

- Tile of Spain -

ceramic

Discover the city



ASCER

(Spanish Ceramic Tile
Manufacturers' Association)

Rda. Circunvalación, 186
12003 Castellón de la Plana
(Castellón) - SPAIN

+34 964 72 72 00

global@ascer.es

www.tileofspain.com

DESIGN AND LAYOUT:
www.levitacreatividad.es



Alaplana Cerámica



Halcon Cerámicas



Cristacer

Tile of Spain

ASCER

Tile of Spain is the umbrella brand that represents over 100 Spanish wall and floor tile manufacturers. It is a worldwide guarantee of the highest standards in quality and innovation. Its main aim is to promote and support Spanish tile manufacturers and the tile sector as a whole, gaining worldwide recognition for the quality, innovation and design appeal of Tile of Spain products.

ASCER is a business association that represents virtually all Spanish tile manufacturers. The tile sector, an industry with long traditions in Spain, is concentrated in the Castellón area, close to the Mediterranean sea, where it forms a cluster or industrial ecosystem that acts as a driving force in research, innovation and the development of products that spearhead the sector worldwide.



See the companies
represented by Tile of Spain



The manufacturing process

Spanish tiles are sustainable materials, thanks to their **intrinsic characteristics and to the manufacturing process**. The raw materials used to make ceramic tiles come from the **earth** (clays). When these clays interact with **water** and **fire** in the kiln, a **natural product with high-performance properties** is achieved. During the production process, Spanish manufacturers ensure rigorous compliance with **quality and environmental requirements for European manufacturers and related social commitments**.

In recent years, Spanish tiles have undergone amazing advances in all respects. **Investment in R&D&I** by the industry has led to the development of high-tech, high-quality products.



Types of ceramic tiles

Spanish ceramic wall and floor tiles meet three basic needs: **aesthetic** requirements, since they are combined with other finishes in design projects; **technical** requirements, because they withstand the passage of time without deteriorating; and **functional** criteria, because they are hygienic, they withstand traffic, and they are frost resistant, non-combustible and unaffected by atmospheric agents. Furthermore, thanks to investment in **R&D&I by Spanish manufacturers, new finishes with anti-bacterial or photo-voltaic properties** are being developed.

When tiles are chosen, it is important to bear in mind **the place where they will be laid**, their required **resistance and the traffic** they will be **subject to**. This will determine the **type, format and thickness** of the tiles, which ranges from 3 mm to 20 mm.

Ceramic tiles are classified according to their **water absorption**.

Porcelain tiles: Ceramic tiles fired at very high temperatures, with a water absorption of <0.5%

Stoneware tiles: Glazed ceramic tiles with a low-to-medium water absorption of 3-6%

Wall tiles: Glazed tiles with a water absorption of >10%

Terracotta tiles: Unglazed tiles with a water absorption of >10%

Spanish ceramic tiles are produced by **pressing** them or through **extrusion**. They can be **glazed** or **unglazed**. As for their size, Spanish tiles can range from small mosaic chips, normally produced on a mesh backing, to three-metre-long slabs.

When it comes to the **formats and finishes** of the tiles, the Spanish tile sector has forged an international reputation for its **high degree** of innovation, **broad range** of products, and emphasis on **design**.



Values and benefits

Thanks to their potential to meet circular economy criteria and to reduce negative environmental impacts, **Spanish tiles fall in line with European and national goals.**

Through **ongoing investment in R&D&I by Spanish tile companies, the properties and characteristics of ceramic tiles have been maximized**, opening up new possible applications.

SUSTAINABILITY | Ceramic tiles are made using just three basic elements from nature: earth or clay, water and fire.

Because they are resistant to the passage of time, they can have highly **sustainable lifecycles**. By using ceramic tiles on façades (in ventilated façade systems) and rooftops, the energy efficiency of buildings can be improved.

RESISTANCE AND DURABILITY | Their high durability is endorsed by their **resistance to sharp temperature changes, moisture**, and **chemical and biological agents** and by their hardness. That is why they are such a popular choice on façades and for public spaces, shopping centres, pedestrian promenades and streets.

Tiles must be laid correctly in order to guarantee the durability of tiled surfaces. It is vital for this work to be done by **skilled tile layers** who guarantee **good tile-laying practices**.

SAFETY | Ceramic tiles are **inert materials** and they **do not pollute the environment** as time passes. They are also **non-combustible**, they **do not give off smoke or fumes** in contact with fire, they **do not burn** or melt, and they are one of the few materials that **do not release any substance harmful** to human life or to the environment when in direct contact with flames. Because ceramic tiles are inert, impervious materials, they **prevent damp** and the spread of germs and fungus.

ULTRA-HYGIENIC | Ceramic tiles stand out for their easy-to-clean surface and their **capacity to prevent dirt and pollution** of any kind. Because they **do not conduct electricity**, tiled surfaces **do not build up static electricity from dust**.

EASY TO CARE FOR | Ceramic tiles **do not need any special care after they are laid**. They stand out for their **easy-to-clean** surface and their capacity to prevent dirt and pollution of any kind.



Technical information

During the production process, Spanish manufacturers ensure rigorous compliance with **quality and environmental requirements for European manufacturers and related social commitments**.

The **Spanish tile sector** has been introducing **innovative technological improvements to its production processes** in order to continue reducing greenhouse gas emissions so as to meet the established targets by 2050. Its aim is also to optimize processes and the design of products in order to minimize the consumption of raw materials.

Furthermore, through a **lifecycle approach**, Spanish tile manufacturers have been working for years on sustainability and the circular economy. They are capable of **re-using** practically all the **waste generated** during the production process.

