

**EARTH** ●  
COLLECTION



RAVISHING  
DEPICTION OF  
CREATIVITY

POLISHED & HIGH GLOSS FINISH

**1200x 1200x 800x 600x**  
**2400mm 1800mm 1600mm 1200mm**

A NEW PERSPECTIVE ON NATURE

**EARTH**   
COLLECTION

1200x2400mm | 1200x1800mm  
800x1600mm | 600x1200mm

9mm THICKNESS | PRODUCT CATALOGUE | YEAR 2021

# PRODUCT STORY

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Simero, in an attempt to discover the purpose of surfaces, brings a new collection of tiles inspired by one of the most magnificent creations of the universe - Earth.

4.5 billion years ago, after a big bang, Earth was formed and today our existence depends on it.

The Earth collection represents the unknown mysteries, the beauty and the environment that results in our existence. The tiles of this series provide the same safety and comfort that our Mother Earth provides us. So, explore the true essence of surfaces with the Earth collection by Simero.

A NEW PERSPECTIVE  
ON NATURE

EARTH COLLECTION — 9mm THICKNESS — PRODUCT CATALOGUE — YEAR 2021

DISCOVER  
BEAUTIFUL  
CREATIONS



# COLLECTION+ SIZE

CRAFTED TO  
IMPRESS.



## A UNIQUE APPROACH TO IMPACTFUL TILES



LARGE FORMAT



CUSTOMIZATION



EASY INSTALLATION

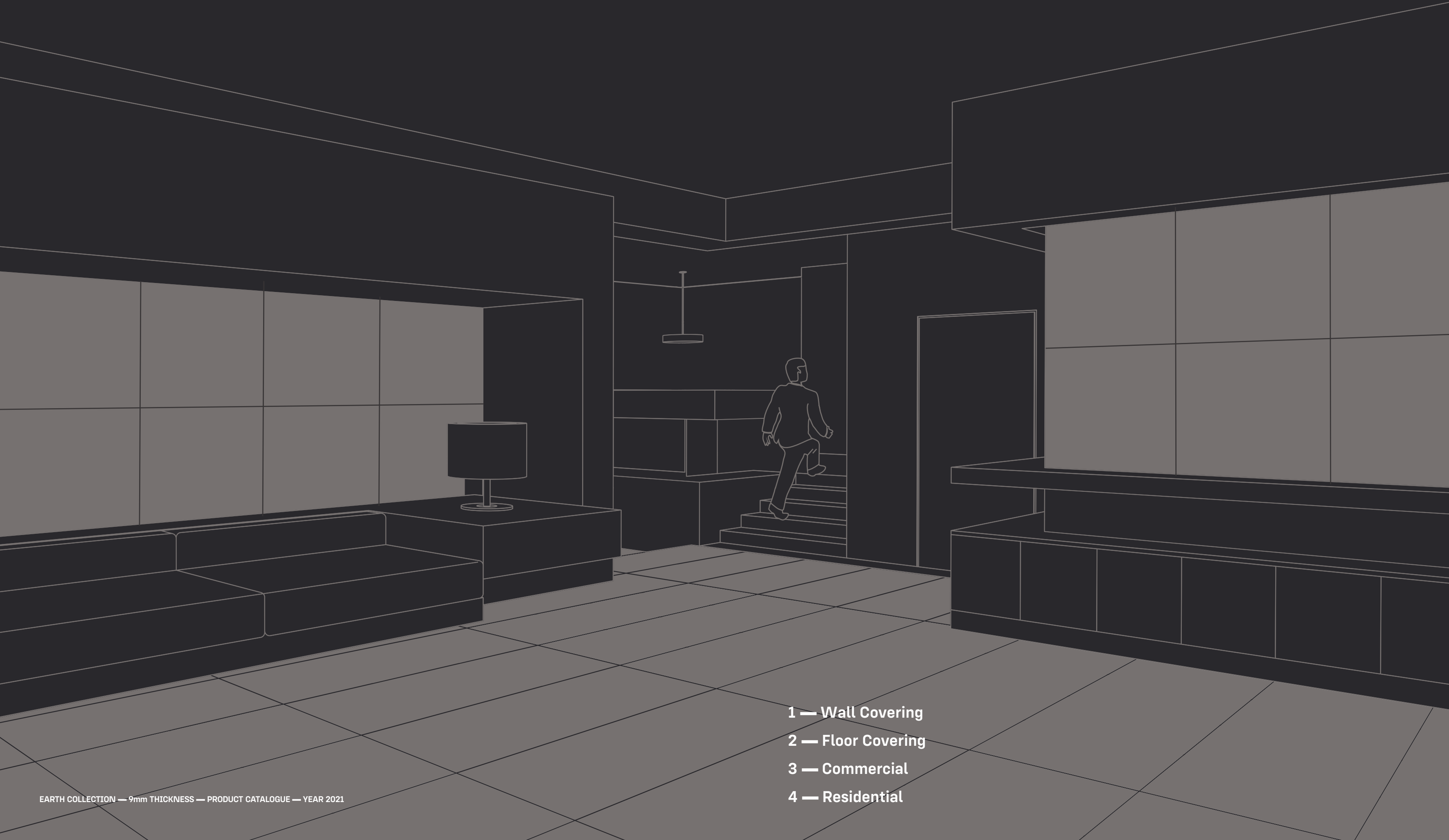
The Slabs of the Earth collection are exceptionally easy to handle and install despite their large format. Their sturdy thickness also enables to customize the tiles in accordance with their application.



