

- Tile of Spain -

ceramic

Live life in your home to the full



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



TAU Cerámica



Azteca Cerámica



Sanchis Hòme

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.



Arklam



Cicogres

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







LIVE LIFE IN YOUR HOME

to the full

Each of us is responsible for the sustainability and care of our surroundings, and all this begins with **the home**. Our homes are not just a **reflection of how we live**, but also of our **concern for our health and that of the planet**.

Building a sustainable home means minimizing its environmental impact and helping to reduce our carbon footprint. **Every little thing counts, and ceramic tiles are the most sustainable option.**

Tiles play an important role in the design of **more sustainable, carefully thought out, aesthetically pleasing** living spaces, thanks to two of their key properties: durability and easy care.

We can **re-invent our homes with the aid of ceramic tiles** and, by doing so, pave the way for a **more sustainable, responsible future** for our families and ourselves.



INDOOR AREAS

Spanish tiles are versatile products available in a myriad of formats, designs and patterns, able to dress up homes in multiple different styles.





Roca Tiles

LIVE LIFE IN YOUR HOME to the full **TILE OF SPAIN**

*Boost your wellbeing
with ceramic tiles*

KITCHENS

Spanish tiles are the perfect ingredient in contemporary kitchens.



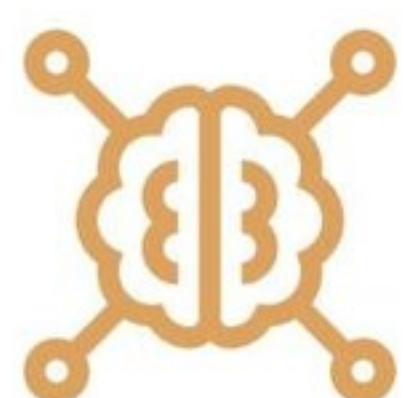
EASY TO CLEAN AND CARE FOR

Use Spanish tiles to **dress up your kitchen walls and floors**. They do not absorb stains, they prevent the spread of germs and bacteria, and they are very easy to clean.



RESISTANT

Because ceramic tiles have a high resistance to external agents, such as high temperatures and abrasive substances, together with a very low absorption, they are perfect for use as **countertops**.



VERSATILITY

An **open-plan kitchen and living room**? Spanish tiles can be used to unite these two areas, ensuring a clean, safe, comfortable living space. If you want, you can use the same finish on all the surfaces to give the room a more spacious feel.



LIVE LIFE IN YOUR HOME to the full | **TILE OF SPAIN**



BATHROOMS

Tile of Spain products do not absorb water. This makes them the perfect choice for bathrooms.



SAFETY AND COMFORT

Thanks to the low porosity and hygiene of Tile of Spain glazed tiles, they are ideal for places where water or steam are commonly found. Furthermore, with recent innovations, a **high slip resistance** has been achieved, without the tiles being harder to clean.



IMPERVIOUS

There is a **dual benefit** to using Spanish tiles in bathrooms: they are impervious and they can be easily cleaned.



PERSONALITY, ELEGANCE AND FUNCTIONALITY

Because Spanish tiles come in a wide variety of formats and colours, bathrooms can be given a **unique, highly functional design**.

LIVING ROOMS

Chic living spaces can be created with Spanish tiles, choosing from endless different options for the walls, floor and even furniture.



INNOVATIONS AND EXCLUSIVE DISTINCTION

Innovations in Spanish tiles go far beyond conventional every-day uses, with the creation of new concepts, such as **furniture made of ceramic materials**. The same ceramic slabs can be used to design a living room and its furniture.



FIREPROOF

Have you thought about adding a **fireplace to your living room**? Because ceramic tiles are fireproof, fireplaces can be clad with them, since tiles do not burn, melt or release substances of any kind.



SAFETY AND DURABILITY

Floors tiled with Spanish tiles are a **safe choice for you and your family**. Tiles are hypoallergenic, they do not smell, and they do not retain dirt, fungus or bacteria. What is more, thanks to the high quality of Tile of Spain products, the floors of living rooms will continue to look just as good as the very first day, with no need for any special care.





