



# WE MAKE IT. **SUSTAINABLE**

IT'S NOT JUST WHAT WE MAKE, BUT HOW WE MAKE IT.



[www.johnson-tiles.com](http://www.johnson-tiles.com)

JOHNSON • TILES 

MADE IN THE UK SINCE 1901

# PRO-ACTIVELY GREENER FOR A GREATER IMPACT.

Here at Johnson Tiles we have always been at the forefront of sustainability initiatives. In recent years; to maintain our strong position as the UK's leading ceramic tile manufacturer, we have shifted our focus to include the three pillars of sustainability:

**PEOPLE, PROFIT AND PLANET**



## WE'RE CONSTANTLY SETTING NEW ENVIRONMENTAL STANDARDS FOR CERAMIC TILE MANUFACTURING.

Proudly operating from our home in the Potteries' heartland of Stoke-on-Trent, our commitment to sustainable manufacturing has seen us develop over 50 environmentally-friendly ranges, inspiring and enhancing projects around the world.

We are currently the only UK tile manufacturer to hold an EPD certificate! Our Environmental Product Declaration transparently communicates the environmental performance and impact of our UK manufactured products over their lifetime, and it signals our commitment to measuring the environmental impacts of our products and the strive to discover ways to further reduce this.

We have also carefully calibrated our ceramic recipe to ensure that every single tile we manufacture contains up to 20% recycled ceramic material as part of our pioneering ceramic waste recycling system.



# HOW WE'RE REDUCING OUR IMPACT ON THE GLOBAL ENVIRONMENT

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We have a long standing commitment to our environmental management and we have had a formal Environmental Policy in place since 1992.

Certified against the ISO 14001 standard; in 1998 we became the first ceramics company within the white-wares sector to gain this certification and have since successfully upgraded it to meet the latest requirements of ISO 14001:2015.

Here is what we have achieved in recent years, with a brief look into our sustainability projects and our plans for the future.



## 2020 | SUSTAINABILITY ACHIEVEMENTS

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### IN-HOUSE SUSTAINABILITY TEAM

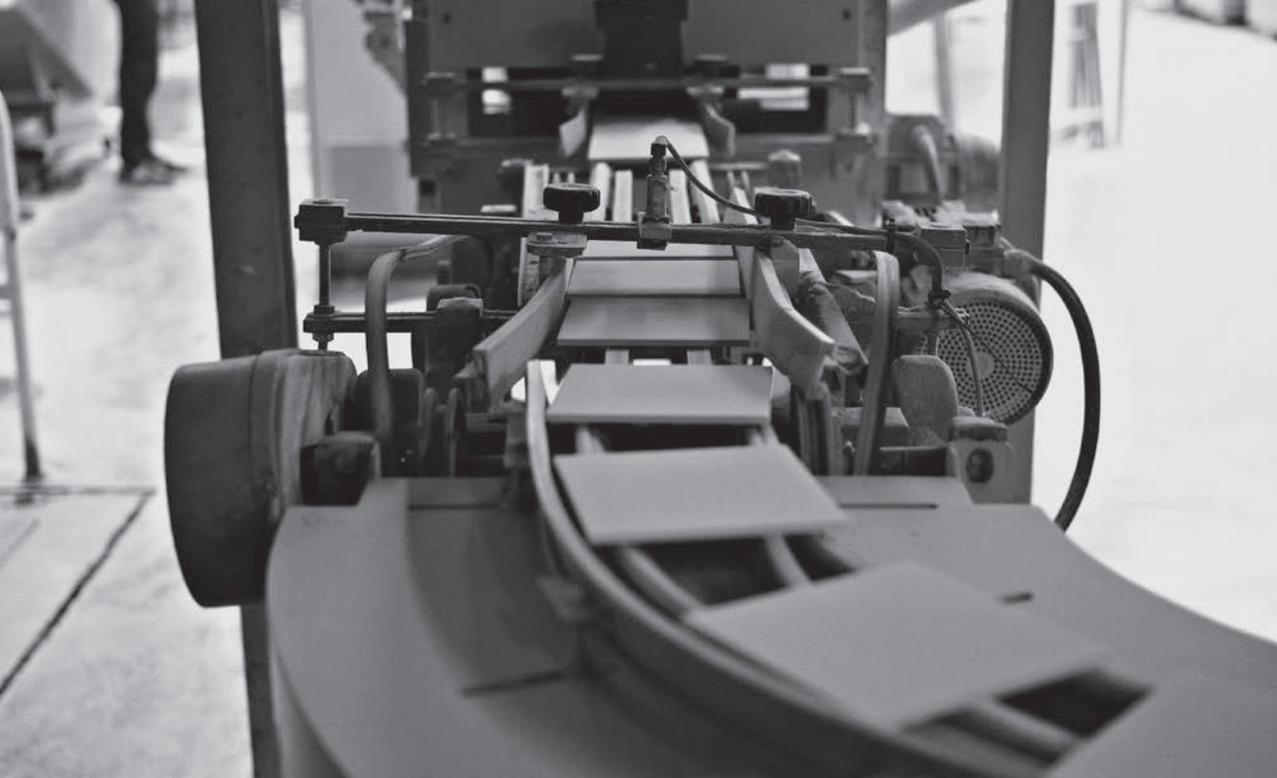
The forming of the in-house team has allowed us to focus more on sustainability related projects and ensure our sustainability goals are at the front and centre of our strategy.

