



ICCTAS MAGAZINE



The Tiles of India

ISSUE 22 | ₹ 75

JAN 2026

INDIAN COUNCIL OF CERAMIC TILES AND SANITARYWARE



SEDIMENTO

collection



1

Design

6

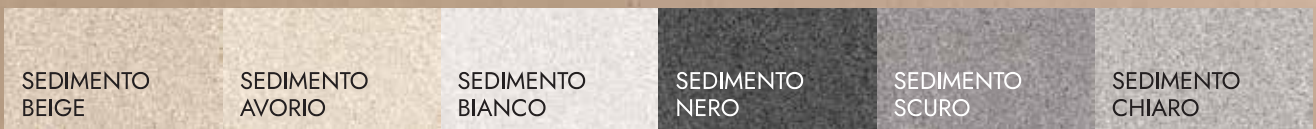
Shades

2

Punches

POWERED BY

TuffeX
surface



Sizes: 1200x2400mm/1200x1800mm/600x 1200mm | Thickness: 9mm

Tiles Used In The Visual - Front Wall: Grande Sedimento Beige TXF | Size: 600x1200mm | Surface: Tuffex

Left Wall: Grande Sedimento Beige Lina TXF | Size: 600x1200mm | Surface: Tuffex | Punch: Lina

Floor: Sedimento Beige 180 TFX | Size: 1200x1800mm | Surface: Tuffex

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Sh. Rishi Kajaria, Chairman, ICCTAS, share insights on the current market, its challenges, innovations, and latest reforms from GST 2.0 to global market, which is shaping the future of the Indian Ceramic Industry



Rishi Kajaria
Chairman, ICCTAS

It is both an honour and a responsibility to share my thoughts at a time when the Indian Ceramic Tile and Sanitaryware industry stands at a defining crossroads. The year 2026 brings with it a dynamic mix of opportunities and challenges—shaped by evolving global trade dynamics, significant domestic reforms, and the aspirations of a fast-growing India.

Over the last decade, our industry has witnessed remarkable expansion, firmly positioning India among the world's leading producers and exporters of ceramic tiles and sanitaryware. However, the current global environment demands sharper competitiveness and sustained resilience. Imports, particularly those driven by predatory pricing, continue to challenge the stability of our domestic industry. While the imposition of anti-dumping duties and calibrated tariff adjustments has provided partial relief, sustained vigilance and proactive policy intervention remain essential to ensure fair trade and a level playing field.

On the export front, the outlook remains encouraging. Indian ceramic tiles and sanitaryware are increasingly recognised across global markets for their quality, innovation, design excellence, and cost competitiveness. This has enabled our industry to strengthen its presence in Asia, Africa, Europe, and the Middle East. The Council remains committed to reinforcing India's position as a global sourcing hub by working closely with policymakers to address critical issues related to logistics, port infrastructure, and trade facilitation.

A significant development shaping the future of our industry is the proposed GST 2.0 reforms, recommended by the GST Council in September 2025. These reforms aim to simplify compliance, reduce tax cascading, and enhance transparency across the value chain. While short-term transitional challenges are inevitable, GST 2.0 is expected to significantly improve ease of doing business in the long run, benefitting manufacturers, distributors, and consumers alike.

Looking ahead, my vision for the Council and the industry is anchored on three key pillars:

Global Competitiveness – Strengthening exports through focused branding, market diversification, and strong advocacy for fair trade practices.

Policy & Taxation Advocacy – Working closely with government bodies to ensure that tariff structures, anti-dumping measures, and GST 2.0 reforms protect and promote the growth of our industry.
Sustainable Growth – Encouraging investments in eco-friendly technologies, renewable energy, and circular economy practices, aligned with national and global sustainability goals.

As Chairman, I reaffirm my commitment to guiding the Council through this phase of transformation. Together, through resilience, collaboration, and innovation, we can convert challenges into opportunities—ensuring sustained growth, employment generation, and a stronger contribution to India's economic journey.

Let us collectively work towards taking Indian ceramic tiles and sanitaryware to new heights on the global stage.


Publisher's Note



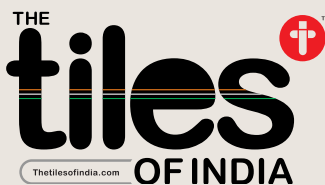
It gives us great pleasure to present this edition of ICCTAS Magazine, bringing together the latest insights and trends shaping the ceramic and tile industry. In this issue, we take a global view with an exclusive glimpse into world ceramic tile production and consumption, offering a clear perspective on emerging markets and shifting demand.

Our Architects' Take section features an exciting project by creative minds of designers, thoughtful viewpoints from industry visionaries, while Market Watch captures the movements, opportunities, and challenges influencing business decisions today. We also spotlight exciting new product launches and innovations in Techno Time, showcasing the technology and creativity driving the sector forward.

We hope this edition informs, inspires, and supports your journey in this dynamic industry.



Jignesh Trivedi, Publisher & Editor-in-Chief
(The Tiles of India)



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Global Tile Market 2024

Know about the global tile industry, its production and consumption, Import and Exports and big players for the year 2024

“World production and consumption of ceramic tiles” 2024 gives an in-depth insight in terms of industry, markets, per capita consumption and export flows in geographical macro-regions and in the 76 largest tile producer, consumer, exporter and importer countries. It includes an in-depth analysis of the breakdown of import and export volumes for each individual country by product type (porcelain stoneware, single and double-fired tiles, other materials).

The persistent economic slowdown and international geo-political tensions

further cooled global tile demand and resulted in another contraction in worldwide production and trade volumes, with percentage declines slightly worse than in 2023. In 2024, India maintained its position as the world’s second largest tile producer and consumer. Domestic production fell by 2% to 2.4 billion sqm, reflecting a decline both in domestic consumption (1,620 million sqm; -4.7%) and in exports, which dropped from 589 to 525 million sqm (-10.9%).

Export revenues declined to about €2 billion, while average price remained

stable at €3.8/sqm.

In 2024, Asian markets continued to absorb the largest share of Indian exports: 216 million sqm (-13%), equal to 41.2% of total volumes. With the exception of South America, which continued to grow to 41 million sqm (+14%), all other destination areas experienced a decline: Africa -18.5% (98 million sqm); North America and Mexico -7% (62 million sqm); European Union -8% (54 million sqm); non-EU Europe -7.5% (50 million sqm).

TOP MANUFACTURING COUNTRIES

World tile production fell to 14,950 million sqm in 2024, 6.2% down on the 15,937 million sqm in 2023. Although almost all regions experienced a decline in production, the vast majority of the 987 million sqm contraction occurred in Asia and North Africa. Asia’s output fell 6.5%, from 11.6 to 10.9 billion sqm, equivalent to 72.8% of global production. China saw a contraction of 820 million sqm, partially offset by a recovery of more than 100 million sqm in Vietnam.

