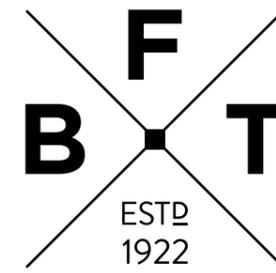


## INTERNATIONAL RANGE

BHARAT FLOORINGS X IDEASPIECE PRESENT A COLLECTION WHICH DRAWS INSPIRATION FROM ARTS AND CULTURES FROM ACROSS THE GLOBE





# 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

**1922** - It was Jamshed Mehta, a colleague of Mahatma Gandhi, who said, “ India needs both economic & political independence”, which inspired a young Pherozeshah Sidhwa to borrow money & start a tile manufacturing unit along with his nephew Rustom & friend Jamshed.

Mora, now Uran, a fishing village where the family once made liqueurs from fruits & flowers had no electricity, water or telephone service. The only links to Bombay were fishing boats for transport - when the weather was fair!

## OUR FIRST CLIENT

**1923** 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.”

## THE RAJ ERA

**1923 - 35** Even the British were unable to resist using Bharat’s ‘Swadeshi’ tiles. The likes of Governor’s houses, Universities, the Mint and many such princely residences and palaces were decorated and tiled with Bharat Tiles.

The Art Deco phase in architecture took birth which over the years gave Mumbai a global recognition. Almost every building in the Art Deco precincts of Oval, Marine Drive, Malabar Hill, Altamount Road & other places across Mumbai & beyond had Bharat Tiles.

## GRINDWELL ABRASIVES

**1940** Grindwell abrasives is born. Cement used for defence purposes only! Bharat closed, however, the owners started India’s first grinding wheel company in their Uran factory.

## PREMIUM TERRAZZO

**1950** Bharat responded with Premium Terrazzo Tiles, made of the whitest stone chips money could buy - the best of Italian & Indian marble. They provided cool, clean & beautiful Terrazzo or mosaic floors that are cherished even today throughout India.

## STILAN® DEFINING HEAVY DUTY

**1960** Stilan® – heavy-duty tile, with ingredients next to diamonds in hardness, have taken millions of footfalls at Chhatrapati Shivaji Maharaj Terminus and Flora Fountain in Mumbai and in many factories and malls.

## HERITAGE RENAISSANCE

**1999** 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.

## HERITAGE CONSERVATION

**2000-05** Bharat Tiles landed two major projects in conservating two iconic structures. Architects were delighted when Bharat Tiles first floored the Salar Jung Museum followed by the Bhau Daji Lad Museum. The Bhau Daji Lad Museum went ahead to receive a UNESCO award in 2005.

## REVIVING IN-SITU

**2010** A skill which Bharat was once famous, is now being taught to new craftsmen for restoring old floors and creating new ones.

## RECREATING BEAUTY, WINNING AWARDS

**2013** The UNESCO and EDIDA Awards were received for The Yacht Club (Arch. Vikas Dilawari) and The Library House (Arch. Sanjeev Khosla).

## BFT+

**2014** BFT+ 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 brought in BFT+ Our collaboration with young and visionary designers to create art.

## MADE IN INDIA

**2017** Travelling back to our roots we created a tile range inspired by our country’s diversity, rich heritage, cultures & art forms. Every state in India, & every community across the country, has its own unique & fascinating character. Embodying these, and keeping in mind the specialty of each state, we have introduced our ‘MADE IN INDIA’ series.

## VIRTUOSO

**2019** We collected new age designers to create new contemporary art in collaboration with our values and history. Virtuoso, refers to a person with a special knowledge of or interest in works of art or curios.

## INTERNATIONAL RANGE

**2020** The international range was created drawing inspiration from cultures and folk art from around the globe. Using inferences from Japanese, Mexican, Norwegian and other cultures, this was an effort to revive the folk arts and give it a new dimension through tiles.

## THE INTERNATIONAL RANGE

Embodying the cultures and folk art born of indigenous communities, we introduce the International Range. From Sumi-e brush paintings or Kalocsa embroidery to handpainted Fileteado or Batik, the range brings forth designs from across the globe.



