Inspirio - the Fifth Element.
Argeton

The **element** for new **creativity.**

Earth, Water, Air, Fire. Clay is one of the oldest building materials in the world. And with Argeton, also one of the most modern. Using new digital technology, Argeton infuses the four elements that shape clay with a fifth. It is the key to new creativity in façade design.

The new Inspirio designs open up completely new possibilities for the architect to turn creative ideas into reality. Argeton joins the natural properties of clay building materials with all of today‘s innovative and sustainable aesthetics. Durable, energy-saving, fully recyclable and perfectly equipped to withstand the times, Argeton solutions are now available in nearly every imaginable surface, colour and shape.

Give your façade a unique expression.
As if it is a unique piece of a perfect world.
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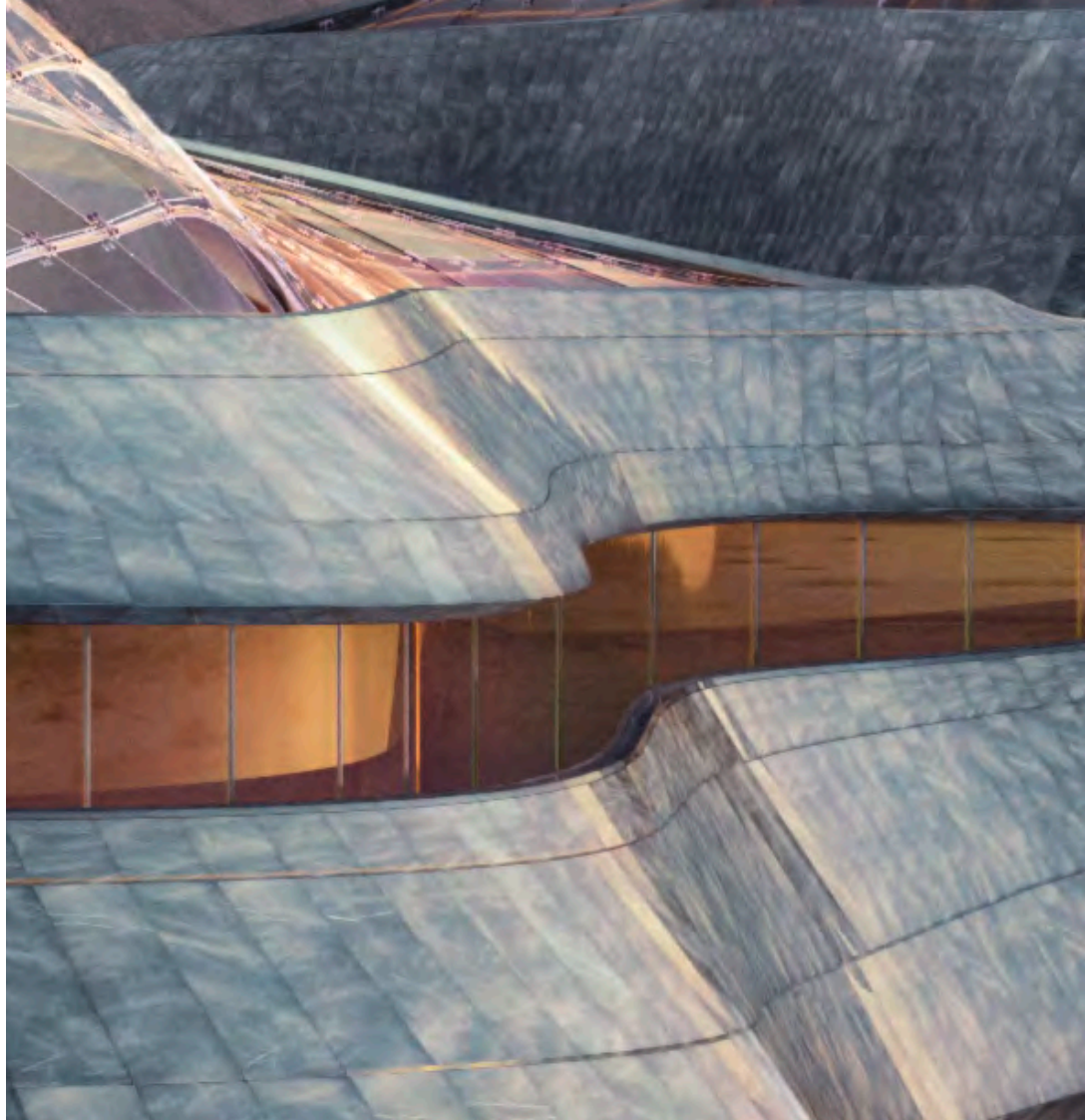
The new **Inspirio designs.**

The colours of the night sky, the shimmer of a natural stone, the elegance of a metallic look – the world is full of inspiration. With Inspirio design technology, turn any design you think of into an Argeton façade. Created to inspire and animate architects, Inspirio combines the creative potential of the digital with the elementary qualities of clay building materials. Through its expressiveness, a façade becomes the perfect contact surface for the surroundings. Argeton elements can imitate nature, adapt to their surroundings or create contrast with artificial notes. Inspirio opens up a world of infinite variety to you.



