

KAWAII

Indoor ceramic wallpaper

Novoceram, French ceramic producer since 1863, unveils a collection of white body tiles for indoor walls.

PRESS RELEASE

Kawaii is a collection of white body tiles that **Novoceram**, French ceramic producer since 1863, has studied for the realisation of indoor floor and wallcoverings.

Joyful and twinkly, the collection **Kawaii** is inspired by the “Kawaii” trend, which refers to the culture of cuteness in Japan. This concept was born in the 1970s in response to the rigidity of the Japanese post-war culture. Kawaii is made up of cute characters that have bold colours and fill in the space with joy. This creates a harmonious contrast with the gold background adorned with traditional Japanese patterns. The collection plays with light between matte and shiny parts.

Kawaii is an 80x80 cm composition composed of two 40x80cm tiles.

To find out more about Kawaii and to (re)discover all Novoceram collections, visit our [website](#) or consult our Facebook page [page Facebook](#).

INFORMATION : Our press office, the Novoceram and executive team remain at your disposal for any further information or for an interview on events, products or the company. Please feel free to contact us by email : pressoffice@novoceram.fr

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PRODUCT INFORMATION SHEET

INTENDED USE:	Indoor coating
TECHNOLOGY:	White body tiles
COLORS:	Multi-coloured
TILE SIZES:	80x80 composition (composed of 2 40x80 tiles)
FINISHING TOUCH:	Smooth
DECORATION AND SPECIAL PIECES:	-

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OUR CERTIFICATIONS:

- **ISO EN 9001**: norm that sets out the requirements related to a **quality management system** that is part of a continual improvement at all levels which includes : strong customer relation and the anticipation of their needs, internal organisation, supplier relationship and production process.
- **ISO EN 14001**: norm that sets out the requirements related to an **environmental management system** based on **environmental commitment** and on strict standards and goals that the company has set to control and reduce its impact on the environment.
- **ISO EN 50001**: norm that sets out the requirements linked with **energy management systems**. This certification, driven by the wish to better control and optimise energy consumption, is the logical continuation of a continuous improvement approach and an environmental commitment.

PRODUCT CERTIFICATIONS:

- **Indoor emissions**: index which measures emissions of volatile substances posing a risk of inhalation toxicity. All our tiles are assigned A+, - the best note in the classification. Furthermore, as they do not contain Volatile Organic Compounds (VOCs), they even outperform all the requirements for the A+ classification.
- Novoceram products are involved in obtaining various ecological certifications for the construction industry such as the American certification **LEED** (Leadership in Energy and Environmental Design. Novoceram has also established the **PEF** (Performance Environmental Footprint) and **EPD** (Environnemental Product Declaration) of its products which indicate the potential environmental impact of a product throughout its entire life cycle.

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