

# TILE TRACE

TRENDS | COLOUR | INSPIRATION | PRODUCTS | PROJECTS

ISSUE 4

1901

"Looking at our heritage to influence our future." page 10.

PRODUCT

"New UK-Manufactured ranges."

*trends*

"Key surface trends for 21/22." Page 24.

"Dulux COTY announced." Page 34.



# Issue 4.

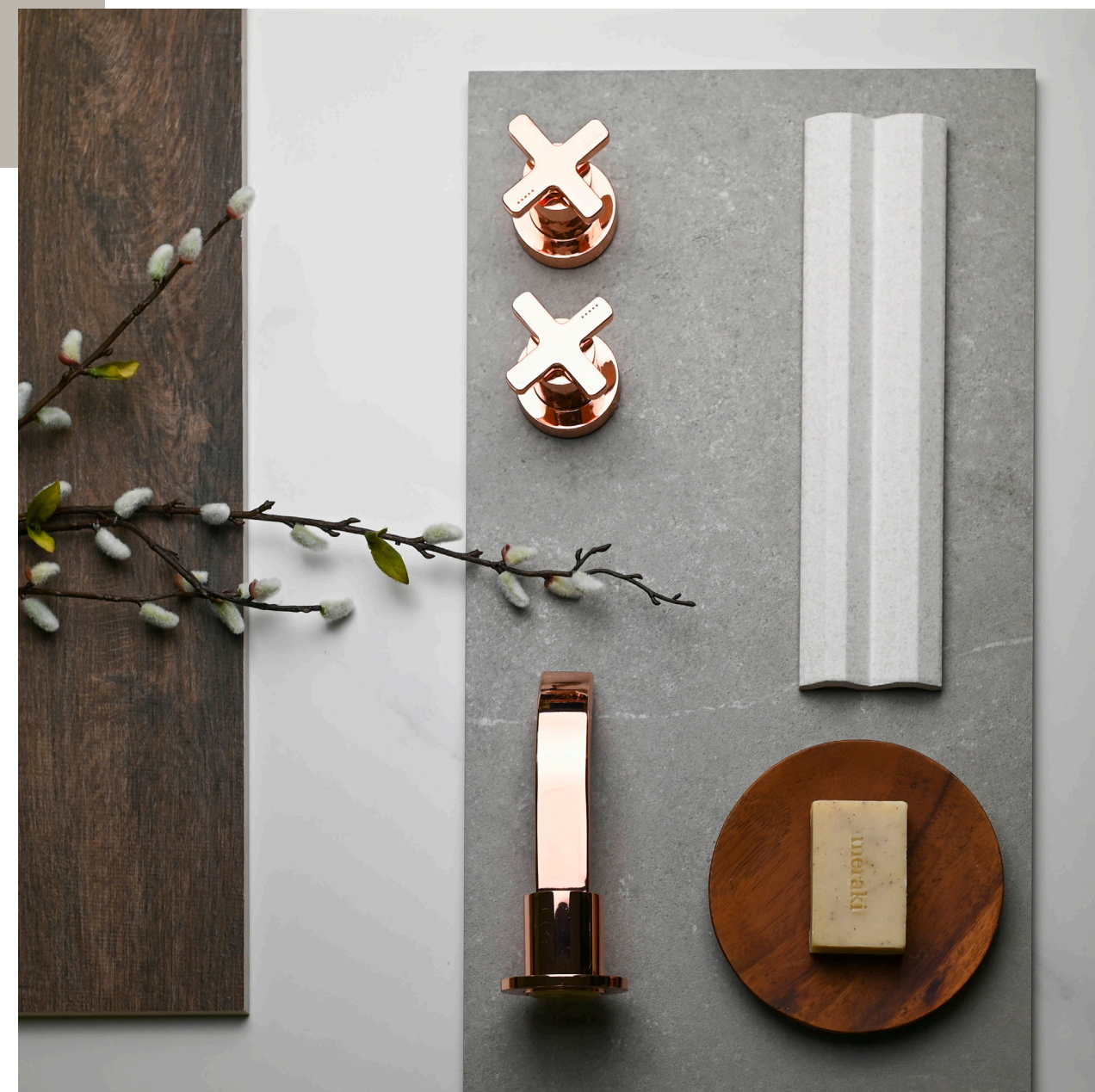
| SURFACE | TRENDS | PRODUCT |

As we emerge out of the pandemic, some ways of lockdown will still play an important role in our day-to-day life. This new way of living is shaping the trends we are seeing today. Spaces are becoming hybrid, with more multi-functional needs. Some of us will seek refuge in our home comforts, bringing calm and positivity to a space, and others will crave the drama and luxury that has been desired and missed.

In this issue we explore the key trends that are swooping the interior design community. We look closer at how these trends are translating through to surfaces and textures, and how we have addressed these trends with our new product launches.

We'll dive into the latest colour trends and grouping, alongside Dulux COTY and how this filters through to tiles.

Most important of all we are celebrating our 120th birthday! We look back on how it all began, and the changes and innovation that helped us grow to where we are now.



## TREND (noun)

'a general direction in which something is developing or changing.'





TILE INSPECTION - HIGHGATE, 1924.



LUXX - GREIGE ONYX, LUX06P & CHEETAH DÉCOR, LUX01D.



LUXX - TURTLE DÉCOR, LUX03D.



HAVEN - PEBBLE ROCKFALL, HAVE2A & PEBBLE SANDBAR HAVE2D.



GALLOWAY - WALNUT GLW03G & PORTLAND - SLATE, POR03G.



CONTOUR - BLACK STONE DÉCOR CNT12D.

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# 19

# 01



| MADE IN THE UK | HERITAGE | POTTERIES |

Celebrating 120 years of British resourcefulness. 2021 marks the 120th Anniversary since The Johnson Family began designing and manufacturing ceramic tiles in Stoke-on-Trent. Read how we'll be celebrating this landmark year, drawing upon our British ingenuity and creativity.

# 120

# Years...

Established by Col. Harry Johnson in 1901, the original site is now unrecognisable following well over a century of growth and development making Johnson Tiles now the only ceramic tile manufacturer of scale in the country.



Harry Johnson

At our core is a culture that celebrates our UK Heritage and roots, and this year we will be using our 120th birthday to honour 'British resourcefulness'. To kick start the milestone year, we are delighted to unveil our updated logo. The subtle introduction of the national flag to the logo is reflective of the British resourcefulness that has seen Johnson Tiles make it to 120 years and will ensure the company continues making for many more generations to come.





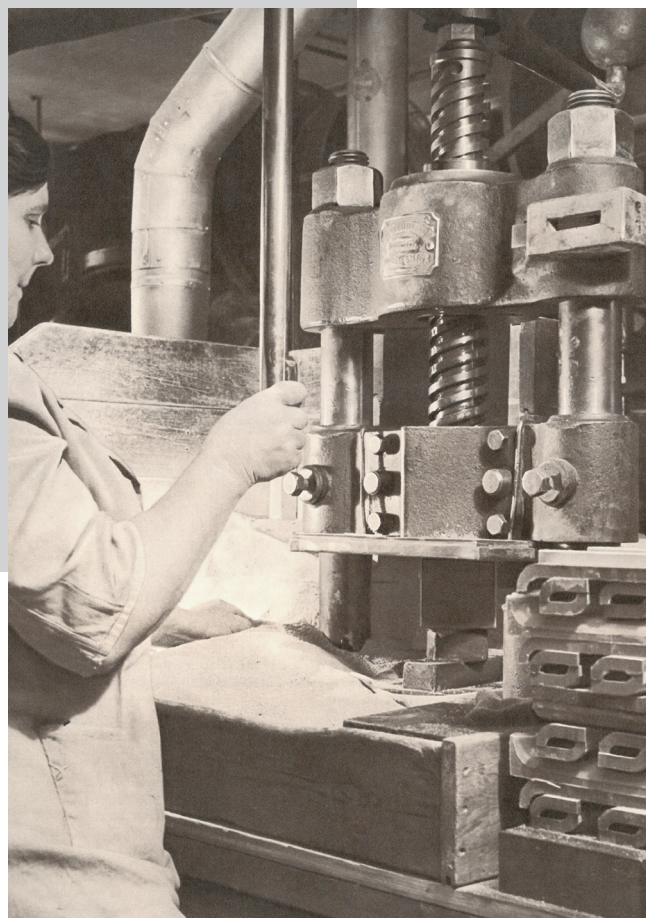
TILE INSPECTION - HIGHGATE, 1924.

## HERITAGE

(noun)

'denoting a traditional brand or product regarded as emblematic of fine craftsmanship.'

This is because we recognise that the true value of heritage isn't in the past, it's the learnings that help leverage future opportunities. We're a product of strong and resourceful communities. Both in The Potteries' heartland that we're proud to call home and the British design industry that we proudly serve. So, rather than looking back, we wanted to take this opportunity to revel in where we're heading because of the extraordinary resourcefulness of all our people - colleagues, customers and suppliers alike.



PRESSING FITTINGS - RICHARDS TILES PINNOX WORKS, 1954.



DIPPING LINE - JOHNSON TILES TUNSTALL, 2021.

## INNOVATION

| RESOURCE | JOURNEY |

It's especially fitting given that, never, in living memory, have we been called upon to consider 'resource' more deeply. The initiatives that we have underway - including our own podcast series and inspirational new product ranges - will allow us to celebrate this milestone by honouring and learning from those who have demonstrated true resourcefulness time and again.

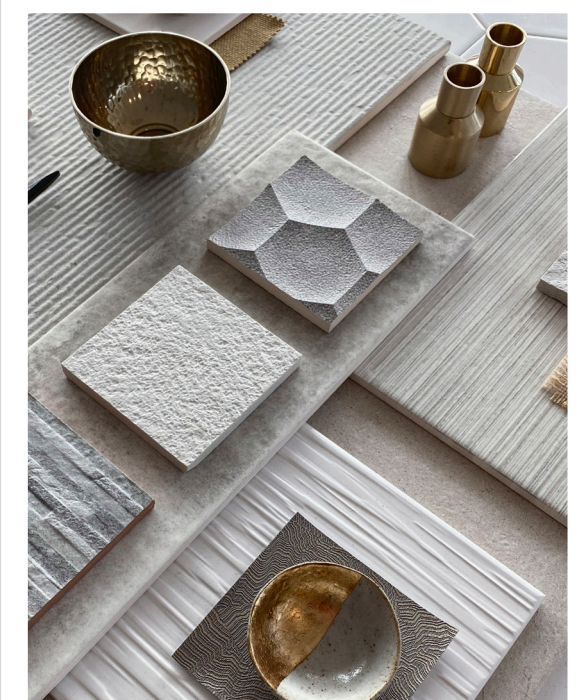
In recent history we transformed a traditional manufacturing set-up into a more sustainable operation - in every which way. The foresight to start this journey two decades ago is why the company has survived and thrived against a challenging backdrop. Not least the unprecedented scenario that has played out over the last 12 months.

*Made in the UK...*

## ACHIEVEMENTS

| INKJET | MAT LAB |

Our track record is testament to the fact that the business has never stood still. Since 1901, the company has used acquisitions and investments to grow, eventually establishing our own design resource studio, Material Lab, in 2006. We also pioneered the use of inkjet technology in 2008 to produce the first photo-realistic patterns on tiles.



## DESIGN

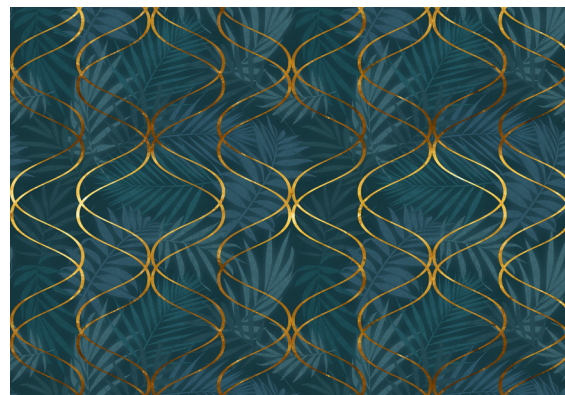
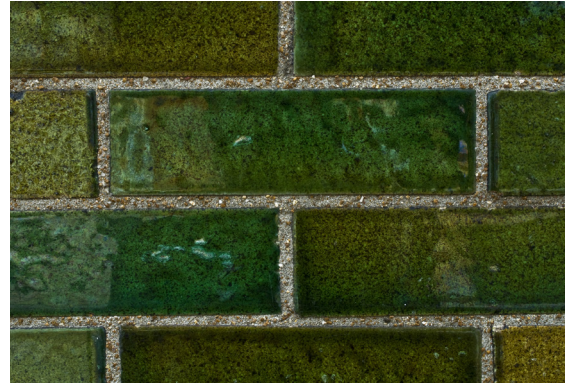
| UNIQUE | PASSION |

We're proud to have an in-house design team, driven by passion to create. With our considerable expertise and knowledge, we transform what captures our imagination into truly unique tiles and products. Our design and product development teams continue to collaborate to produce prototypes underpinned by a broad skill base, with versatility in design styles from high-trend product to commercial designs.



# 1901 Range

To celebrate 120 years of making ceramic tiles in the Potteries, we're going back to our roots with the launch of our new UK-manufactured range, 1901. Inspired by Victorian colours, bringing opulence to any space.



New Size



1901 - MINTON GARNET, NIN08A.



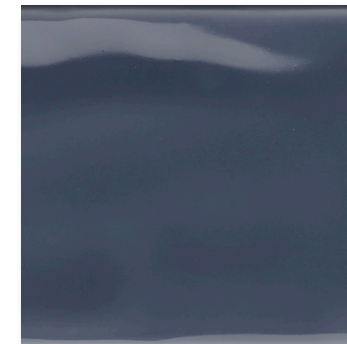
1901 - MALKIN WHITE, NIN01A.



