

- Tile of Spain -

ceramic

Make the most of moments



ASCER

(Spanish Ceramic Tile
Manufacturers' Association)

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

+34 964 72 72 00

global@asceres.es

www.tileofspain.com

DESIGN AND LAYOUT:
www.levitacreatividad.es



Alaplana Cerámica



Terraklinker



Gresan by Exagres

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.



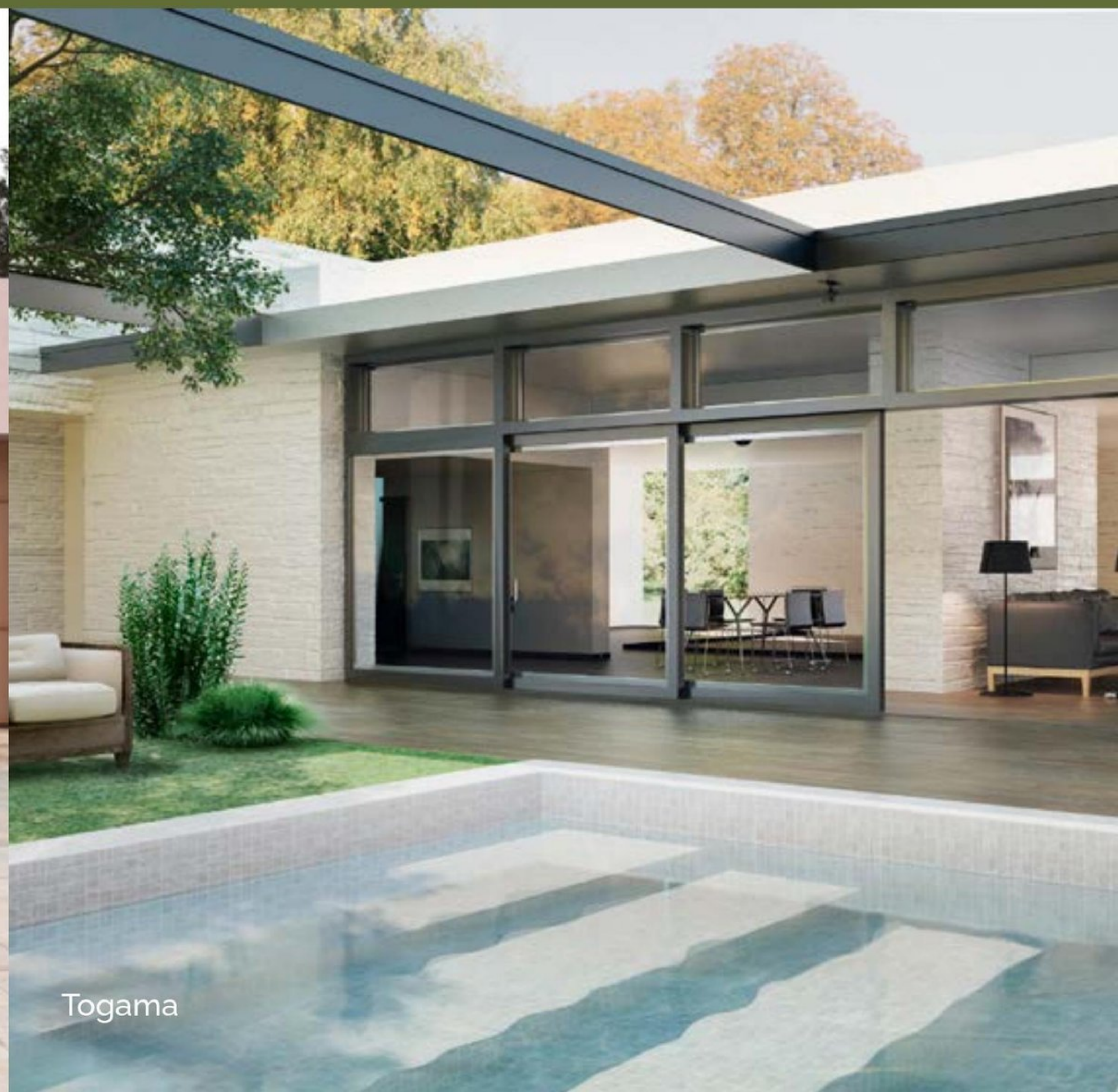
See the companies
represented by Tile of Spain



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.



