

SIMERO[®]
CERAMICS

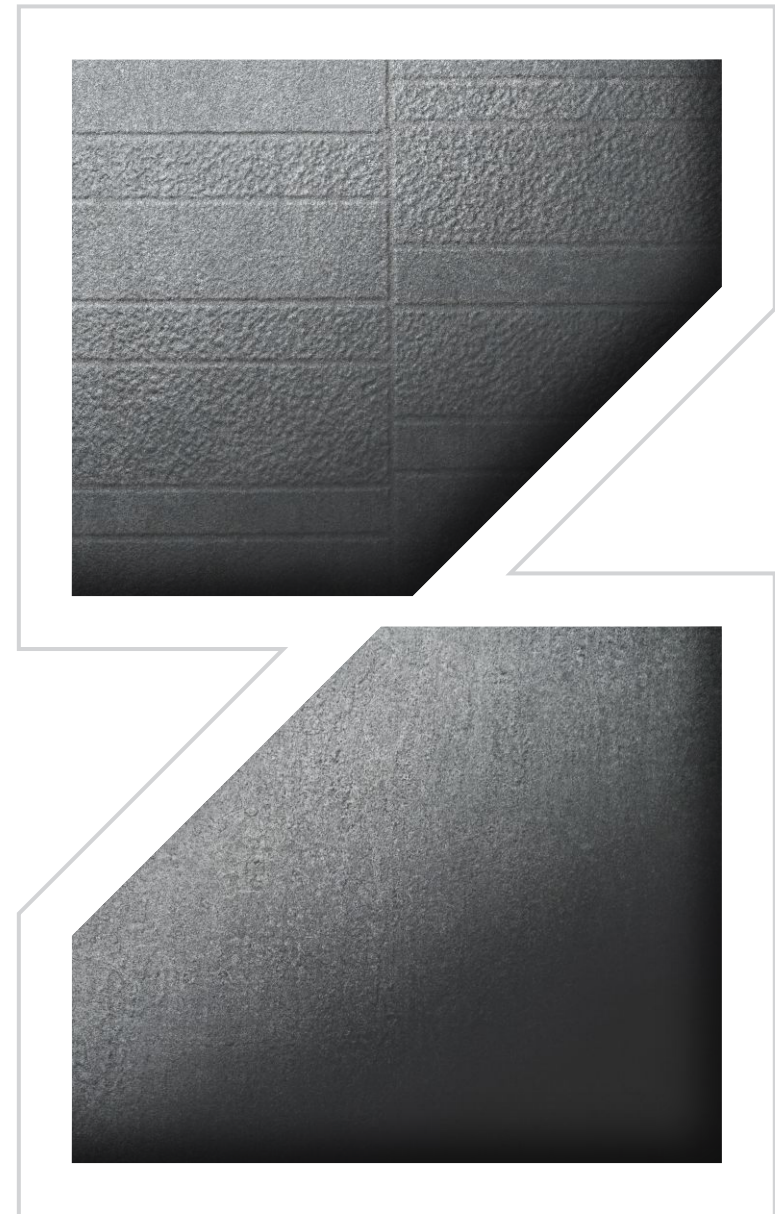


COLOR BODY BOOK 2026

DATUM
SURFACE

Modernity that remains rooted in
the beautiful earth we know.

Datum Surface is set not to explore but to fixate on the textures, the shades, and the chromatic languages our nature speaks. Experience robust deep tones that create inspired spaces with an enigmatic aura and sophistication.





Tactile experiential stories await you as you dive deeper into them. Deep, rich hues that speak of how it isn't modernity that makes the difference; it is about getting a fine look at the familiarity of nature. The only thing we don't have to learn about.

And to take this experience further, we have Datum, a whole new re-creation that intensely understands the gravity of a particular moment; the one that re-shapes your outlook towards life.

DATUM
SURFACE

Exposed calm, curated moments, and a colorful yet raw palette come together here, giving you a Peru-like, spirited feel. Indulge in the escape that creates a deja-vu and surrender in its warmth.

And that's not the best part yet. Datum has been specifically tailored to cater to the contemporary love for maximalism, but it quietly balances subtlety, giving you a steady mood board.



INSPIRATION

SIMERO

Where elements come together
and leave a little metaphorical
piece of them behind. The
amalgamation of cores, auras,
and structure comes home here.

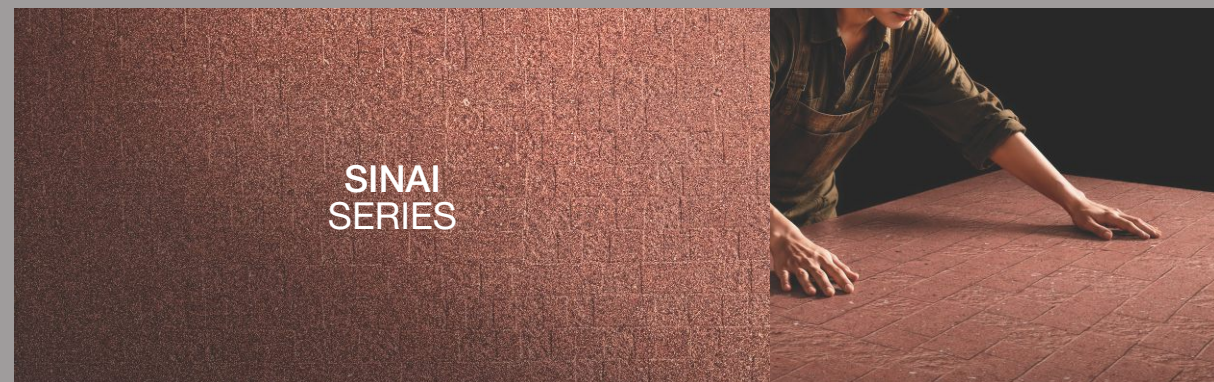
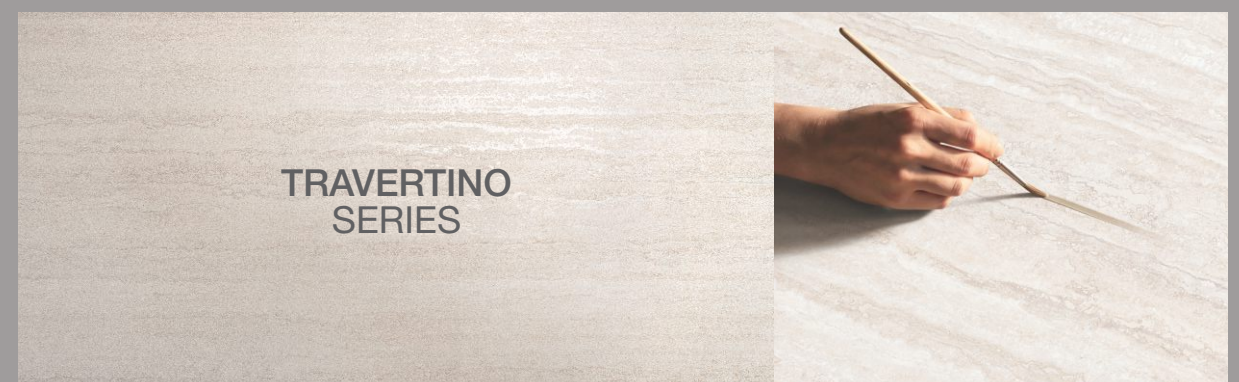
A layered structure that
unveils depth, a rawness
in character, and an
honesty that truly adds a
lens of imagination that
feels rooted and soothing.



DATUM
SURFACE

Where earth echoes its own narrative

A mix of warm, rich, and cool palettes that complement each other and scale your space with a vision that seems straight out of an art museum.





A play that feels scenic, a poetry that redefines nature; this isn't just a random piece; it is a stoneware that ensures seamless ingenuity.

Adding vibrancy to your ordinary spaces, the Color body surfaces from Datum are those reckoning masterpieces whose presence feels intentional.

Through in-depth aesthetic and chromatic research, these surfaces are an ode to the beauty that nature carries in her. Experience the same excellence, but with a twist of color!

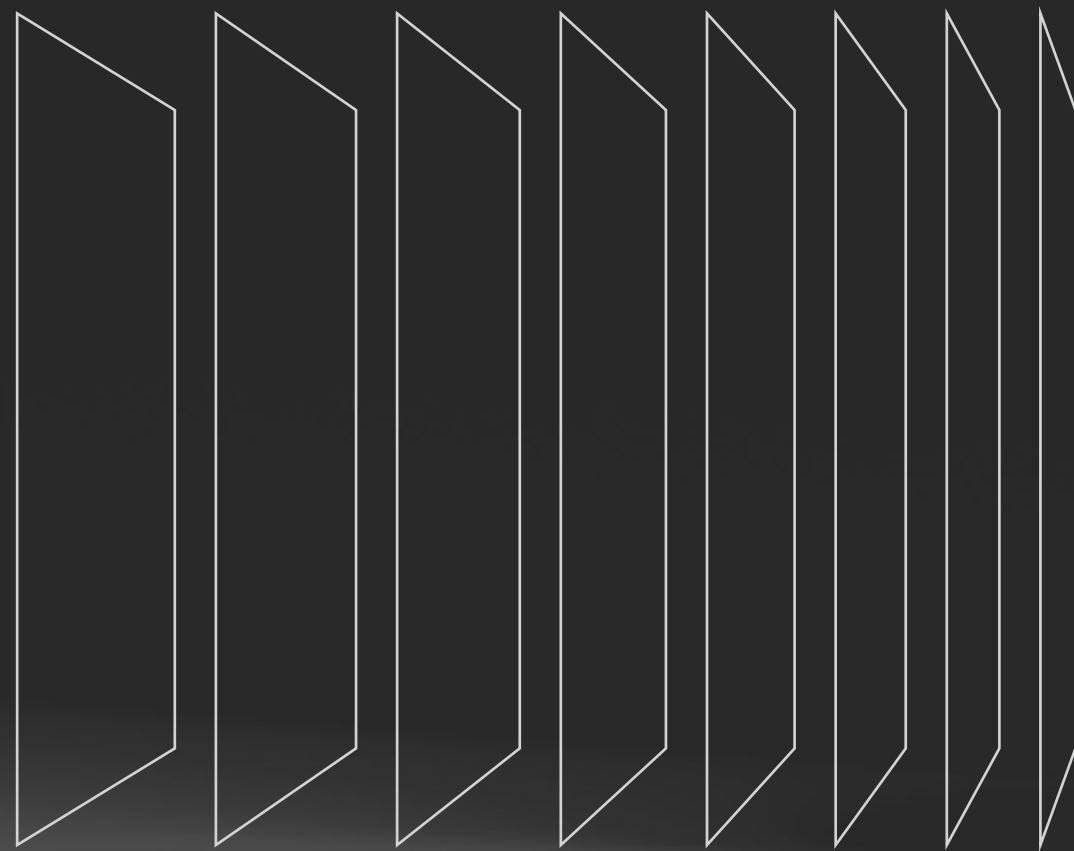
COLOR BODY

The genus of Color body is intentionally crafted to create tiles that are an affable choice for a variety of reasons. The play of the bisque and surface is very tantalizing here. Each surface is crafted to deliver depth, durability, and visual continuity.

With a format that feels timeless and practical, these 600x1200mm pieces create a continuous look in your space, prompting you to re-imagine the possibilities of distinction.

With the vibrant range of 18 zestful and vigorous colors, you can transform your space from an industrial, ordinary one to an earthy, depthful one!

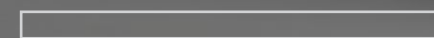
With 4 unique, indigenous surfaces, Datum truly offers an experiential feel that calms you down with its earthy textures and softens the aesthetic with the philosophy of tomorrow!



600x1200mm
Size

18
COLORS

04
SURFACES



8.5mm
Thickness



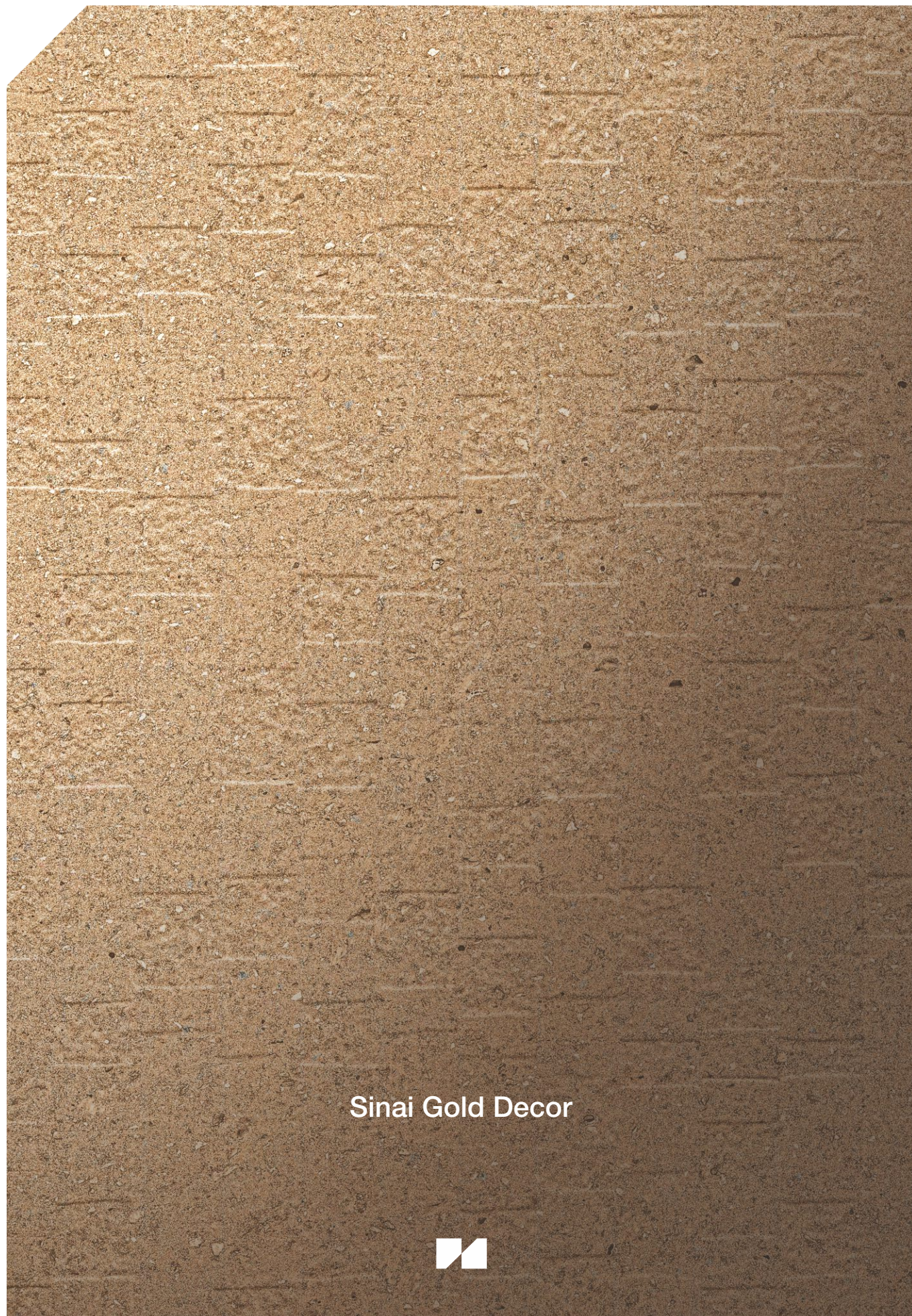
SINAI SERIES

Inspired by the raw
richness of the Earth,
Sinai becomes the
material of the memory.
Brutal yet charming, its
touch becomes the echo
of the natural landscapes.

