



# ICCTAS MAGAZINE



The Tiles of India

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SEPTEMBER 2023

INDIAN COUNCIL OF CERAMIC TILES AND SANITARYWARE



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# Vijay Aggarwal, Chairman, ICCTAS, talks about the remarkable growth in Indian ceramic tile industry and the business challenges by the brands and how the industry is going to perform in the future.



**Vijay Aggarwal**  
Chairman, ICCTAS

Indian ceramic industry has performed well in the past and expected to grow in the next ten years in India because of increasing in the urbanization, construction market, replacement demand; government push for infrastructure development and many other factors that has demand for ceramic tiles is set to soar.

Ceramic tiles are increasingly getting adopted as a sustainable solution replacing natural stone and wood. Advancement of technology has opened new possibilities wherein large format tiles are used as slabs, or thicker tiles being used for cladding. India is anticipated a significant expansion in the industry, presenting with exciting opportunities to further solidify the market position.

The current market landscape presents several challenges that companies must navigate to ensure consistent growth. Some key challenges include high gas and freight cost, increasing competition, rapidly changing consumer preferences, evolving technology, and sustainability expectations. To overcome these challenges, companies must stay agile, invest in research and development, embrace innovation, foster strong customer relationships, and align with sustainable practices.

As far as business challenge is concerned, cost escalation primarily due to volatile gas price has huge implication on the profitability. The outlook for the tile industry's financial performance in the next five years is highly promising. With a steady increase in construction activities, rising disposable incomes, and growing awareness of the importance of aesthetically appealing spaces, the demand is expected to witness substantial growth.

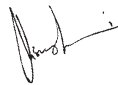
Indian tile industry is expected to double in next five to seven years in the backdrop of growth in domestic market as well as huge upsurge in exports. This, in turn, bodes well for the financial performance of companies in the industry.

# Publisher's Note

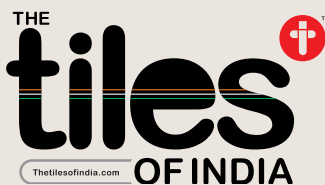


Once again, we have come up with the latest edition of ICCTAS. In this ICCTAS issue, we have featured a Somany Ceramics article where Minal Somany, Brand Custodian, Somany Ceramics, talks about the latest innovations in the tile manufacturing industry. In brand stories, we have Duravit China, Sacmi, and the Orientbell Tiles latest 'Inspire' special range, a stunning collection of GVT Tiles inspired by nature and Kajaria Ceramics celebrating 35 years of excellence with their new campaign. Know about some essential features and advantages of choosing non-slip outdoor tiles which are safely designed for your terrace by Group Grespania. In spotlight, we give you a glimpse of the most awaited event Cersaie 2023, celebrating 40 years this year, which will be held in Bologna from 25 to 29 September 2023. Hansgrohe Innovators along with Phoenix Design presented their concept study "Hansgrohe's Green Vision Beyond Water: Rethinking Bathroom Culture" to the public for the first time at ISH 2023. In Architect's Take, we have featured the Davis Road apartment in Bangalore, designed by DS2 Architects, which speaks Indian aesthetics interplaying with modern sensibilities. Also, know about the latest trade events and the latest news from the tile machinery industry in the Techno Time section.

Happy Reading!



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# 35 Years of Excellence

## Kajaria Ceramics is celebrating 35 Years of excellence with a 360-degree pan-India campaign

Kajaria has launched its latest Desh Ki Mitti Campaign, celebrating 35 years of excellence, featuring Bollywood actors Akshay Kumar and Ranveer Singh as brand ambassadors.

The 360-degree pan-India campaign's core message, "**Hum Alag Hain, Par Ek Hi Mitti Ke Hai,**" beautifully portrays the unity that binds us as a nation, transcending our diverse backgrounds. Kajaria aims to highlight this unifying spirit while emphasizing its commitment to providing top-tier quality products that stand the test of time.

The strategic objective is to reach deeper into Tier 2 and 3 cities, and to cater to the southern markets. The TVC will be released in regional languages like Tamil, Telugu, Kannada, and Malayalam.

Speaking on the campaign launch, **Mr. Rishi Kajaria, Joint Managing Director of Kajaria Ceramics**, commented, "We are delighted to have two of the biggest names in Bollywood, Akshay and Ranveer, for our new campaign. At Kajaria, our journey has been guided by a deep-rooted commitment to unity and pride for our nation. Both personify the values we stand for - excellence, integrity, and a deep love for the nation. With this campaign, we aim to inspire a sense of pride and togetherness in our customers, reaching every nook and corner of the country."

**Mr. Chetan Kajaria, Joint Managing Director at Kajaria Ceramics**, further added "As Kajaria enters its 35th year, this collaboration marks a new chapter for the company, and we look forward to continuing our commitment to providing top-quality products with latest trends and technology with a diverse portfolio. We are proud Indians, and even more proud of being an Indian company.

