

The Cliff[®]





We are the author of The CliffWorld which had set some standards to lead a lifestyle with classic touch. A life which is built luxurious through its lucrative range of vitrified tiles. And, that forms an optimistic aura around your working sphere. Come explore our empire of tiles and experience LavishThe Cliff Life.

Core Purpose

"To create a dream place to live by providing luxury solutions."

Core Values

1. We listen, we care, we serve
2. Encouraging culture
3. Innovation and adaptability
4. Respect for all
5. Teamwork

Big Hairy Audacious Goal (B.H.A.G.)

To become a leading brand in our industry and achieve a 1000 Cr. turnover by 2030

Vivid Description

- By 2030 The Cliff will be one of the largest manufacturers and suppliers in the ceramic Industry
- The Head Office will be located at Ahemdabad with 5 Manufacturing Units across the country
- The Cliff will have the Largest ceramic gallery in India
- With the overall staff of 1500+ Lezora will provide numerous employment opportunities and will provide all the necessities to all its people
- The Cliff will have a experienced and expert team forming its board.
- The Cliff will have its own Family Residences and will provide education and basic necessities to all the family members
- The Cliff will have more than 25 galleries across India and more than 3 Galleries across the globe.
- The Cliff will be achieve a status of a Trading House for a Trading of more Than 500Cr. in the Exports and the Winner of the Power Brand Award
- Every Member in the ceramic Industry will read about The Cliff and will want to become a "Clifferian"

Brand Promise

100% CUSTOMER SATISFACTION



Vision

Making this World a beautiful place to live!

The Cliff is an Empire of Tiles based in Morbi (Gujarat) managed by young and dynamic entrepreneurs under the guidance of its Chairman Mr. Vinodbhai Bhoraniya who has a vast experience and knowledge of tiles industry. The company has a vast collection of vitrified tiles to suit your taste. Apart from variety, our highly experienced promoters emphasize on quality of our products to deliver the best 100% value to our customers. With the help of fully automotive hi-tech machineries, innovative approach and latest applications, we satisfy the present need of market for new.

To bring global trends at your doorstep, The Cliff is well- equipped with all machineries and advanced technology to meet International standards in tiles industry. To induce continuous innovation in our tiles, The Cliff has a technical collaboration with Sacmi and Keda group, an Italian and Chinese company which invests in innovative technology. Also, we are launching International designs in Indian market to give our customers a more delightful experience.

| | | | | |
|--|--|----------------|----------------|--------------------------------------|
| | | | 600x 600mm | |
| | | | | Mirror Gloss Pg.: 63 - 70 |
| | | 600x 1200mm | | Sparkle Sugar Pg.: 71 - 74 |
| | | | | Luxurious Lappato Pg.: 75 - 76 |
| | | | | 145x 600mm |
| | | | | Stripe Wood Pg.: 105 - 110 |
| | | 600x 1200mm | | |
| | | | | Mirror Gloss Pg.: 27 - 32 |
| | | | | Platinum Polished Pg.: 33 - 48 |
| | | | | Rudraksh Rustic Pg.: 49 - 50 |
| | | | | Woods Empire Pg.: 51 - 56 |
| | | | 195x 1200mm | |
| | | | | Stripe Wood Pg.: 57 - 62 |
| | | | | Platinum Polished Pg.: 77 - 92 |
| | | | | Rudraksh Rustic Pg.: 93 - 100 |
| | | | | Woods Empire Pg.: 101 - 104 |

600x1200mm
60x120cm | 24"x 48"

DIGITAL GLAZED
VITRIFIED TILES

i-smart
ESSENCE OF IMAGINATION

Mirror
Gloss

Sparkle
Sugar

 random
aleatorio

 wall/floor tiles
pavimenti/rivestimenti

 use 3mm space
usare lo spazio 3mm

 7.5 mm
Thickness

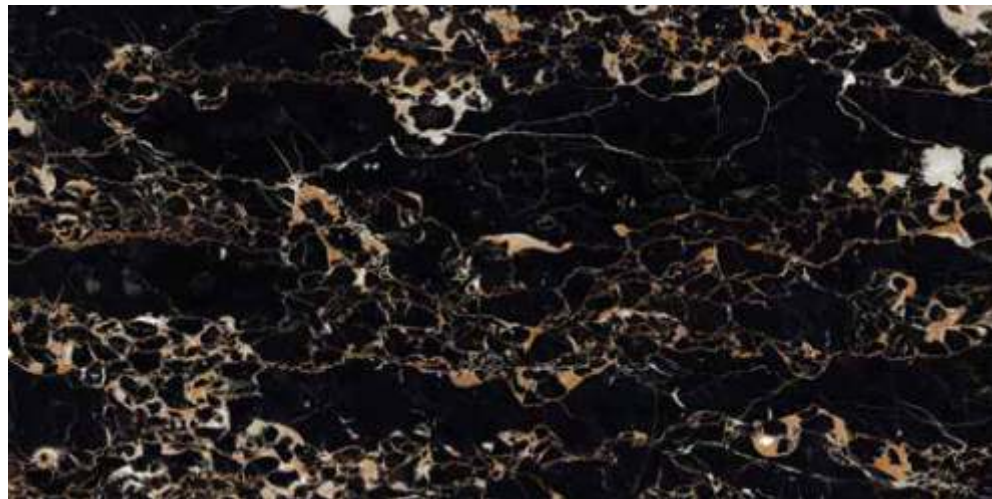
The magnificent range of The Cliff Vitrified Tiles designed aesthetically with enchanting patterns are crafted to add richness at your place. Its vividness in shape and size gives flexibility to utilize it on flooring and walls with more stylization. Its exclusive designs creates a distinct ambience full of luxury. Experience an unparalleled luxury as you step on to flooring made by The Cliff Tiles.

