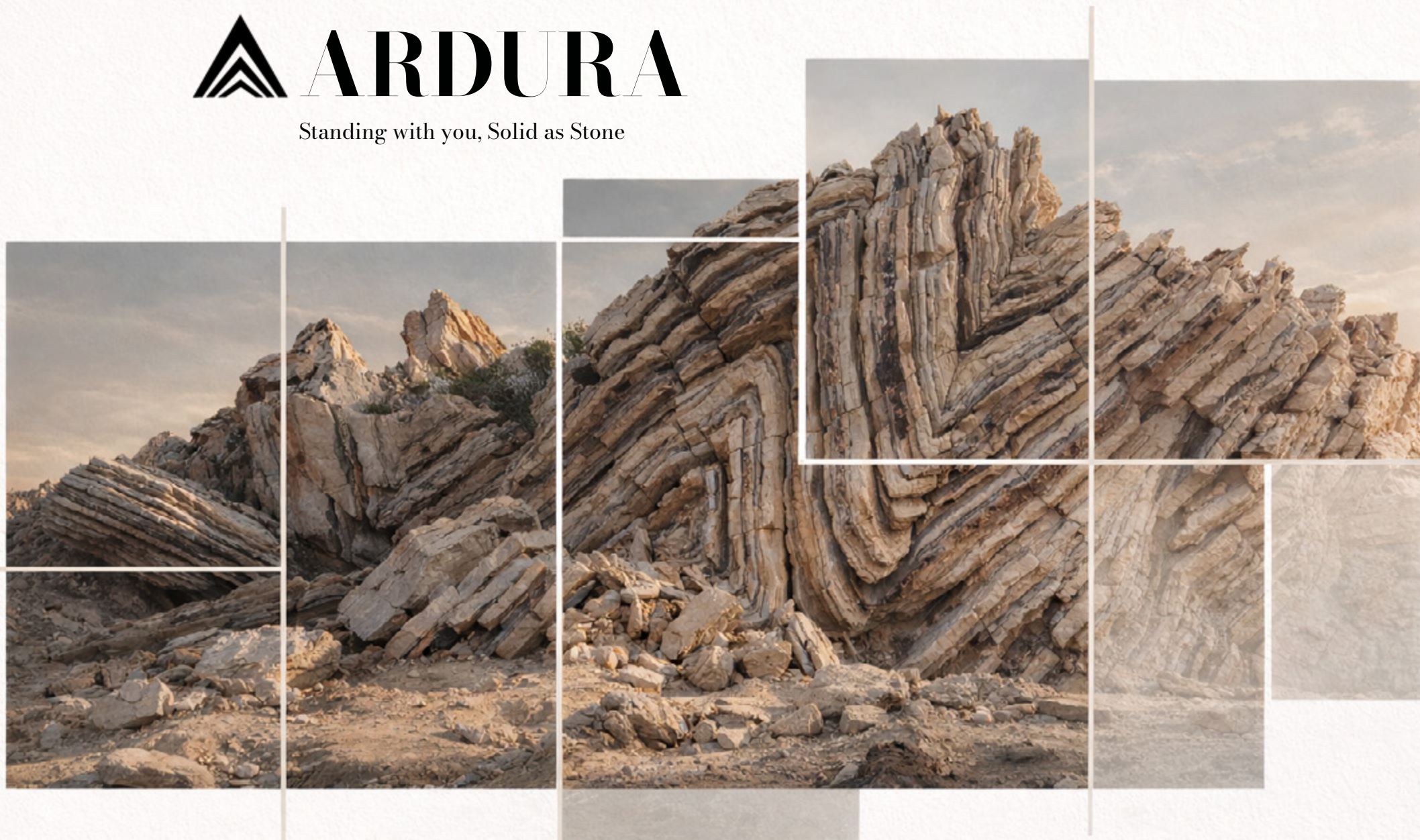




Standing with you, Solid as Stone





ENGLISH

Natural Stone, Precisely Selected.

Travertine is a natural sedimentary limestone formed over thousands of years by mineral-rich springs, creating its characteristic porous structure and soft layered patterns. Sourced from the Iranian Plateau, it features a refined palette—from pristine whites and gentle creams to rich reds and luminous silvers—with a textured surface that softly diffuses light. In architecture, travertine delivers warmth, authenticity, reliable strength, and stable performance for both interior and exterior applications, making it ideal for façades, cladding, flooring, stairs, and landscaping across diverse climates.

