

WALLPAPER EFFECT TILES

The Art serie conciliates the beauty of Wallpaper with the advantages of Ceramics.

Novoceram, french ceramics producer since 1863, presents the serie Art, for interior walls, in Colored in Body Porcelain Stoneware and White Body covering, which combines the aesthetic appearance of Wallpaper to the technical features of Ceramics.

PRESS RELEASE

Novoceram, french ceramics producer since 1863, proposes with its serie Art a luxurious range of three Ceramic Wallpapers to embellish the interior walls, even in most damp rooms.

The Wallpaper Effect Tiles by Novoceram mingle the timeless elegance of Wallpaper to the technical advantages of Ceramics. **Florilège** is a composition of 135x180cm tiles with White Body covering, which evokes the charm of XVIIth century Wallpaper's oriental decorations and gives the bathroom, the livingroom or the kitchen, an **exotic touch** through the delicacy and lightness of colour. **TrèsJouy** is a precious combination of White Body Tiles in 90x135cm format; inspired by the Toile de Jouy cloth, it embellishes the interior walls with an elegant play of light and gold details to create an intimate, **sophisticated and refined** haven. With a pleasant oriental style, **Aquarium**, a juxtaposition of Porcelain Stoneware Tiles in 90x135cm format, conveys instead a **relaxing and zen atmosphere**. In neutral and shooting colours, these Wallpaper Effect Tiles depict Koï carp and actually turn the bathroom into a Wellness Sanctuary.

Easy to clean and maintain, **Wallpaper Effect Tiles** withstand the humidity; the technical features of White Body and Porcelain Stoneware Ceramics enable the choice of Ceramic Wallpaper even for damp rooms such as the kitchen or the bathroom, where the constant presence of water and the significant moisture, let alone the frequent and deep washing, prevent from going for the real cloth or wallpaper.

To learn more about the Collection of Wallpaper Effect Tiles and to (re)discover all the Collections by Novoceram, please visit the **Website** or the **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

USAGE :	Wall covering
TECHNOLOGY:	Colored in Body Porcelain Stoneware White Body covering
COLLECTIONS:	Florilège TrèsJouy Aquarium
FORMATS :	90x135cm 135x180cm
FINISHES:	Smooth

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.

PRODUCT CERTIFICATIONS:

- **Indoor emissions**: index measuring the emissions of **volatile substances** posing a risk of toxicity by inhalation. 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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