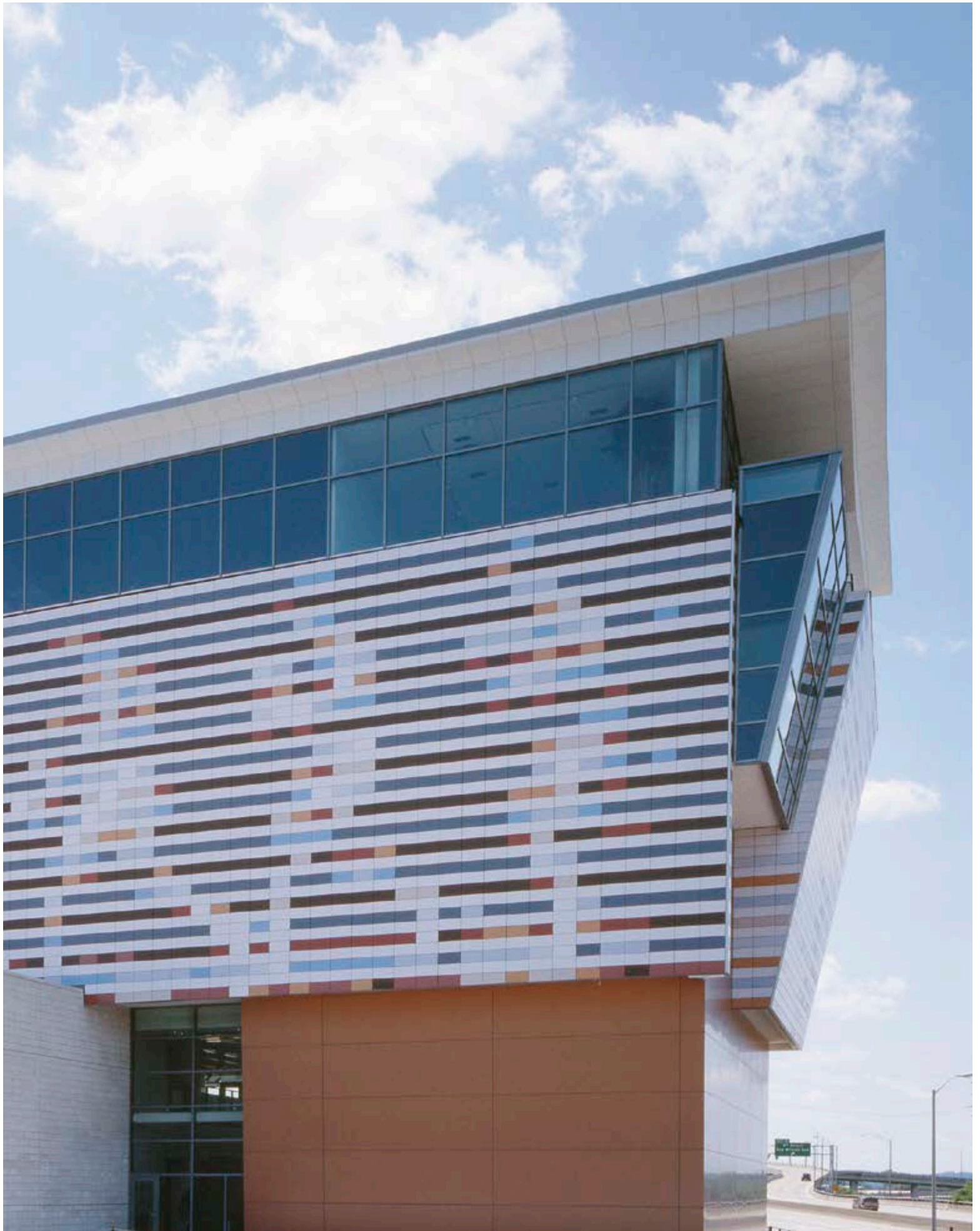


# Ceramics & Architecture

Competence by Tradition. Ceramic Tiles since 1755.





# Contents



CREATIVE FREEDOM 4 - 11

Product variety	6 - 7
From professionals for professionals	8 - 9
Individual production	10 - 11



COMPETENCE 12 - 19

Product quality	14
Slip resistances	15
HT-Coating	16 - 18
Sustainable building	19



SUCCESS 20 - 27

Partnership	22
Digital Showroom	23
Competence by tradition	24 - 25
Design awards	26 - 27
References	28 - 30
Information material	31





How designers find the necessary freedom for their creativity.

With ceramics distinguishing itself by high quality and a demanding look, AGROB BUCHTAL offers architects a "raw material for architecture", which opens immense design scope. At the same time, consistent systematic thinking creates the indispensable basis despite the great variety of products, colours and formats. The company owes its reputation to the high flexibility at the development of individual solutions and services such as, for example, the in-house planning department appreciated for decades.

CREATIVE  
FREEDOM. ■





# Product variety

for all areas of application.



Ceramic facade systems



Slip-resistance



Swimming pool ceramics

Innovative: whether indoors or outdoors, in private or public areas.

With its product portfolio, AGROB BUCHTAL covers all classic applications of the material of ceramic tiles and opens up new areas of application thanks to innovations in addition. The result is an unprecedented variety of the product range. The fact that all products are available from one supplier ensures conclusive solutions with harmonious transitions in indoor and outdoor areas.

This applies to the high-quality porcelain stoneware collections for the residential sector just as to series which are mainly used in public areas, as their products satisfy the statutory slip-resistance requirements. In addition, special tiles are offered in the segment Tech + Design, which were developed for the extreme stress in industrial, commercial

and public areas, as well as ceramic facade systems for new buildings and for the renovation of projects, which have a self-washing effect when it is raining thanks to the HT coating.

The new system ChromaPlural combines the segments Chroma and Plural plus, which have been well-established and successful for many years, and enlarges the spectrum of applications in rooms with almost unlimited combination possibilities. The **UNICOLOR** colour range specially developed for ChromaPlural comprises 50 colours matched to one another in an extensive modular system of formats (consisting of 15 decimal and 14 octametric formats).



Architectural ceramics



High-quality ceramics for living environments

Individual: great variety of colours, formats, surfaces.

With the great diversity of its product range, AGROB BUCHTAL creates the basis for a practically unlimited freedom of design. On the one hand, this applies to the variety of formats in the Interior Collection: modular systems from the mini-mosaic of 1 x 1 cm up to representative large-size tiles of 60 x 60 or 75 x 150 cm open up a wide spectrum of design options for giving large surfaces a rhythmic structure, setting accents or creating visual orientation systems.

But this also applies to the variety of colours available, which permits maximum freedom of design. As third element, a great choice of innovative surface structures ensures an individual look not only in hotels and shopping malls but also in the private residential sector. With the objective of supporting creative architectural concepts, AGROB BUCHTAL also develops project-specific special solutions in close co-operation with the respective customer.

# From professionals for professionals

The in-house planning department.

Efficient support for six decades.