العربية

الحجر الطبيعي، مُنتقى بعناية فائقة

الترافرتين هو حجر جيرى رسوبى طبيعى . يتكوّن عبر آلاف السنين بفعل الينابيع الغنية بالمعادن، مما يمنحه بنيته المسامية المميزة وتطبقاته الناعمة. يُستخرج من الهضبة الإيرانية ويتميز بلوحة لونية راقية من الأبيض النقى والكريمى الناعم إلى الأحمر الغنى والفضى المشرق . مع سطح طبيعى يعثر الضوء بلطف فى العمارة، يمنح الترافرتين إحساسًا بالدفء والأصالة مع أداء موثوق فى التطبيقات الداخلية والخارجى ،مما يجعله خيارًا مثاليًا للواجهات، والتكسيّة والأرضيات، والسلام، ومشاريع تنسيق المواقع فى مختلف المناخات

ITALIANO

Pietra Naturale, Selezionata con Precisione.

Il travertino è una pietra calcarea sedimentaria naturale, formata nel corso di lunghi periodi attraverso sorgenti e acque sotterranee ricche di minerali, che ne definiscono la caratteristica struttura porosa e le morbide stratificazioni. Proveniente dall’Altopiano Iranico, esprime una palette cromatica raffinata — dai bianchi puri e dalle tonalità crema fino ai rossi intensi e agli argenti luminosi — valorizzata da una superficie naturalmente materica che diffonde la luce con delicatezza. In architettura, il travertino trasmette calore, autenticità e un legame senza tempo con la natura, offrendo al contempo buone prestazioni meccaniche, un comportamento termico favorevole e un’affidabilità costante sia per applicazioni interne che esterne. La sua naturale traspirabilità e versatilità lo rendono adatto a facciate, rivestimenti, pavimentazioni, scale, paesaggio e contesti urbani in diversi climi.

РУССКИЙ

Натуральный камень, отобранный с точностью

Травертин — это природный осадочный известняк, сформированный на протяжении тысячелетий минеральными источниками, что придаёт ему характерную пористую структуру и мягкую слоистую текстуру. Добываемый на Иранском плато, он отличается изысканной палитрой — от чистых белых и нежных кремовых до насыщенных красных и светящихся серебристых оттенков — с естественной фактурой, мягко рассеивающей свет. В архитектуре травертин привносит тепло, подлинность и надёжные эксплуатационные характеристики для внутренних и наружных применений, что делает его идеальным для фасадов, облицовки, напольных покрытий, лестниц и ландшафтных проектов в различных климатических условиях.

INTRODUCTION

01 Travertine Collection

02 Why Ardura?

03 Travertine Benefits

04 Stone Advantages

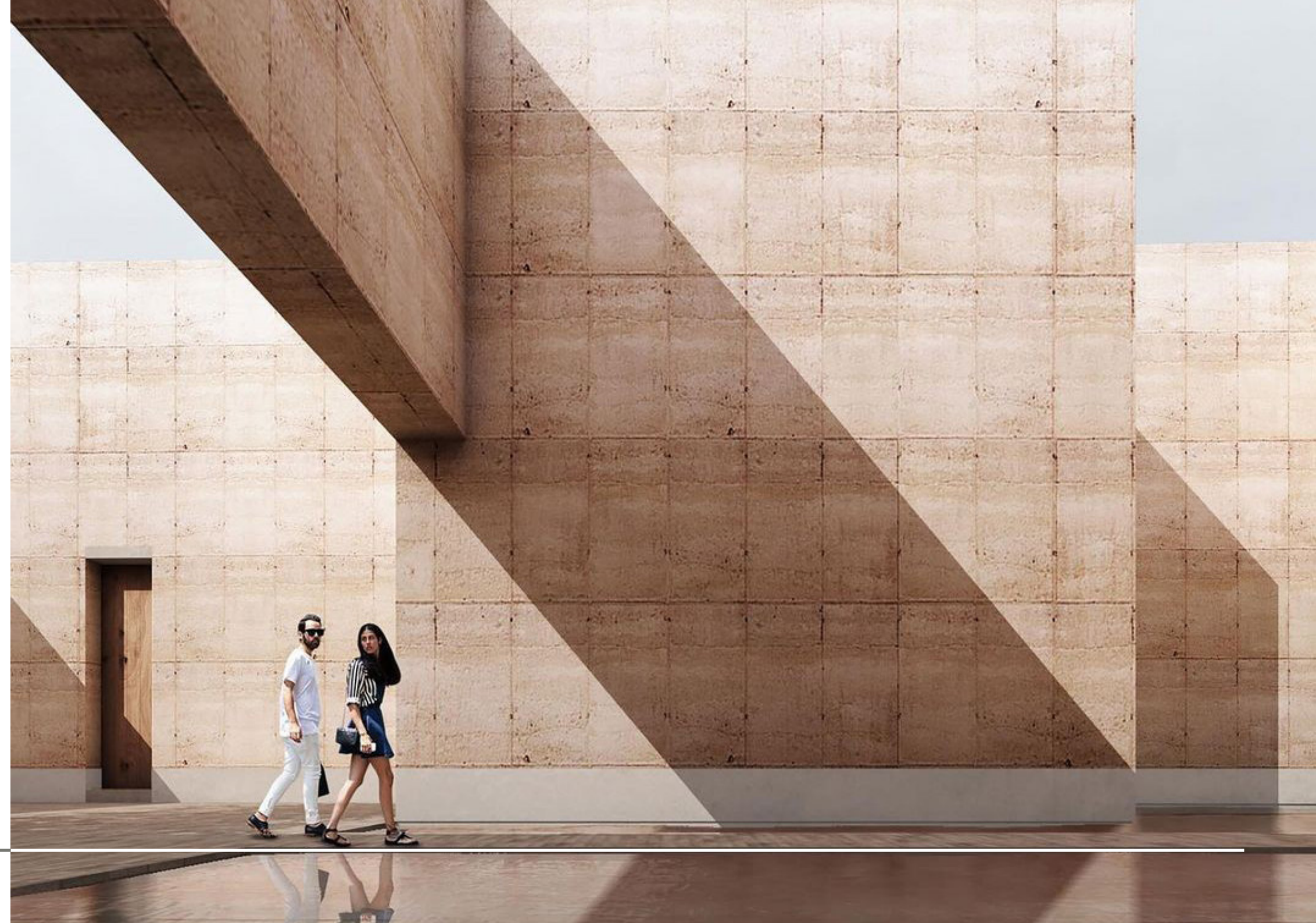
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05 Craft & Capability