A stillness in form, these
pieces leave an element
of thought for artists,
thinkers, and the future-
makers, with their genuine
and charming grace.

Warmth has a cool aura here.
Muted undertones, subtle patterns,
and character, Sinai's mannerisms
come through as a simpleton that is
quietly impressive in its being.





Sinai Gold Decor



Real Photograph

Sinai

Sinai Gold Decor



600x1200mm
Datum Trace

Sinai Gold



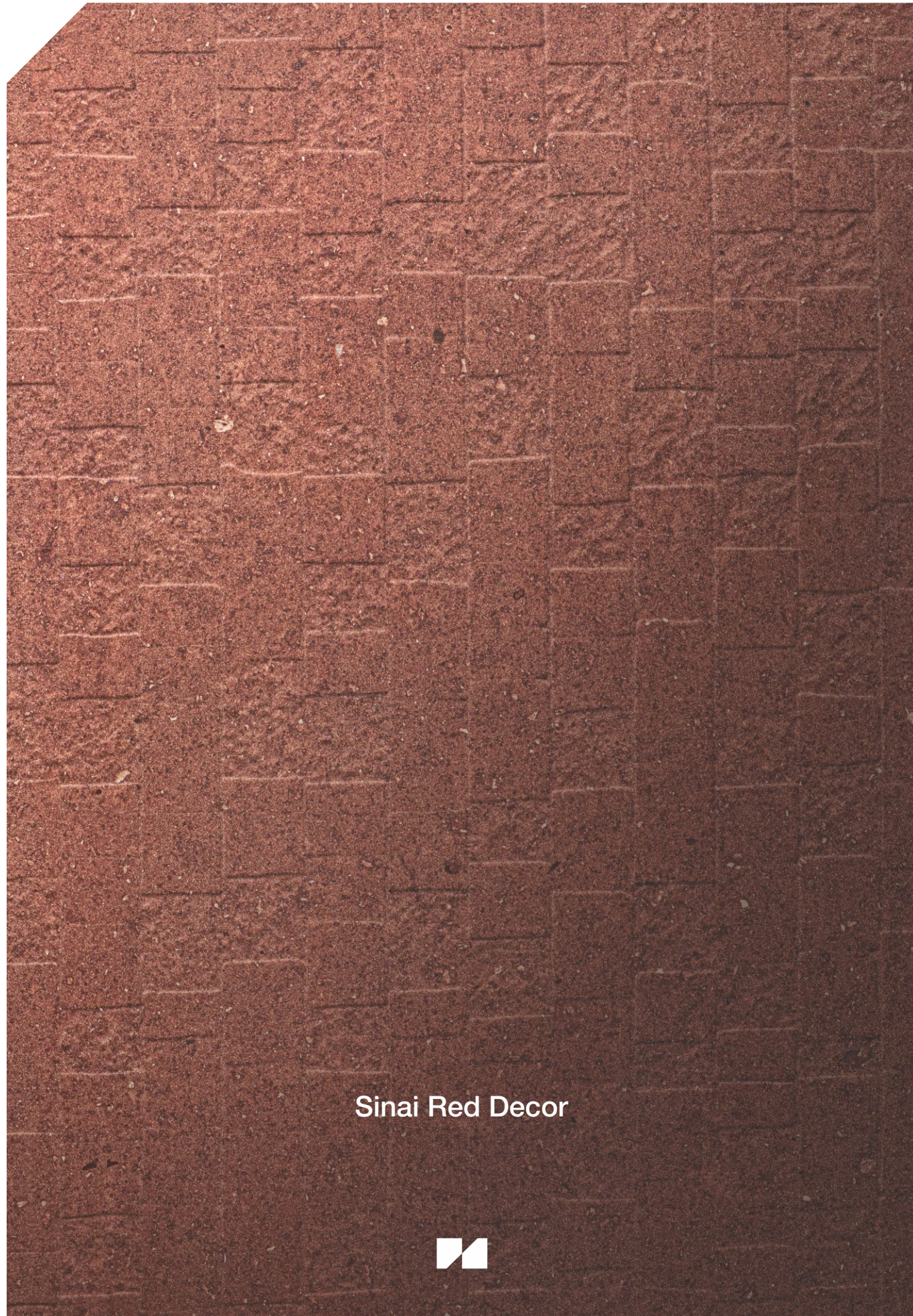
600x1200mm
Datum Trace
Randoms +4 

COLOR BODY


R10
Anti-Slip


Ultra-Low
Reflection


Heavy-Duty
Scratch Resistant



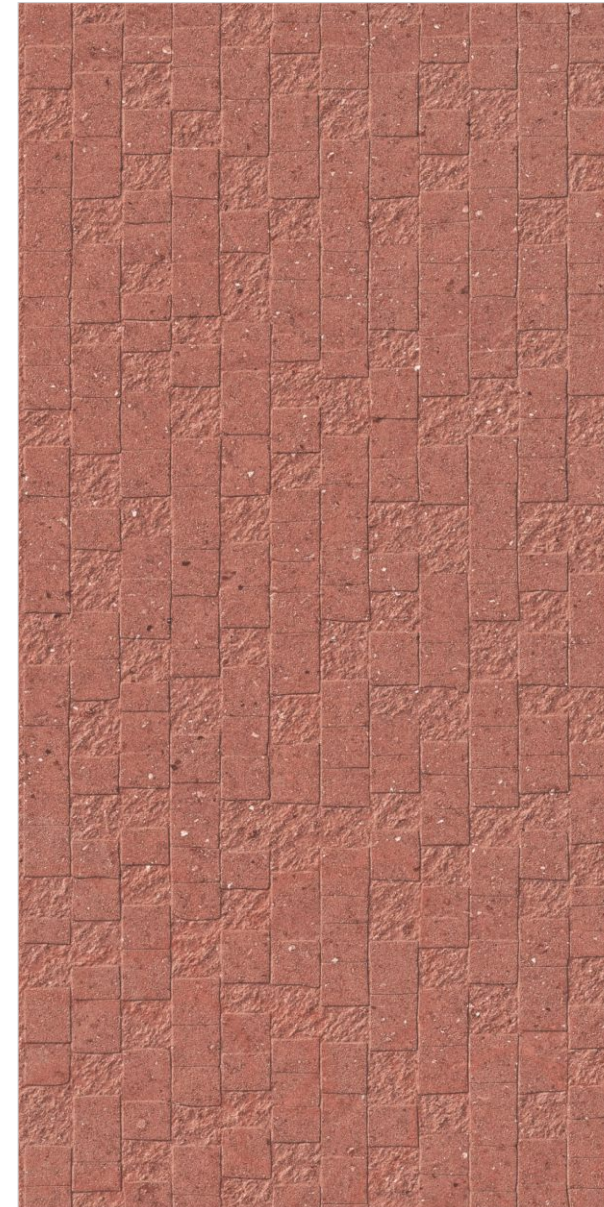
Sinai Red Decor



Real Photograph

Sinai

Sinai Red Decor



600x1200mm
Datum Trace

Sinai Red



600x1200mm
Datum Trace
Randoms +4

COLOR BODY


R10
Anti-Slip


Ultra-Low
Reflection


Heavy-Duty
Scratch Resistant



TABLE / **SINAI RED DECOR** / 600x1200mm

FLOOR / **SINAI RED** / 600x1200mm



FLOOR / **SINAI RED** / 600x1200mm



TABLE / **SINAI RED DECOR** / 600x1200mm | FLOOR / **SINAI RED** / 600x1200mm

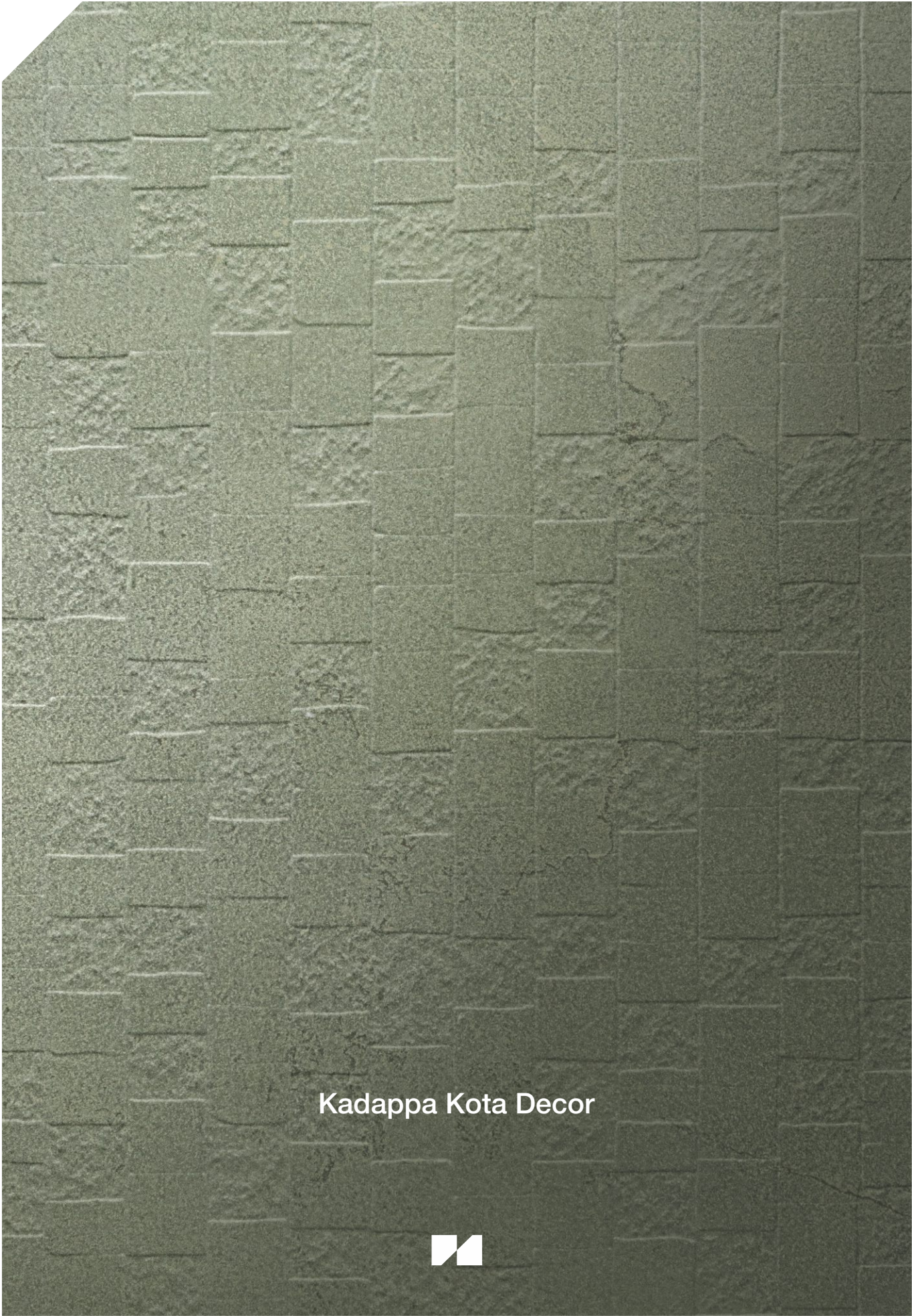
KADAPPA SERIES

A rustic, brutal, and industrial addition, the Kadappa Series embodies an aesthetic ethos whose urbanity promises a well-defined clarity.

An embodiment of minimalism that sets the tone with a raw look, these pieces tie the look together through their natural imagination.

Dark, demure, and deeply comforting is how we describe the Kadappa Series. Deep hues that don't flash, but make for spaces that are always inviting & gravitating.