# APPLICATION AREAS

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A COMPLETE  
TILING SOLUTION  
FOR MODERN SPACES



- 1 — Wall Covering
- 2 — Floor Covering
- 3 — Commercial
- 4 — Residential

# PRODUCT FEATURES

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SCRATCH RESISTANT

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MAXIMUM RESISTANCE  
TO FIRE AND HEAT

---



RESISTANT TO ABRASION

---



RESISTANCE TO  
FREEZING AND THAWING

---



SUPERIOR MECHANICAL  
RESISTANCE

---

SURFACES  
FOR THE  
FUTURE



RESISTANT TO STAINS

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LOW WATER ABSORPTION

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DIMENSIONAL STABILITY

---



FIREPROOF MATERIAL

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# SPIDER WHITE

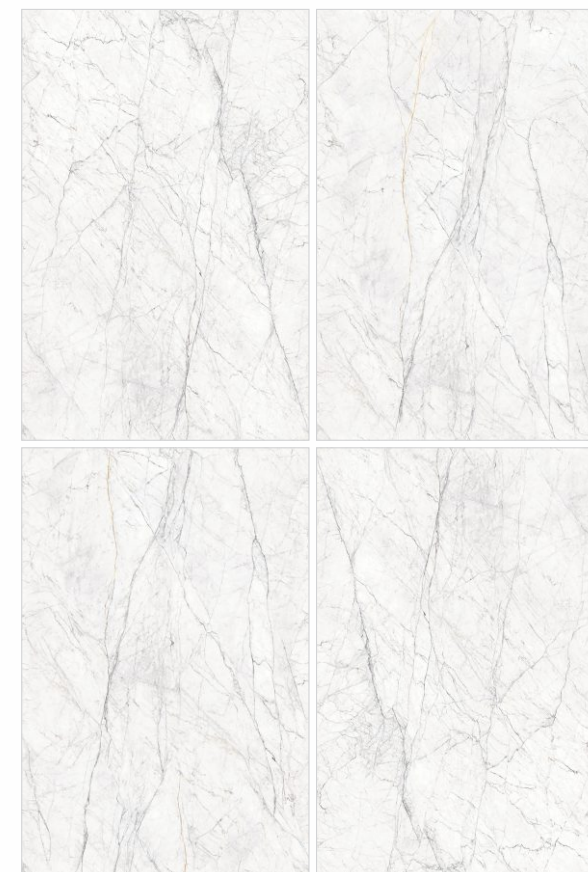
## DISCOVER NEW POSSIBILITIES

Let the impressive look of a white surface takeover your space and give it a serene and graceful interior style.



1200x2400mm

RANDOM FACES-2



1200x1800mm

RANDOM FACES-3



800x1600mm

RANDOM FACES-4



600x1200mm RANDOM FACES-5

# KITCHEN



■ ISLAND PLATFORM —  
**SPIDER WHITE**  
1200x2400mm

■ COUNTER —  
**SPIDER WHITE**  
1200x2400mm

■ FLOOR —  
**SPIDER WHITE**  
600x1200mm



# ANTICO CREMA

## EXPERIENCE THE LUXURY

Explore the beauty of natural shades and minimal designs through tiles that create an impressive impact for a place with their fascinating charm.



1200x2400mm

RANDOM FACES-2



1200x1800mm

RANDOM FACES-3



800x1600mm

RANDOM FACES-3



600x1200mm

RANDOM FACES-5

# CAFÉ

■ WALL —  
**ANTICO CREMA**  
800x1600mm

■ WALL —  
**ANTICO CREMA**  
800x1600mm

■ COUNTER —  
**ANTICO CREMA**  
1200x2400mm

■ FLOOR —  
**CORAL GREY**  
800x1600mm



# SAHARA BEIGE

## REVIVING ELEGANT STYLE

Feel the exceptional appeal of warm and earthy shade that creates a welcoming atmosphere for a space.



1200x2400mm

RANDOM FACES-2



1200x1800mm

RANDOM FACES-3



800x1600mm

RANDOM FACES-3



600x1200mm RANDOM FACES-5

# LIVING ROOM



■ WALL —  
**SAHARA BEIGE**  
600x1200mm

■ FLOOR —  
**OLMPIYA**  
1200x1800mm

■ FLOOR —  
**SAHARA BEIGE**  
1200x1800mm

# OTOMANE BEIGE

## EXPLORING MINIMAL DESIGN

Experience the charm and stellar beauty of your space with the minimal yet attractive look of beige coloured tiles.



