IRIS CERAMICA GROUP | 60 SIXTY YEARS OF SURFACES AND ENVIRONMENT

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RASSEGNA STAMPA

Agosto 2023

ITALIA

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Lo showroom di Londra diventa ICG GALLERY

In occasione della Clerkenwell Design Week, lo showroom di Iris Ceramica Group ha presentato la sua nuova veste ed evolve in ICG Gallery: come una galleria d'arte contemporanea, si svela immersiva, interattiva, tecnologica e coinvolgente. La nuova ICG Gallery di Londra è molto di più di uno showroom di superfici ceramiche naturali di alta gamma, è un luogo dove fare esperienza della materia e dei valori del Gruppo in forma tangibile e virtuale, scoprendo ogni volta differenti punti di vista e interpretazioni architettoniche. Gli esterni sono già un'esperienza immersiva che cattura l'attenzione: davanti alle vetrine, il movimento dei passanti diventa una passeggiata attraverso una pioggia virtuale che si trasforma in energia amica dell'ambiente. All'interno, al piano terra si attraversa un mondo creato con la realtà aumentata dove i visitatori possono scoprire sulla propria pelle gli effetti benefici delle superfici eco-attive Active Surfaces®: un mondo all'insegna del benessere e della salute. Il piano superiore è il tempio della Material Gallery, lo spazio in cui addentrarsi in un viaggio nella materia, sfogliando le texture, i formati e gli spessori. Emozionare è infine il focus anche del piano -1 che ruota intorno a una lounge sofisticata e accogliente, tra nicchie confortevoli arredate con eleganza.

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STONE & TILE INDUSTRY NEWS | STONE & TILE PRODUCTS

Edison Next Partners with Iris Ceramica Group on H2 Factory™

August 9, 2023

MILAN/FIORANO MODENESE, ITALY -- Iris Ceramica Group, Italian world leader in the production of innovative solutions and high-end, large technical ceramic slabs and holding company of U.S. based manufacturing facility Stonepeak Ceramics, partners with Edison Next, a company of Edison Group which leads clients and territories in their decarbonisation and ecological transition journey, to develop H2 Factory™. H2 Factory™ is a new, groundbreaking production plant based in Castellarano (province of Reggio Emilia, Northern Italy) which will entirely use green hydrogen–powered by renewable energy and produced using a pioneering, bespoke system.

With this agreement, Iris Ceramica Group and Edison Next are launching the first project for the decarbonisation of the ceramic industry using green hydrogen. This initiative marks the start of a new journey towards the decarbonisation of a particularly energy-intensive industrial sector[1], which is a crucial contribution for achieving the energy transition objectives of both Italy and the ceramic district.

The ceramic district, concentrated between the provinces of Modena and Reggio Emilia, is a strategic area of this production sector. Skill, technology, innovation and determination to believe in a virtuous path toward decarbonisation are the key elements of the first "green" ceramic industry.

"The start of this virtuous energy transition path with Iris Ceramica Group is the first significant step towards the decarbonisation of a key sector for the Country," Giovanni Brianza, Edison Next CEO, declared, "Iris Ceramica Group represents an excellence of Italian manufacturing around the world, and its history shows the ability to tackle and win this challenge."

"For energy-intensive sectors, decarbonisation means having the courage to rethink processes, intervening in the heart of production systems through the introduction of innovative technologies to guarantee environmental sustainability, as well as the competitive performance of the sector in the international markets." Brianza continues, "This project, based on the production and use of green hydrogen in an industrial sector, is part of Edison's strategy, which is investing in this energy vector through several projects for the benefit of industrial clients."

The partnership between Iris Ceramica Group and Edison Next marks the start of the second phase of an ambitious project. The first step towards decarbonisation was completed last year, with Iris Ceramica Group working on the feasibility and implementation of the H2 Factory™ and the hosting of the green hydrogen production system, using the highest design standards. The use of this energy vector in the production process requires specific measures, not only in terms of facilities – the kiln needs to be engineered to be powered by a blend of hydrogen and natural gas – but also in terms of strategic construction works which include rainwater collection tanks, a photovoltaic system on the factory's roof, and specific hydrogen production and storage areas. The company also installed all the hydrogen distribution systems throughout the plant.

The factory, which will be powered by hydrogen starting in 2025, will produce large slabs in 4D Ceramics – where the fourth dimension refers precisely to sustainability –, and large full-body technical porcelain stoneware surfaces in thicknesses 12 and 20 mm, which are particularly ideal for the luxury furnishing sector.

