

MAGAZINE

2019

EMAC® new trends at a glance

#IT IS TREND

Light as a source of inspiration.

NOVOTRI ECLIPSE® AND ITS 3 USES

Beauty by triplex.

ASTRA®: NEW EXCLUSIVE MATERIAL

For inner, outer or immerse.

UNIVERSAL ACCESSIBILITY & SAFETY

#Live the ASU Challenge.

ARTELUX® 50TH BIRTHDAY

Contract projects of
tile painted by hand.



DRAWING YOUR PROJECTS

®**Artelux** is the brand name of the Valencian firm JUAN JOSE BOIX, S.L., founded in 1969 by Mr Juan José Boix, a great fan of traditional hand-made ceramics. ARTELUX has always accepted commissions for the creation of hand-painted tiles, remaining eminently faithful to the traditional techniques they employ and moreover promoting interest in design and its relationship with architecture and interior decoration.

“... because there will always be things in life that can only be done by hand.”
Juan José Boix.

®**Artelux** made a veritable art gallery available to everyone, offering the luxury of having numerous excellent painters – trained at the traditional Manises Ceramics School founded in 1916 and of huge international prestige – to reproduce any design on ceramic.

Among other techniques, we offer any design painted on a ceramic mural using grease paint, in classic relief, vivid colours and the absolute toughness that only comes from a kiln-fired material. In short, permanent designs for a lifetime.

Furthermore, we use different techniques to adapt to any sign-writing, text, restoration, reproduction, portrait or other requirement.

In 2016, ®**Artelux** decided to reinvent itself and update its image. We crea-



ted the **ArteluxContract** brand, especially aimed at interior decorators,

50
®Artelux
1969~2019

high-class stores offering decoration items and project managers. From that interest – along with a need to open new pathways and opportunities in Artelux's future – arose the commission to redesign the company's corporate identity and public image.

®**Artelux Contract** mainly interacts with architects and interior decorators, but also with graphic and industrial designers, and multidisciplinary design studios that develop projects, such as franchises or commercial premises. A complex, heterogeneous professional sector into which we ventured, wielding premium design and optimum quality as our banners.

So since 2016, we have two brands:

®**Artelux 1969** is Artelux's continuing line: a classic, traditional brand, offering craftsmanship and aesthetic beauty.

®**Artelux Contract** is available only to sector professionals as a differentiated product and service, focussed on developing design projects that integrate hand-painted tileware.



50 YEARS OF ARTELUX

1969	Founding.	Juan José Boix.
1984	1st Cevisama Pavement and Ceramic Tile Trade Fair.	Need to exhibit at the trade fair and enter other markets.
2007	Mr Boix's retirement.	We merge ARTELUX into the EMAC® Group and Vicente Ajenjo, senior specialist in artistic ceramics, takes over the technical management.
2011	Artelux 1969 website re-design.	®Artelux 1969
2012	CDICV	We merge with CDICV.
2015	Image makeover ARTELUX® brand	Artelux 1969 makeover and creation of the new brand ARTELUX CONTRACT.
2017	1st architect@work.	Event aimed at architecture and interior decorating ...

Juan José Boix, founder of Juan José Boix SL, created the ®Artelux brand in 1969. The firm painted murals and traditional still lifes, in a classical style. You can view some examples at www.artelux.es

Keeping up the tradition of hand-painting, for nearly five decades we have been proposing ideas and tackling other, more contemporary designs, pursuing the latest trends while always respecting the work's authenticity and the same tried and proven techniques. You can view some examples at www.arteluxcontract.com.

We aim to stay abreast of the foremost currents in the world of decoration and interior design generally.

We follow Casa Decor, various decoration journals, participate in architect@work and actively collaborate with CDICV and more.

However, we normally work alongside our customers on personalised projects of the customer's own design. Since we work worldwide, we are used to adapting to the customer's environment, customs, needs, tastes and inclinations.

In the last 50 years...


Overall, we have gained in environmental safety in the composition of enamels and glazes for ceramics. Today we avoid elements such as lead, which was a commonly used component in enamels. Nowadays it has been substituted for other, less harmful chemical products.

The feature which can be best appreciated at first glance is tile thickness, which has gradually thinned over the years. The emergence of porcelain stoneware in the ceramics sector was a huge advance, given that it enables pieces to be tougher and longer-lasting.

In the future...

Nowadays craftsmanship is not sufficiently valued. This needs to be recognised by consumers. The value of the handmade, exclusive item has decreased. Yet it appears fashions are reversing and true craftsmanship is once more being valued. Social media are helping to boost value and disseminate quality work. So decorators and interior designers seek personalised, made-to-measure items.



Collaboration with:  **Fundación ONCE**

Universal Accessibility & Safety both.

This is the first time the Universal Accessibility Challenge is being run at **Cevisama**.

#THE >> ASU << CHALLENGE

Universal Accessibility and Safety

It is a unique experience in universal accessibility and safety organised by EMAC® Group in collaboration with the **ONCE Foundation** (Spanish National Organisation for the Blind). This project aims to raise awareness among the general public of the overwhelming need for **accessible routes**, both for the blind and the visually or mobility-impaired in all types of facilities, buildings and commercial spaces.

Live the asu challenge, located in Hall N2 at Feria Valencia.

#THE >> ASU << CHALLENGE

Universal Accessibility and Safety

Today's world is a dynamic one, so the movement of people across the length and breadth of countries has become a right. That is why different facilities must be conditioned so all individuals may enjoy them equally. People experience many diverse situations in their lifetime. For example, you may use crutches or a wheelchair temporarily after an accident, find yourself pulling a shopping trolley or pushing a baby carriage. You might suffer reduced mobility in old age. So at some point you may need to use facilities that are accessible and safe.

This is why the concept of accessibility is no longer solely linked to people with some sort of disability but to anyone. It has evolved towards what we call Universal Accessibility - this means accessibility for everyone.

In recent years many regulations have emerged (and continue to do so) on the subject of accessibility. While some are mandatory, others are merely installation recommendations. There is a growing trend for more and more projects to declare it obligatory to install elements ensuring accessibility, whether at the ow-



Universal Accessibility & Safety system.

ner's discretion, following local ordinances or due to the awareness-raising of project executors.

The solutions to Universal Accessibility and Safety are many, and their application should not be limited to large projects such as airports, stations or shopping centres. They should also extend to smaller installations like offices, shops and public buildings to ensure and provide any person's transit at any time.

It is the responsibility of every stakeholder with decision-making power

in the construction sector to foment and promote the use of such solutions. Only then can we build fairer and more inclusive societies for everybody.

The installations shown are merely illustrative examples and need not adhere to any specific regulation. The EMAC® Universal Accessibility Tactile Paving System is versatile, so it can be adapted to any regulation by combining the different products, whether on new-build or existing projects.



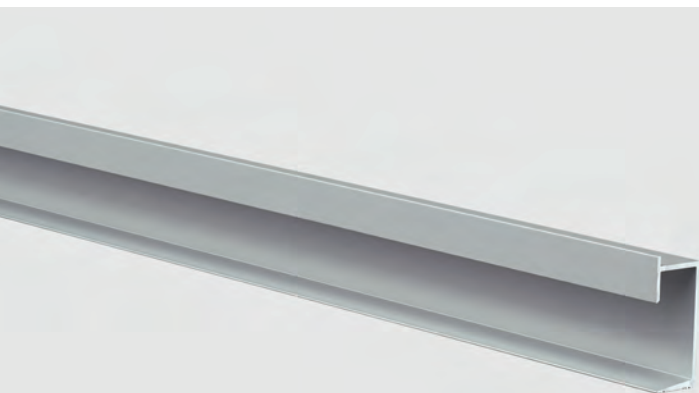
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01/1 NOVOTRI ECLIPSE®. 3 USES



UTILITY MODEL
PENDING



NOVOTRI ECLIPSE®. DECORATIVE LISTEL & SKIRTING.