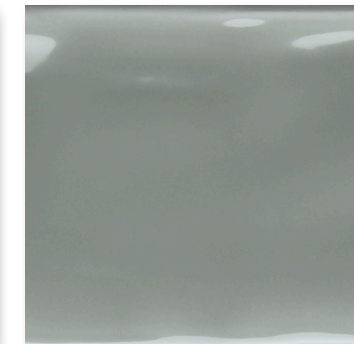
1901 - SHERWIN BISCUIT, NIN02A.



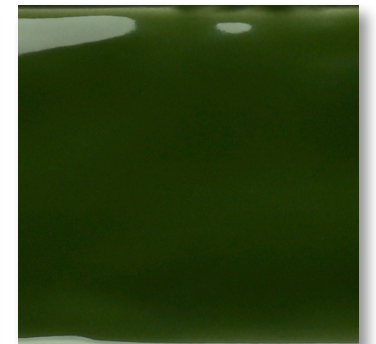
1901 - MARSDEN BLUE, NIN03A.



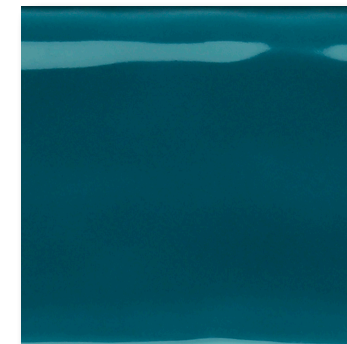
1901 - TRENT GREY, NIN04A.



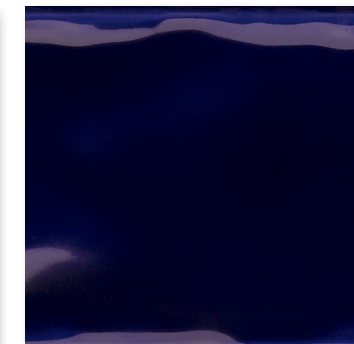
1901 - JEFFREY MOSS, NIN05A.



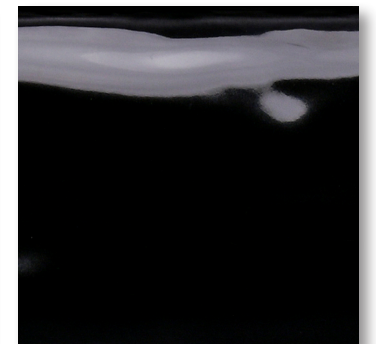
1901 - RICHARDS GREEN, NIN06A.



1901 - CAMPBELL OCEAN, NIN07A.



1901 - CAULDEN INDIGO, NIN09A.



1901 - BOOTED BLACK, NIN10A.

| HERITAGE | OPULENCE | BOLD |

Named after our founding year, this stunning range of traditional glazed ceramic wall tiles perfectly encapsulates the opulent design and rich colours of the era. This is brought into the present with a contemporary slim-brick format tile size of 245x75mm. This slimmer tile brings a fresh element to the traditional brick effect and is ideally suited to a wide range of commercial wall applications.





1901 - RICHARDS GREEN, NIN06A & KERA STAR - CHALK, KER501 & SHADOW, KER507.

| RUSTIC | GLOSSY | GLAZE |

The range is made up of 10 shades, each named after past H&R Johnson Tiles works situated throughout the Potteries heartland of Stoke-on-Trent. A celebration of the past, it gives recognition to the elements of our history that have helped us to progress to where we are today, as we look forward to continued success in the future.

Taking inspiration from the beauty of hand-crafted tiles, our in-house Design Manager Mel Holland combined a traditional high gloss glaze with a rustic structure and a welt frame that provides a wavy edge.

Perfect for wall applications across hospitality, residential and commercial projects, designers can mix and match with different colours or replicate popular metro brick and herringbone lay patterns. Laid vertically, the slim format tiles give the effect of a larger space in smaller bathrooms and provide a statement finish when used as a splash back or wrap around for a bar.



1901 - MALKIN WHITE, NIN01A & TRENT GREY, NIN04A.



1901 - MINTON GARNET, NIN01A.

Established in 1901, Johnson Tiles has been designing and making ceramic tiles in the UK for 120 years. This latest range is characteristic of the other popular UK-manufactured tiles within our collection including Prismatics and Minton Hollins.

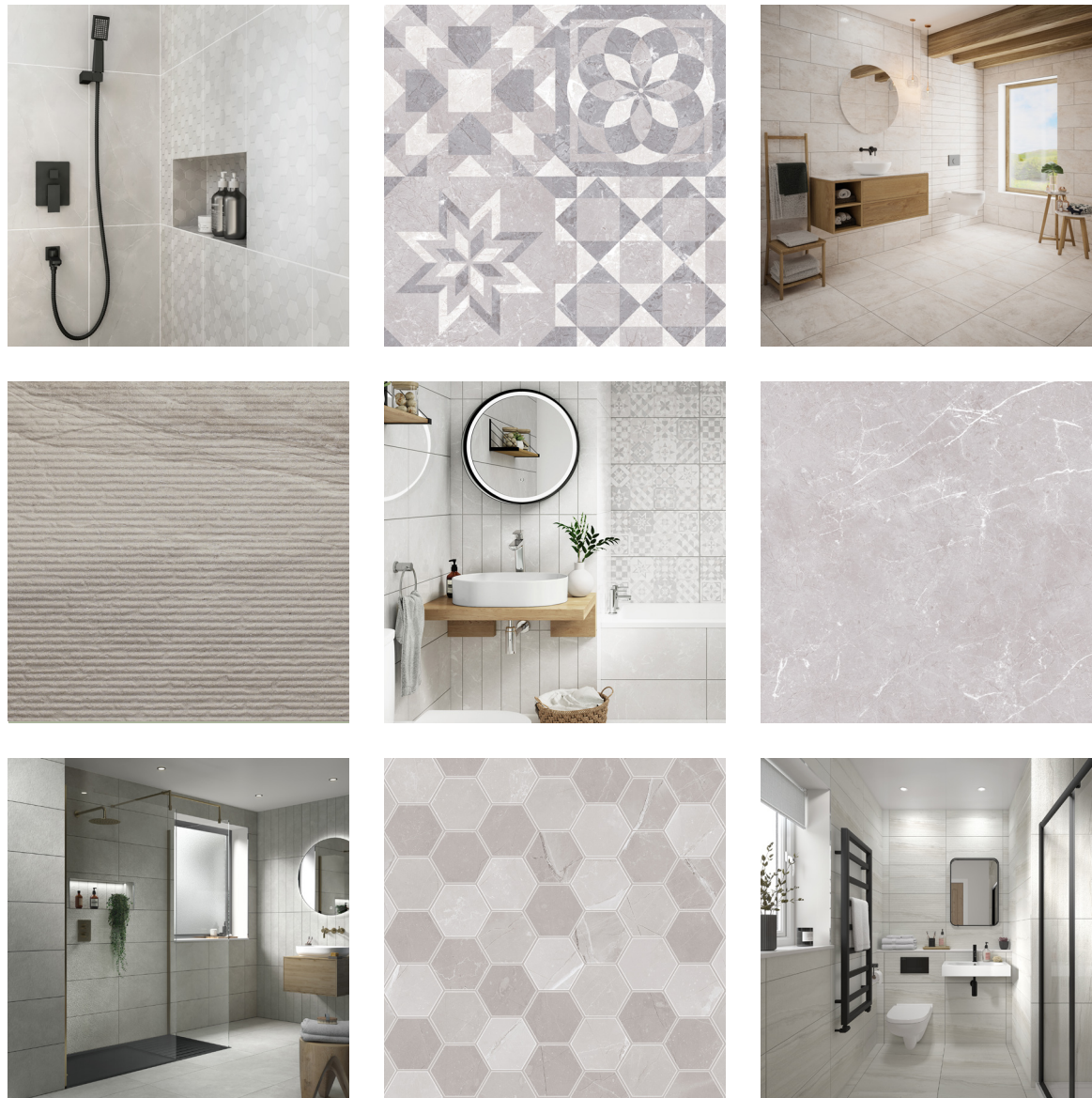
*Size guide...*

245 X 75MM

Download the full range information [Here!](#)



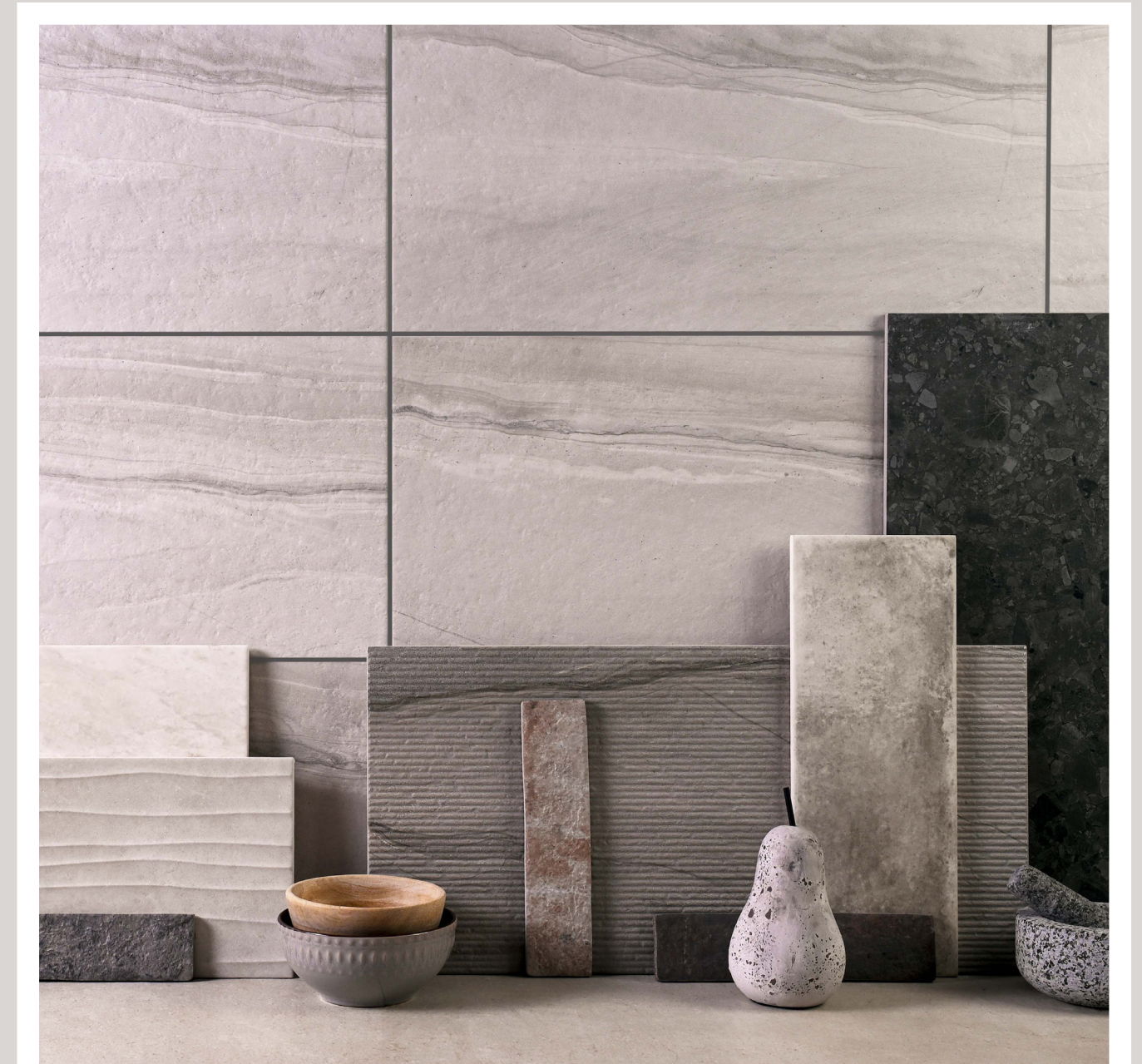
# RESIDENTIAL *Launch*



| TEXTURE | PATTERN | ORGANIC |

Earlier this year we launched our new UK-manufactured ranges into our portfolio and residential sector. We focused on key elements reflecting today's leading trends. With texture and detail a must, this launch celebrates variety, from clean simple cement textures to surfaces with more organic movement. These ranges are diverse, timeless and will bring personality and style to any space.

(TOP LEFT TO RIGHT) 1. MELFORD - MELO1A & MELO1D. 2. DARLINGTON - DECOR, DARL1D. 3. ARLO - SHALE, AARL1A. 4. HAVEN - PEBBLE SANDBAR, HAVE2D. 5. DARLINGTON - PEARL, DARL1A & DARL1E & DÉCOR, DARL1D. 6. DARLINGTON - PEWTER, DARL3A. 7. MARCO - CEMENT, MARC3A, MARC3D, MARC3E & MARC3F. 8. MELFORD - DECOR, MELO1D. 9. HAVEN - SAND, HAVE1A, HAVE1E, HAVE1D & HAVE1F.

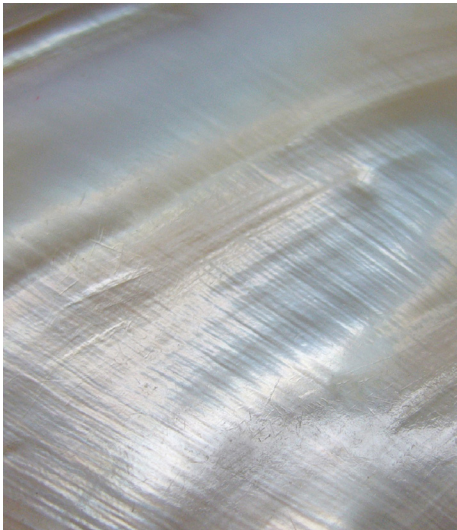




# ARLO

Range

Bringing out the natural beauty in surfaces with organic movement and texture. Arlo has natural stone patterning, capturing tactile qualities to evoke the senses, and create spaces that reflect wellness and positivity.



| NATURAL | TRANQUIL | ORGANIC |

Arlo creates a subtle shimmer effect across 2 on trend neutral tones of Shale and Flint in 600x300mm. Paired with a simple scored décor option, and co-ordinating flooring options in 600x600mm, create minimalistic settings that echo a modern aesthetic.



