

CERASPAÑA

CERAMIC / ARCHITECTURE / DESIGN

DELECTABLE TILE COLORS

FUORISALONE: THE LIGHT IN THE DARKNESS

AN IMMERSIVE CERAMIC EXPERIENCE: HOTEL CEVISAMA

WINNERS OF THE 23rd TILE OF SPAIN AWARDS

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Editorial

Earth as inspiration, ceramic tiles that push back boundaries

In this edition of Ceraspaña, we embark on a journey of discovery, exploring the different ways in which ceramic tiles—which are no more than earth transformed into tiles—can act as a source of inspiration, a sensory trigger, a design product, an experience, and as architecture. It is a journey rooted in the natural origins of this material, whose influence has spread throughout the world thanks to an emphasis on design, innovation and respect for the environment.

We look at this year’s most trendsetting color, Mocha Mousse, whose earthy hues have captivated the design world, evoking the essence of ceramic tiles and their strong links with nature. These same ties can also be noted in the award-winning projects of the Tile of Spain Awards, where the materials subtly interact with the landscape, light and people who inhabit these spaces.

In Milan, at Fuorisalone, Spanish ceramic tiles paid tribute to the solidarity of volunteer workers, with an installation that upheld collective efforts in the aftermath of the January disaster in Valencia. And at Cevisama, visitors were introduced to an immersive experience at “Cevisama Hotel” by Héctor Ruiz Velázquez’s studio, where ceramic tiles were used to create a sustainable, modern retreat with a strong Mediterranean flavor.

This issue also includes details of Tile of Spain’s promotional activities throughout the world, including trade fairs, seminars and collaborative initiatives that promote Spanish tiles and their creative potential to strategic markets, upholding their importance as innovative, sustainable products with strong links with their roots ■

For the digital version of Ceraspaña go to: <http://library.tileofspain.com>



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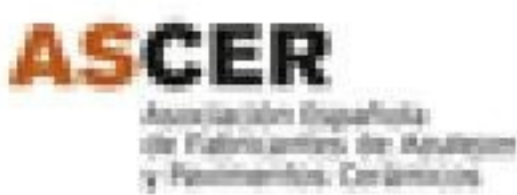
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BY JAVIER LÓPEZ BAUTISTA, THE WINNER
IN THE ARCHITECTURE CATEGORY.
PHOTOGRAPHY: OLEH KARDASH.

DELECTABLE TILE COLOR

Each year, Pantone chooses a color that embodies the spirit of that particular year. The “Color of the Year” for 2025 is Mocha Mousse, an earthy color evocative of scrumptious cocoa, chocolate or coffee, with homely associations and a sense of wellbeing.



OSET. Wall tiles: Pause Solid series - Pause collection.

In today's fast-paced world teeming with stimuli, growing attention is given to mindfulness and well-being. We are surrounded by endless distractions in life and, increasingly, we search for ways of disconnecting from the world as a means of reconnecting with it. In this context, the colors we choose for the walls and floors of our living spaces aspire to convey a mix of authenticity, tranquillity and natural beauty. The comforting, earthy hues of Mocha Mousse—the color of the year—and its shades transmit a sense of calm, belonging, and mindfulness.



Earthy shades inspire a greater sense of comfort and personal wellbeing.

Ceramic tiles—which are no more than clay transformed by fire—are directly associated with the color of the year and its many subtle hues, from the palest cream or vanilla-like tones through its range of stone and taupe shades to its darkest variations, such as differing shades of chocolate brown or coffee. These colors are not only aesthetically pleasing, but they also evoke deep, universal feelings related to the earth and to emotional comfort.





They connect us with nature and the earth and, at the same time, they also evoke everyday pleasures: the aroma of freshly brewed coffee, the taste of cocoa, or the warmth of an autumn afternoon. With their sophisticated earthy elegance, Mocha Mousse and its variations can be used alone or as a versatile base

to enhance the beauty of a wide choice of color palettes. They can be used in minimalist design projects or others with the emphasis on richer textures and more finer details.

This color spectrum is perfect for moments dedicated to introspection and getting away

from it all, guaranteeing visual warmth and sensory connotations directly associated with imagined aromas. It is no coincidence that a myriad of ceramic tiles can be found in these shades, suitable for all areas of the home, from kitchens and bathrooms to living rooms and transition areas.



MAYOR. Floor and step tiles: Cotto Boho series - Cotto collection.

Earthy shades inspire a greater sense of comfort and personal wellbeing.



EQUIPE CERÁMICAS. Wall tiles: Sabbia series-collection.



CERÁMICAS APARICI. Floor tiles: Chevron series-collection.



EL BARCO. Wall tiles: Aymara series-collection.

Ceramic tiles in earthy shades boost our sense of contact with nature. Trendsetting, neutral shades. A versatile color palette, perfect for creating chic, restful, modern settings.

Earthy shades can also be harmoniously matched with complementary color palettes in multiple ways and to sophisticated effect. One of the combinations that works best with earthy shades is floral tones since earthy pinks, mint greens, washed blues, lilacs and soft greys fit in perfectly with browns to create warm, restful, cozy spaces.

Elegant, relaxed settings can also be achieved by combining earthy hues with more soothing



AZTECA. Wall & floor tiles: 20x20 Kaleidoscope series-collection.



VIVES AZULEJOS Y GRES. Wall & floor tiles: Tandem series.



LA PLATERA. Wall & floor tiles: Caprice series-collection.



ones, such as beige, cream or taupe. These simple color combinations are the perfect base for any decorative style, including contemporary, rustic and Nordic design styles. In a world in which interiors seek to trigger

sensations of wellbeing and contact with the environment, earthy colors such as Mocha Mousse are not just a trendsetting option, but a brilliant functional, emotional and aesthetic choice ■



