

#### **NITCO** BRAND ETHOS

We believe that to be at the top one has to keep innovating and pushing oneself, constantly, Be it bringing to you the best of designs of even being ahead of the race when it comes to technology. There is only spot on the top and we aspire for that spot to be ours.

#### **EXPERT COMPETENCE:**

We are driven by our urge to constantly evolve, based on our experience and learnings that make us competent enough to shape our own future with an entrepreneurial spirit. This fortitude of ours reflects in our solid leadership, our sound know-how and a high degree of credibility in our strong distributor network.

#### **CLASS APART PRODUCT QUALITY:**

• Quality for us is:

A clear point of difference-perceived and value added

Timeless and characteristic designs

Outstanding performance

With an eye for beauty and a continuous quest for perfection, we ensure that only those tiles, which match our highest standards, are given the NITCO brand label.

Our in-vogue designs and advanced technological processes derive from the very birthplace of ceramic tile making; Italy and Spain.

What sets us apart is that we have always invested in the best available technology and machinery. Our high-tech NITCO plant has enabled us to become India's first tile company to offer international standards in the manufacturing of tiles.

#### INNOVATION:

Innovation and continuous improvement in our technology and products, is one of our major distinguishing factors. For us, our work is an art form and each tile produced by NITCO is a unique masterpiece. And this is why our customers trust us to understand their needs and preferences with products that are second to none.

#### **OUR SOCIAL RESPONSIBILITY:**

Nature gives us in plenty and it is our responsibility to give back with gratitude. And the same goes for even our commitment towards people, be it our employees or our customers. Hence we are always on the search for environmental-friendly and pollution-free manufacturing processes and materials to contribute to the planet-preservation.

We have proof that we are getting closer by the day to anticipating future trends and impacts to accomplish our obligations and guarantee sustainability.

Our Tile Plant has been certified for Integrated Management System:

- ISO 9001:2008 For Quality Management
- ISO 14001:2004 For Environment Management
- OHSAS 18001:2007 For Occupational Health a and Safety Management
- ISO 9001:2008 For Quality Management (Corporate Office)

#### **CUSTOMER SERVICE**

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Our effectively enhanced customer services include:

- Ensuring updated information on website and digital media
- Educating the dealers as well as masons on the brand product usage to facilitate proper information passing to the customers
- Easy availability of all products at Le Studio and other outlets
- Effective handling of post sales enquiries and customer grievances
- Timely product delivery at the dealers' doorstep without any kind of wear and tear

Index

#### **Vitrified Exterior Tiles**

Kratos Digital 400x400	Page Nos. 04-23
Cross Stone Beige	6
Cross Stone Dark Grey	Ü
Cross Stone Light Grey	06
Hexa Grey	08
Mosaic Brown Dk	10
Mosaic Brown Lt	10
Mosaic Grey Dk	12
Mosaic Grey Lt	12
Pebblestone Grey	14
Pixtone	14
Smudge Terracotta	16
Smudge Terracotta De	cor 16
Squareform Beige	18
Squareform Beige Dec	or 18
Squareform Grey	20
Cobble Grey	22

Kratos Digital 300x300 mm Asterix Beige	<b>Page Nos. 24-46</b>
Asterix Decor	24
Asterix Mocha	24
Bloom Dust	26
Bloom Olive	26
Brique Grey	28
Brique Terra	28
Chroma Blocks	30
Crusty Grey	30
Cubix Azul	32
Cubix Grey	32
Cubix Maze	32
Curby Beige	34
Curby Grey	34
Landscape Iris	36
Landscape Sphere	36
Maze Beige	38
Maze Terralanco	38
Orbit Nero	40
Pebbleway	40
Quarry Greige	42
Quarry Grey	42
Rhombus Grey	44
Rhomubus White	44
River Rock	46
Sea Rock	46

Kratos	Page Nos.	
300x300 mm	48-49	
Candid Ivory	48	
Candid Terracotta	48	
Dazzle Ivory	48	
Dazzle Terracotta	48	
Kapsel Ivory	48	
Kapsel Terracotta	48	
Serene Ivory	48	
Serene Terracotta	48	