ARLO - SHALE, AARL1A.



ARLO - FLINT, AARL2A.



ARLO - FLINT, AARL2A.

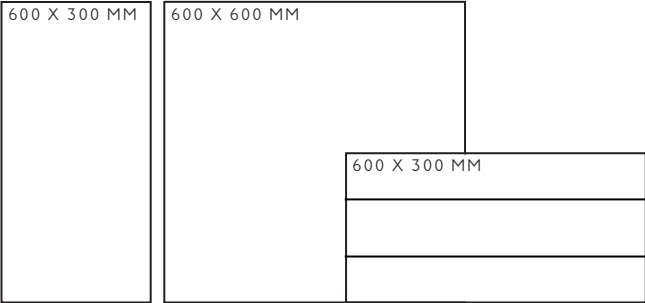


ARLO - SHALE, AARL1A.



ARLO - FLINT, AARL2A & AARL2E.

Size guide...



ARLO - SHALE, AARL1A, AARL1F & AARL1E.

Download the full range information [Here!](#)



# MARCO

## Range

Marco captures a cement texture through a micro square design, and complementary field tiles featuring a softly textured surface. Which lends itself to a minimalistic setting, that echoes an architecture aesthetic, with clean lines and a modern colour palette.



| ARCHITECTURAL | CEMENT | MINIMALISTIC |

Marco is available in Clay, Putty and Cement. The beautiful décor options are designed to highlight a feature wall with the intricate square shapes creating texture and depth. This range also features a scored option, for those opting for clean lines and an architectural setting.



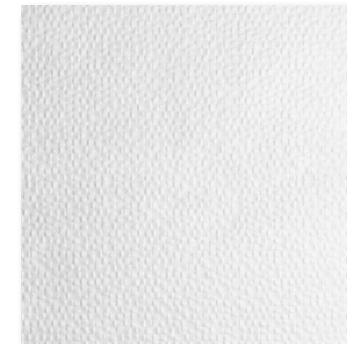
MARCO - CLAY, MARC1A.



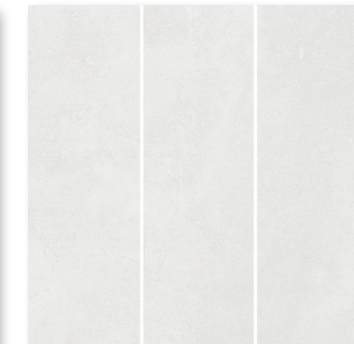
MARCO - PUTTY, MARC2A.



MARCO - CEMENT, MARC3A.



MARCO DECOR - ALL COLOURS.

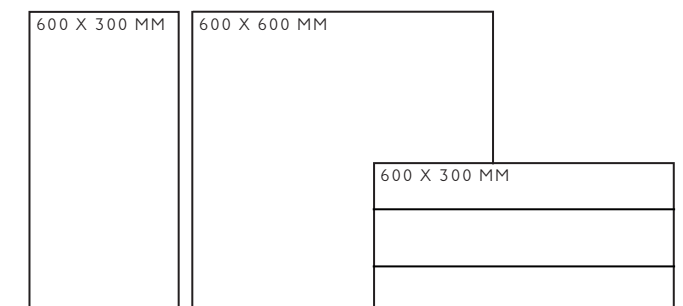


MARCO SCORED - ALL COLOURS.



ARLO - FLINT, AARL2A & AARL2E.

Size guide...



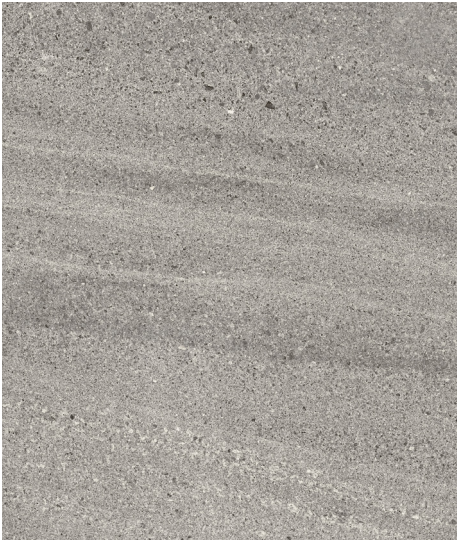
Download the full range information [Here!](#)



# HAVEN

Range

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.



| NATURAL | TRANQUIL | ORGANIC |

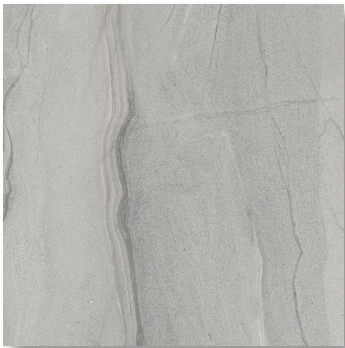
Haven features a sandbar structure finish inspired by natural sand ridges found on the beach, adding depth and interest across 3 neutral colour options of Sand, Pebble, and Slate. Haven also offers a contemporary scored tile providing a mixed format feature.



HAVEN - SAND, HAVE1A.



HAVEN - PEBBLE, HAVE2A.



HAVEN - PEBBLE, HAVE3A.



HAVEN SANDBAR - ALL COLOURS.

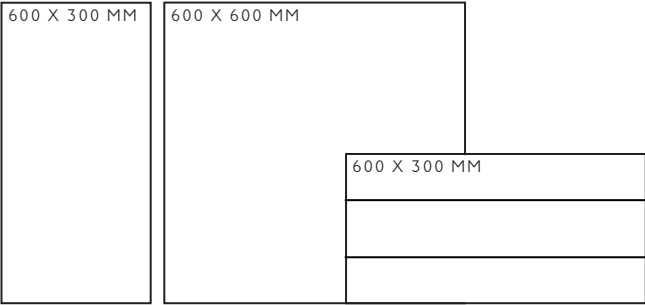


HAVEN SCORED - ALL COLOURS.



HAVEN - PEBBLE, HAVE2A & HAVE2D.

Size guide...



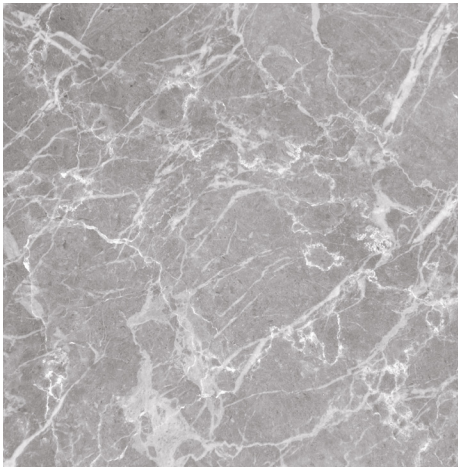
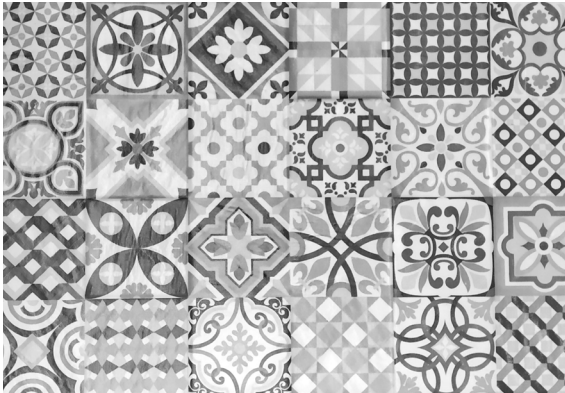
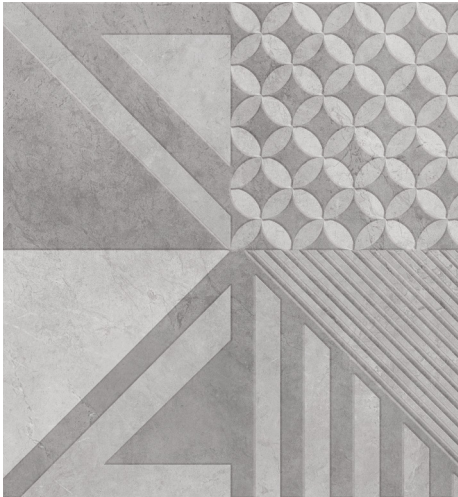
Download the full range information [Here!](#)



# DARLINGTON

## Range

Taking inspiration from classic marbles with a contemporary twist, Darlington captures classic vein detail, which is very on-trend for today’s tile market.



| PATTERN | CONTEMPORARY | MARBLE |

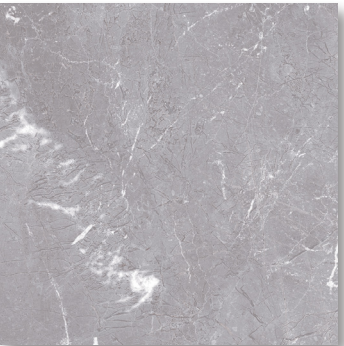
With an on-trend colour palette ranging from light Pearl to deeper Pewter, Darlington adds character and interest with each colour also offering a twice scored decorative option. Try introducing the patchwork décor designs for an eclectic aesthetic with modern vibes.



DARLINGTON - PEARL, DARL1A.



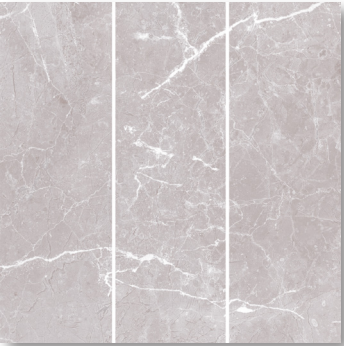
DARLINGTON - STONE, DARL2A.



DARLINGTON - PEWTER, DARL3A.



DARLINGTON - DECOR, DARL1D.

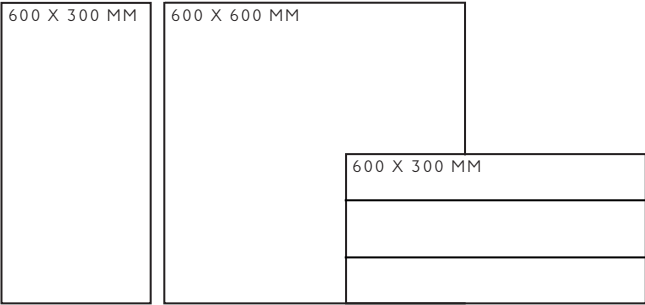


DARLINGTON - SCORED, ALL COLOURS.



DARLINGTON - PEWTER, DARL3A, DARL1D & DARL3E.

Size guide...

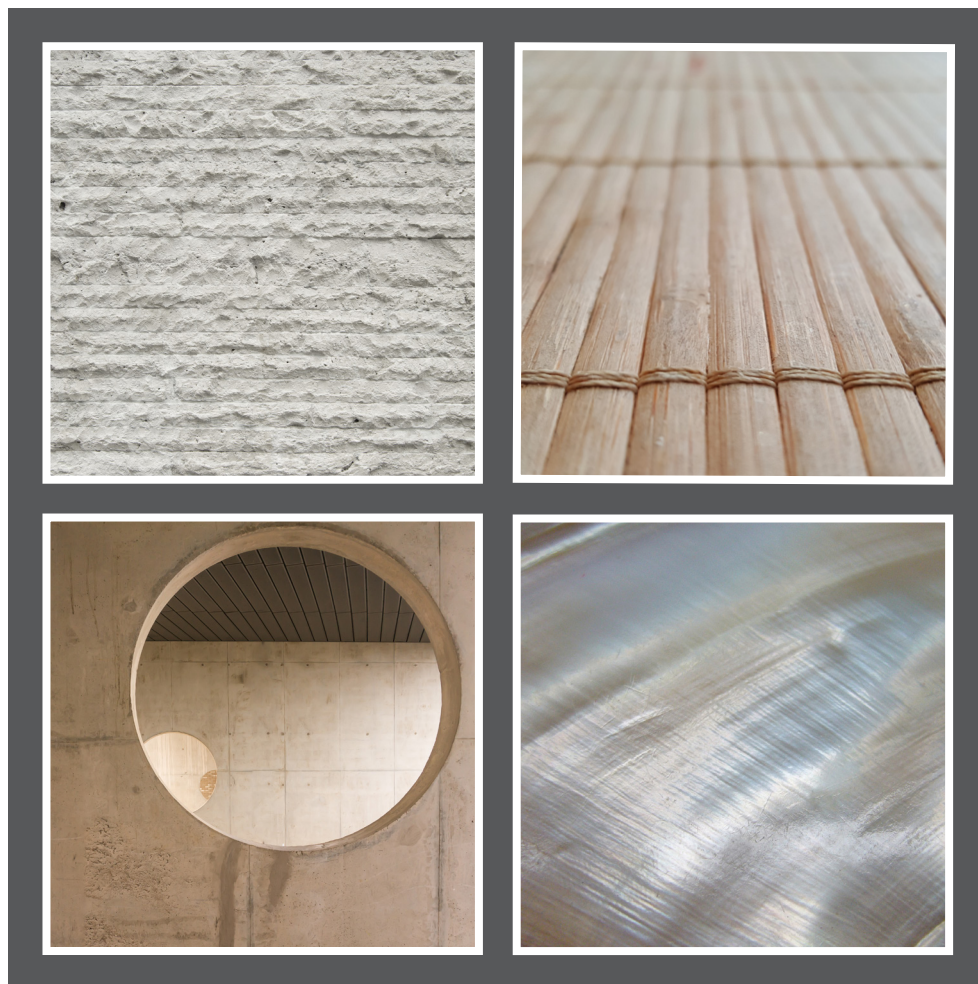


Download the full range information [Here!](#)



# TREND

## Surfaces



| CONNECTED | RESET | OPTIMISTIC |

This season's key trends are all about an optimistic, forward-looking approach to creating desirable spaces with atmosphere. There is a strong message with a "reset" after the pandemic: reconnecting to what is important, nature, nostalgia, and gaining a sense of belonging on a deeper level. At the centre of all this, sustainability awareness and need are growing at a fast pace. These key movements all filter through to our leading trends mentioned in issue 3, which over the past 8 months, have grown and become very established in the design world. In this issue we look closely at our ultimate leading trends, stripping back to the essential elements and focusing on the surfaces, how they translate through to tiles and how we are addressing this in our portfolio for each trend.