Tile of Spain manufacturers ensure **efficient consumption** of water resources so as to minimize **water** consumption per square metre of manufactured tiles, and all water is re-used, hence ensuring **zero wastewater discharges**.

The **Spanish tile industry** was one of the **pioneers** in the **development** of a **European sectoral EDP**. This was developed using a representative sample of Spanish tiles. What is more, Spanish tile manufacturers have also developed EPDs for their own products.

Tile of Spain manufacturing process



In this collection, made up of **5 catalogues**, **Spanish tiles are presented from different perspectives** in order to offer a full vision of **Tile of Spain** products.

The aim is to show why **Spanish tiles are an environmentally friendly option** and to highlight the characteristics that make them such **highly versatile, functional coverings whatever the setting**, whether they are used in homes, urban spaces or architectural projects.

By getting to know Spanish tiles, you will be able to **live life in the home** to the full, consciously **enjoy** experiences, **discover** other cities, and **plan** your design projects in an optimum way.

See the digital version of this collection at:
www.tileofspain.com



THE COLLECTION

Tile of Spain

- 1. GET TO KNOW** the material
- 2. LIVE LIFE IN YOUR HOME** to the full
- 3. MAKE THE MOST** of moments
- 4. DISCOVER** the city
- 5. BRING** your ideas to life







DISCOVER

the city

In today's scenario of **climate change**, by exploring new approaches to life, innovative new ways of working toward a **more mindful, more sustainable future** can be developed. Reflecting on the impact we make is a useful tool in **remodelling the spaces that surround us**.

We live in our homes, but we also socialize in the streets. In cities and towns, there are buildings and public spaces that bring us into contact with a **more open, freer way of life**. We are increasingly aware of the importance of **creating eco- and use-friendly spaces** so that our cities and natural surroundings can be enjoyed for many years to come. Sustainable materials **play a key role in the transformation**

of urban spaces. Tile of Spain products are a prime example, helping to promote a **responsible, more conscious approach to building**. The end goal is not just environmental sustainability, but healthier, safer places for people by reducing toxic substances and fostering greater energy savings.

Because **Spanish tiles** are highly sustainable products—due to their multiple intrinsic characteristics (including their natural origin) and also to their high quality and manufacturing process—, they are **environmentally and user friendly**. All this makes them the perfect choice in the construction of buildings and urban spaces.



BOULEVARDS AND SQUARES

Spanish tiles are resistant and long-lasting. They are able to withstand pedestrian and wheeled traffic and adverse weather conditions. Because they are easy to care for, they are just the right solution for outdoor spaces subject to frequent use. **Extra-thick** ceramic tiles can withstand heavier loads and they can be laid **adhesive free, directly on top of lawns, gravel and sand.** Thanks to the versatility of Tile of Spain products, public spaces can be given an attractive appearance and a touch of originality and lasting colour, even after years of continued sunlight and adverse weather conditions.

