BSM TILES
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innovation to be continue...

"INSPI
RED
BY
COLORS"

BSM®
TILES

BSM®
TILES

horizontally elegance

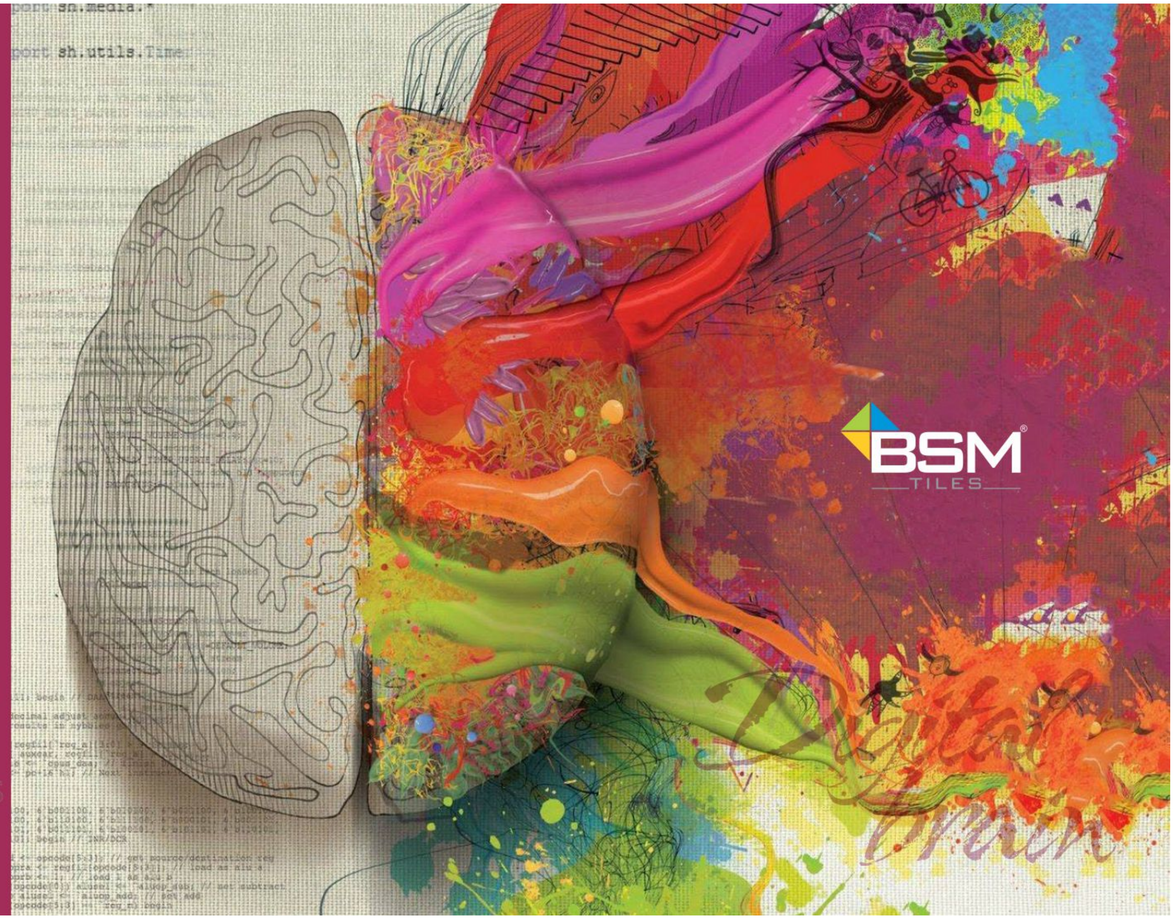
digiArch

WOOD • STONE • MARBLES

Proposals designed for those, who dare to be bold. Ceramic technology competes against the opulence of marble and rare stone, precious metals and most exquisite craftsmanship that all characterise interior decor, from leather to fabrics. BSM products also devotes space to some truly special, unique products that epitomize a more hedonistic, sophisticated approach to everyday living.

Digital Random Emboss Floor Wall

wooden series rustics
geometric
erior choice decorative product
lapato emboss
HD digital print random designs
600x600 mm Glazed Vitrified Tile



Company Profile

A company and/or a brand is recognized by the degree to which it is successful in satisfactorily delivering excellent products to customers. Logan Ceramics, a Morbi based tile manufacturer is one such company. It is the leading manufacturer and supplier of high quality high performing tiles that has established its brands in national as well as international markets.

Established in the year 2014, the company has grown from strength to strength in establishing a recognizable name for itself in ceramic business circles and in the hearts of its customers.

With a relentless focus on high quality, variety of contemporary designs and utilization of latest modern technology the company has made sure that their tiles' performance speaks volumes of the company.

The core strength of Logan lies in the wide range of tiles it delivers to all the markets it caters. With valuable inputs from markets, smart designers, practicing architects and interior designers and customers, the company designs many tiles as prototypes and selects the best for market launch. It is believed to have the widest range of tiles in Indian markets.

Adding to the designing strength that the company has acquired, it strongly concentrates on customer satisfaction. It is a matter of pride that the company has not received a single complain of non performance of its tiles in 2014 years of operations.

The brightest star in Logan's history is its excellent brands and their brand value. Ethics and Elysium are the brands that represent Logan tiles in markets. They are the most respected brands that stand for style and quality in otherwise clobbered ceramic tiles space. Both the brands have along the years developed exceedingly well in brand value through excellent customer experience. The brands are a hit with the dealers and distributors across India.

The company seeks to become a major international tile supplier by using the same principles that have led it to grow so swiftly and effectively.

