

PORCELANOSA Grupo

PORCELANOSA

VENIS

GAMADECOR

SYSTEMPOOL

L'ANTIC COLONIAL

BUTECH

NOKEN

URBATEK



BY APPOINTMENT TO
H.R.H. THE PRINCE OF WALES
MANUFACTURER AND DISTRIBUTOR
OF CERAMIC TILES AND BUILDING PRODUCTS.
PORCELANOSA GROUP LIMITED



THE POWER OF A TRADEMARK

PORCELANOSA Grupo is today a major reference on both the Spanish and international markets. Its consolidated position has been built up on values such as innovation and quality, but especially the trust placed in its large human capital, made up of almost 5,000 skilled professionals, and its concern for its stakeholders and environment.

PORCELANOSA Grupo has more than 37 years' experience and is present in almost 100 countries worldwide. This success is the result of a unique business model based on a strong corporate strategy. According to a study published by consultancy company Pricewaterhouse Coopers and the Financial Times, it is one of Spain's most reputable companies on the international scene, and is also considered by consumers to be a strong and robust company, as reflected in a study carried out by the Reputation Institute.

Diversifying production has played a key role in the growth of a business group that started off manufacturing a single product: ceramic tiles. Today, the Group's eight companies offer a vast selection of products ranging from kitchen and bathroom equipment to state-of-the-art building solutions for contemporary architecture.

PORCELANOSA Grupo's turnover has risen steadily thanks to its professional and effective financial and economic management policies. This has allowed the group to retain its position as one of the most firmly consolidated companies on both the Spanish and international markets.



PORCELANOSA GROUP COMPANIES AND YEAR OF CREATION

1973

PORCELANOSA

PORCELANOSA is the leading company in the ceramic wall and floor tile sector.

Employing over 1,000 workers, it enjoys an excellent worldwide reputation thanks to its ongoing efforts and developments in research and quality.

It specialises in the production of porous single-fired wall and floor tiles, stoneware tiles and porcelain tiles in a wide range of formats and finishes.

Its products are characterised by their high tech features, innovative design and unbeatable quality.

1986

VENIS

Ever since its creation, VENIS has been noted for its commitment to technological innovation and a leader in the launch of new products.

Its manufacturing activity focuses on the production of ceramic wall and floor tiles in a wide range of formats, types and finishes.

A pioneer in the international ceramic tile sector, it is renowned for the versatility of its designs and its use of state-of-the-art technology in the production of ceramic and porcelain tiles.

1987

GAMADECOR

GAMADECOR was set up in 1987 with the aim of producing kitchen and bathroom furniture offering maximum quality, technology and the very latest designs.

Its facilities are equipped with state-of-the-art technology for the production of kitchen and bathroom furniture, wardrobes, dressing rooms and doors guaranteeing maximum quality and contemporary designs.

1993

SYSTEMPOOL

SYSTEMPOOL was founded as a result of the market's growing interest in water culture as a source of health and wellness. It carries out integral bathroom projects for both private homes and professional projects.

SYSTEMPOOL offers a wide range of products including showers, shower cubicles, Finnish saunas, steam baths, Roman baths, hydromassage baths, heated loungers and spas, all designed to meet users' wellness and relaxation needs. All its projects include the guarantees offered by the company's close collaboration with the sector's most advanced technological institutes.

1999

L'ANTIC COLONIAL

L'ANTIC COLONIAL has consistently sought to satisfy the demand for top quality natural products. Stone and marble in tumbled, satin and polished finishes, handcrafted terracotta, traditional ceramics, glass mosaics, wood, wash basins, vanity tops and mosaics all form part of the product range of one of the sector's most forward-thinking companies.

Quality that is increasingly reflected in the technical and aesthetic features of this company's products, both in private and public spaces.

2001

BUTECH

BUTECH was created to provide tile laying solutions, extending its range of building systems and materials, all under the PORCELANOSA Grupo seal of quality.