The Desh Ki Mitti campaign fits beautifully with our ideology and commitment of creating the best for our nation."

**Speaking on this campaign, Akshay Kumar said**, "I have been associated with Kajaria tiles for more than 6 years. Working in the ad for Kajaria Tiles has been an incredible experience. The film's message of unity and pride resonated deeply with me, and it was an honour to be a part of this inspiring project."

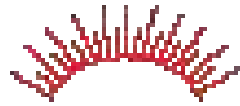
**Speaking about the association, Ranveer Singh, said** "The story beautifully portrays the strength of being united for the country. It personifies deep

love for nation and that is something my heart is encompassed with. Also the integrity that the brand stands for establishes a strong connect with my persona. I am thrilled to join hands with a brand that embodies excellence and innovation."

The Desh Ki Mitti theme, launched six years ago, has made Kajaria stand out in the cluttered advertising space, becoming a benchmark for tile advertising. To ensure maximum visibility and engagement, the TVC campaign will be extended across various platforms, enabling wider reach to audiences nationwide.

[www.kajariaceramics.com](http://www.kajariaceramics.com)





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# Creativity and Functionality

**Minal Somany, Brand Custodian, Somany Ceramics** shares with ICCTAS the latest innovations in tile manufacturing industry

Somany Ceramics Limited (SCL) is among the top 15 global giants of the Ceramic Industry. Founded in 1968 by Late Shri Hiralal Somany, Brand SOMANY, under the capable leadership of Mr. Shreekant Somany, Chairman & Managing Director and Mr. Abhishek Somany, Managing Director & CEO, has become a household name in India for tiles and bathware. Moreover, it exports its products to over 80 countries across six continents. The company is a complete solution provider in decor solutions with the widest product selection in all categories: ceramic (wall and floor tiles), polished vitrified tiles, glazed vitrified tiles, sanitaryware and bath fittings.

*Minal Somany, Brand custodian of brand Somany, shares her thoughts on creativity and functionality in tiles. “We live in a world where creativity and functionality converge, pushing the boundaries of tile manufacturing and design. The tile*

industry has witnessed remarkable innovations that not only enhances the aesthetic appeal of tiles but also offers practical solutions for modern living spaces. Let’s discover what exactly pushes the boundary of creativity and functionality in terms of manufacturing and as a consumer, what is in it for you.

### The Rise of Digital Printing

Digital printing has ushered in a new era of customization in tile manufacturing. With this innovative technology, manufacturers can create intricate designs, realistic patterns, and vibrant colors on tiles. The possibilities are endless, allowing homeowners and designers to personalize their spaces with unique creations. Whether replicating the look of natural materials or unveiling bespoke designs, digital printing opens doors to unparalleled customization, making each tile a work of art.





### Embracing Large Format Tiles

Large format tiles have revolutionized interior design by offering seamless aesthetics and expansive designs. With their generous dimensions, these tiles create a sense of openness and elegance, making any space appear more spacious and sophisticated. The reduced number of grout lines adds to the seamless appearance, resulting in a cleaner and more contemporary look. Large format tiles, are available in a range of finishes, and patterns, allowing for endless creativity and have become a go-to choice for those seeking a modern and luxurious ambiance.

### The Rise of Thin Tiles

Thin tiles have emerged as a game-changer, redefining the concept of versatility and lightweight design. These ultra-thin tiles, typically measuring less than 6mm in thickness, offer numerous advantages. Their lightweight nature makes them easier to handle during installation, reducing the load on structures and facilitating creative applications. Thin tiles can be used to clad curved surfaces, create seamless transitions between areas, and even enhance the aesthetic appeal of furniture and decorative elements. With their remarkable strength and durability, thin tiles are setting new standards for both functionality and visually striking interior designs.

### Embracing Eco-Friendly Materials

The demand for sustainable and eco-friendly materials has led to innovative solutions in tile manufacturing. Right from tiles that eliminate excessive heat to tiles that are manufactured via processes that ensure minimal wastage, sustainability has become more important than ever, and for all the right reasons. These sustainable options not only reduce the environmental impact but also offer a unique aesthetic charm, showcasing the beauty of repurposed materials. As sustainability becomes increasingly important, the availability of eco-friendly tiles allows homeowners and designers to make conscious choices without compromising on style and quality.

### Health and Hygiene

In today's health-conscious world, the tile manufacturing industry is prioritizing hygiene with the development of antibacterial and anti-microbial tiles. These tiles are infused with innovative technologies that inhibit the growth of bacteria, viruses, and other harmful microorganisms. With their hygienic



properties, these tiles contribute to cleaner and healthier spaces. From hospitals and healthcare facilities to residential bathrooms and kitchens, antibacterial and antimicrobial tiles provide peace of mind, ensuring a safer and more sanitized environment.

