

# CAST

Vals stone look ceramic tiles for interior and exterior floors and walls



*Novoceram, French ceramics manufacturer since 1863, presents a complete collection for interior and exterior flooring in colored in body porcelain stoneware inspired by Vals stone*

## PRESS RELEASE

**Cast** is a collection of colored in body porcelain tiles by **Novoceram**, French ceramics manufacturer since 1863, designed for interior and exterior floor and wall coverings.

**Cast** reflects the infinite structural and chromatic characteristics of the **natural stone** in a product which exploits the potential of latest generation ceramics technology to the full with an incredibly realistic reproduction of not just the appearance, but also the texture of the stone, the variability of the individual slabs patterned by the white quartz veins and the considerable colour variations, together with the excellent characteristics of practicality, inexpensiveness and toughness of porcelain stoneware.

Proposed strictly in the natural color of the original stone only, the range explores its finishes and methods of working in depth. **Cast** is in fact available with three surfaces: **Smooth**, suitable for all indoor applications, **Structured**, suitable for outdoor areas or where particularly non-slip characteristics are required, such as spas. Honed, a finish obtained by light smoothing, making the surface particularly soft and reflecting. **These finishes are available in 45×45cm, 30×60cm, 10×60cm, 60×60cm, 60×60cm and 45x90cm Outdoor Plus (2cm thick), ideal for floating outdoor use.**

To find out more about Cast 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](mailto:pressoffice@novoceram.fr)

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## PRODUCT SHEET

USE :	Interior floor covering Exterior floor covering Wall covering
TECHNOLOGY :	Colored in body porcelain stoneware
COLOURS :	Cast (grey)
SIZES :	10x60cm rectified 10x60cm structured rectified 9,5x59,5cm honed rectified 30x60cm 30x60cm rectified 30x60cm structured 30x60 cm structured rectified 29,5x59,5 honed rectified 45x45cm 45x45cm structured 60x60cm rectified 60x60cm structured 60x60cm struct. Outdoor Plus (2 cm thick) 59,5x59,5cm honed rectified 45x90cm struct. Outdoor Plus (2 cm thick)
FINISHES :	Smooth, Structured, Honed
DECORATIONS AND TRIMS :	Mosaic 45x45cm multi surface rectified Swimming pool trims Skirting Step

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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.
- **UPEC Classification** (pending [www.novoceram.fr/dossier-upec-cast](http://www.novoceram.fr/dossier-upec-cast)): allows to know the **proper intended use** of each tile following the dictates of the **ISO standards** that define the criteria for determining the resistance of the tiles to high stress, wear and tear, puncture, water, chemicals and stains.
- **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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