

What are the newly launched products introduced by your brand for hotel bathrooms. Elaborate on its unique feature, USP and functionality?

A general trend seen in luxury hotel bathrooms is the use of marble or rather Italian Marble. A staple of luxury interiors, marble is a classic material that is coveted for its beauty. Marble slabs have the advantage of being bigger in size which results in minimum joints visible on the surface. Tiles, even though technically much superior, much easier to maintain and are available in variety of aesthetics, they would come in smaller size hence were not given much preference.

With an aim to fill this need gap, Johnson Porselano's latest collection, **Royal Care Slabs** has everything a luxury bathroom needs. With designs in marble that capture the beauty of the natural stone, these tiles are available in large formats and lend a seamless look to the bathroom. Tiles in the **Royal Care Slabs** range are 9 mm slim yet strong and durable. It is a known fact that thin tiles use less raw materials and hence are kinder to the environment. Thin tiles can help reduce carbon footprint during manufacturing which makes it energy saving and material saving.

They come in a variety of surface finishes to match the design theme and the range of skid resistant floor not only compliment the wall tiles but add an element of safety by prevent injury from slipping.

Ideal for bathrooms, **Johnson's Royal Care** range comes with the added benefit of being Germ Free. These tiles prevent bacterial growth and are non-toxic. Johnson's Germ-Free products are an ultimate outcome of the breakthrough patented Germ Free technology. Infused with Silver Ions, our range of tiles inhibits the growth of deadly fungi, microbes, odour causing bacteria, molds and mildew. The range of Germ Free products are non-toxic and safe and protect against diarrhea, infections, pneumonia causing bacteria.

Another offering for bathrooms is the recently launched **Johnson International** collection from Johnson Bathrooms which is the latest in faucets and sanitary ware.

With designs inspired by trends from across the globe, the **Johnson International** range has some unique features. The range of water closets has no concealed rims that can be a breeding ground for bacteria, making the product more hygienic & easier to clean. The 3 / 4.5 litre dual flush technology uses up to 50% less water than conventional water closets that's help prevent water wastage. A Smooth zircon opacified glaze that resists build up of stains due to usage reduces the need for high maintenance. The range of faucets are made with only the best quality of brass that can ensure that water remains safe for daily use. High Tech Cartridges ensure you have smooth and precise control over flow of water. Johnson International's Dura Shine chrome plating ensures a long lasting dazzle finish.

The options with the inbuilt Thermostatic Control Valve ensures uniform flow and temperature is maintained irrespective of variation of input pressure and temperature.

What are the new age materials, textures and finishes defining new age bathrooms?

Gone are the days when tiles were just about aesthetics and durability. Tiles these days not only compliment design theme but have functional value as well.

- Easy to clean and maintain surface finishes have taken priority in bathrooms. But without compromising on aesthetics.

- Matte surface with a smooth finish, also known as the velvet finish is a popular choice, since not only is it low on maintenance but at the same time the matte finish prevents slipping, especially in wet areas.
- The other widely used theme is rustic surface finishes or stone effect finishes adding a timeless classic appeal to the space.

What are various requirements posted by hoteliers for their bathroom space? How do you cater to it?

Requirements are varied depending upon the theme set by the concerning designer. The awareness about anti-microbial tiles is slowly increasing and we are getting enquiries for large size germ-free tiles also. While our sales team remains in constant touch with the concerning Architect and Project Manager, a large number of requirements are routed through our channel partners.

Tell us about a new innovation/s introduced by your brand that is revolutionizing the bathroom space?

Every hotel aims at improving customer satisfaction and their experience. A well maintained and a clean hotel plays an important role in building an impression.

Similarly Johnson is on a continuous quest for providing products that are innovative, improves aesthetics while bringing in functionality and durability at the same time.

The Royal Care Slabs collection from Johnson are a range of Germ Free, slim yet strong large format slabs that are perfect for walls and floor. The germ Free technology keeps germs and bacteria away promoting health and hygiene.

The floor tiles not only complement the wall tile range but are skid resistant ensuring safety of the user.

What are various sustainable products launched by your brand which helps to conserve water and energy?

- **Royal Care Slabs from Johnson Porselano**– slim tiles use lesser raw material, resulting in energy saving and conservation of natural resource. Ease of maintenance reduces the excess usage of cleaning agents.
- Similarly, our range of **Smart Tiles** is 5mm slim tiles for walls that help in reducing the carbon footprint carbon footprint during manufacturing which makes it energy saving and material saving.
- Rooftops are no more an isolated and ignored part of the building. It offers an opportunity to contribute in energy saving by fixing solar panels and as well by using our **Endura Cool Roof** tiles..

In hot tropical climates during summers, heat is absorbed through roof tops making the rooms below quite uncomfortable. The **Johnson Endura Cool Roof SRI Tiles** keep the harsh rays of sun off your building and bounce them back into the atmosphere. These tiles also provide water proofing with low maintenance during the monsoon season. Apt for building roof, terrace, balcony and exterior façade (cladding), Johnson Endura has devised a special process of glazing that makes the tiles reflect most of the solar heat and reduces the surface temperature by 10° to 20° C in extreme climate conditions. Thus improving indoor comfort and reducing the load on external cooling appliances while saving on electricity consumption.