TOP MANUFACTURING COUNTRIES							
COUNTRY	2020 (Sq.m Mill.)	2021 (Sq.m Mill.)	2022 (Sq.m Mill.)	2023 (Sq.m Mill.)	2024 (Sq.m Mill.)	% on 2024 world production	% var. 24/23
1. CHINA	8,474	8,863	7,312	6,730	5,910	39.5%	-12.2%
2. INDIA	2,318	2,550	2,300	2,450	2,400	16.1%	-2.0%
3. BRAZIL	840	1,049	927	793	825	5.5%	4.0%
4. VIETNAM	559	554	579	397	504	3.4%	27.0%
5. IRAN	449	458	480	450	450	3.0%	0.0%
6. SPAIN	488	587	500	394	416	2.8%	5.6%
7. INDONESIA	304	410	430	413	407	2.7%	-1.5%
8. ITALY	344	435	431	374	370	2.5%	-1.1%
9. TURKEY	370	438	385	372	318	2.1%	-14.5%
10. MEXICO	235	290	289	264	251	1.7%	-4.9%
TOTAL	14,381	15,634	13,633	12,637	11,851	79.3%	-6.2%
TOTAL WORLD	17,139	18,602	16,862	15,937	14,950	100.0%	-6.2%

Source / Fonte: Mecs / Acimac Research dept. “World production and consumption of ceramic tiles”, 13th edition 2025

Kajaria



INDIA'S NO.1 TILE COMPANY

36 YEARS OF EXCELLENCE

115 MSM ANNUAL SALES VOLUME

**12 STATE-OF-THE-ART
MANUFACTURING PLANTS**

**DIVERSE PORTFOLIO, BATHWARE
& ADHESIVES**



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TOP CONSUMPTION COUNTRIES

Global tile consumption followed a similar pattern, falling from 15,621 million sqm in 2023 to 14,552 million sqm in 2024 (-6.8%). All areas contracted, once again with the exception of the European Union, which saw 1% growth to 839 million sqm. Consumption declined slightly in Central and South America (1,205 million sqm; -0.9%), in North America (542 million sqm; -1.6%), and in non-EU Europe (623 million sqm; -2%). The decrease was much more pronounced in Africa (1,227 million sqm; -14.3%) and, above all, in Asia, where demand fell from 10.9 to 10.0 billion sqm (-7.7%), accounting for 69% of global consumption.

TOP CONSUMPTION COUNTRIES							
COUNTRY	2020 (Sq.m Mill.)	2021 (Sq.m Mill.)	2022 (Sq.m Mill.)	2023 (Sq.m Mill.)	2024 (Sq.m Mill.)	% on 2024 world consumption	% var. 24/23
1. CHINA	7,859	8,268	6,737	6,118	5,314	36.5%	-13.1%
2. INDIA	1,884	2,069	1,750	1,700	1,620	11.1%	-4.7%
3. BRAZIL	829	902	736	694	727	5.0%	4.8%
4. INDONESIA	357	478	489	495	470	3.2%	-5.1%
5. VIETNAM	440	420	505	375	401	2.8%	6.9%
6. SAUDI ARABIA	284	252	262	282	269	1.8%	-4.6%
7. USA	264	289	285	264	259	1.8%	-1.9%
8. MEXICO	242	276	257	254	251	1.7%	-1.2%
9. EGYPT	237	308	368	390	246	1.7%	-36.9%
10. BANGLADESH	162	106	170	208	241	1.7%	15.9%
TOTAL	12,558	13,368	11,559	10,780	9,798	67.3%	-9.1%
TOTAL WORLD	17,112	18,399	16,444	15,621	14,552	100.0%	-6.8%

Source / Fonte: Mecis / Acimac Research dept. "World production and consumption of ceramic tiles", 13th edition 2025

TOP EXPORTING COUNTRIES

In 2024, world exports also fell for the third consecutive year with a decline of 2.5% (essentially repeating the -2.4% of 2023). A total of 2,674 million sqm of ceramic tiles were exported worldwide, 69 million sqm less than the previous year. This drop is almost entirely attributable to Asia (down from 1,539 to 1,472 million sqm; -4.3%), which in effect means China and India. By contrast, exports from other areas remained substantially unchanged. Exports from the European Union dropped from 770 to 768 million sqm (-0.2%); Central and South America from 138 to 132 million sqm (-4.2%); North America from 43 to 39 million sqm (-10.8%); and Africa from 121 to 111 million sqm (-7.9%). One positive exception was the recovery in exports from non-EU Europe (from 132 to 151 million sqm; +14.7%), driven by the strong performance of Turkey.

The ranking of India's top countries of export underwent a number of changes compared to 2023.

TOP EXPORTING COUNTRIES										
COUNTRY	2020 (Sq.m Mill.)	2021 (Sq.m Mill.)	2022 (Sq.m Mill.)	2023 (Sq.m Mill.)	2024 (Sq.m Mill.)	% on 2024 national production	% on 2024 world exports	% var 24/23	value 2024 (million €)	average export price (€/sq.m)
1. CHINA	622	601	579	615	600	10.2%	22.4%	-2.5%	2,976	5.0
2. INDIA	437	483	422	589	525	21.9%	19.6%	-10.9%	2,001	3.8
3. SPAIN	422	496	431	344	329	79.1%	12.3%	-4.4%	3,481	10.6
4. ITALY	318	364	356	285	293	79.2%	11.0%	3.1%	4,979	17.0
5. IRAN	179	182	194	203	202	44.9%	7.6%	-0.4%	407	2.0
6. TURKEY	132	154	127	79	101	31.8%	3.8%	27.8%	671	6.6
7. BRAZIL	96	128	113	89	86	10.4%	3.2%	-2.9%	338	3.9
8. POLAND	58	62	50	43	45	54.2%	1.7%	4.7%	413	9.2
9. GHANA	8	30	52	53	42	36.5%	1.6%	-20.2%	128	3.0
10. VIETNAM	19	23	29	34	35	6.9%	1.3%	2.9%	255	7.3
TOTAL	2,290	2,523	2,354	2,334	2,258	19.8%	84.4%	-3.2%		
TOTAL WORLD	2,775	3,034	2,810	2,743	2,674	17.9%	100.0%	-2.5%		

Source / Fonte: Mecis / Acimac Research dept. "World production and consumption of ceramic tiles", 13th edition 2025

TOP IMPORTING COUNTRIES

In 2024, the 10 largest importing countries imported a total of 1,005 million sqm (the same volume as in 2023), equal to 37.6% of global trade. With an increase of 3.2% over 2023, Iraq overtook the United States to become the world's largest tile importer at 194 million sqm (including 154 million sqm from Iran and 30 million sqm from India), covering 96.5% of national consumption. Imports also accounted for 95% of sales in France and 98% in Germany. The main suppliers to France were Spain and Italy with 40 million sqm each (out of total imports of 105 million sqm); the main exporters to Germany were Italy, Turkey, Poland and Spain. Five of the world's ten largest importers are in Asia (Philippines, Indonesia, South Korea, Thailand and Malaysia), all markets where China remains the leading and almost exclusive supplier. One of the developments in 2024 was the fact that Israel dropped out of the ranking of the world's top ten importers (it is now 13th) due to the decline in imports to 46 million sqm, covered almost entirely by India, Spain, China and Italy.

As expected, the effects of the US market dynamics could be clearly seen in the first half of 2025: on the one hand, the import tariffs announced by President Trump, which prompted many US distributors to bring forward purchases; on the other, the introduction of anti-dumping duties on tile imports from India.

TOP IMPORTING COUNTRIES								
COUNTRY	2020 (Sq.m Mill.)	2021 (Sq.m Mill.)	2022 (Sq.m Mill.)	2023 (Sq.m Mill.)	2024 (Sq.m Mill.)	% on 2024 national consumption	% on 2024 world imports	% var. 24/23
1. IRAQ	161	168	173	188	194	96.5%	7.3%	3.2%
2. USA	197	214	205	195	189	73.0%	7.1%	-3.0%
3. FRANCE	114	134	129	111	105	94.6%	3.9%	-5.7%
4. GERMANY	124	126	126	92	95	97.9%	3.6%	3.7%
5. PHILIPPINES	77	115	107	97	93	74.4%	3.5%	-4.3%
6. INDONESIA	73	85	77	86	70	14.9%	2.6%	-18.3%
7. SOUTH KOREA	69	76	68	66	69	75.8%	2.6%	5.2%
8. RUSSIAN FEDERATION	49	57	42	60	67	29.3%	2.5%	11.9%
9. THAILAND	55	63	63	62	65	35.5%	2.4%	5.0%
10. MALAYSIA	40	37	46	47	58	61.2%	2.2%	23.7%
TOTAL	958	1,074	1,034	1,003	1,005	54.0%	37.6%	0.2%
TOTAL WORLD	2,775	3,034	2,810	2,743	2,674	18.4%	100.0%	-2.5%

Source / Fonte: Mecs / Acimac Research dept. "World production and consumption of ceramic tiles", 13th edition 2025

THE BIG PLAYERS IN THE SECTOR

To supplement the world tile production and consumption figures, we are presenting the key data for the sector's leading groups and companies, ranked by last year's output volumes and updated to 31/12/2024.

