



PORCELANOSA Group

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The power of a brand

Today, PORCELANOSA Group is a leading name in national and international markets, underpinned by values such as innovation, quality and sustainability. But above all, it is bolstered by the trust placed in its extensive team of almost 5,000 staff, and the attention it pays to its social environment.

With more than forty-five years experience, PORCELANOSA Group has a presence in nearly 150 countries around the world, thanks to its inimitable business model with a strong business strategy behind it.

It is currently one of Spain's most internationally recognised companies according to a study published by consultancy firm PricewaterhouseCoopers and the Financial Times, and is also considered a strong and robust company by consumers according to a study by the Reputation Institute.

Product diversification has been a fundamental pillar in the growth of a business group that started out solely manufacturing tiles. The Group's eight firms now offer a wide range of products, from kitchen and bathroom fixtures and fittings, to technical materials and advanced construction solutions for

contemporary architecture. Thanks to strong economic and financial management, PORCELANOSA Group has experienced sustained growth in turnover. As a result, it now stands as one of the most robust companies in the market at both a national and international level.



Porcelanosa Showroom
Fifth Avenue, Manhattan, NYC, USA.

1973

PORCELANOSA

PORCELANOSA is the leading company in the ceramic tiling and flooring sector. It has a staff of almost 1,000 employees, and has gained worldwide recognition thanks to its ongoing work in research and quality. It specialises in the manufacture of ‘monoporosa’ glazed tiles and ceramic wall and floor tiles, all available in a wide range of formats and finishes. Cutting-edge technology, innovative design and unbeatable quality are the hallmarks of their products.

1999

L' ANTIC COLONIAL

Since the brand was created, L'ANTIC COLONIAL has sought to meet the demand for high quality natural products. Stone and mosaics in aged, satin and polished finishes; wood; traditional ceramic tiles; washbasins and countertops complete the range of one of the sector's most cutting-edge companies. This can be seen in the products' technical and aesthetic qualities in both private and public spaces.

1986

VENIS

Since its creation, Venis has been based on three pillars: innovation, design and quality. A combination that has made it a world leader in the manufacture of tiles, stoneware and porcelain. With over 30 years of experience in the sector, Venis has evolved into a specialised firm for ceramic floor and wall tiles for large projects.

2001

BUTECH

Following its foundation, Butech's main objective was to develop quality materials for the installation of ceramic floor and wall tiles from PORCELANOSA Group, and in recent years it has evolved into an architectural consultancy company specialising in façades. It currently offers a wide range of construction solutions from adhesives, jointing materials, profiles, shower trays and waterproofing systems, to technical flooring and façade systems.

1987

GAMADECOR

GAMADECOR was created in 1987 with the aim of offering high quality, technologically advanced products in sophisticated designs in kitchen and bathroom manufacturing. Its facilities benefit from all the latest technological advances, dedicated to the production of high quality kitchen and bathroom fixtures and furnishings, wardrobes and dressing rooms, and sophisticated design.

2001

NOKEN

NOKEN hit the market with innovative designs in bathroom fittings and fixtures, with a firm pledge to take care of every single detail. Its commitment to design, quality and excellent customer service has vaulted NOKEN to the top of the sector's business rankings, and it now exports its products to more than 118 countries.

1993

KRION

Spending more than 20 years dedicated to marketing bathroom products, the KRION brand was born in 2019 as a result of the solid surface achieving strong growth and acceptance, lending the company a new dimension and personality. This transformation, brought to light by the R&D&I team, has cemented Krion®'s position as a product of the future and a sustainable brand. Its two product lines: Krion® PORCELANOSA Baths and Krion® Unlimited Surfaces have boosted the firm's internationalisation. Whilst the former offers bathroom fixtures and fittings, the latter is the fruit of research, development and improvement of the Krion® solid surface, also dedicated to innovation and creating materials for new lines in solid surfaces.

2004

URBATEK

URBATEK offers solutions for projects with the highest technical demands, with two lines in large format which can withstand even the most adverse weather conditions: extra-fine XLIGHT sheets measuring 100 cm x 300 cm (3.5 mm thickness) and the sintered mineral compact XTONE, a versatile product in large formats (and available in 6, 12 and 20 mm thickness) for worktops, flooring and walls, which can be adapted to any application.

