

WHYNOT  
WHYNOT



**Ascot Research Centre è il centro ricerca e sviluppo di Ascot Ceramiche.**

**Cultura aziendale, creatività, sensibilità sui trend e capacità progettuale sono affiancate da una forte competenza tecnica e da un continuo aggiornamento, supportati dall'impiego di tecnologie e attrezzature di ultima generazione. Questo connubio di tecnica e creatività dà vita a materiali di altissimo livello, dove raffinatezza e modernità estetiche si accompagnano a qualità tecniche d'eccellenza, nel prodotto, nel corredo di accessori e nel servizio.**

The Ascot Research Centre is a Research and Development facility run by Ascot Ceramiche.

Corporate culture, creativity, sensitivity to trends and a flair for design are accompanied by consummate engineering skills and a willingness to update continuously, employing technology and equipment of the latest generation. This marriage of expertise and creativity gives rise to top quality materials, in which sophistication and modern styling combine with technical attributes of genuine excellence characterizing product, accessories and service alike.

Das Ascot Research Centre ist das Forschungs- und Entwicklungszentrum des Unternehmens Ascot Ceramiche.

Unternehmenskultur, Kreativität, Sensibilität im Umgang mit Trends sowie die Fähigkeit zu gestalterischer Umsetzung werden flankiert von hoher technischer Kompetenz und ständiger Aktualisierung und Weiterentwicklung der Produkte. Zum Einsatz kommen dabei modernste Technologien und Herstellungsverfahren.

Ascot Research Centre est le centre de recherche et de développement de Ascot Ceramiche.

Culture d'entreprise, créativité, sensibilité à l'égard des tendances et capacité de conception s'associent à une grande compétence technique et à une mise à jour continue, au moyen de technologies et d'équipements de la dernière génération. Cette association de technique et de créativité donne vie à des matériaux de très haut niveau dans lesquels le raffinement et le caractère esthétique moderne s'allient aux qualités techniques absolues dans le produit, dans la fourniture d'accessoires et dans le service.

Ascot Research Centre es el centro de investigación y desarrollo de Ascot Ceramiche.

Cultura empresarial, creatividad, sensibilidad para las tendencias y capacidad de diseño, se combinan con una gran capacidad técnica y una continua actualización, mediante la utilización de tecnologías y equipos de vanguardia. Esta combinación de técnica y creatividad da origen a materiales de altísimo nivel, en los cuales el refinamiento y la modernidad estética se unen a cualidades técnicas de excelencia, en el producto, en los accesorios y en el servicio.



# ASCOTSTUDIOPROJECT

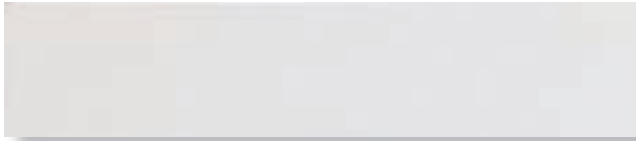
**Il marchio Ascot Studio Project propone alcune importanti creazioni del Centro Ricerche Ascot. La combinazione di creatività, cultura del prodotto e sapienza tecnologica dà vita a materiali e grafiche innovativi. Nascono così linee di prodotti espressione di uno stile senza tempo.**

The Ascot Studio Project brand features several important creations of the Ascot Research Centre. Creativity, product culture and technological know-how combine to deliver innovative products and graphic designs. The product lines that emerge are the expression of a timeless style.

Unter der Marke Ascot Studio Project wird eine Auswahl bedeutender Kreationen des Ascot Research Centres angeboten. Dank der Verbindung aus Kreativität, Produktkultur und ausgeklügelter Technologie entstehen Produktlinien, deren innovative Materialien und Dekore einem zeitlosen Stil Ausdruck verleihen.

La marque Ascot Studio Project propose d'importantes créations du Centre de Recherche Ascot. La combinaison de créativité, culture du produit et savoir technologique donne vie à des matériaux et des graphismes innovateurs. C'est ainsi que naissent des lignes de produits, expression d'un style éternel.