### Conclusion

The tile manufacturing industry continues to push the boundaries of creativity and functionality, transforming the way we envision and experience interior spaces. From the precision of

digital printing to the elegance of large format tiles, the versatility of thin tiles, the sustainability of eco-friendly materials, and the focus on health with anti-bacterial and anti-microbial tiles, these innovations redefine the possibilities of tile design. As manufacturers strive to meet the evolving demands of consumers, we can expect even more groundbreaking innovations that will shape the future of interior design, creating spaces that are both visually captivating yet functional.

[www.somanyceramics.com](http://www.somanyceramics.com)

# Non Slip Outdoors

**Group Grespania** shares some essential features and advantages of choosing non-slip outdoor tiles which are safely designed for your terrace



The choice of tiles for outdoor areas is a crucial decision when designing and decorating your terrace. It's not just about creating a visually attractive space, but also ensuring the safety of those who use it. That's why non-slip outdoor tiles are a popular and highly recommended option. Let Grespania introduce you to the essential features of outdoor ceramic tiles, as well as the advantages of choosing non-slip porcelain flooring for your outdoor areas.

## Essential Features of Ceramic Tiles for Outdoor Areas

When it comes to outdoor tiles, it is essential to take into account certain fundamental features that set them apart from ordinary flooring: On the one hand, this material is specifically designed to

withstand inclement weather, temperature changes and the daily wear and tear that being outdoors entails. What is more, they must provide a safe, non-slip surface, especially in areas where there is a risk of splashes and surface water, such as terraces and swimming pool surrounds. That's why one of the most important aspects to consider when choosing outdoor tiles is their degree of slip resistance.

## Classification of Non-Slip Outdoor Tiles

Non-slip outdoor tiles are classified into different categories according to their coefficient of friction or degree of slip resistance. Knowing these classifications will help you choose the most appropriate option for your terrace, depending on its

location and the degree of exposure to moisture and water. On the international stage, there are currently various different evaluation and classification systems for non-slip tiles, the most widespread standard is the German certification DIN 51130:2014.

Another rising trend is tiles inspired by natural stone. Grespania has developed a line of outdoor tiles that perfectly recreate different types of stone, including marble, granite, and slate. These tiles lend a sense of luxury and sophistication, turning your terrace into an oasis of serenity and refinement. We here at Grespania understands that your terrace is one of the most special areas of your home and, as such, deserves full attention paid to design and quality. That's why they offer

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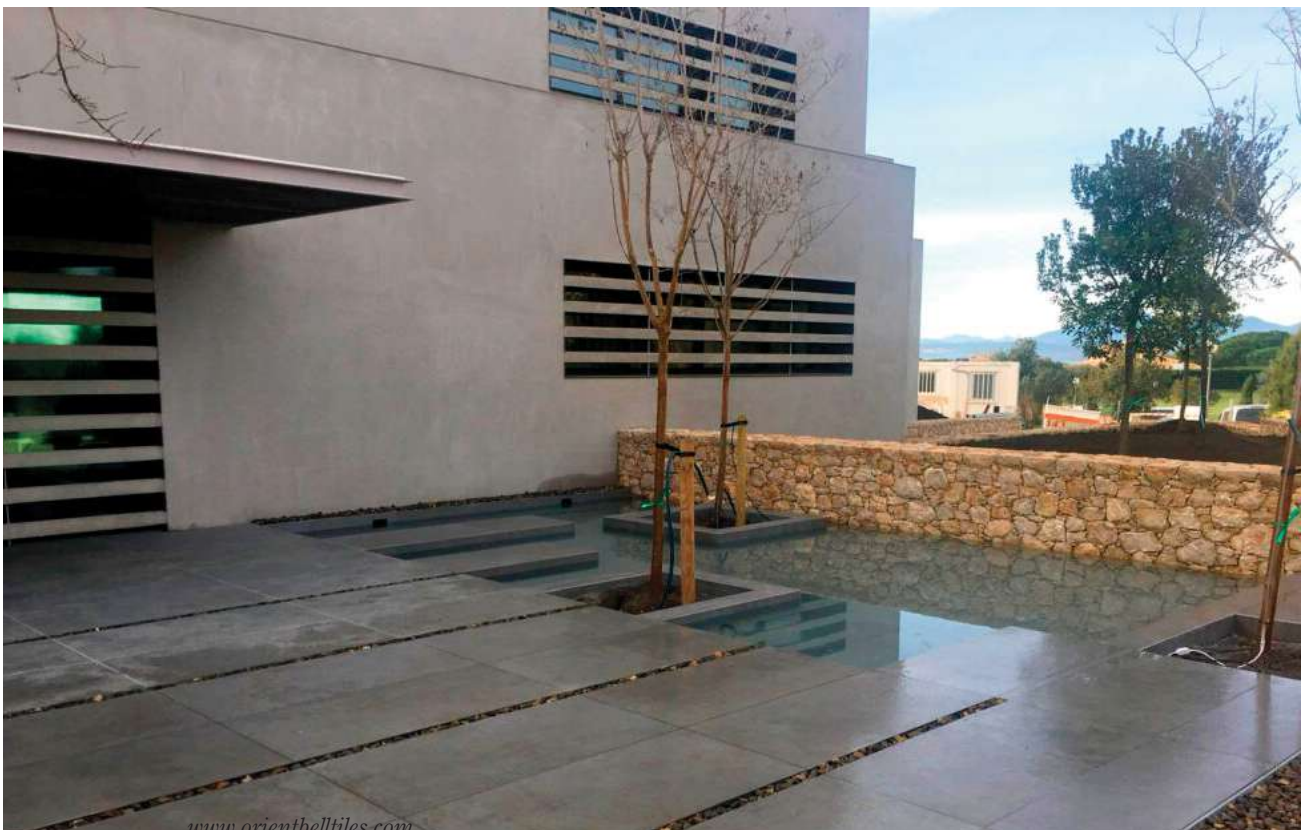
In addition, thanks to new technological advances, some non-slip ceramic surfaces are notable for being smoother to the touch. This is a highly valued feature when it comes to private use, as it makes cleaning easier while still ensuring the style and safety of outdoor spaces.