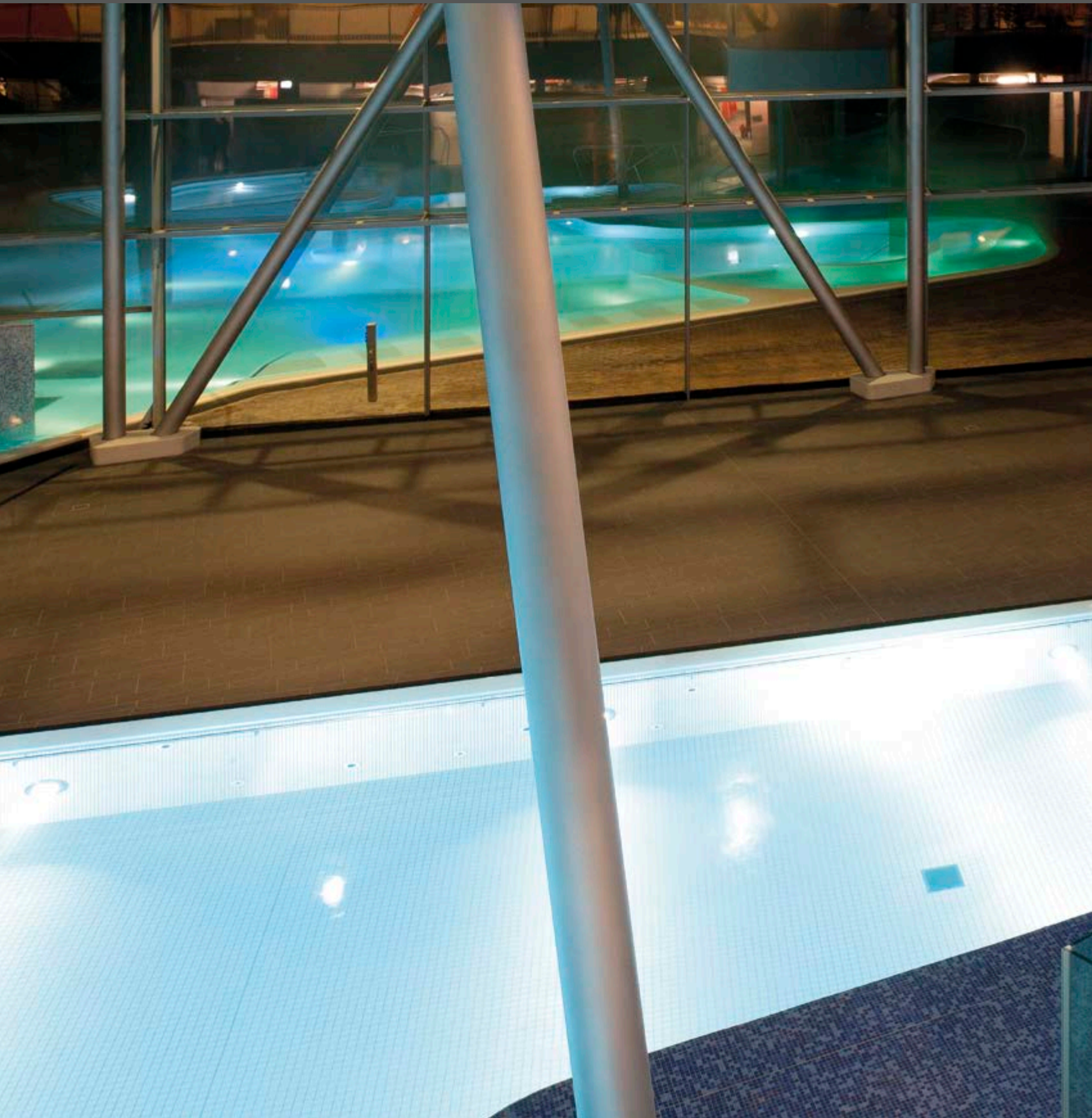
At AGROB BUCHTAL, high-quality products and competent services are supplied. In this way, planners and architects using our products can benefit from the know-how of our in-house planning department, which has proved itself since 1952, when specifying our products.

A committed team of qualified technicians, engineers, architects, designers and colour experts ensures a quick and problem-free realization of individual concepts. And as these experts

are not only specialized advisers but also carry out numerous routine tasks, the customers of AGROB BUCHTAL can completely concentrate on the realization of their creative ideas. The range of services includes laying plans, determinations of quantities, detailed estimates, texts for bidding purposes or project-specific advice regarding application techniques. Upon request, a person to contact will be at your disposal on location.







Project: Emser Therme / Location: Bad Ems, Germany / Architect: 4a Architekten / Series: Geo, Chroma II



# Individual production for special requirements.

## More than standard solutions

Creative architects and planners need unlimited design scope in order to be able to realize their ideas in an appropriate manner. With approximately 20,000 possible colours and an enormous variety of formats and surfaces, AGROB BUCHTAL satisfies this requirement in most of all cases: already the standard range offers such a variety of products that almost every customer finds straight away what it is looking for.

Our actual strong points, however, become apparent when innovative architectural concepts require an individual production. For our Design Department, the Product Management and the In-House Planning Department, the development of project-specific solutions is part of the core business. And for all our technologies, which offer architects and planners individual possibilities, we have one word: ED!T

Do you have any special wish? Challenge us at  
[www.agrob-buchtal.de/EDIT](http://www.agrob-buchtal.de/EDIT)

# ED!T

Ideas have their  
own dimension







### Ceramic facades

They support the realization of individual architectural concepts with ceramic elements individually manufactured with regard to colour, format and surface.



### Digital printing

It offers practically unlimited possibilities for transferring images, letterings and even photos and artistic representations on ceramic tiles.



### Special formats

They are in demand both in the case of aesthetically sophisticated new buildings and at the renovation of historical buildings and are manufactured exactly according to the specifications of the architects.



### Water-jet cutting technique

It permits the precise cutting of ceramic tiles in free and also curved forms, which can be combined according to the respective design specifications.



### Laying of pictures

The laying of pictures is based on small-size mosaics which join together to form motifs in the manner of a printing grid.



### Special colours

They are individually selected or newly composed from almost 20,000 glaze recipes in any shade desired. This also applies to Corporate Colours corresponding to the CD of the respective company.

