**CEDIT**

Italian origin and international spirit: **CEDIT - Ceramiche d’Italia** is a brand of Florim SPA SB, relaunched on the market in 2016. Its core values are: a **strong local bond**, a clear **vocation for ground-breaking design** and a determination to **contribute** to the **living-spaces evolution**.

Over the years, CEDIT worked with the **biggest names** of the **Italian design**, including Achille and Pier Giacomo Castiglioni, Ettore Sottsass, Enzo Mari and Alessandro Mendini and others, becoming a key contributor to Italian and international design history.

Following a solid tradition, nowadays CEDIT continues to promote **contemporary creativities**, creating **big slabs** porcelain stoneware collections conceived as a unique combination of **craftmanship** and **technological innovation**. The **Authors**, the **outstanding Italian talents** who so far have designed the new collections of this historic brand are: BRH +, Matteo Nunziati, Giorgio Griffa, Franco Guerzoni, Giorgia Zanellato & Daniele Bortotto, Formafantasma, Zaven, Cristina Celestino, Federico Pepe and Elena Salmistraro.

**BRAND VALUES**

***Introduction***

CEDIT defines a style – understood in the sense of a language – with the characteristics

of an unexpected invention, formulated to reveal an expressiveness that has no thematic boundaries and imposes no restrictions on experimental research. By capitalizing on the experience gained from its remarkable history and reflecting on the key principles of its work, CEDIT codifies and reveals its founding values, which it expresses through five key words that correspond to five policies. These values, which have the precision of a statement of intent and the intensity of a schematic manifesto, are an arrival and starting point for a unique business: from 1947 onwards, CEDIT has continued to chart one of the most original and high-quality trajectories in the design-oriented Made in Italy manufacturing sector, not only in the field of high-end ceramic coverings.

The FLORIM Group’s commitment as a Benefit Corporation and B Corp can find, in the CEDIT brand, an ideal vehicle for transmitting its belief in “cultural value”, understood as one of the founding principles of its work and social commitment.

***5 values, 5 key words***

C ––> CULTURE

E ––> ETHICS

D ––> DESIGN

I ––> IDENTITY

T ––> TALENT

*CULTURE*

CEDIT promotes a precise cultural vision, for which the production of knowledge,

intellectual exchange and experience derived from fostering a cross-sectional dialogue between individuals

are inescapable priorities that are very important in the associated life of contemporary communities.

Every CEDIT product should be understood as a vehicle for knowledge, as a tool to

promote concepts and content, and, ultimately as a cultural device.

*ETHICS*

CEDIT is determined to combine its product range with a commitment to responsible

business practices. This approach, which is an integral and inherent part of the brand’s customary

design and production activities, is primarily based on sustainable practices, safeguarding the natural environment and complying with an ethical protocol for work organised within Florim.

*DESIGN*

CEDIT has always believed that research, design and experimentation are crucial tools for defining and achieving outstanding quality. By investing in research, understood as a poetically sublime form of knowledge, CEDIT becomes an innovator, a leading player in a manufacturing process which, thanks to its history and experiences rooted in its past, anticipates and foreshadows the future.

*IDENTITY*

CEDIT respects the history that has defined its identity, from its origins to the present day; the legacy that it embraces and propels forward corresponds to the incredible wealth of knowledge accumulated over time by those who have worked to create the brand’s products, with the rich heritage of human knowledge revealed, in all its significance, in its own extraordinary business experience.

*TALENT*

CEDIT has faith in creative talent, which has always been an inherent part of the art of Italian manufacturing. Ingenuity is demonstrated, in all its might, in the desire to bring the imagination of its authors and their capacity for invention to life, creating products – and consequently environments – with clear expressive identities and qualities that can positively influence our lifestyles.