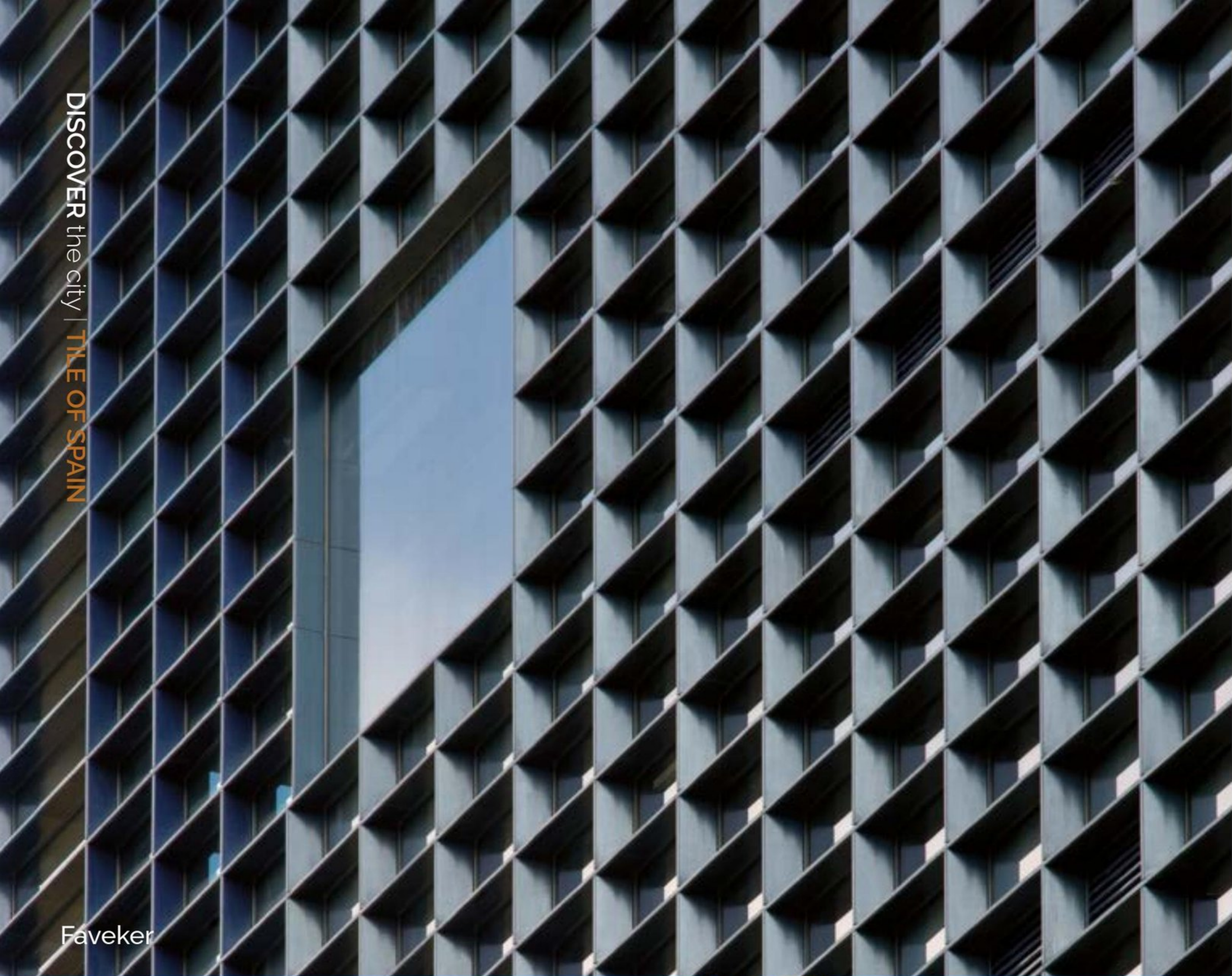




Navarti Cerámica

Thanks to the versatility of Tile of Spain products, public spaces can be given an attractive appearance





DISCOVER the city | **THE OF SPAIN**

Faveker



16 Grupo Cosentino-Dekton



Tempio

FAÇADES

The façades of buildings need to be clad in materials able to **withstand adverse weather conditions and solar radiation**, without any change in their appearance over the years. Tile of Spain guarantees wide-ranging visual potential, allowing for the creation of **eye-catching customized façades** that further enhance the building's architectural image. A ventilated façade is a building system that is popular with architects and builders due to its high quality standards, aesthetic possibilities, and the undeniable benefits of the **thermal and sound insulation** that it provides.