### SINGLE-USE PLASTICS FREE

We now remove approximately 100 tonnes of single-use plastics, per year, from our manufacturing, merchandising and logistics processes.

### RECYCLED & RECYCLABLE CARDBOARD

Each year we purchase approximately 390 tonnes of cardboard packaging, all of which is produced using 100% recycled and recyclable materials. This means that we stop around 2,600m<sup>3</sup> of landfill space from being filled by virgin cardboard materials.



## 2021 | SUSTAINABILITY ACHIEVEMENTS

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### SUPPLY CHAIN SUSTAINABILITY SCHOOL

We have engaged heavily with the Supply Chain Sustainability School and moved our membership from Bronze to Silver status.

### ENERGY EFFICIENCY AND RECOVERY

2021 saw the energy market become more volatile, with prices increasing. To combat this we took a closer look at our manufacturing plant to see where efficiencies could be implemented and assessed opportunities for energy reduction and recovery.

### BARRATT ZED HOUSE PROJECT

During 2021, we partnered with Barratt Developments on their zero-carbon concept home. For this project we reduced the thickness of our 600x300mm tiles to reduce the raw materials used and the energy used during production.

## 2022 | SUSTAINABILITY ACHIEVEMENTS

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### ENVIRONMENTAL PRODUCT DECLARATION

Published in June 2022, our EPD covers all of our UK manufactured products, making us the UK's only ceramic tile manufacture to hold an EPD certificate.

### SUPPLY CHAIN SUSTAINABILITY SCHOOL

After collaborating further with the Supply Chain Sustainability School, contributing a case study showcasing our environmental successes, we gained Gold membership status.

### BES 6001 ACCREDITATION

We have successfully completed our Stage 2 BSI assessment against the BRE Responsible Sourcing of Construction Products standard and have been awarded our official accreditation.

### ENERGY HOUSE 2.0 PROJECT

In the latter half of 2022, we became a partner on the Energy House 2.0 developed by Saint-Gobain, along with Barratt Developments.

### RECYCLED CONTENT INCREASE

By the end of 2022, we increased the amount of recycled ceramic material added to the body of our UK manufactured tiles to 20%.



# 2023

& BEYOND

## SUSTAINABILITY AIMS AND GOALS

### FURTHER RECYCLED CONTENT INCREASE

We have targeted a further increase to the amount of recycled ceramic material that is added to the body of our UK manufactured tiles to 25%.

