

# SERAC

Stone-look floor and wall tiles for interiors and exteriors

*Novoceram, a French ceramics manufacturer since 1863, is presenting a collection of body-coloured porcelain stoneware tiles for interiors and exteriors inspired by Bordeaux stone.*

## PRESS RELEASE

**Sérac** is a collection of porcelain stoneware tiles by **Novoceram** that pays homage to an iconic stone from Bordeaux, a noble limestone that has shaped French architecture since the Middle Ages and reached its peak during the Renaissance. A symbol of refinement and durability, this stone has made its mark on history thanks to its ability to combine robustness and delicacy, adorning the façades and interiors of the most beautiful buildings.

Novoceram has chosen to reinterpret this age-old material to reveal its full mineral poetry. Its delicate texture and compact, subtly aged appearance bear witness to the passing of time, leaving rich and nuanced marks on the surface.

The colour palette of **Sérac** consists of three colours: **Naturel**, a light beige that remains faithful to the original appearance and rich colour of the historic stone; **Craie**, a lighter, softer shade that evokes purity and sobriety; **Cendre**, a darker, elegant and deep tone that retains the subtle orange reflections characteristic of the original material.

This collection is available in 9.0 thickness in 60×120, 60×60, 30×60, 10×60 formats and in modular composition with R10 finish. - B. For **outdoor use**, the range is completed by the 60×120, 60×60, 30×60 formats and in modular composition in 9.0 mm thickness and 60×120, 60×60 and in modular composition in 20 mm thickness, all with a structured finish and R11 anti-slip characteristics - C.

To find out more about **Sérac** and (re)discover all the Novoceram collections, visit our [official website](#) or join our [Facebook page](#) and [Instagram](#).

**INFORMATION:** Our press office, the Novoceram and executive team remain at your disposal for any further information or for an interview on events, products or the company. Please feel free to contact us by email: [pressoffice@novoceram.fr](mailto:pressoffice@novoceram.fr)

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## PRODUCT INFORMATION SHEET

INTENDED USE:	Floor and wall tiles for indoor and outdoor use
TECHNOLOGY:	Coloured in body porcelain stoneware
COLOURS:	Naturel Craie Cendre
TILE SIZES:	60x120 cm 60x120 cm Outdoor Plus 60x60 cm 60x60 cm Outdoor Plus 30x60 cm 10x60 cm Mosaïque 5x5 cm Compo. Mod. Compo. Mod. Outdoor Plus
FINISH:	Smooth and structured, non-slip
DECORATION AND SPECIAL PIECES:	Baseboard, corner step and accessories for swimming pools and gardens

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## OUR CERTIFICATIONS:

- **ISO EN 9001**: standard that sets out the requirements related to the **company's quality management system** that is part of a continual improvement at all levels which include: customer relations, willingness to communicate, internal organisation, relations with suppliers and production processes.
- **ISO EN 14001**: standard that sets out the requirements related to the **environmental management system** based on **environmental commitment**, on strict standards and on increasingly ambitious goals that the company has implemented to control and reduce its impact on the environment and to continuously improve its performance.
- **ISO EN 50001**: standard that sets out the requirements related to **energy management systems**. This certification, driven by the wish to better control and optimise energy consumption, is the logical continuation of a continuous improvement approach and an environmental commitment.
- **ISO EN 17889-1**: standard that establishes requirements for **energy management systems**. This certification, motivated by the desire to better control and optimise energy consumption, is the logical next step in a process of continuous improvement and environmental commitment.

## PRODUCT CERTIFICATIONS:

- **Indoor emissions**: index measuring emissions of volatile substances posing a risk of inhalation toxicity. All our tiles are assigned A+, - the best note in the classification. Furthermore, as **they do not contain Volatile Organic Compounds (VOCs)**, they even outperform all the requirements for the A+ classification.
- Novoceram products are involved in obtaining various ecological certifications for the construction industry such as the American certification, **LEED** (Leadership in Energy and Environmental Design). Novoceram has also established the **PEF** (Performance Environnemental Footprint) and **EPD** (Environnemental Product Declaration) of its products which indicate the potential environmental impact of a product throughout its entire life cycle.

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