



MOEDING

MOEDING YOUR PARTNER FOR INDIVIDUAL FACADES

With our rear-ventilated tile facades with rainscreen cladding, we make solutions available to architects and clients with which they can positively influence the energy balance of the building. The durability, the freedom from maintenance and the natural tile material support the sustainability objective.



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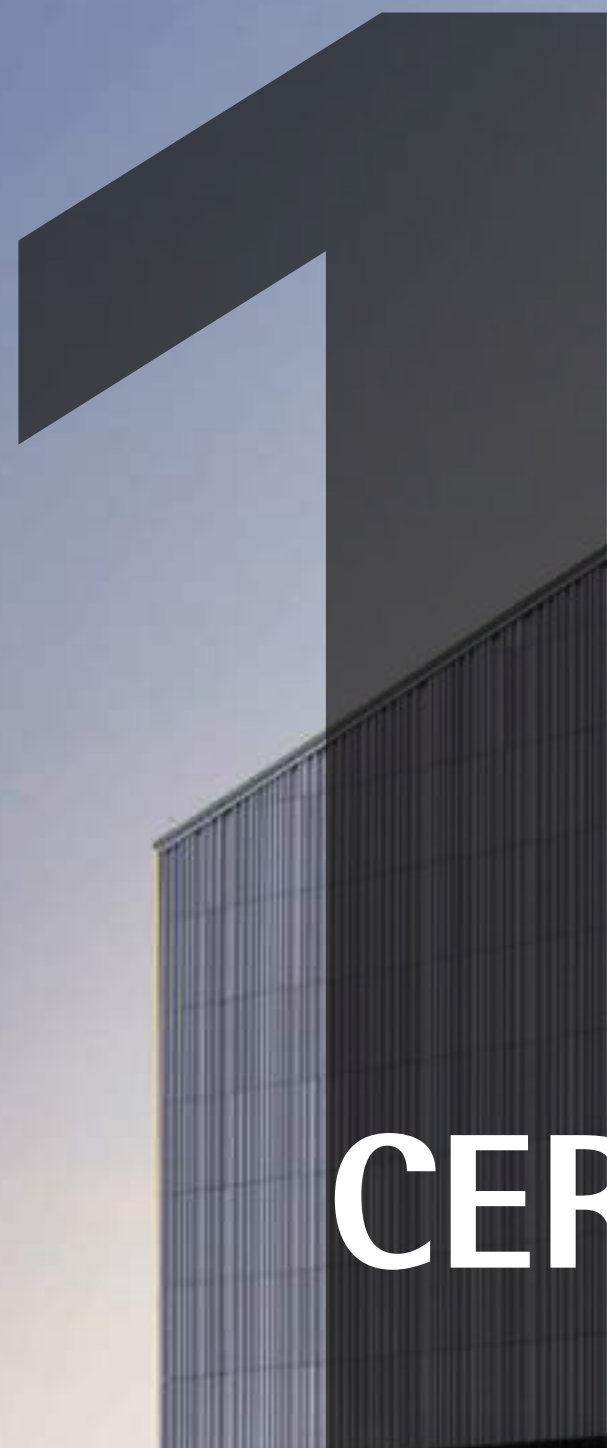
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WE OFFER OUR CUSTOMERS THE BEST POSSIBLE SOLUTIONS WITH SELECT, NATURAL RAW MATERIALS, STATE-OF-THE-ART BURNING AND PROCESS TECHNOLOGY, AS WELL AS MANUAL EXPERTISE. WHEN IT COMES TO FACADES, WE SEE OURSELVES AS A SERVICE PROVIDER FOR ARCHITECTURE WITH LONGSTANDING EXPERIENCE.

Claus Girnghuber, MOEDING Keramikfassaden



THE MOEDING CERAMIC FACADE



THE MOEDING CERAMIC FACADE

The ceramic facade from MOEDING is an ideal construction principle for outer wall cladding in which the individual brick tiles are mounted into an aluminum substructure. The structural-physical properties and the technical expertise are the basis for a perfect facade system: innovative due to constant new developments, maintenance-free because of the long-lasting materials, ecological through to natural resources and resource-efficient production, economical owing to fast, efficient installation and, last but not least, highly individual due to the endlessly large potential for design options.



©MICHEL DENANCÉ

COLOR DESIGN

There is also the greatest of flexibility in the color design. From classic brick colors and glaze colors as required to special effect glazes or manual color design – there are no limits to the imagination here.



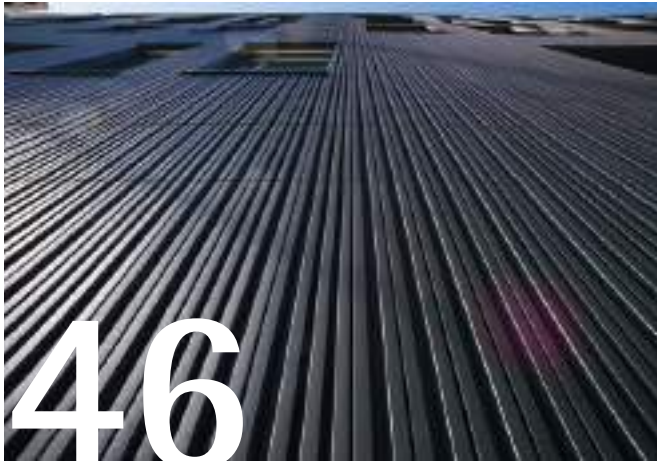
©KEVIN DOLMAIRE

INDIVIDUAL DESIGN

Tile facades from MOEDING can take on any shape and form. Due to the latest technical systems, nearly any required form can be produced – whether smooth, flat grooved, curved, waved or based on a three-dimensional shape.

ADVANTAGES OF A MOEDING FACADE

When it comes to the selection of materials, individuality and sustainable aspects play an increasingly important role. With tile facades from MOEDING, you can create properties that are not only state-of-the-art at present but for which this is ensured for decades to come due to the sustainable materials.



©SINZIANA VELCESCU, SHILDAN GROUP

USAGE POSSIBILITIES

MOEDING ceramic facades are suitable for nearly all property types and sizes, as the brick tiles are absolutely variable. In addition to full-surface facades, our products can also be used selectively.



©DIDIER BOY DE LA TOUR

THE MOEDING SYSTEM

In addition to visual aspects, the underlying structure is, of course, also decisive for the selection of the facade material. To this end, MOEDING has developed various standard systems that ensure a maximally efficient and economical installation of the tiles.



©TAKUJI SHIMMURA



TECHNICAL ACCURACY IN DESIGN

In addition to the constant development of our systems, our technology experts always welcome new challenges for innovative projects. In the development of the brick tiles, extreme precision and a great deal of expertise are required – due to complex tile geometries as well as, in some cases, enormous tile sizes. With maximum precision and the latest technical facilities, even the greatest challenges can be met and we are proud of and pleased with the results, which set architectural highlights around the world.



CLASSIC FORMS AND SURFACES

Various classic variants are available for the surfaces of the tiles: smooth, flat and deeply grooved, brushed or patinated. Our products are usually available in certain standard sizes in tile lengths of up to 3,000 mm and tile heights of up to 1,000 mm. Below you will find some objects that used classic surfaces and shapes.



You can find more about this online in the
Colors and Surfaces section.



SMOOTH SURFACE



CITYRINGEN
HENNINGSENS PLADS
COPENHAGEN



Ceramic tiles from MOEDING were used for the facade design in seven of the 17 new subway stations. At the station Poul Hennings Plads, brick tiles in two different shades of gray were used. Arranged in a staggered formation, these form an exciting yet clear structure on the large-scale facade surface. The brick tiles, made from clay and loam, are part of the rear-ventilated curtain-wall LONGOTON® Rapid System and can be assembled or disassembled without an assembly sequence.

ARCHITECT: Arup, Copenhagen
PRODUCT: LONGOTON®
COLOR: 2 various shades of gray, glazed
FORM: Flat
PHOTO: Anke Müllerklein

WAVED SURFACE



BÂTIMENT
"FRANCIS BOUYGUES"
GIF-SUR-YVETTE, PARIS-SACLAY



The Francis Bouygues building at Ecole Centrale Supélec houses three research and development departments, known as "Univers", as well as a hotel building for external visitors. Special glazes in eight colors were developed, each color in two shades - from off-white through anthracite to dark green. Profiled elements - smooth, wavy and fluted - emphasize the horizontal or vertical line of the facade, depending on their orientation, and liven up the three-dimensional effect of the building with slight projections and recesses.

ARCHITECT: Annette Gigon/Mike Guyer, Zurich, with Synthèse Architecture, Paris
PRODUCT: ALPHATON®
COLOR: 8 different colors, glazed
FORM: Flat, wavy
PHOTO: Philippe Ruault

GROOVED SURFACE



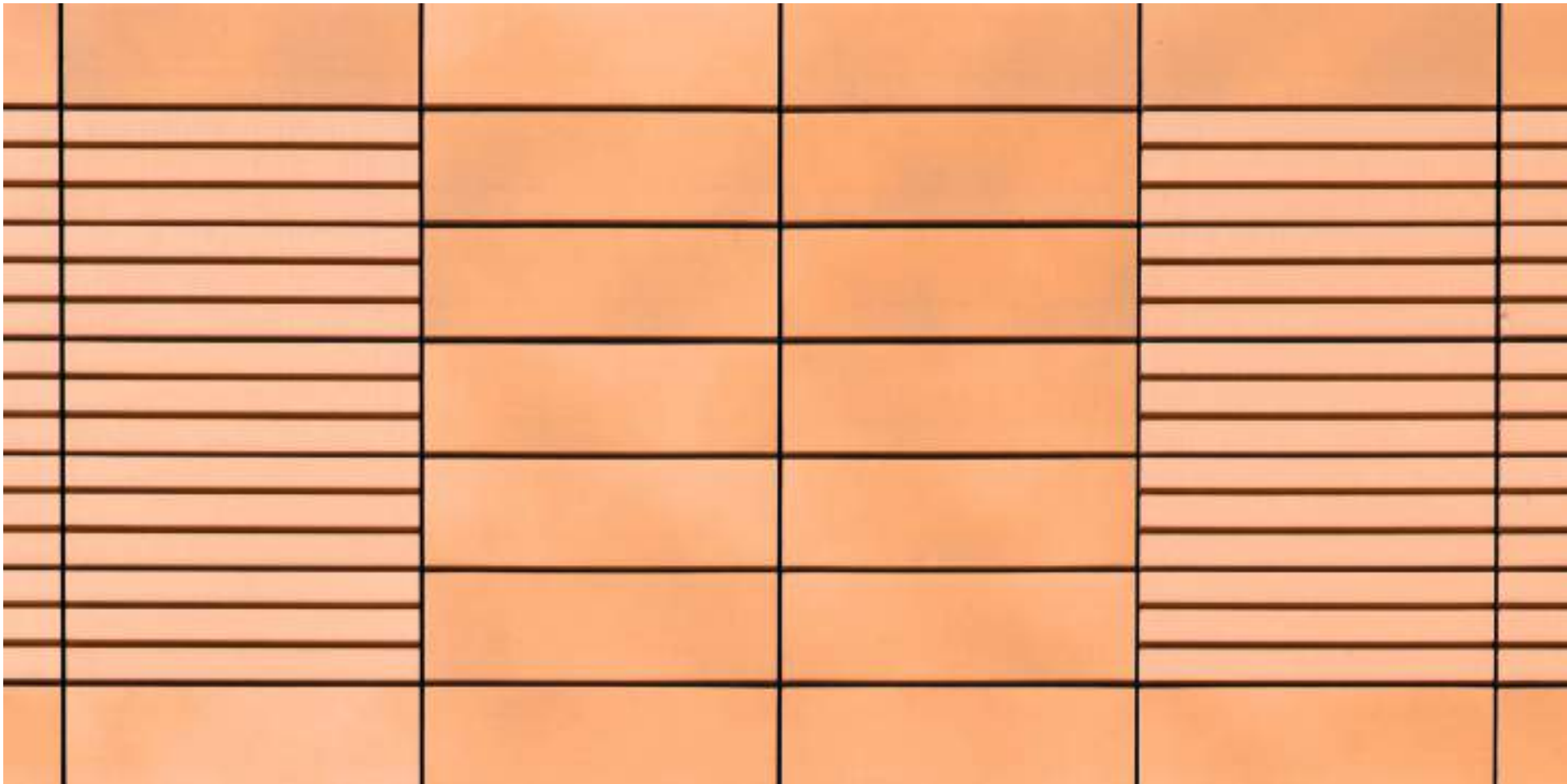
RTE OFFICE BUILDING LYON



The AFAA architecture firm from Lyon has designed a 14,000-square-meter building for a new regional office for the power supply company Réseau de Transport d'Electricité. The light ceramic tiles are not only arranged in a random pattern, they also liven up the facade through variation in the surface structure. The tile types with zero, one or three grooves are laid with no defined pattern and thus break up the monolithic character of the building. When choosing colors, the architects deliberately opted for a natural white, restrained, but multifaceted.

ARCHITECT: AFAA, Lyon
PRODUCT: ALPHATON®
COLOR: White, glazed
FORM: Flat and grooved
PHOTO: Didier Boy de la Tour

REFERENCES

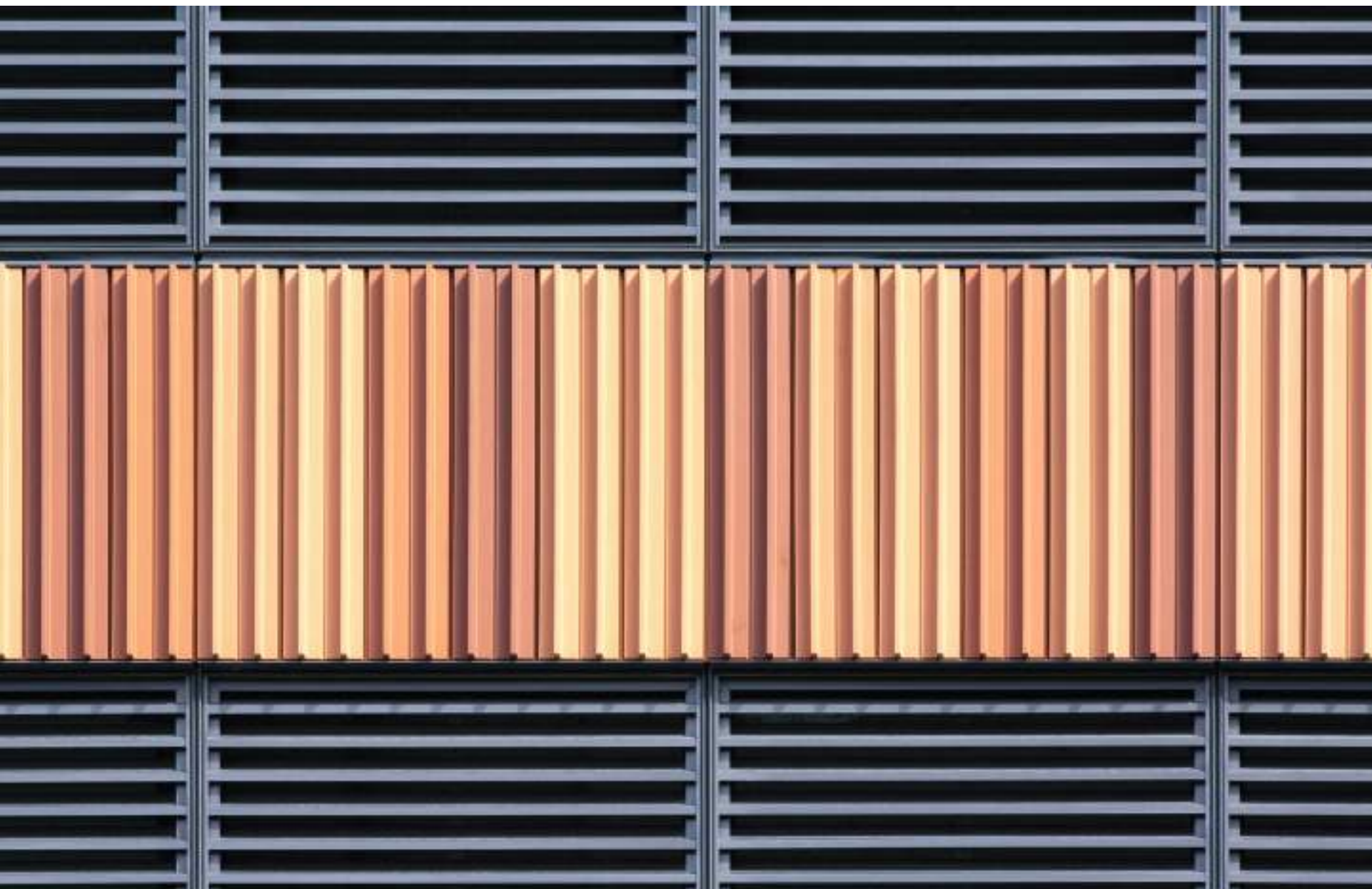


SKYSCRAPER 75 CLINTON STREET BROOKLYN, NEW YORK



The renovation of the existing office building in Brooklyn Heights comprises the redesign of the entire structure of the building. A light, rear-ventilated terracotta outer skin with rainscreen cladding allows the building shell to be redesigned without structural reinforcement being needed. The beige surface is partly grooved, partly smooth, but in all versions it is coated with a light patina, due to which the property immediately integrates perfectly into the environment.

ARCHITECT: Rawlings Architects, New York
PRODUCT: ALPHATON®
COLOR: Beige
FORM: Flat, grooved and patinated
PHOTO: Sinziana Velicescu, Shildan Group



SKYSCRAPER "THE JACX", LONG ISLAND, NEW YORK | MDEAS ARCHITECTS, NEW YORK | ©SINZIANA VELICESCU, SHILDAN GROUP

INDIVIDUAL SURFACES AND SPECIAL DESIGNS AS REQUIRED

In addition to the classic tile forms, we also increasingly produce customized ceramic special forms. The special elements are produced in close cooperation with the planner. In development, the same importance is accorded to the design of the special elements, according to the wishes of the architect, as to simple and secure installability. Below you will find some objects where special forms were used.