It offers a wide range of tile laying materials for use on numerous types of substrates and building materials, ventilated and bonded façades as well as cement-based adhesives for severe weather conditions, etc.

It also produces high performance long life solar panels, tanks for domestic hot water and soundproofing materials.

2001

NOKEN

NOKEN supplies the market with innovative designs in sanitaryware, tapware, bathroom fixtures and fittings, all characterised by their meticulous attention to detail.

A firm commitment to design, quality and superb standards of customer service have positioned Noken amongst the sector's leading companies. Today its products are exported to more than 80 countries.

2004

URBATEK

CERANCO, the specialist in the commercialisation of porcellanato wall and floor tiles, is continuing to consolidate its position in this segment of the market by offering excellent value for money.

The popularity and demand for porcellanato or through-body porcelain tiles has turned URBATEK into its hallmark product, incorporating a wide variety of formats and finishes in all styles, and offering one of the widest ranges available on the market, together with the service and quality for which the PORCELANOSA Group is renowned.



INTERNATIONAL RECOGNITION

“PORCELANOSA is the most highly valued ceramic tile manufacturer in Spain, considered by consumers to be a strong and robust company”.

REPUTATION PULSE SPAIN 2010

“PORCELANOSA is one of the twenty best-known firms internationally”.

STUDY CARRIED OUT BY THE CARLOS III UNIVERSITY FOR THE FORUM OF RESPECTED SPANISH TRADEMARKS

“PORCELANOSA is one of the world’s most reputable Spanish companies”.

PRICEWATERHOUSE COOPERS - FINANCIAL TIMES

“PORCELANOSA is known by more than 91% of respondents, and considered to be the Spanish ceramic tile company that best knows how to sell its brand concept, associated with elegance, image, luxury and prestige”.

STUDY CARRIED OUT BY THE JAUME I UNIVERSITY AMONGST PROFESSIONALS OPERATING IN THE BUILDING AND DECORATING SECTOR

A bright, modern living room with a white sofa, a large window, a bookshelf, and a potted tree. The room is filled with natural light, creating a warm and inviting atmosphere. The text "THE COMMITMENT OF THE PORCELANOSA GROUP" is overlaid in a light blue, sans-serif font across the center of the image.

THE COMMITMENT OF THE PORCELANOSA GROUP

INNOVATION

QUALITY

STORES

RESEARCH

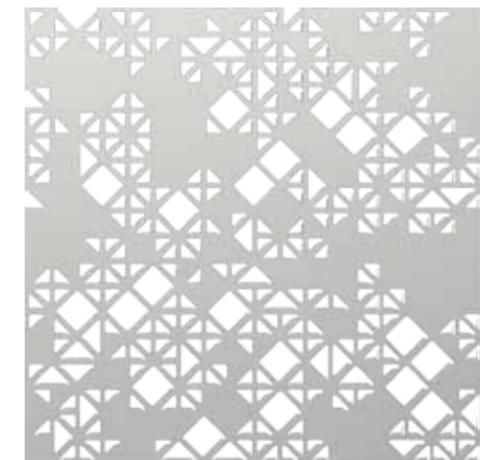
ECOLOGY



THE SPIRIT OF INNOVATION

The PORCELANOSA Group is committed to the ongoing development and implementation of innovative designs and materials, a key factor in its strategy of product differentiation. The Paris trade fair Equip'Hotel awarded the firm its Equip'Innov Award for the most innovative material in the hotel and catering sector for the development and application of KRION®, a new generation material that allows for the creation of seamless, durable non-porous figures that are highly resistant to chemical agents. This material was also one of the major attractions at the latest edition of London's Surface Design Show.

PORCELANOSA Grupo currently has several product lines made from KRION®, used by SYSTEMPOOL to manufacture vanity tops, bathtubs, shower trays, columns and other bathroom fixtures and fittings.