The revenue figures were provided by the companies either directly in euros or in local currency and converted at the exchange rate as of 31/12/2023. †

	Group / Company	Production (mill. sq.m)	Installed capacity	Export share	Turnover only tile segment (mill. €) [†]	Total turnover (mill. €)	Tile plants / Location	Main Tile Brands / Companies
1	MOHAWK INDUSTRIES, INC. USA	300.0 (estimates)	>300.0 (estimates)	n.a.	4,057 (\$4,226.6 million)	10,403 (\$11.1 bn) (\$10,836.9 million) ceramics, carpet, laminate, wood, stone, LVT)	27 in USA, Mexico, Brazil, Italy, Spain, Poland, Bulgaria, Russia	American Olean, Dal Tile, KAI, Kerama Marazzi, Marazzi, Ragno, Emilgroup, Eliane, Vitromex, Elizabeth
2	GRUPO LAMOSA MEXICO	195.0	272.0	56%	1,121.0	1,577.0 (tiles, adhesives)	9 in Mexico, 2 in Argentina, 2 in Colombia, 3 in Peru, 3 in Brazil, 2 in Spain	Lamosa, Porcelanite, Firenze, San Lorenzo, Cordillera, Scop, Incepa, USCT, Baldocer, Azulejos Benadresa, Etile, Euroceramica, Gala, Roca
3	MARCO POLO CHINA	185.0	>200.0	n.a.	920.4	920.4	4 in China, 1 in USA	Marco Polo, L&D, Wonder Porcelain (USA)
4	DONGPENG HOLDINGS CHINA	128.0	140.0 (estimates)	n.a.	n.a.	849.4 (tiles, sanitaryware)	12 in China	Dongpeng
5	RAK CERAMICS UAE	118.0	130.0	58%	469.0	814.0 (tiles, sanitary, faucets, tableware)	9 in UAE, 1 in Bangladesh, 1 in India	RAK Ceramics, Elie Saab

	Group / Company	Production (mill. sq.m)	Installed capacity	Export share	Turnover only tile segment (mill. €) ¹	Total turnover (mill. €)	Tile plants / Location	Main Tile Brands / Companies
6	MONALISA CHINA	115.0	150 (estimates)	n.a.	606.7	606.7	4 in China	Monalisa, Qeeka
7	SCG CERAMICS THAILAND	112.0	187.0	15%	534.0	678.0 (tiles + sanitaryware)	4 in Thailand, 6 in Vietnam, 1 in Indonesia, 1 in the Philippines	COTTO, Sosuco, Campana, Italia, Espana, Family, Prime, Premier, Mariwasa, Kia, Impresso
8	CERAMICA CARMELO FIOR BRAZIL	96.6	98.4	21%	n.a.	n.a.	5 in Brazil	Cecafi, Pisoforte, Fioranno, Ideale, Arielle
9	KAJARIA CERAMICS ² INDIA	89.6 (115.9 sales)	90.5	1%	452.0	507.0 (tiles, sanitaryware, other)	11 in India, 1 in Nepal	Kajaria
10	GRUPO PAMESA SPAIN	86.8 (94.3 sales)	102.0	68%	926.0	1,132.0 (tiles, raw materials, energy)	8 in Spain	Pamesa, TAU, Geotiles, Prissmacer, Ecoceramic, Navarti, Ascale
11	STN GROUP SPAIN	83.9	115.0	68%	580.5	580.5	4 in Spain	STN, Alaplana, Tesany, Vitacer, KTL, Venux
12	SOMANY CERAMICS ² INDIA	70.9	75.0	n.a.	n.a.	284.9 (tiles, sanitaryware)	9 in India	Somany
13	GRUPO FRAGNANI BRAZIL	70.3	71.4	3%	177.6	177.6	3 in Brazil	Incefra, Incenor, Tecnogres, In Out, HD-Max, UP, Concept, Speciale Técnica, Design, Plus
14	ARWANA CITRAMULIA INDONESIA	63.5	79.7	n.a.	131.5	131.5	5 in Indonesia	Arwana
15	GRUPO CEDASA BRAZIL	60.0 (estimates)	70.0 (estimates)	n.a.	n.a.	n.a.	1 in Brazil	Cedasa, Majopar, Vistabella, Lorenza
16	SAUDI CERAMICS SAUDI ARABIA	60.0 (estimates)	70.0 (estimates)	n.a.	n.a.	348.1 (tiles, sanitaryware)	6 in Saudi Arabia	Saudi Ceramics
17	H&R JOHNSON (INDIA) ² INDIA	42.2 (57.7 sales)	64.0	5%	233.3	665.9 (tiles, sanitaryware)	12 in India	Johnson, Marbonite, Endura, Porselano
18	PORTOBELLO (PGB) BRAZIL	42.0	47.4	22%	371.6	371.6	2 in Brazil, 1 in USA	Portobello, Pointer, Portobello America
19	DYNASTY CERAMIC THAILAND	41.0	82.0	4%	188.0	188.2	3 in Thailand	Dynasty, Tile Top, Jaguar, RCI, Chicken, Birdy, Swan
20	CERSANIT GROUP POLAND	40.0	50.0	60%	270.0	460.0 (tiles, sanitaryware)	2 in Poland, 1 in Ukraine	Cersanit, Opoczno, Meissen Keramik, Mito
21	CELIMA (Trebol Group) PERU	40.0 (estimates)	44.0 (estimates)	n.a.	n.a.	n.a.	3 in Peru	Celima
22	LASSELSBERGER GROUP AUSTRIA	35.6	35.7	n.a.	n.a.	n.a.	5 in Czech Rep., 2 in Hungary, 1 in Romania, 1 in Russia	Rako, Cesarom, LB-Ceramics, Zalakeramia
23	VICTORIA PLC ² GREAT BRITAIN	32.6	n.a.	n.a.	334.8 (GBP 1.11 bn) (GBP 280.2 mln)	1,332.3 (GBP 1.11 bn) (ceramic tiles, carpet, LVT, ...)	3 in Spain, 5 in Italy	Keraben, Saloni, Ibero-Casainfinita, Serra, Ascot, Dom, Mac3, Keradom, Ceramiche Colli, Ceramiche Santa Maria
24	ORGANIZACION CORONA COLOMBIA	30.0	44.5	16%	142.6	315.2 (tiles, sanitaryware)	5 in Colombia	Corona, Orchid, Sunset
25	KALE GROUP TURKEY	27.7	56.0	24%	170.6	235.6 (tiles, bathroom, others)	4 in Turkey, 1 in Iraq	Canakkale Seramik, Kalebodur, Kale
26	VITRA KARO TURKEY	27.0	30.0	74.3%	285.5	285.5	1 in Turkey, 1 in Russia	Vitra, Villeroy & Boch, Engers

Radiant Kitchen

Küche7 unveils the radiance kitchen: A festive glow for the heart of your home

Küche7 started in 2016, with a few like-minded individuals bonding together with the idea to create pre-eminent kitchen design solutions using 304 food grade stainless steel. The self-healing metal is a sustainable material with great resale value, is recyclable, low-maintenance, and is the best answer to the challenges of damage by moisture, fungus, pests, etc, posed by other materials. Weather-proof, noise-resistant and hygienic, stainless steel has become the signature material of Küche7.

