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For address and contact numbers of our Johnson Exclusive Showrooms and Authorized Retailers, please visit our website www.hrjindia.com

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PRISM JOHNSON LIMITED

(FORMERLY PRISM CEMENT LIMITED)

H & R JOHNSON (INDIA) DIVISION

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Although every effort is made to ascertain that all the information provided in this brochure is accurate before printing, errors may still happen. Please contact the local branch office for updated information before placing orders. The information contained in this catalog is given in good faith. The Company takes no liability on account of any loss or damage either consequential or otherwise as a result of the information provided therein.

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JOHNSON
MARBONITE
 PREFERRED OVER ITALIAN MARBLE

MEGAWHITE
 WHITENESS, REDEFINED

Welcome to a world of bright spaces.

80x80cm & 60x60cm Double Charge MegaWhite Tiles

BRO1218RXM001-SC Cat/Raj/MB/Megawhite 80x80&60x60/DEC-18

White is not just a shade. It's an aura. It's a symbol of purity and abundance. It's because of these properties that there's little left to wonder as to why it's the preferred shade when it comes to interiors. It has the ability to transform the smallest of spaces into spacious-looking interiors. And lest we forget, it's ability to go with anything.

Presenting Marbonite MegaWhite. A collection of double charged MegaWhite tiles that welcome you to a world of bright spaces. It's a collection that immortalizes the very many facets of white marble in several inimitable designs in a pristine white base. A collection that sings a rapturous ode to the textures and patterns of white marble to transport you to a space that's equal parts bright and abundant. And what's more, it's made available in a high-gloss, mirror-like finish. The tiles reflect a higher level of whiteness in every design, making it the most superior white vitrified tile the industry has ever seen. Its sparkle and sheen will never cease to amaze you. Furthermore, with a Whiteness/Lightness value (L*) of 85% and a gloss value of >90%, you can reduce your artificial light requirement and save on precious electricity, making it the most eco-friendly vitrified tile. A high Whiteness/Lightness value will lead to a more even spread of light throughout the room. Ask for Marbonite MegaWhite, if space is what you need, and luminosity is what you desire, and if you care for the environment.

* Whiteness/Lightness Index as measured by ASTM standards C609 – 07 Standard Test Method for Measurement of Light Reflectance Value and Small Color Differences Between Pieces of Ceramic Tile

Marbonite MegaWhite Features	Benefits
The highest whiteness index in the industry of >85%	A bright, roomy, spacious, electricity-saving and eco-friendly living space.
Marbonite's much acclaimed StainFree property	Improved Stain resistance as compared to conventional vitrified tiles
Vitrified to a level of less than 0.05% water absorption	High degree of compaction, higher strength and abrasion resistance
Available in several inimitable marble designs with a pristine white base	A wide choice of designs for that palatial, royal white marble flooring
High gloss mirror-finish with a gloss level of >90%	Maximizes light reflection, makes it easy to clean and maintain, and exudes the grandeur of a polished white marble

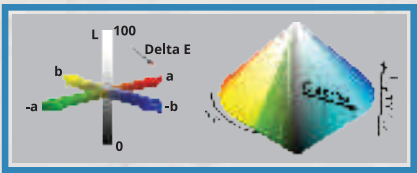


JOHNSON MARBONITE
PREFERRED OVER ITALIAN MARBLE

MEGAWHITE
WHITENESS, REDEFINED



High Gloss Level

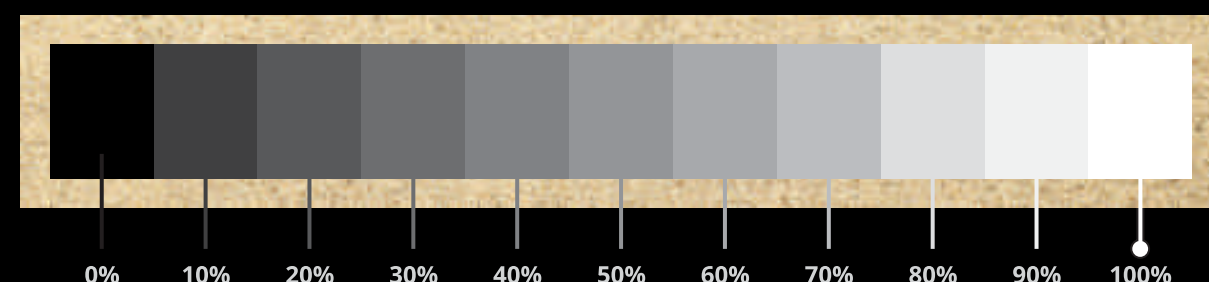


85% Whiteness Value

Marbonite MegaWhite & it's Whiteness / Lightness Scale

Whiteness value (also known as Lightness) is a measure of the visible and usable light that is reflected from a surface when illuminated by a light source as measured using a Spectrophotometer in the CIELAB 3 Dimensional Color Space. It runs on a scale from 0% to 100%. Zero assumed to be an absolute black and 100% being an assumed perfectly reflective white.