1200x2400mm

RANDOM FACES-2



1200x1800mm

RANDOM FACES-3



800x1600mm

RANDOM FACES-3



600x1200mm

RANDOM FACES-5

# LIVING ROOM



■ WALL —  
**OTOMANE BEIGE**  
1200x1800mm

■ FLOOR —  
**OTOMANE BEIGE**  
600x1200mm

# BEIGE SPIDER

## ENHANCING INTERIOR SPACES

Choose simple surfaces with light shades to brighten up a space by giving it a spacious and luxurious look.



1200x2400mm

RANDOM FACES-2



1200x1800mm

RANDOM FACES-3



800x1600mm

RANDOM FACES-3



600x1200mm RANDOM FACES-5

# KITCHEN



■ WALL —  
BEIGE SPIDER  
800x1600mm

■ FLOOR —  
CORAL GREY  
800x1600mm



# SILVER TRAVERTINE

## CRAFTING NEW PERSPECTIVE

Give your space a natural look with a sophisticated aura by choosing tiles with simple designs and beautiful style.



1200x2400mm

RANDOM FACES-2



1200x1800mm

RANDOM FACES-3



800x1600mm

RANDOM FACES-3



600x1200mm

RANDOM FACES-3

# BEDROOM

■ WALL —  
**BRONNZ ARMANI**  
1200x2400mm

■ WALL —  
**SILVER TRAVERTINE**  
1200x2400mm

■ FLOOR —  
**SILVER TRAVERTINE**  
600x1200mm



# BRECCIA SUPREME

## DEPICTING ULTIMATE INNOVATION

Create a welcoming interior with eye-catching surfaces that resonates with your personality in every nook and corner.



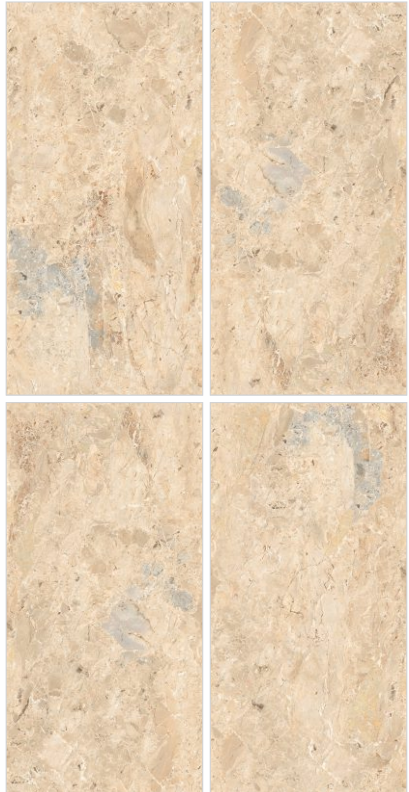
1200x2400mm

RANDOM FACES-2



1200x1800mm

RANDOM FACES-3



800x1600mm

RANDOM FACES-3



600x1200mm RANDOM FACES-5

# DINING AREA

■ WALL —  
**BRECCIA SUPREME**  
1200x2400mm

■ WALL —  
**BRECCIA SUPREME**  
1200x2400mm

■ FLOOR —  
**BRECCIA SUPREME**  
600x1200mm



# OLMPIYA

## EXPRESSING EXEMPLARY CREATIVITY

Let the glorious craftsmanship of stellar tiles amplify your space with their magnetic aura and exceptionally fine designs.