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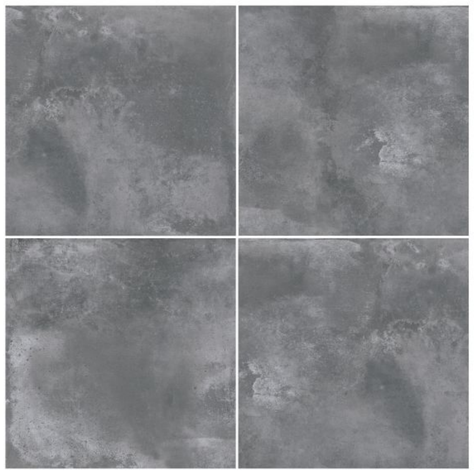
wooden serie
marbles geometric
interior choice **decorative product**
lapato emboss
HD digital print random designs
600x600 mm Glazed Vitrified Tile

“INSPI
RED
BY
ROYALTY”

BSM TILES

Digital Random Emboss Floor Wall

FUSION BLANCO



FUSION NERO

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

02

Powered with
Anti ageing Crystal Coating Protection

digiArch
WOOD • STONE • MARBLES

BSM TILES

Digital Random Emboss Floor Wall

FUSION BROWN

FUSION ICE

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

03

Powered with
Anti ageing Crystal Coating Protection

digiArch
WOOD • STONE • MARBLES

BSM TILES

Digital Random Emboss Floor Wall

MORGAN GRIS

MORGAN BLANCO

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

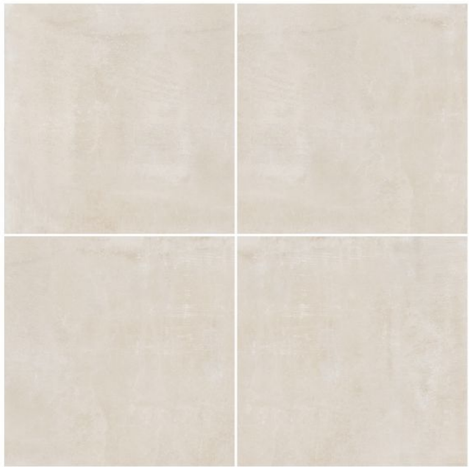
04

Powered with
Anti ageing Crystal Coating Protection

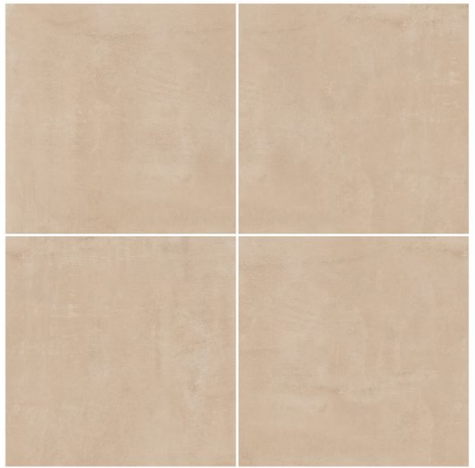
digiArch
WOOD • STONE • MARBLES

BSM TILES

Digital Random Emboss Floor Wall



AVILA SEINE



AVILA BROWN

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

05

Powered with
Anti ageing Crystal Coating Protection

digiArch
WOOD • STONE • MARBLES

BSM TILES

Digital Random Emboss Floor Wall

AVILA SLATE

AVILA BEIGE

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

06

Powered with
Anti ageing Crystal Coating Protection

digiArch
WOOD • STONE • MARBLES

BSM TILES

Digital Random Emboss Floor Wall

SILVESTER GRIS

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

digiArch
WOOD • STONE • MARBLES

07

Powered with
Anti ageing Crystal Coating Protection

BSM TILES

Digital Random Emboss Floor Wall

BARCELONA CREAMA

BARCELONA BROWN

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

Powered with
Anti ageing Crystal Coating Protection

digiArch
WOOD • STONE • MARBLES

“INSPI
RED
BY
ART”

BSM TILES

Digital Random Emboss Floor Wall

Desert Cerma

Desert Cerma HL A

Desert Cerma HL B

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

Powered with
Anti ageing Crystal Coating Protection

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BSM TILES

Digital Random Emboss Floor Wall

Desert Gris

Desert Gris HL A

Desert Gris HL B

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

digiArch
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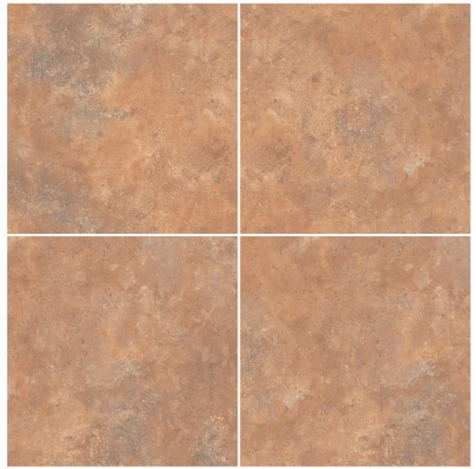
Powered with
Anti ageing Crystal Coating Protection

BSM TILES

Digital Random Emboss Floor Wall



EMPOLI BROWN

EMPOLI BROWN HL A

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

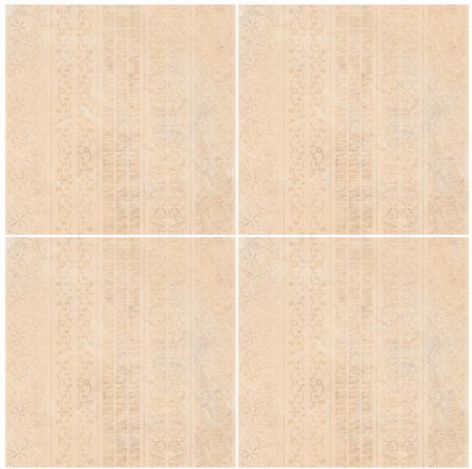
Powered with
Anti ageing Crystal Coating Protection

digiArch
WOOD • STONE • MARBLES

BSM TILES

Digital Random Emboss Floor Wall

EMPOLI CREAMA



EMPOLI CREAMA HL A

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

Powered with
Anti ageing Crystal Coating Protection

digiArch
WOOD · STONE · MARBLES

BSM TILES

Digital Random Emboss Floor Wall

ESTILO CREAMA

ESTILO CREAMA HL A

ESTILO CREAMA HL B

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

Powered with
Anti ageing Crystal Coating Protection

digiArch
WOOD • STONE • MARBLES

BSM TILES

Digital Random Emboss Floor Wall

ESTILO BROWN

ESTILO BROWN HL A

ESTILO BROWN HL B

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

15

Powered with
Anti ageing Crystal Coating Protection

digiArch
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BSM TILES

Digital Random Emboss Floor Wall

FERRO NERO

FERRO NERO HL A

FERRO NERO HL B

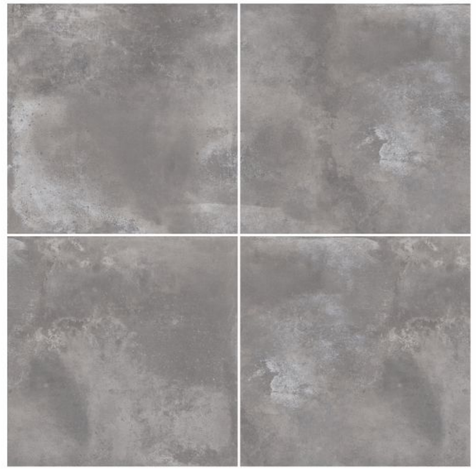
MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