Dekton. Grupo Cosentino



ASCER TILE OF SPAIN

Fabresa

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



Ceracasa





MAKE THE MOST

of moments

The way **we each organize and live our life is unique.** Society generates needs, desires and concerns, and our special moments and experiences are built on these. Sustainability and the need for **contact with nature** are not just practicalities—they also imply enjoying and appreciating life's different moments, whether they are relaxing or more active ones.

Having safe, comfortable surroundings where we can **make the most of life** is one of the greatest of luxuries. **Spanish tiles** and their high-performance properties contribute to that everyday sense of wellbeing. Settings for **winding down** after a day's work or a space for **having fun** and sharing time with family and friends.



SWIMMING POOLS AND SPAS

Ceramic tiles are watertight. They also improve on the technical performance of swimming pools and spas. **Extruded tiles and porcelain tiles** are **unaffected** by continuous contact with water and sunlight. Their non-slip surfaces provide added safety, and they can be used to ensure visual continuity with adjoining paved areas.



SAFETY AND SLIP RESISTANCE

Thanks to non-slip finishes, tiles can be used in poolside areas to guarantee maximum safety.



HYGIENE AND RESISTANCE

Spanish tiles have anti-bacterial properties and they are resistant to the chemical products used to filter the water in pools.



SPECIAL TILES

Many tile collections also feature special coping tiles and step tiles. There are also models that can be used to line the inside of pools and to pave exterior areas so as to ensure visual continuity.



EXTERIOR RAISED ACCESS FLOORS FOR DRAINING AWAY WATER

With exterior raised access floors, water drains away through the open joints between the tiles.



MAKE THE MOST of moments | TILE OF SPAIN



SHOPS AND STORES

A store's appearance is all important since it transmits the **brand image** of the business. Spanish tiles come in a wide variety of formats and designs, from neutral or classic looks to innovative, ground-breaking ones.



HIGH TRAFFIC AND SAFETY

Tile of Spain products are perfect for areas subject to high traffic, thanks to the availability of non-slip finishes and technical properties able to guarantee safety and resistance. This makes them suitable for use outdoors and even for places where trolleys or light vehicles are used.



HYGIENIC AND EASY TO CLEAN

Ceramic tiles do not stain or retain dirt. They are also able to withstand different cleaning agents.



VISUAL CONTINUITY

Ceramic slabs (huge-format tiles) can be used to lend areas a spacious, seamless appearance. Besides using the slabs on walls and floors, concealed cupboards and integrated furniture can also be designed.



EYE-CATCHING AND UNIQUE

Tile of Spain is the cradle of innovation for ceramic tiles. Creating an eye-catching, one-of-a-kind living space is easy with Spanish ceramic tiles.

BARs AND RESTAURANTS

When the **design appeal** of Tile of Spain's products is combined with the world of gastronomy, **sensory experiences** can be triggered through textures and colours.



FIREPROOF, WITH NO TOXIC EMISSIONS

Ceramic tiles provide protection from fire, and they do not release toxic smoke or fumes in such an event.



HEALTHY, HYGIENIC AND SAFE

Thanks to their low porosity, ceramic tiles do not absorb dirt. This makes them a superb choice for places where cleanliness is an absolute necessity.



SPACIOUSNESS AND LUMINOSITY

Ceramic slabs can be used as countertops, table-tops or in furniture, opening up far more visual design potential for bars and restaurants. When they are used on walls and floors, they also bring greater luminosity and an added spacious feel to restaurants.



DYNAMISM AND STYLE

Tiles with decorative motifs can be used to infuse living spaces with a certain dynamism, as is also the case with glossy and matt finishes.



MAKE THE MOST of moments | TILE OF SPAIN

MAKE THE MOST of moments | TILE OF SPAIN



ENSUITE BATHROOMS

With **Spanish floor tiles**, the same model can be used in bedrooms and wet areas, creating more spacious-looking, dynamic settings. An ideal option for **hotels** and **homes**.