Cross Stone Beige



Cross Stone Dark Grey



Cross Stone Light Grey

"digital













Hexa Grey













Mosaic Grey Lt



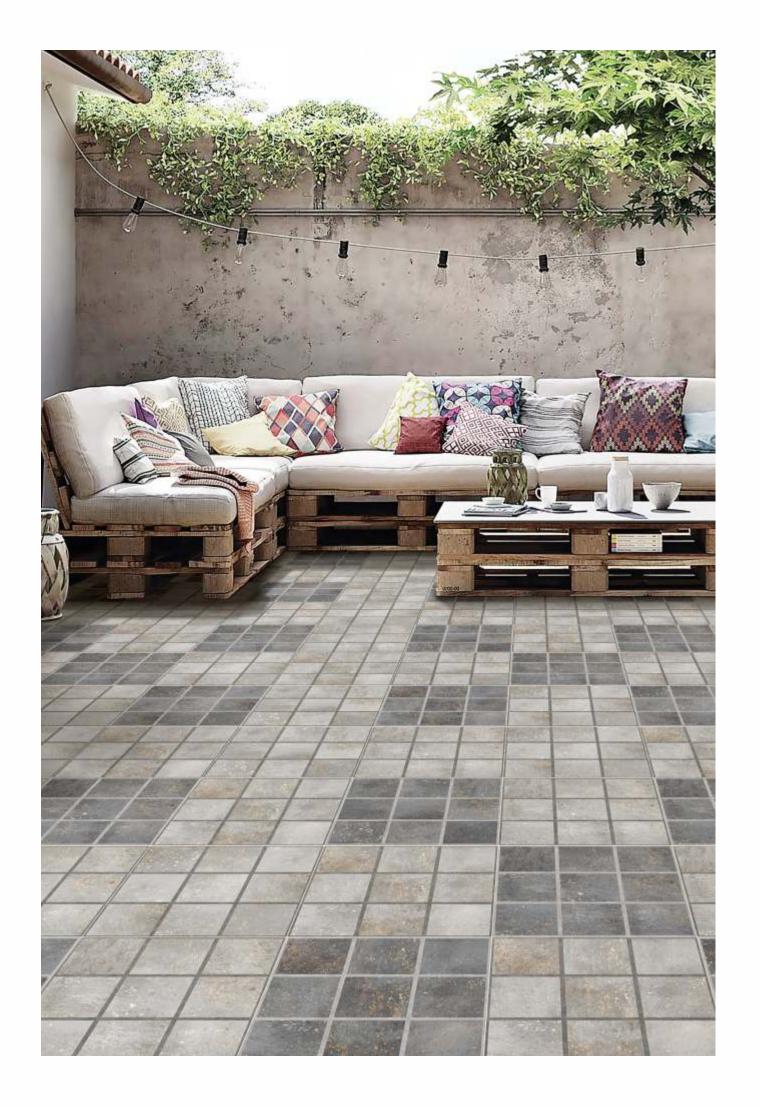






Mosaic Grey Dk

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Mosaic Brown Lt





