

MADRAS

Stone look ceramic tiles for interior walls



Novoceram, French ceramics manufacturer since 1863, presents a complete collection for interior and exterior flooring red body wall tile inspired by the colors and the surface of Samsara.

PRESS RELEASE

Madras is a collection of red body wall tiles by **Novoceram**, French ceramics manufacturer since 1863, designed for interior wall coverings.

On the refined look and contemporary aesthetics **Madras** resumes and three colors of Samsara series in porcelain stoneware for flooring, a flagship product of the company, which is an ideal complement for the realization of coatings in perfect continuity with the floor.

Madras comes in effect in the following colors: **Opale**, a very light ivory, **Ivoire**, a warmer and intense ivory, **Perle** a bright cold grey. In addition to marry the colors of the Samsara series Madras combines readily with many other flooring range of Novoceram.

The offer is completed by a strip 5.5 × 45cm, available in warm version - in harmony with the colors Opale and Ivoire – and cold, in combination with Perle, and a mosaic proposed in both the warm and cold release. The possibility of pre-incised grouting joints between the studs guarantees an aesthetic result quite similar to that of a traditional mosaic at a much lower cost.

To find out more about Madras and (re)discover all the Novoceram collections, please visit our [official website](#) or join our [Facebook page](#).

INFORMATION AND INTERVIEWS: Our press office, the whole Novoceram team and Management are at your disposal for any further information or for an interview about the booths, the products or the company. Do not hesitate to contact us at: pressoffice@novoceram.fr

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PRODUCT SHEET

USE :	Wall covering
TECHNOLOGY :	Red body wall tiles
COLOURS :	Opale (white) Ivoire (ivory) Perle (light grey)
SIZES :	25x45cm
FINISHES :	Smooth
DECORATIONS AND TRIMS :	Mosaic 25x45cm Listel Code 4,5x45cm Listel Madras 5,5x45cm

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COMPANY CERTIFICATIONS:

- **ISO EN 9001**: standard that defines the requirements for the **company's quality management system** in order to achieve ambitious goals and to plan continuous improvements for various phases of corporate processes: customer relations, willingness to listen and talk, internal organisation, relations with suppliers and all the production processes.
- **ISO EN 14001**: standard that defines the requirements for the **environmental management system**, based on **ecological commitment** and increasingly ambitious goals in terms of process control implemented by the company in order to limit the impact of its activities on the environment and to improve its performance continuously.

PRODUCT CERTIFICATIONS:

- **Ecolabel**: European environmental quality mark that guarantees that products have low levels of **environmental impact throughout their life cycle**, from the selection of materials to the production cycle, distribution and disposal.
- **Indoor emissions**: index measuring the emissions of **volatile substances** posing a risk of toxicity by inhalation. Our tiles are classified **A+**: the best level of this classification. Furthermore, being **completely free of volatile organic compounds emissions**, they even exceed the criteria required for classification A+.

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