# TRE



**TREND**  
(noun)

'a general direction in which something is developing or changing.'

# ND

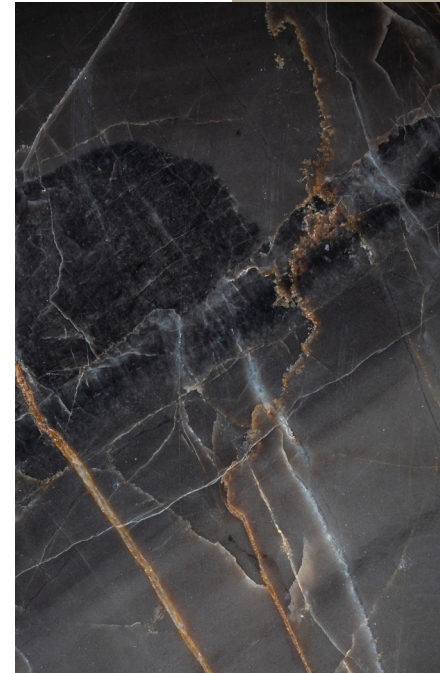
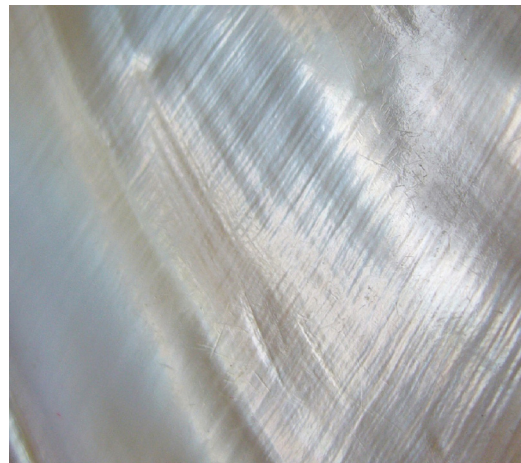


# ASTRAL

## Surface



IMAGE CREDIT: TEKURA



| SHIMMER | OPULENCE | LUXURY |

The Astral trend emerged in issue 3 and over this past year, it's clear to see this seductive and opulent trend is rapidly growing and becoming more established. Opting for surfaces with depth and opulence like bold marbles and shimmer effects, fits this theme perfectly, along with luxurious surfaces and a rich colour palette.

| MARBLE | STRIKING | BOLD |

Marbles create a distinctive and engaging aesthetic, full of character. Opting for more striking patterns and bold colours will create impact and design appeal. Our Luxx range is perfect for creating this vibe. Also keying into the growing terrazzo trend is our Roma range. Capturing bold fragmented elements will add a statement interest and personality to any space.



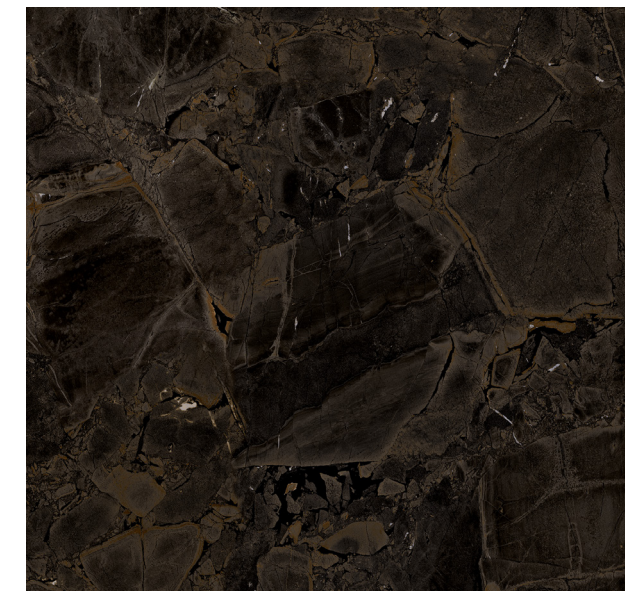
LUXX - GREIGE ONYX, LUX06P & CHEETAH DÉCOR, LUX01D.



VERSO - ROSE, VRS03N & PRISMATICS - BLACKBERRY, PRG113.



ROMA - HEXAGON DARK, RMA03N & SILVER GREY, RMA02N.



LUXX - CARBON QUARTZ, LUX08P.

**LUXURY**  
(noun)

'a state of great comfort or elegance, especially when involving great expense.'

See more on our Pinterest board [Here!](#)



# SERENITY

## Surface

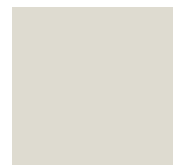
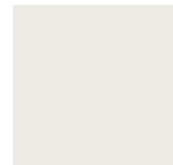


IMAGE CREDIT: TEKURA

| MINIMALISM | JAPANDI | TRANQUIL |

Serenity is one of the leading trends across commercial settings and interiors. Having many influences at its roots, including minimalism, Serenity takes direction from Japanese and scandi interiors, with “Japandi” being the buzzword right now. Create spaces with a minimal and refined approach, using natural elements where sustainability, tactile and hand-crafted surfaces play a huge part. These combined create the perfect contrast, focusing on clean lines, bright spaces, and muted colours that in return echo a tranquil setting.

| SIMPLISTIC | HAND-CRAFTED | TACTILE |

Creating a “Japandi” and minimalistic setting could not be easier. Produce clean lines and tactile interest with our Contour range, which echoes Japanese influences with vertical panelling and straight lines. Our Portland range, through its neutral colour palette, will instantly create a calming and simplistic space, adaptable to any setting. Lastly add surface interest with our new Melrose range, perfect for capturing natural beauty and hand-crafted qualities.



PORTLAND - FLINT, POR02N.



CONTOUR - GREY, CNT04A.



MELROSE - BONE, MELR1A & PEWTER, MELR4A.



MELROSE - MOSS, MELR3A.



PORTLAND - STONE, POR01N & POR01D.

### MINIMALISM

(noun)

'deliberate lack of decoration or adornment in style or design.'

See more on our Pinterest board [Here!](#)



# BIOPHILIC

## Surface



### | CONNECTED | NATURE | WELL-BEING |

The desire to have a connection to the outside world and natural elements across commercial and residential interiors is at its strongest since coming out of the pandemic. Connecting with nature on a deeper level is a natural instinct we all crave. Bringing natural materials, colours and textures with tactile qualities indoors, instantly create a calming space to boost positivity and well-being. This is important with living in a modern, digital, and fast-paced world.

### | TACTILE | GREEN | ORGANIC |

Incorporating natural materials like woods or terracotta textures are obvious choices to create a connection to the outside; Galloway and Tuscan are ideal ranges to capture this. Opting for shades of green is a perfect way of injecting nature-inspired elements into a space. Our new 1901 range features Richards Green, which is the perfect shade to express this. Or create a tactile statement using the structured décors from our Contour range. This will add depth and interest, with the stone colour way adding calming qualities.



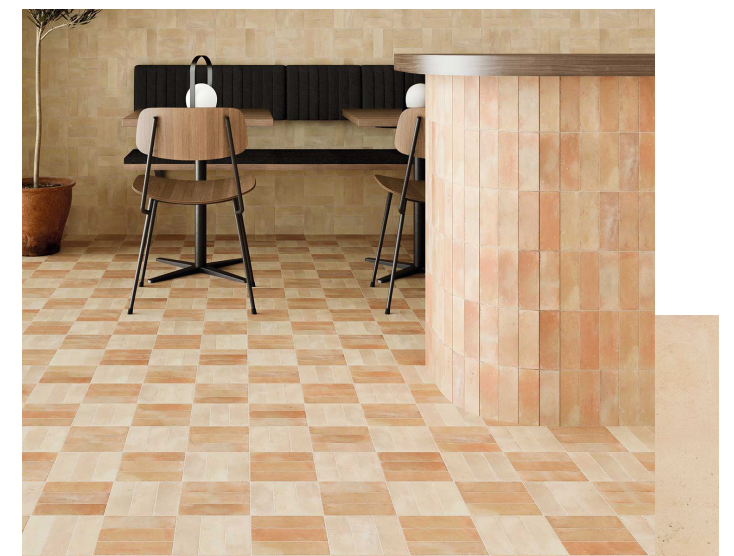
CONTOUR - WHITE STONE, CNT10T, CNT10D & CNT10A.



GALLOWAY - WALNUT, GLW03N & GLW03B.



1901 - RICHARDS GREEN, NIN06A.



TUSCANY - BISCUIT, TUS01M & TAN, TUS02M.

### BIOPHILIC (adjective)

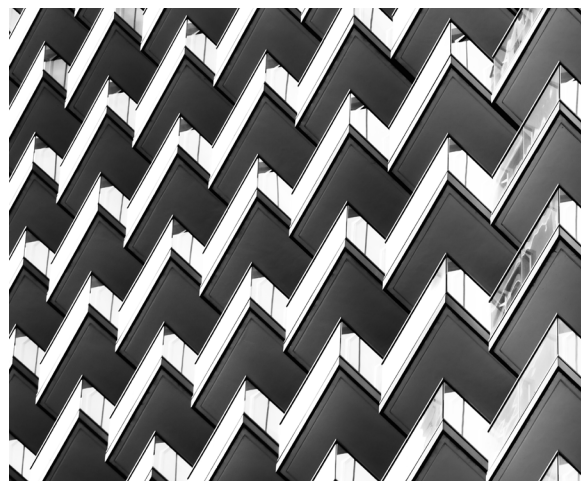
'relating to, showing, or being the human tendency to interact or be closely associated with other forms of life in nature.'

See more on our Pinterest board [Here!](#)



# SHAPE

Surface



## | VISUAL | ROUND | GEOMETRIC |

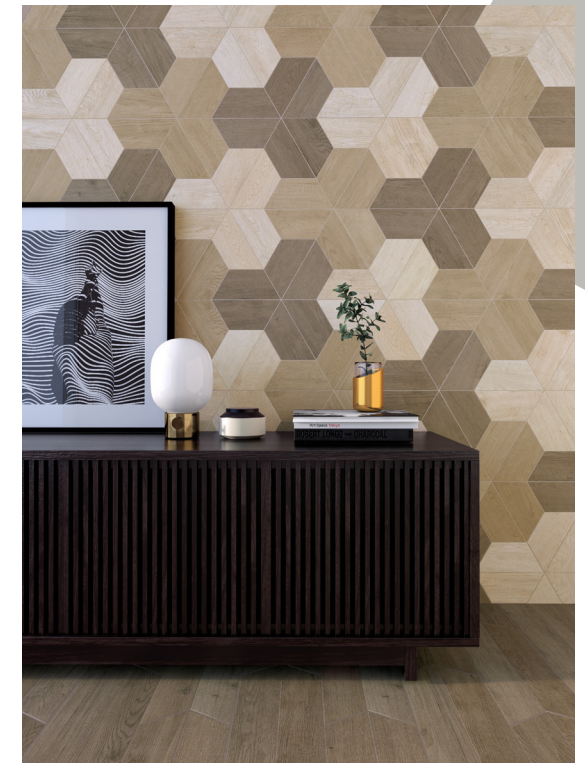
Whether it's a chevron statement on the wall or flowing on the floor, this is a key shape for interiors, bringing visual interest and depth to a space. Rounded shapes continue to be prominent, reflecting elegant soft lines. Hexagons also remain at the forefront for a playful approach with plenty of design appeal.

## | CHEVRON | HEXAGON | TACTILE |

Combining different surfaces evokes visual interest and contrast, achieved with our new chevron range Duplet, reflecting a stylish statement. For a design-led approach, our new Geo range will create a focal point with soft ambience through the subtle cement texture, showcasing gloss and matt together for a tactile finish. Our Labyrinth and Galloway ranges will fit the hexagon and chevron trend, while tying perfectly with a nature-inspired theme.



GEO - ASH, GEO1A & TAN, GEO2A.



LABYRINTH - LIGHT WOOD, LAB02T & MID WOOD, LAB03T & DARK WOOD, LAB04T & DARK WOOD, LAB4CA, LAB4CB.



GALLOWAY - WALNUT, GLW03V.

### SHAPE (noun)

'the external form, contours, or outline of someone or something.'



DUPLET - OYSTER, DUP3ML, DUP3MR & MOONSTONE, DUP4ML, DUP4MR, DUP4GL & DUP4GR.

See more on our Pinterest board [Here!](#)



# DULUX Colour

| BRIGHT | NATURE | AIRY |

Every year, Dulux colour experts translate global design trends into the new Colour of the Year. The shade for 2022 is Bright Skies™. It's an airy and fresh tone that opens up and breathes new life into any space. Taking inspiration from nature itself, Bright Skies™ is the forgotten neutral. The perfect backdrop to any scheme, adapting to any setting.

