

# TILE TRACE

TRENDS | COLOUR | INSPIRATION | PRODUCTS | PROJECTS

ISSUE 3



## SOUTH BANK

"UK designed and  
manufactured."

"Maximise the creative possibilities  
within any interior." page 32.

## 2021 TRENDS

"Serenity, a sense of calm and  
balance" page 18.

"Emerging trend, Astral with a  
seductive colour palette." page 20.



# EDITORIAL

SUSTAINABILITY | TRENDS | PRODUCT

2020 was a challenging year to say the least and with so much change and uncertainty impacting our lives right now, it can be hard to even look ahead, let alone plan ahead. COVID-19 has dramatically changed the way we live so it's not surprising it is already having a huge influence on the way we design. We are re-imagining how we use and design interior spaces, and have time to collaborate, seeking inspiration from emerging trends and key colour palettes. Head to page 10 for our latest trends and colour inspiration for 2021. We start this issue with a feature on our sustainability story.



MODERN, SLATE, MDN05N.



ABSTRACT, WHITE DROPLET, ABST1D.

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ABSTRACT, PASTEL MIX, CHEVRON, ABST5C.

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## VALUED OR WASTED?

4 PERSPECTIVES ON MAKING A SUSTAINABLE IMPACT

| DEZEEN | MATERIAL LAB | JOHNSON TILES |

Building a sustainable business from the inside out has been our passion for the last two decades. As we have assessed and developed our operations to reduce our environmental impact, we faced our own unique challenges along the way. This concept of moving towards a more sustainable future formed the basis of the live panel discussion we participated in recently.

Hosted by design studio Material Lab and moderated by Dezeen's founder and editor-in-chief Marcus Fairs, the conversation explored the journey to a more conscious, less wasteful future with esteemed experts from across the surface design industry. The full talk is available on Dezeen's YouTube channel.

To view this discussion, please click [here](#).

**SUSTAINABILITY**  
(noun)

'avoidance of the depletion of natural resources in order to maintain an ecological balance.'



## KATIE TREGGIDEN

| AUTHOR | DESIGN |

Katie Treggiden, a published author championing a circular approach to design. Katie's book *Wasted: When Trash Becomes Treasure* engages with the work of several different designers to explore how reimagining waste and by-products as raw materials for other systems can be beneficial in transitioning to a circular economy.

## LAY KOON TAN

| ETHICAL | NATURE SQUARED |

Lay Koon Tan, co-founder of ethical design brand Nature Squared, a featured designer in Katie's book, focuses on the ethical implications of sustainability. This approach examines the social aspect of sustainability: sourcing materials that are environmentally friendly, but also considering how to benefit the local communities they are sourced from.



## JASON BRIDGES

| PROCUREMENT | PRODUCTION |

Jason Bridges, Johnson Tiles' Head of Procurement & Production, brought to the fore the challenges that we have faced over the last two decades becoming sustainable, with a particular focus on our recent mission to eradicate single-use plastics from our packaging. Head to page 6 to find out more.

## WILLIAM CHIZHOVSKY

| GOOD PLASTIC | RECYCLED |

William Chizhovskiy, founder & CEO of The Good Plastic Company, investigates how we can reduce the problem of the 400 million tonnes of plastic waste that are generated annually. The Good Plastic Company produces recycled plastic sheets which can be recycled easily, extending their useful life.







**SUSTAINABILITY**



# SUSTAINABILITY

| MATERIALS | PACKAGING | EMISSIONS | WATER | ENERGY |

## BACK TO BASICS

| ENVIRONMENT | RECYCLING | INITIATIVES |

Today it's expected that UK manufacturers have a working, continuous, 'green policy' in place. However, we have been at the forefront of sustainable manufacturing for over 20 years, before sustainable development ever became the focus it is today.

We have an integrated approach with pioneering green initiatives. Every aspect of our business, from water and lighting, to heat, and even pallets and packaging, is subject to the strict Environmental Policy. Our suppliers are also included within this policy, and must demonstrate their own sound environmental practices in order to secure our business.



### SUSTAINABILITY

(noun)  
'avoidance of the depletion of natural resources in order to maintain an ecological balance.'



## RAW MATERIALS

| RECYCLED | CLAY | CERAMICS |

Each year we recycle 14,000 tonnes of ceramic waste from our own production processes. The ceramic waste is ground to a suitable size and added to the standard ceramic materials to create our tile body. These recycled materials comprise on average 10-15% plus approx. 5% of clay scraps. Recycling the 14,000 tonnes of ceramic waste annually saves 16,800 cubic metres of landfill. It is estimated that 235,000 miles of HGV journeys per year using 133,750 litres of diesel (360 tonnes of CO<sub>2</sub>) are saved on the transportation of raw materials with this recycling system.



# PACKAGING

| PALLETS | SHRINK-WRAP | RECYCLABLE | PLANT BASED |

Used pallets are utilised within the factory and for deliveries. We purchase second-hand pallets and also repair damaged pallets wherever possible – annually this saves 1,250 tonnes of virgin timber – approx. 10,000 trees. Any pallets beyond repair are segregated and sent for chipping so that the material can be recycled into products such as chipboard.

We have now removed all plastic shrink-wrap found on our product boxes. All boxes now consist of recyclable corrugated card only. We have also replaced all of the PP strapping used with a corrugated card version, as well as substituting all LDPE plastics used for pallet stabilisation with a new product derived from sugar cane.



**RECYCLABLE**  
(adjective)

'a substance or object that can be recycled.'



# ENERGY

| RECOVER | RE-USE |

Since the re-siting to our new single-fired production plant in 2001, our annual energy consumption has dropped from 195 million kWh of energy to 130 million kWh whilst our production has risen from 53,000 tonnes in 2001 to 56,000 tonnes of ceramic tiles in 2019. This is an energy-saving of 35% per tonne of ceramic tile and equates to 68 million kWh per year.

This has been supported by speeding up our kilns, using automatic light sensors and re-using kiln exit heat, to cut our energy consumption even further. The recirculation of heat in our kilns saves around 9% of our gas consumption.

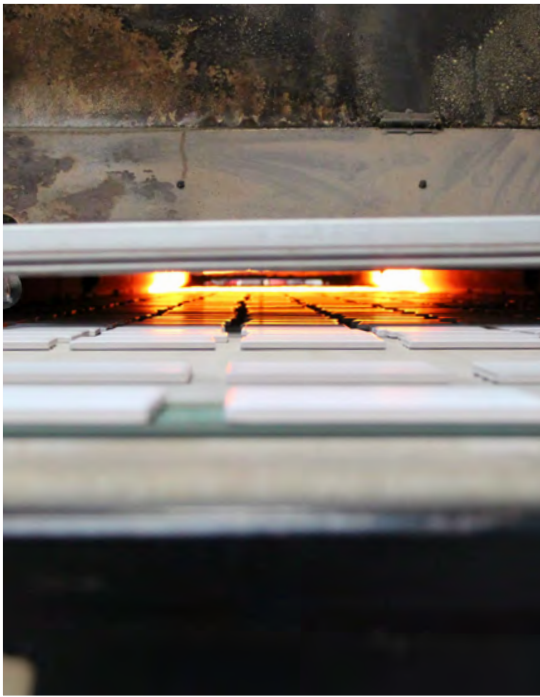
We are also the only UK tile manufacturer to use the most energy-efficient production process of a single fire.



# WATER

| RE-USE | RECYCLE |

In our body preparation areas, we re-use 32,000m<sup>3</sup> of water per year (30% of the total factory water usage). We have also removed water from another part of our production process which saves an additional 2,100m<sup>3</sup> of water usage.



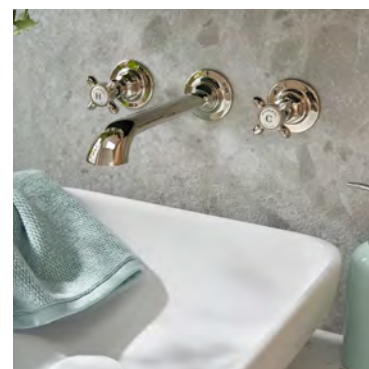
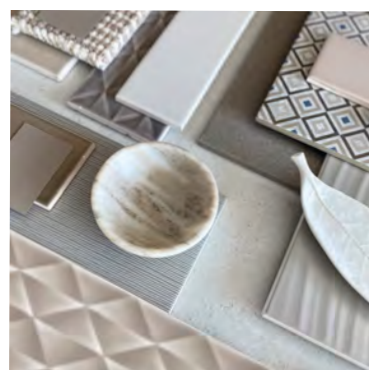
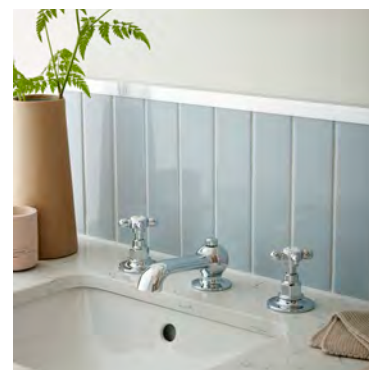
# EMISSIONS

| ENVIRONMENT | INITIATIVES |

We have incorporated numerous changes to our operation which have seen a saving of 1,700 tonnes of CO<sub>2</sub> emissions per year since 2001.



# TRENDS & COLOUR



(TOP LEFT TO RIGHT) 1. ABSTRACT, STONE DROPLET ABST3D. 2. KENSINGTON, DUCK EGG, KEN13A. 3. MOOD BOARD, MIX.  
4. ANTIQUE, CHESNUT, ANT01N. 5. TERRAZZO, LIGHT STONE, TRZ01T. IMAGE CREDIT VADO.

## TREND (noun)

'a general direction in which something is developing or changing.'



CHROMA, SNOW, CHS12A. IMAGE CREDIT VADO.

The message of sustainability has clearly made a huge impact across all aspects of life and in the design world, influencing many trends for 2021. The challenge and the uncertainty of recent months has also played an important part in emerging new trends and shaping what 2021 will bring.



# COLOUR BRAVE GROUND

| DULUX | COLOUR OF THE YEAR | 2021 |

Dulux Colour chose Brave Ground™ for colour of the year 2021 a bolstering shade that connects back to nature and the simple things. A warm, earthy tone, it creates a feeling of stability, growth and provides a firm foundation for change and creativity in any space.

**BRAVE**  
(adjective)  
'fine or splendid in appearance.'



IMAGE CREDIT; DULUX.

