

# HIRATI

A wood effect tile with a perfectly natural look

*Novoceram, French ceramics manufacturer since 1863, presents a complete collection in colored in body porcelain tile, with a wood effect for indoor and outdoor flooring.*

## PRESS RELEASE

**Hirati** is a collection of full body coloured porcelain stoneware that **Novoceram**, French ceramics manufacturer since 1863, has especially designed for exterior and interior floors.

**Hirati** offers both in the interior floor version with a **pleasant surface to the touch** and in the version for outdoor floors **with a non-slip structure**, in perfect graphical and chromatic continuity. For the realization of Hirati, Novoceram was inspired by the **best oak parquet in Europe** choosing planks rich in **natural details** - veins, knots - reproduced with the greatest precision for an **exceptionally realistic effect** on a ceramic material resistant to the wear and frost and offering durability over time and ease of cleaning.

Offered in three colors, **Lin**, **Neutre** and **Naturel**, Hirati is available in 22.5x90 cm format designed to adapt to any type of project, residential and commercial.

To find out more about Hirati 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)**

# HIRATI

A wood effect tile with a perfectly natural look

## PRODUCT SHEET

USE :	Exterior floors
TECHNOLOGY :	Colored in body porcelain stoneware
COLOURS :	Lin Froid Foncé
SIZES :	22.5x90 cm
FINISHES :	Structured and smooth
DECORATIONS AND TRIMS :	Skirting

**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)

# HIRATI

A wood effect tile with a perfectly natural look

## 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:

- **UPEC Classification** (pending [www.novoceram.fr/dossier-upec-otto](http://www.novoceram.fr/dossier-upec-otto)) : 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.
- 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. 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+.

**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)