An overview of numerous previously produced forms is available online in the [Colors and Surfaces](#) section.



SKYSCRAPER 1865 BROADWAY

NEW YORK

At a good 125 meters, the residential and commercial building “1865 Broadway” is, by New York standards, a rather small but sophisticated high-rise building between Columbus Circle and Lincoln Center. On a 6-story plateau with shops and commercial spaces rises the narrow residential tower, offering space for over 160 residential units on 27 floors. After 1965, Skidmore, Owings Et Merrill (SOM) planned the second building on this site. White ceramic tiles encase the building shell with an even facade pattern that narrows elegantly as far as the upper edge of the building in three steps. The three-dimensional elements have a width of 543 mm to 760 mm and protrude between 120 and 200 mm out of the facade level with curved roundings. They were specially designed for the new building in close cooperation with the architects and our partner Shildan Group and - based on the LONGOT-ON® system from MOEDING - installed as a rear-ventilated curtain wall.

ARCHITECT: SOM Architects, New York
PRODUCT: LONGOTON®
COLOR: White, glazed
FORM: Special form
PHOTO: Sinziana Velicescu, Shildan Group



BANQUE DE FRANCE ADMINISTRATION BUILDING LA COURNEUVE



The material for the new building of the Banque de France was to be unique, sustainable and made of natural materials. White-glazed brick tiles from MOEDING provided the solution. The tile form was worked out in close cooperation between the architects Jean-Paul Viguier et Associés and MOEDING. The horizontal section of the tiles corresponds to the logo of the Banque de France. The tiles produce a visual impression of "vibration" and create depth in the surface as well as an interplay of different shades of orange, blue and pink.

ARCHITECT: Jean-Paul Viguier et Associés, Paris
PRODUCT: ALPHATON®
COLOR: Signal white, glazed
FORM: Special form
PHOTO: Takuji Shimmura



VERSICHERUNGS- KAMMER BAYERN MUNICH



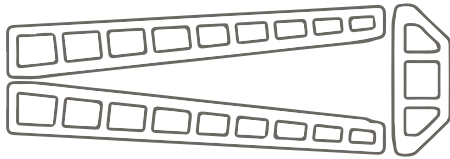
For the new building of the Versicherungskammer Bayern in Munich's Maximilianstraße, one of the major premises was to build sustainably and for the long term. Here, large-format LONGOTON® tiles from MOEDING in the natural color titanium gray were used. The profile has recurring elevations that are arranged asymmetrically. The special form of the brick tiles was specially developed for this property and gives the facade a different chromaticity depending on the angle of the incidence of sunlight.


ARCHITECT: Claus + Forster Architekten BDA, Munich
PRODUCT: LONGOTON®
COLOR: Titanium gray
FORM: Special form
PHOTO: Alexander Bernhard

CAMDEN LOCK AREA LONDON

With the restructuring of the famous Camden Lock area, the aim has been set to create a lively new landmark in the unique London inner-city neighborhood, which is famous for its exciting history. For the integration into the existing architecture of the surroundings steeped in tradition, a solution with highly individual brick elements was chosen. To this end, an innovative system with brick columns – formed of three BAGUETTE types that go well together – was developed with our English partner James & Taylor as well as the architecture firm AHMM Architects. Alternately mounted, in three different characterizations of the columns, it creates a lively structure that exudes openness and modernity but that nevertheless creates a bridge to the past through the materiality and chromaticity. For the color design of the BAGUETTES, a new glaze was developed in a brownish color – also specially for this property – that adapts to the light conditions; it varies from a shiny orange to a dark brown.

ARCHITECT: AHMM Architects – Allford Hall
Monaghan Morris Ltd., London
PRODUCT: BAGUETTES
COLOR: Special color brown/red, glazed
FORM: Special form
PHOTO: Anke Müllerklein



 Discover numerous references to different building types on our website at www.moeding.de





ACTIVE PERFECTION IN COLOR DEVELOPMENT

Wherever in the world the tile facades from MOEDING are to be found, they were all developed in the company's own research laboratory in Marklkofen. Each enquiry is implemented with absolute dedication and perfectionism. Of course, it is particularly the exotic color wishes – evoking spices, lipstick colors, jam, tie patterns or ice cream – that remain memorable here. Finding the required color, surface or surface feel of the brick material is an exciting process based partly on the experience of the development team, which stretches back decades. For post-productions or similar enquiries, the colors of all the sample parts are measured digitally and – just like the ceramic components and the data of the burning process – stored in the company's own database.



CLASSIC BRICK COLORS

We differentiate between classic and glazed colors. The classic colors refer to the intrinsic colors of the fired, unglazed ceramic tile, so that no visually distracting shards can be made visible as a result of any cut ends. The chromaticity is achieved through special compositions of the raw materials used. In this case, the tiles are not treated further after the burning process.



LANDSHUT UNIVERSITY BUILDING | POS ARCHITEKTEN ZT GMBH, VIENNA | ©ALEXANDER BERNHARD

ALPHATON®



ALPHATON®
Ivory



ALPHATON®
Sand



ALPHATON®
Saffron



ALPHATON®
Beige



ALPHATON®
Salmon



ALPHATON®
Orange



ALPHATON®
Pastel Red



ALPHATON®
Natural Red



ALPHATON®
Oxide Red



ALPHATON®
Dark Red



ALPHATON®
Brown



ALPHATON®
Quartz Gray



RADISSON BLU HOTEL, BALI | INTARAN DESIGN INC., DENPASAR, BALI
©NADIA BINTORO



ALPHATON®
Blue-Gray



ALPHATON®
Turquoise



ALPHATON®
Light Gray



ALPHATON®
Pearl Gray



ALPHATON®
Iron Gray



ALPHATON®
Volcano Gray



ALPHATON®
Volcano Gray Polished



ALPHATON®
Sintered black



Order a sample tile in your color of choice
online at www.moeding.de

LONGOTON®



LONGOTON®
Pearl White



LONGOTON®
Cream



LONGOTON®
Champagne



LONGOTON®
Terracotta Beige



MARKET BARN, HALLSTADT | SCHETTLER ARCHITEKTEN, WEIMAR | ©ANKE MÜLLERKLEIN



LONGOTON®
Terracotta Yellow



LONGOTON®
Amber



LONGOTON®
Rose



LONGOTON®
Bright Red



LONGOTON®
Brick Red



LONGOTON®
Ruby Red



LONGOTON®
Carmine Red



LONGOTON®
Chestnut Brown



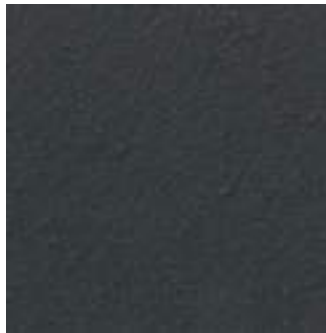
LONGOTON®
Titanium Gray



LONGOTON®
Light Blue



LONGOTON®
Graphite Gray



LONGOTON®
Volcano Gray



Order a sample tile in your color of choice
online at www.moeding.de



FIRE STATION, HAMBURG | ABK – ARCHITEKTEN BIENMÜLLER + KOLLEGEN, HAMBURG | ©ANKE MÜLLERKLEIN

GLAZES FOR SPECIFIC COLORS AND EFFECTS

Due to colorful glazes – matt or glossy – specific required colors or effect glazes are also available in addition to the classic brick colors. In the company's own laboratory, our experts experiment until the planner's exact idea has been fulfilled. Here, multicolored tiles or effect glazes are now anything but a rarity. Even individual art glazing, in which an artist glazes tiles by hand before the final burning process, is possible. Below you will find an extract from various developments from our color laboratory.



DEVELOPMENT OF THE PERFECT SHADE OF RED IN OUR COLOR LABORATORY USING SAMPLE STRIPS.

MONOCHROME GLAZES



WHITE GLAZED
G6209775



STONE GRAY GLAZED
G6209764



YELLOW GLAZED
G6209793



LIGHT ORANGE GLAZED
G6209801



ORANGE GLAZED
G6209811



RED GLAZED
G6209795



DARK RED GLAZED
G6209790



PURPLE GLAZED
G6209767



VIOLET GLAZED
G6209760



MEDIUM BLUE GLAZED
G6209777



BLUE GLAZED
G6209758



DARK BLUE GLAZED
G6209532



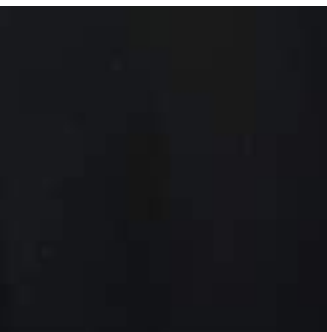
BIOMEDICAL CENTRE (BMC) OF THE LMU, PLANEGG/MARTINSRIED | K9 ARCHITEKTEN, FREIBURG
©STEFAN MÜLLER-NAUMANN



MINT GLAZED
G6209808



DARK GREEN GLAZED
G6209772



BLACK GLAZED
G6209982



Just ask us for a specific color, specifying a RAL or PANTONE number, online at www.moeding.de

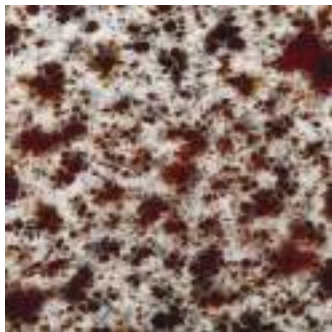
EFFECT GLAZES



LINDSEY STREET, LONDON
G6815479



LINDSEY STREET, LONDON
G6815476



LABORATORY DEVELOPMENT
G6714AQ960720



CAMDEN LOCK AREA, LONDON | AHMM ARCHITECTS - ALLFORD HALL MONAGHAN MORRIS LTD., LONDON
©ANKE MÜLLERKLEIN



NEWINGTON CAUSEWAY NO. 4
G6714AY360600



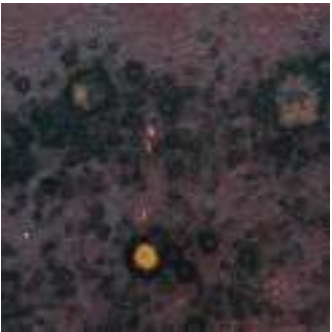
NEWINGTON CAUSEWAY NO. 2
G6714AY600360



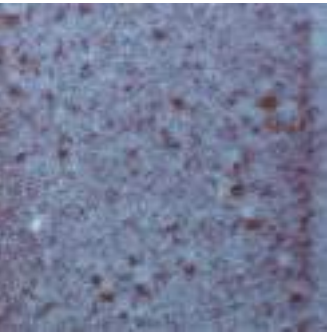
LABORATORY DEVELOPMENT
G6714AT960720



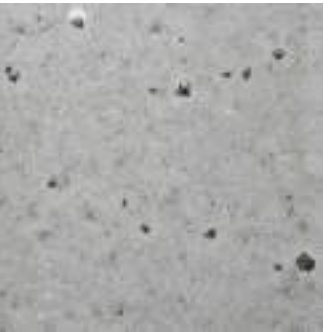
LABORATORY DEVELOPMENT
E4108AG-AT20197



LABORATORY DEVELOPMENT
E4108AH-AT20197



LABORATORY DEVELOPMENT
G6309599



LABORATORY DEVELOPMENT
G6309588



LABORATORY DEVELOPMENT
G6309524



LABORATORY DEVELOPMENT
G6309502



LABORATORY DEVELOPMENT
G6825785



LABORATORY DEVELOPMENT
G6309521



LABORATORY DEVELOPMENT
G6309599



FIRE STATION, HAMBURG
G6714AF



LABORATORY DEVELOPMENT
G6309316



LABORATORY DEVELOPMENT
G6309EA



Here you can find a small selection of developed effect glazes. Contact us with your idea and our color laboratory will create the appropriate samples exactly according to your wishes.

ADVANTAGES OF A CERAMIC FACADE

The rear-ventilated, insulated, curtain-wall tile facade with rainscreen cladding is an ideal design principle for external walls and increasingly also for the design of interior rooms. Due to the progressive installation systems, the positive properties of the materials and raw materials used as well as the many design options, there are numerous advantages that speak for the use of a MOEDING facade.





PARKAPARTMENTS AM BELVEDERE AND HOTEL ANDAZ VIENNA AM BELVEDERE, VIENNA
RENZO PIANO BUILDING WORKSHOP, PARIS | ©MICHEL DENANCÉ

COLOR FIDELITY AND DESIGN FREEDOM

Brick material has an unlimited lifespan, withstands all environmental influences and does not require any maintenance at all. Fired tile is colorfast, UV-resistant and does not fade. The large range of colors, formats, surfaces and shapes of the brick tiles in combination with the flexibility in the substructure allow the architect and planner absolute freedom in designing and developing the facade.

NATURALNESS AND SUSTAINABILITY

Ecological and economic aspects are not to be forgotten when selecting the facade system. Brick is 100% naturally made of clay, which is ecologically mined in special clay pits on surfaces that are always subsequently restored. The material is free of harmful additives and excludes the use of heavy metals. The careful handling of the resources, production using ecologically reasonable production processes and complete reusability at demolition are the factors that characterize this sustainable construction material.

INSULATION, SOUNDPROOFING AND FIRE PROTECTION

Back-ventilated facades with rainscreen cladding achieve considerably smaller heat losses in the winter as well as reliable heat protection in the summer. In addition, they have a positive influence on the sound-insulating effect of the outer wall: the degree of sound insulation is increased. Additionally, thanks to the system, technical fire protection requirements can be fulfilled in line with building laws.

VALUE PRESERVATION AND ENERGY EFFICIENCY

In addition to the variety of design options, optimal insulation values can be achieved through our tile facades. The insulating material thickness under the brick tiles can be varied as required and thus all the standards of a reconstruction loan corporation efficiency house or a comparable passive house can be met. A well-insulated building shell saves heating costs and contributes to the reduction of CO² emissions and thus to climate protection. In contrast to other external insulations, the rear-ventilated facade with rainscreen cladding allows the wall to breathe, thus ensuring a healthy indoor climate.

ECONOMY AND EASY INSTALLATION

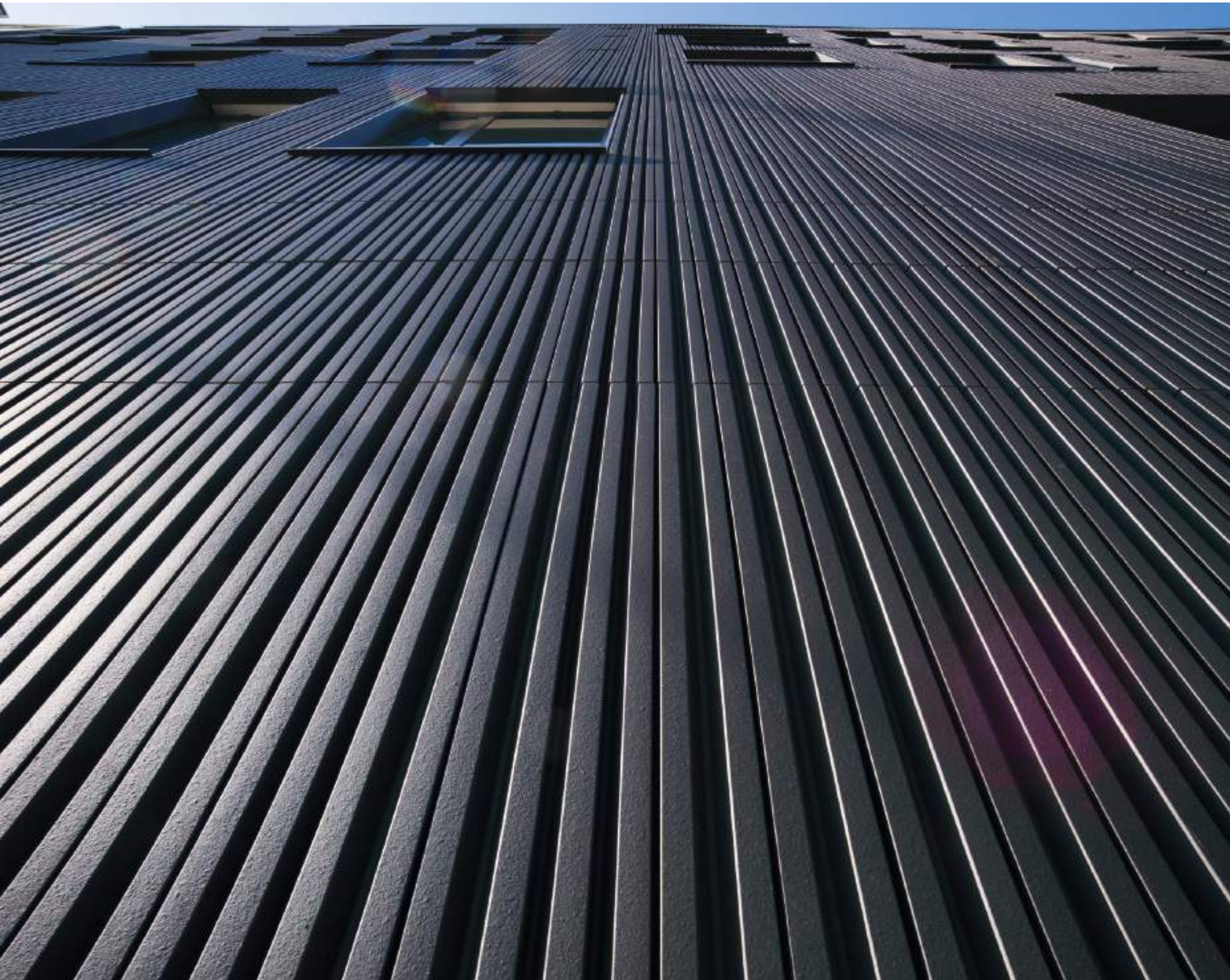
Due to the simple handling in installation, the durability of the materials (brick tiles and aluminum substructure) and the freedom from maintenance of the systems, the MOEDING ceramic facade is particularly economical and is suitable both for the construction of new buildings and for renovating facades of all building types.