- 2.1 Innovation
- 2.2 Quality
- 2.3 Research
- 2.4 Showrooms
- 2.5 Logistic centres
- 2.6 Commitment
to wellbeing

The Porcelanosa Group commitment

Innovative spirit

PORCELANOSA Group is committed to the ongoing development and implementation of innovative designs and materials, seeing this as the key to product differentiation.

Krion is a leader in the creation of tech-driven products, developing high quality composites that represent a design concept revolution, thanks to the way they can turn any proposal into a reality.

Krion is constantly pushing the established limits, with a continued commitment to R&D&I which allows them to explore and discover new ways to improve and make innovations a reality: from product composition to the manufacturing

process. These innovations are all included under the Krion® Sustainable Unlimited Surfaces brand.

Krion has created mineral composites for surfaces such as Krion® Lux, Fitwall® and

Coverlux®, and Krion Shell® and Krion Solid® for bathrooms; all of which have been produced in line with its mission statement on sustainability and environmental protection.



Shenzhen Zhongzhou Mall
Shenzhen, China.

Máximo quality

At PORCELANOSA Group, we believe that the details are what it takes to transform an object into a strong feature.

From the moment all of the Group's products are created, attention is paid to every little detail. The brand's quality standard means it is paramount that our companies offer the finest quality, materials and finishes on the market. Strong customer service also reflects the quality of the product.



Ongoing Research

True progress is what gives us the ability to bring technology into everyone's reach. PORCELANOSA Group has large R&D&I departments who spend every day looking into how our products can potentially be improved,

developing new materials and applying our environmental policy to the production systems of each PORCELANOSA Group company.



Model for the CME Center
Vila-real, Spain.

CME Center
Chicago, USA.



Showrooms

Nearly 1,000 sales outlets worldwide

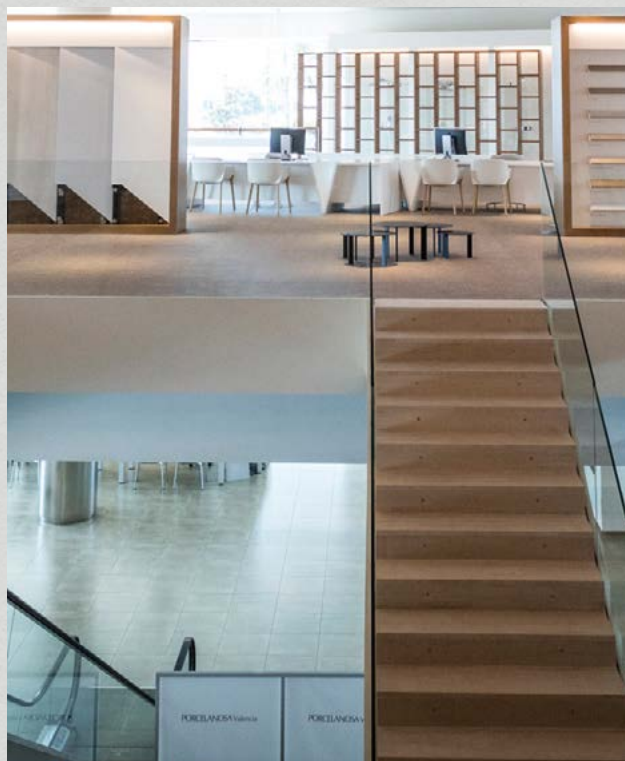
Showrooms in iconic cities such as New York, London, Miami, Paris and Milan.

PORCELANOSA Group has around 1,000 sales outlets worldwide. Its products are present in almost 150 countries. We are committed to a strong proximity strategy across all markets.

We are continually expanding our network of establishments around the

world, so that we can be closer every day.

PORCELANOSA stores secure our firm's presence in each of the five continents, putting our ongoing advances in product innovation and design on show to our end consumers.