Gayafores

HOMES

Efficient homes and buildings, and cosy indoor and outdoor areas that invite you to enjoy nature... Spanish tiles are perfect for all areas of the home, helping to **maximize people's wellbeing.**



Dual Gres



Argenta

Homes that foster a sense of wellbeing.



EDUCATION CENTRES

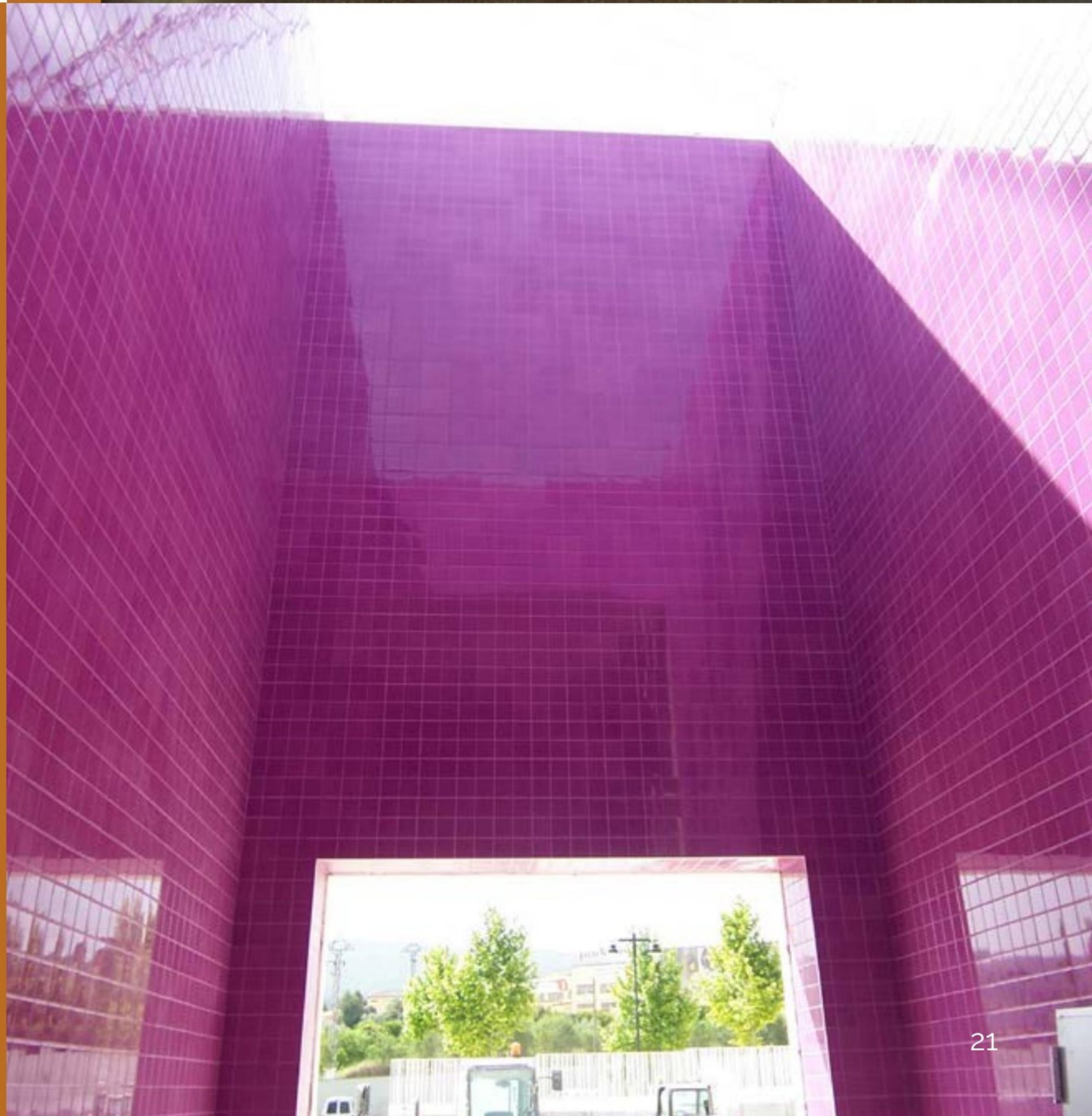
Among the multiple characteristics of **Spanish tiles**, special mention must be made of their **safety and durability**. They are hypoallergenic; they do not retain dirt, fungus or bacteria; and they are **easy to clean and care for**—fundamental requirements for education centres. **They do not burn and neither do they contain plastic**, and so they do not release harmful substances. Safety is all important in the case of children.



