



BFT+ DESIGNER RANGE

A COLLABORATION WITH VISIONARY DESIGNERS

ISO 9001: 2015 certified company



THE MAGIC OF HANDCRAFTED TILES

WHAT IS THE MAGIC ELEMENT?

Cement tiles are 100% handcrafted, and really incorporate the concept of Wabi - Sabi in them. Cement tiles are not fired; there is no glaze layer on the surface of the tile.

They derive their durability from the combination of finely dehydrated ground Portland cement layer and a more coarse layer of sand and cement.

THE MAKING OF AN ARTISANAL PRODUCT

Cement tiles are made by hand, one at a time, using mineral pigments. The pigment layer is hydraulically pressed into the surface and becomes a part of the tile.

The metal mold is handmade following specific design drawings. After the tile is cast by the artisan, it must be cured in water for a period of time, and then air dried before being shipped. It is for this reason that cement tiles have a longer delivery period than ceramic tiles, but they have an extremely long life.

WHAT MAKES OUR TILES STAND OUT?

Our tiles are neither printed nor painted, coloured cement materials are hand-poured into divider molds to create these patterns.

WHY ARE NO TWO TILES THE SAME?

Because of the traditional processes involved with the production of these tiles, slight variations such as small edge splinters, colour bleeding/smudging between elements of the pattern and surface scratches are inevitable.

In addition, some tiles may have small crack or cobweb-like structures on them. This is perfectly normal and is due to the chemical process followed by cement. It is precisely these imperfections which give these tiles their distinct charm and natural appeal.

WHAT ARE THE BENEFITS OF USING CEMENT?

Cement is incredibly durable. Floors can last up to 60 to 70 years if used and maintained properly. In addition to this, the tiles can be re - polished a number of times during their life and will look as good as new each time this is done. Cement floors can take a lot of wear and tear, and are perfect for high traffic areas.

BFT OFFERS YOU A RANGE OF COLOURS

Our tiles are available in a vast variety of shades which can be combined and paired to create beautiful results. The only exception, however, whenever darker colours (especially black or dark blue) are used in conjunction with lighter colours (especially white), there will be smudging during the polishing process. This is due to the dark pigment being polished off and settling onto the lighter tile. To avoid this, the combination of colours can be changed. Our designer can advice you on this.

WHY ARE THE JOINT LINES VISIBLE ONCE THE TILES ARE LAID?

Tiles are laid very close to each other. Since the joint lines are very fine, it is difficult for the grouting material to stay inside. Some of this material may come out, causing the joint lines to be visible.

Sometimes, free lime left over from the curing process will float to the top of the tile forming a whitish layer on top. This feature is called efflorescence and is inherent in all cement products. The efflorescence will gradually go away with regular mopping and use of the floor. To remove it more quickly, one can purchase our soap and scrub the floor.

WHAT IS THE TILE POROSITY?

Cement tiles have porosity similar to natural stones. They are not recommended for areas where there will be spillage of oil or masalas. In bathrooms, they should preferably be used in dry areas and walls.

ARE THE BFT TILES SUITABLE FOR OUTDOOR USE?

If the tiles are used outdoors, they will get a weathered appearance and the polish not remain. The recommended use of these tiles is indoors.

CARE AND MAINTENANCE

Avoid using harsh chemicals, phenyl etc. Just use plain water, and most importantly, change the water often during the mopping process. This will keep the tiles clean and indeed, will ensure your tiles gleam more and more over the years.

If you like, you may buy our soap solution and use a small capful in each bucket of water. A small bottle should last you a long time.

INSTALLATION BY CERTIFIED CONTRACTORS

Always have your floor installed by our certified contractor, Gaaia Contractors as they would know all the steps to be taken to produce an outstanding floor. Getting the tiles laid by a non-certified contractor will ruin the tiles. We will take no responsibility for tiles fixed by a non-certified contractor.

DIMENSIONAL TOLERANCES

As a characteristic of cement tiles, there will be dimensional variations both in thickness and right angles.

These have to be adjusted during the laying of tiles by using cement mortar mix instead of adhesive, and also by the skill of the mason in adjusting the pattern to fit properly.

THE BFT PROCESS



01 BLENDING

The pigment composition is a mixture of high quality white Portland cement, marble powder and natural mineral colour pigments. The ingredients are blended together carefully over a period of 3-4 hours to produce the final colours.

02 MOLDING

The colours are filled with hand into a metal mold. The metal mold, containing the desired pattern is handmade from specific design drawings. Handmade cement tiles are unique and are expected to have slight imperfections, which give them character and depth.

03 COMPRESSING

A cork in the form of a strong metal plate is applied at the top of the mold and the tile is pressed using a mechanical hydraulic press. The pressure applied is up to 1-ton per square\inch, which produces a compact tile.



04 HARDENING

After pressing, the tiles are removed from the mold and placed on a rack until they harden enough to be moved into a tank of water.

05 HYDROLYSIS

The tiles are cured in water for several days, and not touched, during which they undergo a hydrolysis process and harden into strong concrete.



06 DRYING

They are then removed from the tank, and allowed to further cure in the air, until they are fully ready to be shipped to the customer.

THE BFT STORY



2014

BFT+ RANGE

For this BFT+ brochure we share our experience, quality and integrity that has always been greatly complemented by imagination and innovation. Every floor that we envision and design is not just about another home, institution or any other space floored successfully. It is about our constant search for beauty, grace, meaning and an idea. An idea with modern sensibilities depicted through colours and lines. In the light of our drive and inspiration, we bring you BFT+ Our collaboration with young and visionary designers to create art.

2010

REVIVING 'IN SITU' FLOORS

A skill for which Bharat is famous for, is being taught to new craftsmen for restoring old floors and creating new ones.

1999

HERITAGE RENAISSANCE

Rediscovering its original molds and catalogues, Bharat's Heritage™ range was re-launched in 1999 at the first Kalaghoda festival.

Each Heritage™ Tile is handcrafted and then mechanically processed for strength and longevity. Unlike mass produced products, some irregularities in line and some variation in shades are the hallmark and charm of handcrafted products. Continuing the grand tradition of past centuries, even today the tiles are made to order, to satisfy individual design and colour preferences.

1950

THE TERRAZZO ERA

Bharat responded with Premium Terrazzo Tiles, made of the whitest stone chips money could buy, as well as chips of the best Italian and Indian marble, providing cool, clean and beautiful Terrazzo or mosaic floors that are cherished even today throughout India.

1935-1940

GRINDWELL ABRASIVES IS BORN

World War II. Cement only for defence purposes! Bharat closed, but the owners started India's first grinding wheel company in their Uran factory.

1923-1935

THE RAJ ERA

"Equal to the world's best" was the motto. Many princely residences were tiled by the Bharat Tiles Company; amongst them for their Highnesses, the Maharajas of Bansda, Bikaner, Gwalior, Jodhpur, Kolhapur. Umaid Bhavan Palace retains them still and many others. Even the British could not resist using Bharat's 'Swadeshi' tiles in their Governors' houses, Universities, the Mint, and other public buildings!

1923

OUR FIRST CLIENT SIR COWASJI JEHANGIR

Still there after 93 years! Sir Jehangir HC Jehangir testifies "... we are very happy to inform you not only are the tiles still existing and in excellent condition but are much admired by ourselves, by many of our tenants and by visitors to the building. In fact, we like the tiles so much we do not allow them to be replaced by any of our tenants."

