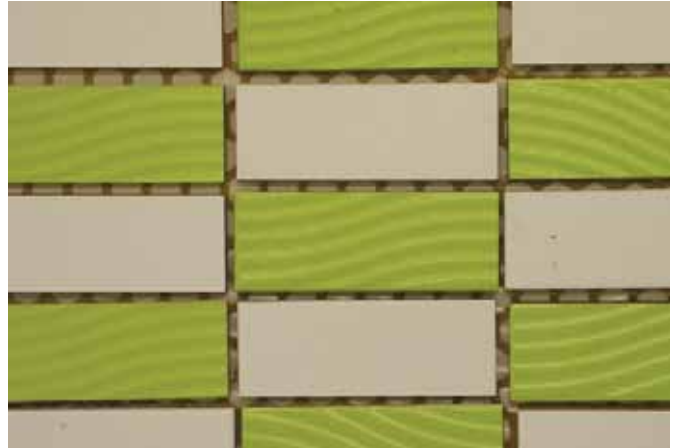


A first for local tiling: a tile with impact



THEY said it couldn't be done in this country: the local manufacture of a complete collection of pressed 20 x 30 cm and 10 x 30 cm tiles, together with 10 x 4 cm mosaics, listellos and pencils, in a range of colours and different surface finishes – but, in producing an exclusive range for Italtile, Novamoda has proved everybody wrong!

Now being stocked in all the Italtile stores, the new Tokyo Impact range brings touch of metropolitan fashion to the marketplace and is an endorsement of the quality of product manufactured by Novamoda – because it more than competes with the upmarket tile ranges and designs that are imported by Italtile and are a regular feature available to their discerning clientele.

Renowned as an innovator in the development of new styles of décor, Novamoda is an established success in the fashion décor market. This is their second venture into tile production (the first being their 10 x 10 range), moving away from their normal sphere of operation.

These unique tiles will be manufactured in Beige, Mocha, White and Black. The 10 x 30 cm tiles will also be produced for Italtile in the current fashion colours of Lime Green and Orange.

The range will be supplied in three surface finishes: Liscio

(smooth); Onda (wave); and Tacchetto (studded) – each with its own stylish look – and the mosaic look will also be extended by producing 'cut' tiles that have a deep scored surface that looks like mosaic or small tiles when installed.

Frida Tugnoli of Italtile says that this new range of ceramic tiles that Italtile is exclusively launching in the South African market has got all the qualities to attract the interest of architects and designers.

"It certainly represents the latest trends we have seen displayed at the recent Cersaie exhibition in Italy: the choice of colours is cut edge fashion – lime green, burnt orange, ice white, chocolate brown, and sweet cream," she says.

"The sizes are modular, allowing many different layout combinations, and special attention has been given to the texture of the tiles to create movement: satin smooth, ostrich dotted, and sea waved. In total, considering all the sizes, colours and textures, there are ten references presented in this range – quite a few options to play around with!!!"

Commenting on this new range, Battista Errera of Novamoda says, "We are very proud of the Tokyo Impact development, and the excitement it has caused at Italtile. However, we never sit still, and we are already working on the fashionable colours for next year, and will be introducing many new products including stone effects, the rustic look, and décors with different textures, high relief surfaces and various profiles."

"It is our intention to show the architects and interior designers that each room in the house can be different, and that they are only restricted by their imaginations in terms of styles, colours and designs from Novamoda," he says.

Novamoda operates from Centurion in one of the most modern and technologically advanced factories in the southern hemisphere, and is currently producing around 800 000 items of printed and pressed décor, and approximately 60 000 m² of 10 x 10 cm tiles every month.

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