

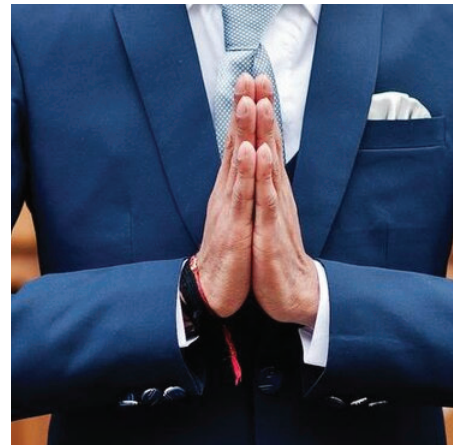
SECURE EVERY STEP:
Bathroom Tiles That Care
for Your Loved Ones



2025
TILE GUIDE

NOT ALL IS FAIR IN MATT

Hi! I'm Ashok,
your tile expert
from Johnson.
Today, I'm here to
guide you step-by-step
through choosing
bathroom tiles that
ensure safety and style,
particularly if you have
elderly family members
or children at home.



MYTH vs FACT

Before we dive deeper, let's clear up a common misconception:

Myth: All matt tiles are skid-resistant, right?
That means any matt tile can be used
for the bathroom floor?

Fact: That's a myth. Slip resistance isn't guaranteed
by texture alone. It actually depends on certified
ratings and how the tiles perform under
real-life conditions-not just how they look.



DON'T TRUST THE SURFACE. TRUST THE SCIENCE.

*Now that we've addressed this myth,
let's understand how you choose tiles that are truly safe:*

You need tiles that perform well under wet and soapy conditions.

A combination of safety with advanced performance keeps your loved ones secure. In fact, tiles designed with high slip resistance aren't just good for senior citizens but ideal for all bathrooms—soapy water can make any space slippery, and tiles with the right rating enhance safety for everyone.

Matt tiles might feel safer than gloss-finish tiles, but wet bathroom floors demand more. It's about how the tiles perform when exposed to water or even soap.

To avoid slips and falls in bathrooms, especially for elders and kids, choose floor tiles with a tested slip resistance rating like the R10 A rating. That's the key to ensuring bathroom safety.

Assessment Groups	R10
Lower Limit Value	10°
Upper Limit Value	19°



BEAUTY AND BRAINS IN EVERY TILE

*At this point, you might be wondering — what about aesthetics?
After all, a modern bathroom needs to make a statement too.
Who says safety can't be beautiful?*

Tiles with the right features now come in a range of stunning shades and colors that can complement any wall tile you choose for your bathroom. From subtle neutrals to bold accents, there's a style for every taste. Today's anti-skid tiles can be sleek, modern, and completely practical.

With the right choice, you're not just ensuring safety—you're creating a bathroom that's as stylish as it is secure.



ELEVATING YOUR BATHROOM WALLS

*From floor to walls:
Continuing your style journey*

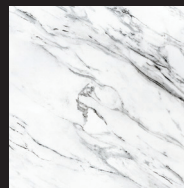


Now that your bathroom floors are safe and stylish, let's shift our attention upwards. Wall tiles play a crucial role in defining the overall aesthetics of your bathroom, adding beauty, functionality, and ease of maintenance.

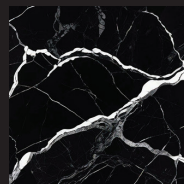
Bathrooms are personal spaces, and they should be both beautiful and functional. The right wall tiles not only enhance the look of your bathroom but also make it more practical, easy to maintain, and long-lasting.

Large-format tiles like the 60x120 cm size help achieve a seamless, high-end look. If you love a classic yet luxurious feel, marble-inspired designs are a great choice.

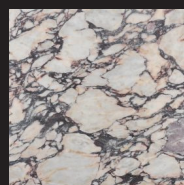
Marble Options Include:



*Timeless white and grey
marble with soft veins*



*Dramatic black marble
with bold white veins*



*Elegant Carrara and
Calacutta-inspired styles*

GLOSSY OR MATT FINISH?

Glossy finishes have been the most popular in India for years because they reflect light and make bathrooms feel bigger. But matt finishes are gaining popularity for their modern and sophisticated look. Either way, there are plenty of options today that are both beautiful and practical.

You don't have to choose between beauty and function-you can have both.