1922

OUR JOURNEY

Jamshed Mehta, a colleague of Mahatma Gandhi, inspired the young Pheroza Sidhwa by saying "India needs both economic and political independence".

Pheroza borrowed money, and started a tile manufacturing unit along with nephew Rustom, and friend Jamshed. Thus, in 1922, was born The Bharat Flooring Tile Company. In the fishing village of Mora, Uran, where the family once made liqueurs from fruits and flowers. Without electricity, water or telephone service. With only fishing boats to carry goods and people - when the weather was fair!

THE BFT+ DESIGNERS



STUDIO SCD



PARALLAX DESIGN STUDIO



TANIA & SANDEEP KHOSLA



STUDIO WODEHOUSE



SAMEER KULAVOOR



SIAN PASCALE



THE BUSRIDE



ALICE VON BAUM



STUDIO SCD

StudioSCD is a boutique design studio, store and consultancy. They create capsule collections of limited edition pieces in furniture, fashion, wall and floor treatments and leather goods. Highlighting the essence of the raw material, they seamlessly layer colours and textures to create distinctively bespoke interiors and fashion wear.

BFT+ RANGE: EXTRA LARGE PLEASE!!

Macarons



40cm diameter



Tropical Hive
35cm x 30cm with a
17.5cm side



Design Inspiration

In an increasingly square world, Shafali Choudhrie Diwanji is drawn to curvilinear shapes and forms which fit into any space with ease, this was the reason she created the Macaron tile. The sensual curves of the macaroon are her inspiration behind these tiles.

The hive or the hexagon is the quintessential shape that is prevalent in nature. Inspired by the industrious bee, the hive series celebrates the hexagon in deep and subtle tropical hues.

PARALLAX DESIGN STUDIO

Parallax Design Studio approaches creative problem solving with the observation and understanding of the unique values and requirements of each client.

The central concern of the practice is excellence in design with active collaboration with graphic and product designers, engineers, artists and local artisans. The firm deals with a wide range of projects and is not restricted to a particular genre.



Design Inspiration

Aranya draws its inspiration from the patterns of nature in motion - the sculptural forms of a bird mid-flight, the gentle flutter of a butterfly's wings, delicate overlapping petals in a gerbera flower swaying in the breeze, and the beautiful proportions of a dragonfly.

BFT+ RANGE: ARANYA

Halcyon Type A



Halcyon Type B



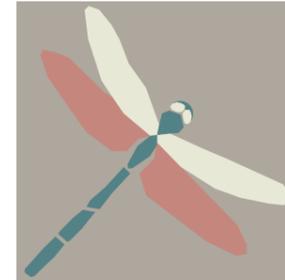
Halcyon Type C



Butterfly



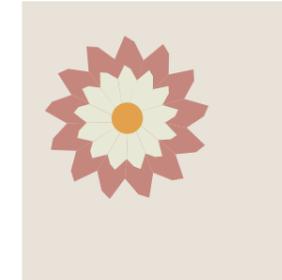
Dragonfly



Plumeria

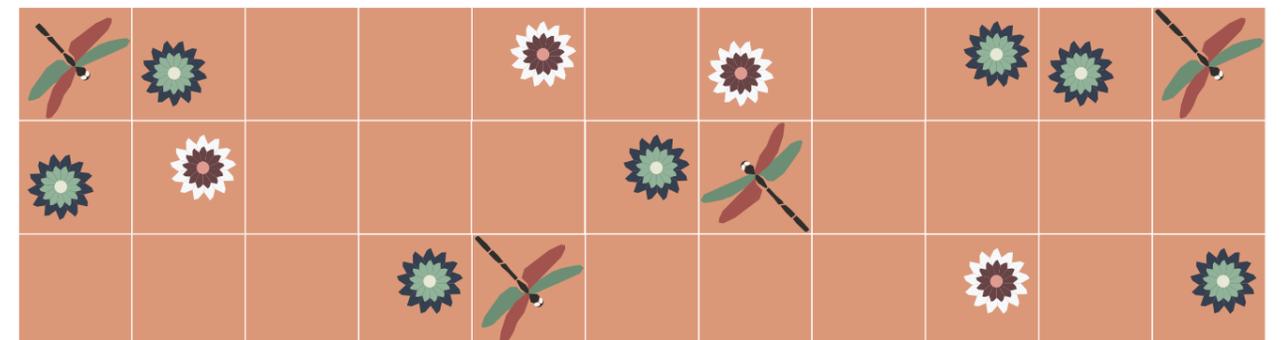
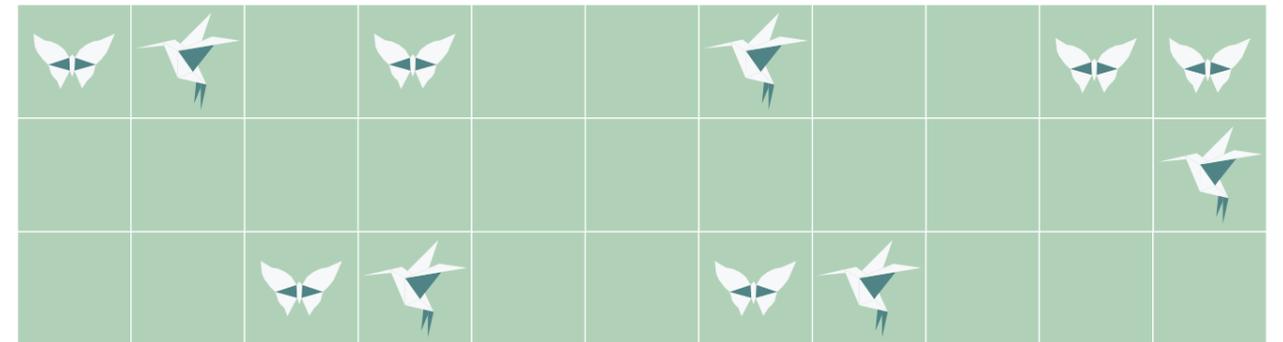


Gerbera



Each theme creates a sense of nature captured in motion, and when combined, the different themes come together to create a magical woodland setting. Aranya will add that perfect touch of whimsy and nature to your floors.

20cm x 20cm





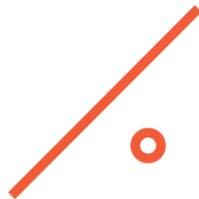
TANIA & SANDEEP KHOSLA

Tania and Sandeep are a Graphic Design and Architect couple based in Bangalore. Well regarded in their respective fields they have independent practices built over 2 decades. Shared spaces, common interests, travel and design experiences have inevitably lead to exciting collaborations blurring the boundaries between graphics, interiors, furniture and products. Culture and context have been important aspects of both their work creating a cohesive synergy in their design sensibilities.

Design Inspiration

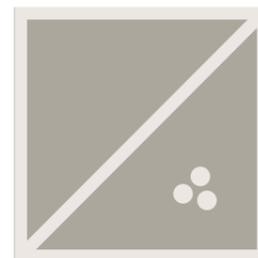
Inspired by the elemental properties of geometry, DashDashDot is a whimsical collection of tiles constructed from lines (dashes) and circles (dots). The beauty of this collection lies in its immense versatility.

The spirit of this collection is that of delight - as it tempts the user to construct, compose, turn and play.



