

# JOHNSON ENDURA

## INDUSTRIAL TILING SOLUTIONS

While tiles gained popularity as a means to enhance beautification along with other options inside a home, the harsher environment of industrial spaces were still waiting for flooring solutions that went beyond the regular. In tune with its legacy of introducing most of the innovations in the Indian tile industry, H & R Johnson (India) launched the Johnson Endura brand to offer a highly specialised range of architectural and industrial tiling solutions that cater to varied needs pertaining to outdoor and industrial use as well as specialised flooring solutions.

### Market

The tile industry is vast. While tiles are most commonly known for use in residential and commercial spaces like living rooms, bedrooms, bathrooms, kitchens, passages in homes and interior flooring in malls, hotels, airports and such commercial areas, constituting more than 90% of sales, there are a lot of spaces where only higher performance and specialised flooring solutions will do. Solutions that can weather the harsh elements of external climatic conditions, the tough requirements of all kinds of manufacturing and warehousing setups as well as for high traffic areas like outdoors and pavements. Use of conventional or ordinary flooring solutions in such highly demanding areas can lead to a multitude of problems like slippages and tripping, production downtime, frequent product replacement cycles or even fire and shock hazards in areas like server rooms and operation theatres.

Since the launch of the brand in 2000, the past twenty years has seen Johnson Endura become India's first and only brand to offer the widest range of specialised flooring and cladding solutions in the Indian tile industry. The products under the Johnson Endura range are a result of deep insights of the gaps in consumer needs. Backed by a very



strong R&D setup which is recognised by the Department of Scientific and Industrial Research, Government of India, Johnson Endura translates such insights into unique solutions.

### Achievements

H & R Johnson is one of the most successfully backward integrated companies in the ceramic industry. With its dedicated division – Industrial Products and Natural Resource (IPNR), Johnson has everything you need to make the perfect product. From raw materials to dies and moulds, from digital printing media, soluble salts and stains to additive compounds, Johnson's IPNR division has a product for every stage in the tile manufacturing process. Known for the quality of its products, many leading brands from the ceramics industry also procure their raw materials from Johnson's IPNR division.

H & R Johnson is the only ceramic company to have been awarded the National Safety Award for its Kunigal manufacturing plant. The objective of the National Safety Awards in the manufacturing sector is to recognise industrial undertakings for their consistent and meritorious Occupational Safety and Health (OSH) performance and implementing effective OSH Management Systems, practices and procedures and to encourage their continual commitment to OSH.

Many of the tile collection from Johnson are Green Pro certified. GreenPro is a product

certification which helps an environmentally conscious customer to make an informed choice and to buy eco-friendly products. GreenPro is a mark of guarantee that the product which bears the GreenPro label is environment friendly throughout its life cycle. GreenPro ultimately empowers a customer with the knowledge of the product and steers towards sustainable products. The company's Kunigal plant was awarded the Prestigious National Energy Conservation Award – 2015 by BEE, Government of India under the ceramic category.



### History

Johnson Endura's mother brand – Johnson – came into existence in 1901 in the UK. H & R Johnson (India) was incorporated in 1958, starting off as a tile manufacturing company with its first manufacturing plant set up in Thane, Maharashtra. The parent company H & R Johnson (India) offers products in categories including sanitaryware, bathroom fittings, wellness products for bathrooms and engineered marble & quartz. The confidence that the Johnson brand exudes, comes with the backing and business leadership of its parent company Prism Johnson Limited, one of India's leading integrated building materials company. With fifteen state-of-the-art plants across the tiles and bathrooms divisions, located across the length and breadth of the country, the culture of quality and service at Johnson is furthered by its technological adeptness. Johnson's



tile manufacturing capacity in 2019-20 is over 68 million square metres, making it amongst the largest tile and flooring solutions manufacturers in India. Johnson also has the largest pan-India distribution network of direct dealers and several thousand sub dealers selling its products.

With Johnson Endura being the only brand in India to offer such a diverse portfolio of highly durable and technologically advanced solutions, it is no wonder then that some of the leading organisations, commercial setups, manufacturing setups and industrial setups in India have chosen Johnson Endura as their preferred brand for specialised, industrial and tactile flooring solutions. To name a few – Maruti Nexa, BMW and Volkswagen auto showrooms; swimming pools at Talkatora Stadium, Delhi; National Games Stadium, Hyderabad; tiled floors at Indian School of Business Hyderabad; Maurya Sheraton and Crowne Plaza Hotels in Delhi; food processing units of Hindustan Unilever and ITC Limited; bulk drug and pharmaceutical manufacturing units of Glaxo, Wockhardt, Sun Pharma, Unichem, Cadila and Lupin; Bombay Dyeing textile units; Reliance Industries, Patalganga; Amul, Gokul dairies and BARC in Mumbai as well as tactiles in Kochi and Hyderabad metro stations.

## Product

Innovation being the core of everything at Johnson Endura, it has come up with a wide variety of flooring solutions for industrial applications. Besides being highly durable, these industrial tiles also offer skid resistance, stain resistance and chemical resistant properties that are crucial to the smooth running of such setups. The acid resistant tiles are a great solution for manufacturing setups where spillages on the floor



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**SERIOUSLY TOUGH.**  
Presenting Johnson Endura tiles for the most demanding environments.

are common. These include chemical plants, dairies and pharmaceutical plants.

