

ASTALE  
TAU



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# LA MARCA

*TAU is consolidated as a world reference brand in the ceramic sector. We are proud of our commitment to innovation and development and our commitment to our social and environmental surroundings.*

# MISION

*We transform nature to create ceramic solutions that help our clients in their growth and differentiation.*

# VISION

*Leading ceramic industry through a purchasing experience empathy that helps the seller to sell and the buyer to decide.*





ASCALE

■ THE RESULT OF A REVOLUTIONARY TECHNOLOGY THAT ELIMINATES ALL LIMITS OF CONVENTIONAL MATERIALS KNOWN AS

**PORCELANIC SLABS**

*With the help of pressure and temperature we transform 100% natural materials into Porcelanic stone which combines the best of ceramics design with natural stone resistance.*

*Ascale by TAU* belongs to the largest European business group of the ceramics sector, with an annual turnover above 700 million sqm. More than 80 million sqm of permanent stock gives a perfect service to more than 14000 clients that buy frequently to each of the group's brands.

Industrial Group Pamesa

5<sup>º</sup> CERAMIC  
MANUFACTURER  
IN THE WORLD

1<sup>ST</sup> CERAMIC  
GROUP  
EUROPEAN

*1<sup>ST</sup> CERAMIC GROUP  
EUROPEAN*

19% OF THE SECTOR'S  
PRODUCTION IN SPAIN

x5 BILLING INCREASE IN THE LAST  
10 YEARS

98.000.000 m<sup>2</sup>

PRODUCED

MORE THAN 140

COUNTRIES



850.000.000 €

OF TURNOVER IN THE LAST YEAR



**TAU**  
Castelló

“ TAU sponsors the TAU Castelló basketball team and, together with Grupo Pamesa, supports Villarreal CF, maintaining its commitment to sport as a form of commitment to society. ”



## Sustainable Development

*TAU ceramics has an environmental management system to identify and minimize the impact of its operations on air emissions, wastewater, waste and noise pollution. Integrated Management System (SIG), designed by Ecoembes and aimed at the selective collection and recovery of packaging waste for treatment, recycling and assessment.*

*The company has Environmental Product Declarations (EPDs) for all the product families it markets. A declaration granted by Aenor in 2014 and extended in 2015 that highlights environmentally friendly products.*

**GlobalEPD**  
VERIFIED ENVIRONMENTAL DECLARATION

**AENOR**  
Confía



“  
Applying criteria of  
continuous improvement, we  
carry out an internal recovery  
of the waste and a selective  
collection of the same as  
cardboard, plastic or wood.”



#### Use of clean energy

> 67%

#### Water recovery

> 87%

*TAU is committed to the optimisation of water management, based on the principles of reuse and optimisation of water in different processes. It is also committed to the constant application of energy efficiency criteria in its facilities and activities.*