BFT+ RANGE: DASH DASH DOT

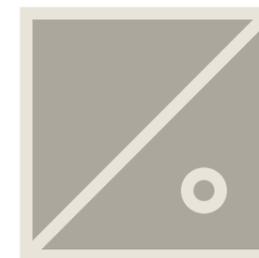
Type A



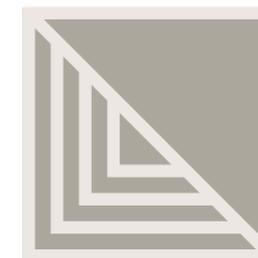
Type B



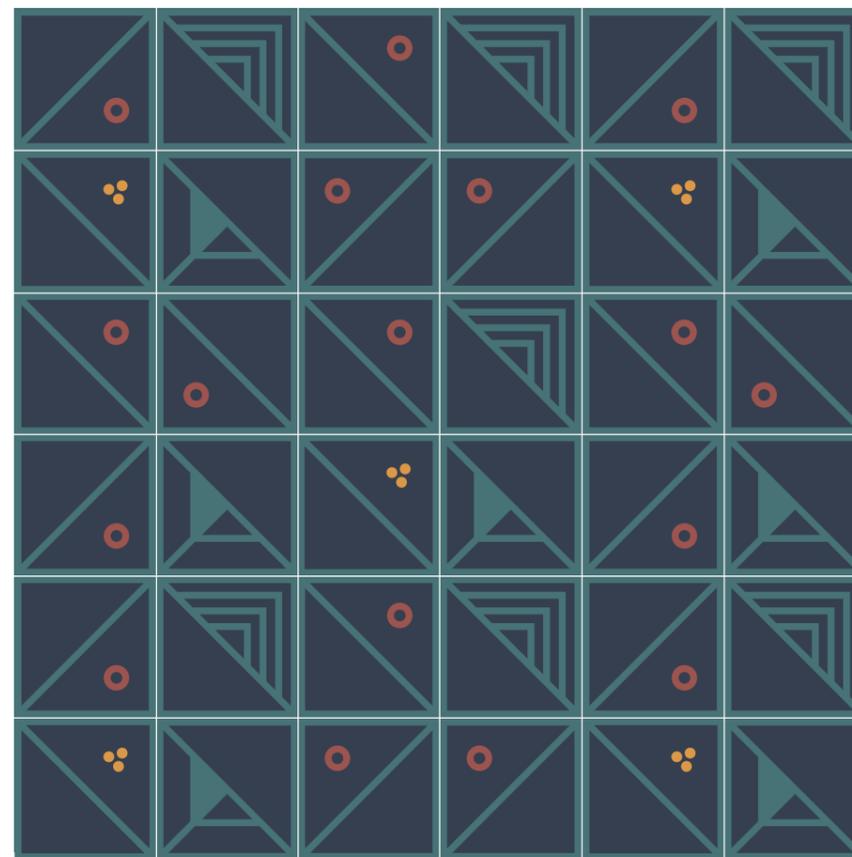
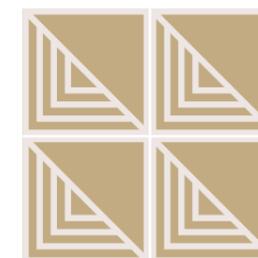
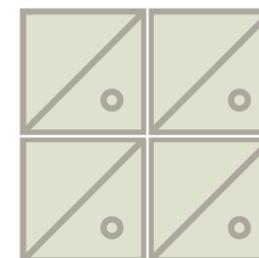
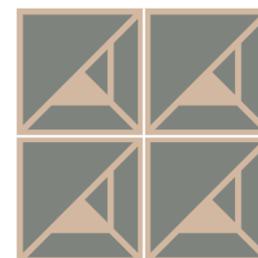
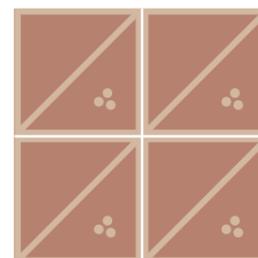
Type C



Type D



20cm x 20cm



The collection comprises a kit of parts - 4 basic tile units that can be composed of infinite ways to create a huge variety of textures and patterns, from simple to complex. Each tile unit can be used individually in a repeated pattern, or in any combination with one or all of the other tile designs. The outcome - an even textured tonality, or eclectic compositions that are bespoke and one of a kind. From graphic bold black and white, to nuanced tones of dusty pinks, purples and greys, to Mediterranean hues of aquas and ochres, the collection lends itself to being interpreted in a wide palette of colours and moods - perfect for floor applications, to accent walls; a funky, statement powder room to a sprawling tropical verandah.



STUDIO WODEHOUSE

Navigating through the multifarious worlds of advertising, design and human psychology has been a large part of Shonali Mahajan's adult life.

Graduating from the Domus Academy in Milan, with a major in Interior Design propelled her headfirst into the world of design and interior solutions. Half a decade of design experience in India and Europe, later, she founded a boutique interior design firm called Studio Wodehouse in 2014.

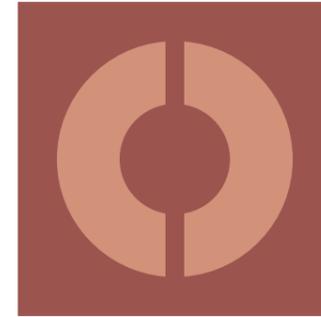
Design Inspiration

The Shibori Tiles designed by Studio Wodehouse for Bharat Floorings was inspired by the forms, patterns and lines created by the unique process of Shibori. This ancient Japanese form of textile dyeing was resurrected at the iconic tile maker's factory.

Studio Wodehouse dismantled the typical patterns into singular, more geometrical forms to create bold "stamps" with relevance to contemporary designs and colour palettes. Neutrals and pastels were selected to subdue the bold forms in order to allow the user to create a soft yet very modern floor canvas.