A Life dipped in

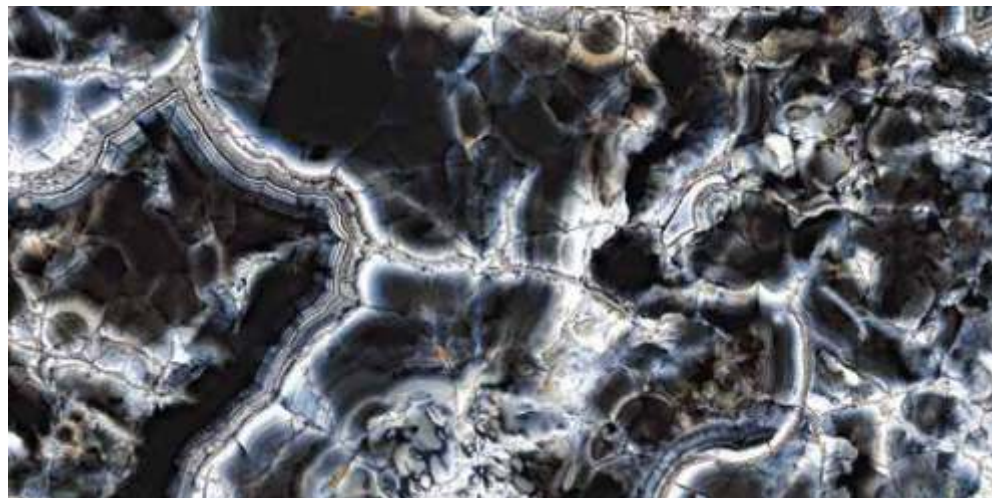


Luxury

Mirror Gloss

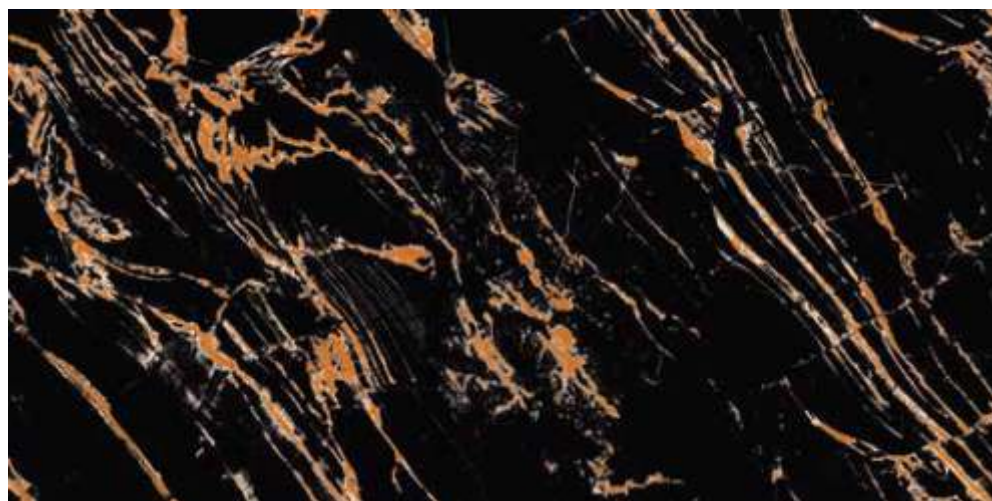


Carbon Pothro



Black Onyx

Phase - 3



Copper Black

Phase - 2

600x1200mm
60x120cm | 24"x 48"