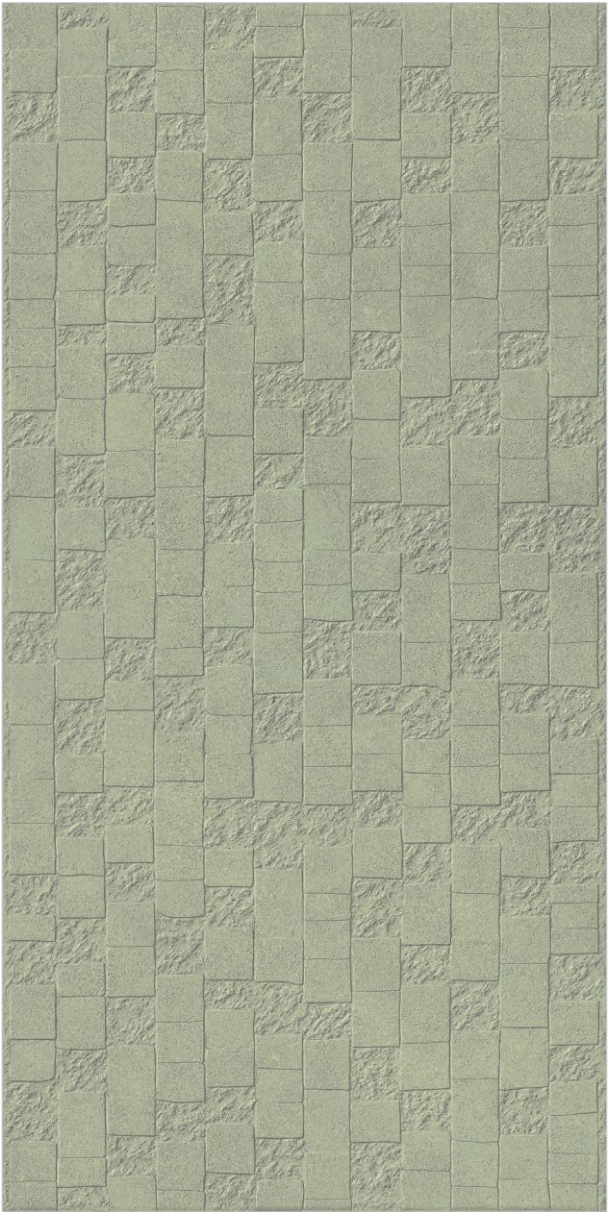
Kadappa Kota Decor



Real Photograph

Kadappa

Kadappa Kota Decor



600x1200mm
Datum

Kadappa Kota



600x1200mm
Datum
Randoms +4

COLOR BODY

R10
Anti-Slip

Ultra-Low
Reflection

Heavy-Duty
Scratch Resistant



WALL / KADAPPA KOTA & DECOR / 600x1200mm

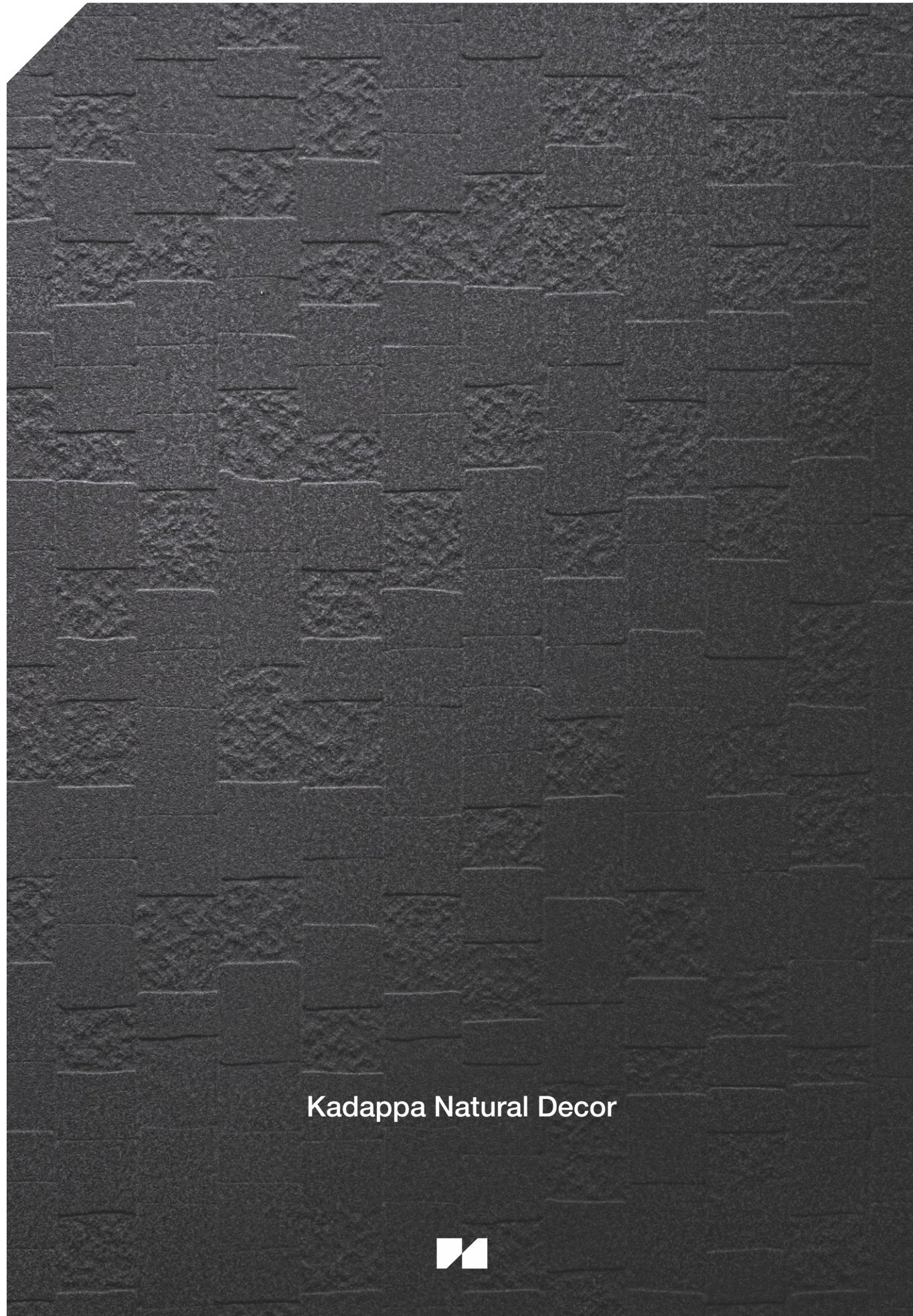
FLOOR / KADAPPA KOTA / 600x1200mm



WALL / KADAPPA KOTA DECOR / 600x1200mm

FLOOR / KADAPPA KOTA / 600x1200mm





Kadappa Natural Decor



Real Photograph

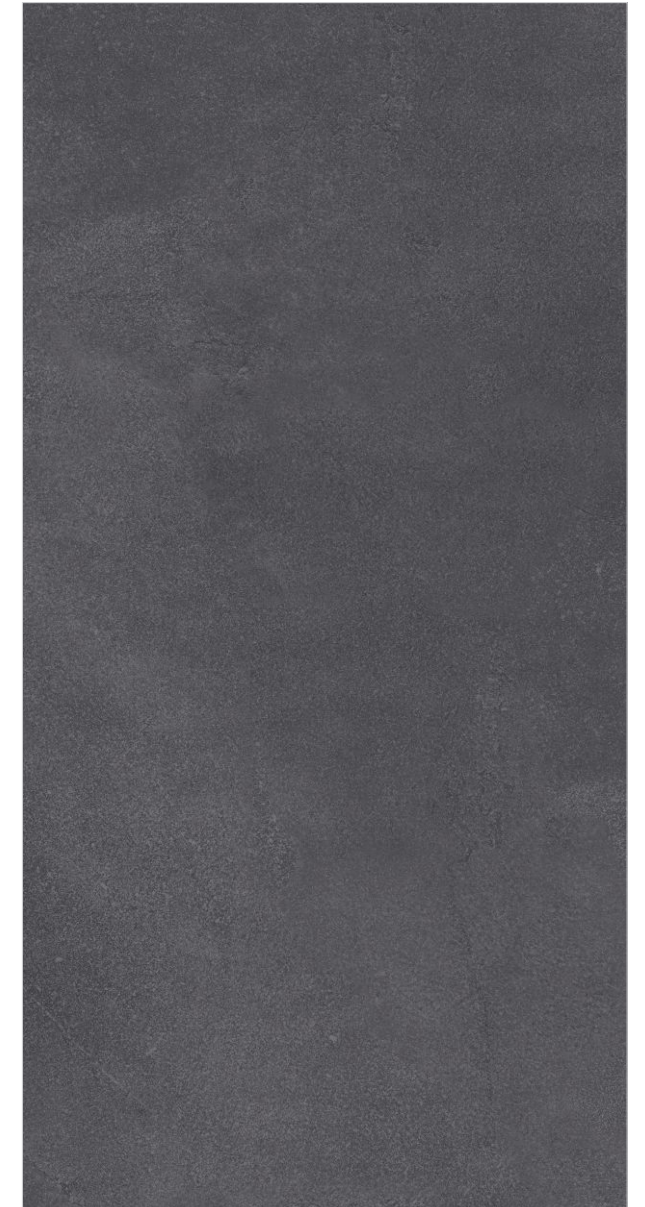
Kadappa

Kadappa Natural Decor



600x1200mm
Datum

Kadappa Natural



600x1200mm
Datum
Randoms +4

COLOR BODY

R10
Anti-Slip

Ultra-Low
Reflection

Heavy-Duty
Scratch Resistant

PORTICO SERIES

Experience nature in the heart of your home through Portico, whose earthy tones and calming appeal create a sanctuary of delight.

Fill your space with a moment from nature's ecstasy and redefine each corner with moments that feel completely real.

An experience that creates a feel of living amidst nature in the most real form, like it's a dialogue with the outside world.





