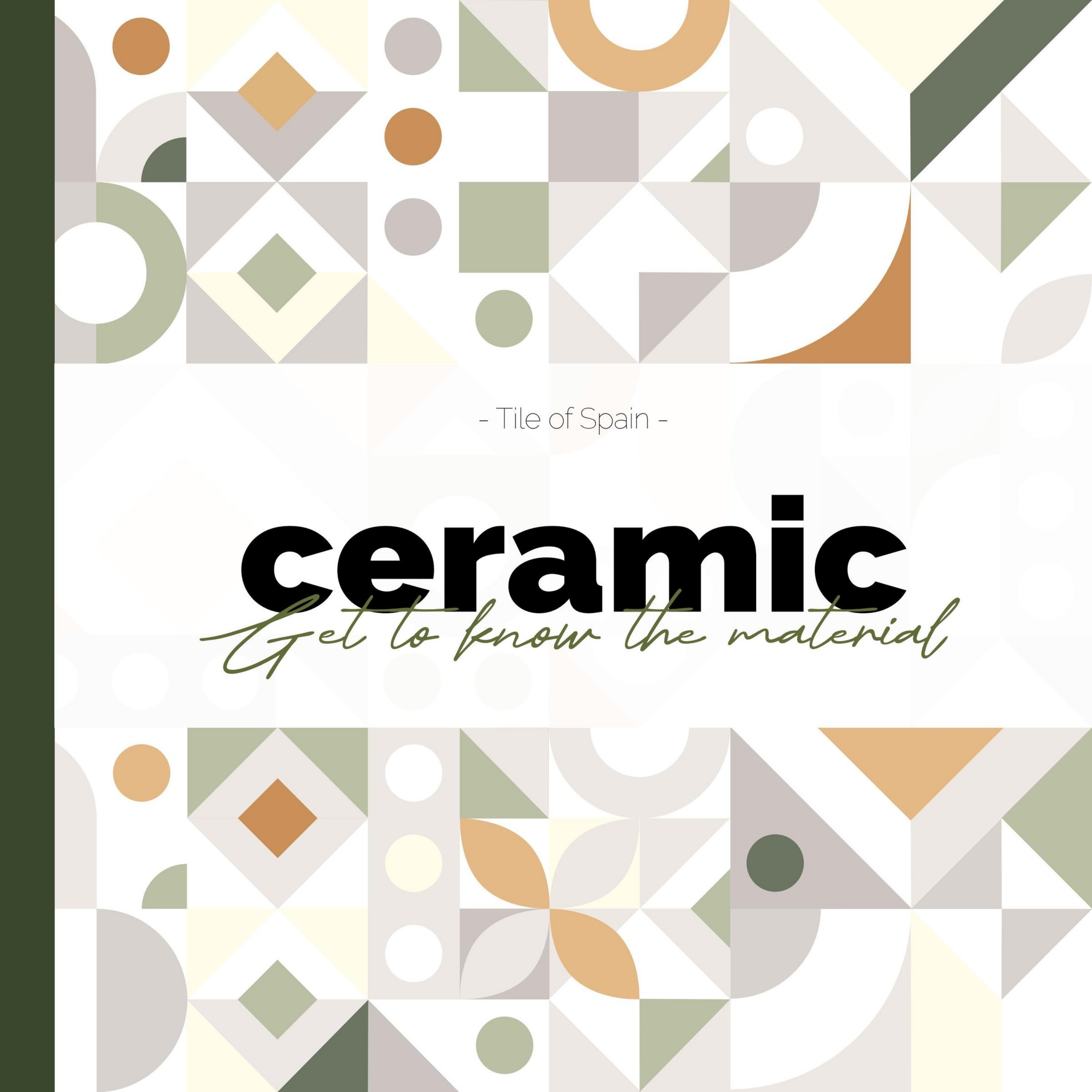


The background is a complex, abstract geometric pattern. It features a grid of squares, each containing different geometric shapes like circles, triangles, and polygons in various colors including orange, green, grey, and yellow. The pattern is dense and covers the entire page.