**Advantages of the 20MM Format for your Terrace**

In addition to their non-slip features, outdoor tiles can offer other advantages. An example of this is the 20 mm-thick format. Grespania’s porcelain stoneware with a thickness of 20 mm offers greater resistance and durability, as well as high breaking strength. This option is especially suitable for terraces and high-traffic areas, as it can withstand heavy loads and daily wear and tear without issue. What is more, its extra thickness means it can be easily installed on different types of surfaces, such as grass, gravel or even sand.

Another advantage of the 20 mm-thick format is that it can be installed as a raised flooring system, creating a raised terrace. This is especially useful if you want to hide cables, pipes or just to facilitate the drainage of water from the terrace.

*www.grespania.com*



*www.orientbelltiles.com*

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# Stylish & Aesthetic

**Orientbell Tiles** launches **Inspire** special range, a stunning collection of GVT Tiles inspired by nature

Orientbell Tiles, a leading tile manufacturer, is excited to announce the launch of its new collection, the Inspire Special Range. This collection showcases the latest in design and innovation, featuring special designs like Carving & Decor in Matt, Gloss, Super Gloss, and Wooden finishes. With a total of 35 exquisite designs, the Inspire Special Range is set to captivate customers with its elegance and versatility.

The Inspire Special Range introduces tiles with dimensions of 600 x 1200 mm, perfectly suited for both wall and floor applications. These tiles offer a transformative touch to any space,

bringing a sense of spaciousness and luxury to your favourite areas. Whether you're looking to enhance your living room, bedroom, or kitchen, the Inspire Special Range from Orientbell Tiles is the ideal choice.

In response to the evolving preferences of consumers, Orientbell Tiles has recognized the increasing demand for larger tiles. The Inspire Special Range caters to this trend by providing a range of advantages to customers. The larger size not only creates a more expansive and luxurious feel but also offers versatile usage possibilities. Moreover, the Inspire Special Range ensures a seamless

continuity effect and delivers a visually appealing aesthetic impact.

**Introducing the Inspire Special Range by Orientbell Tiles, catering to the surging demand for larger tiles.** This stunning collection offers an array of advantages, including 35 new designs which includes 9 captivating Carving designs in white, grey, and brown with 5 exquisite Décor designs inspired by art, lotus flowers, and autumn flowers. It also includes 7 impressive Matte designs in smokey grey, white, and brown along with 10 alluring Gloss designs in Dark and Light Brown, Beige, White, and Grey and 4 dazzling





Supergloss designs in Gold, Blue, Honey, and Brown. Elevate your living spaces with opulence and versatility, embracing a seamless continuity effect that captivates the eye.

Experience the perfect choice for transforming your home with an exquisite touch of creativity, elegance, and luxury - the Inspire Special Range by Orientbell Tiles. Unveiling a wide selection of designs and finishes, this collection empowers you to personalize your living spaces, leaving a timeless impression that reflects your unique style and taste.

[www.orientbelltiles.com](http://www.orientbelltiles.com)



# Leading with Sacmi

## Duravit China, nearing the goal of 2 million pieces per year with SACMI

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# Cersaie 40

The **40<sup>th</sup> Cersaie** to be held in **Bologna** from **25<sup>th</sup> to 29<sup>th</sup> September 2023** heralds a new frontier of innovation and enterprise



Cersaie 2023, the ceramic tile and furnishing exhibition is scheduled to take place in Bologna from 25 to 29 September.

At this 40th edition, the Minister of Enterprises and Made in Italy Adolfo Urso will be one of the speakers at the inaugural conference to be held on Monday 25 September at 11.00 a.m. in the Palazzo dei Congressi.

“In times of difficulty, trade fairs are an opportunity to reboot the entire local economy, and Cersaie is the foremost trade fair for the ceramic industry and our local region,” added **Gianpiero Calzolari**. “The exhibition centre is continuing its investment programme and in the space of just a few years will take a

big step forward to become even more international in its scope. Climate change is forcing us to make important choices in terms of infrastructure and new production technologies, and it is something that affects all of us, from companies to institutions. BolognaFiere will continue to show solidarity with families and businesses affected by the flooding.”