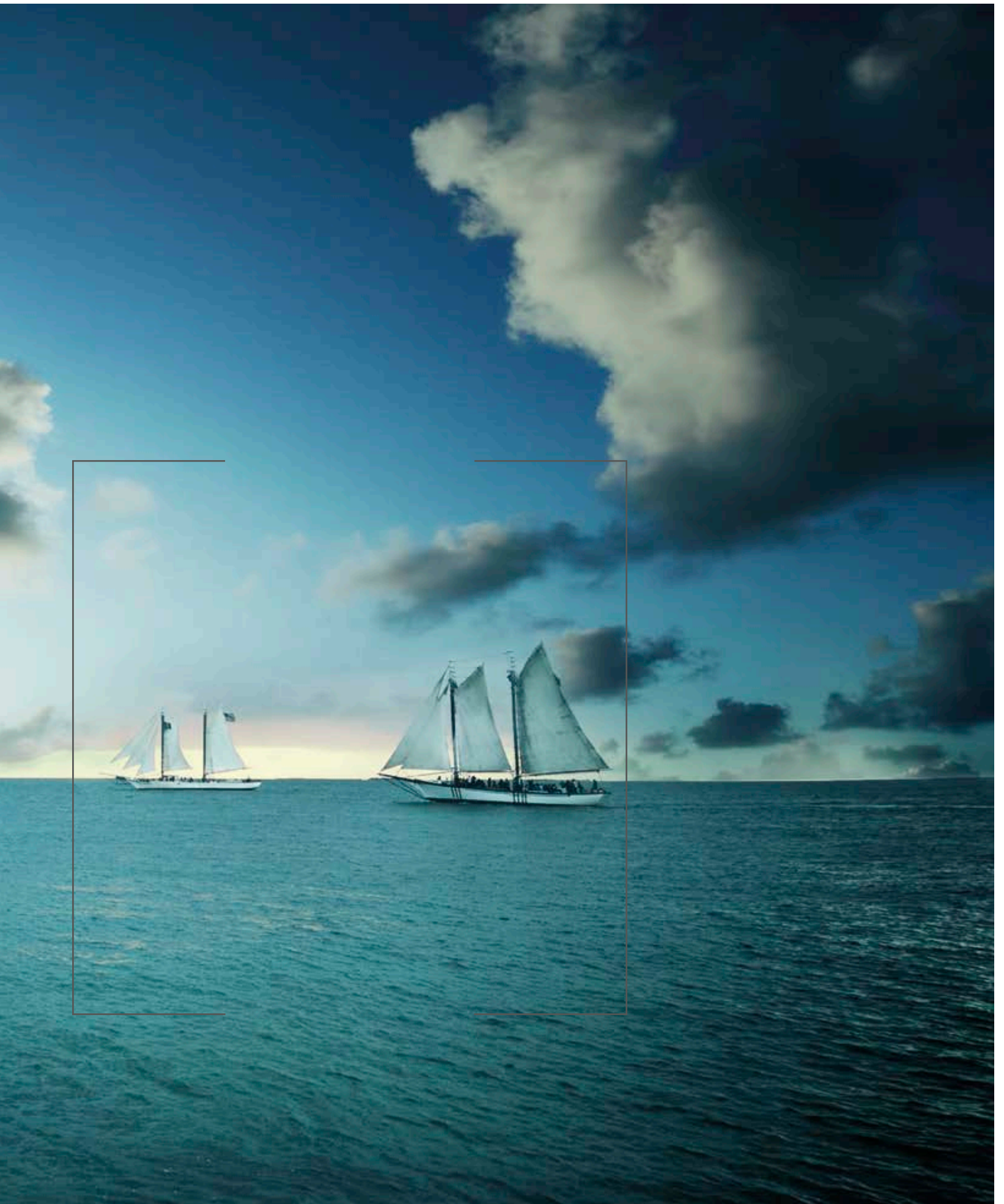


Those who benefit from product know-how, innovation and precision.

Decades of experience and trend-setting innovations are the basis of the constantly high quality of products made by AGROB BUCHTAL. Not only the tilers benefit from that, but also the real estate owners and managers. Thus, the company has established new standards not only as pioneer in the development of slip-resistant tiles and representative large formats. Surface coatings play an equally important part: they considerably facilitate cleaning and thus reduce the maintenance costs of buildings.

# COMPETENCE. ■





# Product quality

“Made in Germany” – that’s the standard.

## Top products thanks to modern technology

With regard to quality, AGROB BUCHTAL does not accept any compromises. This is ensured by the modern manufacturing technology at the four sites in Germany where the majority of all the products, – from small mosaics up to facade elements – are produced. There, an experienced workforce of approximately 1,200 qualified employees ensures the high degree of precision that is indispensable for the production of rectified large formats along with carefully selected raw materials.



Production in Germany at 4 sites:

- Alfter-Witterschlick
- Otzingen
- Schwarzenfeld
- Sinzig

Project: Audi Center, Amsterdam, Netherlands / Jacobs Architekten BV / Series: individual articles





# Slip Resistance

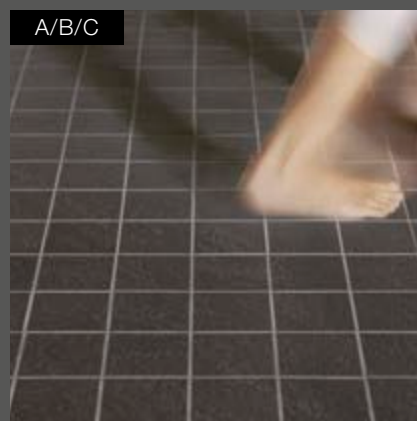
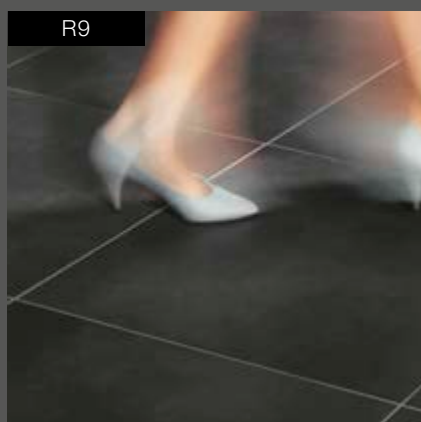
for all areas of application.



AGROB BUCHTAL – pioneer of slip resistance.

Slip-resistant tiles, marked by the new quality seal “GRIP”, are one of the core competences of AGROB BUCHTAL. Since the market launch of the first slip-resistant tiles in the 1930s by AGROB BUCHTAL, this innovation has been permanently further developed by intensive research. The results include renowned prizes for exemplary surface designs, functional improvements such as low-noise and vibration-free driving on

ceramic coverings as well as micro-rough special glazes for the barefoot areas in swimming pools. The quality of slip resistant tiles of AGROB BUCHTAL is guaranteed by permanent controls of the in-house laboratories and neutrally supervised at regular intervals by external institutes as well as the participation in interlaboratory tests with accredited test laboratories.



# HT-Coating

breathing in healthy freshness.



## HT: the principle

HT is a very durable coating which ensures an improved quality of the air. Besides the effortless elimination of dirt, tiles with HT coating make malodorous and also harmful substances in the air disappear. These pollutants are caused e.g. by cigarette smoke, ammonia, residues of sprays, formaldehyde from textiles, etc. In conjunction with light and air humidity, the HT coating

effects the transformation of noxious molecules e.g. in harmless carbon dioxide and water. Titanium dioxide ( $\text{TiO}_2$ ) is baked onto the glaze as catalyst at high temperature and effects a reaction between light, oxygen and air humidity. The effects are permanently conserved, as they are always reactivated by light.

Awards received:





HT: the use



Private Bathrooms



Representative Rooms / Catering Trade



Swimming Pools and Wellness Areas



Sanitary Rooms



Medical Areas



Facades

# HT coating

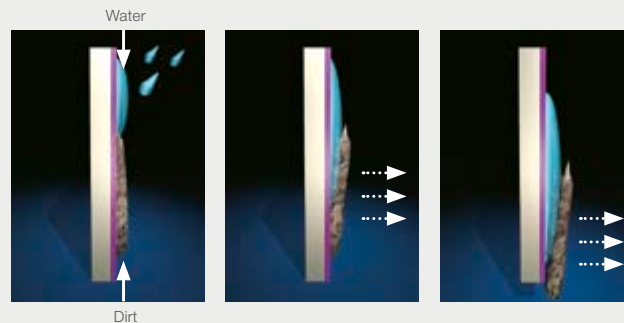
## for long-lasting protection.

