



serenity
collection

800x1600mm | Glazed Vitrified Tiles

COLLECTION 2024

SIMERO[®]
CERAMICS

This collection successfully conveys heartfelt feelings, embodying elements of harmony and motivation. Create a serene ambiance through our classic pieces of inspiration.

Timeless Efficiency

Create an infinite impact of awe with our innovative, long-lasting, and distinctive surfaces that can elevate the essence of your space. Drawing from nature's own artistry, this embodiment of elegance and sophistication adds a touch of luxury to any space.

Inspired by the serenity of the peaks, our surfaces can improve the style of your space and engage it with durable, iconic, and trustful surfaces. We believe that every space has the potential to be transformed into something extraordinary.



Inspiration

SERENITY COLLECTION

Introduction

AN INFINITE ELEMENT OF GRACE THAT REFINES YOUR SPACE

Presenting to you an ornamental story that aims to bring enduring essence of creativity in every edge.

Our surfaces have been inspired by nature's bountiful dominance of strength. We have tried to blend the enchanting effects of style and the aesthetic drama of opulence in a playful manner.

Our surfaces elevate the appeal of your space with their distinguishing characters of depth and dimension. We have even tried to maintain the functionality of these surfaces while focusing on the innovations.

With their timeless elegance and transformative qualities, our surfaces are more than just a surface—they're a statement of style and sophistication, inspired by the beauty of nature and the endless possibilities of design.

SERENITY COLLECTION



Add Structures of
Serenity That Evoke
Distinguishing Impacts



Highlights

Our creations embody the essence of grace and durability, combining elegance with strength. Each piece is crafted to withstand the tests of time while exuding a sense of refinement and sophistication.

1

**Choice of
Format**

800x
1600mm

2

**Finishes
Variants**

Polished
Lux Surface

9 Shades

Finishes - Polished, Lux Surface



Bursa
Bianco

Bursa
Crema

Bursa
Taupe

Moscato
Ash

Moscato
Beige

Moscato
White

Toro
Beige

Toro
Bianco

Toro
Latte

Our surfaces boast a stunning array of nine distinct shades, each carefully curated to complement a variety of design aesthetics and preferences. Explore the versatility of our surfaces and discover the perfect shade to enhance your home or project.





Efficient Attributes

The strength and resilience redefining collection is equipped with irrepressible features for long-lasting and enduring outdoor spaces and effortless maintenance. The surfaces resist microbial growth, UV rays, stains, water absorption, abrasions, and more and are easy to clean.



Microbial Resistant

Ceramic properties and non-porous surfaces discourage the accumulation of dust, debris, water, and more, making tiles efficiently microbial resistant.



Recyclable & Sustainable

The collection employs eco-friendly materials and processes, making the tiles eco-consciously sustainable and easy to recycle.



Easy to Maintain

Resilient features like stain, UV, and abrasion resistance paired with the non-porous surface for easy cleaning make the collection's tiles easy to maintain.



Superior Quality

Industry best materials, technology, processes, R&D, quality control, and skilled human resources make each and every surface from Simero superior in quality.



Highly UV Resistant



Superior Mechanical Resistance



Scratch Resistant



Low Water Absorption



Resistant to Stains



Dimensional Stability



Resistant to Abrasion



Resistance to Freezing



Fireproof Material

Application Areas



Hotels



Public Spaces



Housing



Airports



Bar - Restaurants



Malls



Shops



Terraces



Beach Resorts



Urban Areas



Industrial Areas



Schools



Spa Centers



Offices



Kitchen Areas



Bathroom Areas



Colors Of Ingenuity!

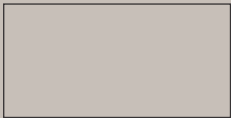
serenity
collection

800x1600mm



Bursa Bianco Bursa Crema Bursa Taupe Moscato Ash Moscato Beige Moscato White Toro Beige Toro Blanco Toro Latte

Format



800x1600mm
Finishes - **1-Polished 2-Lux Surface**

Our collection features nine exquisite colors available in both Polished and Lux Surface finishes, each designed to elevate your space with elegance and style. In essence, our creations are a fusion of elegance and strength, designed to enhance your surroundings.