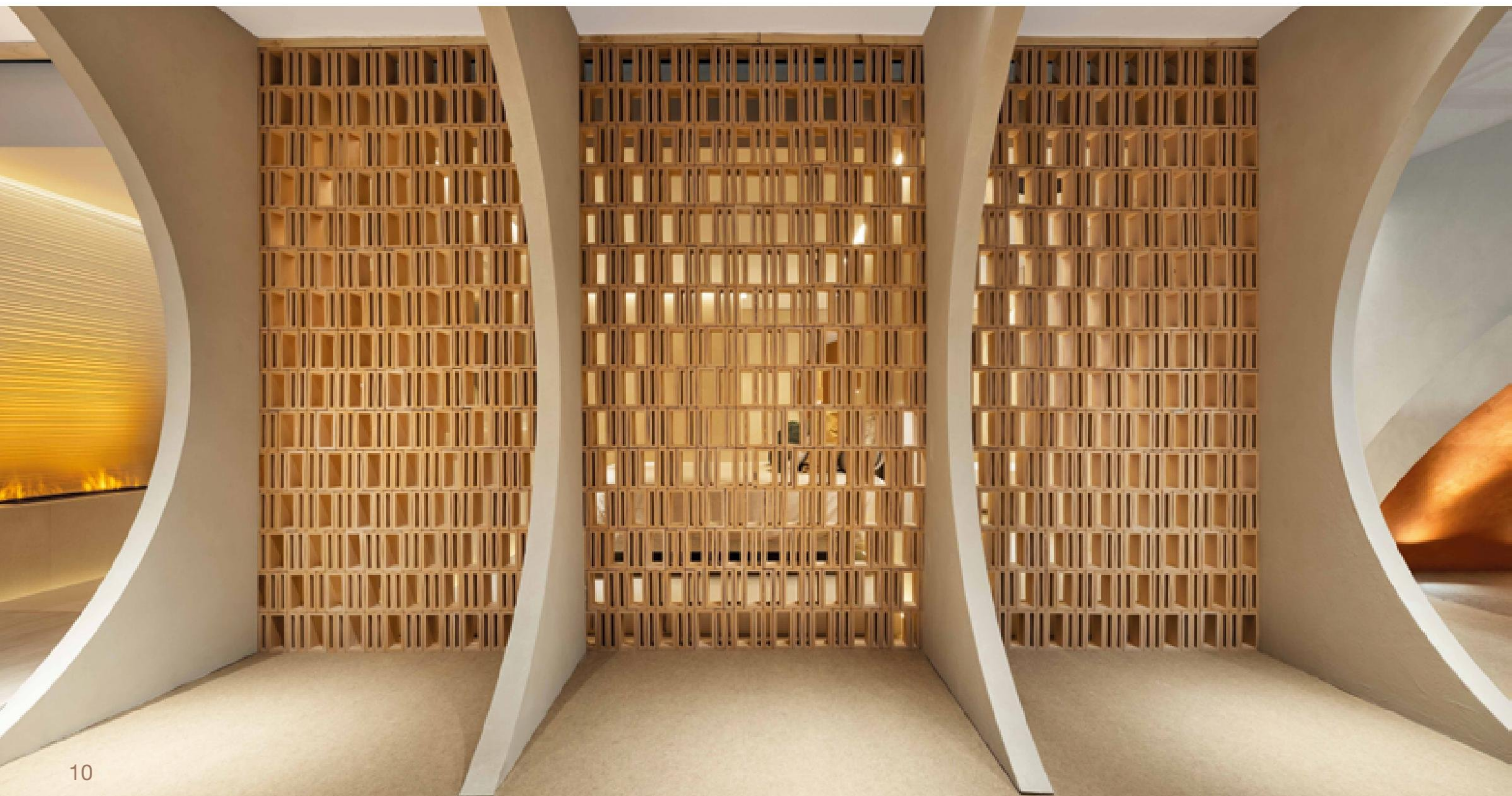
TAU CERÁMICA. Floor tiles: Iconik series - Sense collection.

AN IMMERSIVE CERAMIC EXPERIENCE HOTEL CEVISAMA



Photos courtesy of RUIZ VELAZQUEZ Architecture & Design Studio.

The last edition of CEVISAMA (Valencia, February 24th to 28th) featured an innovative installation entitled “Cevisama Hotel”, designed by Héctor Ruiz Velázquez studio. The installation paid tribute to the role of ceramic tiles in the contract market, combining modernity with a respect for nature and tradition.



Between February 24th and 28th 2025, thousands of visitors from Spain and abroad flocked for yet another year to CEVISAMA in Valencia, an event that counted on the participation of over 40 Tile of Spain companies. Throughout the week, as well as gaining a first-hand insight into all the latest products by the exhibitor companies, visitors could also embark on a sensory journey at “Cevisama Hotel”, an architectural space with a strong Mediterranean flavor where Spanish tiles played a starring role.

This over 800 m² installation recreated a Mediterranean hotel with a ground-breaking, people-oriented design and strong focus on sustainability. The project was created by Héctor Ruiz Velázquez studio, with the participation of over thirty leading tile, bathroom, building and home equipment specialists.

The installation displayed materials by 9 Tile of Spain brands, Cristacer, Decocer, Exagres, Gayafores, Keraben, Realonda, STN Cerámica, Undefasa - Solid + and Vives.

“Cevisama Hotel” was designed to convey the idea of a visionary architectural retreat, reinterpreting a modern hotel where ceramic tiles were used to play a key role in linking its indoor and outdoor spaces as a meeting point for guests to the hotel and visitors from the surrounding area.

The hotel lobby seamlessly connected the passageway leading to the hotel rooms to the swimming pool and spa area, aided by the ceramic floor tiles, which ensured the same shared identity.

In the hotel rooms, ceramic materials were combined with those used for the furnishings or interior design to create a harmonious sensory experience. The Essence suite had a restful, pleasant atmosphere, achieved through a blend of shapes and textures, while the skin of the ceramic materials naturally regulated the temperature, providing dual benefits for guests and for the environment.



Light from the fireplace reflected on the subtle relief pattern of the wall tiles, lending them volume and depth.

Sensu was a suite named after Japanese fabric folding fans. It was inspired by traditional Japanese architecture, with fabric panels similar to sliding shoji so that each space could be customized to suit its occupier's preferences.

Because the same design was chosen for the walls and floor of the bathroom, a global look was achieved while still marking out its different spaces.

“Cevisama Hotel” stood out for its innovative design, emphasis on sustainability, and skilful integration of natural materials, highlighting the key role of ceramic materials in modern hotel design ■

TILE OF SPAIN AT CEVISAMA:

Exhibitor companies, a digital catalog, a visit for the international trade press

As part of the promotional activities for CEVISAMA, with the support of ICEX España Exportación e Inversiones, ASCER created an interactive digital catalog of the exhibitor companies at this edition, together with their main new products and accompanying photos and videos. The catalog is available on Tile of Spain's promotional website, and it offers a swift, up-to-date insight into the Spanish tile products on show at the event.

Once again, a visit was also organized for 100 journalists and materials specifiers from 24 different countries. During their stay, they were able to gain a first-hand vision of leading products by Tile of Spain companies, hence raising a better international awareness of the industry.