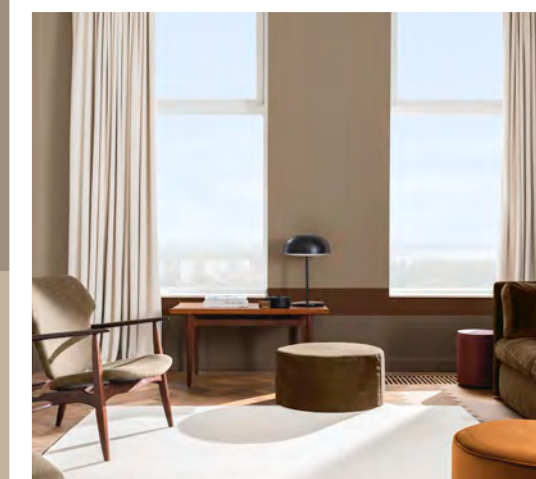


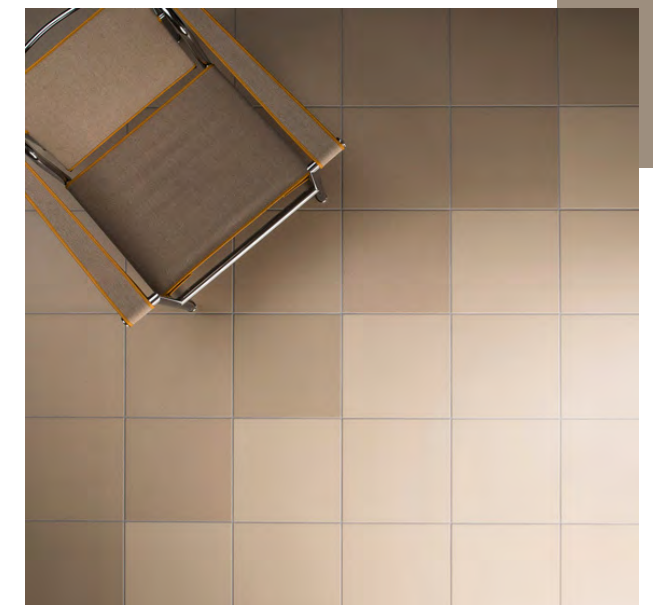
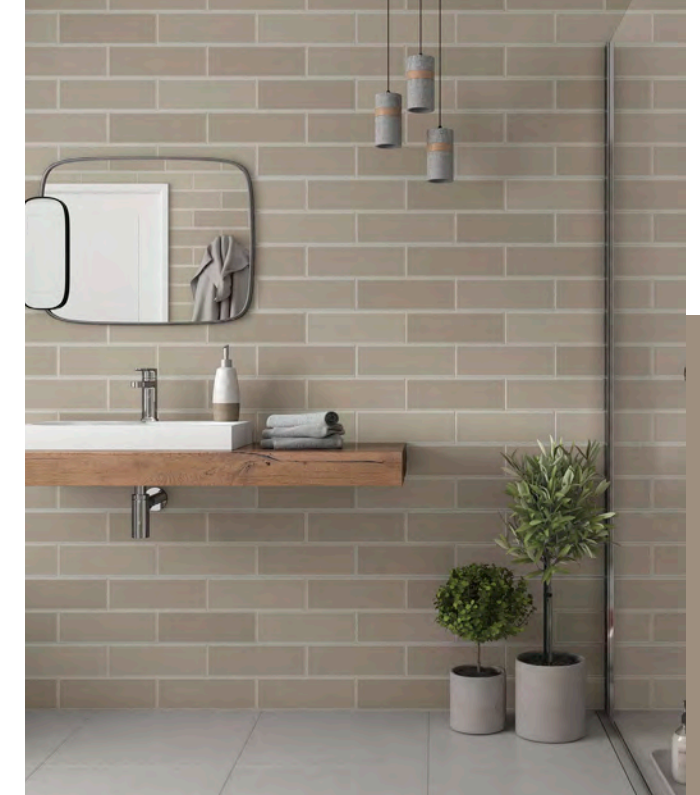
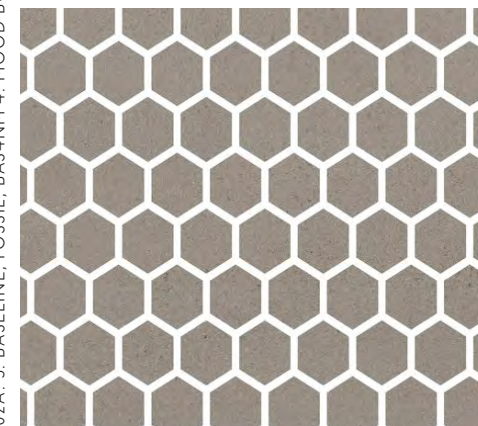
IMAGE CREDIT; DULUX.



IMAGE CREDIT; DULUX.



(TOP LEFT TO RIGHT) 1. AVOIR, MIX 2. SAVOY, OAT, SAVOY 2. A. 3. BASELINE, FOSSIL, BAS4NM 4. MOOD BOARD, MIX. 5. KERASTAR, MIX.



Our warmer tone products fit perfectly with Brave Ground™, to create a calming and tranquil atmosphere. Using accent tones to compliment this earthy shade works well too, creating interest and depth.

Check out our Pinterest board [here](#) for more inspiration!



DULUX  
10YY 30/106



PANTONE  
7530 C



RGB  
R 157 G 142  
B 126



CMYK  
C 36 M 36  
Y 44 K 18



RAL  
1019



COLOUR

# ULTIMATE GRAY & ILLUMINATING

| PANTONE | COLOUR OF THE YEAR | 2021 |

A marriage of colour conveying a message of strength and hopefulness that is both enduring and uplifting.

Ultimate Gray is the colour of strength and reliable elements with an everlasting firm foundation.

Illuminating is a bright and cheerful yellow sparkling with vivacity, a warming shade which evokes the senses.

These colours work independently but, when together create an aspirational look filled with optimism.



## ULTIMATE (adjective)

'being the best or most extreme example of its kind.'



## ILLUMINATING (verb)

'make (something) visible or bright by shining light on it; light up.'



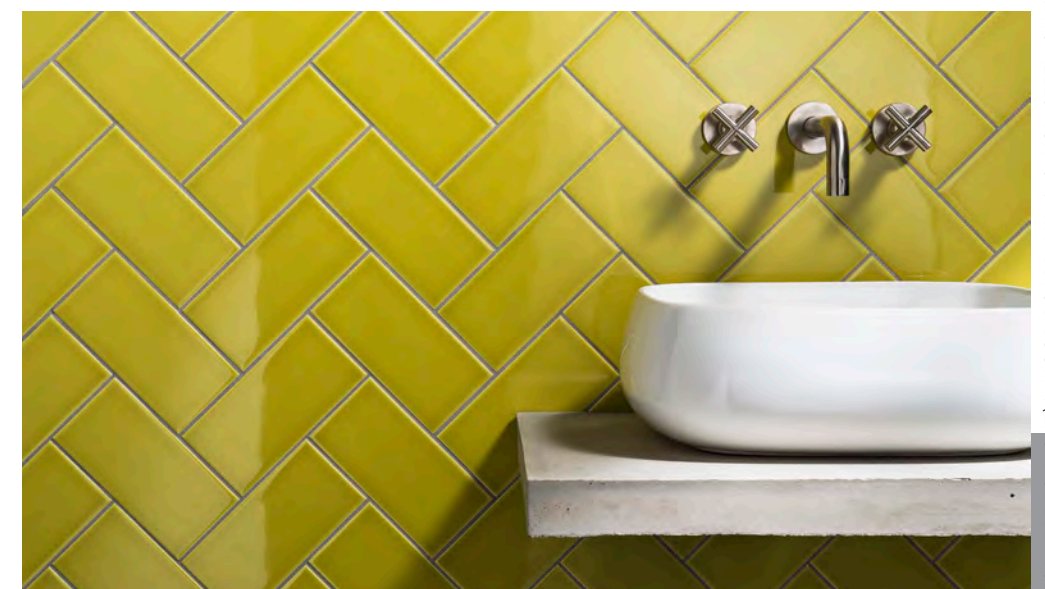
## ULTIMATE GRAY

PANTONE 17-5104TPG  
RGB 150 153 156  
HEX 96999C



## ILLUMINATING

PANTONE 13-0647TPG  
RGB 245 223 77  
HEX F5DF4D



Creating this electric pop of colour could not be easier with our Prismatics range, using the Sunflower colour provides endless creative possibilities across small formats. For an Ultimate Gray approach we have an abundance of products to capture this powerful shade, from Savoy to Prismatics colours. Try combining the colours together to achieve the full desired aesthetic.

Check out our Pinterest board [here](#) for more inspiration!

(TOP LEFT TO RIGHT) 1. MOOD BOARD, MIX 2. SAVOY, STEEL, SAV06A. 3. MODE, MOD05B & MOD07B. 4. PRISMATICS, SUNFLOWER, PRG121.



# TREND/COLOUR

## SERENITY

| JAPANESE | BALANCE | CALM |

Serenity encourages a natural rhythm and balance to modern life, having massive influences from Japanese culture and traditions. Shape and pattern will have links to Origami folds and concertina folds, simple in form with having a "less is more" approach. Hand-crafted aesthetic are central to this trend. Colours are captured on a spectrum scale, showing earthy neutrals with a deep terracotta and moving towards deep blue/green tones creating calm sensations.

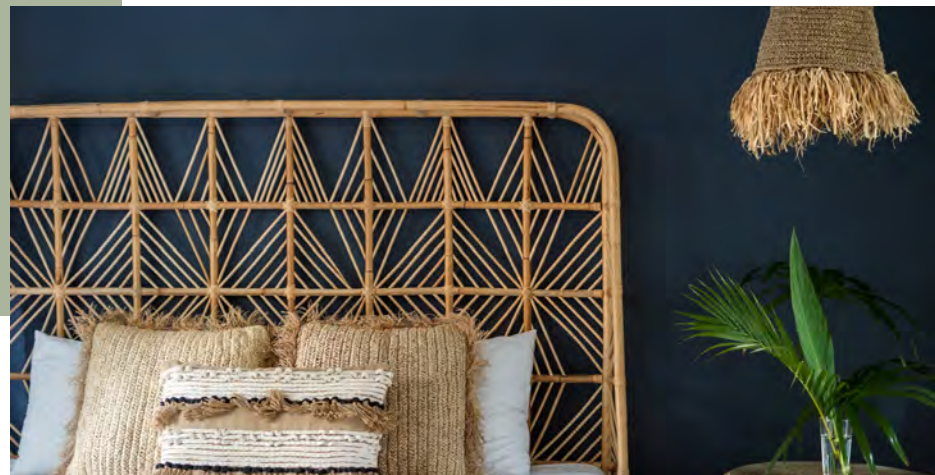


IMAGE CREDIT; TEKURA.