HT – ecological and economical.

Environmental protection is one of the most urgent tasks of our days, and we feel obliged to contribute to it to a high degree. That is why we are coating our ceramic tiles with HT, which offers three special economical and ecological advantages with long-term guarantee:

- **Extremely easy to clean with long-term guarantee (ISO 10678):** instead of being repelled in the form of drops, the water spreads to form a thin film which infiltrates the dirt.
- **Decomposition of air pollutants, indoors and outdoors:** 1,000 m<sup>2</sup> of facade ceramics with HT coating clean the air of the exhaust fumes produced by industry and cars as effectively as a forest with deciduous trees.
- **Antibacterial effect without chemical agents (ISO 27447):** Microorganisms such as e.g. bacteria, fungi, algae or moss are decomposed and their renewed formation is prevented.

No chance for dirt, oil and grease



Water drops deposit on the HT-coated tile and join to form a homogeneous water film, which uniformly runs down and in this way washes off all dirt particles from the tile.

## Test certificates and certificates

Our HT coating is baked onto the tile at high temperatures and is exactly as wear-resistant as the surface of the corresponding tile itself. We guarantee that with our certificate. In addition, HT has been tested by renowned institutes.





# Sustainable building

## AGROB BUCHTAL has understood.

### Building the future – every day.

The requirements to be met in the construction sector are continuously increasing. Building owners, planners and users make new demands which also include the future developments to a great extent. Energy efficiency, preservation of resources and climate change are the keywords in this connection, which have a decisive influence.

AGROB BUCHTAL is aware of its responsibility with regard to sustainable building and supports not only the idea of sustainable building by its membership in the German association for sustainable building (Deutsche Gesellschaft für Nachhaltiges Bauen (DGNB)), but also the practical implementation: our industry has decided early – in the scope of an ecological product declaration according to ISO 14025 – to make all ecological product data important for the planning process of a sustainable building transparent.

The fact whether a building is convincing from the point of view of sustainability can be determined by certification systems. For this, specific product information must be available and documented.

#### Sustainable building in practice

During the last years, above all the following three international certification systems for the sustainability of buildings have established themselves: DGNB, LEED and BREEAM. In co-operation with experts, we are developing measures for the daily practice of building certification, such as, for example, specific information for the “auditors” of these most important systems.

In this way, the persons responsible for planning receive the necessary documents for the documentation in the scope of the building certification. They are supported at the further development of sustainable building by making available all the relevant information concerning the selection and the use of the appropriate materials. If we can support you at your project, please send us an e-mail to the following address:

[greenbuilding@deutsche-steinzeug.de](mailto:greenbuilding@deutsche-steinzeug.de).

Thus, the planners and the specialized partners realizing the construction projects dispose of all the important ecological, economical, technical, social and functional information for the realization of future-oriented buildings.

This considerably facilitates the practical work of the building certification. We consider this as an important contribution to the further development of sustainable building, too.

#### Protecting the environment – for decades

As a leading ceramics specialist, AGROB BUCHTAL ensures short, CO<sub>2</sub>-saving transport routes towards the storage facilities and disposes of dust and flue gas purification plants. Great importance is also attached to recycling: the water from production and broken material are reused at a rate of up to 100 %, and thanks to heat exchangers, the energy consumption has already been considerably reduced. As genuine natural products, all tile series can of course be recycled after many years of utilization. A special highlight – made in Germany – is the innovative HT coating: it ensures optimal cleaning and an agreeable indoor climate.



SUCCESS.





## How partnership leads to win-win situations.

As traditional brand with a long history, AGROB BUCHTAL has counted for generations on the trustful co-operation with the specialized trade, the indispensable intermediary between the manufacturers and the end-consumers. This successful partnership for both sides is strengthened by services in the field of sales promotion, among them a wide distribution network which also includes the advising of architects, the permanent optimization of sampling systems and also the Digital Showroom or an extensive offer of information, both online and offline.



# Partnership

successful together.



## Sales promotion.

By providing diverse offers which facilitate selling, AGROB BUCHTAL underlines the extraordinary importance of the specialized trade as bridge to the end-consumers. This includes state-of-the-art sampling systems, integrated in attractively and functionally designed presentation furniture for all requirements, but also brochures and all types of information media.

Apart from that, digital media are gaining enormous importance. In the Digital Showroom of AGROB BUCHTAL, the customer can play with the effect of diverse tile series in the space, and this appeals to its emotions. The experience shows that the visualization of various room situations helps to accelerate buying decisions. Also in the case of in-house exhibitions at which our products are presented, the specialized dealers can count on our commitment and the support by the specialists of AGROB BUCHTAL.



AGROB BUCHTAL  
holds AEO certification  
for "Customs Simplification".

## A field service team always on location.

The distribution system of AGROB BUCHTAL is so wide and diversified that it permits a reasonable specialization of the individual members of the field service. Thus, different teams are responsible for the support of the specialized trade and for the advice in the project sector, because this is the only way in which the company can adequately satisfy the requirements of its most important customer groups: the specialized dealers and the architects. In addition, an international distribution network also supports cross-border activities. The basic principle is always the same: an exemplary service and personal contacts for all questions make the difference!



## In dialogue with the architects.

It is a matter of course that architects have wishes concerning the material they want to use. At AGROB BUCHTAL, these wishes are gladly respected, not least by a close co-operation with the architects at the product development. Series of dialogues, during which all subjects relevant to both sides are discussed, start up important learning processes. The in-house planning department of AGROB BUCHTAL also creates positive effects on both sides: the architects find competent advice and are relieved of routine tasks, the company always remains in contact with the current trends in architecture and the wishes of the architects. In addition, AGROB BUCHTAL actively participates in the support of young talents. The most important example is the "Tile Award", which is organized every two years: in workshops, young architects and interior designers benefit from an exchange of ideas and mutual inspiration and are given the opportunity of presenting their design concepts – often of outstanding quality – to an international specialized audience.



# Digital Showroom

## An interactive experience

Ceramic tiles and mosaics visualized in a room situation accelerate the buying decision. Invest in the future and permit your customers an interactive product experience.

Recognizing and systematically making use of potential:

With the Digital Showroom ...

... your customers will reliably and selectively find their dream combination for the bathroom, the living-room and the kitchen.