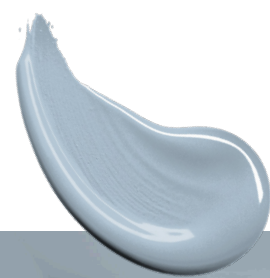


IMAGE CREDIT: DULUX



IMAGE CREDIT: DULUX



IMAGE CREDIT: DULUX

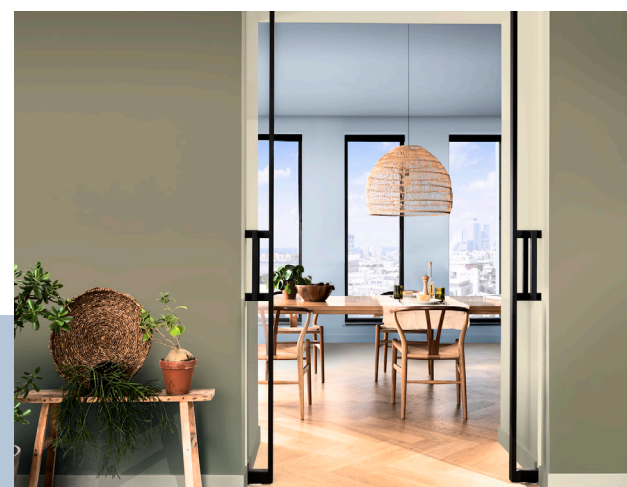


IMAGE CREDIT: DULUX

**BRIGHT SKIES**  
(adjective)

'the forgotten neutral we see every day.'



DULUX  
14BB 55/113



PANTONE  
537C



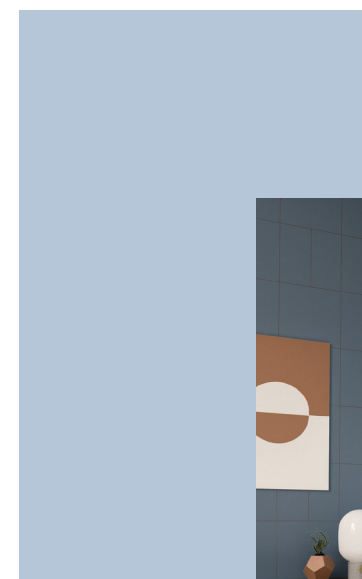
RGB  
R181 G198  
B216



CMYK  
C16 M8 Y0  
K15



HEX  
#B5C6D8



SAVOY FLOOR - CONCRETE, SAVF1.



MILANO - SKY, MIL02N & COTTO, MIL03N.



CLASSICS - CARRARA, CICS1A.



CONTOUR - SKY DECOR, CNT06D.



SYMMETRY - CLOUD, SYM09A.



VERSO - SAGE, VERS05N.

| CALM | TRANQUIL | FRESH |

Using classic shades from our portfolio that echo Bright Skies™, like our Contour range, will help create the refreshing, calm ambience and added design appeal with the décor. Opting for complementary products like Classics Carrara tie in perfectly with Bright Skies™, adding contrast and depth, while remaining fresh, calming, and tranquil.

See more on our Pinterest board [Here!](#)



# GREEN Colour

| WARMTH | CALM | NATURE |

With all things nature inspired, it's no surprise that green is taking over social media platforms. With its strong connections to the outside and calming qualities, it's the perfect backdrop to engage the senses, bringing warmth to a space.

**GREEN**  
(adjective)

'of the colour between blue and yellow in the spectrum; coloured like grass or emeralds.'



TUSCANY - OLIVE, TUS08G.



PRISMATICS - OLIVE, PRG117 & VERSO - SAGE, VRS05N.



PRISMATICS - VICTORIAN GREEN, PRV5 & OLD LACE, PRS93  
& VERSO - BEIGE, VRS02N & GREEN, VRS12N.



1901 - RICHARDS GREEN, NIN06A & KERASTAR - CHALK, KER501,  
SHADOW, KER507.

| OLIVE | TRANQUIL | SAGE |

Create stunning, captivating spaces using various greens and finishes, from olive to light sage, resulting in powerful, yet tranquil settings. Opting for our Verso range, the green will add a contemporary touch through the sleek matt finish and elongated format. Or create a rustic ambience using our 1901 range; Richards Green is full of character and opulence.

See more on our Pinterest board [Here!](#)

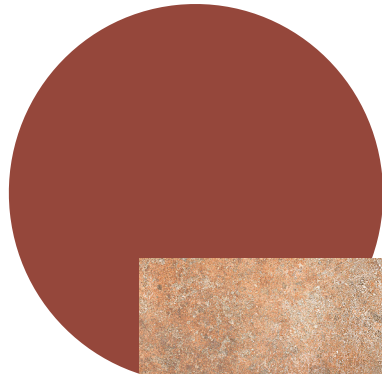


# EARTHY

*tones*

| HARMONIOUS | BALANCED | WARM |

Earthy tones have captured the attention of the interiors world. Reflecting positive and relaxing characteristics, these shades will be key colour trends. Dominated by warm tones of beige, browns, terracotta, and greys, all are in harmony together, combining perfectly to create a calming and balance ambience.



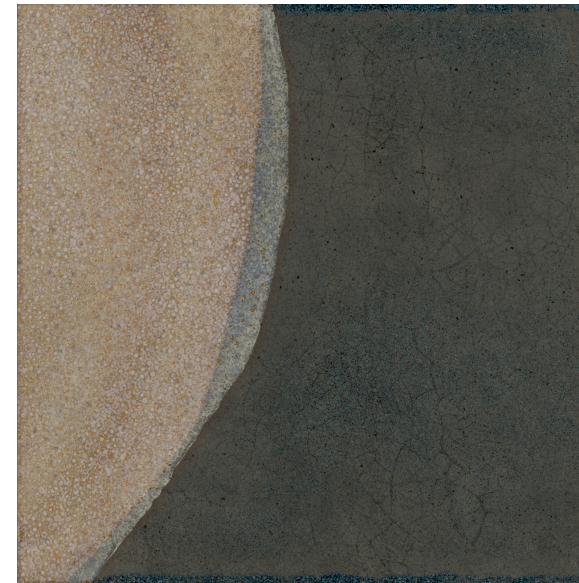
## EARTHY

(adjective)

'of, relating to, or consisting of earth.'



TUSCANY - BISCUIT, TUS01M & TAN, TUS02M.



KYOTO - GRAPHITE, KYT3MD.



TUSCANY - CORAL, TUS06G & BISCUIT TUS01M.



MILANO - COTTO, MIL03N & BASALT, MIL06N.

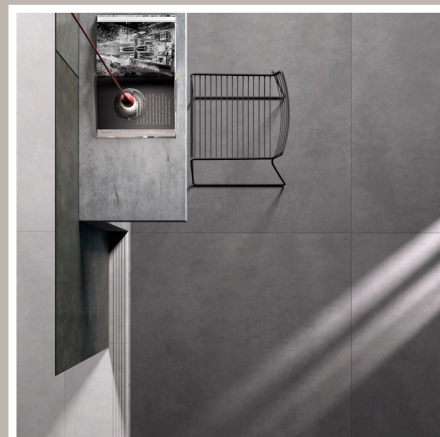
| EARTHY | TERRACOTTA | RUSTIC |

With our diverse portfolio, create traditional settings with plenty of rustic appeal. Our new Tuscany range would be perfect to capture this ambience. For a more modern, streamlined appearance, our new Milano range, with its solid colour appearance, instantly brings a contemporary vibe to any space, while still capturing strong earthy hues.

See more on our Pinterest board [Here!](#)



# NEW Products



## | SURFACE | PATTERN | TEXTURE |

We are continuously developing and growing our portfolio to offer an extensive and diverse collection that reflects leading trends to create beautiful spaces for any environment or design project. Here are some of our latest products, including our new manufactured ranges Melrose, Duplet and Geo.

(TOP LEFT TO RIGHT) 1. SLOAN - SMOKE, SLN06N 2. LUX - ZEBRA DECOR LUX02D 3. LUX - TURTLE DECOR LUX03D 4. LABYRINTH - LIGHT WOOD, LAB2CA, LAB2CB & MID WOOD LAB3CA, LAB3CB & DARK WOOD, LAB4CA, LAB4CB.

# PROD



## TREND (noun)

'a general direction in which something is developing or changing.'

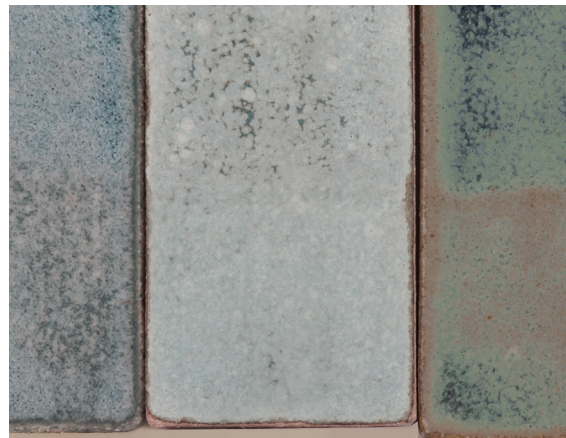
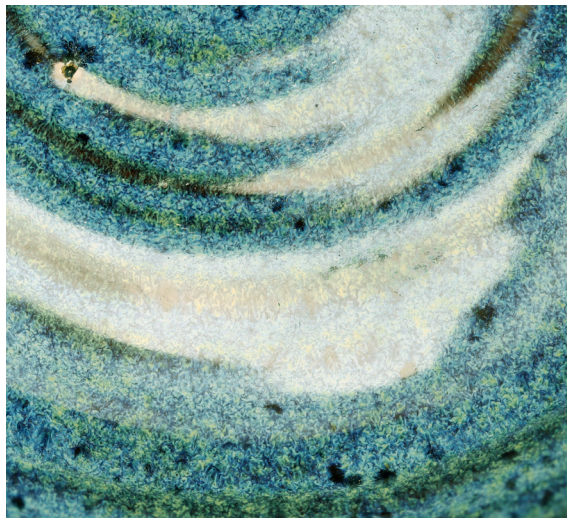
# UCTS



# MELROSE

## Range

Melrose explores a hand-crafted appearance with a structured surface, combined with a glossy glaze, reflecting a rustic aesthetic with a modern twist of a contemporary on-trend colour palette. This range is perfect for capturing elements from the Serenity trend.



### RUSTIC (adjective)

'having a simplicity and charm that is considered typical of the countryside.'



MELROSE - BONE, MELR1A.



MELROSE - STONE, MELR2A.



MELROSE - MOSS, MELR3A.

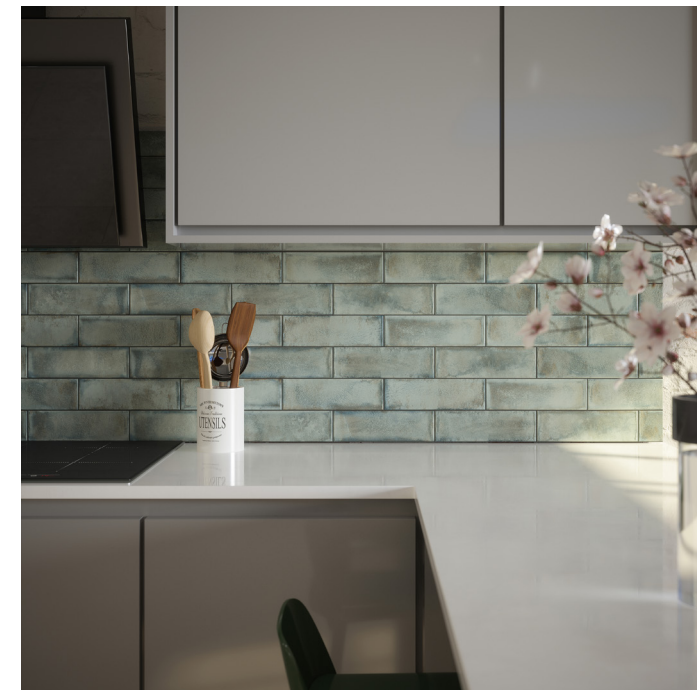


MELROSE - PEWTE4R, MELR4A.



MELROSE - SLATE, MELR5A.

New Size



MELROSE - MOSS, MELR3A.



MELROSE - BONE, MELR1A & PEWTER, MELR4A & ATRIUM - CLAY, ATRM1N.

| RUSTIC | GLOSSY | HAND-CRAFTED |

Melrose features a brand new size of 245 x 75mm, keying into the small format trend. Manufactured in the UK, with natural variation in colour and texture suitable for any interior space, Melrose offers 5 neutral tones of Bone, Pewter, Slate, Moss, and Stone.





44 TILE TRACE

MELROSE - MOSS, MELR3A & GALLOWAY - BIRCH BASKET WEAVE, GLW01B.

Made in the UK...

Melrose is a versatile range, adapting to any space. With the rustic characteristics suiting a traditional setting, Melrose will also suit a modern space, with the contemporary colours adding depth and personality to any environment.



MELROSE - MOSS, MELR3A.



MELROSE - BONE, MELR1A & SLATE, MELR5A.

Size guide...

245 X 75MM
------------

Download the full range information [Here!](#)



# PORTLAND

## Range

Inspired by the Biophilic trend, Portland explores natural stone texture and organic movement through neutral, warm tones echoing a calming and tranquil ambience. Adding subtle geometric décors brings depth and design interest .



PORTLAND - STONE, POR01N.



PORTLAND - FLINT, POR02N.



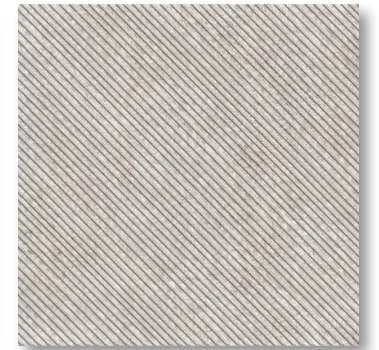
PORTLAND - SLATE, POR03N.



PORTLAND - BASALT, POR04N.



PORTLAND - DOTS (ALL COLOURS).



PORTLAND - LINEAR (ALL COLOURS).

**TACTILE**  
(adjective)  
'of or connected with the sense of touch.'



PORTLAND - BASALT DOTS DECOR, POR04D.

| STONE | TACTILE | NATURAL |

Portland features a smoky colour palette composed of tones of Flint, Stone, Slate, and Basalt. Portland effortlessly delivers on style, showcasing a weathered stone effect available in large format sizes ranging from 600x300mm up to 1200x600mm.