**SERENITY**  
(noun)

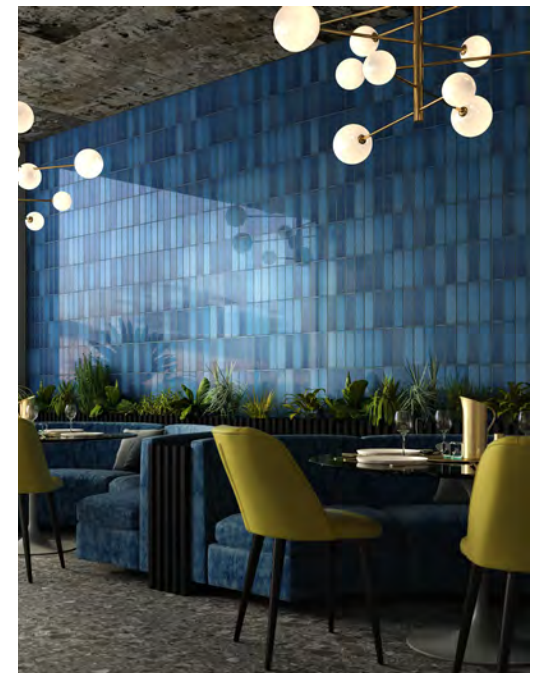
'the state of being calm, peaceful, and untroubled.'



IMAGE CREDIT; STUDIOPEPE, © GIUSEPPE DINNELLA.



ABSTRACT, CHEVRON, ABSTIC.



SOUTH BANK, AZURE, SBK06A.

Having a "less is more" in mind captures this calming look. Subtle hints of interest and surface detail draw the eye in. Our Abstract range fits into this trend perfectly, using the Chevron Stone linking back to natural surfaces, providing simple yet effective decoration.

Check out our Pinterest board [here](#) for more inspiration!



TREND/COLOUR

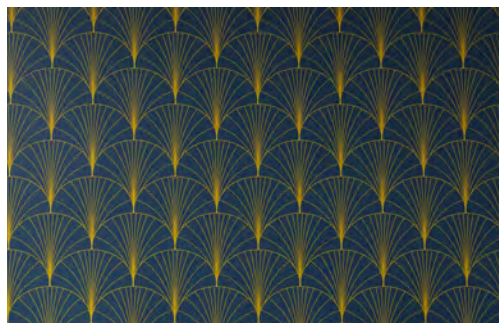
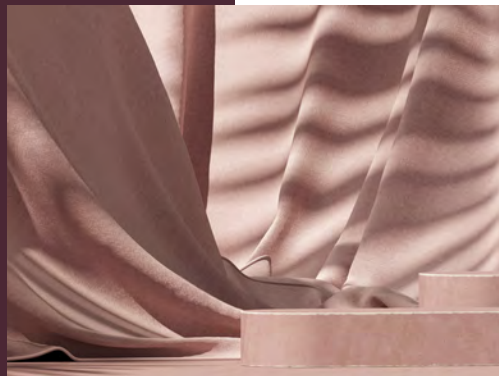
# ASTRAL

| SPIRITUAL | ENGAGING | MINDFUL |

Exploring mindfulness and spiritual roots makes the foundation for the Astral trend with a seductive colour palette, focusing on strong earthy tones balanced with rich indigos and deep purples. Rich luxury materials and surfaces provide a hint of glamour, creating a positive and engaging aesthetic for any space.

**ASTRAL**  
(adjective)

'relating to or resembling the stars.'



MINTON HOLLINS, MH8A, MH20A. IMAGE CREDIT TOPPS TILES.



MINTON HOLLINS, MBV18. IMAGE CREDIT TOPPS TILES.

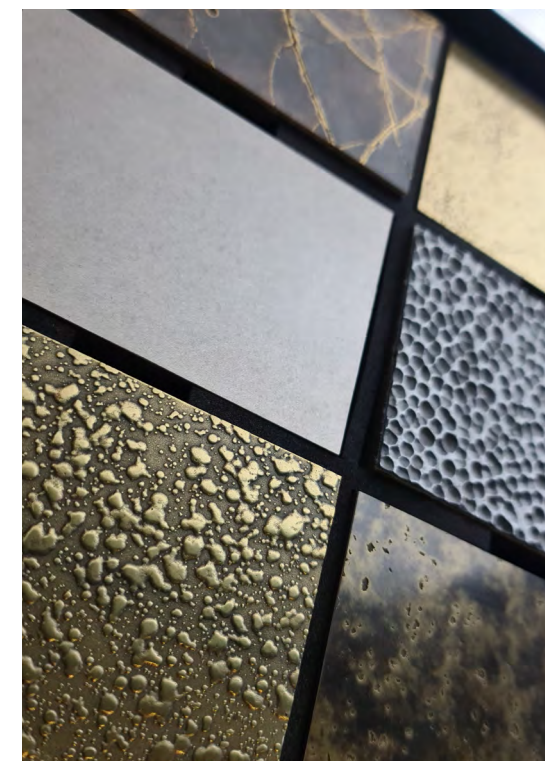


IMAGE CREDIT; MATERIAL LAB.



Adding bold hints of colour from our Prismatics or Bevel range links back to this colour palette perfectly. Alternatively, stay safe and timeless using earthy hues and balance it out with accents of the rich, luxury tones of blues and purples. To create a subtle design and trend statement.

Check out our Pinterest board [here](#) for more inspiration!



# TREND

## NATURE INSPIRED

| FOLIAGE | NATURAL | RAW |

'Nature Inspired' still remains a key décor trend for 2021, with the main focus on bringing the outside indoors. Taking inspiration from natural materials, colours and plants to create a harmonious mix for any space. We will see foliage decor move to a more stylised and loose approach.

This season's palette is given a slight edgy feel according to Pantone's key colours to watch. Military Olive has mossy green at its core, but benefits from an injection of maturity and Ultramarine Green elevates a seaweed-esque tone to a stronger, more confident shade.

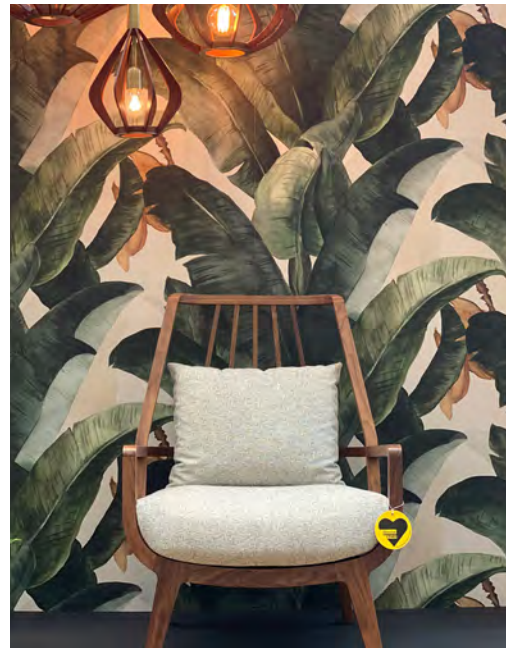


IMAGE CREDIT; TEKURA.



IMAGE CREDIT; TEKURA.



IMAGE CREDIT; TEKURA.

**NATURE**  
(noun)  
'the breathtaking beauty of nature.'

(LEFT TO RIGHT) 1. PRISMATICS, PRG1. 2. ANTIQUE, CHESNUT, ANTOIN. 3. MOOD BOARD, MIX. 4. MH APPLE CRFA. 5. TERRAZZO, LIGHT STONE, TRZ01T.



IMAGE CREDIT; VADO.

The natural elements from our Terrazzo range incorporate a nature inspired theme perfectly. Alongside the rich deep tones from our Antique range, this would create an ideal setting, capturing natural qualities. For those wanting a rich splash of colour our Minton Hollins Rustic Apple would create a bold statement with tactile and hand-crafted qualities.

Check out our Pinterest board [here](#) for more inspiration!



# TREND MODERN MIX

| NOSTALGIC | GLAM | ECLECTIC |

One trend that has left a strong impression upon the fashion industry and now in interior design is the nostalgic comeback from the 70's with a modern twist, and this will see a huge increase for 2021.



IMAGE CREDIT; TEKURA.



IMAGE CREDIT; CUSTHOM.



IMAGE CREDIT; STUDIOPEPE, © GIUSEPPE DINNELLA.

## RETRO (adjective)

'imitative of a style or fashion from the recent past.'

## MODERN (adjective)

'relating to the present or recent times as opposed to the remote past.'



IMAGE CREDIT; VADO.

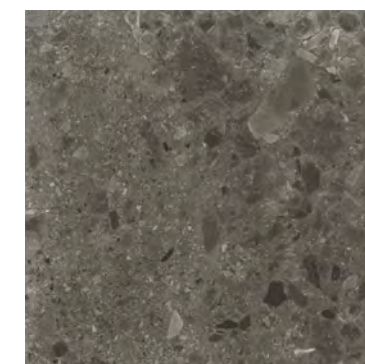
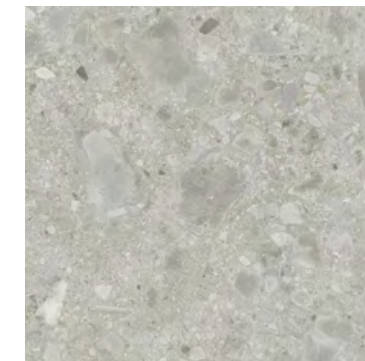


IMAGE CREDIT; VADO.



IMAGE CREDIT; VADO.

(LEFT TO RIGHT) 1. TERRAZZO, LIGHT STONE, TR201T & DARK STONE, TR202T . 2. KENSINGTON DUCK EGG, KEN13A. 3. ANTIQUE, CHESNUT, ANT01N.

Many ranges across our portfolio would work well together to create this nostalgic look. Injecting some modern twists of our Terrazzo paired with eclectic furnishings will link back to a 70s vibe. Incorporating a muted colour palette creates a design statement that's simplistic and captures this trend perfectly.

Check out our Pinterest board [here](#) for more inspiration!