La marca Ascot Studio Project propone algunas importantes creaciones del Centro de Investigaciones de Ascot. La combinación de creatividad, cultura del producto y capacidad tecnológica, da origen a materiales y diseños innovadores. Nacen así líneas de productos que expresan un estilo fuera del tiempo.



**WN1010** Why Not White 10,5x49,5 4,1"x19,5"

584



**WNAM10** 540  
Why Not Ang.  
Matita White  
2,5x2,5 1"x1"



**WNM10** Why Not Matita White 2,5x49,5 1"x19,5"

540



**WNAM00** 544  
Why Not Ang.  
Matita Steel  
2,5x2,5 1"x1"



**WNM00** Why Not Matita Steel 2,5x49,5 1"x19,5"

544



**WNAM60** 544  
Why Not Ang.  
Matita Bronze  
2,5x2,5 1"x1"



**WNM60** Why Not Matita Bronze 2,5x49,5 1"x19,5"

544

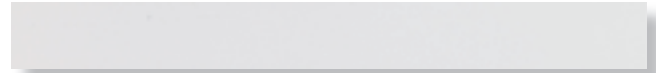


**WNAM80** 544  
Why Not Ang.  
Matita Gold  
2,5x2,5 1"x1"



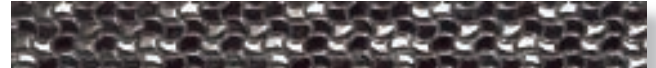
**WNM80** Why Not Matita Gold 2,5x49,5 1"x19,5"

544



**WN5010** Why Not White 5,2x49,5 2"x19,5"

604



**WNC00** Why Not Cornice Steel 5,2x49,5 2"x19,5"

550



**WNC60** Why Not Cornice Bronze 5,2x49,5 2"x19,5"

550



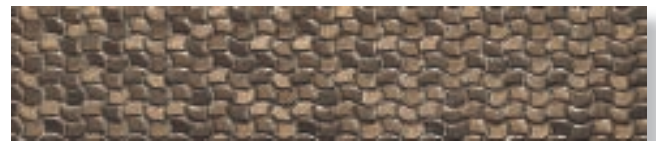
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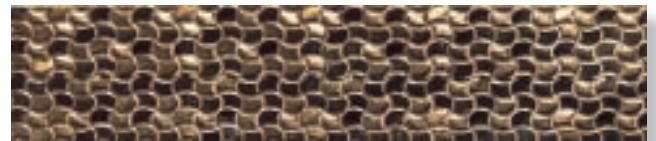
**WNL00** Why Not Listello Steel 10,5x49,5 4,1"x19,5"

580



**WNL60** Why Not Listello Bronze 10,5x49,5 4,1"x19,5"

580

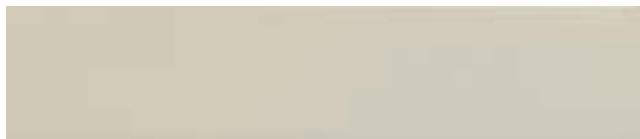


**WNL80** Why Not Listello Gold 10,5x49,5 4,1"x19,5"

580

Materiale venduto al mq - Item sold by sqmt  
Article vendu au m2 - Artikel per qm verkauft

Materiale venduto al pz - Item sold by piece  
Article vendu a la piece - Artikel per stueck verkauft