BURSA BIANCO, 800x1600mm



BURSA BIANCO, 800x1600mm



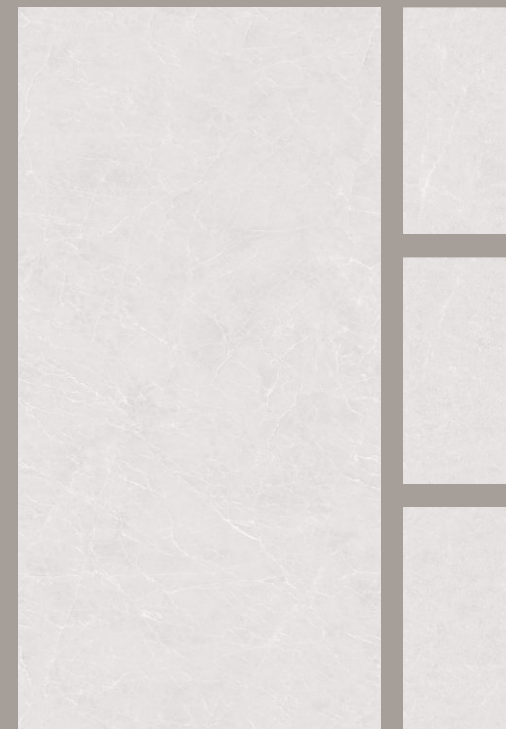
A fine blend of elegance and luxury in your space that enhances the overall brightness and ambiance of the room. Our polished, lux surfaces are made to evoke opulence and style.

Living Room



Actual Figure

BURSA BIANCO



Finishes - **1-POLISHED**
2-LUX SURFACE
Endless - **3**
Size - **800x1600mm**



Characterized by their glossy finish and sleek appearance, these surfaces bring sophistication to any room.





BURSA CREMA, 800x1600mm



BURSA CREMA, 800x1600mm



These surfaces are easy to clean and maintain, making them a practical choice for high-traffic restroom areas. Add elements of solid structures to your space and make it a durable area.

Rest Room



Actual Figure



With their timeless appeal and luxurious feel, the polished and lux surfaces enhance the restroom experience, providing a sense of opulence and comfort.



BURSA CREMA



Finishes - **1-POLISHED**
2-LUX SURFACE
Endless - **3**
Size - **800x1600mm**



BURSA TAUPE, 800x1600mm



BURSA TAUPE, 800x1600mm



The reflective nature of these surfaces enhances the lounge's lighting, contributing to a cozy and inviting ambiance by elevating the space to a more enhanced and refined setting that exaggerates the lounge's value.

Tea Lounge



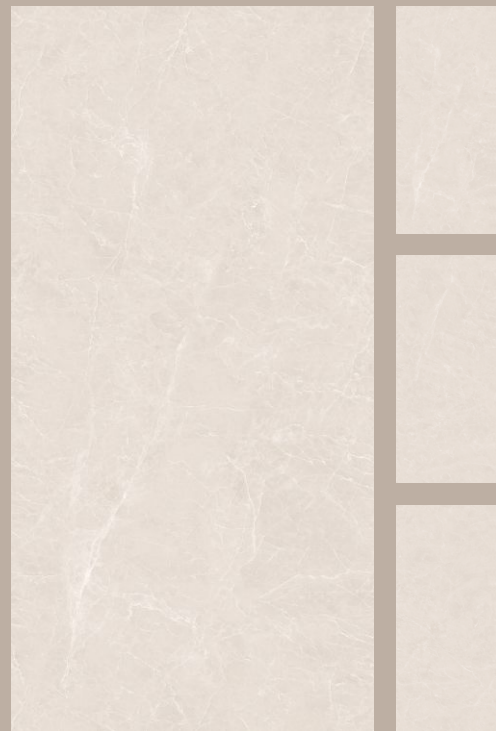
Actual Figure



With their glossy finish and luxurious appearance, these surfaces cultivate an atmosphere of elegance and sophistication.