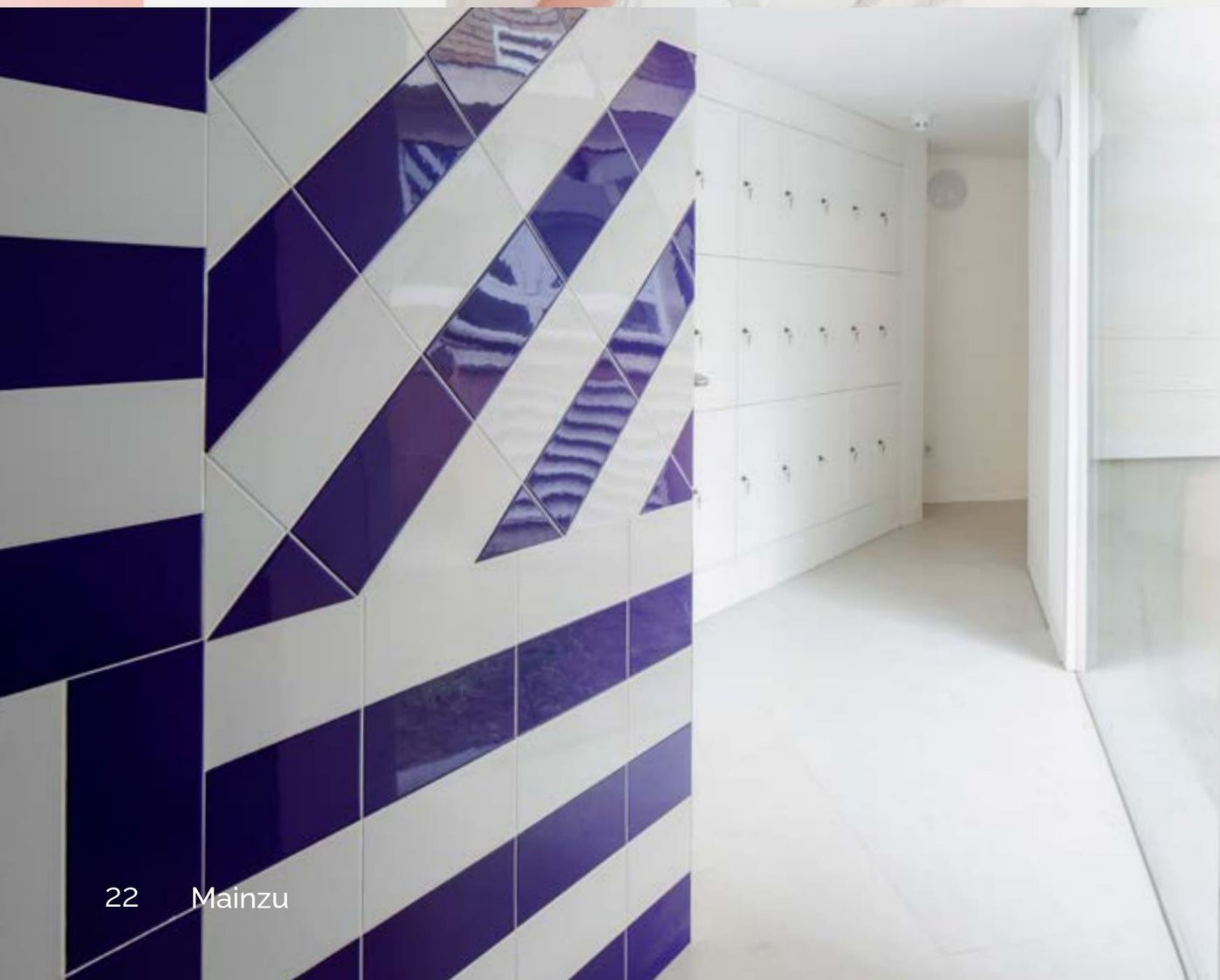
Cerámicas Aparici



Cerámica Vilar Àlvaro



Techlam®





HOSPITALS AND HEALTH CENTRES

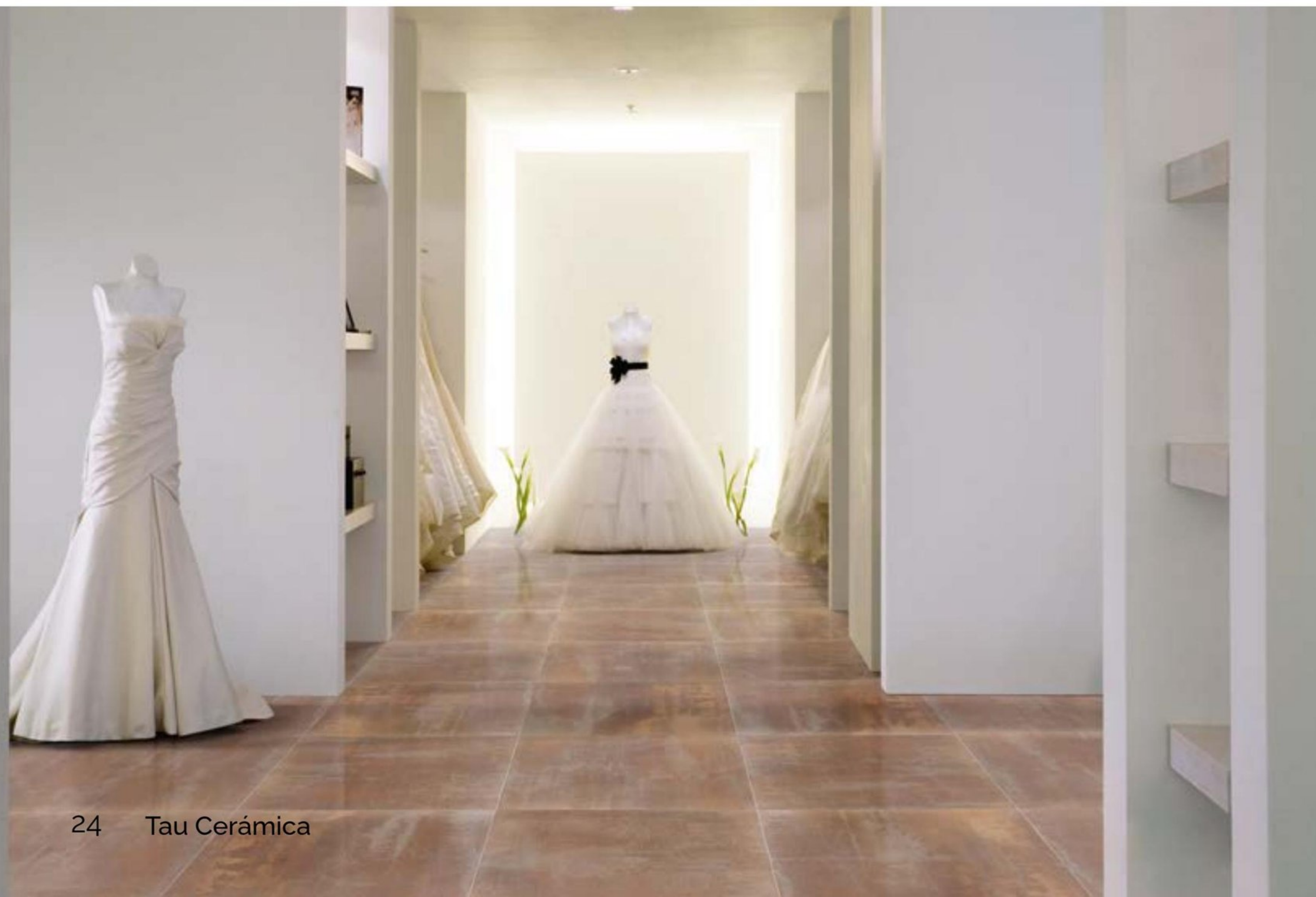
Because ceramic tiles are highly resistant to corrosion, they are perfect for surfaces that are regularly disinfected or sterilized in hospitals and health centres. Since they have a smooth, non-porous surface, it is easier to clean the tiles and to remove pollutant substances. Tile of Spain products ensure **clean, safe environments** that safeguard the lives of patients and medical staff.

SHOPS AND STORES

When Tile of Spain products are used to design settings, they offer **broad design potential and room for customization**, as well as **durability, resistance** and a guaranteed long life in places subject to high traffic. The only limit is the imagination.