Küche7's sublime design language highlights minimal, clean aesthetic and hushed luxury. Armed with over 20k colour options and finishes, the brand fulfils the most specific aspirations of its clients. Buoyed by the success with their kitchens, the brand diversified into vanities and wardrobes.





Every Küche7 kitchen comes with a lifetime warranty – a testament to the brand’s confidence in its quality and longevity. The brand has so far clocked over 3 lakh kitchen projects. Equipped with an active manufacturing unit with a capacity to produce 600 kitchens per month, Küche7 meets growing demands with ease. Today, Küche7 is one of the premium providers of stainless-steel kitchens, vanity units and wardrobes across India.

Küche7, India’s leading brand for luxury modular kitchens and utility solutions, introduces Radiance Kitchen, a kitchen that brings warmth, joy and celebration to homes. Launched just in time for the festive season, Radiance Kitchen provides a space where families come together, create memories, and share meals with love.

The Radiance Kitchen reflects its name with soft golden lighting across cabinets and shelves, creating a welcoming glow. Clean white surfaces give a fresh, modern look, while hints of blue add a lively feel. It balances style and practicality with its



versatile features, making the kitchen functional as well as beautiful. Whether cooking for family, hosting friends, or enjoying a quiet evening, the kitchen becomes the heart of every occasion.

Radiance Kitchen is now available at Küche7 showrooms across India, combining design and emotion to create kitchens that perfectly suits the modern Indian homes.

PORTO

collection



1
Design

5
Shades

1
Punch

POWERED BY
QUILLTOUCH
surface

PORTO MARRONE	PORTO AVORIO	PORTO AVENA	PORTO SLATE	PORTO GRIGE
---------------	--------------	-------------	-------------	-------------

Sizes: 1200x1800mm | 600x1200mm | Thickness: 9mm

Tiles Used In The Visual - Wall & Floor: Porto Slate 180 | Size: 1200x1800mm | Surface: Quilltouch
Highlighter: Nector Green Lucido & Nector Opaco | Size: 75x300mm | Surface: Random Punch(Glossy/Matt)

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Tranquility Bathrooms

Valueline brings tranquility of nature to bathrooms with the **Antao** collection by **Villeroy & Boch**



Since 2002, Valueline has been at the forefront of enhancing the lifestyle, health, and wellness of its discerning clients with a portfolio of luxury products from renowned international brands known for refined design and supreme quality. With its expertise in curating world-class sanitaryware, bath fittings, wellness products, tiles, wooden flooring, aluminium windows and doors, Valueline has brought sophisticated elegance to India. Their exclusive product range has been integral to numerous iconic projects nationwide, reflecting their commitment to excellence and unmatched customer service. With the offer of a 24/7 customer care service, Valueline's reputation as a trusted leader synonymous with innovation, reliability and impeccable craftsmanship, complemented by their unique collection of international luxury products, has been well established.





Valueline, a leader in premium home solutions since 2002, introduces the Antao Collection by Villeroy & Boch. Drawing inspiration from the purity of dewdrops, Antao combines refined design with practical innovation to create calming, nature inspired bathroom spaces. The collection designed by renowned studio kaschkasch, includes washbasins, toilets and vanity crafted with advanced

materials like Titan Ceram and Quaryl. These durable materials ensure precision detailing and a long-lasting finish, making Antao a dependable choice for modern bathrooms.

Thoughtful features such as push to open drawers with interior lighting and smartphone compatible mirrors add convenience while maintaining a clean, uncluttered space. With its natural tones,

Antao Collection gives a serene ambiance to any bathroom setting.

Villeroy & Boch's Antao Collection is now available to shop exclusively at Valueline, complementing contemporary homes and blending into spaces while offering a minimal and modern character to your bathrooms.

www.valueline.in



Timeless Craft

Timeless Craft, Modern Vision: The Legacy of Bharat Natural Elements Pvt. Ltd.



In an era where automation defines production, Bharat Natural Elements Pvt. Ltd. stands apart as a custodian of tradition — preserving the art of handcrafted tiles while embracing the innovations of modern design. With a legacy rooted in authenticity and creativity, the company continues to bridge the gap between India's timeless craftsmanship and contemporary architectural needs through its renowned brands, Athangudi Tiles and Kalakaar Tiles.

Athangudi Tiles – The Soul of Heritage
Originating from the historic Chettinad

region of Tamil Nadu, Athangudi Tiles are a living expression of India's artisanal excellence. Each tile is meticulously handmade using natural pigments, cement, and sand — a process that embodies patience, precision, and artistry. The result is a vibrant surface that carries not just color, but culture.

At Bharat Natural Elements Pvt. Ltd., the production of Athangudi Tiles remains faithful to traditional techniques, yet is enhanced by modern quality standards. This unique blend of craft and control ensures durability while retaining the organic textures that make each tile distinct.

From heritage homes to boutique hotels and contemporary residences, Athangudi Tiles have found their way into diverse architectural narratives — lending warmth, authenticity, and a sense of rooted beauty to every space they adorn. Each piece tells a story — of hands that shape, of colors that breathe, and of a legacy that continues to inspire.

Kalakaar Tiles – Design Meets Innovation
Complementing this legacy is Kalakaar Tiles, a brand that represents the company's forward-looking spirit. Kalakaar Tiles reimagines tile design through a creative lens — exploring

patterns, finishes, and materials that respond to modern aesthetic sensibilities.

The brand focuses on innovation, sustainability, and versatility, offering a wide range of designs that cater to architects, interior designers, and homeowners seeking distinctive visual statements. Whether it's the natural charm of handcrafted surfaces or the sleek appeal of modern textures, Kalakaar Tiles embodies design freedom — allowing each space to reflect individuality and expression.

Through Kalakaar, Bharat Natural Elements Pvt. Ltd. continues to push the boundaries of tile design by integrating eco-friendly materials, sustainable manufacturing practices, and cutting-edge surface technologies. This commitment not only supports environmental responsibility but also strengthens the company's vision of creating beauty that lasts — both in form and in conscience.

Craftsmanship. Culture. Consciousness. The philosophy that drives Bharat Natural Elements Pvt. Ltd. can be distilled into three words — craftsmanship, culture, and consciousness. Craftsmanship represents the skill and artistry of India's artisans. Culture reflects the heritage and stories embedded within each design. Consciousness underscores the company's dedication to sustainability and mindful production.

This triad forms the foundation of a business that looks beyond commerce — one that values people, process, and purpose equally. From reviving traditional crafts to setting new benchmarks in modern design, the company continues to inspire an industry-wide appreciation for the "human touch" in an increasingly mechanized world.

Looking Ahead

As Bharat Natural Elements Pvt. Ltd. continues its journey, the focus remains on expanding its reach while staying true to its roots. Through Athangudi Tiles, it celebrates India's cultural heritage; through Kalakaar Tiles, it embraces design innovation and global sensibilities.

Together, these brands embody a vision that is both traditional and transformative — honoring the past while designing for the future.



