

COMPANY PROFILE



CERAMIC INDUSTRIES

Tiles & Bathroomware

Creators of style



Low carbon footprint



COMPANY PROFILE

01 NATURE OF BUSINESS:

The leading manufacturer of high-quality, stylish tiles and bathroomware in Africa.

02 FOUNDED:

1976.

03 DOMICILE:

Gauteng, South Africa.

04 OFFERING:

One of only a handful of companies in the global industry that manufactures an extensive portfolio of products, ranging from white- and red-bodied porcelain, and ceramic wall and floor tiles, to vitreous china and acrylic bathroomware.

05 MARKETS:

South Africa, Australia, sub-Saharan African states and select European countries.

06 OUR COMMITMENT:

Product excellence: high quality, aesthetically pleasing and good value. Professional service ethic centred on customer satisfaction. Meeting all international standards.

07 PARTNERS:

Partnered with industry leading Italian equipment and raw material suppliers.



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TECHNOLOGY AND PRODUCT QUALITY

Consistent, high-quality products are assured through:

TESTS

State-of-the-art laboratories which continually test material properties and functional performance.

DESIGN

In-house, international-standard design expertise.

TECHNOLOGY

Latest-generation digital printers, which combine high-definition technology with maximum production efficiency.

AUTOMATION

System automation which performs size and flatness control with laser and IR technology.

MONITORING

Cutting-edge automatic imaging machines which monitor for visible defects and shading imperfections.

MACHINES

High-pressure casting and robot spraying in the bathroomware factories ensures consistency and reduces waste.

MANAGEMENT

Integrated electronic management information systems which monitor and relay quality and production information in real-time.

PACKAGING

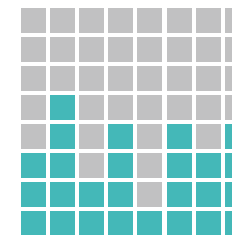
Modern, automated packaging lines and palletisers which optimise the secure transportation of products.

ECO FRIENDLY

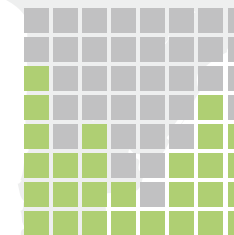
Ceramic products are inherently eco friendly, since they're made from inert, naturally-occurring materials and have long lifespans. In addition, our production methods are designed with environmental sensitivity in mind.



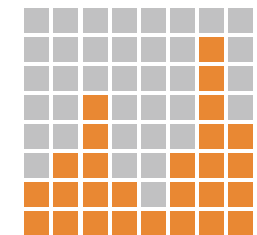
Gas consumption is reduced through state-of-the-art technology.



Process water is recovered and reused.



New generation- and natural lighting is standard throughout the factories.



Raw material quarries are rehabilitated and ecosystems restored.

BATHROOMWARE FACTORIES

2mil

Betta Sanitaryware

- Freestanding and pedestal-mounted vitreous china basins and toilets.
- Basic low-level pans to the latest-fashion, wall-hung suites with concealed cisterns.

180k

Betta Baths

Acrylic shower trays and baths, ranging from entry level contractor baths to modern corner and oval baths with spa-jet options.

Production capacity per annum (units)

OUR TILE BRANDS

AFRIPORCELAIN

Natural Strength – Inspired Design

AfriPorcelain takes its inspiration from the rugged splendour of the African outdoors and, with natural stone and wood finishes, captures its grandeur in porcelain for your home or office.

archiwall

Wall by Design

A range of finely produced tiles that make it perfectly acceptable to stare at the wall. Refined designs, crisp colour reproduction, stringent quality control and superior glazes bring your walls to life.

METROTEC

Made for a Modern Lifestyle

Bring all the energy and originality of the world's most creative cities into your home. The MetroTec range is constantly renewed with fashion-forward designs and finishes that reflect the urban and the now.

styletec

Where Style Begins

Find a style that fits your lifestyle from a range that's high-quality, high-tech and highly attractive. Produced with superior manufacturing techniques and inkjet printing for high-definition designs in a vast array of options.

porcelaintec

Hard-Wearing Elegance

Have the very best at your feet. PorcelainTec tiles are manufactured with the latest environmentally responsible technology.

