

# THERA

Concrete-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 use that highlights limestone.*

## PRESS RELEASE

**Kairn** is a collection of porcelain tiles by **Novoceram**, inspired by the subtle balance between the raw strength of concrete and the timeless softness of limestone. Behind its apparent simplicity, it reveals a wealth of detail: a fine, compact and homogeneous texture, punctuated by mineral nuances that evoke surfaces shaped by time.

Novoceram conceived **Théra** as a transitional material, straddling the boundary between nature and architecture. Its delicate aesthetic reflects the serenity of stone landscapes, while bringing the refined modernity of concrete. This dual identity gives it a rare versatility: it adapts equally well to minimalist spaces and warmer environments.

The colour palette of **Théra** consists of four colours: **Naturel**, a warm, contemporary taupe shade faithful to the original stone; **Ivoire**, a more neutral shade with a subtle hint of grey; **Sable**, a particularly warm shade verging on beige; and **Blanc**, an extremely bright colour that softens contrasts while retaining the richness of detail.

This collection is available in a thickness of 9.0 mm in the following sizes: 60×120, 80×80, 60×60, 30×60 and 10×60 with an R10 - B finish. For **outdoor use**, the range is completed by the following sizes: 60×120, 80×80, 60×60 and 30×60 in 9.0 mm thickness with a structured finish and R11 - C anti-slip characteristics.

To find out more about **Théra** 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:	Blanc Sable Ivoire Naturel
TILE SIZES:	60x120 cm 80x80 cm 60x60 cm 30x60 cm 10x60 cm Mosaïque 5x5 cm
FINISH:	Smooth and structured, non-slip
DECORATION AND SPECIAL PIECES:	Baseboard, corner step

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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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