

## **An exclusive display centre in Ahmedabad for all your tiling needs. H & R Johnson inaugurates “The House of Johnson Display Centre” in Ahmedabad**

**Ahmedabad, 18<sup>th</sup> Feb, 2019** - H & R Johnson enjoys the reputation of being the only entity in India to offer end-to-end home lifestyle solutions covering Tiles, Sanitaryware, Bath Fittings, Engineered Marble and Quartz. **H & R Johnson today launched their ‘House of Johnson Display Centre,’ which is a new format experience center, at F-106-107-108, Shivalik Plaza, Near Panjrapole Ambawadi, IIM Road, Ahmedabad, Gujarat.** With a classy ambience and high quality products, displays and mock-ups, the state-of-the-art House of Johnson Center in Ahmedabad spans across 4000 sq. ft. and displays over 2500 product options across brand verticals including Johnson Tiles, Johnson Bathrooms and Johnson Engineered Marble & Quartz which offers a wide range of products for architects, interior designer and end consumers to select from.

Established in England in 1901, Johnson started making tiles in India since 1958. Today, H & R Johnson (India) has 15 manufacturing plants across India, 4 leading product brands which offer 25 different product categories and over 3000 products options in tiles along with premium offerings in sanitary ware, bathrooms fittings, engineered marble & quartz.

With the wide variety of tiles that is currently available in the market, combined with the lack of right information, selecting tiles is no short of a task. This is where House of Johnson, a unique display format showroom aims to make a difference. The display center offers a wide range of tiles, sanitary ware, bath fittings and engineered marble & quartz from Johnson, a brand with a rich legacy. Bringing all the products under one roof, the display center boasts of a wide range of tiles for all spaces, including residential interiors, exteriors, parking areas, commercial spaces and tiles with application in industrial spaces. Taking this ahead, the display center also aims to help the consumers in selecting the product to match their requirement.

**The display center was inaugurated by Mr. Sarat Chandak, CEO Designate of H & R Johnson (India).** The event was presided over by leading architects and Johnson dealers along with the top management from H & R Johnson (India) including Mr. Anoop Sreekumar, President – Tiles Sales, Mr. Dinesh Vyas, Sr. Vice President – Marketing among others.

Commenting on the occasion, **Mr. Sarat Chandak, CEO Designate of H & R Johnson (India)** said, *“Johnson has long held a strong belief in the philosophy of relentless innovation to pioneer the future of the categories we deal in. This new generation of display centers, our most ambitious to date, are another step in that direction. The House of Johnson Display Center will completely elevate the buying and selection process for Home Solutions and Lifestyle products as it serves as a one-stop-shop for planning & designing residential as well as commercial spaces.”*

Located on IIM road, the Johnson experience center boasts of having on display India’s only range of Anti-Microbial large format tiles, scratch resistant floor tiles, over 500 wall tile concepts, exclusive high quality sanitary ware and bath fitting along with a stylish ambience that not only highlights the features of the tiles but also has state-of-the art display mock ups that show the final look of the tile once installed.

Present at the event, Mr. Dinesh Vyas, head of marketing at H & R Johnson (India) said *“In Ahmedabad market we have a large population of potential customers having international exposure and taste. While Gujarat is the hub for ceramic manufacturing, we understand that majority of consumers here seek products which are not run of the mill. Johnson brings global aesthetics and lifestyle features like – Anti-microbial and Stain-resistance advantages along with*



subtle, stylish and trendy collection of wall and floor tiles. Individuals as well as Architects will enjoy their visit to select tiles and related products in the offering which have unique appeal and features.” He added “another big problem faced by the customer is selecting the right product from the vast range of similar looking options that are available in the market today. All tiles cannot be used in all spaces, but because of the lack of information available, customers face problems while selecting the right tile. We wish to help potential customers in the selection process. Through these display centers spread across 25 cities in India, we are also meeting the objective of providing the right information to the customers about different ceramic tiles options that are available in the market. Besides Ahmedabad, we will shortly be opening display centers in other cities including Indore, Raipur and Varanasi as well.”

With approximately 3000 products, Johnson has a range of tile options for all spaces. From residential and commercial to industrial spaces, Johnson has tiling solutions apt for all application areas for walls and floors that includes special features that make the tiles durable and easy to maintain. Johnson also has a range of specialty tiles that include anti-static tiles that ground electricity, tac tiles designed to help the visually impaired navigate, solar reflective tiles that reflects solar heat back into the atmosphere reducing surface temperatures, durable and beautiful landscape tiles that can stand the wear and tear of outdoors.

Johnson has been recognized by its customers and industry experts for its innovation and unique offerings. Johnson Endura was recently awarded the Superbrand title for its range of specialty tiles in the category.

**Display Centre Address: F-106-107-108, Shivalik Plaza, Near Panjrapole Ambawadi, IIM Road, Ahmedabad, Gujarat.**

**About H & R Johnson (India):** Established in 1958, H & R Johnson (India), a division of Prism Johnson Ltd. (Formerly 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 end-to-end lifestyle solutions covering Tiles, Sanitaryware & Bath Fittings, 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. Johnson Marble & Quartz offer a range of products in engineered marble and quartz. H & R Johnson has 13 tile manufacturing plants (including Joint Ventures) across the country and 2 plants for Bathroom CP fitting products. For further details, please visit [www.hrjohnsonindia.com](http://www.hrjohnsonindia.com)

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