PORTLAND - FLINT, POR02N & SLATE, POR03N.

Portland has co-ordinating raised linear and inverted dot structure options, leaving a tactile finish and a PTV 36+ slip resistance rating. With a Grip+ finish also available in certain colours, Portland is synonymous with performance and presence.

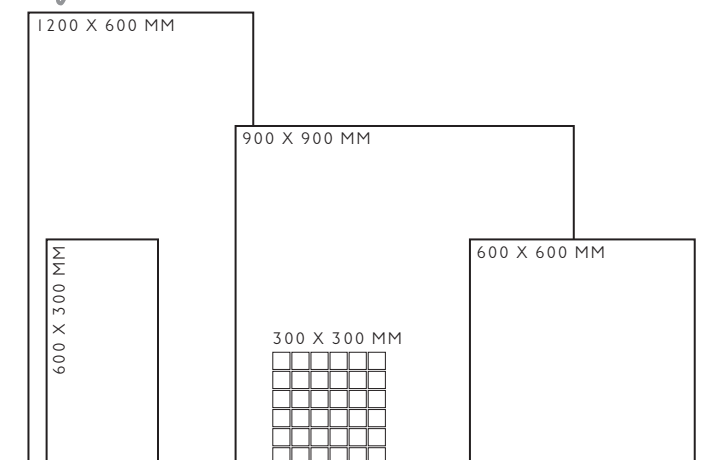


PORTLAND - STONE, POR01N & STONE LINEAR DECOR, POR01D.



PORTLAND - STONE, POR01N.

Size guide...



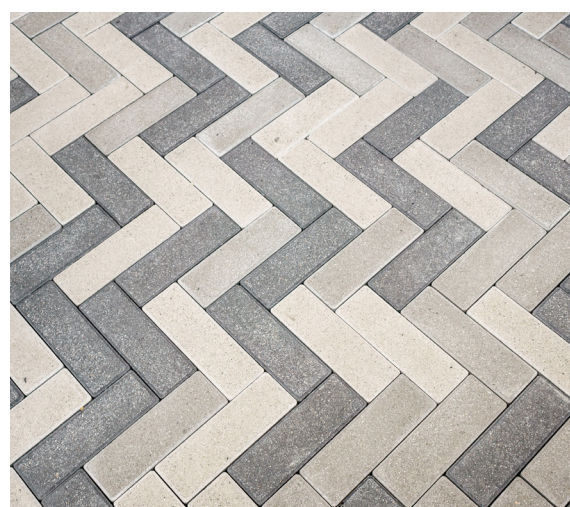
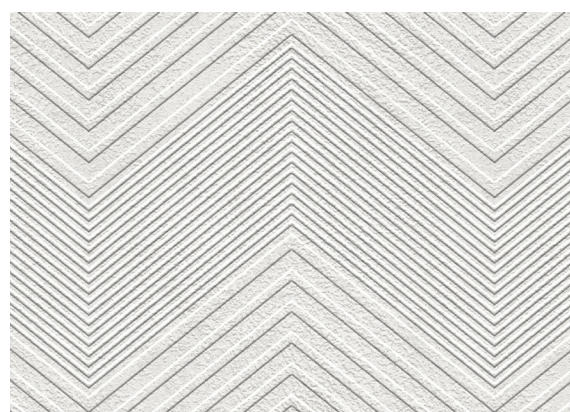
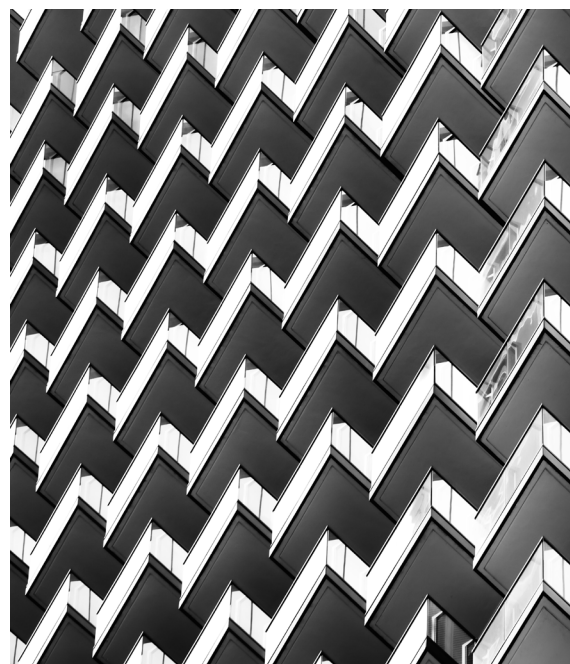
Download the full range information [Here!](#)



# DUPLET

## Range

Duplet is influenced by the Geometrics and Shape trends, focusing on the chevron format to create symmetry and balance within a space, reflecting on-trend colours for today's market.



New Size



DUPLET - IVORY, DUP2ML.



DUPLET - IVORY, DUP2MR.



DUPLET - OYSTER, DUP3ML & DUP3MR & MOONSTONE, DUP4ML, DUP4MR, DUP4GL & DUP4GR.

**STYLE**  
(noun)

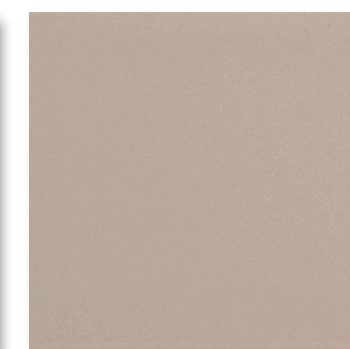
'a distinctive appearance, typically determined by the principles according to which something is designed.'



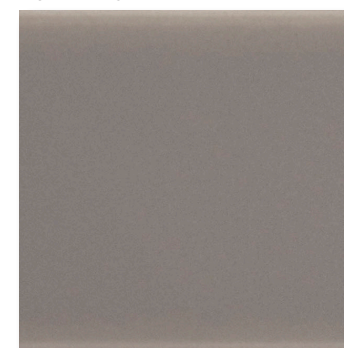
DUPLET - CHALK.



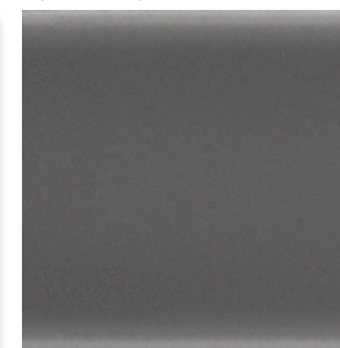
DUPLET - IVORY.



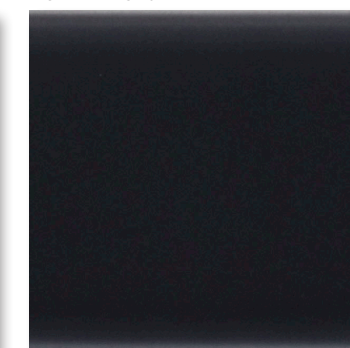
DUPLET - OYSTER.



DUPLET - MOONSTONE.



DUPLET - SLATE.



DUPLET - GRAPHITE.

| CHEVRON | MODERN | STYLE |

Showcasing an architectural colour palette designed to co-ordinate with our Modern collection, Duplet features 6 neutral tones ranging from Chalk to Graphite. The chevron format provides a stylish wall feature, with Matt and Gloss finishes available in every colour. Add a subtle hint of sophistication and playfulness through the exploration of layout patterning to provide a contemporary dynamic.





52 TILE TRACE

DUPLET - CHALK, OYSTER, SLATE & GRAPHITE, IN MATT AND GLOSS.



DUPLET - IVORY, DUP2ML DUP2MR, DUP2GL & DUP2GR.

Made in the UK...

Create contrast and depth by mixing gloss and matt together for a tactile finish, bringing style and personality to a space.

Size guide...



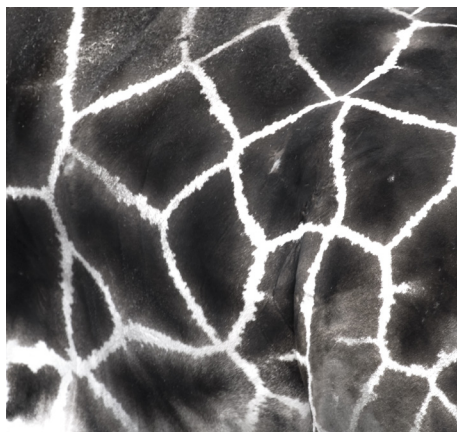
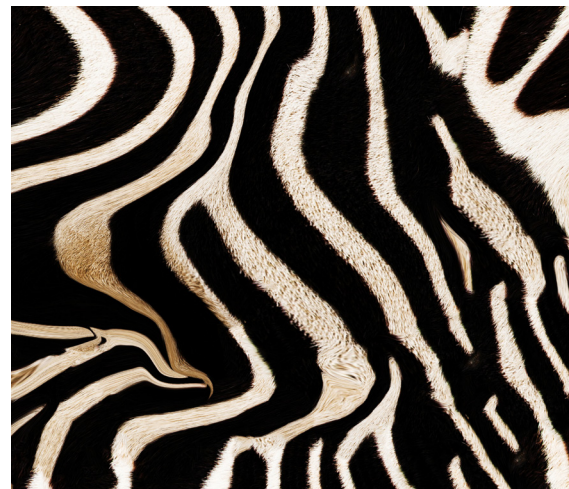
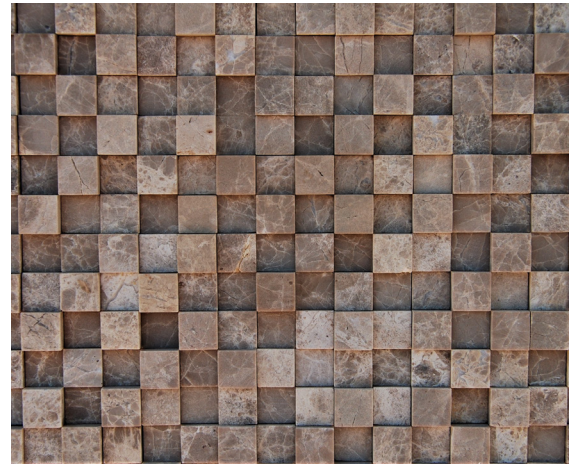
DUPLET - OYSTER, DUP3ML, DUP3MR & MOONSTONE, DUP4GL & DUP4GR, DUP4ML & DUP4MR.

Download the full range information [Here!](#)



# LUXX Range

Our Luxx range draws inspiration from striking marbles patterns, to on-trend animal textures, bringing a sense of glam and style, echoing the Astral trend.

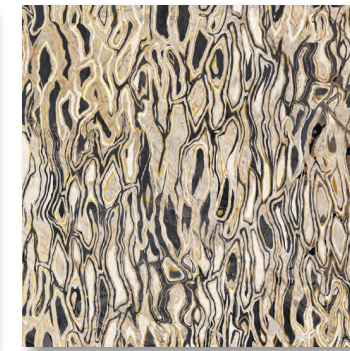


## GLAMOUR (noun)

'an attractive or exciting quality that makes certain things seem appealing.'



LUXX - SNAKE DECOR, LUX04D.



LUXX - CHEETA DECOR, LUX01D.



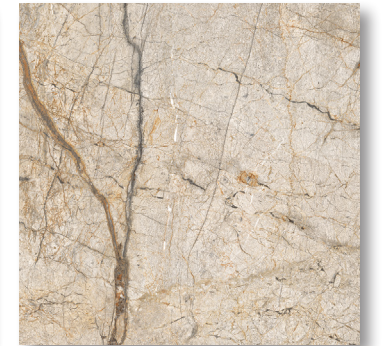
LUXX - TURTLE DECOR, LUX03D.



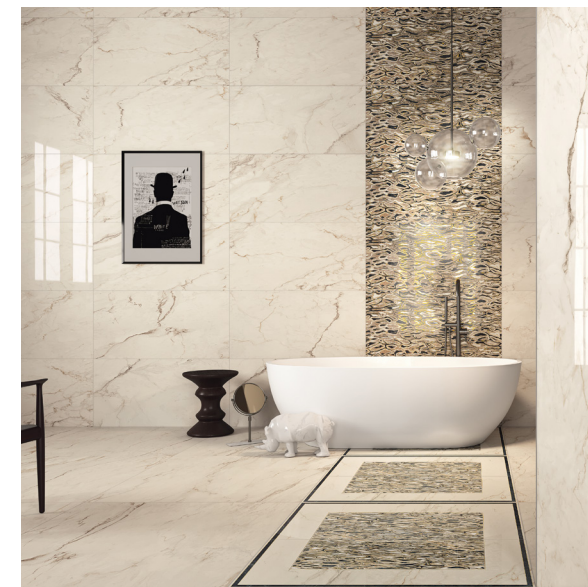
LUXX - IVORY CALACATTA , LUX01N/P.



LUXX - ZEBRA DÉCOR, LUX02D.



LUXX - GRANITE GREIGE, LUX05N/P.



LUXX - CREMA MARBLE, LUX04N/P & CHEETAH DÉCOR, LUX01D.



LUXX - CARRARA BIANCO, LUX03P/N & TURTLE DECOR, LUX03D.

| GLAM | LUXURY | ORGANIC |

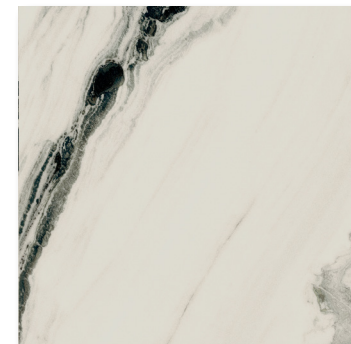
Luxx offers a variety of different prints available to suit any design scheme. With options ranging from Pinto Marble and Carbon Quartz to the 4 featured animal prints of Turtle, Snake, Cheetah, and Zebra. These all have a distinctive and bold appearance.





