



Bridging the gap between nature and technology by maintaining the look and feel of natural marble while eliminating all the problems that are prevalent in natural marble, Johnson Marble & Quartz has created a niche market for itself as one of the major players in the engineered marble & quartz business in India.

**Market**

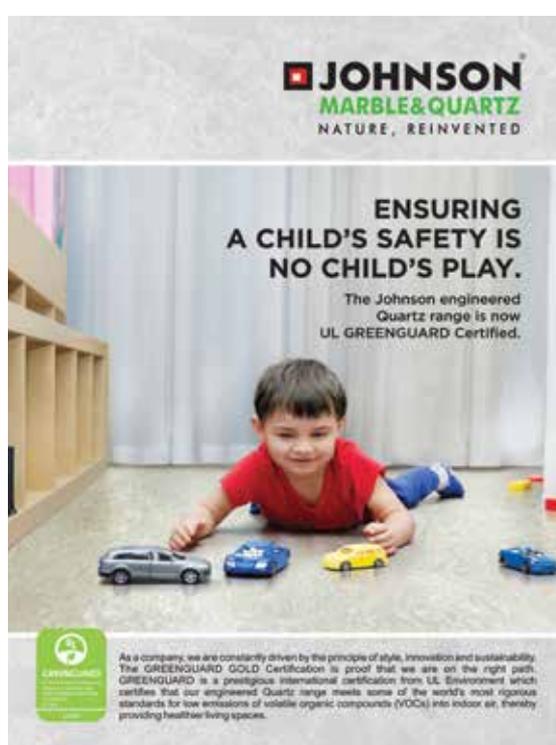
Over the last few years, stone surfaces have evolved from its basic functionality of floor and wall covering to becoming a key element in design and aesthetics for both residential and commercial projects. Growth of the niche engineered marble & quartz market is driven by high-end home users and businesses that are willing to explore unique and less commonly used surfaces without compromising on quality or utility. Application areas of engineered marble & quartz have now progressed to include kitchen countertops infused with the antimicrobial compound patented by Johnson, transaction tops, shelf partitions, engraved wall coverings, wall highlighters, bathroom vanity tops and various design elements used in furniture.

Growth of the stone surface industry is closely related to performance of the housing market and any pickup in construction activity augurs better times for business.

While engineered stones are quite popular overseas, it is an emerging and fast growing concept in India and is largely driven through project specifications by architects and interior designers.

This industry has been growing steadily at a CAGR of 25-30%. Quartz export from India has surged over the last couple of years, buoyed mainly by a demand spurt from the US market where exports continue to show strong growth. Besides the US, quartz is also exported to Europe, Australia, Middle East and African countries.

From the current trends and after evaluating various growth drivers, it is forecasted that the engineered quartz market will exhibit a much steeper CAGR compared to its compatriots in the coming years. Rapid growth of the product can be



attributed to the material's superior physical characteristics, its attractive relative value, as well as a broad array of colours and ease of fabrication. Rising demand across various residential sectors, burgeoning construction activities in the developing regions, increasing construction of residential housing units, coupled with rapid demand from remodelling activities is anticipated to propel growth of the engineered quartz market across the world.

**Achievements**

Johnson was the second-highest exporter of engineered quartz from India to the US in 2019 and is expected to do even better volumes this year.

Johnson Engineered Quartz products are now certified GREENGUARD GOLD by UL. The brand is one among very few companies in this industry to receive this certification. GREENGUARD GOLD standard includes health based criteria for additional chemicals and also

requires lower total VOC emission levels to ensure that the products are acceptable for use in sensitive environments such as schools and healthcare facilities. With this certification, these products qualify for LEED points under Indoor Environment Quality (IEQ). Some of the prestigious projects where Johnson Engineered Marble & Quartz products have been used include Maruti Nexa Showrooms, Mumbai International Airport, Delhi International Airport, Hinduja Hospital, projects by Chitrali Properties, Runwal Developers and Ashford Infotech.

**History**

Johnson Marble & Quartz is the engineered marble & quartz division of H & R Johnson (India) – a division of Prism Johnson Limited. The plant commenced operations in 2012 with a state-of-the-art facility being set up in Gujarat.

Johnson came into existence in 1901 in the UK. H & R Johnson started off in 1958 as a tile manufacturing company with a manufacturing plant in Thane, Maharashtra. Today, H & R Johnson (India) is India's only brand offering end-to-end home lifestyle solutions that include

tiles, engineered marble & quartz, sanitaryware and bath fittings. Johnson also has the largest pan-India distribution network of dealers and sub-dealers, helping take Johnson products to every part of the country.

## Product

Johnson Marble & Quartz is essentially a mixture of over 90% natural minerals like calcite and quartzite processed with polyester resin, pigments and catalysts. Manufactured through a unique vibro-compression vacuum process, the engineered slabs maintain the look and feel of natural marble and granite, eliminating the many flaws associated with natural stones.