RADIANT FLOOR HEATING SYSTEMS

Ceramic tiles are perfect for radiant floor heating systems due to their resistance and thermal inertia.



VISUAL CONTINUITY, SLIP RESISTANCE, AND ACCESSIBILITY

By using the same tiles for the shower floor and the rest of the bathroom floor, visual continuity can be achieved, while also doing away with architectural barriers and improving on accessibility.



INTEGRATED DESIGN

When ceramic slabs are used as countertops, washbasins and sinks can be integrated in them, making them easier to clean and more pleasing aesthetically.



DYNAMISM

Mosaic tiles and small ceramic tiles are never out of fashion, and they bring vibrancy and luminosity to living spaces.

FITNESS AREAS

Gyms are all the rage, whether you set aside a specific room for your gym or create a small **fitness area** in your home or office. Tile of Spain has solutions of different kinds for **integrating sport into your every-day life**.



PROFESSIONALLY LAID TILES

A properly laid tiled floor will last forever, offering unbeatable technical performance and visual appeal.



RESISTANT TO CHEMICALS

Ceramic tiles can withstand the constant cleaning that these areas need in order to guarantee the necessary hygiene.



WELLBEING

Spanish tiles do not release any substances into the indoor air, hence contributing to a clean, healthy atmosphere.



ENDLESS POSSIBILITIES

An outdoor gym? No problem! With Spanish tiles, you can find just what you need to fit in with your terrace, and it will always look just as good as the first day!



MAKE THE MOST OF moments | TILE OF SPAIN

Coverlam



Rosa Gres



TERRACES

Making the most of **outdoor areas** is **all important** nowadays. With Tile of Spain, **beauty and safety** can be brought to balconies, terraces and gardens.



RESISTANT TO ADVERSE WEATHER CONDITIONS

Thanks to their durability, resistance to wear and tear, and easy care, ceramic tiles are perfect for outdoor use.



EXTRA-THICK TILES

Extra-thick tiles can be laid directly on surfaces, with no adhesive.



A WIDE VARIETY OF FINISHES

Spanish tiles infuse outdoor areas with natural beauty, while also guaranteeing resistance and easy care. By choosing a non-slip finish, full safety will be guaranteed in your garden or terrace.



A VERSATILE CHOICE OF TILES

Finer details should never be overlooked. That's why Tile of Spain has solutions to deal with all those finer points.

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.

