



# HANDCRAFTED HERITAGE™ TILES

A COLLECTION OF THE FINEST SELECTION OF  
HANDCRAFTED RENAISSANCE.



# THE MAGIC OF HANDCRAFTED TILES

## WHAT IS THE MAGIC ELEMENT?

Cement tiles are 100% handcrafted, and really incorporate the concept of Wabi - Sabi in them. Cement tiles are not fired; there is no glaze layer on the surface of the tile.

They derive their durability from the combination of finely dehydrated ground Portland cement layer and a more coarse layer of sand and cement.

## THE MAKING OF AN ARTISANAL PRODUCT

Cement tiles are made by hand, one at a time, using mineral pigments. The pigment layer is hydraulically pressed into the surface and becomes a part of the tile.

The metal mold is handmade following specific design drawings. After the tile is cast by the artisan, it must be cured in water for a period of time, and then air dried before being shipped. It is for this reason that cement tiles have a longer delivery period than ceramic tiles, but they have an extremely long life.

## WHAT MAKES OUR TILES STAND OUT?

Our tiles are neither printed nor painted, coloured cement materials are hand-poured into divider molds to create these patterns.

## WHY ARE NO TWO TILES THE SAME?

Because of the traditional processes involved with the production of these tiles, slight variations such as small edge splinters, colour bleeding/smudging between elements of the pattern and surface scratches are inevitable.

In addition, some tiles may have small crack or cobweb-like structures on them. This is perfectly normal and is due to the chemical process followed by cement. It is precisely these imperfections which give these tiles their distinct charm and natural appeal.

## WHAT ARE THE BENEFITS OF USING CEMENT?

Cement is incredibly durable. Floors can last up to 60 to 70 years if used and maintained properly. In addition to this, the tiles can be re - polished a number of times during their life and will look as good as new each time this is done. Cement floors can take a lot of wear and tear, and are perfect for high traffic areas.

## BFT OFFERS YOU A RANGE OF COLOURS

Our tiles are available in a vast variety of shades which can be combined and paired to create beautiful results. The only exception, however, whenever darker colours (especially black or dark blue) are used in conjunction with lighter colours (especially white), there will be smudging during the polishing process. This is due to the dark pigment being polished off and settling onto the lighter tile. To avoid this, the combination of colours can be changed. Our designer can advice you on this.

## WHY ARE THE JOINT LINES VISIBLE ONCE THE TILES ARE LAID?

Tiles are laid very close to each other. Since the joint lines are very fine, it is difficult for the grouting material to stay inside. Some of this material may come out, causing the joint lines to be visible.

Sometimes, free lime left over from the curing process will float to the top of the tile forming a whitish layer on top. This feature is called efflorescence and is inherent in all cement products. The efflorescence will gradually go away with regular mopping and use of the floor. To remove it more quickly, one can purchase our soap and scrub the floor.

## WHAT IS THE TILE POROSITY?

Cement tiles have porosity similar to natural stones. They are not recommended for areas where there will be spillage of oil or masalas. In bathrooms, they should preferably be used in dry areas and walls.

## ARE THE BFT TILES SUITABLE FOR OUTDOOR USE?

If the tiles are used outdoors, they will get a weathered appearance and the polish not remain. The recommended use of these tiles is indoors.

## CARE AND MAINTENANCE

Avoid using harsh chemicals, phenyl etc. Just use plain water, and most importantly, change the water often during the mopping process. This will keep the tiles clean and indeed, will ensure your tiles gleam more and more over the years.

If you like, you may buy our soap solution and use a small capful in each bucket of water. A small bottle should last you a long time.

## INSTALLATION BY CERTIFIED CONTRACTORS

Always have your floor installed by our certified contractor, Gaaia Contractors as they would know all the steps to be taken to produce an outstanding floor. Getting the tiles laid by a non-certified contractor will ruin the tiles. We will take no responsibility for tiles fixed by a non-certified contractor.

## DIMENSIONAL TOLERANCES

As a characteristic of cement tiles, there will be dimensional variations both in thickness and right angles.

These have to be adjusted during the laying of tiles by using cement mortar mix instead of adhesive, and also by the skill of the mason in adjusting the pattern to fit properly.