JAPAN



SWEDEN



HUNGARY



MEXICO



INDONESIA



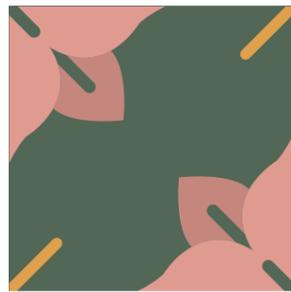
ARGENTINA



# JAPAN WAGASA

Inspired by the oil-paper umbrellas from Japan, we created the Wagasa tile.

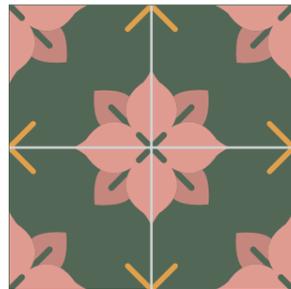
Characteristically the umbrella handle and scaffold are often coloured black, however, sometimes other colours are applied as well. The surface paintings include traditional Japanese culture, often borrowing elements from nature such as bird, leaves and cherry blossom flowers.



20cm x 20cm



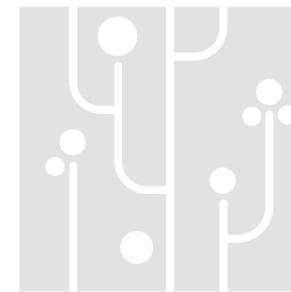
20cm x 20cm



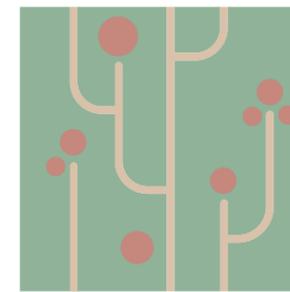
# JAPAN SUMI-E

Sumi-e is a type of East Asian brush painting that uses black ink – as used in East Asian calligraphy – in different concentrations. Ink wash painting uses tonality and shading achieved by varying the ink density, both by differential grinding of the ink stick in water and by varying the ink load and pressure within a single brushstroke.

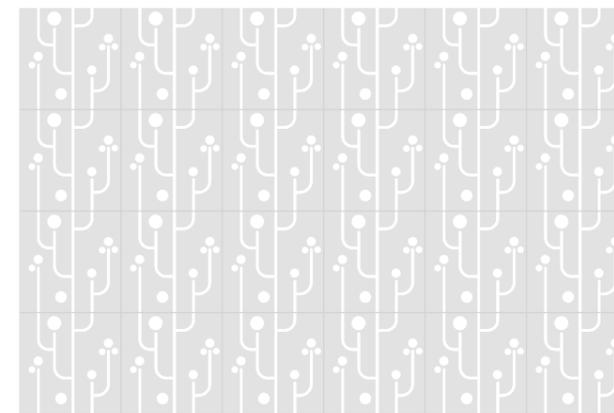
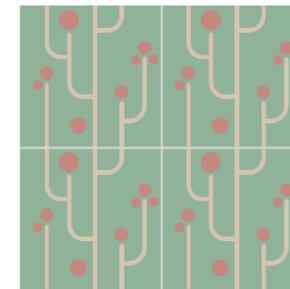
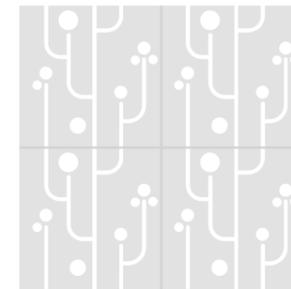
Drawing inspiration from the drawing style and its strokes, the Sumi-e tile was created.



20cm x 20cm



20cm x 20cm





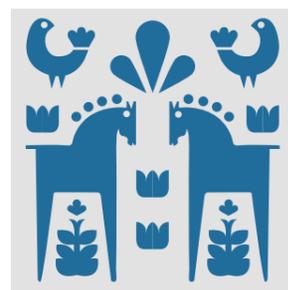
# SWEDEN DALA

A Dalecarlian horse or Dala horse is a traditional carved, painted wooden statue of a horse originating in the Swedish province of Dalarna (Dalecarlia). In the old days the Dalecarlian horse was mostly used as a toy for children; in modern times it has become a symbol of Dalarna, as well as of Sweden in general.

The Dala horse is the inspiration behind the Dala tile.



