

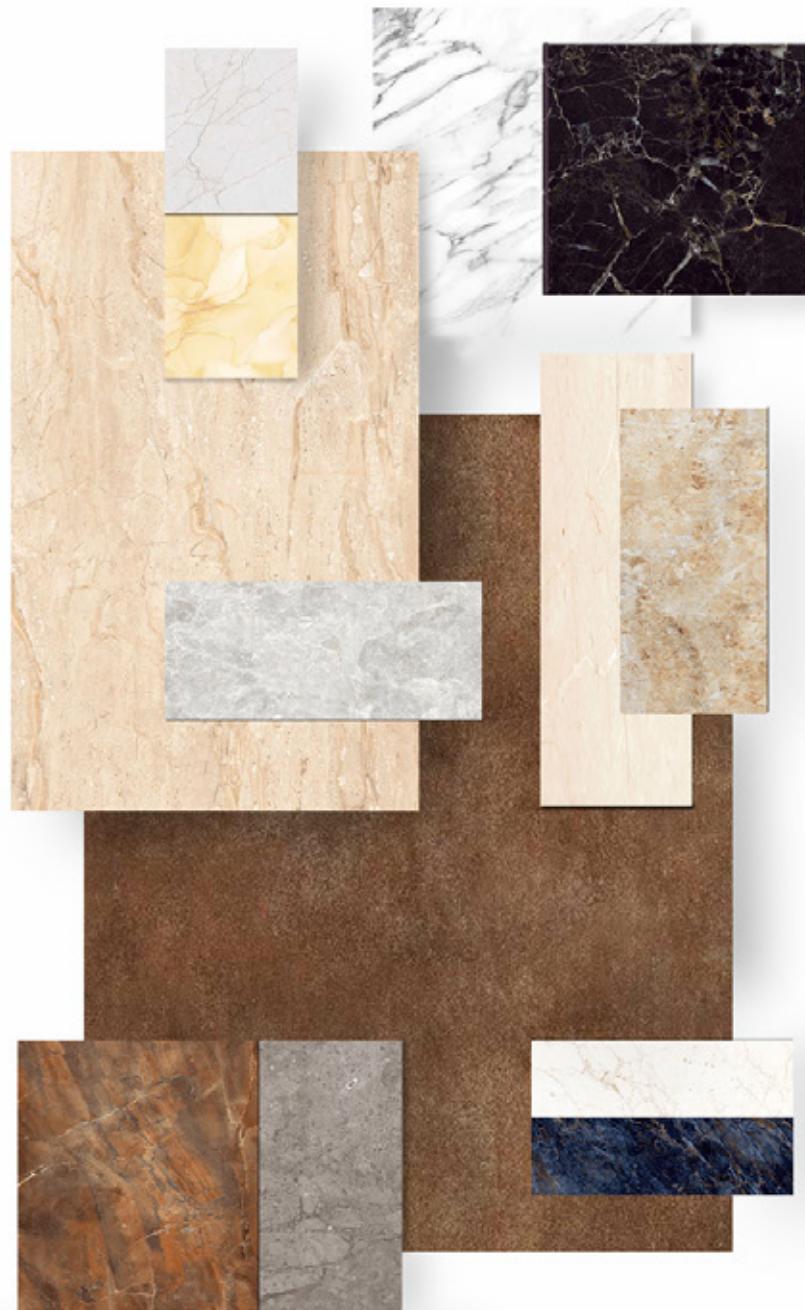


Guiding you tile by tile.



TILE GUIDE - 2023

**Let everything
about tiles unfold...**



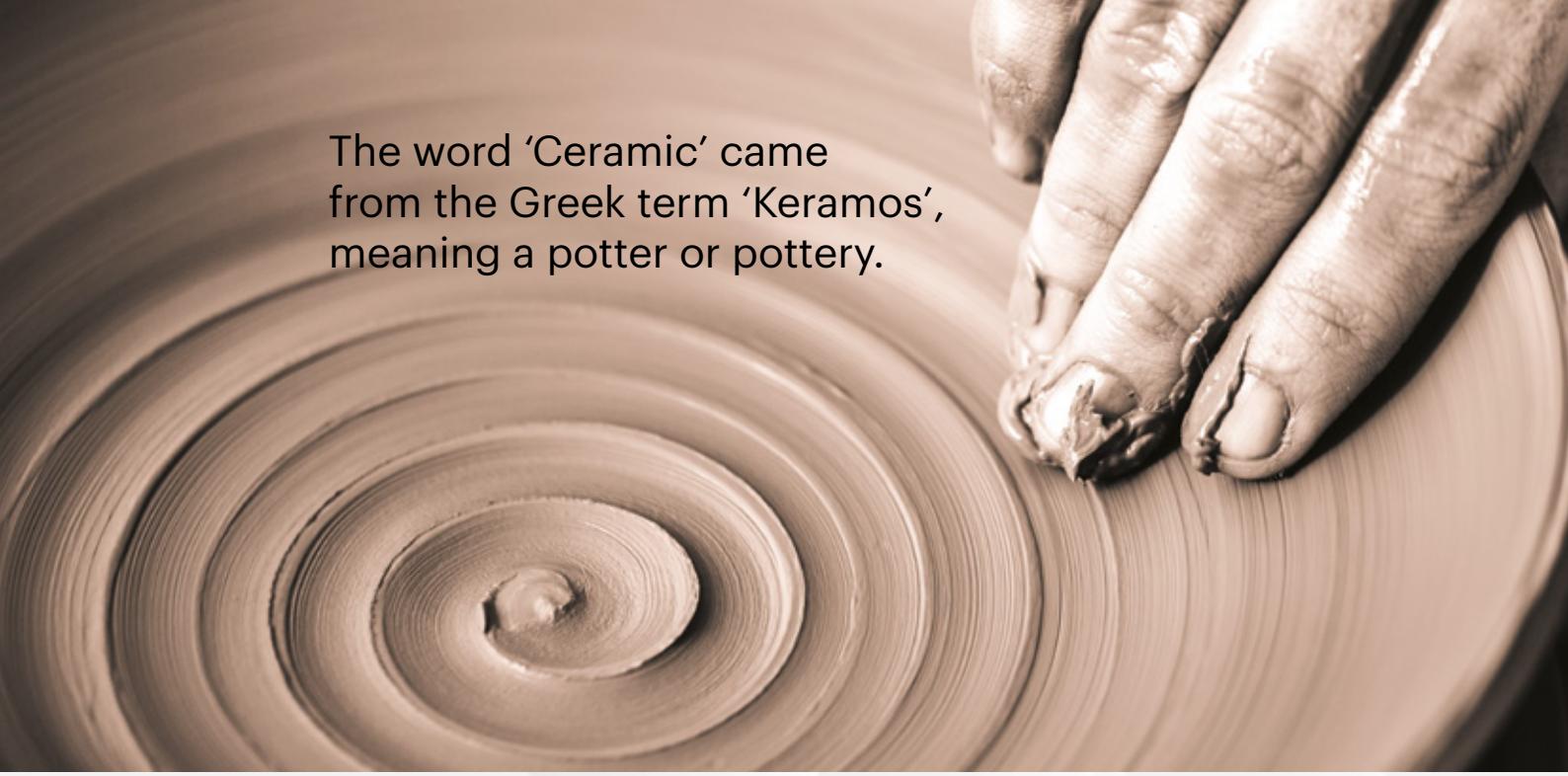


About the Johnson Tile Guide

With four sides, four edges and over a million designs, tiles have come a very long way since their invention in 3000 BC. This edition of the Johnson Tile Guide will take you through the wonderful journey of tiles by telling you about their history, origin and evolution.

Presented by H & R Johnson (India), the pioneer of tiles in India, The Tile Guide has been designed to give you a brief account about our company and how tiles are a part of our heritage.

Most importantly, this book will guide you with all the technical know-how of picking the right tile that'll make every room and living space more stunning than ever before as well tiles with the right functional attributes for different spaces.



The word 'Ceramic' came from the Greek term 'Keramos', meaning a potter or pottery.

From evolution to revolution in tiles...

The discovery of tiles dates back to the Pre-historic times. The earliest form of a tile was a block created by clay which was dug up from river banks. With time, tiles started evolving as they were carved or pigmented. Ancient Egyptians were the first ones to discover that tiles can be made stronger and water-resistant by firing clay at high temperatures in a kiln.

The Mesopotamians took the aesthetics of tiles to the next level by using terra-cotta and colorful ceramic tiles to decorate their houses.