# THE BFT PROCESS



## 01 BLENDING

The pigment composition is a mixture of high quality white Portland cement, marble powder and natural mineral colour pigments. The ingredients are blended together carefully over a period of 3-4 hours to produce the final colours.

## 02 MOLDING

The colours are filled with hand into a metal mold. The metal mold, containing the desired pattern is handmade from specific design drawings. Handmade cement tiles are unique and are expected to have slight imperfections, which give them character and depth.

## 03 COMPRESSING

A cork in the form of a strong metal plate is applied at the top of the mold and the tile is pressed using a mechanical hydraulic press. The pressure applied is up to 1-ton per square inch, which produces a compact tile.



## 04 HARDENING

After pressing, the tiles are removed from the mold and placed on a rack until they harden enough to be moved into a tank of water.

## 05 HYDROLYSIS

The tiles are cured in water for several days, and not touched, during which they undergo a hydrolysis process and harden into strong concrete.



## 06 DRYING

They are then removed from the tank, and allowed to further cure in the air, until they are fully ready to be shipped to the customer.

# THE BFT STORY

## 1922

**OUR JOURNEY**  
Jamshed Mehta, a colleague of Mahatma Gandhi, inspired the young Pherozesha Sidhwa by saying "India needs both economic and political independence".

Pherozesha borrowed money, and started a tile manufacturing unit along with nephew Rustom, and friend Jamshed. Thus, in 1922, was born The Bharat Flooring Tile Company. In the fishing village of Mora, Uran, where the family once made liqueurs from fruits and flowers. Without electricity, water or telephone service. With only fishing boats to carry goods and people - when the weather was fair!

## 1923

### OUR FIRST CLIENT SIR COWASJI JEHANGIR

Still there after 93 years! Sir Jehangir HC Jehangir testifies "... we are very happy to inform you not only are the tiles still existing and in excellent condition but are much admired by ourselves, by many of our tenants and by visitors to the building. In fact, we like the tiles so much we do not allow them to be replaced by any of our tenants."

## 1923-1935

### THE RAJ ERA

"Equal to the world's best" was the motto. Many princely residences were tiled by the Bharat Tiles Company; amongst them for their Highnesses, the Maharajas of Bansda, Bikaner, Gwalior, Jodhpur, Kolhapur. Umaid Bhavan Palace retains them still and many others. Even the British could not resist using Bharat's 'Swadeshi' tiles in their Governors' houses, Universities, the Mint, and other public buildings!

## 1935-1940

### ART DECO ARRIVES

Art Deco Arrives in the decade 1930-1940, Hollywood entered the country with a bang and Bombay saw a number of new cinema houses - Metro, Eros, Excelsior, Broadway, Capitol, and Roxy - all tiled by Bharat. Those years saw the birth of the Art Deco phase of architecture for which Mumbai has global recognition. Almost every building in the Art Deco precincts of Oval, Marine Drive, Malabar Hill, Altamount Road and other places across Mumbai and beyond had Bharat Tiles.

## 1940

### GRINDWELL ABRASIVES IS BORN

World War II. Cement only for defence purposes! Bharat closed, but the owners started India's first grinding wheel company in their Uran factory.

## 1950

### THE TERRAZZO ERA

Bharat responded with Premium Terrazzo Tiles, made of the whitest stone chips money could buy, as well as chips of the best Italian and Indian marble, providing cool, clean and beautiful Terrazzo or mosaic floors that are cherished even today throughout India.

## 1960

### STILAN® DEFINING HEAVY DUTY

Stilan® - a heavy duty tile, with ingredients next to diamonds in hardness, have taken millions of footfalls at CST and Flora Fountain.

Stilan, a skill for which Bharat is famous for, is being taught to new craftsmen for restoring old floors and creating new ones

## 1999

### HERITAGE RENAISSANCE

Rediscovering its original molds and catalogues, Bharat's Heritage™ range was re-launched in 1999 at the first Kalaghoda festival.

Each Heritage™ Tile is handcrafted and then mechanically processed for strength and longevity. Unlike mass produced products, some irregularities in line and some variation in shades are the hallmark and charm of handcrafted products. Continuing the grand tradition of past centuries, even today the tiles are made to order, to satisfy individual design and colour preferences.