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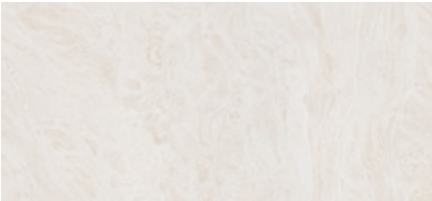
08 Stone Selection



TRAVERTINE COLLECTION



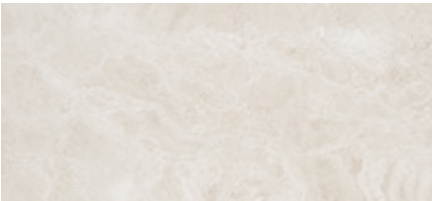
Whisper Sl Wavy



Calmera



Hirla



Persian Ivory



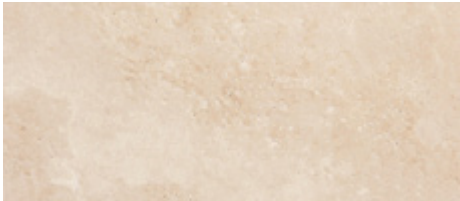
Persian Ivory / VeinCut



Rubera



Dune Wave



Ivory Clay



Ivory Wheat



Walnut



Memory



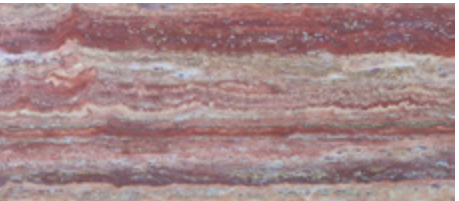
Titanium



Whisper S2 Dark



Titanium Light- Soft



Azar Light



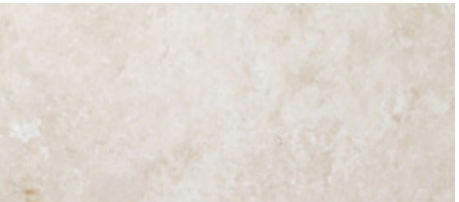
Sunny



Datea



Azar



Whisper Sl Minimal

Why Ardura?



Global Design Versatility

A refined range of colors and textures adaptable to diverse architectural styles.



Tailored Stone Selection

Expert support to match porosity, finish, and durability to project requirements.



Comprehensive Product Range

From standard formats to fully customized solutions.



Architectural Integration

Solutions aligned with environmental conditions and technical performance.



Visual Consistency & Supply Reliability

Controlled block selection, batch management, and scalable production capacity—ensuring visual continuity and reliable supply.



Quarry-to-Market Traceability

Full oversight from extraction to delivery, ensuring quality and traceability.