Let **your ideas** grow with **your possibilities**.

The new digital technology applies on all visible surfaces, including sides and curves, with con-sistent brilliance. There are practically no limits to the individual shapes, surfaces and colours. All surfaces are treated, very traditionally, with a natural clay-based ink, which combines with the elements during firing without the release of harmful substances. Colours end up sharper and more brilliant than ever before.

So Argeton solutions give buildings a distinctive signature that makes them stand out from the ordinary gray. After many years, they will still look as elegant as on the first day. The facade is lightfast, stain-resistant and completely maintenance-free.

The **best** of many **worlds.**

Inspirio inspired by **the rock**

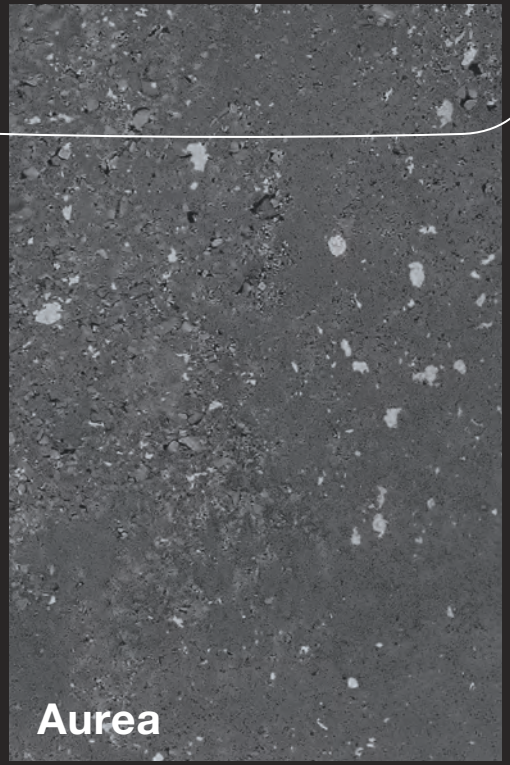
Inspirio inspired by **the metal world**

Inspirio inspired by **concrete textures**

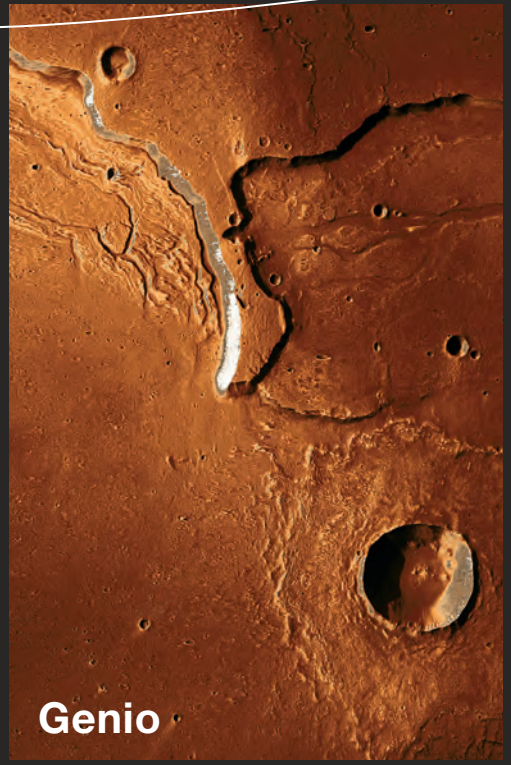
The Inspirio basic collection of **41** designs is but a small selection from a world of nearly unlimited possibilities.

Inspirio inspired by **nature**

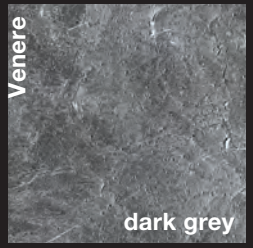
Inspirio inspired by **classic surfaces**



Inspirio inspired by **iconographic patterns**

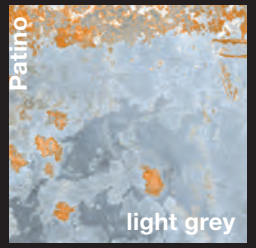


Inspirio inspired by **the rock**



Inspirio

inspired by
the metal world



Inspirio inspired by **the rock** – Natural stone is associated with a natural feeling of warmth, with beaches touched by light and sea and with the calmness of venerable palazzos. With an Argeton façade, you can bring out the full decorative potential of the natural material – at lower cost and lighter weight. The digital engobing also brilliantly reproduces the subtle veins and patterns that are present in natural stone.

Inspirio inspired by **the metal world** – Are you looking for an inspiring product that traverses technical obstacles to turn your façade idea into a reality? With Inspirio, Argeton façades get the living advantages of digital engobing in the world of steel and iron. Although they look like metal, the subtle reflections and shading on the many facets give these surfaces unnaturally high optical value. Not to mention the corrosion protection, abrasion-resistance, long-lasting color fastness, and significantly less energy for production com-pared to real metal of the surfaces.