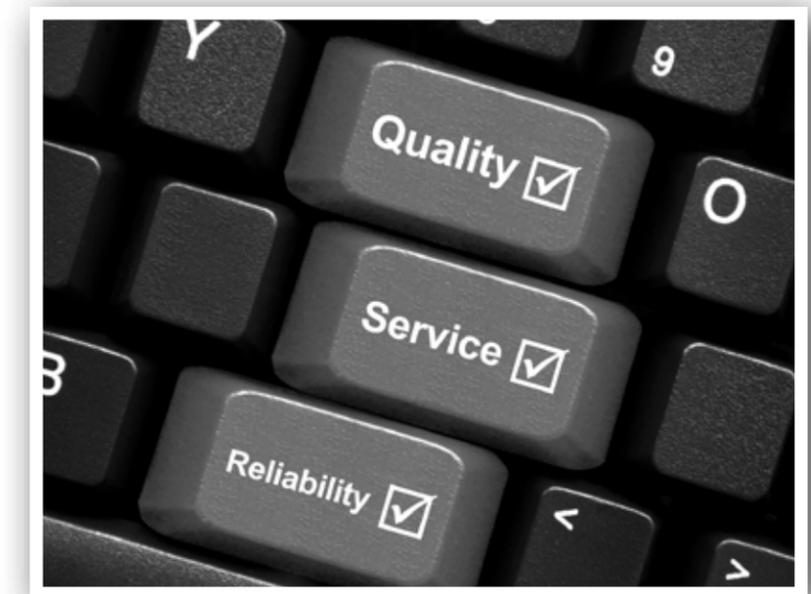




MAXIMUM QUALITY

At PORCELANOSA Grupo we believe that details are capable of transforming an object into something magnificent. Attention to detail is a concept that has characterised the Group's products throughout its history. The standard of quality associated with the brand implies our companies' commitment to offering the very finest qualities, materials and finishes available on the market.