MEGATEC

A New Dimension in Style

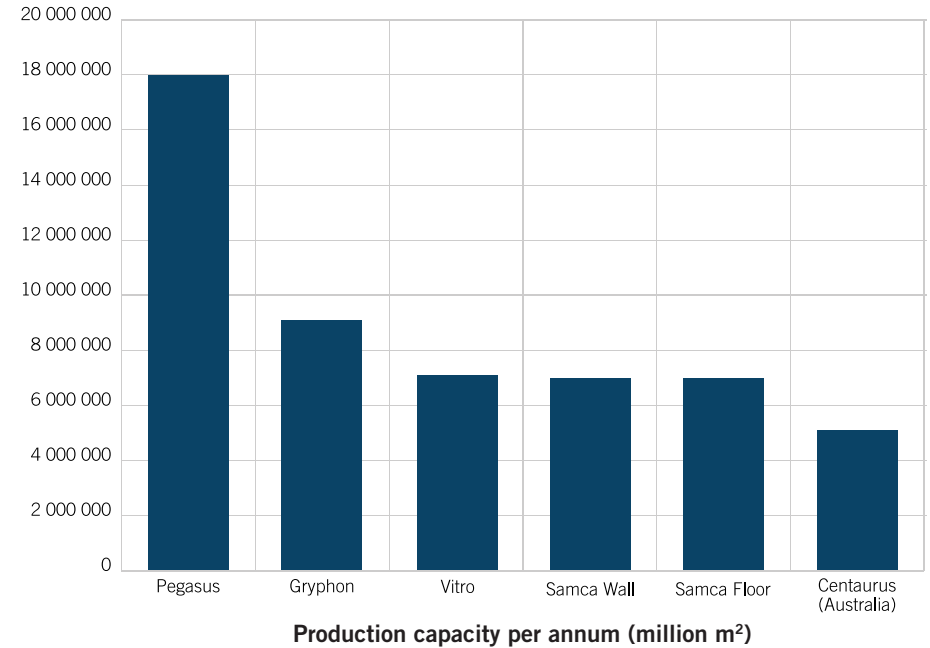
Open up to the possibilities that large-format tiles offer. MegaTec tiles allow for a clean, unbroken look with fewer grouting lines. They give contemporary design a generous canvas, and are a good choice for replicating the beauty of natural stone and the modern edge of screeded floors.

SQUARE²

Where Perfection Meets Fashion

The Square² range of rectified tiles are uniform in size and perfectly square, allowing a fashionable, near-seamless look to be achieved.

TILE FACTORIES:



CONTRIBUTION TO THE ECONOMY AND COMMUNITY:

- 01** Invests heavily in educating and upskilling employees.
- 02** Provides numerous additional opportunities and jobs up and downstream across a wide supplier network.
- 03** Beneficiates local raw materials used in the production process, further supporting the development of the local economy and infrastructure.
- 04** Provides an import-substitution offering which improves South Africa's balance of trade.

STAFF COMPLEMENT:





Ceramic Industries manufactures 1 out of every 2 tiles, baths and toilets purchased in South Africa.



GRYPHON PORCELAIN TILE FACTORY
White-body large format porcelain tiles.



VITRO TILE FACTORY
Red-body glazed ceramic tiles replicating natural stone, and NCI full-body quarry tiles.



PEGASUS TILE FACTORY
Glazed ceramic tiles.



CENTAURUS TILE FACTORY (AUSTRALIA)
White-body porcelain tiles.



SAMCA WALL TILE FACTORY
Monoporosa wall tiles.



SAMCA FLOOR TILE FACTORY
Luxurious red-body glazed ceramic tiles.



BETTA BATHROOMWARE FACTORY
Vitreous sanware.



BETTABATHS ACRYLIC BATH FACTORY
Acrylic baths and shower trays.

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