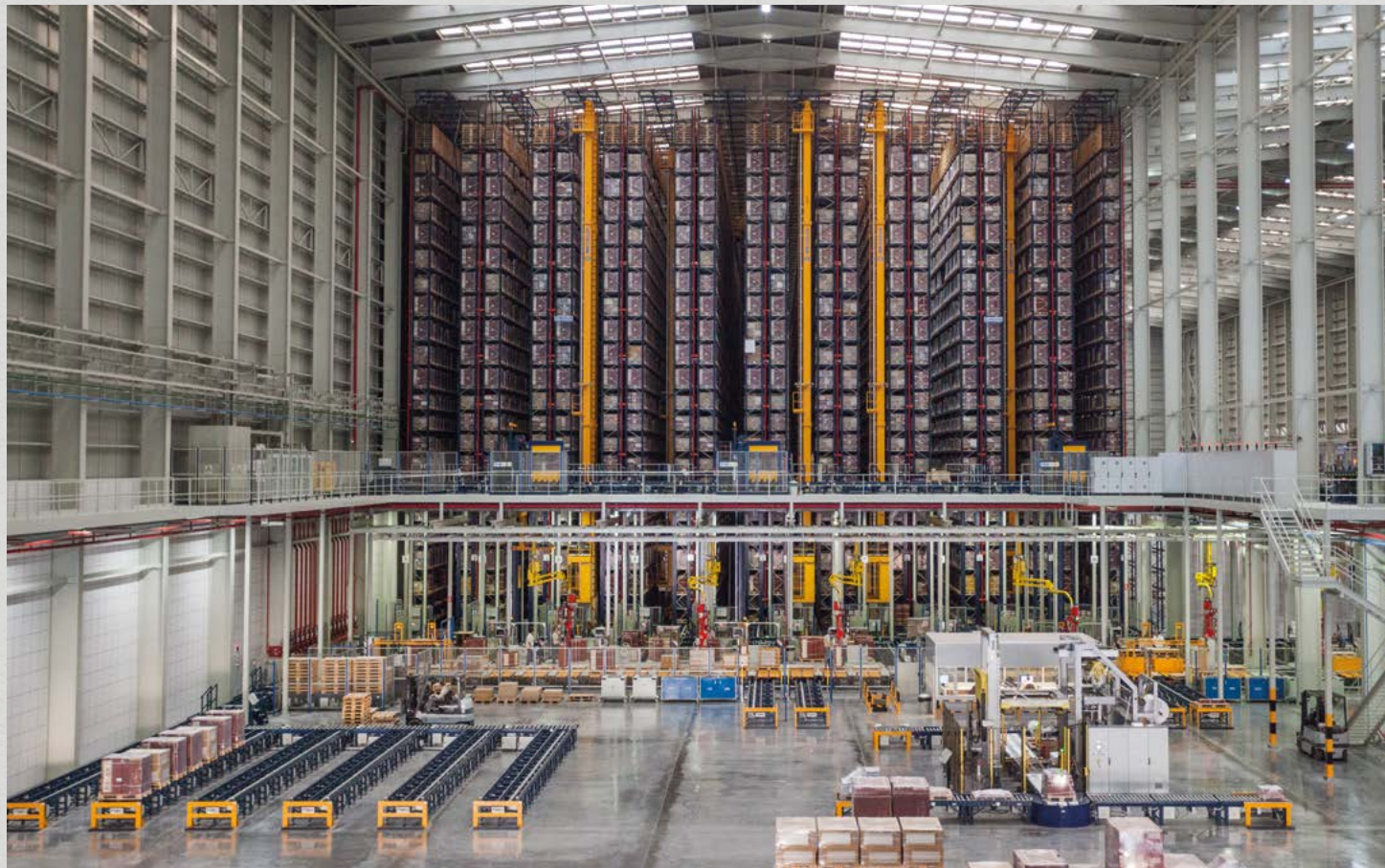


Logistics centres

Forty-three logistics centres worldwide.

PORCELANOSA Group is continuing its international consolidation, expanding its logistics centres around the world with the aim of strengthening the distribution channels between its production plants and the commercial network.

We currently have a storage capacity of more than 630,000 europallets (31.5 million square metres).



Committed to health and the environment



PORCELANOSA Group has stepped up its environmental actions to offer more sustainable, healthier products, in line with the Sustainable Development Goals (SDGs) and new social needs.