Novotri Eclipse® completes the Novorodapié and NovoPeldaño Eclipse® range. This latest launch maintains the collection's line. Born of innovation, its capacity to fulfil multiple functions is its prime asset. **Novotri Eclipse®** and its three uses: skirting, decorative listels and ceiling listel.

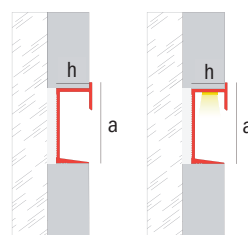
Novotri Eclipse® is a polyvalent profile, made of anodized aluminum, which can be placed as a decorative listel, minimalist skirting board or decorative ceiling listel in plasterboard or tiled walls.

The front flap protects the edge of the piece that goes with and acts like a guide for its installation with materials of different thicknesses. Its flat base with a slight slope facilitates the cleaning and allows its installation as a skirting or top ending.

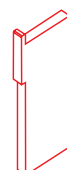
An optional LED light can be installed in its discrete inner hollow, giving the profile a double functionality and a high decorative finish.

Novotri Eclipse® is born to extend the innovative Eclipse® range of EMAC®. Profiles that allows, easily and without diffusor, the creation of comfortable environments by using the undirect illumination.

Decorative listel & skirting



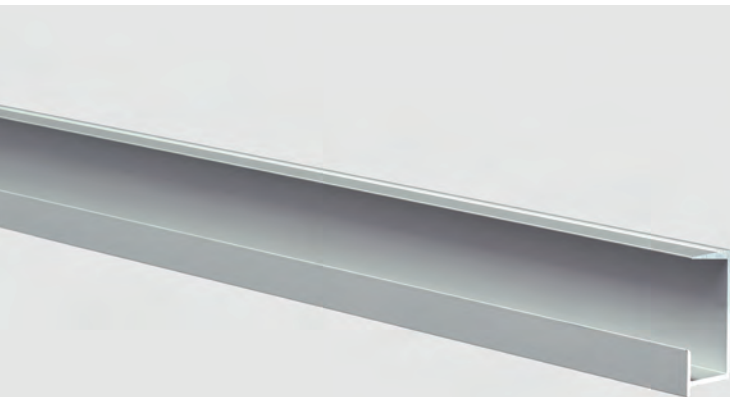
a: 27 mm.
h: 11 mm.



Cover.

* NOTICE

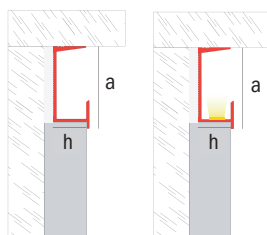
Promotional atmosphere created using Novotri Eclipse® Aluminium matt silver, showing a suggestion for one possible use of this product. EMAC® does not manufacture, sell or supply any LED strip whatsoever with the Novotri Eclipse® product. The choice of LED strip should be undertaken by the installer, taking into account the circumstances of the installation site.



NOVOTRI ECLIPSE®. CEILING LISTEL.

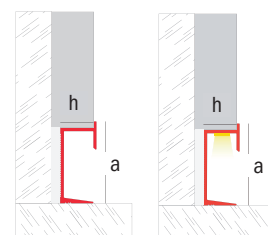


Decorative ceiling listel



a: 27 mm.
h: 11 mm.

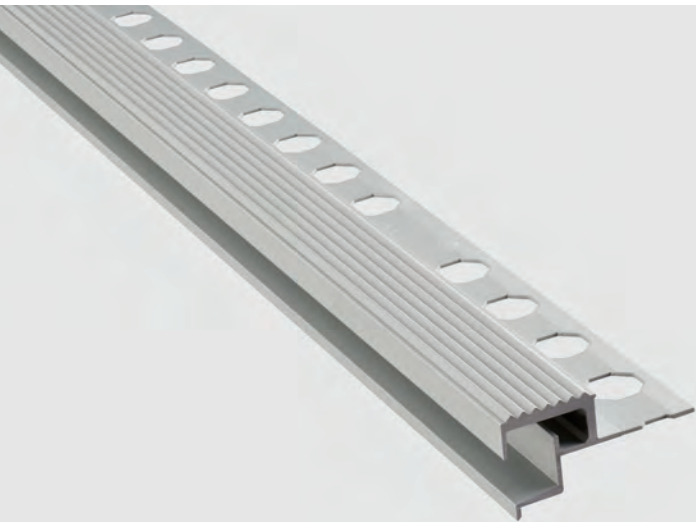
Skirting



a: 27 mm.
h: 11 mm.



01/2 NOVOPELDAÑO ECLIPSE®



NOVOPELDAÑO ECLIPSE®



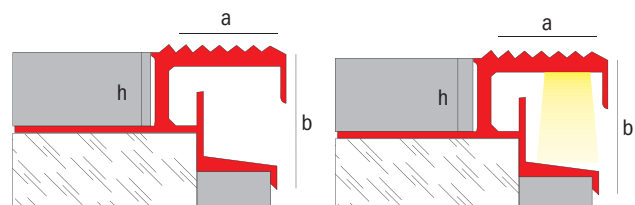
Novopeldaño Eclipse® aims to answer the demanding needs of the contract channel: aesthetics, comfort, functionality and toughness. A step that has furthermore been subjected to impact and load trials for dense traffic zones.

Novopeldaño Eclipse® is a stair nosing profile, made of aluminum, designed to protect and decorate tiled stairs.

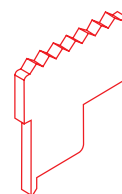
Its design, with a hidden hollow, allows the installation of any LED strip chosen by the installer without need of difusor, providing the profile with a high decorative value. Its visible side improves the slip resistance value of the stair.

Thanks to its geometry, the slight slope allows the evacuation of water outside, avoids the accumulation of dirt and makes easy the cleaning.

Novopeldaño Eclipse® is a LED solution in one piece with easy and fast installation.



a: 22 mm.
h: 10/12 mm.
b: 23 mm.



Cover.



* Novopeldaño Eclipse® has been subjected to quality control tests for impacts and loading capacity for heavy traffic. (21705376_R-1*224.I.1712.001.ES.01).

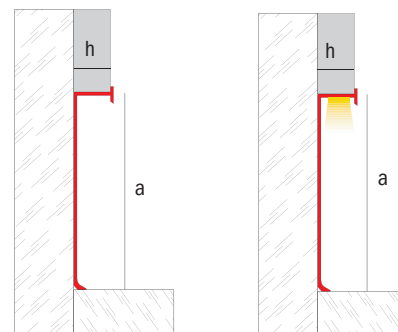
01/3 NOVORODAPIÉ ECLIPSE®



Novorodapié Eclipse® responds to the current trend for indirect lighting. A profile of subtle beauty that gives spaces a welcoming, elegant touch.