## TECHNICAL SPECIFICATIONS

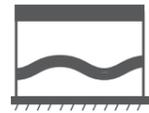
### HERITAGE™ AND UNITINTA™ TILES

Conforming to IS 1237

#### TECHNICAL DATA COMPOSITION

**Topping** White cement, pigment, filler

**Backing** Grey cement, Stone Grit/Dust



**Wet Transverse Strength**  
Above 3N/mm<sup>2</sup>



**Abrasion Test**  
Below 3.5mm



**Water Absorption**  
Below 10%



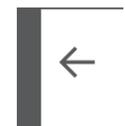
**Standard Size**  
20cm x 20cm



**Some Designs Available In**  
20cm x 10cm, 20cm x 15cm 10cm x 10cm,  
15cm x 15cm, 30cm x 30cm



**Thickness for Flooring Tile**  
23mm - 25mm



**Thickness for Wall Cladding**  
16mm - 18mm

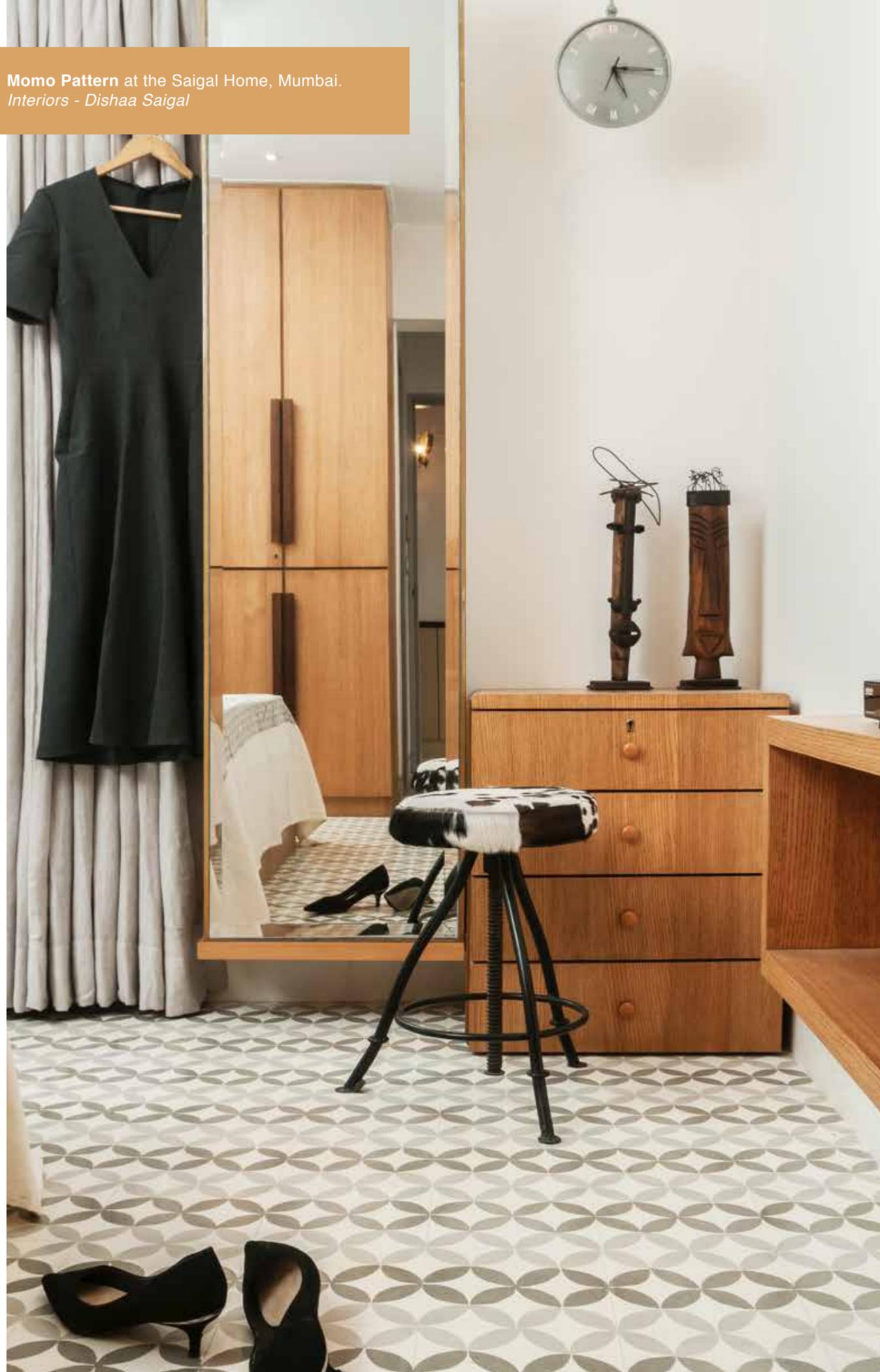
## COLOUR CHART



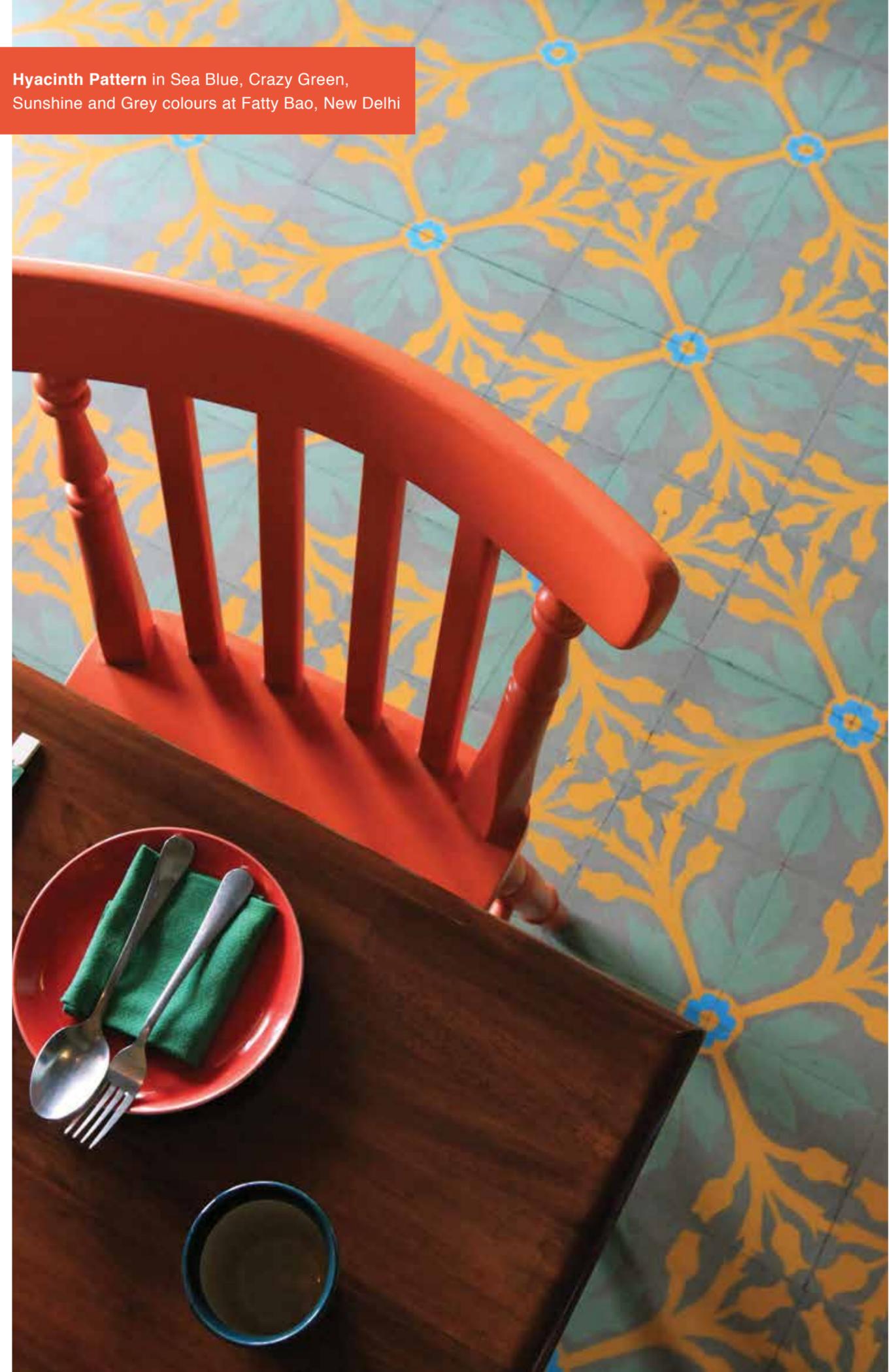
These colours are indicative cement colour shades will be slightly different from printed colours. Though we use the finest ingredients and blend with the utmost care, variations in the shades of raw material can lead to variations between batches. These are the hallmark and charm of handcrafted products.