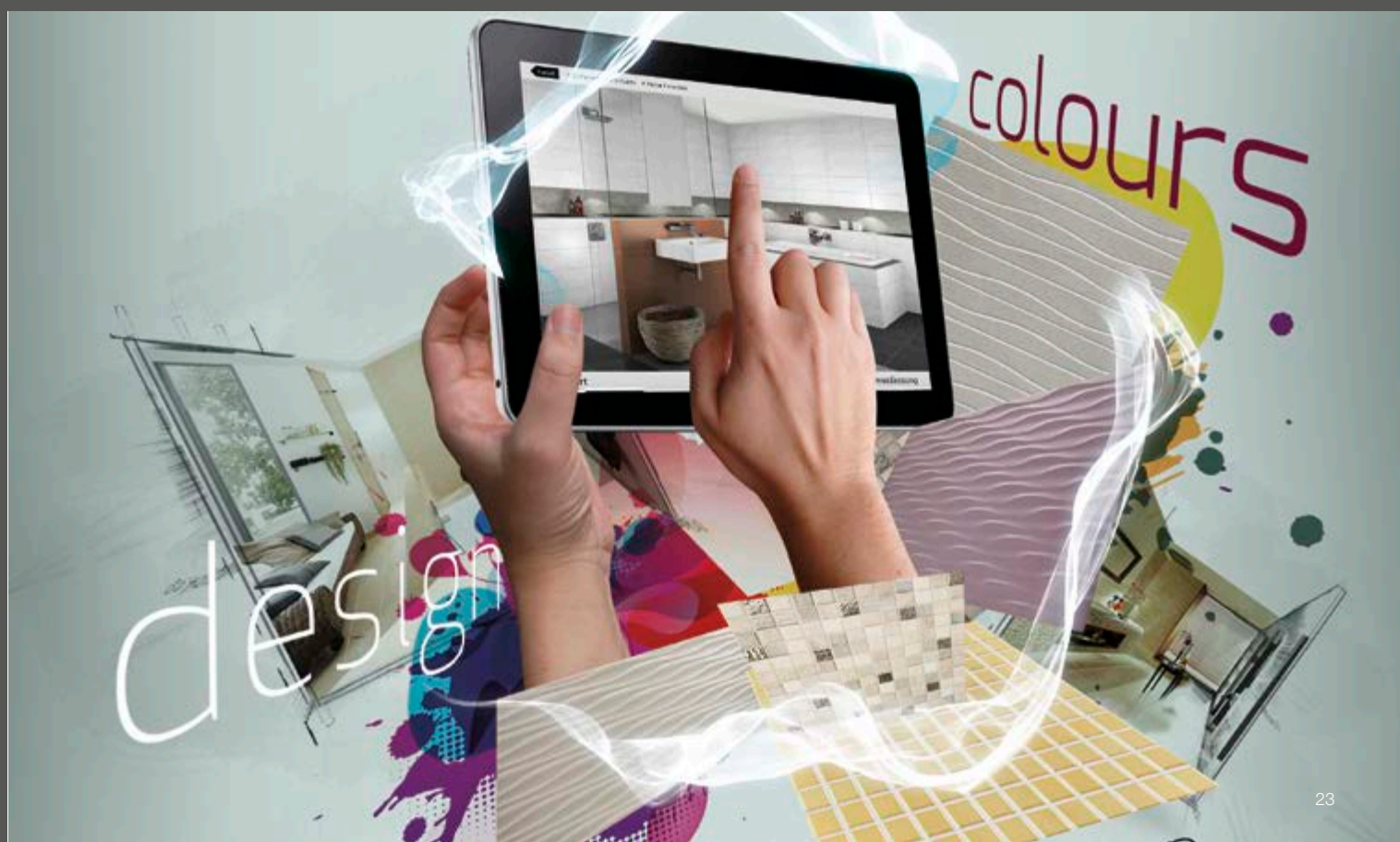
... your customers are emotionally addressed and involved in a playful manner.

... you can virtually combine diverse series, designs and colours in selected living worlds.

A click is sufficient:

[www.fliesenkonfigurator.com](http://www.fliesenkonfigurator.com)

The new Digital Showroom of AGROB BUCHTAL is the key to a perfect preparation of planning. By a mouse click, you can easily select diverse tiles and immediately judge the effect on the screen.



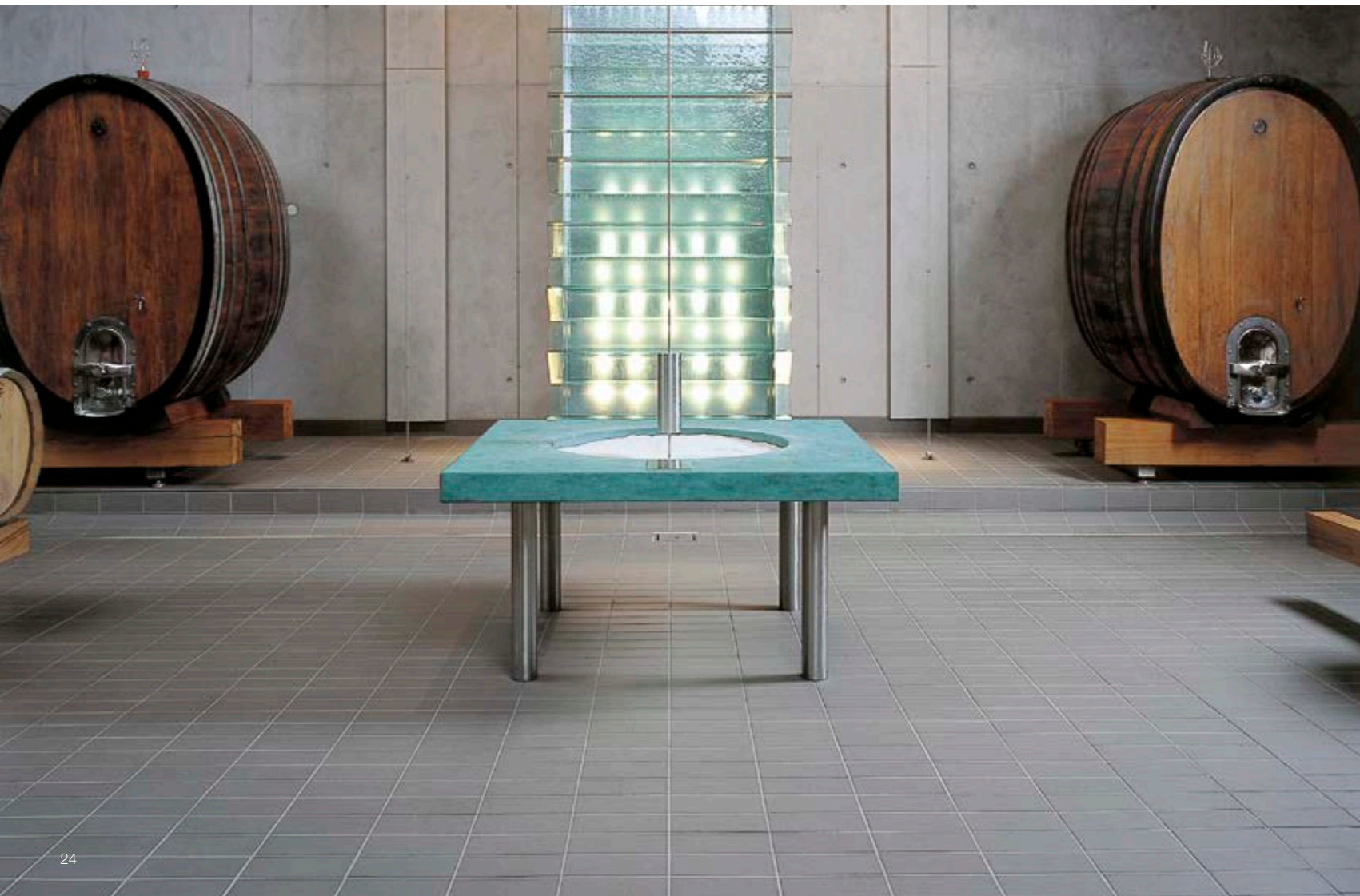
# We understand. Since 1755.

