

WAY

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 reinvents the natural magnificence of an Italian stone in a contemporary way.

PRESS RELEASE

Way 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.

Way is an ideal collection so that residential and commercial projects can show a unique design that stands out and makes a strong impression. Inspired by a stone from a small village in the heart of the Italian Apuan Alps, this ceramic stone has a distinctly **contemporary and graphic character**.

The tile surface is decorated with many white mineral veins, taken exactly from the original material, which contrast with the background rich in shades of grey. The collection has two colours: Fer and Quartz. The first is identical to the ash-coloured original stone while the second is an interpretation in a lighter version.

The **Way** collection is available in various formats including 5x60 cm, 30x60 cm, but also 60x60 cm, 80x80 cm and 60x120 cm that are available in two thicknesses, 9 mm for interiors and 2 cm, in the Outdoor plus range, for an exterior installation.

To find out more about **Way** 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:	Quartz Fer
TILE SIZES:	80x80 cm 60x120 cm 60x60 cm 30x60 cm 5x60 cm 80x80 cm, 20mm thick 60x120 cm, 20mm thick 60x60 cm, 20mm thick
FINISH:	Smooth and non-slip
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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