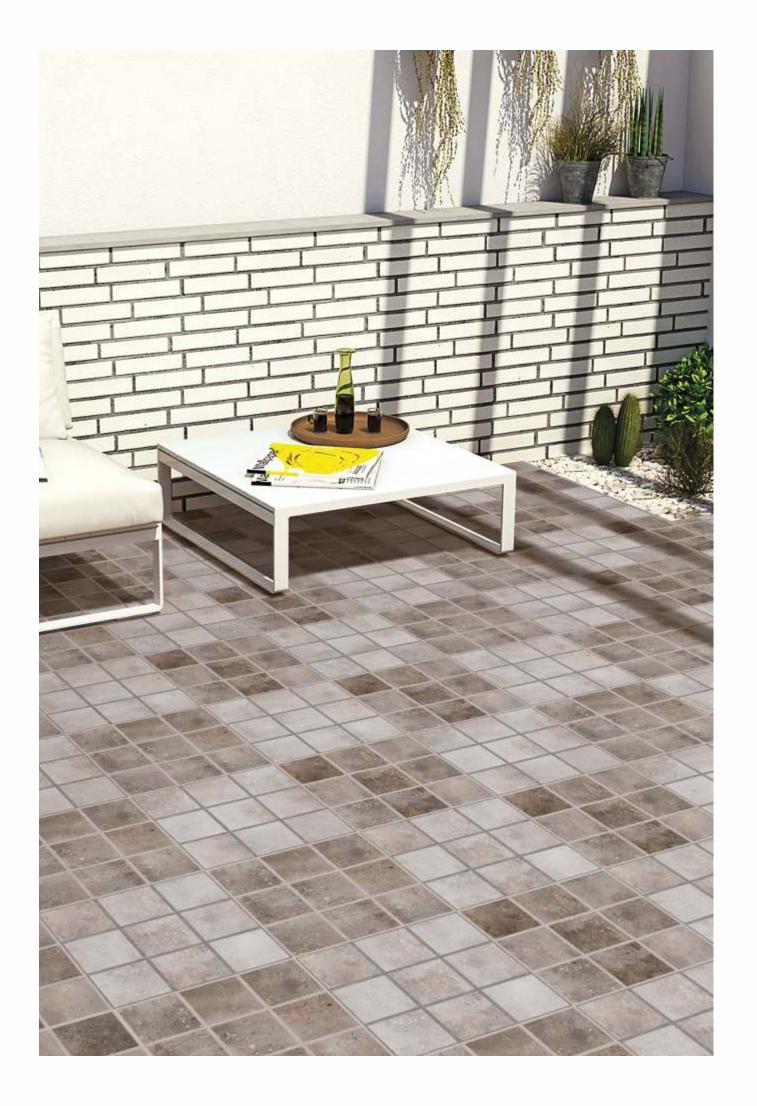




Mosaic Brown Dk















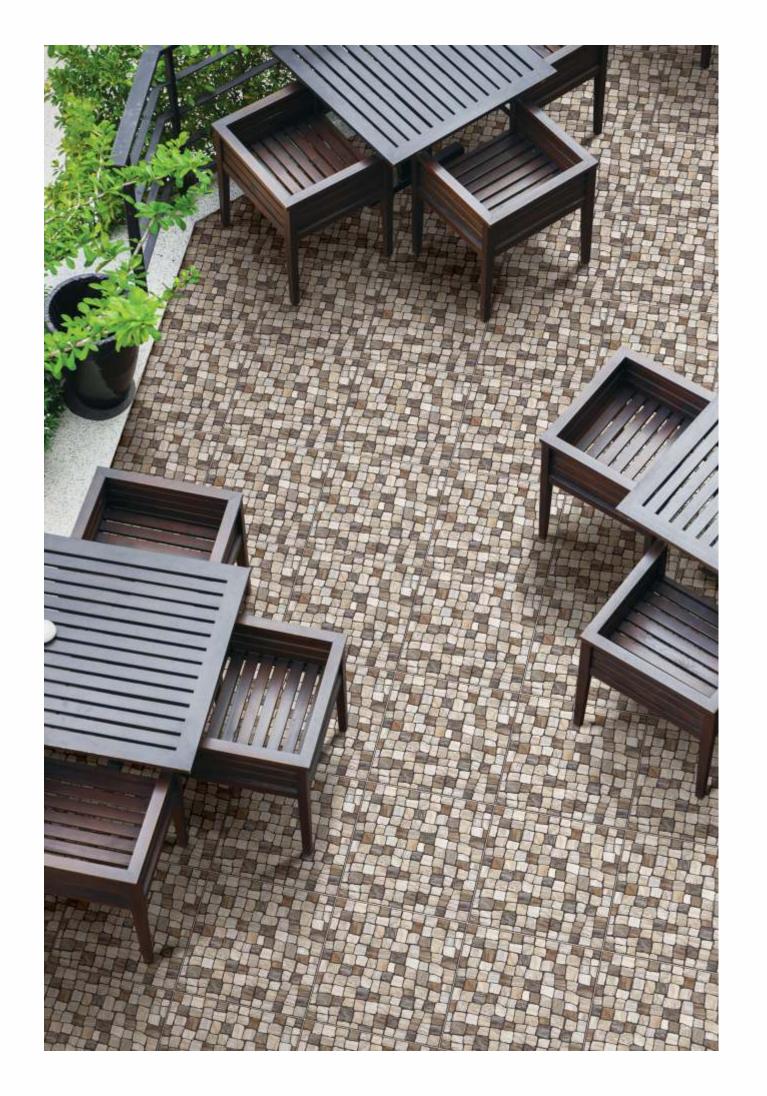


Pebblestone Grey



Pixtone

"digital











Smudge Terracotta







Smudge Terracotta Decor

















Squareform Beige







Squareform Beige Decor

































