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ICCTAS MAGAZINE



The Tiles of India

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INDIAN COUNCIL OF CERAMIC TILES AND SANITARYWARE



A journey that began in the year 1994, with the sole purpose to transform the surface industry with exquisite tiles, is now home to a conglomerate that rules the market with a vivid range of luxurious Slabs, Tiles, Sanitaryware, Faucets, Kitchen Sink, Adhesive and Water heater.



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Abhishek Somany
Chairman, ICCTAS

India's ceramic tile market is one of the fastest growing markets in the world owing to factors like rising demand, housing shortage, developing real estate, rising disposable income, expansion of metro cities, government policies etc.

The ceramic tile and slab production process has also seen significant innovations over the last few decades with the aim of achieving high quality standards, better production efficiency, waste reduction and lower energy consumption. The technological research over the time has led to the use of increasingly select raw materials, which in turn leads to higher-quality production and reduces waste. More recently, digital decoration and surface finishing techniques such as lapping and polishing have greatly improved the aesthetic quality of ceramic products and consequently increased their economic value. Nonetheless, ceramic production remains a highly energy-intensive process that uses large quantities of natural raw materials such as minerals and water.

However we can foresee the challenging times ahead for the ceramic tile industry. On one hand, it has to meet ever-growing demand for new products, sizes, finishes and decorations both for existing uses and for new applications such as furniture and kitchen countertops. On the other end, consumers and national and international government institutions are calling on the industry to comply with more stringent levels of environmental emissions and achieve greater sustainability. On top of this, the recent geopolitical crisis has severely reduced the availability of raw materials at acceptable costs and above all has pushed up energy prices to levels that would have been unthinkable just a year ago. The situation is unlikely to return to normal in the short term, however the industry is very positive for the medium to long term prospects of great usage of tiles in newer applications both abroad and specialy in India.

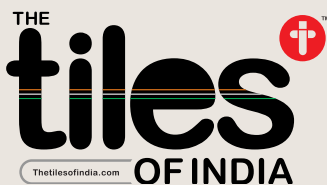
Publisher's Note



In this issue of ICCTAS, we have featured ceramic tile technology and machinery brands like System ceramics, Sacmi and SITI & BT, which have shared their latest advancements in machinery and investments in tile technologies. Along with this, we have tile brands like AGL and Orientbell Tiles who have shared their new product launches. Cersaie 2022 and Tecna Expo 2022, leading ceramic tile and technology event is back this year, with lot of new innovations and opportunities.

Happy Reading

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Tile Talk

Sudhanshu Pokhriyal, Chief Executive Officer, Bath and Tiles Business, Hindware Limited talks about innovations and trends in the tile industry

In the last decade, specifically, the ceramic tiles industry has evolved into a more organized market with new users emerging in the industry. Ceramic tiles as a product category have grown manifolds owing to the unprecedented growth across housing, and retail sectors.

India and tiles sector

According to Mordor Intelligence India Ceramic Tiles Market research report, India is one of the fastest-growing ceramic tile marketplaces at the global level. Some of the major factors augmenting the growth in India are the developments in the real estate sector coupled with government schemes such as 'Pradhan Mantri Awas Yojana' and 'Smart Cities Mission, among others, are likely to provide a further impetus.

Rising disposable incomes have also enabled a change in consumer mindset. Consumers today have a desire for beautification of living and working spaces, renovating these spaces with modern and trendy tiles.

Consumer trends

• **Rising demand for digitally printed ceramic tiles:** There is a growing

preference for digitally printed tiles as their intricate designs help improve the aesthetic appeal of the house / office space. Use of new technologies for printing designs on tiles have helped manufactures to offer a wide spectrum of unique designs.

• **Germ-free tiles:** Today, consumers are extremely hygiene conscious, and this has given rise to another innovation in the tiles segment - germ resistant tiles. These tiles are made using a special glaze, and undergo a unique anti-microbial treatment which helps prevent and the growth of germs, bacteria, and fungus on the tiles.

• **Visually Stimulating Mosaic Tiles:** Mosaic art is beautiful by nature, when walls of an entire room feature mosaic designs, they become even more magnificent and visually stimulating. This trend is driven on the back of unique customized artworks. Brands like Hindware Italian Tiles offer products that are inspired by popular artwork such as Frida Kahlo and Picasso.

As per Future Market Insights (FMI) analyses, the tiles market reached a volume of 1,078 million Sq. Metres in 2021; the mar-



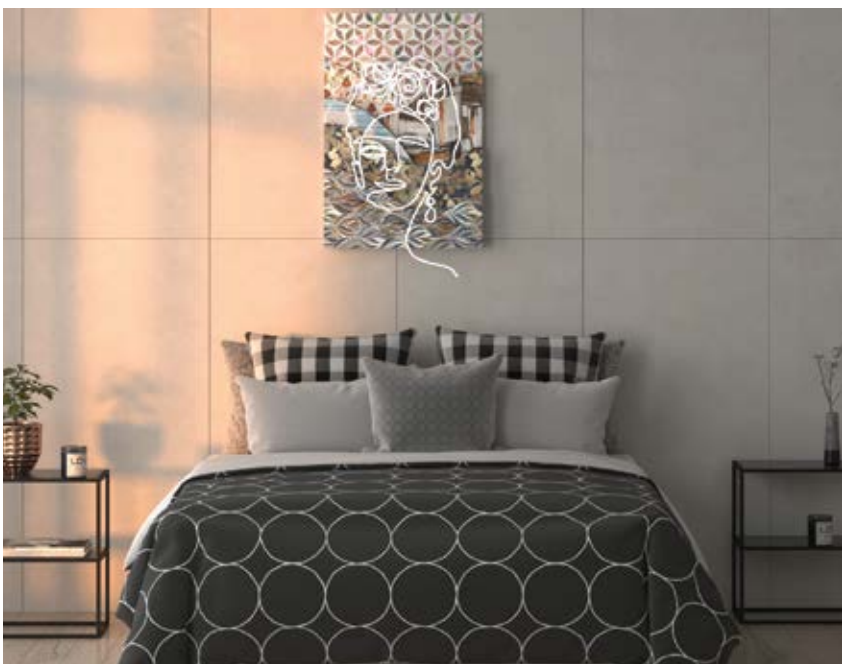
ket is expected to reach 1,392 million Sq. Metres by 2027, exhibiting a CAGR of 4.49% between 2022-2027.

Developments in the wall and floor tile market

Not too long ago, Indian households would upgrade their flooring to tiles as a reflection of their own growth. With time, the functional usage has moved from providing a sturdy and easy-to-clean surface to becoming an integral part of décor and interiors given their potential to land impactful and refreshing outlook to the existing setup. With pandemic bringing heightened awareness for health hygiene, we can expect more innovations in the bacterial resistant tiles segment. We may soon have tiles that can destroy harmful microorganisms on its own.

To look at it even further into the future, tiles would be technologically modified ones. Those technologically modified tiles would be able act as other gadgets: the tiles with integrated screens showing holographic visuals would act as your mobile phones, laptops and televisions too. Also, there would be real concept homes with user control interface which would work through the tiles.

No matter what the situations would be in the coming times, tiles would obey to their role of protecting walls, providing an edge to the beauty of the floor and maintain the essence of wellbeing of everyone.