A walk through H & R Johnson's Corridors

H & R Johnson (India) is one of the oldest and most experienced tile manufacturing company in India. Our journey in India started in the year 1958. With a rich legacy and quality offerings, H & R Johnson has been a popular and one of the leading tile-makers for over six decades now. We've always dedicated resources towards researching architectural and interior designing themes and trends. This effort of ours includes international tie-ups with leading design houses.

Quality is inherent but not a visible aspect in tiles, something we pay great attention to for offering the best products to our customers - we use the best of raw materials, most modern technology & equipment and deploy strict quality controls in the creation of each tile. With a vast experience and in-depth knowledge in ceramics, in-house R&D and captive production of many components like dies and inks, our tiles redefine lifestyles. Reasons for us to own a position of leadership in the category of home styling solutions for the past several decades.

Innovation has always been a core aspect of our company's DNA and it has been instrumental in helping us introduce several unique products based on our understanding of consumer needs as well as the latest technological trends globally.

Today, we have over 3000 tiling solutions, over 15 different formats and thickness levels, and a range of surface textures and designs under 4 brand verticals viz: Johnson Tiles, Johnson Porselano, Johnson Marbonite, and Johnson Endura.

In short, whatever be your tiling need we have a product for every aesthetic and functional need for all your walls and floors including specialty tiles like tactile, solar reflective tiles and anti-static tiles for server room application. At Johnson, our offering is not limited to just tiles. We also offer sanitaryware, bath fittings, bath accessories and engineered marble & quartz.



Relax & let the Johnson Tile Guide take over

One usually experiences a lot of confusion regarding the purchase of ideal tiles for a particular room and usage.

We, at Johnson, understand that and have designed this tile guide to help you with your tiling selection process. In this guide you'll find answers to most of your questions regarding tiles & help you to make an informed decision every time you go tile shopping.



PORCELANO | ROYALE |
160X80 | PLACID PEARL

It's different, not every tile is the same

Created from a mixture of clay, sand and other natural substances, the body of ceramic tiles is molded into a shape and then fired at extremely high temperatures. These tiles are designed and decorated using sophisticated and standard international processes. These tiles have a lot of varieties and are classified on different parameters.

Different spaces need different kinds of tiles. There is a wide variety of tiles that are available with different characteristics and functional attributes.

Smile with Tiles

Ceramic tiles are the most ideal when it comes to covering walls, floors or any other surface. Nothing else comes close. Be it wood, wallpapers, marble or carpets. Here's why ceramic tiles are the most preferred choice:



HYGIENE

Unlike carpets that release odour over time, ceramic tiles are odourless. With no chemical or toxic emissions that come from paints, they display resistance against any kind of bacterial growth.



DURABILITY

Robust and easy-to-install, these tiles have superior strength and longevity as compared to marble and granite.



SAFETY

These tiles are fire-proof and heat-proof, making them safe for use in kitchens near the gas stove. Additionally, their water-proof nature makes them ideal for protecting buildings, shower rooms and traditionally wet areas.



AESTHETICS & VERSATILITY

Every space in your house can benefit from these tiles. Right from your bathroom to your living room, parking space to patio. You can get every desired effect, pattern and look with ceramic tiles.



COST EFFECTIVENESS

It's the life span of tiles which makes them an economic option over paints, carpets etc. Ceramic tiles last for long, making them a great buy. You always need the right tiles to make a space look perfect. With this understanding, we have gone to great lengths to bring you tiles of different sizes. Starting from as small as 100x100 mm (4 x 4 inches) to as huge as 1200X1800 MM (4 x 6 feet), we offer tiles that can fill in any space seamlessly. The aesthetics of our tiles combined with their versatile sizes and designs make them an ideal choice.

With the widest range of stain-free tiles in various different sizes and characteristics, Johnson offers perfect options for commercial and residential spaces that help in keeping up and maintaining the highest standards of hygiene and cleanliness.

Classification of tiles

Technically, tiles are classified on the two prime differentiators, whether the tile is Glazed or Unglazed on the top surface and how much is the Water Absorption of its body.

Water Absorption

Water absorption (WA) is an indication of porosity in the tile body. More WA means, tile body has higher porosity. WA is found to be a very good indicator of multiple technical characteristics such as mechanical strength, frost resistance, impact resistance, etc. Tiles with negligible WA (less than 0.5%) are referred as 'Porcelain' tiles or 'Vitrified' tiles. Johnson's Marbonite, Porselano and Endura tiles are pioneers in this category; these tiles are impervious to water and have much higher breaking strength to perform in areas that have such requirements.

Tiles that have high WA (>10%) are not recommended for flooring as they have low mechanical strength. But if the WA is between 3-6%, they can perform good in residential and light traffic floor application provided they have a good thickness to achieve sufficient breaking-strength.

Glazed & Unglazed Tiles

Glazed ceramic tiles are available in both plain as well as decorative options and can be used on walls and floors. Unglazed tiles, which are vitrified are suited to commercial and industrial settings and can be used in exteriors, parking spaces, and utility rooms too when they possess other requisite characteristics also. The Marbonite range, for example, has superior unglazed vitrified tiles for commercial usage. These tiles could have shiny, polished as well as unpolished, matte surfaces.

Non-vitrified, ceramic tiles are coated (glaze) with glass-forming minerals and ceramic stains. Typically, they may have glossy or matte appearance. Because of the impervious coating, they offer very good stain resistance. Ceramic glazed tiles are suitable for internal applications and for low-traffic areas.

The gazing layer can be present in both – high WA ceramic tiles as well as vitrified tiles. A layer of glaze makes a tile surface ideal for decoration by digital printing, a very popular new technology now, pioneered by H & R Johnson in India.

Importance of Top Surface of your Tile

The top finish of a tile is the touch, feel and look of its fair face (top). It not only complements the overall aesthetics but also facilitates important factors like slip resistance and ease of maintenance. Glossy surfaces are very smooth and as they reflect incident light falling on its surface, they shine.

Polished term is also used for glossy surfaces where tiles are mechanically polished after firing. These are easy to maintain but generally low on slip resistance and scratch resistance. The other extreme top surface would be non-reflective, matte finish which basically has micro-roughness. Generally, these tiles perform better in abrasive environment. They also offer better slip- resistance.

Wear Resistance of Floor Tiles

Flooring is subjected to different stresses and if it is not wear resistant, it may get scratched and lose its aesthetic appeal soon.

If your tile is unglazed, porcelain type, it has high scratch resistance because body of these vitrified tiles is quite hard. However, if your tile is glazed, its wear resistance needs to be checked enquired before making a decision.

At Johnson, we have got plenty of options for you, suiting all the dimensions and décor needs of your space.

A technical classification (PEI Ratings) of glazed tiles provide the following information:

PEI 0

No foot traffic

These include tiles for walls of bathrooms and exteriors.

PEI 1

Very light traffic

These tiles are generally used to cover bathroom floors.

PEI 4

Moderate to heavy traffic

Entrance, passages, external public kitchens and offices are areas you could use these tiles in.

PEI 5

Heavy traffic

Public places like malls, churches, industrial floors, etc. have high abrasion and foot-falls and heavy traffic tiles are just perfect for them.

PEI 2

Light traffic

Places like bedrooms and study rooms are home to these tiles.

PEI 3

Light to moderate traffic

Ideal for all domestic floors where there is no movement of heavy appliances.

PEI 3 to PEI 4

For all practical purposes, you need tiles from PEI-3 to PEI-4 for your residential flooring. And we have got plenty of options for you, suiting all the dimensions and décor needs of

Not just aesthetics, finish has functional importance too...

Always looking to select different tiles for different spaces?
We bring you a variety of finishes, each meticulously crafted for
specific spaces giving you a range of tile styling options.

- Matt
- Satin
- Rustic
- Metallic
- Polished
- Glossy
- Special textures

Surfaces and finishes

The finish of a tile is the touch, feel and look of its fair face (top). It not only complements the overall aesthetics but also facilitates important factors like slip resistance and ease of maintenance. Glossy surfaces are very smooth and as they reflect incident light falling on its surface, they shine. Polished term is also used for glossy surfaces where tiles are mechanically polished after firing. These are easy to maintain but generally low on slip resistance and scratch resistance.

The other extreme would be non-reflective Matte finish tiles which have micro-roughness. Generally, these are quite robust and scratch-resistant. They also offer better slip-resistance. Then there could be multiple levels of reflectivity (shining) and smoothness, and different terms are used in the market place. Rustic, Satin, Sugar, Lapato and a few more terms are used. The role of finish is aesthetics, maintenance and functionality and your decision should be based on all three parameters, not just aesthetics.

Matt / Satin

These tiles have been designed to cater to residential, commercial and industrial areas. The surface controls the reflection of light from the flooring and the interiors do not create unnecessary glare. Matte finish also has better slip resistance than the polished / glossy finish. These are available for walls as well as floors.