"We are looking at a new dawn for the porcelain stoneware industry and the sector as a whole. The underlying principle of our green hydrogen factory is what I define as a new industrial humanism, with a central focus on sustainability and all its factors: environmental, social, and economic. The challenge is to assure significant savings of CO2 in the next 2 years, paving the way for the ceramic sector and the whole district, demonstrating that even an energy-intensive industry can become a virtuous "net zero" energy transition model. We hope that other companies follow our example, to the advantage of the whole community, which will eventually lead to the training of new professional expertise," declared Federica Minozzi, CEO of Iris Ceramica Group.

"Despite the unique scenarios of the past few years that have particularly affected the supply chain, changed the paradigms, and demanded the review of our business plans, we have continued to work stubbornly, overcoming obstacles and choosing the best synergies. With the technical support and highly valuable services of Edison Next, we aim to achieve carbon neutrality in our production of ceramic slabs by 2030. There is a guiding thread that binds economy to ecology, as my father expressed so well in the 1960s with the equation: Economy=Ecology. We believe in and support a new industrial culture of know-how, that in this necessary ecological transition sees an opportunity for change, for a better present and a better tomorrow," Federica Minozzi concluded.

For Iris Ceramica Group's H2 Factory™ in Italy, Edison Next will build a 1 MW green hydrogen production system based on electrolysis, powered by renewable energy. This is part of Iris Ceramica Group's major investment of 50 million euro for the construction of the new hydrogen-driven factory for the production of large slabs.

The electrolyser uses rainwater from collection tanks, which fosters virtuous water management following the circular economy's principles. The project also involves the installation of another 1.2 MW photovoltaic system, in addition to the existing 2 MW one.

The hydrogen will be used particularly to feed the kiln, using a mix of up to 50% of natural gas, while a kiln 100% hydrogen powered is under study.

The expected production, around 132 tons of green hydrogen per year, will replace about 500,000 cubic meters of methane gas per year. Right from the start, the blend will significantly reduce carbon dioxide emissions, saving around 900 tons of CO_2 per year[2].

This agreement is a key step along Iris Ceramica Group's decarbonisation journey, which may involve the development of green hydrogen production systems in other factories of the group.

[1] So-called Hard to Abate

[2] Certified by LEAP s.c.ar.l. Laboratorio Energia ed Ambiente Piacenza

Idrogeno verde per la ceramica Il primo impianto è del gruppo Iris

L'accordo con Edison Next. Il via nel 2025

Il progetto
Il nuovo stabilimento H2 Factory sorge a Castellarano (RE) e sarà alimentato a idrogeno prodotto dall'elettrolisi di acqua piovana

Grandi lastre di ceramica a quattro dimensioni, dove la quarta dimensione è la sostenibilità. Così il gruppo Iris Ceramica — tra i colossi del distretto con 1500 lavoratori impiegati nel mondo — definisce la propria produzione di alta gamma una volta avviato H2 Factory ,il nuovo stabilimento produttivo di Castellarano (Reggio Emilia) che utilizzerà idrogeno verde, il primo del settore. Il progetto, grazie a un investimento di 50 milioni dell'azienda, vedrà la luce grazie a un accordo firmato con Edison Next, società del gruppo Edison che sostiene le imprese nei percorsi di decarbonizzazione e transizione ecologica. Un percorso non facile, sopratutto per il comparto ceramico, non particolarmente inquinante ma tra i più energivori.

«Siamo di fronte ad una nuova alba per l'industria ceramica e per l'intero settore — esulta Federica Minozzi, ceo di Iris Ceramica Group — Il principio alla base della nostra fabbrica a idrogeno verde è quello che io definisco un nuovo umanesimo industriale, al cui centro vi è la sostenibilità con tutti i suoi fattori: ambientali, sociali ed economici. La sfida è arrivare ad avere un forte risparmio di Co2 entro i prossimi due anni e di fare da apripista al settore ceramico e all'intero distretto, dimostrando che anche un'industria energivora può trasformarsi in un modello virtuoso di transizione energetica "net zero". Ci auguriamo, che altre realtà, possano seguire il nostro esempio, a vantaggio di tutto il territorio, portando anche alla formazione di nuove expertise professionali».