Neolith



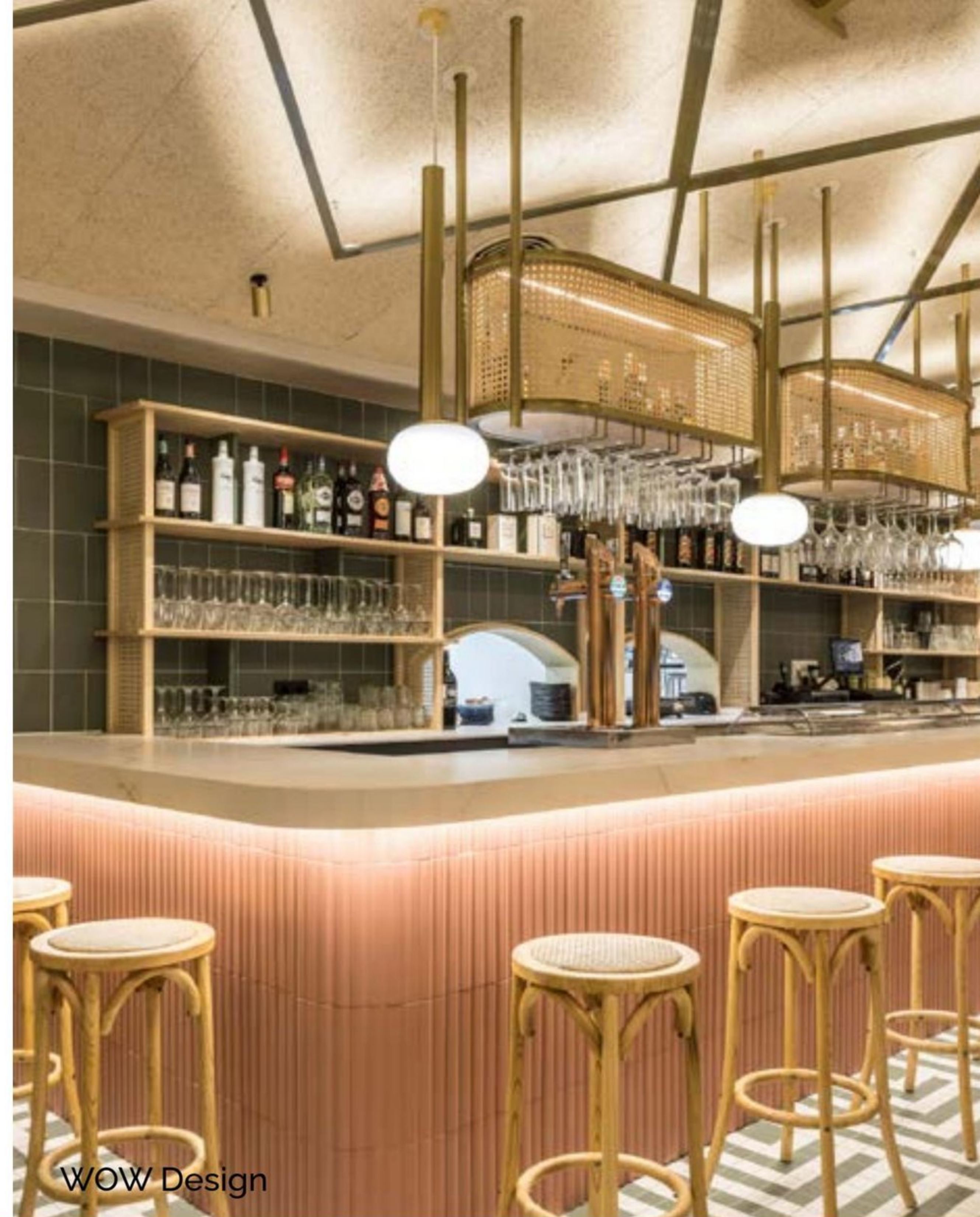


Emotion Ceramics

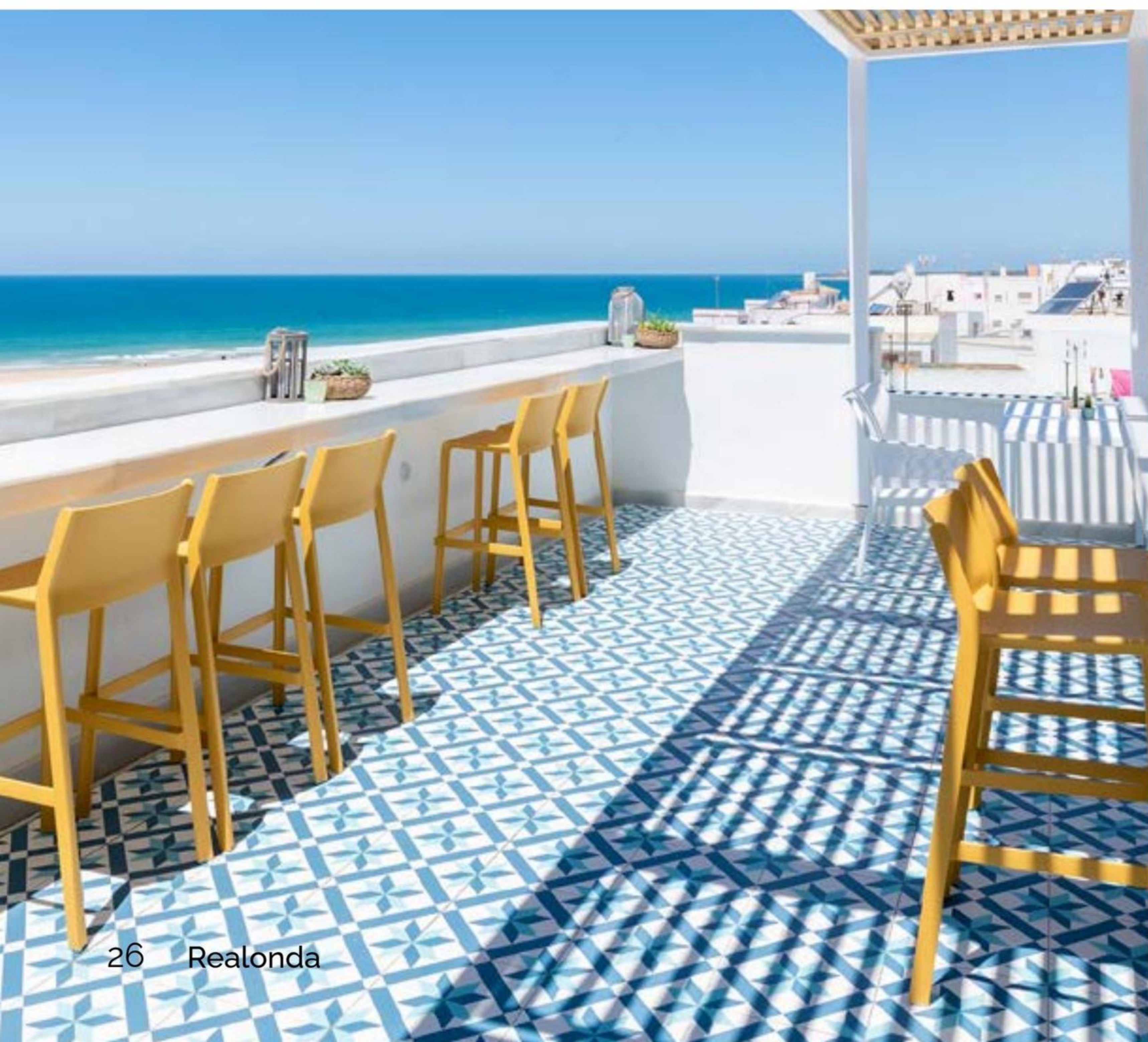


*The only limit
is the imagination.*

*Unique settings that unite
fine dining with eye-catching
design appeal*



WOW Design





Peronda



Apavisa

BARS AND RESTAURANTS

Unique settings for unparalleled cuisine. Tile of Spain products can be used to design settings that **customers long to revisit time and time again**. They guarantee **safety and cleanliness** able to meet the standards of the most prestigious culinary figures, opening up **design potential** that all architects and designers love to work with.