# TREND GEOMETRIC

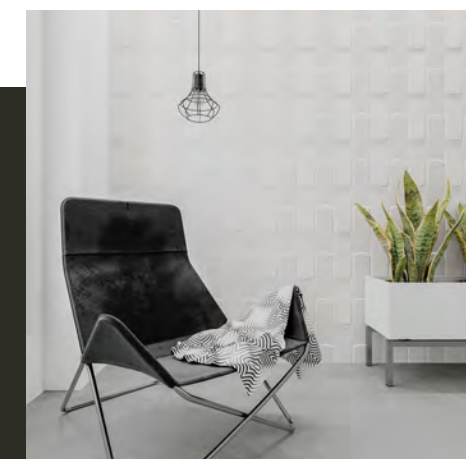
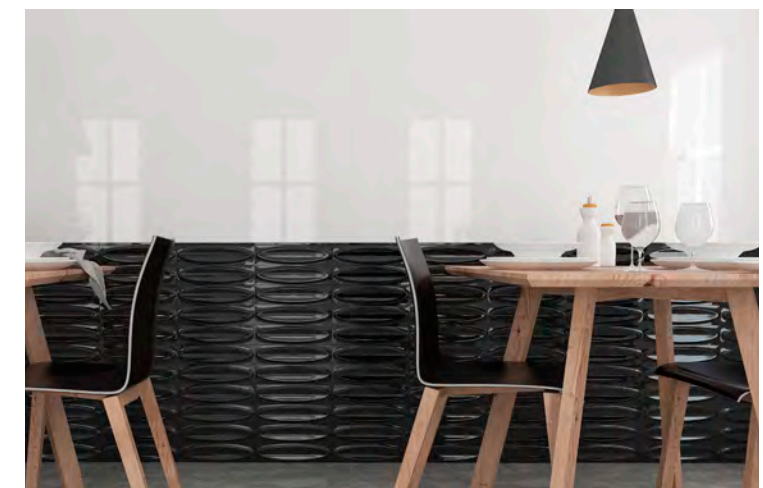
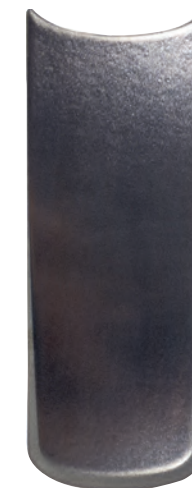
| SHAPE | SYMMETRY | BOLD |

In the world of trends, geometrics have become a permanent staple for years now with hexagons and chevrons still being key. Shapes are more smooth and rounded across all design aspects including furniture. Geometrics will create symmetry and balance within any setting.



## GEOMETRIC (adjective)

'characterized by or decorated with regular lines and shapes'



(TOP LEFT TO RIGHT) 1. KERASTAR, GRAPHITE, KERS15. 2. SUBWAY, ICE WHITE CANALE, SUB09C. 3. ABSTRACT, STEEL DROPLET, ABST4D. 4. SUBWAY, DOME, SUB080 & SUB060. 5. ABSTRACT, WHITE DROPLET, ABST1D. 6. MINERALS, DOLOMITE, MIN02H.

Focusing on curved and rounded shapes, our Abstract range in Droplet fits perfectly across neutral colours and a pastel mix. Not forgetting key shapes like Hexagons, where our Minerals décor with a tactile relief would add interest and depth to any space.

Check out our Pinterest board [here](#) for more inspiration!



# TREND

## SURFACE

| STRUCTURE | DETAIL | TACTILE |

Surface detail continues to push the boundaries across all aspects of interiors, taking inspiration from the trends Nature Inspired and Serenity, architecture and geometrics. All surfaces evoke texture and depth from highly structured to organic raised surfaces.



IMAGE CREDIT; TEKURA.

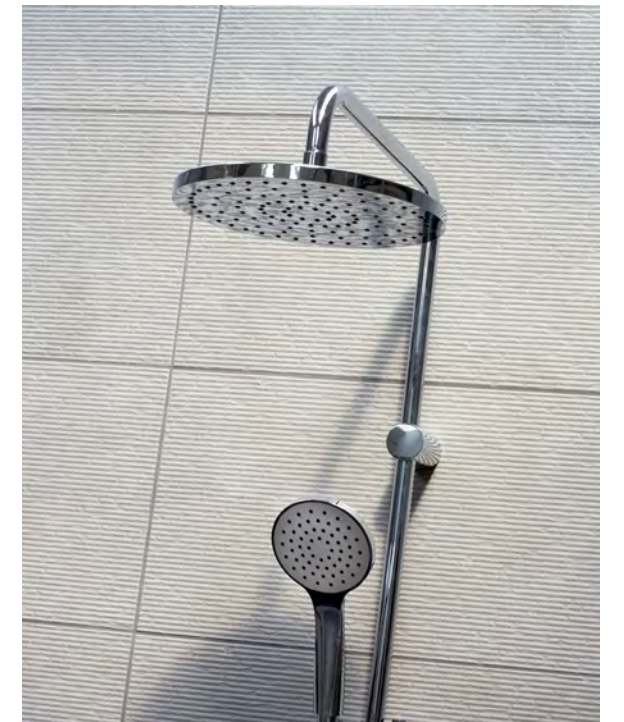
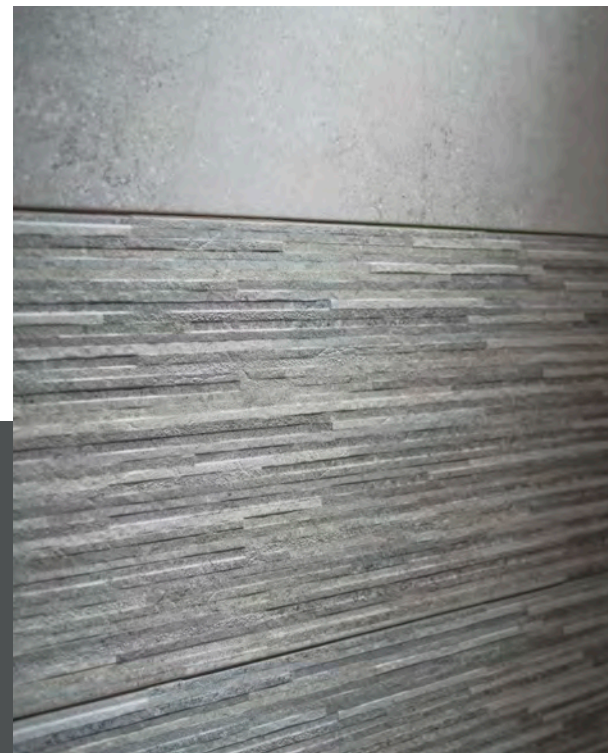
### SURFACE

(adjective)

'pattern or texture is applied to a surface to enhance it's visual appearance.'



(TOP LEFT TO RIGHT) 1. HUDSON, ALBANY WHITE, HUDS4N. 2. SUBSTANCE, COAL WAVE, SBST4W. 3. CONCEPT, GREY MIX, CONC1D & CONC1A. 4. HUDSON, ALBANY WHITE, HUDS1S.



Create texture and surface detail, using any of our structured ranges, in particular Hudson Sandbar or Concept split-face would help bring depth and interest to any space.

Check out our Pinterest board [here](#) for more inspiration!

### TACTILE

(adjective)

'designed to be perceived by touch.'



# TREND SUMMARY

| COLOUR | EMERGING | KEY | TREND |

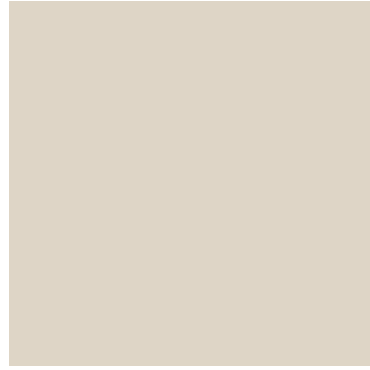
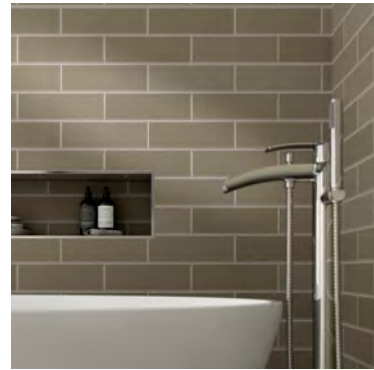
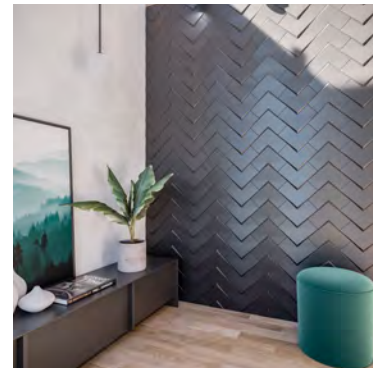


IMAGE CREDIT; TOPPS TILES.



IMAGE CREDIT; VADO.



(TOP LEFT TO RIGHT) 1. SAVOY, GRAIN, SAV03A. 2. MINTON HOLLINS, RASPBERRY, MBV18. 3. PRISMATICS, WHITE, PRG1. 4. MINTON HOLLINS, RASPBERRY, MBV44. 5. ABSTRACT, STEEL CHEVRON, ABST4C.

Key areas to take note for 2021 trends are, sustainability which will be a major factor from the initial design process through to the consumer; Nature Inspired and geometrics remain key influences with soft and rounded shapes, closely linking to the emerging trends, Serenity, Modern Mix and Astral.

Seductive neutrals will be key, with accents of indigo blue and dusty lilac emerging. There will be a deeper understanding and connection with cultures and heritage linking back to the Serenity trend. Texture and surface detail will be key to add layers and interest to a space, capturing a pleasing aesthetic with added depth evoking the need to touch.

**SERENITY**  
(noun)  
'the state of being calm, peaceful, and untroubled.'



14-4107 TPG QUIET GRAY	13-0905 TPG BIRCH	13-1108 TPG CREAM TAN	16-1332 TPG PHEASANT	19-4003 TPG BLACK ONYX
15-6310 TPG SWAMP	18-5718 TPG SMOKE PIN	16-4010 TPG DUSTY BLUE	19-4033 TPG POSEIDON	

**ULTIMATE**  
(adjective)  
'being the best or most extreme example of its kind.'



17-5104 TPG	13-0647 TPG
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**ILLUMINATING**  
(verb)  
'make (something) visible or bright by shining light on it; light up.'

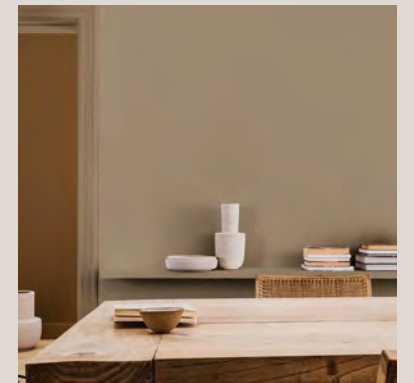


IMAGE CREDIT; DULUX

7530 C  
**BRAVE**  
(adjective)  
'fine or splendid in appearance.'



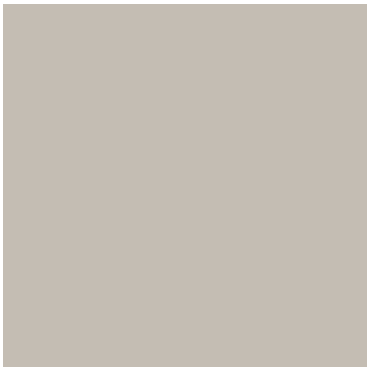
**ASTRAL**  
(adjective)  
'relating to or resembling the stars.'