random
aleatorio



wall/floor tiles
pavimenti/rivestimenti

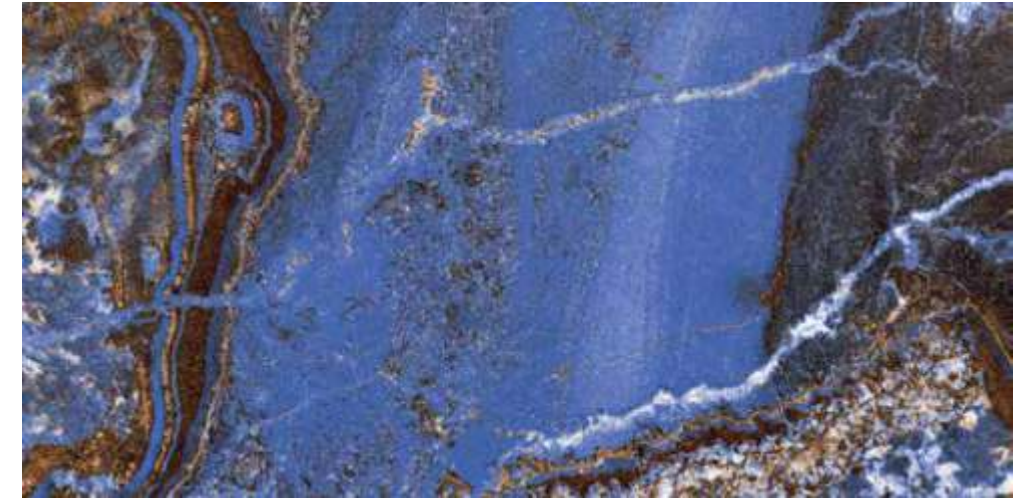


use 3mm space
usare lo spazio 3mm



7.5 mm
Thickness





Caribbean Blue

Phase - 2



Caribbean Brown

Phase - 2



Endeavour Blue



random
aleatorio



wall/floor tiles
pavimenti/rivestimenti



use 3mm space
usare lo spazio 3mm

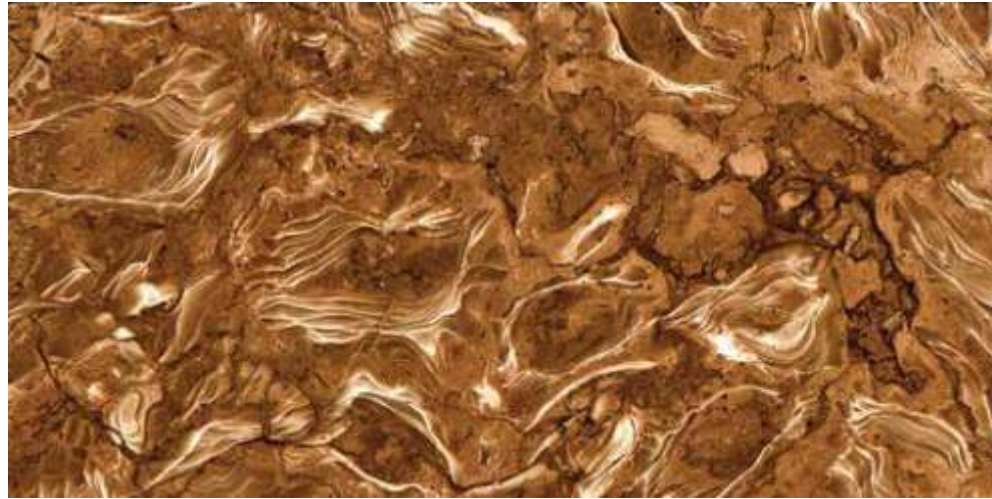


7.5 mm
Thickness

600x1200mm

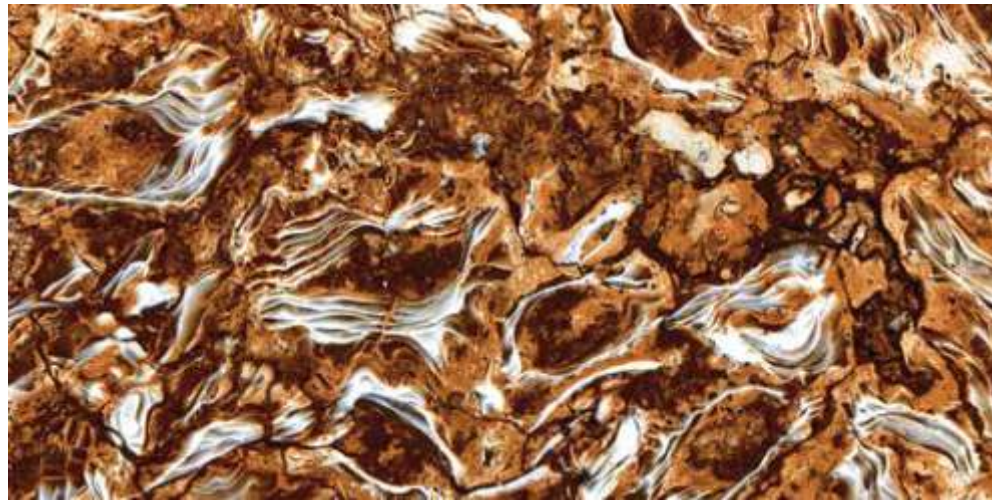
60x120cm | 24" x 48"

Mirror Gloss



Caspian Tiger

Phase - 3



Bengal Tiger

Phase - 3



Intimate Copper

600x1200mm
60x120cm | 24"x 48"



random
aleatorio



wall/floor tiles
pavimenti/rivestimenti



use 3mm space
usare lo spazio 3mm



7.5 mm
Thickness





Marble Forest

Phase - 3



Fossil Grey

Phase - 3



Xemberg Forc

Phase - 2



random
aleatorio



wall/floor tiles
pavimenti/rivestimenti



use 3mm space
usare lo spazio 3mm



7.5 mm
Thickness

600x1200mm
60x120cm | 24" x 48"

Mirror Gloss



Ethos Mint

Phase - 2



Ethos Bronze

Phase - 2



Florentine Beige

Phase - 3

600x1200mm

60x120cm | 24"x 48"



random
aleatorio



wall/floor tiles
pavimenti/rivestimenti



use 3mm space
usare lo spazio 3mm



7.5 mm
Thickness





Mirror Gloss



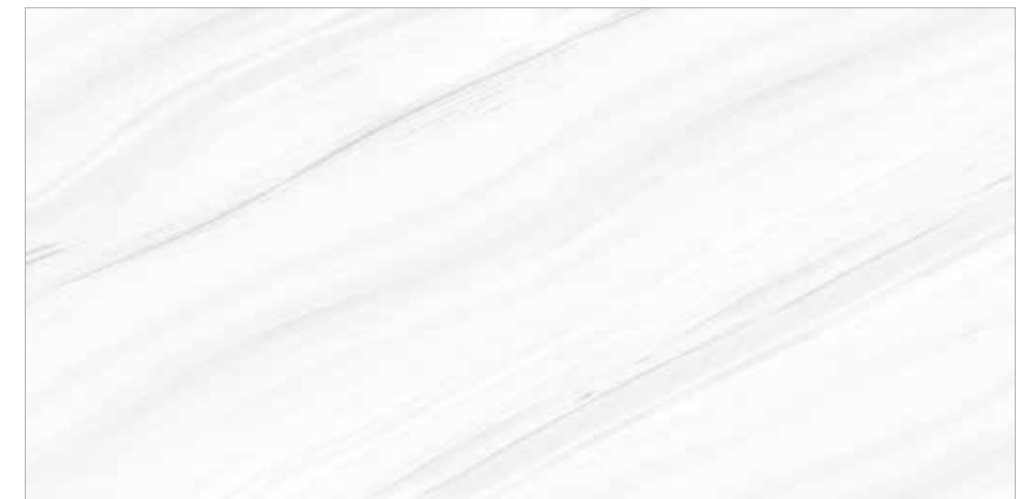
Linear Crema

Phase - 3



Linear Brown

Phase - 3



Linear Crossa

Phase - 4

600x1200mm

-  random aleatorio
-  wall/floor tiles pavimenti/rivestimenti
-  use 3mm space usare lo spazio 3mm
-  7.5 mm Thickness

60x120cm | 24" x 48"



Mirror Gloss



White Satuario

Phase - 4



Luminous Carrara

Phase - 3



Onyx Ruby

Phase - 4

600x1200mm

60x120cm | 24"x 48"



random
aleatorio



wall/floor tiles
pavimenti/rivestimenti

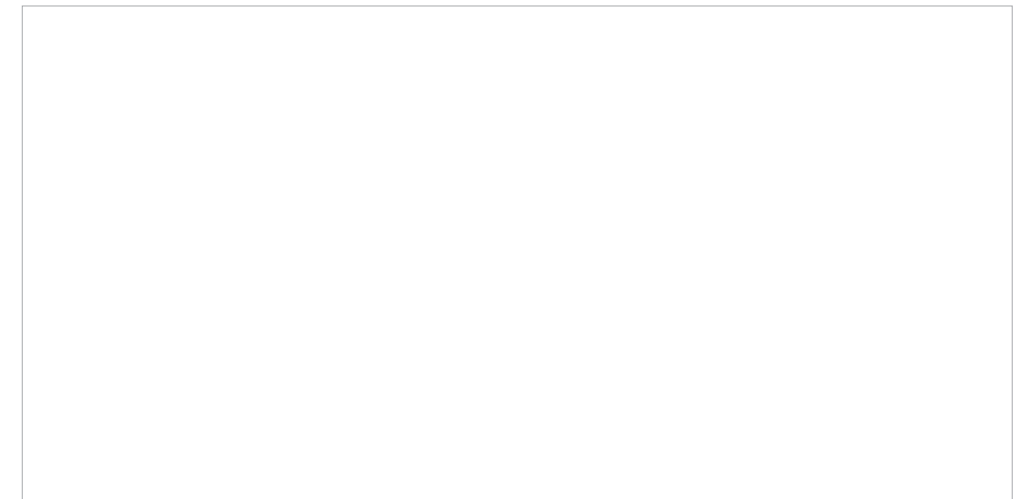


use 3mm space
usare lo spazio 3mm



7.5 mm
Thickness





Specific White



Crackle Crema



Dyna Autumn

Phase - 3



random
aleatorio



wall/floor tiles
pavimenti/rivestimenti



use 3mm space
usare lo spazio 3mm



7.5 mm
Thickness

600x1200mm
60x120cm | 24" x 48"

