

OJALA

Terracotta look wall and floor tiles for indoor and outdoor use

Novoceram, French ceramic producer since 1863, unveils a collection of tiles in coloured body porcelain stoneware for indoor and outdoor that offer a contemporary reinterpretation of terracotta.

PRESS RELEASE

Ojala is a collection of tiles in coloured body porcelain stoneware that **Novoceram**, French ceramic producer since 1863, has designed for interior and exterior floors and walls.

Ojala explores all the possible chromatic shades of natural ground in **an elegant and contemporary** interpretation. The surface is characterized by a great wealth of details: the micro-inclusions, the clear particles, the small impurities, the irregular drying halos of the natural material are faithfully reproduced on the ceramic surface. However, natural ground is only a starting point, the basic element for the creation of an **original and markedly contemporary covering** material. The declination in the large **60x60** cm and **80x80** cm sizes in particular dilutes and amplifies the graphic character of Ojalá, giving it a breath and elegance unknown to the material from which it is inspired.

Ojala is available in seven colors that have the characteristic of being able to all be combined with each other: **Ivoire**, a pure and bright ivory; **Argile**, inspired by the color of raw clay dried by the sun; **Sable**, a light ground with warm shades; **Doré**, a yellow ocher terracotta; **Ocre**, the classic rosy red terracotta color; **Brun**, a scorched ground with intense shades; **Cendre**, a warm gray ground of medium intensity.

Ojala is also available in **60x60 Outdoor Plus** size in 20 mm thickness for covering outdoor floors in the colors Argile, Sable, Doré and Ocre.

The decorative kit of **Ojala** is completed by the **5x5 cm mosaic** and the **5x60 cm strips** that can be combined as desired in different colors to create walls with a strong decorative impact. The same colors are then found in the Osmose collection of decorative tiles in hexagonal format.

To find out more about Ojala and (re)discover all the Novoceram collections, visit our [official website](#) or join our [Facebook page](#).

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:	Floor and wall tiles for indoor and outdoor use
TECHNOLOGY:	Coloured in body porcelain stoneware
COLOURS:	Ivoire Argile Sable Doré Ocre Brun Cendre
TILE SIZES:	80x80 cm 60x60 cm 5x60 cm Mosaic 5x5 cm 5 columns 60x60 cm, 20-mm thickness
FINISH:	Smooth and structured
DECORATION AND SPECIAL PIECES:	Skirting board

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OUR CERTIFICATIONS:

- **ISO EN 9001**: standard that sets out the requirements related to the **company's quality management system** that is part of a continual improvement at all levels which include: customer relations, willingness to communicate, internal organisation, relations with suppliers and production processes.
- **ISO EN 14001**: standard that sets out the requirements related to the **environmental management system** based on **environmental commitment**, on strict standards and on increasingly ambitious goals that the company has implemented to control and reduce its impact on the environment and to continuously improve its performance.
- **ISO EN 50001**: standard that sets out the requirements related to **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:

- **UPEC Classification**: determines if the products are suitable for the premises for which they were designed. The ISO standards define the criteria used for this classification that evaluate the resistance of tiles to wear, puncturing, water, stains and chemicals.
- **Indoor emissions**: index measuring 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** (Environmental Product Declaration) of its products, which indicate the potential environmental impact of a product throughout its entire life cycle.

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