Theatrical Design

An exclusive landscape project Halo designed by **Meghna Dulani** and Shashwat Gehenwar of The Pinewood Studio



Halo, a 8000 sq ft restaurant, uses an almost theatrical design to create a natural refuge. The initial dome gives way to a highly organic flow, where planter boxes and towering greenery (including palms and roofline creepers) immerse guests in an atmosphere where the outdoors is the main feature, not an afterthought. A Passport to Green: Hyderabad's Tropical Getaway inspired restaurant by The Pinewood Studio

"You walk in and the city slips away. The bustle of Jubilee Hills becomes a distant memory, and you'd pause to think that this is the gateway to somewhere tropical, somewhere green and warm," recalls Meghna Dulani, Founder at The Pinewood Studio. At Halo, an 8000 sqft restaurant, this shift is almost theatrical. A dome greets you at the entrance, but what lies beyond isn't formality. It's the flow. Planter boxes unfurl like rivers through a

sea of people, palms rise overhead, and creepers are already finding their way down from the roofline. The outdoors isn't an accessory, rather a refuge that pulls the visitors into another world.

This vision came from architect Sandeep of CFT Studio, who imagined the outdoors as a tropical refuge, evoking the relaxed energy of a Goan beach club. The Pinewood Studio translated it into a





layered, immersive planting strategy that lets the landscape move and breathe around visitors. *Lecula grandis*, table palms, raphis palms, and *Calathea lutea* rise in a structured yet abundant canopy, providing shade, rhythm, and scale. Hanging money plants punctuate the space from above, casting shifting shadows and adding a subtle sense of motion, while pockets carved into benches and walls allow greenery to emerge unexpectedly, so the architecture itself seems to come alive with plants.

Materiality reinforces the escapade. Bamboo and thatch frame the pathways and seating areas, their textures brushing the eye and drawing the visitor deeper into the landscape, while lime plaster provides seamless continuity between floors, walls, and planting beds. Existing coconut trees were preserved, becoming anchors within the new layout and giving the planting a sense of age and rootedness. Even narrow corners and paths feel enveloped in greenery, letting the city outside fade almost entirely from view.



Details punctuate the experience. A cave-like passage, initially rigid and sculptural, was punctured to let plants grow through its openings, softening its mass and offering unexpected moments of discovery. Creepers planted along the roofline will, over time, drape and cascade, deepening the sensation of walking through a living, breathing tropical canopy and heightening the sense of immersion with each visit.

The collaboration between the architect and landscape was blurred. "We worked closely with Sandeep on entryways, seating, and plant walls. It wasn't a handoff. From the start, it was a shared vision, unfolding together," recalls Shashwat Gehenwar, Founder at The Pinewood Studio. Every decision, from the scale of palms to the placement of pockets for planting, was guided by the intent to transport visitors, to make them feel enveloped in greenery while still within the city.

Halo's landscape is designed to grow into itself. Over time, the palms will spread, vines will tumble, and

pockets of greenery will thicken, amplifying the tropical effect. Stepping into it feels like holding a passport to a tropical retreat: the city fades, palms sway above, vines spill with gentle drama, and the air itself seems to carry a different rhythm. Shaded pathways, unexpected bursts of greenery, and layered planting reveal themselves gradually, each moment designed to linger in memory. And when the city inevitably returns, the sense of being elsewhere, in a Goan inspired escape remains, tempting visitors to return again and again.

Fact File

Project name – Halo
 Location – Hyderabad, India
 Typology and Square Footage – Landscape (Hospitality), 8,000 sq ft
 Landscape Designers: The Pinewood Studio
 Principal Landscape Architects -Meghna Dulani
 Architects: CFT Studio
 Photography Credit – Ricken Desai

www.thepinewoodstudio.in



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Large Format Tiles

Hindware Italian Collection Tiles Launches New Range of Tiles Surfaces



Hindware launches a new range of tiles under its brand Hindware Italian Collection Tiles.

The expanded portfolio strengthens Hindware's position in the Indian interiors market, addressing the growing demand for contemporary and sophisticated tile solutions. In line with the company's commitment to providing end-to-end offerings, the brand has also introduced two adhesive variants- RX-600 Extro and RX-700 Extro Flex. RX-600 Extro, a polymer-modified adhesive, is designed

for large-format tiles and medium natural stones, delivering strong bonding for internal and external applications across both dry and wet areas. Available in white, it is compatible with cement-based screeds, mortars, plasters, and other cementitious substrates. For elevations and façades, RX-700 Extro Flex offers superior bond strength and durability under demanding conditions.

Mr. Nirupam Sahay, Chief Executive Officer, Bath & Tiles, Hindware Limited said, "With this launch, Hindware's

Italian Collection Tiles strengthens its position as a complete solutions provider for the Indian interiors market. By expanding our range with advanced adhesives alongside an extensive tiles portfolio, we are addressing the entire tiling journey, from design to application. This step reflects our strategy to combine design leadership with functional excellence while delivering greater value to homeowners, architects, and partners. As demand for premium, integrated solutions rises, Hindware is poised to lead with innovation, quality, and trust."



The launch introduces a new benchmark in large-format tiles with the 800x3000 mm slabs, available in Digi Matt and Polish finishes. Designed for aesthetics as well as durability, these versatile slabs are ideal for kitchen platforms, bathroom countertops, and multiple residential and commercial applications.

Alongside this, Hindware has also unveiled new surface finishes such as the Paper Matt texture in its 1200x1800 mm GVT tiles, inspired by handcrafted paper to create a warm and contemporary character, and the Matt Spa finish in its 800x1600 mm GVT tiles, evoking spa-like serenity and comfort. To further enhance design flexibility, the 600x1200 mm GVT range has been extended to include multiple finishes such as Double Digital, Anti-Skid, High Gloss, Digi Matt, and Carving, catering to diverse aesthetic and functional requirements.

Alongside tiles, Hindware has also expanded its portfolio with its first range of professional-grade tiling tools, including a rubber mallet, notch trowel, spacers, levelling clips with wedges, and a double suction cup for large-format tiles. With this expansion, Hindware moves beyond design into installation, offering integrated tools that enable seamless execution and flawless finishes.



Pursuit of Excellence

Asian Granito India Limited honoured as best brand - Tiles Category at Infra Focus Summit 2025

Asian Granito India Limited one of the largest Luxury Surfaces and Bathware Solutions brand has been recognised with the coveted “Best Brand - Tiles Category” award at the prestigious ET Now Infra Focus Summit 2025, held at ITC Maurya, New Delhi.

This award acknowledges AGL’s unwavering commitment to quality, design excellence and sustainable innovation that contribute to strengthening India’s infrastructure sector. Over the years, AGL has consistently demonstrated leadership by integrating cutting edge technology, Eco friendly practices and a strong focus on customer centric solutions to meet the evolving demands of modern construction and architecture.

Receiving the honour on behalf of the company, Mr. Hiren Patel, Director, Asian Granito India Limited, said “This recognition is a testament to AGL’s pursuit of excellence and its mission to create products that

embody both beauty and resilience. As India moves toward building a robust and future ready infrastructure, we remain dedicated to offering world class tiles and surfaces that blend innovation with sustainability. This award further motivates us to continue setting new benchmarks in the industry.”

The ET Now Infra Focus Summit brings together prominent leaders, policymakers and innovators from the infrastructure and building materials sectors to celebrate exemplary achievements and best practices shaping the nation’s growth.

Asian Granito India Limited, incorporated in 2000, has emerged as one of the country’s largest manufacturers of ceramic tiles, vitrified tiles, engineered marble, and quartz. With state-of-the-art manufacturing facilities across Gujarat and a wide reaching distribution network in both domestic and international markets, AGL is known for its design

innovation, technological advancements and eco conscious production processes.

Through continuous investment in research, development and sustainable operations, AGL has built a reputation as a trusted partner for architects, developers, and homeowners seeking premium and durable surfacing solutions.