Squareform Grey











Cobble Grey















Asterix Beige



Asterix Decor





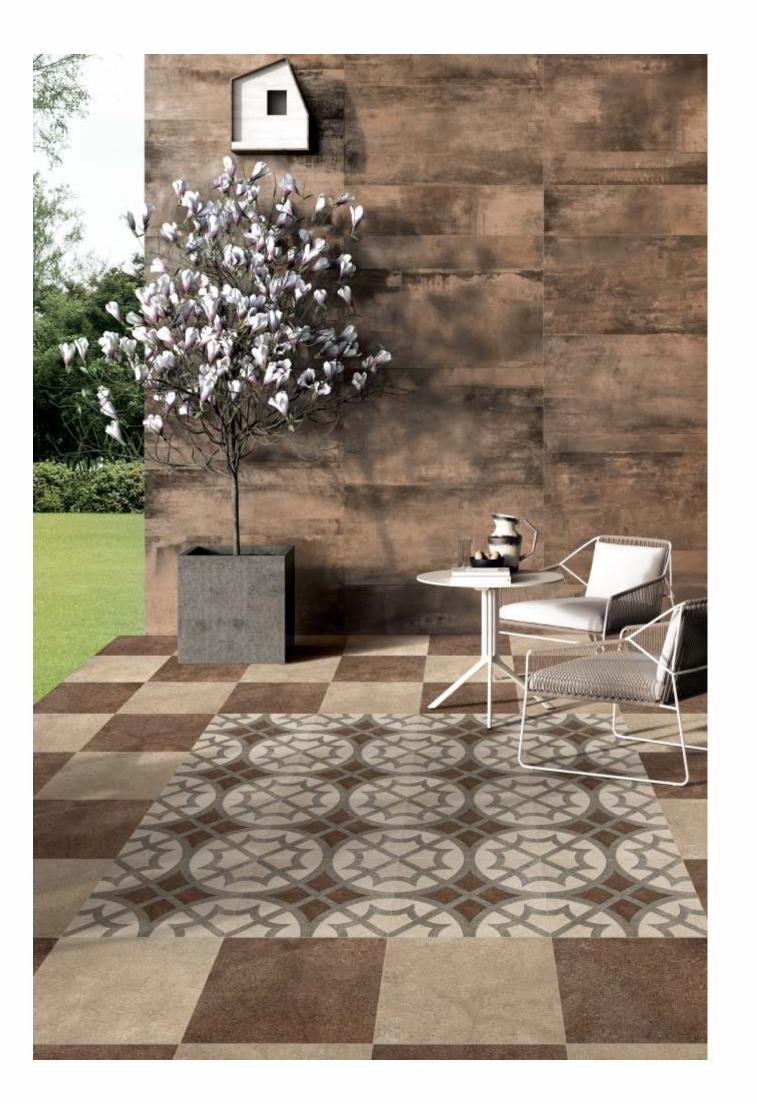




Asterix Mocha









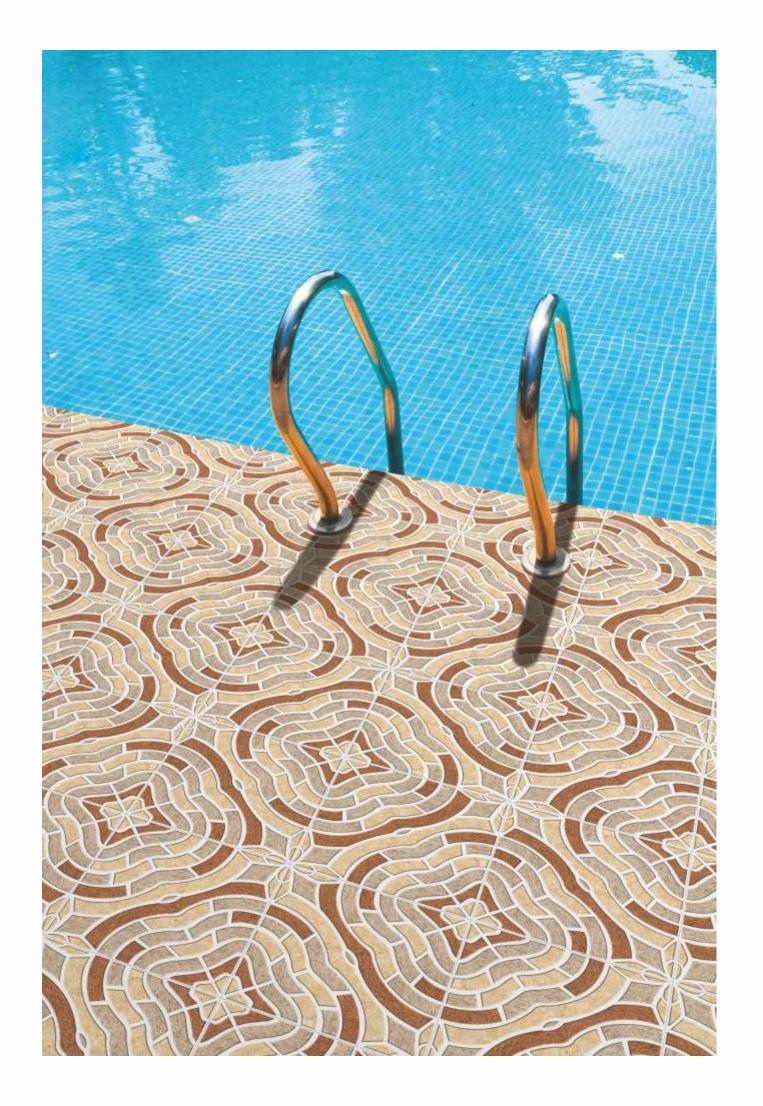


Bloom Dust



Bloom Olive















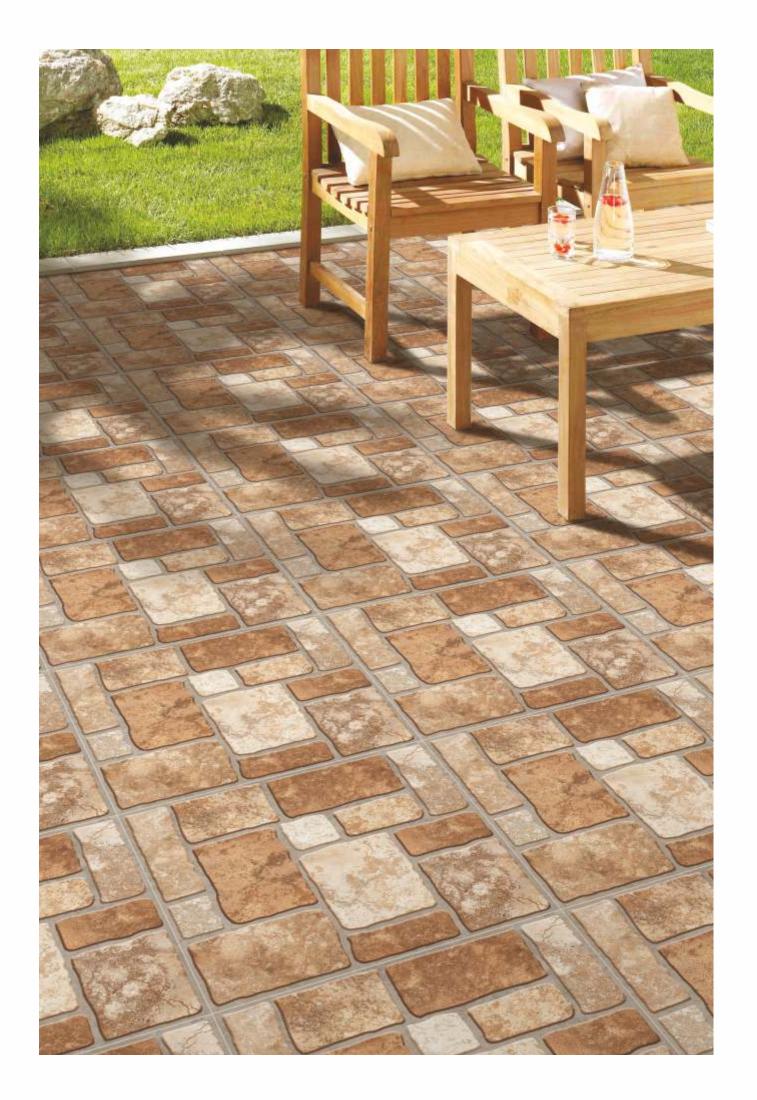