**WN1020** Why Not Ivory 10,5x49,5 4,1"x19,5"

584



**WNAM20** 540  
Why Not Ang.  
Matita Ivory  
2,5x2,5 1"x1"



**WNM20** Why Not Matita Ivory 2,5x49,5 1"x19,5"

540



**WNAM00** 544  
Why Not Ang.  
Matita Steel  
2,5x2,5 1"x1"



**WNM00** Why Not Matita Steel 2,5x49,5 1"x19,5"

544



**WNAM60** 544  
Why Not Ang.  
Matita Bronze  
2,5x2,5 1"x1"



**WNM60** Why Not Matita Bronze 2,5x49,5 1"x19,5"

544

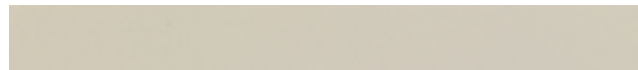


**WNAM80** 544  
Why Not Ang.  
Matita Gold  
2,5x2,5 1"x1"



**WNM80** Why Not Matita Gold 2,5x49,5 1"x19,5"

544



**WN5020** Why Not Ivory 5,2x49,5 2"x19,5"

604



**WNC00** Why Not Cornice Steel 5,2x49,5 2"x19,5"

550



**WNC60** Why Not Cornice Bronze 5,2x49,5 2"x19,5"

550



**WNC80** Why Not Cornice Gold 5,2x49,5 2"x19,5"

550



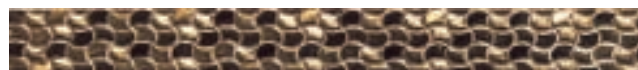
**WNL00** Why Not Listello Steel 10,5x49,5 4,1"x19,5"

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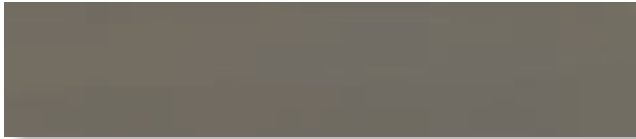
**WNL60** Why Not Listello Bronze 10,5x49,5 4,1"x19,5"

580



**WNL80** Why Not Listello Gold 10,5x49,5 4,1"x19,5"

580



**WN1040** Why Not Taupe 10,5x49,5 4,1"x19,5"

584



**WNAM40** 540  
Why Not Ang.  
MatitaTaupe  
2,5x2,5 1"x1"



**WNM40** Why Not Matita Taupe 2,5x49,5 1"x19,5"

540



**WNAM00** 544  
Why Not Ang.  
Matita Steel  
2,5x2,5 1"x1"



**WNM00** Why Not Matita Steel 2,5x49,5 1"x19,5"

544



**WNAM60** 544  
Why Not Ang.  
Matita Bronze  
2,5x2,5 1"x1"



**WNM60** Why Not Matita Bronze 2,5x49,5 1"x19,5"

544



**WNAM80** 544  
Why Not Ang.  
Matita Gold  
2,5x2,5 1"x1"



**WNM80** Why Not Matita Gold 2,5x49,5 1"x19,5"

544



**WN5040** Why Not Taupe 5,2x49,5 2"x19,5"

604



**WNC00** Why Not Cornice Steel 5,2x49,5 2"x19,5"

550



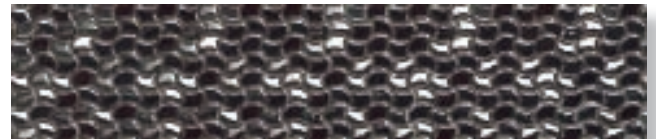
**WNC60** Why Not Cornice Bronze 5,2x49,5 2"x19,5"

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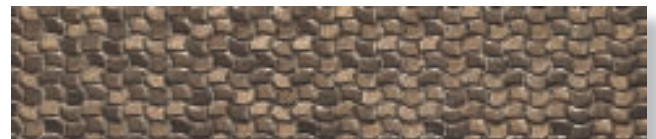
**WNC80** Why Not Cornice Gold 5,2x49,5 2"x19,5"

550



**WNL00** Why Not Listello Steel 10,5x49,5 4,1"x19,5"

580



**WNL60** Why Not Listello Bronze 10,5x49,5 4,1"x19,5"

580



**WNL80** Why Not Listello Gold 10,5x49,5 4,1"x19,5"

580

Materiale venduto al mq - Item sold by sqmt  
Article vendu au m2 - Artikel per qm verkauft

Materiale venduto al pz - Item sold by piece  
Article vendu a la piece - Artikel per stueck verkauft