20cm x 20cm



20cm x 20cm



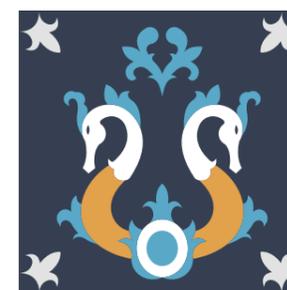
# ARGENTINA FILETEADO

The fileteado porteño was born in Buenos Aires at the beginning of the 20th century as a popular decorative practice. It originated in wagon factories, where the first teachers of the trade developed it spontaneously until it was fully matured with shapes and colour. For many years, the city's cars and wagons had an original decoration which was embraced by buses and trucks.

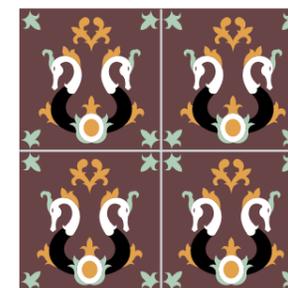
Inspired by the horse motifs in the design, we designed the Fileteado tile.



20cm x 20cm



20cm x 20cm





# HUNGARY KALOCSA

It was in the beginning of the eighteenth century that the present style of Hungarian folk art took shape, incorporating both Renaissance and Baroque elements, depending on the area, as well as Persian Sassanide influences. Flowers and leaves, sometimes a bird or a spiral ornament, are the principal decorative themes.

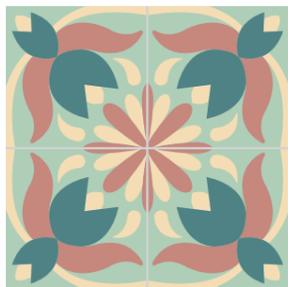
The floral motifs are the inspiration behind the Kalocsa tile.



20cm x 20cm



20cm x 20cm



# HUNGARY CSÚCSI

Csúcsi pottery was created for everyday use. It was common in an average household to have 300 different pieces of pottery fulfilling various functions. The designs incorporate floral motifs for decorative purposes. The most popular combination being blue and white.

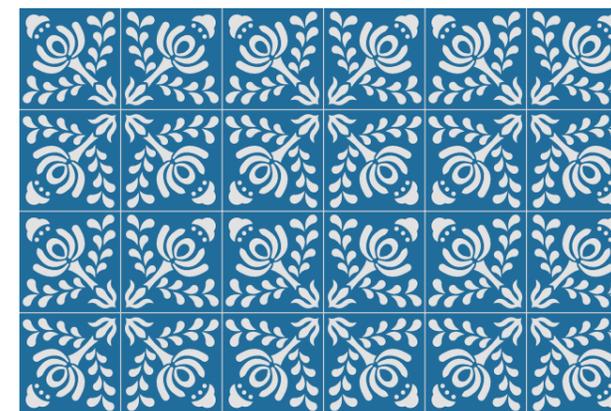
The floral motifs are the inspiration behind the Csúcsi tile.



20cm x 20cm



20cm x 20cm





# MEXICO CALAVERA

There is probably no more iconic symbol for Day of the Dead than the skull, or “calavera”. The “calavera” is usually an ornately decorated representation of a skull, often featuring flowers, animals, and other decorations. During the holiday, this imagery is seen everywhere, from Ofrendas, to paper crafts, and even to cartoons on newspapers. In a way, the Calavera has become an embodiment of the holiday itself.

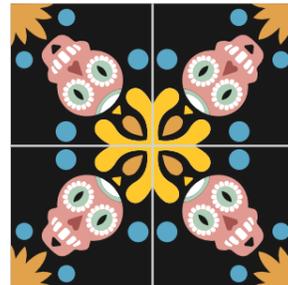
Inspired by the colourful representation of skulls, the Calavera tile was designed.



20cm x 20cm



20cm x 20cm



# MEXICO OTOMI

The Otomi have developed an international reputation for their textiles, sometimes called Otomi fabrics and sometimes called tenangos after the valley where many Otomi people live. These textiles have become a major product associated with Mexico, giving the Otomi a bit more recognition in the land of the Maya and Aztecs.

