

Note: Because of printing limitations, product colour shown on this product manual may differ from the actual product. In such a case, the actual colour shall always prevail.

ASA<sup>TM</sup> TILES  
Since 1973



ASA Building Materials (HK) Limited  
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Website: [www.asatiles.hk](http://www.asatiles.hk)



# ABOUT ASA TILES

## *SINCE 1973*

ASA Tiles is one of the most renowned international brands in the ceramic and porcelain tiles industry since 1973 when its first batch of artistic 3D ceramic tiles was exposed to the world. The popularity of our brand has been growing rapidly worldwide in recent decades along with the growth of our production capacity, enabling our wider scope of services to our global customers. In 2016, ASA Group Holding Limited has a capital exceeding US\$900 millions. We have been persistently focusing on never-ending, inside out management, and technology improvement schemes to satisfy our every customer. Recently, various categories of ASA Tiles products are supplied globally to over 40 countries and different regions.

In the realisation processes and efforts to meet the company missions, we have put heavy efforts in our modern product design and development collaborated with Italian designers in our Milan office in 2016. We have been increasing our production capacity with confidence to our future demanding customers. We have further invested over RMB 150,000,000 worth of the first batch of state-of-the-art production line and equipment in our Hubei plant. Furthermore, the proprietary formulations and production knowhow of ASA Tiles made our products stand at the leading edge in the industry.

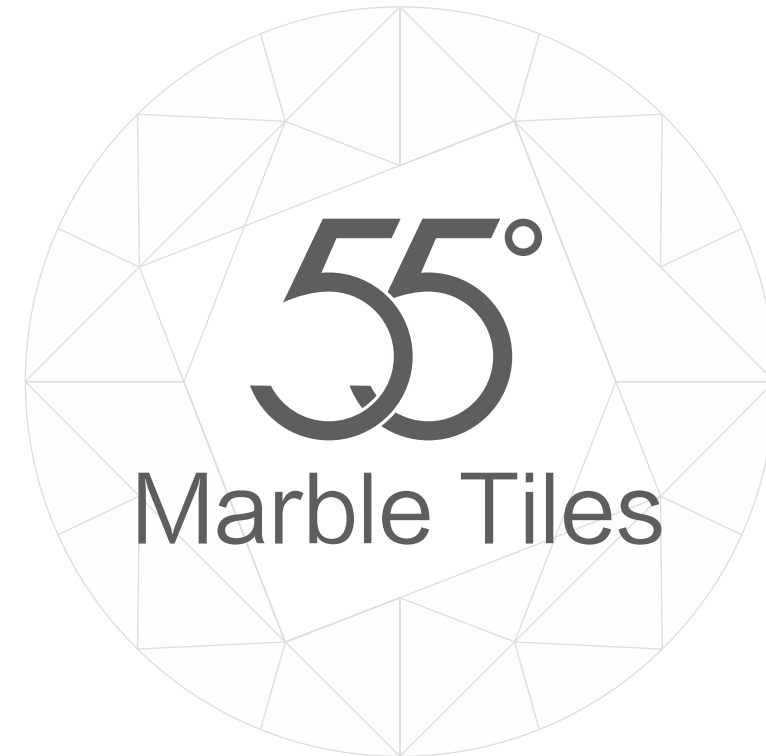
We make ASA Tiles different by our innovative high-end mass production technology to characterise our tiles with Reduced Glares at 55° , 3D Touchable Marble-like Texture, Full-body specification, and the largest single piece tile size. ASA Tiles is now the only producer in China with the capability to produce 3200 mm x 1600 mm size marble tiles in 2017. In addition to cycle training of our professional sales forces and the adaptation of sophisticated ERP system, we made our motivation and enhancements schemes become inseparable parts of our integral marketing and business strategy. ASA Tiles is well prepared in advance to satisfy our valuable customers of today and the future, nationwide and internationally, in public accommodations and private living spaces.

## *HUBEI PLANT*

ASA Tiles are produced in three manufacturing plants in mainland China, which are located in Zibo City of Shangdong Province, Qingyuan City of Guangdong Province, and Xianning City of Hubei Province. After the third investment to further enhance both our production capacity and capability in our Shandong and Guangdong Plants, our Hubei Plant will involve a total investment of over RMB 2 billion in total. The plant occupies a total area exceeding 1,330,000 square metres, which is adequate for the erection of another 18 state-of-the-art production lines to generate annually a RMB 8 billion worth of production output. In 2016, the plant achieved a productivity level of RMB 1.2 million per headcount on average. At present, it is the biggest, in scale, tile manufacturing plant in Central China and one of the biggest among similar production scales all over the world.