Novorodapié Eclipse® is a profile made of aluminum to be installed as a skirting in plasterboard walls. Thanks to its geometry, the profile protects the bottom edge of the wall, generating an innovative hollow effect like if the wall was suspended in the air. Its simple lines, finished with a small curve, create a smooth surface that avoids the accumulation of dirtiness and makes easy the cleaning. In addition to be a skirting, this profile can also be a finish the top of the wall.

Optionally a LED strip can be installed in the interior hollow, providing the profile with a double functionality and a high decorative value.

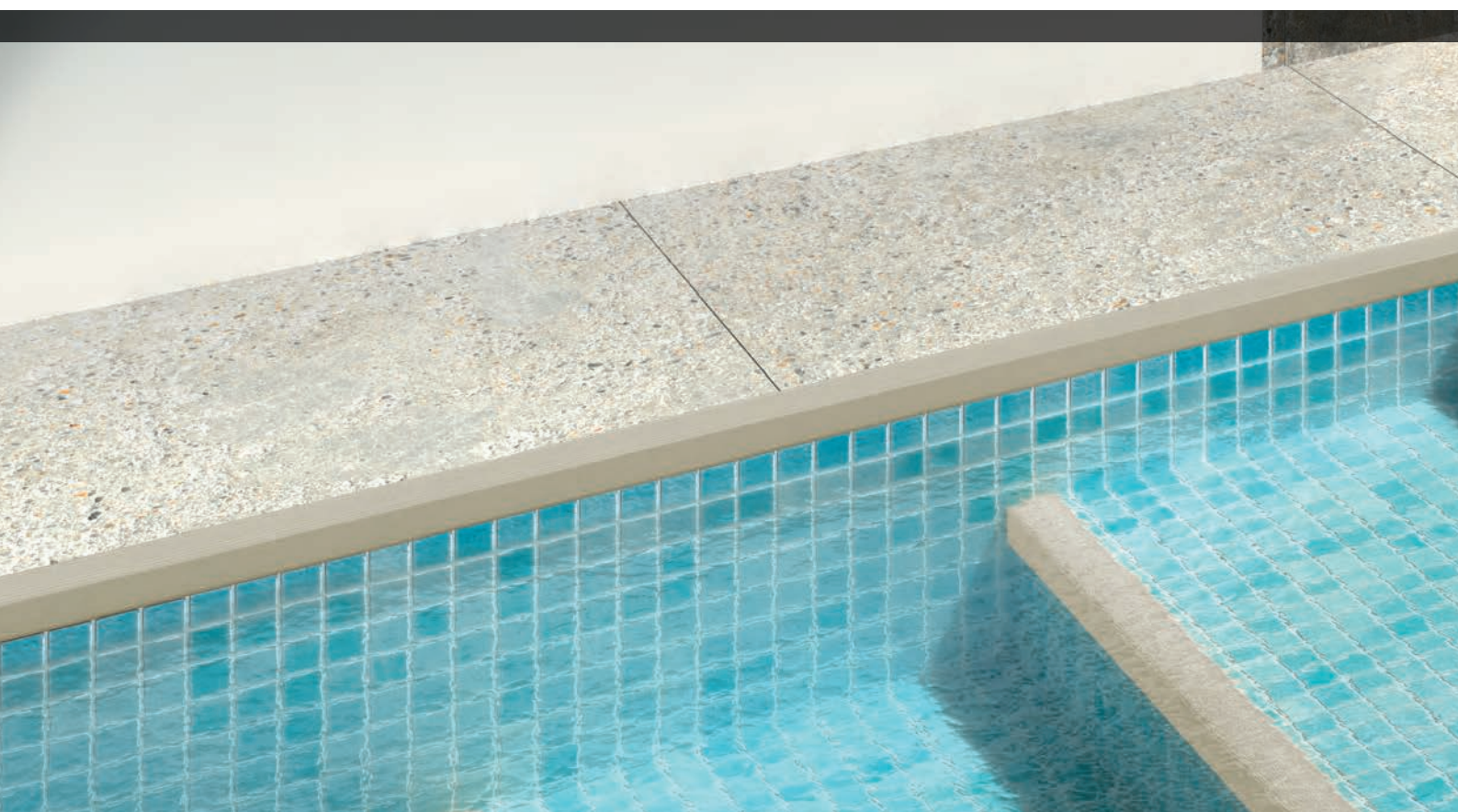


a: 70 mm.
h: 13/15mm.



* NOTICE

Promotional atmosphere created using Novotri Eclipse® Aluminium matt silver, showing a suggestion for one possible use of this product. EMAC® does not manufacture, sell or supply any LED strip whatsoever with the Novotri Eclipse® product. The choice of LED strip should be undertaken by the installer, taking into account the circumstances of the installation site.





02

OUTDOOR SOLUTIONS

- 02.1 NOVOPELDAÑO ASTRA® NORI
EXCLUSIVE MATERIAL.
- 02.2 NOVOLISTEL MAXISAHARA®
- 02.3 NOVOCOVER MAXI
- 02.4 NOVOPELDAÑO MAXISOHO®
- 02.5 NOVORODAPIÉ MAXISOHO®

02/1 NOVOPELDAÑO ASTRA NORI® EXCLUSIVE MATERIAL



NOVOPELDAÑO ASTRA NORI®. CEMENT.



NOVOPELDAÑO ASTRA NORI®. CINNAMON.

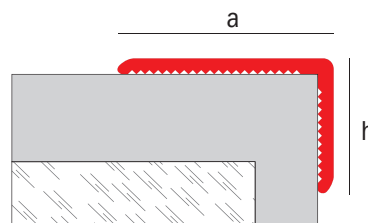
ASTRA®: The best features in every type of setting, not just interiors but also underwater, in damp environments and outdoors. Thanks to the incorporation of biocides that prevent mould growth,

Excellent impact resistance, its improved formulation and a perfect balance of its mineral reinforcing agent, meaning it can be used in paving with the optimum guarantees.

The colours in the range are stable and long-lasting outdoors thanks to a studied dosage of colourants offering maximum solidity while preserving their appearance over time.

Innovative grooved finish, giving it non-slip characteristics and improving performance in bad weather.

Installed after gluing or screwing work.



a: 40 mm.
h: 25 mm.





NOVOPELDAÑO ASTRA NORI®. BLACK.



Tiles are gaining increasing prominence in outdoor settings, not merely to clad swimming pool surrounds but also their interior. Satisfying such a trend, along with thicker outdoor tiles, is what this new step solution provides. So you can finish an installation seamlessly, not only on the swimming pool steps and surround, but even on the ladder steps.

Furthermore, it combines with our current outdoor finishes in a material with exceptional properties. The answer is our innovative development of the exclusive material ASTRA®.

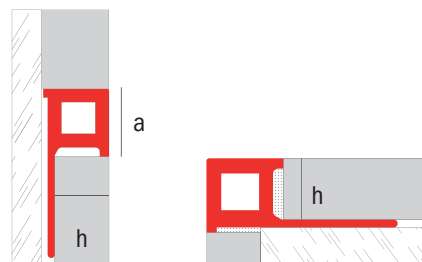


02/2 NOVOLISTEL® MAXISAHARA

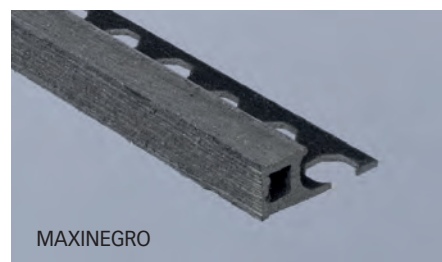


Novolistel® MaxiSahara. Profile with squared section made of **MAXI**, an exclusive EMAC®'s material which consists in PVC with vegetable fibers proceeding from organic waste recycling. Due to its special formulation and the exclusive striated surface, it can be installed both indoors or outdoors, providing protection for ceramic edges with the innovative finish of the ranges MaxiKenya and MaxiDakar.