From our PAR-KER® ceramic parquet to our WaterForest bathroom products and the Krion® K-Life mineral compact, our aim is to improve people's lives at the same time as reducing our carbon footprint and natural resource waste, with timeless and eco-efficient designs that lengthen the lifespan of spaces.

Our work in innovation and process digitalisation has allowed us to perfect the finishes across all our collections, with more natural, realistic and durable textures that add beauty to spaces whilst improving cleanliness and safety.

New technologies and automated production have enabled us to add new technical features to our collections, from larger format tiles to pieces with enhanced resistance against extreme temperatures, impacts and high traffic. This is true of ceramic parquet and the Krion® mineral compact, with a 100% recyclable composition that improves the acoustic insulation of interiors, and properties such as low porosity, imperceptible joints and a sterile surface that make for cleaner spaces.



Global architecture

- 3.1 Floor coverings
- 3.2 Wall coverings
- 3.3 Natural materials
- 3.4 Bathroom fixtures and fittings
- 3.5 Kitchen fixtures and fittings
- 3.6 Wardrobes and dressing rooms
- 3.7 Furniture
- 3.8 Unlimited surfaces
- 3.9 Prefabricated structures
- 3.10 Technical solutions
- 3.11 Façades

Floor coverings

Ceramics
Porcellanato stoneware
Ceramic parquet
Eco-friendly ceramics
Sintered mineral compact
Large format
Non-slip

Natural stone
Natural wood

Vinyl
Sheet



Wall coverings

Ceramics
Ceramic parquet
Eco-friendly ceramics
Large format ultra fine ceramics
Continuous wall tiles
Mineral decorative panel
Decorative profiles



