

# ADAGE

Marble look wall and floor tiles for indoor use

*Novoceram, French ceramic producer since 1863, unveils a collection of tiles in coloured body porcelain stoneware white, marble effect for the interior..*

## PRESS RELEASE

**Adage** is a collection of tiles in coloured body porcelain stoneware that **Novoceram**, French ceramic producer since 1863, has designed for interior and exterior floors and walls.

Adage proposes the reinterpretation in ceramic material **of four classic Italian white-based marbles in an innovative matte finish** with extraordinary technical features.

Thanks to the development of a new exclusive material, it was in fact possible to obtain an extremely matte surface that is **pleasant to the touch**, which nevertheless has exceptional characteristics of **resistance to wear, scratches and slipping**. This makes it possible to use Adage marble-effect porcelain stoneware tiles in all those contexts where technical characteristics are required that would be prohibitive both for the natural material and for the ceramic reproductions in glossy finish.

Also from an aesthetic point of view, the non-reflective and almost sugary aspect gives the floor **a new and contemporary connotation**, which however is connected to a type of surface finish that natural marble distributors are increasingly proposing to replace the classic glossy and reflective finish.

Adage is offered in **Calacatta** versions, with marked and important veins with shades ranging from warm gray, to ocher, to rust; **Statuario**, with the classic bluish gray veins of ample breadth; **Arabescato**, a precious arabesque of golden veins that fade into greenish details; **Michelangelo**, a pure white just drawn by light bluish gray veins.

In addition to the **60x120** and **80x80** porcelain stoneware floor sizes, the four Adage marbles are also available in a white-body and glossy finish wall version.

The decorative proposal is enriched by **an 8x80** cm stoneware strip, a **5x5** cm mosaic and a precious decorated mosaic.

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

**INFORMATION:** Our press office, the Novoceram and executive team remain at your disposal for any further information or for an interview on events, products or the company. Please feel free to contact us by email: [pressoffice@novoceram.fr](mailto:pressoffice@novoceram.fr)

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## PRODUCT INFORMATION SHEET

INTENDED USE:	Floor and wall tiles for indoor use
TECHNOLOGY:	Coloured in body porcelain stoneware White body tiles
COLOURS:	Calacatta Statuario Arabescato Michelangelo
TILE SIZES:	40x80 cm 80x80 cm 60x120 cm 8x80 cm Mosaïque 28x35 cm Mosaïque 5x5 cm 5 colonnes
FINISH:	Smooth
DECORATION AND SPECIAL PIECES:	Skirting board

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## OUR CERTIFICATIONS:

- **ISO EN 9001**: standard that sets out the requirements related to the **company's quality management system** that is part of a continual improvement at all levels which include: customer relations, willingness to communicate, internal organisation, relations with suppliers and production processes.
- **ISO EN 14001**: standard that sets out the requirements related to the **environmental management system** based on **environmental commitment**, on strict standards and on increasingly ambitious goals that the company has implemented to control and reduce its impact on the environment and to continuously improve its performance.
- **ISO EN 50001**: standard that sets out the requirements related to **energy management systems**. This certification, driven by the wish to better control and optimise energy consumption, is the logical continuation of a continuous improvement approach and an environmental commitment.

## PRODUCT CERTIFICATIONS:

- **UPEC Classification**: determines if the products are suitable for the premises for which they were designed. The ISO standards define the criteria used for this classification that evaluate the resistance of tiles to wear, puncturing, water, stains and chemicals.
- **Indoor emissions**: index measuring emissions of volatile substances posing a risk of inhalation toxicity. All our tiles are assigned A+, - the best note in the classification. Furthermore, as **they do not contain Volatile Organic Compounds (VOCs)**, they even outperform all the requirements for the A+ classification.
- Novoceram products are involved in obtaining various ecological certifications for the construction industry such as the American certification, **LEED** (Leadership in Energy and Environmental Design). Novoceram has also established the **PEF** (Performance Environmental Footprint) and **EPD** (Environmental Product Declaration) of its products, which indicate the potential environmental impact of a product throughout its entire life cycle.

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