

CIB Public Relations

ASCER Consumer Pack 2004

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Author: Mohammed Lokat

CIB is the PR agency responsible for promoting ASCER, The Spanish Ceramic Tile Association, in the UK. This means that we can provide you with information on the products of 98% of Spain's innovative ceramic tile manufacturers.

But, you might ask...

What's in THE Spanish tile?

THE Beauty of Spain can transform homes. Clean lines and groundbreaking designs are the hallmark of Spanish tiles. Members of ASCER, The Spanish Ceramic Tile association produce tiles that are at the cutting edge of tile manufacturing, creating anything from contemporary styling to a more natural look throughout the home.

THE Versatility of Spanish tiles make them an ideal material for use both inside and outside the home. Interior décor can move seamlessly to the exterior providing a continuity that is unrivalled by competing hard floor options such as wood or laminate. This seamless design extends to both walls and floors, adding to the flexible nature of Spanish tiles.

THE Robustness and practicality of Spanish tiles is unsurpassed. For a hardwearing product that can enhance the look and feel of any home and garden there is little to compare. Unique properties inherent in Spanish tiles, particularly porcelain (or fully-vitrified) ones provide resistance to frost, water and abrasion as well as having a through-colour construction that disguises long-term wear

and tear, so are suitable for areas of high traffic. Even designs penetrate the tile completely, so an irregular pattern like a marble finish will be the same right through the tile.

THE Stunning effects that can be created by using different shapes, sizes, patterns and colours, associated strongly with Spanish tiles, can add a fresh dimension to existing décor and enhance the environment in which they are laid.

THE Innovation in design that allows natural materials, such as metal, marble (as exemplified by Todagres' Imperial series - see image), wood, stone and even leather (see Diago image) to be faithfully imitated, which means natural materials can be recreated in areas where it might have been impractical to use the actual material.

THE Growing market for Spanish tiles in the UK is an indication of the country's move away from traditional floor coverings such as carpet, wood and laminate, most of which do not carry the same technical properties or possess the same aesthetic characteristics and innovative styles as Spanish ceramic tiles.

THE Spanish Ceramic Tile Manufacturers Association, ASCER, predict an even greater growth in the use of Spanish tiles, in construction and home DIY in Britain. Previously thought of as a material only suited to Mediterranean climates and design principles, statistics show the export of Spanish tiles worldwide has increased year-on-year, with a 6.20 per cent increase in February this year.

Images enclosed with this illustrate a small selection of the sensational products available from ASCER members. The product name, manufacturer and price information is included on the back of each photograph. If you need any further information about Spanish tiles, more images, copy or samples please do not hesitate to get in touch and we will provide all that you need.

N.B When requesting samples please ensure you get in touch with us well in advance. ASCER represent more than 200 Spanish tile manufacturers so we may need time to get this over to you, particularly if you are after specific products.