Natural materials

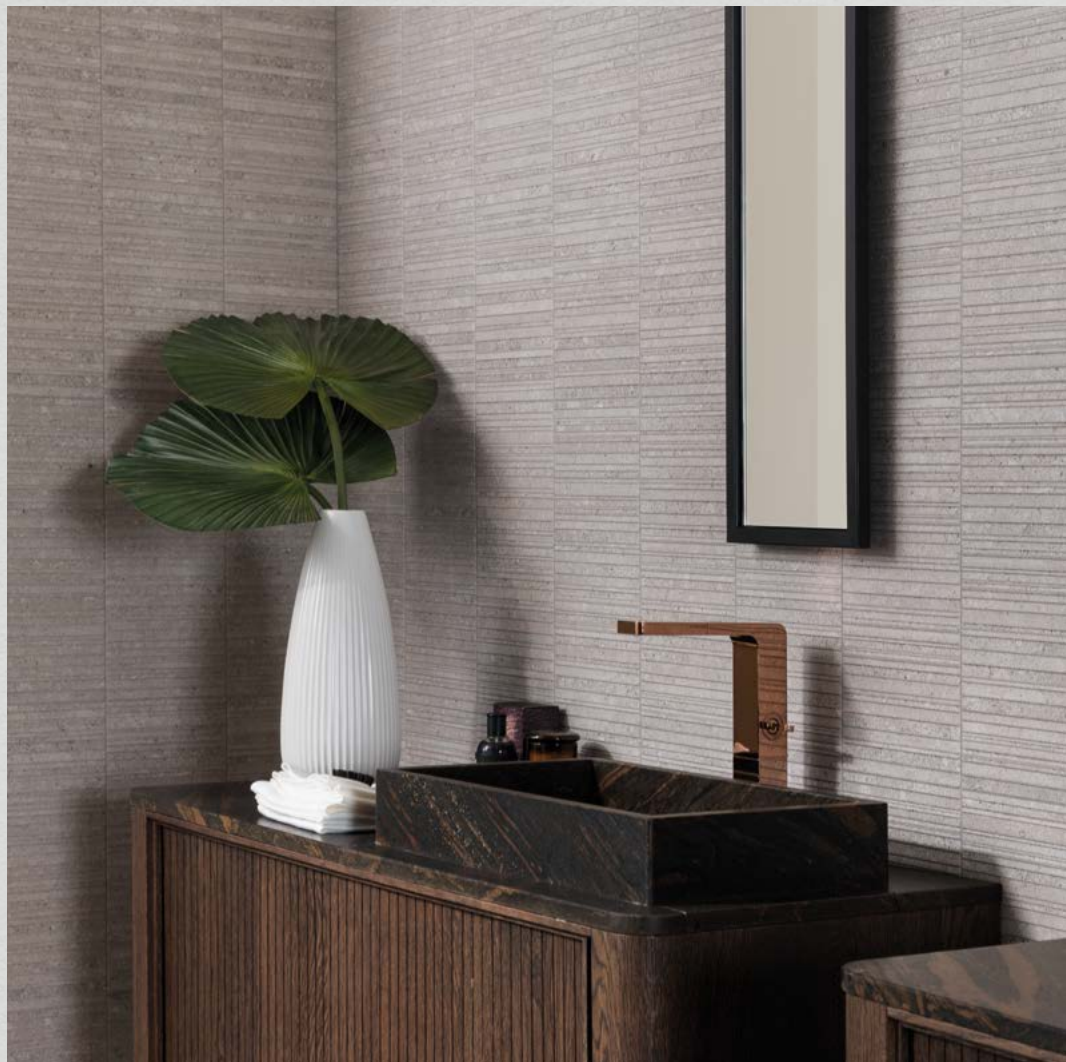
Marble
Stone
Wood
Mosaics



Bathroom fixtures and fittings

Taps
Furnishings
Washbasins
Baths

Showers
Toilets
Radiators



Kitchen fixtures and fittings

Worktops
Kitchen furnishings
Interior design
Auxiliary furniture

Taps
Kitchen sinks
Lighting



Wardrobes and Dressing Rooms

Matte
Laminate
Lacquered gloss
Wood veneer

Glass doors
Interior organisers
Closed cabinets
Open cabinets



Furniture

Sofas
Armchairs
Modular furniture
Chairs

Stools
Tables
Lighting



Unlimited surfaces

Kitchen wall tiles
Designer
Bathrooms
Façades

Commercial interiors health centres
Restaurants
Hotels



Prefabricated structures

Unit-system & Monobath



One of PORCELANOSA Group's core objectives is to facilitate the installation of materials in the construction phase, ensuring optimal results that meet all requirements. In response to this, Butech - a company specialising in construction systems - has created two solutions where the elements are manufactured in the factory: Unit-system & Monobath. This reduces on-site activity, leaving only the assembly and final interior finishes.

Unit-System: prefabricated modules with a PORCELANOSA Group finish.

The façade modules are fully finished in the factory, including the structure, insulation, chosen cladding, and if required, the building's external carpentry. The system significantly reduces delivery and lead times.

Monobath: prefabricated bathrooms with high-level quality and design.

Monobath bathrooms include all elements, from interior finishes, furnishings, sanitary fixtures and fittings and accessories, down to plumbing and electrical installations. This not only translates into reduced lead times, but improved traceability and control over the construction process. It means increased precision in installing the materials, and less waste is generated on-site, leading to a reduction in environmental impact.



Technical solutions

Façade systems
Technical flooring
Adhesives and jointing materials
Technical and decorative profiles
Ceramic installation accessories
Shower trays
Underfloor heating



Façades

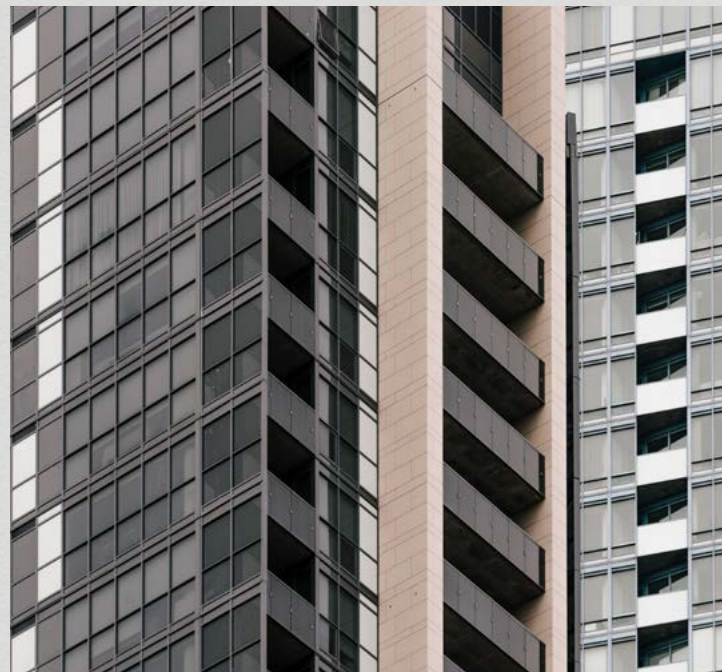
Specialists in systems with
PORCELANOSA Group cladding