Sparkle Sugar



Cloud Beige

Phase - 3



Cloud Copper

Phase - 3



Cloud Grey

Phase - 3

600x1200mm
60x120cm | 24"x 48"



random
aleatorio



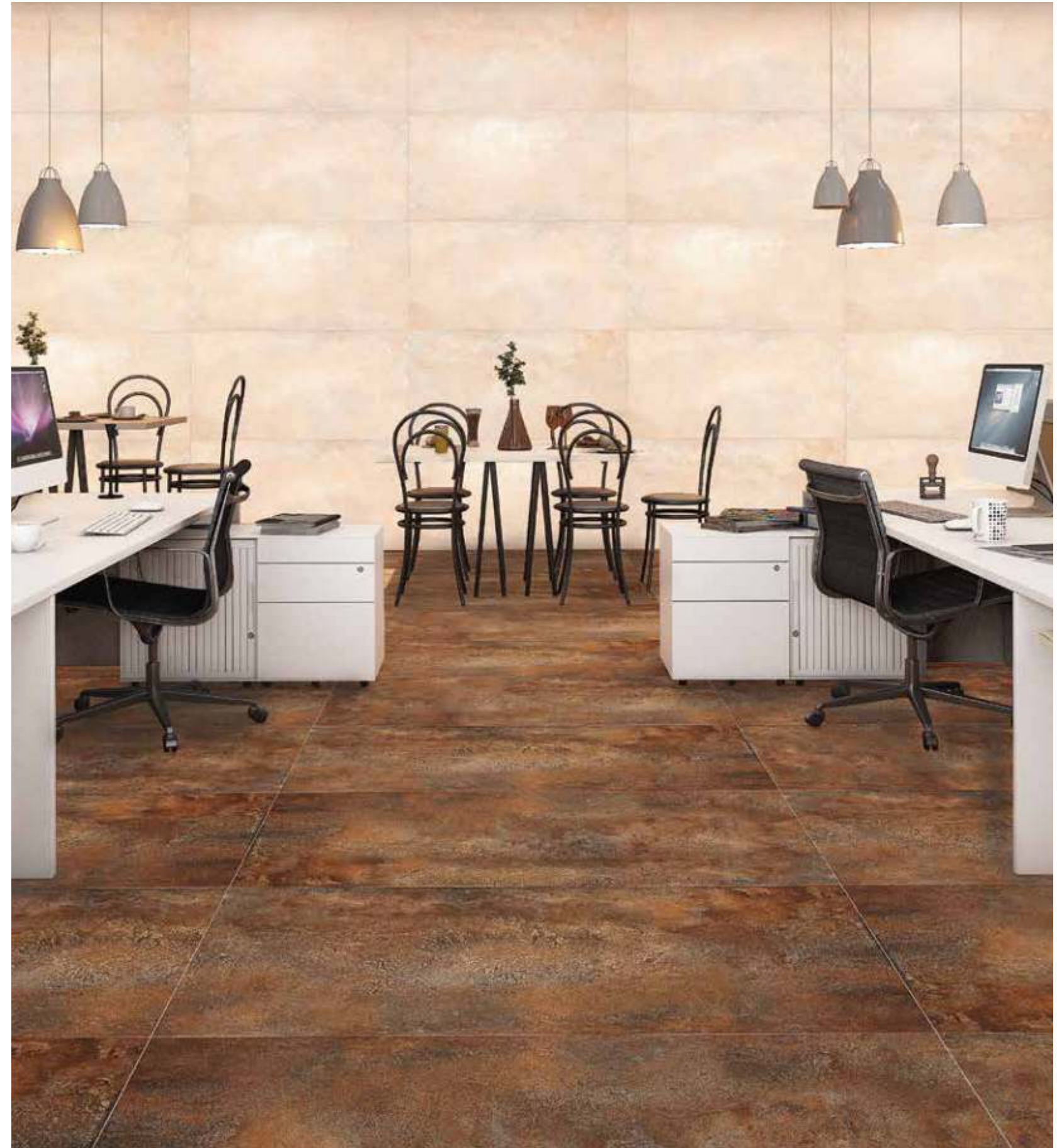
wall/floor tiles
pavimenti/rivestimenti



use 3mm space
usare lo spazio 3mm



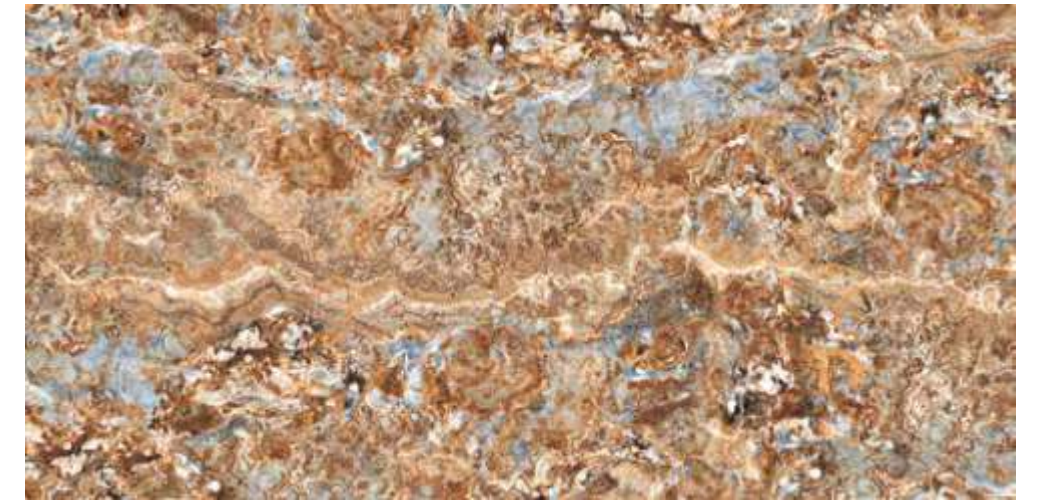
7.5 mm
Thickness



Sparkle Sugar



Mercury Stone



Pebble Bed



Sand Stratum

Phase - 3



random
aleatorio



wall/floor tiles
pavimenti/rivestimenti



use 3mm space
usare lo spazio 3mm



7.5 mm
Thickness

600x1200mm
60x120cm | 24" x 48"