14-4206 TPG PEARL BLUE	19-4726 TPG ATLANTIC DEEP	19-2410 TPG AMARANTH	15-1905 TPG BURNISHED LILAC	17-1340 TPG ADOBE
15-1132 TPG FALL LEAF	14-0210 TPG TIDAL FOAM	18-0430 TPG AVOCADO	19-4203 TPG MOONLESS NIGHT	





# NEW PRODUCTS



(TOP LEFT TO RIGHT) 1. SOUTH BANK, PEWTER, SBK04A. 2. MODERN, IVORY, MDN01N. 3. GLIDE, WHITE CARRARA, GLD01D. 4. ABSTRACT, GREIGE CHEVRON, ABST3C. 5. SOUTH BANK, BLOSSOM, SBK08A.





SOUTH BANK



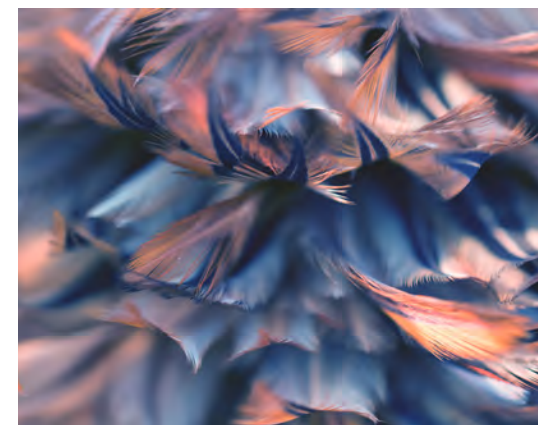
# SOUTH BANK

GLAZED CERAMIC | WALL TILES |  MADE IN THE UK

A sleek range of UK-manufactured ceramic wall tiles, available in eight on-trend colours, and a new slim size of 245x75mm. South Bank offers a transparent gloss finish possessing depth and variation of contemporary colours influenced from the emerging trends Serenity and Astral. The slim format allows for the creation of truly unique lay patterns to maximise the creative possibilities within any interior. Featuring the signature colours of Azure, Blossom and Dusk which are underpinned by a complementary, neutral palette ranging from the subtle, calming Snow to the warmer hue of Pearl, this range allows for the creation of diverse and harmonious colour combinations.



(TOP LEFT TO RIGHT) 1. SOUTH BANK, BLOSSOM, SBK08A. 2. SOUTH BANK, BLOSSOM, SBK08A. 3. SOUTH BANK, PEWTER, SBK04A.



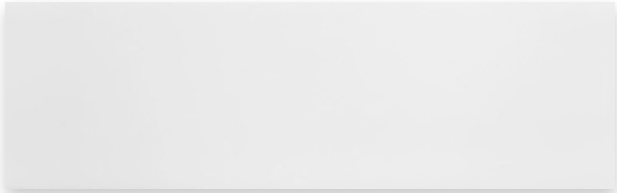




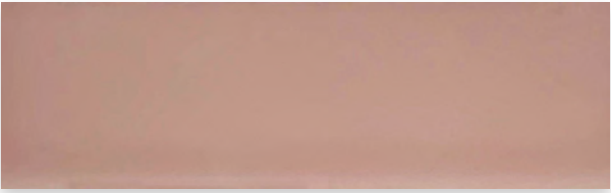
1. SOUTH BANK, AZURE, SBK06A. 2. TERRAZZO, DARK STONE, TRZ02T.



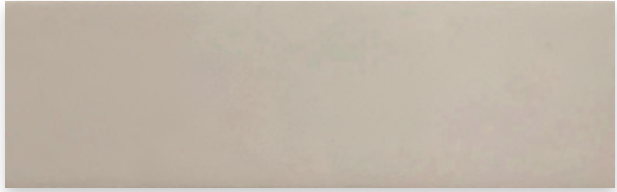
Colours & Product Codes  
V3: Moderate to High Shade Variation



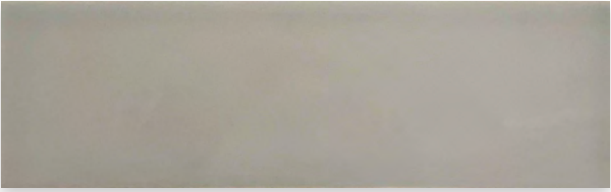
WINTER  
SBK01A LRV: 86



BLOSSOM  
SBK08A LRV: 32



PEARL  
SBK02A LRV: 64



WHISPER  
SBK03A LRV: 55



PEWTER  
SBK04A LRV: 32



DOVE  
SBK05A LRV: 26



DUSK  
SBK07A LRV: 17



AZURE  
SBK06A LRV: 14



Sizes, Finishes & Availability



#	Size	Finish	Colour Availability	Thickness	Pieces/Box	Coverage/Box	Weight/Box
1	245x75mm	Gloss	All Colours	8mm	54 Tiles	0.99 m2	16.00 kg

**Note:** All sizes indicated are metric modular. All dimensions are in millimetres. All sizes shown are nominal. For the most up-to-date availability information, please visit our website. All LRV results are from Johnson Tiles' internal test reports and are to be used for guidance only. LRV: Light Reflectance Value.





FOOD

ABSTRACT



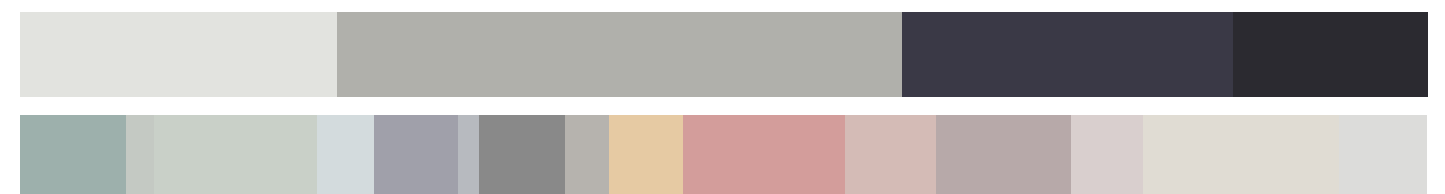
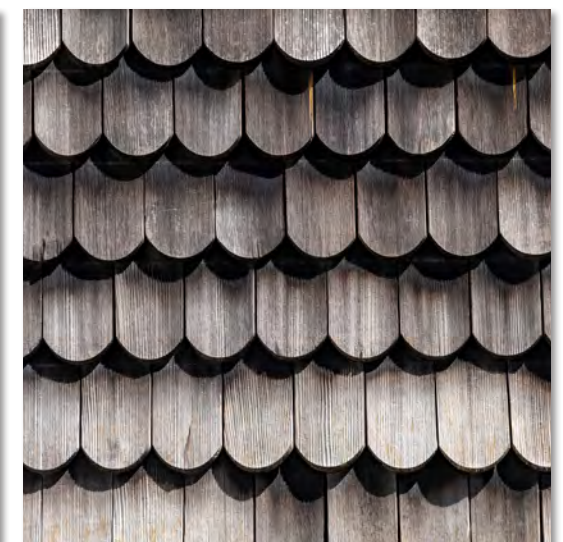
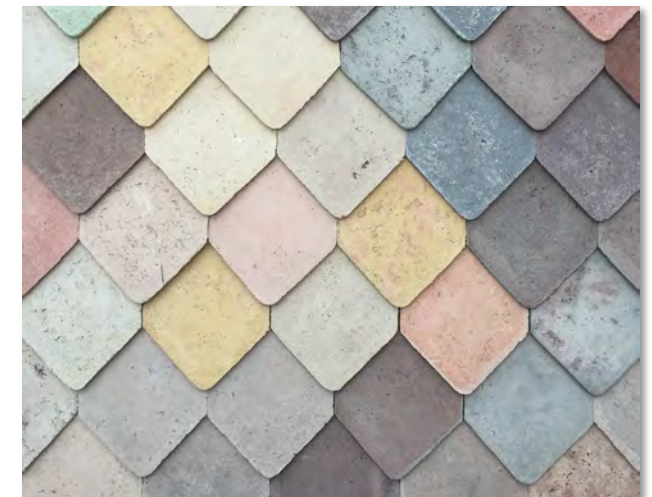
# ABSTRACT

## GLAZED CERAMIC | WALL TILES

Not for the faint hearted, Abstract is perfect for making a bold statement to bring character and personality to any space and will link strongly to the key trends, Geometric and Surface Detail. Roaming from the powerful to the playful, this range offers a striking selection of colour options, including White, Black, Stone, Steel, and a Pastel Mix of fifteen softer hues. Coupled with the daring shapes of the 200x200mm Chevron and 250x100mm Droplet, this special-order range is ideal to create a stunning feature wall or highlight a splash back. Abstract delivers a tactile quality providing dimension and texture to deepen the visual interest of every installation.



ABSTRACT, PASTEL MIX DROPLET, ABST5D.







(TOP LEFT TO RIGHT) 1. ABSTRACT, WHITE DROPLET, ABST1D, 2. ABSTRACT, STEEL CHEVRON, ABST4C, 3. ABSTRACT, GREIGE CHEVRON, ABST3D.



## Colours & Product Codes

VI: Low Shade Variation



**WHITE**  
[M] ABST1C LRV: 81



**WHITE**  
[M] ABST1D LRV: 81



**BLACK**  
[M] ABST2C LRV: 10



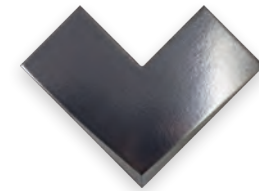
**BLACK**  
[M] ABST2D LRV: 10



**STONE**  
[M] ABST3C LRV: 42



**STONE**  
[M] ABST3D LRV: 42



**STEEL**  
[E] ABST4C LRV: 06



**STEEL**  
[E] ABST4D LRV: 06



**PASTEL MIX**  
[M] ABST5C

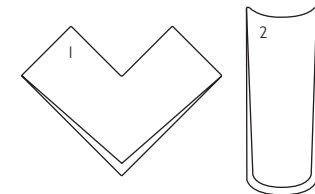
**Note:** ABST5C and ABST5D Pastel a mix of all fifteen colours in each box.



**PASTEL MIX**  
[M] ABST5D



## Sizes, Finishes & Availability



#	Size	Finish	Colour Availability	Thickness	Pieces/Box	Coverage/Box	Weight/Box
1	200x200mm Chevron	[M] Matt	All Other Colours	8mm - 14.5mm	23 Tiles	0.69 m2	10.71 kg
		[E] Metallic	Steel Only	8mm - 14.5mm	23 Tiles	0.69 m2	10.71 kg
2	250x100mm Droplet	[M] Matt	All Other Colours	8mm - 14mm	24 Tiles	0.63 m2	9.77 kg
		[E] Metallic	Steel Only	8mm - 14mm	24 Tiles	0.63 m2	9.77 kg

**Note:** All sizes indicated are metric modular. All dimensions are in millimetres. All sizes shown are nominal. For the most up-to-date availability information, please visit our website. All LRV results are from Johnson Tiles' internal test reports and are to be used for guidance only. LRV: Light Reflectance Value.