HOTELS

Tile of Spain is synonymous with **elegance and sophistication**, two prime factors in hotel design. Thanks to the **versatility** of ceramic tiles and their high resistance to wear and tear, they are the perfect design tool in the creation of settings conspicuous for their **excellence**.



Rocersa





Cevica



STN Cerámica



Keraben



(AB) Azulejos Benadresa

OFFICES AND INDUSTRIAL PREMISES

Tile of Spain products are suitable for places where chemical or corrosive substances are used, and they are **resistant to wear and tear and abrasion**. Hence, they are **ideal for surfaces subject to constant friction**. It is important to remember that they are **fireproof**: they can withstand high temperatures and they prevent the spread of fire, contributing to improved safety.



Inalco



CULTURAL CENTRES, CHURCHES AND MONUMENTS

With Tile of Spain products, **decorative patterns and ornamentation** can be reproduced with full **precision**, allowing for the restoration of damaged originals. They also withstand adverse weather and the passage of time, contributing to the long-term **conservation and protection** of historical monuments.



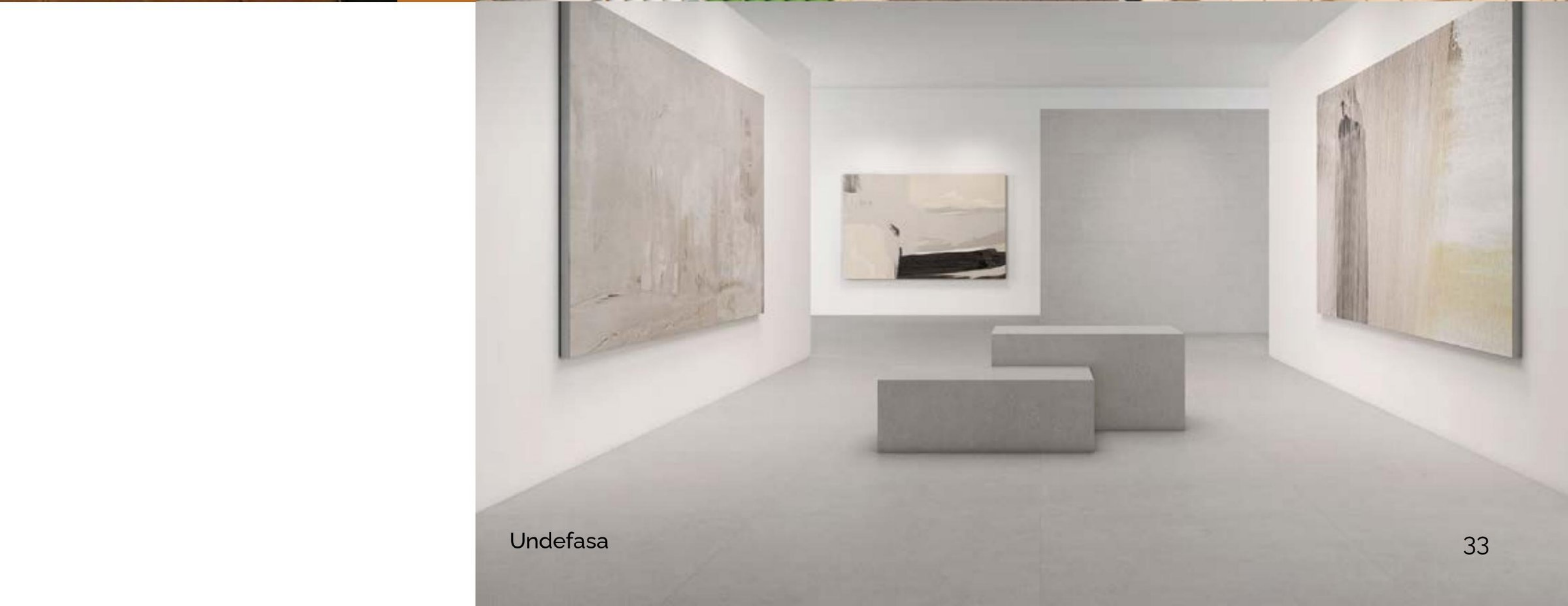
Cerámica Elías





DISCOVER the city | TILE OF SPAIN

Gres Aragón



Undefasa

Designers and architects hold ceramic tiles in very high regard, thanks to their versatility and beauty. Although ceramic is one of the oldest materials in the world, it continues to impress people with its potential and the **capacity for experimentation** that it offers. This is why ceramic tiles are such a **favourite for creative professionals.** **For Tile of Spain**, architecture is a creative discipline that ranges from big structures to finer details in interior, decorative and furniture design. In all cases, Spanish tiles are the perfect ally.

Spanish tiles have forged an **international reputation** for their high degree of **innovation**, their wide choice of alternatives, and **high design appeal**. They have a language all of their own, able to spark off **dialogue with designers.** Spanish manufacturers have innovated and evolved, producing **endless types of tiles**, from wall tiles and stoneware tiles to high-performance porcelain ones.

This versatility is evident in all the projects entered in the **Tile of Spain Awards** organized annually by ASCER. The purpose of the awards is to single out **projects in the field of architecture and interior design** for their **noteworthy use** of Spanish wall and floor tiles.