### DE-CARBONISATION AND NET-ZERO

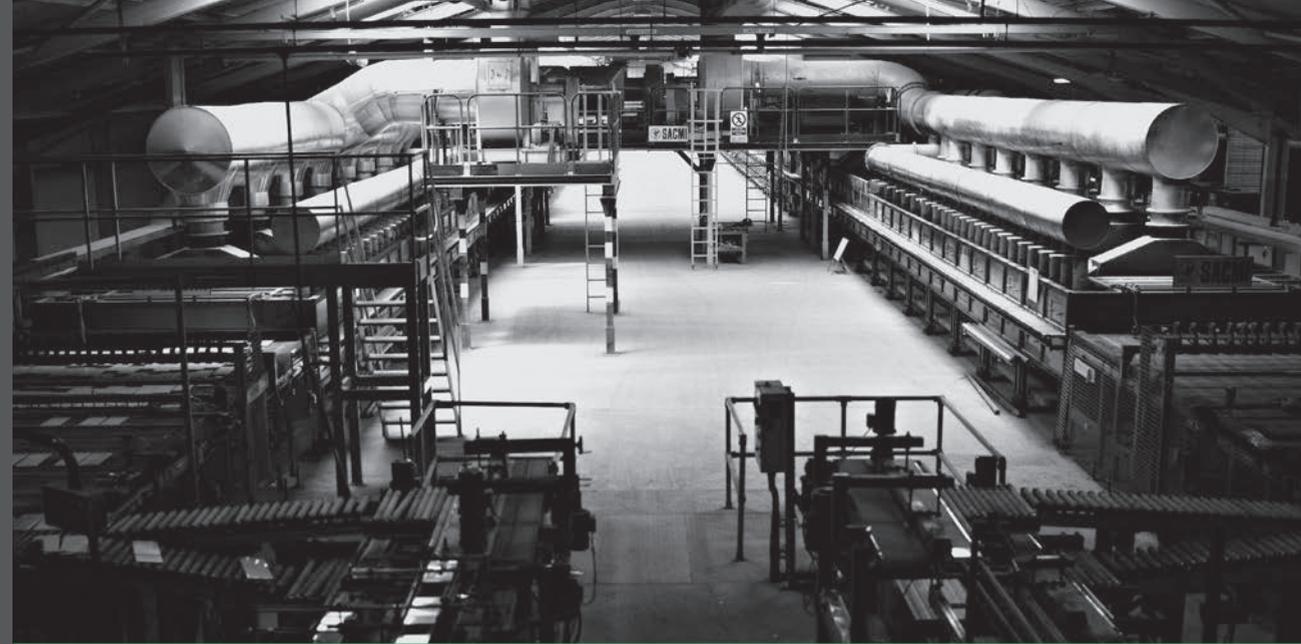
We have started on our route to net-zero, partnering with CEN-ESG to help with reporting our scope one, two and three emissions.

### FURTHER ENERGY EFFICIENCY PROJECTS

This will include looking into further heat-recovery options from within our manufacturing plant.

### ALTERNATIVE ENERGY SOLUTIONS

We are working with the British Ceramic Confederation and also supporting the Hydrogen Valley Project looking at hydrogen as an energy alternative to gas in our firing process.



## OTHER SUSTAINABILITY PROJECTS AND PLANS

### CIRCULAR ECONOMY

Our aim is to leave zero waste with our customers and we will be starting 'packaging recovery trials' to see the practicality of this.

### WASTE REDUCTION OPPORTUNITIES

We have recently formed our in-house 'Waste Recovery Team' to look into our manufacturing, merchandising and logistics processes and find opportunities for further waste reductions.

### RAIN WATER HARVESTING AND RE-USE

We are looking into areas of our manufacturing site where the collection of rainwater can be most effective and give us the best possible results when re-using.