Krion®
Xlight®
Xtone®
Ston-ker®
Par-ker®
Altissima®

Butech's ventilated façade systems are one of the most outstanding services it offers. These pieces are becoming more and more relevant in architecture due to the infinite number of decorative options they offer, harnessing the latest innovations and designs in construction systems.

Thanks to its innovative technologies, Butech's technical department can provide the most exacting quality certificates in the world, complying with the highest safety standards required across all five

continents. Ceramics in all formats, natural stone and the Krion® solid surface mineral compact. Materials that can be used to create a diverse range of design styles from industrial to minimalist, applied as cladding to the exterior of any building.



Projects

- 3.1 Dubai Expo
- 3.2 Dubai ME
- 3.3 Al Qana

Dubai Expo 2020

Santiago Calatrava wows the crowds at Dubai Expo 2020 with Porcelanosa materials

The prestigious architect and winner of the European Architecture Award 2015 designed the United Arab Emirates (UAE) and Qatar pavilions using Krion® Lux 1100 K-Life.



Dubai ME by Meliá

Hotel Me Dubai, the last
architectural work by
Zaha Hadid.



This hotel complex from the Meliá chain has incorporated the PORCELANOSA Group's bathroom collections to shape that timeless architectural style that connects the dots.

Two glazed towers are joined by a glass bridge that seems to revolve over itself to integrate the Hotel Me by Meliá in Dubai in the Burj Khalifa district, one of the most luxurious in the city.

With five stars and 27 floors, Opus is the posthumous work of architect Zaha Hadid (1950-2016) and it brings together much of that imagination formed by intertwining volumes, striking lines and open spaces. Three concepts that were developed by architects Patrik Schumacher and Christos Passas from the Zaha Hadid Architects studio using the PORCELANOSA Group collections.