Diverse Finishes

Honed, Polished, Tumbled, Leathered, Flamed, Antique, Sandblasted, Bush-hammered, Rocked, Waterjet.



Travertine Bnefits



1. Timeless Natural Aesthetics

Layered textures create an enduring architectural presence.



2. Proven Durability

Reliable performance in demanding indoor and outdoor conditions.



3. Thermal Comfort & Heat Resistance

Naturally cool underfoot, ideal for warm climates.



4. Design Versatility

Multiple finishes adaptable to diverse architectural styles.



5. Slip Resistance & Safety

Textured surfaces enhance safety in wet areas.



6. Sustainable Natural Material

Low-impact material aligned with responsible design.



7. Rich Natural Color Range

Balanced palette from light neutrals to deep tones.



8. Ease of Installation & Maintenance

Secure adhesion and straightforward long-term care.



Low Life Cycle Cost (LCC)



Easy Care & Maintenance



Favorable Life Cycle Assessment



Environmentally Responsible Material



Long-Term Durability



Luxurious Appeal



Fire & Heat Resistance

Stone Advantages



Craft & Capability



Advanced Italian Machinery

Precision-driven production using leading Italian technology.



Integrated Production Network

A curated network of qualified production partners operating under centralized quality control and unified standards, ensuring consistent quality.



Vein Alignment & Bookmatching

Enabled through origin-level control and integrated processing.



Product Forms & Fabrication Capabilities

Quarry Blocks · Slabs · Tiles · Cut-to-Size · Mosaics · Pavers · Curbs · Custom Fabrication.



Single-Source Stone Solutions

A comprehensive portfolio covering a wide spectrum of natural stones enabling cohesive and streamlined material selection for complete projects.



Centralized Quality Control

A unified quality control system ensuring consistent quality, visual coherence, and performance standards across all stone types.



Consistency Across Batches & Reorders

Ensuring visual and technical consistency across production batches and repeat orders.

At Ardura Design, natural stone is more than a building material—it is an essential part of the architectural language. We believe material selection should be integrated into the design process from its earliest stages, allowing materials to shape architectural vision rather than simply fulfill technical specifications. By combining architectural expertise with a deep understanding of natural stone, realistic material visualization, custom fabrication capabilities, and a reliable supply network, we bridge the gap between design intent and practical execution. Every recommendation is developed to ensure that the materials envisioned during design can be delivered with consistency, precision, and lasting architectural value.