**OUR TARGET: TO BE THE WORLD LEADER  
IN SUSTAINABLE TILE PRODUCTION**



# WE ACTIVELY PROMOTE THE EFFICIENT USE AND RE-USE OF RESOURCES, MATERIALS, TRANSPORT, SUPPLIES AND ENERGY

It's not just what we make, but how we make it. We've dedicated over two decades to finding better ways to operate across every aspect of our business by cutting energy consumption, diverting waste, reducing carbon emissions and through digital initiatives.

**We're constantly improving, making sure our setup isn't just world class, but also making a difference on the issues that impact us all, at a local and global level.**



## UP TO 20% RECYCLED CERAMIC MATERIALS

We recycle approximately 12,000 tonnes of ceramic waste from our own ceramic tile production processes...

**12,000 tonnes of ceramic is enough to produce 32 million dinner plates or 72 million teacups...**

and is equivalent to the annual house-hold waste of 23,500 people.



## 100% RECYCLED PACKAGING MATERIALS

Each year, we purchase around 390 tonnes of cardboard packaging, all of which is made using 100% recycled and recyclable cardboard materials.

**This means that annually we are stopping approximately 2,600m<sup>3</sup> of landfill space from being filled by virgin cardboard and packaging materials.**



## IN-HOUSE ENERGY SAVING INITIATIVES

Annually we save approximately 50 million kWh of energy through our in-house energy saving initiatives...

**50 million kWh would be enough energy to boil the water in over 24 million kettles...**

or provide enough electricity to power a single television for 17,000 years.



## RECYCLING AND RE-USE OF WATER

In our manufacturing sites' body preparation areas, we recycle and re-use approximately 22,000m<sup>3</sup> of water per year...

**22,000m<sup>3</sup> of water is enough to flush a single house-hold toilet over 3.5 million times...**

or fill around 280,000 bath tubs or 8 Olympic sized swimming pools.



## REPAIR AND RECYCLED WOODEN PALLETS

We purchase second-hand wooden pallets and we also repair damaged wooden pallets wherever possible. Annually this saves around 1,500 tonnes of virgin timber.

**1,500 tonnes of virgin timber is equivalent to saving around 12,000 new trees from being cut down each year.**



## REDUCTION IN OUR CARBON EMISSIONS

Through significant changes to our manufacturing operations we save around 1,700 tonnes of CO<sub>2</sub> each year...

**1,700 tonnes of CO<sub>2</sub> is the equivalent to travelling 6.5 million miles in a petrol powered car...**

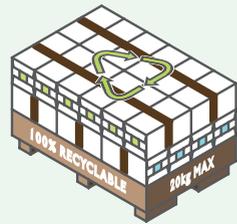
or fly a Boeing 747 from London to Glasgow approximately 70 times.

## WE MADE IT. 100% SINGLE USE PLASTICS FREE IN 2020

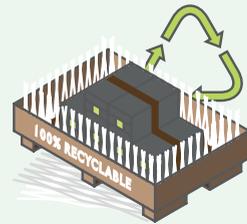
Each year, starting in 2020, we've removed approx. 100 tonnes of single-use plastics from our manufacturing, merchandising and logistics processes; making us the first tile manufacturer to do so.



Fully Recycled and Recyclable, Carbon Neutral, Bio-based Pallet Wrapping.



100% Recycled and Recyclable Cardboard Boxes, Pallets and Paper Pallet Strapping.



Shredding Used Cardboard Packaging To Protect Boxed and Sample Tiles.

## SOURCING SUSTAINABLY

All of the raw materials used in the manufacturing process of our tiles are sourced from within the UK; with our manufacturing and warehousing facilities centrally located for the most carbon efficient and environmentally sustainable method of supplying tiles into the UK market.

Ball Clay (35%) - Dorset (195 miles)  
China Clay (19%) - Devon (205 miles)  
Sand (17%) - Cheshire (35 miles)  
Limestone (9%) - Derby (40 miles)  
Pitcher (20%) - Stoke-on-Trent

% = Amount of raw material used in the tile body.