digiArch
WOOD • STONE • MARBLES

Powered with
Anti ageing Crystal Coating Protection

BSM TILES

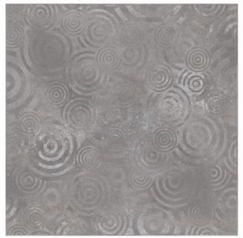
Digital Random Emboss Floor Wall



FUSION NERO

FUSION NERO HL A

FUSION NERO HL B



FUSION NERO HL C

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

digiArch
WOOD • STONE • MARBLES

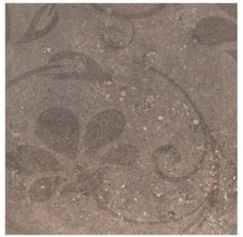
Powered with
Anti ageing Crystal Coating Protection

BSM TILES

Digital Random Emboss Floor Wall

GARNET CHOCO

GARNET CHOCO HL A



GARNET CHOCO HL B

GARNET CHOCO HL C

MATT SERIES
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600x600 MM

digiArch
WOOD • STONE • MARBLES

Powered with
Anti ageing Crystal Coating Protection

BSM TILES

Digital Random Emboss Floor Wall

LIZA GRIS

LIZA GRIS HL A

LIZA GRIS HL B

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

Powered with
Anti ageing Crystal Coating Protection

digiArch
WOOD • STONE • MARBLES

BSM TILES

Digital Random Emboss Floor Wall

METALLIC BLANCO

METALLIC BLANCO HL A

METALLIC BLANCO HL B

METALLIC BLANCO HL C

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

digiArch
WOOD • STONE • MARBLES

Powered with
Anti ageing Crystal Coating Protection

BSM TILES

Digital Random Emboss Floor Wall

NETPRINT BROWN

NETPRINT BROWN HL A

NETPRINT BROWN HL B

NETPRINT BROWN HL C

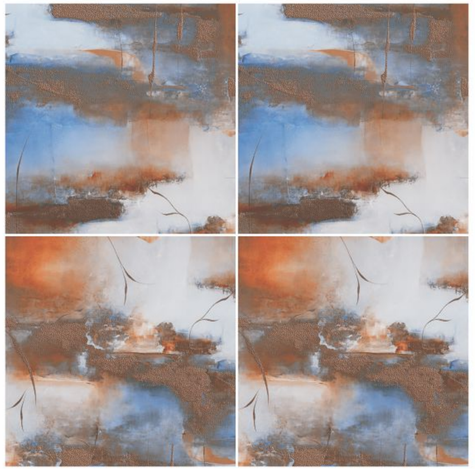
MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

digiArch
WOOD • STONE • MARBLES

Powered with
Anti ageing Crystal Coating Protection

BSM TILES

Digital Random Emboss Floor Wall



REDON BLUE

REDON BLUE HL A

REDON BLUE HL B

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

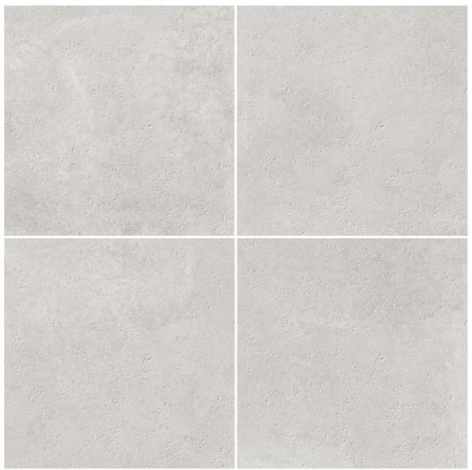
digiArch
WOOD • STONE • MARBLES

Powered with
Anti ageing Crystal Coating Protection

“INSPI
RED
BY
PRIMACY”

BSM TILES

Digital Random Emboss Floor Wall



ORCHID GRIS

ORCHID BLANCO

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

24

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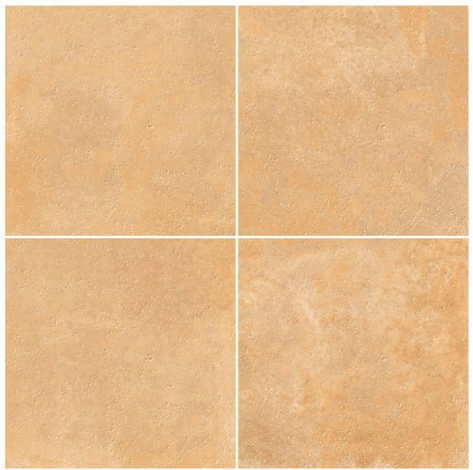
Anti ageing Crystal Coating Protection

digiArch
WOOD • STONE • MARBLES

BSM TILES

Digital Random Emboss Floor Wall



ORCHID OCRA

ORCHID CREAMA

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

25

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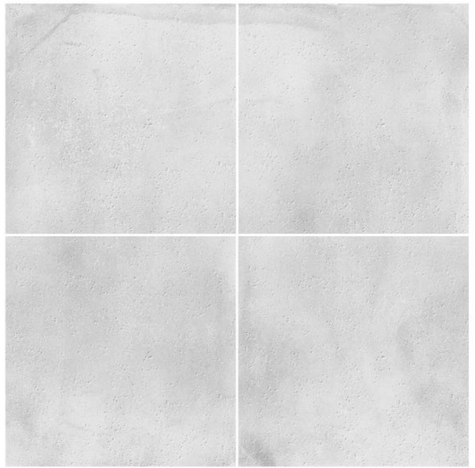
Anti ageing Crystal Coating Protection