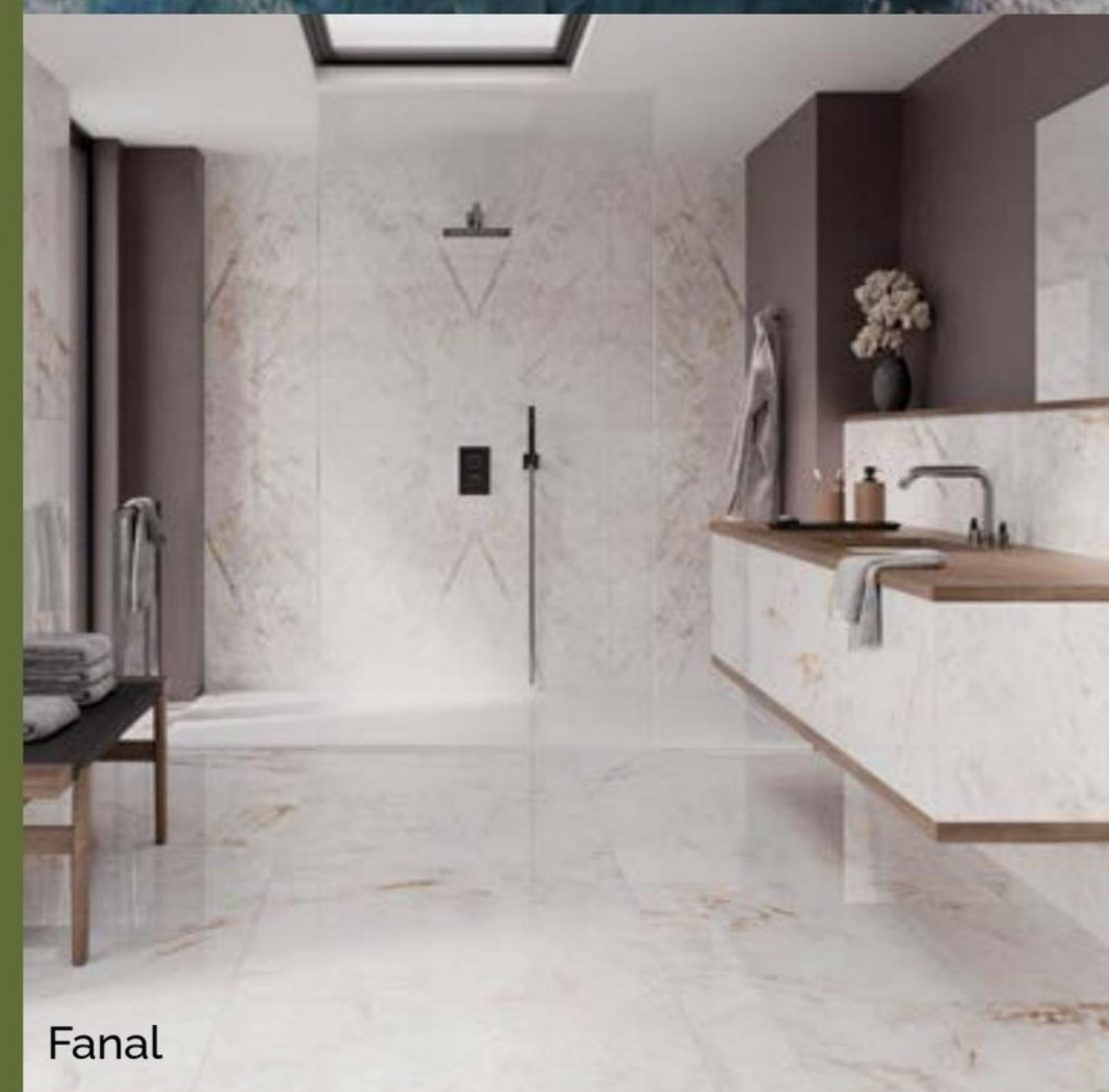
This versatility is evident in all the projects entered in the **Tile of Spain Awards** organized annually by ASCER. The purpose of the awards is to single out **projects in the field of architecture and interior design** for their **noteworthy use** of Spanish wall and floor tiles.