QUICK CHECKLISTS FOR CHOOSING THE RIGHT BATHROOM TILES

Floor Tiles Checklist:

- ☐ R10 A slip resistance rating
- ☐ Certified for wet and soapy surfaces
- ☐ Matches your bathroom's design
- ☐ From a trusted brand

Wall Tiles Checklist:

- ☐ Durable and easy to maintain
- ☐ Complements your bathroom's style
- ☐ Available in desired finish (glossy or matt)
- ☐ From a trusted brand

If it's not a 'yes' for all these, you might need to rethink your choice.

WHICH BRAND TO CHOOSE?

There are several good tile brands out there that can meet basic bathroom requirements. But if you're looking for a brand that consistently gets the balance between safety, style, and real-world performance right—I'd recommend Johnson Tiles.

With over 67 years of tile manufacturing expertise, Johnson is one of India's most trusted names—chosen by countless homeowners across the country.

The brand invests in product development based on real customer needs

Their tiles aim to balance design with practical functionality, including safety features

Their collections are built with different spaces and applications in mind

With a long-standing track record and a wide range of options, Johnson is a brand worth exploring. For bathrooms in particular, their tile ranges are designed to support both safety and design—whether it's bathroom floor or the bathroom walls.

WHY ENDURA MAXGRIP STANDS OUT:

Here's why Johnsons Endura MaxGrip is your ideal choice for bathroom floors:

Advanced Testing Facility

These R-Value tiles are crafted with advanced precision and tested in Johnson's exclusive in-house online testing facility—the only brand to have such a facility within a manufacturing plant.

Unmatched Safety Assurance

This R10 A rating, specifically created for wet and soapy bathroom floors, ensures the highest safety standards and authenticity, going beyond labels to guarantee the right product for customers.

Superior Wet Performance

They perform exceptionally under wet and soapy conditions, ensuring safety for bathroom use.

Certified Slip Resistance

They're certified safe, adhering to German standards DIN 51097 and DIN 51130—recognized as global benchmarks for slip resistance.

Engineered Sizes

They are available in engineered sizes like 30x30 cm and 60x60 cm, designed to fit seamlessly into bathroom spaces.

Style Meets Functionality

Plus, they combine functionality with style, offering a variety of shades and designs that complement any bathroom design, giving you the perfect balance of aesthetics and safety.

India's Only In-house Tested R-Value Tile:



Unmatched Slip Resistance



India's First R-Value Tiles



Tested on Slopes, Water & Oily Surfaces



In Conformance with DIN 51097 & 51130 Test



FOR BATHROOM WALLS & COUNTERTOPS

For Bathroom Walls

60x120 cm series from the Johnson & Porselano Collection is great for a seamless, high-end look. Their marble-inspired tiles—like white and grey veined designs, black marbles, and Carrara styles—offer classic luxury and modern durability. Whether you prefer glossy or matt, Johnson offers choices that combine beauty with practicality.

For Bathroom countertops

Countertops are high-use surfaces that also play a key aesthetic role in a bathroom. Tiles can definitely be used for bathroom countertops—and they actually perform very well when chosen and installed correctly.

Select from a wide range of colors, designs, patterns, and textures that complement your overall bathroom style. Choose large-format tiles to minimize grout lines and make cleaning easier.

Finishes like glossy, matt, or satin are ideal for countertop surfaces. Avoid rough-textured tiles, as they tend to be harder to clean. Vitrified body tiles in 80 × 240 cm formats from the Marbonite Collection are an excellent choice—they are highly durable, offer low water absorption, are easy to maintain, and come in a variety of designs that can be tailored to suit your bathroom's aesthetic.

Explore more:

- *If you want to know more, step into a **Johnson Experience Centre**, where experts will guide you in choosing the perfect tiles.*
<https://www.hrjohnsonindia.com/display-centre>
- *If there isn't one near you, **visit the Johnson website** to find the closest authorized Johnson dealer.*
<https://www.hrjohnsonindia.com/dealer-locator>
- *Or try our **Tile Studio**, an interactive tool that lets you see how different tiles will look in your own space.*
<https://www.hrjohnsonindia.com/johnson-tile-studio>





<https://www.hrjohnsonindia.com>

Scan the QR code below to explore our
range of tiles for all spaces
and find the perfect fit for your home.

Planning Other Spaces Too?

If you're exploring tile options for other areas in your home, you might find these guides useful. Each one is designed to help you choose the right tiles based on the specific needs and usage of that space.

Living Room Tiles


Kitchen Tiles

Staircase Tiles

Roof/Terrace Tiles

Feel free to refer to them as you plan your home-it's often helpful to look at the full picture before making your final selections.



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