THE WINNERS OF THE 23RD TILE OF SPAIN AWARDS

The jury of the Tile of Spain Awards, presided over by well-known architect Rafael de La-Hoz and also made up of José González Gallegos (Aranguren+Gallegos), Jonathan Arnabat and Jordi Ayala-Bril (Arquitectura-G), Susana Babiloni (chairwoman of the Castellón Architects' Association) and David Quesada (editor-in-chief of Arquitectura y Diseño), singled out projects distinguishable for their outstanding, innovative use of Spanish ceramic tiles. The awards are divided into the architecture, interior design, and Master's thesis project categories.

Since its creation in 2001, the Tile of Spain Awards for Architecture and Interior Design have forged a reputation in the world of architecture in Spain and abroad, singling out projects for their ground-breaking use of Spanish ceramic tiles.

At the 23rd edition of the awards, sponsored by the Valencia Port Authority, Torrecid and PwC España, first prizes in the architecture and in-

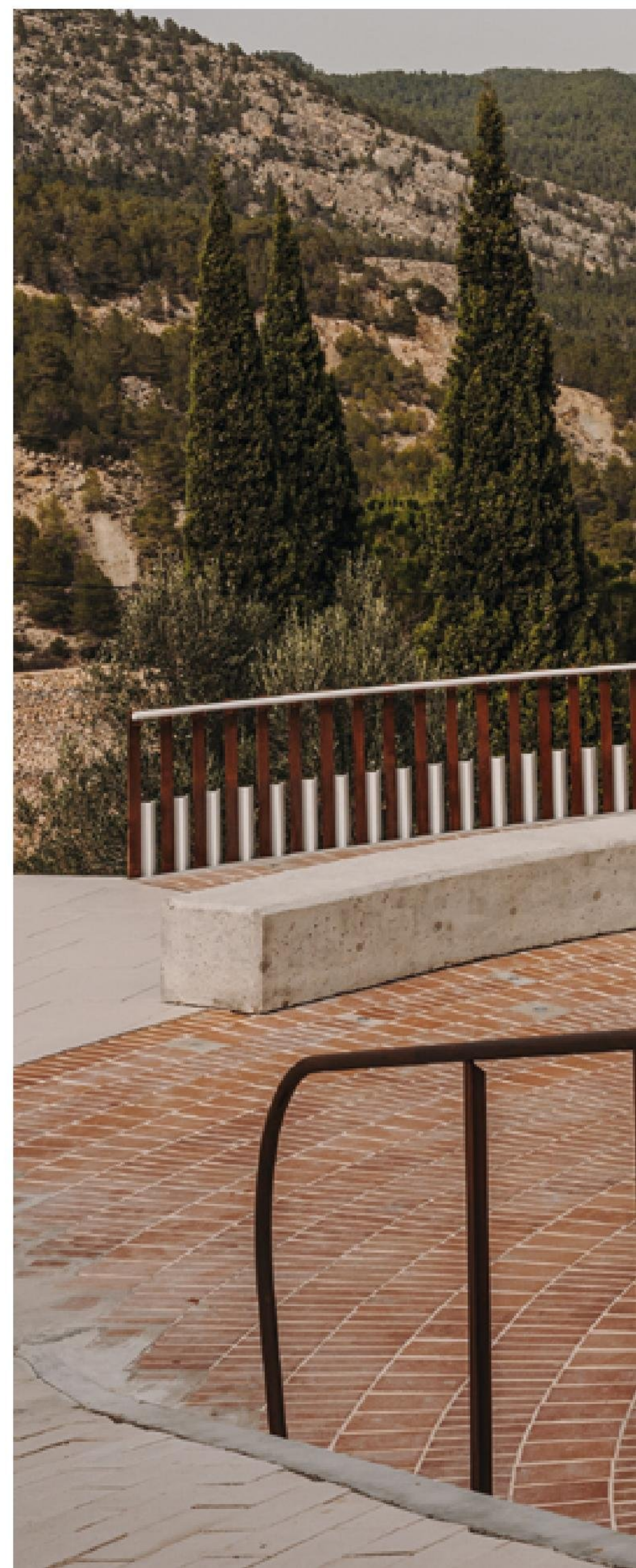
terior design categories were awarded with monetary prizes of €15,000 each, while €5,000 was awarded in the Master's thesis project category, aimed at architecture students.

THE AWARD FOR ARCHITECTURE

The jury reached a unanimous decision to award the first prize to the project "A Circular Viewpoint" by Javier López Bautista. This is



The award ceremony of the 23rd edition was held at ASCER's international press conference, which took place at CEVISMA.



a lookout point in Puebla de Arenoso, in Castellón, on land that was once a threshing floor, with striking views of the dam of the Mijares River.

The jury praised how ceramic materials had been used to create more direct links with the backdrop, helping human beings to commune with the earth that sustains us. Through the layout of the material, the notion of a panoramic vantage point was achieved, encouraging people to turn their eyes outward onto the landscape.



“A Circular Viewpoint” by Javier López Bautista, the winner in the architecture category. Photography: Oleh Kardash.



THE AWARD FOR INTERIOR DESIGN

The first prize in the interior design category went to “Hill House”, a project by studioNO-LET. The project involved the meticulous refurbishment of a detached home in Sant Feliu de Guixols, where reddish-colored flooring was used as an expressive central feature of the design project.

The jury highlighted the expressive geometrical and chromatic interplay that was used as a means of avoiding uniformity. Ceramic materials were not only used to clad surfaces, but also to create certain fixed furnishings.

THE AWARD FOR A MASTER'S THESIS PROJECT

The award in the Master's thesis project category went to the project “A Post-Extractivist Retreat. A Spa and Leisure Centre in Sierra de la Culebra” by Álvaro Pozo Pérez, a student from CEU San Pablo University in Madrid.

The jury praised the expressive use of tiles, used like scales, to resolve very complex geometries in a project that takes sustainability into account by re-using agricultural and fisheries waste as a source of energy for a modern concept of leisure and wellbeing.

In addition to the winning projects, some finalists were named and several special mentions were awarded for projects that used different types of ceramic materials in varying ways, demonstrating their versatility and rich expressive potential in architecture and interior design. They included projects as broad ranging as ones for façades, homes, museums and catering facilities, all outstanding for their innovative approach to the use of ceramic materials.

The jury awarded two special mentions in the main categories and one in the category for architecture students.

The details of the next edition of the Tile of Spain Awards will be announced soon and they will be published on the official website: www.premiosceramica.com. The deadline for the submission of entries is October 2025.