600x1200mm
60x120cm | 24"x 48"

**DIGITAL GLAZED
VITRIFIED TILES**

**Mirror
Gloss**

**Platinum
Polished**

**Rudraksh
Rustic**

**Woods
Empire**



random
aleatorio



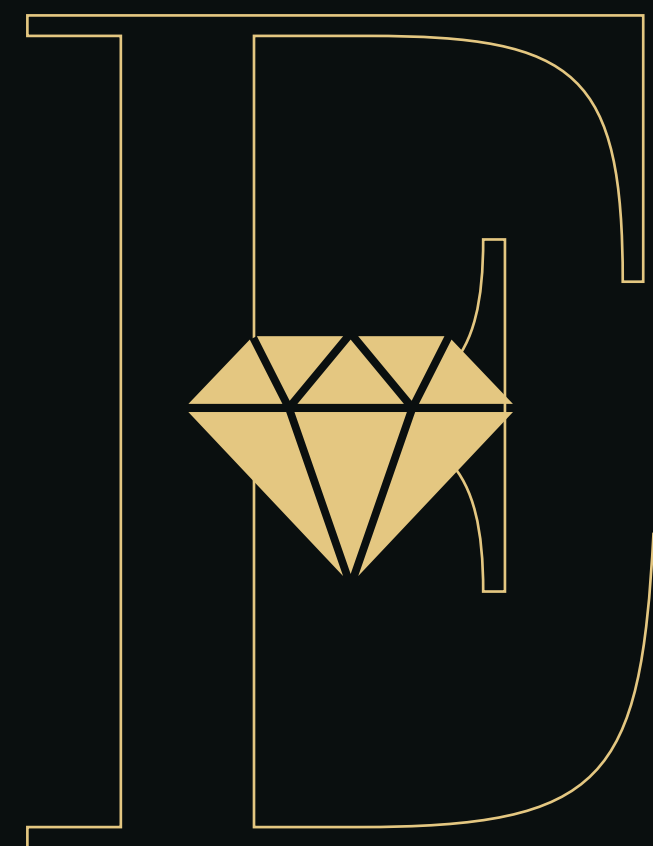
wall/floor tiles
pavimenti/rivestimenti



use 3mm space
usare lo spazio 3mm

Choosing The Cliff Tiles signifies your good taste of choice you made. The elegance it reflects through its tiles creates a majestic aura at your place be it living or working. This range of elegant tiles are perfect for corporate office interior to create a sophisticated environment. Also, it is ideal for those who wants to build their home interiors with extraordinary designs that make them stand apart from others.