MODERN



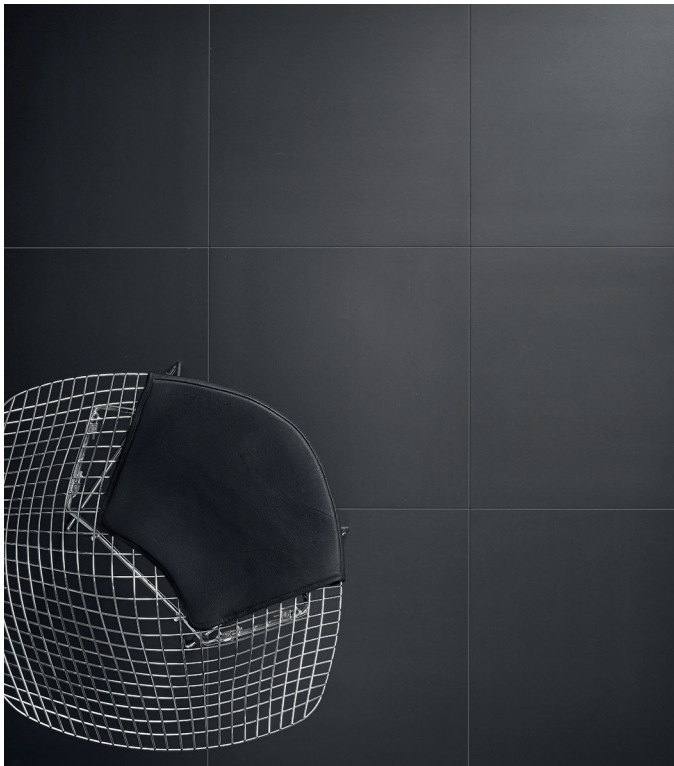
# MODERN

UN-GLAZED PORCELAIN | FLOOR AND WALL TILES | PTV 36+

Evoking neutral tones, Modern offers a classic colour palette to convey sophistication and elegance. Fully stocked in the UK in Natural and Polished finishes, and two large format sizes of 600x600mm and 600x300mm, any combination from this range lifts the luxury of a space. The Natural finish achieves a PTV slip resistance rating of 36+ in wet areas so is well suited for both residential and commercial applications. From the lighter notes of Ivory and Oyster to the richer shades of Slate and Graphite, Modern delivers clean lines and calming tones to achieve an opulent look.



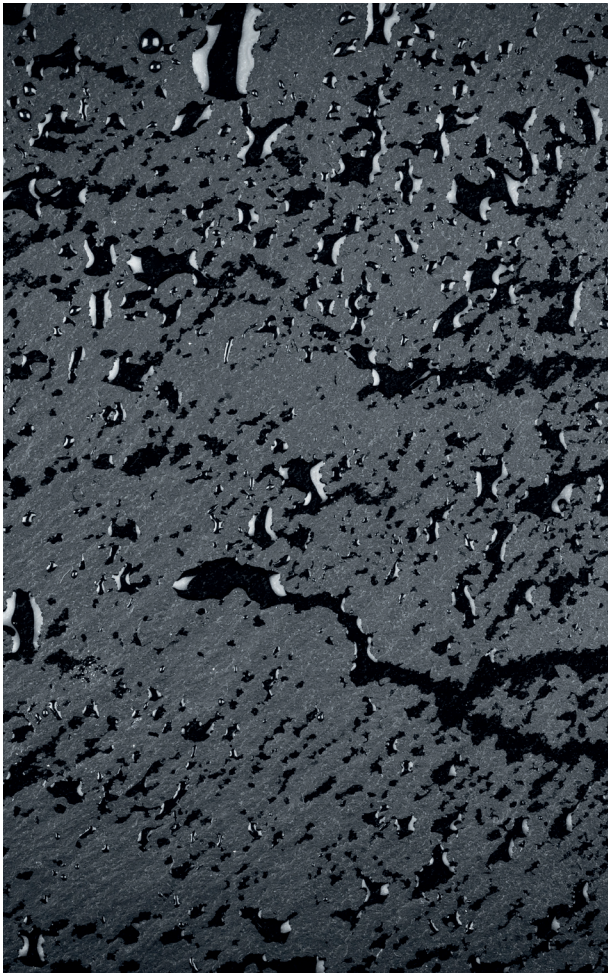
MODERN, MOONSTONE, MDN03N.



MODERN, GRAPHITE, MDN06N.



MODERN, MOONSTONE, MDN03N.





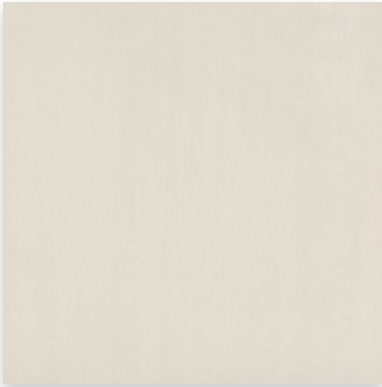


MODERN, IVORY, MDN01N.

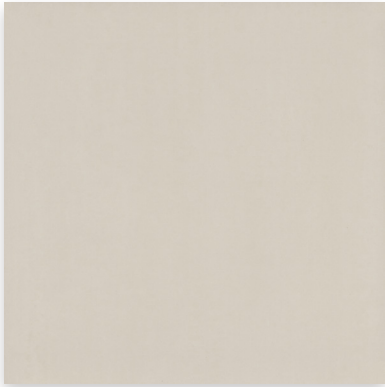


Colours & Product Codes

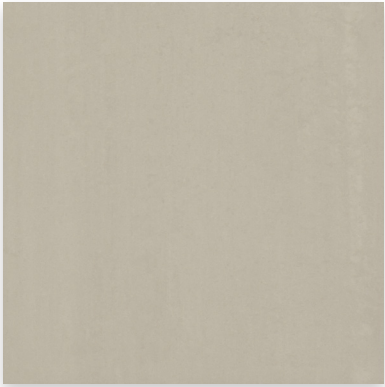
V2: Low to Moderate Shade Variation



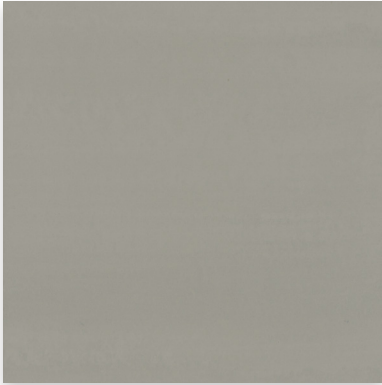
IVORY  
N MDN01N + P MDN01P LRV: 76



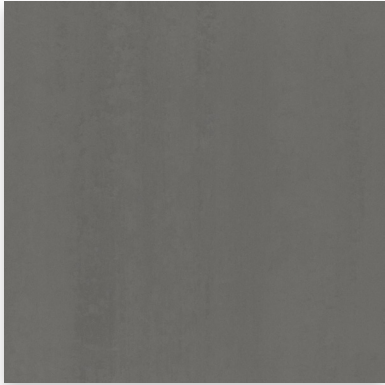
OYSTER  
N MDN02N + P MDN02P LRV: 54



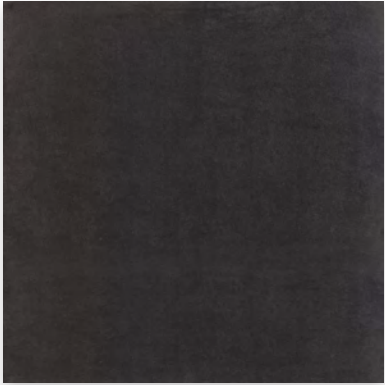
MOONSTONE  
N MDN03N + P MDN03P LRV: 38



PEBBLE  
N MDN04N + P MDN04P LRV: 29



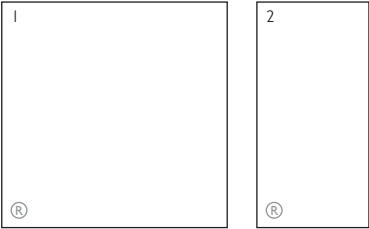
SLATE  
N MDN05N + P MDN05P LRV: 15



GRAPHITE  
N MDN06N + P MDN06P LRV: 06



Sizes, Finishes & Availability



#	Size	Finish	Colour Availability	Thickness	Pieces/Box	Coverage/Box	Weight/Box
1	600x600mm	N Natural	All Colours	9mm	4 Tiles	1.44 m2	28.00 kg
		P Polished	All Colours	8mm	4 Tiles	1.44 m2	26.15 kg
2	600x300mm	N Natural	All Colours	9mm	8 Tiles	1.44 m2	29.05 kg
		C Polished	All Colours	8mm	8 Tiles	1.44 m2	25.35 kg

**Note:** All sizes indicated are metric modular. All dimensions are in millimetres. All sizes shown are nominal. For the most up-to-date availability information, please visit our website. All LRV results are from Johnson Tiles' internal test reports and are to be used for guidance only. LRV: Light Reflectance Value. R Rectified Edge





GLIDE



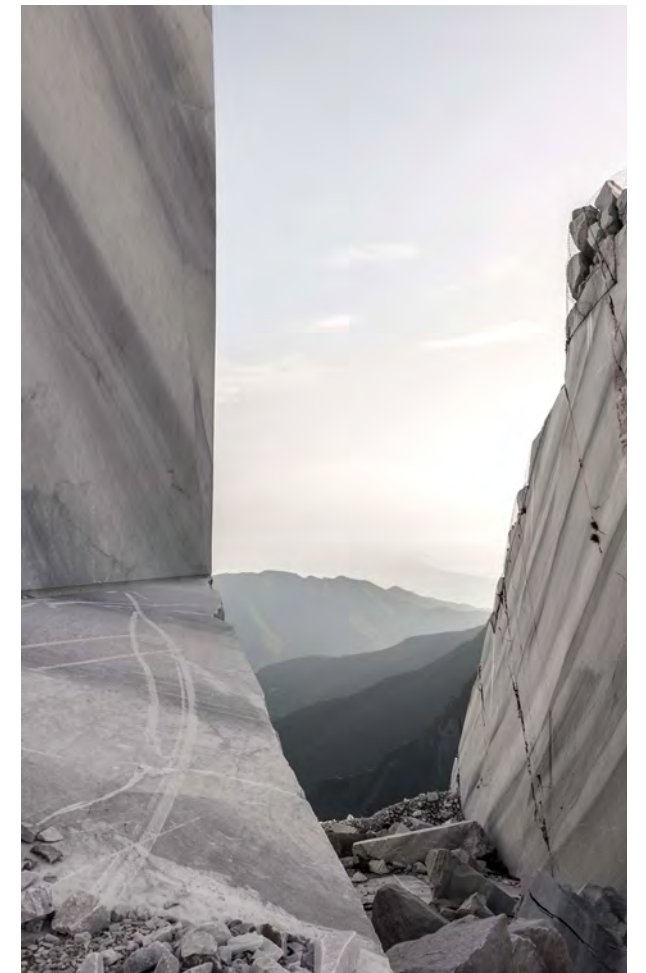
# GLIDE

## GLAZED CERAMIC AND PORCELAIN | WALL AND FLOOR TILES

With the calming, neutral tone of pure white threaded with the gentle veining of carrara marble, Glide proves that simplicity can still make a big impact. Understated and elegant, Glide showcases calm serenity with a timeless finish, expanding the limits of any space with an airy, light, bright feel. With the linear structured décor options providing textural definition and a direct link to the key trend Surface Detail, this range delivers clean, sleek looks, bringing sophistication and style to any setting.