Our proprietary technical knowhow leads to the re-definition of marble tiles in the industry. In February 2017, the first production line for extra-large size tiles started its normal operations. At no time, it stood in China as the only capacity to mass produce extra-large size ceramic and porcelain tiles.

Our Hubei Plant has been stringently carrying out production activities and missions "intelligently + innovatively". Employing robotic production approaches, with the application and enhancement of our eight technical knowhow patents, we are prepared to lead the industry into the era of Industry 4.0 scheme to meet the rapidly growing demands of high-end tiles by the younger generation of high-end product pursuers.



*ASA Tiles studied more than 200 kinds of natural decorative stones.*

*We carefully selected those materials,*

*which fall into the optimal light condition of comfortable vision,*

*and recreated their luster*

*and texture on our 55° Marble Tiles series.*



# 55° MARBLE TILES

SIZE: 800x800mm



AC80007X  
800X800mm



▶ AC80009X  
800X800mm



AC80003X  
800X800mm



AC80008X  
800X800mm

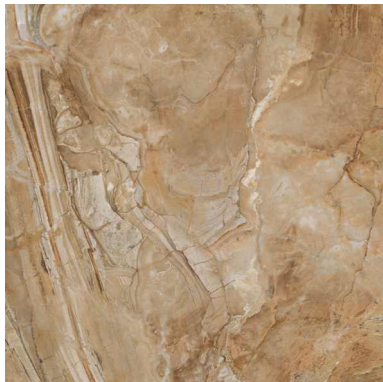
- Vision Friendly
- HD Colour Superposition
- Resistant to Stains
- 4D Natural Touch
- Extra Hardness
- Extra Surface Flatness
- Waterproof





# 55° MARBLE TILES

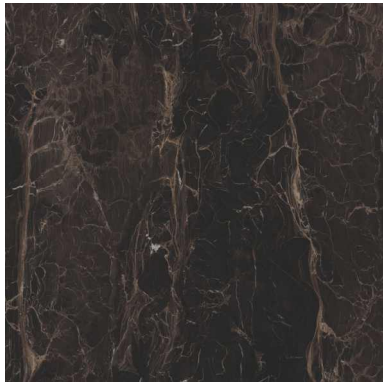
SIZE: 800x800mm



AC80021X  
800X800mm



AC80022X  
800X800mm



▶ AC80028X  
800X800mm



HR80006X  
800X800mm

- Vision Friendly
- HD Colour Superposition
- Resistant to Stains
- 4D Natural Touch
- Extra Hardness
- Extra Surface Flatness
- Waterproof





# 55° MARBLE TILES

SIZE: 800x800mm



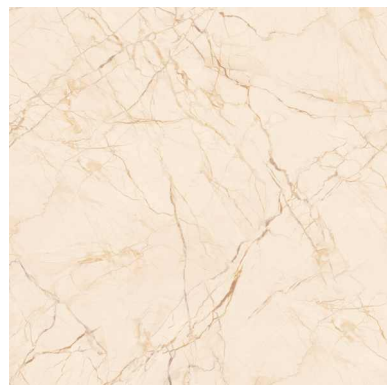
AC80006X  
800X800mm



▶ AC80002X  
800X800mm



▶ AC80012X  
800X800mm



AC80010X  
800X800mm



AC80015AX  
800X800mm



AC80015BX  
800X800mm

- Vision Friendly
- HD Colour Superposition
- Resistant to Stains
- 4D Natural Touch
- Extra Hardness
- Extra Surface Flatness
- Waterproof