Modern



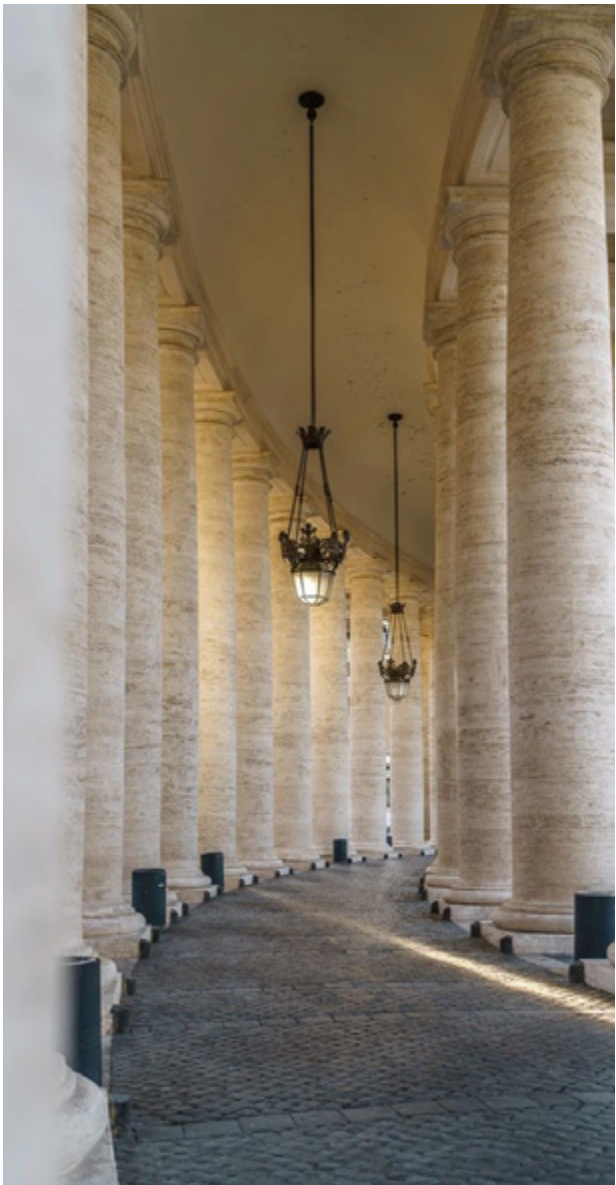
Classic



Organic

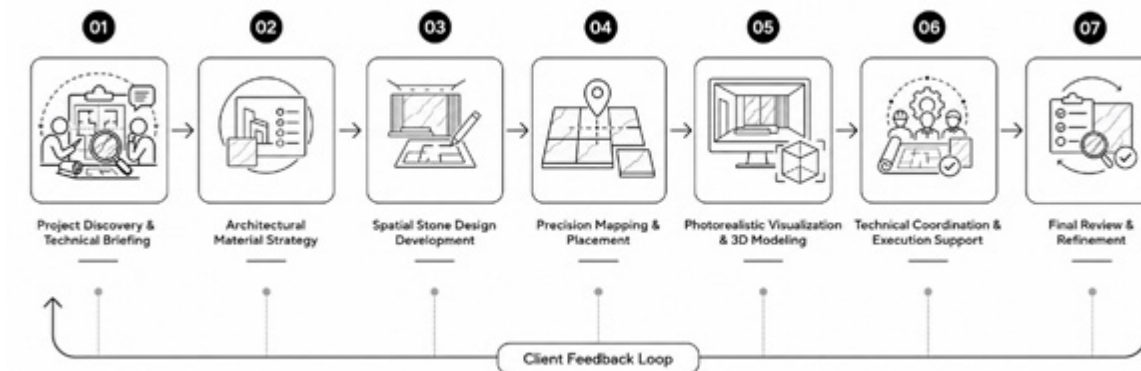
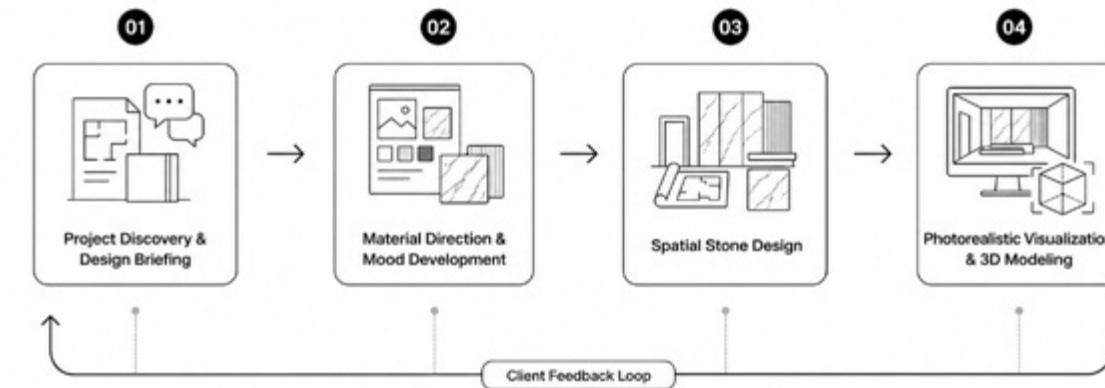
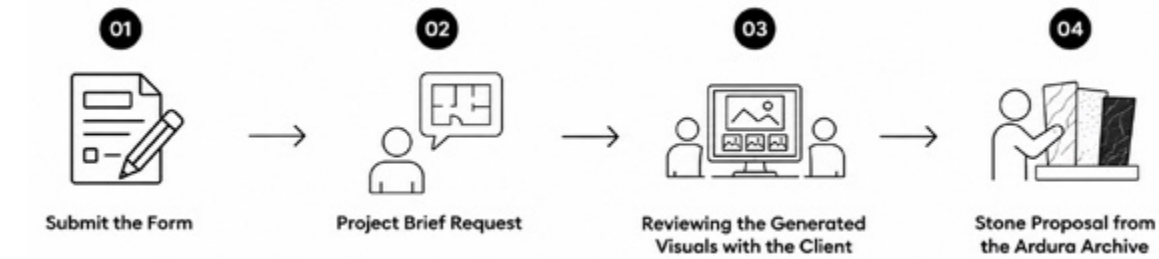


Minimal



NeoClassic

Ardura Design



Basic Plan

The Basic Plan helps you choose the most suitable Ardura stone materials through design analysis and realistic visual simulations, ensuring each option aligns seamlessly with your space before execution.

Standard Plan

Share your project through drawings, references, or design intent, and we'll develop a complete spatial concept using real materials with high-quality visualizations, ensuring every design decision is validated before execution.