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Innovating Lifestyles

Kamlesh Patel, Chairman and Managing Director and Mukesh Patel, Managing Director, Asian Granito India Ltd. spoke to **ICCTAS** about their biggest launch for 2022 and expectation from 2023

Established in the year 2001, Asian Granito India Ltd. (AGL) has emerged as India's leading Luxury Surfaces and Bathware Solutions brand in a short span of two decades. The Company manufactures and markets a wide range of Tiles, Engineered Marble and Quartz, Sanitaryware and Faucets. The Company has 9 state-of-the-art manufacturing units spread across Gujarat and 311 exclusive showrooms, 299 and 12 display centers across India. Further, the Company has an extensive marketing and distribution network pan India as well as in export markets.

In conversation with Kamlesh Patel and Mukesh Patel

Can you brief us about your new products which you have launched recently?

AGL Master Stroke 2022 is the biggest ever product launch event by the company till date. Company launched latest collection of exquisite and elegant range of premium tiles, large slabs, sanitaryware, faucets and bathware products at AGL Master Stroke 2022. It also displayed 1800 plus designs, 900 panels, 30 live mock ups at the mega launch showcased in 75,000 sq feet.

Company also organised a dealer-distributor meet for the mega launch at the Jio World Centre in Mumbai on July 15-16. Over 900 dealers and distributors across the country participated in the product launch, dealer meet and witnessed company's world-class collection.

Company also launched 'AGL Artware' - designer faucets and sanitaryware collection brand, 'Fresco' - an elegant range of mosaic and subway tiles and 'Menteca' series - premium Italian marble range during the two day grand launch.

Company launched 250 plus Large Slabs, 200 plus Mosaic & Subway Tiles, 120 plus Sanitaryware and Faucets collection at 'AGL Master Stroke 2022'. Mobile

Application 'AGL Tiles' was also launched during the event with an aim to provide one-stop solution including product catalogue, latest & new launches, order and support services.

Company received an overwhelming response and interest from our trade partners, stakeholders and dealer-distributors for the new collection, features, designs launched during the event. Company is consistently working on incorporating innovative and value-added products in its product portfolio to provide complete solutions under 'Brand AGL. Large slabs and mosaic tiles collection witnessed the highest eyeballs during the event and was the main attraction of the launch.

Are you planning to scale up your business in the international market?

Asian Granito is one of the largest tiles exporter among organised players from India and exports to 100 plus countries.

Despite challenges of COVID, demand from international markets have remain very strong and injected fresh blood in the Indian ceramic industry. Exports have seen considerable jump from strong export orders across the global especially from USA, Europe, UK and Middle East markets.

Going forward also company is eyeing exponential growth from exports business in the current fiscal. Our target is to expand our international reach to 120 plus countries.

Further to strengthen international business and boost exports, company is also setting up one of the World's largest display centre at India's Ceramic Tiles hub - Morbi, Gujarat to showcase AGL Group's entire product range under single roof i.e. Tiles, Sanitaryware, Bathware, Quartz & Engineered Marble, SPC, etc. The five storey display centre is conceptualised in 1.5 lakh square feet of area and aims to showcase AGL Group's production,



technological excellence and best in class sourcing caliber at single place and is also expected to enhance Company's brand and reach.

At what capacity are you working currently and do you plan to scale further?

Established in the year 2000, Asian Granito India Ltd. (AGL) has emerged as one of the luxury surfaces and bathware solution brands in India. In a short span, company has achieved 40 times growth in its production capacity, from 2,500 square meters per day in the year 2000 to 98,000 + square meters per day and ranked amongst the top ceramic tiles companies in India.

Company has 9 state-of-the-art manufacturing units spread across Gujarat and the capacity utilisation for the full year of FY2022 stood at around 85%. Further to continue the growth momentum, company has lined up a mega expansion plans in the Morbi, Gujarat. The expansion will help the company to meet future demand and strengthen its market share and position in India and Global markets.

What are your expansion plans for the year 2022?

With an objective to strengthen company's leadership position and market share, company has lined up a mega expansion plans in the India's ceramic hub - Morbi.

Under mega expansion plans, company is setting up three state-of-the-art manufacturing facilities at Morbi, Gujarat in Value Added Luxury Surfaces & Bathware Segments including GVT Tiles, Sanitaryware and SPC Flooring. The Company is also setting up one of the World's largest Display Centres covering an area of approx. 1.5 lakh sq. feet at Morbi, Gujarat to showcase Group's entire product range under single roof. Company has achieved a successful closure of Rights issue of Rs. 440.96 crore to fund expansion in value added luxury surfaces and bathware segment including GVT tiles, Sanitaryware and SPC flooring etc. Company expected to generated peak



sales of Rs.700 crore per annum from the three plants and contribute Rs.500 crore of revenue from display centres.

The expansion plans will take company closer to its vision to achieve Rs. 6,000 crores in topline in the medium to long term.

Expansion Plans:-

- To capture the vast opportunities in the GVT space, Future Ceramic Pvt Ltd (Wholly owned subsidiary) is setting up a new manufacturing facility to manufacture value added large format glazed vitrified tiles at Morbi, Gujarat with an installed capacity of 5.94 million sq.

mtrs. per annum. Total estimated cost for setting up the new manufacturing unit is around Rs. 174 crore.

- To strengthen and scale up Sanitaryware segment, AGL Sanitaryware Pvt Ltd (wholly owned subsidiary of AGL) plans to establish in-house manufacturing unit of Sanitaryware products. It is setting up manufacturing facility at Morbi, with an installed capacity of 0.66 million pieces per annum. Estimated cost for setting up the proposed new unit is around INR 46 crore. The plant is expected to generate revenue of around Rs. 100 crore at optimum capacity.



- AGL Surfaces Pvt Ltd (wholly owned subsidiary of AGL) plans to manufacture innovative new age Stone Plastic Composite (SPC) flooring. It is incorporated as part of the Company's strategy to expand product portfolio and presence in high growth oriented export markets through value added offerings. The manufacturing facility is proposed to be set up at Morbi with an installed capacity of 2.97 million sq. mtrs. of flooring per annum. Total estimated cost for setting up the new manufacturing unit in ASFPL is around INR 33 crore.

- The Company is also setting up one of the World's largest display centre at India's Ceramic Tiles hub - Morbi, Gujarat to showcase AGL Group's entire product range under single roof i.e. Tiles, Sanitaryware, Bathware, Quartz & Engineered Marble, SPC, etc. The five storey display centre is conceptualised in 1.5 lakh square feet of area and aims to showcase AGL Group's production, technological excellence and best in class sourcing caliber at single place and is also expected to enhance Company's brand and reach.

AGL is one of the most recognised brands in India. How have you achieved this position?

AGL invests a sizable amount in the R&D, Product innovation, energy conservation which has resulted in innovative products that not only meet international quality and but are better in many aspects – hence contributing to the brand value of AGL.

In the last 2-3 years, the company has taken various initiatives to increase its retail presence with a vision to become the most preferred tiles brand. Company has expanded its distribution network to 6,500+ touch points, including 311+ Franchise-Owned Franchise Operated showrooms and 12 Company-Owned Company-Operated display centres.

