

# BOHÈME

Tiles for interior floors and walls inspired by traditional cement tiles

*Novoceram, French ceramic producer since 1863, unveils a collection of tiles in decorated porcelain stoneware for indoor use, and reinvents cement tiles in an unconventional way.*

## PRESS RELEASE

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

The **Bohème** collection explores the rich history of cement tiles and is inspired by their traditional decorative patterns. Novoceram has reinterpreted this effect in a more contemporary way by reversing the logic behind their manufacturing process. Bohème was therefore designed from the metal masks which are usually used to create cement tiles. This stencil effect highlights separation lines instead of coloured patterns, for them to become the basis of the eight Bohème patterns, and the irregular and handmade imperfection in their drawing becomes a true aesthetic quality.

Bohème is available in the elegant 20x20 cm format, in sepia on a bright ivory background, and counts eight different patterns from the most minimalist and geometric “Path”, “Link”, “Butterfly” and “Majolica” to the more sophisticated and classic “Twirl”, “Flower”, “Ring” et “Lace”.

To find out more about Bohème 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 floor and wall tiles
TECHNOLOGY:	Decorated porcelain stoneware
COLOURS:	Ivory
TILE SIZES:	20x20 cm
FINISHING TOUCH:	-
DECORATION AND SPECIAL PIECES:	-

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## OUR CERTIFICATIONS:

- **ISO EN 9001**: norm that sets out the requirements related to a **quality management system** that is part of a continual improvement at all levels which includes: strong customer relation and the anticipation of their needs, internal organisation, supplier relationship and production process.
- **ISO EN 14001**: norm that sets out the requirements related to an **environmental management system** based on **environmental commitment** and on strict standards and goals that the company has set to control and reduce its impact on the environment.
- **ISO EN 50001**: norm that sets out the requirements linked with **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 which measures 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 such as the French certification **HQE** (High Environmental Quality) and the American one, **LEED** (Leadership in Energy and Environmental Design). Novoceram has also established the **PEF** (Performance Environnemental Footprint) and **EPD** (Environnemental Product Declaration) of its products which indicate the potential environmental impact of a product throughout its entire life cycle.

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