The 15 halls available this year will have a fully occupied total area of 145,000 square metres, a few thousand square metres more than in 2022. The number of exhibitors is also up by a few percentage points from last year’s 624. Ceramic tile producers will make up almost 57% of the total, while the bathroom furnishings sector will account for 15%. Overseas

exhibitors will comprise around 40% of the total, once again confirming Cersaie’s exceptional international scope.”

With regard to the initiatives organised to celebrate Cersaie’s 40th anniversary, **Emilio Mussini** explained that the exhibition itinerary will consist of five different areas. The first of these, in the Services Centre, will serve as a teaser for the remaining four – one in Gallery 21/22, two in Gallery 25/25 and the last one in the Mall of Hall 37. Each of the areas will house a graphic showing key products and personalities from the decade, together with one or more videos featuring product applications, the historical context and events organised at Cersaie, accompanied by music from the period.

“The Building Dwelling Thinking cultural programme will be back with leading names in the world of contemporary architecture,” continued Emilio Mussini. The 18 Press Cafés will be held in the Media Village in mall 29/30 and will be preceded the week before the exhibition by a digital roadshow organised in cooperation with 5 foreign publishers. Cersaie Designs Your Home will also be back again this year. Another new feature of this 40th edition of Cersaie concerns the world of tile installation. As part of a focus on future generations and professional training, six young tile layers

aged between 17 and 23 will take part in a challenge to create an artefact using tiles of various sizes. Rethinking architectural space was the focus of the talk given by architect **Massimo Iosa Ghini**. “The real challenge is to thrive on harmonisation, to successfully pursue development while maintaining the ability to preserve the environment. Ceramic is a local product not just geographically but above all conceptually, and has undergone extraordinary evolution, largely as a result of technological innovation.” Ceramic tiles and bathroom furnishings no longer exist



in an autonomous space, but following research efforts and innovation have now taken their rightful place amongst the new uses of buildings, taking on new challenges in terms of space, quality of life and sustainability. Ceramic tile is the pre-eminent surface covering material because it meets different aesthetic and functional requirements while protecting the environment.

Next, the mayor of Bologna **Matteo Lepore** noted that the emergency situation in the metropolitan area of Bologna is at the present time concentrated mainly in the Imola area due to landslides and closed roads. “Infrastructure damage of this magnitude had not been seen since the post-war period, and several billions of euros will be needed for reconstruction.”

More than 10,000 families have settled in Bologna in recent years, noted Lepore, and the investments envisaged by the NRRP (National Recovery and Resilience Plan) funds will exceed €1 billion without increasing land use. “Redevelopment is the operative word: at present our main projects are located in disused railway areas and concentrated around the high-speed train station, as well as the construction of six new urban parks and the reduction of emissions with the aim of achieving carbon neutrality by 2030. Cersaie is a key event for our region’s development and fully reflects our ability to compete in international markets.”

[www.cersaie.it](http://www.cersaie.it)

# Kajari

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# Green Vision

**Hansgrohe** Innovators along with Phoenix Design have presented their 'Green Vision' concept study for the first time at ISH 2023



The Hansgrohe Group, its brands and products have won numerous awards, including more than 700 design prizes since 1974. hansgrohe stands for innovative solutions for kitchens and bathrooms that combine intelligent functionality, outstanding design, and enduring quality. With its many award-winning products, the brand steeped in tradition, shapes the flow of water in the kitchen and the bathroom. Within the internationally active hansgrohe Group, the premium brand hansgrohe manufactures, markets and distributes showers, shower systems, bathroom and kitchen faucets, and kitchen sinks.

The conception of Hansgrohe's Green Vision Beyond Water: Rethinking Bathroom Culture“was, on the one hand, all about planet-centric design: how can

consumption be reduced to conserve increasingly scarce water and energy resources? How can the carbon footprint of a bathroom be reduced to as close to zero as possible over its average 20-year service life?

Green Vision is a concept study that has the potential to become reality. The technical innovations of the individual modules are already being incorporated into the development of AXOR and hansgrohe products. Other elements, are still fiction today due to existing legal regulations.

90% less water, 90% less energy - and therefore 90% less CO2e emissions in the bathroom: that's the result achieved by an interdisciplinary team of Hansgrohe innovators and PHOENIX ([www.phoenixdesign.com](http://www.phoenixdesign.com)) after two years





of developing a vision for what is probably the most sustainable a bathroom that functions almost without water. The concept study goes far beyond the usual sustainability triad Reduce - Re-use - Recycle: it's about Rethink – the radical rethinking of personal hygiene and the need for a mental retreat.

Individual wellness needs clearly compete with the growing need to conserve water. An internal conflict for each individual. One possible solution: in our vision, we separate hygiene and wellbeing, enabling unlimited, virtually waterless regeneration. That's why Hansgrohe's Green Vision consists of two platforms: BASE is the new platform for personal hygiene; SPHERE is the platform for mental retreat.