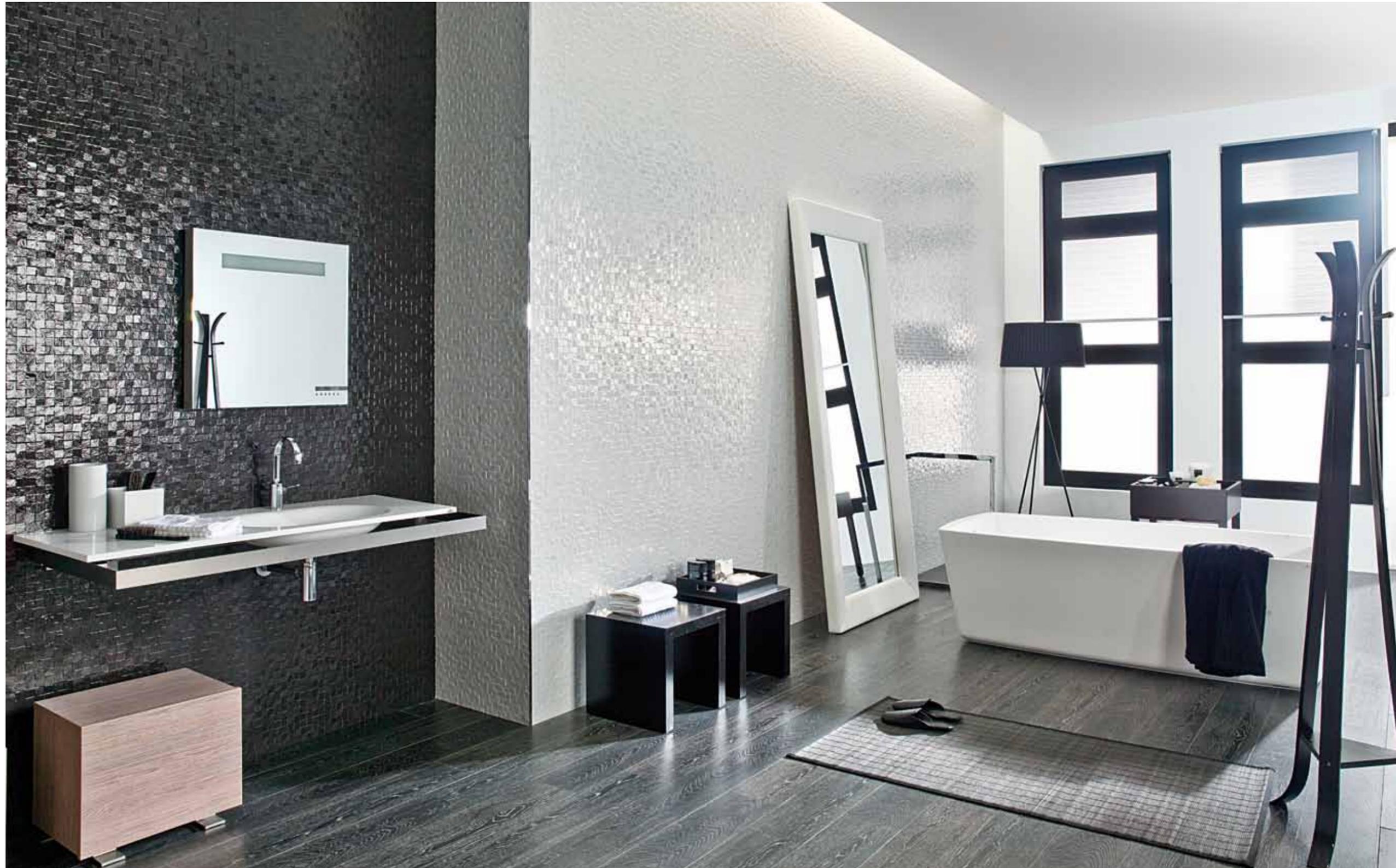
The quality of our products is also reflected in our customer service. PORCELANOSA Grupo has more than 400 showrooms worldwide and its products are available in more than 100 countries. We are committed to our policy of proximity to all markets. We are constantly extending our network of showrooms around the world in order to be closer to our customers.





MORE THAN 400 SHOWROOMS WORLDWIDE

With more than 400 showrooms worldwide and a constantly expanding distribution network that reaches cities such as Miami, Paris or Milan, the PORCELANOSA showrooms guarantee the firm's presence on all five continents, providing our final consumers with the chance to obtain a first-hand insight into the ongoing innovations and latest designs of each of its products.



ONGOING RESEARCH

Real progress is that which enables us to bring technology within the reach of all. PORCELANOSA Grupo boasts excellent R&D&I Departments that are constantly looking into ways of improving our products, developing new materials and ensuring compliance with the environment policy in the production systems of each of the PORCELANOSA Group's companies.





ECOLOGICAL COMMITMENT

Concern for the environment and the conservation of nature has always been one of the ongoing priorities for the PORCELANOSA Group. Ensuring a sustainable lifestyle and environmental balance requires specific decisions and tangible actions. PORCELANOSA Grupo has always been at the forefront of this concern, and has been working to minimise the impact of its production systems on the environment for more than 35 years.

Yet PORCELANOSA Grupo's concern for the environment goes beyond the optimisation of its production systems; our efforts are also focused on designing products that contribute to reducing water and energy consumption in the home, such as taps incorporating flow limiters or building systems that allow for energy savings on heating.

PORCELANOSA has received the Iplus Award for excellence in sustainability for STON-KER® Ecologic, PORCELANOSA's eco-friendly ceramic tiles.



FSC®. The sustainable forest management brand corresponds exclusively to L'ANTIC COLONIAL.