It is available in several colors to adapt to multiple trends.



a: 12,4/15 mm.
h: 10/12 mm.

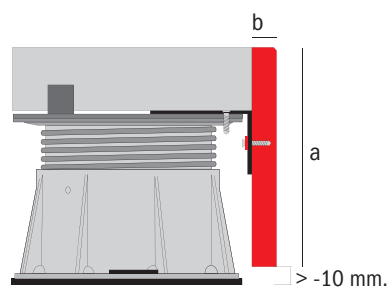


02/3 NOVOCOVER **MAXI**

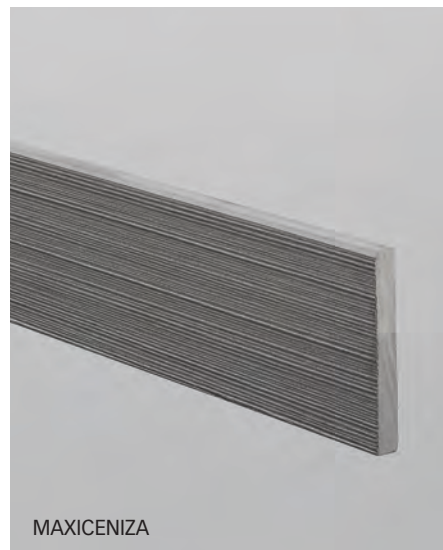


Novocover Maxi. Profile made of our exclusive **MAXI** material, designed to be installed as a finish off for technical raised floors, terraces, balconies, runways, swimmingpool floors, etc. Delivered in kit with all the necessary elements for the installation and its adjustment during the installation work. Fits with any kind of plot for raised floors and has a quick and easy installation.

It is available in several heights and finishes.



a: 58/78/98/179 mm.
b: 10 mm.

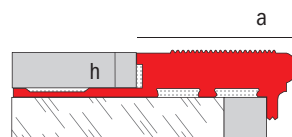


02/4 NOVOPELDANO MAXISOHO®



Novopeldaño Maxisoho®. Profile with squared section made of Maxi, an exclusive EMAC®'s material wich consists in PVC with vegetable fibers proceeding from organic waste recycling.

Due to its special formulation and the exclusive striated surface, it can be installed both indoors or outdoors, providing protection for ceramic edges with the innovative finish of the ranges Maxikenyra and MaxiDakar. It is available in several colors to adapt to multiple trends.



a: 45 mm.
h: 10/12 mm.



WHITE VINTAGE



BROWN VINTAGE



GREY VINTAGE

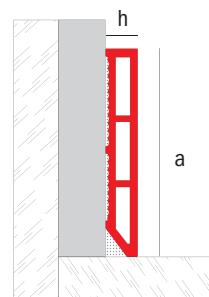
02/5 NOVORODAPIÉ MAXISOHO®



Novorodapie Maxisoho®. Is a skirting profile made of **MAXI**, an exclusive EMAC® material wich consists in PVC with vegetable fibers proceeding from organic waste recycling.

This proifle has been designed to be installed as a skirting to protect the bottom part of the walls from posible damage. Its design, with simple and clean lines, makes contrast with the innovative finish similar to Wood from the MaxiSoho range, being suitable for multiple environments and trends.

Optionally the skirting can be finished on the top with an aluminum profile. Each profile is unique and different from others. **Novorodapie Maxisoho®**, not two profiles are the same.



a: 80 mm.
h: 13 mm.