digiArch
WOOD • STONE • MARBLES

BSM TILES

Digital Random Emboss Floor Wall

ORCHID CHOCO



SOFTPOINT GRIS

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

digiArch
WOOD • STONE • MARBLES

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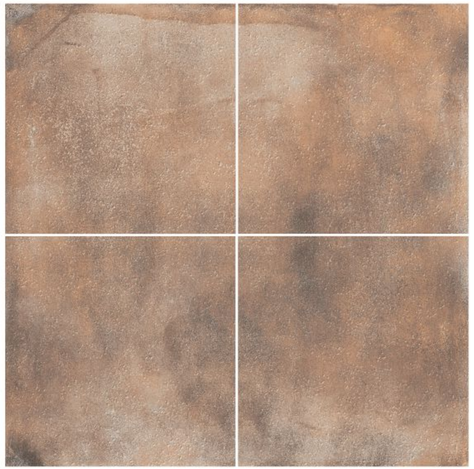
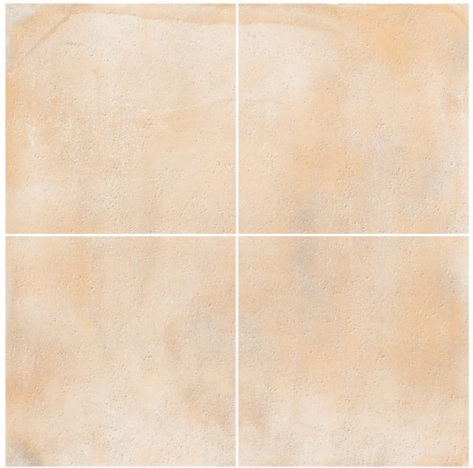
Anti ageing Crystal Coating Protection

BSM TILES

Digital Random Emboss Floor Wall



SOFTPOINT SMOCK



SOFTPOINT CREAMA

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

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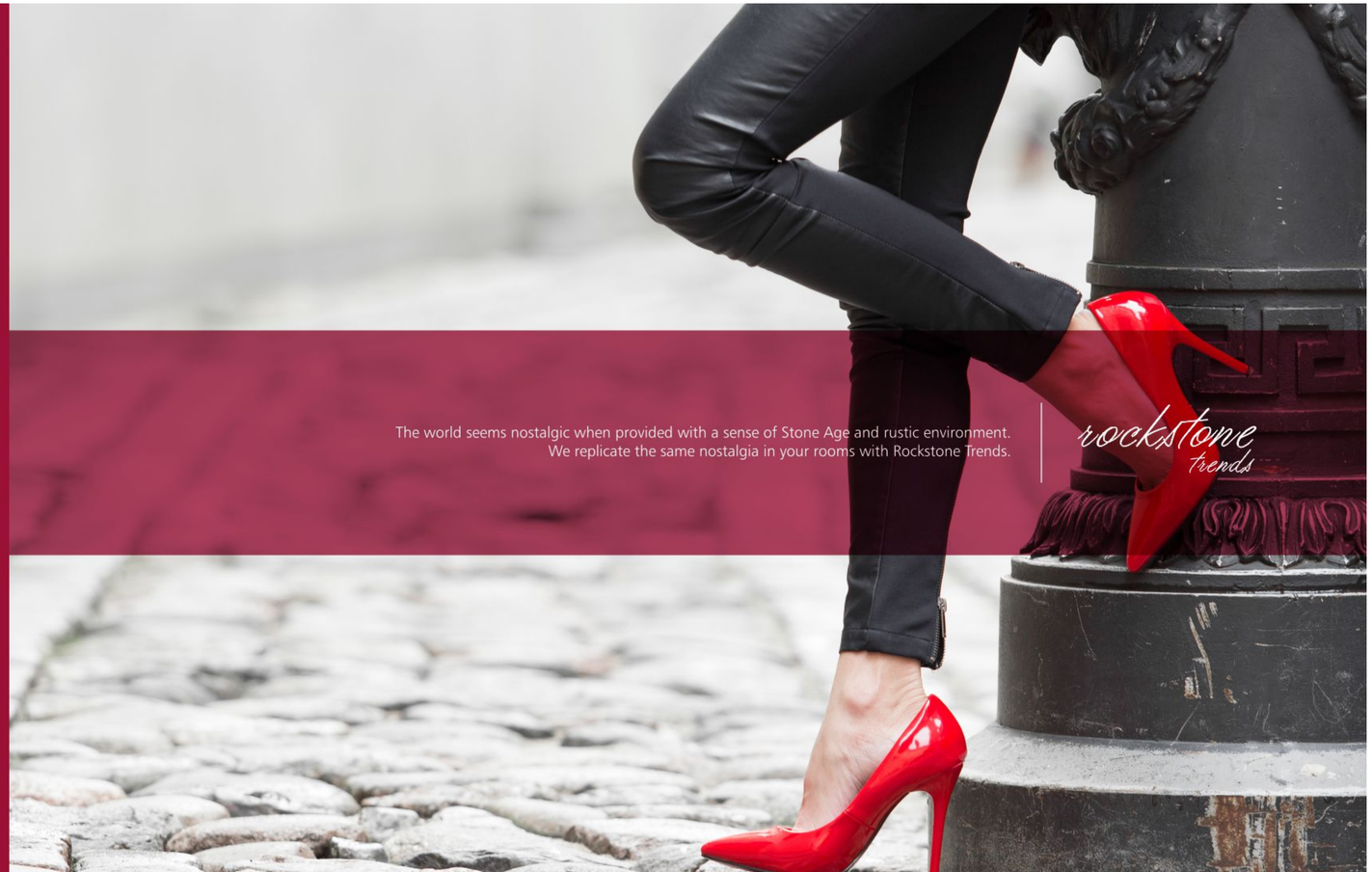
Anti ageing Crystal Coating Protection

digiArch
WOOD • STONE • MARBLES

“INSPI
RED
BY
STONE”



BSM TILES

Digital Random Emboss Floor Wall

ATLAS BLANCO

ATLAS BROWN

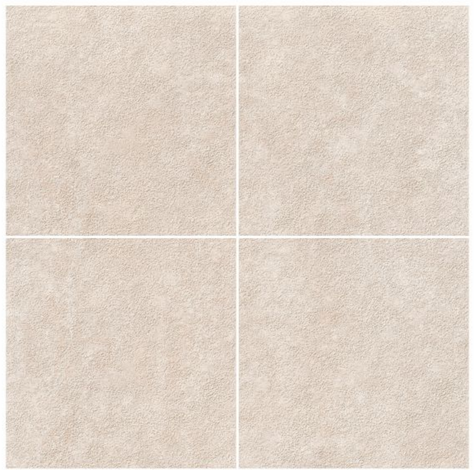
MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