Whiteness / Lightness Scale



What makes MegaWhite get it's high Whiteness / Lightness Value

Marbonite MegaWhite has been designed to deliver a high L-value of 85%, the highest the industry has ever seen in the category of vitrified tiles. The challenges in making surfaces white lies in the type and quality of raw materials used in the manufacturing of vitrified tiles. Impurities such as iron oxide, which are inherently present in all clays and other ceramic raw materials, can severely impair the whiteness of a tile. Marbonite MegaWhite has been manufactured using specially extracted ultra-pure raw materials, with practically zero impurities. Additionally, a special-grade opacifier, Zirconium Silicate, has been added to enhance opacity and whiteness. This unique composition when fired under controlled firing conditions using microprocessor-controlled kilns, and subsequently polished and finished with Marbonite's much acclaimed StainFree application, has resulted in the whitest, glossiest, and brightest tile the industry has ever seen.



Conventional Tile 70% Whiteness



Marbonite MegaWhite 85% Whiteness

Benefits of increased Lightness Value

Increasing the Whiteness / Lightness value of surfaces within a space increases the brightness of that space. In practical terms this means that natural daylight is maximized, windows can be made smaller, and the demand for artificial light reduced, decreasing the number or power of fixtures required and ultimately lowering a building's energy consumption.