We are also constantly evaluating and evolving ways in which we can reach consumers. We are scaling our marketing and branding initiatives and are leveraging iconic engagement platforms to create strong brand awareness among consumers.

Company has made significant invest-



ments in marketing and brand building activities to foster customer engagement. It rolled out massive campaigns, namely 'Har Hindustani Ki Pasand', 'Chala De Jadoo', 'Beautiful Life', 'Sapne Hue Apne' on a wide range of platforms through electronic and digital media across India. Additionally, we are leveraging various engagement platforms such as social media, radio, and magazine, to enhance our brand awareness and build aspirational values.

AGL is very strong on Social media and digital platform. We promote our new range of products through launching amongst the trade partners and creating awareness to end users through digital platform as well as inviting interior designers and architect community with special arrangements and events at Company Display centres.

How do you see the future of Indian ceramic tiles & sanitaryware in the next coming years?

The tiles industry have seen a transformation in the last decade and recorded a phenomenal growth in terms of capacity, technology advancement, product portfolio and its structure. The installed capacity has increased substantially on account of inherent advantages like abun-

dance of raw materials from indigenous sources, advanced infrastructure and low labour cost.

Tiles industry in India will be count around Rs 40,000 crore to Rs.45,000 crore, 40% industry is organised and 60% is unorganised. India ranks second in the world and produces 12.90% of global output. Also India is the 3rd largest tiles market and among the top five fastest growing markets in the world. Together with recent developments globally, share of India in the global trade is likely to improve considerably.

Demands for the tiles continue to remain reasonably strong largely driven by real estate, government spending on low cost housing, commercial and retail demand. However input cost continues to hurt production cost for the manufacturing companies. Further increase in price of gas and other input cost may dent companies margin in coming quarters due to lower ability to further increase the price from here on. Export demand in coming day will see good traction largely driven by Middle East, USA and Other western countries. Company remains cautiously optimistic on demand, however cost will continue to weight on margins.

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Large-Format Output

A new investment for **RAK Ceramics' Ras Al Khaimah** production complex (MC2 unit) in the UAE together with **Sacmi**



RAK Ceramics completes its large-format output capacity in the UAE together with Sacmi. The company has gone for two PH8200 presses complete with moulds, the world-beating SACMI solution that provides unmatched process performance, quality and repeatability with large formats. RAK Ceramics (UAE) has given its MC2 plant a boost with SACMI pressing technology to create a medium-large glazed porcelain stoneware line for items measuring from 60x60 to 120x120 cm (and relative sub-sizes), plus slabs as large as 100x100 and 90x180 cm.

Two SACMI PH8200 presses complete with moulds will be shipped by the end of

the summer. They'll provide a high-tonnage solution that combines the best-known features of the series - reliability, outstanding productivity, optimised consumption and power - with maximum process precision and repeatability, just perfect for handling such large sizes. The advanced digital controls on the PH8200 provide efficiency levels unattainable on a conventional high-tonnage press.

Moreover, the SPE proportional electronic ejector - a SACMI exclusive - allows trouble-free ejection of even the biggest slabs by maximising performance and repeatability. These characteristics, which have made the press an international success, have

also attracted the attention of RAK, who selected it for their ambitious MC2 revamp project. Furthermore, this investment sees the multinational ceramic floor-wall tile and bathroom furnishings company complete its large-format output capacity.

This latest solution, located in the Ras Al Khaimah production complex, will be the second line that RAK has installed in the Emirates to make such type of tile size; it follows an investment in a SACMI Continua+ line, which has been operating successfully at the company's main plant for years.

www.rakceramics.com

www.sacmi.com

Dual Layers

Orientbell Tiles have launched ‘**Sahara Double Body Tiles,**’ a unique range of vitrified tiles

Orientbell Tiles was established in 1977, with its base in New Delhi. The company is widely respected in industry circles as a trusted and professional manufacturer of wall and floor tiles. It has a chain of signature showrooms to display its complete product range and is privileged to be associated with the premier architects and builders of the country. It has in the recent past seen an influx of new talent and leadership that’s bringing a breath of fresh air in the building and construction industry.

Orientbell Tiles are now extending their portfolio with a new range of glossy tiles

with dual layers, i.e ‘Sahara Double Body Tiles’. This range in 600x600 mm tile size comes with six shades to deliver desired aesthetics. The color palette includes Ivory, Gris, Creama, Beige, Nero and Carbon. Boasting of a tasteful glossy finish, the tiles give a high-class look to accent interiors and exteriors as well.

Similar to its predecessor the Full Body Tile, the 3-4 mm thick design layer gives the tiles long-lasting aesthetics and highlights the modern look of the space, while the supporting layer provides strength and makes it more affordable than the Full Body Tile. With a host of versatile uses





and applications, be it a commercial space, or a residential bathroom, kitchen, pathway, hospital or airway, these tiles require lesser maintenance due to their durability and are relatively easier to keep clean. They also give customers the advantage of purchasing quality tiles within their

“Sahara Full Body tiles have been very popular. We are bringing its subtle, malleable colors in a polished surface while also making it more accessible & affordable for the customer”, Mr. Alok Agarwal, Chief Marketing Officer, Orientbell Tiles.

budget.

Some of its unique features:

- SDBG Carbon is one of the darkest tile launches by Orientbell Tiles. It perfectly reflects the look and feel of natural granite and color shines more owing to its color palette and makes the space feel more luxurious for use in spaces such as resorts and 5 star hotels.
- SDBG Gris is another tile that could go with Carbon. And grey is malleable in the hands of an architect/designer to give shape to his/her vision.
- SDBG Beige has a unique combination

of earthy beige along with a salt & pepper design accent. It enhances the aesthetic of the space, especially when combined with the sophisticated look of granite.

- The SDBG Crema is crafted to give a luxurious appearance to the decor of versatile spaces. It has a shimmery look which enhances the beauty of smooth surfaces.
- SDBG Nero comes in exquisite dark shades which can be clubbed with lighter tones to provide an alluring, understated look. The upper body is glossy while the base is vitrified for increased durability.

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Ceramic Vogue

From Elegant to Earthy Tones, Tile colours are in vogue this year says **AV Mallikarjun**, Assistant Vice President, Sales and Marketing of **Aparna Enterprises**

Aparna Enterprises Limited (AEL) is a part of the highly successful Aparna Group. Since 1990, Aparna Enterprises Limited has been a leader in the manufacturing of building materials. AEL prides in having the largest market share in South India through a range of businesses in building-material products, such as RMC (ready-mix concrete), uPVC Window and Door Systems, uPVC Profiles, Tiles, Sanitary Ware & Kitchens, Aluminium Window & Door Systems and Facades & Exteriors. Associated with several landmark projects for over 3 decades, AEL is globally renowned for setting benchmarks in technology, research, design, and quality.

Tiles have always been the foundation

of any interiors; literally and figuratively. When it comes to tile colours, consumers are spoilt for choices today. Right from the Victorian themes to the glazed decorative tiles, consumers have a diverse palette to choose from. 2022 tile colour trends are in an essence, the modern day adaptations of the traditional classics, both in terms of colour as well as style.