**WN1060** Why Not Moka 10,5x49,5 4,1"x19,5"

584



**WNAME60** 540  
Why Not Ang.  
Matita Moka  
2,5x2,5 1"x1"



**WNM60** Why Not Matita Moka 2,5x49,5 1"x19,5"

540



**WNAME00** 544  
Why Not Ang.  
Matita Steel  
2,5x2,5 1"x1"



**WNM00** Why Not Matita Steel 2,5x49,5 1"x19,5"

544



**WNAME60** 544  
Why Not Ang.  
Matita Bronze  
2,5x2,5 1"x1"



**WNM60** Why Not Matita Bronze 2,5x49,5 1"x19,5"

544



**WNAME80** 544  
Why Not Ang.  
Matita Gold  
2,5x2,5 1"x1"



**WNM80** Why Not Matita Gold 2,5x49,5 1"x19,5"

544



**WN5060** Why Not Moka 5,2x49,5 2"x19,5"

604



**WNC00** Why Not Cornice Steel 5,2x49,5 2"x19,5"

550



**WNC60** Why Not Cornice Bronze 5,2x49,5 2"x19,5"

550



**WNC80** Why Not Cornice Gold 5,2x49,5 2"x19,5"

550



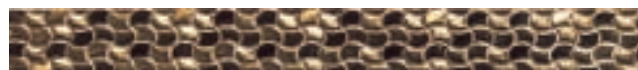
**WNL00** Why Not Listello Steel 10,5x49,5 4,1"x19,5"

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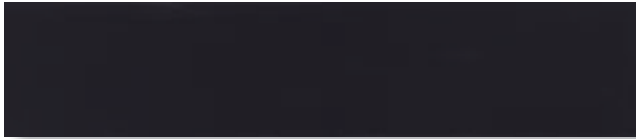
**WNL60** Why Not Listello Bronze 10,5x49,5 4,1"x19,5"

580



**WNL80** Why Not Listello Gold 10,5x49,5 4,1"x19,5"

580



**WN1070** Why Not Black 10,5x49,5 4,1"x19,5"

584



**WNAM70** 540  
Why Not Ang.  
Matita Black  
2,5x2,5 1"x1"



**WNM70** Why Not Matita Black 2,5x49,5 1"x19,5"

540



**WNAM00** 544  
Why Not Ang.  
Matita Steel  
2,5x2,5 1"x1"



**WNM00** Why Not Matita Steel 2,5x49,5 1"x19,5"

544



**WNAM60** 544  
Why Not Ang.  
Matita Bronze  
2,5x2,5 1"x1"



**WNM60** Why Not Matita Bronze 2,5x49,5 1"x19,5"

544



**WNAM80** 544  
Why Not Ang.  
Matita Gold  
2,5x2,5 1"x1"



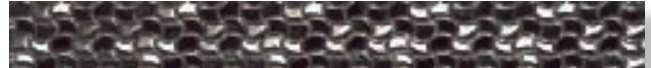
**WNM80** Why Not Matita Gold 2,5x49,5 1"x19,5"

544



**WN5070** Why Not Black 5,2x49,5 2"x19,5"

604



**WNC00** Why Not Cornice Steel 5,2x49,5 2"x19,5"

550



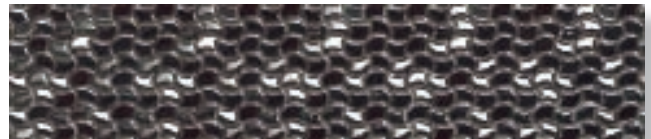
**WNC60** Why Not Cornice Bronze 5,2x49,5 2"x19,5"

550



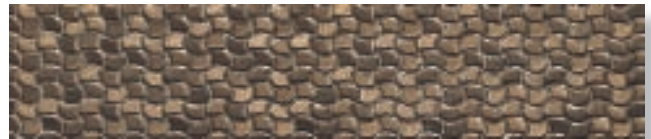
**WNC80** Why Not Cornice Gold 5,2x49,5 2"x19,5"