**BASE – Space for Physical Hygiene**

BASE is the new conceptual platform for personal hygiene. The 10-liter shower with pH-neutralized water enables showering with virtually no shampoo or shower gel. The user knows at all times how much water is still available for showering: the darker the light in the overhead shower, the less water is left. The shower water is collected and used for flushing the toilet. The new visionary wash station features three spray types: a non-heated, misty spray for the majority of wash station procedures (hand/face washing) and one heated, as well as one non-heated, mono spray for "smaller bodily hygiene rituals". The desired spray type is started by a sensor on the arc. It stops automatically as soon as the hands are no longer under the spray nozzles. The new, visionary separating toilet with

pivoting lid separates feces and urine, thus reducing the number of toilet flushes. It is flushed with the collected shower water. Thanks to its bidet function, the toilet does not require toilet paper - which makes a significant contribution to reducing CO2e emissions. In addition, this saves a total of around 55,000 liters of virtual water, which is used in the production of toilet paper.

**SPHERE – Space for Mental Hygiene**

The conceptual SPHERE is the area for mental retreat. An armchair with a flexible dome invites you to relax. Through the interplay of light, sounds and warm water vapor infused with essential oils, the dome enables a multi-sensory experience – with minimal consumption of water and energy and thus less CO2e emissions. Opening or closing the dome creates different states that influence the intensity of the experience. This creates a relaxation effect like in a bathtub, but without wasting water and energy. Green Vision uses materials within a circular economy to create the interior: aluminum extracted from the salt water of the oceans is used instead of chrome-plated brass for everything metallic, such as fixtures. The bathroom furniture is made of wood and recycled materials.

**Hansgrohe's Green Vision Live at ISH 2023**

Hansgrohe Group presented its concept study "Hansgrohe's Green Vision Beyond Water: Rethinking Bathroom Culture" to the public for the first time. "Together with PHOENIX, we set out to solve the problems of the future with regards to the bathroom space: water shortage, climate crisis, resource scarcity. The result is a modular system based on the idea of circular economy: keeping cycles small and closing them as quickly as possible," Steffen Erath, Head of Innovation & Sustainability, Hansgrohe Group. "Our concept is open to discussion, further development and ideation of our own, or perhaps even more far-reaching concepts in the industry." "Global warming and our use of resources need to be rethought. The sanitary industry will have to develop new solutions that are not only produced more sustainably, but above all, enable a more efficient use of resources in the bathroom. With our Green Vision, we are accompanying Hansgrohe in making the challenges that this rethinking entails, tangible and address them in a targeted manner," said Matthias Oesterle, Design Director, PHOENIX.

[www.hansgrohe.in](http://www.hansgrohe.in)

# Touch of Indian Aesthetics

**DS2 Architects** have designed the **Davis Road** apartment in **Bangalore** with Indian aesthetics placed along modern sensibilities

DS2 is a multi-disciplinary practice based in Bengaluru, Kochi and Mangalore founded in the year 2006 by Ar. Mueen Haris. Currently the design team is headed by him, Ar. Savan Kumar and Ar. Kavya Mallikarjun. They believe that architecture should be more about the spatial experience rather than the visual impact. DS2 disregards the idea of a creative genius. Good architecture can only be achieved by a team of sensible individuals through design, dialogue and discourse.

Their latest project the Davis Road apartment in Bangalore is a seamless amalgamation of aesthetics and functions, of cultures and contexts, of construction nuances and impeccable user experiences. Here Indian aesthetics interplay with modern sensibilities, from often overlooked details to large voluminous forms, every element is a pursuit in sculpting an enriching and intuitive experience. The project was a makeover of an existing skeleton building. The architects had to start with

the wall skin and redesign the internal functional spaces.

The facade functions on multiple aspects - Firstly it addresses the security issues pertaining to the building's immediate context. It also doubles as a shading element and creates a thermal buffer zone between the built spaces, while facilitating the growth of vegetation. As the creepers grow, they not only cut direct light and heat but also negate the use for curtains internally.