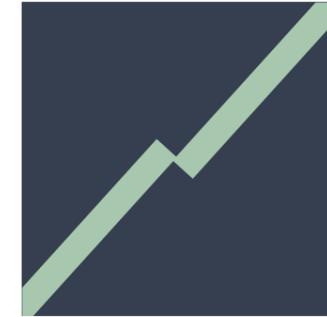
BFT+ RANGE: THE SHIBORI TILES

Shibori Eye

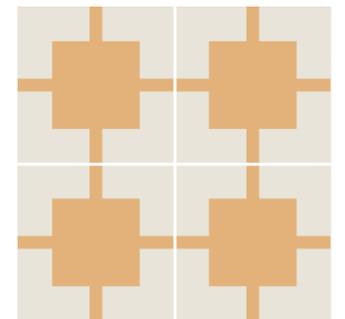
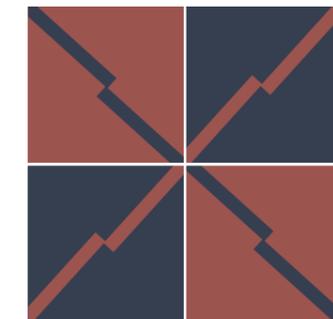
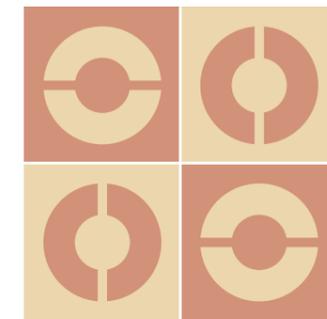
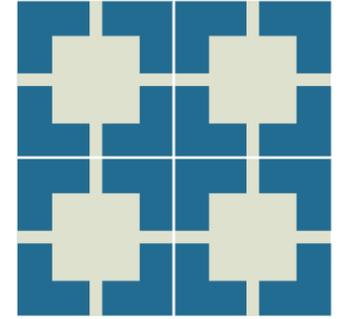
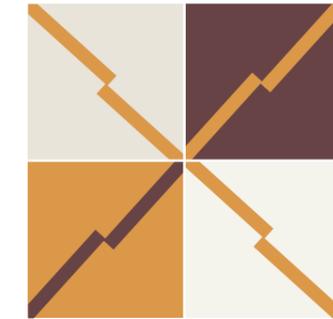
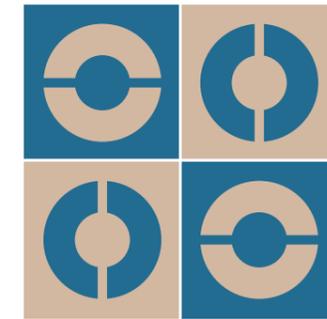
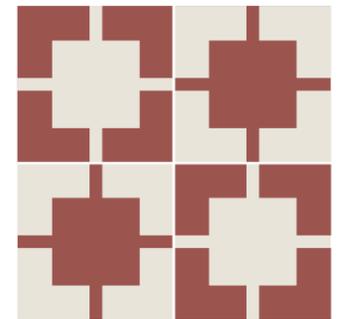
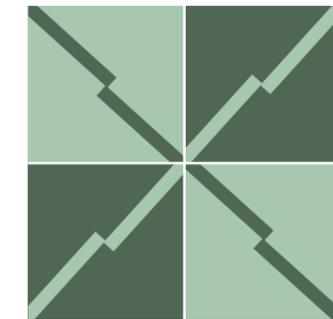
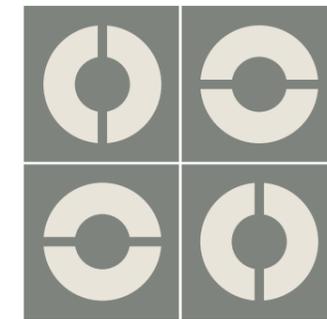
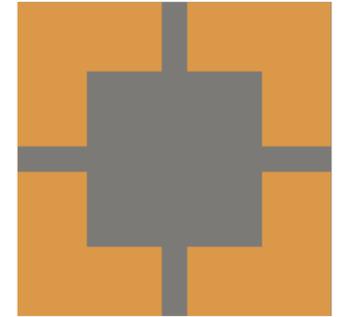


20cm x 20cm

Shibori Chevron



Shibori Fold



At Studio Wodehouse Shonali and her team focus on producing residential and commercial spaces which are rooted in design thinking. Shonali's passion lies in investigating her aesthetic sensibilities by engaging in a dialogue on what design for the future truly means. Studio Wodehouse applies the process of design thinking to the creation of spaces and products. This, in turn, facilitates conversation and communities.

SAMEER KULAVOOR

His area of work lies at the intersection of graphic design, contemporary illustration and art. Inspired by urban surrounding, culture and designs, Kulavoor has always come up with bold and highly evolved visuals. Bombay Duck Designs (founded by Kulavoor in 2008) has worked splendidly with music & cultural projects, publications, exhibits, motion graphics, animation, advertising and editorials. It is the earliest 'specialized' independent studio of its kind in India.



Design Inspiration

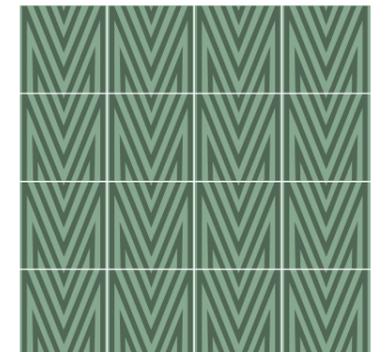
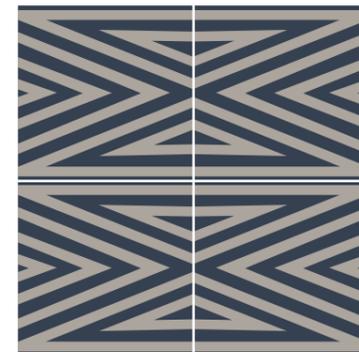
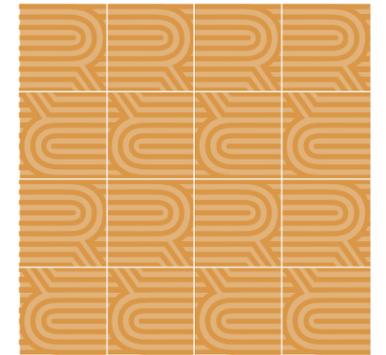
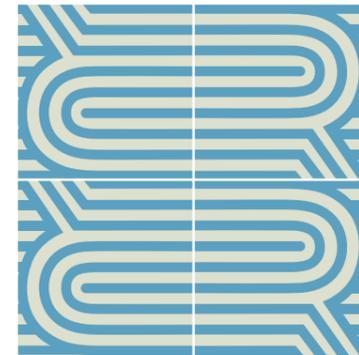
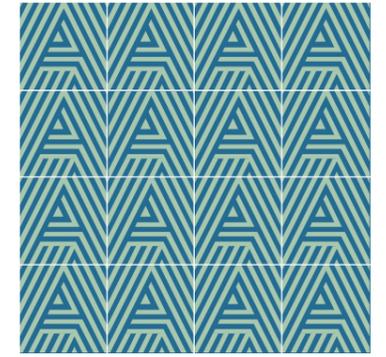
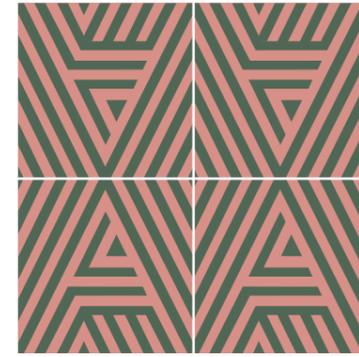
Wanting to create tiles which are personal, with both classic styles combined with contemporary visuals, Bombay Duck has come up with a unique design of tiles based on letterforms.

These tiles draw an inspiration from the 'Art deco' architecture and 'typography' of classic South Bombay. The idea is to create seamless patterns using concentric forms & overlaps of 'art deco style' to create tiles with letters. The concentric designs work perfectly as style as well as type.

BFT+ RANGE: ARMS



20cm x 20cm



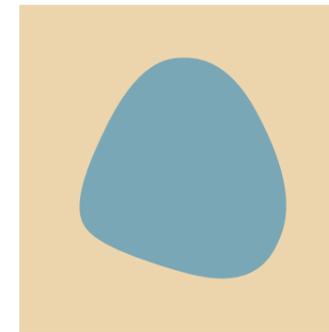
Four unique designs using letters A, R, M & S that work as type if used singularly but create unbroken patterns if used in different combinations. These tiles can be used alongside brighter pop coloured walls to give a classic-modern vibe. If used sparingly in a small space, the tiles can add life and character to any space. They complement both colourful or neutral surroundings, be it for a residence, restaurant, cafe, bar, office or studio.