Brique Grey



Brique Terra









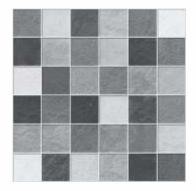






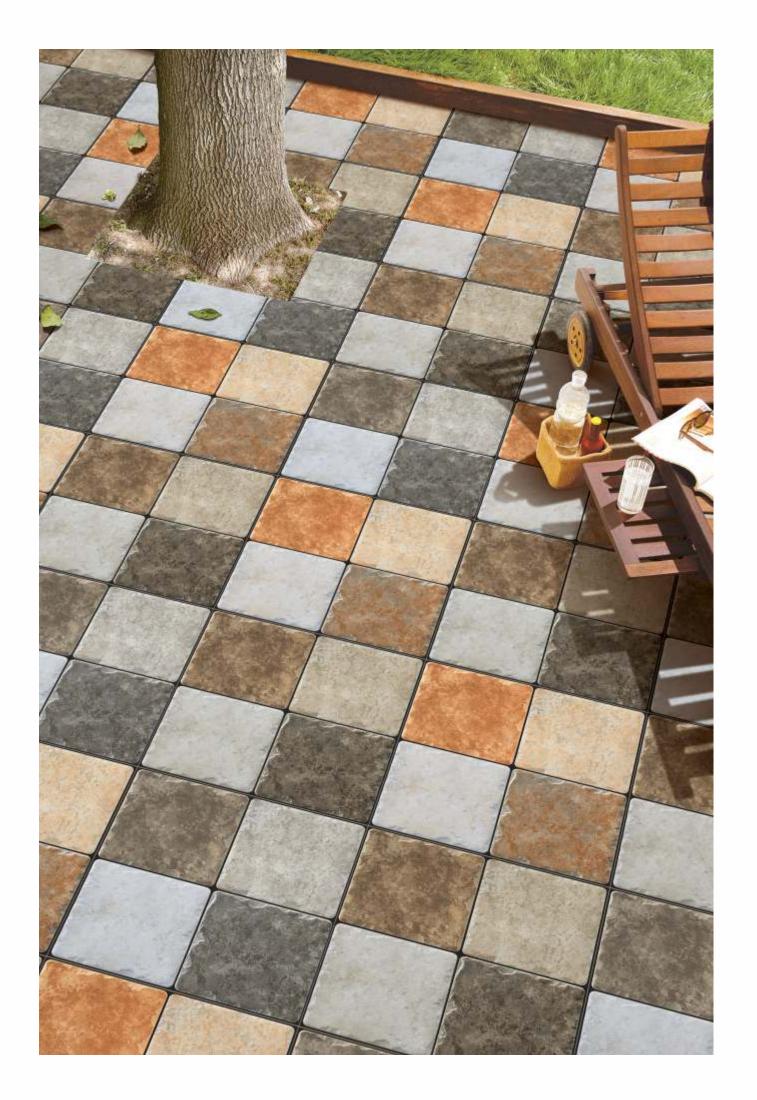


Chroma Blocks



Crusty Grey

HDdigital ...







Cubix Azul

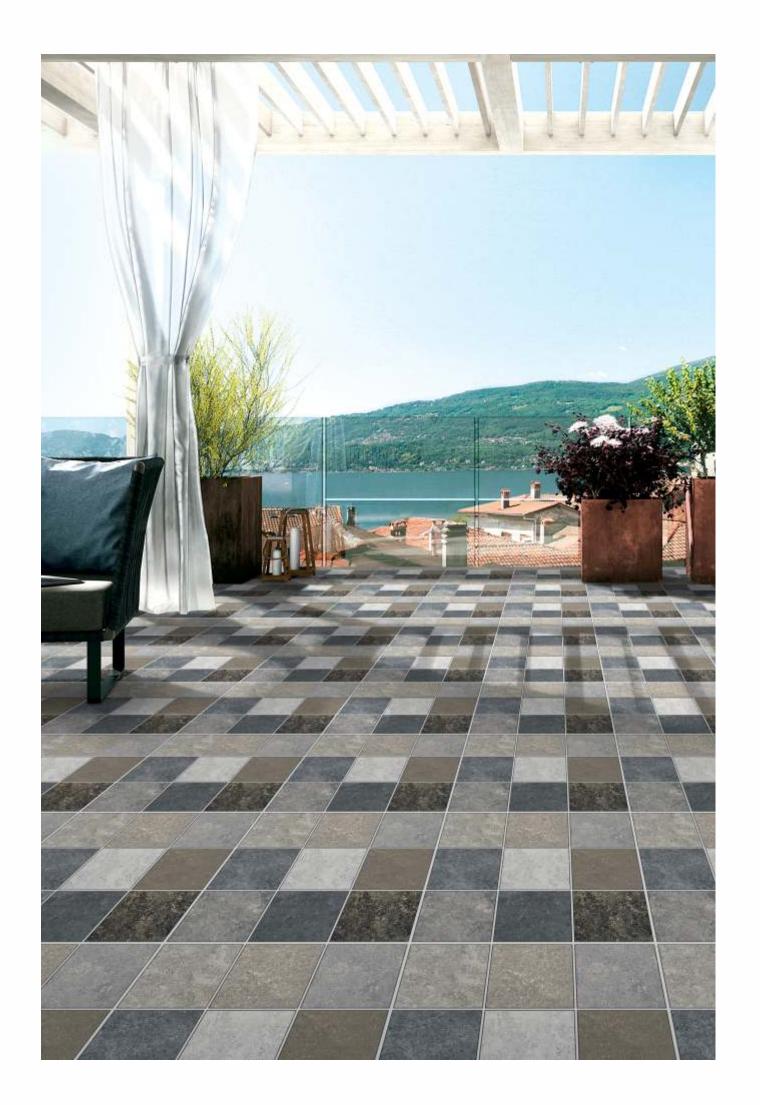


Cubix Grey



Cubix Maze

Hodigital ....





