**About CEO**

Former CEO of RAK Ceramics - one of the largest ceramics tile and Sanitary ware manufacturing companies in the world.

The contribution and expertise of Dr. Massaad in the ceramics industry are immense. He enjoyed an excellent reputation in the international ceramics industry, putting more than 20 years of experience in industry towards securing a state-of-the-art manufacturing facility, using the latest machinery and procured at optimal best prices.

He is a Swiss national with Ph.D. in Geophysics and M.Sc. in Mathematics.

“The company has competitive edge in that it has commenced the production with machinery and techniques that are state of the art. We are employing the best technology and the best possible machinery as of today, the best designs and best raw materials.

The company wants to build long term strategy to be a serious, high quality producer of ceramics tiles and sanitary ware”.

**25X40 cm Collection**

You can cut all the flowers but you cannot keep Spring from coming...

**33X33 cm Collection**

Everything you can...

**50X50 cm Collection**

Timeless atmosphere color...

**Technical**

The International Organisation for Standardization...
FORSAN CERAMICS is an emerging global ceramics manufacturing company, offering a contemporary range of tiles and sanitaryware collections. Al Forsan Global Industrial Complex is comprised of three large scale tile and sanitaryware manufacturing factories that are expected to position the company as the third largest tiles and sanitaryware manufacturer in the Kingdom of Saudi Arabia.

FORSAN CERAMICS facilities are located at King Abdullah’s Economic City in Rabigh (near Jeddah) across an area of 1.5 km². The ceramic tile production factory has a total capacity of 12.0 million m² per year followed by the porcelain production facility at 8.0 million m² and the sanitaryware production factory with an annual capacity of 1.45 million pieces. The factory utilizes state-of-the-art machinery sourced from Italy, to ensure optimum production efficiency and high-end product quality.

In addition to the production facilities, FORSAN CERAMICS also will include a center of training excellence for Saudi employees, enabling them to stay in line with the latest production trends and technologies.
Floor Tiles: TH-3306 - IV, TH-3306 - BE, TH-3306 BEBR, TH-3306 - DBR, TH-3306 - DBE.

33x33cm • 13"x13"
A mega ceramics manufacturing project

VISION:
Our Vision is to produce high quality ceramic and porcelain tiles and sanitary wares to be sold in Saudi Arabia and international market to give Forsan Ceramics excellent reputation of a respectable partner in the industry.

State of the art Machines
- Latest Printing Technologies
- Team of More Than 20 Years of Experience in the Field
- Innovative Products with the Highest Standards of Quality

Mission

Our Mission is to supply high quality products to suit all the international standards and to give excellent service to our clients:
- To create and develop new products of high quality standards to be the latest developments.
- To have staff highly committed, motivated, loyal, trained, satisfied with excellent Corporate Social Responsibility.
- To produce value and profit to satisfy the shareholders.

MANUFACTURING
- 1.45 Million Sanitary Ware Pieces per Year
- 8 Million M² Porcelain Tiles per Year
- 12 Million M² Ceramic Tiles per Year

Spread Over 1.5 km² Area
You can cut all the flowers but you cannot keep Spring from coming.

(Pablo Neruda)
Wall Tiles 25x40 cm (9.8”x15.7”)

MARBLE 14

MARBLE DECOR 26

FLOWER DECOR 34

MARBLE DECOR 26

FLOWER DECOR 34
25x40cm • 9.84"x15.7"

Wall Tiles: Arona-HN, Arona-BE, Brick decor, Mosaic Decor, Flower Decor, Rhombus Decor.
Floor Tiles: Arona-BE
Sanitaryware: LEVEL shower tray, DAYBYDAY bath tub, MiniMax basins
**The Sleek Collection**

Co-ordinated Floor Tiles 33x33cm • 13"x13"

Arctic IV - Ivory  
Arctic BE - beige  
Arctic Diamond Decor  
Arctic Rhombus Decor  
Arctic Brick Decor  
Arctic Mosaic Decor

5424 IV - Ivory  
5424 BE - beige  
5424 Diamond Decor  
5424 Rhombus Decor  
5424 BE Brick Decor  
5424 Mosaic Decor

**IMPORTANT:** Shade variation is inherent in the manufacture of tiles.
The Sleek Collection

5402 BR - brown
5402 IV - ivory
5402 Diamond Decor
5402 Rhombus Decor
5402 Brick Decor
5402 Mosaic Decor

5403 BR - brown
5403 IV - ivory
5403 Diamond Decor
5403 Rhombus Decor
5403 Brick Decor
5403 Mosaic Decor

Co-ordinated Floor Tiles 33x33cm • 13"x13"