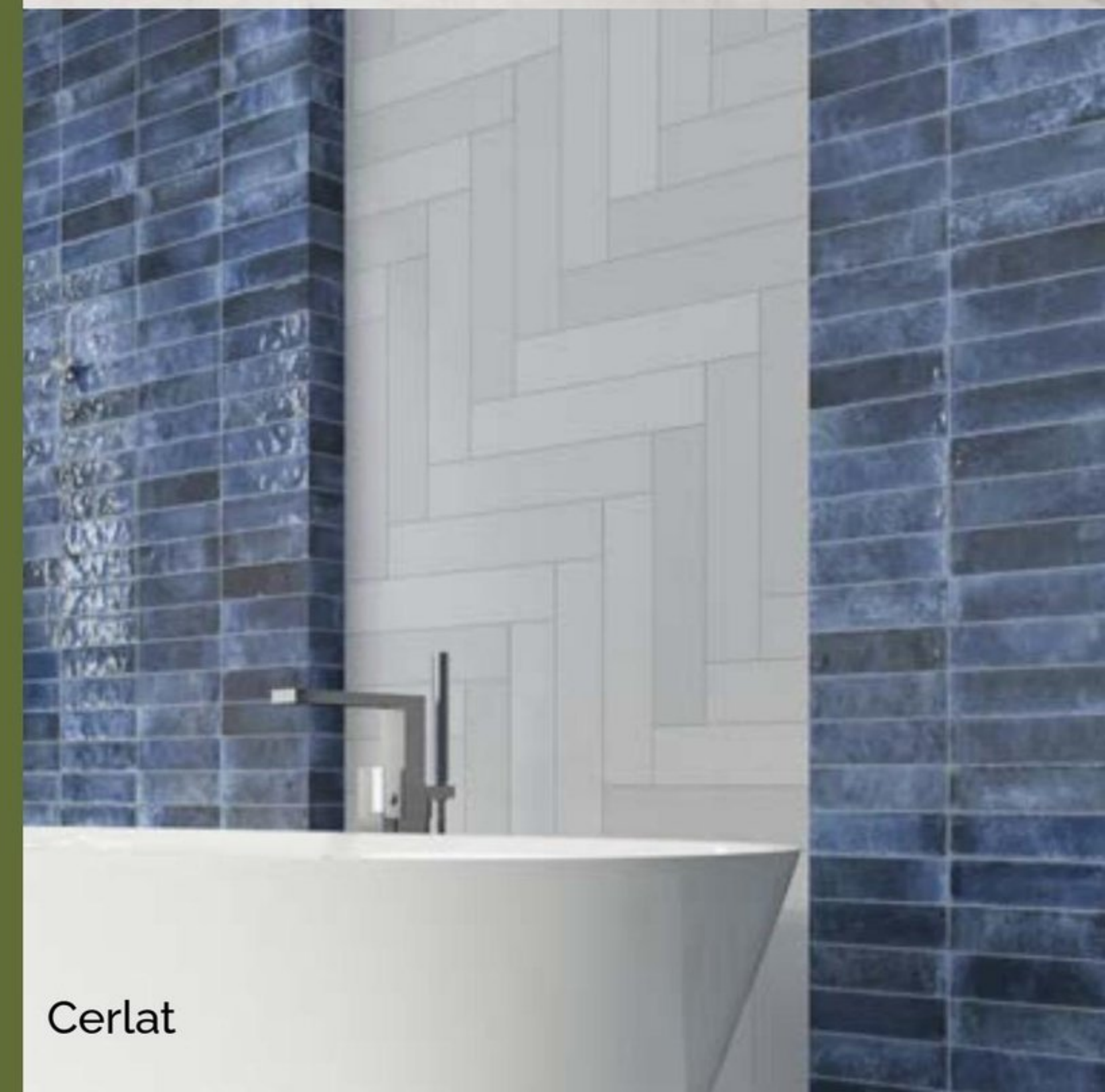
www.tileofspainawards.com



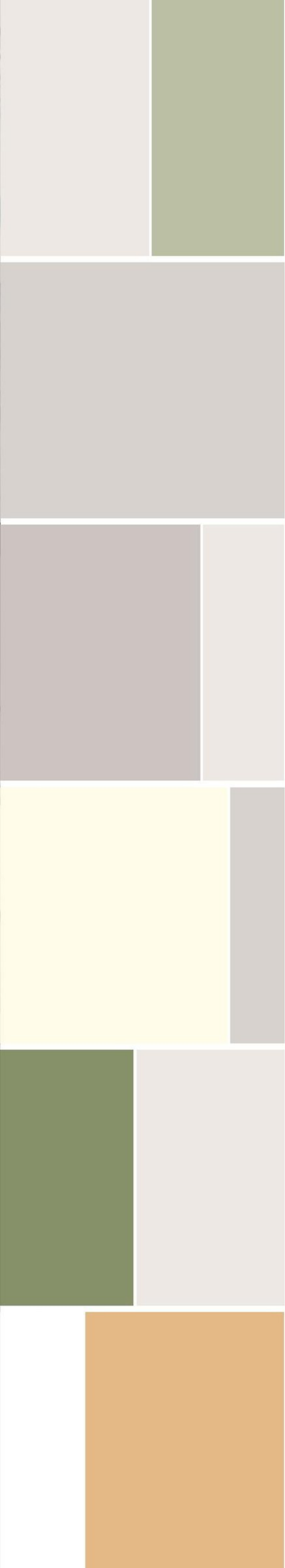
Alttogross Group



Fanal



Cerlat



*"Every moment is a golden one
for him who has the vision
to recognize it as such"*

Henry Miller



ASCER

(Spanish Ceramic Tile Manufacturers' Association)

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

+34 964 72 72 00 | global@asceres.es

www.tileofspain.com