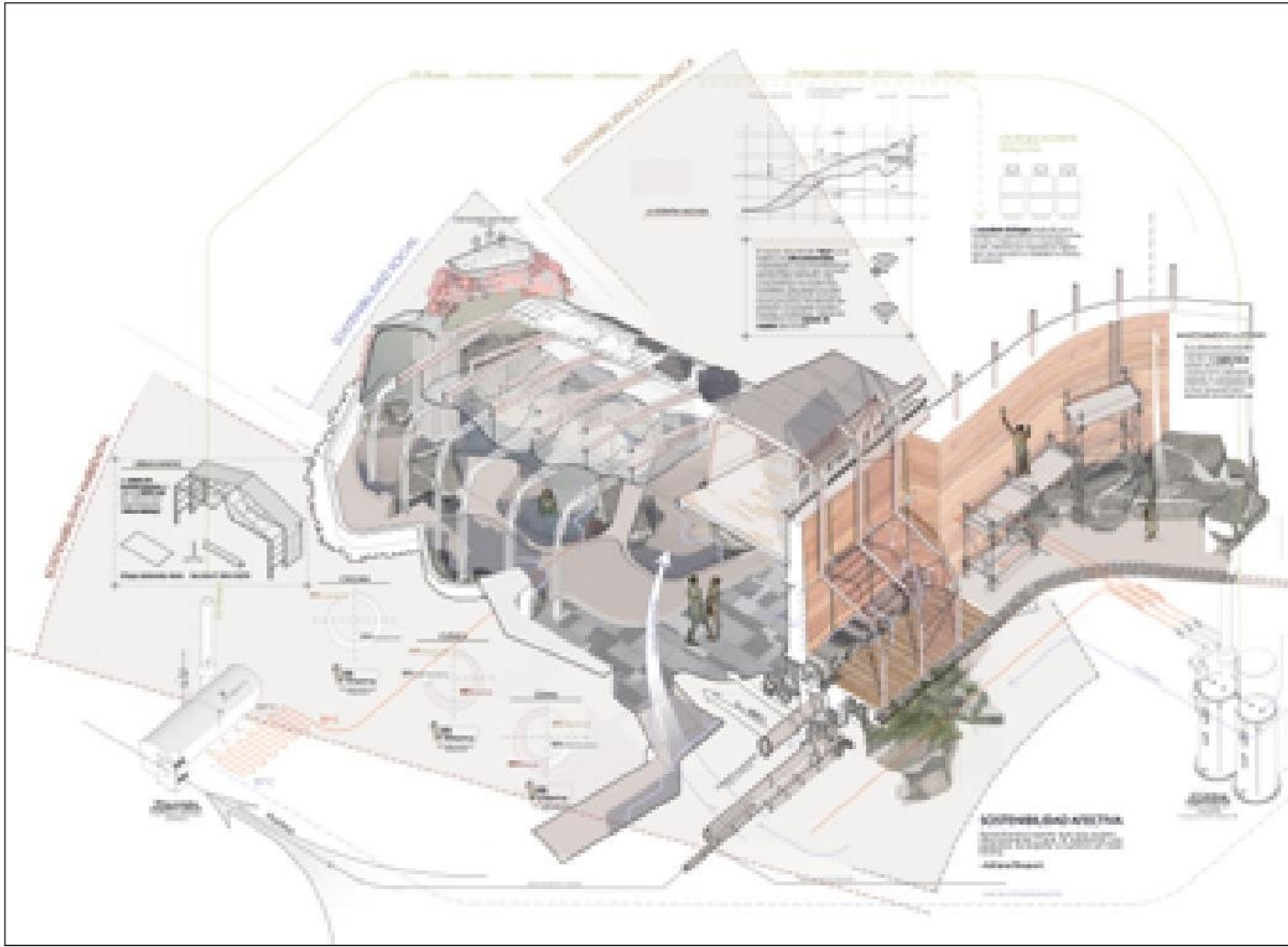
The Tile of Spain Awards receive the support of the Valencia Regional Ministry for Finance as part of an agreement with ASCER ■



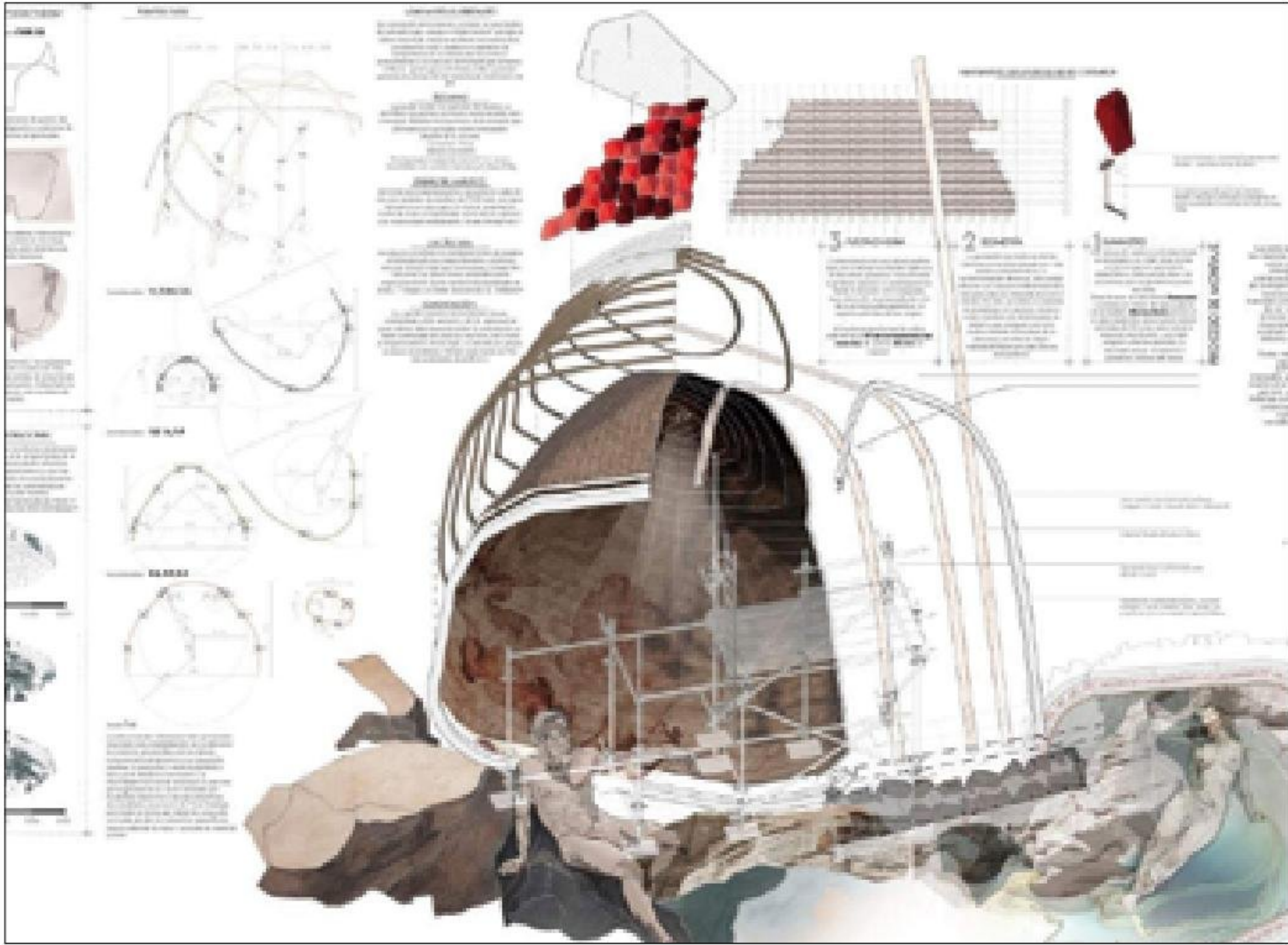
The jury singled out projects in which Tile of Spain floor tiles played a starring role, infusing the project with character in addition to functionality.