BURSA TAUPE



Finishes - **1-POLISHED**
2-LUX SURFACE
Endless - **3**
Size - **800x1600mm**



MOSCATO ASH, 800x1600mm



MOSCATO ASH, 800x1600mm



Create a more professional atmosphere with the help of distinguishing surfaces and elevate the vibrancy of your space.

Work Station



MOSCATO ASH



Finishes - **1-POLISHED**
2-LUX SURFACE
Endless - **3**
Size - 800x1600mm



An attractive and well-designed
workspace can positively influence
productivity and morale.



Actual Figure



MOSCATO BEIGE, 800x1600mm



MOSCATO BEIGE, 800x1600mm



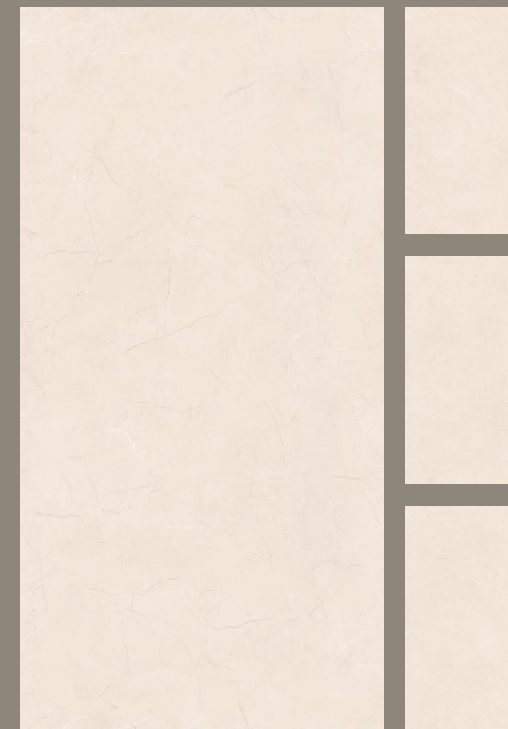
Enhance the visual appeal of your bedroom and create a luxurious environment for relaxation and rejuvenation. Bring to your space a tranquil solution of grace.

Dorm/Bedroom



Actual Figure

MOSCATO BEIGE



Finishes - **1-POLISHED**
2-LUX SURFACE
 Endless - **3**
 Size - **800x1600mm**



Transforming the space into a serene retreat that radiates elegance and style, polished surfaces add depth and create a cohesive and stylish look.





MOSCATO WHITE, 800x1600mm



MOSCATO WHITE, 800x1600mm



Adding a touch of elegance to the overall design, create a luxurious and sophisticated ambiance and transform the living room into a stylish and inviting area.

Family Room



Actual Figure



Elevate the living room experience,
offering your guests a sense of opulence
and luxury with their timeless appeal and
luxurious feel.



MOSCATO WHITE



Finishes - **1-POLISHED**
2-LUX SURFACE
Endless - **3**
Size - **800x1600mm**



TORO BEIGE, 800x1600mm



TORO BEIGE, 800x1600mm



Add a sense of brightness and luxury to your space with our timeless elegance that enhances its vibe and adds a sophisticated touch to your abode.

Sitting Room



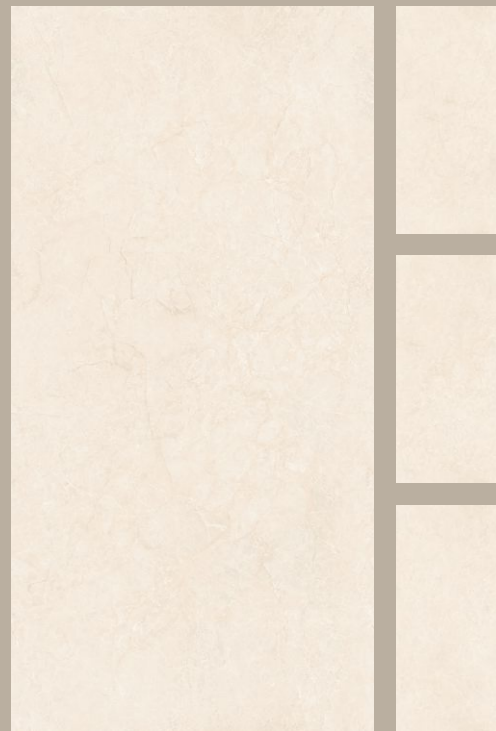
Actual Figure



Create a tranquil and elegant luxurious space with our durable and easy-to-maintain surfaces from the Serenity Series.