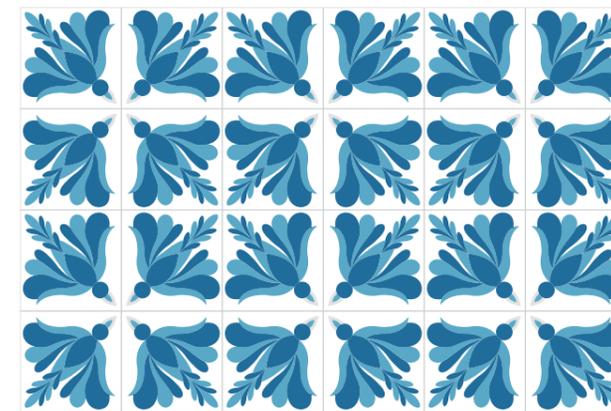
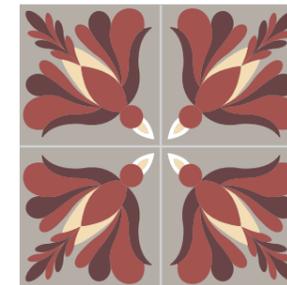
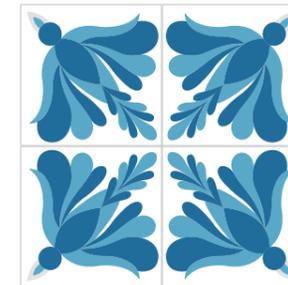
Incorporating the folk art into our tiles, we came up with the Otomi tile.



20cm x 20cm



20cm x 20cm

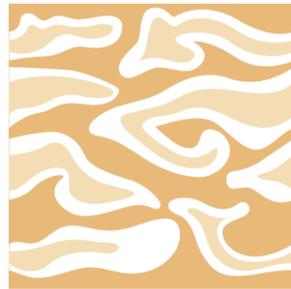




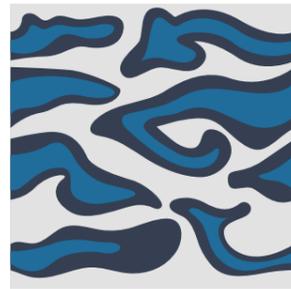
# INDONESIA CIREBON

The tradition of batik making is found in various countries; the batik of Indonesia, however, may be the best-known. Indonesian batik, Cirebon being most popular, made in the island of Java has a long history of acculturation, with diverse patterns influenced by a variety of cultures, and is the most developed in terms of pattern, technique, and the quality of workmanship.

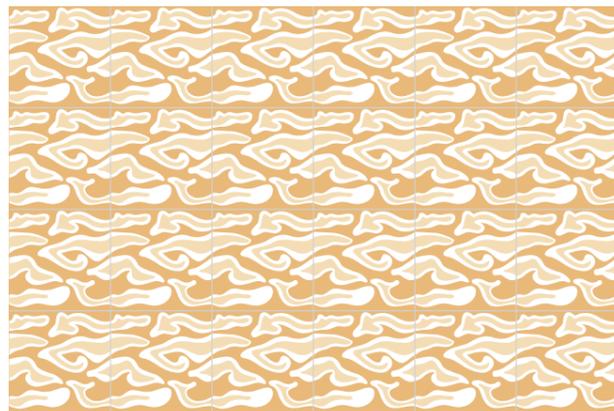
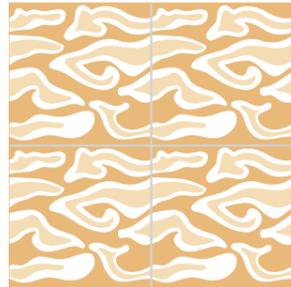
Taking cues from the motifs in the designs, we designed the Cirebon tile.