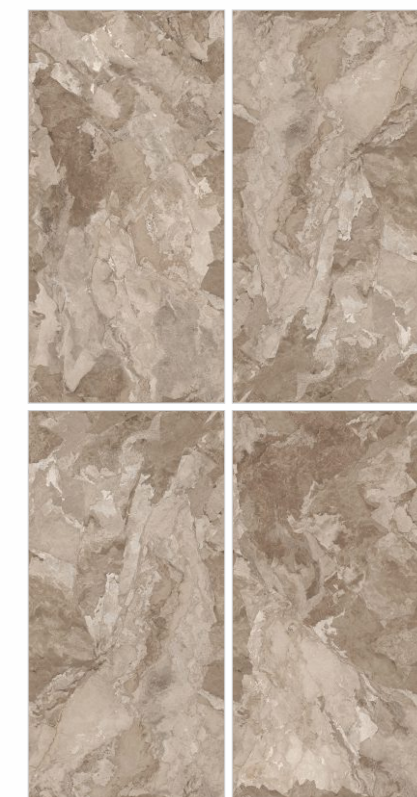
1200x2400mm

RANDOM FACES-2



1200x1800mm

RANDOM FACES-3



800x1600mm

RANDOM FACES-3



600x1200mm

RANDOM FACES-5

# KITCHEN



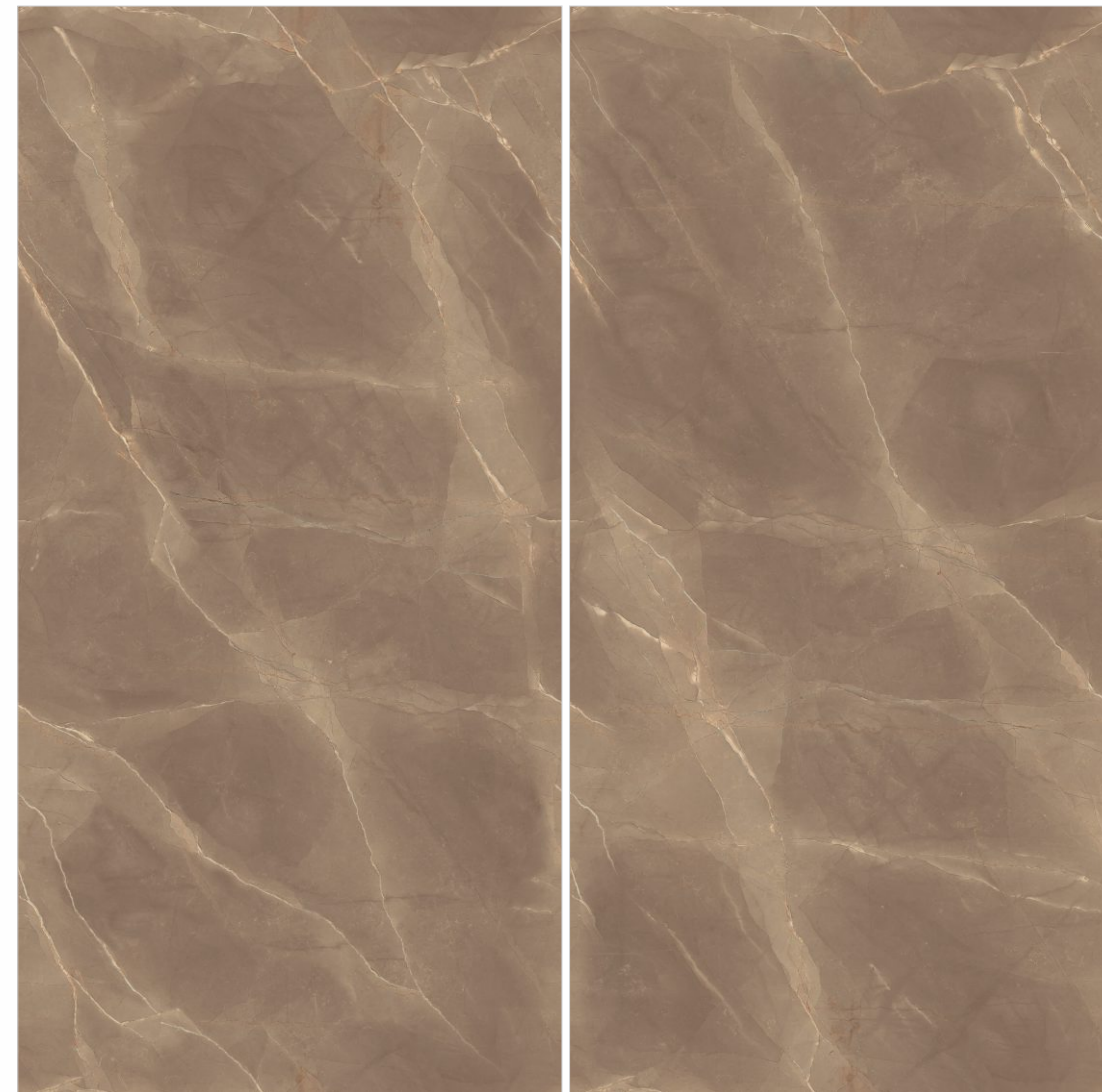
■ ISLAND PLATFORM —  
**OLMPIYA**  
1200x2400mm

■ FLOOR —  
**BEIGE SPIDER**  
1200x1800mm

# BRONNZ ARMANI

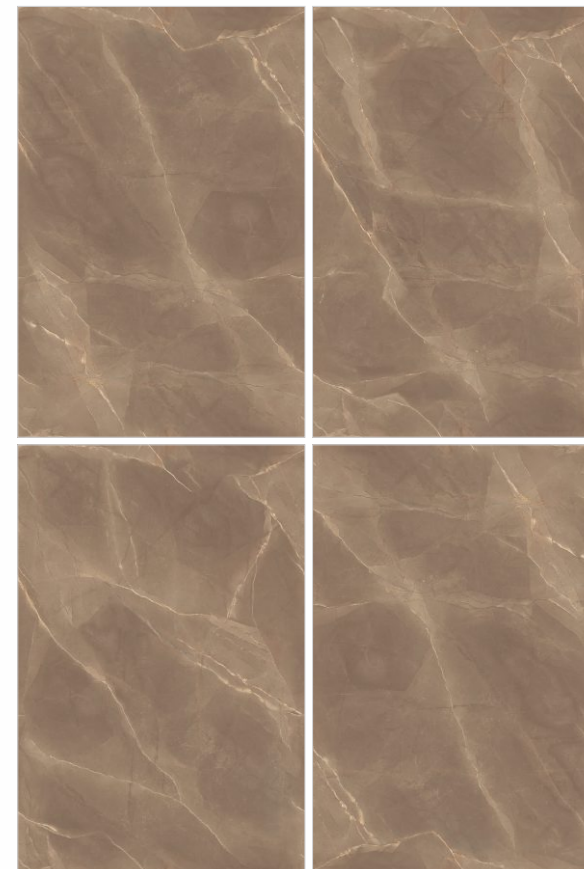
## UNLEASHING ARTISTIC CREATION

Design an extraordinary space with spectacular tiles that uplifts the decor with their larger-than-life appeal and attractive design.