Il nuovo stabilimento - per progettare il quale è stato necessario un anno e mezzo di studi — verrà alimentato a idrogeno a partire dal 2025. Produrrà dunque ampie superfici con spessori di 12 e 20 mm, ideali per l'arredamento di lusso. Questo, grazie a impianti realizzati su misura come il forno alimentato con una miscela di idrogeno e gas naturale; le vasche di raccolta dell'acqua piovana; il sistema di pannelli fotovoltaici montati sul tetto e aree ad hoc di produzione e stoccaggio dell'idrogeno e l'infrastruttura per la distribuzione capillare dell'idrogeno. L'idrogeno, in sostanza, verrà prodotto attraverso un procedimento di elettrolisi e l'elettrolizzatore utilizzerà l'acqua piovana recuperata dalle vasche di raccolta. L'idrogeno verde sarà dunque utilizzato per alimentare il forno nel quale verrà immessa una miscelazione con il gas naturale fino a una percentuale di circa il 50%, ma è già allo studio un forno che funzionerà al 100% ad idrogeno. La produzione attesa, pari a circa 132 tonnellate di idrogeno verde all'anno, andrà a sostituire circa 500 mila metri cubi di gas metano all'anno. Il blend consentirà già da subito di abbattere i valori di anidride carbonica, con un risparmio di CO_2 di circa 900 tonnellate all'anno.

«L'avvio di questo percorso — le parole di Giovanni Brianza ceo di Edison Next — rappresenta un primo passo significativo verso la decarbonizzazione di un settore determinante per il Paese. Iris rappresenta l'eccellenza del Made in Italy nel mondo e ha nella sua storia la capacità di affrontare e vincere questa sfida». «Nonostante gli scenari inediti di questi ultimi anni conclude Minozzi — abbiano colpito in particolar modo la catena di fornitura, con il supporto tecnico e di servizi ad alto valore di Edison Next, puntiamo al raggiungimento della carbon neutrality della nostra produzione di lastre in ceramica entro il 2030. C'è un filo rosso che lega l'economia all'ecologia, come ben espresso da mio padre già negli anni 60 con l'equazione: Economia uguale Ecologia».

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ITALIA

Il Corriere dellaSera - Ed. Bologna

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Iris Ceramica Group, the parent company of Stonepeak Ceramics in the U.S., has partnered with Edison Next, a subsidiary of the Edison Group, to embark on an innovative journey towards decarbonization.

This partnership has given birth to the visionary H2 Factory, a state-of-the-art production plant situated in Castellarano, Italy. This trailblazing initiative is set to redefine sustainability in the ceramic industry by harnessing the power of green hydrogen produced through an ingenious and bespoke system powered by renewable energy.

The unveiling of the H2 Factory marks a transformative moment for the ceramic industry, where sustainability and innovation intertwine. The partnership between Iris Ceramica Group and Edison Next represents a pivotal stride towards the ambitious goal of decarbonization. By embracing green hydrogen as a clean energy source, the H2 Factory sets out to revolutionize

the production landscape of the energy-intensive ceramic sector. This strategic move aligns seamlessly with Italy's broader energy transition objectives and underscores the collective commitment to sustainability.

The Ceramic district, nestled between the provinces of Modena and Reggio Emilia, serves as the backdrop for this monumental endeavor. This strategic area of ceramic production is poised to be a pioneer in sustainable manufacturing, with the H2 Factory at its forefront. Through meticulous planning and innovation, the project's foundation was laid last year, culminating in the vision of a hydrogen-powered future. The integration of green hydrogen into the manufacturing process necessitates a comprehensive approach, from adapting kilns to accommodate hydrogen and natural gas blends to strategic infrastructure developments like rainwater collection systems, photovoltaic installations, and specialized hydrogen storage areas.

The H2 Factory, slated to commence hydrogen-powered operations in 2025, will specialize in crafting large slabs in the revolutionary realm of 4D Ceramics, where sustainability takes the fourth dimension. Moreover, the factory will produce substantial technical porcelain stoneware surfaces, catering to the luxury furnishing sector. This endeavor marks a significant investment of 50 million euros by Iris Ceramica Group, solidifying their commitment to reshaping the ceramics landscape with green innovation.

Edison Next, in partnership with Iris Ceramica Group, will erect a 1 MW green hydrogen production system driven by electrolysis and powered by renewable energy sources. Rainwater collection tanks will feed the electrolyzer, fostering sustainable water management. Additionally, a 1.2 MW photovoltaic system, combined with an existing 2 MW installation, will reinforce the energy backbone. The produced hydrogen will primarily fuel the kiln, with a potential to achieve a 100% hydrogen-powered kiln. The estimated annual production of around 132 tons of green hydrogen is projected to offset approximately 500,000 cubic meters of methane gas. This transformation promises an impressive reduction of around 900 tons of CO_2 emissions annually.

As Iris Ceramica Group forges ahead on its decarbonization journey, the H2 Factory serves as an inspiring cornerstone. This endeavor could pave the way for the establishment of green hydrogen production systems in other factories within the group, catalyzing a wider shift towards sustainability.