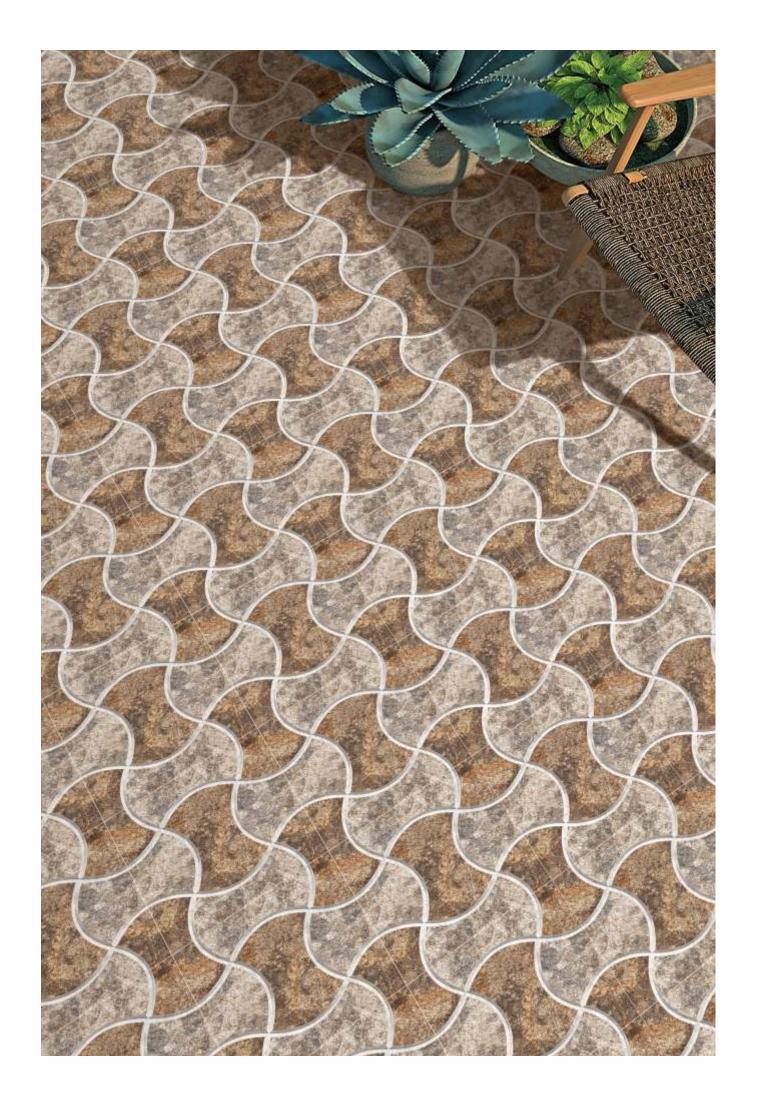


Curby Beige



Curby Grey

HDdigital ....