Here are some of the colours that are in vogue this year:

The Opulence of White: The market is packed with choices and patterns for tiles, and picking white among all the versatile options, may seem safe. The reality however is that the bounds for experimentation is



infinite with white. The biggest appeal of white is the calming tone and the elegance that it provides. These tiles can be the foundation to a host of bright and beautiful themes, as opting for white gives flexibility for the other interior patterns. For instance, a simple backdrop enables bolder choices for the wallpaper and the light fittings. White also being a reflective colour is perfect for smaller rooms, and for spaces that have limited access to natural light.

The Increasing Popularity Of Blue And Grey: Overall, calming palettes seem to work best with most customers. Shades of grey and blue continue to be in high demand. Grey tiles soothe the senses of the people living in the house, and provide a sense of sophistication as well as relaxation. Blue floor tiles were found to be in demand for the flooring in work spaces because the colour provides an atmosphere of productivity and serenity and represents emotions of trustworthiness.

Earthy Palettes: An interesting trend that has emerged due to the pandemic is that more and more people are looking to bring back nature to their homes. Earthy tones and rustic patterns are high in pop-





ularity because of this, and Noche tiles have emerged as the popular choice of material. A special top-coated layer of the Noche tiles gives a rustic impression which gives it an earthy tone, as well as functional advantages like slip-resistance. The earthy palette of these tiles provide grounding and stability which helps balance mood swings.

The Flair For Drama: Does black ever run out of trend? Not really. Black tiles add a sense of mystery, elegance and class to the room. Adding black accents to a room provides a strong statement to the room. It is becoming a common trend among customers wanting to build sophisticated contemporary houses. Off late, some portion of customers have also started gravitating towards darker, dramatic hues for tiles. These colours, paired with neutral tones and interior accessories can define a space and set a mood.

Shades of white/ off-white are popular choices because they can blend with versatile aesthetics. That being said, people today don't shy away from experimenting with bold patterns as well, Tiling/ Flooring forms a backdrop and provides a certain accent to the overall look and feel of the home, and hence it is important that the colour chosen matches the intended aesthetics. Even more than wallpaper and paint, tiles are being used as the anchor for the interior patterns of the home today. Coloured tiles can indeed add more dynamism and scale to the spaces at home today.

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Level the Performance

SITI B&T's new high performance kilns and dryer have a longstanding focus with high productivity and minimal consumption

SITI B&T's longstanding focus on the development of cutting-edge solutions for drying and firing processes is now a key element of a mission that aims to combine the highest levels of quality, innovation, automation and sustainability with compliance with the strictest green technology directives. One of these new solutions is hydrogen, a technology that represents a new frontier in the ceramic industry's journey towards the energy transition. Following an initial major breakthrough with hydrogen-ready thermal machines, about a year ago SITI B&T launched a research project to develop kilns powered by a high-performance blend of traditional fuels and hydrogen. This highly

ambitious project aims to rapidly develop eco-friendly carbon-free firing technology, thereby further reducing the use of fossil fuels and cutting atmospheric emissions.

Flexible, Versatile And Dual-Fuel Kilns

The need to reduce consumption has already been addressed in the version 2.0 Titanium kilns, which feature a high speed flame that generates vortical flows of air and flue gases inside the firing channel. This turbulent flow regime ensures that temperatures are uniform throughout the module, resulting in a more than 30% reduction in fuel consumption. Temperature uniformity and optimised cooling are

therefore two of the main advantages of the SITI B&T range of kilns, which consists of the Greenfire Kiln (GFK), the Premium Kiln (PFK) and the Titanium Kiln (Titanium). This kiln range also boasts intelligent gap management and control of kiln operating parameters, resulting in high productivity and lower levels of consumption and emissions compared to other products on the market. SITI B&T kilns are also extremely flexible and come in single and dual-channel versions, the latter featuring two independent levels for autonomously firing different products. These thermal machines are also highly versatile in terms of the type of product they are capable of firing. With a temperature range from





850°C to 1250°C and the possibility of using an oxidising atmosphere with controlled oxygen content, they can fire glazed and unglazed tiles, porcelain tiles, terracotta and extruded clinker tiles, large slabs, technical ceramic products, decorations and third-fire applications

In addition, the increasing diversification of fuels has prompted SITI B&T to develop dual-fuel solutions for integration with natural gas, LPG, coal gas, diesel or kerosene. Clearly, the development of innovative solutions is a continuous sequence of new achievements and fresh challenges with the constant aim of optimising the process and production. It can therefore be argued that high speeds are associated with minimal consumption, a high degree of temperature uniformity across the firing section with a maximum difference of +1°C, maximum energy

efficiency and minimal CO, CO₂ and NO_x emissions. Not to mention an excellent degree of flatness thanks to even colour tones and calibres. These advances fit in perfectly with the new Industry 4.0 directives regarding the processes of digitalization and automation. SITI B&T adopts a new proprietary supervision system called PEGASO, now upgraded to the simple and user-friendly Praxi Pegaso 4.0 version, which allows the operator to remotely set all the kiln parameters and create the ideal temperature configuration. It features new recipe management, production stoppage management, diagnostic tools and historical data.

High-Performance Dryers

High performance and low levels of consumption are likewise the goals of research work carried out on SITI B&T

dryers, which are designed to ensure high levels of versatility in different working conditions. Depending on the required level of productivity, they can feature 1, 2, 3, 5 or 7 levels with useful widths of up to 4000 mm and useful drying channel heights of between 50 mm and 150 mm, making them suitable for any type and size of product. The main advantages offered by SITI B&T technology concern consumption levels, which are declared as among the lowest on the market (<1300 kcal/kg H₂O evaporated) due to the use of flexible technical solutions and enhanced thermodynamics. Moreover, the hyper-convective exchange guarantees a high drying efficiency and a maximum temperature difference of the different 5°C across the product.

www.sitibt.com

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Kajaria



Bespoke Design

Principal designers **Priyanka Khanna** and **Rudraksh Charan** of **42mm architecture** have designed **Verdan Villa in Nepal**

The Verdant Villa in Nepal designed by Priyanka Khanna and Rudraksh Charan, principal designers of 42mm Architecture. The client is a young businessman heading a multifaceted industry and intended to build a house that is modern and evolving in its core essence. Therefore, as a representation of his vision we decided to go for a layered planning, with a modern interpretation of the courtyard into green belts. The concept of these layers is exaggerated and translated quite literally into its facia and also the volume.

The house is a modern interlock of greens and grays. Here the grays are the voids in the green envelope created by the built mass. The house is conceptually designed to create a volumetric and visual interplay of green belts. The house in its ap-

pearance is extremely modern and nonconformist. An intersection of semi-permeable surfaces of metal, glass, and wood encases the space. The materials and punctuations are designed to give a feel of an exoskeleton placed on a greenscape.

Designed to let nature dance within itself, this house is carefully planned to unite each space with green buffers. A layered convergence of volume that expresses itself distinctly in its spatial planning, facia skeleton, and volumetric geometry. It is a farmhouse that welcomes the beautiful landscape and embraces the scenic beauty through a gradual gradation of spaces.