Matte/ Satin Matte finish tiles are available in almost all the ranges of Johnson viz, Johnson Tiles, Johnson Porselano, Johnson Endura and now even in Johnson Marbonite in a variety of sizes and design themes.

Matt



Satin



Rustic

These tiles have micro roughness and are often made using a textured tile body or a durable, matt finish top surface. The effects of these tiles are more pronounced and capture rustic wood and natural stone themes. Johnson Porselano tiles in Matt / Rustic finish, Johnson SSR series, Endura EDC, Endura Sandex series of tiles are popular choices in flooring. These are ideal solutions for floors that are subjected to high traffic & usage. Rustic finish tiles are available for wall as well.

Rustic



Glossy, Polished and High Gloss Tiles

This finish is still very popular in India as it adds shine to the floor. When it comes to glossy wall tiles for bathrooms and kitchens, they offer easy maintenance too.

Caution : If you are choosing tiles for flooring which will be subjected to higher foot-traffic, remember that all glazed, glossy tiles have lesser scratch resistance than their matte finish counter-parts. For residential purposes, glossy tiles are good.

Polished



Special Texture Effects

There are multiple options available based on reflectivity (shining) and smoothness, and different terms are in use in the market place. You would find - Rustic, Satin, Sugar, Lapato and a few more terms. But the role of finish is aesthetics, maintenance and functionality and your decision should be based on all three parameters, not just aesthetics.

Carving



Quality does matter

Tiles are created using an extremely complex process. This causes some tiles to have certain flaws. Hence, tiles after firing are graded according to their type based on the severity of their flaws.

PREMIUM

These tiles are the best of the lot. These tiles qualify the specifications outlined by international and National Standards and have been created to make every room in your house very special.

Every Box of 1st Quality is marked as "Premium". The boxes are colour coded. Blue colour is associated with 1st quality apart from the printing of word premium. This grade of tile fulfil the tolerance limits criteria set by the ISO and other technical standards as mentioned in the technical sheet provided by the company.

2nd AND OTHER LOWER QUALITY CATEGORY

The tiles which do not conform to the stringent quality control parameters set by the manufacturer are sold as second quality (named as "Commercial) or third quality ("Economy"). These tiles may have one or multiple defects but can still be used for some applications where the deviations do not matter much. However, no manufacturer promises any consistency in these tiles that are sold at deep discounts and the customer should make this decision by his / her own risk assessment.

Pick & choose the right tile...

A tile shop has over hundreds of options on display. Picking the right tiles can be really confusing and time-consuming. But we bring you tips that'll help you pick the right tile. Every time! Tiles are a significant part of the space you create, be it your floors, walls or even that occasional pillar. It is natural that you'd tend to choose a tile mainly on the basis of its aesthetics like colour, tones, patterns, textures etc. But at the same time you're so drawn to a tile's aesthetics that you might overlook its functionality. The fact is that a certain set of tiles can't be applied to all spaces. For example, using a glossy tile for your bathroom flooring is a call for disaster. So the next time you set out to buy tiles, here are few things you could keep in mind.

There's more to a tile than its beauty

The space and usage of the surface that you want to tile is very important. There are different considerations for bathroom floors versus a living room or lobby flooring or even a parking lot.

Tiles and Themes

Plan it before you pick it up. Tiles are just a part of a bigger theme in any room. Try building a harmony between your tiles and every other part of your interiors like overall colour scheme, furnishings and lighting plan. Wall and floor tiles are also often bought in complimenting or contrasting colours as per the individual preferences. You can use the space visualizer feature on our website www.hrjohnsonindia.com to get a visual feel of your choice of tiles from the Johnson range would look on walls and floors of different living spaces like living rooms, bedrooms, kitchens, bathrooms, outdoors etc.

Buy what fits your overall budget

Prepare a total interior budget of your house before finalizing on 'per square feet' cost of a tile. For example – If your bedroom requires 160 square feet of tiles and you select tiles costing Rs. 60.00/sq.ft. it would cost you Rs. 9600. And then you come across a more appealing and a qualitative option worth Rs. 100.00/sq.ft. While this option indicates an approx. 60% increase in cost, the difference in absolute amount for the room would be Rs. 6400 only for a much better aesthetic appeal and an investment which will last longer. With mass production techniques, the cost of tiles has become more affordable today.



Count the number of tiles you need...

How does one do the right math to get the right number of tiles for their home?

1

Calculate the area of surface by multiplying its length and width.
Add quantity required for skirting while doing it for flooring.
Normally 3" to 4" skirting (like border) of flooring tile is fixed on the wall, at sides of the room.

2

Tiles are sold in predefined packages, containing definite and declared number of tiles of mentioned size (generally in millimeter or centimeter).

3

You need to suitably convert all the measurement in the same unit (for example: room area as well as area covered using all the tiles in a box – in square meter or square feet).

4

Tiles are sold in boxes. Always add approximately 10% additional quantity depending upon the shape and size of the room, because tiles will be subjected to cutting, variations and some cut pieces may not be used.

5

Apart from this, it is always good to keep few tiles for the future. It may happen that due to unforeseen accidents some tiles are, or have to be, broken and at that future moment of time you may not get the chosen design/shade.



Tile Fixing Adhesives

H & R Johnson has always been at the forefront of innovations in tile technology. After all, it's our commitment to redefine lifestyles for years to come. Here are some of our path-breaking products. Use matt finish tiles for bathroom which offer higher slip resistance from the Johnson Endura floor collection.

Conventional cement: Sand mortars

- The cement is generally mixed in a ratio of 1:3 and mixed with water. Once a desired consistency has been achieved, bedding is formed.
- Some of the cement paste is also applied on the back of the tile to lay and fix it.
- Conventional cement bedding is usually 30-50mm.
- Works best on: Porous wall tiles.

Cement -based /Synthetic adhesives

- These are cement based fillings with special polymer additives like organic polymers, acrylic, vinyl, and polyurethane.
- Usually available in powder form or with synthetic liquid ad mixtures and need to be mixed with water.
- Synthetic adhesive-based bedding is generally 1-5mm.
- Works best on: All types of tiling products
- Recommended adhesives: We suggest the use of synthetic adhesives such as Ardex Endura for best results.

Here's why adhesives are better

1

The adhesive mix doesn't dry rapidly like conventional cement sand-mortars.

2

They are suitable for a variety of base including existing floor.

3

Prevent the tile from chipping and cracking.

4

They form a stronger bond between tile and the base.

5

They ensure a floor that is more durable.



Tile grouting... Tiles too need joint treatment

Grouting is the last and a recommended step in a tile installation job. Filling the joints with the right grout also brings out the eauty of the tiles. Grout comes in many different colours. Typically, a color that either matches or contrasts the colour of the tile is chosen. The joint grouts are available in either cement or epoxy base.

Epoxy are costlier but meant for locations requiring high chemical resistance & hygiene. They offer greater resistance to stains, water damage by chemicals found in the household cleaners. Grout Spacers are small pieces of polypropylene used to ensure consistent width of the grout joints and they hold the tile securely in place for quick and accurate installation. Tile spacers allow for perfect alignment – giving an impeccable straight line finish. Spacers are available in 2mm, 3mm, 4mm, 5mm, 8mm and 10mm.

We recommend tile adhesives and grouts offered by one of the most renouned international brand – Ardex Endura.

You can visit their website to know more <https://www.ardexendura.com/>

Tiling supervision is tiling perfection...



Hire a Good Tile Layer

The tile layer's role is very important as he assembles the mortar, the adhesive and the tile. It requires a sound knowledge of material characteristics and processes. Properly laid tiles of ordinary quality produce acceptable results, but poor laying can compromise even the performance of quality tiles.



Pay personal attention throughout the process

Tiles pass through certain norms or quality checks to get a grading which helps you differentiate them in terms of quality. Tiles which pass through most of the norms are segregated as 1st Quality/Premium. Please check the boxes and ensure that you got premium quality tiles.



Don't waste tiles

In their loose form, tiles are often brittle. They need to be handled with care to keep them from breaking. But even with the best of precautions, some tiles tend to break. Don't be disheartened and throw away those few tiles. Instead use them for skirting or lay them out on corners or sides of a room, if the breakage is not unusually high.

Due to the process of firing a natural product like a ceramic tile, it is expected that every tile is not going to be absolutely perfect.