LUXX - BIANCO CARRARA, LUX03P.

Luxx is a stunning range, ideal for adding character and variation. With 8 co-ordinating mosaic options and 2 animal print inlays also available, experiment with lay patterns for a striking visual impact.



LUXX - PINTO MARBLE, LUX02N/P.



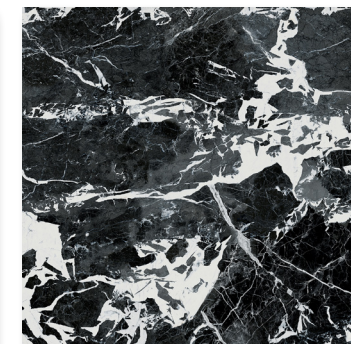
LUXX - CARRARA BIANCO, LUX03N/P.



LUXX - CREAM MARBLE, LUX04N/P.



LUXX - GREIGE ONYX, LUX06N/P.



LUXX - NERO MARBLE, LUX07N/P.



LUXX - CARBON QUARTZ, LUX08N/P.

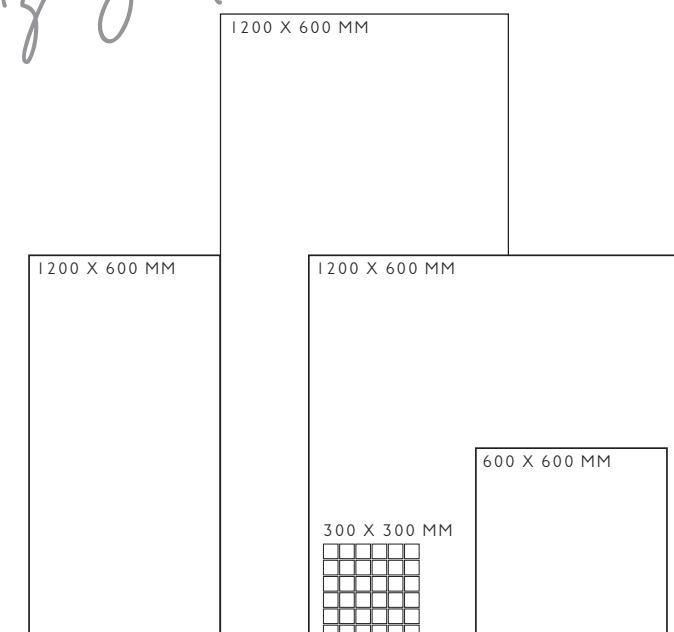


LUXX - IVORY CALACATTA, LUX01P.



LUXX - CARBON QUARTZ, LUX08N/P.

Size guide...



Download the full range information [Here!](#)



# GEO

## Range

Drawing inspiration from the key Geometrics trend, and rounded softer shapes, Geo explores simple shapes through on-trend cement textures and timeless neutral shades.

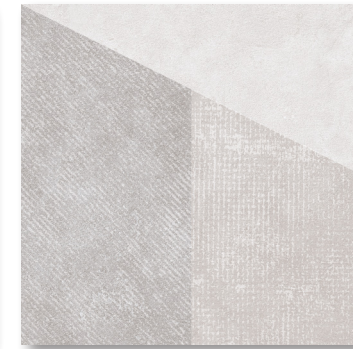


### GEOMETRIC (adjective)

'characterised by or decorated with regular lines and shapes.'



GEO - TAN, GEO2A.



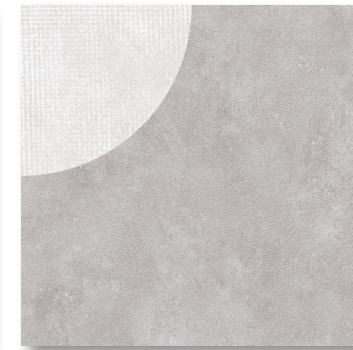
GEO - TAN, GEO2A.



GEO - TAN, GEO2A.



GEO - TAN, GEO2A.



GEO - TAN, GEO2A.



GEO - TAN, GEO2A.

Made in the UK...



GEO - ASH, GEO1A & TAN, GEO2A.



GEO - TAN, GEO2A.

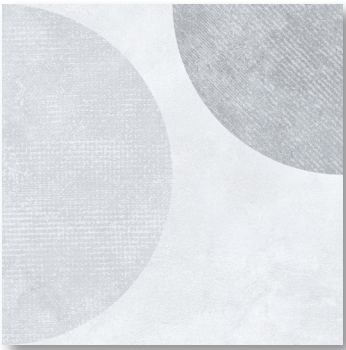
| SHAPE | ABSTRACT | TACTILE |

Geo is available in 2 classic natural colours of Ash and Tan. The subtle texture and added gloss print elevate the collection to provide surface detail and versatility. Combine and connect the various shapes to create limitless configurations ideal for a statement wall.

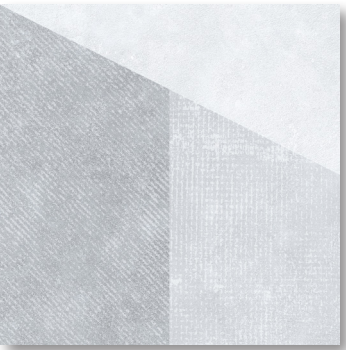




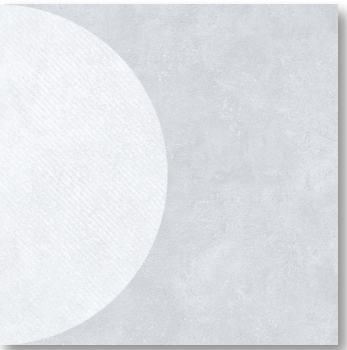
GEO - TAN, GEO2A.



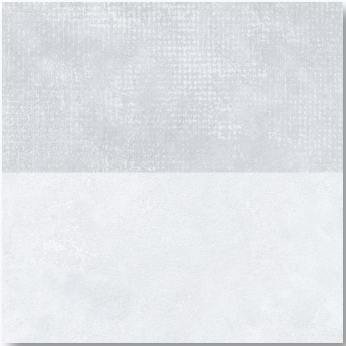
GEO - ASH, GEO1A.



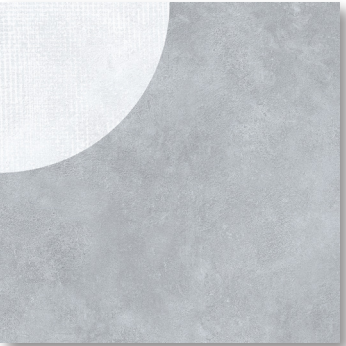
GEO - ASH, GEO1A.



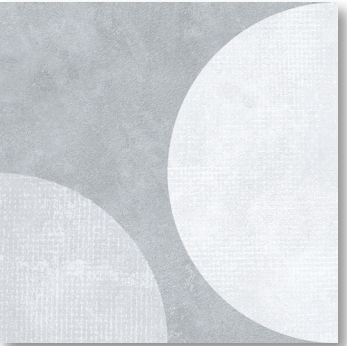
GEO - ASH, GEO1A.



GEO - ASH, GEO1A.



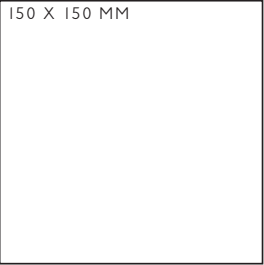
GEO - ASH, GEO1A.



GEO - ASH, GEO1A.

**SHAPE**  
(noun)  
'the external form, contours, or outline of something.'

*Size guide...*



GEO - TAN, GEO2A.

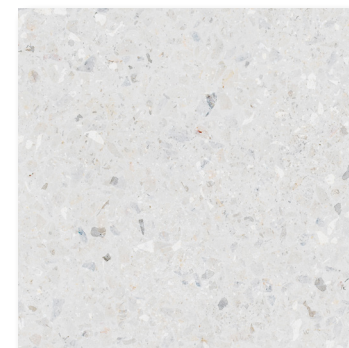
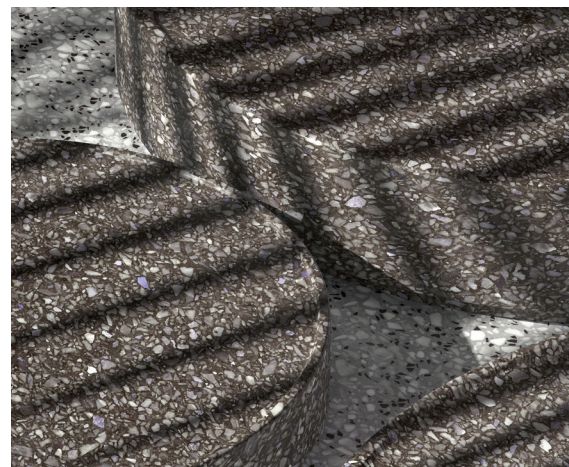
Download the full range information [Here!](#)



# BELLAGIO

## Range

Taking inspiration from traditional Venetian terrazzo, Bellagio showcases a modern twist and a refined approach, with a shimmering effect to emulate terrazzo fragments, adding a touch of luxury, linking to the Astral trend.



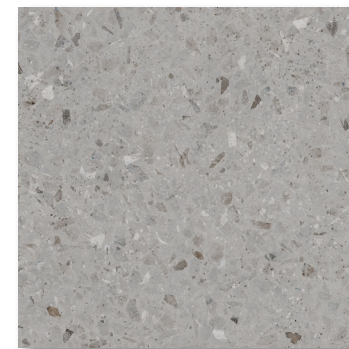
BELLAGIO - OFF WHITE, BLG01N.



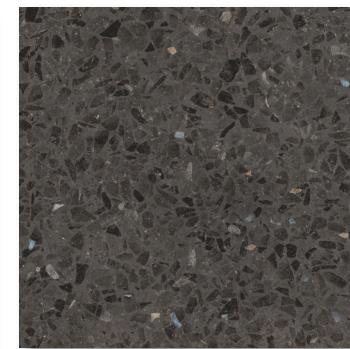
BELLAGIO - BEIGE, BLG02N.



BELLAGIO - TAUPE, BLG04N.



BELLAGIO - GREY, BLG03N.



BELLAGIO - GRAPHITE, BLG05N.



BELLAGIO - GRAPHITE MULTI, BLG5MN.



BELLAGIO - BEIGE, BLG02N & GREY BIT DECOR BLG3BD.

| GLAM | LUXURY | ORGANIC |

Bellagio offers 5 neutral colours of Off White, Beige, Grey, Taupe and Graphite. Opt for an injection of bold colour with multicolour drops options in Off White, Grey, and Graphite. Or tap into the ever-popular Geometrics trend with Bit Décor and Rhombus Décor to add distinctive patterning.



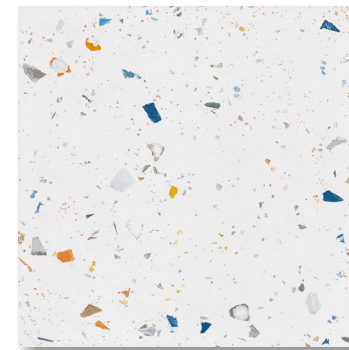


BELLAGIO - GRAPHITE RHOMBUS BLG5RD.

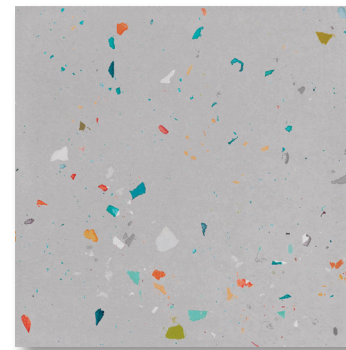
With all products available in the small-format size of 185x185mm, Bellagio is versatile and impactful.



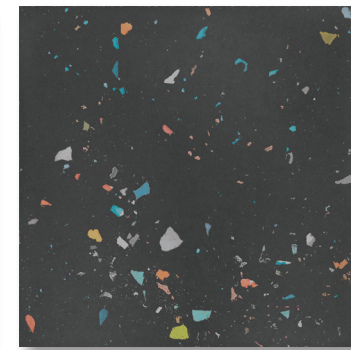
BELLAGIO - GRAPHITE RHOMBUS BLG5RD.



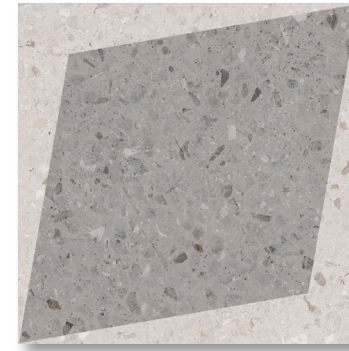
BELLAGIO - OFF WHITE MULTI, BLG1MN.



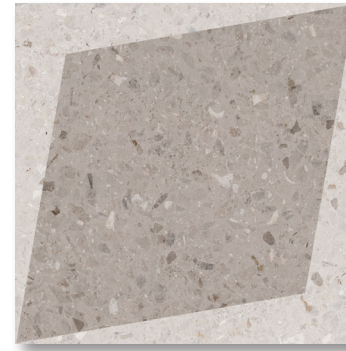
BELLAGIO - GREY MULTI, BLG3MN.



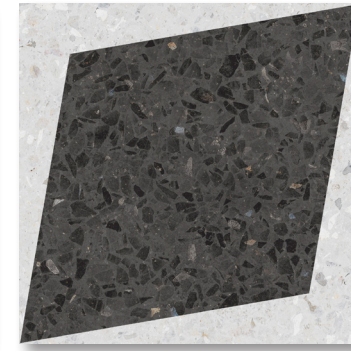
BELLAGIO - GRAPHITE MULTI, BLG5MN.



BELLAGIO - GREY RHOMBUS BLG3RD.



BELLAGIO - TAUPE RHOMBUS BLG4RD.