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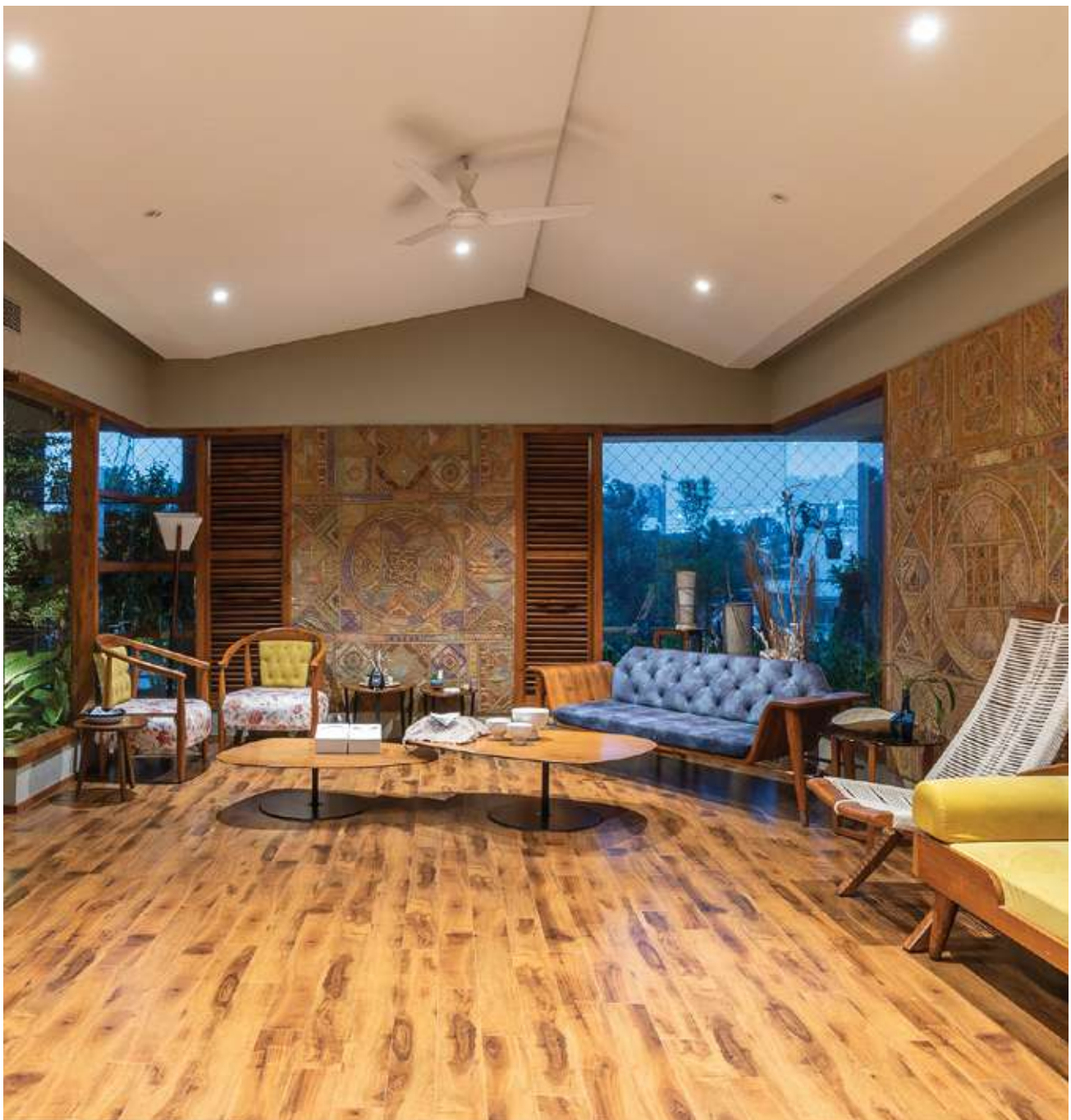
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For the interiors, the architect wanted Gujarati elements to honor his roots and culture. Pan-India traditional elements with modern compositions interact to create a composition that is in its own right, a new voice, a new vocabulary. The traditional Indian style of space planning - Nalukettu has been interpreted in a modern way by a defining frame while the skylight has been covered with 50% solar panels to control excess light and also generate energy. In the planning of the bedrooms the beds have not been put to a corner or against a wall, however, the bed has been brought to the center thereby creating a much freer circulation for the placements of cabinets and furniture.





The kitchen has been designed as mixed used space, which can function predominantly as a socializing space for the family, the design also facilitates for the parents to interact with their kids as they study and also the addition of television makes this space an intimate space for the family for a wide variety of use cases.

The MS staircase changes the routine way of making a stairway rail and allows for more space for furniture movement and enhances safety. The design establishes an intrinsic dialogue between the user, the environment, culture and the built space. In doing so, it becomes a repository, a blank canvas for time and memories.

# Techno Time

## Know about the latest technology and machinery

### System Ceramics new technology DIGIGLAZE

Increasingly versatile, increasingly digital, increasingly interconnected and increasingly sustainable: these are the main drivers of innovation in the ceramics sector, and hence, the approach of System Ceramics, the Coesia Group company, which looks at the whole process with a strong evolutionary spirit. After imposing an important revolution in the field of digital printing, the company based in Fiorano Modenese has presented to the public a new technology that appears to be destined to create a big change also in the glazing line.

We are talking about Digiglaze, the machine with digital technology for glazing that allows for maximum control of the discharge capacity and the laying process. Digiglaze is a solution developed in Tecno Italia, the historic company in the ceramics sector, based in Casalgrande (RE) since 1994 and operating worldwide. It has been part of System Ceramics since January 2022, contributing to extending the offer and to strengthening services relating to digital decoration, an assimilation that confirms System Ceramics' vocation for innovation and constant investments in research and development.