550



**WNL00** Why Not Listello Steel 10,5x49,5 4,1"x19,5"

580



**WNL60** Why Not Listello Bronze 10,5x49,5 4,1"x19,5"

580



**WNL80** Why Not Listello Gold 10,5x49,5 4,1"x19,5"

580

Materiale venduto al mq - Item sold by sqmt  
Article vendu au m2 - Artikel per qm verkauft

Materiale venduto al pz - Item sold by piece  
Article vendu a la piece - Artikel per stueck verkauft



**WN1080** Why Not Tan 10,5x49,5 4,1"x19,5"

584



**WNAM80** 540  
Why Not Ang.  
Matita Tan  
2,5x2,5 1"x1"



**WNM80** Why Not Matita Tan 2,5x49,5 1"x19,5"

540



**WNAM00** 544  
Why Not Ang.  
Matita Steel  
2,5x2,5 1"x1"



**WNM00** Why Not Matita Steel 2,5x49,5 1"x19,5"

544



**WNAM60** 544  
Why Not Ang.  
Matita Bronze  
2,5x2,5 1"x1"



**WNM60** Why Not Matita Bronze 2,5x49,5 1"x19,5"

544



**WNAM80** 544  
Why Not Ang.  
Matita Gold  
2,5x2,5 1"x1"



**WNM80** Why Not Matita Gold 2,5x49,5 1"x19,5"

544



**WN5080** Why Not Tan 5,2x49,5 2"x19,5"

604



**WNC00** Why Not Cornice Steel 5,2x49,5 2"x19,5"

550



**WNC60** Why Not Cornice Bronze 5,2x49,5 2"x19,5"

550



**WNC80** Why Not Cornice Gold 5,2x49,5 2"x19,5"

550



**WNL00** Why Not Listello Steel 10,5x49,5 4,1"x19,5"

580



**WNL60** Why Not Listello Bronze 10,5x49,5 4,1"x19,5"

580



**WNL80** Why Not Listello Gold 10,5x49,5 4,1"x19,5"

580



**WN1090** Why Not Pale Taupe 10,5x49,5 4,1"x19,5"

584



**WNAM90** 540  
Why Not Pale Ang.  
Matita Taupe  
2,5x2,5 1"x1"



**WNM90** Why Not Pale Matita Taupe 2,5x49,5 1"x19,5"

540



**WNAM00** 544  
Why Not Ang.  
Matita Steel  
2,5x2,5 1"x1"



**WNM00** Why Not Matita Steel 2,5x49,5 1"x19,5"

544



**WNAM60** 544  
Why Not Ang.  
Matita Bronze  
2,5x2,5 1"x1"



**WNM60** Why Not Matita Bronze 2,5x49,5 1"x19,5"

544



**WNAM80** 544  
Why Not Ang.  
Matita Gold  
2,5x2,5 1"x1"



**WNM80** Why Not Matita Gold 2,5x49,5 1"x19,5"

544



**WN5090** Why Not Pale Taupe 5,2x49,5 2"x19,5"

604



**WNC00** Why Not Cornice Steel 5,2x49,5 2"x19,5"

550



**WNC60** Why Not Cornice Bronze 5,2x49,5 2"x19,5"

550



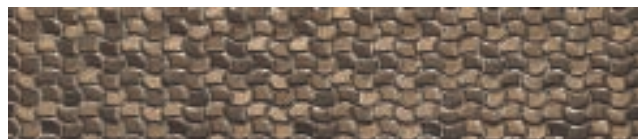
**WNC80** Why Not Cornice Gold 5,2x49,5 2"x19,5"