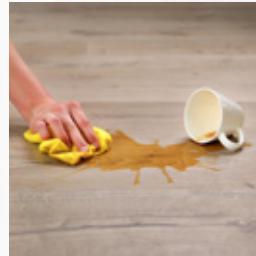
We, at Johnson, take utmost care to ensure that all Premium tiles qualify the international norms and tolerances defined. However, if a delivery includes tiles that don't qualify the applicable technical norms, please instruct your tile layer not to lay such tiles. Please bear in mind that all the warranties apply if tiles are not fixed.

Prevent your tiles from ageing.

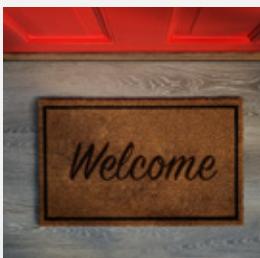
Routine sweeping and swabbing with water is enough to keep your tiles looking new. Weekly use of tile-cleaning solutions can be used to wet-mop your house. Additionally, we bring you a few more tips that'll help your tiles stay healthy.



Avoid using steel wool and strong acids.



Remember to clean any spills and stains immediately to prevent permanent staining.



Use a door mat at the entrance to reduce the tiles' deterioration because of dirt from outdoors.



Kitchen countertops made of glazed tiles can be cleaned with a damp cloth or sponge every day.



Use rubber to protect all furniture or other heavy furniture that rests on floor to prevent scratches and rust stains.



Bathrooms and shower areas can be cleaned once every week. This will help remove soap scum, body oils and hard water deposit build up. You can spray a commercial tile cleaner on the tile, letting it stand for 3-5 minutes and then rinse it off.



Use a solution of white vinegar and water to remove most hard water stains.



Tiles for every space from the House of Johnson

The House of Johnson is home to a variety of tiling options, each created to be a best-in-class product at the right price. Our brands Johnson Tiles, Johnson Marbonite, Johnson Endura and Johnson Porselano together offer the widest range of a wall and flooring solutions for your requirements across all price points and applications.

Indoor

Tiles for living rooms, dining area, kitchens, bedrooms, bathrooms, balconies and porches as well as cladding tiles for accent walls.

Outdoor

Tiles for areas like parking lots, building compounds, building lobbies, step tiles and risers for staircases, garden pathways, outdoor decks, swimming pool decks as well as tiles and fittings for swimming pools, cool roof tiles for roofs and terraces, pavers for footpaths and pavements etc. We are also among the only brands to offer a wide variety of high performance tiles for industrial & commercial spaces like manufacturing setups, warehouses, commercial buildings like malls, office buildings, hospitals, hotels and airports to several specialty application tiles like anti-static tiles for server rooms to tac tiles to aid the visually impaired as well as high durability tiles for industrial use with anti stain, anti skid and chemical/acid resistant properties.

A Designers' Choice and Advice for Your Space !

Your home is a series of occasions. Where every step takes you down memory lane. It's the most cherished space you have. And most importantly, it's a reflection of your lifestyle. This space deserves to look out of the world.

Tiles with various designs, varied textures, different sizes and specific functional attributes that are important for specific spaces, you will find all this and more in the tiles range from Johnson.

This section has been specifically designed to take you through the range of tiles for different spaces and applications across indoors, outdoors, commercial areas as well as specialty tiles. The gallery of visuals within this section will open up few of the unlimited ideas and possibilities for using Johnson tiles for different spaces within your homes and other spaces.



Bedrooms

Bathrooms

Kitchens

Outdoors

Swimming Pools

Staircase

Roofs

Commercial Spaces

Gardens

Parking

Corridors & Lift Lobby

Industrial Spaces



PORSELANO | ROYALE |
160X80 | PERLIN CHOCO

The first impression counts **LIVING ROOMS**

Your living room gives us the first impression of your home. Let it do so with style, elegance and beauty. Once your guests step into this room, it should be hard for them to step out. Say 'Welcome' like never before.

Designers' Choice :

Choose from the trendy 1600x800 mm range from Johnson Porselano or Johnson Marbonite. The traditional choice for this space is elegant polished Italian Marble designs. However, if you follow international trends, go for non-reflective, matte or satin matte finish tiles with special effects like carving with little lustre in veins of marble. If you got good installers, going for larger size 1800mm x 1200mm tiles will further reduce number of grouted joints.



PORSELANO | ROYALE |
160X80 | AMORE ALMOND

PORSELANO | ROYALE |
160X80 | NEURON BLUE



PORCELANO | ROYALE |
160X80 | ZODIAC SATVARIO



PORSELANO | ROYALE |
180X120 | ORLEAN LEMON



PORSELANO | ROYALE |
160X80 | PLACID PEARL



JOHNSON TILES |
60X120 | ANANT EMPRO

It's all about your personal space ... BEDROOMS

Your bedroom is an extension of your personality. After all, it's your very own personal space. A place that reflects your fine taste and style. Explore the myriad combination of lovely textures, colours and designs that we offer.

Designers' Choice :

Tiles with wooden designs brings an element of coziness to the space. However, you can definitely go for small size tiles say 1200mm x 600mm too as larger part of the area is covered under the furniture in your bedroom. Satin matte finish is recommended which is very comfortable for your feet.



JOHNSON TILES I
20 X 100 I FELOR LATTE WOOD



JOHNSON PORCELNAO I
120 X 180 I AMITY GREY



JOHNSON PORSELANO I
60 X 120 I GLINT GREY



JOHNSON TILES |
30X60 | ACCIUS AQUA

Not just beautiful, safety & hygiene too ... **BATHROOMS**

Bathrooms are the most personal space for everyone in their homes. Johnson offers a range of a beautiful sizes and designs in tiles that add glamour to your bathrooms. At Johnson we believe in providing products that are not just beautiful but functionally relevant too.

The industry's widest range for bathroom tiles at Johnson could be a little overwhelming too sometimes. You can go for huge slabs or small size tiles, depending upon your choice of aesthetics and project cost in mind, if any. Most important point to keep in mind about bathroom is that you must choose a tile for bathroom floor which has high slip resistance. Especially if you have elderly people at home, do not hurry to finalise bathroom floor tile just on the basis of aesthetics or compatibility with chosen wall tiles. Your first priority should be the safety. And don't worry, the huge range in Johson will give you good options which are beautiful as well as functionally suitable.

Designers' Choice :

Going for too big size tiles for bathrooms is little risky particularly from installation point of view. We recommend 1200 x 600 mm tiles from Johnson Tiles and Porselano collections. You got huge range of aesthetics to choose from. While shining, glossy, polished finish has been the most popular choice in India, matte finish is now in.



JOHNSON TILES |
30X60 | NICOLO



JOHNSON TILES |
30X60 | CETRON CREAM



JOHNSON TILES
30X60 | DAXTON



JOHNSON TILES
120X60 | CAMIN BIANCO



JOHNSON ENDURA |
60X60 | ALTONA GRIS

Designers' Choice :

What about the floor? Functionally, first check Johnson's "Max-Grip" series. You will get R10 / R11/ R12 rated tiles. These are as per German slip resistance standard DIN51097 and in India, Johnson is the only brand that carries out online testing of R-rated tiles at factory itself.

Next, 600 x 600 mm high matte series from Johnson Porselano, or even unpolished tiles from Johnson Marbonite can be considered. For public bathrooms, don't shy away to choose functional solutions available in the Endura range.



JOHNSON TILES |
120X60 | INDIANA DEKOR



PORSELANO | ELITE |
240X80 | AMALFI BROWN

Designed for finer tastes ... **KITCHENS**

Let your kitchen take centre stage in your home. Watch your kitchen fill your home with an aroma of elegance and flavours of contemporary style with our world-class range of kitchen tiles. Our range of kitchen tiles come in a beautiful designs to complement the look of your kitchens.

Designers' Choice :

Go for beautiful new age countertops from Johnson Porselano. Matte finish, full body options are also recommended. You can however, choose glossy option as well. For Kitchen walls, go for 600x300 mm glazed ceramic tiles.

CHANEL



CHANEL



CHANEL

PORSELANO
240X80 | AMALFI GREY



PORSELANO
240X80 | OSLO BLUE





PORSELANO
240X80 | ABSOLUTE KOTA



JOHNSON TILES | ARCADE
40X40 | MORRIS RUST

Beauty outside strength inside ... **OUTDOORS**

Give your outdoor areas the benefits of beautiful designs and the durability needed to weather the rain, sand, sun and snow with a variety of tiles from our Johnson Endura brand, from tiles for parking areas and pavements, for balconies and porches, corridors and lift lobbies, garden pathway tiles, for outdoor sit-out areas to tiles for external and internal wall cladding.

Designers' Choice :

Meteor series in Johnson Endura which comes in 12mm / 15mm and 20mm thickness.