Conventional Tile 70% Whiteness



Marbonite MegaWhite 85% Whiteness

80x80cm Double Charge MegaWhite Tiles



CARLOS



CAMILA



BENITO



CERAMIA

80x80cm Double Charge MegaWhite Tiles



EURO TEAK



ELEGANT STREAK



OLIVA



SHALE BLANCO

80x80cm Double Charge MegaWhite Tiles



VALERIA



60x60cm Double Charge MegaWhite Tiles



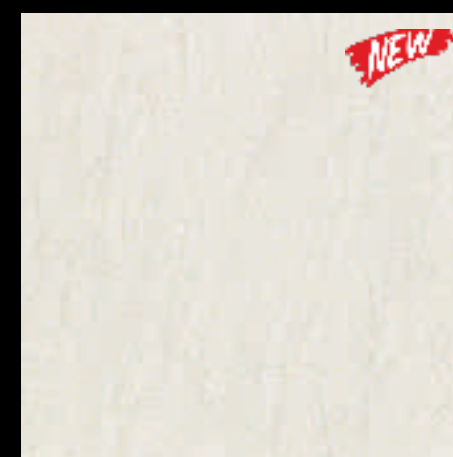
ASTORE



CARMIN



SARA



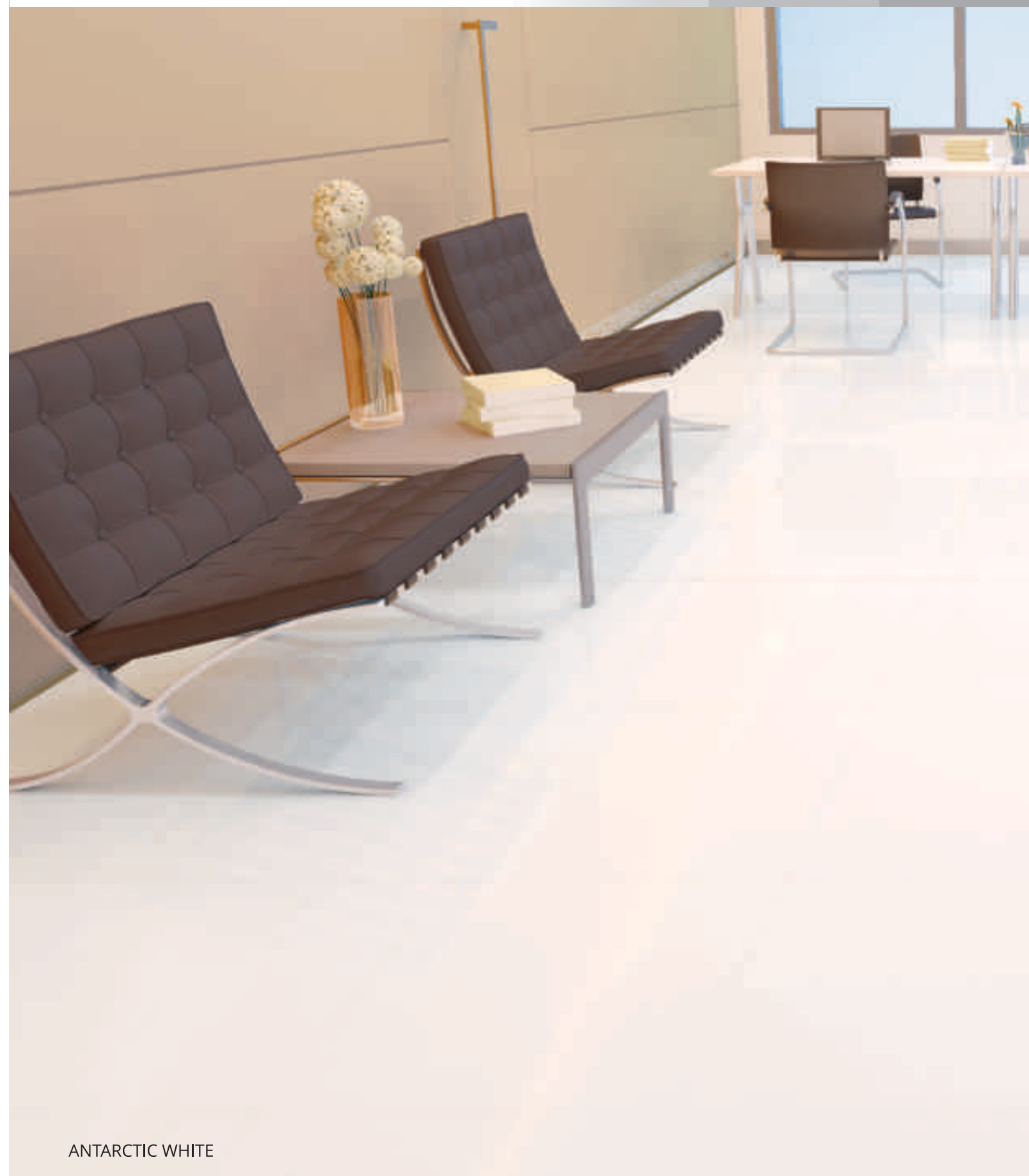
SIMON



TERESA

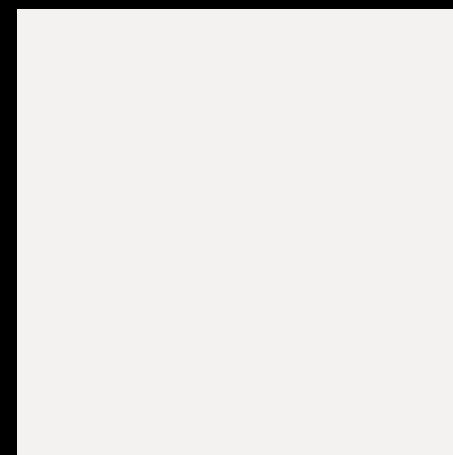


VALERIO



ANTARCTIC WHITE

60x60cm Double Charge MegaWhite Tiles



ANTARCTIC WHITE



MONTALINE



PAMIR



ALASKA



BALTORO



FRANZ

60x60cm Double Charge MegaWhite Tiles



GRINNELL



MARGERIE

Frequently Asked Questions

Q1. What is Johnson Marbonite MegaWhite? What are the advantages of using Johnson Marbonite MegaWhite over conventional vitrified tiles?

At H & R Johnson, we pride ourselves as being the pioneers and trendsetters for fully vitrified tiles in India. Today, in true tradition of bettering the best, Johnson Marbonite presents MegaWhite – a high gloss, mirror-polish vitrified tile with the highest whiteness Index in the industry of 85%. Conventional vitrified tiles typically have a value of only 70-74%, as a result of which they have at best an ivory-beige tonality.

Q2. What is Whiteness/Lightness Value? How does it affect the brightness or illumination of a space?

Whiteness value (also known as Lightness) is a measure of the visible and usable light that is reflected from a surface when illuminated by a light source, as measured using a Spectrophotometer in the CIELAB 3-Dimensional Color Space. It runs on a scale from 0% to 100%. Zero assumed to be an absolute black and 100% being an assumed perfectly reflective white. White reflects all light in the visible spectrum, and hence it makes spaces appear larger. Increasing the Whiteness / Lightness value of surfaces within a space increases the brightness of that space. In practical terms this means that natural daylight is maximized, windows can be made smaller, and the demand for artificial light reduced, decreasing the number or power of fixtures required and ultimately lowering a building's energy consumption.