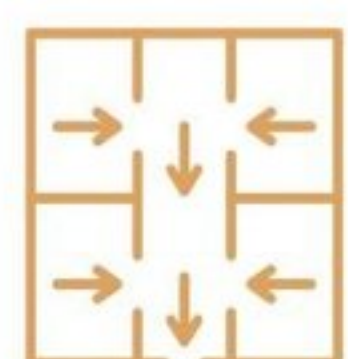
BEDROOMS

Ceramic tiles can emulate any other material, with the added bonus of all the technical benefits synonymous with ceramic materials.



A WIDE VARIETY OF DESIGNS AND FORMATS

A bedroom is one of the most personal rooms in the home where much of our time is spent. By using **Spanish tiles** on your bedroom walls, **personality** can be brought to this every-day sanctuary.



CONDUCTIVITY AND COMFORT

Thanks to the density and conductivity of Tile of Spain products, they are perfect in **radiant floor heating systems**, ensuring high performance and greater **thermal comfort**.

OUTDOOR AREAS

Spanish tiles are perfect for outdoor areas thanks to their durability, resistance to wear and tear, and easy care.



Colorker



Cerámica Mayor



LIVE LIFE IN YOUR HOME to the full | TILE OF SPAIN



*With ceramic tiles,
visual continuity and a more
spacious feel can be achieved*

TERRACES

Spanish tiles can be used as the same flooring indoors and out, blurring the borders between both areas.



UNIQUE

On **façades**, ceramic tiles ensure luminosity and expressiveness. They also stand out for their self-cleaning properties.



RESISTANT TO DIFFERENT WEATHER CONDITIONS

Due to their **technical characteristics**, **tiled floors** can withstand different weather conditions.



CONTINUITY

Spanish tiles can be used to link up indoor and outdoor areas, giving them a more spacious feel by opting for **large-format tiles**.



LIVE LIFE IN YOUR HOME TO THE FULL TILE OF SPAIN



GARDENS

A non-slip path to the pool, able to withstand sunlight and winter frost?



NON-SLIP AND RESISTANT

Spanish porcelain and extruded tiles stand out for their high resistance to loads and stress, in addition to their outstanding **non-slip** properties.



ADHESIVE-FREE TILED SURFACES

Extra-thick porcelain tiles can also be laid directly on gravel, lawns or sand, with no need for adhesive.



VERSATILITY AND DESIGN

Innovations in possible applications for Spanish tiles have led to the design of garden furniture. Extruded tiles and porcelain tiles come in a **wide variety of textures, colours and formats** which experiment with new geometries, with tile series that include an extensive choice of special tiles.

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.