- Tile of Spain -

ceramic

Get to know the material



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



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**.



SDG and the manufacturing process

Spanish tiles **fall in line with the sustainable development goals (SDG)** established by the **UN in Agenda 2030**, thanks to their potential to fit in with circular economy criteria and to reduce negative environmental impacts. They are made of **100% natural raw materials that abound in nature**; new products contain a percentage of **recycled content**; they are designed to be **long-lasting**; they are **easy to care** for, requiring very few chemical products or energy; and they can be **recycled** at the end of their useful life.

This is confirmed in the **Environmental and Circular Analysis of Spanish Ceramic Tiles**, which the sector conducted in order to gather proven data on aspects such as the impact of ceramic tiles on **indoor air quality** and their carbon cycle and **lifecycle analysis**, in addition to pinpointing Tile of Spain's contribution to sustainable building programmes and product certification programmes.

Through **ongoing investment into R&D&I by Spanish tile companies**, the properties and characteristics of ceramic tiles have been maximized, such as their environmental sustainability, energy efficiency, comfort, durability and hygiene, opening up new possible applications.





Porcelanite Dos



ASCER | TILE OF SPAIN

Cristacer

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









GET TO NOW

the material

Choosing **Spanish tiles** means opting for **long-lasting materials**, with an estimated useful life of 50 years. This means that, if they are replaced, it will be for other reasons, hence helping to foster **responsible consumption**. Furthermore, the products offered by **Tile of Spain companies** stand out for their endless different looks, **broad-ranging formats and applications**, and their **high performance**.

Thanks to the Spanish tile industry's constant bid to **innovate** and its quest for **sustainability**, **Tile of Spain** has forged a leading reputation in the world of **green building** and in **architecture and design**, with a huge capacity to bring functionality, long-lasting resistance and eye-catching beauty to different spaces.



SUSTAINABILITY

Spanish ceramic tiles are made using all four elements: earth (clay and minerals), air, water and fire. Due to their capacity to withstand the passage of time, the use stage of their lifecycle is a highly sustainable one. The **Spanish tile production process is a highly efficient one**, minimizing the consumption of materials and contributing to the circular economy, for instance through zero wastewater discharges.



Always the same as the very first day



Favaker



Arklam

ENERGY EFFICIENCY AND REFURBISHMENT WORK

Spanish tiles are one of the best solutions for **ventilated façades**: they are resistant, long-lasting and they conserve their original appearance. Ceramic tiles help to reduce thermal bridges, contributing to energy savings and reducing the need for heating or air conditioning. In this way, they **improve the global performance of buildings**.

Saloni



Apavisa

RESISTANCE

Their resistance to sharp **temperature changes, damp** and **chemical and biological agents**, and their hardness all guarantee a long life. That is why they are such a popular choice on façades and in public spaces, shopping centres, pedestrian boulevards and streets.