In a short span of two & half decades, Asian Granito India Ltd has emerged as India’s leading Luxury Surfaces and Bathware Solutions brand. The Company manufacture and markets a range of Tiles, Engineered Marble and Quartz, Sanitaryware and Faucets. The Company has 277 plus exclusive franchisee showrooms, 13 company owned display centers and an extensive marketing and distribution network pan India with 18,000 plus touchpoints including distributors, dealers and sub-dealers in India. The Company also exports to more than 100 countries.

www.aglasiangranito.com



Technological Leap

Beta Edimax Astor Group extends its technological capacity and size range with SACMI



Present in the ceramic-making industry since the 1970s and a driving force in quality, design and innovation, the company recently completed a production line upgrade that included the first-ever installation of SACMI's new RD multi-channel dryer. The forming department was also given a boost with the addition of the PH8200 'Veloce'

The Beta Edimax Astor Group has joined forces with SACMI to complete another technological leap forward, raising both

productivity and extending the size range. A key player in the sector since the 1970s - and a standard-setter for quality, design and innovation - the company now has a fully renewed production line that includes the all-new SACMI RD5 (the first machine in the latest range of SACMI RD multi-channel dryers to be installed in a working factory).

Having between 5 and 9 levels, the RD offers outstanding configurability and an optimized footprint, combining all the

advantages of the existing range of SACMI EM5/7 and ECP multi-channel dryers. Key design features include improved accessibility for easier maintenance and the option - as in the ECP range, at the customer's discretion - of installing partitions between the roller decks to improve process management whatever the manufacturing requirements.

Edimax has gone for a 5-level machine with a 2,850 mm wide inlet and an overall

length of 22.4 meters. This replaces the previous EVA vertical dryer. The result: no more inflexibility in terms of size, ensuring maximum versatility with all types of production. “We’re proud to be the first to install this newly designed dryer,” explains Roberto Bernabei, President of the Beta S.p.A. Group. “This is in perfect keeping with our hallmark policy of focusing on technological innovation.”

For the company, the entire project is a step up in terms of technological quality

and extends the range to include higher-added-value products. In addition to the dryer, it includes upgrades to the forming department; a PH8200 ‘Veloce’ press will soon become operational, joining the other SACMI presses. “This will provide us with optimal productivity on the highest-added-value formats yet still give us the opportunity to cut sub-sizes,” adds Bernabei.

This project doesn’t just underscore SACMI’s role as a privileged partner in

Beta Edimax Astor Group’s development plans: it also confirms the market’s positive response to the new RD dryer range, which was previewed at the Tecna international trade fair in Rimini in 2024. Also worth highlighting is the close collaboration between the Edimax and SACMI technical teams that ensured the project was completed on schedule without interrupting production.



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Immersive Experience

Open House “**IN-TOUCH**”: **System Ceramics** brings ceramics into the future with an immersive experience of **innovation and technology**



From September 17 to October 1, 2025, the Fiorano Modenese headquarters opens its doors with an immersive journey into the technologies, solutions, and future of the ceramic industry.

Fiorano Modenese, September 2025 – In the heart of the ceramic district, System Ceramics – a Coesia Group company and global leader in advanced technological solutions for ceramics – welcomes clients, partners, and industry professionals to IN-TOUCH, the Open House that from September 17 to October 1 transforms the Fiorano Modenese headquarters into a living laboratory of innovation.



More than just an event, IN-TOUCH is an experiential journey: a fully immersive format that guides visitors through production departments and demo spaces, where System Ceramics technologies come to life through live tests and guided presentations.

Infinity Sky and Infinity Dry: the new frontier of digital decoration

Unveiled for the first time, two breakthrough solutions for digital decoration are at the heart of IN-TOUCH, designed to redefine the industry's standards of quality, efficiency, and sustainability:

- **Infinity Sky**, the most advanced digital printing platform for ceramic surfaces available today. With an architecture of up to 16 bars, it allows for customizable configurations, new graphic effects, and unmatched detail quality. Thanks to a sophisticated printhead cleaning system, it ensures consistent long-term performance, reducing

downtime and waste. The use of water-based inks further strengthens its green profile.

- **Infinity Dry**, the latest frontier of digital decoration with granules. This technology enables selective, precise applications coordinated with the design to create unique tactile effects and high-impact finishes. Operational efficiency is combined with both economic and environmental benefits thanks to reduced material consumption and optimized processes.

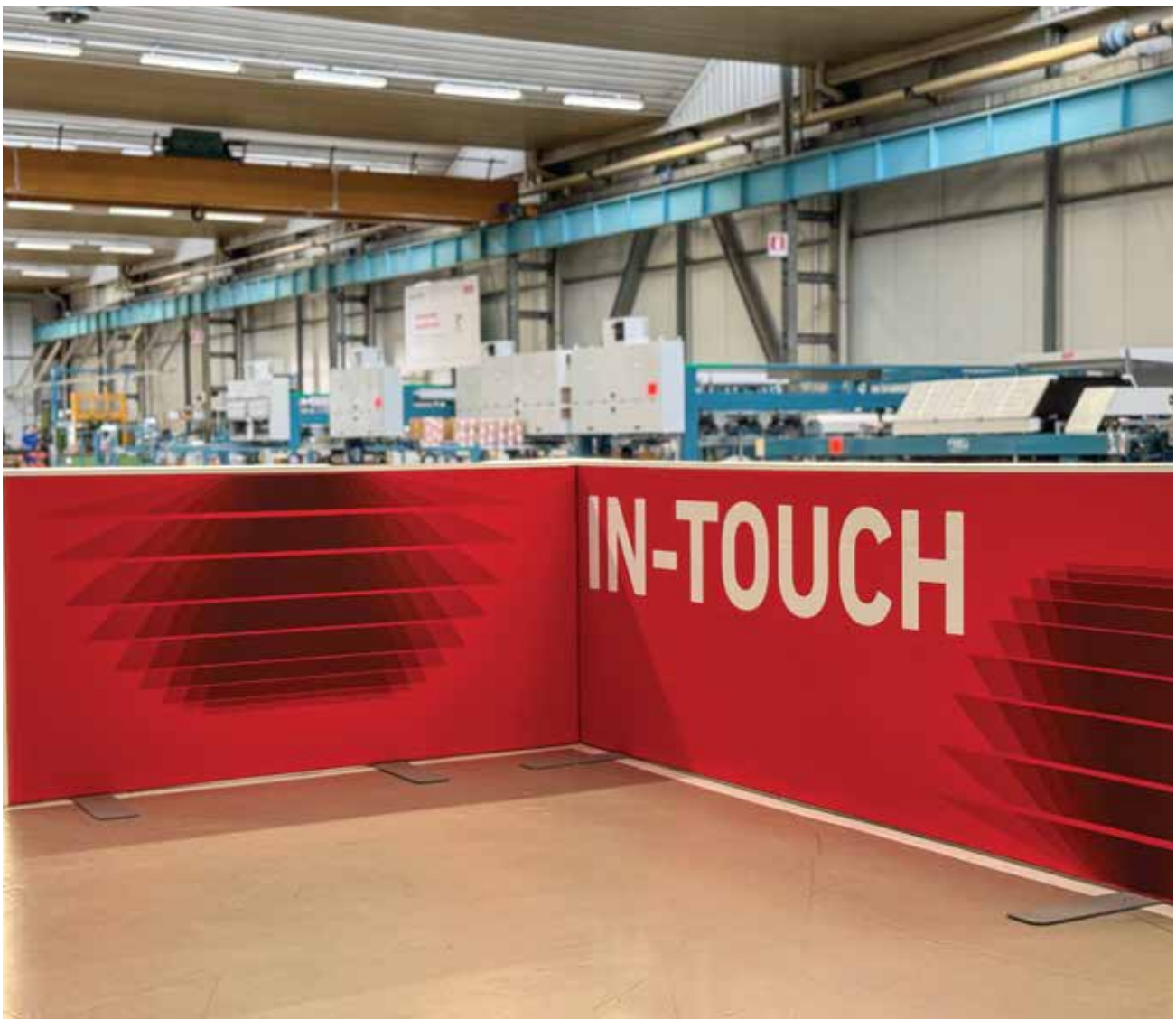
Innovation at 360°: automation and smart logistics