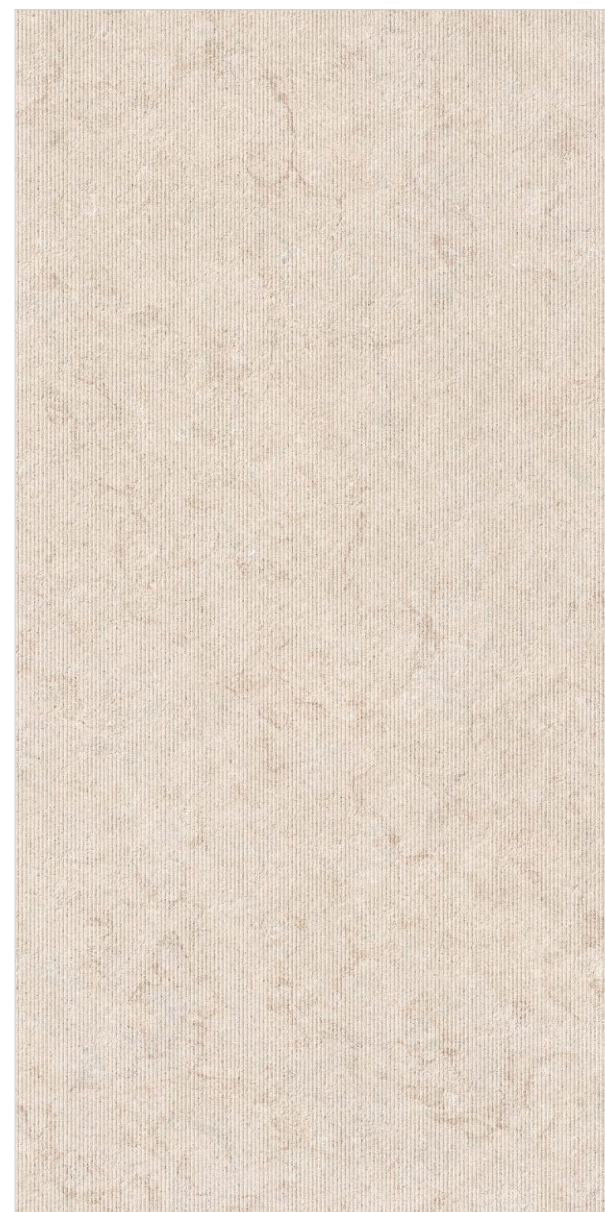
Portico Bianco Decor



Real Photograph

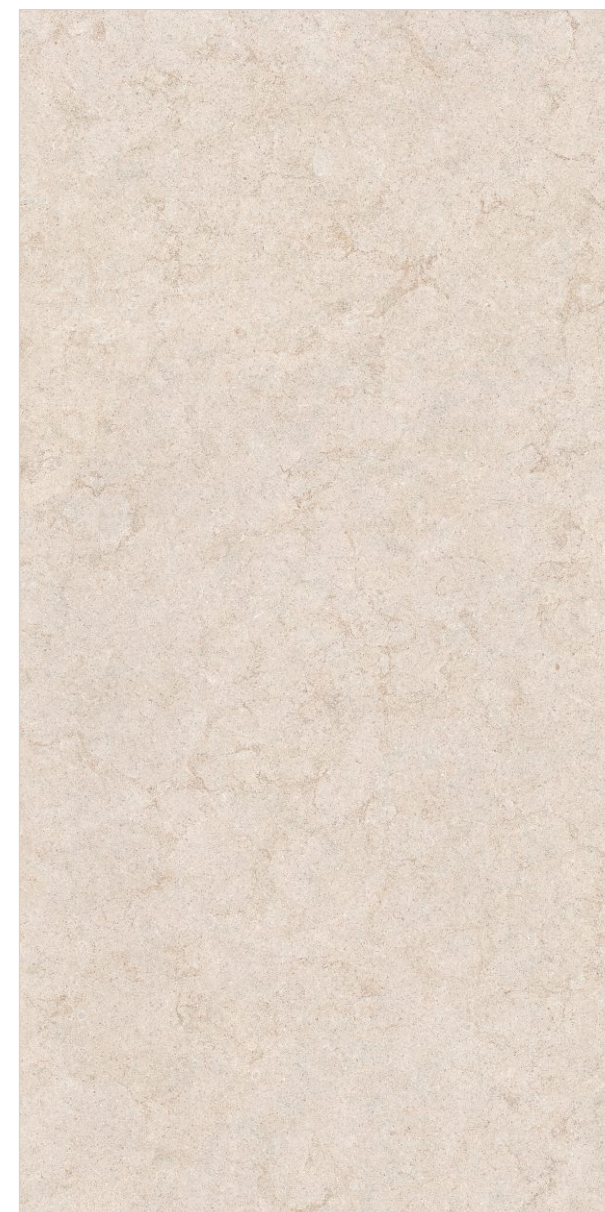
Portico

Portico Bianco Decor



600x1200mm
Datum Form

Portico Bianco



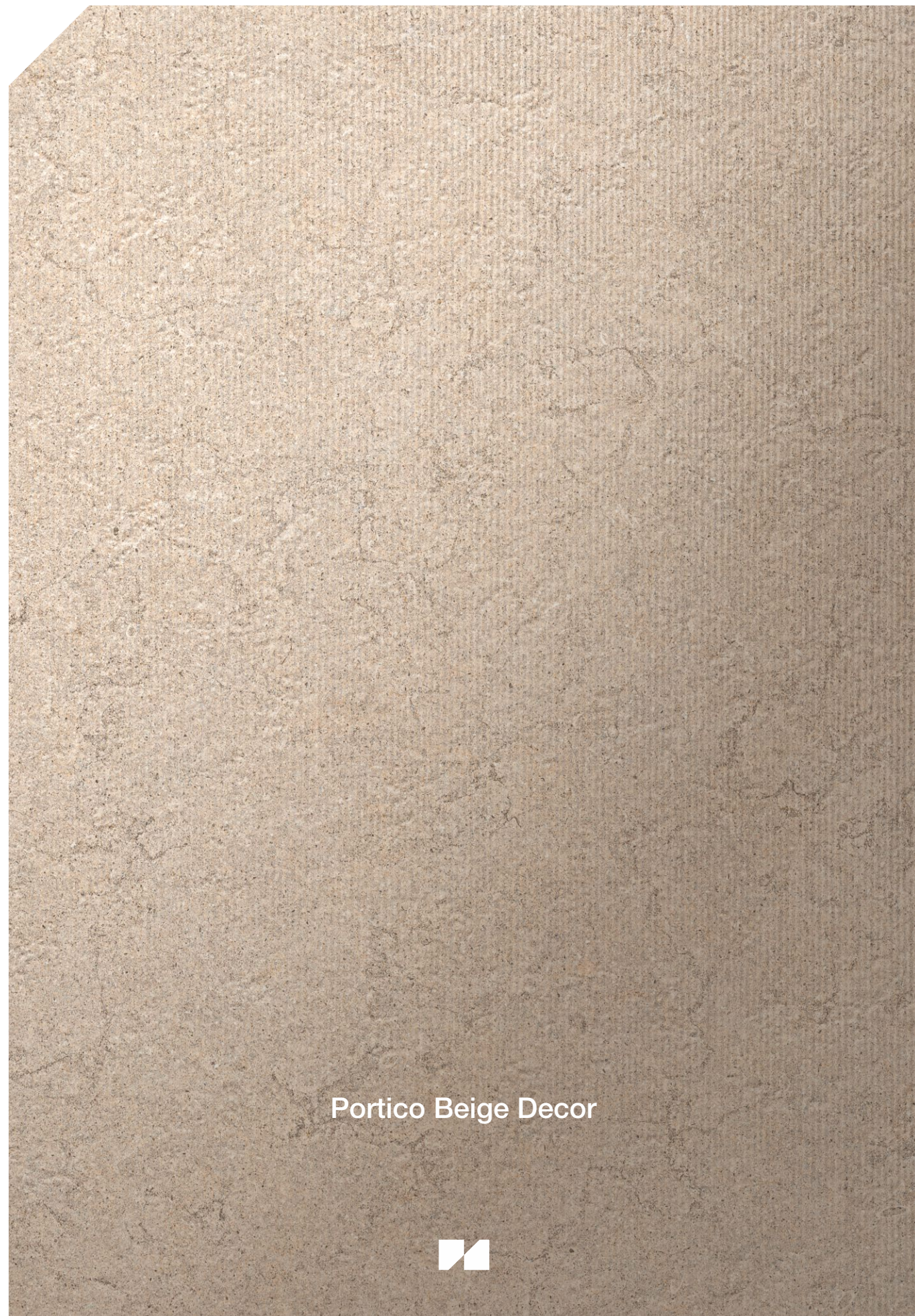
600x1200mm
Datum Form
Randoms +4 

COLOR BODY


R10
Anti-Slip


Ultra-Low
Reflection


Heavy-Duty
Scratch Resistant



Portico Beige Decor



Real Photograph

Portico

Portico Beige Decor



600x1200mm
Datum Form

Portico Beige



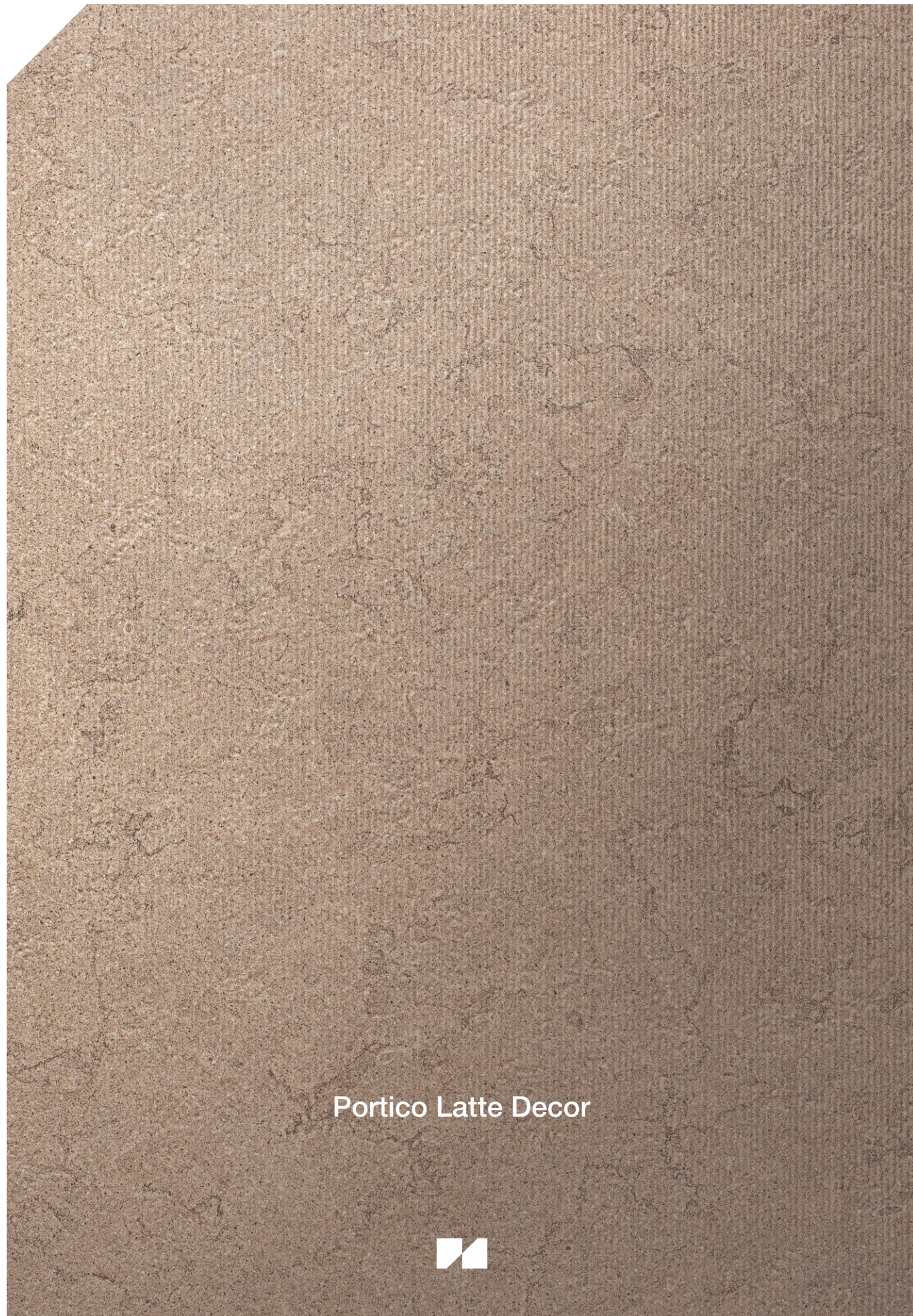
600x1200mm
Datum Form
Randoms +4 

COLOR BODY


R10
Anti-Slip


Ultra-Low
Reflection


Heavy-Duty
Scratch Resistant



Portico Latte Decor



Real Photograph

Portico

Portico Latte Decor



600x1200mm
Datum Form

Portico Latte



600x1200mm
Datum Form
Randoms +4

COLOR BODY

R10
Anti-Slip

Ultra-Low
Reflection

Heavy-Duty
Scratch Resistant



WALL / **PORTICO LATTE DECOR** / 600x1200mm

FLOOR / **PORTICO LATTE** / 600x1200mm



WALL / **PORTICO LATTE DECOR** / 600x1200mm

FLOOR / **PORTICO LATTE** / 600x1200mm



CONCRATE SERIES

A mix of textured feel and raw harmony, the Concrate Series pours an expensive and extensive feel to your space.

Keeping you focused and centered without hampering the Datum's aim of bringing nature to you, Concrate ensures an air of utilitarian chic.

A staple form of modern luxury, Concrate brings in a monolithic feel, juxtaposing nature with contemporary ideas!