Landscape Iris



Landscape Sphere

















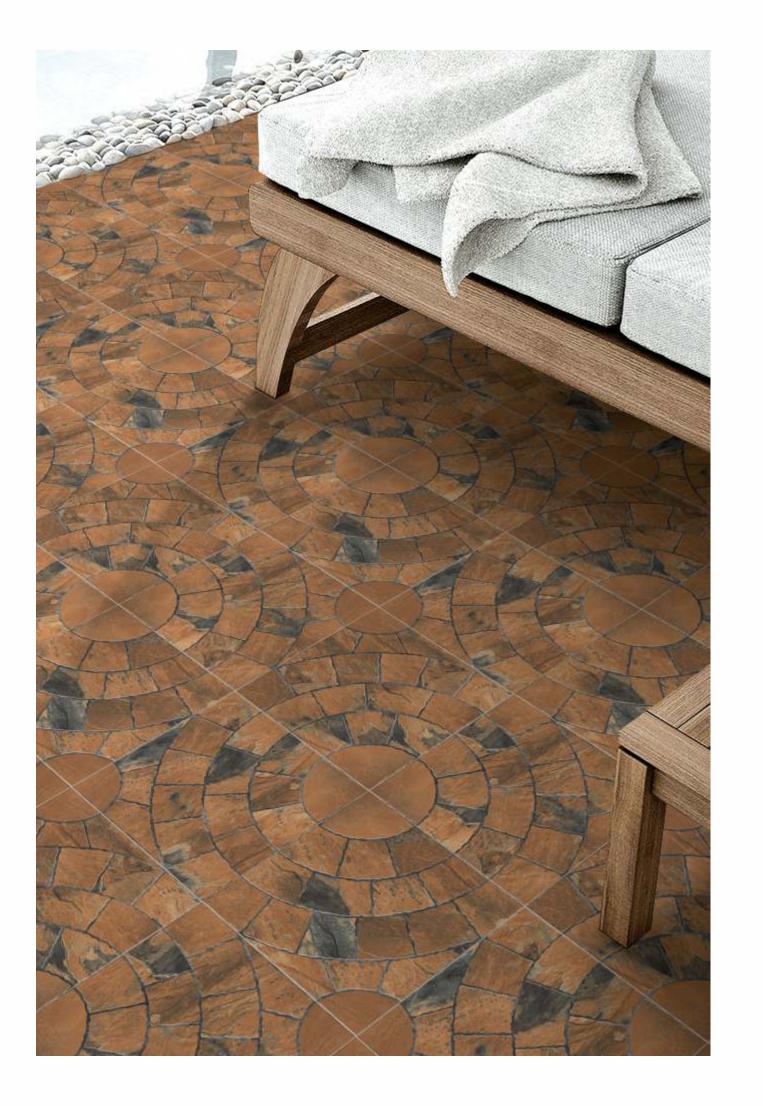
Maze Terralanco



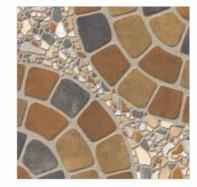
Maze Beige





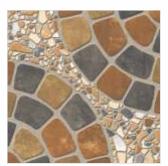










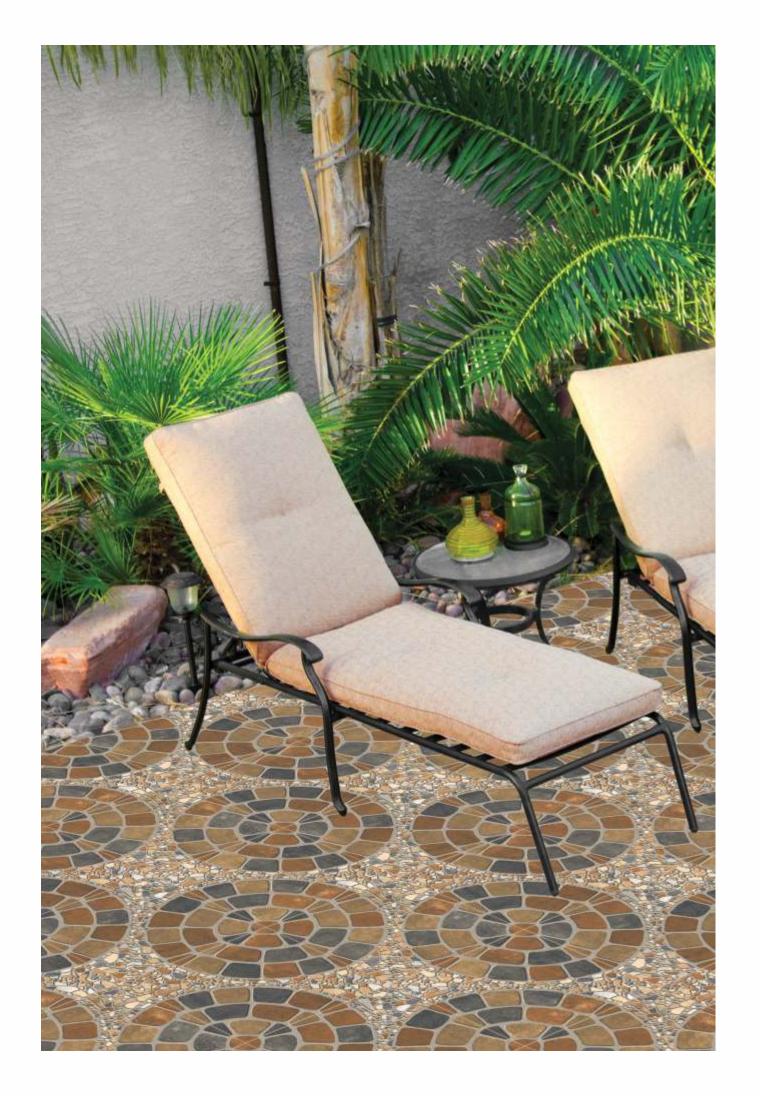


Pebbleway



Orbit Nero

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Quarry Greige





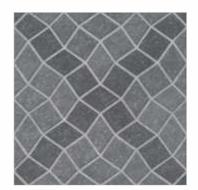


Quarry Grey









Rhombus Grey



Rhomubus White

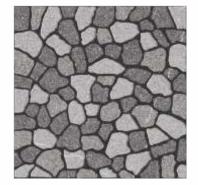
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River Rock



Sea Rock

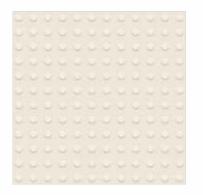
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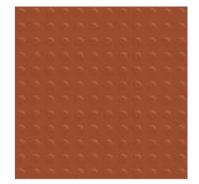