GLOBAL ARCHITECTURE

PORCELANOSA Grupo

FLOOR COVERINGS

WALL COVERINGS

FINE MATERIALS

BATHROOMS

KITCHENS

INTERIORS

EXTERIORS

SPA HOME

TECHNICAL SOLUTIONS

FLOOR COVERINGS WALL COVERINGS

STON-KER® CERAMIC STONE

PAR-KER® ORIGINAL CERAMIC PARQUET

PORCELLANATO TILES

CERAMIC TILES

URBATEK®

LAMINATED FLOORING





FINE MATERIALS

NATURAL STONE

MARBLE

SLATE

ONYX

GRANITE

NATURAL WOOD

MOSAICS

TERRACOTTA



BATHROOMS

FLOOR COVERINGS

WALL COVERINGS

BATHROOM FURNITURE

BATHS

HYDROMASSAGE

SHOWER COLUMNS

SHOWER TRAYS

SHOWER ENCLOSURES

KRION® SOLID SURFACE

TAPWARE

SANITARYWARE

RADIATORS

ACCESSORIES

KITCHENS

FLOOR COVERINGS

WALL COVERINGS

KITCHEN FURNITURE

KRION® COUNTERTOPS

APPLIANCES

TAPWARE





INTERIORS

FLOOR COVERINGS

WALL COVERINGS

DRESSING ROOMS

DOORS



EXTERIORS

NON-SLIP PAVING

POOL TILES

FAÇADES

SPA HOME

FLOOR COVERINGS

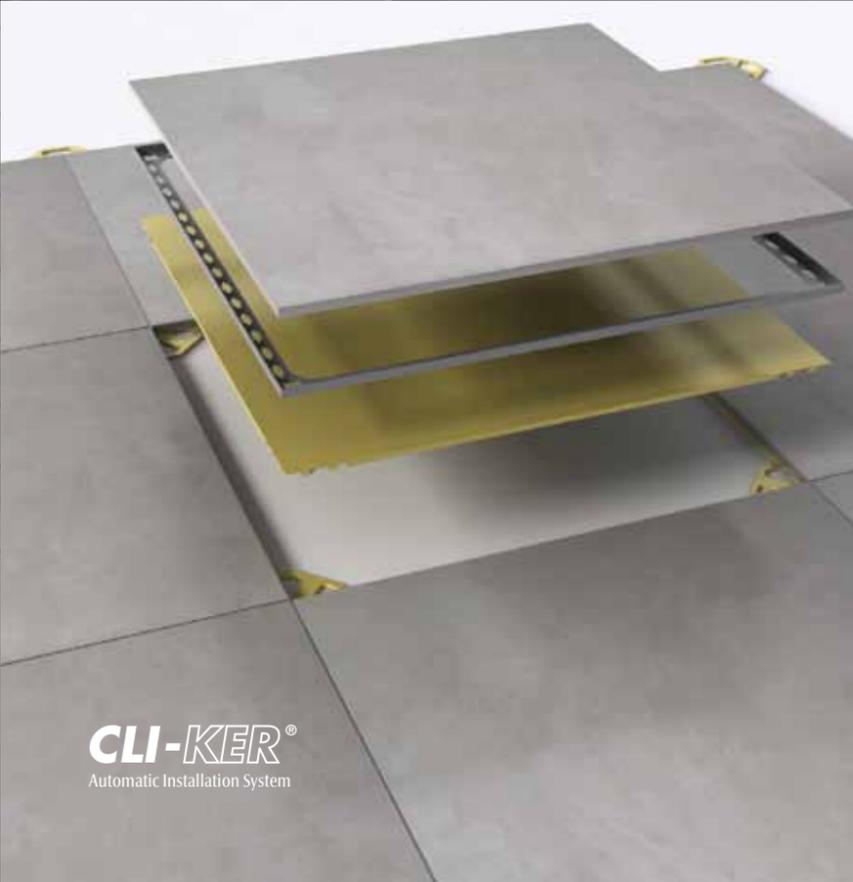
WALL COVERINGS

SPAS

SAUNAS

HYDROMASSAGE





TECHNICAL SOLUTIONS

BUILDING MATERIALS

GROUTING MATERIALS

TECHNICAL AND DECORATIVE PROFILES

COMPACT ACCESS FLOORING

CONCEPT SHOWERS

CONSTRUCTION SYSTEM FOR WET ROOMS

VENTILATED FAÇADES

STRUCTURAL JOINTS

MONOBATH PREFABRICATED BATHROOMS

RAISED ACCESS FLOORING

RADIANT FLOORING

GEO THERMAL SYSTEMS

SUSPENDED CEILINGS

WATERPROOFING PRODUCTS

CLI-KER® AUTOMATIC INSTALLATION SYSTEM

TECHNICAL DEPARTMENTS

LARGE-SCALE PROJECTS