FLEXIBILITY AND COMPLETE SYSTEM

With MOEDING, you receive not only the most individual brick tiles, but the complete package. We continuously develop our installation systems for the simplest attachment of the tiles possible. Would you like a particular substructure that you have developed yourself? Here, too, our specialists are at your side and design the perfect tile form for your plans. Additionally, our products are also outstanding for module and element construction. Examples of lighthouse projects for properties in an element design are the "Parkapartments am Belvedere" in Vienna and "Malmö Live" in Sweden.



MALMÖ LIVE, MALMÖ | SCHMIDT HAMMER LASSEN ARCHITECTS, COPENHAGEN
©ANKE MÜLLERKLEIN

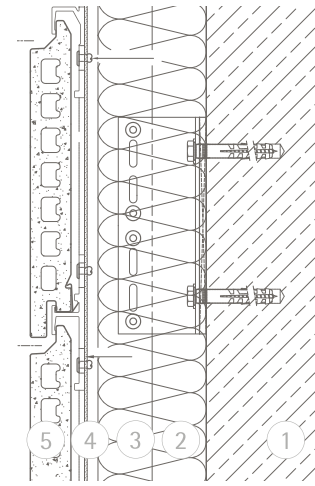


THE MOEDING SYSTEM

Tile facades from MOEDING can take on any shape and form. However unique an outer shell is, the installation of the facade is uncomplicated and standardized. The underlying structure is often key to the selection of the facade material. For all requirements, our team of experts always finds the optimal system in consultation with all the project participants - so that each property becomes and remains unique. Discover the most important facts about our systems [here](#).

EFFICIENCY THROUGH RAPID SYSTEM

All MOEDING tile facades are based on the same base structure of the outer wall. The rear-ventilated facades with rainscreen cladding essentially consist of five components that are constructively coordinated with each other: the outer wall, the insulation, the substructure, the rear ventilation space and the tile cladding. Considerably smaller heat losses, effective weather protection, targeted elimination of dampness as well as simple planning and installation are the result of the consistent separation of the structural and technical functions and their assignment to the various layers of the wall structure. As a member of the Expert Association for Rear-Ventilated Facades (FVHF), we are always forerunners in technical innovations of this form of facade design - which is valuable in energy terms - and combine our knowledge with the experience of other technology leaders in this area.



TECHNICAL DETAILS

Distribution of functions in wall construction:

- 1 load-bearing wall
- 2 thermal insulation
- 3 substructure
- 4 ventilation gap
- 5 brick slab

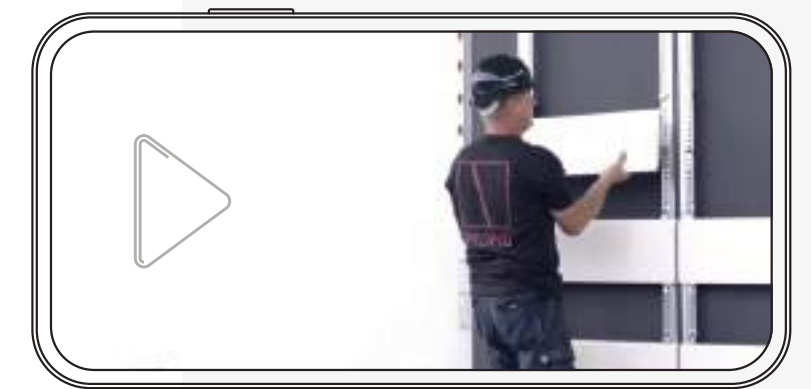


STANDARDIZED INSTALLATION

The efficient and simple installation of the brick tiles is of great importance to us so that each project is successfully implemented. To this end, MOEDING has developed systems that are of maximum efficiency for the relevant installation type. All the systems consist of similar components, which are used in a slightly adapted manner. In addition to the brick tiles, support profiles, tile holders and joint profiles are always available for the installation.



Scan the QR code with your camera app and go directly to our assembly video.





H7 ADMINISTRATION BUILDING, MÜNSTER | ANDREAS HEUPEL ARCHITEKTEN BDA, MÜNSTER | ©ANKE MÜLLERKLEIN

TIME AND COST-SAVING SYSTEM

In all MOEDING tile facade systems, the substructure is first attached with tile holders, support profiles and joint profiles. Subsequently, the brick tiles are mounted without the use of any tools, resulting in a significantly reduced installation time. In addition, the systems provide a further important advantage regarding time and flexibility: there is no prescribed installation order. For example, you can begin mounting the tiles on the uppermost scaffolding level and work your way down floor by floor. In this manner, the scaffolding can be dismantled floor by floor, resulting in a considerable reduction in scaffolding costs.

CERTIFICATION: OUR QUALITY IS OUR CLAIM

All MOEDING products have a CE label. The facade systems have general design certifications through the Deutsches Institut für Bautechnik [German Institute for Structural Engineering, DIBt], market approval in Great Britain through the CWCT, certification for the French market through the CSTB, as well as many other country-specific approvals. At the Marklkofen location, we ensure maximum quality in development and production with our 300 employees. We convince with our well-founded, practice-orientated advice, comprehensive planning assistance and technical support in the planning and construction phase. With a strong field and office team as well as competent distribution partners in more than 60 countries, we always have a goal in mind: to make perfect solutions available to architects and clients – for creative accents in sustainable facade design.



All technical details can be downloaded from our website in the [Facade Technology](#) section



USES OF THE CERAMIC FACADE

The high level of individual feasibility and high flexibility in the selection of the facade tiles allows architects completely free rein in their creative work. Due to the natural and long-lasting properties, MOEDING facades are highly versatile in use.



SUITABLE FOR ALL BUILDING TYPES

Whether new buildings or renovation projects, whether public buildings, industrial buildings or residential and business buildings – the rear-ventilated tile facade with rainscreen cladding from MOEDING can be applied to any property. It is energy-efficient, suitable also for passive house standards, sustainable and maintenance-free.

SUITABLE FOR ALL REGIONS AND WEATHER SITUATIONS

Due to the extremely long lifespan and the weather resistance of the brick material, MOEDING facades are usable around the world. Whether strong solar radiation or masses of rain, cold or heat – due to the burning process in the roller passage kiln at 1,200 degrees, the material is absolutely resistant to any environmental influences.



NATIONAL MUSEUM OF AMERICAN JEWISH HISTORY, PHILADELPHIA | ENNEAD ARCHITECTS, NEW YORK | ©HALKIN PHOTOGRAPHY LLC



RADISSON BLU HOTEL, BALI | INTARAN DESIGN INC., DENPASAR, BALI | ©NADIA BINTORO

INTEGRATION INTO EXISTING ARCHITECTURE

Owing to the traditional brick material, the MOEDING facades can be integrated perfectly into an ensemble of existing architecture. Classic brick colors can be used here as well as certain desired colors achieved by means of special glazes. Due to the positive properties of the brick material, it is ensured that the facade retains its appearance for many decades – attractive “aging” is guaranteed.

PARTIALLY TRANSPARENT SOLUTIONS

If you are looking for a partially transparent solution for closed facades or for glass surfaces, our BAGUETTES and SERATON® products are particularly suitable. The brick elements are extremely flexible in use, highly variable in shape and color and can serve as sight protection, sun protection or for harmonising closed surfaces. They can be used specifically to set special ceramic accents or act as a link between differently designed building parts.



MOEDING PRODUCT SOLUTIONS

MOEDING PRODUCT SOLUTIONS

There is one thing that all of MOEDING's products have in common. Exclusively natural raw materials are used for production, without artificial additives. Tile facades are not only natural, durable and beautifully formed; above all they are also extremely individual and versatile in use. From classic rectangular brick tiles in various formats to specially formed brick elements to special designs such as the brick BAGUETTES or the SERATON® brick grid – MOEDING's product range is multifaceted. Discover the variety of ceramic fa- cades and find out which product is perfect for your next property.



©SINZIANA VELICESCU, SHILDAN GROUP

LONGOTON®

The portfolio of MOEDING was expanded in 2001 with LONGOTON®. With this type of tile, lengths of up to 3.000 mm are possible. The tile height varies between 150 and 1.000 mm, and special solutions can also be implemented.



©ANKE MÜLLERKLEIN

ALPHATON®

ALPHATON® was the first product group from MOEDING. The tile slabs are available in lengths of up to 1.500 mm and in 12 different standard formats. Special formats are possible at any time.

BAGUETTES

MOEDING BAGUETTES are narrow ceramic rods that are usually threaded onto an aluminum tube. They can take various forms and enable an even wider range of uses for the ceramic elements in the facade area.



©ADOBESTOCK, 196461536 | ©ALEXANDRE ZVEIGER

SPECIAL

Under this heading we summarize all facade panels that have an individual special shape. The special panels are created exactly according to the wishes of the planner and can take any shape due to the latest production technology.



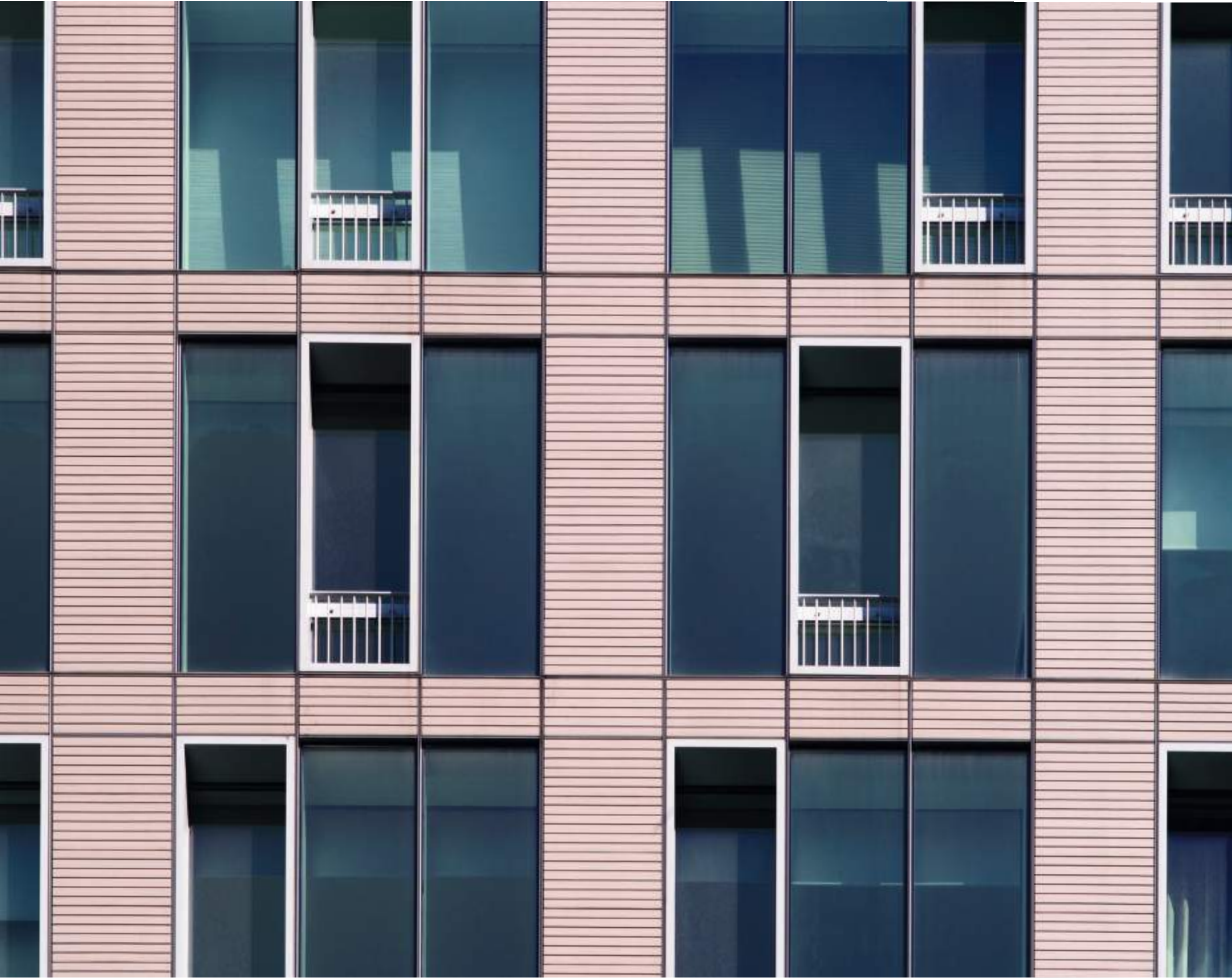
©STEVE TROES

SERATON®

The innovative brick grid SERATON® enables a transparent facade design with brick. Panels with a length of up to 1.500 mm and a height of up to 300 mm can be used for this.



©FIELD CONDITION, SHILDAN GROUP



ALPHATON®

WHAT DISTINGUISHES
ALPHATON® TILES?

IN WHICH COLORS ARE
ALPHATON® TILES AVAILABLE?

WHAT DIMENSIONS CAN
ALPHATON® TILES HAVE?

TECHNICAL DATA ON
ALPHATON® TILES

WHAT SYSTEMS ARE THERE
FOR ALPHATON® TILES?

REFERENCES FOR
ALPHATON® TILES



WHAT DISTINGUISHES ALPHATON® TILES?

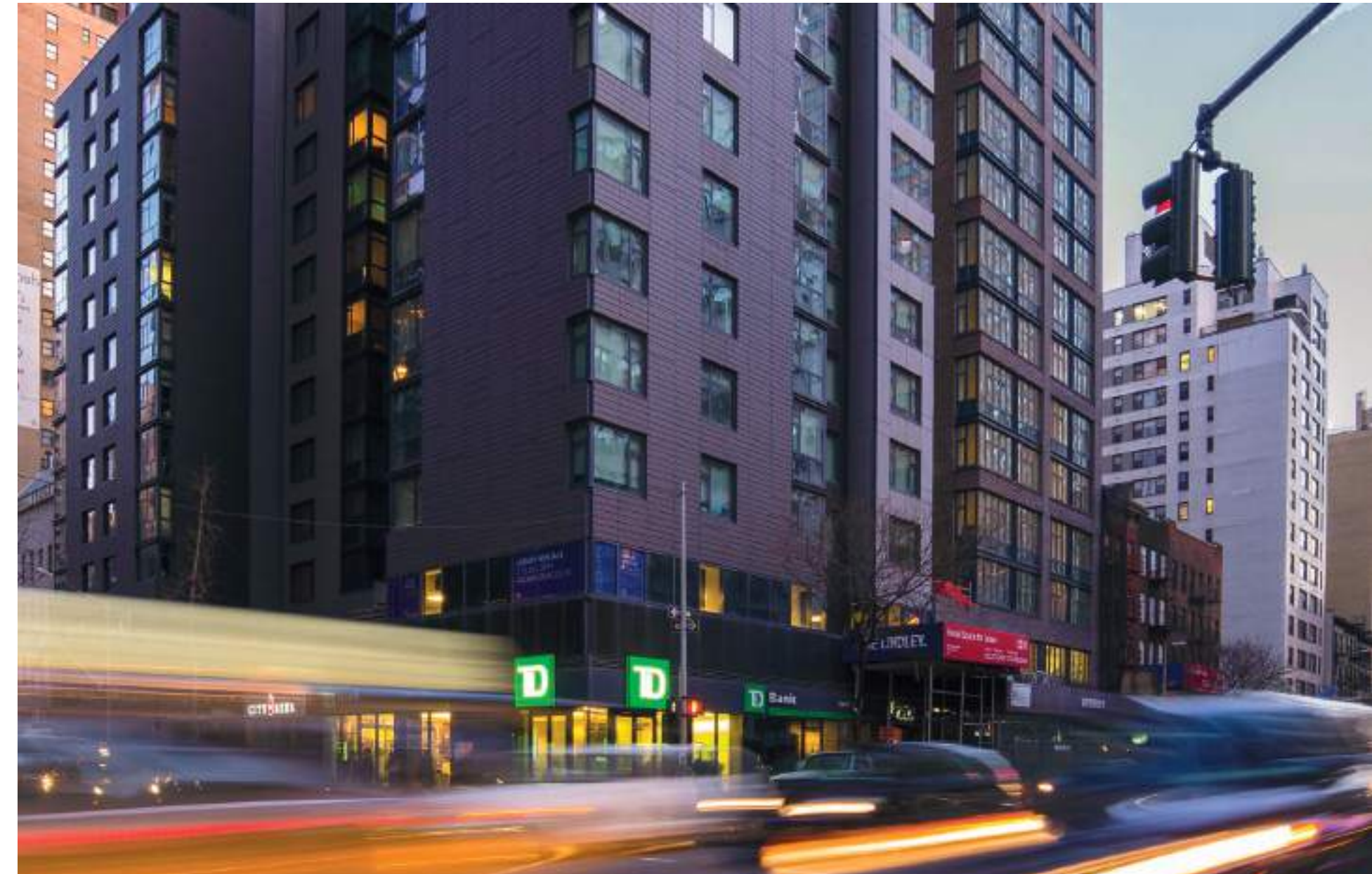
The extruded MOEDING ALPHATON® brick slabs are made from predominantly native clays and are fully colored. Due to the very high firing temperatures and the long firing time, intensive colors and best strength values are achieved. The brick slabs are double-shelled and 30 mm thick. The breaking loads of ALPHATON® panels are many times higher than those of single-skin panels. You can obtain ALPHATON® brick tiles in lengths of up to 1.500 mm. They are usable for both horizontal and vertical facades. The ALPHATON® tile facade is a product with general technical approval in Germany (Z-10.3-732) and meets the requirements of DIN 18 516 Part 1 for rear-ventilated facades with rainscreen cladding.

