

# NOVOCERAM: COMPANY PROFILE

Ceramics manufacturer in France since 1863

*At the foothills of the Drôme, along the banks of the river Rhône, that's where you will find Novoceram, a veritable jewel in the crown of French creativity, where ceramics have been produced since 1863. The first company to bring the French flair for style and charm to the ceramic industry, Novoceram stands out thanks to the ambitious and concrete choices it makes when it comes to environmental issues, thanks to its innovative logistic system and thanks to its innate sense of design, embodied in its ceramic connections as well as when it organizes major events to convey its values.*

## PRESS RELEASE

The history of **Novoceram** begins in **1863**, in **Saint-Vallier-sur-Rhône (26)**. With its 4 million m<sup>2</sup> **annual production**, 40 million Euros **turnover**, with a 90,000 m<sup>2</sup> of **production site** and 170 **employees**, today the company is one of the leading manufacturers in the French ceramic industry.

**FRANCE.** The French identity is a true brand value for **Novoceram**, and this steadfastly differentiates the company from its rivals in the ceramic industry. The sources for inspiration, the style of the products and how to present them in the most important trade fairs in the world, always communicate the charm and other deep-set authentic values of **French ceramic haute couture**. This decision has, primarily, a precise industrial function: more than 85% of the brand's collections are **made in France**, at the production plant of **Champblain**, in the heart of the production site in Drôme, for the rest Novoceram benefits of the synergies of the italian **Gruppo Concorde**, one of the largest producers of ceramic tiles in Europe, of which Novoceram has been a part of since 2000.

**ENVIRONMENTAL COMMITMENT.** The first ceramic company in France to have been awarded **Ecolabel** certification, the European brand that guarantees the **eco-sustainability** of consumer goods, for its entire range of products, **Novoceram** is committed to an ambitious and wholehearted environmentally friendly policy. Novoceram is also the only ceramic tile producer in France to have obtained **ISO 14001** for its **environmental management system**. This rewards the significant investments made to adapt the production facilities in order to reduce the consumption of energy and water, and increasingly stringent procedures that have been introduced at all levels at the company - from the factory to the offices - with the aim of increasingly controlling and reducing the impact of its activities on the environment.

**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)

**COLLECTIONS AND INSTALLATION SYSTEMS.** Novoceram products are the result of continuous research, the ideas and inspirations coming from the traditions and cultures around the world, as well as the latest design trends. The collections are organized within a comprehensive catalogue able to meet every need: the precious ceramic wallpaper range of the **Novoceram Art** range, the collections in full body coloured gres porcelain and glazed gres porcelain, for residential and commercial use of the **Novoceram Charme** collection, as well as a selection of technical and single-fired gres porcelain, destined for the most important commercial and residential buildings, of the range **Novoceram Projet**. Novoceram also offers exclusive **installation systems** for floating floors, indoors or outdoors, without using glue, grout lines or concrete substrates which mean, for the first time, to combine the technical qualities of porcelain stoneware with the convenience and benefits of a floating floor.

**UPEC.** All **Novoceram** products benefit from UPEC classification, which implements being able to identify the proper use of each tile in relation to its destination uses, according to **ISO standards** that define the criteria to evaluate the wear resistance, to mechanical stress, to water and to chemical agents. The products are also independently tested by the Centre Scientifique et Technique du Bâtiment (CSTB), who certify classification using a standard UPEC.

**LOGISTICS.** Logistics at **Novoceram** play a key strategic role in ensuring optimum stock levels tailored to meet the needs of the market and offer solutions for **efficient transportation solutions** to the final destination. Delivery to the customer is guaranteed through **careful planning and flow management** that are earmarked to be sent to the main logistics players on the national and international markets. This means being able to respond quickly and efficiently to various transportation needs throughout the world and for any quantity, from one box to several containers. Fundamental importance lies in the **capillarity of the network of distributors throughout France, Europe and the leading countries throughout the world** that allows the customer to be able to use local support for any need.

**MAJOR EVENTS.** The **Novoceram** universe not only consists of products, but also of intense moments, which express the richness of the savoir-faire of the brand. Cultural events, unconventional initiatives on social media, other events organized down to the finest of details, international trade fair stands, become an opportunity for Novoceram to develop exclusive content to offer each visitor a more complete view of the values and style of the Maison.

To find out more about the company and to keep up to date on all the latest Novoceram news, visit our [website](#) or our official [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)

# NOVOCERAM: COMPANY PROFILE

Ceramics manufacturer in France since 1863

## SYNTHETIC INFORMATION

### NOVOCERAM

|                   |   |
|-------------------|---|
| SALES 2014 :      | 40 million Euros  |
| EMPLOYEES 2014 :  | 170   |
| SURFACE 2014 :    | 90,000 m <sup>2</sup> of which 30,000 m <sup>2</sup> is covered |
| PRODUCTION 2014 : | 4 million m <sup>2</sup>  |

## WEB AND SOCIAL NETWORKS

|                    |   |
|--------------------|---|
| OFFICIAL WEBSITE : | <a href="http://novoceram.com">novoceram.com</a>                                    |
| FACEBOOK :         | <a href="https://facebook.com/novoceram">facebook.com/novoceram</a>                 |
| TWITTER :          | <a href="https://twitter.com/novoceram">twitter.com/novoceram</a>                   |
| GOOGLE+ :          | <a href="https://plus.google.com/+novoceram">plus.google.com/+novoceram</a>         |
| PINTEREST :        | <a href="https://pinterest.com/novoceram">pinterest.com/novoceram</a>               |
| LINKEDIN :         | <a href="https://linkedin.com/company/novoceram">linkedin.com/company/novoceram</a> |
| YOUTUBE :          | <a href="https://youtube.com/user/novoceram">youtube.com/user/novoceram</a>         |
| FLICKR :           | <a href="https://flickr.com/photos/novoceram">flickr.com/photos/novoceram</a>       |

**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)