5402 BR - brown
5402 IV - ivory
5402 Diamond Decor
5402 Rhombus Decor
5402 Brick Decor
5402 Mosaic Decor

5403 BR - brown
5403 IV - ivory
5403 Diamond Decor
5403 Rhombus Decor
5403 Brick Decor
5403 Mosaic Decor

IMPORTANT: Shade variation is inherent in the manufacture of tiles.
**Co-ordinated Floor Tiles 33x33cm • 13”x13”**

- 5417 IV - ivory
- 5417 BR - brown
- 5418 LPK - light pink
- 5418 DPK - dark pink

**The Sleek Collection**

- 5417 IV - ivory
- 5417 BR - brown
- 5418 LPK - light pink
- 5418 DPK - dark pink

**IMPORTANT:** Shade variation is inherent in the manufacture of tiles.
Co-ordinated Floor Tiles 33x33cm • 13”x13”

5421 LCBR - light coffee brown
5421 CBR - coffee brown
5421 Diamond Decor
5421 Rhombus Decor
5421 Brick Decor
5421 Mosaic Decor

The Sleek Collection

IMPORTANT: Shade variation is inherent in the manufacture of tiles.
The Sleek Collection

5421 LGY - light grey
5421 DGY - dark grey

5421 Diamond Decor
5421 Rhombus Decor
5421 Brick Decor

5421 Mosaic Decor

Co-ordinated Floor Tiles 33x33cm • 13"x13"

5421 LGY - light grey
5421 DGY - dark grey

5421 LBR - light brown
5421 BR - brown

IMPORTANT: Shade variation is inherent in the manufacture of tiles.
Wall Tiles: 5425-LGY, 5425-DGY, Brick decor, Mosaic Decor, Flower Decor, Rhombus Decor.
Floor Tiles: 5425-DGY
Sanitaryware: LEVEL shower tray, MiniMax bath tub, MiniMax basins
The Sleek Collection

5425 LGY - light grey
5425 DGY - dark grey
5425 Diamond Decor
5425 Rhombus Decor
5425 Brick Decor

Arctic Mosaic Decor

Co-ordinated Floor Tiles 33x33cm • 13"x13"

5425 LGY - light grey
5425 DGY - dark grey

Teak Wood

5426 IV - ivory
5426 CBR - coffee brown

Co-ordinated Floor Tiles 33x33cm • 13"x13"

5426 IV - ivory
5426 CBR - coffee brown

IMPORTANT: Shade variation is inherent in the manufacture of tiles.
Co-ordinated Floor Tiles 33x33cm • 13”x13”

The Sleek Collection

- Arona WH - white
- Arona BE - beige
- Arona Diamond Decor
- Arona Rhombus Decor
- Arona Brick Decor
- Arona Mosaic Decor

IMPORTANT: Shade variation is inherent in the manufacture of tiles.
25x40cm 9.84”x15.7”

Wall Tiles: 5430-WH, 5430-BL, 5430-VLT, 5430-PK, 5439-GR, Flower Decor Set.
Floor Tiles: 5430-BL.

Daisy

5430 WH - white
5430 PK - pink
5430 BL - blue
5430 Decor Set A & B

Co-ordinated Floor Tiles 33x33cm • 13”x13”

5430 WH - white
5430 PK - pink
5430 BL - blue

IMPORTANT: Shade variation is inherent in the manufacture of tiles.
Wall Tiles: 5429-WH, 5429-YE, 5429-VLT, 5429-PK, 5429-GR, Flower Decor Set, 5429 Decor.
Floor Tiles: 5429-VLT
Sanitaryware: MinMax basin

25x40cm • 9.84"x15.7"
Co-ordinated Floor Tiles 33x33cm • 13"x13"

5429 WH - white  5429 YE - yellow  5429 VLT - violet

5429 PK - pink  5429 GR - green

Leaf Lines

5429 Flower Decor 3  5429 Flower Decor 4  5429 Decor

5429 Flower Decor Set A & B

Leaf Lines Decor

IMPORTANT: Shade variation is inherent in the manufacture of tiles.
Co-ordinated Floor Tiles 33x33cm • 13"x13"

5428 WH - white  5428 PK - pink  5428 VLT - violet

IMPORTANT: Shade variation is inherent in the manufacture of tiles.