IN WHICH COLORS ARE ALPHATON® TILES AVAILABLE?

The ALPHATON® brick slabs are available in numerous classic brick colors as standard. These colors refer to intrinsic colors of the fired, unglazed ceramic tile, so that no visually-distracting shards can be made visible as a result of any cut ends on the surface. On an order basis, other natural special colors are also developed individually on request. In addition to the natural colors, in the company's own laboratory we also develop glazes for any desired color or texture for an absolutely individual appearance.



A selection of our colors can be found on page 32 ff. Do not hesitate and order a sample plate of your desired color online at www.moeding.de

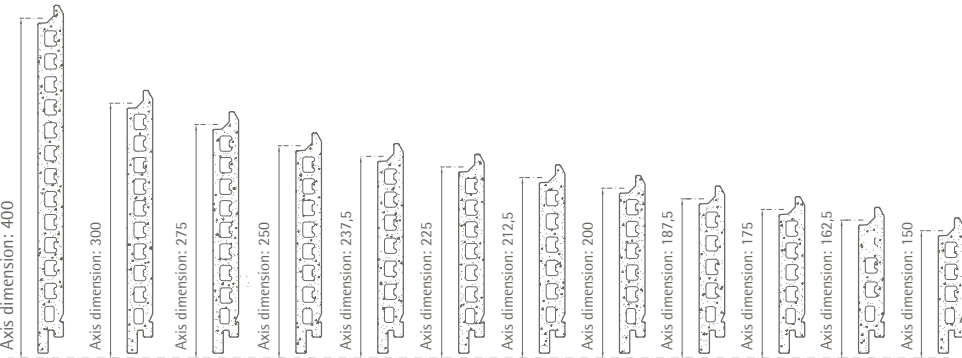


SKYSCRAPER 200-210 EAST, 39TH STREET, NEW YORK | RAWLINGS ARCHITECTS, NEW YORK | ©SINZIANA VELICESCU, SHILDAN GROUP



WHAT DIMENSIONS CAN ALPHATON® TILES HAVE?

ALPHATON® brick tiles are available in 12 different standard formats from 150 to 400 mm in height and in lengths of up to 1.500 mm. In addition, special formats are possible here at any time.



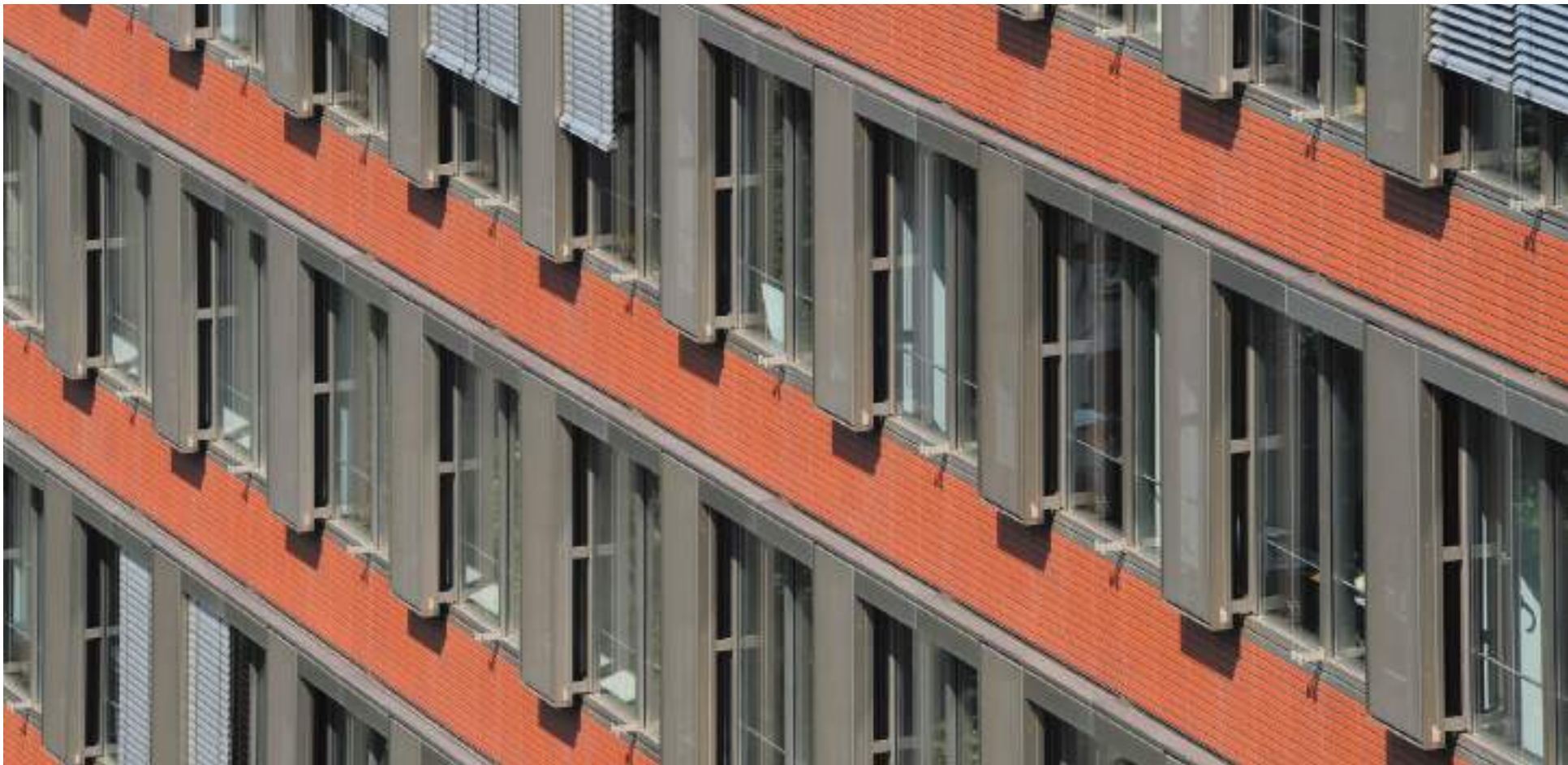
TECHNICAL DATA ON ALPHATON® TILES

GROSS SHARD DENSITY	> 2,0 g/cm ³ (pursuant to DIN 105 Part 4 Ceramic bricks)
BRICK TILES	Frost-resistant pursuant to DIN EN 539, Part 2
APPEARANCE AND STRUCTURE	Pursuant to DIN EN 1304, Annex B are fulfilled
GENERAL TYPE APPROVAL	Z-10.3-732: rear-ventilated outer wall cladding with rainscreen cladding
FURTHER CERTIFICATES	Frost resistance, ventilation and rear ventilation of the structure, sound protection, heat protection, fire resistance duration with extinguishing water test, radar reflection loss and weather resistance (S02)

WHAT SYSTEMS ARE THERE FOR ALPHATON® TILES?

ALPHATON® was the first product that MOEDING brought onto the market. To this day, the tiles are absolutely proven in terms of their worth and are used in a large proportion of all projects with tile lengths of up to 1.500 mm. Due to the free choice between horizontal and vertical format, there is a wide design scope, depending

on whether a building is to be emphasized in width or in height. For the different tile types we have developed specific installation systems: L² Rapid and Gen. 06-Rapid for the lying tiles, L² Rapid vertical for the standing tiles.

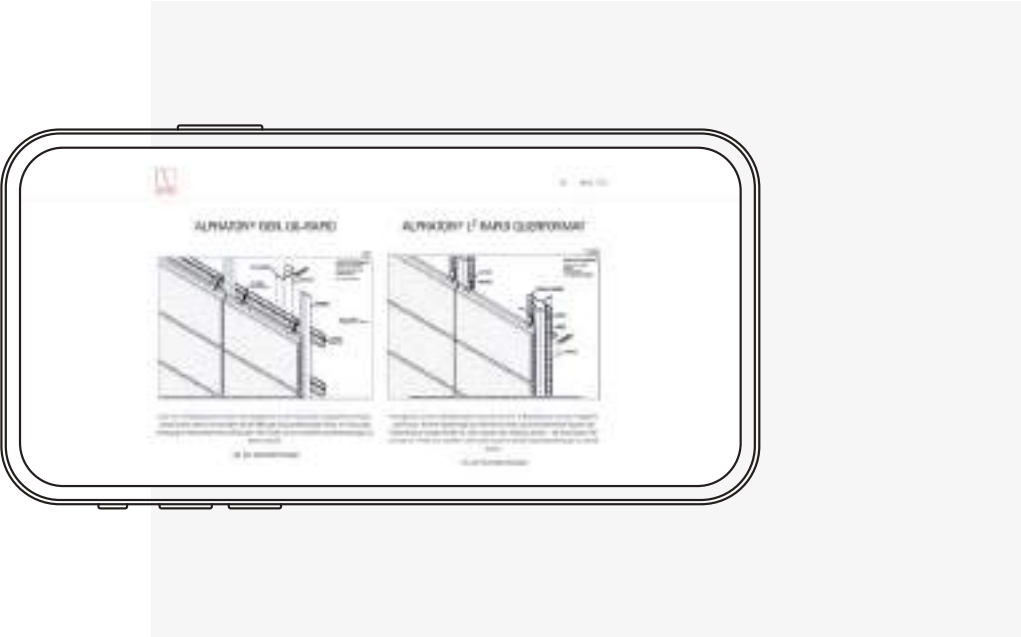


ATLANTIC HAUS, HAMBURG | HERZOG & PARTNER MIT GMP ARCHITEKTEN, HAMBURG | ©ANKE MÜLLERKLEIN

An overview of the system is available here and you can download all technical details in our download and order portal or order them as a print version.



Scan the QR code with your camera app and go directly to our technical details.



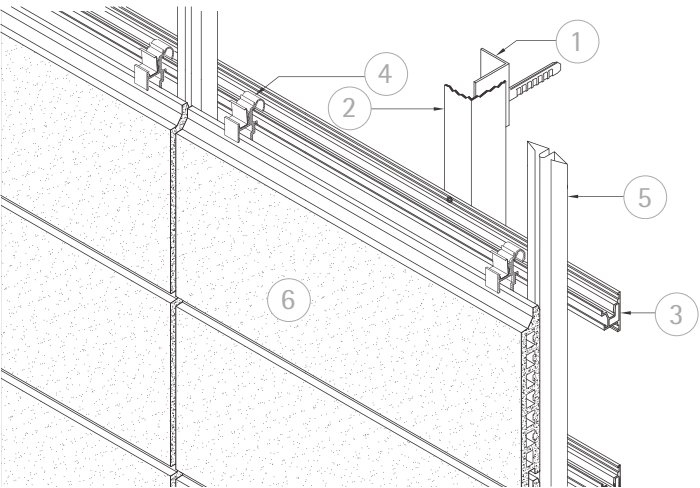
GEN. 06 RAPID AND L² RAPID FOR HORIZONTAL FORMAT

There are two patented systems for the installation of the ALPHATON® brick tiles in a horizontal format: Gen. 06-Rapid and L² Rapid. The systems differ in that horizontal support profiles are used for Gen. 06-Rapid and vertical support profiles for L² Rapid. For both systems, all support profiles are mounted first, then the tile holders are clipped into or riveted onto these. Once the substructure has been installed with all the tile holders, the brick tiles are mounted completely without the use of tools. This is possible because all tile holders are fitted with a stainless steel spring at the factory. This engages in a groove on the back of the tile when the tile is mounted, thus securing it in position.

ALPHATON® GEN. 06-RAPID

In the Gen. 06 rapid system, the brick profiles are attached to the horizontal support profiles. This system is particularly suitable for the installation of horizontal tiles with a cross joint, bracing or for perforated facades.

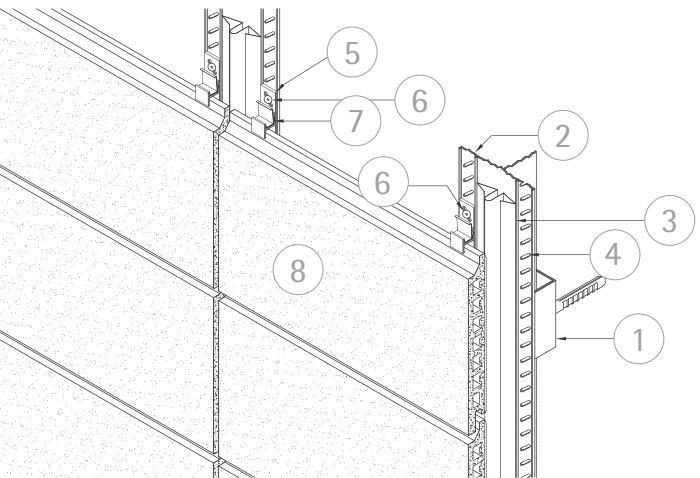
- 1 WALL BRACKET | 2 VERT. BASIC PROFILE | 3 SUPPORT PROFILE
- 4 M-HOLDER WITH RAPID SPRING | 5 JOINT PROFILE
- 6 BRICK TILE



ALPHATON® L² RAPID

Contrary to the Gen. 06 rapid system, the L² rapid system uses vertical support profiles. From a tile length of 600 mm this is the most efficient system, since less profiles are required for a stable support – the tile stretches freely from one L² profile to the next.

- 1 WALL BRACKET | 2 VERTICAL L² SUPPORT PROFILE
- 3 JOINT PROFILE | 4 SLOT | 5 L² M-HOLDER
- 6 L² RIVET | 7 RAPID HOLDER | 8 BRICK TILE



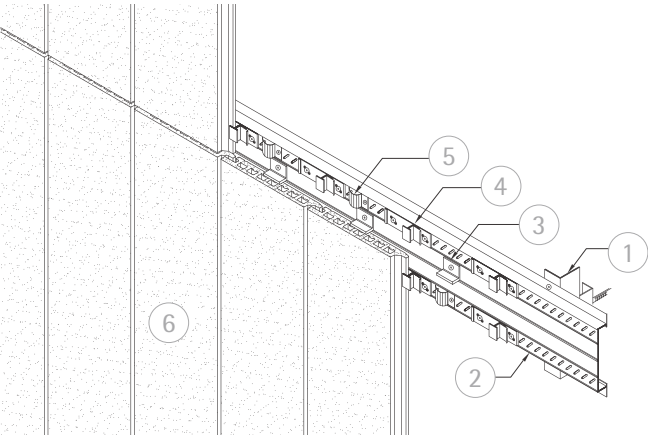
L² RAPID FOR VERTICAL FORMAT

There is a new system for installing the ALPHATON® brick tiles in a vertical format – the L² Rapid System for vertical format. This system is based on the L² Rapid System for horizontal format; however, it is adapted to the technical conditions for vertical format tiles. The tiles can assume the same shape as with horizontal installation; however, other tile geometries are also possible.

ALPHATON® L² RAPID

The L² Rapid System for portrait panels uses Ω support profiles. The new system allows a ceramic, vertical joint, which affords further, esthetic advantages.

- 1 VERTICAL SUPPORT PROFILE | 2 L² HF SUPPORT PROFILE
- 3 ANGLE BRACKETS | 4 L² M HOLDER WITH RAPID SPRING
- 5 SPRING | 6 BRICK TILE



Feel free to contact us personally at any time.
All technical details and our contact details can be found at www.moeding.de





PARKAPARTMENTS AM BELVEDERE AND HOTEL ANDAZ VIENNA AM BELVEDERE VIENNA

In Vienna, a total of five 60-meter-high towers – three residential towers and two hotel towers – with a facade area of more than 25,000 square meters were built by Q1/2019 with Parkapartments am Belvedere and Hotel Andaz Vienna am Belvedere. In order to create a “belvedere”, beautiful view in all directions, the building complex stands on 12 to 18-meter-high supports. The residential floors are thus above the treetops and offer views over the center with St. Stephen's Cathedral and Vienna Woods. The facade is dominated by floor-to-ceiling glazing, framed by delicate, gray glazed ceramic elements. A new production process was developed in-house for the partially horizontally curved tiles. Six different tile profiles with fine curves and curls were developed in close collaboration with the architects. The ceramic elements were preassembled for this object and hooked in accordingly in modular construction on site.

ARCHITECT: Renzo Piano Building Workshop, Paris
PRODUCT: ALPHATON®
COLOR: Light gray, glazed
FORM: Special form
PHOTO: Johann Hörner – www.filmkraft.wien



H7 ADMINISTRATION BUILDING

MÜNSTER

As the tallest wood hybrid building in North Rhine-Westphalia, the H7 project was presented with an award at the German Wood Construction Awards 2017. With a facade design consisting of green-glazed ceramic tiles, Andreas Heupel Architekten demonstrate that a wood building does not have to look like a wood building from the outside while still meeting its ecological aim. In likeness to a coat of leaves, three different lightness levels of the same shade of green were defined and arranged on the longitudinal sides of the building according to a precise installation plan. A criterion for the selection of the facade tiles from ceramic was the client's wish to use natural construction materials as far as possible and to use a recyclable facade system. The glazing was defined in several sampling cycles and, in its semi-transparency, corresponds to the architect's aim to make the naturalness of the material visible and to bring it to life. Supported by the surface structure of the grooved tiles, the glazing color varies from yellowish to deep green and gives rise to a virtually shimmering appearance in certain light situations.

ARCHITECT: Andreas Heupel Architekten BDA, Münster
PRODUCT: ALPHATON®
COLOR: Green, glazed
FORM: Special form, grooved
PHOTO: Anke Müllerklein





LONGOTON®

WHAT CHARACTERIZES
LONGOTON® TILES?

IN WHICH COLORS ARE
LONGOTON® TILES AVAILABLE?

WHAT DIMENSIONS CAN
LONGOTON® TILES HAVE?

TECHNICAL DATA ON
LONGOTON® TILES

WHAT SYSTEMS ARE THERE
FOR LONGOTON® TILES?

REFERENCES FOR
LONGOTON® TILES



WHAT CHARACTERIZES THE LONGOTON® TILES?