USA

fcnews.net

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Iris Ceramica Group, Edison Next partner on green factory

August 14, 2023

By **FCNews Staff**

Home ○ News ○ Iris Ceramica Group, Edison Next partner on green factory

Milan/Fiorano Modenese— Iris Ceramica Group, an Italian ceramic slab supplier and holding company of U.S.-based manufacturing facility Stonepeak Ceramics, partnered with Edison Next, a company of Edison Group that leads clients and territories in its decarbonization and ecological transition journey, to develop H2 Factory. H2 Factory is a new production plant based in Castellarano (province of Reggio Emilia, Northern Italy), which will entirely use green hydrogen–powered by renewable energy and produced using a pioneering, bespoke system.

With this agreement, Iris Ceramica Group and Edison Next are launching the first project for the decarbonization of the ceramic industry using green hydrogen. This initiative marks the start of a new journey toward the decarbonization of a particularly energy-intensive industrial sector, which is a crucial contribution for achieving the energy transition objectives of both Italy and the ceramic district.

The ceramic district, concentrated between the provinces of Modena and Reggio Emilia, is a strategic area of this production sector. Skill, technology, innovation and determination to believe in a virtuous path toward decarbonization are the key elements of the first "green" ceramic industry.

"The start of this virtuous energy transition path with Iris Ceramica Group is the first significant step toward the decarbonization of a key sector for the country," said Giovanni Brianza, Edison Next CEO. "Iris Ceramica Group represents an excellence of Italian manufacturing around the world, and its history shows the ability to tackle and win this challenge.

"For energy-intensive sectors, decarbonization means having the courage to rethink processes, intervening in the heart of production systems through the introduction of innovative technologies to guarantee environmental sustainability, as well as the competitive performance of the sector in the international markets. This project, based on the production and use of green hydrogen in an industrial sector, is part of Edison's strategy, which is investing in this energy vector through several projects for the benefit of industrial clients."

USA

floordaily.net

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Iris Ceramica Opening Hydrogen-Powered Factory in Italy

Milan/Fiorano Modenese, Italy, August 7, 2023-Iris Ceramica Group-holding company of U.S. based manufacturing facility Stonepeak Ceramics-has partnered with Edison Next, a company of Edison Group, which leads clients and territories in their decarbonization and ecological transition journey, to develop H2 Factory.

H2 Factory is a new, ground-breaking production plant based in Castellarano (province of Reggio Emilia, Northern Italy) that will entirely use green hydrogen–powered by renewable energy and produced using a pioneering, bespoke system.

With this agreement, Iris Ceramica Group and Edison Next are launching the first project for the decarbonization of the ceramic industry using green hydrogen. This initiative marks the start of a new journey towards the decarbonization of a particularly energy-intensive industrial sector, which is a crucial contribution for achieving the energy transition objectives of both Italy and the ceramic district.

The ceramic district, concentrated between the provinces of Modena and Reggio Emilia, is a strategic area of this production sector.

The partnership between Iris Ceramica Group and Edison Next marks the start of the second phase of a project. The first step towards decarbonization was completed last year, with Iris Ceramica Group working on the feasibility and implementation of the H2 Factory and the hosting of the green hydrogen production system, using the highest design standards. The use of this energy vector in the production process requires specific measures, not only in terms of facilities-the kiln needs to be engineered to be powered by a blend of hydrogen and natural gas-but also in terms of strategic construction works which include rainwater collection tanks, a photovoltaic system on the factory's roof, and specific hydrogen production and storage areas. The company also installed all the hydrogen distribution systems throughout the plant.

The factory, which will be powered by hydrogen starting in 2025, will produce large slabs in 4D Ceramics-where the fourth dimension refers to sustainability-and large full-body technical porcelain stoneware surfaces in thicknesses 12 and 20 mm, which are particularly ideal for the luxury furnishing sector.

For Iris Ceramica Group's H2 Factory in Italy, Edison Next will build a 1 MW green hydrogen production system based on electrolysis, powered by renewable energy. This is part of Iris Ceramica Group's major investment of 50 million euro for the construction of the new hydrogen-driven factory for the production of large slabs.

The electrolyzer uses rainwater from collection tanks, which fosters virtuous water management following the circular economy's principles. The project also involves the installation of another 1.2 MW photovoltaic system, in addition to the existing 2 MW one.

The hydrogen will be used particularly to feed the kiln, using a mix of up to 50% of natural gas, while a kiln 100% hydrogen powered is under study.

The expected production, around 132 tons of green hydrogen per year, will replace about 500,000 cubic meters of methane gas per year. Right from the start, the blend will significantly reduce carbon dioxide emissions, saving around 900 tons of CO_2 per year.

This agreement is a key step along Iris Ceramica Group's decarbonization journey, which may involve the development of green hydrogen production systems in other factories of the group.