The sliced geometry and its intersection with the green buffers find its rationale in the spatial syntax of the house. It is fabricated in layers of public, semi-public, and



private zones designed to highlight the volume distinctly. Each is segregated with greens that have a unique characteristic of its own. The public zone- a see-through block of glass as an expression of welcome, the semi-public area -carefully eclipsed in parts with greenery flowing into it from the expansive private lawns of the home- slowly giving way to the intimacy of the inner sanctum-the private, quiet part of the house.

The house is oriented east-west and each segment is designed to embrace the east and west sun entering it, through the permeable layers of green buffers. It ensures



ample light in every corner of the house while filtering the heat out through the green buffers.

This house is sculpted with modern sensibilities in steel, glass, and concrete. The interiors represent a minimalistic style. The surfaces are left pure and accessorized with a layer of art. The Elevation and the external finishes of the house are represented in the internal finishes.

Materials used are exposed concrete, leather, untreated wood, stone, and metal. The interiors of the house are a representation of the fact that the house is architecturally complete as a whole. Each ingredient of the house is tailored to form a part of a larger story that is the reflection of the aspirations, interests, and lifestyles of its inhabitants. The house is styled to perpetuate an unpolished raw look and is minimalistic in its approach. It is a unique conglomeration of bits that revitalize through an engagement with nature.

The interaction between different volumes of the house is refreshing and ever-

green for the inhabitants of the house. The green buffers that segment the volume serve two purposes one it defines the privacy of the house second create intersections and alignments that make the house a masterpiece by different directors. The volume collides, intersects, and stays parallel to the green vertebra of the house. This spatial experience is our signature style.

The house is enveloped with a blanket of green. The drawing room & lounge barely has solid walls as it embraces the front lawn with corner glass windows. While the staircase and the mandir adorn a beautiful glass roof that flushes light and features vegetation within the segment. While the living room feels like the space in transition, the hearth of the house is where all the spaces converge. It is translucent with screens and double heights. It opens from both front and back to the green lawns of the house. Visually from any point in the house, a layer of greens embarked upon.

The drawing room is designed as the part of the landscape. It is only 2 solid wall and 2

transparent that opens into the front lawn. The rooms main feature is the spectacular view of the lawn and the chandelier crowns and combines both drawing and dining space together Living room: The double heighted living room is the congruent space of the house that unites both the floors, the green segments together. The room feels like a part of the circulation and an independent space in itself. The semi-permeable screens in the space secure the privacy of the space at the same time keeps it connected with the other spaces. The free-standing TV wall help encase the space yet stands out as a feature in itself. You can see the corridor, staircase, mandir and the lobby in the upper floor from this point in the house. It is conceptualized as a parda and is a part of the entrance foyer. It is a feature that is visible from the entrance of the house. The idea was to channelize the positive energy from the place of worship to the entire house. It sits as a feature in the green belt. Designed to glorify the sleekness in design, the staircase pivots around a sheer wall and





gives a floating effect. It forms a part of the green buffer in the house and is capped by a glass ceiling above.

The master bedroom opens on both ends and highlights textures as the main feature of the room. It has a neat and clean vocabulary while the color is infused through the artwork curated. Wood and stone textures represents the mature yet simple nature of its user.

There is a subconscious sense of greens in the washrooms. A voluminous vibe is ensured in the spaces with the use of ample

natural light within. The jaali filters out the light and creates an interesting light pattern on the floor. The wet area is framed with stone and segregated. It is a space to relax and rejuvenate.

The teenager's room is designed in a rustic look, with different textures and materials bound together in neutral hues. Here the furniture arrangements are made to suit their changing needs. It entails spaces for both entertaining friends and self-introspective corners. Here the art and embellishments are used to represent

the interests of a child. It is beyond simple geometric shapes, capturing both their age and inclinations.

The kid's toilet adorns beautiful blue subway tiles as the feature wall along with a white shell and printed floor. It is a quirky and playful take on the rustic-themed room. It does not break away from the modern look of the house but rather adds another experience to the interior palette.

Sustainable Staying

Automation, environment, people: **SACMI's** way to sustainability for Sanitaryware industry

More than 130 international customers visited the Imola headquarters during Tecna. Our focus is on the 'We ARE Green' approach, technologies, and processes for sustainable, versatile, and quality production. SACMI partner provides strategic consulting services, from the very beginning to the end Imola. "We ARE Sanitaryware" is the result of the innovation journey SACMI has developed over the past 35 years for the sanitaryware industry. As part of the international Tecna exhibition, more than 130 customers visited SACMI's production and departments at the Imola headquarters.

This is where the most recent technological innovations were demonstrated to international customers in accordance with global production trends and market trends. In addition to improved quality and versatility in new product development, automation and sustainability are the main drivers of this path. This was the common thread of the visit, from SACMI's Molding department – where the new method of producing models by using tooling technologies grows in the Digital Product Development - to the Resin Department, where molds are manufactured and tested with quality

assurance.

An emerging global driver intersects with a new concept of the "factory", one that is clean, healthy, and safe, where manual operations are reduced in order to facilitate digital management and total tracking of all steps, with the innovative Qualitrack module extending automation and robotics to quality control. This was also the thread running through the innovations presented within the Whiteware Laboratory. This is where, in addition to RobotCasting solutions, customers were able to appreciate live a wide range of novelties ranging from RobotClean robotic finishing, which automates blank finishing to eliminate the



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operator from potentially contacting hazardous powders, to automatic loading at the RobotLoad kiln by SACMI.

Daniele Coralli, General Manager of Whiteware, states: "First and foremost, automation means consistent and repeatable quality, as well as the widest flexibility in the handling of diverse production mixes. The theme of sustainability is closely related to this driver. Every step of the process is designed to reduce the consumption of water, energy, raw materials". One example is SACMI's new solution for water recycling, with its reuse in the process for beneficial purposes as well as

the in-line recovery of 100% of the solid precipitates. "This is A solution that can help save up to 70 percent of the water used by a plant", and that's just one example that SACMI places alongside multiple offerings from dough preparation to high-efficiency baking. Additionally, there is an added challenge of making the factory environment healthier, a new competitive factor for a market that is becoming increasingly attentive and demanding.

The "next generation" management software, with interfaces designed to facilitate offline programming of machines, Artificial Intelligence

algorithms, automatic recipe recall (for inspection, finishing, glazing, etc.) as well as increased plant efficiency and availability were among the additional innovations presented. Transported to the heart of SACMI's Sanitary Technology, international customers had the opportunity to evaluate the opportunities for sustainable innovation in a unique way. This guided them down a path that begins with the peculiar production needs and market approach, relying on a partner who can provide all of the technology and strategic advice, from the very beginning to the end.