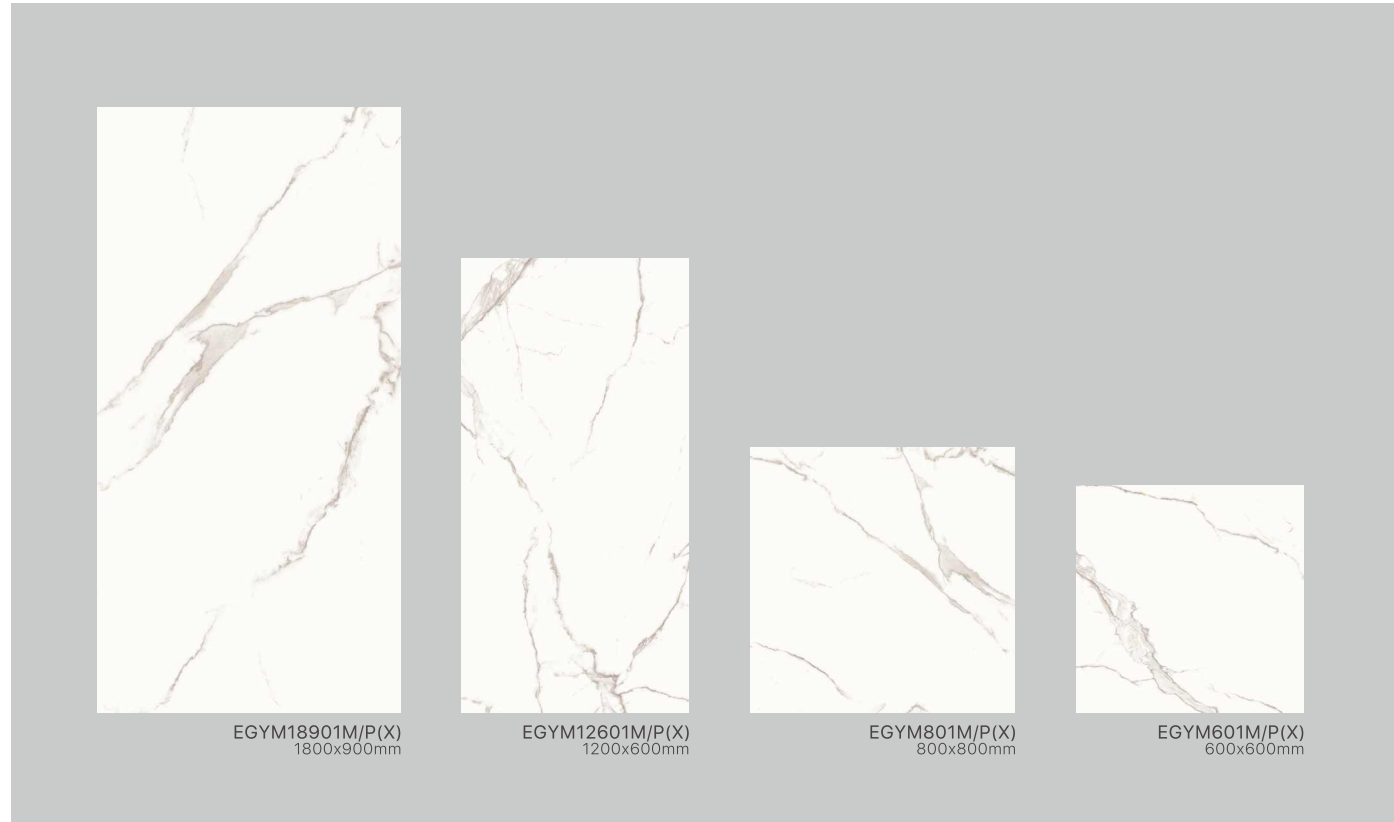


*ASA Glaze is exclusively designed and formulated by the prime leaders in the ceramic industry.  
Vibrant colour and stereoscopic texture can be further achieved through Reduced Glare Polishing Technique.  
Mohs Hardness of ASA A-Stone is up to 6.0,  
makes it more resistant to abrasion.*



# YUMA

SIZE: 600x600mm 800x800mm 600X1200mm 900x1800mm



Surface: **M** =MATTE **P** =POLISHED

- |                        |                         |                     |   |
|------------------------|-------------------------|---------------------|---|
| High Damage Resistance | HD Colour Superposition | Resistant to Stains | Low Chromatic Distortion                      |
| Extra Hardness         | Extra Surface Flatness  | Waterproof          | High Slip Resistance (For matte surface only) |





# LONDON

SIZE: 600x600mm 900x900mm 900x1800mm



► EGLD601M/P(X)  
EGLD901M/P(X)  
600x600mm 900x900mm



EGLD602M/P(X)  
EGLD902M/P(X)  
600x600mm 900x900mm



EGLD18901M/P(X)  
900x1800mm



EGLD18902M/P(X)  
900x1800mm

Surface: **M** =MATTE **P** =POLISHED

- High Damage Resistance
- HD Colour Superposition
- Resistant to Stains
- Low Chromatic Distortion
- Extra Hardness
- Extra Surface Flatness
- Waterproof
- High Slip Resistance (For matte surface only)