Premium Plan

The Premium Plan delivers a fully coordinated stone design process with precision stone mapping, technical collaboration, material sampling, and flawless execution from selection to installation.

Consumer Guide

Granite

A dense igneous stone offering exceptional strength, low water absorption, and outstanding resistance to abrasion, heat, and weathering. Ideal for high-traffic flooring, exterior paving, facades, and heavy-duty architectural applications.

Scratch Resistance	● ● ● ● ●
Stain Resistance	● ● ● ● ●
Acid Resistance	● ● ● ● ●
Heat Resistance	● ● ● ● ●
Freeze Resistance	● ● ● ● ●

Travertine

A naturally porous limestone characterized by warm color variation and strong architectural texture, widely used for interior flooring and wall cladding, façades, and landscaping, with project-specific evaluation recommended for high-exposure or horizontal applications.

Scratch Resistance	● ● ●
Stain Resistance	● ● ●
Acid Resistance	●
Heat Resistance	● ● ● ●
Freeze Resistance	● ● ● ●

Basalt & Andesite

A fine-grained volcanic stone with high mechanical strength, excellent abrasion resistance, and strong thermal stability. Well, suited for exterior paving, facades, urban landscapes, and climate-exposed architectural environments.

Scratch Resistance	● ● ● ● ●
Stain Resistance	● ● ● ●
Acid Resistance	● ● ● ● ●
Heat Resistance	● ● ● ● ●
Freeze Resistance	● ● ● ● ●

Limestone

A sedimentary stone offering soft visual consistency and balanced performance. Suitable for facades, wall cladding, and architectural detailing when properly specified for finishing, and exposure conditions.

Scratch Resistance	● ●
Stain Resistance	● ●
Acid Resistance	●
Heat Resistance	● ● ● ●
Freeze Resistance	● ● ●



Consumer Guide

Marble (Crystalline Texture)

A dense crystalline marble with very low water absorption and enhanced dimensional stability compared to conventional marbles. Suitable for interior flooring, wall cladding, and selected exterior applications when properly specified, while remaining sensitive to acidic exposure and surface wear.

Scratch Resistance	● ● ●
Stain Resistance	● ● ●
Acid Resistance	●
Heat Resistance	● ● ● ●
Freeze Resistance	● ● ● ●

Marble

A refined calcite-based stone valued for elegant texture and light reflection, primarily suited for interior flooring, wall cladding, and decorative architectural applications, with limited suitability in exterior or high-traffic environments due to chemical sensitivity and surface wear.

Scratch Resistance	● ●
Stain Resistance	● ●
Acid Resistance	●
Heat Resistance	● ● ● ●
Freeze Resistance	● ● ● ●

Serpentinite

Antigorite-rich serpentinite is a magnesium-silicate stone offering distinctive green aesthetics and improved resistance to acids and abrasion compared to calcite-based stones. It is suitable for countertops, interior and selected exterior cladding, while horizontal performance depends on surface finish.

Scratch Resistance	● ● ●
Stain Resistance	● ● ● ●
Acid Resistance	● ● ● ●
Heat Resistance	● ● ● ●
Freeze Resistance	● ● ● ● ●

Onyx

A translucent decorative stone defined by luminous color depth and expressive veining. Primarily intended for interior feature walls, backlit panels, and luxury design applications.

Scratch Resistance	● ●
Stain Resistance	● ●
Acid Resistance	●
Heat Resistance	● ● ● ●
Freeze Resistance	● ● ●



Tra-Onyx

A visually expressive hybrid stone combining layered translucency and natural patterning. Recommended mainly for protected interior decorative applications with controlled environmental exposure.

Scratch Resistance	● ●
Stain Resistance	● ●
Acid Resistance	●
Heat Resistance	● ● ● ●
Freeze Resistance	● ● ●

Conglomerate

A naturally bonded aggregate stone offering distinctive texture and visual depth. Best suited for architectural cladding and design-driven surfaces, with project-specific evaluation required for exterior horizontal use.

Scratch Resistance	● ●
Stain Resistance	● ●
Acid Resistance	●
Heat Resistance	● ● ● ●
Freeze Resistance	● ● ●



Consumer Guide

Stone Type	Interior Flooring	High-Traffic Areas	Interior Wall	Facade & Exterior Cladding	Wet Areas	O u t d o o r & Landscaping	Countertops & Vanities	Decorative/ Feature Elements	Backlit Applications
Granite	5	5	4	4	5	5	5	4	1
Basalt & Andesite	5	5	4	5	5	5	2	4	1
Serpentinite	5	3	5	4	5	4	5	5	3
Travertine	4	2	5	3	3	4	2	5	1
Limestone	3	2	5	2	2	3	2	5	1
Marble (Crystalline Texture)	4	3	5	3	3	3	3	5	3
Marble	3	2	5	2	2	2	3	5	1
Onyx / Tra-Onyx	2	2	3	1	1	1	2	5	5
Conglomerate	4	2	5	2	2	2	2	5	1

Description	Highly Recommended	Recommended under proper conditions	Recommended only with precise specification	Limited use – specific scenarios only	Not Recommended
Score	5	4	3	2	1

Whisper S1

Defined by soft layering and warm natural tones, Whisper offers a quiet and refined architectural presence.