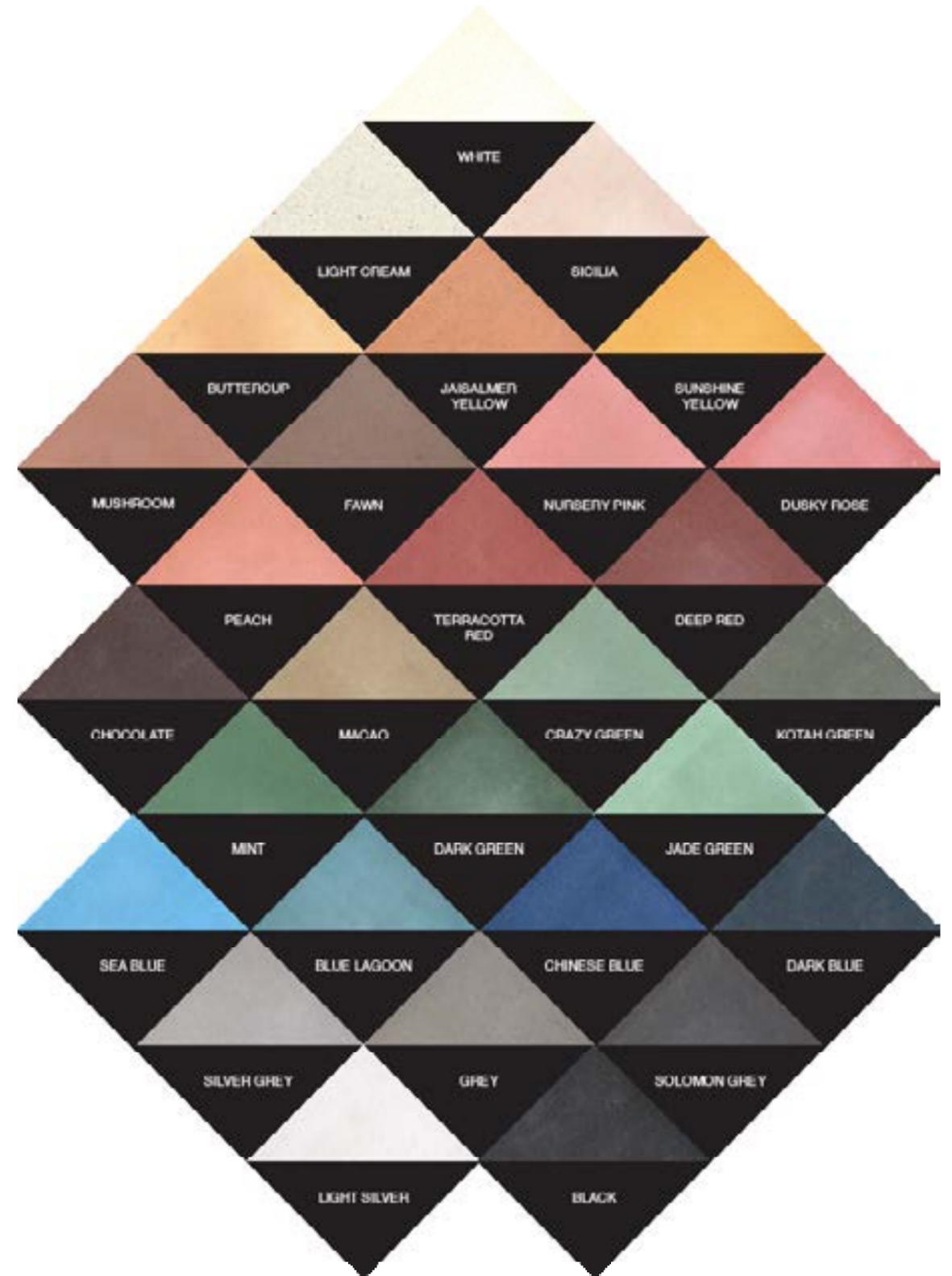
20cm x 20cm



20cm x 20cm



## 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.**

# TECHNICAL SPECIFICATIONS

## INTERNATIONAL RANGE TILES

Conforming to IS 1237

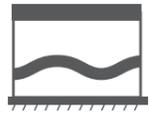
### TECHNICAL DATA COMPOSITION

**Topping** White cement, pigment, filler

**Backing** Grey cement, Stone Grit/Dust

 Topping Layer - 10 mm

 Backing Layer - 13 mm



**Wet Transverse Strength**  
Above 3N/mm<sup>2</sup>



**Abrasion Test**  
Below 3.5mm



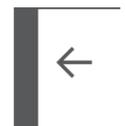
**Water Absorption**  
Below 10%



**Standard Size**  
20cm x 20cm

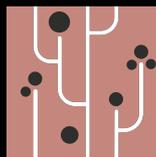


**Thickness for Flooring Tile**  
23mm - 25mm



**Thickness for Wall Cladding**  
16mm - 18mm





## **Bharat Floorings & Tiles (Mumbai) Pvt. Ltd**

32, Mumbai Samachar Marg, Ground Floor, Next to Stock Exchange, Fort, Mumbai - 400 023

Tel: 91 (22) 4057 4400, 23, 44 • E-mail: [info@bharatfloorings.com](mailto:info@bharatfloorings.com) • Website: [www.bharatfloorings.com](http://www.bharatfloorings.com)



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