“Hill House” by studioNOLET, the winner in the interior design category. Photography: Raúl Sánchez Esteban.



“A Post-Extractivist Retreat. A leisure and spa centre in Sierra de la Culebra” by Álvaro Pozo Pérez from CEU San Pablo University in Madrid, the winner of the award in the Master’s thesis project category.



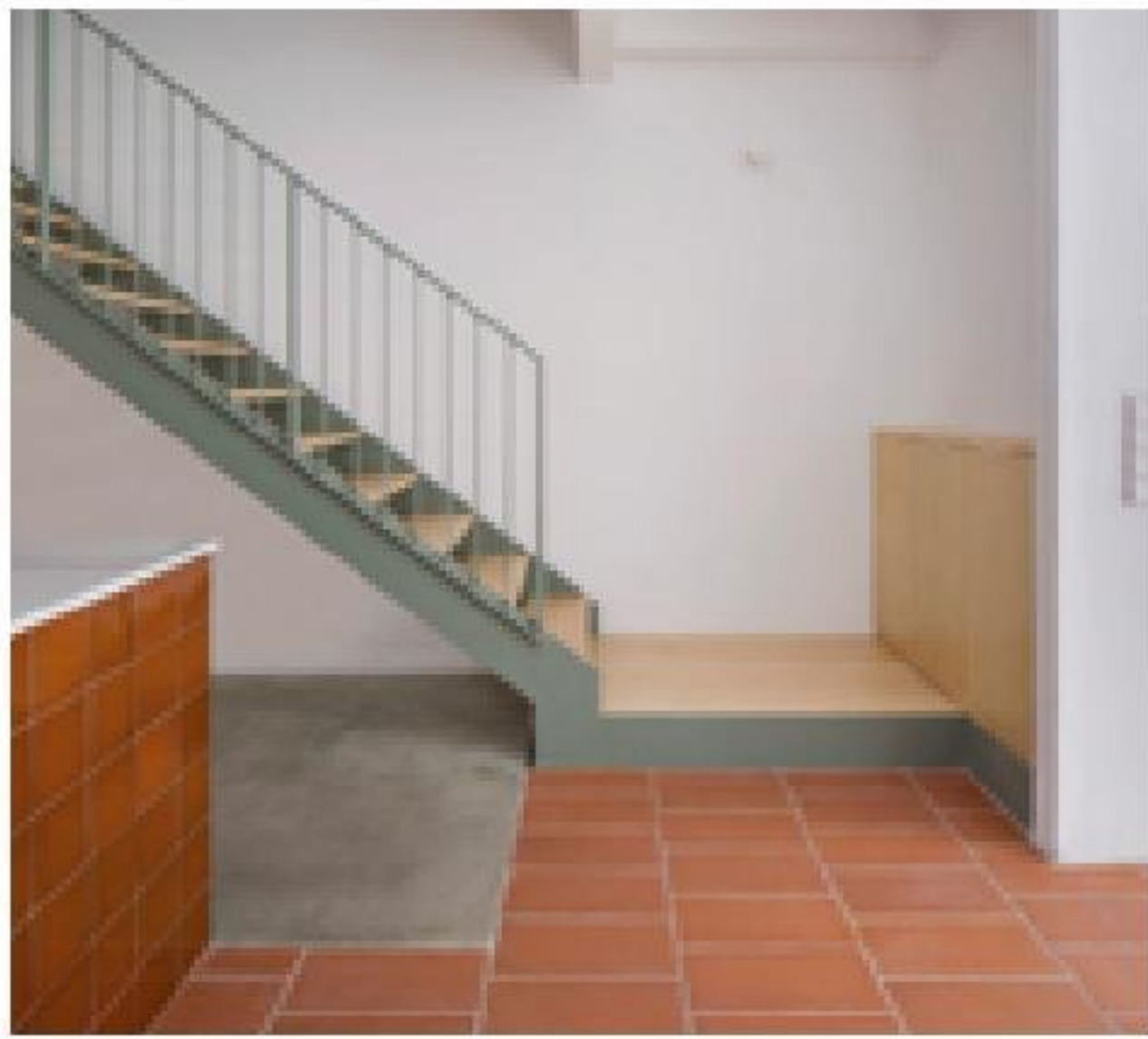
Special mention in the architecture category:
“Dosmurs House” by Mesura Arquitectura.
Photography: Maxime Delvaux.



Special mention in the architecture category:
“Yellow Brick Road” by La Errería. Photography:
Oleh Kardash.



Special mention in the interior design category:
“A Home in Guardamar del Segura” by Bernardo
Cerrato Hernández. Photography: Milena Villalba.



Special mention in the interior design category:
“Home 9/3” by CAVAA Arquitectes. Photography:
Del Río Bani.



The jury of the 23rd edition of the Tile of Spain Awards: José González Gallegos, Jordi Ayala-Bril, Rafael de La-Hoz, David Quesada, Susana Babiloni and Jonathan Arnabat.

The jury awarded two special mentions in the main categories and one in the category for architecture students.



Special mention in the Master’s thesis project category: “A Sensory Refuge” by Tais Gianella Guevara Lima, CEU San Pablo University, Madrid.