With LONGOTON® we have responded to the increased demand from planners and architects for large-format facade panels. LONGOTON® brick tiles are available in lengths of up to 3,000 mm. They can be used for both horizontal and vertical facades. The LONGOTON® tile facade is a product with general technical approval in Germany (Z-10.3-805). As part of the ongoing quality check for compliance with the approval, the products are additionally inspected by independent institutes. The system corresponds to DIN 18 516 Part 1 for rear-ventilated facades with rainscreen cladding.

IN WHICH COLORS ARE LONGOTON® TILES AVAILABLE?

The LONGOTON® brick tiles are available as standard in many classic brick colors. These colors refer to intrinsic colors of the fired, unglazed ceramic tile, so that no visually-distracting shards can be made visible as a result of any cut ends on the surface. Additionally, it is possible to achieve any desired color using a large number of glazes.



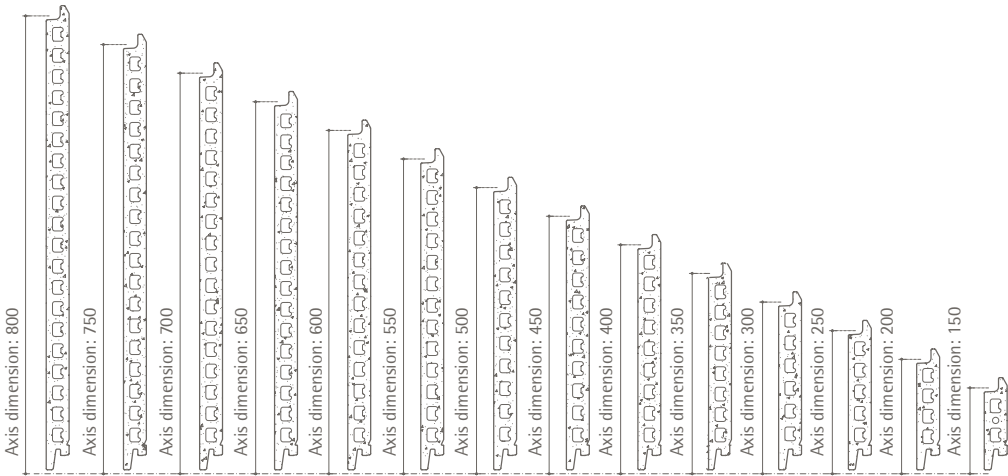
A selection of our colors can be found on page 32 ff. Do not hesitate and order a sample plate of your desired color online at www.moeding.de





WHAT DIMENSIONS CAN LONGOTON® TILES HAVE?

Due to the free choice between a horizontal or vertical facade, a wide range of designs are possible, depending on whether a building is to be emphasized in width or in height. LONGOTON® brick tiles are available in tile heights of 150 to 600 mm and in a length of up to 3,000 mm. In addition to the usual formats, special heights up to 1,000 mm are possible.



TECHNICAL DATA ON LONGOTON® TILES

GROSS SHARD DENSITY	> 2,0 g/cm³ (pursuant to DIN 105 Part 4 Ceramic bricks)
BRICK TILES	Frost-resistant pursuant to DIN EN 539, Part 2
APPEARANCE AND STRUCTURE	Pursuant to DIN EN 1304, Annex B are fulfilled
GENERAL TYPE APPROVAL	Z-10.3-805: rear-ventilated outer wall cladding with rainscreen cladding with LONGOTON® brick tiles

WHAT SYSTEMS ARE THERE FOR LONGOTON® TILES?

LONGOTON® panels can be used for landscape as well as portrait facades. The suitable system is used depending on the orientation of the LONGOTON® panels - L² Rapid portrait format for the vertical attachment of the brick panels and the Rapid Gen. 06 System for horizontal installation. An overview is available here and you can

download all technical details from our download and order portal or order them as a print version.

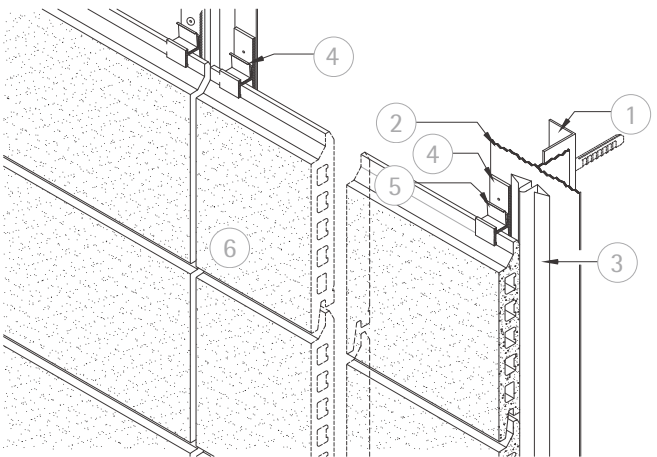


All technical drawings can be found online at www.moeding.de in the area of facade technology

LONGOTON® RAPID GEN. 06 FOR HORIZONTAL FORMAT

The LONGOTON® Gen. 06-Rapid system is currently being used to install brick tiles with lengths of up to 3,000 mm in a horizontal format. In this case, all tile holders of the facade to be installed are attached to vertical profiles using hollow rivets or self-tapping stainless steel screws. Once the substructure with all the tile holders has been attached, the brick tiles are mounted without using tools. This is because all the tile holders are equipped with a stainless steel spring in the factory. This engages in a groove on the back of the tile when the tile is mounted, thus securing it in position.

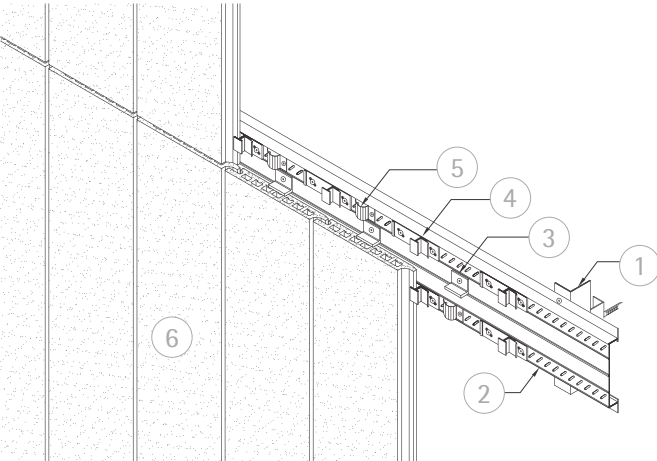
- 1 WALL BRACKET | 2 BASIC PROFILE | 3 JOINT PROFILE
- 4 M HOLDERS | 5 RAPID SPRING | 6 BRICK TILE



LONGOTON® L² RAPID FOR VERTICAL FORMAT

The LONGOTON® L² Rapid system is used to install brick tiles with lengths of up to 3,000 mm. The shape of the tiles is the same as those used for horizontal installation; however, other tile geometries can also be implemented. The L² Rapid System for portrait panels uses Ω support profiles. The new system allows a ceramic, vertical joint, which affords further, esthetic advantages.

- 1 VERTICAL L² SUPPORT PROFILE | 2 HORIZONTAL L² SUPPORT PROFILE | 3 ANGLE BRACKETS
- 4 L²M HOLDERS WITH RAPID SPRING | 5 SPRING | 6 BRICK TILE



THE FONTENAY HOTEL HAMBURG

On the south-west bank of the Außenalster, the eight-storey standalone building with flowing lines integrates elegantly into the park-like territory. The curved building shape has no front or rear side and gives the large building volume a certain lightness and dynamism. The elegantly curved facade is segmented into horizontal bands made of glass surfaces and large tiles that are shining white in accordance with the Alster ordinance. Formed accurately and individually in eight different, individually adapted radii of 1,500 mm to 22,000 mm, 1,200 m² of white glazed LONGOTON® facade tiles were produced on an order basis. Although glazed ceramics have been produced for over 6,000 years, such large glazed brick tiles with exactly defined radii of this size are unique. Thanks to a specially developed manufacturing process, the architects' high requirements with regard to the exactness of the bend radii were fulfilled. The result - clean transitions when the radii change and in the area of the lower side made of lasered sheet - stands for the extremely high quality standard that runs throughout the building in all respects.

ARCHITECT: Störmer Murphy and Partners GbR, Hamburg
PRODUCT: LONGOTON®
COLOR: Two-tone tile with 5 different colors, glazed
FORM: Special form
PHOTO: Anke Müllerklein

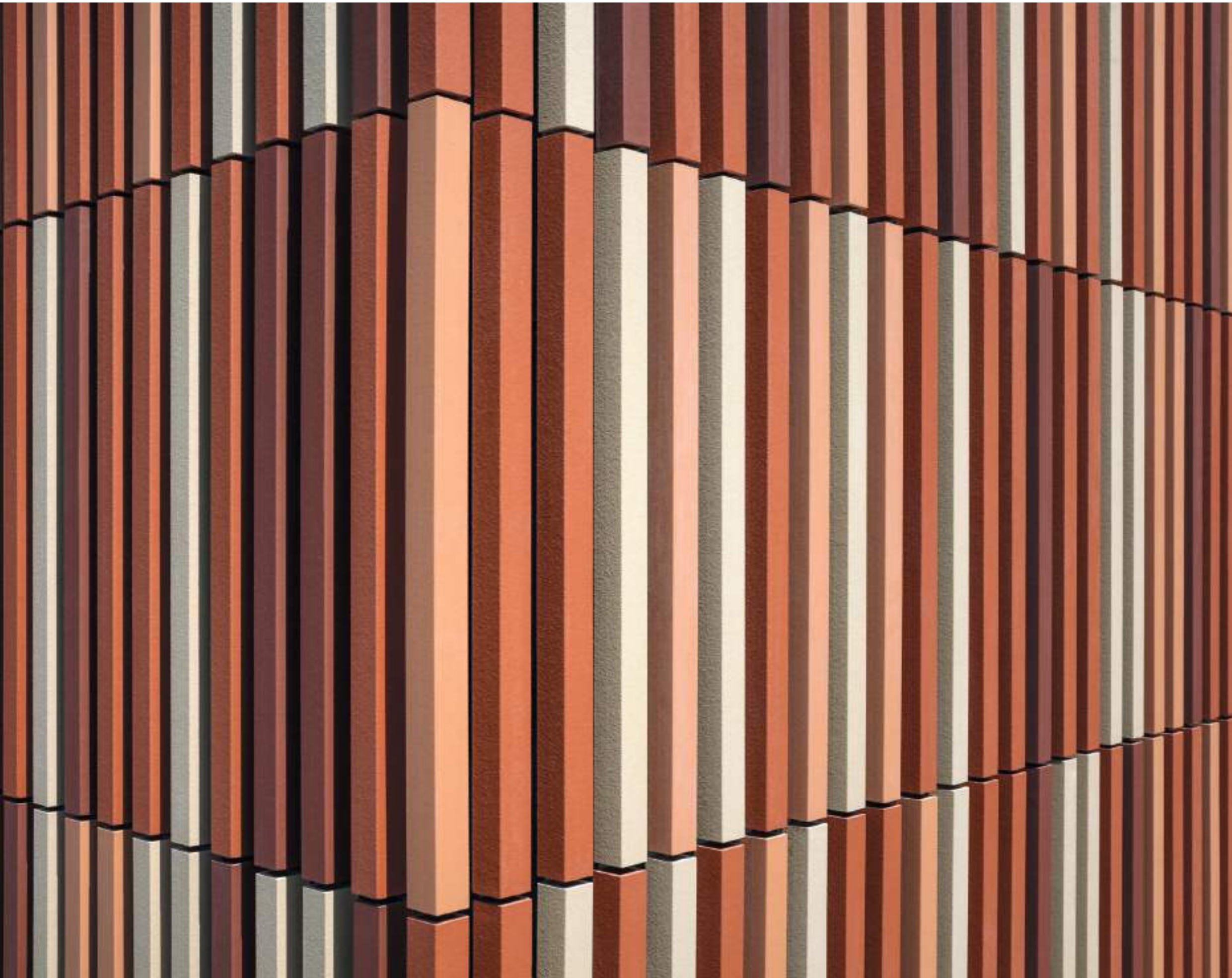




CITYRINGEN VIBENSHUS RUNDDEL COPENHAGEN

Ceramic tiles from MOEDING were used for the facade design in seven of the 17 new subway stations. At the station Vibenshus Runddel, slate tiles with a special kind of glaze were used. From the front, the viewer sees a wall with white panels. The further down into the station you go, the more you recognize the diversity of this facade. With a newly developed glaze process, only the undersides of the brick tiles were glazed with 5 different colors, which creates a unique, surprising effect.

ARCHITECT: Arup, Copenhagen
 PRODUCT: LONGOTON®
 COLOR: Two-tone tile with 5 different colors, glazed
 FORM: Special form
 PHOTO: Anke Müllerklein



BAGUETTES

HOW CAN BAGUETTES
BE USED?

WHAT FORMS CAN
BAGUETTES HAVE?

IN WHICH COLORS ARE
BAGUETTES AVAILABLE?

WHAT SYSTEMS ARE
THERE FOR BAGUETTES?

REFERENCES FOR
BAGUETTES

HOW CAN BAGUETTES BE USED?

BAGUETTES are long ceramic rods which allow for more design possibilities with brick. Brick BAGUETTES are normally equipped with an aluminum tube on the inside which provides stability and is necessary for attaching the BAGUETTES. The slender brick elements can be produced in individual forms and are used as complete facade cladding, shading elements or as stylistic elements in front of open building sectors or glass panels.

BAGUETTES USED AS SUN PROTECTION IN FRONT OF GLASS

In many cases, BAGUETTE facade elements are used as square tubes. BAGUETTES offer effective and attractive protection from the sun when used in front of windows or glass facades. As BAGUETTES resemble brick facade in terms of materiality and surface feel, they integrate very harmoniously into the facade appearance. BAGUETTES can adopt the facade pattern.

BAGUETTES AS DESIGN ELEMENTS IN FRONT OF CLOSED FACADE SURFACES

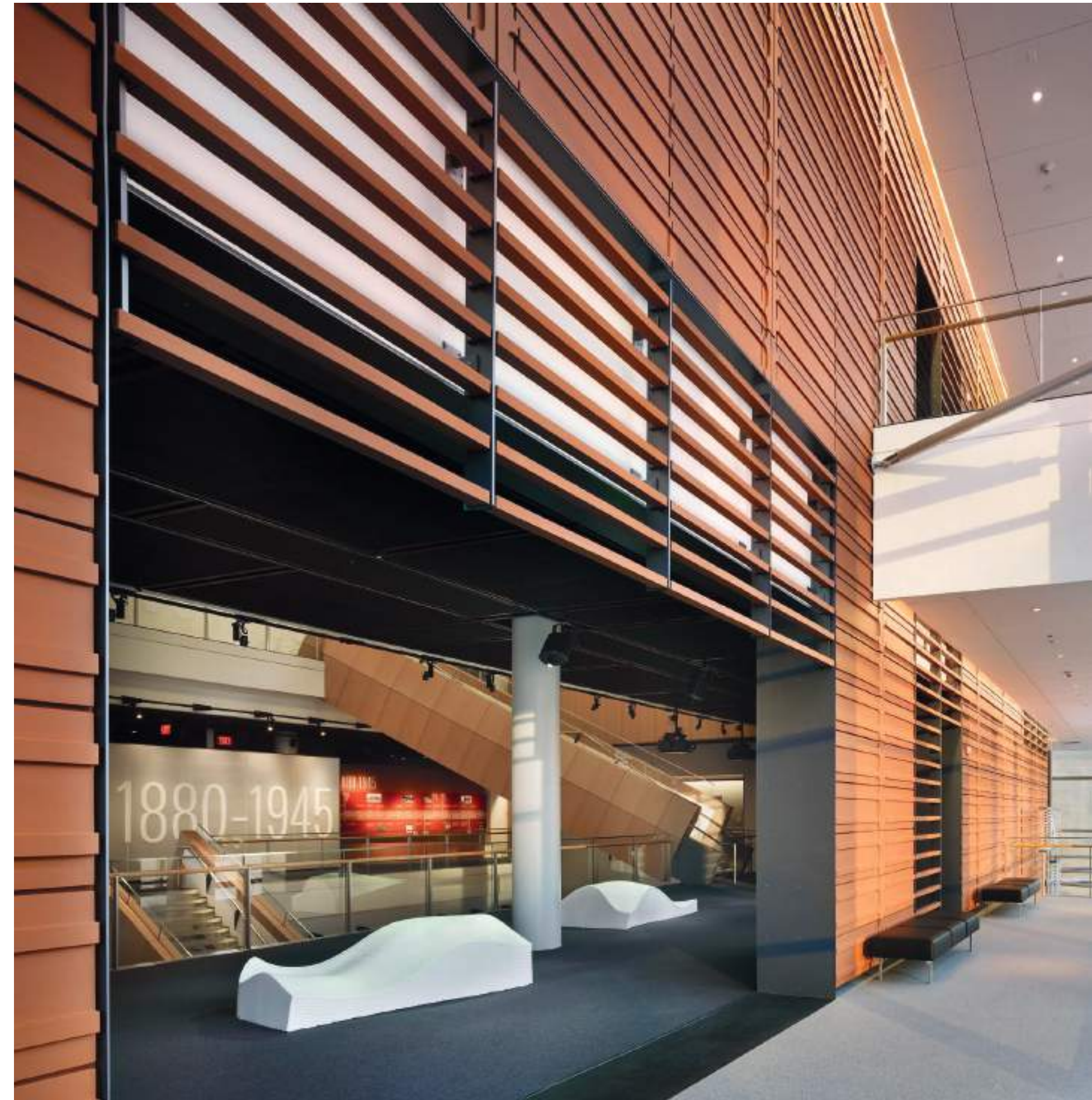
Due to their technical characteristics, design possibilities, and their tactile properties, baguettes are wonderfully suited for harmonizing closed surfaces. In this way, special effects are created which break up or structure the facade appearance. Air inlets and outlets, air conditioners or other installations can be easily and elegantly integrated into the entire facade concept.