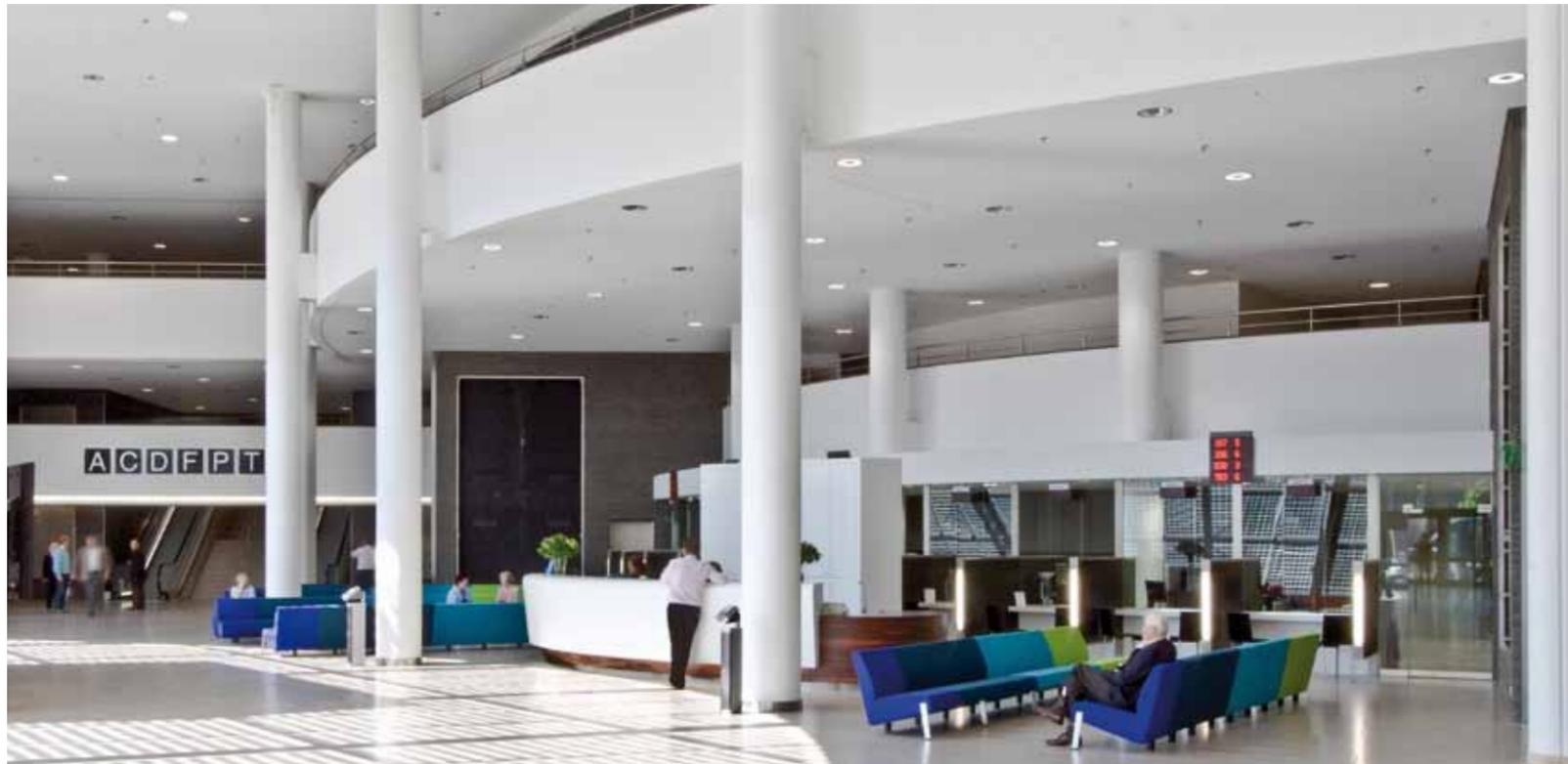
HOTELS

FRANCHISES AND COMMERCIAL

PREMISES

PUBLIC INSTITUTIONS

PORCELANOSA Grupo



LARGE-SCALE PROJECTS

PORCELANOSA Grupo loves a major challenge. More than 35 years' experience in the design and execution of large-scale projects both in Spain and abroad has given us a clear advantage over our competitors when it comes to tackling a project of this nature.

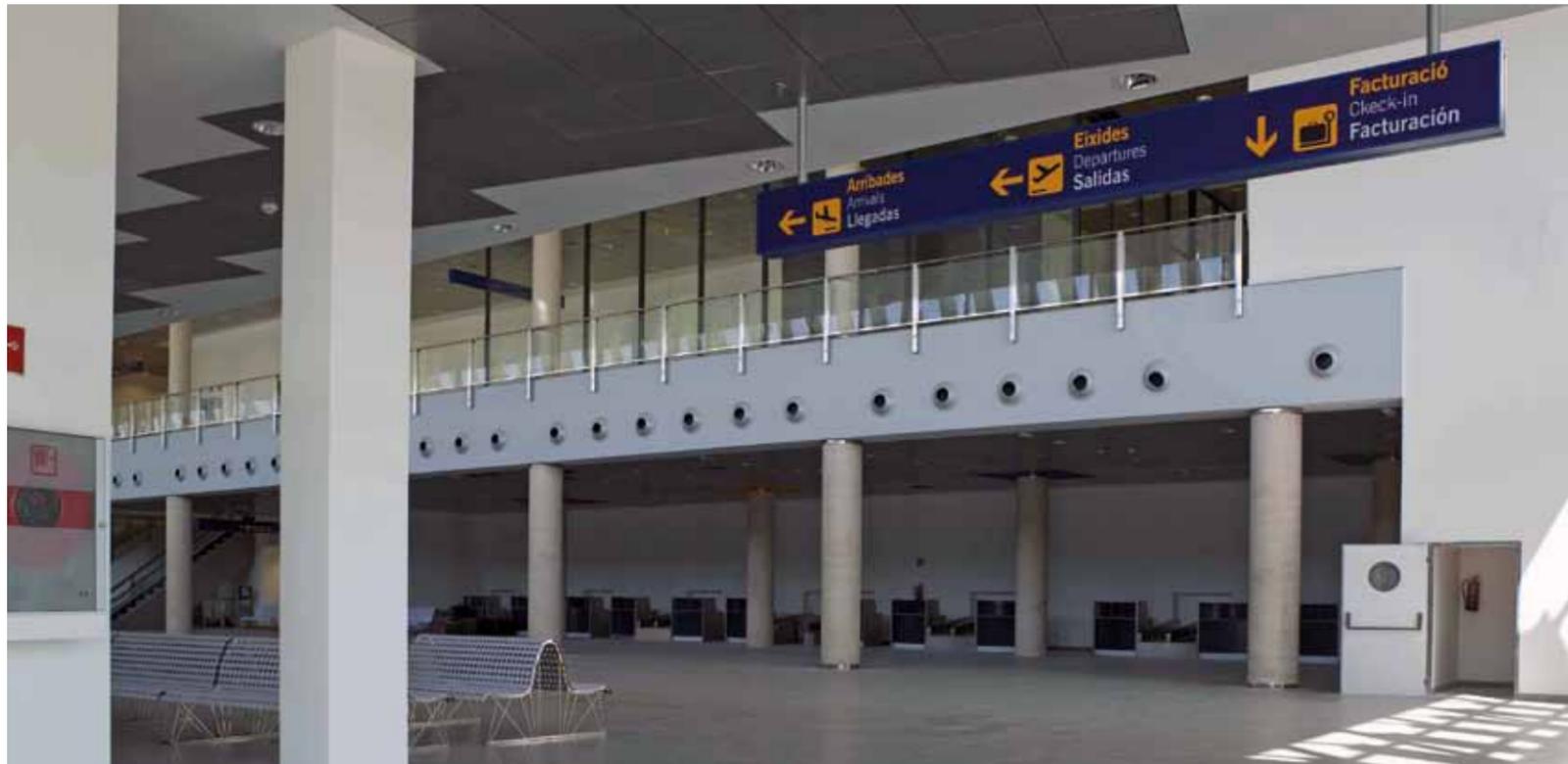
Our work system and the wide range of products our firms supply enable us to come up with a fast and effective response to the specific needs of each project: shopping malls, corporate headquarters, sports facilities, education centres, etc.