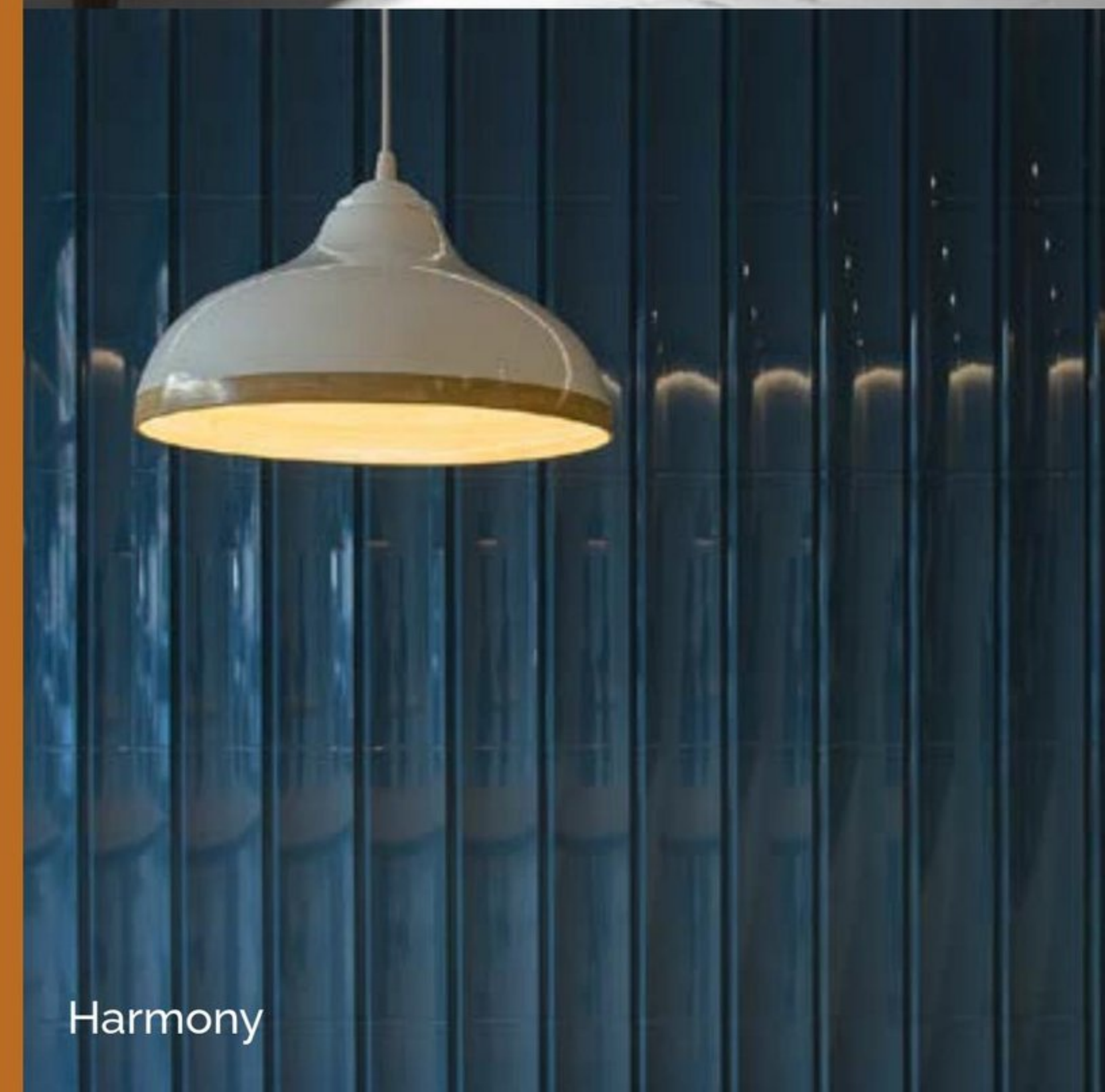
www.tileofspainawards.com



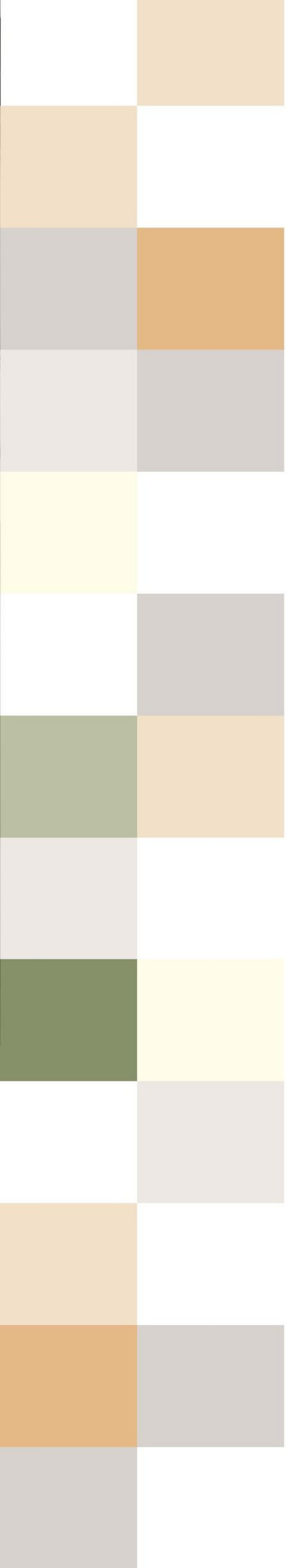
Ceracasa



Living Ceramics



Harmony

A decorative vertical strip on the left side of the page, composed of a grid of squares in various shades of beige, tan, grey, and olive green.

*"Cities have the capability
of providing something for
everybody, only because and
only when they are created
by everybody"*

Jane Jacobs



ASCER

(Spanish Ceramic Tile Manufacturers' Association)

Rda. Circunvalación, 186 - 12003 Castellón de la Plana (Castellón) - SPAIN

+34 964 72 72 00 | global@asceres

www.tileofspain.com