ENDURA | METEOR
60X60 | GALAXY MOSS GREY



ENDURA | METEOR
60X60 | GALAXY LAWA



JOHNSON TILES | ARCADE
40X40 | SNYDAR CEDAR



ENDURA | METEOR
60X60 | GALAXY LAWA



ENDURA | SWIMMING POOL |
24.7x12CM | NEO POOL OCEAN

Plunge into a world of attractive designs ... with Swimming Pool Tiles

Feel relaxed even before you enter the swimming pool. That's the effect of our pool tiles and fittings with neat designs and attractive textures. An effect that will last as long as the tiles themselves.

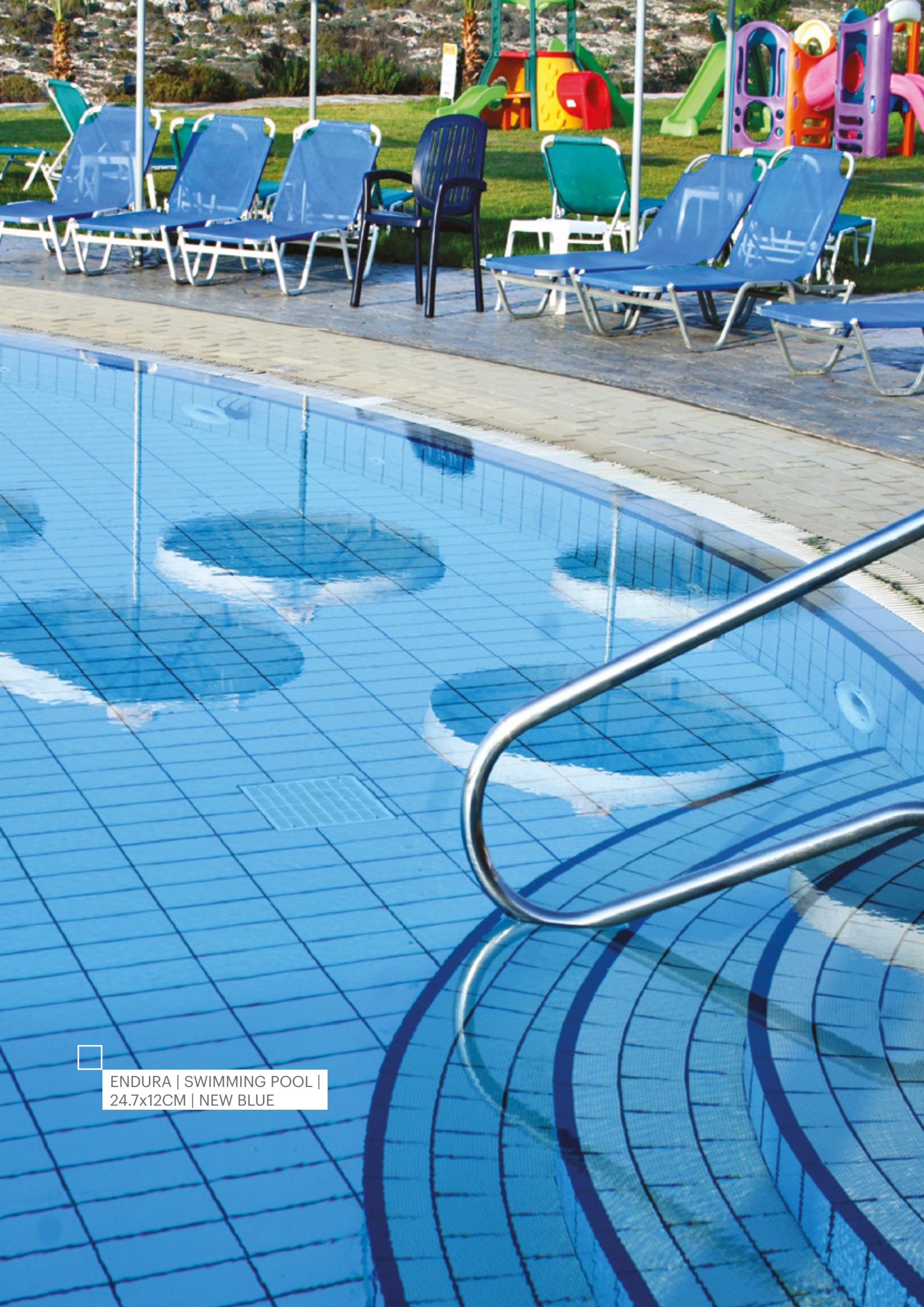
With a range of pool tiles and pool fittings as well as skid resistant outdoor tiles for the pool deck, Johnson offers a complete solution for your swimming pools.

Designer's Choice :

If you are building a swimming pool for the next Olympics, try the new colourfull range of swimming pool tiles and accessories from Johnson Endura.



ENDURA | SWIMMING POOL |
24.7x12CM | ORIENT BLUE



ENDURA | SWIMMING POOL |
24.7x12CM | NEW BLUE



ENDURA | STEPPING STONE |
30x120CM | DONAPaula STONE & PLAIN

Step up in style with Step tiles & risers

Say goodbye to conventional staircases and move up in style with the Johnson Endura Stepping Stone step tiles and the risers range. Available in a range of beautiful shades these vitrified tiles offer a new way to make staircases with the dual benefits of skid resistant safety through the safety treads and bull nosed edges as well as high durability for years of trouble free performance.

Designer's Choice :

Choose the shade from full body options as per the overall colour scheme chosen from adjacent surfaces.



ENDURA | STEPPING STONE |
120x60 CM | NERO STONE



ENDURA | STEPPING STONE |
120x60 CM | VAGA STONE & PLAIN



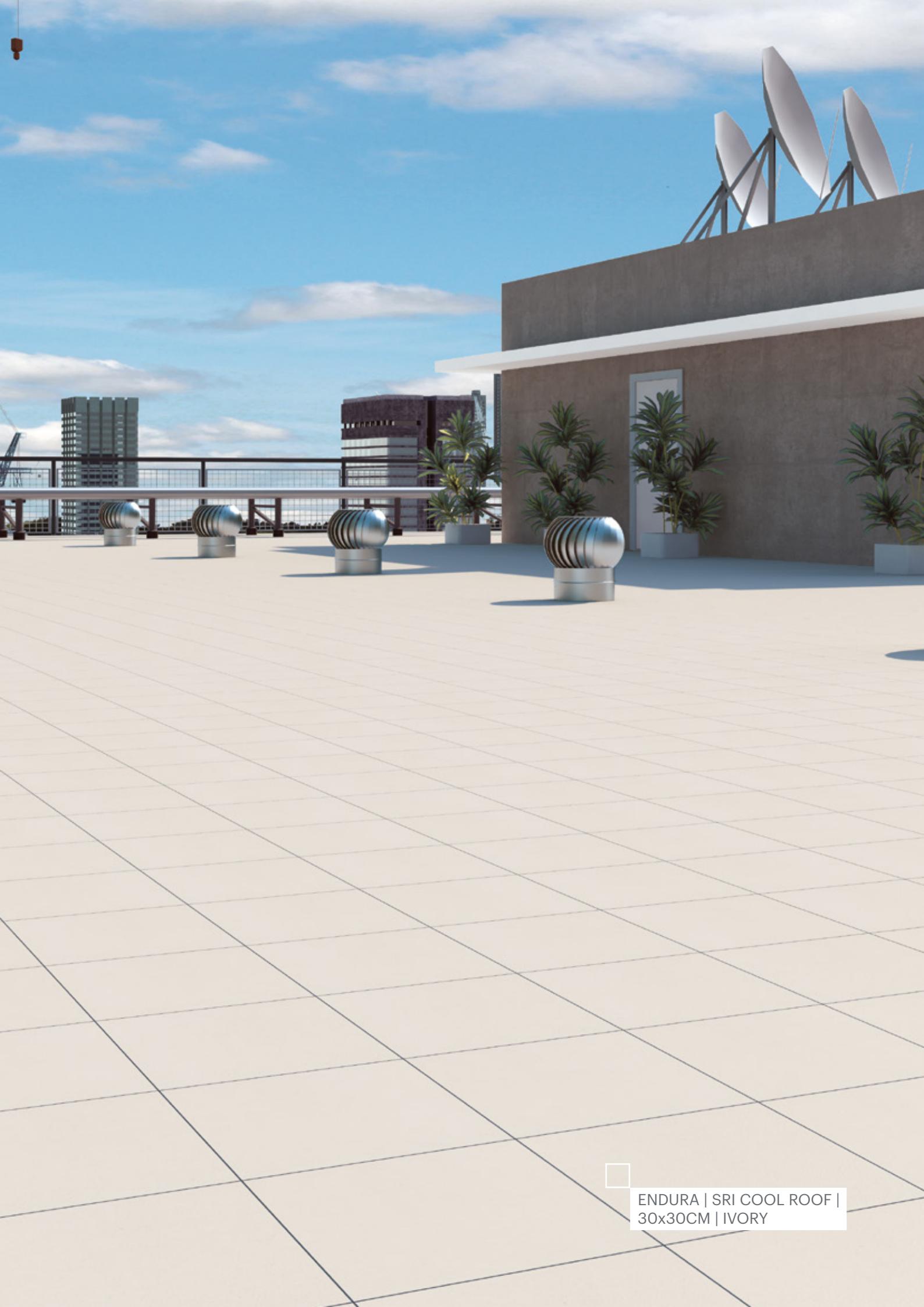
ENDURA | SRI COOL ROOF |
30x30 CM | WHITE

Tiles so cool that you'll fall in love with them ... **Terrace & Roof tiles**

The path breaking SRI Cool Roof tiles from Johnson Endura are another unique innovation from us for your roofs and terraces. These tough tiles are specially coated to make the sun's rays bounce off the surface of the roof which in turn not only helps in reducing the inside temperatures and keep them cooler but in the process also help in reducing the air conditioning bills in your homes and saving the environment!