Gres Aragón



Platera

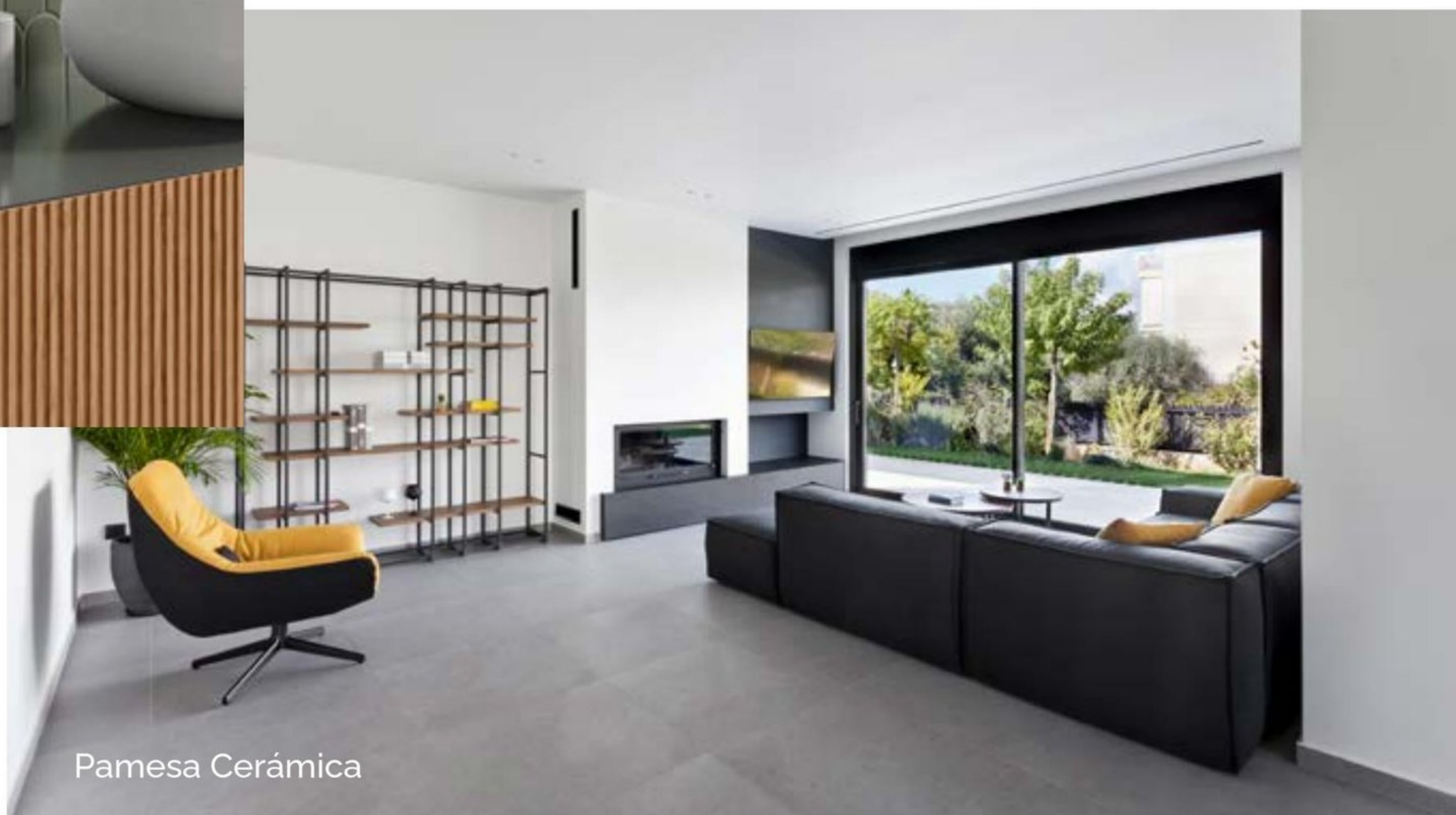
A lifecycle of over 50 years

DURABILITY

They are so long-lasting that if they are replaced, it is not due to wear or tear or to their deterioration but for other reasons, such as plans to revamp a space. The lifecycle of Spanish tiles is estimated to be **over 50 years**.



Decocer



Pamesa Cerámica

Indoor air quality

HEALTH AND SAFETY

Covering materials in homes have a big impact on the quality of indoor air since they can release substances that are toxic for living beings (VOCs). Spanish tiles are **inert materials**. Because they **do not release VOCs**, they do not pollute the environment over the course of time. This characteristic can be improved on through one of the additional anti-bacterial treatments offered by different Spanish manufacturers.

FIREPROOF

Spanish tiles are **non-combustible**, they do not release 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 that is harmful to human** life or to the environment, even when in direct contact with flames.