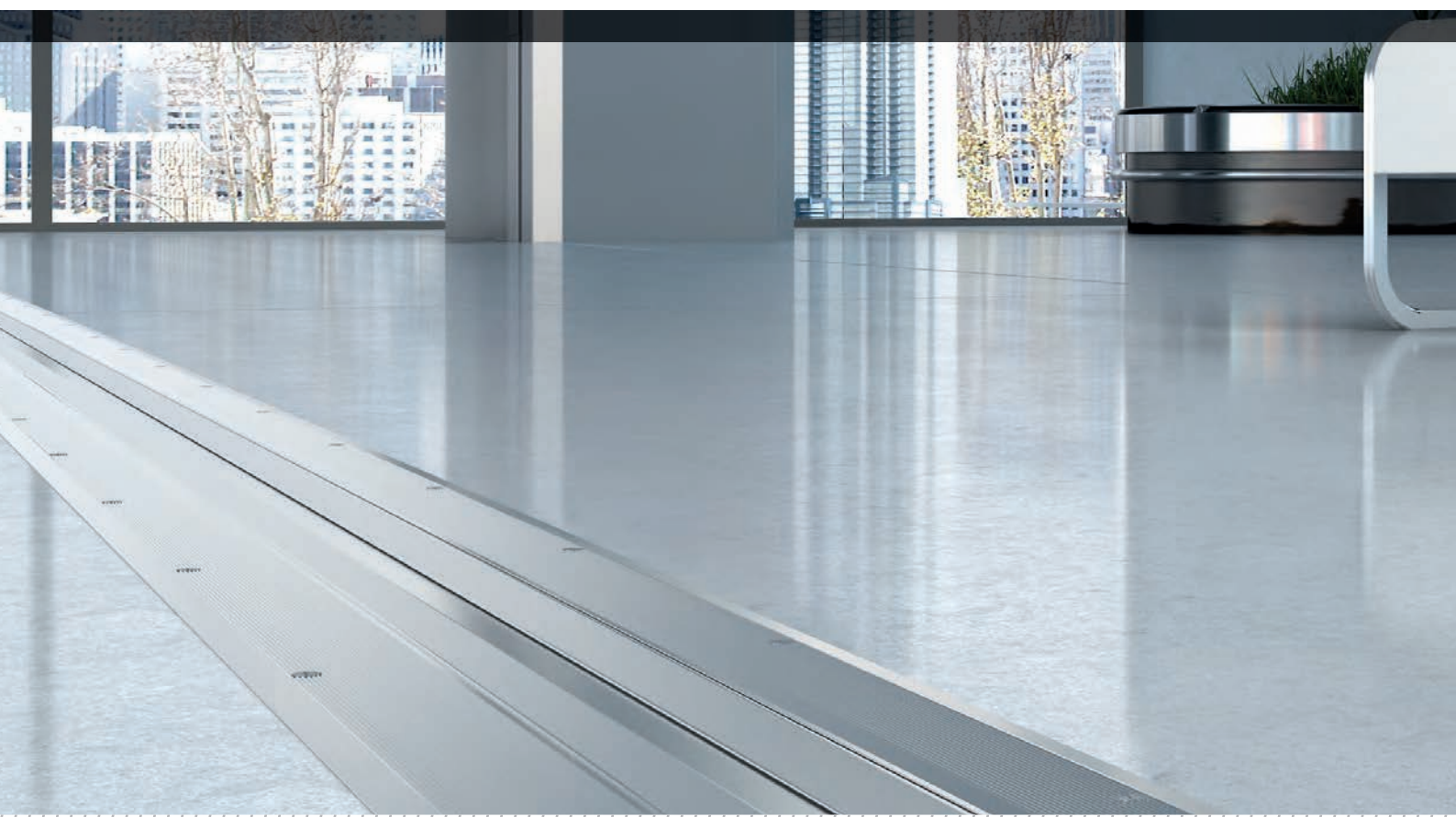
WHITE VINTAGE



BROWN VINTAGE



GREY VINTAGE



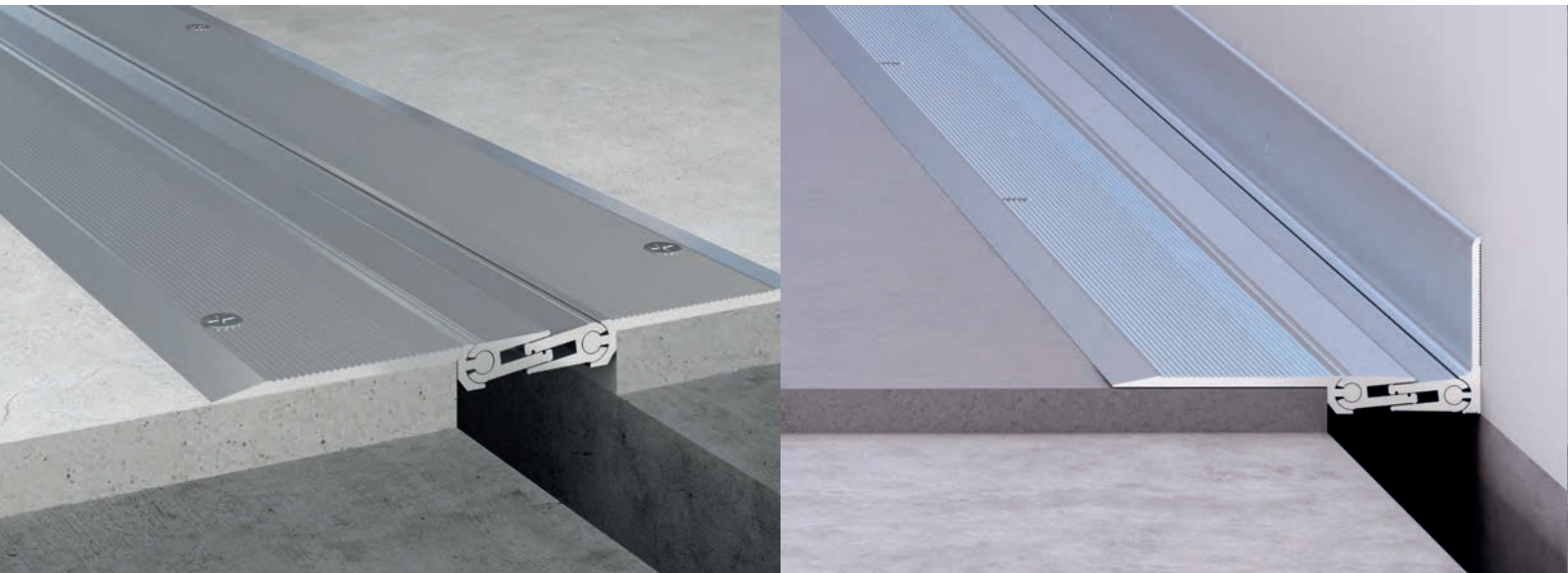


03

TECHNICAL SOLUTIONS

- | | |
|------|-----------------------|
| 03.1 | NOVOJUNTA PRO® SP 50 |
| 03.2 | NOVOJUNTA PRO® SP 100 |
| 03.3 | FIRESTOP CORDS |
| 03.4 | NOVOMEMBRANA EPDM |

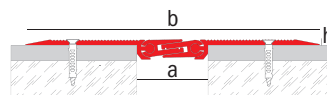
03/1 NOVOJUNTA PRO® SP 50



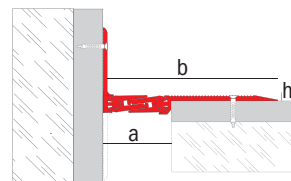
Novojunta® Pro Metal SP50 is a premounted system of profiles made entirely in natural aluminum, to be installed in structural expansion joints once the work is finished.

Its design, with sliding pieces, allows it to absorb multidirectional movements. The profile is to be fixed to the flooring and facilitates the traffic with no bumps.

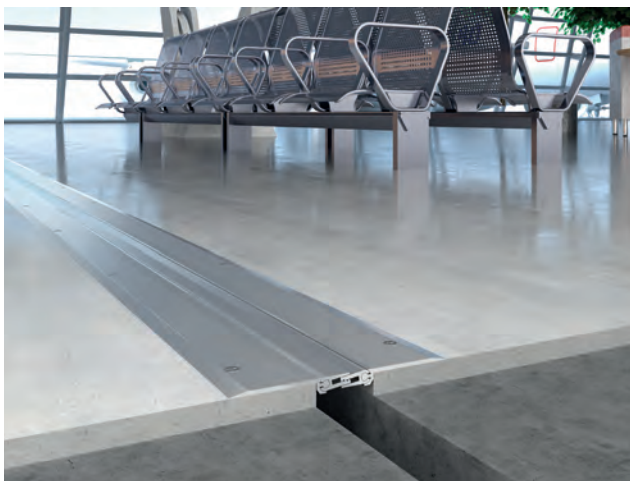
Perimeter piece is available under request. Natural finish color.



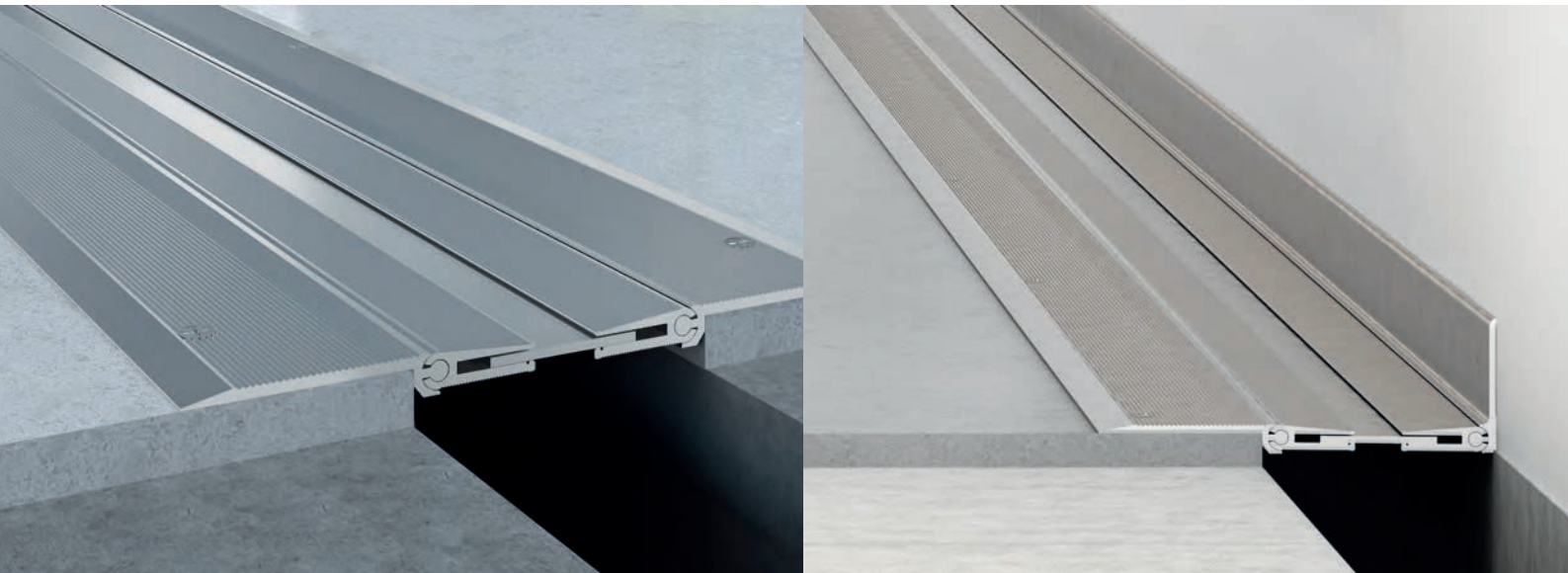
a: 50 mm.
b: 190 mm.
h: 3,6 mm.