Competence by tradition.

AGROB BUCHTAL – ceramics for long-lasting rooms.

AGROB BUCHTAL offers concentrated competence in the field of ceramic tiles for all areas of application. The brand was born in 1992 by the merger of two companies rich in tradition: Deutsche Steinzeug Cremer & Breuer AG and AGROB Wessel Servais AG. The brand name is composed of a part of the firm name AGROB Wessel Servais AG and Buchtal, the ceramic factory of Deutsche Steinzeug in Schwarzenfeld. Both companies can look back on a history which started in the 18th century.

The combination of functionality, highest quality and firstclass design for individual requirements is the challenge which we successfully meet again and again during the development of new products. This results in new and innovative products as well as individual solutions. The air-cleaning and antibacterial HT coating, the surface upgrading Protecta, orientation aids for the blind as well as tiles producing a photoluminescent effect in the darkness are only some of our innovations. Besides the product quality, "made in Germany", we offer extensive services and professional advice.

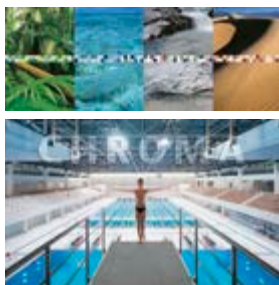




2014

2004

Market launch of the Chroma colour spheres.



2013

iF Award for the series Valley and thus the 20th design prize won.



1999

Commissioning of the first German porcelain stoneware plant at Sinzig.



2001

Market launch of the innovative Hydrotec coating (photocatalytic, hydrophilic coating).



1992

Merger of Deutsche Steinzeug and AGROB Wessel Servais.



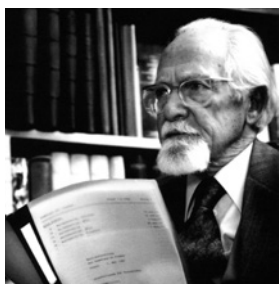
1998

Ostara becomes a part of Deutsche Steinzeug. Introduction of the system Plural.



1937

Foundation of the Buchtal factory.



1952

Establishment of today's in-house planning department at Buchtal.



1755

Establishment of a small faience factory at Bonn and thus laying the foundations of the later Wessel AG.



1889

Foundation of the Ostara factory at Meerbusch. Among other things, production of stoneware tiles. Foundation of the Witterschlick factory.



# Design awards

Convincing aesthetics and functionality.

Why prizes are important orientation aids.

Renowned design competitions are an important benchmark: the manufacturers and developers can directly compete with the international competitors; potential buyers find valuable orientation aids which provide a reliable basis for the decision for above-average design quality. Besides formal requirements, other criteria such as the degree of innovation, the functionality, the ecological compatibility, the durability or the emotional effect of a product are also taken into consideration at the evaluation for the awarding of prizes.

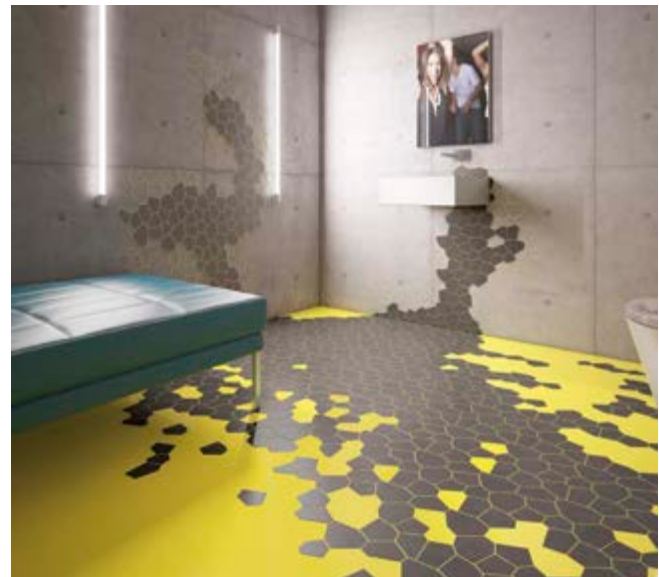
Products of AGROB BUCHTAL have been awarded the internationally renowned "red dot design awards" and "if product design awards" several times. The registration in the esteemed material library "Material ConneXion" and excellent mentions in the leading German architecture journal AIT as well as the nomination for the "Designpreis Deutschland" of the Federal Republic of Germany underline the extraordinary design quality.