Refined with



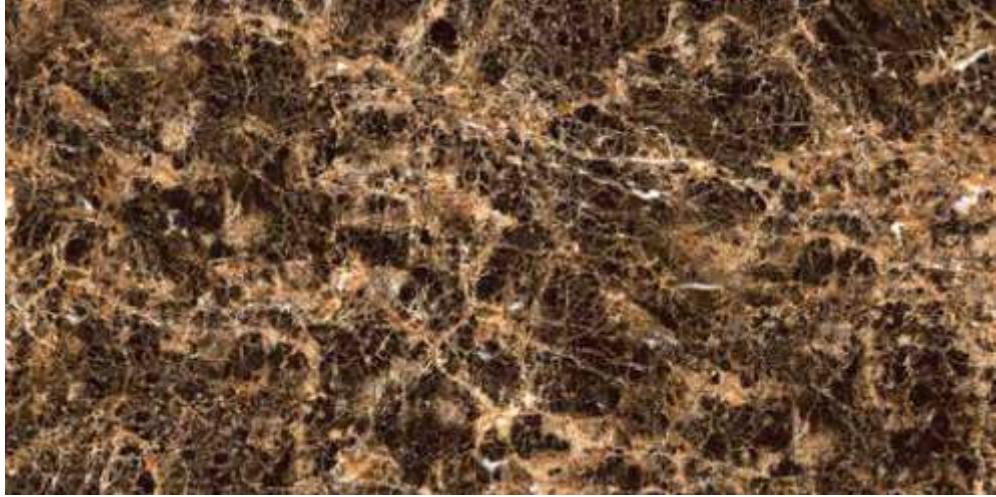
Elegance

Mirror Gloss



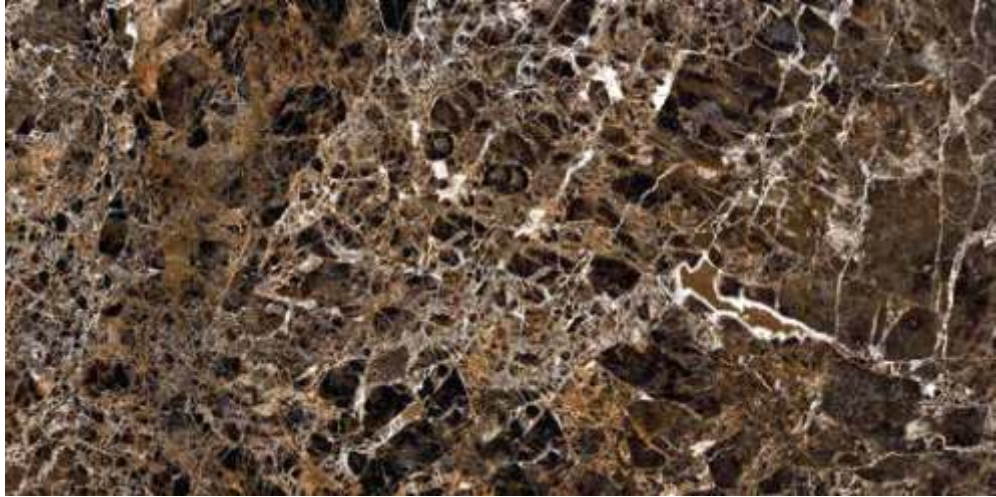
Curling Stone

Phase - 3



Empra Gloom

Phase - 3

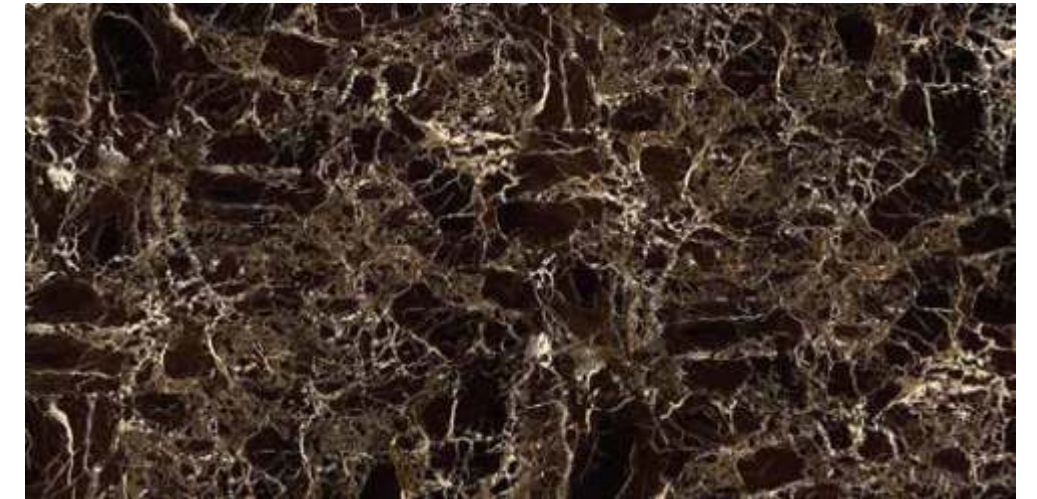


Emprador Vanilla



600x1200mm
60x120cm | 24"x 48"

- random aleatorio
- wall/floor tiles pavimenti/rivestimenti
- use 3mm space usare lo spazio 3mm



Golden Cob



Magnum Opus

Phase - 2

Platinum Polished



Mysterious White



Elegance Satuario

Phase - 2



Imperial Onyx



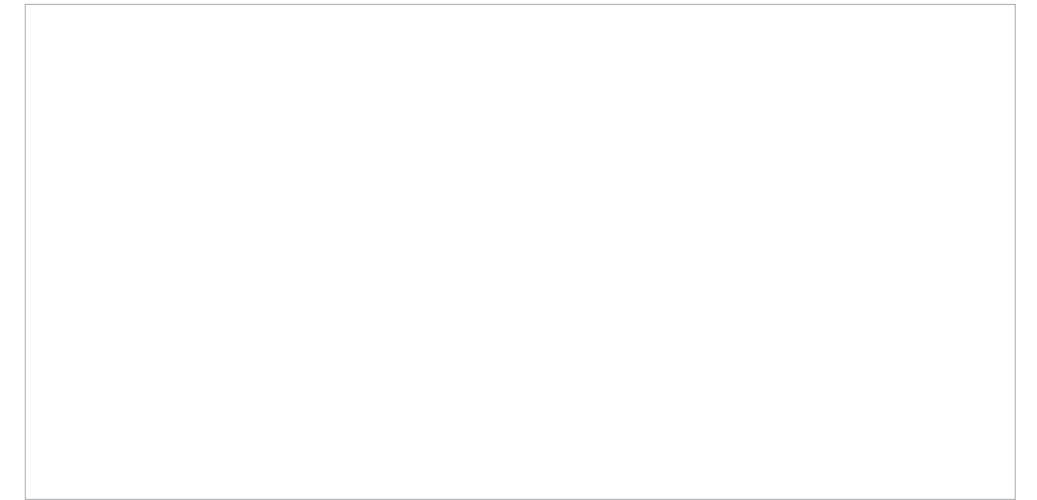
600x1200mm
60x120cm | 24" x 48"

random aleatorio wall/floor tiles pavimenti/rivestimenti use 3mm space usare lo spazio 3mm



Crown Emotion

Phase - 3



Brilliant White



Brecia Beige

Phase - 3

Platinum Polished



Robusta Brown

Phase - 4



Recteza White



Quadri Gold

Phase - 4



600x1200mm

60x120cm | 24"x 48"



random
aleatorio



wall/floor tiles
pavimenti/rivestimenti



use 3mm space
usare lo spazio 3mm



Dyna Crema

Phase - 3



Dyna Beige



Dyna Estilo

Phase - 3

Platinum Polished



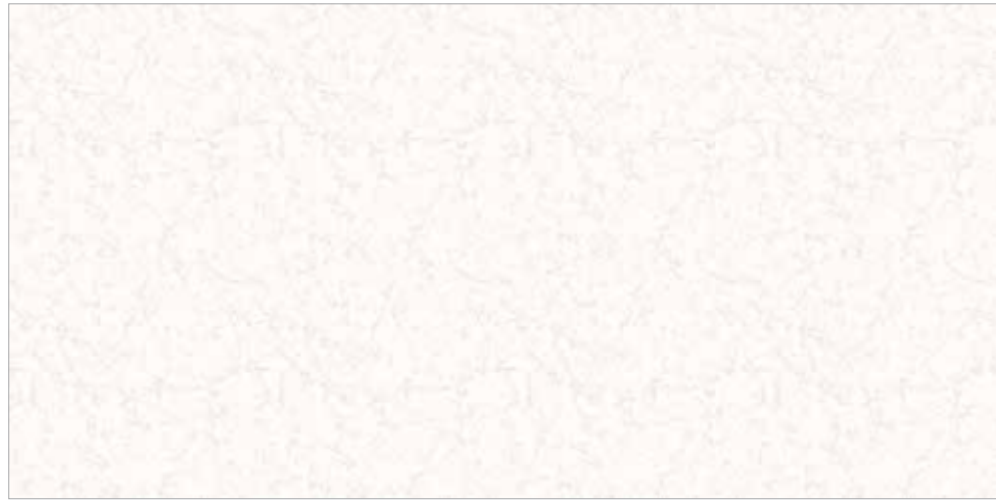
Dyna Real

Phase - 2



Dyna Gold

Phase - 2



Paper Snow

Phase - 2



600x1200mm

60x120cm | 24"x 48"