Pattern: Layered

Uniformity: Moderately Varied –balanced mix of uniform areas and visible variation

Visual Character: Balanced Movement – soft linear flow

Applications



Indoor
Flooring



Internal
Walls



Outdoor
Flooring



Stairs



Panels



External
Fireplace
Caoting



Calmera

A crosscut travertine with soft movement, warm ivory tones, and a calm Mediterranean character for contemporary architectural spaces.

Pattern: Layered

Uniformity: Moderately Varied —balanced mix of uniform areas and visible variation

Visual Character: Balanced Movement — soft linear flow

Applications



Indoor
Flooring



Internal
Walls



Outdoor
Flooring



Stairs



Panels



External
Fireplace
Caoting

Hirla

Light ivory tones and gentle mineral traces form a calm, flowing surface with a refined Mediterranean feel.

Pattern: Layered

Uniformity: Moderately Varied —balanced mix of uniform areas and visible variation

Visual Character: Balanced Movement — soft linear flow

Applications



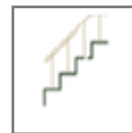
Indoor
Flooring



Internal
Walls



Outdoor
Flooring



Stairs



Panels



External
Fireplace
Caoting

Persian Ivory

Ivory Drift features soft ivory tones, subtle layering, and a luminous character, bringing elegance and visual consistency to contemporary spaces.

Pattern: Layered

Uniformity: Moderately Varied –balanced mix of uniform areas and visible variation

Visual Character: Balanced Movement – soft linear flow

Applications



Indoor
Flooring



Internal
Walls



Outdoor
Flooring



Stairs



Panels



External
Fireplace
Caoting

Persian Ivory/veincut

Ivory Drift features soft ivory tones, subtle layering, and a luminous character, bringing elegance and visual consistency to contemporary spaces.

Pattern: Layered

Uniformity: Moderately Varied –balanced mix of uniform areas and visible variation

Visual Character: Balanced Movement – soft linear flow

Applications



Indoor
Flooring



Internal
Walls



Outdoor
Flooring



Stairs



Panels



External
Fireplace
Caoting

Rubera

A crosscut travertine with soft movement, warm ivory tones, and subtle mineral accents, creating a luminous Mediterranean character.

Pattern: Layered

Uniformity: Moderately Varied –balanced mix of uniform areas and visible variation

Visual Character: Balanced Movement – soft linear flow

Applications



Indoor
Flooring



Internal
Walls



Outdoor
Flooring



Stairs



Panels



External
Fireplace
Caoting

Dune Wave

Defined by gentle linear banding and warm ivory tones, Dune Wave offers a calm and refined architectural presence.

Pattern: Layered

Uniformity: Moderately Varied –balanced mix of uniform areas and visible variation

Visual Character: Balanced Movement – soft linear flow

Applications



Indoor
Flooring



Internal
Walls



Outdoor
Flooring



Stairs



Panels



External
Fireplace
Caoting

Ivory Clay

Ivory Clay Travertine features soft layered textures and warm ivory-beige tones, bringing light, warmth, and timeless elegance to contemporary and classical spaces.

Pattern: Layered

Uniformity: Moderately Varied –balanced mix of uniform areas and visible variation

Visual Character: Balanced Movement – soft linear flow

Applications



Indoor
Flooring



Internal
Walls



Outdoor
Flooring



Stairs



Panels



External
Fireplace
Caoting



Ivory Wheat

Evoking the warmth of open landscapes, Ivory Wheat delivers a calm and enduring architectural character.

Pattern: Layered

Uniformity: Moderately Varied —balanced mix of uniform areas and visible variation

Visual Character: Balanced Movement — soft linear flow

Applications



Indoor
Flooring



Internal
Walls



Outdoor
Flooring



Stairs



Panels



External
Fireplace
Caoting



Walnut

Inspired by earth-toned landscapes, Walnut offers depth, warmth, and time-
less natural appeal.