Series Emotion



reddot design award  
winner 2012



Series Xeno



reddot design award  
winner 2011







Series Valley



Series Connect

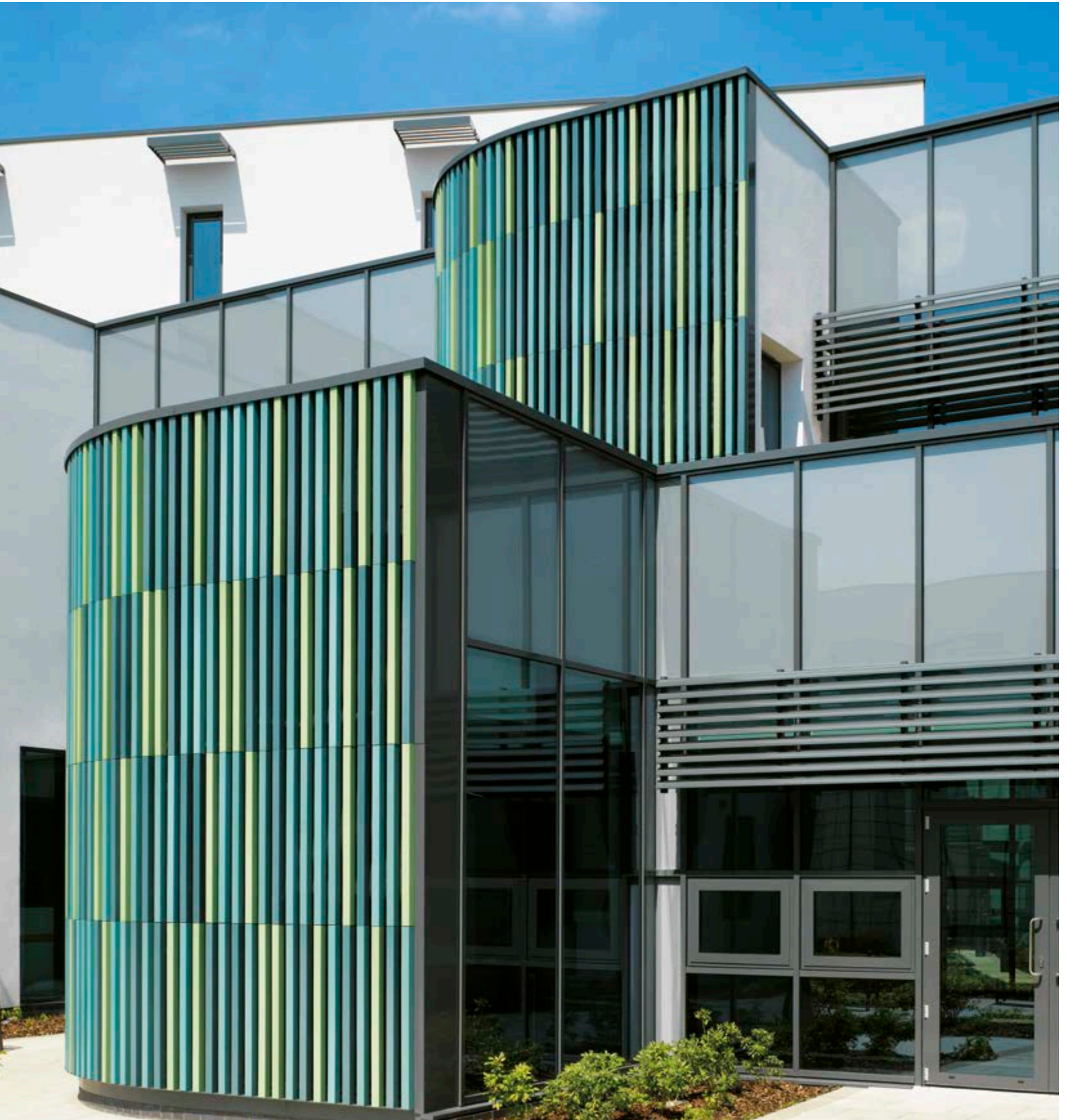


Series Vision



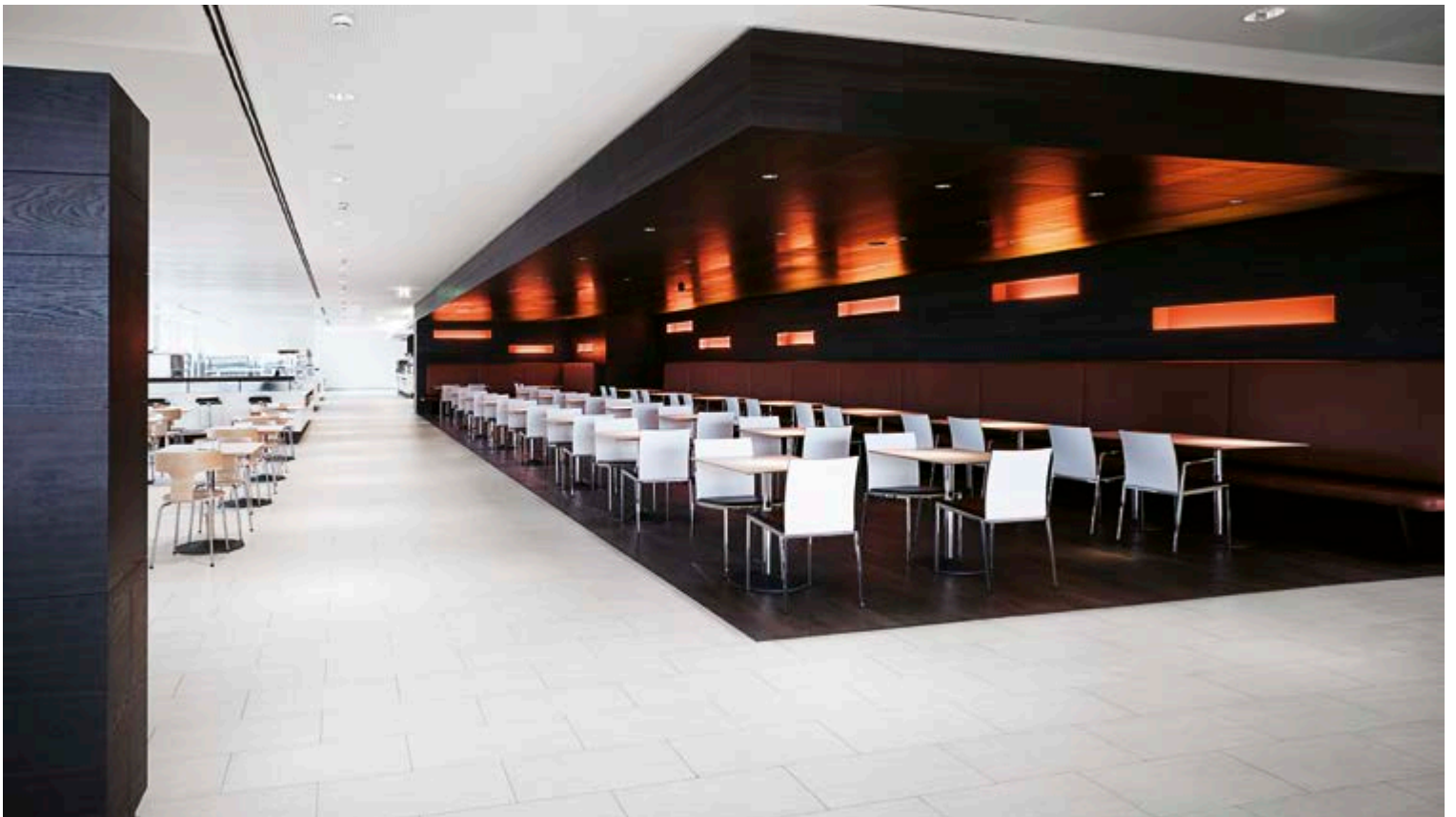
reddot design award  
winner 2009







Swimming pool „De Vrolijkheid“, Zwolle, The Netherlands / Pos4 Architecten



KfW-Bank, Frankfurt am Main, Germany / J.S.K. SIAT International Architekten und Ingenieure