**Note: Blue and Green colours are not recommended for use in sunlight.**

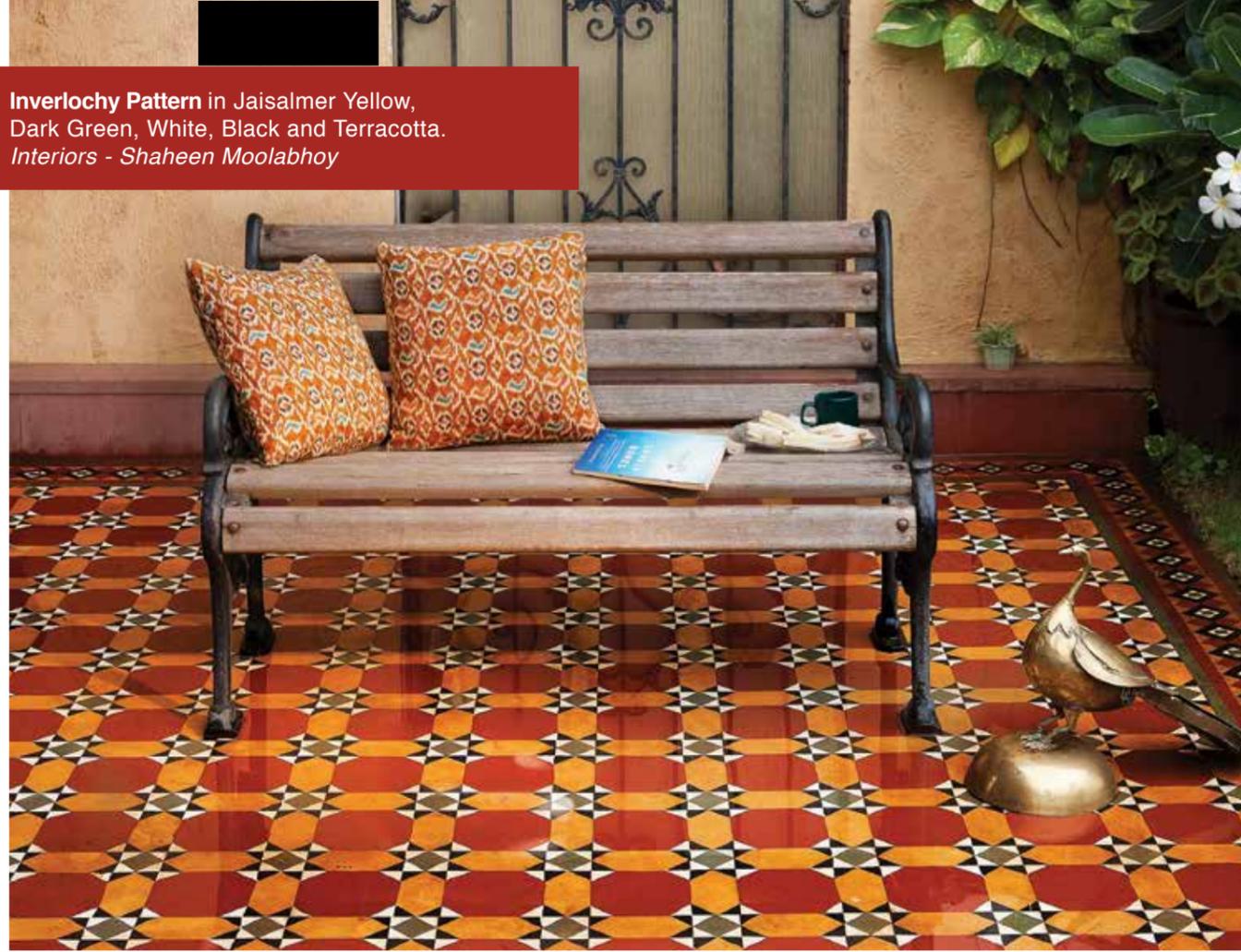
**Momo Pattern** at the Saigal Home, Mumbai.  
*Interiors - Dishaa Saigal*



