



## JOHNSON TILES OPENS ITS 2<sup>nd</sup> EXPERIENCE CENTER IN KERALA H & R Johnson inaugurates “The House of Johnson Experience Centre” in Calicut.

**Calicut, 4<sup>th</sup> March 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 launched ‘House of Johnson’, which is a new format experience centre, at Tital Tower, Near NEXA showroom, Kudilthod, Malaparamba Bypass, Calicut. With a classy ambience and high quality products, displays and mock-ups, the state-of-the-art House of Johnson Center in Calicut spans across 5000 sq. ft. and displays over 2500 product options across brand verticals JOHNSON TILES, MARBONITE, PORSELANO, ENDURA, Johnson Bathrooms and Johnson Engineered Marble & Quartz for architects, interior designers and end consumers to select from.

Brand Johnson started its journey in 1901 from England (UK) and came to India in 1958. Making tiles in India for 6 decades, today, H & R Johnson (India) has 15 manufacturing plants across India, 4 leading product brands which offer 25 different product categories offering over 3000 products options in tiles and premium offerings in sanitary ware, bathrooms fittings, engineered marble & quartz.

With the huge number of look-a-like products in the market and lack of right information, selecting the most suitable and right tiles for different usage environment is no short of a task. This is where the Experience Centre aims to make a difference. House of Johnson 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, this Experience Centre boasts of the widest range of tiles for all different spaces, including residential interiors, exteriors, parking areas, commercial spaces and industrial spaces. Taking this ahead, the Experience Centre would help the consumers in selecting the technically right product to match their requirement.

**The House of Johnson experience center was inaugurated by Mr. Sarat Chandak, ED & CEO of H & R Johnson (India) in presence of** leading architects, Johnson dealers and Sales Team led by Mr. Anoop Sreekumar, President- Tile Sales and also company’s Marketing Head – Mr. Dinesh Vyas.

Commenting on the occasion, **Mr. Sarat Chandak, ED & CEO 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. The new generation Experience Centers will completely elevate the buying and selection process for Lifestyle products being a one-stop-shop for planning & designing residential as well as commercial spaces.”

**Addressing the media on the occasion, H & R Johnson’s Marketing Head Mr. Dinesh Vyas said,**

“The customers in Kerala are educated and have Global exposure on products and styling. 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-resistant 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 for discerning customers of this geography. Kerala is a very important market for us and soon we will be opening our 3<sup>rd</sup> Experience Centre in the State.”



Located on Malaparamba Bypass, 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 ambiance 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.

The company has plans to open 25 such centers across the country within this year alone. The prime objective of House of Johnson is to help all the potential customers and influencers.

Mr. Vyas also said "Individual house builders as well as the Interior Designers and Architects would enjoy their visit to House of Johnson as they would find the best in class International designs of high quality tiles and related products with all technical information."

Replying to a question related to the specific benefit for consumers, Mr. Vyas said "The prime objective of this experience center is to guide the consumer in selecting the right product for their home which is challenging as there are hundreds of similar looking tiles in the market with very little relevant and authentic information. Similar looks does not mean same quality. Also it is not necessary that one has to compulsorily buy very costly tiles to create beautiful and durable flooring and bathrooms. Consumers in and around Calicut will get to see the widest range of products by any single reputed brand in the city. The staff here will also help the potential customers in the selection process and ensure that their buying process remains a pleasure.

**On being asked about the Price and affordability of Johnson products, Mr. Dinesh Vyas said**

"In one of our market study we found that some customers think we only have very high-end and costly products as compared to other tile brands. A visit to House of Johnson will make them realize that at a small premium, people can get high-value product from the most trusted Johnson Brand. We have a complete new and wide range of products at reasonable price"

**He further added,** "Architects and Interior Designers are increasingly helping the end-users to create aesthetics and comfort in the new or under-renovation space and they look out for products which are latest, trendy and have International appeal and promote hygiene along with being eco-friendly. Johnson has introduced a new generation category of tiles which are Stain-Free and Germ-Free as well. Another product that is attracting users and specifiers equally is our "Cool Roof" tile which keeps the room below the roof much cooler during hot sunny summer days. It reduces the air-conditioning requirement which is again good for the environment."

Calicut's House of Johnson does not only present best in class international quality tiles, but also has select, reasonably priced high quality Sanitary ware, Bath fittings and Engineered Marble and Quartz. All related categories from Johnson, all under one roof also results in time saving for consumers and specifiers.

Recently HRJ launched Germ-Free glazed vitrified slabs of up to 8 feet x 4 feet size in just 9 mm thickness which is a technically superior alternative to imported Italian marble. Launched under its brand 'POSELANO', these vitrified slabs have an added advantage of being stain-free and germ-free, which is only made by HRJ in India.



Johnson tiles and all its brands have been receiving recognitions like Super Brand, Trusted Brand which shows the consistent approach of HRJ to create best in class product and remain transparent with its customers.

**Experience Centre Address:** Tilal Tower, Near NEXA showroom, Kudilthod, Malaparamba Bypass, Calicut – 673017

---

**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 and 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)

**Media Contact:** Yohanna Irani | +91 9920499231 | [yohanna.irani@madisonpr.in](mailto:yohanna.irani@madisonpr.in)

###