SIAN PASCALE



Sian Pascale studied Architecture in Melbourne and Copenhagen before working in architecture, interior design and ceramics for 5 years. She started her own multi-disciplinary studio Young Citizens in India in 2013 after being commissioned to design Mumbai's first boutique hotel, Abode. Her work has been published in Dezeen, the New York Times and the Wall Street Journal and has been exhibited internationally as part of the London Design Festival 2013.

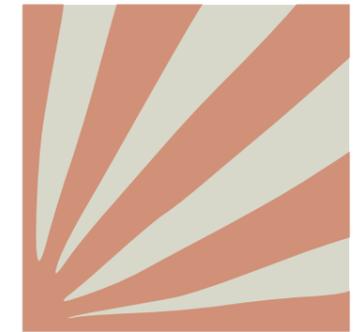
BFT+ RANGE: JAPANESE LINE



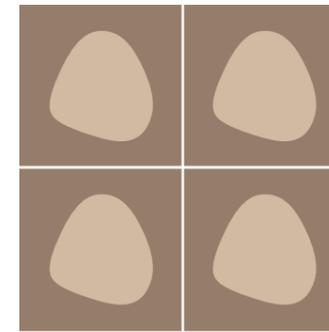
Borubu | 20cm x 20cm



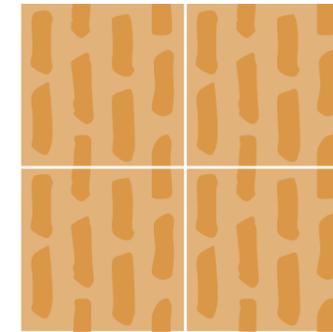
Muradasshu (Type A) | 20cm x 20cm



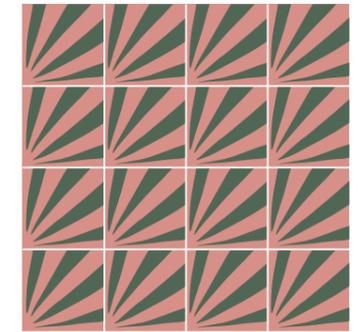
Furagu | 20cm x 20cm



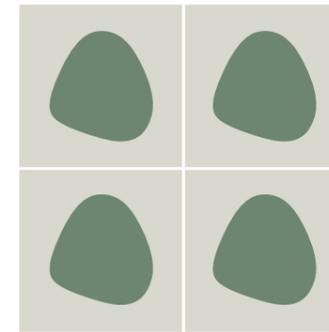
Borubu (4 tiles)



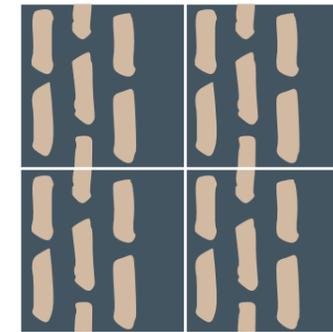
Muradasshu (Type B) - (4 tiles)



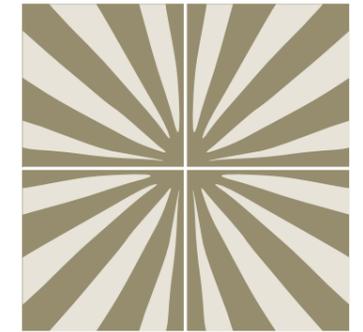
Furagu - (16 tiles)



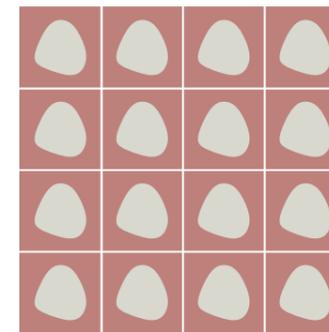
Borubu (4 tiles)



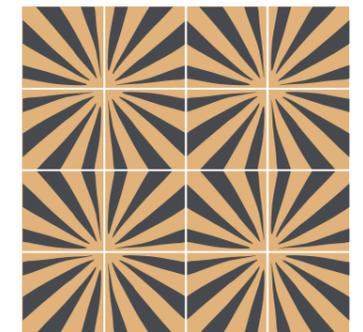
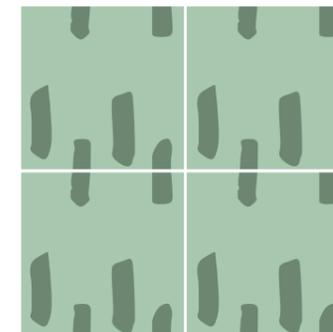
Muradasshu (Type C) - (4 tiles)



Furagu - (4 tiles)



Borubu - (16 tiles)



Furagu - (16 tiles)

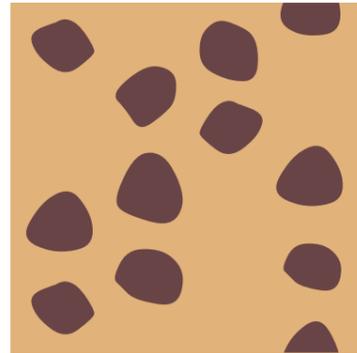
Design Inspiration

The design of 'Japanese Line' was primarily inspired by the ideas in the book 'In Praise of Shadows' - a Japanese essay on aesthetics written in the 1930s by Junichiro Tanizaki. This book, together with Sian Pascale's years of meditation and yoga practice formed the conceptual framework for these simple, yet thoughtfully expressed designs.

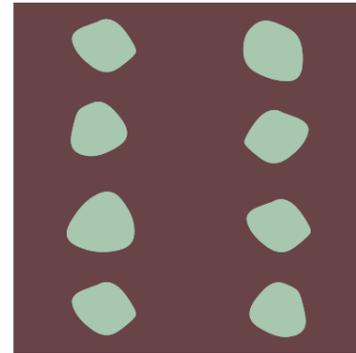
Using her paintings and ceramics as a creative springboard, each tile is drawn from a hand-painted line motif, which is explored in size, scale and density. The result is a series that is simple, bold, and zen-like, with an inherent flexibility that allows for the possibility of many variations in floor patterns.