THE LIGHT IN THE DARKNESS

During Milan Design Week, the capital of Lombardy became the world epicenter of design. As well as the Salone del Mobile (the Milan Furniture Fair), over 1,100 events and installations transform the city, with ground-breaking ideas that all form part of the well-known Fuorisalone. For the third consecutive year, Tile of Spain took part, with an ephemeral installation at La Statale University. The installation 'The Light in the Darkness' by Valencia studio Viruta Lab, used light and materials to pay tribute to the volunteers who helped in the Valencia municipalities affected by the catastrophe of October 29th, 2024.

"The light in the darkness" © Viruta Lab.



From April 6th to 12th 2025, Milan once again united top international names from the design world. For yet another year, Tile of Spain was present at the exhibition space of INTERNI magazine at La Statale University, one stop-off not to be missed at Fuorisalone.

The installation *The Light in the Darkness* by Viruta Lab interpreted the slogan of this edition, Cre-Action (creativity + action) from a deeply human viewpoint: the action of rescuing, saving and rebuilding. The installation gave tangible form to the light that spontaneously emerged in the midst of the gloom that prevailed that tragic day.

This rectangular 10x1.9 meter structure, which visitors could enter, was set around 18 sculpture-like totems, made up of superimposed volumes clad in tiles by different brands represented by Tile of Spain: Apavisa, Arcana, Azteca, Cevica, Colorker, Cristacer, Decocer, Dune, El Barco, Gayafores, Natuc-er, Pamesa, ITT, Tau, Undefasa, Venux, Vives and Wow. In the center of the display, accompanying the totems, stood a photo of the disaster entitled Dana Valencia ONG Olvidados by Alfonso Calza.

At nightfall, when the rest of the cloister was plunged into darkness, the installation remained alive thanks to the reflection of light on the tile-clad walls.

Earthy shade prevailed in the colors of the ceramic tiles, reminiscent of the clay and mud that covered the affected municipalities. The totems, in the style of human-sized candle holders, cast their light onto a reflective base reminiscent of a sheet of water, sparking off interplay between light and shade which accentuated the atmosphere of hope and seclusion. This reinterpretation of ceramic tiles is a new way of exhibiting tile products, lending them meaning through a variety of sizes, textures and colors.

To mark Tile of Spain's participation in Fuorisalone, a mobile-first digital catalog was designed, accessible on the promotional website of tileofspain.com, with information about the participating companies and products on show.



"The light in the darkness" © Viruta Lab.



"The light in the darkness" © Viruta Lab.

The totems stood on a reflective base evocative of a sheet of water, a feature of many of the installations at this edition, given water's essential role in human life and its importance as a natural resource currently under threat due to climate change. On this surface, the tile-clad totems acted as a support for the candles and the light they cast. As the sun set and darkness enveloped the cloister of La Statale, the in-

stallation continued to be visible, thanks to the light reflected on the tile-clad walls.

Throughout the week, the Milan Furniture Fair and Fuorisalone received thousands of visits by members of the public and professionals from the worlds of interior design, and architecture, making this the top international event for the design sector.

At this leading world design event, *The Light in the Darkness* was not just a form of artistic expression, but also a tribute to solidarity and to design's transformative capacity. The installation highlighted the potential of Spanish ceramic tiles to recapture past moments and emotions and to symbolize reconstruction ■