Powered with
Anti ageing Crystal Coating Protection

digiArch
WOOD • STONE • MARBLES

BSM TILES

Digital Random Emboss Floor Wall



DELHI CREAMA

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

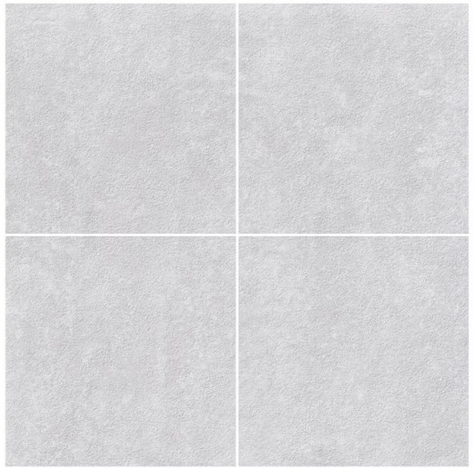
digiArch
WOOD • STONE • MARBLES

Powered with
Anti ageing Crystal Coating Protection

BSM TILES

Digital Random Emboss Floor Wall

DELHI GRIS



DELHI BLANCO

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

Powered with
Anti ageing Crystal Coating Protection

digiArch
WOOD • STONE • MARBLES

“INSPI
RED
BY
WOOD”

BSM TILES

Digital Random Emboss Floor Wall

CUMIN GRIS

CUMIN BLANCO

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

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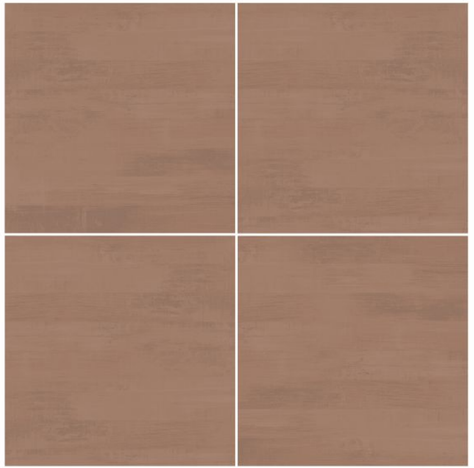
BSM TILES

Digital Random Emboss Floor Wall



CUMIN BROWN

ANCIENT OCRE

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

34

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Anti ageing Crystal Coating Protection

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BSM TILES

Digital Random Emboss Floor Wall

TOUCH WOOD

FOREST GRIS

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

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digiArch
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BSM TILES

Digital Random Emboss Floor Wall

SANDLE BROWN

SANDLE CREAMA

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

36

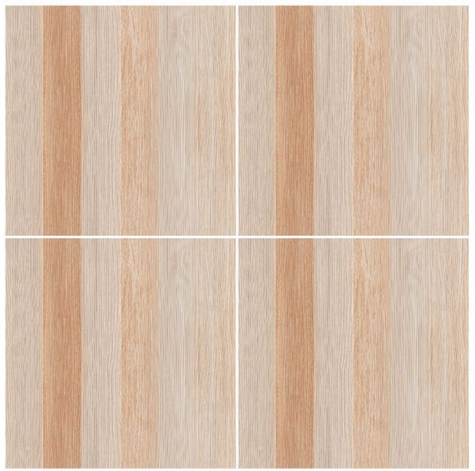
Powered with
Anti ageing Crystal Coating Protection

digiArch
WOOD • STONE • MARBLES

BSM TILES

Digital Random Emboss Floor Wall

CORIA CREAMA



CORIA CREAMA HL

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

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BSM TILES

Digital Random Emboss Floor Wall

TEAKWOOD BROWN

TEAKWOOD CREAMA

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

Powered with
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digiArch
WOOD • STONE • MARBLES

BSM TILES

Digital Random Emboss Floor Wall

IMPRESS WOOD

NEO WOOD

PINE WOOD

STRIP WOOD

WENGE WOOD

SANTORINI BEIGE

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

Powered with
Anti ageing Crystal Coating Protection

digiArch
WOOD • STONE • MARBLES

“INSPI
RED
BY
ROYALTY”

BSM TILES

Digital Random Emboss Floor Wall

DUNE CREAMA

DUNE GRIS

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

02

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Anti ageing Crystal Coating Protection

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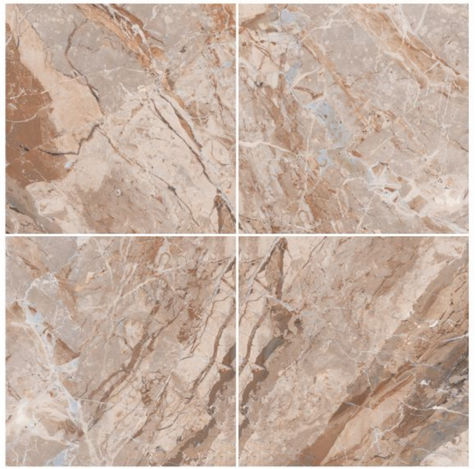
BSM TILES

Digital Random Emboss Floor Wall

TRENTO BLANCO



BOLZANO BROWN

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

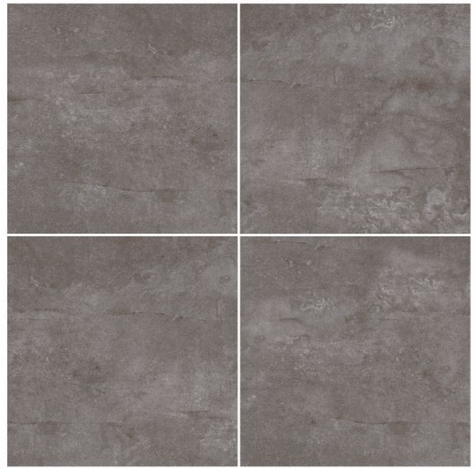
03

Powered with
Anti ageing Crystal Coating Protection

digiArch
WOOD • STONE • MARBLES

BSM TILES

Digital Random Emboss Floor Wall



LUNAR NERO

LUNAR GRIS

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

04

Powered with
Anti ageing Crystal Coating Protection

digiArch
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BSM TILES

Digital Random Emboss Floor Wall

MORGAN BROWN

MORGAN CREAMA

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

05

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Anti ageing Crystal Coating Protection

digiArch
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BSM TILES

Digital Random Emboss Floor Wall

TRENTO CREAMA

TRENTO OCRE

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

06

Powered with
Anti ageing Crystal Coating Protection

digiArch
WOOD · STONE · MARBLES

“INSPI
RED
BY
ART”