Related Topics:
Stonepeak Ceramics, CERAMICS OF ITALY

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GREEN H2

Iris Ceramica Group and Edison Next for H2 Factory™: The First Ceramics Plant Powered by Green Hydrogen

August 9, 2023 Add comment 6 min read

decarbonisation and ecological transition journeys, announce the signature of an agreement for the development of H2 Factory™, the new production plant in Castellarano (province of Reggio Emilia) which will use green hydrogen – powered by renewable energy – produced using a pioneering, bespoke system.

With this agreement, Iris Ceramica Group and Edison Next are launching the first project for the decarbonisation of the ceramics industry using green hydrogen. This initiative marks the start of a new journey towards the decarbonisation of a particularly energy-consuming industrial sector1
, the contribution of which is decisive for achieving the energy transition objectives of both the country and the ceramics district – concentrated between the provinces of Modena and Reggio Emilia – which is a strategic area for this production sector.

Skill, technology, innovation and the determination to believe in a virtuous path towards decarbonisation are the key elements put into play to bring life to the first "green" ceramics industry.

Giovanni Brianza, CEO of Edison Next, said:

> **The start of this virtuous energy transition process with Iris Ceramica Group is the first significant step towards the decarbonisation of one of the country's decisive sectors.**

"Iris Ceramica Group represents an excellence of Italian manufacturing around the world, and its history shows it has the ability to tackle and win this challenge."

"For energy-consuming sectors, decarbonisation means having the courage to rethink processes, intervening in the heart of production systems through the introduction of innovative technologies with the aim of guaranteeing environmental sustainability, as well as the competitive performance of the sector in the international markets."

Brianza continues, "This project, based on the production and use of green hydrogen in an industrial sector, is part of the strategy of Edison, which is investing in this carrier through numerous
projects benefiting industrial clients."

The partnership between Iris Ceramica Group and Edison Next marks the start of the second phase of an ambitious project. The first step towards decarbonisation has been

collection tanks, the photovoltaic plant on the roof of the factory and specific hydrogen production and storage areas. The company has also prepared all the infrastructure for the distribution of hydrogen throughout the factory.

The factory, which will be powered by hydrogen starting from 2025, will produce large slabs in 4D Ceramics – the fourth dimension refers precisely to sustainability –, large full-body technical ceramic surfaces in thicknesses 12 and 20 mm, which are particularly ideal for the luxury furnishing sector.

Federica Minozzi, CEO of Iris Ceramica Group said:

> **We are looking at a new dawn for the ceramics industry and the sector as a whole.**

"The underlying principle of our green hydrogen factory is what I define a new industrial humanism, with a central focus on sustainability and all its factors: environmental, social and economic. The challenge is to assure significant savings of CO2 in the next 2 years, paving the way for the ceramic sector and the whole district, demonstrating that even a high-energy consuming industry can become a virtuous model of "net zero" energy transition. We hope that other companies will follow our example, to the advantage of the whole community, also leading to the training of new professional expertise."

"Despite the unique scenarios of the past few years that have particularly affected the supply chain, changed the paradigms and demanded the review of our business plans, we have continued to work stubbornly, overcoming obstacles and choosing the best synergies. With the technical support and highly valuable services of Edison Next, we aim to achieve carbon neutrality in our production of ceramic slabs by 2030."

"There is a guiding thread that binds economy to ecology, as my father expressed so well in the 1960s with the equation: Economy=Ecology. We believe in and support a new industrial culture of know-how, that in this necessary ecological transition sees an opportunity for change, for a better present and a better tomorrow," Federica Minozzi concluded.

For the Iris Ceramica Group H2 Factory™ in Castellarano, Edison Next will build a green hydrogen production plant based on electrolysis with a capacity of 1 MW, powered by renewable energy, as part of Iris Ceramica Group's investment of EUR 50 million for the construction of the new hydrogen-driven factory for the production of large slabs.

The electroluser will use rainwater withdrawn from collection tanks, thus fostering virtuous

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17 Agosto 2023

cubic metres of methane gas per year. Right from the start, the blend will eliminate carbon dioxide, with CO2 savings of around 900 tonnes per year2

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This agreement is a significant step along Iris Ceramica Group's decarbonisation process, and other green hydrogen production plants may also be installed in some of the holding's other production sites.

EDISON NEXT WITH IRIS CERAMICA GROUP FOR H2 FACTORY, THE FIRST GREEN HYDROGEN-POWERED CERAMIC SLAB INDUSTRY, Milan/Fiorano Modenese, July 11, 2023

News: Business

Iris Ceramica Group Introduces Hydrogen-Powered Ceramic Slab Factory

August 14, 2023

Iris Ceramica Group is partnering with **Edison Next** to introduce its first green hydrogen-powered ceramic slab factory.