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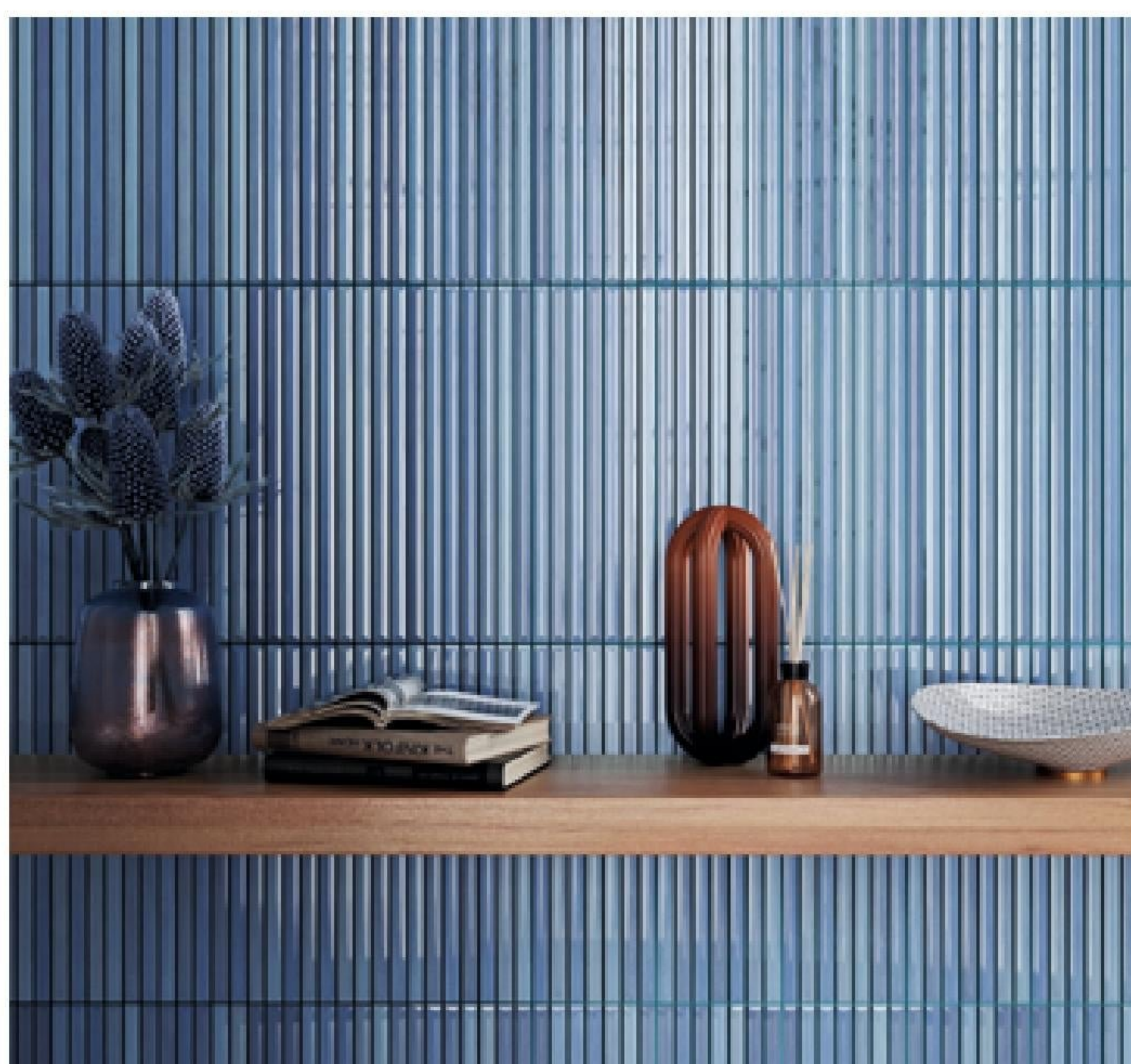
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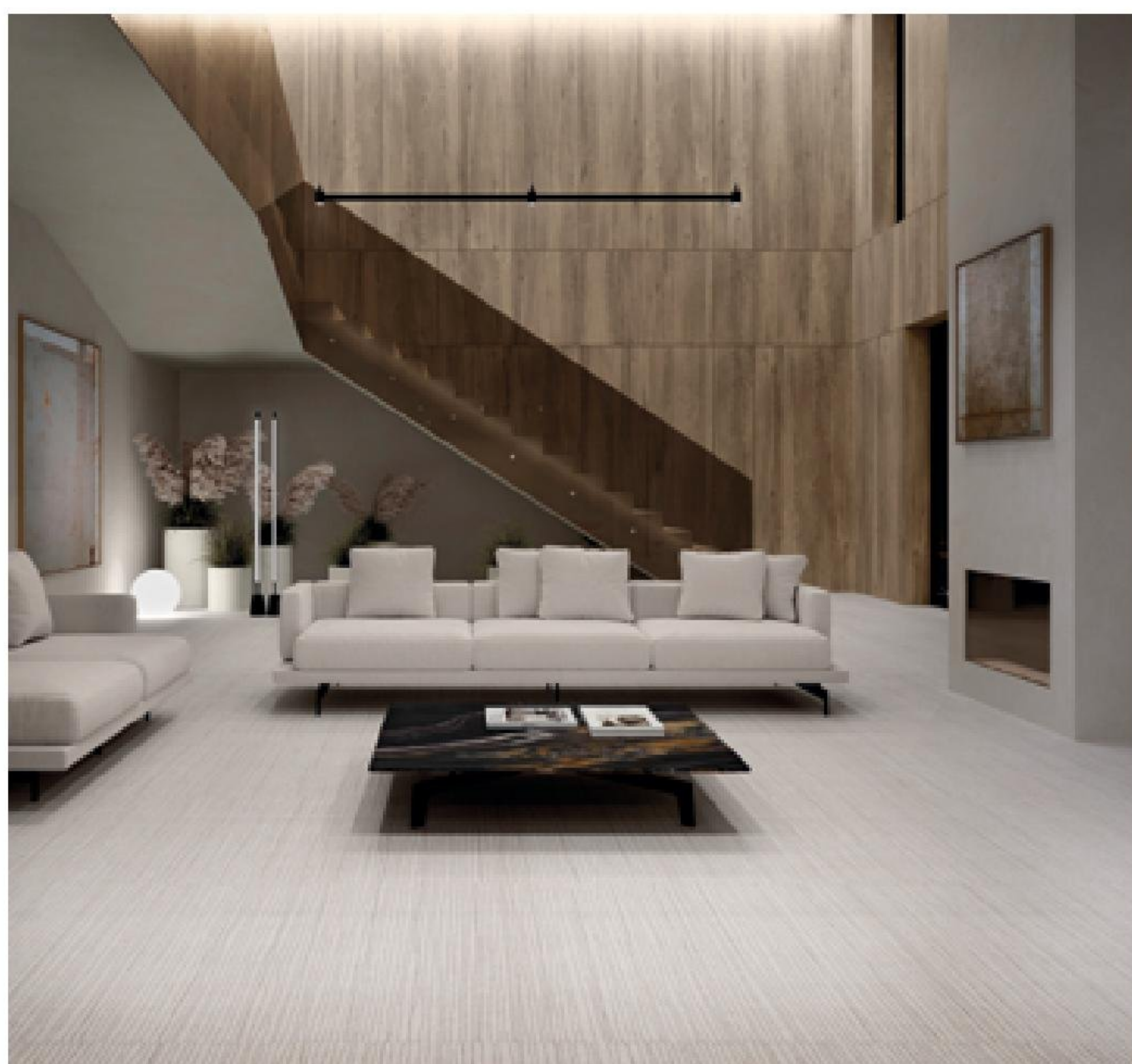
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TILE OF SPAIN NEWS

THE PROMOTION OF TILE OF SPAIN IN THE UK

Spanish tiles account for the highest share of tile sales in the UK. Each year, Tile of Spain organizes a comprehensive program of promotional activities aimed at this market.

In early February, representatives of 14 Tile of Spain companies took part in the Surface Design Show in London. The informative stand featured displays of products by Adex, Azteca Cerámica, Apavisa Porcelánico, Cevica, Arcana Cerámica, Cristacer, Decocer, Gayafores, Dune Cerámica, El Barco, Realonda, Undefasa and Vives. The activity was organized by ASCER and ICEX España Exportación e Inversiones with the collaboration of the Spanish Trade Bureau in London.



In May, coinciding with the prize-awarding ceremony of The Tile Association (the association of British distributors), the Tiling Show was organized, which is the only event in the UK focused solely on the ceramic tile sector and related products. A group of 12 companies, members of ASCER took part in the show and subsequent event. ASCER works closely with the Tile Association in activities to promote Spanish tiles in the British market, including training activities, visits to Spain etc. ■

HIGH PARTICIPATION IN COVERINGS



A total of 55 member companies of ASCER took part in Coverings, the USA's main coverings fair held in Orlando (Florida), at the Official Spanish Pavilion organized by ICEX and with the collaboration of ASCER and the Trade Commission of Spain in Miami. During the week, a series of activities were programmed, including educational forums, activities with the trade press, recordings of podcasts and interactive design sessions. Among the distinctions awarded at the event, mention must be made of the Best In Show, given to the best designed stands, with awards being received by WOW and Venux, together with the CID Awards, which single out projects for their use of stone and tiles. In this case, two special prizes were awarded to two projects that featured Spanish tiles: "The Children's Museum of the National Museum of South Korea" by Office Ou and Junglim Architecture in the international category, and "Casa Tur" by OOIO Arquitectura in the home tile design category ■

SPANISH TILE TRAINING IN HAMBURG AND BRUSSELS



Tile of Spain organized two seminar-exhibitions in Europe, aimed at raising better awareness of the innovation and versatility of its products among professionals. The first was held in May in Hamburg in collaboration with ICEX and the Düsseldorf Trade Bureau where, in addition to an exhibition of products by nine companies at Handwerkskammer Hamburg, a presentation was given by Patricia Holler, co-founder of the studio Checa Woid. The companies taking part in the product exhibition were Adex, Apavisa Porcelánico, Azuvi Ceramics, Cevica, Decocer, Dune Cerámica, Porcelanosa, Rocersa and STN Cerámica.