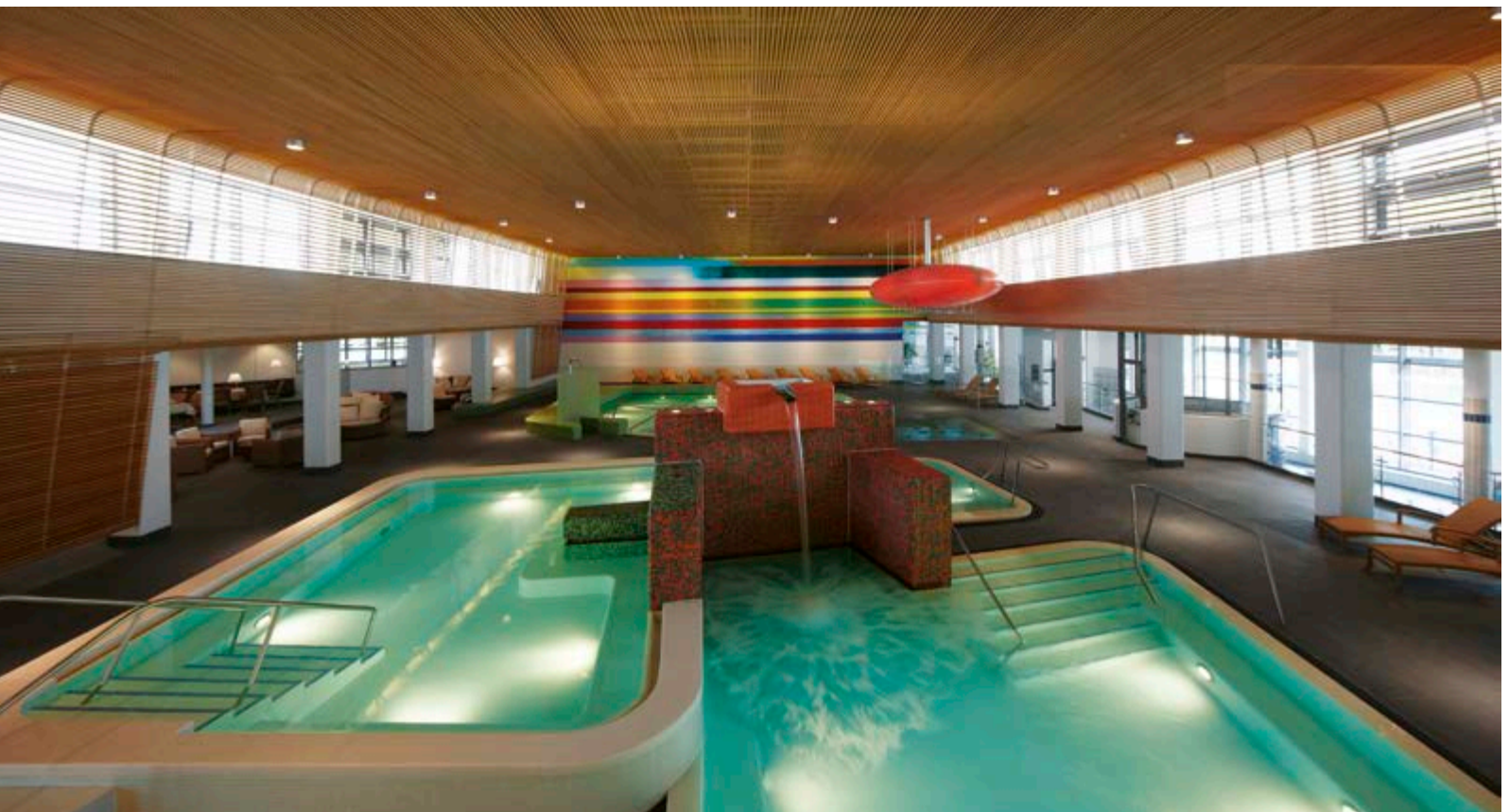
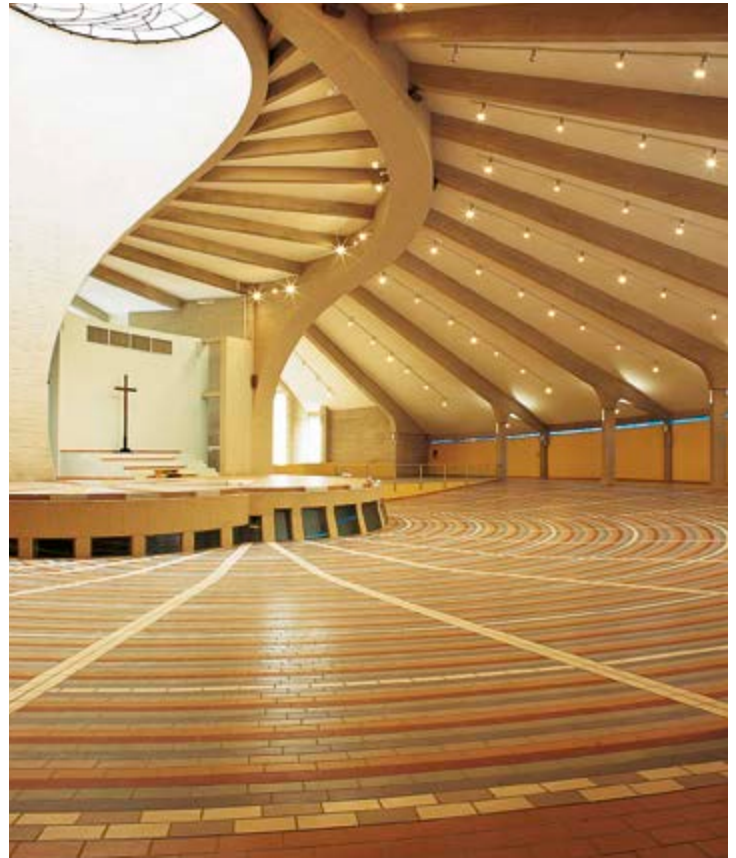


## REFERENCES

Pangyo Seven Venture Valley, Seongnam, South Korea /  
Mooyoung Architects & Engineers



Church, Riva del Garda, Italy /  
Studio Tecnico, Arch. Camillo, Arco



Vitasol Therme, Bad Salzuflen, Germany / 4a Architekten



# Simply order information material online.

You will find additional information and details regarding the individual segments of the AGROB BUCHTAL range and specific notes concerning the various areas of application in our brochures. Simply order the titles you are interested in on the Internet:



Programme of Delivery

The product range offered by AGROB BUCHTAL: a full overview of ceramic products for all areas of private and public life.



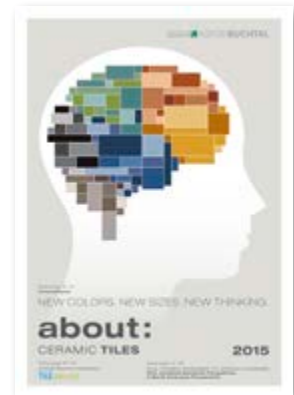
Programme of Delivery – Facade systems

Ceramic facade systems for new buildings and renovations with an enormous variety of colours, formats and surfaces.



Life

Noble ceramics for walls and floors, timeless design for the kitchen, the bathroom and living areas.



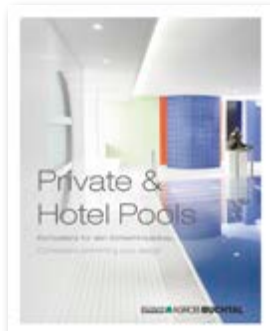
about: ceramic tiles

The magazine of AGROB BUCHTAL with a mix of subjects from the sector of Architectural Ceramics. Published once a year.



Great Pools & Spas

The brochure on tile ranges and technical solutions for the special requirements associated with planning pools.



Private & Hotel Pools

The competence brochure for the construction of private and hotel swimming pools with detailed planning examples.



Hotels & Restaurants

Functional and aesthetic, with an enormous stylistic variety: ceramics as material for all areas of the catering trade.



Shopping & Business

Inspiration and haptic experience: high-quality ceramics strengthens the conventional trade, against the growing online competition.



Emotion

Wide spectrum of applications: the tiles of the series Emotion combine highest functionality and a stylish atmosphere.



HT: the revolutionary coating

The unique tile coating: easy to clean, antibacterial and active – for a fresh and healthy air.



Outdoor Collection

Terrace tiles in generous formats and a wide variety of colours for an impressive presentation.



Plural plus Kids

The cheerful tile novelty which is ideal for kindergartens, primary schools and pediatric clinics. Of course with HT coating.

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Internet: [www.agrob-buchtal.de](http://www.agrob-buchtal.de)



In collaboration with  
the Industrieverband  
Keramische Fliesen +  
Platten e.V., we support  
the EPD range of Institut  
Bauen und Umwelt e.V.  
for the purpose of  
sustainable building.

