

WHY CHOOSE CERAMIC TILES?

11 reasons for preferring ceramic tiles

Novoceram, French ceramics manufacturer since 1863, launches a communication campaign to promote the advantages of ceramic tiles.

PRESS RELEASE

Faced with the multiplicity of alternative flooring and wall offers, **Novoceram**, a French ceramics manufacturer since 1863, launches a campaign to promote the advantages of ceramic tiles.

In addition to the concept of aesthetics, ceramic tiles offer many technical and ecological advantages. Among the many reasons to prefer ceramic tiles, Novoceram has listed 11. Among these significant advantages are **technical performances** such as scratch resistance, chemicals or frost and weather resistance, **ecological benefits** related to air quality and product life cycle or **ease of maintenance**. These **11 reasons to prefer ceramic tiles** are illustrated with **humor** in animated gifs.

In parallel, **Confindustria Ceramica** (the Italian trade union that brings together the industrial producers of ceramic tiles, sanitary ceramics, tableware and refractory materials) has also launched a campaign "**Ceramics. A safe choice**" that was relayed by Ascer, BKF and TCNA (the Spanish, German and North American associations of ceramic tile manufacturers) as well as the UNECB (National Union of Building Tile Contractors) in France.

The "**Why choose ceramic tiles?**" campaign is broadcast on social networks: Facebook, LinkedIn, Twitter and Instagram, on the website as well as on the Novoceram general catalog.

To find out more about « **Why choose ceramic tiles?**» 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**

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PRACTICAL INFORMATION

NAME :	Why choose ceramic tiles?
TOOLS :	Animated gifs
CONCEPT :	Promote the advantages of ceramic tiles
DATA :	April 2019

WEB AND SOCIAL NETWORKS

OFFICIAL WEBSITE :	novoceram.com indigoagogo.com
FACEBOOK :	facebook.com/novoceram
INSTAGRAM :	Instagram.com/novoceram
TWITTER :	twitter.com/novoceram
PINTEREST :	pinterest.com/novoceram/
LINKEDIN :	linkedin.com/company/novoceram
YOUTUBE :	youtube.com/user/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.

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