

## **H&R Johnson launches large format Johnson Porselano Royal Care Tile Slabs in UP & Bihar**

**Lucknow, 14<sup>th</sup> May 2018:** In tune with their legacy of launching many of the innovations in the Indian tile industry H&R Johnson (India), India's premier Integrated Lifestyle Solution provider offering tiles, bathroom products and engineered marble & quartz launched an array of new range of products in Tiles including their new **Johnson Porselano Royal Care** series of large format tile slabs.

The new products were launched at a dealer meet for their key dealers from Uttar Pradesh & Bihar states at Ramada Hotel & Convention Center at Lucknow on 14<sup>th</sup> May 2018. The dealer meet was attended by the senior management of the company that included Mr Joydeep Mukherjee, ED & CEO, H&R Johnson (India), Mr Anoop Sreekumar, Sr. VP Sales & Marketing and Mr Dinesh Vyas, Sr. VP Product Development & Marketing also from H&R Johnson (India).

Speaking on the occasion, Mr Joydeep Mukherjee said "H&R Johnson (India) recently completed 60 years of presence in India, which makes us the oldest and most experienced tile brand in India. We are delighted to launch a whole new range of wall and floor tile products for our customers in these states today, in this the 60<sup>th</sup> year of our company. Johnson has always been at the forefront of offering the best in class products whether in terms of quality, durability, features or the most contemporary designs. The new launches today at Lucknow are another testimony to our commitment to offer the best lifestyle solutions to our customers"

### **New Products Launched**

During the Launch event, H&R Johnson launched over 200 new Tile concepts spread across its 4 tile brand verticals:- Johnson Tiles, Johnson Marbonite, Johnson Porselano and Johnson Endura in various formats and loaded with several new features.

The star attraction in the launch was Johnson Porselano's entry into very large format porcelain slabs with unique CARE® advantage having an anti-microbial property which keeps the tiled surface cleaner and healthier. Available in large sizes - 120 X 120 cm, 120 cm X 180 cm and 120 X 240 cm. these slabs reduce the tile-joints on the floor and make space look much bigger and seamless. "Not only these Porselano slabs contribute to health and hygiene factors, we have designed these tiles slimmer than conventional ones without compromising the specified strength of the tile which will reduce the building load and also contribute to environment in more than one ways including reduction in carbon foot-print across including during transportation due to lesser weight per square foot" said Mr Dinesh Vyas.

Apart from this, under the Johnson Porselano brand, 32 new tiling themes for wall & Floor application were also launched which have the unique Germ-Free property and the said advantages of slimmer variety in 120 cm x 60 cm size slabs.



Coming to its another flagship Brand – Johnson Marbonite, the company introduced Industry’s whitest vitrified tile branded as “Himalayan White” along with over 60 new concepts in 80 cm x 80 cm & 60 cm x 120 cm as well as 80 cm x 160 cm sizes in Vitrified Polished as well as Matte finishes.

The company also launched the first few concepts in Johnson Porselano SMART series of tiles in 30 X 60 cms size which are slim tiles, just 5 mm thick and have the Germ-Free property.

Under Johnson Tiles brand, the new introduction is “KR@FT” series in 80 cm x 40 cm size tiles and also a range of wall tiles in size of 60 cm x 30 cm with a fresh approach in aesthetics in the trendy Matte finish. The uniqueness of the new series is that in spite of being matte, the surface is very easy to maintain as it has a controlled micro-roughness on the surface. These wall tile concepts are complemented by the new collection of stain and skid resistant floor tiles in 60 cm x 60 cm size.

“Johnson Endura is the first and most strong veteran in Industrial and specialized tiling segment. We are very happy to see the response for our **ready to use Johnson Endura Stepping Stone staircase** tiling solutions launched recently in select towns and we are now extending this special product range in more number of towns as capacities are in place to meet any demand across the country. What’s more, we are happy to announce that our Johnson Endura has been recently awarded the “**Consumer Superbrands**” status, a testimony of its leadership stature and popularity in the segment that it operates in” said Mr Anoop Sreekumar at the event. The new range under Endura brand is 40 cm x 40 cm size Endura Designer Collection where aesthetics meet the durability for high footfall areas like passages, patio and corridors.

#### **About H & R Johnson (India):**

Established in 1958, H & R Johnson (India), a division of Prism Cement Ltd is the pioneer of ceramic tiles in India. Over the past six decades, H& R Johnson has added various product categories to offer complete solutions to its customers. Today, H&R Johnson enjoys the reputation of being the only entity in India to offer integrated lifestyle solutions covering Tiles, Sanitaryware & Bath Fittings as well as Engineered Marble and Quartz. For Tiles, Johnson has four sub-brands i.e. Johnson Tiles, Johnson Porselano, Johnson Marbonite and Johnson Endura that offers end to end tiling solutions for every space and application. Johnson Bathrooms offer complete solutions in bathrooms ranging from sanitaryware, faucets, accessories and wellness products. In ceramic/vitrified tiles, H&R Johnson has 13 tile manufacturing plants with a manufacturing capacity of 68 million sq. meters p.a. making best in class tile products, as well as 2 plants for Bathroom fitting products. H&R Johnson also has a countrywide chain of ‘House of Johnson’ showrooms.

For further details, please visit [www.hrjohnsonindia.com](http://www.hrjohnsonindia.com)

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