TORO BEIGE



Finishes - **1-POLISHED**
2-LUX SURFACE
Endless - **3**
Size - **800x1600mm**



TORO BLANCO, 800x1600mm



TORO BLANCO, 800x1600mm



Have a stylish and inviting retreat with our surfaces that can redefine the ambiance of your space and enhance the ambiance of the guest room.

Guest Room



TORO BLANCO



Finishes - **1-POLISHED**
2-LUX SURFACE
 Endless - **3**
 Size - **800x1600mm**



With their timeless appeal and luxurious feel, our polished and lux surfaces from the Serenity Series enhance the guest room experience.



Actual Figure

**NICU AND PICU NURSES
OPPORTUNITIES FOR TEXAS**

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MEDICARE HOSPITAL





TORO LATTE, 800x1600mm



Make a striking impression, setting a tone of elegance and impact for visitors with our reliable and durable surfaces.

Reception Area



Actual Figure

TORO LATTE



Finishes - **1-POLISHED**
2-LUX SURFACE
Endless - **3**
Size - **800x1600mm**



The reflective nature of these surfaces enhances the lighting in the reception area, fostering a bright and inviting atmosphere.



TECHNICAL SPECIFICATIONS

POLISHED

Sr. No.	Characteristics	International Std. ISO 13006 Group Bla	Specifications of SIMERO PGVT	Method Of Testing
Dimensions & Surface Quality				
1	Lenght	±0.30%	±0.10%	ISO 10545-2
2	Thickness	±5.00%	±5.00%	ISO 10545-2
3	Straightness of Sides	±0.30%	±0.10%	ISO 10545-2
4	Rectangularity	±0.30%	±0.10%	ISO 10545-2
5	Surface Flatness	±0.40%	±0.10%	ISO 10545-2
6	Glossiness	Declared By Manufacturer	PGVT: 92~100%, GVT: 10~30%	ISO 2813 (Gloss meter)
7	Surface quality	Min. 95% Tiles Should Be Free From Defects	Min. 95% Tiles Free From Defects	ISO 10545-2
Physical Characteristics				
8	Water Absorption	E ≤0.50%	≤0.08%	ISO 10545-3
9	MOH's Hardness	≥5.00	≥5.00	IS 13630-13
10	Moisture Expansion	Nil	Nil	ISO 10545-10
11	Abrasion Resistance	Declared By Manufacturer	PEI 3~5 (Depend On Product)	ISO 10545-7
Mechanical Characteristics				
12	Flexural Strength (MOR)	≥35 N/mm ² (350 Kg/cm ²)	≥38 N/mm ² (380 Kg/cm ²) Test Piece Size 600x600mm	ISO 10545-4
13	Breaking Strength	1300 Newton	1800 Newton Test Piece Size 600x600mm	ISO 10545-4
14	Impact Resistance	Declared By Manufacturer	No Indentation Or Cracking	ISO 10545-5
Safety Characteristics				
15	Skid Resistance (Dynamic Friction Coefficient)	≥0.40	≥0.40	ISO 10545-17
16	Density	≥2.0 gm/cc	>2.3 gm/cc	DIN 51082
Thermo Photo Characteristics				
17	Thermal Shock Resistance	Resistant To 10 Cycles	Pass Min. 10 Cycles	ISO 10545-9
18	Crazing Resistance	In conformity with the Norms	Passed Min. 4 Cycles at 7.5 kg/cm ² /168° C	ISO 10545-11
19	Frost Resistance	Frost Proof	Need to Comply with The Standard	ISO 10545-12
20	Coefficient of linear Thermal Expansion	9x10 ⁻⁶ K ⁻¹	<5.86x10 ⁻⁶ K ⁻¹	ISO 10545-8
21	Colour Resistance to UV light	Resistant	Resistant	ISO 10545-16
Chemical Characteristics				
22	Chemical Resistance Household Chemicals & Swimming Pool Salts	Min. Class-GB	Confirm To Classes-GA	ISO 10545-13
23	Chemical Resistance Low Concentrations Acids & Alkalis	Min. Class-GLB	Confirm To Classes-GLA	ISO 10545-13
24	Chemical Resistance High Concentrations Acids & Alkalis	Min. Class-GHB	Confirm To Classes-GHA	ISO 10545-13
25	Stain Resistance	Min. Class-3	Min. Confirm To Class-3	ISO 10545-14