wall/floor tiles
pavimenti/rivestimenti



use 3mm space
usare lo spazio 3mm



Travertino Gold

Phase - 3



Travertino Glitter

Phase - 3



Travertino Glass

Phase - 3

Platinum Polished



Eleventine Beige



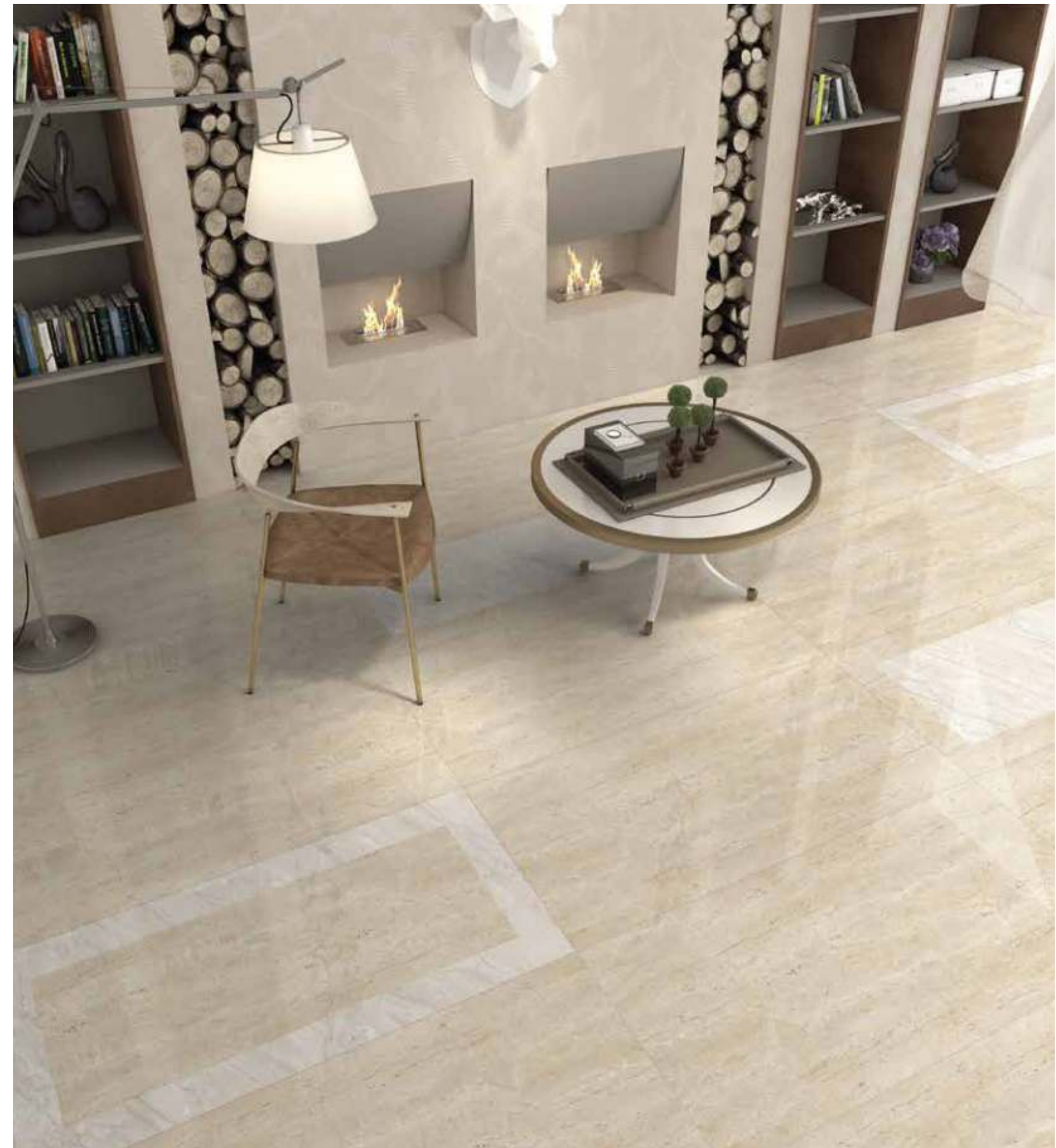
Zebronic Gold

Phase - 3



Zebronic Light

Phase - 3



600x1200mm

60x120cm | 24"x 48"



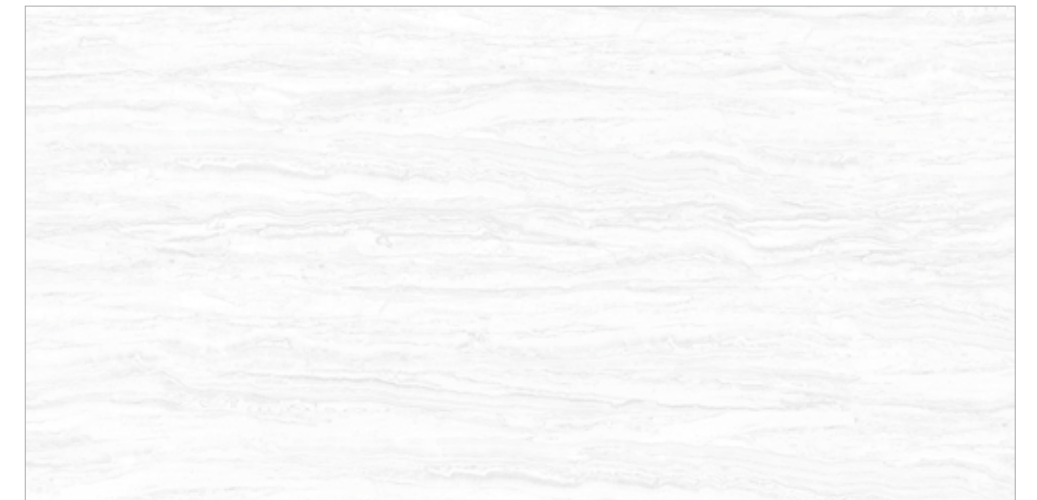
random
aleatorio



wall/floor tiles
pavimenti/rivestimenti



use 3mm space
usare lo spazio 3mm



Zebronic Grey

Phase - 3



Zebronic Nero

Phase - 3

Rudraksh Rustic



Royale Travertino

Phase - 3



Travertino Glare

Phase - 3



Travertino Brass



600x1200mm
60x120cm | 24"x 48"

- random aleatorio
- wall/floor tiles
pavimenti/rivestimenti
- use 3mm space
usare lo spazio 3mm