## TILES FOR LIFE... WHAT MAKES THEM AN ENVIRONMENTALLY FRIENDLY SOLUTION?

### ENVIRONMENTAL BENEFITS OF CERAMIC TILES

Ceramic and porcelain tiles have significant benefits to indoor air quality when compared with other finishing materials such as vinyl, laminates or engineered wood products.

This is because ceramic products have been fired at very high temperatures, usually in excess of 1,100°C, during manufacture. At such high temperatures, any organic compounds that might be present in clays, decorations or binders are completely burned off during production. As a result, the final product is totally inert and will have no volatile organic compounds (VOC's) that can be emitted into the built environment during their use.

*Correctly specified and installed ceramic tiles should be expected to have a lifetime the same as that of the service of the building in which they are used. Ceramic tiles are inert and do not present any hazards if they are landfilled. However, ceramic tiles can be recycled after they are removed.*





# OUR COMMITMENT TO A SUSTAINABLY BUILT ENVIRONMENT

**WE ARE THE FIRST AND ONLY TILE MANUFACTURER, IN THE UK, TO HOLD AN EPD CERTIFICATE!**

EPD stands for Environmental Product Declaration and is produced by conducting a Life Cycle Assessment of the product. Through this analysis, we look at the product construction and the origins of the raw materials, the packaging we use and the transportation and installation process, right through to the product's end of life and how it is disposed of.

Environmental Product Declaration certificates make it possible for specifiers to compare the impacts of materials at the product selection stage, ensuring that the most sustainable options are specified. We're proud to be leaders on this sustainability journey and are committed to discovering more ways in which we can support the built environment and positively impact the planet.

# SECURING A GOLD PLATED FUTURE IN SUSTAINABILITY

Our commitment to improvement extends to local and global environmental impact, which is why we worked with the team at the Supply Chain Sustainability School to further strengthen our operation and awareness on sustainability.

We collaborated with The School due to their aligned ethos of bettering the environment, working within our industry on topics such as waste and resource efficiency, sustainability strategy and environmental management. By attending multiple events and workshops in collaboration with house developer clients, we kick-started our journey to the esteemed Gold accreditation.

Our impact on the environment naturally extends to our customers and colleagues, who are more engaged with sustainability than ever before. By utilizing the fantastic resources available through SCSS, we've committed to targeted competency training for colleagues throughout our business with ongoing learning and action plans already in the works.





# CPD SUITE

## Making It Beautifully.

Develop and enhance your skill-set with our new suite for Continuing Professional Development: Making It. Beautifully. Taking inspiration from the 'Living with Beauty' report by the Building Better, Building Beautiful Commission in 2020, our suite of four CPD's explores the topic of beauty to understand how it can be examined, re-imagined and incorporated into the built environment to create spaces that foster a sense of wellbeing and community.



### THE BEAUTY OF HERITAGE

Examine the beauty of traditional materials in the modern world. Move through time to contemplate the medium of clay, and how UK-made materials link to craftsmanship, connection and community to delve into beauty, design and heritage.

### BEAUTY IN THE EYE OF THE SPECIFIER

Widen the lens on beauty through the eyes of the specifier. Set out a more holistic appreciation of beauty beyond aesthetic and acknowledge the impact that material selection has on helping people to feel good, function well and to flourish.



### THE BEAUTY OF TOGETHERNESS

Discover the importance of community in carving out a more forward-thinking, inclusive UK 'care model' that could, at long last, help revolutionise the design and delivery of products, services and settings that empower our elderly to truly 'live' longer.

### THE UGLY TRUTH ABOUT WASTE

Delve into the need to re-frame waste as a second life resource and acknowledge the psychological barriers of working and succeeding with waste in the interiors space. Find out what it takes to create beautiful interior products that are built to last.