Iris Ceramica Group, an Italian leader in the production of innovative solutions and large technical ceramic slabs and holding company of U.S.-based manufacturing facility Stonepeak Ceramics, and Edison Next, a company of Edison Group, which leads clients and territories in their decarbonization and ecological transition journey, have developed H2 Factory. The factory is a groundbreaking production plant based in Castellarano, a province of Reggio Emilia, Northern Italy, which will entirely use green hydrogen powered by renewable energy and produced using a pioneering, bespoke system.

With this agreement, **Iris Ceramica Group** and Edison Next are launching the first project for the decarbonization of the ceramic industry using green hydrogen. This initiative marks the start of a new journey towards the decarbonization of a particularly energy-intensive industrial sector 1, which is a crucial contribution for achieving the energy transition objectives of both Italy and the ceramic district.

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The partnership marks the start of the second phase of an ambitious project. The first step towards decarbonization was completed last year, with Iris Ceramica Group working on the feasibility and implementation of the H2 Factory and the hosting of the green hydrogen production system, using the highest design standards.

The use of this energy vector in the production process requires specific measures, not only in terms of facilities – the kiln needs to be engineered to be powered by a blend of hydrogen and natural gas – but also in terms of strategic construction works, which include rainwater collection tanks, a photovoltaic system on the factory's roof, and specific hydrogen production and storage areas. The company also installed all the hydrogen distribution systems throughout the plant.

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17 Agosto 2023

TileLetter

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August 9, 2023

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"For energy-intensive sectors, decarbonization means having the courage to rethink processes, intervening in the heart of production systems through the introduction of innovative technologies to guarantee environmental sustainability, as well as the competitive performance of the sector in the international markets." Brianza continues. "This project, based on the production and use of green hydrogen in an industrial sector, is part of Edison's strategy, which is investing in this energy vector through several projects for the benefit of industrial clients."

The partnership between Iris Ceramica Group and Edison Next marks the start of the second phase of an ambitious project. The first step towards decarbonization was completed last year, with Iris Ceramica Group working on the feasibility and implementation of the H2 Factory™ and the hosting of the green hydrogen production system, using the highest design

standards. The use of this energy vector in the production process requires specific measures, not only in terms of facilities – the kiln needs to be engineered to be powered by a blend of hydrogen and natural gas – but also in terms of strategic construction works which include rainwater collection tanks, a photovoltaic system on the factory's roof, and specific hydrogen production and storage areas. The company also installed all the hydrogen distribution systems throughout the plant.

The factory, which will be powered by hydrogen starting in 2025, will produce large slabs in 4D Ceramics – where the fourth dimension refers precisely to sustainability –, and large full-body technical porcelain stoneware surfaces in thicknesses 12 and 20 mm, which are particularly ideal for the luxury furnishing sector.

"We are looking at a new dawn for the porcelain stoneware industry and the sector as a whole. The underlying principle of our green hydrogen factory is what I define as a new industrial humanism, with a central focus on sustainability and all its factors: environmental, social, and economic. The challenge is to assure significant savings of CO2 in the next 2 years, paving the way for the ceramic sector and the whole district, demonstrating that even an energy-intensive industry can become a virtuous "net zero" energy transition model. We hope that other companies follow our example, to the advantage of the whole community, which will eventually lead to the training of new professional expertise," declared Federica Minozzi, CEO of Iris Ceramica Group.

"Despite the unique scenarios of the past few years that have particularly affected the supply chain, changed the paradigms, and demanded the review of our business plans, we have continued to work stubbornly, overcoming obstacles and choosing the best synergies. With the technical support and highly valuable services of Edison Next, we aim to achieve carbon neutrality in our production of ceramic slabs by 2030. There is a guiding thread that binds economy to ecology, as my father expressed so well in the 1960s with the equation: Economy=Ecology. We believe in and support a new industrial culture of know-how, that in this necessary ecological transition sees an opportunity for change, for a better present and a better tomorrow," Federica Minozzi concluded.

For Iris Ceramica Group's H2 Factory™ in Italy, Edison Next will build a 1 MW green hydrogen production system based on electrolysis, powered by renewable energy. This is part of Iris Ceramica Group's major investment of 50 million euro for the construction of the new hydrogen-driven factory for the production of large slabs.

The electrolyzer uses rainwater from collection tanks, which fosters virtuous water management following the circular economy's principles. The project also involves the installation of another 1.2 MW photovoltaic system, in addition to the existing 2 MW one.

