



Smart Tiles

From smart phones to smart homes, and now smart tiles. The SQ or Smartness Quotient is ever increasing in our day to day life. 'Smart Tiles' is not just an enthusiastic prefix that the company adds before tiles. With Anti-Microbial Tiles, Anti-Static Tiles and Endura Cool Roof & Floor Tiles, it is a whole new meaning to the words 'tiling solutions' that Johnson has to offer.

Markets

With higher exposure to global trends, consumers of today are investing a lot more time and money in doing up their homes which is a reflection of not only their personal taste but also their lifestyle choices. The markets have kept pace by providing customers with an overabundance of options across several categories in Home Décor and Improvement. Be it the organised or the unorganised sector, the tile industry churns out a plethora of tiles, in a variety of themes, designs and sizes for the end user.

Tiles started out as a mere covering for walls and floors which were available in plain white in 6 x 6 inches that were used everywhere. As the category evolved, the market saw newer designs and sizes that added to the ambience of the space. Durability of tiles became an important feature of the product that gave the market good looking and long lasting tiles. But tiles are not about durability and aesthetics alone. So how else can tiles add value to the space and the lives of customers who inhabit it?

Just as a home is an extension of one's lifestyle, similarly, Johnson sees a connection between tiles and lifestyle as well. When they say – Johnson, Not just Tiles, Lifestyles – it means an alignment of Johnson tile products with the essential elements of today's lifestyle which is not only aesthetics but a way of modern living that is equally concerned about health, hygiene, safety and the environment.

Johnson's relentless focus on innovation and customer aspirations has helped it make Smart

Tiles – Anti-Microbial Tiles, Anti-Static Tiles and Endura Cool Roof & Floor Tiles – which deliver more than what is commonly available and expected.

Achievements

Johnson is the only tile company to expand its product range to sanitaryware, faucets and engineered marble & quartz.

It 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 mines 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 material from Johnson's IPNR division.

Johnson was the first to introduce functionally driven speciality Anti-Static and Anti-microbial Tiles in the Indian market. Lead by a strong team of researchers and scientists, Johnson's research and development wing which is approved by the Department of Scientific and Industrial Research, Government of India, has been behind several such innovations in the tile industry.

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 environmentally

GERM FREE TILES	ANTI-MICROBIAL TILES
ANTI-SKID TILES	ANTI-STATIC TILES

conscious customers 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 consumers with knowledge of the product and steers them 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

Having started its journey in England in 1901, the brand Johnson Tiles came to India in 1958, and over the last 62 years has become a pioneer of many innovations in the tiling industry.

The journey began with a single plant in Thane, Mumbai, and now H & R Johnson has twelve state-of-the art manufacturing plants for tiles and two for CP fittings. Today, H & R Johnson (India), a division of Prism Johnson Limited, is one of India's leading names in providing solutions that include tiles, sanitaryware, bath fittings and engineered marble & quartz. Johnson also has the largest pan-India distribution network of dealers and sub-dealers, helping to take its products to every part of the country.

Product

H & R Johnson takes health, safety and concern for the environment as highly crucial elements of modern day lifestyle. All its Smart Tile products are aligned to these elements. For example, while Anti-microbial Tiles bring a healthier environment around us, the Anti-Skid and Anti-Static Tiles add safety in the physical sense.



THE LAST OF THE GERMS. A FIRST FOR INDIA.

With a rich legacy of over 60 years, H & R Johnson now presents the new and improved range of germ free large format tiles with a wider range and latest designs to choose from. Infused with our patented germ-free technology, these tiles can be used across a broad spectrum right from residential spaces, schools to hospitals and clinical labs. Welcome to a world that focuses on both your well-being and stature.

After all, it's not just about tiles, it's about lifestyles.

Patented by H & R Johnson (India) | Effective against bacteria by over 99%

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As pioneers in the business of tiling, H & R Johnson (India) has always sought to push the boundaries of defining lifestyles with their world-class products and innovations. Focusing on the key lifestyle elements of health, hygiene, concern for the environment and safety, Johnson is transforming the way consumers choose tiles with their unique offering – Johnson Smart Tiles

The word 'smart', in a general sense, conveys that the object does something meaningful which is not done by and not expected from other similar offerings and alternatives. What is expected from a good tile are – durability and aesthetics. What H & R Johnson means by 'smart' is going beyond these basic features to add new value propositions to the products.

In practical sense for example, one's general expectation is that tiles must be easy to maintain and clean. And on this cleanliness expectation, smartness can be got by adding the Stain Free feature that makes tiles more stain resistant for a longer period, making them easier to clean even stubborn stains. Johnson has a range of products under the tiles division that add functionality and value. Johnson's range of Smart Tiles is a collection of tiles with such unique value propositions.