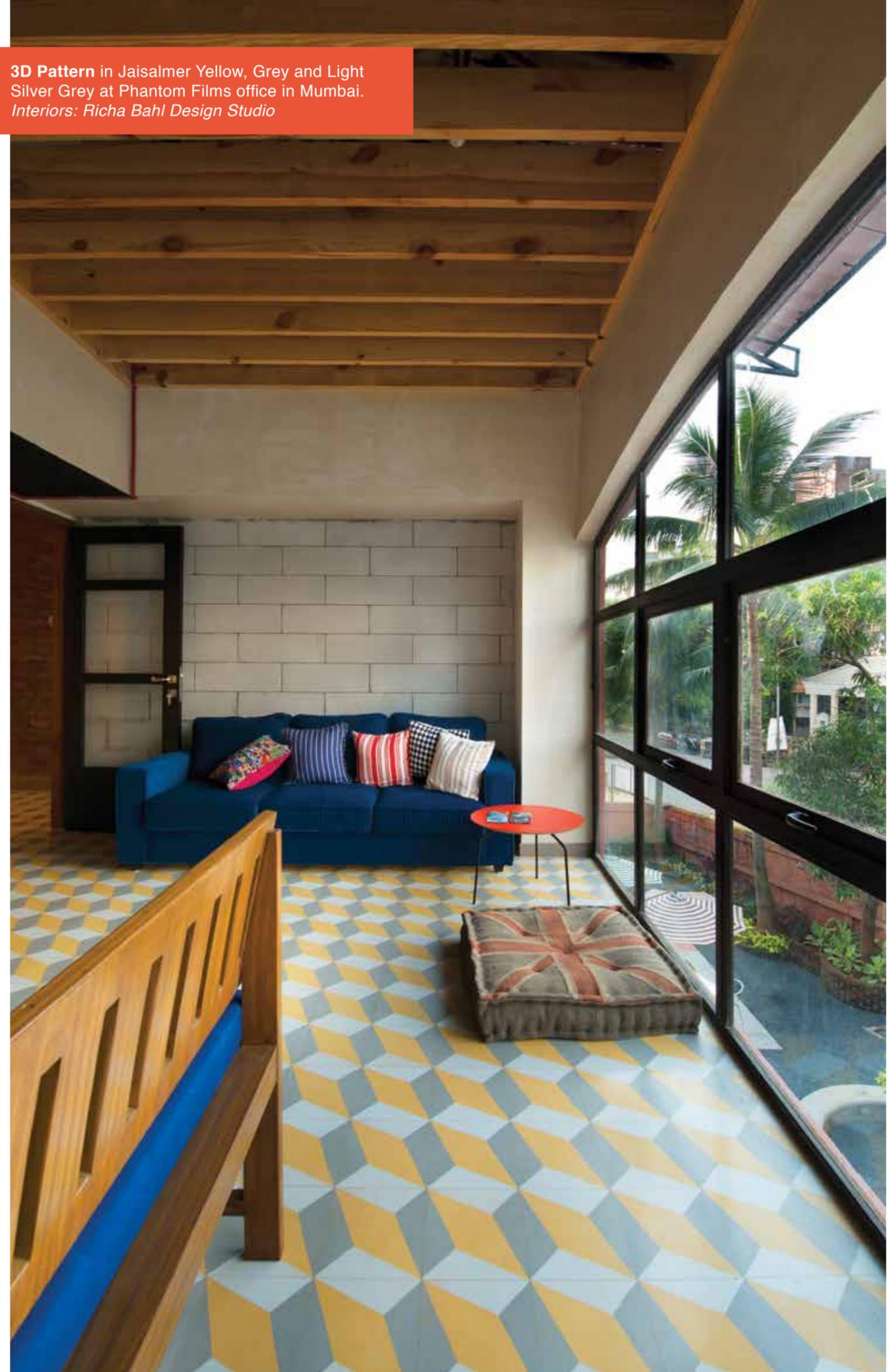
**Hyacinth Pattern** in Sea Blue, Crazy Green,  
Sunshine and Grey colours at Fatty Bao, New Delhi