550



**WNL00** Why Not Listello Steel 10,5x49,5 4,1"x19,5"

580



**WNL60** Why Not Listello Bronze 10,5x49,5 4,1"x19,5"

580



**WNL80** Why Not Listello Gold 10,5x49,5 4,1"x19,5"

580



|                 |  |                      |            |
|-----------------|--|----------------------|------------|
| <b>WN1010BN</b> | Why Not Bull Nose White (lato 50)      | 10,5x49,5 4,1"x19,5" | <b>520</b> |
| <b>WN1020BN</b> | Why Not Bull Nose Ivory (lato 50)      | 10,5x49,5 4,1"x19,5" | <b>520</b> |
| <b>WN1040BN</b> | Why Not Bull Nose Taupe (lato 50)      | 10,5x49,5 4,1"x19,5" | <b>520</b> |
| <b>WN1060BN</b> | Why Not Bull Nose Moka (lato 50)       | 10,5x49,5 4,1"x19,5" | <b>520</b> |
| <b>WN1070BN</b> | Why Not Bull Nose Black (lato 50)      | 10,5x49,5 4,1"x19,5" | <b>520</b> |
| <b>WN1080BN</b> | Why Not Bull Nose Tan (lato 50)        | 10,5x49,5 4,1"x19,5" | <b>520</b> |
| <b>WN1090BN</b> | Why Not Bull Nose Pale Taupe (lato 50) | 10,5x49,5 4,1"x19,5" | <b>520</b> |



|                 |  |                      |            |
|-----------------|--|----------------------|------------|
| <b>WN1001BN</b> | Why Not Bull Nose White (lato 10)      | 10,5x49,5 4,1"x19,5" | <b>520</b> |
| <b>WN1002BN</b> | Why Not Bull Nose Ivory (lato 10)      | 10,5x49,5 4,1"x19,5" | <b>520</b> |
| <b>WN1004BN</b> | Why Not Bull Nose Taupe (lato 10)      | 10,5x49,5 4,1"x19,5" | <b>520</b> |
| <b>WN1006BN</b> | Why Not Bull Nose Moka (lato 10)       | 10,5x49,5 4,1"x19,5" | <b>520</b> |
| <b>WN1007BN</b> | Why Not Bull Nose Black (lato 10)      | 10,5x49,5 4,1"x19,5" | <b>520</b> |
| <b>WN1008BN</b> | Why Not Bull Nose Tan (lato 10)        | 10,5x49,5 4,1"x19,5" | <b>520</b> |
| <b>WN1009BN</b> | Why Not Bull Nose Pale Taupe (lato 10) | 10,5x49,5 4,1"x19,5" | <b>520</b> |

## IMBALLI - PACKING - VERPACKUNG - EMBALLAGE - EMBALAJE

| FORMATO             | MQ./SCATOLA | PEZZI/SCATOLA | KG./SCATOLA | SCATOLE/PALLET  | MQ./PALLET  | KG./PALLET  |
|---------------------|-------------|---------------|-------------|-----------------|-------------|-------------|
| SIZE                | SQM./BOX    | PIECES/BOX    | KG./BOX     | BOXES/PALLET    | SQM./PALLET | KG./PALLET  |
| FORMAT              | QM./KARTON  | STŮČK/KARTON  | KG./KARTON  | KARTONS/PALETTE | QM./PALETTE | KG./PALETTE |
| FORMAT              | M²/BOÎTE    | PIECES/BOÎTE  | KG./BOÎTE   | BOÎTE/PALETTE   | M²/PALETTE  | KG./PALETTE |
| FORMATO             | MQ./CAJA    | PIEZAS/CAJA   | KG./CAJA    | CAJA/PALLET     | MQ./PALLET  | KG./PALLET  |
| 5,2x49,5 fondo      | -           | -             | -           | -               | -           | -           |
| 10,5x49,5 fondo     | -           | -             | -           | -               | -           | -           |
| 2,5x49,5 matita     | -           | 4             | -           | -               | -           | -           |
| 2,5x2,5 ang. matita | -           | 4             | -           | -               | -           | -           |
| 10,5x49,5 listello  | -           | 4             | -           | -               | -           | -           |
| 5,2x49,5 cornice    | -           | 4             | -           | -               | -           | -           |
| 10,5x49,5 bull nose | -           | 20            | -           | -               | -           | -           |



C E R A M I C H E

**CERAMICHE ASCOT S.P.A.**

V I A C R O C E , 8 0

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FAX +39 059 77.84.44/43

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[w w w . a s c o t . i t](http://www.ascot.it)