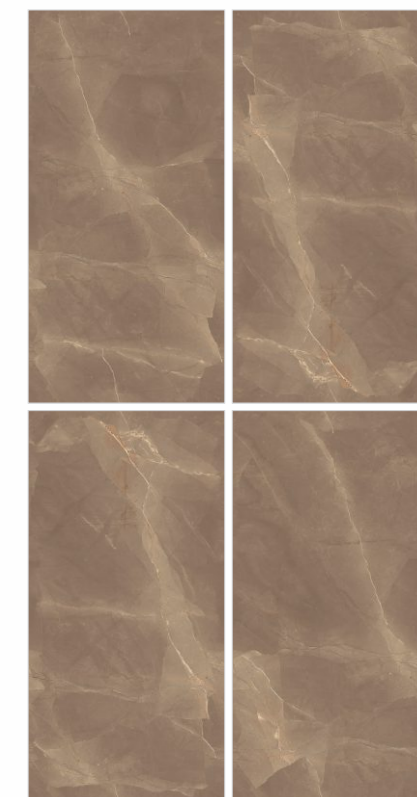
1200x2400mm

RANDOM FACES-2



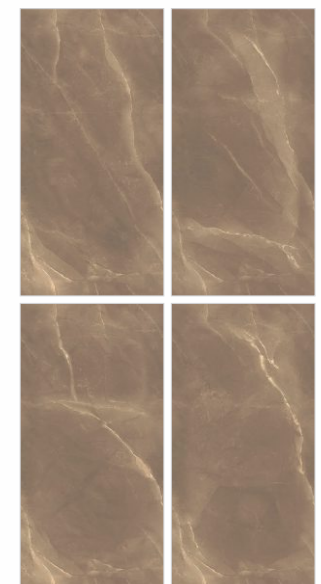
1200x1800mm

RANDOM FACES-3



800x1600mm

RANDOM FACES-3



600x1200mm RANDOM FACES-5

# BATHROOM

■ WALL —  
**BRONNZ ARMANI**  
600x1200mm

■ COUNTER —  
**BEIGE SPIDER**  
1200x2400mm

■ BATHTUB —  
**BEIGE SPIDER**  
600x1200mm

■ WALL —  
**BRONNZ ARMANI**  
600x1200mm





# GOLDEN GREY

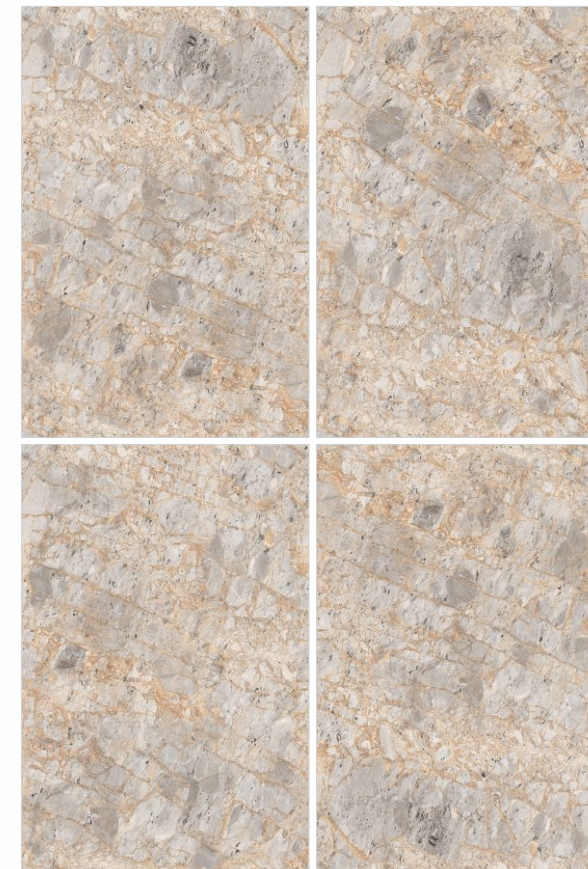
## AMPLIFYING DESIGN STYLE

Choose tiles that give your space a contemporary look with its chic style and timeless design for modern decor.