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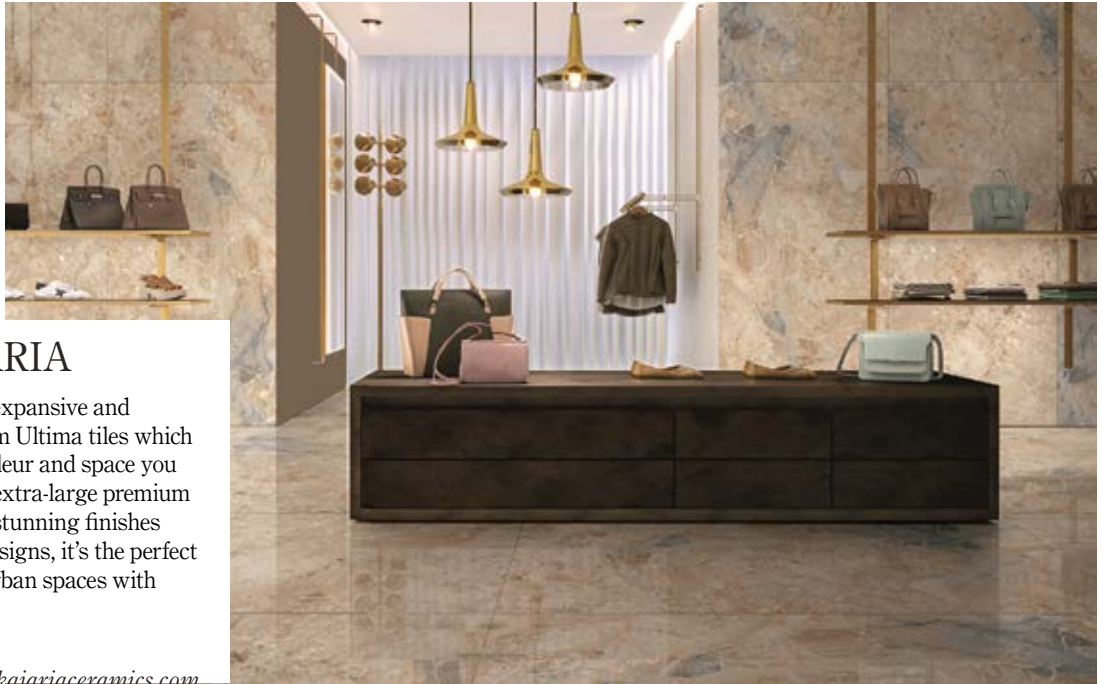
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KAJARIA

Kajaria has launched expansive and elegant, 1200x2400 mm Ultima tiles which create a sense of grandeur and space you can only get from the extra-large premium tile. With a variety of stunning finishes and nature inspired designs, it's the perfect way to create grand urban spaces with limitless beauty.

www.kajariaceramics.com



HANSGROHE

Hansgrohe Group luxe brand AXOR of the Hansgrohe Group, dedicated to manufacturing iconic objects for luxurious bathrooms and kitchens, launches its latest collection. AXOR MyEdition, created in collaboration with Phoenix Design, premiered a new dimension of personalisation. Its sleek design pushes boundaries, and its customizable concept satisfies the desire for uniqueness. With every aspect of the collection promising revolution, Powder-Rain, the spray is a sensuous experience on the skin, featured for the first time in a tap. The collection comprises products spanning washbasins, bidets and bathtubs, all available in India. With high-precision craftsmanship and cutting-edge technology, AXOR MyEdition enables customers to create bathrooms that are an expression of their unique personalities.

www.hansgrohe.co.in



VARMORA

Varmora has launched an exclusive range of premium sanitaryware, faucets, kitchen sink, water heaters and bathware accessories. The brand has launched 50 plus sanitaryware products in new designs and colour, 15 new faucets models in complete series, 12 kitchen sinks in new sizes, designs and colour and 5 water heaters.

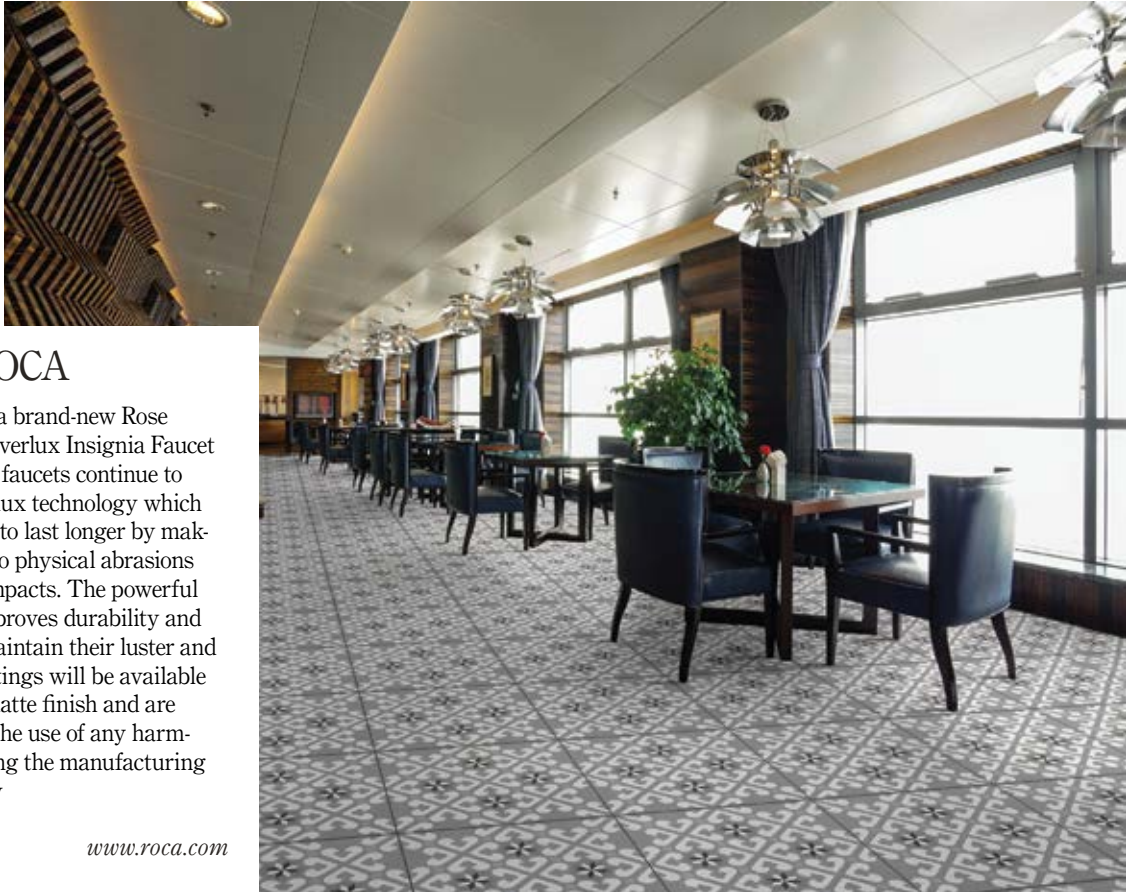
www.varmora.com



VITRA

Vitra Outline washbasins completely transform the appearance of your washbasins while offering elegant practicality. This new series is distinguished by its distinctive designs and cerafine material, which gives your bathrooms a new look. The series of ongoing trends showcase a modern and contemporary aesthetic, making it suited for all preferences and creating magnificent bathroom designs. Washbasins in the new Outline series are available in a variety of shapes including Tv, oval, square, and pebble, and are available in matte black, matte mink, matte taupe, matte white, and white. This series caters to people who want to make their bathrooms a remarkable fashion statement for everyone to admire. Hence, the distinctive design and the durable material make the washbasin look more aesthetic and give a modern touch to your bathroom.