*Book Your Place...*

[www.johnson-tiles.com/services/cpd](http://www.johnson-tiles.com/services/cpd)

Available on-demand, as a virtual webinar or a live in-person event, our CPD suite enables you to pro-actively advance your professional learning. Get in touch now to book your place and move your way through the suite.

CASE STUDY - SUSTAINABILITY PROJECT

# BARRATT ZED HOUSE

SALFORD, GREATER MANCHESTER

The flagship new zero-carbon concept home built by Barratt Developments features six Johnson Tiles ranges. Our award winning South Bank collection was installed in the downstairs bathroom area, paired with our Kielder wood-effect range in Frosty Oak to create a wellness vibe. This flooring is extended throughout the downstairs into the hallway and dining room to create a soothing, calm feel within the home.

Featured in the kitchen is our Refine range in Pewter which provides a minimalistic look with the large format tiles opening out the space. Within the upstairs bathroom, our Drift ceramic wall tile collection delivers a neutral colour palette for a relaxing atmosphere for a room to retreat to paired with Flint from our Minerals collection. In the en-suite of the master bedroom, a bespoke version of our popular Ashlar range was developed, with the tile thickness reduced by 0.2cm, cutting carbon emissions by 20%, delivering on sustainability and style.



CASE STUDY - SUSTAINABILITY PROJECT

# ENERGY HOUSE 2.0

SALFORD, GREATER MANCHESTER

A brand new state of the art facility at the University of Salford that explores how sustainable housing can be delivered at scale; step inside eHome2. Saint-Gobain has partnered with Barratt Homes alongside a host of innovative companies to construct a three-bed detached house, designed to meet future performance and regulation requirements. From understanding how to deliver Net Zero carbon solutions to using off-site lightweight construction solutions, the project utilizes smart technology, next generation techniques and sustainably supplied and installed materials. Six of our tile ranges have been implemented across the project to achieve a bright and modern home.

The tiles supplied for eHome2 have been specifically developed with a thinner format, reducing embodied carbon by 20% without affecting product performance. Plus, all of Johnson Tiles' UK manufactured products consist of a minimum of 20% recycled materials. Energy House 2.0 is part-funded by the European Regional Development Fund (ERDF).



# ECO-FRIENDLY PRODUCTS

## MANUFACTURED AND SOURCED SUSTAINABLY



### SOUTH BANK

Glazed Ceramic | Wall Tiles

COLOUR SELECT

South Bank is a sleek range of UK-manufactured ceramic wall tiles, available in eight on-trend colours, and a slim-size of 245x75mm. Offering a transparent gloss finish possessing depth and variation of contemporary colour. The slim-format allows for the creation of truly unique lay patterns to maximise the creative possibilities within any interior. Featuring the signature colours of Azure, Blossom and Dusk, which are underpinned by a complementary, neutral palette, this range allows for the creation of diverse and harmonious colour combinations.



### VERSO

Glazed Porcelain | Floor & Wall Tiles

COLOUR ABSOLUTE

With distinctive colours like Burnt Orange and Rose, Verso is not afraid to be bold. This is an impressive range that makes a striking statement in any shade. Plus, with all colour-ways achieving a PTV 36+ slip resistance rating, Verso has the performance credentials to back up its powerful colour palette.



### DARWIN

Ceramic & Porcelain | Wall & Floor Tiles

CONCRETE SELECT

Offering delicate textures and timeless aesthetic, Darwin explores the surface quality of nature with character. Choose from two stylish structures - Rockfall and Rectangular, in two understated yet impactful neutral tones. Available in modern 450x250mm and 450x450mm size-formats, the Darwin range achieves an impressive 36+ PTV slip resistance rating in dry and wet conditions, making it the perfect range to consider in both commercial and residential settings.