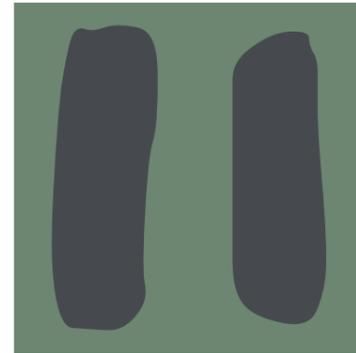
Shasen | 20cm x 20cm



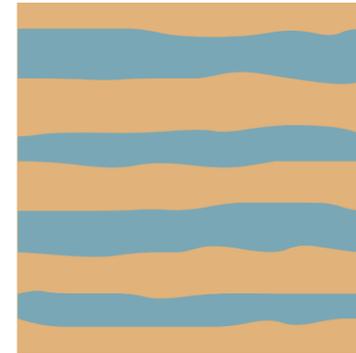
Toso Dotto (A) | 20cm x 20cm



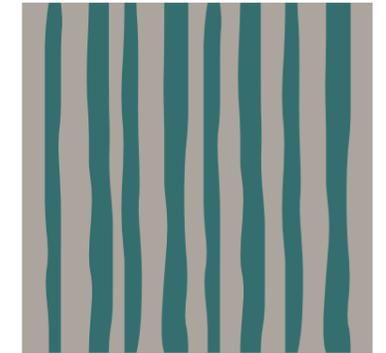
Toso Dotto (C) | 20cm x 20cm



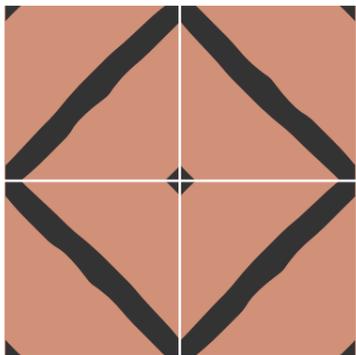
Demodasshu - o | 20cm x 20cm



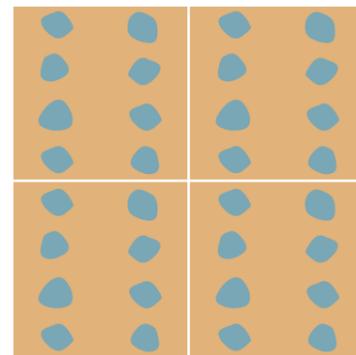
Namisen (A) | 20cm x 20cm



Namisen (D) | 20cm x 20cm



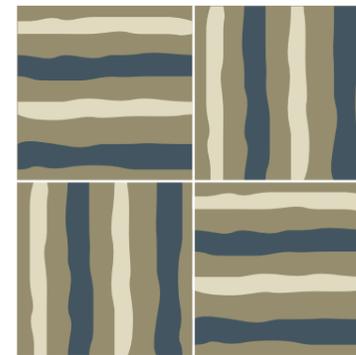
Toso Dotto (A) - (4 tiles)



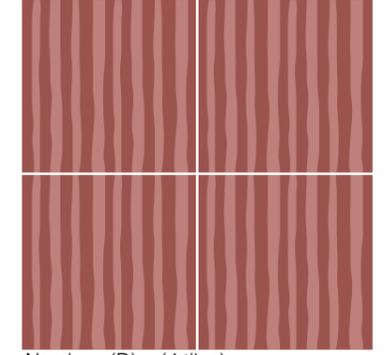
Toso Dotto (C) - (4 tiles)



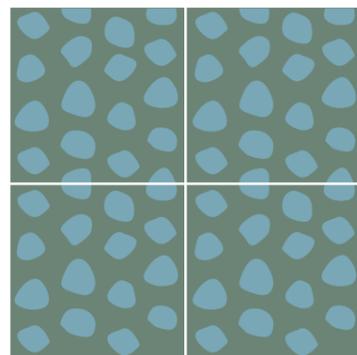
Demodasshu - o (4 tiles)



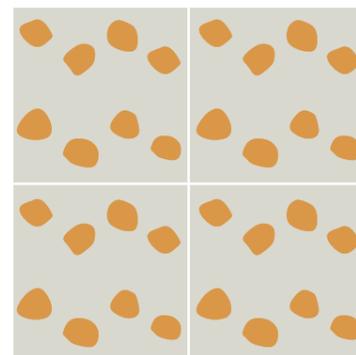
Namisen (A) - (4 tiles)



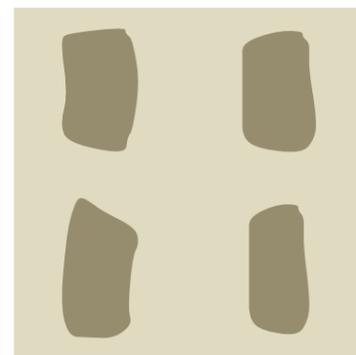
Namisen (D) - (4 tiles)



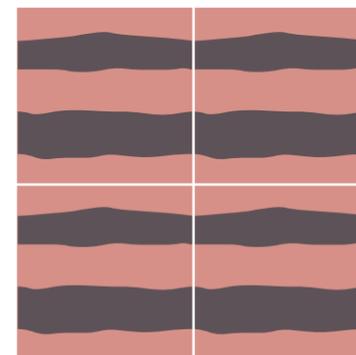
Toso Dotto (B) - (4 tiles)



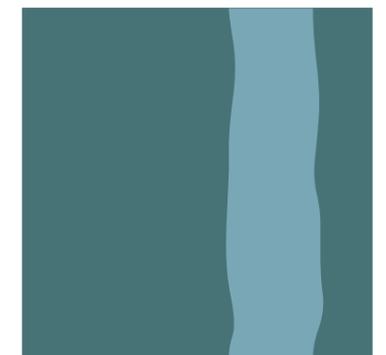
Toso Dotto (D) - (4 tiles)



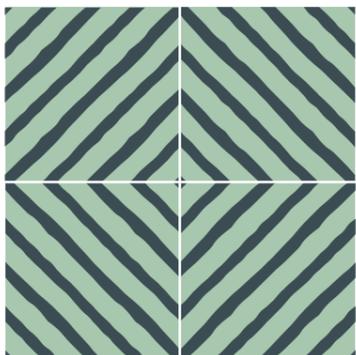
Demodasshu - ko | 20cm x 20cm



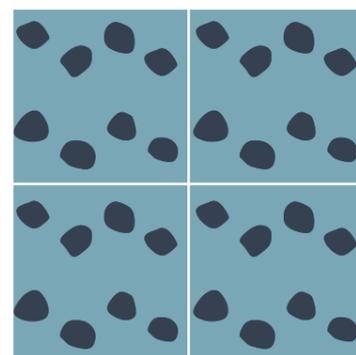
Namisen (B)



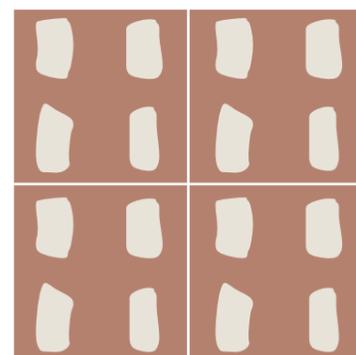
Namisen (E) | 20cm x 20cm



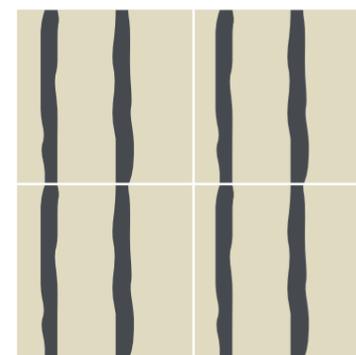
Toso Dotto (B) - (4 tiles)



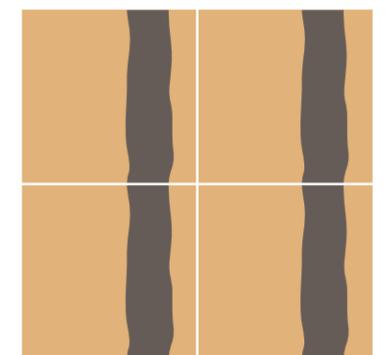
Toso Dotto (D) - (4 tiles)



Demodasshu - ko (4 tiles)



Namisen (C) - (4 tiles)



Namisen (E) - (4 tiles)

THE BUSRIDE

Busride Design is a design studio specialized in design of built environments, ranging from hospitality, entertainment venues, film & production environments, exhibitions & temporary installations to institutional environments. It is a small team of architects, interior, graphic, exhibition and industrial designers, who find solutions for macro & micro disciplines, allowing a great flexibility in approaching different projects.