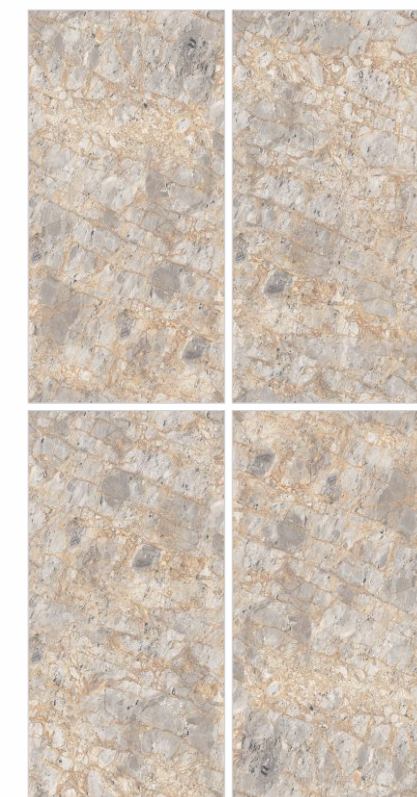
1200x2400mm

RANDOM FACES-2



1200x1800mm

RANDOM FACES-3



800x1600mm

RANDOM FACES-3



600x1200mm

RANDOM FACES-5

# LIVING ROOM



■ WALL —  
**GOLDEN GREY**  
600x1200mm

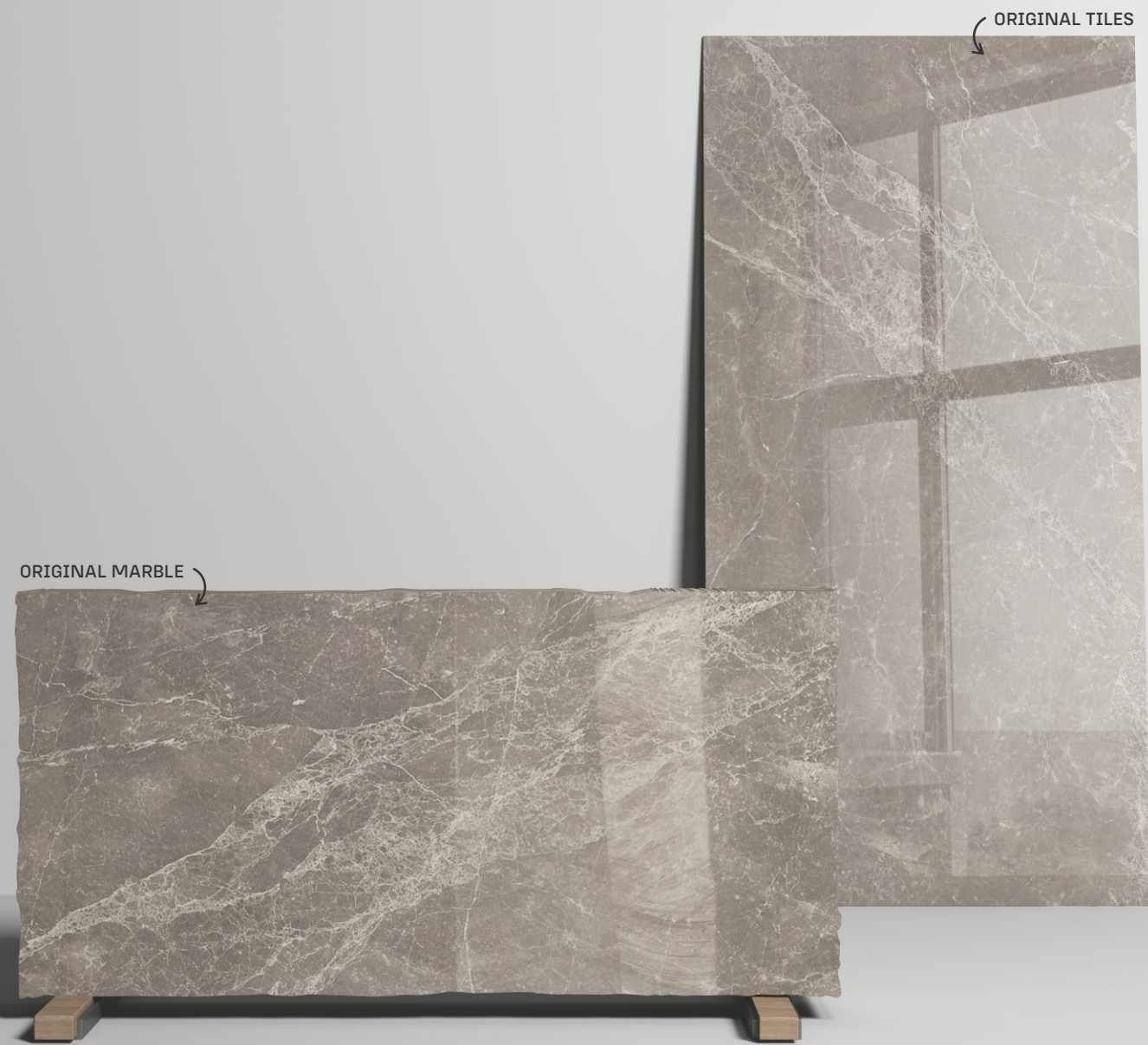
■ FURNITURE —  
**CORAL GREY**  
1200x1800mm

■ FLOOR —  
**GOLDEN GREY**  
600x1200mm

# LUISH GREY

## CHOOSE ATTRACTIVE TILES

Create an urban space with the innovative aura of tiles obtained with its sophisticated colour and fascinating style.