**Inverlochy Pattern** in Jaisalmer Yellow, Dark Green, White, Black and Terracotta.  
*Interiors - Shaheen Moolabhoy*



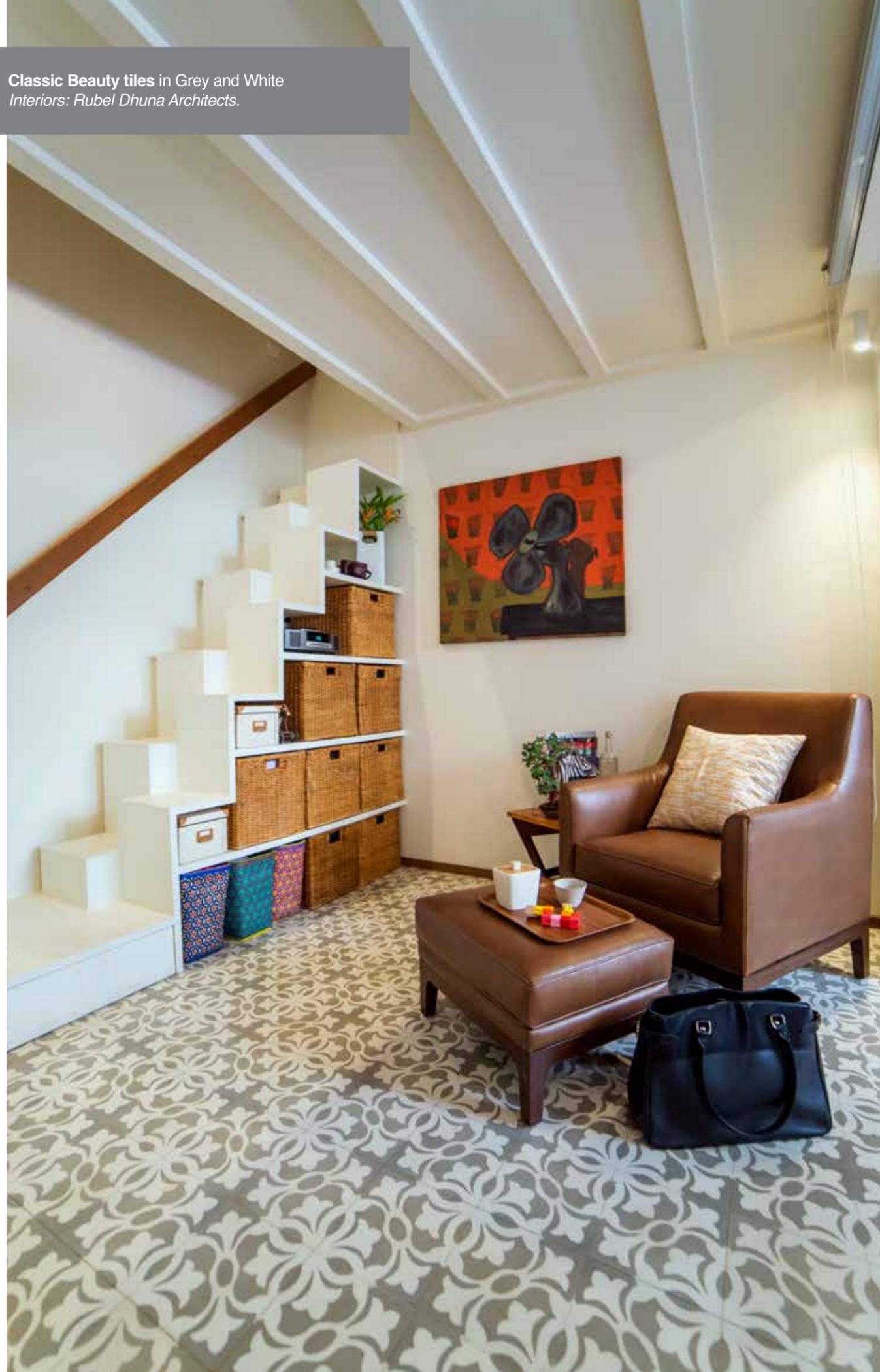
**3D Pattern** in Jaisalmer Yellow, Grey and Light Silver Grey at Phantom Films office in Mumbai.  
*Interiors: Richa Bahl Design Studio*