Blossom

5428 Decor Set A & B

5428 WH - white  5428 PK - pink  5428 VLT - violet

5428 Decor Set A & B

25x40cm 9.84"x15.7"

Wall Tiles: 5417-IV, 5417-BR.
Floor Tiles: 5417-BR.
Sanitaryware: MiniMax basin
Outdoor relaxation

Everything you can imagine, the nature has already created.

(Albert Einstein)
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>OUTDOOR</td>
<td>44</td>
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<tr>
<td>ATRIUM</td>
<td>50</td>
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<tr>
<td>PORTICO</td>
<td>54</td>
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<tr>
<td>ENTRANCE</td>
<td>60</td>
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</tbody>
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Gravel Collection

![Gravel Collection Image]
Wall Tiles: TH-3301
Floor Tiles: TH-3300

33x33cm • 13”x13”
33x33cm • 13”x13”

Tiles: TH-3300, D TH-3301

13 mm Extra Tick Gravel Collection

TH-3300
TH-3312 - BEBR
TH-3312 - IVBR

TH-3301
TH-3310 - WH

IMPORTANT: Shade variation is inherent in the manufacture of tiles.
Tiles: TH-3312 - IVBR, TH-3304 - RDVR, TH-3300

33x33cm • 13”x13”
33x33cm • 13”x13”

Tiles: TH-3306 - IV, TH-3306 - BE, TH-3306 - BEBR, TH-3306 - DBR, TH-3306 - DBE,
Tiles: TH-3306 - IV, TH-3306 - BE, TH-3306 - BEBR, TH-3306 - DBR, TH-3306 - DBE

33x33cm • 13”x13”

13 mm Extra Thick Gravel Collection

IMPORTANT: Shade variation is inherent in the manufacture of tiles.
Tiles: TH-3304 - TAN, TH-3308 - DBR

33x33cm • 13”x13”
33x33cm • 13”x13”

Tiles: TH-3304 - TAN, TH-3308 - DBR

13 mm Extra Thick Gravel Collection

TH-3304 - TAN
TH-3309 - YE
TH-3304 - DBR
TH-3304 - RDBR

TH-3304 - OR
TH-3304 - BR
TH-3304 - RD-BR

TH-3308 - DBR
TH-3313 - DBR

TH-3315 - IVBR
TH-3315 - BEBR
TH-3316 - RD

IMPORTANT: Shade variation is inherent in the manufacture of tiles.
Composition 33x33cm • 13”x13”

IMPORTANT: Shade variation is inherent in the manufacture of tiles.
Tiles: TH-3307 - DBR, TH-3303 - BL

33x33cm • 13”x13”
33x33cm • 13"x13"
Tiles: TH-3307 - DBR

13 mm Extra Tick Gravel Collection

TH-3307 - DGY
TH-3307 - DBR
TH-3303 - BL

TH-3314 - GY
TH-3311 - IV
TH-3311 - PK

Technical Specifications

PACKING DETAILS

<table>
<thead>
<tr>
<th>ITEM</th>
<th>Pcs./Box</th>
<th>Sq.M/Box</th>
<th>Kg/Box</th>
<th>Box/Pallet</th>
<th>Sq.M/Pallet</th>
<th>Kg/Pallet</th>
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</thead>
<tbody>
<tr>
<td>33x33cm 13&quot;x13&quot;</td>
<td>9</td>
<td>0.98</td>
<td>21.00</td>
<td>81</td>
<td>79.38</td>
<td>1,765.00</td>
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<tr>
<td>33x33cm 12&quot;x12&quot; (9mm)</td>
<td>13</td>
<td>1.42</td>
<td>20.50</td>
<td>81</td>
<td>115.02</td>
<td>1,660.50</td>
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TILES DETAILS

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<tr>
<th>ITEM</th>
<th>CM</th>
<th>INCH</th>
<th>BODY</th>
<th>RECTIFIED</th>
<th>FINISHING</th>
<th>THICKNESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>FLOOR TILES</td>
<td>33 x 33</td>
<td>13 x 13</td>
<td>Red Body</td>
<td>Yes</td>
<td>Matt</td>
<td>9 mm</td>
</tr>
</tbody>
</table>