Designer's Choice :

Be an urban farmer, grow some plants and enjoy your evening tea on the open terrace cladded with Cool Roof Tiles.



ENDURA | SRI COOL ROOF |
30x30CM | IVORY



PORSELANO | ELITE |
60x60 CM | KASHMIR WOOD BROWN

Carry the burden without any complaints ... Commercial spaces

When it comes to tiles for demanding and high footfall areas, Johnson provides all the answers. Whether it is required for office buildings, malls, airports, hospitals, automobile workshops, restaurants or retail showrooms, we offer various floor and wall tiling solutions for all these places. No wonder some of the leading commercial space developers and brands only trust Johnson for their tiling needs.

Designer's Choice :

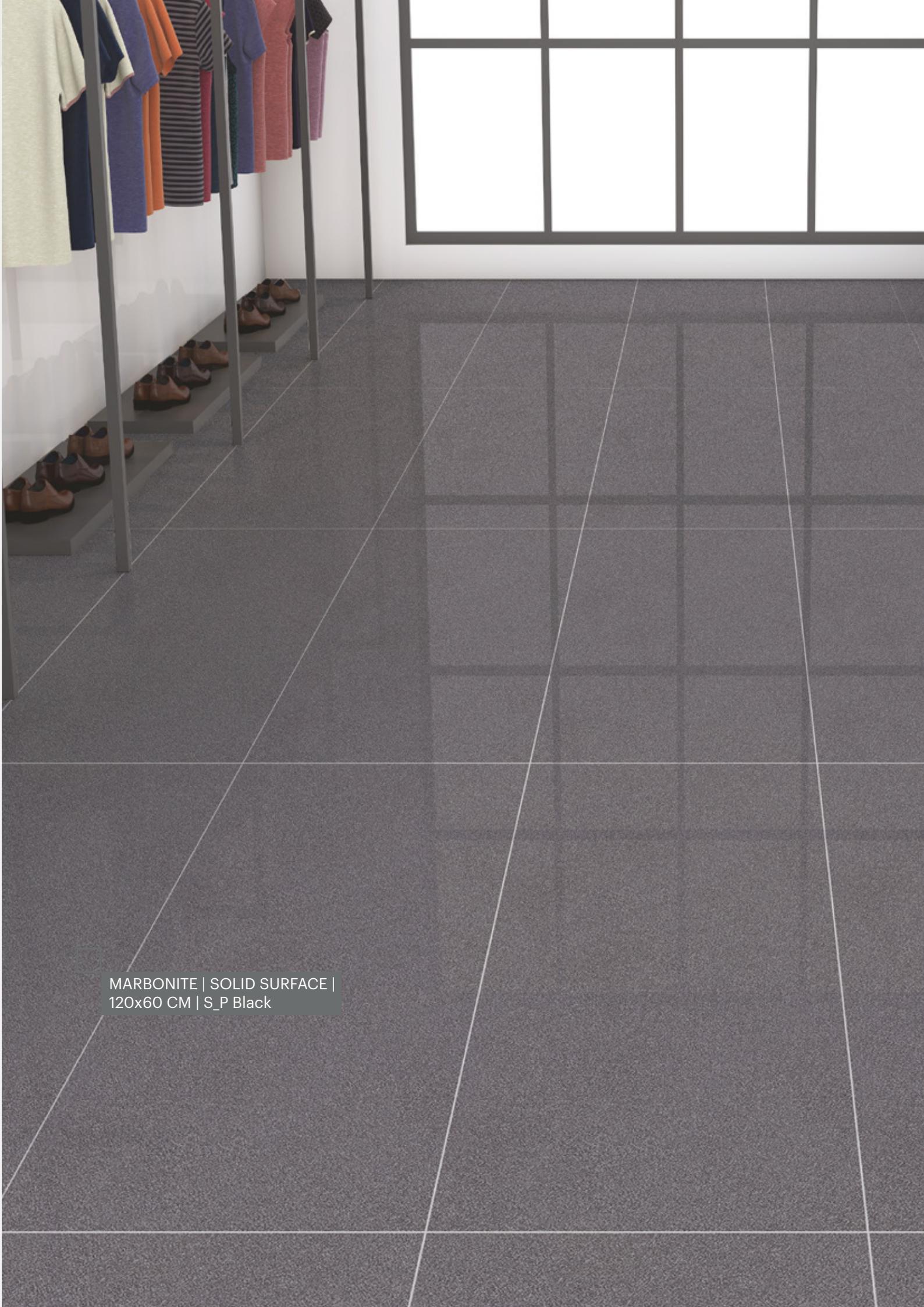
For general flooring, full body options from Johnson Marbonite can be used. Another recommended range could be matte finish Johnson Porselano in 1600x800 mm size. For passage walls, 1200mmx600 mm tiles from Johnson Tiles or Johnson Porselano can be used.



PORSELANO | ROYAL |
160x80 CM | CORELLA COFFEE



MARBONITE | ELITE PLUS |
120x60 CM | PERLIN OLIVE



MARBONITE | SOLID SURFACE |
120x60 CM | S_P Black

PORSELANO | ROYAL |
160X80 CM | DAROMA NATURAL





Technical products for special spaces

X-RAY RADIATION SHIELDING TILES

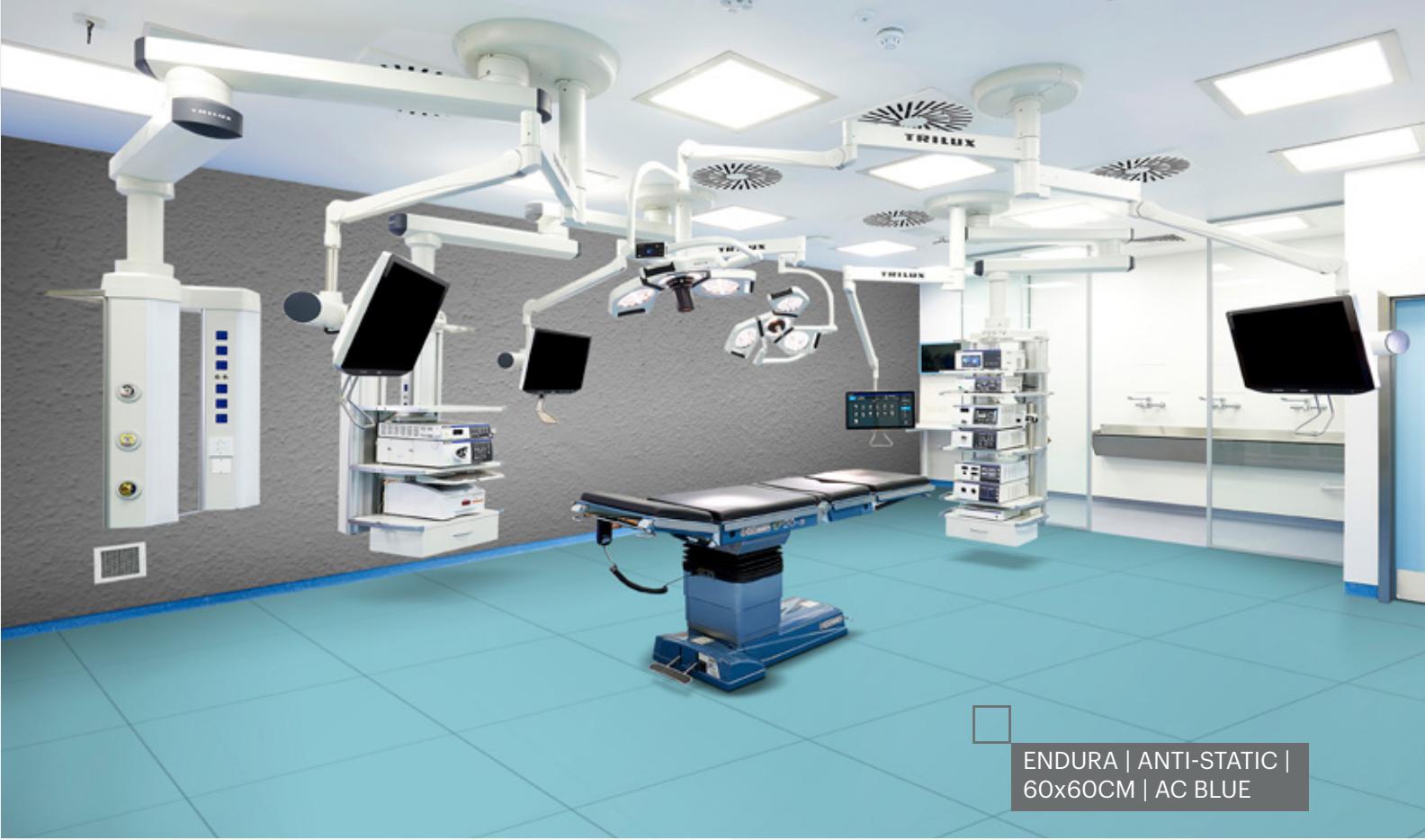
Johnson Endura Radiation Shielding Tiles is the latest offering from H & R Johnson (India) in collaboration with CSIR- Advanced Materials and Processes Research Institute (AMPRI), Bhopal. This one of a kind innovation helps reduce the transmission of X-Rays and radiation in hospitals and medical centres through the use of high density radiation shielding materials.