1200x2400mm

RANDOM FACES-2



1200x1800mm

RANDOM FACES-3



800x1600mm

RANDOM FACES-3



600x1200mm RANDOM FACES-5

# RECEPTION



■ WALL —  
**LUISH GREY**  
1200x1800mm

  
**LA BEAUTE**



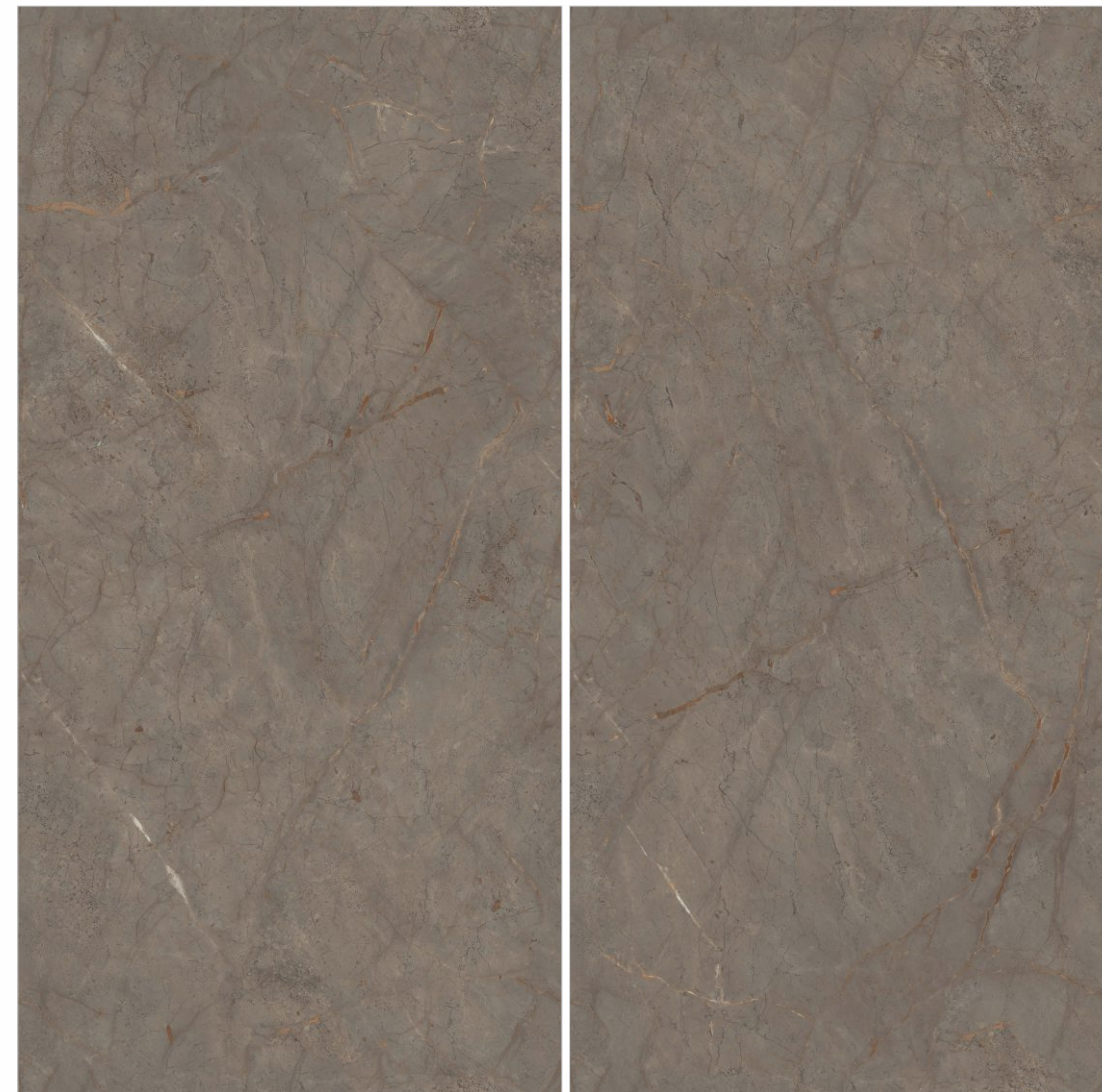
■ WALL —  
**GOLDEN GREY**  
1200x2400mm

■ FLOOR —  
**LUISH GREY**  
1200x1800mm

# CORAL GREY

## APPRECIATING ATTRACTIVE CRAFTSMANSHIP

Install tiles with bold and charming colour with minimal design to give your space a unique look and remarkable aesthetics.