Candid Ivory

Candid Terracotta

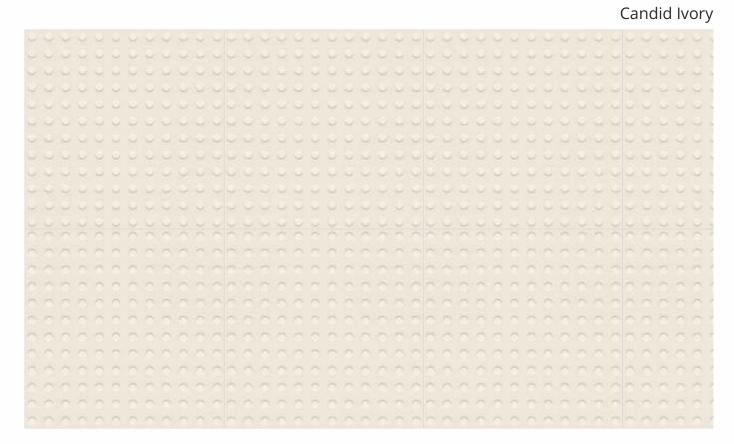




Dazzle Terracotta

Dazzle Ivory

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Kapsel Ivory

Kapsel Terracotta

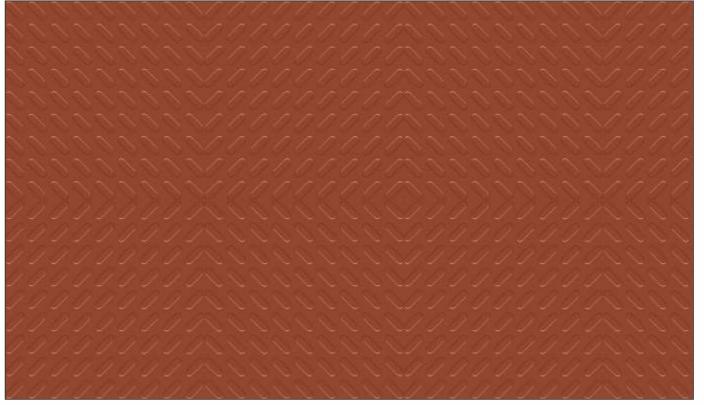




Serene Ivory

Serene Terracotta





#### **Technical Specification**

Exterior Vitrified Tiles 400 x 400 mm



Sr. No.	Test Description	Standard Test Method	Test Requirements as per ISO 13006 : 2018 (Group Bl b)	NITCO's Value
1	Deviation in Length & Width	ISO 10545 - 2	± 0.3%	± 0.10%
2	Deviation in Thickness	ISO 10545 - 2	± 5%	± 5%
3	Straightness of Sides	ISO 10545 - 2	± 0.3%	± 0.10%
4	Rectangularity	ISO 10545 - 2	± 0.3%	± 0.15%
5	Surface Flatness	ISO 10545 - 2	± 0.4%	± 0.20%
6	Surface Quality	ISO 10545 - 2	Min.95% free from visible defects	> 95% of the tiles free from visible defects
7	Water Absorption	ISO 10545 - 3	0.5 % < Ev ≤ 3% Ind. Max. 3.3 %	< 1.00 %
8	Modulus of Rupture	ISO 10545 - 4	Avg. min.30 N/mm², Ind.min. 27 N/mm²	> 30 N/mm²
9	Abrasion Resistance	ISO 10545 - 7	PEI II (Residential), PEI III (Commercial)	As Specified
10	Thermal Shock Resistance	ISO 10545 - 9	No visible change	Resistant
11	Crazing Resistance	ISO 10545 - 11	No crazing	Resistant
12	Resistance to chemicals (Except HF) Chemicals include household, swimming pool, salts, acids & alkalis.	ISO 10545 - 13	No visible defects	No visible defects
13	Stain Resistance	ISO 10545 <b>-</b> 14	Resistant	Resistant
14	Scratch Resistance (Moh's Scale)		5, Min	>6

Above Standards covered only First Grade Material. Certain amount of shade variation is inherent in the manufacture of tiles. TECHNICAL SPECIFICATION is applied for full tiles of above mentioned size only. It is not applicable to decorative accessories derived from full tile or trim such as edges, corners, skirting, capping, coves, beds, steps and other accessory pieces.

#### Packing Details

Dimensions	Tiles / Box	Coverage Area/Box		
Bimenere	mee / Bex	Sq. Mtrs.	Sq. ft.	
400mm x 400mm Digital	05 Pieces	0.80	8.61	

50

#### **Technical Specification**

Exterior Vitrified Tiles 300 x 300 mm



Sr. No.	Test Description	Standard Test Method	Test Requirements as per ISO 13006 : 2018 (Group Bl b)	NITCO's Value Pavers (Digital)	NITCO's Value Pavers (Non Digital)
1	Deviation in Length & Width	ISO 10545 - 2	± 0.3%	± 0.10%	± 0.10%
2	Deviation in Thickness	ISO 10545 - 2	± 5%	± 5%	± 5%
3	Straightness of Sides	ISO 10545 - 2	± 0.3%	± 0.20%	± 0.20%
4	Rectangularity	ISO 10545 - 2	± 0.3%	± 0.30%	± 0.30%
5	Surface Flatness	ISO 10545 - 2	± 0.4%	± 0.20%	± 0.20%
6	Surface Quality	ISO 10545 - 2	Min.95% free from visible defects	> 95% of the tiles free from visible defects	> 95% of the tiles free from visible defects
7	Water Absorption	ISO 10545 - 3	0.5 % < Ev ≤ 3% Ind. Max. 3.3 %	< 1.00 %	< 1.00 %
8	Modulus of Rupture	ISO 10545 - 4	Avg. min.30 N/mm², Ind.min. 27 N/mm²	> 30 N/mm²	> 30 N/mm²
9	Abrasion Resistance	ISO 10545 - 7	PEI II (Residential), PEI III (Commercial)	As Specified	< 140 mm³,
10	Thermal Shock Resistance	ISO 10545 - 9	No visible change	Resistant	Resistant
11	Crazing Resistance	ISO 10545 - 11	No crazing	Resistant	Resistant
12	Resistance to chemicals (Except HF) Chemicals include household, swimming pool, salts, acids & alkalis.	ISO 10545 - 13	No visible defects	No visible defects	No visible defects
13	Stain Resistance	ISO 10545 -14	Resistant	Resistant	Resistant
14	Scratch Resistance (Moh's Scale)		5, Min	>6	>6

Above standards cover only First Grade Material. Certain amount of shade variation is inherent in the manufacture of tiles. TECHNICAL SPECIFICATION is applied for full tiles of above mentioned size only. It is not applicable to decorative accessories derived from full tile or trim such as edges, corners, skirting, capping, coves, beds, steps and other accessory pieces.

#### **Packing Details**

Dimensions Tiles / Box	Coverage Area/Box		
	Indiana		Sq. ft.
300mm x 300mm	10 Pieces	0.90	9.69
300mm x 300mm Digital	08 Pieces	0.72	7.75

#### NITCO LIMITED

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