a: 50 mm.
b: 117 mm.
h: 3,6 mm.



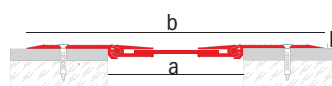
03/2 NOVOJUNTA PRO® SP 100



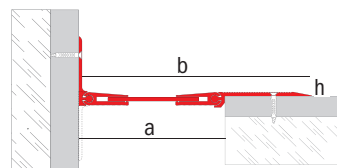
Novojunta Pro® SP 100 is a premounted system of profiles made entirely in natural aluminum, to be installed in structural expansion joints once the work is finished.

Its design, with sliding pieces, allows it to absorb multidirectional movements. The profile is to be fixed to the flooring and facilitates the traffic with no bumps.

Perimeter piece is available under request. Natural finish color.



a: 100 mm.
b: 240 mm.
h: 3,6 mm.



a: 100 mm.
b: 170 mm.
h: 3,6 mm.



03/3 FIRESTOP CORDS



The **Emac®'s range of firestop cords** aims get tightness against flames, hot or flammable gases in expansion joints, which are normally a critic point. There is a wide range available to be installed in expansion joints between 10 and 160 mm width both floors or walls.

This cord is made of noncombustible and nonrot mineral fibers covered with fiberglass web. Does not contain asbestos and does not release toxic fumes in case of fire. It resists well the common chemical aggressive agents and resists moisture. The firestop cord has a working temperature of 780°C and its fusion temperature is 1200°C.

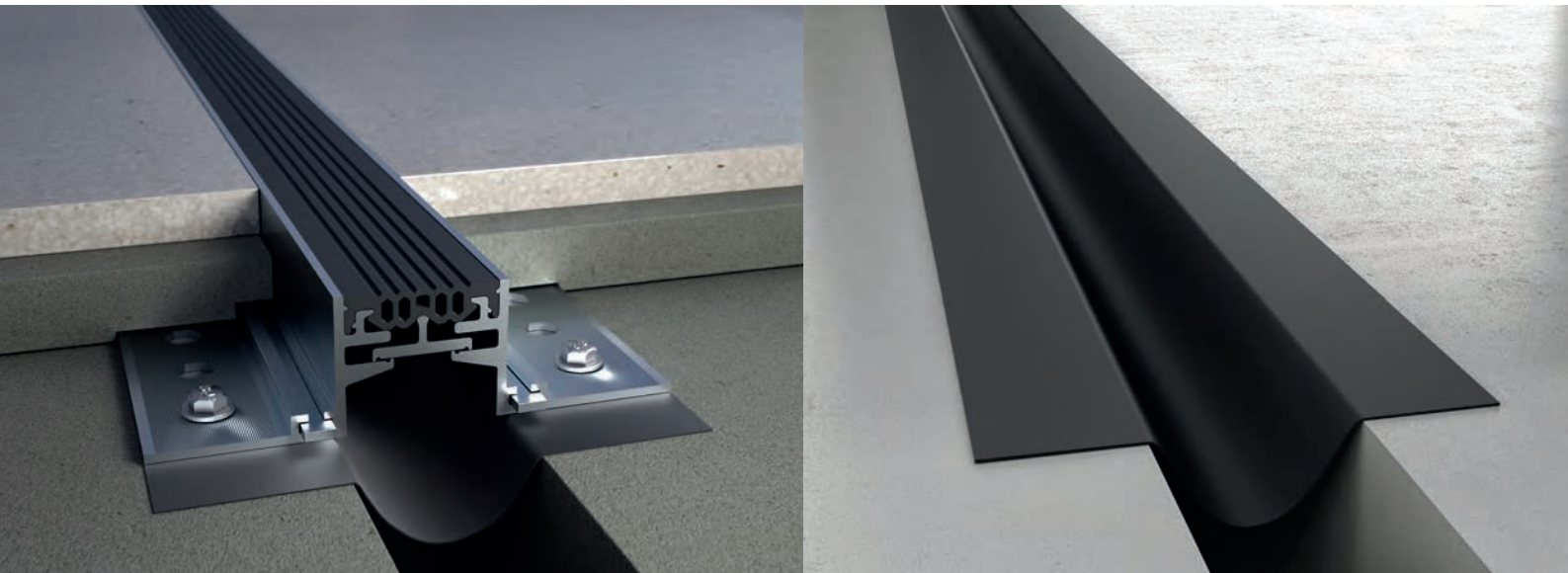
The firestop cord has a working temperature of 780°C and its fusion temperature is 1200°C. This product has been tested according to the most recent European Standards, having a Reaction to fire M0 (non combustible) and a fire resistance of 240 minutes (EN 1366-4).

Available in rolls depending on the size.



* Resistance against fire during 240 minutes without failure

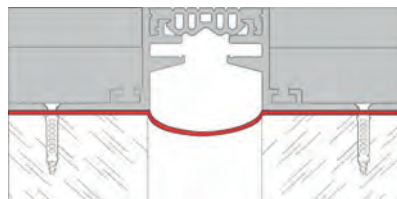
03/4 NOVOMEMBRANA EPDM



The **Novomembrana EPDM** is a sealing membrane to be installed as a complement for Emac®'s structural expansion joints. This membrane has multiple functions:

- Acts as a barrier for the vapors emitted by the constructive elements.
- Serves as a complement for the installation waterproofing, prolonging it in the expansion joint and going along with the structure movement.
- Acts as a barrier against humidity and avoids the accumulation of water in the expansion joint.
- Useful to avoid leaks a humidity through the expansion joint (outdoors joints).
- Serves as a sealing against elements as air in facades.

Delivered by meter trams or 10/20 lm rollos (depending on the model) in black color.



Width: 140, 170, 200 y 240 mm.



People experience many diverse situations in their lifetime. For example, you may use crutches or a wheelchair temporarily after an accident, find yourself pulling a shopping trolley or pushing a baby carriage. You might suffer reduced mobility in old age. So at some point you may need to use facilities that are accessible and safe.

The concept of accessibility is no longer solely linked to people with some sort of disability but to anyone. It has evolved towards what we call Universal Accessibility - this means accessibility for everyone.

The EMAC® Universal Accessibility Tactile Paving System is versatile, so it can be adapted to any regulation by combining the different products, whether on new-build or existing projects.