Neolith



Museum Surfaces

HYGIENE

Ceramic tiles stand out for their **easy-to-clean** surface and their capacity to prevent dirt and pollution of any kind. This leads to savings for consumers and it reduces the risk of environmental pollution. Ceramic tiles **do not conduct electricity** and so they do not build up static electricity from dust.

Because they are **inert, impervious materials**, they prevent damp and the spread of germs and fungus.



(AB) Azulejos Benadresa



El Barco

EASY TO CARE FOR

Ceramic tiles **do not need any kind of special care** after they have been laid. They stand out as being easy to clean—with just water and soap detergent and for their capacity to help prevent dirt and any kind of pollution.



Swift and easy to clean

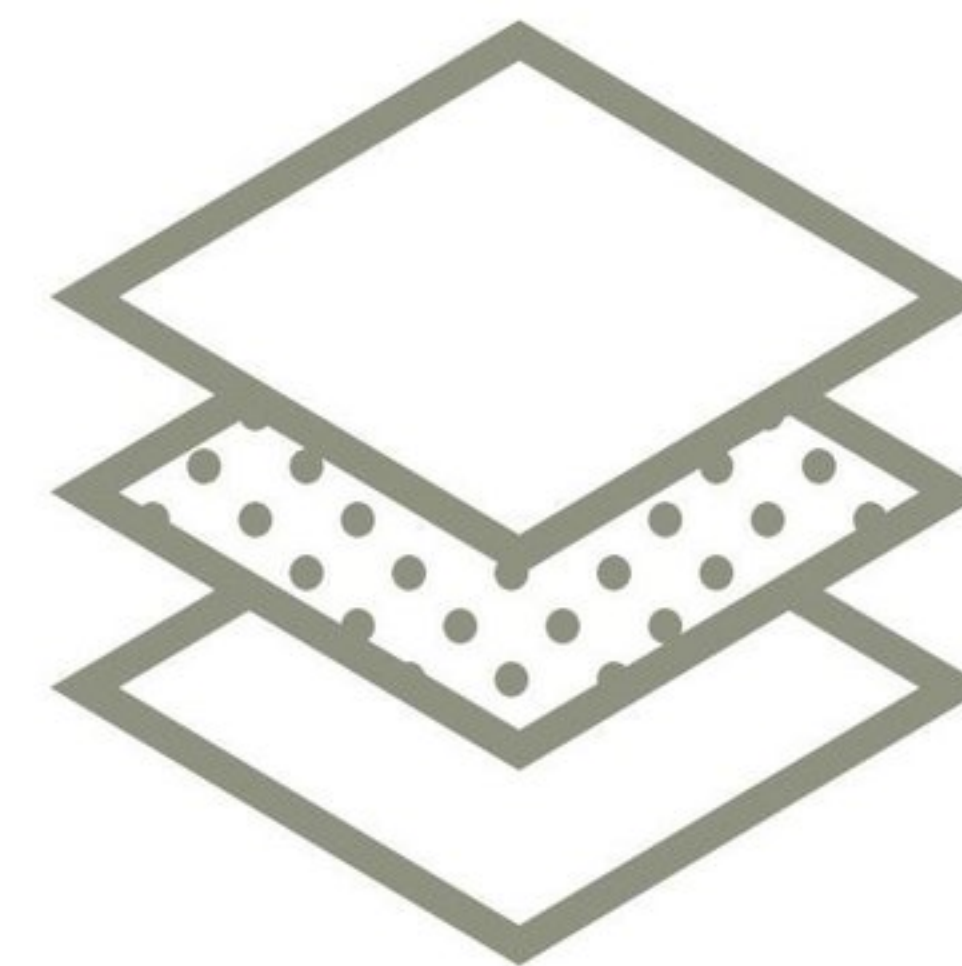


STABILITY

A well-laid tiled floor is stable, reducing the risk of tripping. The installation process is also a fundamental factor in the durability of a tiled surface. Tiled floors must be laid by **skilled tile-laying professionals** who guarantee good tile practices.