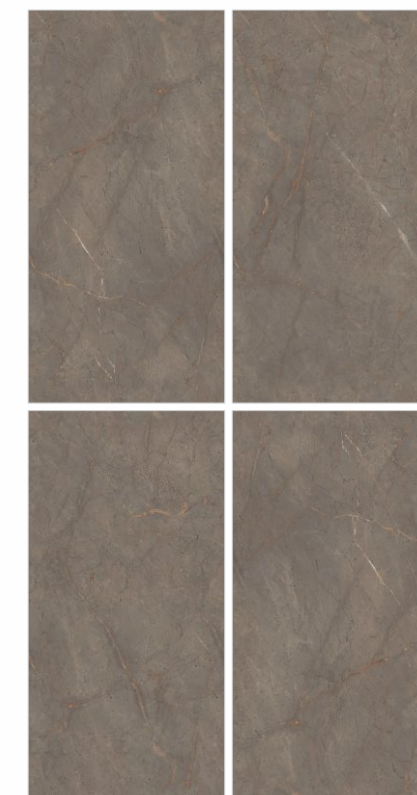
1200x2400mm

RANDOM FACES-2



1200x1800mm

RANDOM FACES-3



800x1600mm

RANDOM FACES-3



600x1200mm RANDOM FACES-5

# KITCHEN

■ RECEPTION —  
CORAL GREY  
800x1600mm

■ FURNITURE —  
CORAL GREY  
1200x2400mm


■ FLOOR —  
LUISH GREY  
800x1600mm



## Technical Specification

CHARACTERISTIC	INTERNATIONAL STANDARD ISO13006:2012/EN14411 Group BIa	MEAN VALUE OF SIMERO	TEST METHOD
<b>Dimension &amp; Surface Quality</b>			
length	± 0.60 %	± 0.10 %	ISO 10545-2
Thickness	± 5.00 %	± 3.00 %	ISO 10545-2
Straightness in side	± 0.50 %	± 0.10 %	ISO 10545-2
Rectangularity	± 0.50 %	± 0.10 %	ISO 10545-2
Surface flatness	± 0.50 %	± 0.510 %	ISO 10545-2
Surface quality	Declared by Manu.	95~105 %	ISO 2813(Gloss Meter)
Glossiness (only Polished Products)	Min. 95% Tile Should Be Free From Defects	Min. 98% Tile Should Be Free From Defects	ISO 10545-2
<b>Physical Characteristics</b>			
Water absorption	E ≤ 0.5 %	E ≤ 0.5 %	ISO 10545-3
MOH'S hardness	≤ 6	≤ 6	ISO 10545-3
Moisture expansion	Nil	Nil	ISO 10545-10
Abrasion resistance	Declared by Manu.	Pei 3~5 (Declared on product)	ISO 10545-7
<b>Mechanical Characteristics</b>			
Flexural strength(MOR)	≥ 35N/mm <sup>2</sup> (350kg/cm <sup>2</sup> )	≥ 37N/mm <sup>2</sup> (370kg/cm <sup>2</sup> )	ISO 10545-4
Breaking strength	1300 Newton	2000 Newton	ISO 10545-4
Impact resistance	Declared by Manu.	No indentation or cracking	ISO 10545-5
<b>Safety Characteristics</b>			
Skid resistance(Dynamic Friction Coefficient)	≥ 0.4	≥ 0.4	ISO 10545-17
Density	≥ 2.0 gm/cc	≥ 2.3 gm/cc	DIN 51082
<b>Thermo Photo Characteristics</b>			
Thermal shock resistance	Resistant to 10 cycles	Pass Min. 10 cycles	ISO 10545-9
Frost resistance	Frost Proof	Need to comply with the standard	ISO 10545-12
Coefficient of Linear thermal Expansion	9x10 <sup>-6</sup> K-1	<5.86x10 <sup>-6</sup> K-1	ISO 10545-8
Color resistance to UV light	Resistant	Resistant	ISO 10545-16
<b>Chemical Characteristics</b>			
Chemical resistance: House Hold Chemicals & Swimming Pool Salts	Min. Class - GB	Confirm to Classes - GA	ISO 10545-13
Chemical resistance: Low Concentrations Acids & Alkalis	Min. Class - GIB	Confirm to Classes - GIA	ISO 10545-13
Chemical resistance: High Concentrations Acids & Alkalis	Min. Class - GHB	Confirm to Classes - GHA	ISO 10545-13
Stain resistance	Min. Class - 3	Min. Confirm to Class - 4	ISO 10545-14

## Packing Details

PRODUCT	DIMENSION(mm)	THICKNESS	SLAB / BOX	COVERAGE AREA / BOX	WEIGHT / BOX (Approx)
	1200x2400	9mm	1 pc	2.88 sq. mtr.	60.0 kg
	1200x1800	9mm	2 pcs	4.32 sq. mtr.	90.0 kg
	800x1600	9mm	2 pcs	2.56 sq. mtr.	54.0 kg
	600x1200	9mm	2 pcs	1.44 sq. mtr.	28.5 kg

**SIMERO**<sup>®</sup>  
CERAMICS

Behind Indian Oil Petrol Pump,  
Morbi-Halwad Road, State Highway No. 22,  
Nichi-Mandal, Morbi.

Customer care no.: +91 814 12 12 000

[www.simero.in](http://www.simero.in)