Endura's patented anti-static tiles help dissipate static discharge and are used in server rooms, laboratories, pharma floors and in most of the operation theatres of government hospitals in Uttar Pradesh.

Tactiles are laid in public spaces to make them more accessible to the visually impaired. Johnson Endura Tactile have been used at projects in Cochin and Hyderabad metro stations as well as some platforms on Mumbai suburban railway stations. These tiles have been designed in conformance with RNIB (UK), DETR (UK) and ADA (USA) – institutes which work with and lay down policy guidelines for people with disabilities.

The unique Endura Cool Roof Solar Reflective Index Tiles for roofs and terraces bounce off sun rays from the surface and in turn help reduce interior temperatures, thereby indirectly lowering electricity consumption of cooling appliances.

Another range similar to Cool Roof is Johnson Endura's Cool Floor Tiles. This range of tiles reflects solar heat, reducing the temperature of the surface it is installed on, making walking barefoot easier and more comfortable. Ideal for use in places of worship where one is expected to walk barefoot, these tiles can also be used in residential balconies and terraces.

MaxGrip is a recent introduction from Johnson Endura. The 'R' (Ramp test) rating system indicates an anti-slip finish. Many tiles in the



market claim to have slip resistance but not all of them have a slip rating. Johnson Endura's MaxGrip tiles are the first R-Value certified tiles in India which indicate the effectiveness of slip resistance. They are in conformance with DIN 51097 and 51130 tests which carry out slip tests in various slippery conditions.

A range of flooring solutions under the Pavers, Hi-Traffic and Meteor series are ideal for pavements, footpaths, gardens, pathways, building compounds and outdoor areas of residences, corporate buildings and hotels.

Johnson Endura also offers complete solutions for building swimming pools that include swimming pool tiles and accessories as per international standards (FINA) as well as durable and skid resistant tiles for pool decks.

Many of the product solutions are also substitutes for natural products like stone, marble and granite that are traditionally used in such applications but are fast depleting natural resources in the world. The Endura Stepping Stone series of pre-cut staircase tiles and risers are a superior, more durable and safer substitute for making staircases. Similarly, the Endura Meteor series for outdoor areas in 15 and 20 mm thickness can be used in place of natural

stones in outdoor areas and gardens. The Endura cladding range, also available in various natural finishes like stone, marble and brick can be used to replace natural stones for wall elevation and decoration.

## Recent Developments

House of Johnson – company-owned Experience Centre: The huge variety of similar looking tiles in the market cause confusion when sufficient and correct information is not available to the consumer. The Johnson Experience Centre aims to facilitate the customer in making informed and

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right decisions. The prime objective of the Experience Centre is to guide consumers in selecting the technically right products that meet their requirements. Here consumers also get to see the widest range of multiple products by any single reputed brand under one roof. It also has on display Johnson's range of sanitaryware, bath fittings and engineered marble and quartz.

## Promotion

The company created the Red Ramp Project, an initiative to bring awareness about difficulties faced by the physically challenged people in accessing public spaces in India. The Red Ramp Project is a

small step by Johnson to create a mindset as well as behavioural change in society and provide a nudge to set off a movement that will bring more compassion to understanding the needs of the physically challenged.

The first Red Ramp Project film received close to three million views and received over 650 petitions to support the cause of building ramps at public spaces.

The second phase of the Red Ramp Project focused on spreading awareness on making public spaces safe and accessible for the visually challenged using tactiles from the Johnson Endura range. Johnson's brand ambassador Katrina Kaif came on board as the goodwill ambassador for the second Red Ramp project, garnering a lot of attention for the initiative. The latest Red Ramp Project films received over seven million views.

## Brand Values

Improving lifestyles has been the key focus in every step of the way for Johnson. From unique designs, feature-rich products to offering products that complement a variety of lifestyle elements, the company has always kept its customers first and has adopted methods that bring them closer to improving customer lifestyles.

## Things you didn't know about Johnson Endura

- \* The anti-static compound used in tiles under the Endura brand is patented by H & R Johnson, making it the only brand in India with such an innovation
- \* Endura is the only organised brand in India offering complete solutions for swimming pool tiles and accessories
- \* The Endura range of tactiles that aid the visually impaired is the only such product that conforms to the accepted international standards of product precision in thickness and design profile
- \* A large majority of leading brands in the automotive segment use the high thickness and tough Johnson Endura solutions in their showrooms and workshop floors
- \* Johnson Endura tiles are GreenPro certified
- \* H & R Johnson's Kunigal manufacturing plant where Johnson Endura tiles are made has been awarded the National Safety Award, making H & R Johnson (India) the only ceramic manufacturer in India to win this title
- \* Johnson's MaxGrip tiles are the first R-Value certified in India, indicating the effectiveness of its slip-resistance property
- \* Johnson Endura which carries functionality and durability in its core has now introduced germ free tiles. These tiles are capable to withstand highly stressed usage environment and germs with ease