PACKING INFO

800x1600mm Packing Details

SLAB / BOX	2 pcs
COVERAGE AREA / BOX	2.56 sq. mtr.
WEIGHT / BOX (APPROX)	54.00 kg

TECHNICAL SPECIFICATIONS

Sr. No.	Characteristics	International Std. ISO 13006 Group Bla	Specifications of SIMERO GVT	Method Of Testing
Dimensions & Surface Quality				
1	Lenght	±0.30%	±0.10%	ISO 10545-2
2	Thickness	±5.00%	±5.00%	ISO 10545-2
3	Straightness of Sides	±0.30%	±0.10%	ISO 10545-2
4	Rectangularity	±0.30%	±0.10%	ISO 10545-2
5	Surface Flatness	±0.40%	±0.10%	ISO 10545-2
6	Glossiness	Declared By Manufacturer	12~18%	ISO 2813 (Gloss meter)
7	Surface quality	Min. 95% Tiles Should Be Free From Defects	Min. 95% Tiles Free From Defects	ISO 10545-2
Physical Characteristics				
8	Water Absorption	E ≤0.50%	≤0.08%	ISO 10545-3
9	MOH's Hardness	≥5.00	≥5.00	IS 13630-13
10	Moisture Expansion	Nil	Nil	ISO 10545-10
11	Abrasion Resistance	Declared By Manufacturer	PEI 5	ISO 10545-7
Mechanical Characteristics				
12	Flexural Strength (MOR)	≥35 N/mm ² (350 Kg/cm ²)	≥38 N/mm ² (380 Kg/cm ²) Test Piece Size 600x600mm	ISO 10545-4
13	Breaking Strength	1300 Newton	1800 Newton Test Piece Size 600x600mm	ISO 10545-4
14	Impact Resistance	Declared By Manufacturer	No Indentation Or Cracking	ISO 10545-5
Safety Characteristics				
15	Skid Resistance (Dynamic Friction Coefficient)	≥0.40	≥0.45	ISO 10545-17
16	Density	≥2.0 gm/cc	>2.3 gm/cc	DIN 51082
Thermo Photo Characteristics				
17	Thermal Shock Resistance	Resistant To 10 Cycles	Pass Min. 10 Cycles	ISO 10545-9
18	Frost Resistance	Frost Proof	Need to Comply with The Standard	ISO 10545-12
19	Coefficient of linear Thermal Expansion	9x10 ⁻⁶ K ⁻¹	<5.86x10 ⁻⁶ K ⁻¹	ISO 10545-8
20	Colour Resistance to UV light	Resistant	Resistant	ISO 10545-16
Chemical Characteristics				
21	Chemical Resistance Household Chemicals & Swimming Pool Salts	Min. Class-GB	Confirm To Classes-GA	ISO 10545-13
22	Chemical Resistance Low Concentrations Acids & Alkalies	Min. Class-GLB	Confirm To Classes-GLA	ISO 10545-13
23	Chemical Resistance High Concentrations Acids & Alkalies	Min. Class-GHB	Confirm To Classes-GHA	ISO 10545-13
24	Stain Resistance	Min. Class-3	Min. Confirm To Class-3	ISO 10545-14

PACKING INFO

800x1600mm Packing Details

SLAB / BOX	2 pcs
COVERAGE AREA / BOX	2.56 sq. mtr.
WEIGHT / BOX (APPROX)	54.00 kg



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www.simero.in