In June, in collaboration with IVACE and the Brussels Trade Bureau, a training session for architects was organized at the head office of EM-BUILD, the Belgium construction association. 10 Spanish tile brands were present at the event: Arcana Cerámica, Argenta Cerámica, Azteca, Decoer, Dune Cerámica, Exagres, Grespania, ITT Ceramic, STN Cerámica, and TAU Cerámica ■

TILE OF SPAIN RETURNS TO MAISON&OBJET



Tile of Spain made its debut at the January edition of MAISON&OBJET, the architecture and home design fair in Paris. The informative stand featured products with a strong design appeal by 14 Spanish tile brands: Arcana, Azteca, Cerámica Elias, Cevica, Cristacer, Decocer, El Barco, Estudio Cerámico, Gayafores, Grespania, Mainzu, TAU, Togama and Vives. This activity formed part of the Internationalization Plan jointly developed by ASCER and ICEX España Exportación e Inversiones, and it counted with the collaboration of the Spanish Trade Bureau in Paris ■

#SOMOSCERÁMICADEESPAÑA #WEARETILEOFSPAIN

Did you know that there are over 100 wall and floor tile manufacturing companies in Spain, which distribute their goods to 185 countries? We have started a campaign on our social networks to present all the brands under the Tile of Spain name. We urge you to follow the campaign with the #weareTileofSpain #somosCerámica de España hashtag.



FOLLOW US ON OUR SOCIAL NETWORKS

If you want to keep up to date with the latest trends and designs in Spanish tiles, follow us on our Instagram pages at:

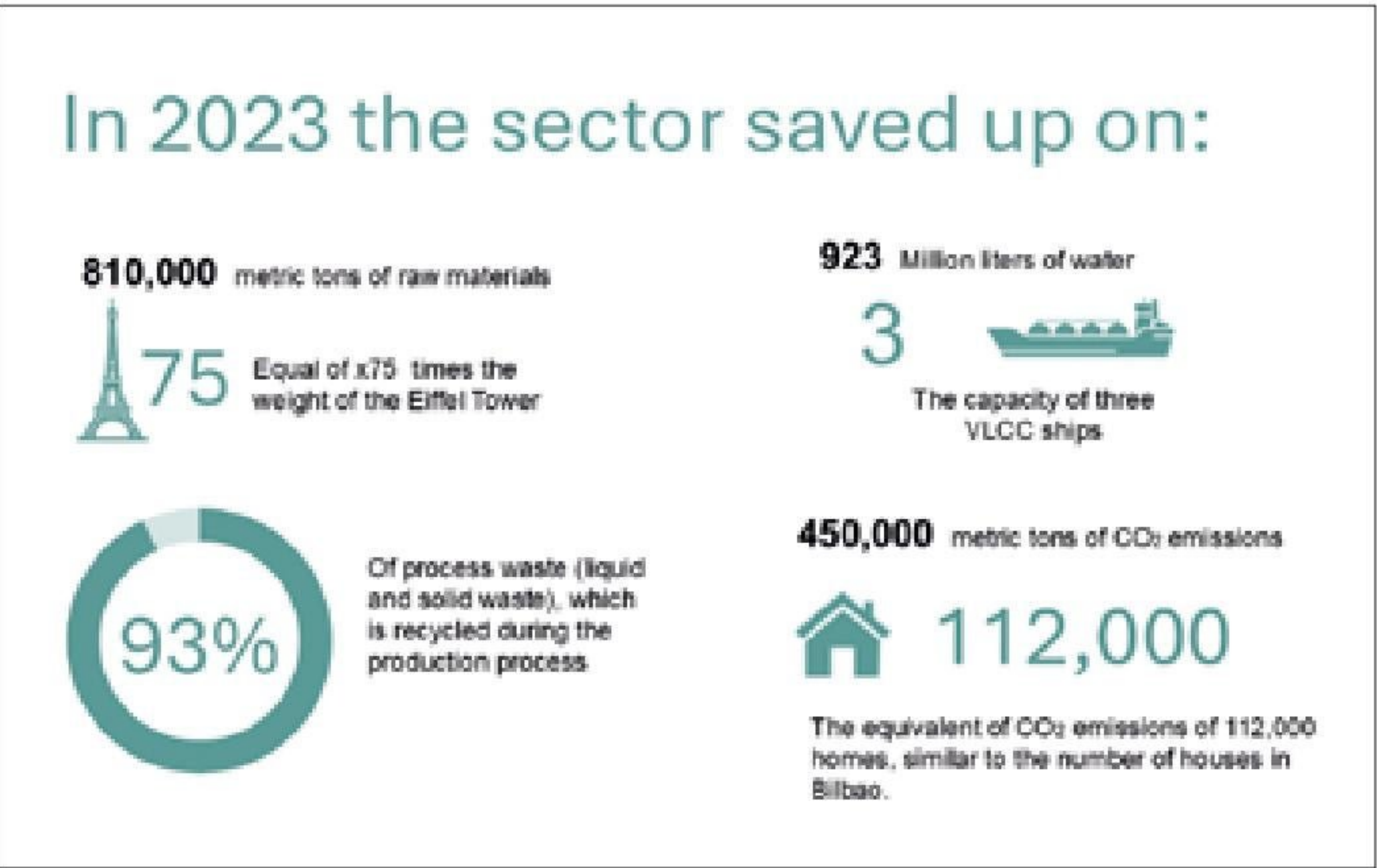
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ENVIRONMENTAL CARE: A GUIDING LIGHT FOR THE SPANISH TILE INDUSTRY



As “The Secret Ingredient” campaign says, ceramic tiles are essentially earth, water, air and fire. This is a universal, timeless formula. In Europe, however, an invisible secret ingredient is also incorporated that sets us apart from all the rest: respect. The Spanish tile manufacturing sector has deep local ties and it is aware of the impact it makes on the environment. That is why the industry is so strongly committed to efficient management of resources and optimal use of raw materials, and it strives to minimize the environmental footprint of its manufacturing activities.

In a recent study by ASCER and the Institute for Ceramic Technology, it was found that the Spanish tile industry produces practically no waste, recycling 93% of the solid and liquid waste from the process. Hence, in 2023, it managed to make savings of 810,000 tons of raw materials, 923 million litres of water, and 450,000 tons of CO₂ ■

WE PROVIDE THE SECRET INGREDIENT

WANT TO DISCOVER IT?



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AND FIND OUT!**