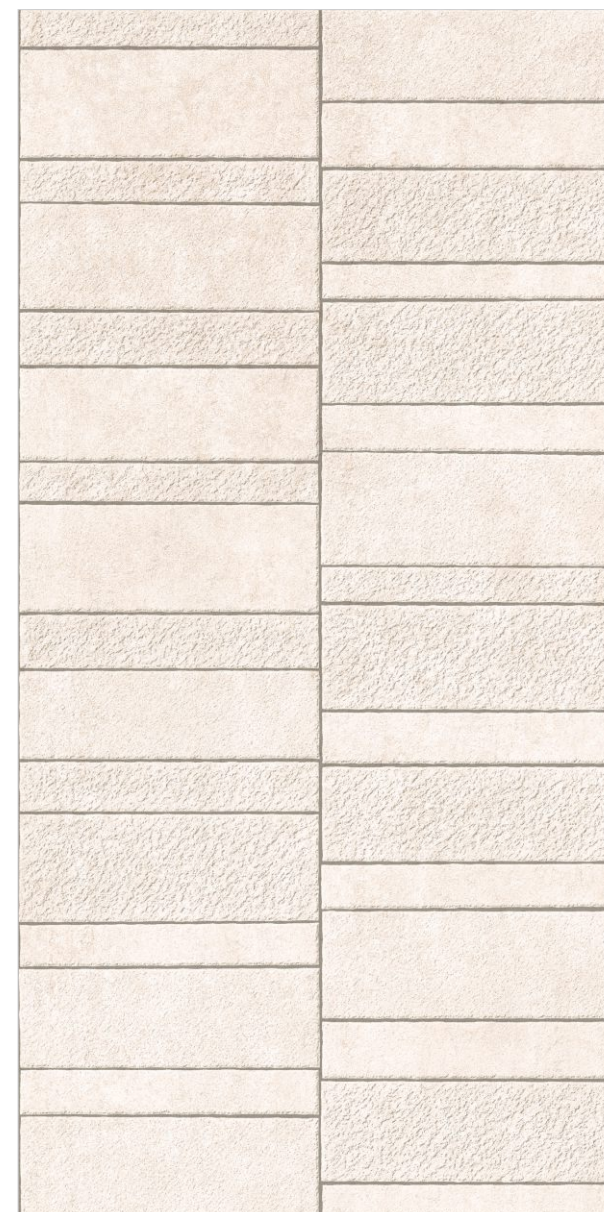
Concrate Crema Decor



Real Photograph

Concrate

Concrate Crema Decor



600x1200mm
Datum Form

Concrate Crema



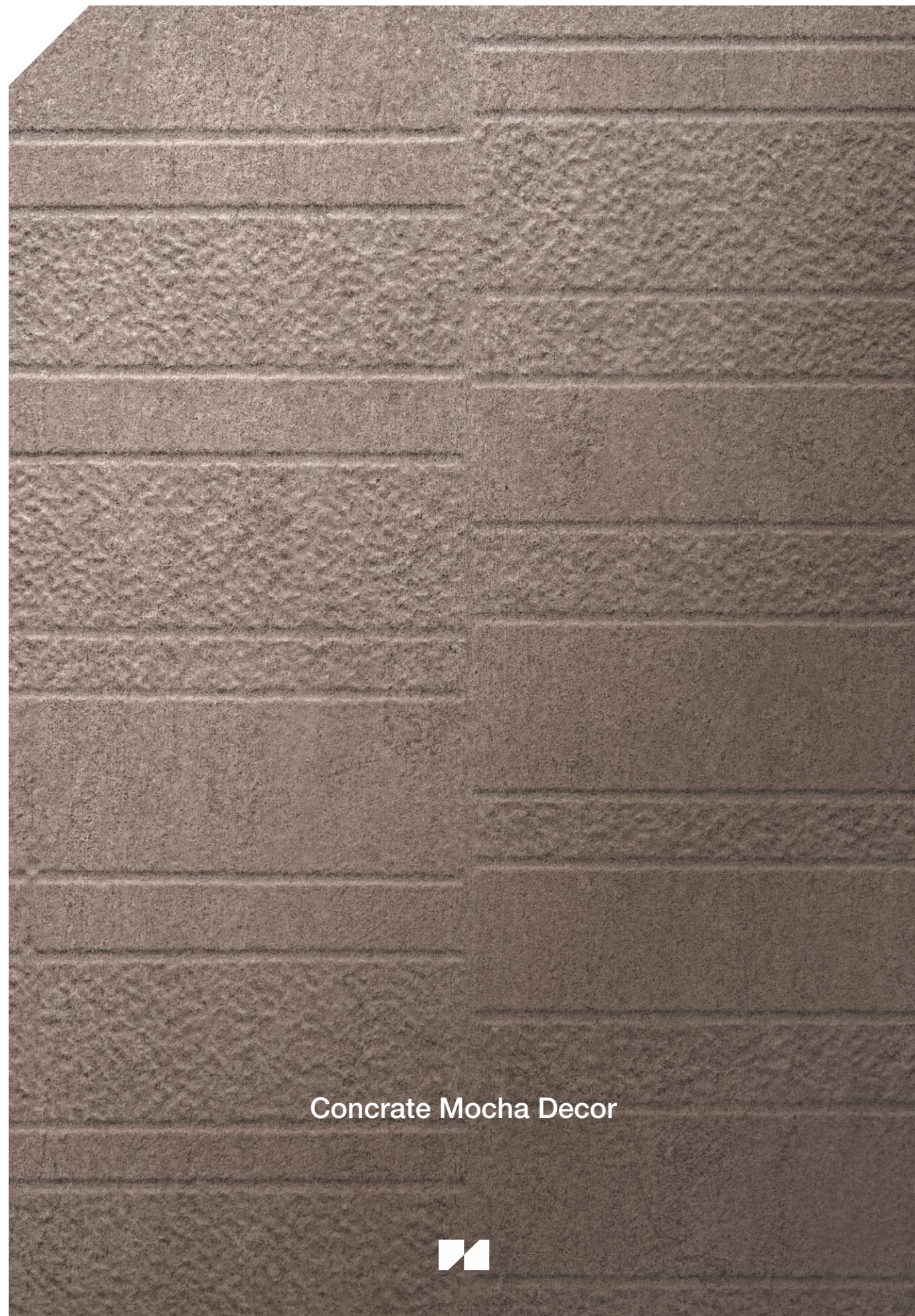
600x1200mm
Datum Form
Randoms +4

COLOR BODY


R10
Anti-Slip


Ultra-Low
Reflection


Heavy-Duty
Scratch Resistant



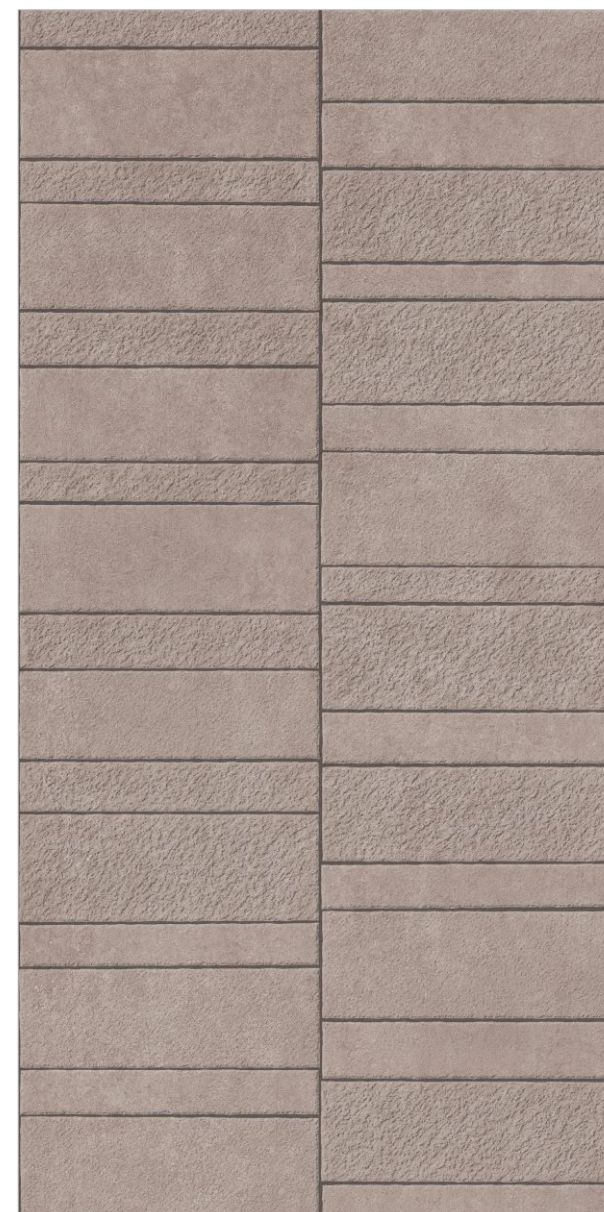
Concrate Mocha Decor



Real Photograph

Concrate

Concrate Mocha Decor



600x1200mm
Datum Form

Concrate Mocha



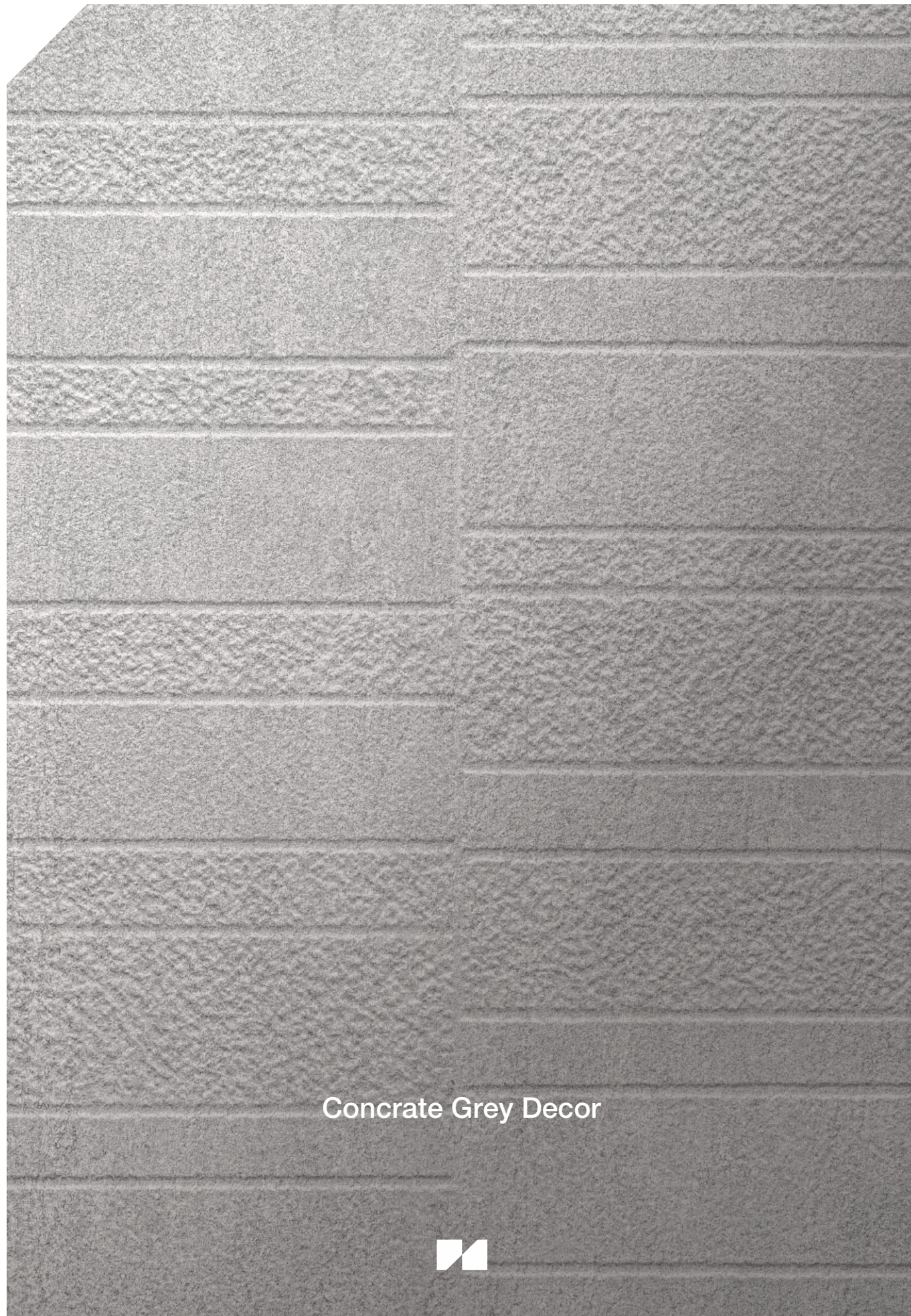
600x1200mm
Datum Form
Randoms +4

COLOR BODY


R10
Anti-Slip


Ultra-Low
Reflection


Heavy-Duty
Scratch Resistant



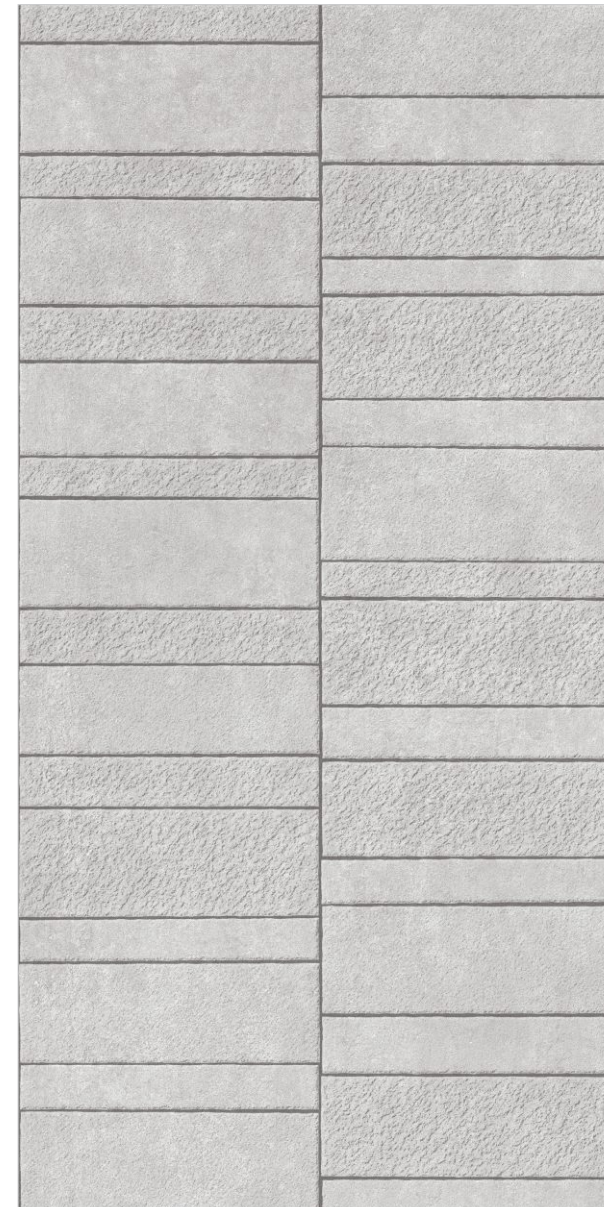
Concrate Grey Decor



Real Photograph

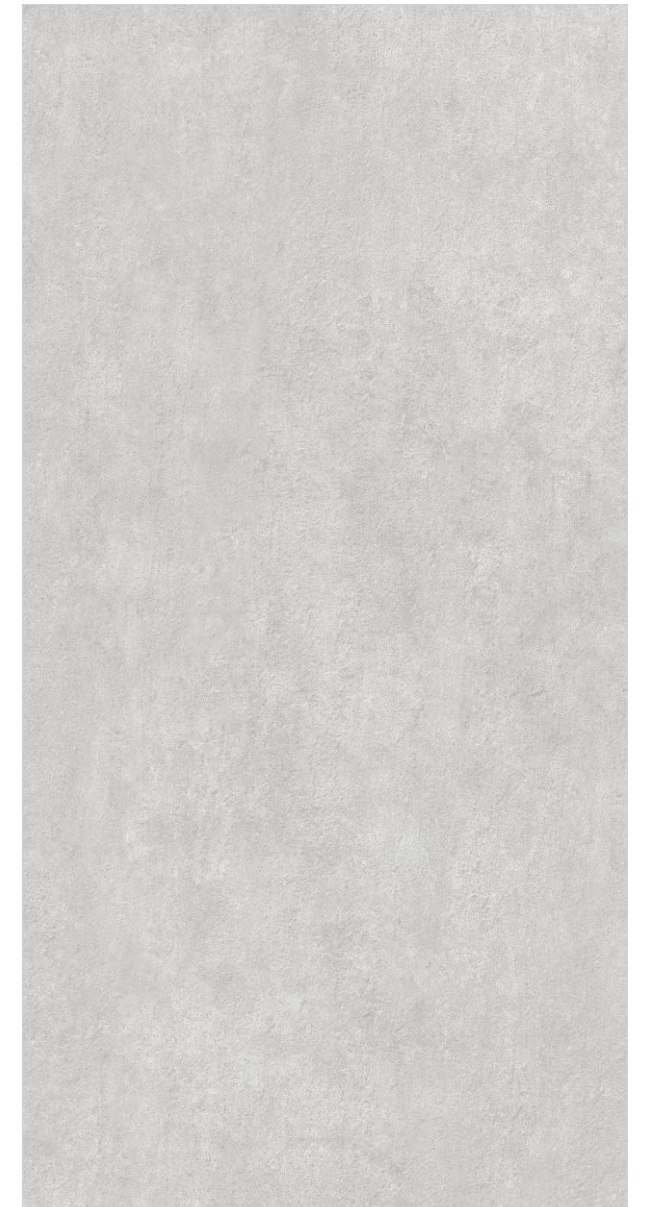
Concrate

Concrate Grey Decor



600x1200mm
Datum Form

Concrate Grey



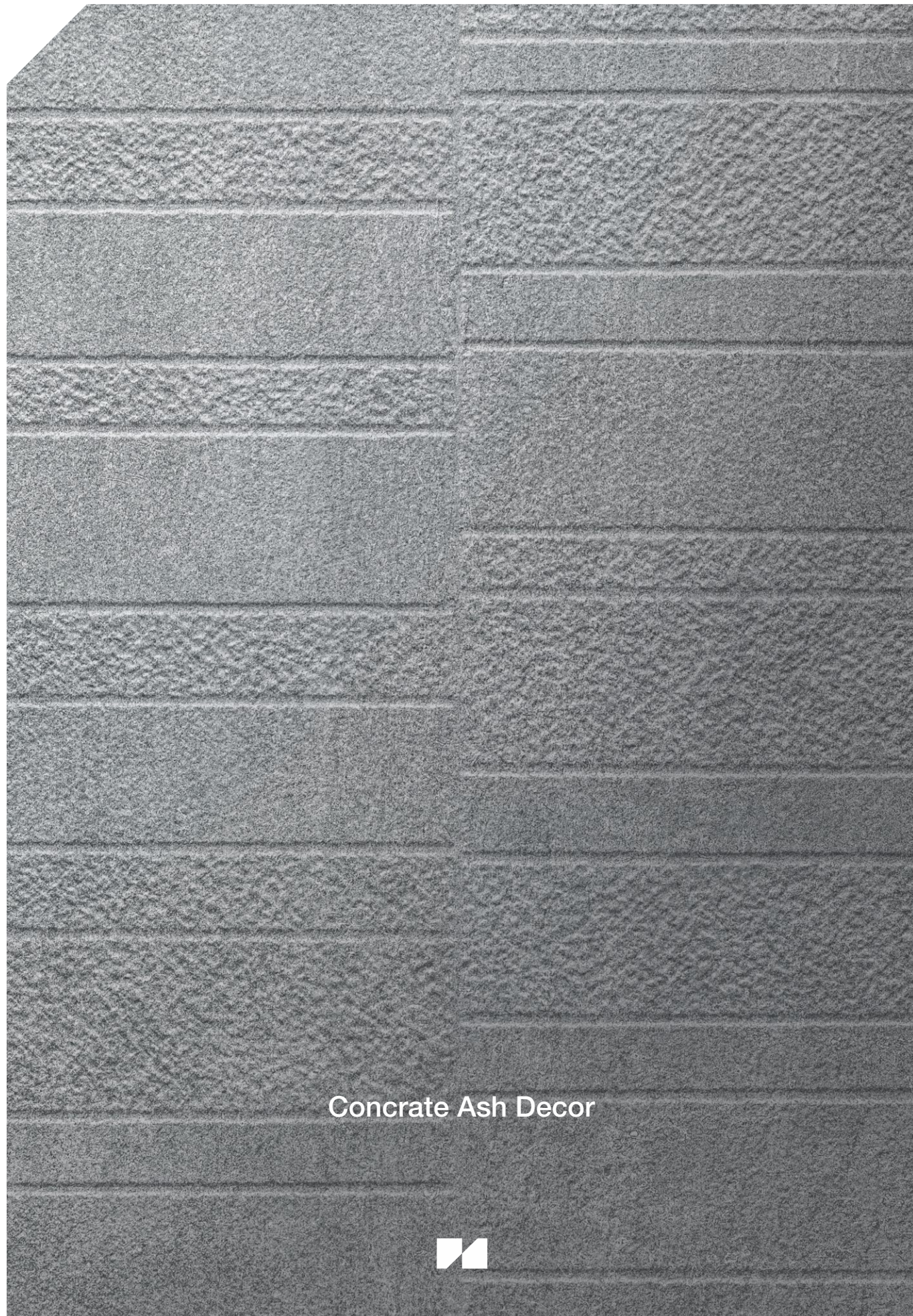
600x1200mm
Datum Form
Randoms +4

COLOR BODY


R10
Anti-Slip


Ultra-Low
Reflection


Heavy-Duty
Scratch Resistant



