

# BLOOM

Interior ceramic wallpaper

*Novoceram, French ceramic producer since 1863, unveils a collection of white body tiles for interior walls that welcomes nature and brings a flowery touch.*

## PRESS RELEASE

**Bloom** is a collection of white body tiles that **Novoceram**, French ceramic producer since 1863, has designed for interior walls.

Ideal to create delicate atmospheres, **Bloom** enables nature to express all its beauty through its **botanical prints from the 18<sup>th</sup> century**. These constituted the source of inspiration behind the floral spirit, which profoundly influenced the great **luxury brands** in the 1960s and assumes nowadays a timeless character.

The **flowery and plant patterns** of this ceramic wallpaper joyfully stand out against the background, available in three pastel colours – blue, pink and white –, which fulfil every need of sweetness. The poesy that emanates from **Bloom** makes it a true decorative element that brings in interior spaces the elegant style of this unforgettable fashion and design era.

**Bloom** is an 80x80-cm composition made of two 40x80-cm tiles.

To find out more about **Bloom** 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:	Interior wall tiles
TECHNOLOGY:	White body tiles
COLOURS:	Blanc Bleu Rose
TILE SIZES:	80x80-cm composition (made of two 40x80-cm tiles)
FINISH:	-
DECORATION AND SPECIAL PIECES:	-

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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:

- **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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