

JASPER, NATURALLY PRECIOUS

Animated GIFs to humorously show the valuable side of ceramic stone

Novoceram, a French producer of ceramic since 1863, presents Jasper, the stone effect ceramic collection, in a playful and ironic way using the hashtag #NaturallyPrecious.

PRESS RELEASE

To mark the release of the new **Jasper** collection, **Novoceram**, the French producer of ceramic since 1863, presents, in a playful and ironic way, the precious side of this ceramic stone with a series of animated GIFs « Jasper, Naturally Precious ».

Jasper is a ceramic with a refined and smart stone effect, so why not compare it to a work of art or a casket full of diamonds? **Novoceram** presents an amazing series of choices made by a thief, all of which are picked up by surveillance cameras. Bamboozled by the beauty of the ceramic cladding, the protagonist prefers to steal the tiles of Jasper Malt, Ivoire and Gris, rather than other precious items nearby, such as a chest full of jewels, a precious masterpiece on canvas or the content of a restaurant's cash register.

The humorous series of animated GIFs «Jasper, Naturally Precious», has gone viral on Facebook, Twitter, Google +, LinkedIn with the hashtag #naturallyprecious, and on the internet page dedicated to stone effect.

To find out more about «Jasper, Naturally Precious» and to experience all the viral marketing of Novoceram, join us on our [website](#) or our [Facebook page](#).

INFORMAZIONI E INTERVISTE: Il nostro ufficio stampa, tutta l'équipe Novoceram e la direzione sono a vostra completa disposizione per fornirvi ogni altra informazione aggiuntiva o per un'intervista sugli stand, sui prodotti o sull'azienda. Non esitate a contattarci all'indirizzo: pressoffice@novoceram.fr

JASPER, NATURALLY PRECIOUS

Animated GIFs to humorously show the valuable side of ceramic stone

PRACTICAL INFORMATION

NAME :	Jasper, Naturally Precious
TOOLS :	Web content, animated GIFs
CONCEPT :	To show the valuable and refined side of Jasper collection
DATA :	May 2017

WEB AND SOCIAL NETWORKS

OFFICIAL WEBSITE :	novoceram.it
FACEBOOK :	facebook.com/novoceram
TWITTER :	twitter.com/novoceram
GOOGLE+ :	plus.google.com/+novoceram
PINTEREST :	pinterest.com/novoceram/
LINKEDIN :	linkedin.com/company/novoceram
YOUTUBE :	youtube.com/user/novoceram
FLICKR :	flickr.com/photos/novoceram

THE COMPANY

The history of **Novoceram** starts in **1863**, in **Saint-Vallier-sur-Rhône**. With its 4 million m² of **annual production**, 40 million euro **turnover**, 90,000 m² of **tile surface covered** and 170 **employees**, today the company is one of the leading manufactures in the French ceramic industry. Novoceram adopts a constant and coherent environmental policy that has enabled it to obtain **ISO 14001** certification for its Environmental Management System and **ISO 15001** certification for its Energy Management System. **Novoceram** has been part of the **Concorde Group**, one of the major producers of ceramic cladding in Europe, since 2000.

INFORMAZIONI E INTERVISTE: Il nostro ufficio stampa, tutta l'équipe Novoceram e la direzione sono a vostra completa disposizione per fornirvi ogni altra informazione aggiuntiva o per un'intervista sugli stand, sui prodotti o sull'azienda. Non esitate a contattarci all'indirizzo: pressoffice@novoceram.fr