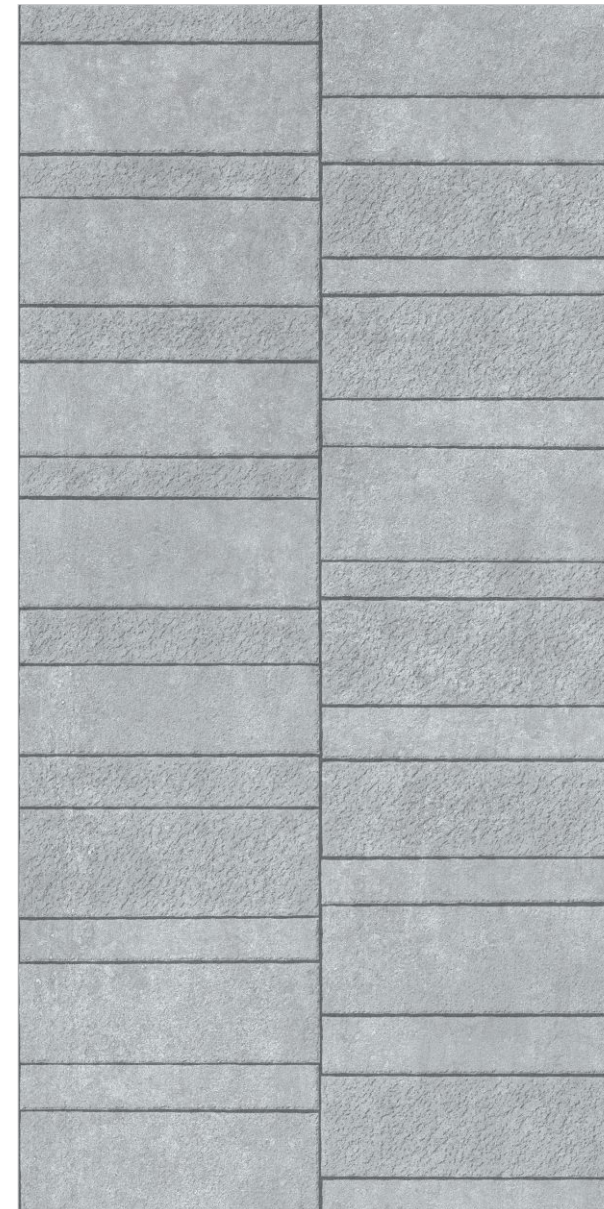
Concrate Ash Decor



Real Photograph

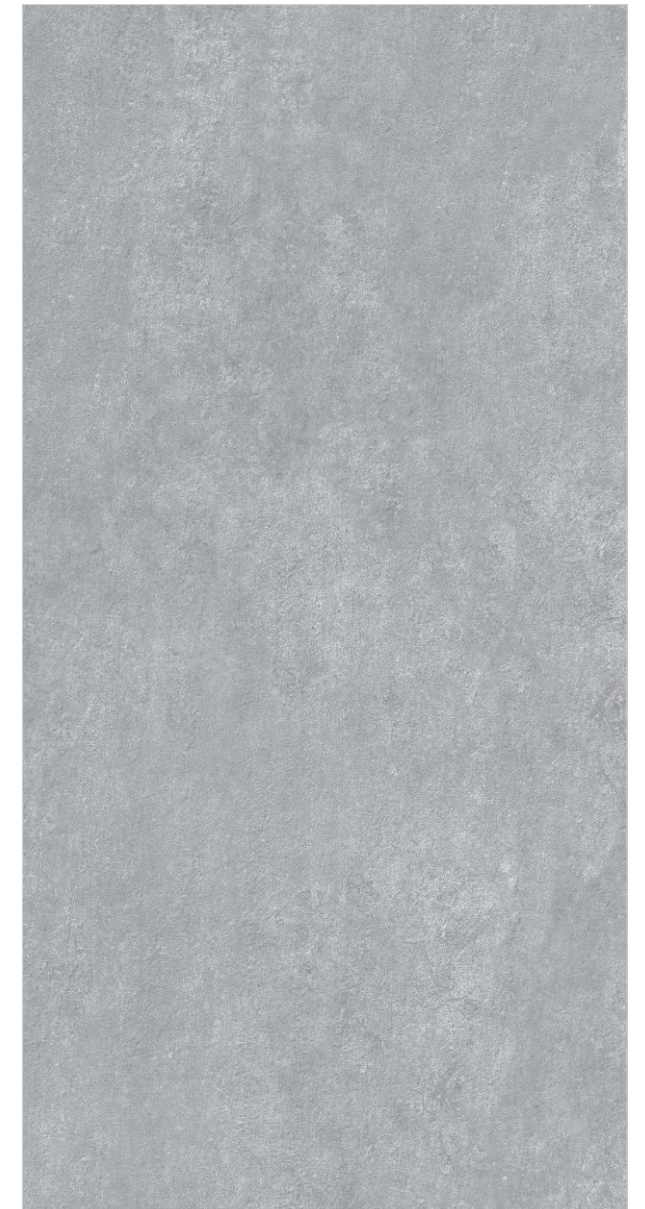
Concrate

Concrate Ash Decor



600x1200mm
Datum Form

Concrate Ash



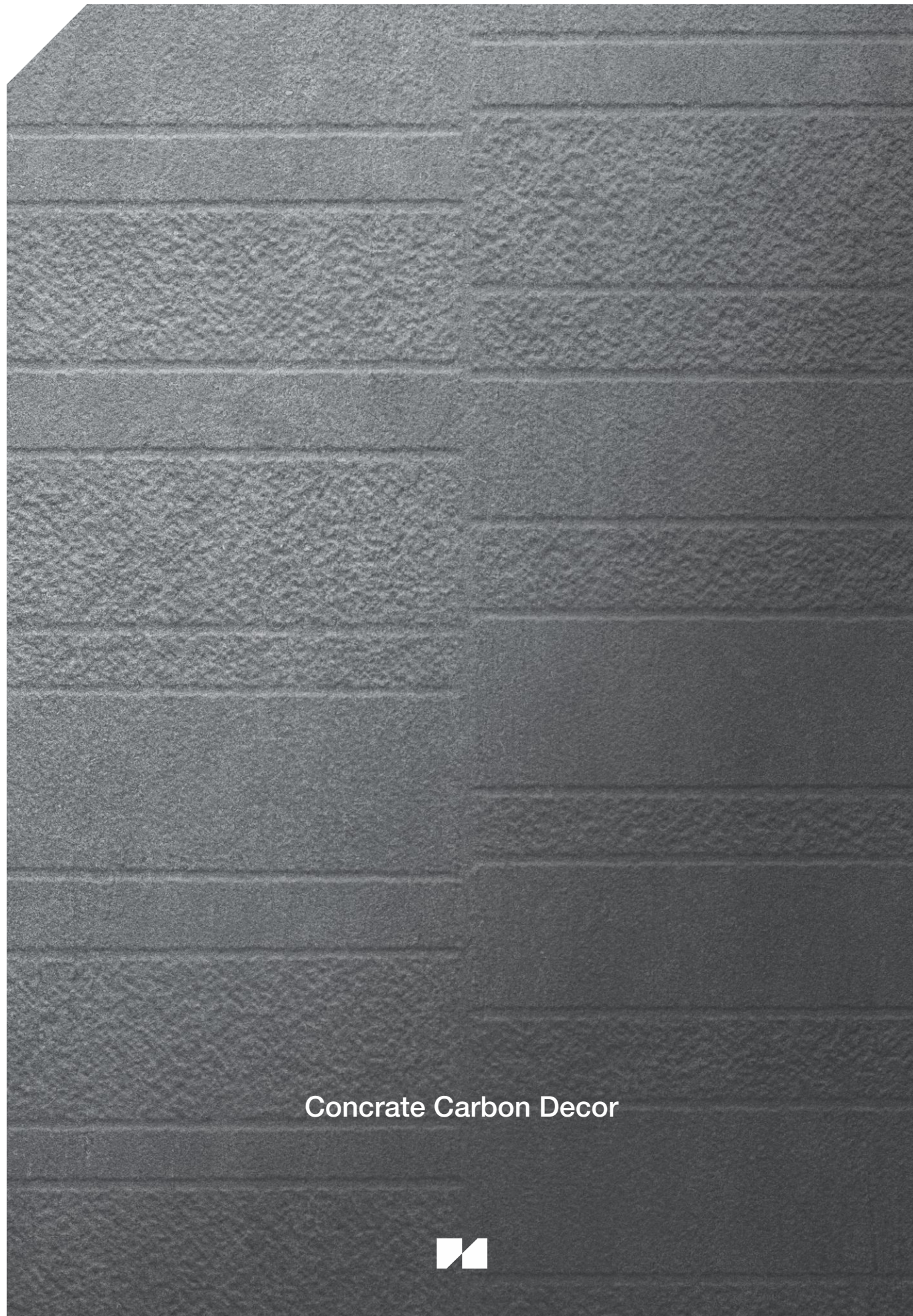
600x1200mm
Datum Form
Randoms +4

COLOR BODY


R10
Anti-Slip


Ultra-Low
Reflection


Heavy-Duty
Scratch Resistant



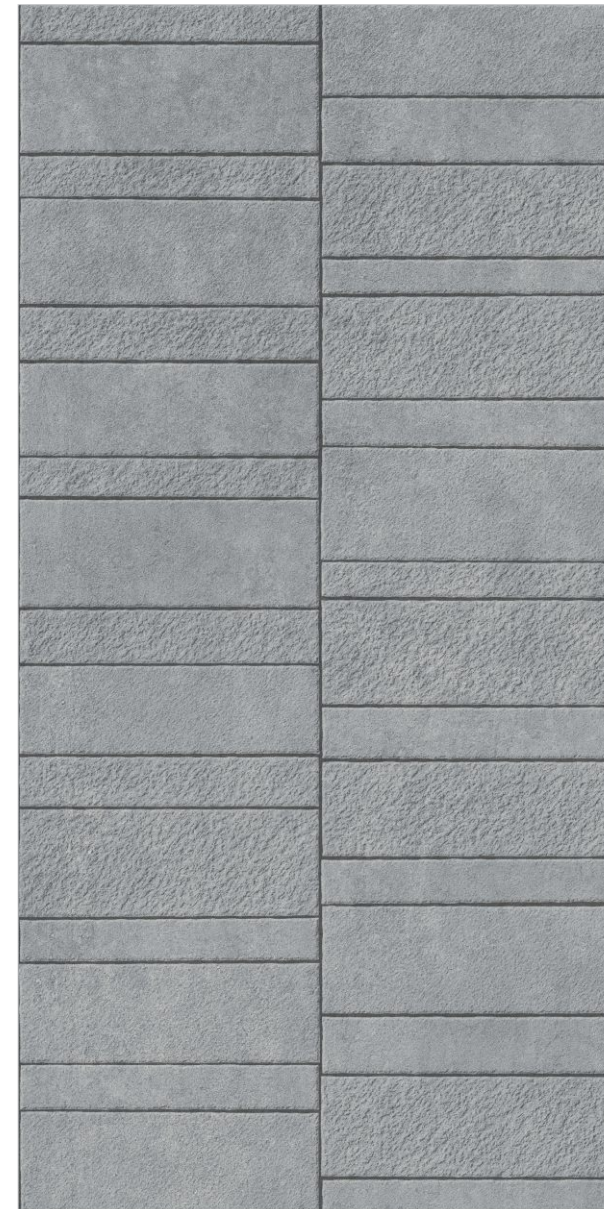
Concrate Carbon Decor



Real Photograph

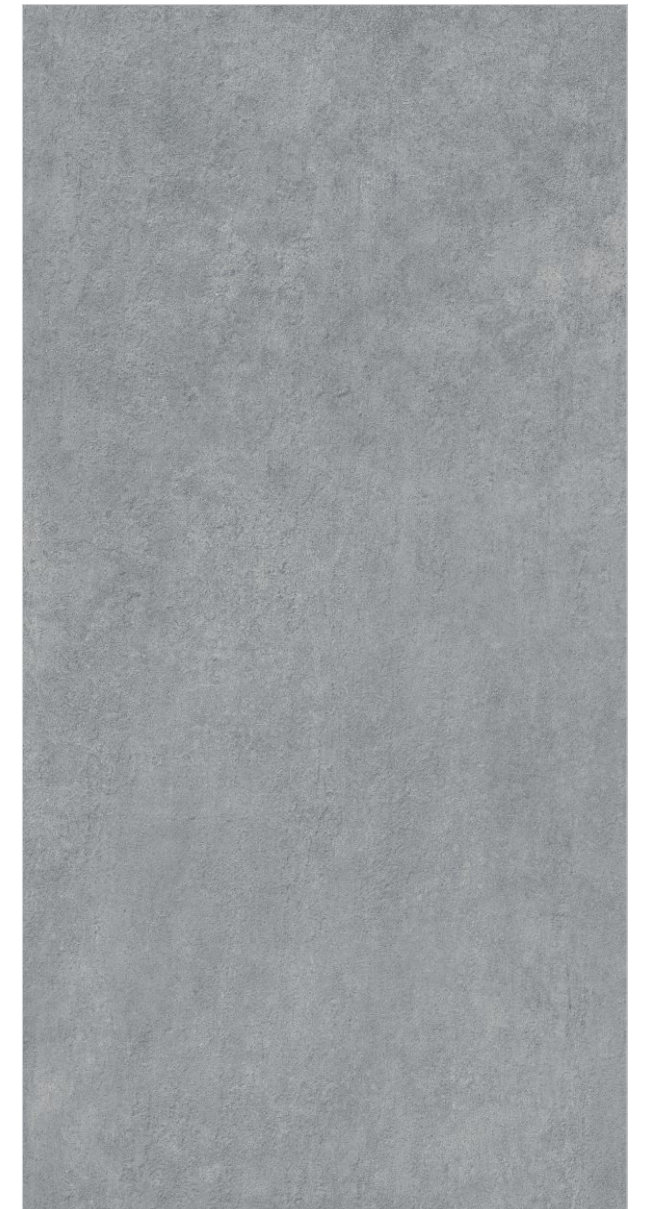
Concrate

Concrate Carbon Decor



600x1200mm
Datum Form

Concrate Carbon



600x1200mm
Datum Form
Randoms +4

COLOR BODY


R10
Anti-Slip


Ultra-Low
Reflection


Heavy-Duty
Scratch Resistant



WALL / **CONCRATE CARBON & DECOR** / 600x1200mm

FLOOR / **CONCRATE CARBON** / 600x1200mm



WALL / **CONCRATE CARBON DECOR** / 600x1200mm
FLOOR / **CONCRATE CARBON** / 600x1200mm

FLOOR / **CONCRATE CARBON** / 600x1200mm



PORTSTONE SERIES

Tectonic strength, inspired by nature's weathered aesthetic makes Portstone a monumental form of being.