BAGUETTE ELEMENTS IN MULTISTORY CAR PARKS

Multistory car parks are a special application for MOEDING BAGUETTES. Especially in inner-city locations, esthetic demands are very high. Furthermore, the facade material must be non-flammable and ensure sufficient ventilation, and natural light must be let through. These demands are ideally fulfilled by MOEDING brick baguettes.

BAGUETTES IN COMBINATION WITH SPECIAL TILES

One special feature is presented by combining BAGUETTES with square cross-section and other special tiles. In doing so, the surface of the tiles is designed in such a way that the shape of the BAGUETTES is continued onto the tiles. This serves to further reinforce the homogeneity of the facade.





ALTER HOF, MUNICH | AUER WEBER, MUNICH | ©STEFAN MÜLLER-NAUMANN

WHAT FORMS CAN BAGUETTES HAVE?

MOEDING BAGUETTES are available in lengths of up to 3,000 mm. They are also available in various forms, e.g. oval, triangular or square. Furthermore, individual forms are possible on request.

FOUR-EDGE BAGUETTES

BAGUETTES can also be produced with a rectangular cross-section alternatively to square cross-sections. Baguettes with a rectangular cross-section have a more massive appearance and a greater depth effect.



TRIANGULAR BAGUETTES

BAGUETTES with a triangular cross-section are suitable for the shading of glass surfaces on brick-covered sloped roofs. This way, the triangular shape of the BAGUETTES allows for an exact alignment with the roof slope and therefore ensures a harmonious impression of the entire roof surface. While the user of the top floor enjoys natural light, viewers only see a closed brick surface from the outside. With this solution, not only are the requirements of monument protection fulfilled but an attractive and valuable living space under the roof is created.



OVAL BAGUETTES

Shading elements with an oval cross-section are especially used in front of transparent glass facades. The oval cross-section shape makes the elements appear lighter. Depending on the application, shading elements can be installed horizontally, tilted at a particular angle or flexibly.



SHADING ELEMENTS

In view of rising energy costs, daylight control is becoming ever more important. The desired effect brought from shading, which generates considerable energy savings when it comes to the air-conditioning of buildings, can be overstepped, creating a "blackout effect". With shading elements, rooms are darkened so that artificial light is increasingly required. This "blackout effect" can be minimized through the innovative use of ceramic shading elements. Firstly, shading elements can be mounted movably. Due to the rotatable mounting of the shading elements, the blackout effect can be controlled specifically.



IN WHICH COLORS ARE BAGUETTES AVAILABLE?

For BAGUETTES, all the brick colors of the range of classic colors of ALPHATON® and LONGOTON® are available. Additionally, BAGUETTES can also be glazed circumferentially and thus any desired color effect can be achieved.



A selection of our colors can be found on page 32 ff. Do not hesitate and order samples of your desired color online at www.moeding.de

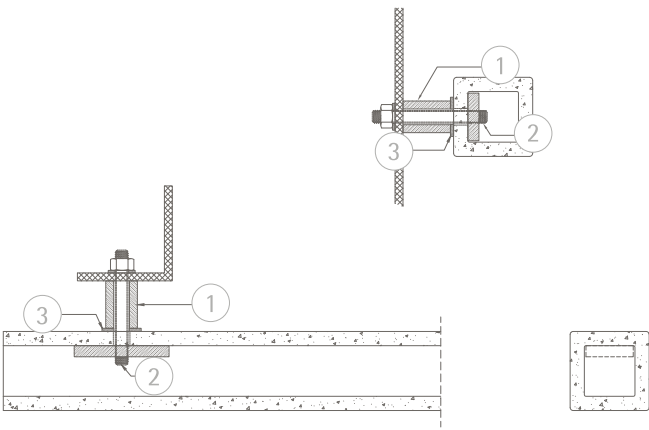
WHAT SYSTEMS ARE THERE FOR BAGUETTES?

BAGUETTES are long-format, hollow ceramic elements fastened using special holders. In the case of specific requirements (fall protection), they can be threaded onto an aluminum tube and attached to the structure using object-related holders. Special systems were developed for the special requirements for BAGUETTES; however, these are based on the existing systems for ALPHATON® and LONGOTON® and use similar components. When it comes to choosing the right system, the intended use of the system and the local circumstances are always relevant. Fastening can take place using three different systems: installation with rearward attachment or lateral attachment using screw straps or using the rapid system.

REARWARD FASTENING OF BAGUETTES

A fully invisible installation of the BAGUETTES from the front can take place using rearward stud attachment. According to the project-specific requirements, MOEDING designs the BAGUETTES completely in advance. These can then be attached directly to the on-site structure.

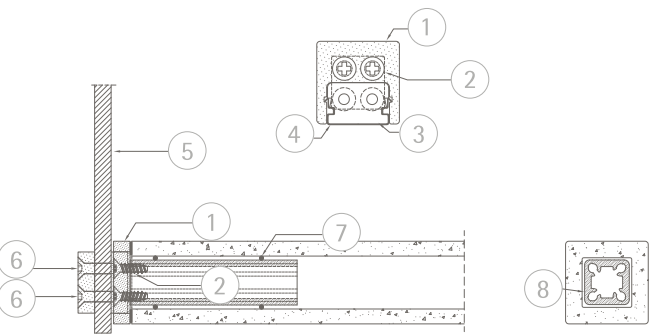
1 DISTANCE TUBE | 2 THREADED ROD | 3 U-WASHER



LATERAL FASTENING WITH RAPID SYSTEM

The tried-and-tested Rapid system can also be used for BAGUETTES. In this application, base plates with integrated stainless steel springs are attached to the on-site holding structure. The BAGUETTES are equipped with BAGUETTE holders, which can be clipped into the base plates without the use of tools. The advantages of the flexible installation sequence are evident here too.

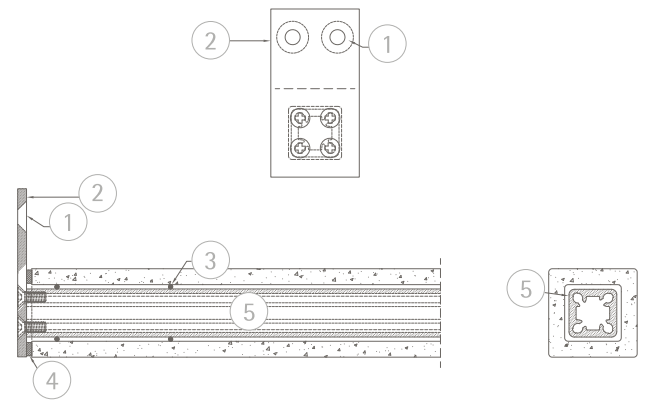
1 BAGUETTE HOLDER | 2 SENKO | 3 BASIC BOARD | 4 CLICK SPRING
5 ON-SITE SUBSTRUCTURE (SWORD) | 6 M6 SLEEVE NUT
7 TOLERANCE COMPENSATION | 8 AL SPECIAL PROFILE



LATERAL FASTENING WITH SCREW STRAPS

Another option for installing the BAGUETTES is attachment with screw straps. Here, the straps connected to the supporting aluminum tube are screwed to a supporting structure on site.

1 RECESS FOR M8 SCREW | 2 AL-COMPARTMENT
3 O-RINGS | 4 NEOPRENE BAND | 5 AL-SPECIAL PROFILE



Feel free to contact us personally at any time with technical questions. All contact data can be found at www.moeding.de



SALLE POLYVALENTE SCHOMMESCHWOIS OBERANVEN

For the "Salle Polyvalente Schommeschwois" center in Oberanven BAGUETTES were used in different nuances of red. Threaded on aluminum tubes in a free color arrangement results in a very lively, airy image. The BAGUETTES used here have a classic square shape and are rear-ventilated.

ARCHITECT: Architectes Perry Weber, Hostert
PRODUCT: BAGUETTES
COLOR: Saffron, salmon, oxide red, garnet red
FORM: Standard form
PHOTO: Steve Troes





MALOPOLSKA GARDEN OF ARTS KRAKÓW

The Małopolska Garden of Arts (MGA) is currently one of the most famous buildings in Krakow. The construction with BAGUETTES in natural red tones integrates perfectly into the existing area in the historical center of the city. The architecture of the plant is absolutely modern and timeless and through the use of the brick material also extremely durable.



ARCHITECT: Ingarden & Ewy Architekci, Kraków
 PRODUCT: BAGUETTES
 COLOR: Nature red, pastel red, ruby red, oxide red
 FORM: Standard form
 PHOTO: Krzysztof Ingarden



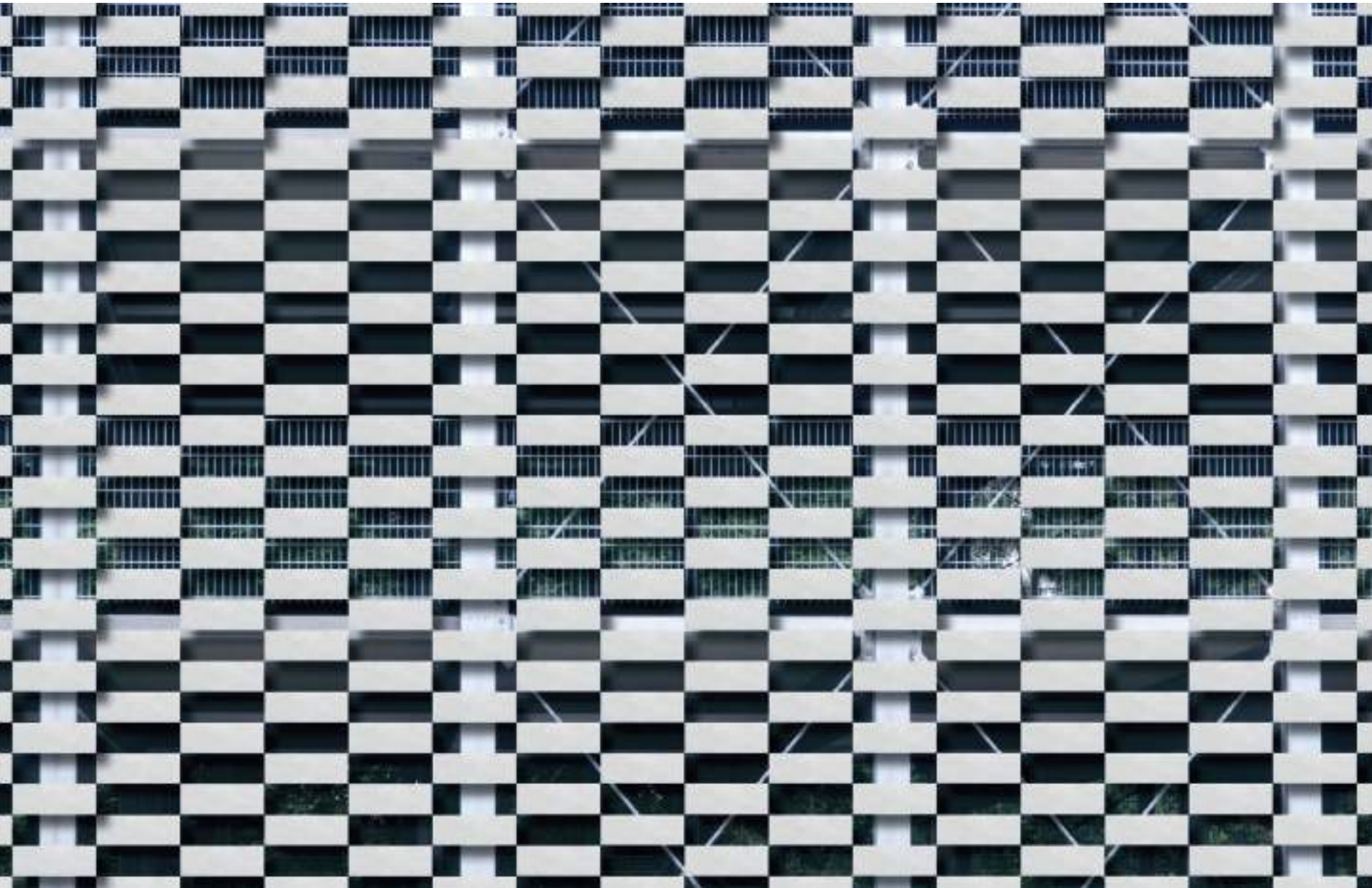
SERATON®

HOW CAN SERATON® TILES
BE USED?

IN WHICH COLORS ARE
SERATON® TILES AVAILABLE?

WHAT DIMENSIONS CAN
SERATON® TILES HAVE?

WHAT SYSTEMS ARE THERE
FOR SERATON® TILES?




VISUALIZATION SERATON® | ADOBESTOCK, 288275723 | ©CARMEN HAUSER

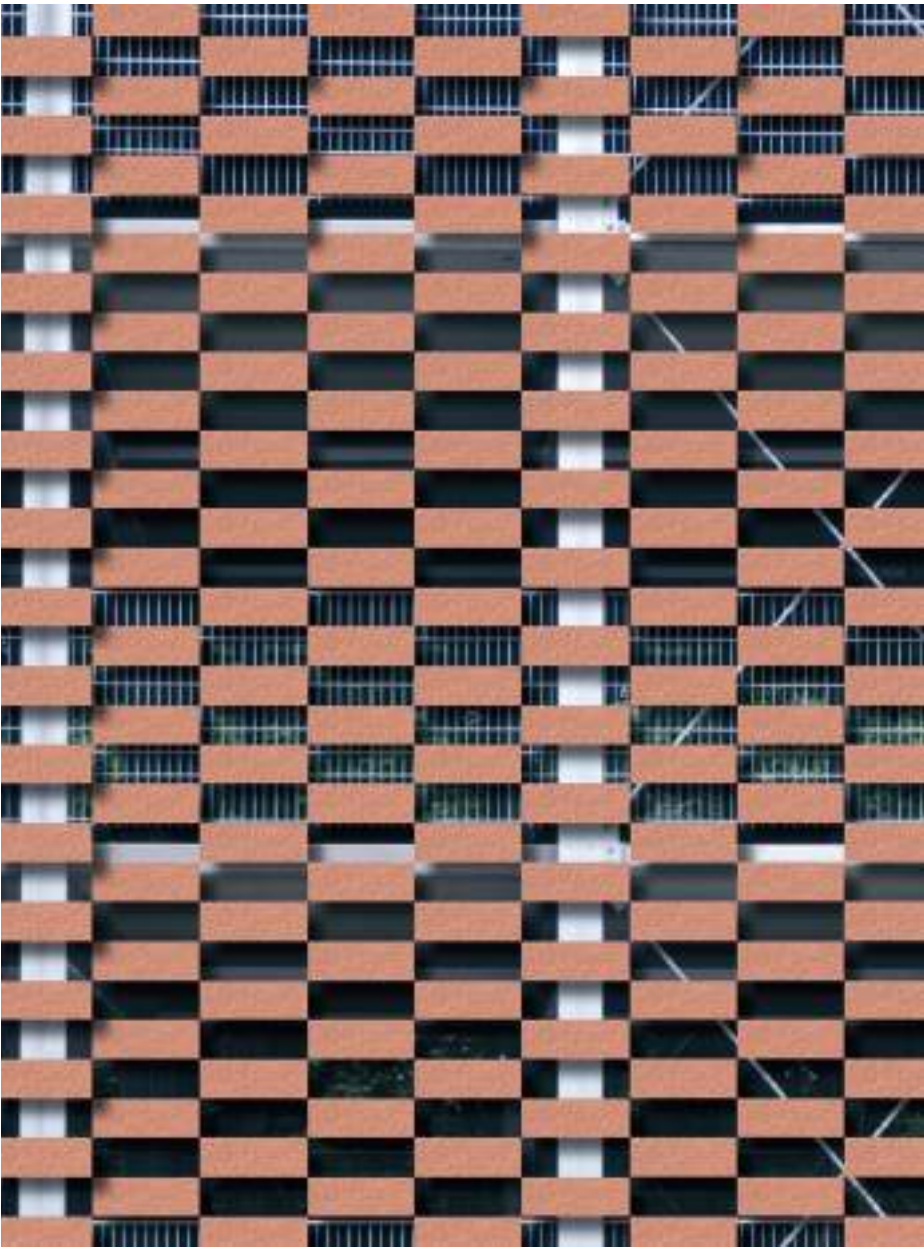
HOW CAN SERATON® TILES BE USED?

With the new SERATON® brick grid, completely new possibilities for facade design are available to planners and architects. In a newly developed grid system, the brick tiles float like on an invisible belt. Here, the brick tiles can also be mounted in a less strict arrangement, producing larger gaps in the facade.

IN WHICH COLORS ARE SERATON® TILES AVAILABLE?

Similar to all other brick products, the SERATON® tiles can be produced in many natural colors of the standard range or can be equipped with special glazes to set color accents.