Starting with Johnson Germ Free Tiles, with the brand's patented Germ Free technology comes a range of antimicrobial tiles and large format slabs for walls and floors. Johnson Germ Free Tiles are India's first anti-microbial tiles that do not allow dangerous bacteria to grow on floors or walls and at the same time is non-toxic, so the surfaces remain absolutely safe to the human touch. Apt not only for bathrooms and kitchens, these Germ Free tiles are manufactured in different formats by Johnson and can be used for any space where hygiene is of prime importance, such as hospitals, public utility spaces, schools and residences. These tiles come in a variety of sizes from 7.5 cms x 24 cms to 8 feet x 4 feet.

Johnson Porselano's +veTiles emit negative ions which are known to have a positive effect on health and wellbeing. In urban spaces where an ionic imbalance is known to cause stress and health problems, an exposure to a greater concentration of negative ions has a re-energising effect on your body and mind by increasing the oxygen flow to your brain and levels of serotonin in your blood. Johnson's range of +veTiles uses

an additive that releases these negative ions that makes you feel more relaxed and refreshed.

Tactile from Johnson Endura are used as warning and directional tiles for public spaces to make them more accessible for the visually impaired. Johnson Endura Tactile are used at projects in Cochin and Hyderabad metro stations as well as some platforms on Mumbai suburban railway stations.

Johnson Endura's Anti-Static Tile is another patented solution-based product from H & R Johnson. These tiles are a perfect solution when electrostatic discharge can be a cause of concern especially in industrial areas like chemical plants, PBC manufacturing units, shell making factories, ordnance factories, server rooms, computer rooms, electronic equipment rooms, sophisticated equipment labs or any fire prone spaces. The tile



grounds static electricity and prevents a risk of fire or explosion.

Next in line is Johnson Endura's Cool Roof SRI Tiles. Specially created for the Indian subcontinent where rooms below the roofs heat up in the scorching Indian summer. This results in excessive use of cooling appliances which increases energy consumption. By creating high solar reflectance and emissions, the Endura Cool Roof Tiles, when installed on roofs or terraces keep these rooms much cooler in peak summer, reducing energy consumption.

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, which makes walking bare feet easier and more comfortable. Ideal for use in places of worship where one is expected to walk bare feet, these tiles can also be used in residential balconies and terraces.

MaxGrip is a recent introduction from Johnson Endura. They are the first R-Value rated tiles in India which indicate the effectiveness of slip resistance. Many tiles in the market claim to have slip resistance but not all of them have a slip rating.

Another interesting addition to the Johnson portfolio is Stepping Stone, a range of ready to use staircase solutions. Natural stone that is conventionally used for steps and risers bring with it some

limitations. These heavy duty vitrified tiles in 15 mm and 12 mm thickness come with tread lines and double bullnose that adds to the safety aspect, which is an upgrade from the conventional natural stones.

Recent Developments

Johnson International: Johnson recently launched a premium range of sanitaryware and bath fittings accessories inspired by iconic monuments. This series brings with it a range of interesting features like thermostatic control, tilting aerators, faucets made of pure brass to name a few.

House of Johnson – company owned Experience Centres: 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

Centres aim to facilitate the customer in making informed and right decisions. Located in sixteen cities all over the country, the prime objective of the Experience Centres is to guide consumers in selecting the technically right products that meet their requirement. 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 & quartz.

Promotion

The building materials category has a strong presence of regional players along with the major organised brands. Johnson has run several innovative marketing campaigns with clutter breaking communication to boost brand equity.

There was always a lack of information in choosing the right tile and the vast variety available in the market only added the confusion. Seeing this

gap, the company launched the Johnson Tile Guide, an initiative to help the end customers make more informed decisions when it comes to buying tiles.

Catering to the architect and designer segment, Johnson, in collaboration with Studio Matter curated FRAMES, a knowledge sharing platform for the fraternity.

In addition, Johnson has also come out with INSIDE – a design based journal that is circulated among architects, interiors designers and schools and colleges. Inside Review is the digital newsletter for the A&D fraternity.

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 Smart Tiles

- * Johnson introduced India's first germ free range of tiles and sanitaryware
- * It has three patented products – soluble salts, anti-static compound and germ free compound
- * Johnson's R&D centre has been approved by the Department of Scientific and Industrial Research, Government of India. The company has been behind a majority of the innovations in the tiles category in India over the past few decades
- * It is India's most backward integrated tile company, not only owning some mines but also in manufacturing – from dies & moulds and soluble salts to inks and additive compounds
- * H & R Johnson is the only ceramic company in India to have been awarded the National Safety Award for its tiles manufacturing plant in Kunigal

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