### CONGLOMERATES

Un-glazed Porcelain | Floor & Wall Tiles

STONE ABSOLUTE

Conglomerates' speckled effect porcelain is available in six colours. With large format sizes ranging from 600x600mm to 1200x1200mm, Conglomerates is perfect for creating spectacular combinations. Available in three stunning finishes, Conglomerates is well suited for all floor and wall applications. The Polished finish delivers high gloss to create lustrous looks, the Natural finish exhibits an understated elegance, and the Grip finish achieves a PTV slip resistance rating of 36+.



### JUNIPER

Glazed Ceramic | Wall Tiles

STONE SELECT

The simplicity of stone whilst echoing bold natural finishings, Juniper boasts a beautiful glazed ceramic wall tile perfect for neutral spaces. Available in Bone or Pumice, this versatile 450x250mm size-format comes in a sumptuous Matt finish to compliment a range of interior aesthetics. Offering both movement and intrigue through its veining effect, Juniper can be used to add light, natural tones and balance to any space.



### CONTOUR

Glazed Ceramic | Wall Tiles

COLOUR ABSOLUTE

Contour features transitional and full strip options which explore three-dimensional structuring. The transitional pieces provide a smooth flow from the field tiles into the full contoured piece to create a sense of movement and fluidity. With vivid colour options including Garnet, Teal, and Black Stone, Contour is sure to make an impact in any interior.



### MELROSE

Glazed Ceramic | Wall Tiles

COLOUR SELECT

Manufactured in the UK, Melrose features a rustic structure combined with a glossy glaze to give a hand-crafted aesthetic. With natural variation in colour and texture suitable for any interior space, Melrose offers five neutral tones of Bone, Pewter, Slate, Moss, and Stone. Available in an on-trend slim format of 245x75mm, Melrose provides a modern look ideal for any interior space.



### KERASTAR

Un-glazed Porcelain | Floor & Wall Tiles

COLOUR INTRO

Kerastar features an impressive 43 colours, spanning the entire spectrum. Choose from architecturally inspired tones of Linen and Ivory or try bolder shades of Mustard and Siena for an injection of primary colour. This un-glazed porcelain collection is versatile in its offering, with 11 sizes from dynamic small-formats of 100x100mm and 150x75mm up to minimalistic large-formats of 890x890mm and 1190x600mm, along with stylish Hexagons for added visual interest. Combine commercial elegance and high slip resistance with a PTV slip resistance rating of 36+ in both dry and wet areas.



### BIANCO

Ceramic & Porcelain | Wall & Floor Tiles

MARBLE SELECT

A modern marble effect range, Bianco is stunning in its simplicity. With two colour-ways of Taupe and White offering natural marble veining, Bianco is ideal for calming, opulent interiors. Wall options are available in 600x300mm with complementary flooring options featured in 600x600mm.



## MINERALS

Porcelain & Ceramic | Floor & Wall Tiles

STONE ABSOLUTE

Minerals offers an on-trend colour palette of seven neutral shades from Chalk to Charcoal, showcasing an elegant stone effect, perfect for tranquil spaces. Varied finishes include Natural, Bush Hammered, Grip and 2cm Grip+ to deliver on performance. With a wide selection of 10 sizes available, ranging from strips of 600x50mm all the way up to 2700x1200mm, Minerals is versatile in its applications, with co-ordinating mosaics and skirtings also featured.



## HAVEN

Ceramic & Porcelain | Wall & Floor Tiles

STONE SELECT

A beautiful range of stone effect tiles that faithfully replicate genuine cross-cut stone with mineral veins and layered detail, Haven is ideal for those wanting to inject some nature-inspired elegance into their interiors. With three neutral colour options of Sand, Pebble, and Slate, Haven also features a contemporary scored tile providing a mixed format feature. Add extra interest to your walls with the Sandbar structure finish inspired by natural sand ridges found on the beach.



## KIELDER

Glazed Porcelain | Floor & Wall Tiles

WOOD SELECT

Kielder takes inspiration from the natural world to replicate the beauty of the forest with four options which explore the interplay between light and our natural environment. Autumn Dawn is characteristic of the first blush of light across the natural movement of the wood, whilst Evening Glow evokes the tones of a warm sunset. Frosty Oak features cooler notes reminiscent of a crisp winter morning, whilst Midnight Forest works with darker shades to showcase deep night.