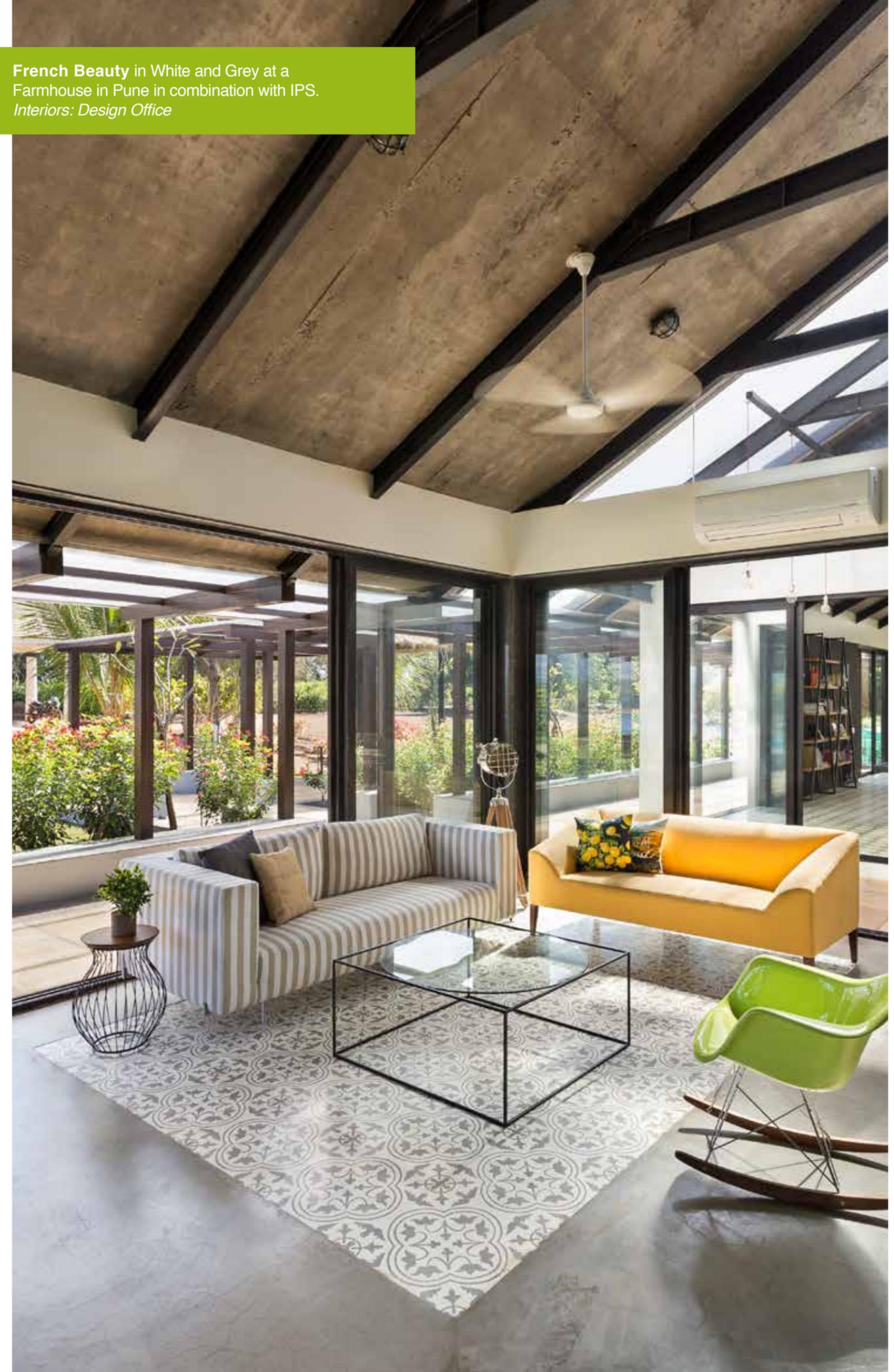
**Herringbone Pattern** in shades of Grey, White, Green and Blue Lagoon at a private villa in Goa.  
*Developer: Isprava. Interiors: Studio Momo.*



**Classic Beauty** tiles in Grey and White  
*Interiors: Rubel Dhuna Architects.*



**French Beauty** in White and Grey at a  
Farmhouse in Pune in combination with IPS.  
*Interiors: Design Office*





## **Bharat Floorings & Tiles (Mumbai) Pvt. Ltd**

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