GLIDE, WHITE CARRARA, GLD01 A.





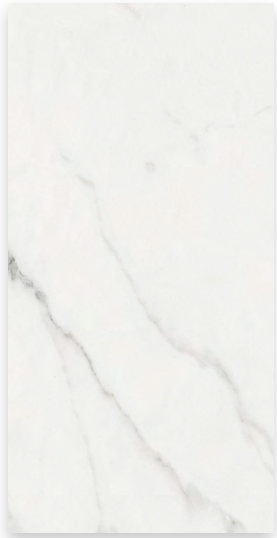


GLIDE, WHITE CARRARA, GLD01N.



Colours & Product Codes

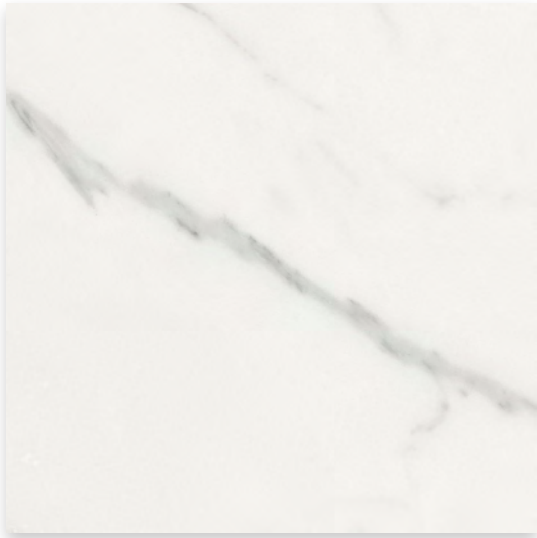
VI: Low Shade Variation



WHITE CARRARA  
M GLD01A LRV: 64  
G GLD02A LRV: 72



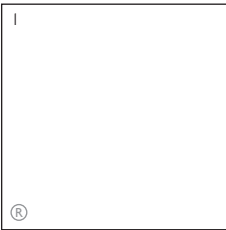
WHITE CARRARA  
LINEAR STRUCTURE  
M GLD01D LRV: 64  
G GLD02D LRV: 72



WHITE CARRARA  
M GLD01N PEI: IV LRV: 64  
P GLD01P PEI: IV LRV: 72



Sizes, Finishes & Availability



#	Size	Finish	Colour Availability	Thickness	Pieces/Box	Coverage/Box	Weight/Box
1	600x600mm	M Matt	White Carrara	9.4mm	3 Tiles	1.08 m2	23.00 kg
		P Polished	White Carrara	9.4mm	3 Tiles	1.08 m2	23.00 kg
2	600x300mm	M Matt	White Carrara	9mm	7 Tiles	1.26 m2	18.50 kg
		G Gloss	White Carrara	9mm	7 Tiles	1.26 m2	18.50 kg

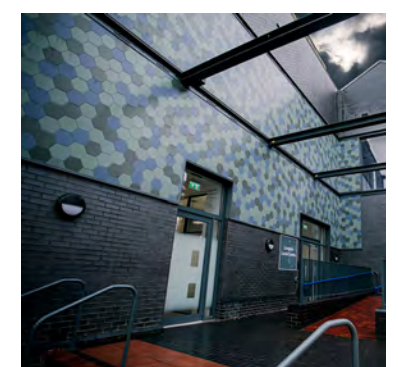
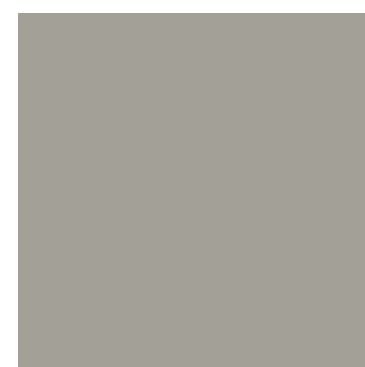
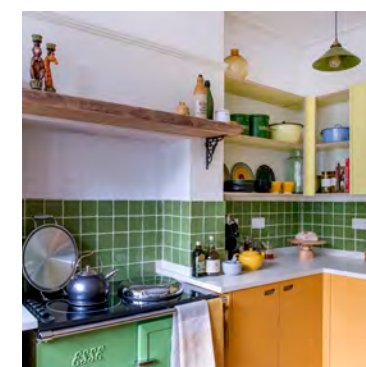
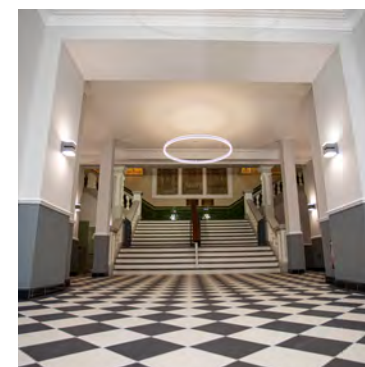
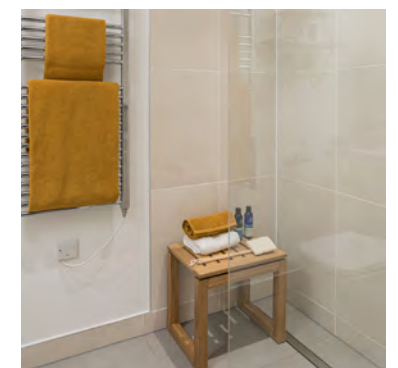
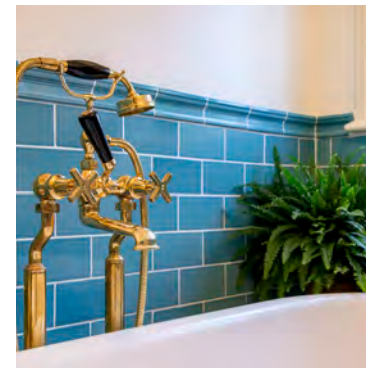
**Note:** All sizes indicated are metric modular. All dimensions are in millimetres. All sizes shown are nominal. For the most up-to-date availability information, please visit our website. All LRV results are from Johnson Tiles' internal test reports and are to be used for guidance only. LRV: Light Reflectance Value. ® Rectified Edge





REFINE, DUNE, REF01N & PEWTER, REF02G.

# PROJECTS





# OLD HOUSE NEW HOME

| SOUTH LONDON | RESIDENTIAL |

Channel 4's Old House New Home presented by George Clarke, saw the production team head to Addiscombe in South London. Johnson Tiles' Minton Hollins collection complemented the overall palette of fresh greens and yellows – selected to mirror the shades of the parallel garden. Upstairs in the bathroom, Savoy and Devonshire ranges helped create a calming aesthetic with bright blue the chosen hue for the walls, and a lighter, complementary shade and intricate pattern selected for the floor.



| PRODUCTS USED |



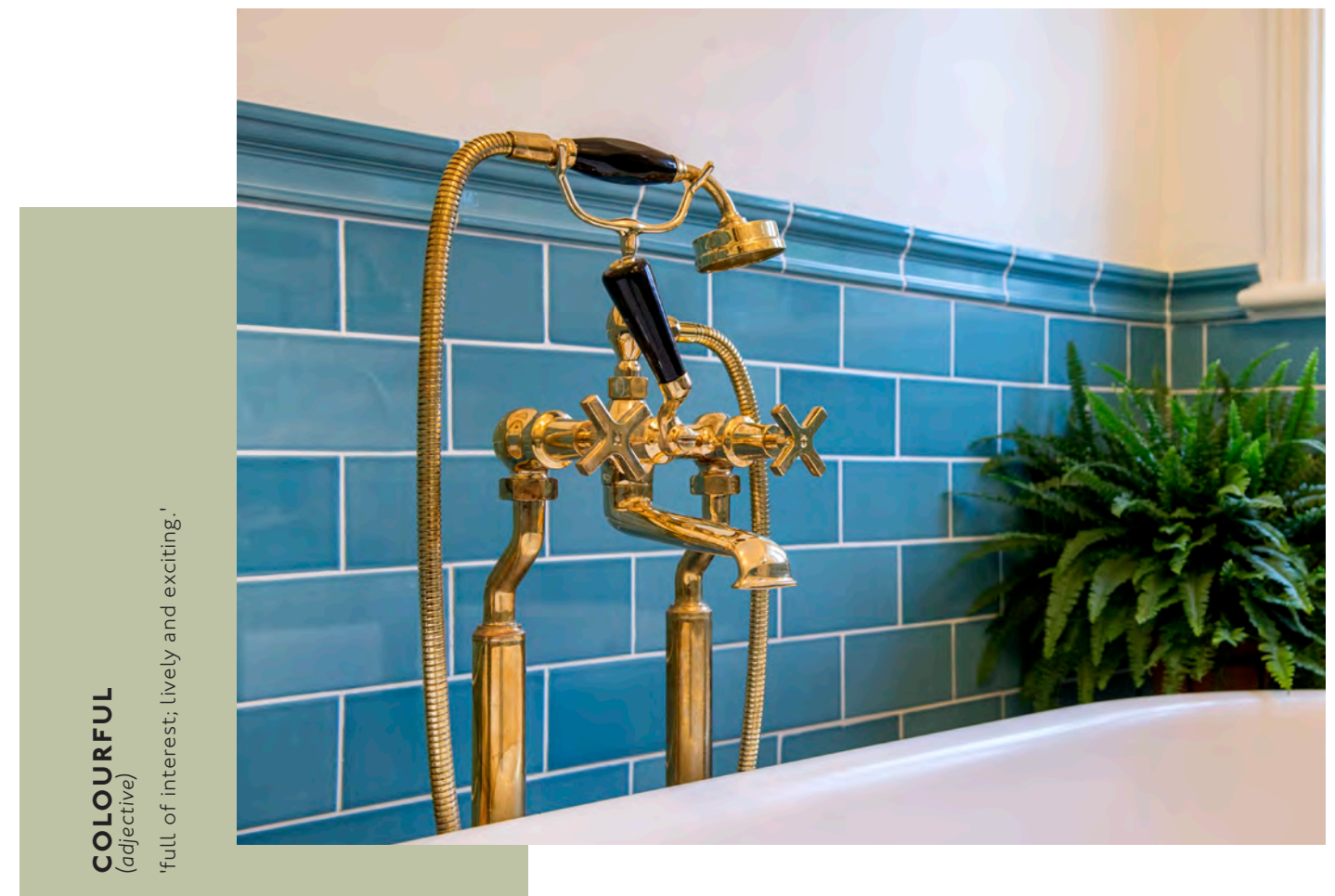
COUNTRY RUSTIC APPLE  
CRF1A 100X100MM



SAVOY MARINE  
SAV15A 200X100MM



DEVONSHIRE BLUE  
DEV04N 330X330MM



**COLOURFUL**  
(adjective)

'full of interest, lively and exciting.'