Estudio Cerámico



Fanal

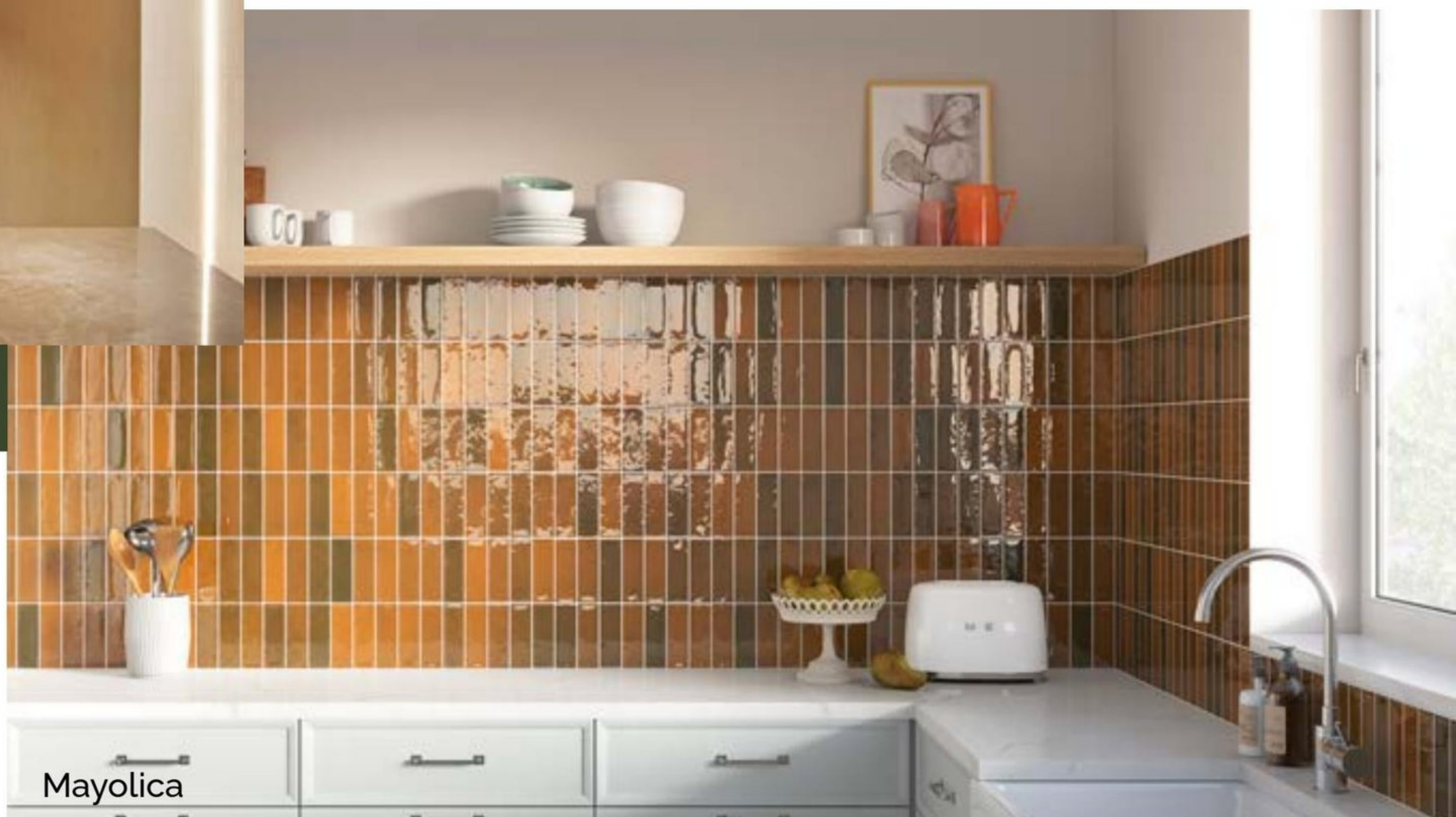
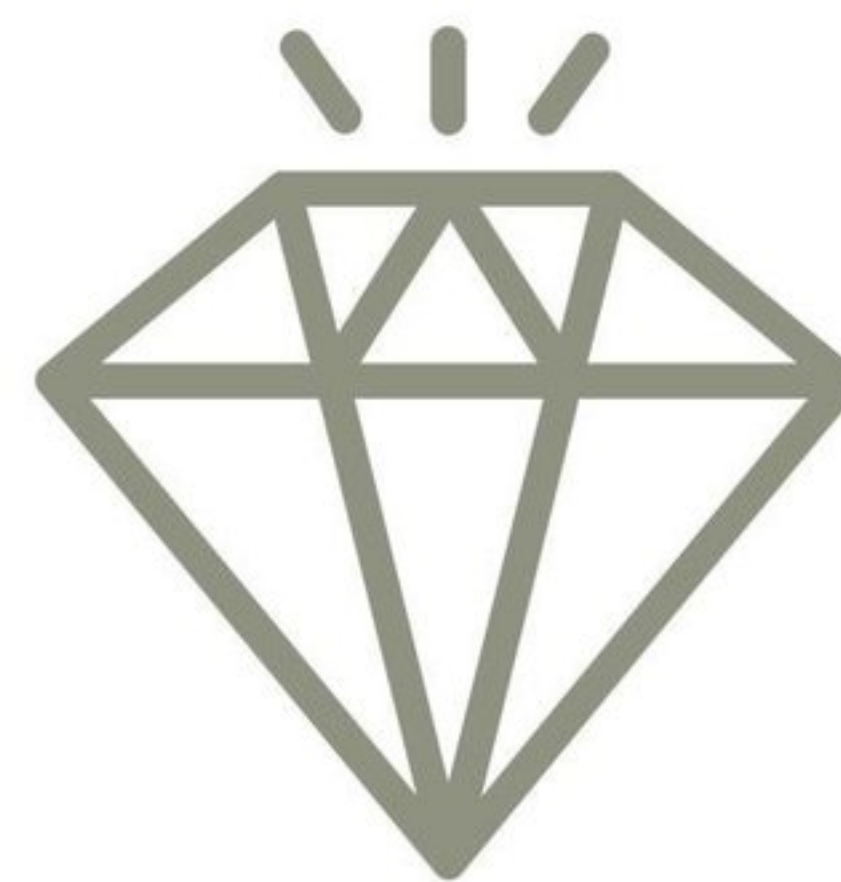