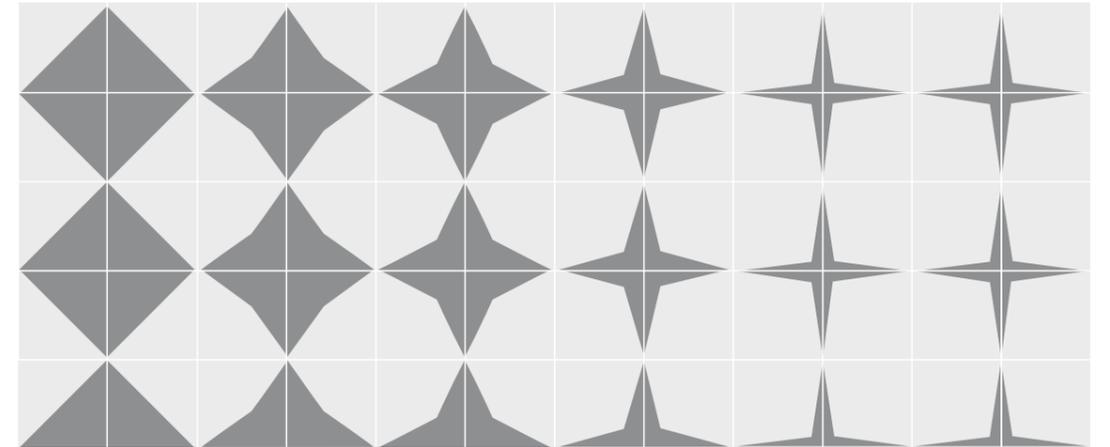


Design Inspiration

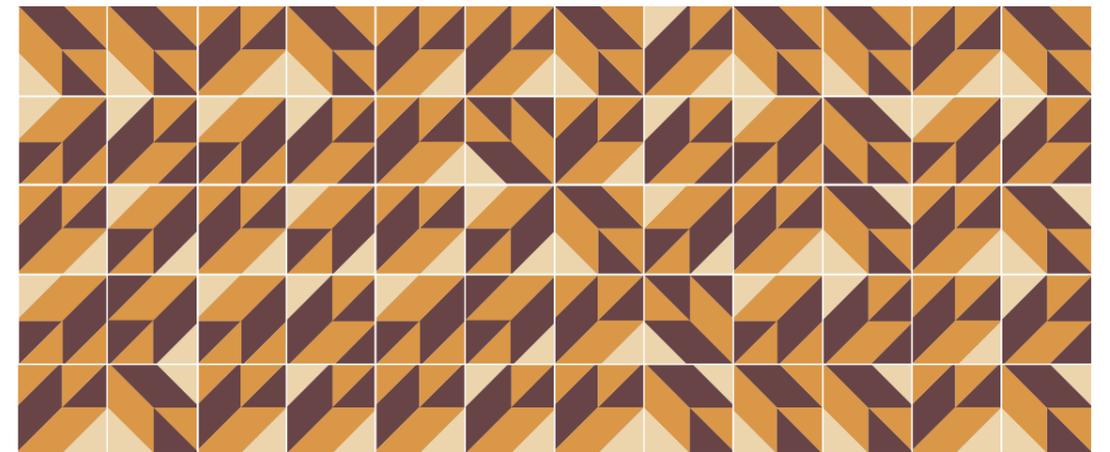
Origami, the ancient Japanese art of folding papers was the prime inspiration for the tiles designed by Busride. The Origami method serves as a base technique for creating fantastic variations with a simple square sheet of paper, which instantly resonates with the idea of a tile and the myriad forms that arise from intelligent uses of orientation and pattern. This led to folding inspired shapes they call 'Origametes'.

BFT+ RANGE: ORIGAMETES

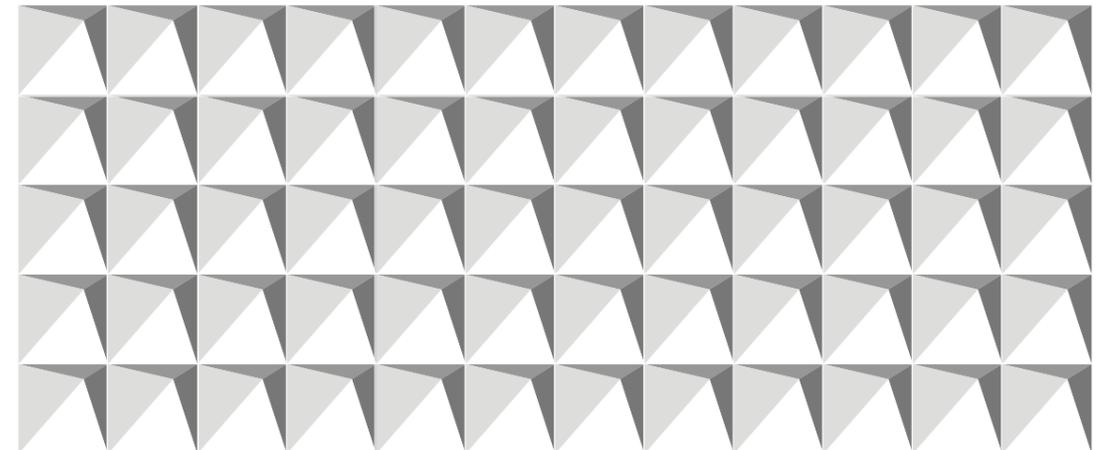
Metamorphosis



Azul Iket



Giza



20cm x 20cm

Origametes combined with various tessellations help in realizing various patterns creating a sense of gradient which can be used in large public. The central idea of these designs is in unison with BFT's signature premise of creating a basic tool-kit so that they can be customised for any application. It creates a pattern that constantly evolves, without committing to any particular styling direction, in an effort to achieve a timeless and classic range.



ALICE VON BAUM

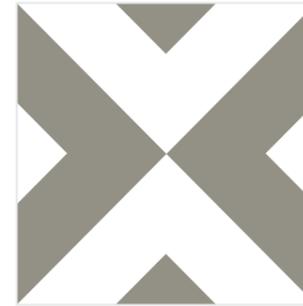
Alice is an artist working in interior design, couture, & block-printing & combines her skills to create a style that is uniquely her own. If possible she collaborates with craftsmen using traditional techniques, like the seashell plated doors & handmade cement surfaces, to create a scheme of materials, colours & textures. She grew up in Germany, studied interior architecture & design at Chelsea College of Art & Design & ran boutiques for her own label in London and Munich.

Design Inspiration

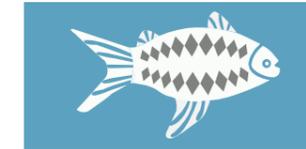
Ideas and inspirations come from all that one sees and experiences. Alice's aesthetic sense acts like a filter to pull in themes for the next design. Floors are like a tapestry in which the medium of cement tiles offers an extensive playground to create laying patterns and variations.

The bespoke lines are stories- a central design, borders and plain colours, give the client the opportunity to choose their unique combinations.