ACCESSIBILITY AND SAFETY

PODOTACTILE SYSTEM

04.1 NOVOTOP ACCESS

04.2 NOVOBAND ACCESS

ACCESSIBILITY

04.3 NOVONIVEL® ACCESS

04.4 NOVOSTRIP SP

04.5 CUSTOMIZED NAMEPLATE
NOVOMAT®

04/1 NOVOTOP ACCESS



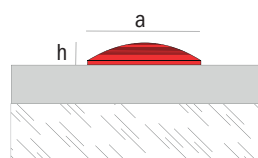
The **Novotop Access Aluminum** tactile nails provide a warning solution to identify areas with obstacles, or areas where there is a change of level or an unprotected gap, such as staircases and open platforms.

According to its tactile texture, and its anti-slip design, they are easily identified by users. With the fitting template, the nails layout is adjusted optimally for the tactile function and the installation is simplified.

The **Novotop Access Zinc plated** tactile nails provide a warning solution to identify areas with obstacles, or areas where there is a change of level or an unprotected gap, such as staircases and open platforms. According to its tactile texture, and its anti-slip design, they are easily identified by users. With the fitting template, the nails layout is adjusted optimally for the tactile function and the installation is simplified.

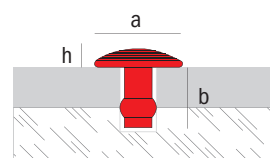
These nails, special for outdoor areas, have an innovative installation system that avoids using adhesives, minimizing considerably so the execution times and reducing the material costs. This is very important as accesible paths are usually composed of a lot of tactile nails.

They can be installed by using the installation template (in option), which indicates the optimal distribution of the nails to guarantee their function and is another help in the installation process.



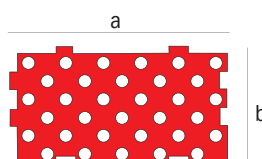
a: 25 mm.
h: 3 y 5 mm.

Aluminium.

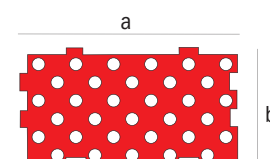


a: 25 mm.
b: 17,5 mm.
h: 5 mm.

Zinc-plated steel.



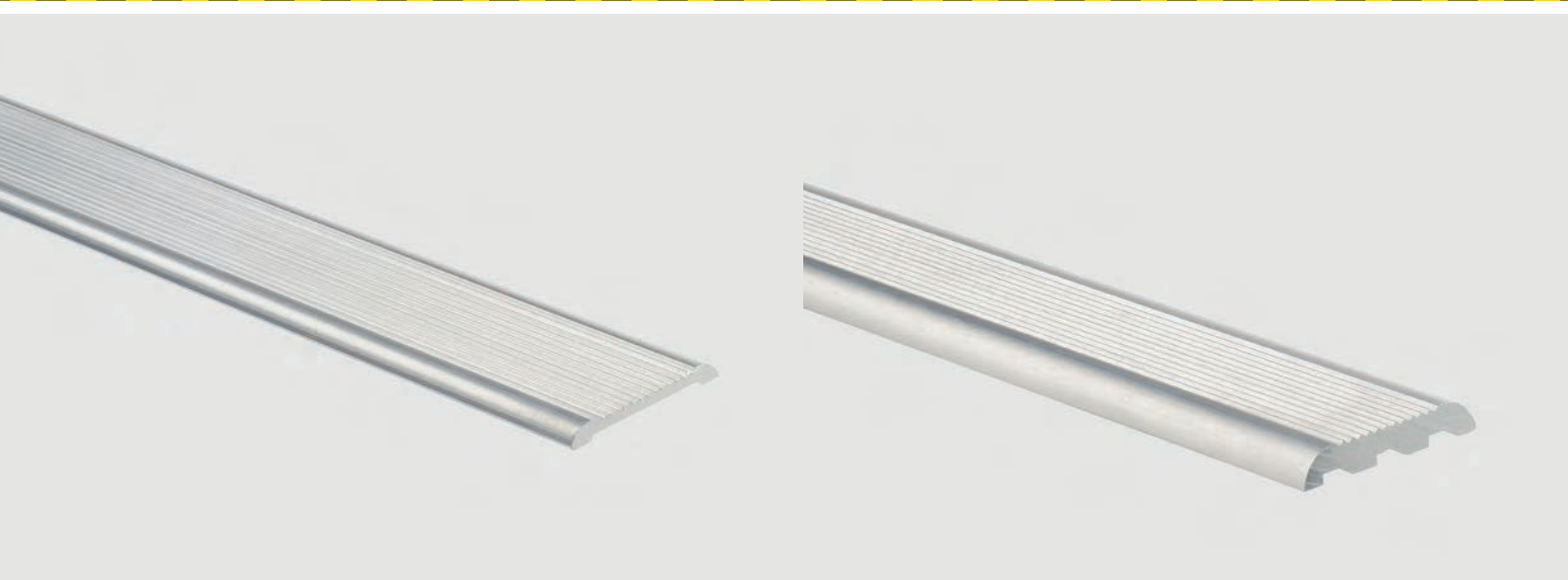
a: 435 mm.
b: 225 mm.



a: 585 mm.
b: 420 mm.

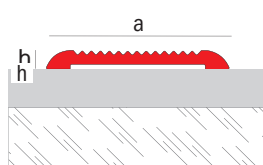


04/2 NOVOBAND ACCESS

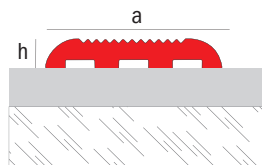


Novoband Access is a profile made of natural aluminum designed to be installed as an element of guidance for people with visual disabilities within the Emac® Universal Accessibility and Safety System.

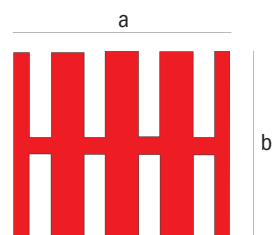
This profile is easy to install on finished floorings. Highly resistant, allows intense traffic and serves not only as an element of guidance for the disabled but also to warn of potential dangers.



a: 25 mm.
h: 3 mm.



