



# Jerusalem

The skin of architecture  
through art



**LA PALOMA**  
More than Bricks



**01** Jerusalem

**02** The origin

**03** Textures and colors

**04** Technical features

+ Exclusivity

+ Design

+ Craftwork



## The art of Brick \_

Jerusalem is the range of the **highest quality handcrafted bricks** created by the combination of using handmade processes together with some cutting-edge technology procedures.



**EXCLUSIVITY, DYNAMISM**

## CUTTING-EDGE

A versatile and exclusive texture  
adaptable to any environment \_

## NATURAL

Pure colors are the result of using the finest  
clays fired at diverse temperatures \_



## ARTISAN

The "savoir-faire" of the  
handmade manufacture \_

## UNIQUE

The longest clinker brick  
made in Spain which brings  
charisma to facades \_

Jerusalem embraces the artisan **experience** with the modern **design, durability** and **versatility** to bring the history of brick into **21st century architecture** with excellent technical qualities.



Low water absorption ( $\leq 6\%$ )



High compressive strength



Resistant to external agent



No efflorescence



True clay colors

# THE ORIGIN

The brick which links  
history and innovation \_

Texture and color,  
the key to achieve  
an 4th century brick \_

La Paloma Ceramicas took part  
on the **refurbishment of the  
Holy Sepulcher of Jerusalem** by  
manufacturing in exclusivity a brick  
similar in appearance of the original  
brick but improving its resistance.

## + in detail

**Different clays** were used to  
be fired and were submitted to  
more than **30 trials** to reach a  
low absorption brick with a high  
compressive resistance.



**LEADING-EDGE, DISTINCTION**



# TEXTURES

The fine art of the textures \_

Jerusalem **Manual** \_





Jerusalem **Carved** \_

Jerusalem **Scrapped and Carved** \_





Jerusalem **Scrapped** \_



Jerusalem **Smooth** \_





The brick connection of  
the outside with your inside \_

Ideal for outdoors or indoors,  
Jerusalem brings originality,  
warmth and beauty to facades  
and house living spaces.



**AESTHETICS, ARTISAN**

## COLORS

The color in its pure at unspoiled state \_

Jerusalem **Navarra** \_



Jerusalem **Arctic** \_



The different sands, **high-quality** clays and firing temperatures used in its manufacture, provide the collection with a **unique array** of outstanding shades.



Jerusalem **Escorial** \_

The color remains **intact over time** due to the absence of engobes and artificial colouring in its manufacture.