A lead-free solution to radiation hazards, Endura Radiation Shielding Tiles come with a unique interlocking system that prevents radiation leakage. Available in 30 x 30 cm with 12 mm thickness, these easy to install tiles are certified by the Atomic Energy Regulatory Board, protecting the lives of the staff and visitors in medical centres.



TACTILE

The Johnson Tactile range are high quality tiles designed to aid our visually challenged brethren to navigate independently at public spaces with the aid of the markings on these tactiles. It's no wonder then some of the leading airports and metro & railway stations have used Johnson Tactiles to make these places access friendly for the visually challenged people.



ENDURA | ANTI-STATIC |
60x60CM | AC BLUE

ANTI-STATIC TILES

Special needs require special tiles. We also offer anti-static tiles that help remove static electricity in areas like computer server rooms and pharma labs, thereby providing these places an additional layer of safety that they need.



ENDURA | INDUSTRIAL TILES |
20x10CM | IVORY

INDUSTRIAL TILES

Vrooming forklifts, thumping of machines, extreme temperatures, occasional spillage of liquids, oil or acids, continuous heavy pedestrians and hard-wheeled trolley traffic... Handling all this is a breeze with the wide range of industrial tiles by Johnson Endura.



MARBONITE | ELITE |
160x80 | PERLIN OLIVE

Sized to perfection

You always need the right tiles to make a space look perfect. With this understanding, we have gone a great length to bring you tiles of different sizes that complement different sizes of living spaces. Starting from as small as **10.8x10.8 cm** to as huge as **160x80 & 180 x 120 cm**, we offer tiles that can fill in any space seamlessly. The aesthetics of our tiles combined with their versatile measurements make them an ideal choice.

Below is the range of sizes from our 4 leading brand

JOHNSON TILES

SIZE (CM)	APPLICATION
80 X 160	FLOOR & WALL*
60 X 120	FLOOR & WALL*
20 X 100	FLOOR & WALL*
60 X 60	FLOOR
40 X 40	FLOOR
30 X 30	FLOOR
20 X 20	FLOOR & WALL*
30 X 60	WALL
30 X 45	WALL
25 X 37.5	WALL
10 X 30.2	WALL
10.8 X 10.8	WALL

*Meant for floor application but can also be used on walls with appropriate tile adhesive

JOHNSON MARBONITE

SIZE (CM)	APPLICATION
80 X 240	COUNTERTOPS
80 X 160	FLOOR & WALL*
60 X 120	FLOOR & WALL*
80 X 80	FLOOR
60 X 60	FLOOR
40 X 40	FLOOR

*Meant for floor application but can also be used on walls with appropriate tile adhesive

JOHNSON PORSELANO

SIZE (CM)	APPLICATION
120 X 240	Wall & Floor
80 X 240	Wall & Floor
120 X 180	Wall & Floor
80 X 160	Wall & Floor
80 X 120	Wall & Floor
60 X 120	Wall & Floor
20 X 120	Wall & Floor
60 X 60	Floor
30 X 60	Wall
40 X 40	Wall & Floor

JOHNSON ENDURA

SERIES	SIZE (IN CM)	APPLICATION
SANDEX	80 X 80 & 60 X 60	HI-TRAFFIC COMMERCIAL SPACES
ANTI-STATIC	60 X 60	SERVER ROOMS & AND INDUSTRIAL SPACES PRONE TO FIRE RISK
METEOR	60 X 120 & 60 x 60	PARKING SPACE, GARDEN, PATHWAY, RAMP, COMMERCIAL SPACES
EDC	40 X 40 & 30 X 30	BALCONY, PATHWAY, GARDEN
MAXGRIP	60 X 60 & 30 X 30	PARKING SPACE, GARDEN, PATHWAY, RAMP, RESIDENTIAL & COMMERCIAL FLOORING
HI-TRAFFIC	30 X 30	
PAVERS	20 X 20	
SUPERGRIP	30 X 30	
GOOD GRIP	30 X 30	
STEPPING STONE	30 X 120, 31 X 152 & 30 X 95	STAIRCASE SOLUTIONS
STEP TILES	30 X 30	
COOL ROOF	40 X 40 & 30 X 30	ROOF & TERRACE
TACTILE	30 X 30	PATHWAY, METRO & TRAIN PLATFORMS
INDUSTRIAL TILES	30 X 30 & 10 X 20	FACTORY AND INDUSTRY FLOORS
RADIATION SHIELDING TILES	30 X 30	X-RAY ROOMS OF MEDICAL CENTRES
SWIMMING POOL	12.2 X 24.7	SWIMMING POOLS



Not just tiles, bathrooms solutions too ... Johnson Bathrooms

Johnson also offers a range of bathroom solutions covering Bath fittings, Sanitaryware and a whole range of Accessories. Our germ free sanitaryware range with unique antibacterial and antiviral property is an outcome of the breakthrough Silver Nano technology that helps keep bathrooms cleaner & hygienic. Johnson International, our exquisite range of premium sanitary ware and bath fittings skillfully blends design and functionality and lends an international fervor to your bathroom space.



For more details, visit
www.johnsonbathrooms.in

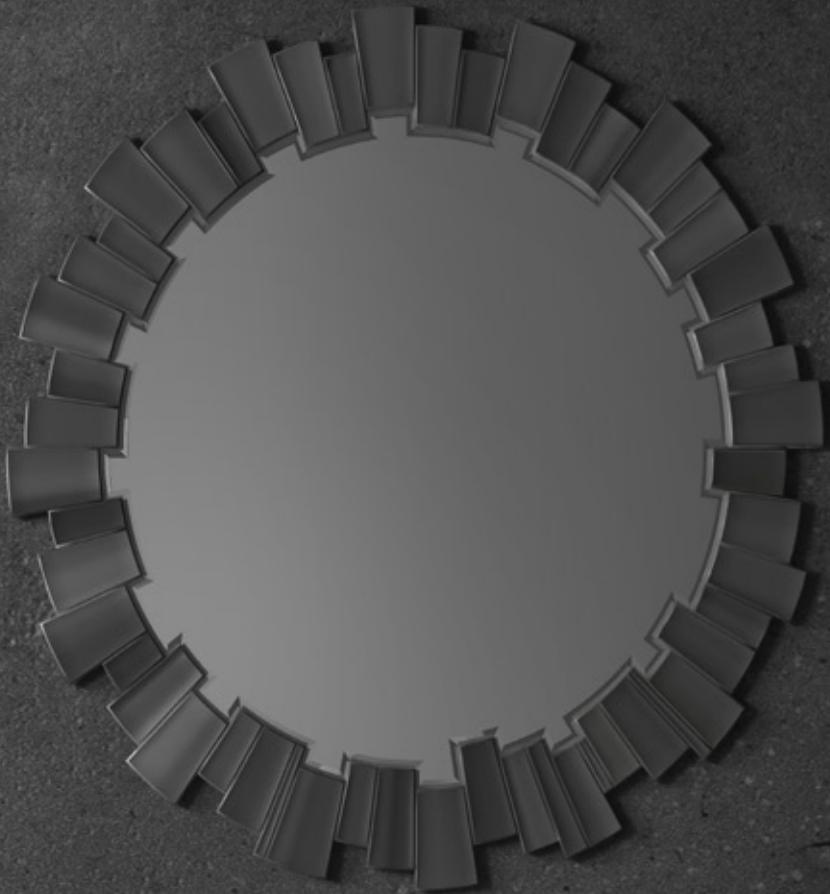


SW
Salon

Hair spray
Gelée douce
250ml













Nature reinvented, only better... Johnson Marble & Quartz

The Johnson Engineered Marble and Quartz products are impervious, Non-porous, homogeneous and are suitable for virtually any interior application flooring, wall and pillar cladding, countertops, vanity tops, stair treads, risers, etc. Available in a large format, these slabs can be fabricated and installed in ways that are not possible with delicate natural marble. They can be supplied in the form of slabs, tiles or special formats.