HOTELS

PORCELANOSA Grupo boasts extensive experience in the hotel sector, as can be seen from its widespread presence in the hotels run by the leading chains of the world.

PORCELANOSA Grupo materials contribute to creating superb settings that provide guests with a sense of comfort and ease, whilst at the same time projecting an impeccable image and reflecting the unique style of each hotel.



PUBLIC INSTITUTIONS

PORCELANOSA Grupo offers each of its customers a personalised service. Our quest for ongoing improvement has led us to set up the Public Institutions Department which specialises in Public Works.

This department offers bespoke advice that covers each phase of the project, thanks to the full range of services and products provided by the eight companies that make up PORCELANOSA Grupo:

1. Draft project study.
2. Presentation of the full range of products on offer; advice regarding compliance with the CTE (Spanish Technical Building Code).
3. Building systems: solutions and full details.
4. Delivery of specifications for the chosen materials in BC3 format.



FRANCHISES AND COMMERCIAL PREMISES

Grupo PORCELANOSA's long-standing experience, together with the wide range of products provided by its eight companies (PORCELANOSA, VENIS, GAMADecOR, SYSTEMPOOL, L'ANTIC COLONIAL, BUTECH, NOKEN and URBATEK) make us the best choice when undertaking an integral interior design project for a franchise or business.

High traffic floor and wall coverings, fine materials, façades, bathroom furniture, KRION® Solid Surface, tapware, sanitaryware, radiators, soundproofing, suspended ceilings, raised access flooring, CLI-KER® (dry laying system), all with the quality guarantee afforded by more than 35 years' experience.

PORCELANOSA

Ceramic floor tiles
Ceramic wall tiles
STON-KER®
PAR-KER®

www.porcelanosa.com

VENIS

Ceramic floor tiles
Ceramic wall tiles
STON-KER®
PAR-KER®

www.venis.com

GAMADecOR

Kitchen furniture
Bathroom furniture
Wardrobes and dressing rooms
Doors

www.gama-decor.com

SYSTEMPOOL

Hydromassage bathtubs
Columns, trays and enclosures
SPA HOME
KRION®

www.system-pool.com

L'ANTIC COLONIAL

Natural stone
Terracotta
Mosaics
Parquet and laminate flooring

www.anticcolonial.com

BUTECH

Building systems
Building materials
CLI-KER®

www.butech.es

NOKEN

Bathroom furniture
Tapware
Sanitaryware
Radiators

www.noken.com

URBATEK

Porcellanato floor tiles
Porcellanato wall tiles

www.urbatek.es

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