# POCKET LIVING

| SOUTH LONDON | RESIDENTIAL |

Adding Refinement to London's affordable housing market; delivering on comfort, luxury, and sustainability. London-based affordable housing developer Pocket Living has recently unveiled Phase 2 of their Addiscombe Grove housing development in East Croydon using Johnson Tiles' Refine porcelain in the wet rooms. Designed by award-winning architects Metropolitan Workshop, the Addiscombe Grove site includes 112 one-bedroom homes across 21 storeys. For the wet rooms at Addiscombe Grove, our Refine Dune Natural and Pewter Grip products were selected to create looks of sleek sophistication and calming relaxation. The Grip finish tiles were chosen for the flooring to provide a riven finish with a high slip resistance, with the complementary Natural tiles fitted on the walls to achieve a luxurious yet welcoming look. The porcelain material ensures the tiles are impervious to liquids, meaning they are ideal for a wet room installation.



LUXURY

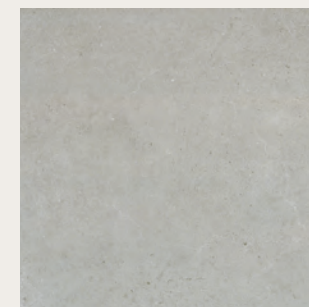
(noun)

'a state of great comfort or elegance.'

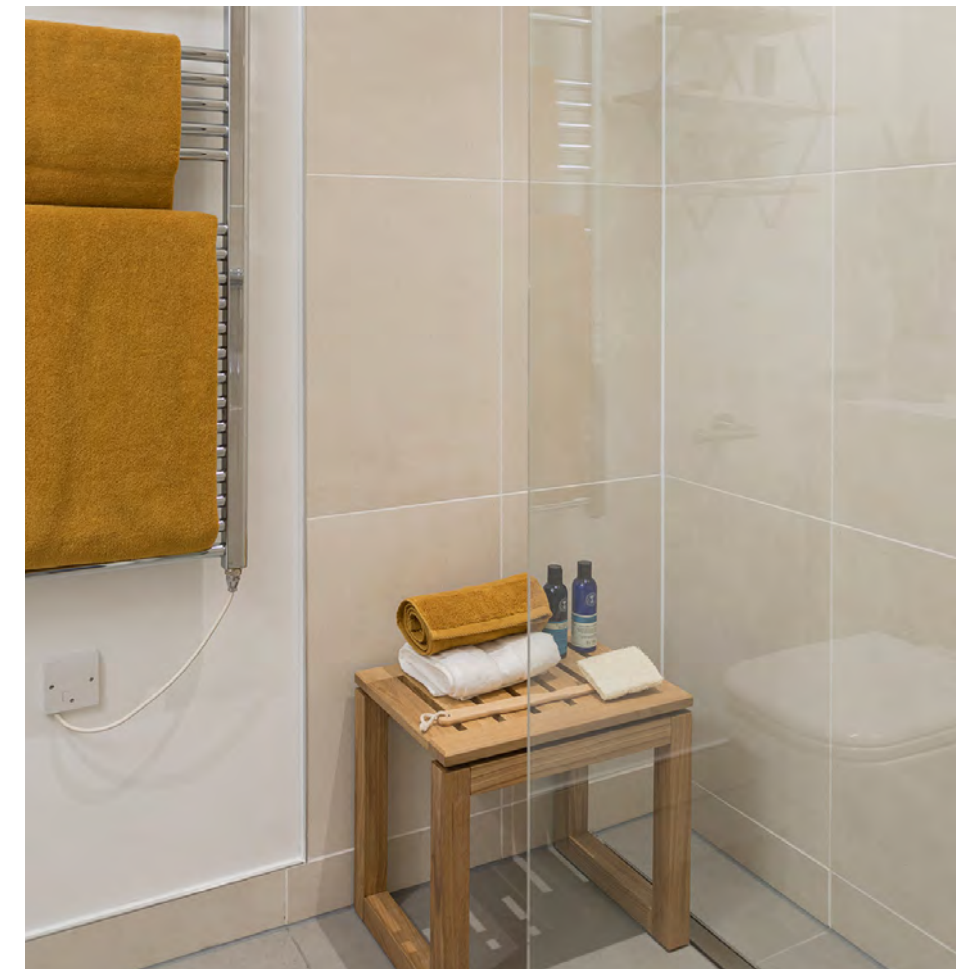
## | PRODUCTS USED |



REFINE DUNE REF01N  
600 X 300 & 900 X 450 MM



REFINE PEWTER REF02G  
600 X 600 MM



TO SEE MORE INFORMATION ABOUT THESE TILES OR ANY OF OUR OTHER TILES FROM OUR PORTFOLIO, SIMPLY VISIT [WWW.JOHNSON-TILES.COM](http://WWW.JOHNSON-TILES.COM).



# LONGTON TOWN HALL

| STOKE-ON-TRENT | COMMERCIAL |

Stoke-on-Trent City Council included an allocation of £1.886m in its capital programme to refurbish the ground floor of Longton Town Hall. The aim was to increase footfall to the building by relocating the Local Centre to the ground floor and making a new entrance feature where the market hall attaches to the town hall. Another objective of the project was to make Times Square and The Strand visually more appealing by finding a new use for a previously underutilised public building, thereby boosting the number of visitors to the town centre and market to help make the town centre more viable.



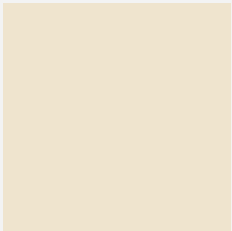
## FEATURE

(noun)

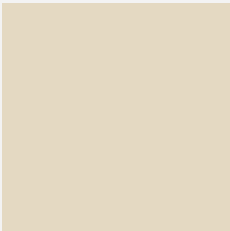
'a distinctive attribute or aspect of something.'



## PRODUCTS USED



KERASTAR CHALK  
KER501 300X300MM



KERASTAR LINEN  
KER502 300X300MM



KERASTAR SHADOW  
KER507 300X300MM

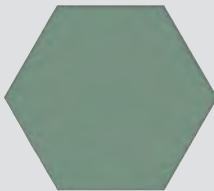




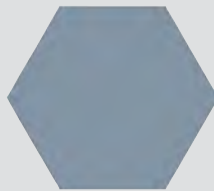
On the external wall where the Longton Market attaches onto the Town Hall, our Hex25 range was fitted. A tonal colour palette of green and blue hues was selected to create an eye-catching patchwork effect, resulting in a stunning abstract feature.

**FEATURE**  
(noun)  
'a distinctive attribute or aspect of something.'

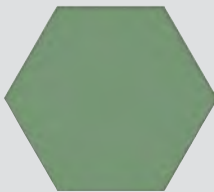
| PRODUCTS USED |



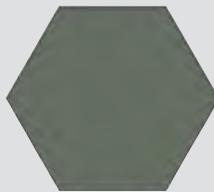
HEX25 KALE  
HEX07F 250X220MM



HEX25 MID BLUE  
HEX11F 250X220MM



HEX25 FOREST  
HEX08F 250X220MM



HEX25 MOSS  
HEX09F 250X220MM





# HILTON GARDEN INN

| STOKE-ON-TRENT | COMMERCIAL |

As part of an ongoing development to regenerate the city of Stoke-on-Trent, a new project has now been unveiled. Part of the new Smithfield development, the Hilton Garden Inn hotel has recently welcomed its first guests.

As the first of its kind to be built in the area, the exclusive hotel chain required an elegant aesthetic worthy of its brand. To help create this look, our Subway range was specified for the front panel of the main reception desk. As a key part of the initial impression made to visitors and guests, our Subway tiles showcase a signature dome, delivering character that pairs well with the modern décor of the hotel.

Our Prismatics range also feature in the hotel's bathrooms, making a simple yet stunning statement. The bright white tiles work beautifully with the room's features to create a clean, modern look, in keeping with the theme of the hotel.

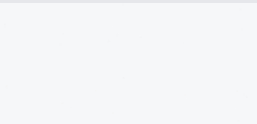


**MODERN**  
(adjective)  
'relating to the present or recent times as opposed to the remote past.'

## | PRODUCTS USED |



SUBWAY ICE WHITE DOME  
SUB080 300X75MM



PRISMATICS WHITE  
PRS12 200X100MM



TO SEE MORE INFORMATION ABOUT THESE TILES OR ANY OF OUR OTHER TILES FROM OUR PORTFOLIO, SIMPLY VISIT [WWW.JOHNSON-TILES.COM](http://WWW.JOHNSON-TILES.COM).



# NEXT ISSUE

| PRODUCT | TREND | COLOUR |



IMAGE CREDIT; DULUX.

## TREND (noun)

'a general direction in which something is developing or changing.'



COMING SOON...VERSO.



COMING SOON...CONTOUR.

In the next issue, we will dive into more trends, emerging across all aspects of design. Discover our latest new ranges, influenced from the leading trends.



MOOD BOARD, MIX.

## CREDITS

MATERIAL LAB

VADO

DULUX

TEKTURA

STUDIOPEPE,  
© GIUSEPPE DINNELLA

CUSTHOM

TOPPS TILES

## NOTE

Colour print and pantone references will vary from different printers.

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[www.johnson-tiles.com](http://www.johnson-tiles.com)





A sophisticated still life composition featuring various ceramic tiles, vases, and decorative objects in a muted color palette of pinks, peaches, and greys. The objects are arranged on a white background, creating a modern and artistic aesthetic. The composition includes a large, glossy, light-colored vase on the left, a smaller textured vase, a geometric white cup, a leaf-shaped ceramic piece, a star-shaped object, a small bowl, a knotted rope, and several rectangular tiles in different colors and textures. The lighting is soft, casting gentle shadows and highlighting the textures of the materials.

JOHNSON • TILES

Since 1901