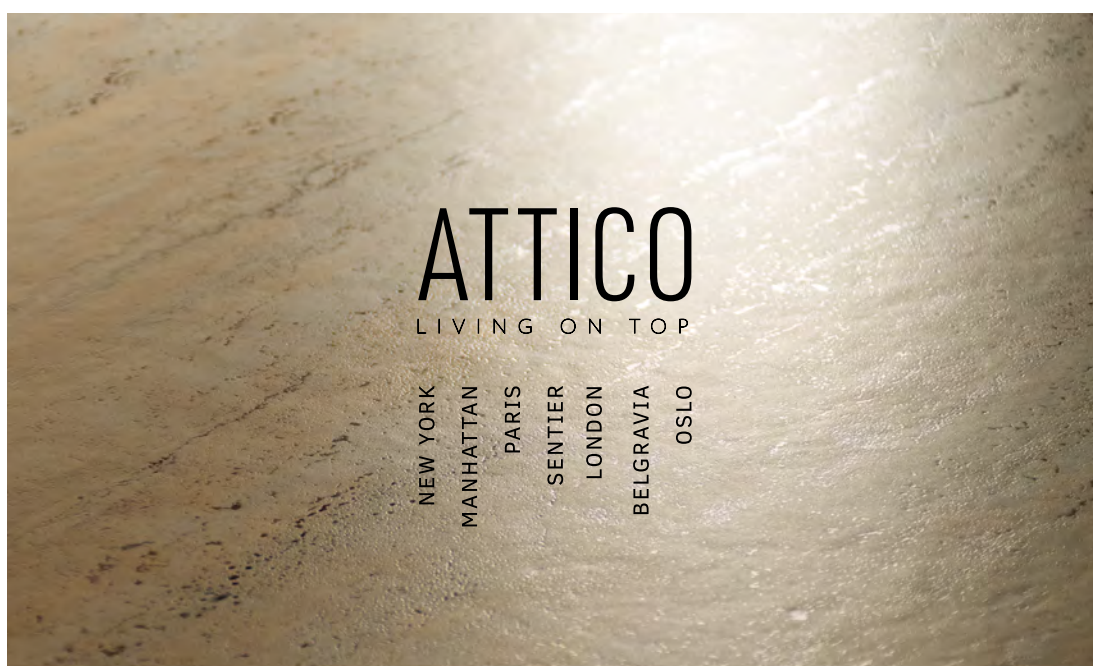
VIVES

SUBSTANCE EFFECT

By using the latest technology, reliefs can be created and generated which accompany the graphics of the tile design giving the piece incredible natural and authentic textures and finishes.

This technique is called substance effect. The substance effect is achieved by applying a special ink and a subsequent layer of end glaze which causes this ink to subtly repel a small amount of enamel in certain areas of the piece.

Due to this process, a relief is generated in the areas of the piece where that special ink has been applied, giving the piece a feeling of depth and absolute realism.



DIFFERENTIAL CHARACTERISTICS



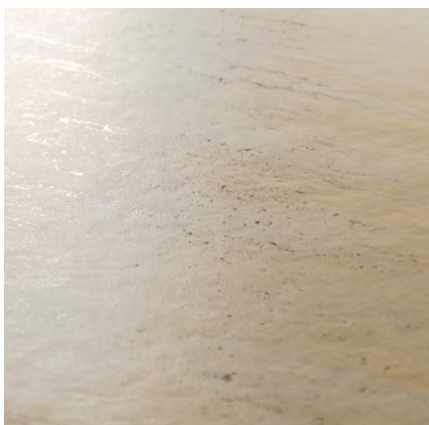
DEPTH

It is necessary that the pieces have a certain thickness in order to achieve an authentic and natural feeling of depth.



DOUBLE LAYER OF GLAZE

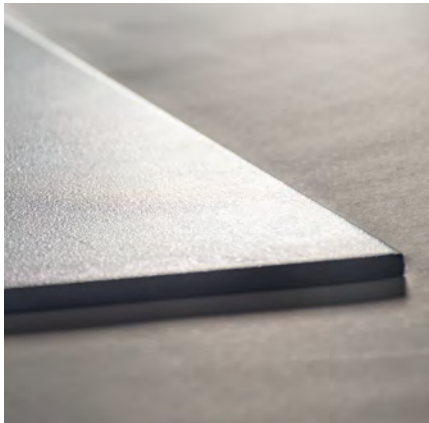
In order to create the chemical process that produces the relief which gives added value to the product, the use of two glazes is required: one at the beginning of the glazing line and another once the special glaze has been applied.



HIGH CHROMATIC PERFORMANCE

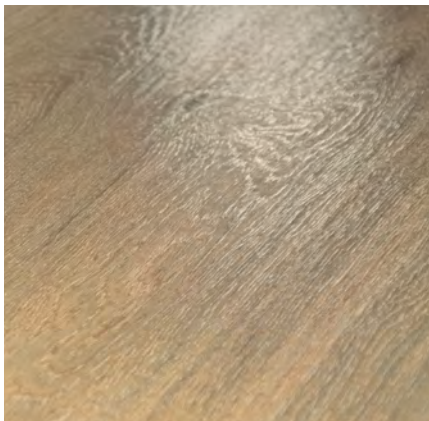
A large amount of glaze and ink is applied to the piece giving it a high quality natural finish and allowing the colours to perform optimally. This helps make the appearance of the piece look sharp and genuine.

DIFFERENTIAL CHARACTERISTICS



WEAR RESISTANCE

The fact the pieces possess such a thick layer of final enamel glaze means that in particular the graphics but also the tile in general have greater resistant and strength characteristics. This means that the tile can greatly resist wear and tear and its effects are minimal despite the passage of time.



LATEST GENERATION APPLICATIONS

Special high quality glazes and enamels are used to produce this substance effect and give the product this added value.



UNLIMITED RELIEFS

By creating reliefs from the process of the special ink and a final glaze means that the number of reliefs that can be generated is unlimited, giving each of the tiles a certain uniqueness. This factor allows it to be adapted to each particular piece so that the relief accompanies the individuality of the graphics. If they were pressed reliefs, then the number of reliefs would be limited to the number of moulded plates used during the pressing process.

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DIFFERENTIAL CHARACTERISTICS



AUTHENTICITY

With the substance effect, more authentic, natural and realistic finishes can be created which would not be able to be achieved without this avant-garde technology.



VISUAL EFFECTS

This technique makes it possible to achieve pieces that in certain areas have glossy visual effects on a matt base, giving the pieces naturalness and realism.

**SUBSTANCE
EFFECT**

VIVES



<https://youtu.be/i5DJK09aHVM>