

# GEO

Stone effect ceramic tiles for exterior floors and walls



*Novoceram, French ceramics manufacturer since 1863, presents a complete collection for exterior flooring in colored in body porcelain stoneware reproducing the stone floor of the courtyard of an ancient church in the north of Italy.*

## PRESS RELEASE

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

**Geo** is an exact reproduction, to the smallest details, of a **paving stone** found in the entrance of an **old church** in northern Italy. For centuries the weather, mosses and lichens marked the surface of the stone in a way that almost removed the original look and creates a new material, a unique creation **signed by the time**. The outdoor colored in body porcelain stoneware of Geo reproduces faithfully every detail of the original stone: **shades of color, metal reflections** and the three-dimensionality of the surface worn by time.

**Geo** is available in a range of three natural colors, directly inspired by the natural stone: **Ivoire**, a light shade of grey-ivory, **Sable**, a warm nuance enriched by small intrusions of rust, **Gris**, a deep and elegant grey.

**Geo** is available in **45×45cm, 30×60cm, 60×60cm Outdoor Plus (2cm thick)**, format, specially adapted for installation of external raised floor installations. The range is completed by two formats especially designed for walls: **10×60cm rectified and mosaic**.

To find out more about **Geo** 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 :	Exterior floors Walls
TECHNOLOGY :	Colored in body porcelain stoneware
COLOURS :	Ivoire (ivory) Sable (beige) Gris (grey)
SIZES :	10x60 cm rectified 30x60cm 45x45cm 60x60cm Outdoor Plus (2cm thick)
FINISHES :	Structured
DECORATIONS AND TRIMS :	Mosaic 45x45cm 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.
- **ISO EN 50001**: standard that defines the requirements for the **energy management system**. This certification, driven by the desire to better control and optimize energy consumption, is the logical continuation of an approach of continuous improvement and ongoing environmental.

### PRODUCT CERTIFICATIONS:

- Novoceram products are involved in obtaining green certifications for buildings such as the commitment of the **Haute Qualité Environnementale** (High Environmental Quality) and the American **LEED** (Leadership in Energy and Environmental Design) certification. Novoceram is a member of the U.S. Green Building Council and the **HQE Association**, whose aim is to control the impact of a building on its environmental context and of promote a healthy and comfortable indoor living space. Finally, Novoceram has also commissioned the **PEF** (Environmental Performance Footprint) and **EPD** (Environmental Product Declaration) of its products, which indicate the potential environmental impact of a product along its entire life cycle.
- **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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