IMPORTANT: Shade variation is inherent in the manufacture of tiles.
Stone heart

Timeless atmosphere
color, light, reflections
in contact with the
most natural part
of our soul.
Tiles 50x50 cm (19.7”x19.7”)

KITCHEN 68
BEDROOM 72
LIVING 76

KITCHEN 68
BEDROOM 72
LIVING 76
Floor Tiles: Perlato - BE, 5005 - LG, 5014 - BR
Kitchen design: Silvio Arcari

50x50cm • 19.7”x19.7”
Base Collections 50x50cm • 19.7”x19.7”

5035-IV
5000-BE
5010-BE
5010-IV
5003-LBE
5002-BE
5010-BES
5007-IV
5005-LG
5006-BE
DURINA-IV
5003-LGY

IMPORTANT: Shade variation is inherent in the manufacture of tiles.
50x50cm • 19.7”x19.7”

Wall Tiles: 5004 - BE
Floor Tiles: 5002 - BE, 5016 - CBR
Base Collections 50x50cm • 19.7”x19.7”

5009-IV
5004-BE
CM50-5000-BE
5008-BR
5001-IV
COSTA-BR

PERLATO-BE
TERRA-BR
VENATO-DBR
ONERA-BR
GIALO-BR
5012-BE

IMPORTANT: Shade variation is inherent in the manufacture of tiles.
Floor Tiles: 50x50cm • 19.7”x19.7”
Base Collections 50x50cm • 19.7”x19.7”

**Floor Tiles: Venato - DBR**

- **5011-BE**
- **5013-BR**
- **5015-IV**
- **5014-BR**
- **AZUL-BE**
- **ARONA-IV**

**IMPORTANT:** Shade variation is inherent in the manufacture of tiles.
Base Collections 50x50cm • 19.7”x19.7”

ARCTIC-BE

5020-BE

5016-CBR

5009-BE

BEOLA-WH

5034-IV

Technical Specifications: Ceramics Tiles

IMPORTANT: Shade variation is inherent in the manufacture of tiles.
### Technical Specifications: Ceramics Tiles

The International Organisation for Standardization (ISO) classifies dry-pressed ceramic tiles into 5 groups, according to their water absorption:

<table>
<thead>
<tr>
<th>Test Description</th>
<th>Standard Test Method</th>
<th>Standard Requirements ISO:13006/EN14411</th>
<th>FORSAN Specification</th>
</tr>
</thead>
<tbody>
<tr>
<td>Length &amp; Width</td>
<td>BS EN ISO 10545-2</td>
<td>±0.75% &amp; ±0.5%</td>
<td>±0.3% &amp; ±0.2%</td>
</tr>
<tr>
<td>Straightness of Sides</td>
<td>BS EN ISO 10545-2</td>
<td>±0.5%</td>
<td>±0.2%</td>
</tr>
<tr>
<td>Thickness</td>
<td>BS EN ISO 10545-2</td>
<td>± 5%</td>
<td>± 4%</td>
</tr>
<tr>
<td>Rectangularity</td>
<td>BS EN ISO 10545-2</td>
<td>± 0.6%</td>
<td>± 0.3%</td>
</tr>
<tr>
<td>Surface Flatness</td>
<td>BS EN ISO 10545-2</td>
<td>± 0.5%</td>
<td>± 0.3%</td>
</tr>
<tr>
<td>Water Absorption</td>
<td>BS EN ISO 10545-3</td>
<td>&gt; 10% - ≤ 20%</td>
<td>&gt; 15% - ≤ 19%</td>
</tr>
<tr>
<td>Breaking Strength</td>
<td>BS EN ISO 10545-4</td>
<td>≥ 600 N</td>
<td>≥ 1300 N</td>
</tr>
<tr>
<td>Modulus of Rupture</td>
<td>BS EN ISO 10545-4</td>
<td>≥ 12 N/mm²</td>
<td>&gt; 18 N/mm²</td>
</tr>
<tr>
<td>Resistance to Surface Abrasion</td>
<td>BS EN ISO 10545-7</td>
<td>Manufacturer to define abrasion class</td>
<td>PEI Class 2 - 5</td>
</tr>
<tr>
<td>Coefficient of Linear Thermal Expansion</td>
<td>BS EN ISO 10545-8</td>
<td>≤ 9 x 10^-6/°C</td>
<td>≤ 7 x 10^-6/°C</td>
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<tr>
<td>Crazing Resistance</td>
<td>BS EN ISO 10545-9</td>
<td>No visible defect</td>
<td>No visible defect</td>
</tr>
<tr>
<td>Frost Resistance</td>
<td>BS EN ISO 10545-11</td>
<td>Required</td>
<td>No crazing</td>
</tr>
<tr>
<td>Resistance to Household Chemicals &amp; Swimming Pool Salts</td>
<td>BS EN ISO 10545-12</td>
<td>No visible damage</td>
<td>No visible damage</td>
</tr>
<tr>
<td>Resistance to Low Concentrations Acids &amp; Alkalis</td>
<td>BS EN ISO 10545-13</td>
<td>No visible effect</td>
<td>No visible effect</td>
</tr>
<tr>
<td>Stains Resistance</td>
<td>BS EN ISO 10545-14</td>
<td>Manufacturer to define classification</td>
<td>Class 5 Stains removed</td>
</tr>
<tr>
<td>Colour Resistance to UV Light ± 5%</td>
<td>DIN 51094</td>
<td>No colour variation</td>
<td>No colour variation</td>
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### 33x33cm Extra Thickness Floor Tiles