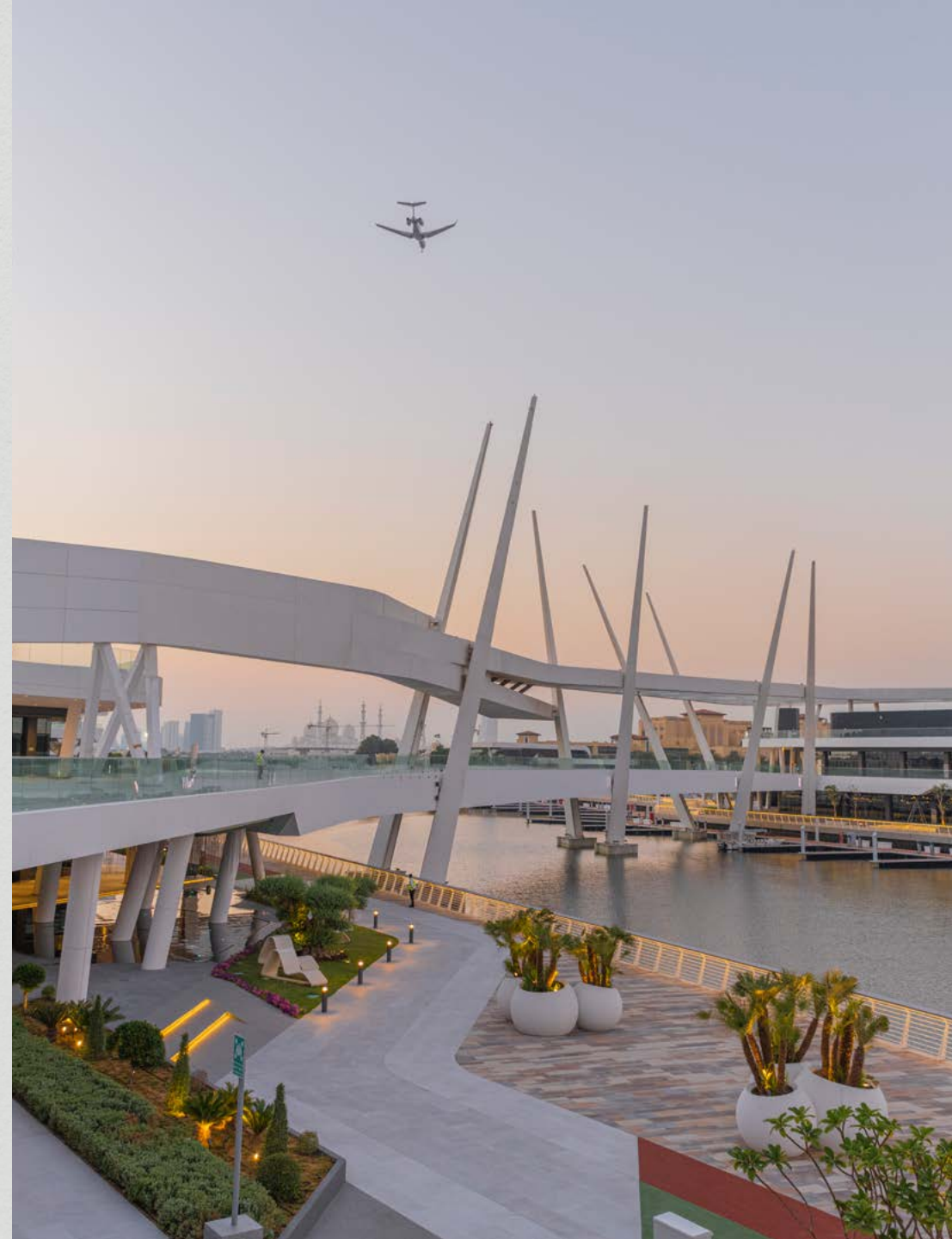
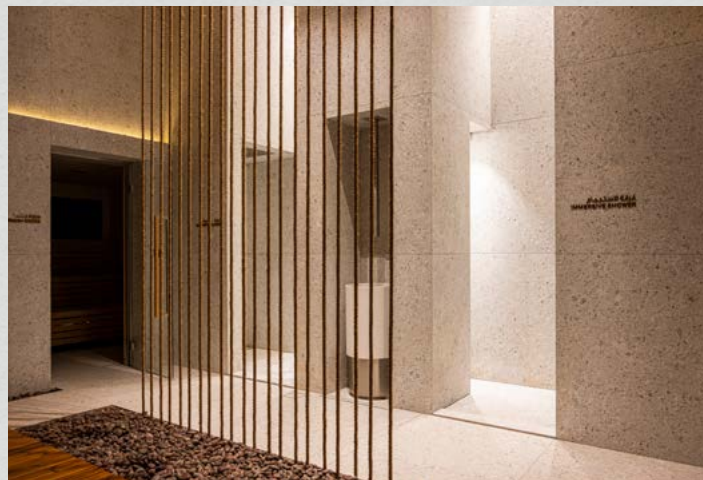


AL QANA Abu Dhabi, UAE

An energetic and immersive lifestyle experience.

Situated along the stunning Khor Al Maqta canal, Al Qana is a vibrant entertainment and leisure destination with spectacular waterfront views in the heart of Abu Dhabi. Spanning across over 146,000 sqm, the

Al Qana development offers a unique collection of attractions including waterside eateries, cinema experiences, UAE's largest aquarium, a yacht marina, first-of-its-kind fitness and wellness facility, retail boutiques, virtual reality & e-sports arena and landscaped community spaces to encourage social interaction.





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H.R.H. THE PRINCE OF WALES
MANUFACTURER AND DISTRIBUTOR
OF CERAMIC TILES AND BUILDING PRODUCTS.
PORCELANOSA GROUP LIMITED

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