# LONDON

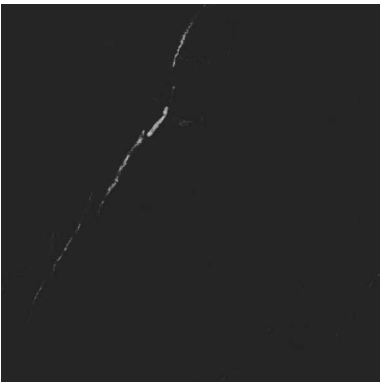
SIZE: 600x600mm 900x900mm 900x1800mm



► EGLD603M/P(X)  
EGLD903M/P(X)  
600x600mm 900x900mm



EGLD604M/P(X)  
EGLD904M/P(X)  
600x600mm 900x900mm



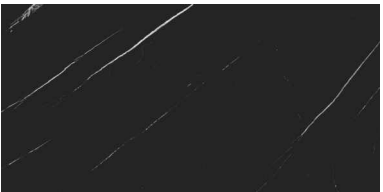
EGLD605M/P(X)  
EGLD905M/P(X)  
600x600mm 900x900mm



EGLD18903M/P(X)  
900x1800mm



EGLD18904M/P(X)  
900x1800mm



EGLD18905M/P(X)  
900x1800mm

Surface: **M** =MATTE **P** =POLISHED

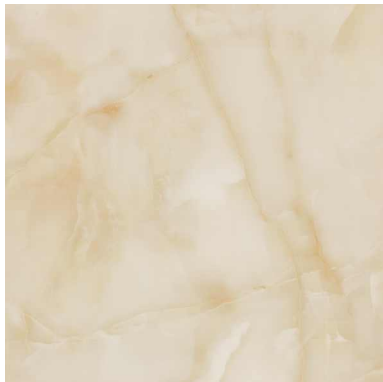
-  High Damage Resistance
-  HD Colour Superposition
-  Resistant to Stains
-  Low Chromatic Distortion
-  Extra Hardness
-  Extra Surface Flatness
-  Waterproof
-  High Slip Resistance (For matte surface only)





# A-STONE

SIZE: 600x600mm 800x800mm



LG80010X  
800X800mm




LG80009X  
800X800mm



LG800501X  
800X800mm



▶ AH600521X / LG800521X  
600x600mm 800X800mm

-  High Damage Resistance
-  HD Colour Superposition
-  Resistant to Stains
-  Low Chromatic Distortion
-  Extra Hardness
-  Extra Surface Flatness
-  Waterproof





# A-STONE

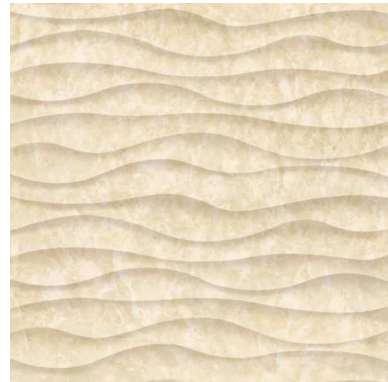
SIZE: 800x800mm



▶ LG80022BX  
800X800mm



▶ LG80022B-HP1X  
800X800mm



LG80023B-HP1X  
800X800mm

- High Damage Resistance
- HD Colour Superposition
- Resistant to Stains
- Low Chromatic Distortion
- Extra Hardness
- Extra Surface Flatness
- Waterproof