Q3. How does Johnson Marbonite MegaWhite differ from other double charged tiles available in the market?

Ordinary double charged products contain a mix of colored powder that attempt to replicate some of the shades and tones of natural stones and marbles, but are unable to get the fine veins that form the design of a natural marble. Marbonite MegaWhite on the other hand uses a combination of double charge and soluble salt technologies, to create some of the finest white tiles with well defined veins replicating those found on natural white marble. It is made using ultra-pure white clays with practically no impurity, along with a significant quantity of special grade Zirconium Silicate opacifier. This gives the tile its pristine whiteness. Marble designs are then printed using soluble salts that penetrate deep into the body of the tile, which when subsequently fired and polished, results in a tile that rivals the whitest Makarana or Carrara marbles.

Q4. Is Marbonite MegaWhite a polished glazed vitrified tile (PGVT)? Will it wear-off with time?

No, Marbonite MegaWhite is an unglazed product. Unlike PGVT, which has a limitation in terms of scratch hardness and abrasion resistance. It is stronger, more durable, and has superior scratch hardness and abrasion characteristics than polished GVT tiles. This is why Marbonite MegaWhite is recommended for normal residential applications as well as medium traffic areas.

Q5. Who manufactures Johnson Marbonite MegaWhite in India?

Johnson Marbonite MegaWhite is brought to you by H & R Johnson (India), a division of Prism Cement Ltd. It is member of Johnson Ceramics International, UK, one of the top five ceramic tile groups in the world. Johnson Ceramics International has a very strong global presence and its manufacturing plants are spread across the world.

Q6. In what sizes is Johnson Marbonite MegaWhite available?

Currently Marbonite MegaWhite is available in the standard tile size of 60x60cm & 80x80cm, it will also be available shortly in slab formats of 100x100cm.

Q7. What kinds of surface finishes and designs are available in the Johnson Marbonite MegaWhite collection?

Johnson Marbonite MegaWhite is only available in mirror-polish finish. It is available in a wide variety of white marble designs.

Q8. Is Johnson Marbonite MegaWhite stain resistant or is it stain-proof?

Marbonite MegaWhite is a polished fully vitrified tile. All polished vitrified tiles have tiny micro pores on their surface which open up during the polishing operation making them susceptible to staining. As a result, all polished vitrified tiles can at best be stain resistant and can never be stain-proof. Marbonite MegaWhite tiles are manufactured using the much acclaimed Marbonite StainFree technology. This technology enhances the stain resistance of polished vitrified tiles. Hence, as compared to ordinary vitrified polished tiles, they exhibit superior stain resistance. However, since these are unglazed tiles, they can never be completely Stain-proof. Also, since Marbonite MegaWhite has a very high L-value of 85%, even the minutest of stains or dirt will become visible to the naked eye, even though technically the stain resistance of Marbonite MegaWhite is the same as the other Marbonite StainFree tiles. We therefore recommend standard and sufficient precaution be exercised during use, such as using heavy door mats to capture tracked-in dirt, cleaning of any stains and spills immediately etc.

Q9. Where all can Johnson Marbonite MegaWhite tiles be used?

Johnson Marbonite MegaWhite is particularly suitable for residence and offices and any other such low to medium traffic conditions, where there is minimum tracked-in dirt. While technically it is also suitable for heavy traffic areas such as showrooms, shopping malls, hospitals, airports, etc., extra precaution and additional maintenance may be required in such areas due to the high level of whiteness in the tile.

Q10. What are the advantages of Johnson Marbonite MegaWhite as compared to other natural stones or white Marble?

Unlike natural stones or natural white marbles, Marbonite is consistent in physical strength, and has better abrasion and scratch resistance. It is easy to install and is low on maintenance and maintenance costs. It has superior acid, alkali, and chemical resistance. It is hygienic, will not decay or fade, and is bacteria and weather resistant. Natural white marble on the other hand is weak and can crack, absorbs stain and dirt, it is susceptible to chipping, and the whiteness will fade or the marble may discolor and turn yellow with time. Marbonite MegaWhite, however, is stronger, more durable, has superior stain resistance, and doesn't suffer from the pitfalls of natural white marbles. Hence, Marbonite MegaWhite is a superior alternative to natural white marble.

Q11. What are the other advantages of Johnson Marbonite MegaWhite?