 A selection of our color palette can be found on page 32 ff. Do not hesitate and order a sample tile in your selected color online at www.moeding.de



VISUALIZATION SERATON® | ADOBESTOCK, 288275723 | ©CARMEN HAUSER



VISUALIZATION SERATON® | ADOBESTOCK, 67502199 | ©UWE BUMANN

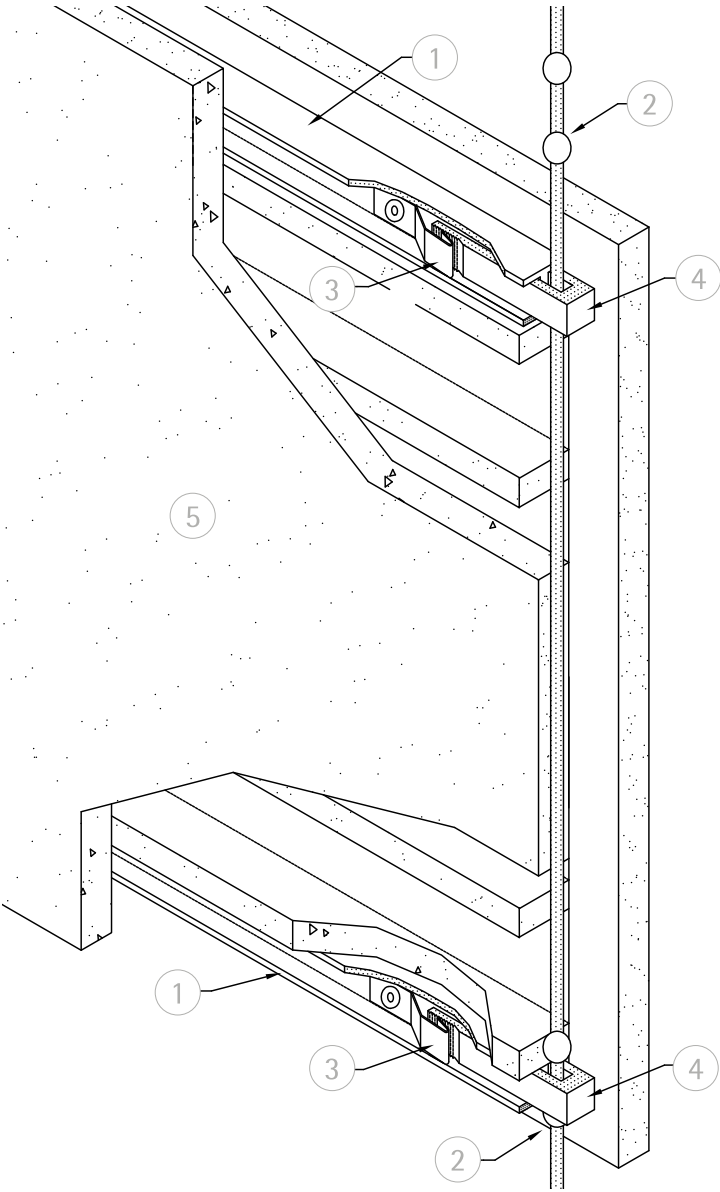
WHAT DIMENSIONS CAN SERATON® TILES HAVE?

With SERATON®, tile sizes of up to 1,500 mm in length and 300 mm in height can be implemented. In all projects, the statics are calculated explicitly again. Here, our technology team collaborates with specialists in steel constructions.

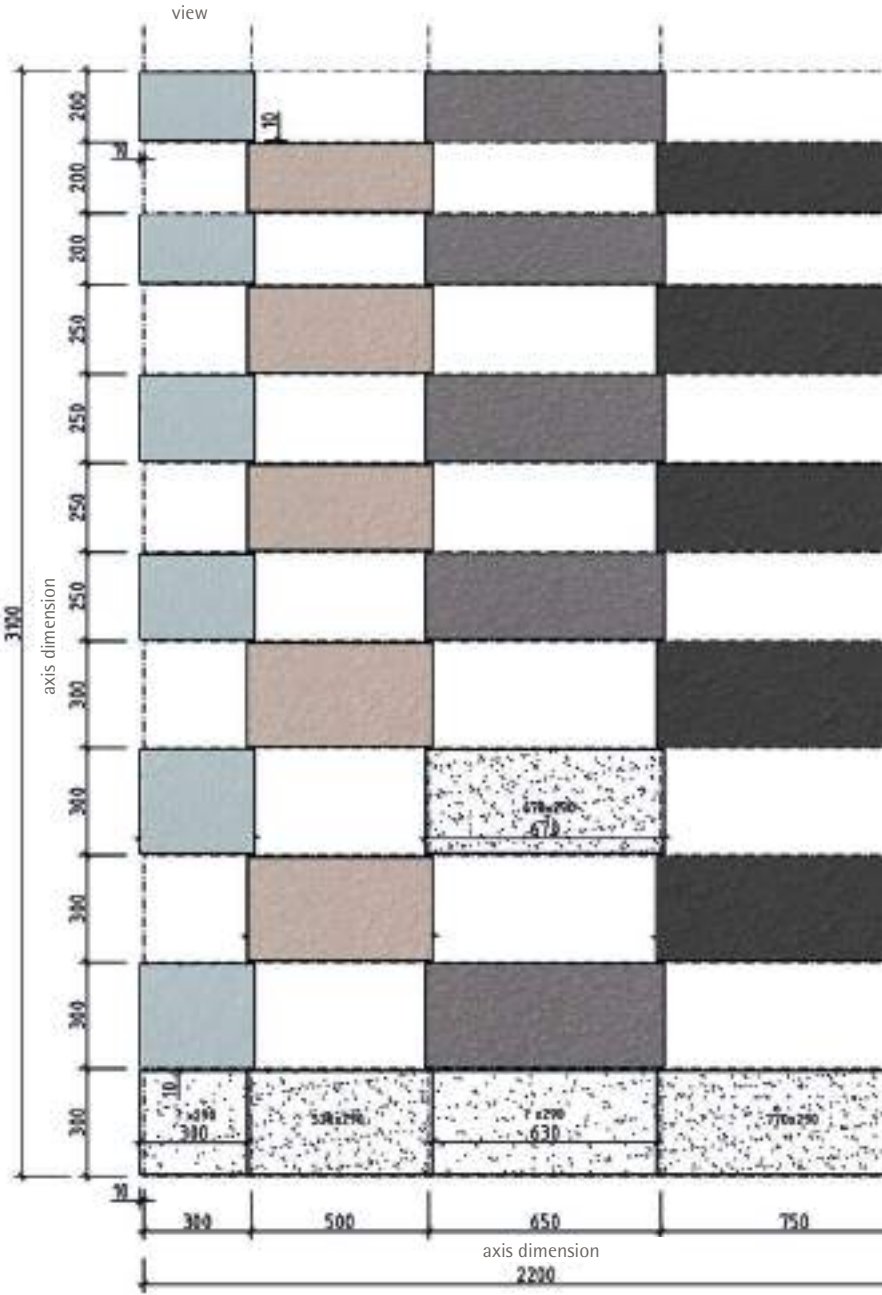
WHAT SYSTEMS ARE THERE FOR SERATON® TILES?

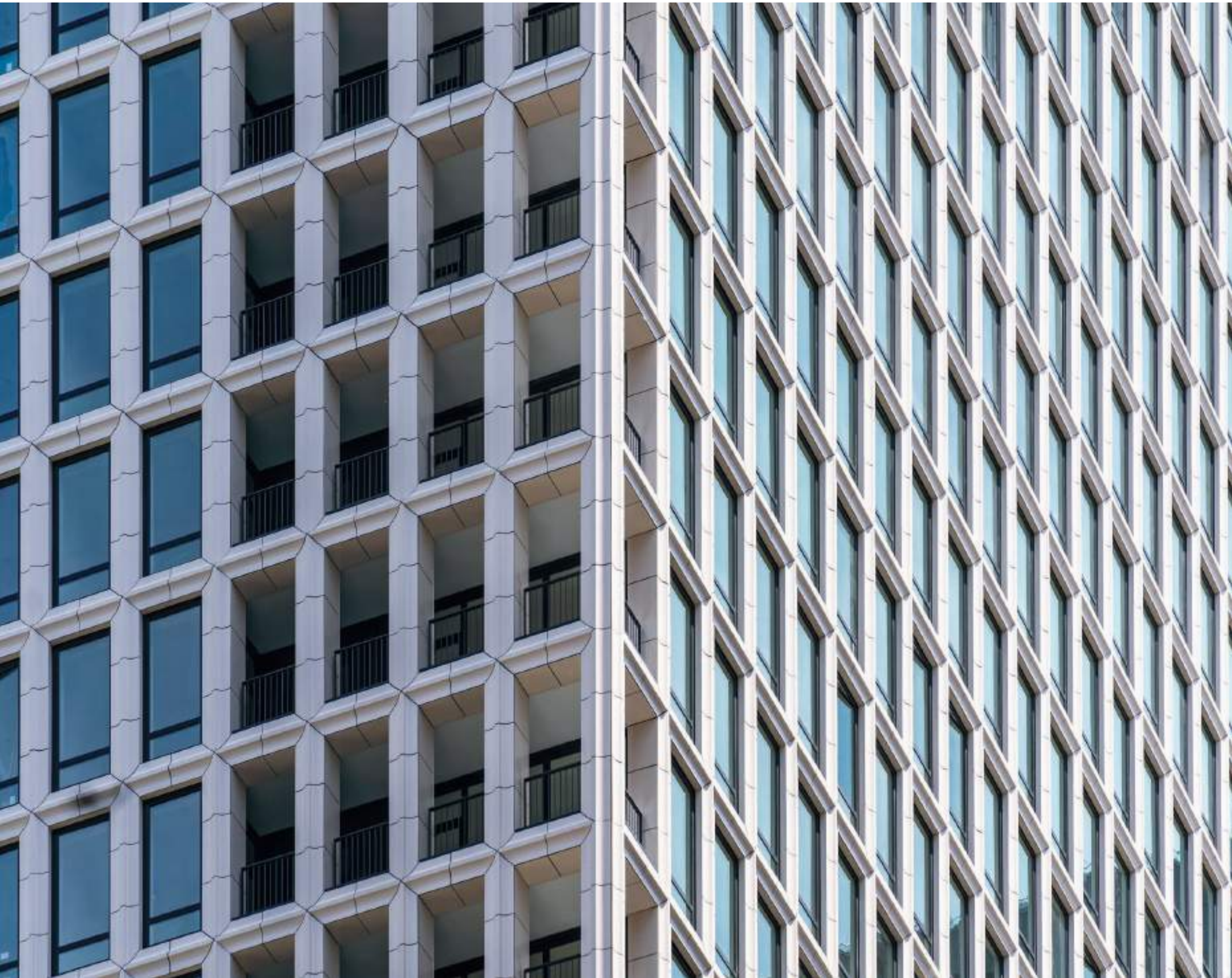
To install the SERATON® brick tiles, these are clamped into a structure made of stainless steel cables and are attached using stainless steel balls in such a way that the substructure can no longer be seen. The brick tiles can be installed without using tools and in a flexible order, significantly reducing installation workload and costs.

Feel free to contact us personally at any time with technical questions. All contact details can be found at www.moeding.de



1 DOUBLE T-PROFILE | 2 WIRE CABLE & BALL
3 CONNECTING SPRING | 4 CABLE HOLDER | 5 SERATON® BRICK TILE





SPECIAL

WHAT DISTINGUISHES
SPECIAL TILES?

IN WHICH COLORS ARE
SPECIAL TILES AVAILABLE?

WHAT DIMENSIONS CAN
SPECIAL TILES HAVE?

WHAT SYSTEMS ARE THERE
FOR SPECIAL TILES?

REFERENCES FOR
SPECIAL TILES



WHAT DISTINGUISHES SPECIAL TILES?

In addition to our classic products, we of course also manufacture the most individual special brick forms with highly specific shapes on request. These can be bent brick tiles in certain radii, tiles with a certain three-dimensional shape, e.g. based on a company logo, or absolutely individual, hand-formed single pieces.

IN WHICH COLORS ARE SPECIAL TILES AVAILABLE?

All special shapes are available in numerous classic brick colors. Additionally, on request, special colors can be developed and the brick elements glazed with them.



A selection of our color palette can be found on page 32 ff. Do not hesitate and order a sample tile in your selected color online at www.moeding.de



LIDL GROCERY STORE, CHAUNY | FRÉDÉRIC BAUER & MARIE DESCOMBES, LA FERTÉ-MILON | ©KAMEL KHALFI




TOUR PLEIN CIEL, STRASBOURG | DENU ET PARADON, STRASBOURG | ©SÉBASTIEN BRILLAIS, MAGELLAN

WHAT DIMENSIONS CAN SPECIAL TILES HAVE?

When it comes to the special forms, there are no limits to creativity. Do you have a specific idea for a facade with structures, roundings or special three-dimensional effects? Contact us directly in person at any time. Our team is always pleased to take on new challenges and will develop together with you the perfect solution for implementing your idea.

WHAT SYSTEMS ARE THERE FOR SPECIAL TILES?

Even with special forms, we always look to ensure that installation is still easy to implement. Therefore, our tried-and-tested systems are used for all special productions as well. Should you wish to use your own systems, we are happy to develop customized tiles for your facade system.

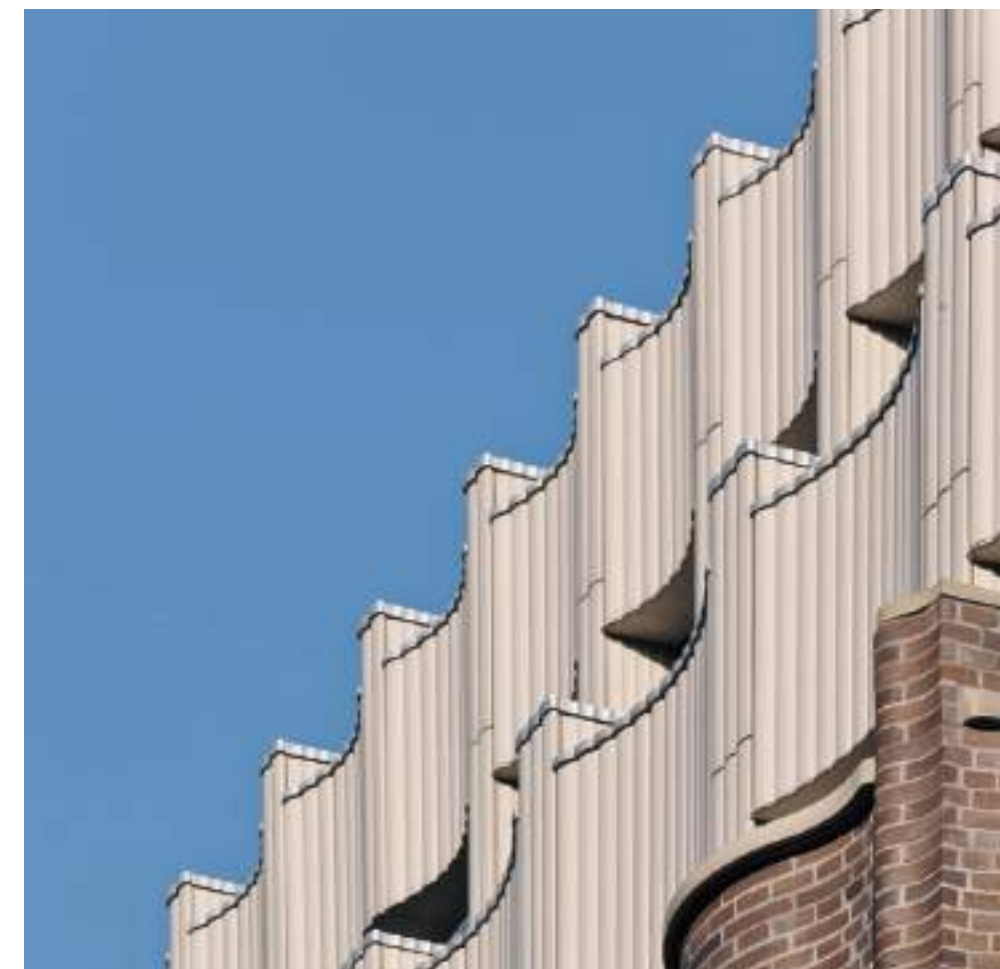
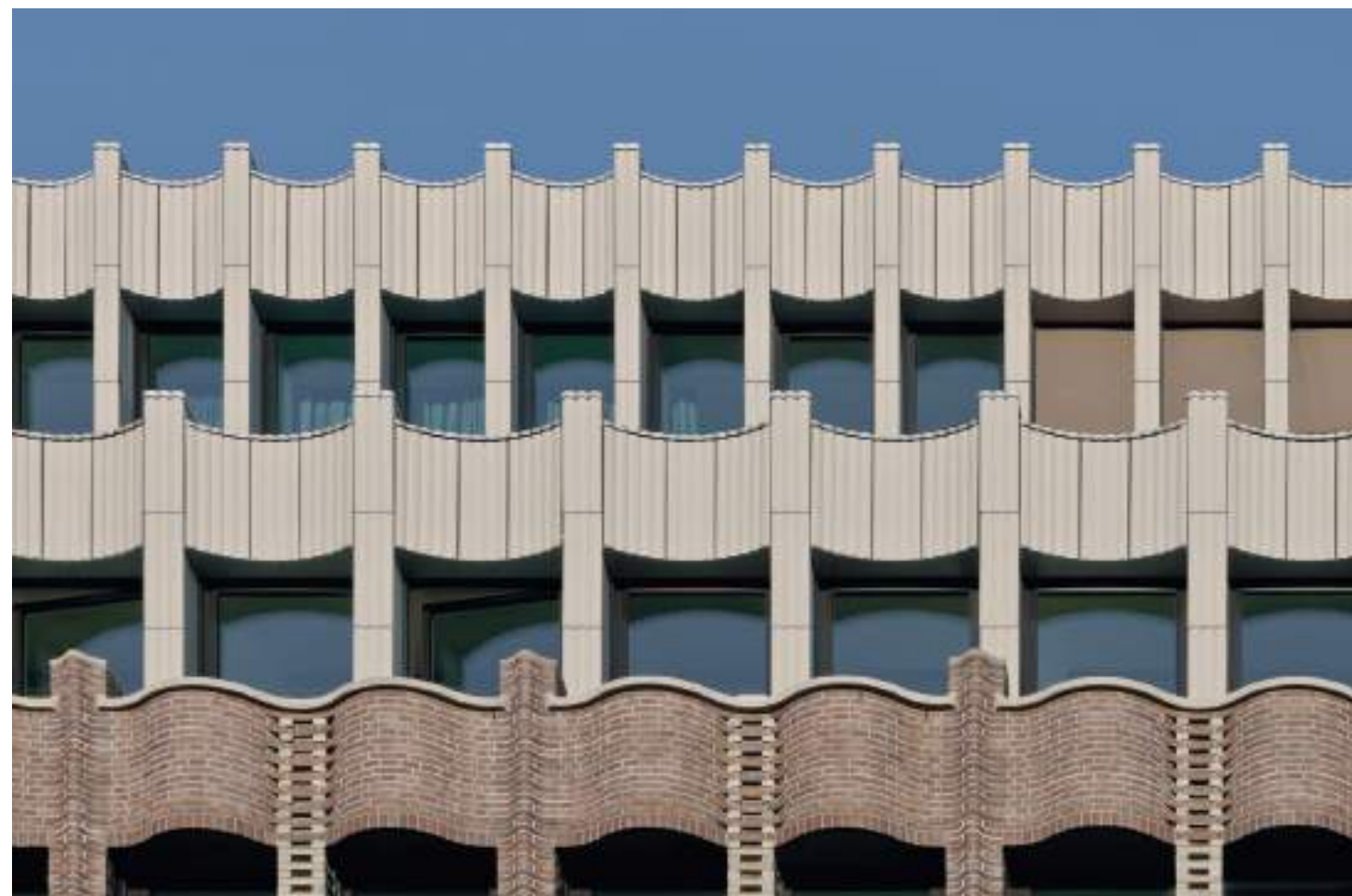
 We advise you at any time to implement your individual idea. All contact details can be found at www.moeding.de



BREMER LANDESBANK BREMEN

Caruso St John Architects are responsible for the new headquarters of Bremer Landesbank. The aim was to create a new building which integrates into the historic old town of Bremen, but at the same time meets the demand for modernity. In addition to the majority of the facade, which is characterized by a dark brick, custom-made ceramic tiles in the natural shade of agate gray by MOEDING were used at the upper end of the building.