BSM TILES

Digital Random Emboss Floor Wall

MIDAS PEARL

MIDAS PEARL HL A

MIDAS PEARL HL B

MIDAS PEARL HL C

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

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Anti ageing Crystal Coating Protection

digiArch
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BSM TILES

Digital Random Emboss Floor Wall

NETPRINT GRIS

NETPRINT GRIS HL A

NETPRINT GRIS HL B

NETPRINT GRIS HL C

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

09

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Anti ageing Crystal Coating Protection

digiArch
WOOD · STONE · MARBLES

BSM TILES

Digital Random Emboss Floor Wall

PRADO CREAMA

PRADO CREAMA HL A

PRADO CREAMA HL B

PRADO CREAMA HL C

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

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digiArch
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BSM TILES

Digital Random Emboss Floor Wall

SAINA BROWN

SAINA BROWN HL A

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

digiArch
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Powered with
Anti ageing Crystal Coating Protection

BSM TILES

Digital Random Emboss Floor Wall

SAINA CREAMA

SAINA CREAMA HL A

SAINA CREAMA HL B

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

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Anti ageing Crystal Coating Protection

digiArch
WOOD • STONE • MARBLES

BSM TILES

Digital Random Emboss Floor Wall

TREVISO CREAMA

TREVISO CREAMA HI A

TREVISO CREAMA HI B

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

Powered with
Anti ageing Crystal Coating Protection

digiArch
WOOD • STONE • MARBLES

“INSPI
RED
BY
PRIMACY”

BSM TILES

Digital Random Emboss Floor Wall

TURIN CREAMA

TURIN GRIS

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

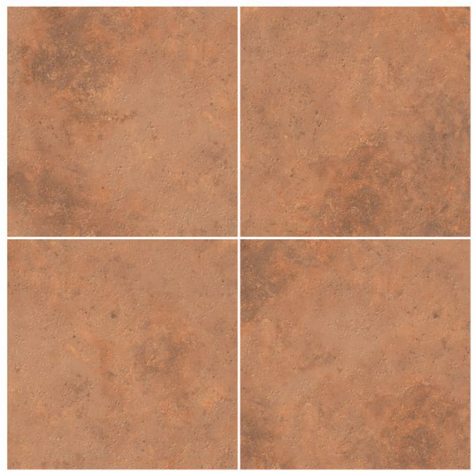
15

Powered with
Anti ageing Crystal Coating Protection

digiArch
WOOD • STONE • MARBLES

BSM TILES

Digital Random Emboss Floor Wall



ETRURIA BROWN

ETRURIA CREAMA

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

digiArch
WOOD • STONE • MARBLES

Powered with
Anti ageing Crystal Coating Protection

BSM TILES

Digital Random Emboss Floor Wall

ETRURIA RENO

SIENA BROWN

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

Powered with
Anti ageing Crystal Coating Protection

digiArch
WOOD • STONE • MARBLES

BSM TILES

Digital Random Emboss Floor Wall

SIENA GRIS

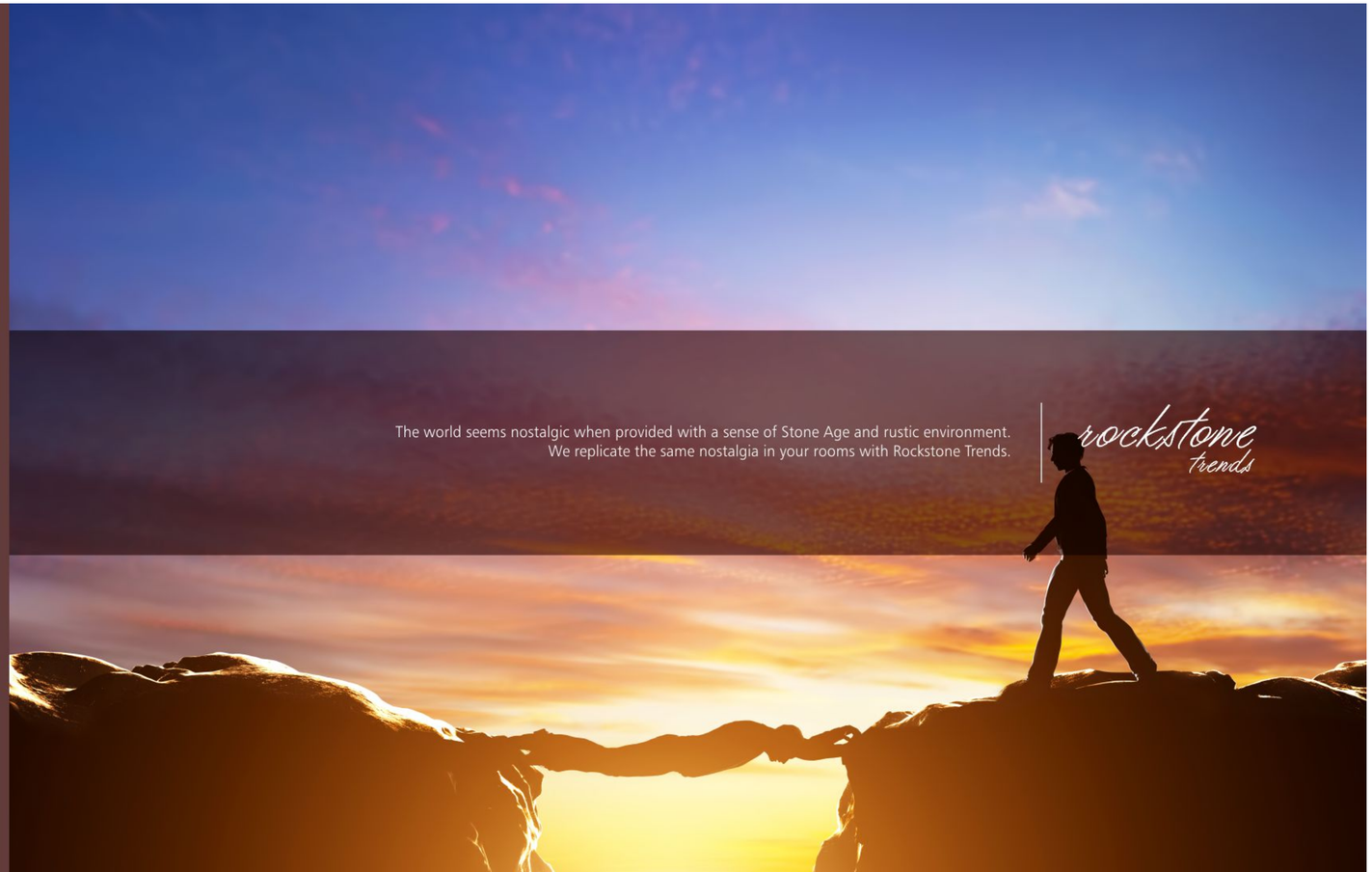
SIENA BLANCO

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

Powered with
Anti ageing Crystal Coating Protection

digiArch
WOOD · STONE · MARBLES

“INSPI
RED
BY
STONE”