<table>
<thead>
<tr>
<th>Test Description</th>
<th>Standard Test Method</th>
<th>Standard Requirements ISO:13006/EN14411</th>
<th>FORSAN Specification</th>
</tr>
</thead>
<tbody>
<tr>
<td>Length &amp; Width</td>
<td>BS EN ISO 10545-2</td>
<td>±0.5%</td>
<td>±0.3%</td>
</tr>
<tr>
<td>Straightness of Sides</td>
<td>BS EN ISO 10545-2</td>
<td>±0.3%</td>
<td>±0.3%</td>
</tr>
<tr>
<td>Thickness</td>
<td>BS EN ISO 10545-2</td>
<td>± 10%</td>
<td>± 5%</td>
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<tr>
<td>Rectangularity</td>
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<td>± 0.4%</td>
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<tr>
<td>Surface Flatness</td>
<td>BS EN ISO 10545-2</td>
<td>± 0.5%</td>
<td>± 0.3%</td>
</tr>
<tr>
<td>Water Absorption</td>
<td>BS EN ISO 10545-3</td>
<td>&gt; 10% - ≤ 20%</td>
<td>&gt; 15% - ≤ 19%</td>
</tr>
<tr>
<td>Breaking Strength</td>
<td>BS EN ISO 10545-4</td>
<td>≥ 600 N</td>
<td>≥ 1500 N</td>
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<tr>
<td>Modulus of Rupture</td>
<td>BS EN ISO 10545-4</td>
<td>≥ 12 N/mm²</td>
<td>&gt; 18 N/mm²</td>
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<tr>
<td>Resistance to Surface Abrasion</td>
<td>BS EN ISO 10545-7</td>
<td>Manufacturer to define abrasion class</td>
<td>PEI Class 2 - 5</td>
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<tr>
<td>Coefficient of Linear Thermal Expansion</td>
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<td>Test method available</td>
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<tr>
<td>Crazing Resistance</td>
<td>BS EN ISO 10545-9</td>
<td>No visible defect</td>
<td>No visible defect</td>
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<tr>
<td>Frost Resistance</td>
<td>BS EN ISO 10545-11</td>
<td>Required</td>
<td>No crazing</td>
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<tr>
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## Technical Specifications

<table>
<thead>
<tr>
<th>ITEM</th>
<th>Pcs./Box</th>
<th>Sq.Mt/Box</th>
<th>Kg/Box</th>
<th>Box/Pallet</th>
<th>Sq.Mt/Pallet</th>
<th>Kg/Pallet</th>
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<tr>
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<td>33x33cm 13&quot;x13&quot; (9mm)</td>
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<td>81</td>
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<tr>
<td>33x33cm 13&quot;x13&quot; (9mm)</td>
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## Tiles Details

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<td>Red Body</td>
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<td>Matt</td>
<td>9 mm</td>
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<td>19.7 x 19.7</td>
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<td>Yes</td>
<td>Glossy/Matt</td>
<td>9 mm</td>
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</table>
King Abdullah Economic City P O Box 17223,
Jeddah-21484 Kingdom of Saudi Arabia
Phone: +966 12 611 3014 / 15 Fax: +966 12 288 2882
info@forsan-ceramics.com