

# RACINES

Stone 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 use that gives pride of place to a traditional French stone.*

## PRESS RELEASE

**Racines** 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.

Two aesthetically different but geologically similar stones from the French tradition are at the origin of **Racines**. The ceramic reproduction is accurate and precise given the abundant **details** including shades, inclusions and other natural imperfections that decorate the surface.

The respect for nature and the ancient tradition of stone extraction and processing are the two characteristics that have shaped this collection. This is why **Racines** can be considered as a **splendid tribute** to this coveted natural material.

**Racines** has a wide variety of different dimensions, such as 10x60 cm, 30x60 cm, 20x20 cm, 5x5cm in mosaic form, not to mention 80x80 cm and 60x60cm. The latter two, as well as the 60x90 tile size, also belong to the Outdoor Plus range with 2-cm thick tiles are designed for outdoor use. **Racines** is available in two colours: **Doré**, only available for the Outdoor version, and **Clair**.

To find out more about **Racines** 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](mailto: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:	Clair Doré
TILE SIZES:	80x80 cm 60x60 cm 30x60 cm 10x60 cm Mosaic 5x5 cm 5 columns 20x20 cm 60x90 cm, 20-mm thickness 60x60 cm, 20-mm thickness 80x80 cm, 20-mm thickness Modular patterns
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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