The hydrogen will be used particularly to feed the kiln, using a mix of up to 50% of natural gas, while a kiln 100% hydrogen powered is under study.

The expected production, around 132 tonnes of green hydrogen per year, will replace about 500,000 cubic meters of methane gas per year. Right from the start, the blend will significantly reduce carbon dioxide emissions, saving around 900 tonnes of CO_2 per year[2].

This agreement is a key step along Iris Ceramica Group's decarbonization journey, which may involve the development of green hydrogen production systems in other factories of the group.

Edison Next

Edison Next supports customers and territories along their decarbonization journey and ecological transition, leveraging a platform of innovative, efficient solutions to optimize consumption and decarbonization. Technology and digital tools play a key role, to maximize competitiveness and performance. Edison Next also operates in the circular economy and environmental services sector and is committed to supporting the development of bio methane and hydrogen markets. Edison Next has the competencies and assets to supply integrated solutions through an end-to-end approach: from energy and environmental consulting and the definition of decarbonization targets, to the identification of a roadmap and the relevant solutions, the design and implementation of solutions, and the monitoring of results. Technological innovation and research and development are essential both for seizing new opportunities in the energy sector and for successfully addressing the present challenges of climate and economic changes. This is why Edison Next is strongly committed to environmental protection, energy optimization, and the development of green gases.

Iris Ceramica Group

Sustainability, innovation, and excellent quality for pioneering porcelain stoneware slabs and surfaces: Iris Ceramica Group is a world benchmark in the design and development of high-end ceramic materials for innovative solutions and architecture, design, and furnishing projects. With over 60 years of business experience, the Group works in over one hundred countries, with a very clear vocation: to re-engineer ceramics to improve the interaction between people and the environment they live in thanks to this natural material, one of the most noble and high-performing in the world. Iris Ceramica Group, which has around 1500 employees worldwide, has its headquarters in Fiorano Modenese, and production sites in Italy, between the provinces of Modena and Reggio Emilia, in addition to two production sites abroad, in Germany and the United States. The Group works in the high-end market with different historical brands, recognized as some of the most important players on the international scene, among them is Stonepeak Ceramics Inc., the US company based in Tennessee which serves the domestic market with high-quality porcelain stoneware slabs.

IRIS CERAMICA GROUP INTRODUCES FIRST GREEN HYDROGEN-POWERED CERAMIC SLAB FACTORY

08/17/2023 | Tileometry | Leave a comment

For Iris Ceramica Group's H2 Factory™ in Italy, Edison Next will build a 1 MW green hydrogen production system based on electrolysis, powered by renewable energy.

Iris Ceramica Group, an Italian producer of innovative solutions and high-end, large technical ceramic slabs, and holding company of U.S. based manufacturing facility Stonepeak Ceramics, partners with Edison Next, a company of Edison Group which leads clients and territories in their decarbonization and ecological transition journey, to develop

H2 Factory™ is a new, ground-breaking production plant based in Castellarano (province of Reggio Emilia, Northern Italy) which will entirely use green hydrogen–powered by renewable energy and produced using a pioneering, bespoke system.

The factory, which will be powered by hydrogen starting in 2025, will produce large slabs in 4D Ceramics – where the fourth dimension refers precisely to sustainability.

With this agreement, Iris Ceramica Group and Edison Next are launching the first project for the decarbonization of the ceramic industry using green hydrogen. This initiative marks the start of a new journey towards the decarbonization of a particularly energy-intensive industrial sector[1], which is a crucial contribution for achieving the energy transition objectives of both Italy and the ceramic district.

The ceramic district, concentrated between the provinces of Modena and Reggio Emilia, is a strategic area of this production sector. Skill, technology, innovation, and determination to believe in a virtuous path toward decarbonization are the key elements of the first "green" ceramic industry.

"The start of this virtuous energy transition path with Iris Ceramica Group is the first significant step towards the decarbonization of a key sector for the Country," Giovanni Brianza, Edison Next CEO, declared, "Iris Ceramica Group represents an excellence of Italian manufacturing around the world, and its history shows the ability to tackle and win this challenge."

"For energy-intensive sectors, decarbonization means having the courage to rethink processes, intervening in the heart of production systems through the introduction of innovative technologies to guarantee environmental

sustainability, as well as the competitive performance of the sector in the international markets." Brianza continues, "This project, based on the production and use of green hydrogen in an industrial sector, is part of Edison's strategy, which is investing in this energy vector through several projects for the benefit of industrial clients."