# ARTS








SIZE: 1600x2400mm



1

2

LG80072J-HZ1/HZ2X  
1600X2400mm

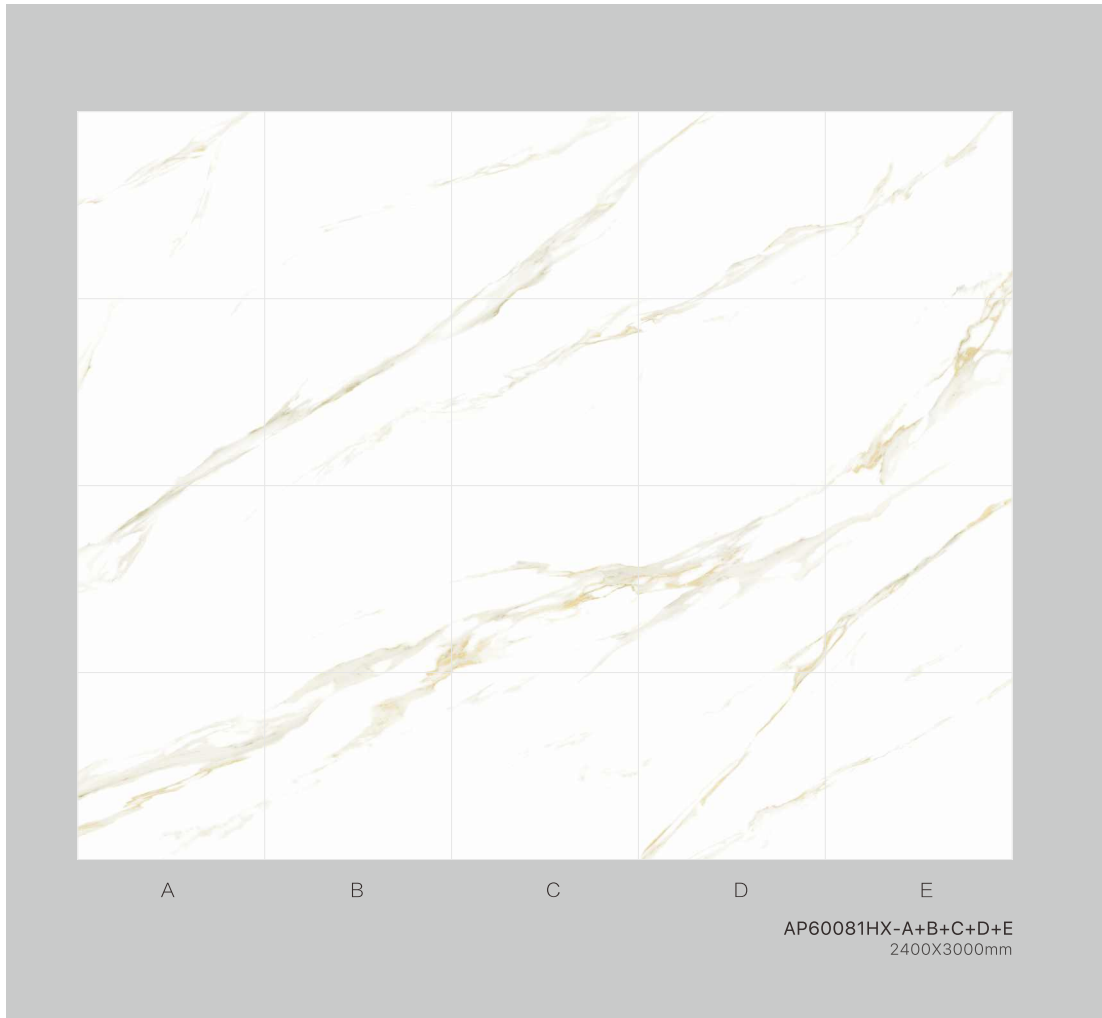
-  High Damage Resistance
-  HD Colour Superposition
-  Resistant to Stains
-  Low Chromatic Distortion
-  Extra Hardness
-  Extra Surface Flatness
-  Waterproof












# ARTS

SIZE: 2400x3000mm



-  High Damage Resistance
-  HD Colour Superposition
-  Resistant to Stains
-  Low Chromatic Distortion
-  Extra Hardness
-  Extra Surface Flatness
-  Waterproof





# ARTS

SIZE: 2400x2400mm



A

B

C

BJ83301X-A+B+C  
2400X2400mm

-  High Damage Resistance
-  HD Colour Superposition
-  Resistant to Stains
-  Low Chromatic Distortion
-  Extra Hardness
-  Extra Surface Flatness
-  Waterproof







*ASA Tiles is the first ceramic brand in the country to introduce sophisticated waterfall glazing and glaze levelling systems into tile production.*

*Along with diamond polishing technique,  
ASA Tiles is able to deliver good-value Hilton Super Flat Marble tiles.*



# HILTON SUPER FLAT MARBLE

SIZE: 600x600mm 800x800mm



- HD Colour  
Superposition
- Resistant  
to Stains
- Low Chromatic  
Distortion
- Extra  
Hardness
- Extra Surface  
Flatness
- Waterproof





