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 or even being ahead of the race when it comes to technology. There is only one 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 14001:2004 – For Environment Management
- OHSAS 18001:2007 – For Occupational Health and Safety Management
- ISO 9001:2008 – For Quality Management (Corporate Office)

CUSTOMER SERVICE

Our effectively enhanced customer services include:
- Ensuring updated information on website and digital media
- Educating the dealers as well as masons on the brand and 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

VITRIFIED EXTERIOR TILES

Kratos Digital 300x300 mm

- Asterix Decor, Asterix Beige & Asterix Mocha 04 - 05
- Antiquity Decor & Antiquity Rust 06
- Chroma Blocks 07
- Cubix Azul & Cubix Maze 08
- Chequered Dots 09
- Bloom Dust & Bloom Olive 10
- Brique Terra 11
- Causeway & Walkway 12
- Driveway & Pathway 13
- Landscape Sphere & Landscape Twirl 14
- Landscape Iris 15
- Flintstone 16
- Mayflower 17
- River Rock & Sea Rock 18
- Orbit Tan & Orbit Nero 19
- Ripple Wave 20

Kratos 300x300 mm

- Serene Ivory, Serene Terracotta, Dazzle Ivory, Dazzle Terracotta, Candid Ivory, Candid Terracotta, Kapsel Ivory, Kapsel Terracotta 21
**Technical Specification - Exterior Vitrified Tiles**

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<tbody>
<tr>
<td>1</td>
<td>Deviation in Length</td>
<td>ISO 10545 - 2</td>
<td>± 0.6% Max ± 2.0 mm</td>
<td>± 0.1%</td>
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<td>2</td>
<td>Deviation in Thickness</td>
<td>ISO 10545 - 2</td>
<td>± 5.0% Max ± 0.5 mm</td>
<td>± 5.0%</td>
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<td>3</td>
<td>Straightness of sides</td>
<td>ISO 10545 - 2</td>
<td>± 0.5% Max ± 1.5 mm</td>
<td>± 0.2%</td>
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<td>4</td>
<td>Rectangularity</td>
<td>ISO 10545 - 2</td>
<td>± 0.6% Max ± 2.0 mm</td>
<td>± 0.3%</td>
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<tr>
<td>5</td>
<td>Surface Flatness</td>
<td>ISO 10545 - 2</td>
<td>± 0.5% Max ± 2.0 mm</td>
<td>± 0.2%</td>
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<tr>
<td>6</td>
<td>Surface Quality</td>
<td>ISO 10545 - 2</td>
<td>Min. 95% free from visible</td>
<td>&gt;95% free from visible</td>
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<td></td>
<td></td>
<td></td>
<td>defects</td>
<td>defects</td>
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<tr>
<td>7</td>
<td>Water Absorption</td>
<td>ISO 10545 - 4</td>
<td>&lt; 0.5 %</td>
<td>&lt; 0.5%</td>
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<tr>
<td>8</td>
<td>Modulus of Rupture</td>
<td>ISO 10545 - 7</td>
<td>Min. 35 Individual Min.32</td>
<td>≈35 N/mm²</td>
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<td>9</td>
<td>Surface Abrasion</td>
<td>PEI Group II/X/V</td>
<td>Group V</td>
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<tr>
<td>10</td>
<td>Thermal Shock Resistance</td>
<td>ISO 10545 - 9</td>
<td>No Visible Defects</td>
<td>Resistant</td>
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<td>11</td>
<td>Frost Resistance</td>
<td>ISO 10545 - 12</td>
<td>No Visible Defects</td>
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<tr>
<td>12</td>
<td>Resistance to chemicals</td>
<td>ISO 10545 -13</td>
<td>No Visible Defects</td>
<td>Resistant</td>
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**Packing Details**

- **Dimensions**
  - 300mm x 300mm: 10 Pieces, Coverage Area/Box: 0.9 Sq. Mtrs, 7.98 Sq. Ft.
  - 300mm x 300mm Digital: 08 Pieces, Coverage Area/Box: 0.72 Sq. Mtrs, 7.75 Sq. Ft.