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28 Agosto 2023

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Home › Area Interior › La nuova ICG Gallery di Londra

Area Interior

La nuova ICG Gallery di Londra

redazione area - 28 Agosto 2023

La nuova **ICG Gallery** di Londra è molto di più di uno showroom di superfici ceramiche naturali di alta gamma, è un luogo dove fare esperienza della materia e dei valori del Gruppo **Iris Ceramica Group** in forma tangibile e virtuale. Visitare la nuova Gallery è l'opportunità per intraprendere un viaggio dei sensi in continua contaminazione tra reale e virtuale, scoprendo ogni volta differenti punti di vista e interpretazioni architettoniche.
La nuova ICG Gallery di Londra va ben oltre l'esposizione delle superfici, è espressione concreta dei valori che guidano il Gruppo: innovazione per soluzioni d'avanguardia, cura dei dettagli per una qualità d'eccellenza, anima sostenibile.

Gli esterni sono già un'esperienza immersiva che cattura l'attenzione: davanti alle vetrine, il movimento dei passanti diventa una passeggiata attraverso una pioggia virtuale che si trasforma in energia amica dell'ambiente. Una rappresentazione digitale che richiama l'elemento acqua dalla quale si ottiene l'idrogeno verde, risorsa energetica che andrà ad alimentare la nuova fabbrica **H2 Factory**. I passanti quindi sono soggetti attivi che vengono invitati a dialogare con le installazioni, non solo a osservarle. Un coinvolgimento che suggerisce di entrare nella Gallery per scoprire le altre innovazioni.

Phygital experience

L'interno è uno spazio da vivere. Al piano terra si attraversa un mondo creato con la realtà aumentata dove i visitatori possono scoprire sulla propria pelle gli effetti benefici delle superfici eco-attive **Active Surfaces®**: un mondo all'insegna del benessere e della salute. Prosegue quindi l'esperienza attiva del visitatore che, attraverso una semplice e intuitiva app e la sua proiezione sulle superfici ceramiche, potrà immergersi in un'altra dimensione, virtuale ma assolutamente reale, dove la materia ceramica si mostra con le sue proprietà superiori eco-attive.

Material Gallery

Il piano superiore è il tempio della Material Gallery, lo spazio in cui addentrarsi in un viaggio nella materia, sfogliando le texture, i formati e gli spessori, fonti inesauribili di ispirazione per progettisti e design lovers. Con le superfici si può giocare creando moodboard, abbinamenti, composizioni e sperimentando nuove forme applicative. I materiali attraggono anche in senso letterale: il visitatore infatti può testate il funzionamento della posa magnetica "**ATTRACT. Smart living goes magnetic**", l'ultima soluzione innovativa sviluppata dal Gruppo.

Comfort Lounge

Emozionare è il focus anche del piano -1 che ruota intorno a una lounge sofisticata e accogliente. Uno spazio su cui soffermarsi muovendosi tra nicchie confortevoli arredate con eleganza e un'ambiente cucina open space. Uno studio sapiente dell'area arricchito da continue ispirazioni decorative. Qui ci si addentra nelle profondità della ricerca tecnologica, qualità distintiva del Gruppo. È un luogo raccolto che mette in luce le applicazioni per il design, le superfici touch per la domotica, l'arredamento tailor-made e le soluzioni smart in ottica di ESG.

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Installazione sensoriale

Durante le tre giornate di CDW, l'esperienza si arricchisce ulteriormente con "**Edible Clouds**": un percorso guidato che, attraverso un racconto metaforico e coinvolgente, accompagna i visitatori alla scoperta del ciclo produttivo che vedrà l'utilizzo dell'idrogeno verde. Un processo di trasformazione circolare che parte dalla natura e ad essa ritorna, restituendo ciò che da essa ha preso in prestito, per realizzare una materia nuova e sostenibile. Materia ceramica naturale che per l'occasione assume la forma di un alimento base per l'uomo. Il percorso dell'esperienza sensoriale ricalca il processo circolare "Cloud to Cloud" e si compone di 4 stazioni interattive. Tutto inizia con una nuvola - a dew catcher - e la sua acqua piovana che, come nel processo di elettrolisi, si scompone in molecole di idrogeno: metaforicamente, bolle edibili verdi che galleggiano nell'aria. Il visitatore viene invitato a impastare e modellare a mano un composto primario di acqua e farina, come se fosse materia ceramica fatta di terra e acqua. Il pane così formato viene cotto a vapore in un apposito steamer impiegando quindi una forma di energia pulita data dal vapore acqueo che, tornando in atmosfera, contribuisce a ricreare la nuvola del dew catcher iniziale.
Il processo è circolare, perpetuo, quasi magico. La metafora non è solo ideale, ma anche reale perché, alla fine di questo viaggio, il visitatore può assaggiare il suo prodotto finale.

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