The need to give added value to the universally accepted impact of digital printing on the ceramics industry has, therefore, led System Ceramics to take an organic approach to the process: the quality of the final result increasingly depends on a specialization of the parties that are able to dialogue and find synergies together to set the pace towards all-round evolution. All-for-One and One-for-All: System Ceramics has exploited its multifaceted expertise and has entered the field of glazing with an eye to the future.

But what are the concrete advantages of this new technology? First of all, the possibility of saving up to 35% of glaze in a year. With Digiglaze, in fact, we are dealing with a 'detailed glazing' that permits maximum control of the discharge and laying, programming the

dimension and frequency of the drop from the control panel, and optimizing the glazing on every type of substrate.

This approach involves the elimination of the nebulization process and the absence of the suction device: very low environmental impact, therefore, which, together with a significant reduction in emissions and waste and lower purification costs compared to similar solutions, makes Digiglaze a decidedly sustainable technology.

Functional, sustainable and of high quality, therefore: in fact, the laying is optimal, as obstructions and sedimentations during production are reduced to a minimum, making the surfaces less wrinkled. As a result, cleaning times are reduced from the traditional 60 minutes per day to 15/20 minutes.

Digiglaze operates on all traditional glazes and optimizes the output, with the

addition of a variable percentage of additive, from 1% to 6% depending on the type of engobe used, to make them more workable. It's also suitable for the application of protective glazes to be polished, lapped or left natural. Digiglaze is a Made in Italy 4.0 technology and confirms System Ceramics as a top partner for the ceramics industry of the future.

[www.systemceramics.com](http://www.systemceramics.com)

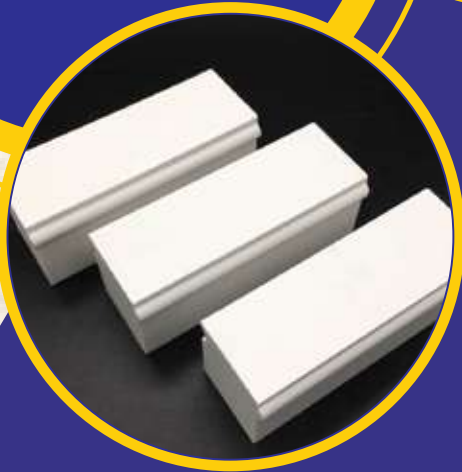
### Atlas Concorde's new plant takes shape in Finale Emilia (Modena)

Work continues in Finale Emilia (Modena) on the new Atlas Concorde factory dedicated to the production of large slabs, with production scheduled to start by the summer. Announced in July 2022, the project has required an investment of about €60 million. The new facility will develop over more than 35,000 m<sup>2</sup> and will help consolidate Atlas Concorde's leadership as the international partner of



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choice for all ceramic surfaces. The new hub will be able to produce large-format porcelain slabs Made in Italy in sizes 120x278 cm, 120x240 cm and 160x320 cm in different thicknesses based on market demands. It will be built with the most advanced production technologies and will achieve the highest standards of sustainability in the ceramic industry thanks to the introduction of green technologies such as the large photovoltaic array consisting of more than 8,400 panels, allowing for the reduction of 2,000 tons of CO<sub>2</sub> per year, equivalent to the amount of CO<sub>2</sub> absorbed annually by 80,000 trees. The kiln will also be ready for hydrogen fueling. Thanks to this project, Atlas Concorde will be able to introduce technologically advanced lines into its production capable of enabling a degree of automation that guarantees among the highest quality

standards in the industry. The plant will include an automated section for the backing stage, improving the mechanical strength of the slabs, also reducing the risk of breakage during transportation and improving the workability of the slab for the benefit of customers and installers. Furthermore, in order to achieve multiple finishes with elegant esthetics, boosting the colors brightness of the porcelain slabs, the plant will include a high-tech surface polishing line.

*[www.atlasconcorde.com](http://www.atlasconcorde.com)*

**Argenta Ceramica installs more than 92,000 sq mtr of Photovoltaic panels**

Argenta Ceramica, a leading Spanish ceramic tile manufacturer based in Villareal (Castellon), recently took a step forward in its ambitious decarbonisation plan with the installation of powerful

photovoltaic generation plants at its five production facilities in Onda, Vilafames and Vall d'Alba. Confirming its goal of reaching a peak power of 19.2 MWp and an annual generation capacity of 26,727 MWh, Argenta has completed a photovoltaic array comprising a total of 35,218 modules occupying a total area of 92,020 square metres across its various sites. The photovoltaic system will cover 26% of the company's electricity consumption, thereby cutting costs by 29% and reducing indirect CO<sub>2</sub> emissions by 6,922 tonnes/year. The project is part of Argenta's environmental improvement policy, which already includes kiln heat recovery systems, wastewater and ceramic sludge recycling solutions and continuous investments in high-efficiency technologies.

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