Inspirio

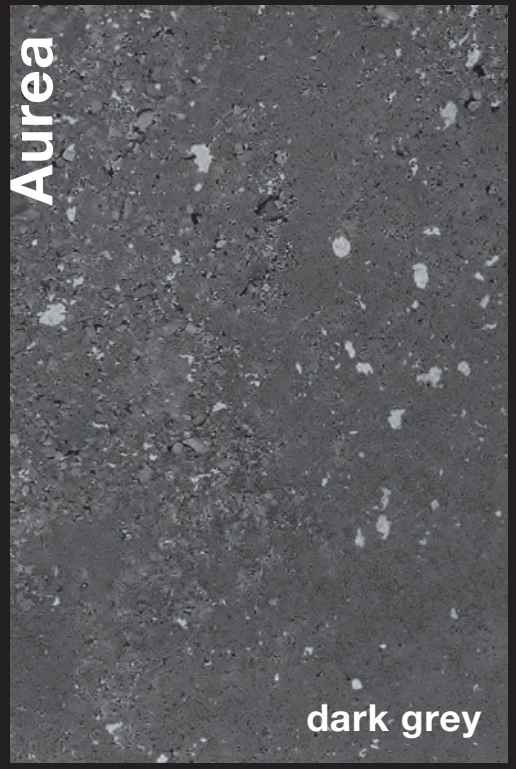
inspired by
concrete textures

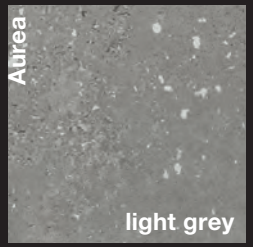
Inspirio inspired by **nature**

Inspirio inspired by **concrete textures** – There are many ways to be creative when simulating a béton brut aesthetic. With Inspirio designs, you can take all these creative routes while making use of the pure naturalness of terracotta and the advantages of a ventilated façade. Processing work such as acidifying, sandblasting, washing, and grinding appear as realistic in digital engobing as with poured concrete.

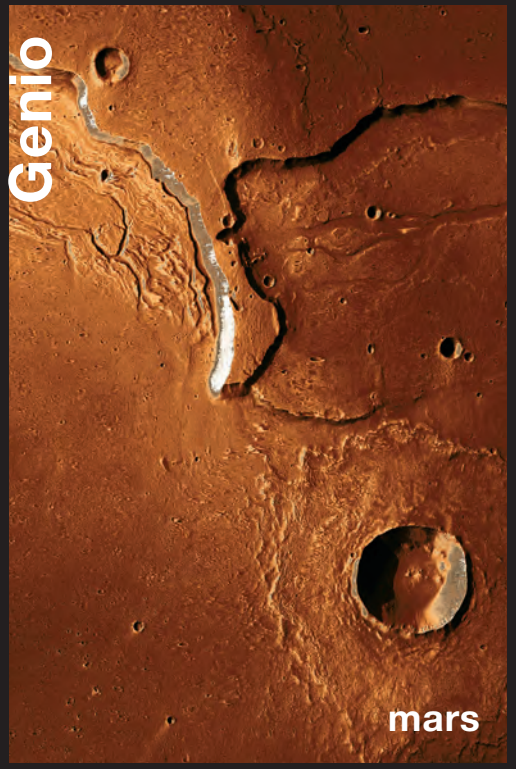
Inspirio inspired by **nature** – Give your building the charm and warmth of nature's most beautiful surfaces – and the gleam of human ingenuity. Argeton products do not burn, do not age, save on maintenance costs, and can be processed without the use of artificial substances. Color nuances, knots and striations are reproduced so faithfully that they are in no way inferior to their model counterparts.

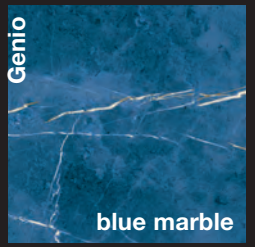
Inspirio inspired by **classic surfaces**





Inspirio inspired by **iconographic patterns**





Inspirio inspired by **classic surfaces** – Is it even possible to create classic, minimalistic, calm rustic façades more simply, more durably and more energy-efficiently than with Argeton? They are shockproof, fireproof, practically maintenance-free, and easy to clean, even if vandalised.

Inspirio inspired by **iconographic patterns** In collaboration with architects and planners, Argeton develops optical textures based on geometric lines or organic shapes to give façades a special liveliness and depth. Design stunning façades – with a material that sets practically no limits to your imagination.

Argeton

Would you like to learn more about **Inspirio**, the **5. Element**?

Discover the architectural design possibilities
at **www.argeton.com** or ask
your personal Argeton consultant.

Argeton GmbH
Oldenburger Allee 26
30659 Hannover
info@argeton.com