ARCHITECT: Caruso St John Architects, London
PRODUCT: ALPHATON®
COLOR: Agate gray
FORM: Special form, waved
PHOTO: Anke Müllerklein






REGIONAL MUSIC SCHOOL VENTSPILS

The architects from haascookzemmrich STUDIO2050 designed a unique building structure for the new concert hall in Ventspils. Besides the characteristic roof of the complex, the facade materials were very specifically planned and produced according to the architects' demands. The glazed tiles appear almost black in the shade, while in sunlight they also catch the golden shimmer of the roof. The combination of newly developed effect glazing and peeled surfaces is reminiscent of the feel and look of wood and serves as a perfect link between the various elements of the building. In this way, a subcomponent of the ceramic tile structure was also implemented as a shading element in front of the windows.

ARCHITECT: haascookzemmrich STUDIO2050, Stuttgart
PRODUCT: ALPHATON®
COLOR: Volcano gray, glazed
FORM: Special form, with shell
PHOTO: Adam Mørk

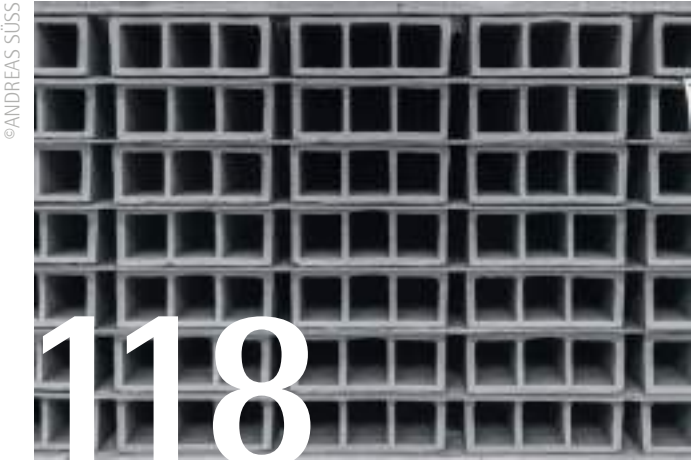
 Discover numerous references to our various product types on our website at www.moeding.de



COMPANY AND SERVICE

COMPANY AND SERVICE

Production of all MOEDING products takes place exclusively at the Marklkofen site, from project planning with the development of the individual tile surfaces and colors to the intensive sampling phase to the precise production and shipping processing. The optimal workflow is defined for each project and due to short channels it is possible for us to operate extremely flexibly, efficiently and, of course, always in a customer-oriented manner.



ABOUT MOEDING

The history of the MOEDING ceramic facades goes back to the 1980s. As the market leader in the area of tile facades, we deliver around the world from Marklkofen. We currently have 40 distribution partners active in 60 countries who market our products at a local level on a country-specific basis.



PLANNING SERVICE

Our highest quality standards and the constant exchange with the planner lead to mutual success even with the greatest challenges. We are at your side in every project phase with advice and action.

CONTACT PERSON

At MOEDING, all departments work together. From the competent contact person in the field to creative project supervisors in the office to the reliable production management at the plant. Only through the perfect teamwork can tasks – even ones that sometimes seem impossible – be accomplished.





ABOUT MOEDING

Gain insight into the corporate philosophy of MOEDING. At our site in Marklkofen in Lower Bavaria, we always guarantee the highest quality in development and production with our 300 employees. Our main objective is to develop creative products from clay according to the specific wishes of the planners. We achieve this with well-founded, practice-oriented consulting, comprehensive planning assistance, technical support in the planning and building phase and a strong office and field team.

FROM AN IDEA TO A GLOBAL MARKET LEADER



©INGE ZIMMERMANN

The history of the MOEDING ceramic facades goes back to the 1980s. Architect Prof. Thomas Herzog originally had the idea for the curtain-wall ceramic facade and developed it into an innovative facade system. Since the tile facades are building ceramics products, both the terms tile facade and ceramic facade have been used since then.



©MOEDING

To bring the novel system to market maturity, a working partnership between a few German roof tile plants, the so-called Argeton, was specially formed. In the following years, from 1981 until the market launch in 1986, Prof. Herzog was at the side of the then roof tile plant MOEDING GmbH Co. KG as its sole development partner. As a consequence of the close partnership, in 1984 the tile facade produced for the first time by tile plant MOEDING was finally used on a property in Lohhof, Munich.



©ANDREAS SÜSS

At the beginning of the 1990s, the horizontal support profile emerged under the brand name "MOEDING Argeton Ziegelfassade". It brought many advantages compared to the traditional vertical profiles and the market leadership and international spread of the MOEDING facade quickly followed. This was recognized in 1992 with the facade award of the Deubau Trade Fair. Finally, from then on, there was an exclusive concentration on the further development and marketing of the tile facade. The advantages of a dedicated facade specialist were shown in technological leadership, high delivery reliability and excellent product quality.

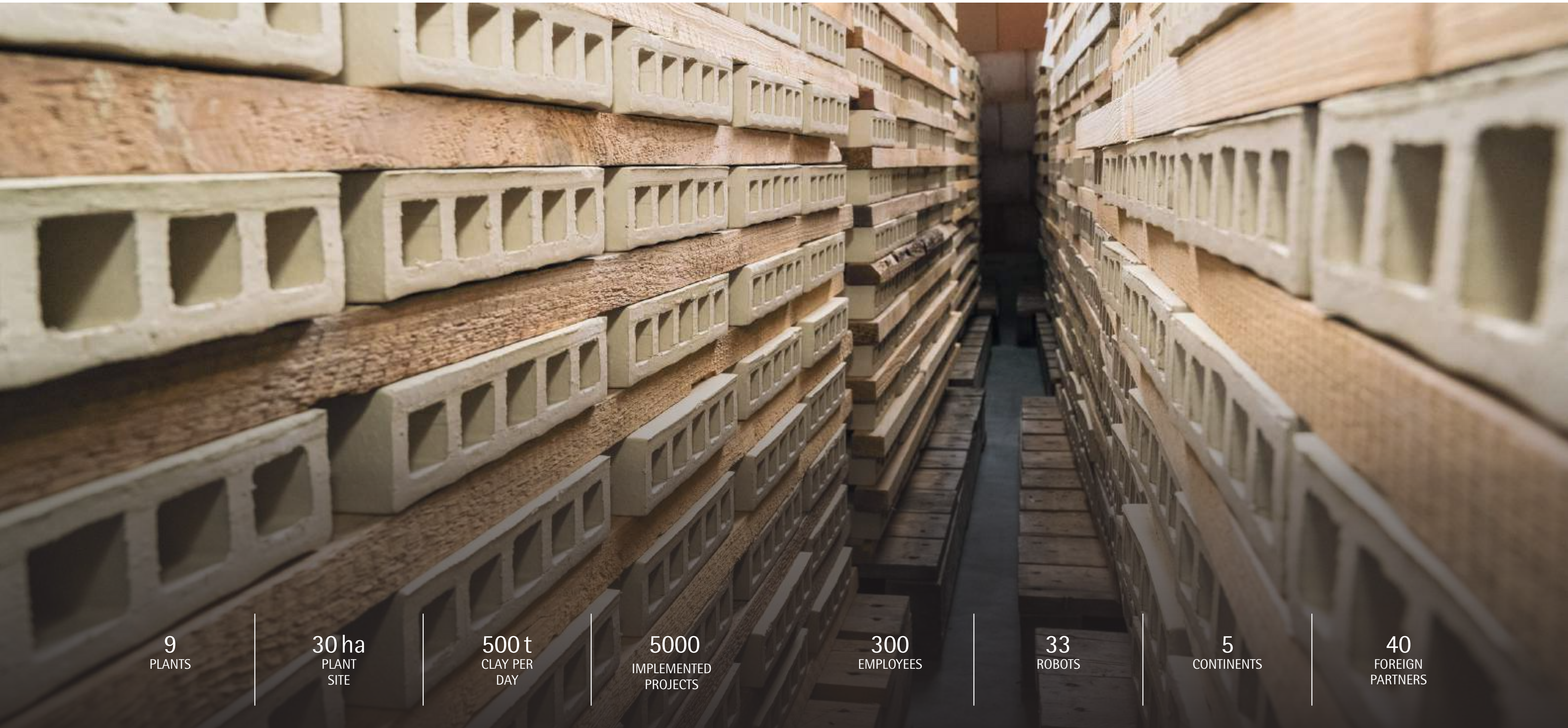


©ANDREAS SÜSS

Neighboring brickworks Girnghuber GmbH took over MOEDING GmbH in 2001, leading to numerous synergy effects. Along with the sister companies GIMA and ERLUS, together with MOEDING a setup of absolute experts for sustainable clay products emerged. In the course of the takeover, the company name was changed to "MOEDING Keramikfassaden GmbH" and the standalone product name ALPHATON® for facade tiles from 150 to 1,500 mm was introduced. In addition to the product range, large-scale facade tiles were taken on under the product name LONGOTON®.

TODAY

In addition to the original rectangular brick tiles, the MOEDING product range now includes numerous special productions in special forms and colors. The absolute focus is on continuous development and the company tries to implement all the requirements of the planners and architects perfectly through constant technical innovations. Today, we can proudly claim that the term "MOEDING tile facades" is considered the quality characteristic in the segment of back-ventilated tile facades with rainscreen cladding.



9
PLANTS

30 ha
PLANT
SITE

500 t
CLAY PER
DAY

5000
IMPLEMENTED
PROJECTS

300
EMPLOYEES

33
ROBOTS

5
CONTINENTS

40
FOREIGN
PARTNERS



PLANNING SERVICE

When it comes to facades, we see ourselves as a service provider for architecture. Besides information on our products and references, we make further, modern tools available to planners. From online ordering of inventory samples to the opportunity to download technical detail drawings to the provision of color samples: We would like to optimize the planning process for you with personal consulting expertise and accompanying digital service offers.

SAMPLES

You can request samples directly on www.moeding.de or personally in coordination with our field sales team. Besides inventory samples, we also manufacture laboratory samples for your individual color of choice. So do not hesitate to request a specific glaze color directly (e.g. by specifying a RAL or PATRONE number). At an advanced project stage, we also manufacture exact sample tiles or example con-

structions for final approval upon request. We value digital services and personal contact. This means that we would be pleased to send you all required samples and are looking forward to welcoming you at our Marklkofen plant or your request for a personal appointment with our field sales team at your site.



©ANDREAS SÜSS



©ANDREAS SÜSS

ORDERING PORTAL

You can order samples or download all relevant leaflets, color samples or detail booklets in our ordering portal.



Just scan the QR code with your camera app in order to open the ordering portal.





©ANDREAS SÜSS

PLANNING AND TENDERING

A comprehensive detail collection is available for planning with our brick tiles. Download detail drawings or order printed detail booklets on www.moeding.de



Detail collections can be found in the section
Facade Technology

SERVICE AND CONSULTATION

We attend to every project wholeheartedly and want to achieve the best result for all involved parties as well as comply with the planner's wishes. We want to share our know-how and show alternatives even for difficult issues. All employees, from field sales to plant management, pull together in order to achieve the perfect result for the finished object.



©ANDREAS SÜSS



CONTACT PERSON: ACHIEVING SUCCESS TOGETHER

Our field and office teams take on the planners' requirements in full. We do not want to merely meet the innovative requirements, instead we want to offer convincing solutions in the interests of the client, the architect and our own self-understanding. Whether it is about new sizes, shapes, colors, surfaces or technical properties, the team learns with each special order and increases its expertise – for continuous development in the field of rear-ventilated curtain-wall facades.



OUR FIELD FORCE TEAM

Our employees are always available for consultation. Our internal field force team is responsible for Germany, Austria, France, Luxembourg, Spain, Russia, Latin America and the Middle East.

INTERNATIONAL DISTRIBUTION PARTNERS

In 60 other countries, we work together with long-term distribution partners who know the market and local circumstances. This always ensures a close coordination between production and the planner.

CONTACT US IN PERSON AT ANY TIME

Do not hesitate to contact us at any time. Our back office and field sales teams will be available to answer your questions at all times. You can get in touch using our contact form at www.moeding.de, or you can contact your relevant contact partner directly.

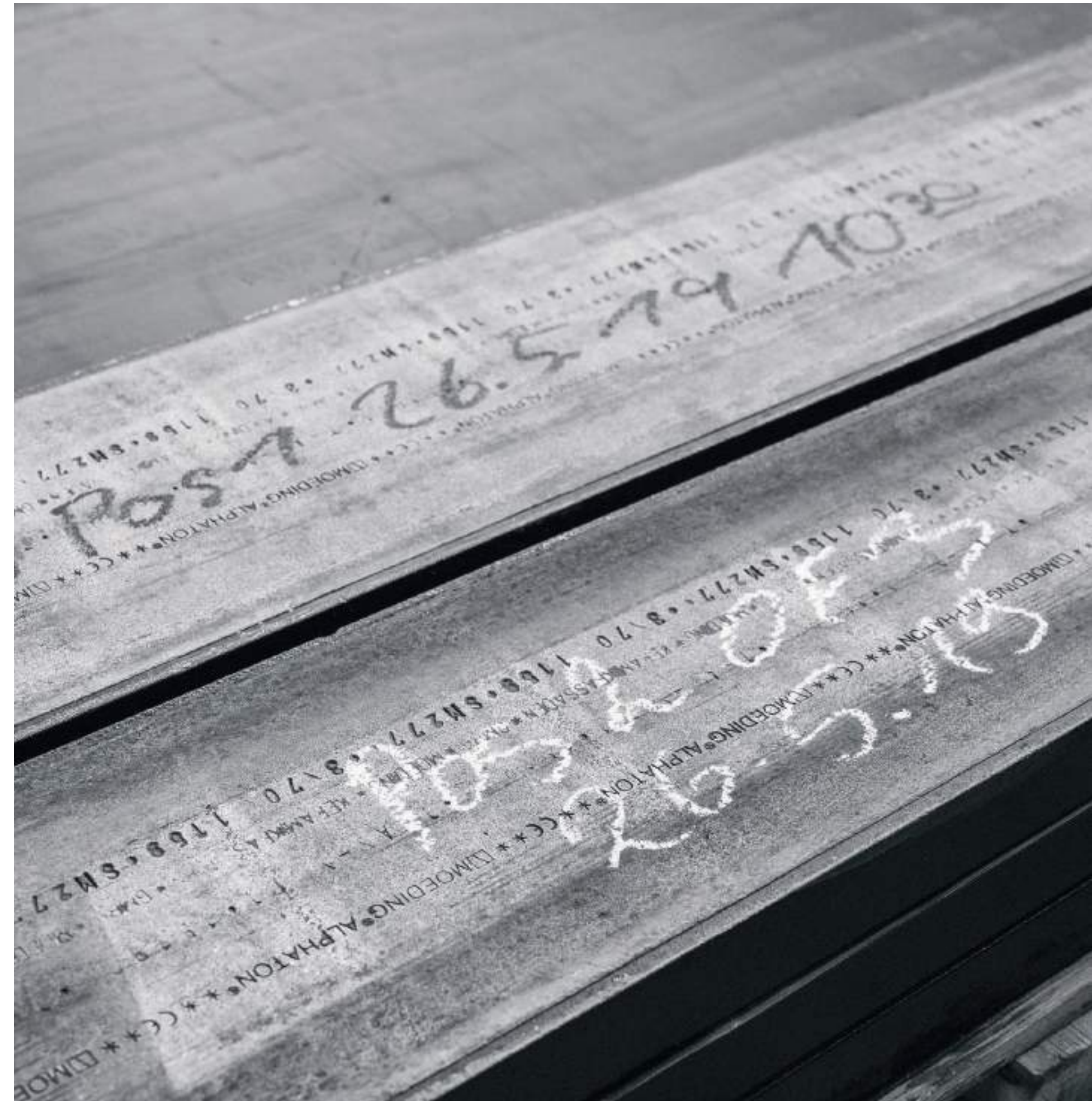


All contact information can be found online under Team – We look forward to your message.



THE TRUST SHOWN IN US IN ALL OUR PROJECTS IS ALWAYS FIRST OF ALL
RECOGNITION FOR US AND THEN OUR MOTIVATION. IT IS ALWAYS A PLEASURE
FOR US TO DEVELOP AN OUTSTANDING RESULT AND CREATE PERMANENT SOLUTIONS
TOGETHER WITH OTHER PROJECT PARTICIPANTS.

Claus Girnghuber, MOEDING Keramikfassaden



LEGAL NOTICE

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