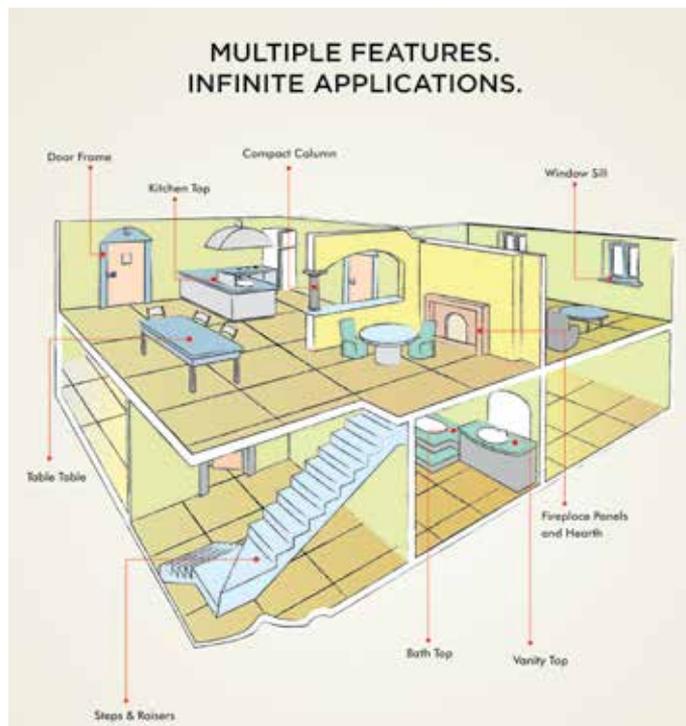
Johnson engineered marble slabs are available in dimensions of 3,040 mm x 1,225 mm with customised thickness ranging from 12 mm to 20 mm. Quartz slabs come in standard dimensions of 3,050 mm x 1,450 mm and 3,230 mm x 1,630 mm with thickness ranging from 12 mm to 30 mm. Application areas include flooring, wall cladding, countertops, door frames, window sills, bathroom vanity units, table tops, shelf partitions, carved decorative pieces etc.

Johnson has always believed in staying close to the market in order to hear the customer's voice and provide innovative solutions to satisfy unmet customer needs. TopShield and QuickStairs are two such path-breaking products which have been introduced in the Indian market recently.

Johnson TopShield is India's first pre-fabricated quartz countertop with special anti-microbial properties and is also certified as food-grade. It is the worry-free and ultra-hygienic alternative to the higher maintenance granite kitchen countertops for today's health conscious consumer. Johnson TopShield is twice as strong as granite, requires no resealing, is highly resistant to scratches and stains, and is available in a large variety of colours. It is available in

a standard dimension of 10 ft x 28½ inches x 18 mm with moulded edge profile and anti-drip groove. Customisation is possible for bulk requirements.

Marble staircases are a lifestyle statement for many homes and businesses and are often seen in the lobbies of top hotels and restaurants. Johnson QuickStairs was launched for this precise customer who wants to transform stairs into an important ornamental component of the interior



space. The material lends itself to craft stairways as it can easily be cut into steps and risers. Standard dimensions of steps are 4 ft x 1 ft x 18 mm with moulded edges and anti-skid grooves. Standard risers come in 4 ft x 0.5 ft x 15 mm with straight edges. Here too customisation is possible for bulk requirements.

## Recent Developments

Johnson has recently launched a high-end exclusive range of Quartz in the coveted Calacatta and Carrara series besides a wide range of multi-colour designs. A grand product

launch event was organised in February 2020 at Delhi which was attended by over 350 dealers across India.

## Promotion

By virtue of being a business unit of H & R Johnson (India), Johnson Marble & Quartz too is a brand that is endorsed by Katrina Kaif, one of India's most celebrated actresses, who is also the corporate brand ambassador. This association has helped the brand improve brand recall and communication ability with the end consumer.

Johnson Marble & Quartz follows a focused marketing strategy to align with end customers and key influencers such as architects, interior designers, top builders and contractors through participation in major trade events. Print coverage and an outstanding corporate digital platform with

more than half a million fan following helps in customer interaction and recall. Besides this, the company's digital promotional activities include product videos on YouTube, social media posts and blogs and an exclusive microsite created for Johnson Marble & Quartz.

## Brand Values

Johnson Marble & Quartz has always been at the forefront in adopting innovations and eco-friendly alternatives for preserving the environment and pays utmost attention to sustainability. The company rigorously scrutinises its production process from a health, safety and environmental point of view.

The company prides itself in creating something beautiful and long lasting using by-products generated from natural marble quarries, and other pre-consumer and post-consumer recycled contents like glass and mirror. Being recycled, these products help conserve energy and resources, reduce pressure on landfill space and preserve precious natural resources. All wastages during calibration, trimming and polishing at the manufacturing plant are also recycled.

The company's consciousness about the health and welfare of end consumers prompted it to get its products certified as GREENGUARD GOLD. Its product range has been screened for over 10,000 chemicals by UL, one of the most globally renowned independent third-party organisations, before awarding this certification. Consumers are assured that Johnson Quartz products, which release fewest possible pollutants, can help maintain healthy indoor air quality.

## Things you didn't know about Johnson Marble & Quartz

- \* All Johnson Quartz products are certified GREENGUARD GOLD by UL, one of the most reputed, trusted and independent certification companies in the world
- \* Johnson Marble & Quartz products are green and nature-friendly as they are made from by-products of natural stone quarries
- \* Engineered marble & quartz slabs can be re-polished and easily cut and moulded like their natural counterparts, marble and granite
- \* Johnson TopShield is India's first pre-fabricated quartz countertop with special anti-microbial properties and also certified as food-grade
- \* Johnson Quartz surfaces are extremely tough. On a hardness scale of one to ten, the quartz surfaces are rated around seven in hardness. Comparatively, diamond which is the hardest mineral on earth has a hardness rating of ten
- \* Surface porosity of a Johnson Quartz surface is near zero and is acid and chemical resistant