BSM TILES

Digital Random Emboss Floor Wall

CUARZO BROWN

CUARZO-HL-A

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

digiArch
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Powered with
Anti ageing Crystal Coating Protection

BSM TILES

Digital Random Emboss Floor Wall

CUARZO NERO

CUARZO-HL-B

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

digiArch
WOOD • STONE • MARBLES

Powered with
Anti ageing Crystal Coating Protection

BSM TILES

Digital Random Emboss Floor Wall

CUARZO CREAMA

CUARZO-HL-C

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

digiArch
WOOD • STONE • MARBLES

Powered with
Anti ageing Crystal Coating Protection

BSM TILES

Digital Random Emboss Floor Wall

MOON BROWN

MOON CREAMA

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

Powered with
Anti ageing Crystal Coating Protection

digiArch
WOOD • STONE • MARBLES

BSM TILES

Digital Random Emboss Floor Wall

MOON RENO

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

digiArch
WOOD • STONE • MARBLES

Powered with
Anti ageing Crystal Coating Protection

BSM TILES

Digital Random Emboss Floor Wall

BRISTOL GRIS

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

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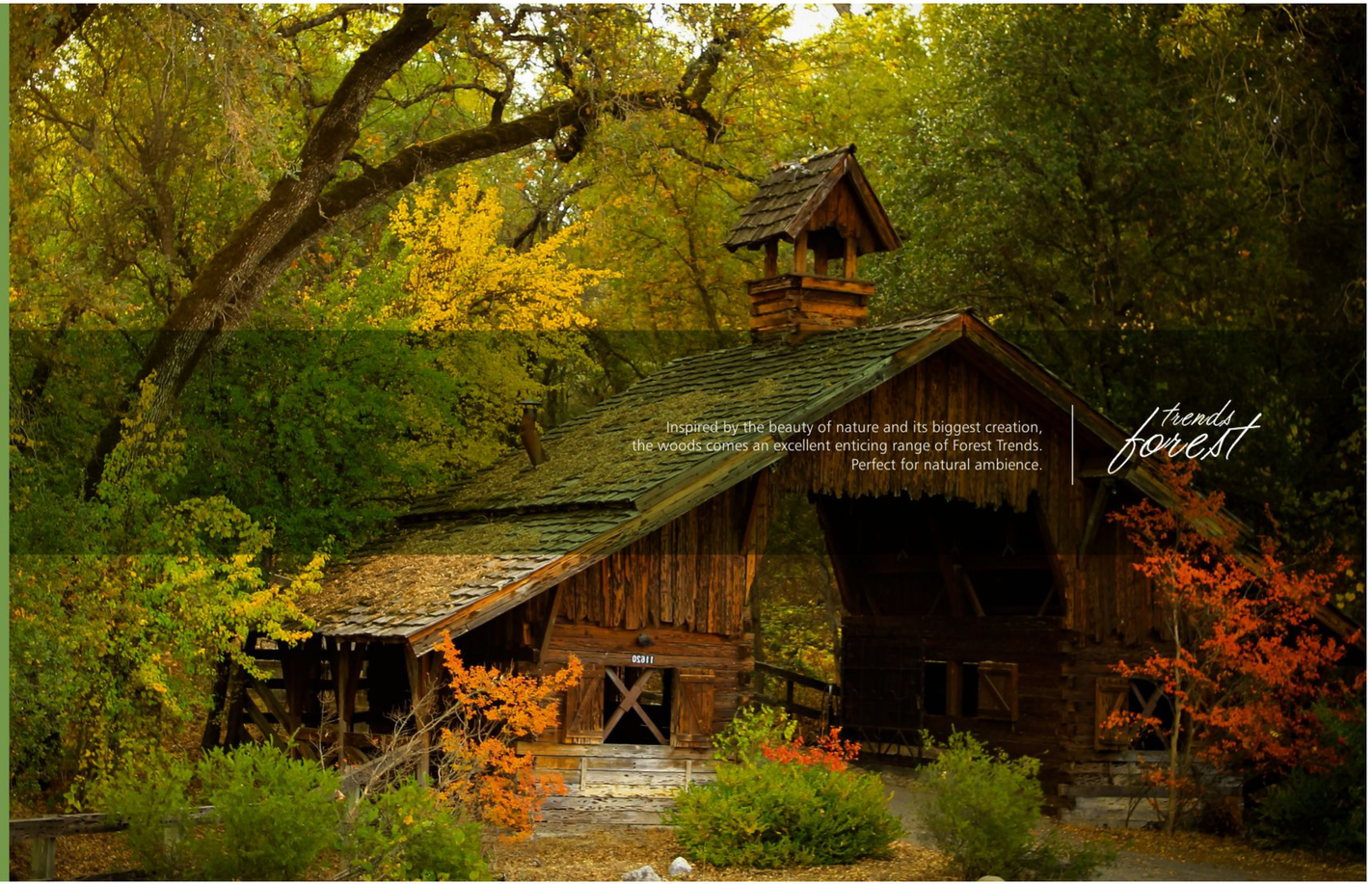
Anti ageing Crystal Coating Protection

“INSPI
RED
BY
WOOD”



BSM TILES

Digital Random Emboss Floor Wall

BROMIN GRIS

BROMIN CREAMA

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

Powered with
Anti ageing Crystal Coating Protection

digiArch
WOOD • STONE • MARBLES

BSM TILES

Digital Random Emboss Floor Wall

TROY BROWN

TROY GRIS

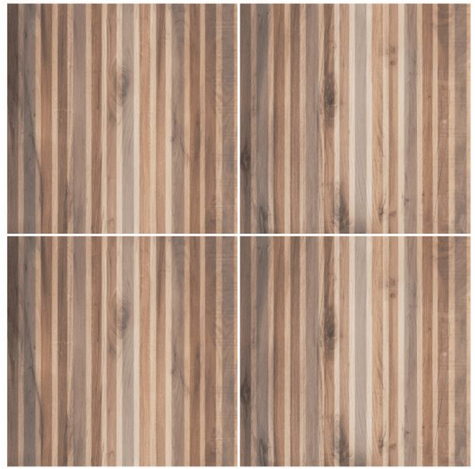
MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