LIGHTWEIGHT

EU

MADE IN



ANTIBACTERIAL



WATERPROOF



BIG SIZE



RECYCLED



RESISTENCIA A  
RAYOS UV



ASCALE  
BY TAU



100%  
NATURAL



STAIN RESISTANCE



HIGH TEMPERATURE  
RESISTANCE



FROST RESISTANCE



SCRATCH RESISTANCE



HIGH RESISTANCE



HYGIENIC

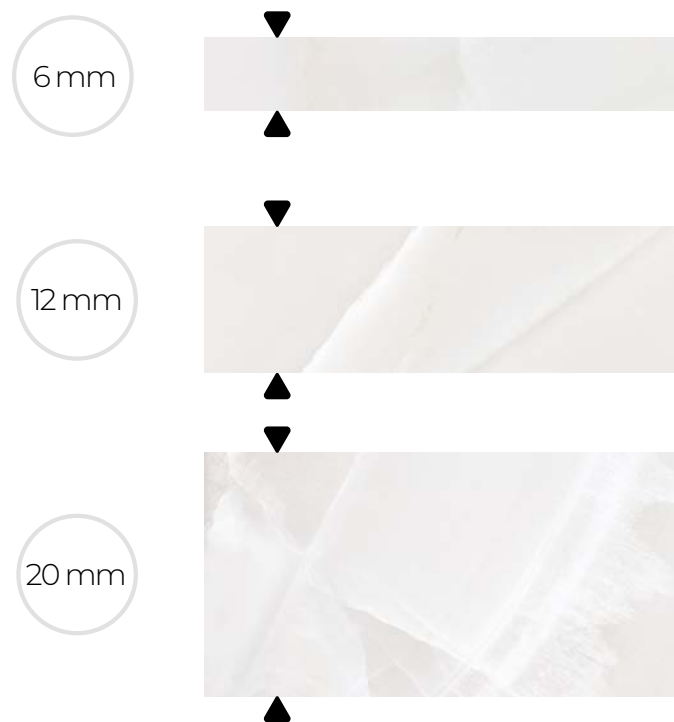
# PRODUCT



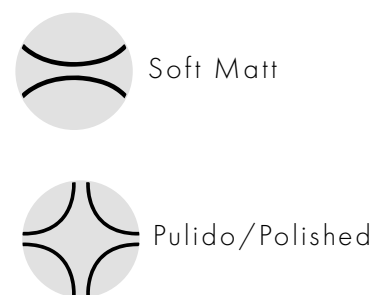
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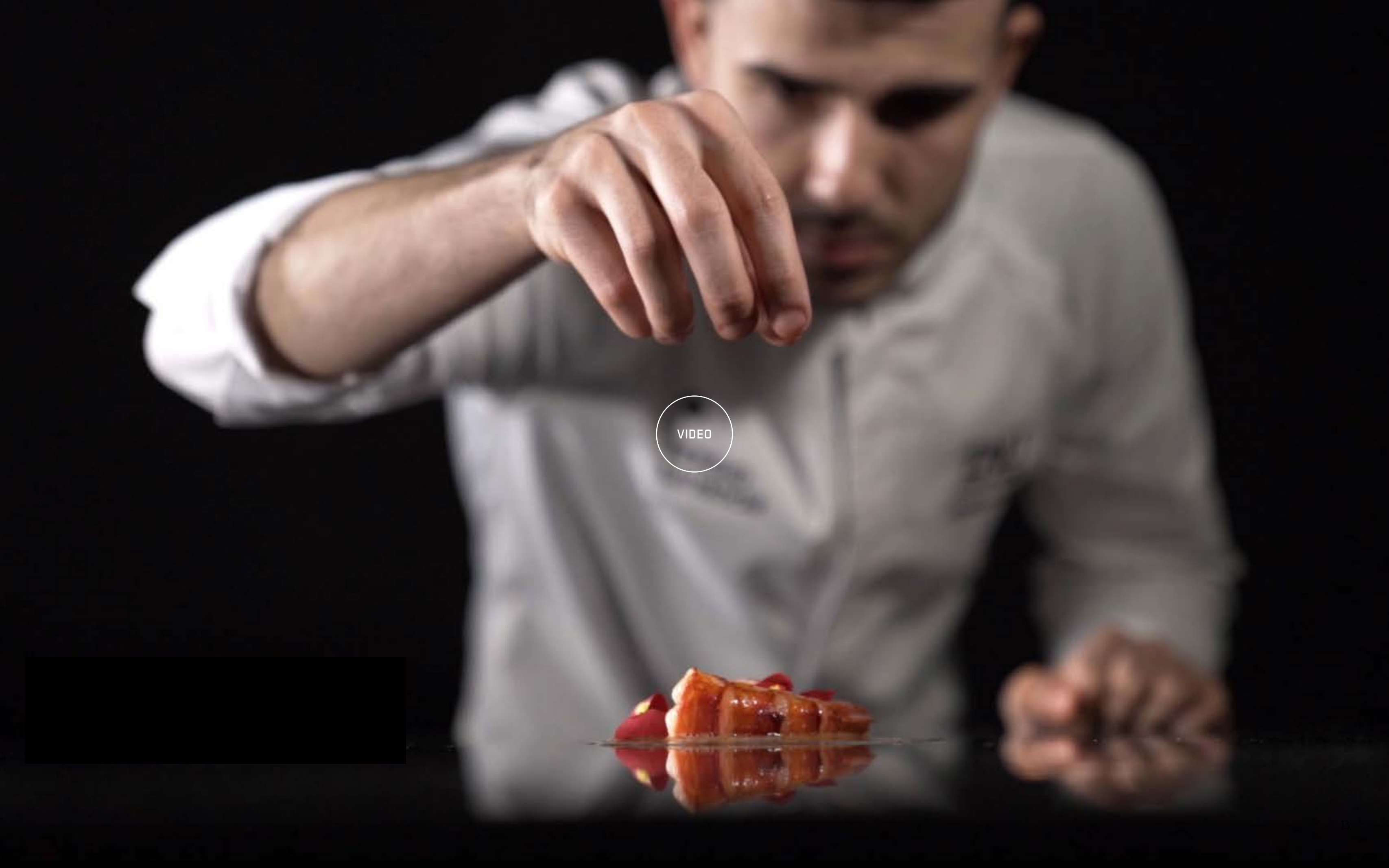


THICKNESS:



FINISHES:





VIDEO



VIDEO

COLECCIONES



MÁRMOLES DUCAL GOLD 320x160



Mármoles



GRASSI  
WHITE



CROTONE  
PULPIS



BELVEDERE  
BLACK

NEW

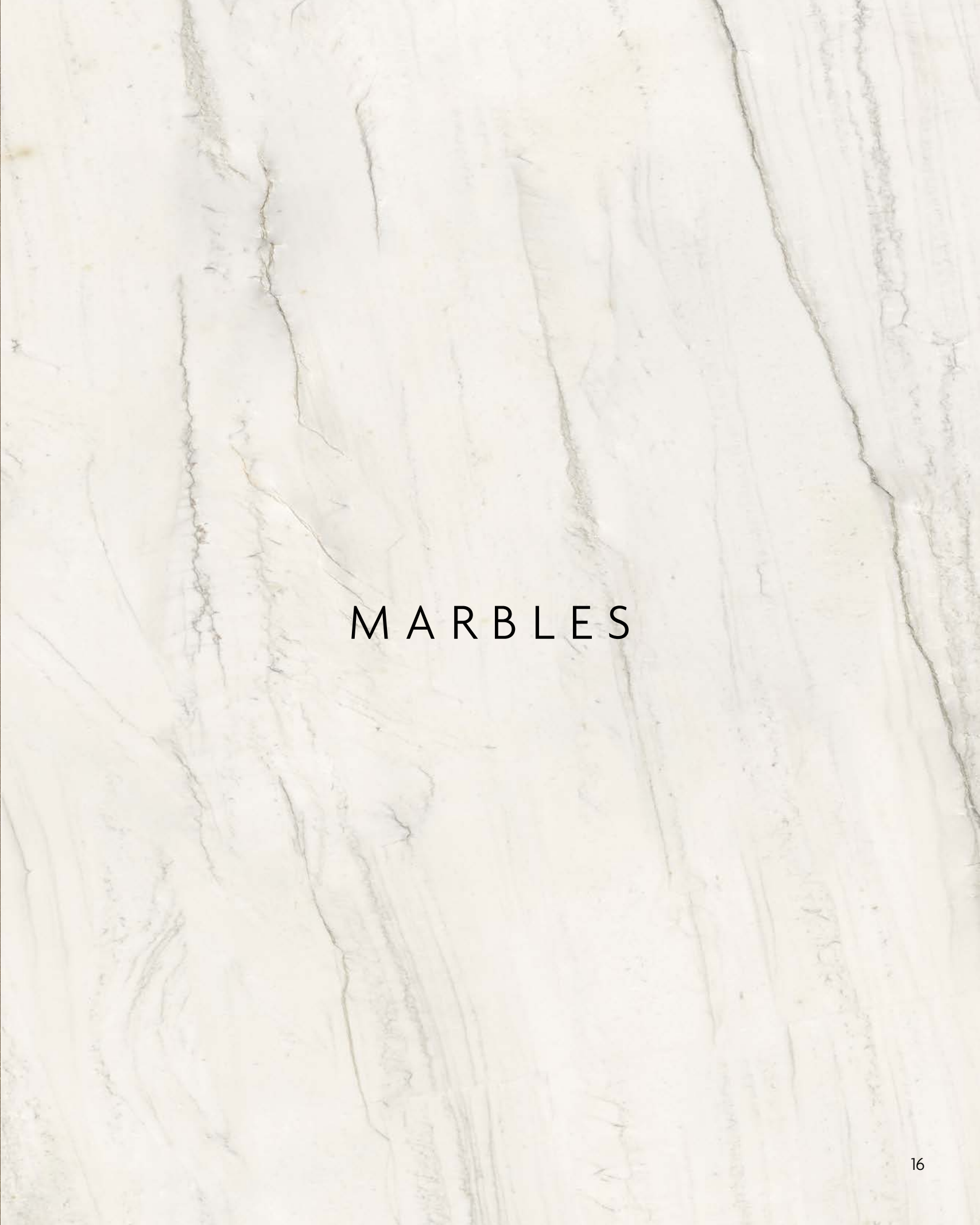


MONTBLANC  
WHITE



A dark brown, textured background, possibly representing a metal surface, with a fine, grainy texture and some subtle variations in tone.

METALS

A white marble background with prominent, flowing grey veins, creating a classic marble pattern.

MARBLES



STONES

CEMENTS

WOODS

ESENCIALS

C R O M A



Top tile\_Montblanc White



Wall and Top tile\_Allure Black





Wall tile\_Varesse Onice Top tile\_Allure Black



Wall tile\_Ducal Gold Floor and Top tile\_Moma Rusteel



▲ Proyecto: Ushuaia  
Wall Tile\_ Torano Statuario



▲ Proyecto: Restaurante Xavier Pellicer  
Top Tile\_ Crotone Pulpis







THANK YOU

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