It's like a rugged sophistication that brings an elevated form of raw amiability, creating a timeless look in your space.

A timeless anchor of modern luxury, Portstone brings in a chiseled feel, blending raw aesthetics with practicality!





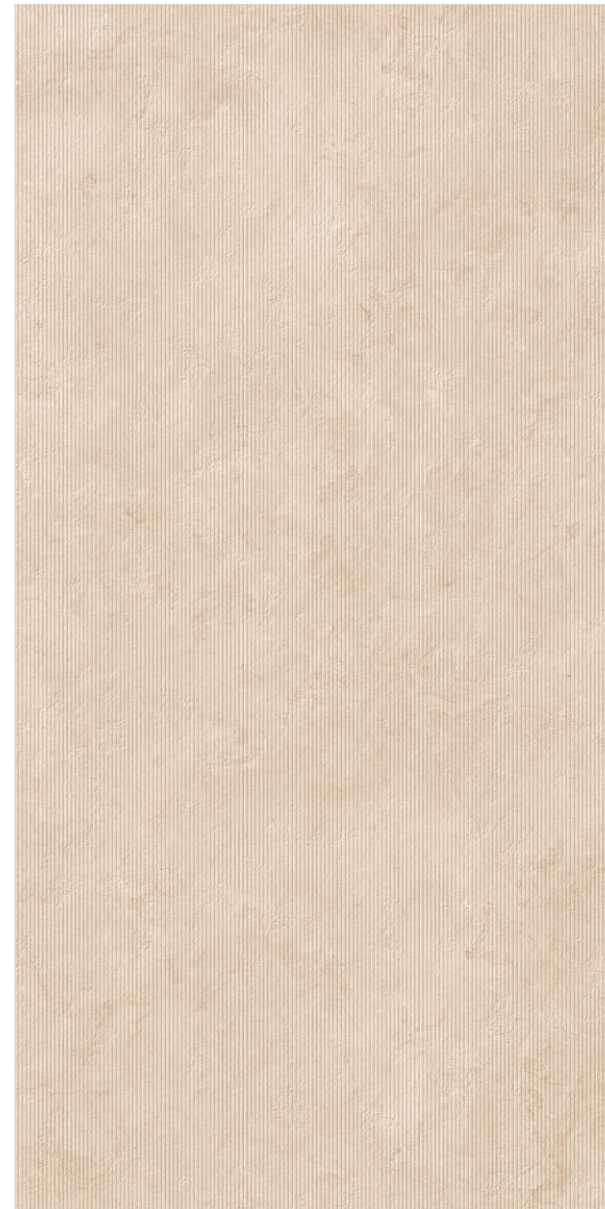
Portstone Ivory Decor



Real Photograph

Portstone

Portstone Ivory Decor



600x1200mm
Datum Form

Portstone Ivory



600x1200mm
Datum Form
Randoms +4

COLOR BODY

R10
Anti-Slip

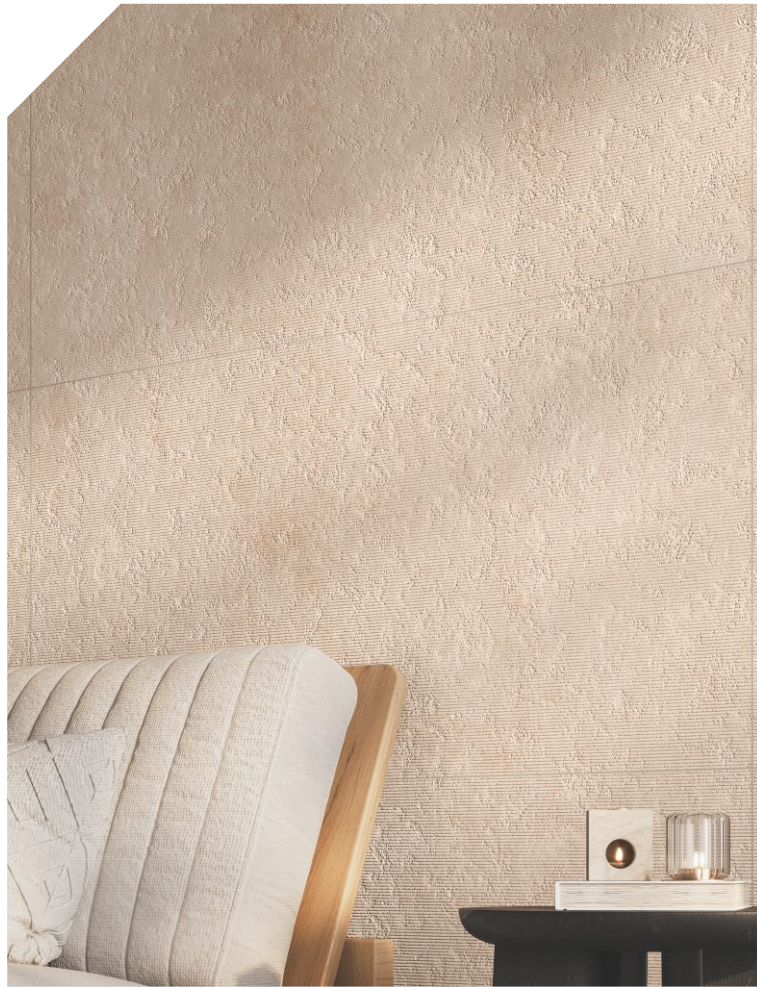
Ultra-Low
Reflection

Heavy-Duty
Scratch Resistant



WALL / **PORTSTONE IVORY DECOR** / 600x1200mm

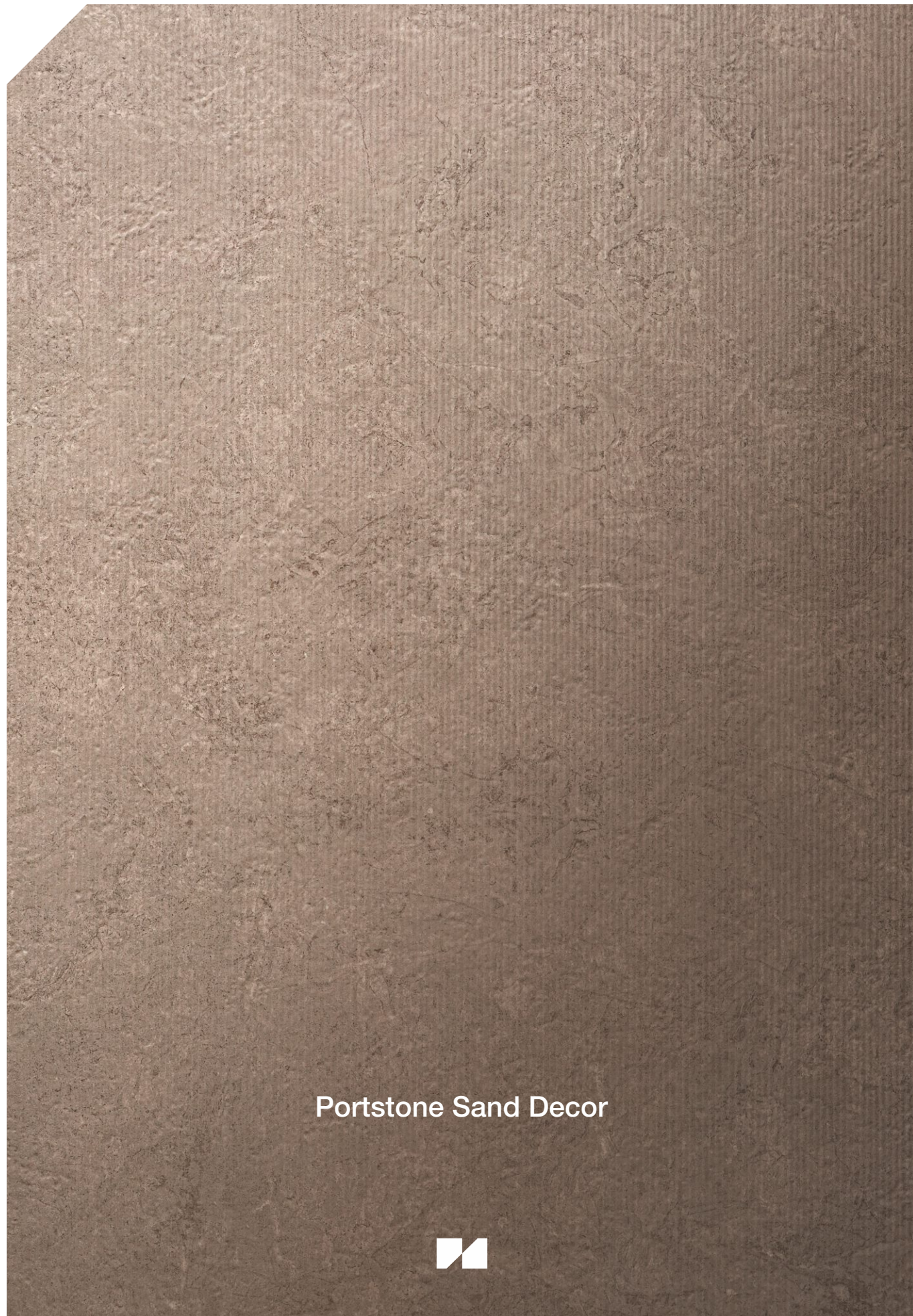
FLOOR / **PORTSTONE IVORY** / 600x1200mm



WALL / **PORTSTONE IVORY DECOR** / 600x1200mm

FLOOR / **PORTSTONE IVORY** / 600x1200mm





Portstone Sand Decor



Real Photograph

Portstone

Portstone Sand Decor



600x1200mm
Datum Form

Portstone Sand



600x1200mm
Datum Form
Randoms +4

COLOR BODY

R10
Anti-Slip

Ultra-Low
Reflection

Heavy-Duty
Scratch Resistant

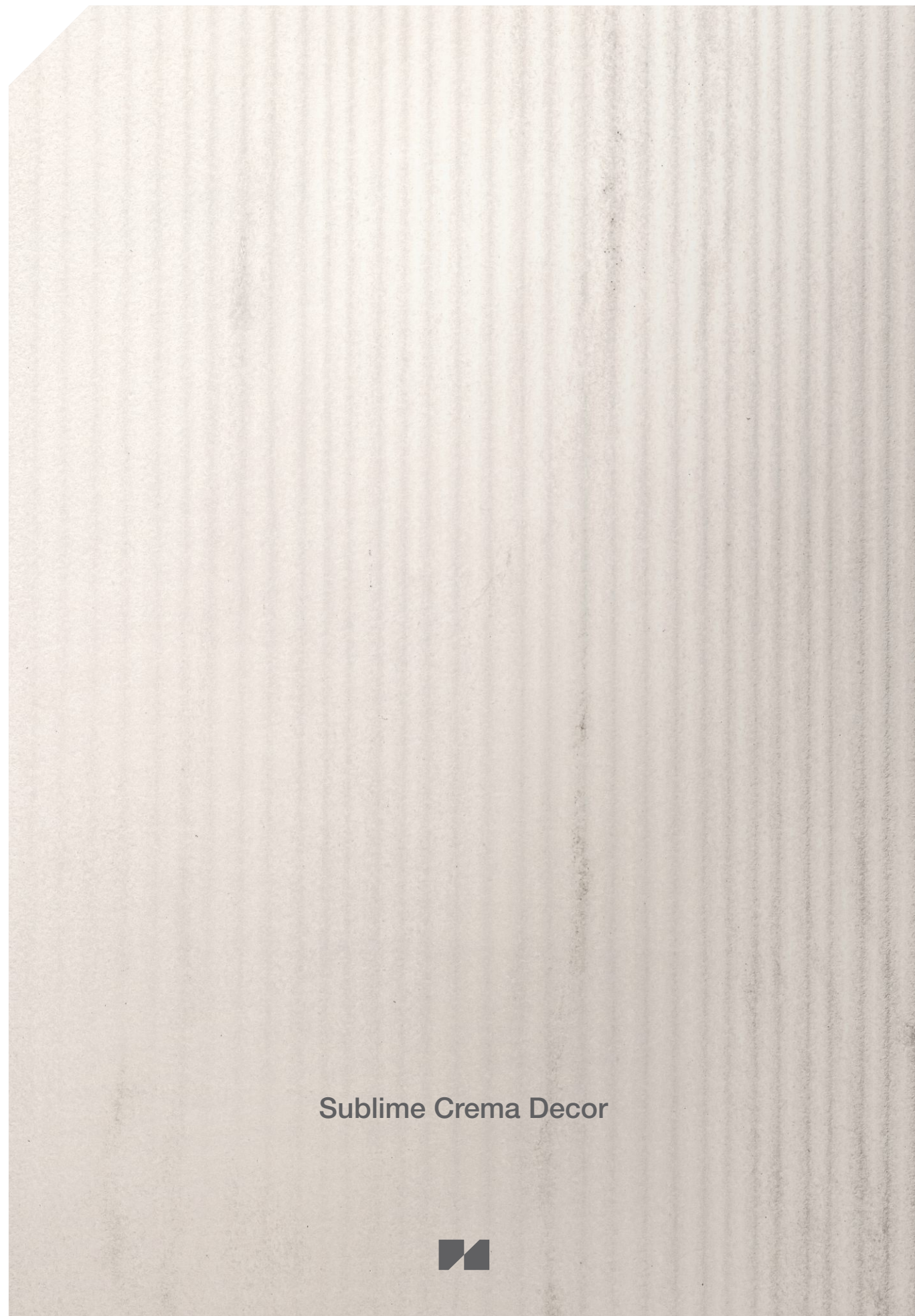
SUBLIME SERIES

Transforming from a merely comforting look to an awe-inspiring one, the Sublime Series expands the spatial awareness of your space naturally.