IN-TOUCH also showcases the evolution of the ceramic industry in terms of automation and flexibility. System Ceramics guides visitors through a 360° innovation journey, presenting increasingly customer-oriented technologies designed to ensure maximum efficiency

and full sustainability:

- **Speedwrap**, the high-speed packaging system that combines maximum flexibility (with two different operating modes: wrap around and tray mode) with protection and aesthetic quality of packaging. With Speedwrap, System Ceramics delivers a concrete response to the packaging sector, which is gaining strategic importance in the market.

- **I-GV**, the family of autonomous laser-guided vehicles developed entirely in-house. Designed to handle a wide variety of load units, they interact seamlessly with all storage systems. A distinctive feature is the Next Generation System Manager, a software platform that leverages AI algorithms to optimize operational flows. Certified safety and lithium batteries ensure a sustainable, efficient approach to material handling.





• **Multicompenser, Multibuffer, and Multistorage**, the new family of high-efficiency modular storage systems, engineered to optimize space and guarantee production continuity at every stage.

• **Multicompenser**, a compact, modular solution for temporary buffering, ensures continuous production by preventing line stoppages and offers maximum storage capacity per square meter with a simple, efficient design.

• **Multibuffer**, a dynamic load/unload system with dual conveyors and manipulators, manages line gaps “piece by piece” and guarantees constant flows even during slowdowns or pauses, optimizing performance on demanding lines.

• **Multistorage**, a long-term storage technology with rail-based independent shuttles,

synchronizes different production rhythms (kilns, finishing, polishing) while providing high capacity, flexibility, and seamless integration with the line.

Self-optimizing technologies

A hallmark of all System Ceramics solutions is their ability to perform self-screening and self-adjustment: intelligent systems that constantly monitor their own operation, analyze performance, and automatically fine-tune. This ensures reliability, minimizes error margins, and delivers superior quality

results—anticipating the challenges of the future ceramic industry.

System Ceramics: a partner for the industry of tomorrow

With IN-TOUCH, System Ceramics goes beyond simply showcasing machines. It creates an immersive narrative that blends technology, sustainability, and creativity. A way to share with the industry and with the local community its vision: developing proprietary, intelligent, and reliable solutions designed not only to meet today’s challenges but also to anticipate those of tomorrow.

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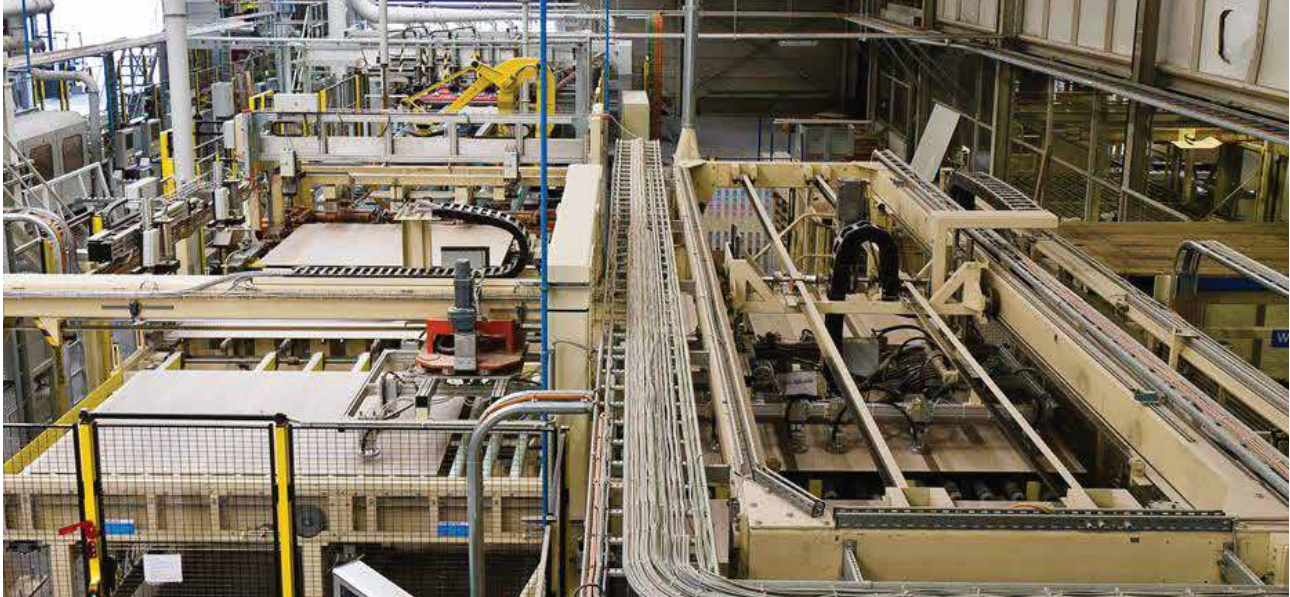
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Technology News

Know about the **latest machinery** and events happenings from the ceramic industry



LB Technology has recently completed a major supply project for the Fiorano Modenese facility owned by Elios Ceramica, part of the Italcera Group

LB Technology has recently completed a major supply project for the Fiorano Modenese facility owned by Elios Ceramica, part of the Italcera Group. The project involved upgrading the existing system with the installation of a new line

for receiving spray-dried material from trucks, a set of high-capacity silos and a press feeding transfer system that can be fully integrated with the existing equipment. The new solution has significantly increased storage capacity and improved powder handling flexibility, including in the case of dry colouring. This project represents an important step forward in the collaboration between LB and the Italcera Group. Following successful partnerships with companies

that are now part of the group, such as Rondine and Fondovalle, this first direct project with Italcera marks the start of a new long-term synergy.

Ceramica SANT'AGOSTINO Goes for SACMI CONTINUA+

A symbol of Italian excellence worldwide thanks to first rate design and high-tech, eye-catching collections, Ceramica Sant'Agostino (based in the province of Ferrara) recently completed the renewal of its large slab line, by adopting Sacmi technology.

At the heart of the new line lies the PCR 2120: this produces the main formats in the portfolio, such as 120x120 cm slabs and relative sub-sizes, the cornerstones of the company's new collections. Founded in 1964 by Aristide Manuzzi, Ceramica Sant'Agostino is renowned for outstanding technical innovation and aesthetics, providing high-quality ceramics that meet the needs of contemporary architecture.

Hence their decision to go for the Continua+ technology and take technological quality to the next level while instilling a new manufacturing concept that spans from automation to





process control. Beyond the Continua+, in fact, the project included the supply of all the handling systems, as well as the new Optima+ and MDX vision systems giving the company full control over the technical, dimensional and aesthetic characteristics of the slabs leaving the compactor. What's more, the existing Sacmi dryer has been upgraded to match the higher productivity of Continua+, and the entire line will feed the FMD Maestro, Sacmi's flagship digital kiln, in operation at Ceramica Sant'Agostino since the end of 2023.