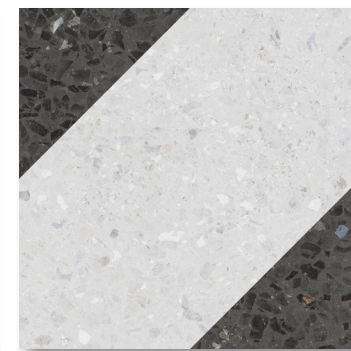
BELLAGIO - GRAPHITE RHOMBUS BLG5RD.



BELLAGIO - GREY BIT BLG3BD.



BELLAGIO - TAUPE BIT BLG4BD.

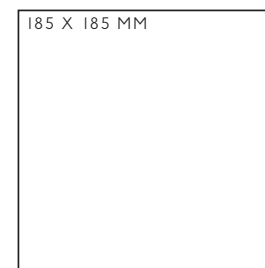


BELLAGIO - GRAPHITE BIT BLG5BD.

## TERRAZZO (noun)

'flooring material consisting of chips of marble or granite set in concrete and polished to give a smooth surface.'

Size guide...



BELLAGIO - OFF WHITE MULTI, BLG1MN.

Download the full range information [Here!](#)



# PROJECT *Cases*



| COMMERCIAL | RESIDENTIAL | HOSPITALITY |

With cutting edge design and innovative manufacturing, our product selection suits a variety of spaces, whether it's the commercial, hospitality, residential, or care sector. We understand every project is different, and that needs are individual to each space. Our portfolio delivers on aesthetic quality, with a wide selection of design styles and technical performance for a collection of outstanding projects.

(TOP LEFT TO RIGHT) 1. GALLOWAY - WALNUT, GLW03G & PORTLAND - SLATE, POR03G 2. SOUTH BANK - BLOSSOM, SBK08A & MODERN - SLATE, MDN05N & DISTRICT - ASH, DIS02N 3. SOUTH BANK - AZURE, SBK06A  
4. GALLOWAY - WALNUT, GLW03G & PORTLAND - SLATE, POR03G.

# PROJ



**DESIGN**  
(noun)

'do or plan (something) with a specific purpose in mind.'

# ECTS



# MOSS BROS

## Case Study

| COMMERCIAL | NATURAL | CONTEMPORARY |

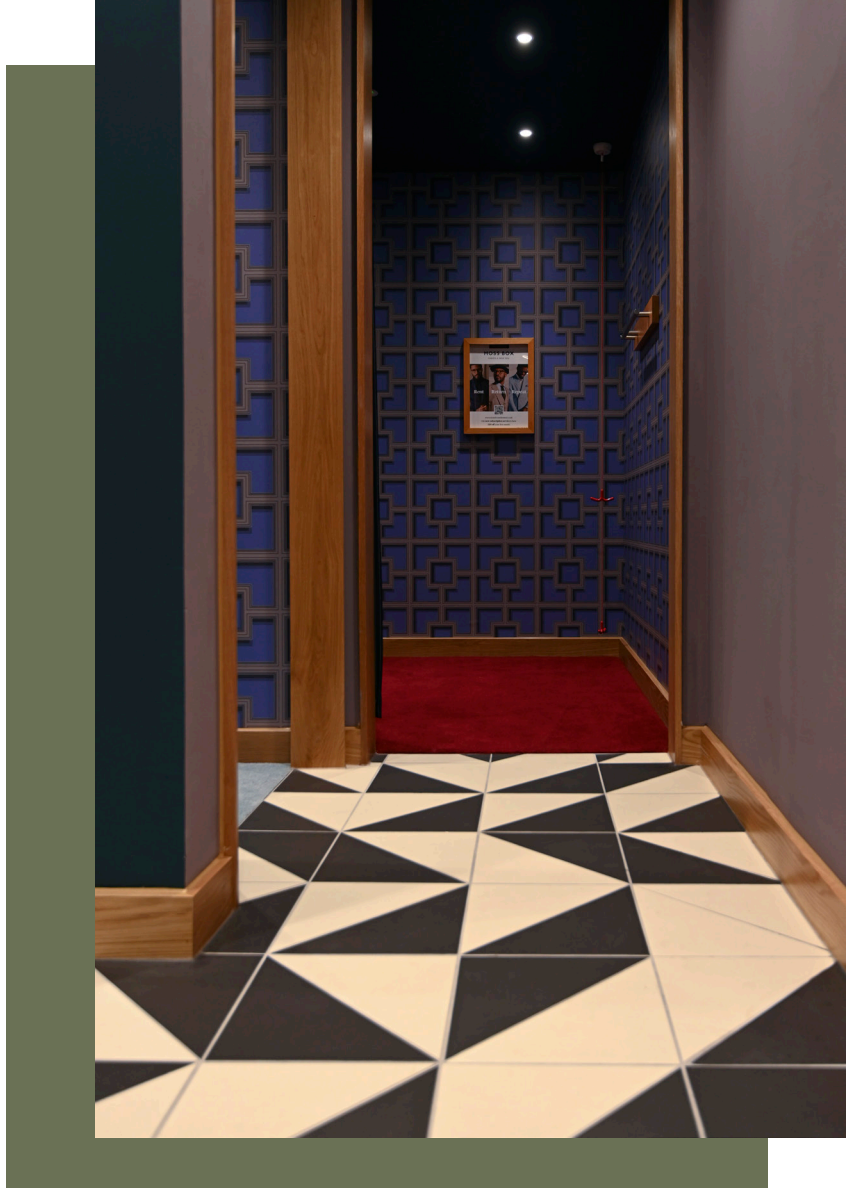
At a new Moss Bros store in Castleford, two of our newest ranges have been fixed to complete the contemporary look of the store. With wooden fixtures and fittings around the store, Galloway Walnut Grip picks up on this natural feel.



Fitted in a herringbone pattern, Galloway adds a sense of warmth and co-ordinates well with the dimmed lighting and darker tones of the store, creating the perfect ambience for the space.



The Kerastar range is also fitted in the changing rooms, with an alternating dynamic design to differentiate this section of the store and to add a touch of personality to the space.



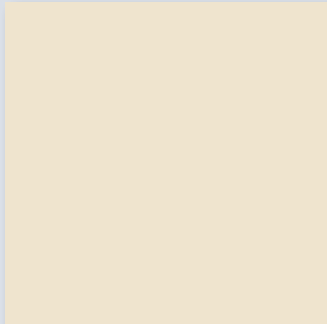
Portland Slate Grip was also combined in the design around the perimeter of the store, providing a zoned area to separate the base units in the centre of the store from the fixed wall units around the edges. This also creates contrast in materials, bringing a stylish element to the design.



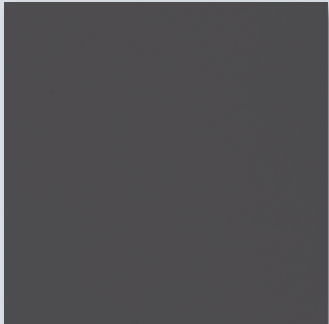
Products used...



GALLOWAY - WALNUT, GLW03G.



KERASTAR - CHALK, KER501.



KERASTAR - SHADOW, KER507.



# SOUTH BANK

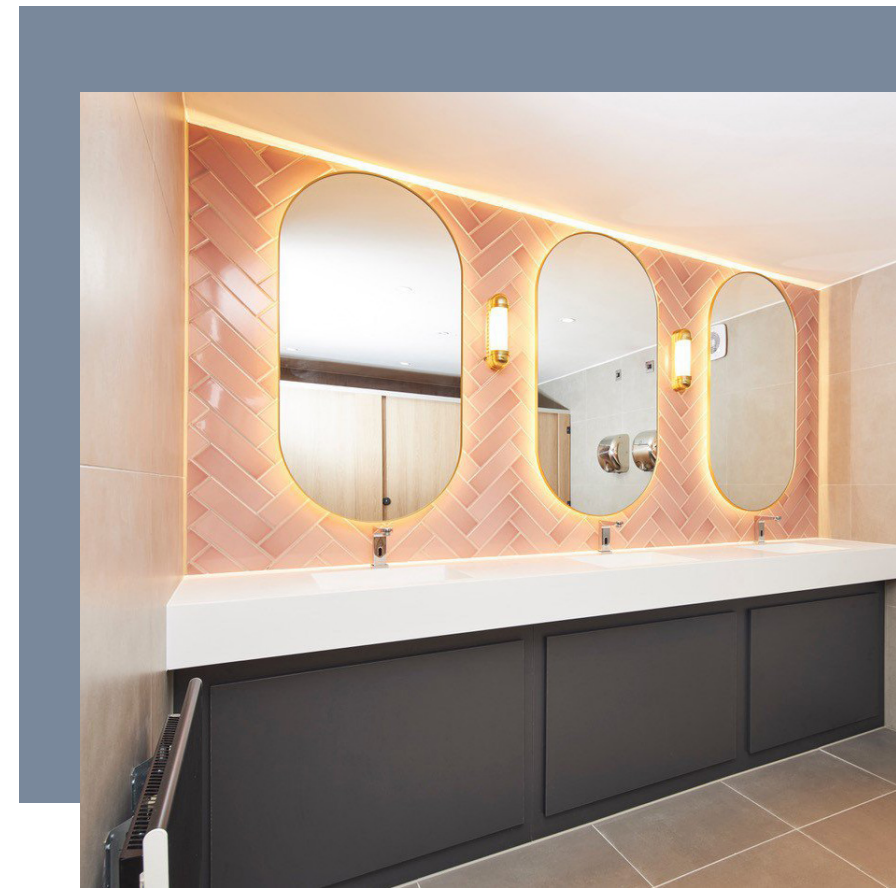
## Case Study

| HOSPITALITY | FRESH | MODERN |

The Church & Oswaldtwistle Cricket Club has recently been renovated and now features two colours from our UK-manufactured South Bank range. In the Ladies toilets, Blossom is brought to life with rounded mirrors with gold back lighting. The herringbone lay pattern shows off the subtle variation in shade that characterises this range.



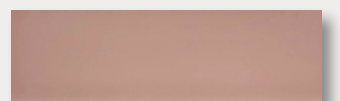
With Modern Slate Natural 600x600mm fixed on the floor, and District Ash Natural 600x600mm fixed on the wall, this bathroom is very inviting, with the South Bank the focal point of the room. The Gents toilets features South Bank in Azure, with a stack bond lay pattern reaching round to adjacent walls. Fixed behind a square mirror, and again paired with Modern & District, the effect of the Azure is more striking compared to the softer look of the Blossom.



Products used...



DISTRICT - ASH, DIS02N.



SOUTH BANK - BLOSSOM, SBK08A.



MODERN - SLATE, MON06N.



SOUTH BANK - AZURE, SBK06A.



# HIGH LANE

## Case Study



| RESIDENTIAL | REGAL | VICTORIAN |

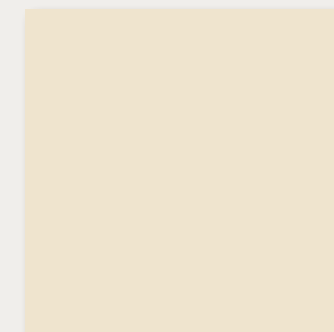
This striking residential installation makes a bold statement with our Prismatics, Devonshire, and Kerastar collections. Fixed by M F Tiling based in Stoke-on-Trent, this project is one to remember! The bathroom takes inspiration from Victorian design, with our vivid Victorian Green showcasing this traditional periodic feel. Taken from our UK-manufactured flagship Prismatics collection, this product provides a stunning backdrop for the bathroom to characterise the Victorian feel and design.

Our Prismatics product fits perfectly with the aesthetic of the house, characterised by stand-out pieces of traditional antique wooden furniture and foliage. To add a twist of modern luxury, our well-established Kerastar collection is fitted on the bathroom floor, alternated in Shadow and Chalk to complement the suite.

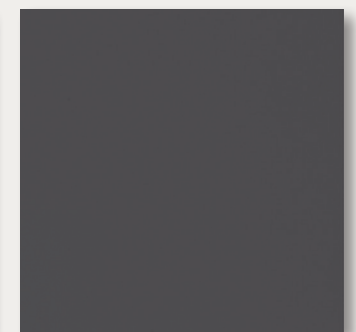
Devonshire in Black is fitted in the hallway to complement the painted stairs and door frames. The intricate patterning of the floor tiles creates a distinctive design feature for the space.



Products used...



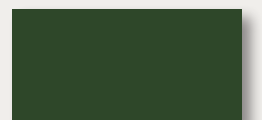
KERASTAR - CHALK, KER501.



KERASTAR - SHADOW, KER507.



DEVONSHIRE - BLACK, DEV01N.



PRISMATICS - VICTORIAN GREEN, PRV5.



# Next Issue

## | SURFACE | TRENDS | PRODUCT |

It's clear to see through the leading trends that texture has a strong presence within the design world, with the need to evoke the senses and create spaces that have a strong connection to nature by introducing various materials and surface detail. The Sustainability message continues to grow and remains at the forefront for designers, consumers and companies.

In the next issue we will continue to see what trends will emerge in 2022 and how this shapes interior design for tiles, how we reflect this with our portfolio, showcasing our latest ranges and case studies.





# Contact us



MELROSE BONE, MELRIA & SLATE MELR5A.



BELLAGIO - OFF WHITE MULTI, BLG1MN.

## CREDITS

DULUX

TEKTURA

## NOTE

COLOUR PRINT AND PANTONE REFERENCES WILL VARY FROM DIFFERENT PRINTERS.

## WHERE TO FIND US

### United Kingdom

Johnson Tiles  
Harewood Street,  
Tunstall,  
Stoke on Trent,  
Staffordshire,  
ST6 5JZ

Tel: +44 (0)1782 575 575  
Fax: +44 (0)1782 577 377  
Email: [info@johnson-tiles.com](mailto:info@johnson-tiles.com)

Material Lab  
10 Great Titchfield Street,  
London,  
W1W 8BB

Tel: +44 (0)20 7436 8629  
Fax: +44 (0)20 7436 9031  
Email: [info@material-lab.co.uk](mailto:info@material-lab.co.uk)

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