A dramatic beauty that mimics the grandeur of nature, we are here with an amalgamation of depth and grace.

A quiet contemplation of your mood, Sublime ensures a boundless environment that feels larger than life.





Sublime Crema Decor



Real Photograph

Sublime

Sublime Crema Decor



600x1200mm
Datum Form

Sublime Crema



600x1200mm
Datum Form
Randoms +4 

COLOR BODY


R10
Anti-Slip


Ultra-Low
Reflection


Heavy-Duty
Scratch Resistant



WALL / **SUBLIME CREMA DECOR** / 600x1200mm

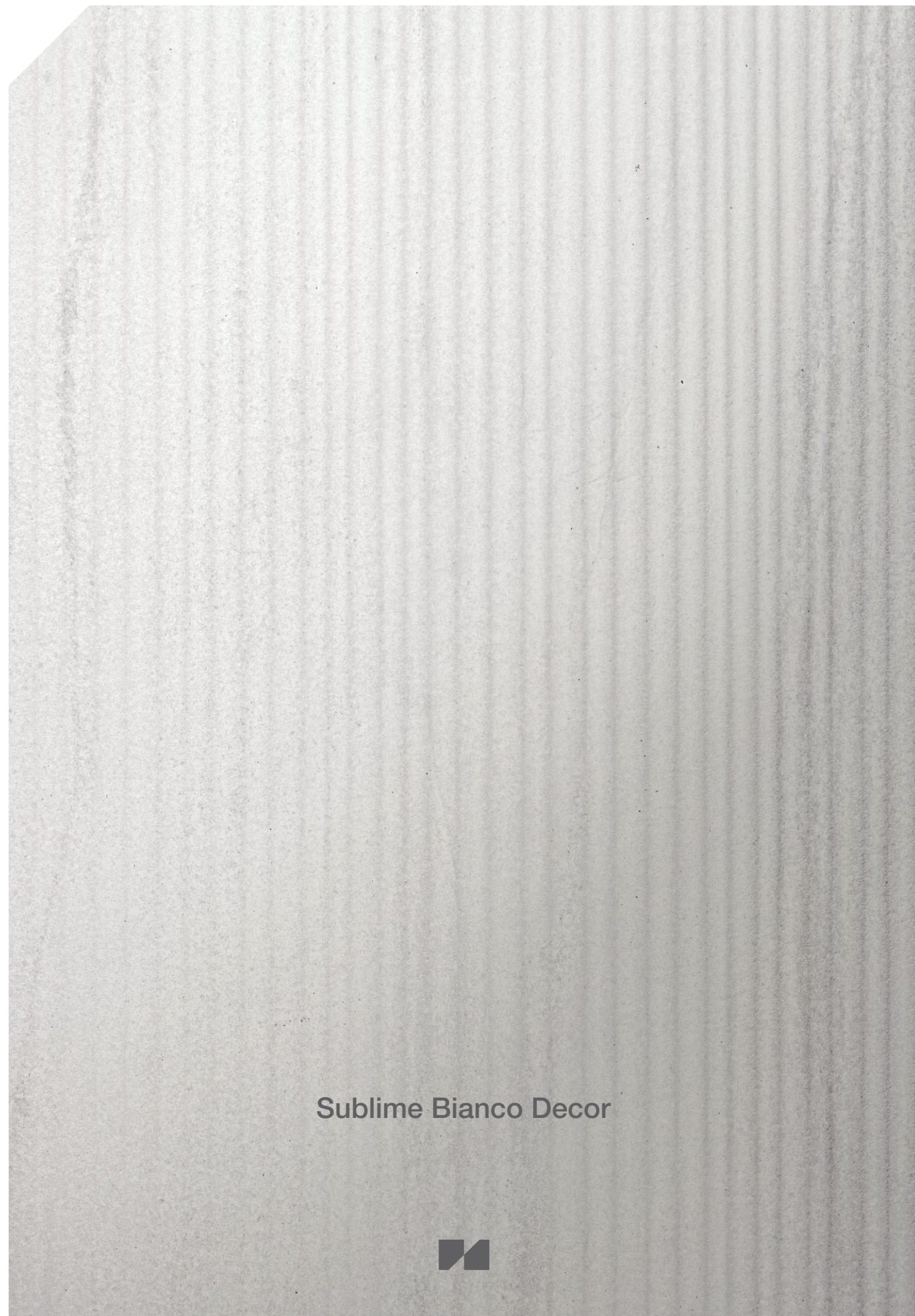
FLOOR / **SUBLIME CREMA** / 600x1200mm



FLOOR / **SUBLIME CREMA** / 600x1200mm

WALL / **SUBLIME CREMA DECOR** / 600x1200mm





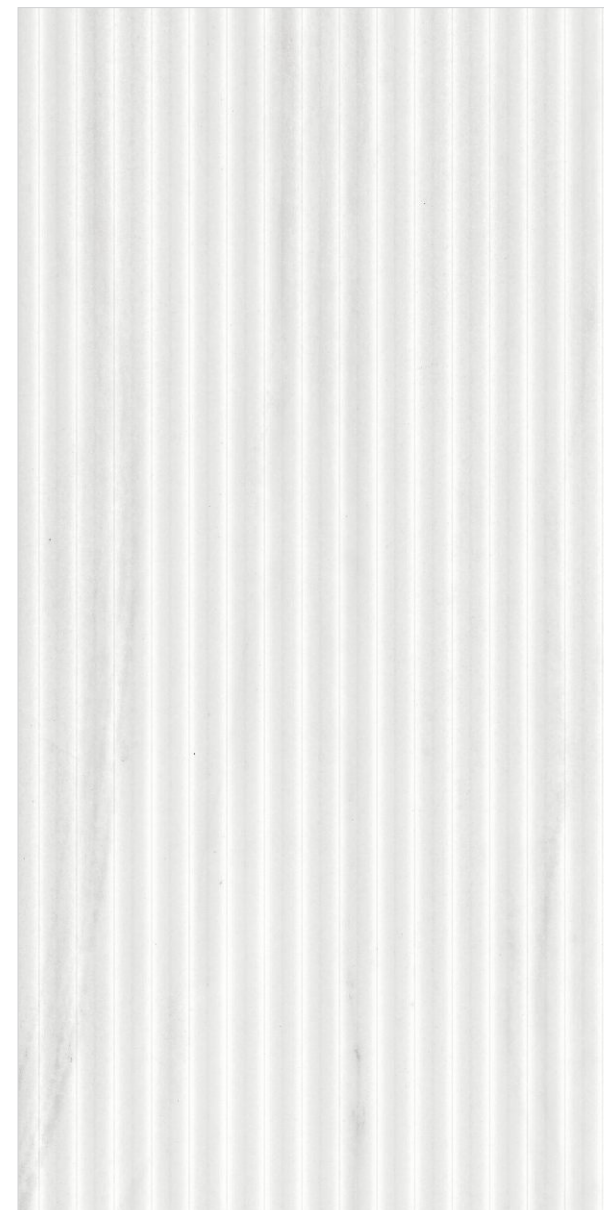
Sublime Bianco Decor



Real Photograph

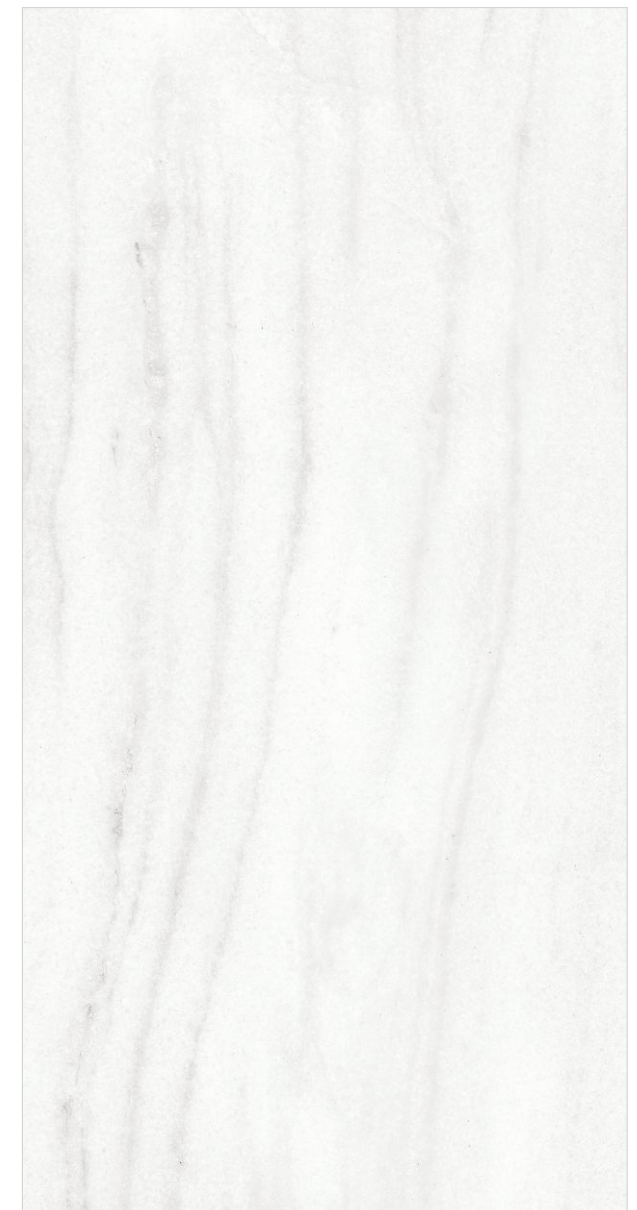
Sublime

Sublime Bianco Decor



600x1200mm
Datum Form

Sublime Bianco



600x1200mm
Datum Form
Randoms +4

COLOR BODY


R10
Anti-Slip


Ultra-Low
Reflection


Heavy-Duty
Scratch Resistant

TRAVERTINO SERIES

Characterised by a subtle,
tranquil ambiance, Travertino
has been reimagined and
reinvented through the lens
of aesthetics.

Intentionally made to add
a contemporary character,
these pieces are a form
of more traditional yet
transitional decor!

The new antiquity that
generously takes over your
space while reviving a Roman
grandeur which feels minimal
yet luxurious!





Travertino Crema



Real Photograph

Travertino

Travertino Crema



600x1200mm
Datum Grain
Randoms +4

COLOR BODY

R10
Anti-Slip

Ultra-Low
Reflection

Heavy-Duty
Scratch Resistant



Travertino Bianco



Real Photograph

Travertino

Travertino Bianco



600x1200mm
Datum Grain
Randoms +4

COLOR BODY

R10
Anti-Slip

Ultra-Low
Reflection

Heavy-Duty
Scratch Resistant



WALL / **TRAVERTINO BIANCO** / 600x1200mm

FLOOR / **TRAVERTINO BIANCO** / 600x1200mm



FLOOR / **TRAVERTINO BIANCO** / 600x1200mm

WALL / **TRAVERTINO BIANCO** / 600x1200mm



Technical Specifications

Characteristic	International Std. ISO 13006 Group Bla	Specifications of Simero	Method of Testing
Dimensions & Surface Quality			
Length	± 0.30%	± 0.10%	ISO 10545-2
Thickness	± 5.00%	± 5.00%	ISO 10545-2
Straightness of Sides	± 0.30%	± 0.10%	ISO 10545-2
Rectangularity	± 0.30%	± 0.10%	ISO 10545-2
Surface Flatness	± 0.40%	± 0.10%	ISO 10545-2
Glossiness	Declared By Manufacturer	8~15%	ISO 2813 (Gloss meter)
Surface Quality	Min. 95% Tiles Should Be Free From Defects	Min. 95% Tiles Free From Defects	ISO 10545-2
Physical Characteristics			
Water Absorption	E ≤ 0.50%	≤ 0.08%	ISO 10545-3
Mohs Hardness	≥ 5.00	≥ 5.00	IS 13630-13
Moisture Expansion	Nil	Nil	ISO 10545-10
Abrasion Resistance	Declared By Manufacturer	PEI 4	ISO 10545-7
Mechanical Characteristics			
Flexural Strength (MOR)	≥ 35 N/mm ² (350kg./cm ²)	≥ 38 N/mm ² (380kg./cm ²) Test Piece Size 600x600mm	ISO 10545-4
Breaking Strength	1300 Newton	1800 Newton Test Piece Size 600x600mm	ISO 10545-4
Impact Resistance	Declared By Manufacturer	No Indentation or Cracking	ISO 10545-5
Safety Characteristics			
Skid Resistance (Dynamic Friction Coefficient)	≥ 0.40	≥ 0.45	ISO 10545-17
Density	≥ 2.0 gm/cc	> 2.3 gm/cc	DIN 51082
Thermo Photo Characteristics			
Thermal Shock Resistance	Resistant To 10 Cycles	Passed 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 ⁻⁶ K ⁻¹	< 5.86x10 ⁻⁶ K ⁻¹	ISO 10545-8
Color Resistance to UV light	Resistant	Resistant	ISO 10545-16
Chemical Characteristics			
Chemical Resistance (Household Chemicals & Swimming Pool Salts)	Min. Class-GB	Confirms to the Class - GA	ISO 10545-13
Chemical Resistance (Low Concentrations Acids & Alkalis)	Min. Class-GLB	Confirms to the Class - GLA	ISO 10545-13
(Chemical Resistance High Concentrations Acids & Alkalis)	Min. Class-GHB	Confirms to the Class - GHA	ISO 10545-13
Stain Resistance	Min. Class-3	Min. Confirmation to Class - 3	ISO 10545-14

Packing Details

Surface	Size	Pieces / Box	Coverage Area / Box	Weight / Box (Approx)
DATUM SURFACE	600x1200mm	3	2.16 sq. m.	42kg.

Blank lined area for notes or drawing.



www.simero.in
Customer Care No.: +91 814 12 12 000



Head Office:
Behind Indian Oil Petrol Pump,
Morbi-Halwad Road, State Highway No. 22,
Nichi-Mandal, Morbi - 363 641, Gujarat, INDIA.