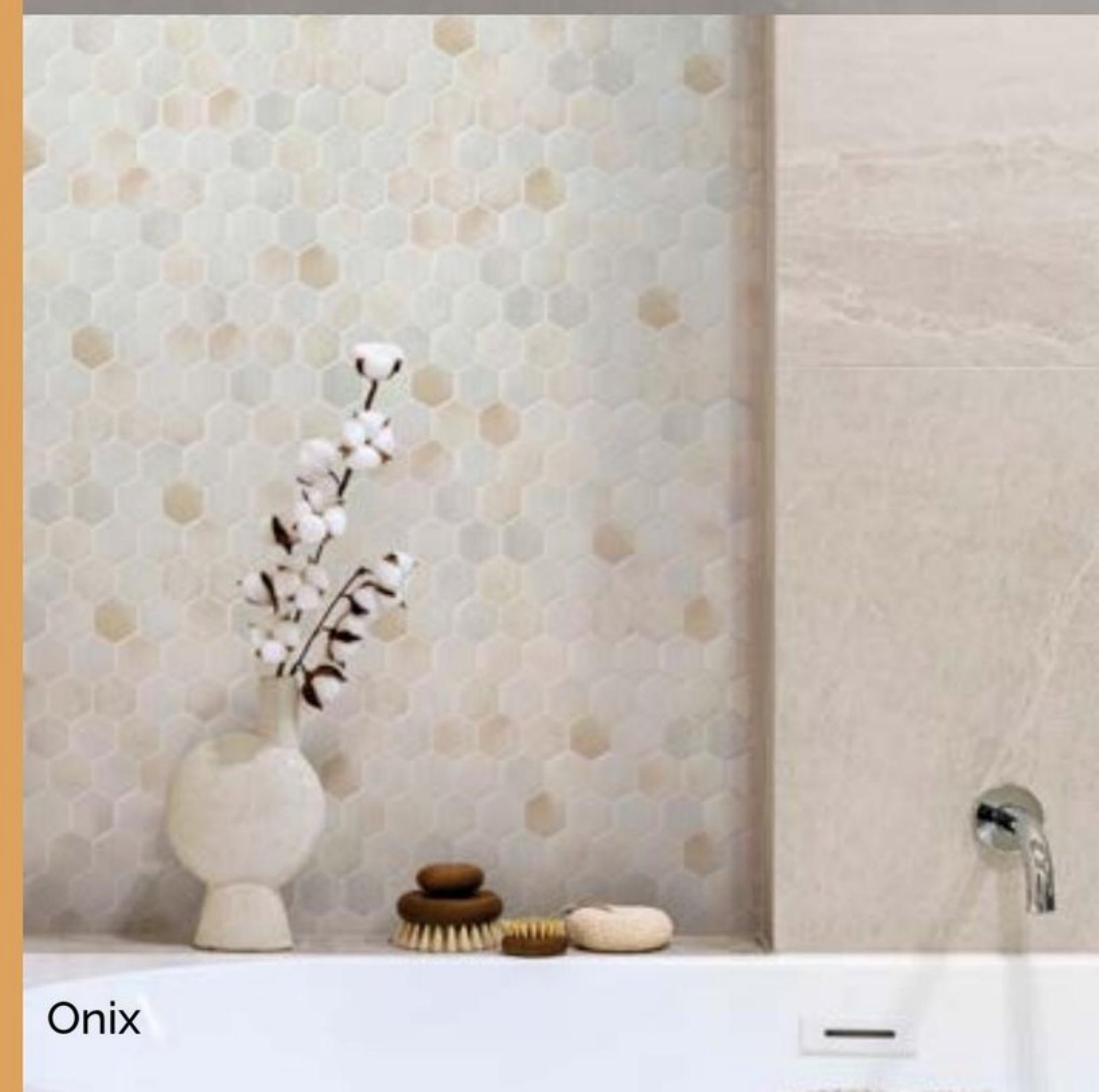
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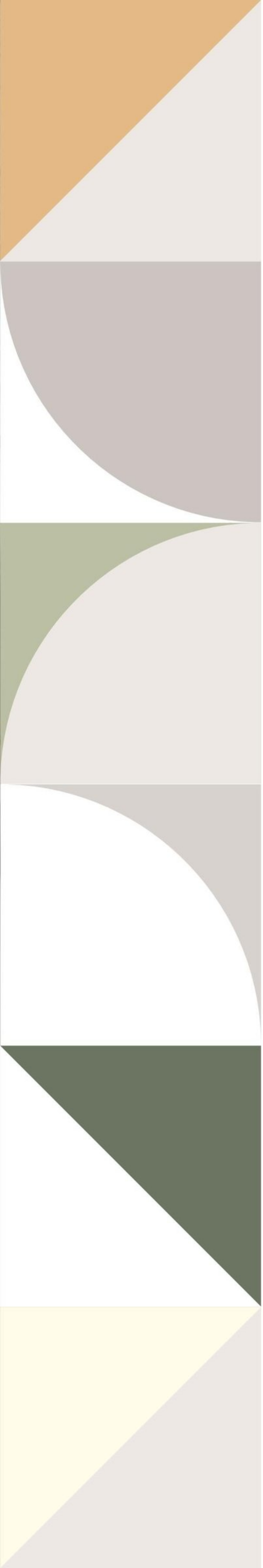
El Molino



Rocersa



Onix

A vertical decorative bar on the left side of the image, composed of various geometric shapes (triangles, squares, and semi-circles) in muted colors: orange, beige, taupe, olive green, and dark green.

*"The house must be the case of
life, the machine of happiness"*

Le Corbusier



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