Powered with
Anti ageing Crystal Coating Protection

digiArch
WOOD • STONE • MARBLES

BSM TILES

Digital Random Emboss Floor Wall



BEECH BAMBOO

ABANO GRIS

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

Powered with
Anti ageing Crystal Coating Protection

digiArch
WOOD • STONE • MARBLES

BSM TILES

Digital Random Emboss Floor Wall

TISSOT BROWN

TISSOT GRIS

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

30

Powered with
Anti ageing Crystal Coating Protection

digiArch
WOOD • STONE • MARBLES

BSM TILES

Digital Random Emboss Floor Wall

ANTIQUE BROWN

ANTIQUE HL

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

digiArch
WOOD • STONE • MARBLES

Powered with
Anti ageing Crystal Coating Protection

BSM TILES

Digital Random Emboss Floor Wall

ANTIQUE GRIS

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

digiArch
WOOD • STONE • MARBLES

Powered with
Anti ageing Crystal Coating Protection

BSM TILES

Digital Random Emboss Floor Wall

CASATA GRIS

IMPRESS BROWN

OZON CHOCO

CYPRAS BROWN

OPERA BROWN

OPERA GRIS

MERCURY GRIS

MATT SERIES
DIGITAL GLAZED VITRIFIED TILES
600x600 MM

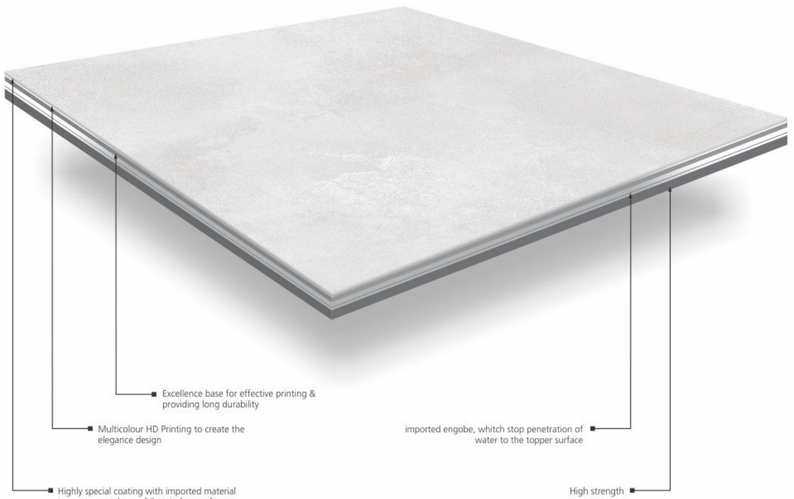
33

Powered with
Anti ageing Crystal Coating Protection

digiArch
WOOD • STONE • MARBLES

BSM TILES

Digital Random Emboss Floor Wall



Powered with
Anti ageing Crystal Coating Protection

digiArch
WOOD • STONE • MARBLES

Technical Specifications

	Characteristics	ISO 13006 Group BIA	Specification
1	Deviation in Length	± 0.6%	± 0.3%
2	Deviation in Thickness	± 5.0%	± 2.0%
3	Straightness of sides	± 0.5%	± 0.3%
4	Rectangularity	± 0.6%	± 3.0%
5	Surface Flatness (Warpage)	± 0.5%	± 0.3%
6	Water Absorpting	> 3%	> 3%
7	Mohs Hardness	> 5	> 5
8	Flexure Strength	> 35 n/mm^2	> 35 n/mm^2
9	Abrasion Resistance	Specified By Manufacaturer	> PEI 5
10	Frost Resistance	Frost Proof	Frost Proof
11	Chemical Resistance	No Damage	No Damage
12	Thermal Shock Resistance	No Damage	No Damage
13	Colour Resistance	No Damage	No Damage
14	Stain Resistance	Resistancer	Stain Proof
15	Moisture Expansion	Nil	Nil

Packing Details

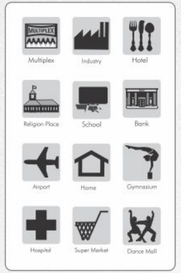
Normal Size
600 x 600 mm.

No. of Tiles / Box
4 Pcs.

Coverage Area / Box
1.44 Sq. Mtrs.

Weight
30 kg. (Approx.)

Applications



TILES FIXING INSTRUCTION

1 Before laying of the tiles finish the surface of the floor with wood float finish and completer the rendering and curing at least two weeks prior to laying, please note that DO NOT FIX TILES ON FRESH SURFACE.

2 CHECK FEW BOXES BEFORE LAYING TO MAKE YOURSELF SATISFIED FOR THE COLOUR VARIATION, ALSO MAKE SURE THAT THE DESIGN PATTERN AND THE ARROW MARKED ON BACK SIDE OF TILES MUST BE IN THE SAME DIRECTION, PLEASE NOTE THAT CERTAIN AMOUNT OF SHADE VARIATION AND SIZE VARIATION ARE THE INHERENT CHARACTERISTICS OF CERAMIC PRODUCT THE COMPANY WILL NOT BEARANY RESPONSIBILITY ONCE TILES ARE FIXED.

3 To fix Porcelain Tiles on the floor conventional sand cement can be used but it is advisable to use tile fixing adhesives only for wall application. Also note that with the use of fixing media, all the instruction provided along with the mast be followed. DO NOT USE NEAT CEMENT.

4 Porcelain tiles are specially rectified tiles and since they have very low moisture and thermal expansion they can be laid without joints it is not necessary to leave gaps between two tiles BUT FOR BETTER AESTHETIC VALUE AND FOR GUARANTEED USE, PROVIDING SPACER IN BETWEEN THE TILES IS RECOMMENDED. At the time of laying do not use an iron hammer or some heavy material to press the tile.

5 After fifteen minutes of the fixating tiles should be wiped with a damped sponge and clean the tiles with a soft dry cloth.

6 Company does not bear any liability for problems arising out of non fulfilment of the tile fixing instruction.

7 To cleaning the tiles use water or diluted soap solution followed by water with soft cloth or sponge. DO NOT RUB HARD OR SCRATCH ON THE SURFACE. NOTHING IN THIS INSTRUCTION IS SUBSTITUTE FOR GOOD WORKMENSHIP OR SUPERVISION.

NOTE :
Colours Shown in this catalogue are accurate as the limitations of the printing process will allow. Prospective customers are advised to inspect a sample of the tile before ordering. Every effort has been made to accuracy of the information given here. However, the company reserves the right to change the specifications without prior notice.