Pattern: Layered

Uniformity: Moderately Varied —balanced mix of uniform areas and visible variation

Visual Character: Balanced Movement — soft linear flow

Applications



Indoor
Flooring



Internal
Walls



Outdoor
Flooring



Stairs



Panels



External
Fireplace
Caoting



Memory

Inspired by desert horizons, Memory brings warmth, continuity, and understated architectural elegance.

Pattern: Layered

Uniformity: Moderately Varied —balanced mix of uniform areas and visible variation

Visual Character: Balanced Movement — soft linear flow

Applications



Indoor
Flooring



Internal
Walls



Outdoor
Flooring



Stairs



Panels



External
Fireplace
Caoting



Titanium

Inspired by weathered rock formations, Titanium conveys strength, structure, and visual depth.

Pattern: Layered

Uniformity: Moderately Varied —balanced mix of uniform areas and visible variation

Visual Character: Balanced Movement — soft linear flow

Applications



Indoor
Flooring



Internal
Walls



Outdoor
Flooring



Stairs



Panels



External
Fireplace
Caoting



Titanium Light

A soft blend of warm greige, taupe, and muted ivory with natural linear flow, creating a calm, grounded, and contemporary feel.

Pattern: Layered

Uniformity: Moderately Varied —balanced mix of uniform areas and visible variation

Visual Character: Balanced Movement — soft linear flow

Applications



Indoor
Flooring



Internal
Walls



Outdoor
Flooring



Stairs



Panels



External
Fireplace
Caoting



Azar light

Defined by warm copper hues and directional veining, Azar brings energy and rhythm to architectural surfaces.

Pattern: Layered

Uniformity: Moderately Varied —balanced mix of uniform areas and visible variation

Visual Character: Balanced Movement — soft linear flow

Applications



Indoor
Flooring



Internal
Walls



Outdoor
Flooring



Stairs



Panels



External
Fireplace
Caoting

Whisper S2

Defined by soft layering and warm natural tones, Whisper offers a quiet and refined architectural presence.

Pattern: Layered

Uniformity: Moderately Varied —balanced mix of uniform areas and visible variation

Visual Character: Balanced Movement — soft linear flow

Applications



Indoor
Flooring



Internal
Walls



Outdoor
Flooring



Stairs



Panels



External
Fireplace
Caoting

Sunny

Inspired by sunlit landscapes, Sunny radiates brightness, warmth, and natural optimism.

Pattern: Layered

Uniformity: Moderately Varied —balanced mix of uniform areas and visible variation

Visual Character: Balanced Movement — soft linear flow

Applications



Indoor
Flooring



Internal
Walls



Outdoor
Flooring



Stairs



Panels



External
Fireplace
Caoting



Datea

Rich date-brown tones and smoky nuances create depth, warmth, and a refined architectural character.

Pattern: Layered

Uniformity: Moderately Varied —balanced mix of uniform areas and visible variation

Visual Character: Balanced Movement — soft linear flow

Applications



Indoor
Flooring



Internal
Walls



Outdoor
Flooring



Stairs



Panels



External
Fireplace
Coating



Azar

Defined by warm copper hues and directional veining, Azar brings energy and rhythm to architectural surfaces.

Pattern: Layered

Uniformity: Moderately Varied —balanced mix of uniform areas and visible variation

Visual Character: Balanced Movement — soft linear flow

Applications



Indoor
Flooring



Internal
Walls



Outdoor
Flooring



Stairs



Panels



External
Fireplace
Caoting



Available Finishes

Polished

A glossy, mirror-like surface that maximizes color depth and visual clarity.



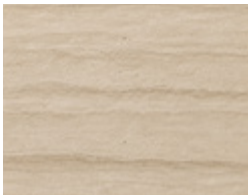
Honed

A smooth matte finish with soft light reflection and a natural appearance.



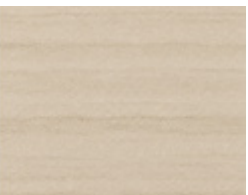
Leathered

A subtly textured surface enhancing tactile depth and natural character.



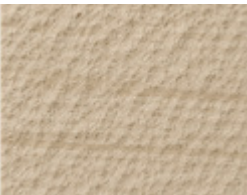
Sandblasted

A fine matte texture with increased grip and an industrial aesthetic.



Bush-hammered

A deeply textured, rugged surface with strong tactile and visual impact.



Rocked

A natural broken-edge texture evoking



Waterjet

Precision-cut detailing achieved through high-pressure waterjet technology.



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[Ardura stone](https://www.linkedin.com/company/ardura-stone)





“In every walk with nature one receives
far more than he seeks.” — John Muir