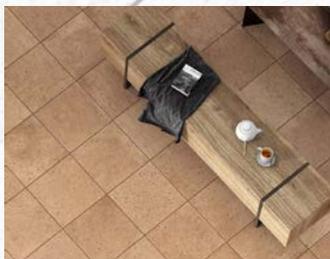


## SAVOY

Ceramic & Porcelain | Wall & Floor Tiles

COLOUR CONCRETE SELECT

The Savoy range provides a contemporary and stylish offering. The wall glazed ceramic tiles are made here in the UK and are available in two small-format, metro sizes of 200x100mm and 300x100mm. Combine this with the floor glazed porcelain 200x200mm square tiles, suitable for both floor & wall use and with a PTV slip resistance rating of 36+, to complete the look.



## ORBY

Glazed Porcelain | Floor & Wall Tiles

STONE SELECT

Inspired by traditional Venetian terrazzo, Orby flaunts the appearance of embedded glass within three natural shades of Ivory, Grey and Terracotta; cool and warm tones to suit any design. Presented in a 330x330mm size-format and a natural finish, this durable tile echoes Mediterranean aesthetics with its scattered speckle appearance, whilst remaining neutrally compatible with modern and rustic spaces.



## ASHLAR

Ceramic & Porcelain | Wall & Floor Tiles

CONCRETE SELECT

Ashlar showcases a stunning weathered matt textured effect available in three colours. Weathered White creates an airy bright feel, Warm Taupe has sandy notes perfect for creating a sense of relaxation, and Crafted Grey has a deeper tone, building a sense of warmth and comfort. All three colours offer a beautiful scored decorative option, with a complementary floor tile available to complete the look.



## RIVERSTONE

Glazed Porcelain | Floor & Wall Tiles

STONE SELECT

Riverstone exhibits a stone effect look with a stunning structured finish that creates a realistic stone texture. Available in four elegant, neutral shades of White, Beige, Light Grey and Black, Riverstone offers sizes from 600x300mm to 900x450mm for both wall and floor applications. This range offers the complete package with co-ordinating mosaics and skirtings available in all four colours to elevate the look to the next level.



## TONES

Glazed Ceramic | Wall Tiles

COLOUR SELECT

Tones features an organic palette including natural White for clean lines and deep Mocha for statement instalments. With the Wave décor mirroring the rippling effect of water, and a Forest option bringing a touch of nature, Tones explores texture and depth, with a Nano and Polygon finish also available in select colours.



## REFINE

Porcelain & Ceramic | Floor & Wall Tiles

STONE ABSOLUTE

Taking inspiration from the natural characteristics of stone, Refine offers four colours from the warm, sandy undertones of Dune to the deep, gunmetal grey of Basalt. Natural and Grip finishes are available in all four colour-ways, with the Grip providing a PTV 36+ slip resistance rating. A 2cm Grip+ option is also featured in Dune and Pewter in 900x900mm and 1200x1200mm, perfect for extending tiling outdoors. Experiment with nine different size options and 4 décor mosaics to choose from.



## DARLINGTON

Ceramic & Porcelain | Wall & Floor Tiles

MARBLE SELECT

Taking inspiration from marble and introducing a contemporary twist, Darlington captures classic vein details across an on-trend colour palette of three neutral colour-ways - Pearl, Stone and Pewter. Add character and interest to any interior wall application with two size formats - 450x250mm available in a satin finish and a gloss finish 600x300mm option, with the latter having a once-scored option available in all colour-ways. Co-ordinating porcelain floor options are also available in all colours.



## WHERE TO FIND US.

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Updated: March 2023



WE MAKE IT.  
**SUSTAINABLE**

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**JOHNSON • TILES**   
MADE IN THE UK SINCE 1901

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