NEW APPLICATIONS

Spanish **ceramic slabs** are the latest innovation to be launched on the market. They allow for a more sustainable manufacturing system. Because these slabs have a more slimline thickness, savings can be made on the amount of raw materials used to make them, firing cycles can be reduced, less gas is consumed, and the transportation process can be optimized.

Extra-thick ceramic tiles can be laid directly on the ground, without having to use adhesive.

Cevica



MULTIPLE LOOKS

The **colour spectrum** of Tile of Spain products is **unlimited**, and new collections are launched to fit in with the **latest design trends**. Textures, formats, effects, and layouts of endless different kinds are possible. Tile of Spain products are highly regarded by architects and designers, who work side by side with manufacturers, bringing unique style and personality to projects.



TAU Cerámica



Porcelanosa

Innovating technologically

QUALITY AND TECHNOLOGY

Spanish tile manufacturers strive continually to **introduce new technological innovations to their products and processes** so as to meet the increasingly exacting demands of their customers.

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



Etile



Supercerámica



Gres Aragón

A vertical decorative border featuring a geometric pattern of triangles, squares, and circles in muted colors like olive green, taupe, and cream, accented with a bright yellow. The pattern is composed of various shapes including triangles, squares, circles, and curved segments, creating a modern, abstract design.

Miquel Barceló



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