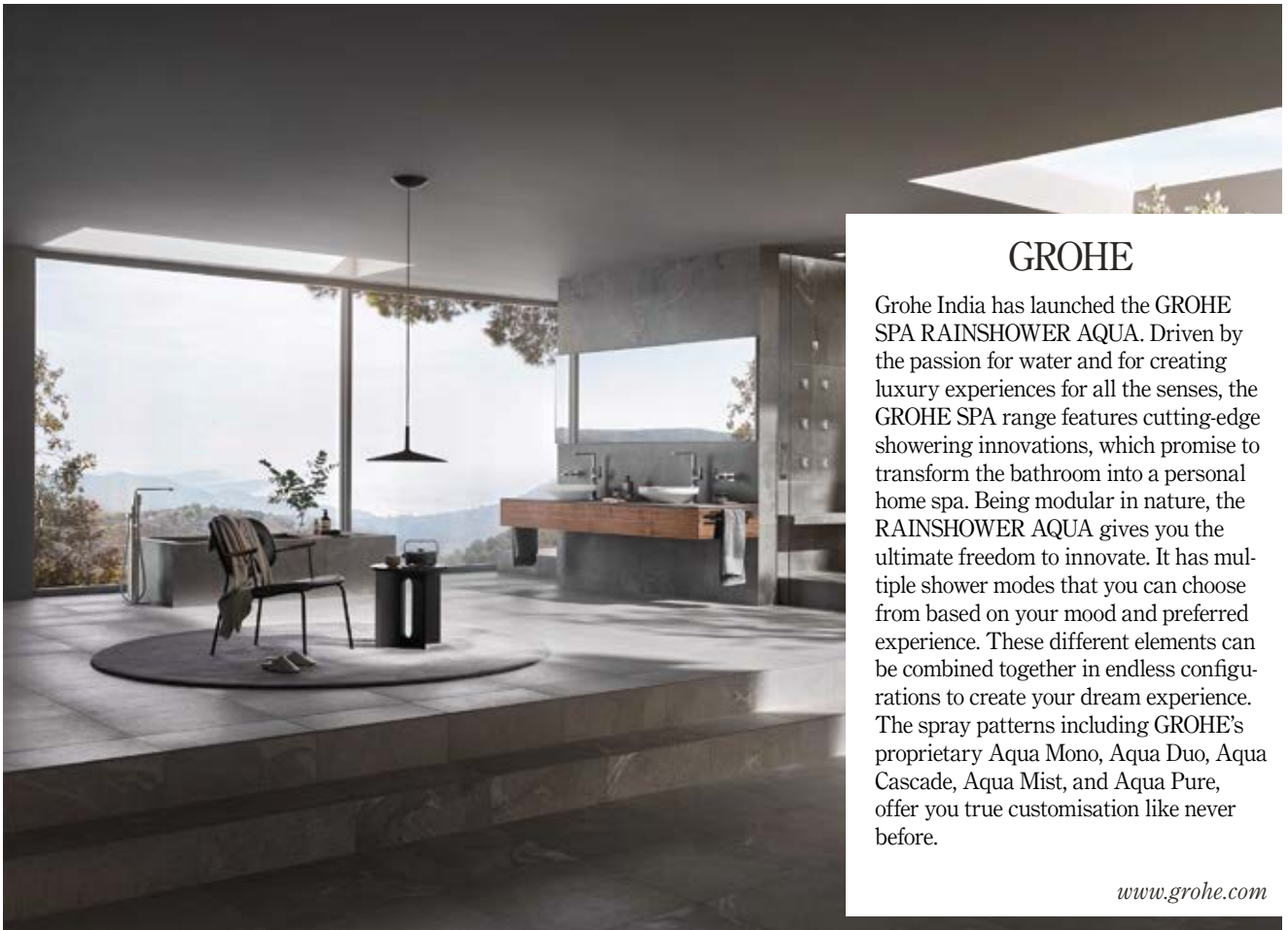
www.vitra-india.com



ROCA

Roca has launched a brand-new Rose Gold finish for its Everlux Insignia Faucet collection. The new faucets continue to feature Roca's Everlux technology which enables the fittings to last longer by making them resistant to physical abrasions i.e. scratches and impacts. The powerful Everlux coating improves durability and helps the faucets maintain their luster and charm. The new fittings will be available in both gloss and matte finish and are developed without the use of any harmful chemicals making the manufacturing process eco-friendly

www.roca.com



GROHE

Grohe India has launched the GROHE SPA RAINSHOWER AQUA. Driven by the passion for water and for creating luxury experiences for all the senses, the GROHE SPA range features cutting-edge showering innovations, which promise to transform the bathroom into a personal home spa. Being modular in nature, the RAINSHOWER AQUA gives you the ultimate freedom to innovate. It has multiple shower modes that you can choose from based on your mood and preferred experience. These different elements can be combined together in endless configurations to create your dream experience. The spray patterns including GROHE's proprietary Aqua Mono, Aqua Duo, Aqua Cascade, Aqua Mist, and Aqua Pure, offer you true customisation like never before.

www.grohe.com

ABOUT US



Located in the capital city New Delhi **Vulcan Ceramics Co Pvt Ltd** is among the trusted Manufacturers, Exporters & Suppliers of supreme quality Minerals. The Company can be relied upon to provide authentic Minerals.

Founded in 2003, having two decades of experience in Industrial Minerals, we have grown into a multinational business with operations in around various countries and an extensive multi-mineral portfolio.

Vulcan is a global material solutions company. Our company sources, transforms and distributes specialty industrial minerals – particularly Feldspar, Quartz, Bentonite, Kaolin, Agriculture & Aqua minerals . We serve industries as diverse as ceramics, construction, Paper, paint, Agriculture and water purification

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Talc	

TECHNOLOGY NEWS

Know about the latest launches in technology and machinery brands

System Ceramics 2022 New Achievements

System Ceramics has begun 2022 with two acquisitions: that of Tecno Italia, which led to the creation of the new company Tecno Italia Digital, and the purchase of a majority stake in Tecno Sistemi by the Fiorano-based group's member company Studio 1. Founded in Sassuolo in 1994 by Valdo Elmetti and Giancarlo Fiandri, over the years Tecno Italia has built up a strong international reputation for its innovative ceramic glazing and decoration solutions, all of which are designed and manufactured inhouse. In recent years, the company has further demonstrated its green credentials by bringing to market its revolutionary Digiglaze 4.0 digital glazing technology, one of the most significant innovations to have emerged in the sector in the last decade. It was this innovation that prompted System Ceramics to acquire a majority stake in the company, thereby expanding its already extensive range of cutting-edge solutions for the design of fully digitalised decoration lines and for improving the efficiency of industrial processes. Under the terms of the agreement, Valdo Elmetti and Giancarlo Fiandri will stay on at Tecno Italia Digital to ensure the continuity of the company's process of innovation. The other deal was completed at the beginning of the year when Studio 1, a System Ceramics group company that designs and manufactures machines and complete automatic processes for the ceramic and glass industries, acquired a majority stake in Tecno Sistemi, a Scandiano, Reggio Emilia-based company specialising in the development of software and electrical systems for automated industrial machine.

www.systemceramics.com



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Tecna 2022 – Technology and Future Trends

State of the art and evolution are the key words of Tecna 2022 (Rimini, 27-30 September 2022), the leading international exhibition of technologies and supplies for the surfaces industry organised by Italian Exhibition Group in collaboration with ACIMAC. The show will allow visitors to get a preview of the latest aesthetic and design trends and discover all the new developments and innovations in industrial production. The Rimini expo centre's new layout has also been redesigned and improved in terms of logistics, allowing the public to enter from both the south and east entrances.