"With this investment we aim to achieve superb quality and higher productivity while implementing new process and vision controls", observes Filippo Manuzzi, CEO of Ceramica Sant'Agostino. "These systems will provide long-term quality assurance, ensuring our processes are always at peak efficiency and streamlining the operators' tasks." Completing the plant are BMR's finishing solutions (cutting, grinding, lapping, surface treatment), which have been used to excellent effect for years now. "For us, this is a project that looks to the future," points out Manuzzi. "It's the continuation of a production model that has long been based on quality, sustainability and excellence: the high-added-value cornerstones of Italian ceramics worldwide."

MAPEI Continues to grow

Mapei closed 2024 with a consolidated turnover of 4.4 billion euros, marking a 4.7% increase over the previous year. This result outperformed the global construction market, which grew by 2.3%, according to Global Data. Without the exchange rate penalty, real growth at constant exchange rates would have been over 8%.

This positive trend has seen the leading Italian multinational in the construction chemicals sector continue to grow over the past five years, improving turnover by around 60% since 2020. Led by the two CEOs, Veronica Squinzi and Marco Squinzi, the Mapei Group today confirms itself as a major global player in the sector with a presence in 59 countries worldwide, employing over 13 thousand people, and operating through 98 subsidiaries, including those of other international brands such as Vinavil and Polyglass.

The Group also boasts 106 production plants, each equipped with a quality control laboratory. Thanks to an innovation network of 38 research centres on the five continents and coordinated by the corporate centre in Milan, Mapei formulates and offers high-quality, durable and sustainable products and systems.

Last year “the Group recorded an increase in turnover in every 10 geographical area in which it operates with double-digit growth in Latin America (+28.3%), and triple digit growth in the Middle East (+130.3%), a rapidly expanding region where we are investing heavily,” says Veronica Squinzi.

In terms of the Group’s geographical breakdown, Europe remains the largest contributor, accounting for 52% of global turnover in 2024, while North America’s

contribution of 31% remained stable. “Our formula for achieving continuous and responsible growth is simple: seize external opportunities and, at the same time, continue to invest in our companies, factories and offices, to strengthen our production capacity and be close to our customers and large infrastructure projects”, adds Marco Squinzi.

During 2024 Mapei invested over €213 million in tangible fixed assets, and inaugurated new plants in Portugal, the

United Kingdom and Denmark, relocated the Olomouc (Czech Republic) site to a new, more modern facility, and opened its first office in Chile. The intention is to continue on this path. In the first quarter of 2025, the Group opened a new production plant in Egypt and inaugurated a new commercial office in Sicily (Catania), while the new site in Apulia (Modugno) will be fully operational from 2026.



MOHAWK INDUSTRIES reports first-half results

For the six months ended 28 June 2025, Mohawk Industries reported net sales of \$5.3 billion, a decrease of 2.8% as reported and 0.7% on an adjusted basis compared to \$5.5 billion in the first half of 2024. Net earnings for the period totalled \$219 million, compared to \$262 million in the prior year. The Global Ceramic segment accounted for almost 40% of consolidated revenues, with net sales of \$2.1 billion, down 2.1% from the first half of 2024.

Operating income for the segment was \$130 million, essentially in line with the prior year (-0.7%), supported by productivity gains and an improved

product mix. The Flooring North America segment posted net sales of \$1.8 billion, a decrease of 2.7%, while Flooring Rest of the World reported net sales of \$1.4 billion, down 3.9% year over year. Commenting on the second quarter results, Chairman and CEO Jeff Lorberbaum noted that despite the challenging conditions across all regions, the group’s results reflect the impact of its ongoing operational improvements, cost containment actions and market development initiatives. “Our premium residential and commercial products and new collections introduced during the past 24 months benefited our performance.

Our restructuring actions are on schedule

and delivering the expected savings as we have closed high-cost operations, eliminated inefficient assets, streamlined distribution and leveraged technology to improve our administrative and operational costs.

Our global operations teams continue to identify productivity initiatives to lower our costs through enhancements to equipment, conserving energy, optimizing our supply chain and re-engineering products. Our industry faced continued pricing pressure from lower market volumes, which we are mitigating by strengthening product and channel mix.”



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TECNA will be back in Rimini from 22 to 25 September 2026

Tecna, the international exhibition of technologies and supplies for the ceramic and surface industries organised by Italian Exhibition Group in collaboration with Acimac, has announced the dates of its 29th edition: Tuesday 22 to Friday 25 September 2026.

The sector's leading trade fair will once again be held in the Rimini Expo Centre, confirming its key role as a biennial showcase for innovation in ceramic and surface technology. As in previous years, Tecna will be held

during the so called "surfaces week" in late September when thousands of international buyers travel to Italy for the major surface-related exhibitions, including Cersaie and Marmomac.

The event aims to build on the success of the 2024 edition, which hosted 350 exhibitors (including all the world's leading manufacturers of plants and production lines for ceramics and surfaces) in 70,000 square metres of exhibition space. The show was attended by more than 18,000 visitors from over 100 countries and featured a packed programme of events addressing the industry's most topical issues.

Once again, Tecna 2024 reaffirmed its position as the go-to exhibition for the Italian ceramic and ceramic machinery industries and consequently as the premier showcase for Italian-made products and technologies.

In the run-up to the 2026 edition, Tecna will intensify its international promotional campaign at trade fairs and conferences worldwide. The next appointment is Cersaie, from 22 to 26 September, where Tecna will be present in the Services Centre.



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TRADE EVENTS

IDF Oman

02 - 04 Feb 2026

Oman, Muscat

<http://www.idfoman.com/>

Surface Design Show

3 - 5 February 2026

London

<https://www surfacedesignshow.com/>

Budma - The International Construction and Architecture Fair

03 - 06 Feb 2026

Poznan, Poland

<https://budma.pl/en/>

Buildex Vancouver - Building Industry

11 - 12 Feb 2026

Vancouver, Canada

<https://informaconnect.com/buildex-vancouver>

KBIS

17 - 19 February, 2026

Orlando, USA

www.kbis.com

Stone Poland - Ptak Warsaw Expo

24 - 26 Feb 2026

Poland

<https://warsawstone.co>

Kitchen, Bedroom & Bathroom Show (KBB)

01 - 04 March 2026

NEC - Birmingham, UK

www.kbb.co.uk

Expo Revestir Brazil

9 - 13 March 2026

Sao Poala, Brazil

www.exporevestir.com.br

IDAC Expo - Mumbai

12 - 14 March 2026

Mumbai, India

www.idacexpo.in

Xiamen Stone Fair

16 - 19 March 2026

Xiamen, China

<https://www.stonecontact.com/stone-fairs-44/xiamen-stone-fair>

Ceramics Africa

18 - 20 March 2026

Johannesburg, South Africa

<https://ceramicsafrica.com/>

BAU Germany - Architecture, Materials, Systems

24 - 26 March 2026

Cologne, Germany

<https://bau-muenchen.com/en/>

Coverings

30 March - 2 April 2026

Las Vegas, Nevada, USA

www.coverings.com

MosBuild

31 March - 3 April 2026

Moscow, Russia

<https://mosbuild.com/en/>

Ceramitec

9 - 12 April 2026

Messe Muchan, Germany

www.ceramitec.com

Marble Izmir Fair

14 - 17 April 2026

Izmir, Turkey

<https://marble.izfas.com.tr/en>

Cerambath China

18 - 23 April 2026

Foshan, China

<http://en.cerambath.org/>

Uniceramics Expo

20 - 23 April 2026

Foshan, China

<https://www.uniceramicsexpo.com/index>

Salone Del Mobile (Milano)

21 - 26 April 2026

Milan, Italy

www.salonemilano.it

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