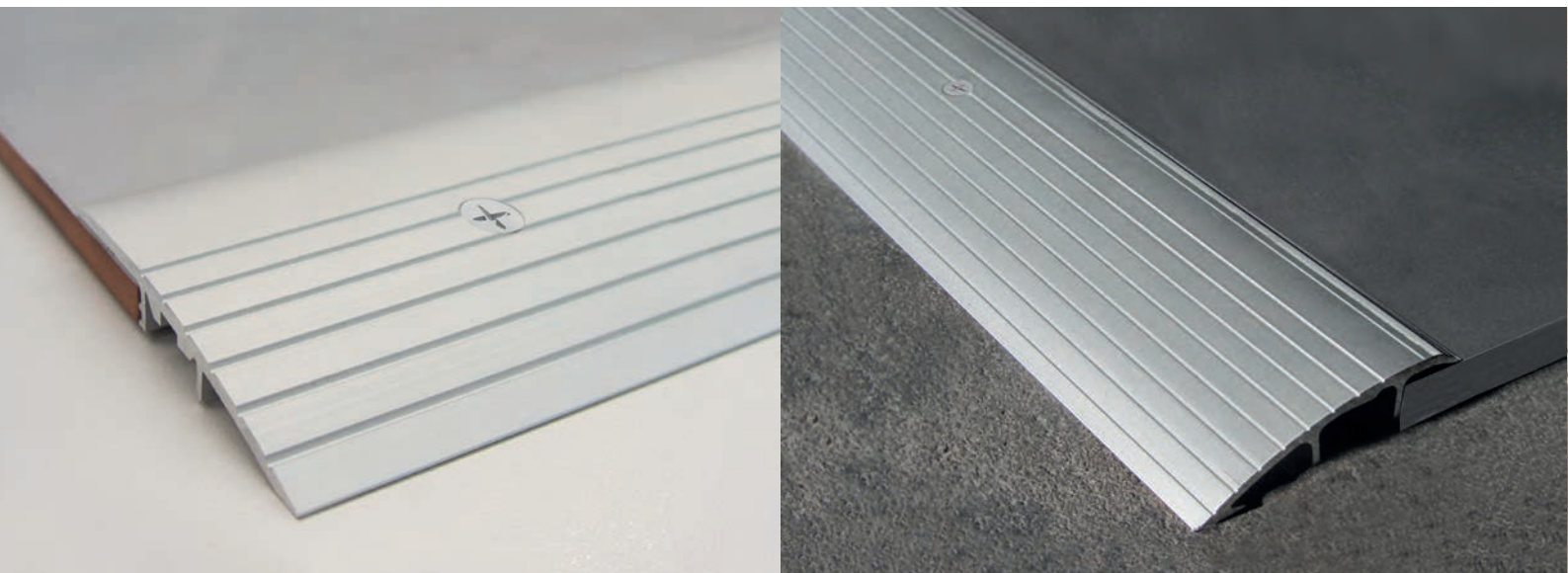
a: 25 mm.
h: 5 mm.



a: 295 mm.
b: 285 mm.



04/3 NOVONIVEL® ACCESS

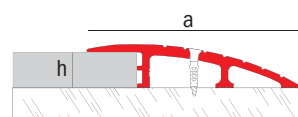


Novonivel® Access is a transition profile made of aluminum and designed to avoid discontinuities in the pavement. The profile has a wide and smoothed visible side with small grooved that favor the slide resistance.

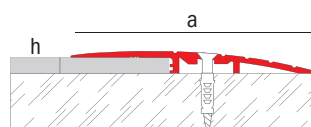
Delivered with countersunk holes to improve its fixing by using screws (not included). The inner part is reinforced to improve its load support.

Novonivel® Access enlarges the wide range of EMAC®'s ramp profiles. All of them have been designed to promote accessibility without losing the aesthetic appearance.

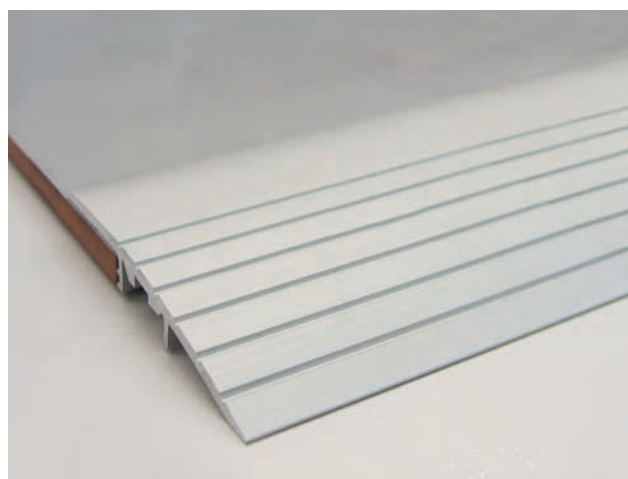
Available in anodized aluminum silver mat color with protective film.



a: 60 mm.
h: 10/12,5 mm.

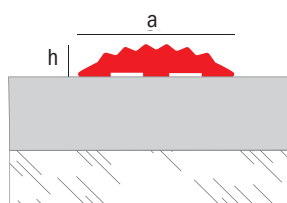


a: 60 mm.
h: 5 mm.

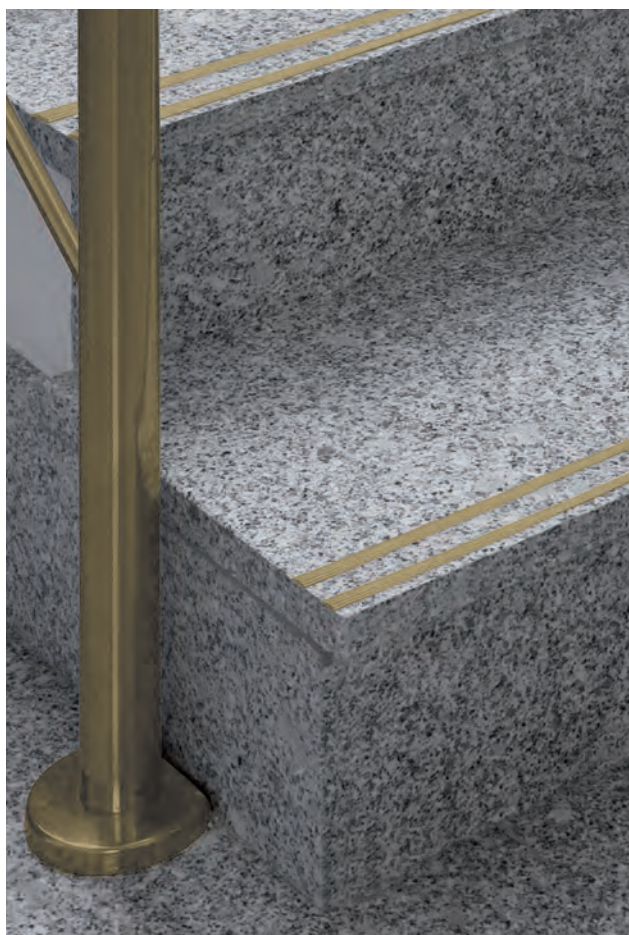


04/4 NOVOSTRIP SP

Novostrip SP. Profile made of extruded aluminium intended to be installed in stairs, ramps or passage areas with marble, terrazzo or similar floorings, to guarantee safety against eventual falls. Very easy to install. You will only need to make a groove by using a marble saw cutter, and then insert the profile into it. It is recommendable reinforcing the installation with adhesive. Due to its geometry and its small size, it can be installed alone or with other profiles forming a pattern.



a: 9 mm.
h: 2 mm.



04/5 NOVOMAT® CUSTOMIZED NAMEPLATE



The **Novomat® technical mats** are an effective barrier to prevent from the entry of dust, moisture and dirt, offering the maximum protection and durability to the floorings. They are guaranteed to bear the foot traffic of 50000 people a day.

The technical entrance mats Novomat® have the possibility to be customized with the desired logo or design. This customization will give more visibility the brand and will provide a differentiating element at the entrance of your establishment.

The logo will be engraved in black color with maximum dimensions of 180x50 mm (h:15 & 20 mm models) or 180x78 mm (h:8 & h:12mm models) on a satin steel plate of 66 mm (h:15 & 20 mm models) or 94 mm (h:8 & h:12mm models) width.

You will only need to fit the plate between two of the Novomat®'s aluminum slats and fix it. To customize your entrance mat we will need you to send us your logo in vector format.

The custom plate for Novomat® can be installed over new or existing mats.





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