For more details, visit
www.johnsonmarblequartz.in





Transforming spaces since 1958... a journey of 65 years!

Established in 1958, H & R Johnson, a division of Prism Johnson Ltd. has been making tiles in India for over 65 years now – one of the oldest and most experienced tile company in India. We not only produce beautiful tiles but the best quality of tiles too with the most integrated tile manufacturing operations in the country – we make sure every material that goes in to the making of our tiles is of the highest standard backed with a high – tech R & D setup that is approved by the Department of Scientific and Industrial Research Government of India.

For more details, visit
www.hrjohnsonindia.com



The confidence behind our confidence

The confidence that H & R Johnson exudes, comes with the backing and business leadership of our parent company Prism Johnson Limited, one of India's leading integrated Building Materials Corporate. Besides H & R Johnson, it has two other divisions, viz. Prism Cement & Prism RMC Readymix (India).





Innovations that go beyond tiles

We have consistently pioneered new innovations to be the most preferred brand of customers for over 6 decades. H & R Johnson offers home lifestyle solutions starting from tiles of every hue and application to Sanitary ware, Bath Fittings, as well as Engineered Marble & Quartz.

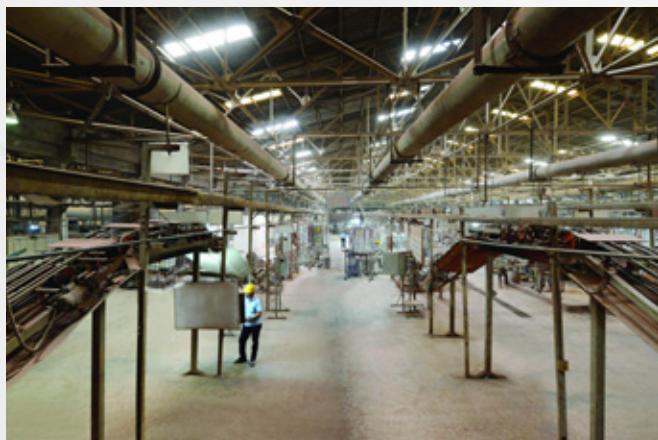
Our Industrial Products & Natural Resources Division is engaged into quality product development with knowledge as the key driver of innovations & is associated with many R&D institutions across the country. The division is now evolved into a full-fledged unit with many innovative products for industries in various sectors such as ceramic tiles, sanitaryware, insulators, refractories, industrial batteries, plastic industry, construction industries etc. in its portfolio.



From manufacturing excellence to availability... we are there

With 10 manufacturing plants, over 1200 dealers and 10,000 sub-dealers and a chain of House of Johnson experience centres, our products are available everywhere across the country to meet your home styling needs. Our products are well accepted and exported to over 32+ countries worldwide. Our pan India customer service makes sure that in the rare case of you needing any after sales service support for our products. You can be rest assured it would be taken care of promptly.

Our manufacturing facilities employ the best of technologies from world leaders in the tile and sanitaryware manufacturing equipment with a focus on, and adherence to quality control. Our plants are ISO compliant with both 9001,14001 certifications as well as OHSAS 18001, which is given for excellence in safety standards.





Going green our, Second Nature

The pressure on natures resources increases everyday jeopardising the future of the planet, and the human race itself. The onus lies on shoulders of corporate citizens to act responsibly. Fulfilling this responsibility, we at Johnson have initiated a number of measures, both big and small. We promote energy conservation by reducing unnecessary use of precious natural resources. Towards this, we increasingly use green fuels like biomass energy and wind energy. We also leverage local resources, and keep manufacturing and distribution local to cut down on fuel consumption wasted in transportation.

Many of the tile collections from Johnson are GreenPro certified. GreenPro is a mark of guarantee that the product which bears the GreenPro label is environment friendly and this helps an environmentally conscious customer to make an informed choice and buy eco-friendly products. 6 of Johnson's plants maintain 100% zero liquid discharge. We are constantly trying to reduce our freshwater consumption by recycling all waste water generated within our facilities and maintaining the Zero Liquid Discharge (ZLD) status at most of our plants. Our manufacturing plants are equipped with rain water harvesting (RWH) systems that have conserved more than 1.44 lakh m³ rain water. Our initiatives in energy conservation have been awarded by the likes of Gas Authority of India Limited (GAIL), and the Bureau of Energy Efficiency (BEE), Ministry of Power, Government of India. But the biggest reward is the thought that we are leaving the planet behind for our children like the way we found it. Pure and green.



Access friendly India... the Red Ramp Project

It's not easy to live in India if you're one of the millions of people who are differently-abled. There are not enough ramps for wheelchairs; the pavements are not very friendly to people who are visually challenged, public transport buses and taxis don't have special facilities and there are millions of other problems that the differently-abled people face everyday in India.

As a part of our social awareness initiative H & R Johnson has launched the Red Ramp Project to spread awareness in our country about the need to make public places access friendly in India for our differently-abled people. It is our wish and hope that the Red Ramp Project enables the people and other organizations in India to sit up, take notice and contribute in their own ways towards making our country access friendly.





**Visit our house,
before we arrived at yours**

HOUSE of JOHNSON
EXPERIENCE LIFESTYLES

Visit the Johnson's state-of-the-art Experience Centre for ultimate home styling solutions in Tiles, Sanitaryware, Bath fittings & Engineered marble & Quartz.

Log onto www.hrjohnsonindia.com to locate the House of Johnson nearest to you.



At your service

We hope 'The Tile Guide' has helped you know a lot of things about tiling different spaces and making them beautiful and functionally suitable.

For further information or advice, contact:

- 📞 Customer care: **1800 210 7484**
- 💬 Whats app number: **+91-8451057484**
- ✉️ tiles.customercare@prismjohnson.in

Explore the complete range of products on
www.hrjohnsonindia.com



Prism Johnson Limited

H & R Johnson (India) Division

Corporate Office : 7th Windsor, C.S.T. Road, Kalina, Santacruz (E)

Mumbai - 400 098. India

Tel: +91 22 4064 7300, 2654 7500

📞 : 1800 210 7484 💬 +91-8451057484

tiles.customerCare@prismjohnson.in

🌐 www.hrjohnsonindia.com



Disclaimer: This Catalogue provided general information about the company, its product, services. This Catalogue was prepared to provide information and does not constitute a contract. The Company reserves the right, without prior notice, to change, delete, supplement, or otherwise amend at any time the information, requirement and policies contained in this catalogue or other documents. The colours shown are as accurate as the limitations of the printing process will allow. Prospective customers are advised to in the accuracy of the information given. However, the company reserves the right to change the specifications without prior notice. Please note that certain amount of price and size variation is inherent in all ceramic products, Before fixing the tiles, we advice you to follow the tile fixing instructions printed on the cartons, The Company will bear no responsibility once the tiles are fixed. Although every effort is made to ascertain that all the information provided in this catalogue is accurate before printing, errors may still happen. Please contact the local branch office for updated information before placing orders. The information contained in this catalogue is given in good faith. The company takes no liability on account of any loss or damage either consequential or otherwise arising as a result of the information provided therein. No part of this material may be produced or copied in any form or by any means [graphics, electronic or mechanical, including photocopying, recording, taping or information storage/retrieval system] or reproduced in any disc, tape perforated media or other information storage device etc without the written permission of H & R Johnson (India), A Division of prism CementLimited. All rights reserved. Copyright H&R Johnson(India), A Division of prism Cement Limited. All disputes are subject to mumbai jurisdiction only.