BFT+ RANGE: AVB BESPOKE



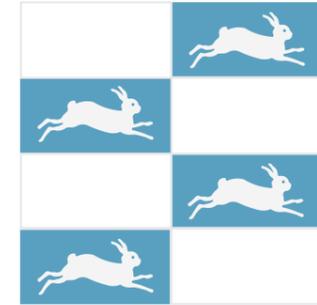
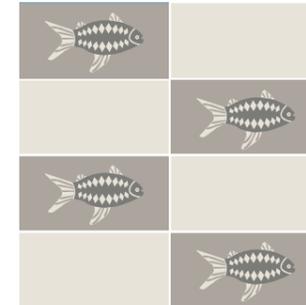
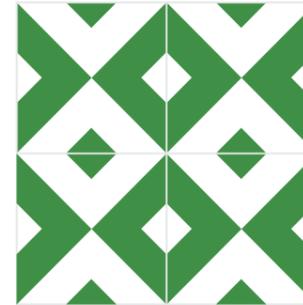
Beta | 20cm x 20cm



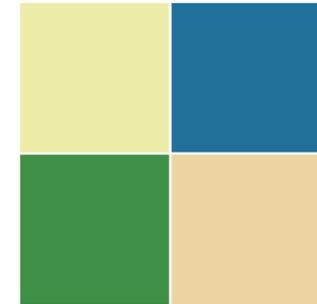
Bhangra | 40cm x 20cm



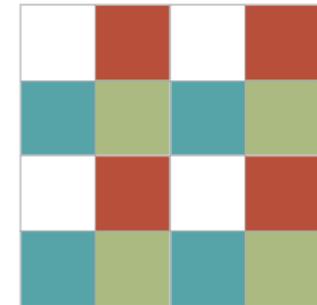
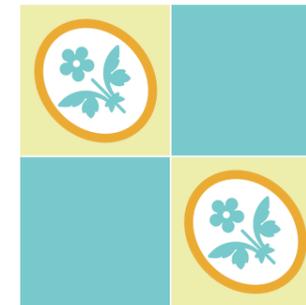
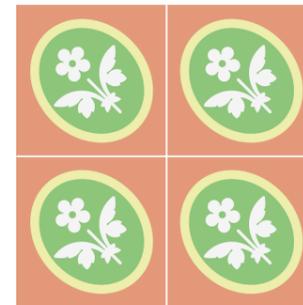
Rabbit | 40cm x 20cm



Daisy | 20cm x 20cm



Luis | 20cm x 20cm



The motifs used in tiles, in Alice's own words, are stories. Central design, border pieces, plain colours help the clients in putting together floors in a desired manner. The 'Daisy', inspired from an old tile fragment in a derelict building in Colaba or the 'Rabbit', are all the manifestation of inspirations from our surroundings. The result is an unmatched design with the established sense for aesthetics, colours combined with a handcrafted product.

TECHNICAL SPECIFICATIONS

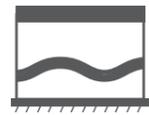
BFT+ TILES

Conforming to IS 1237

TECHNICAL DATA COMPOSITION

Topping White cement, pigment, filler

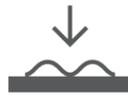
Backing Grey cement, Stone Grit/Dust



Wet Transverse Strength
Above 3N/mm²



Abrasion Test
Below 3.5mm



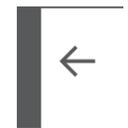
Water Absorption
Below 10%



Standard Size
20cm x 20cm

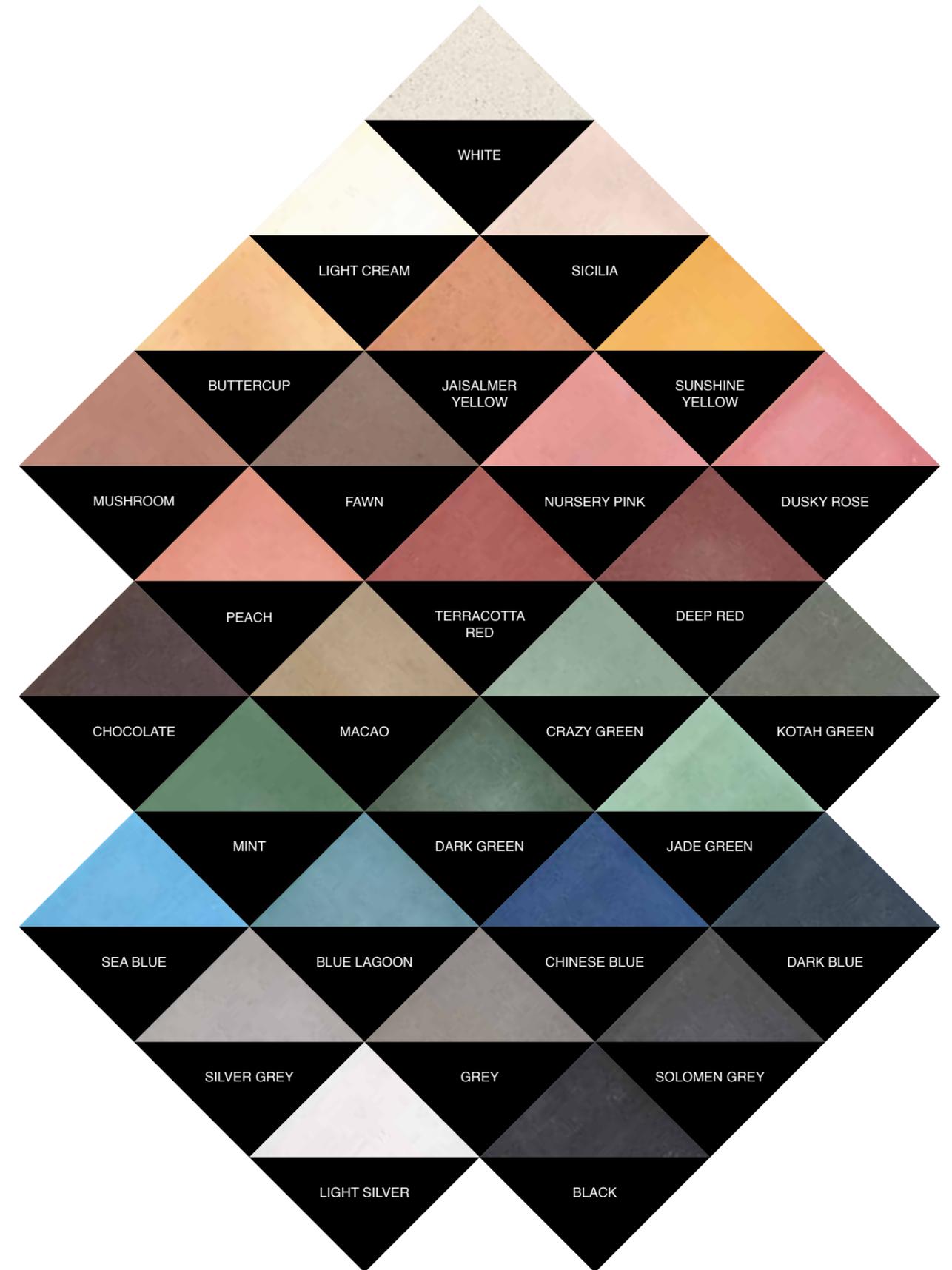


Thickness for Flooring Tile
23mm - 25mm



Thickness for Wall Cladding
16mm - 18mm

COLOUR CHART



These colours are indicative cement colour shades will be slightly different from printed colours. Though we use the finest ingredients and blend with the utmost care, variations in the shades of raw material can lead to variations between batches. These are the hallmark and charm of handcrafted products.

Note: Blue and Green colours are not recommended for use in sunlight.



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