

MAXIMA

Concrete effect ceramic tile for interior and exterior floors

Novoceram, French manufacturer of ceramic tile since 1863, presents a collection of full body coloured porcelain stoneware tile which adapts to all styles for interior and exterior floors.

PRESS RELEASE

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

With the **Maxima** collection, Novoceram continues its research of **ceramic surfaces using light** as the main decorative element: a **sober, discreet, extremely elegant appearance**. Originally inspired by a stone, transfigured by the meeting of a reflective material crumbled into microfragments of light from a dense texture and low relief. Precious details emerge from a surface that, from a distance, gives a **uniform impression for a highly contemporary style**.

Available in **four colors** variants, Maxima is a modular collection, designed to adapt to any type of **project, residential and commercial**. The four sizes available, **30x30 cm, 45x45 cm, 30x60 cm, 60x60 cm**, are all available in a **smooth version** for indoor use and a **non-slip structured version** for outdoor use, for a perfect graphic and chromatic continuity.

To find out more about Maxima 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**

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PRODUCT SHEET

USE :	Exterior and interior floors
TECHNOLOGY :	Colored in body porcelain stoneware
COLOURS :	Blanc Sable Gris Anthracite
SIZES :	30x30, 45x45cm, 30x60cm, 60x60cm rectified
FINISHES :	Smooth and Structured
DECORATIONS AND TRIMS :	Step, Skirting

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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:

- **UPEC Classification** (pending www.novoceram.fr/dossier-upec-maxima) : 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+.

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