One of the new features of this latest edition is Tecna Future Lab, a new exhibition area and a laboratory of ideas designed to illustrate the latest developments in Indus-

try 4.0 through the themes of Industrial IoT (Internet of Things), Artificial Intelligence, Additive Manufacturing, Cyber Security and Servitization. It will also include a special area devoted to start-ups. The programme of ancillary events will cover topics ranging from sustainability to R&D. The technology conference entitled Sustainability in Ceramics will address what is now one of the top trending topics in both the ceramic and the ceramic machinery industries, which are reviewing their goals in the light of the current national and international geopolitical context. Decorative Surface Event is the name of the initiative devoted to technologies for non-ceramic surfaces, a new product category for Tecna.

en.tecnaexpo.com



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www.unicera.com.tr

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10 – 13 November 2022

Mumbai, India

etacotech.com

WORLD ARCHITECTURE FESTIVAL

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www.worldarchitecturefestival.com

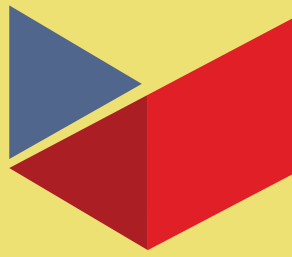
ACETECH DELHI

8 – 11 December 2022

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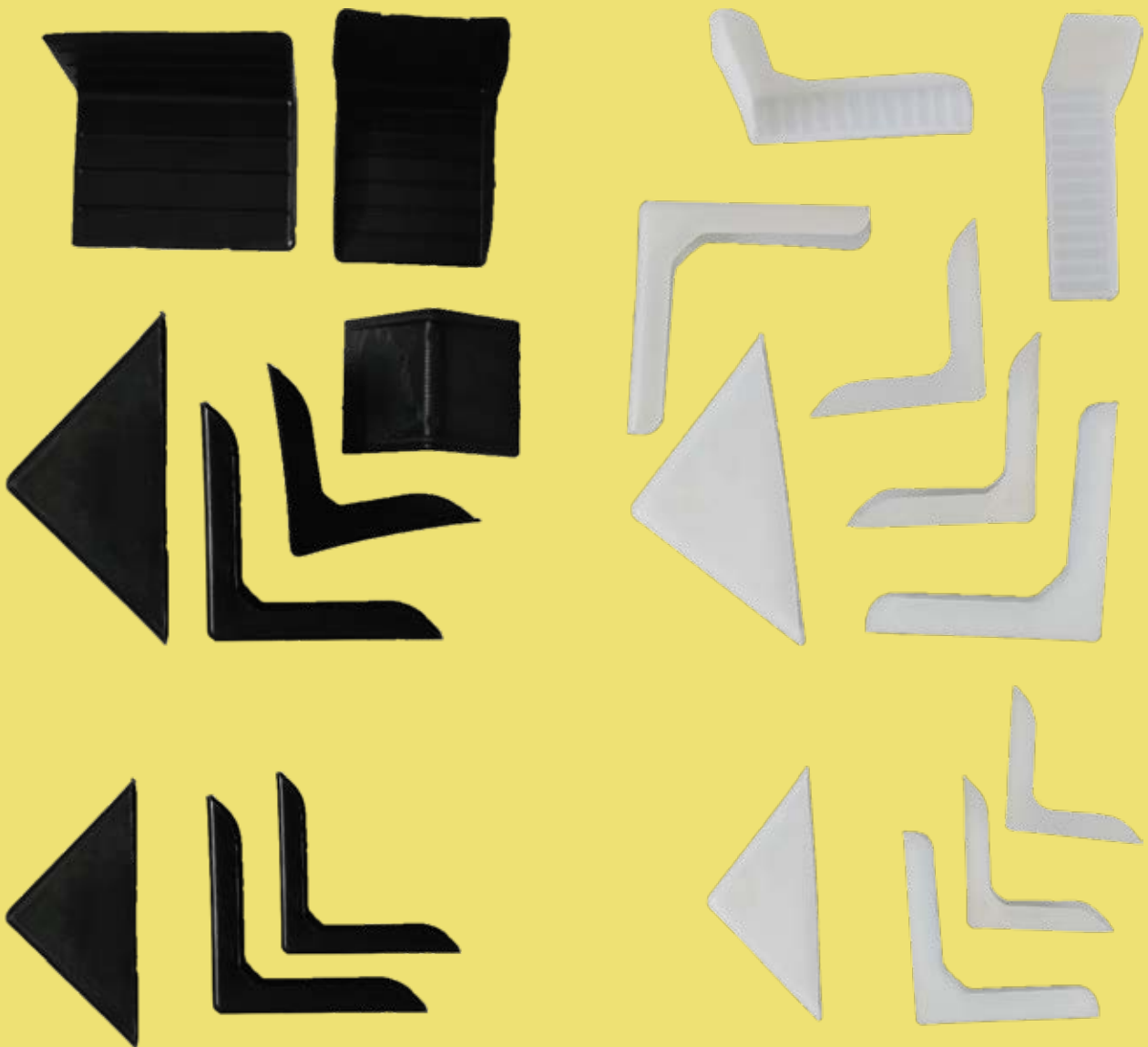




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ABOUT US

In 1996, with the aim of marketing and producing frits and compound glazes **Welsuit Glass & Ceramic Pvt. Ltd.** established in Vadodara (Gujarat, India) . A rising star as a ceramic glaze industry **Welsuit** has become a large-scale modern enterprise ranging from production, Raw materials purchasing, R&D laboratory, marketing, global importing and exporting - for the development of the driving force to the research and development of new products, the production and marketing of products based products, service assurance, to build strong global market channels chain, and strive to build global brands.

Welsuit has a professional R & D team, R & D lab based in at work premises, this team has more than twenty years of experience in glaze product development, new product development and innovation has always been to meet the market customer demand for the purpose.

FRITS



Welsuit has developed a great variety of frits and glazes for the varied manufacturing processes and temperatures used in the market. These frits allow any type of finishes (matt, glossy and semi-glossy) as well as opaque or transparent glaze formulations and providing different touches from satin to rustic.

APPLICATION



WALL TILES



SANITARY WARE



CERAMIC TABLE WARE



FLOOR TILES



PORCELAIN TILES

MAXIMUS

MEGA SLAB



Kitchen Countertop: Keats Grey
Absolute Collection 800x2400 mm



RAKCERAMICS.COM

RAK
CERAMICS

The only space

for which
we don't have a tile.

From living rooms, kitchens, bedrooms, bathrooms, to the outdoors like parking spaces, garden areas, swimming pools, terraces, or any other space that comes to your mind, we have a tile that's just right for you. Backed by 64 years of excellence and a strong R&D team who constantly keeps innovating, we at Johnson have developed the widest range of tiles in varied textures, patterns, colours, finishes and sizes. And for all you know, one day, we might create a tile even for the outerspace. So, whatever be your space, be tile assured with Johnson.



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