Jerusalem **Levante** \_

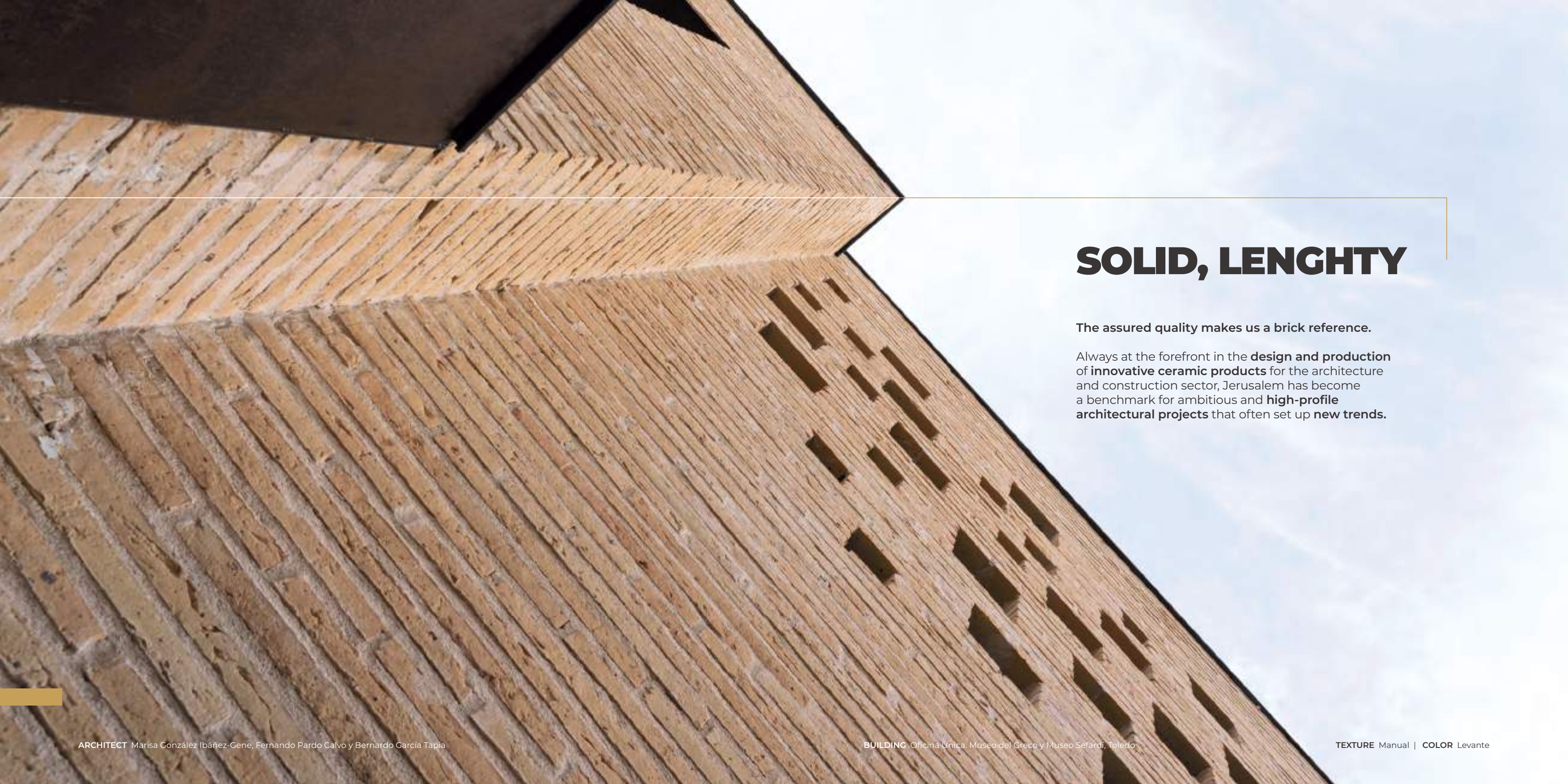


Jerusalem **Bilbao** \_



Jerusalem **Lanzarote** \_

In a constant dialogue with the architecture, the color of every project confers its personality as unique and timeless. In addition, the **wide variety of joints** allows that the colors and finishes multiply.



# SOLID, LENGHTY

The assured quality makes us a brick reference.

Always at the forefront in the **design and production** of **innovative ceramic products** for the architecture and construction sector, Jerusalem has become a benchmark for ambitious and **high-profile architectural projects** that often set up **new trends**.



# TECHNICAL FEATURES

The variety of formats and irregular brick bond make each project breathe a unique character piece by piece.

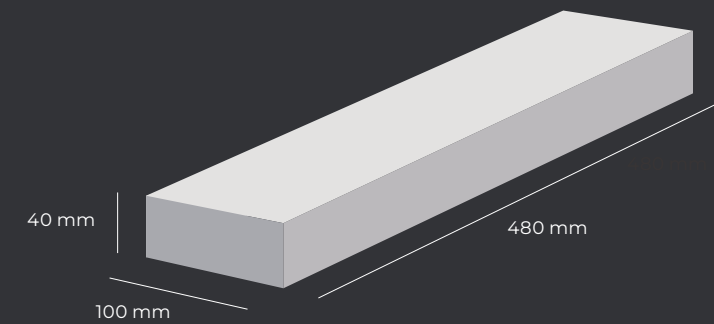


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## DIMENSIONS OF BRICKS

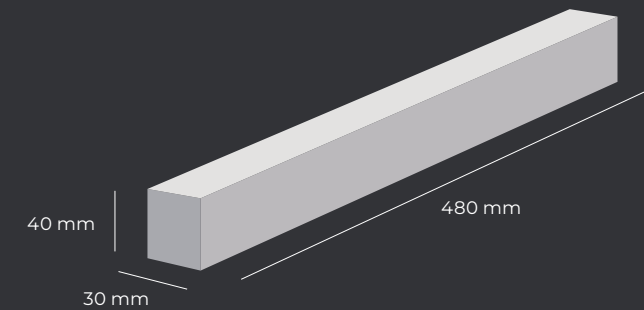
480 x 100 x 40 mm



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## DIMENSIONS OF BRICK SLIPS

480 x 30 x 40 mm





Conferring character  
by irregularity facade

La Paloma Ceramicas provides with  
a tailored supply for additional formats  
to ease the brickbond with random  
vertical joint.

The irregular brickwork bond gives  
projects extra style and character  
enhanced by the brick texture.

IRREGULAR BRICKBOND

La Paloma Cerámicas offers their customers for tailored deliveries that  
includes pieces of different length stretchers.

70 % of the pieces

480 x 100 x 40 cm 

15 % of the pieces

240 x 100 x 40 cm 

15 % of the pieces

420 x 100 x 40 cm   
360 x 100 x 40 cm   
300 x 100 x 40 cm   
180 x 100 x 40 cm   
120 x 100 x 40 cm 

Standard scheme:

|   |   |   |   |
|---|---|---|---|
| A | A |   | A |
| A |   | A | B |
| A | B | C | A |
| A | C | A | A |





We are so confident that our bricks will make history that we offer a century's guarantee.

**100 YEARS GUARANTEE** on the entire **Jerusalem range**, from the very moment of purchase at the factory and installation on site.

This guarantee is not only the result of the conviction of all the staff of La Paloma Cerámicas, but also based on the recognition and trust that we have received from our customers. We take pride of having numerous long time **satisfied customers** engaged by the **quality** of our bricks that are used not only in smaller projects but in the most ambitious constructions.

As sure as **100 years** is a century \_



**Jerusalem** the hand-made  
exclusivity **to last \_**



# Jerusalem

The artisan inspiration  
that prides the brick \_



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