# HILTON SUPER FLAT MARBLE

SIZE: 600x600mm 800x800mm









AH60008X  
AH80008X  
600x600mm 800X800mm



AH60015X  
AH80015X  
600x600mm 800X800mm



► AH80061X  
800X800mm

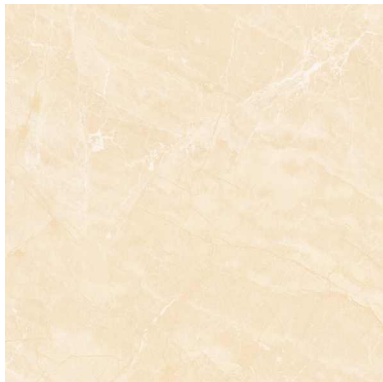
-  HD Colour  
Superposition
-  Resistant  
to Stains
-  Low Chromatic  
Distortion
-  Extra  
Hardness
-  Extra Surface  
Flatness
-  Waterproof





# HILTON SUPER FLAT MARBLE

SIZE: 600x600mm 800x800mm



AH80062X  
800X800mm









▶ AH80065X  
800X800mm



AH60060SX  
600X600mm



AH60058JX  
600X600mm

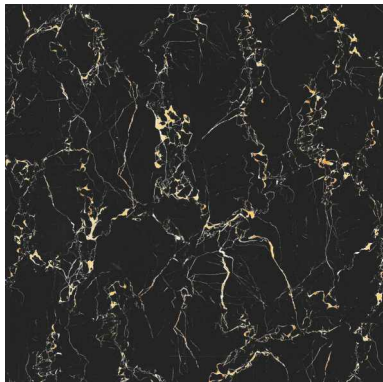
-  HD Colour  
Superposition
-  Resistant  
to Stains
-  Low Chromatic  
Distortion
-  Extra  
Hardness
-  Extra Surface  
Flatness
-  Waterproof





# HILTON SUPER FLAT MARBLE

SIZE: 600x600mm 800x800mm



AH60090TX  
600X600mm



▶ AH80090KX  
800X800mm



AH80059JX  
800X800mm

- HD Colour  
Superposition
- Resistant  
to Stains
- Low Chromatic  
Distortion
- Extra  
Hardness
- Extra Surface  
Flatness
- Waterproof





# PROJECT HIGHLIGHTS



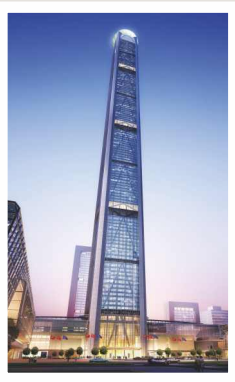
Burj Khalifa Tower



Shanghai Tower



The Oriental Pearl Radio & TV Tower



Goldin Finance 117



Shanghai Maglev Train Station



China Central Television Headquarter



The Great Hall of the People



Peking University



The University of Hong Kong



The Grand Hotel, Taipei



Singapore Changi Airport

# SPECIFICATION

- Vision Friendly**

This tile belongs to our 55° Marble Tiles series. It allows diffuse reflection of excessive light. This tile is specially designed for vision protection.
- High Damage Resistance**

This tile was fired at high temperature. It has high damage resistance (ASTM C648, EN ISO 10545-4).
- High Definition Pattern**

This tile is printed in high definition 1080p.
- Extra Hardness**

This tile experienced high-temperature firing and 5-time polishing. Its Mohs hardness is around 6, higher than the national standard. It is more resistant to abrasion.
- Low Chromatic Distortion**

Tiles in the same batch do not have obvious colour difference within 2 m of visual inspection.
- High Slip Resistance ( For matte surface only )**

This tile has high slip resistance, CoF ≥ 0.60 (ASTM C1028).
- HD Colour Superposition**

Multi-channel printing is used in this tile. Superposition of ink reproduces the colour of natural stones.
- 4D Natural Touch**

360° printing and carving are applied in this tile to mimic the micro-texture of natural stones.
- Waterproof**

Water absorption of this tile is ≤ 0.1% (ASTM C373, EN ISO 10545-3), lower than the national standard (≤ 0.5%).
- Extra Surface Flatness**

Deviation in surface flatness affects the cost and efficiency of tile installation. The flatness deviation of this tile is controlled within ±0.1% (ASTM C485, EN ISO 10545-2), which is better than the national standard (±0.4%).
- Resistant to Stains**

Imported high-temperature nano ceramic glaze is applied onto this tile. It has minimised porosity and high stain resistance to grout, washable and waterproof inks, and chemicals (ASTM C1378, EN ISO 10545-14).

# CERTIFICATIONS