Marbonite MegaWhite is a mirror-polished ultra-white product that reflects light in the visible spectrum, making spaces brighter and larger in appearance. This helps reduce artificial energy lighting and hence energy consumption. Furthermore, it's ability to reflect heat, helps keep interiors cool, which helps reduce air conditioning requirements. It is an eco-friendly, environmentally green product with no chemical or toxic substances and with zero VOC emission, making it the preferred choice for green buildings.

Technical Specifications

S. No.	Property	International Standard ISO 13006/ EN14411 Group Bla Requirement	Indian Standard IS 15622:2017 Group Bla, Requirement	Johnson Marbonite Value	Test Method
	Deviation in Length & Width		Rectified edge		
1	Deviation in Length & Width	± 0.6% or ±2.0mm	± 0.1 %	± 0.1%	ISO 10545-2 / IS 13630-1
2	Deviation in Thickness	± 5% or ±0.5mm	± 5 %	± 4%	ISO 10545-2 / IS 13630-1
3	Straightness of Sides	± 0.5% or ±1.5mm	± 0.1 %	± 0.1%	ISO 10545-2 / IS 13630-1
4	Rectangularity	± 0.5% or ±2.0mm	± 0.1 %	± 0.1%	ISO 10545-2 / IS 13630-1
5	Surface Flatness (Edge Curvature, Centre Curvature & Warpage)	± 0.5% or ±2.0mm	± 0.5 %	± 0.15%	ISO 10545-2 / IS 13630-1
6	Surface Quality	Min 95% free from visible defects	Min 95% free from visible defects	>95% free from visible defects	ISO 10545-2 / IS 13630-1
	Physical Property				
7	Water Absorption	≥ 0.5%	Average ≤ 0.08%, Individual Max 0.1%	≤ 0.05%	ISO 10545-3/ IS 13630- 2
8	Modulus of Rupture	≥ 35 N/mm ²	Average 35 N/mm ² , Individual 32N/mm2, Min	≥ 38N/mm ²	ISO 10545-4/ IS 13630-6
9	Breaking Strength	≥ 1300 N	Min1300 N	≥ 1500 N	ISO 10545-4 / IS 13630-6
10	Moisture expansion	report value	0.2 mm/m, Max	≤ 0.2 mm/m	ISO 10545-10 / IS 13630-3
11	Scratch hardness of surface (Moh's scale)	Not Required	5, Min	≥ 5	IS 13630 -13
12	Coefficient of Linear Thermal Expansion	report value	Max, 6 x 10 ⁻⁶ K ⁻¹	≤ 6 x 10 ⁻⁶ K ⁻¹	ISO 10545-8/ IS 13630-4
13	Thermal Shock Resistance	report result	10 cycles Min	No Damage	ISO 10545-9 / IS 13630 -5
14	Impact Resistance	report value	0.55, Min	≥ 0.55	ISO 10545-5 / IS 13630-14
15	Slip Resistance for Floor Application	report value	Manufacturer to declare	≥ 0.4	ANSI B101.3
16	Frost Resistance	report result	required if requested by purchaser	No Damage	ISO 10545-12 / IS 13630-10
17	Resistance to Deep Abrasion of Unglazed Tiles	≤ 175 mm ³	Max 140 mm ³	≤ 140mm ³	ISO 10545- 6 / IS 13630-12
18	Bulk Density (g/cc)	report value	2.2, Min	≥ 2.2	ISO 10545-3 / IS 13630-2
19	Color Resistance to UV light	report result	-	No change in color	DIN 51094
20	Chemical Property (cleansers except to cleansing agents containing Hydrofloric acids and its compounds)	-	-	-	-
a	Resistance to Staining - Unglazed Tiles	report resistance class	Class 2, Min Class	3 (ISO) /Class 2 (BIS)	ISO 10545-14 / IS 13630-7
b	Resistance to Household Chemicals and Swimming Pool water cleansers - Unglazed tiles	UB	report resistance class	UA	ISO 10545-13 / IS 13630-7
c	Resistance to acids and alkalis (Unglazed Tiles)	report resistance class	report resistance class	UA	ISO 10545-13 /IS 13630 -7

* ISO / IS technical specifications for Johnson tiles are applicable only for premium /1st Quality tile
Please inspect all tiles prior to insallation, company will not entertaining complaints once tiles are laid / fixed

Packing Details

Product	Nominal Size (cm)	No of Tiles/Box	Approx Area/Box (sq m)	Approx Weight/Box (kgs)	Approx Cartons/ 20' Container	Approx Area per Container (sq m)
MegaWhite 80x80cm	80x80	3	1.92	43	627	1204
MegaWhite 60x60cm	60x60	4	1.44	29.5	915	1318