Woods Empire



Kalpvruksh Gold



Kalpvruksh Choco



Rosewood Gold

Phase - 3

Woods Empire



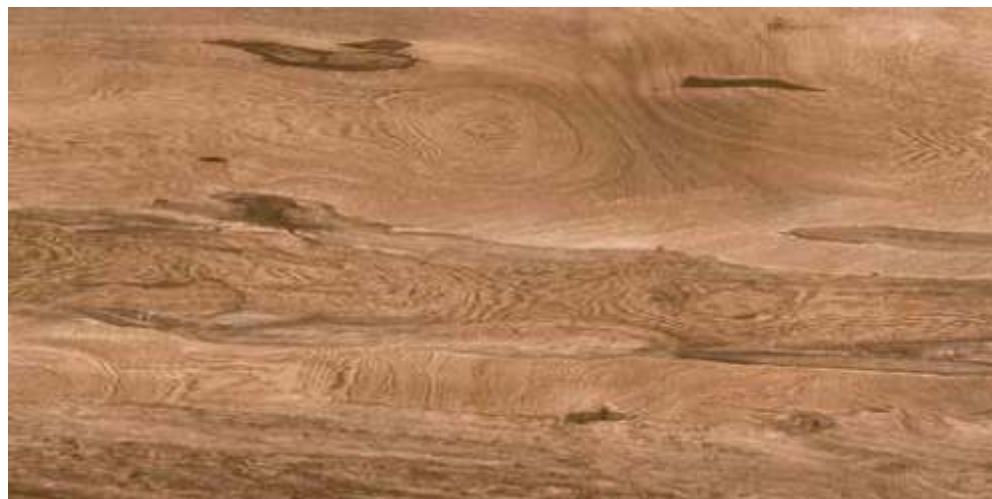
Sisam Coffee

Phase - 3



Sisam Almond

Phase - 3



Texas Brown

Phase - 3



600x1200mm
60x120cm | 24"x 48"

-  random aleatorio
-  wall/floor tiles pavimenti/rivestimenti
-  use 3mm space usare lo spazio 3mm



Woods Empire



Oak Wood



Amazon Wood

Phase - 3



Cedarwood Brown

195x1200mm

19.5x120cm | 8"x 48"

DIGITAL GLAZED
VITRIFIED TILES

Stripe
Wood

To reach at the Zenith of life is dream of all, we at The Cliff crafts such tiles that symbolize your status with its alluring beauty. An interior designed with The Cliff tiles spread optimism in your space which stimulates your senses to achieve more and reach at its zenith. This tiles are ideal to celebrate your success every day you wake-up as it flaunts your achievements with its captivating charm.



random
aleatorio



wall/floor tiles
pavimenti/rivestimenti



use 3mm space
usare lo spazio 3mm

To reach at its



Zenith

Stripe Wood



Kalpyruksh Gold

Phase - 3



Kalpyruksh Choco

Phase - 3



Rosewood Gold

Phase - 9



Sisam Coffee

Phase - 9



Sisam Almond

Phase - 9



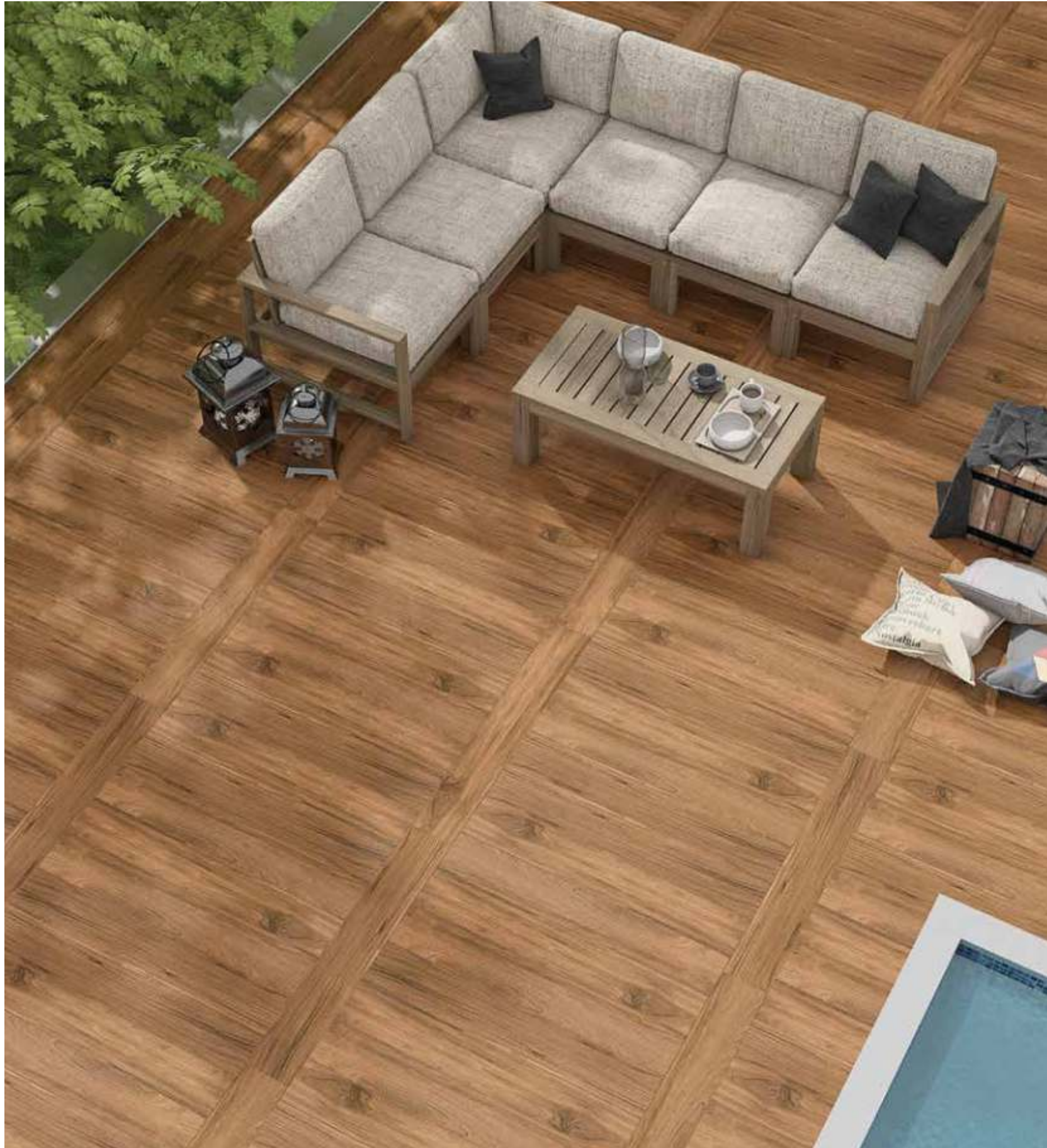
195x1200mm

19.5x120cm | 7.6" x 48"



wall/floor tiles
pavimenti/rivestimenti

use 3mm space
usare lo spazio 3mm



Stripe Wood



Texas Brown

Phase - 9



Oak Wood

Phase - 3



Amazon Wood

Phase - 9



Cedarwood Brown

Phase - 3

600x600mm
60x60cm | 24" x 24"

**DIGITAL GLAZED
VITRIFIED TILES**

**Mirror
Gloss**

**Sparkle
Sugar**

**Luxurious
Lappato**



Intense as feeling of mother for its children, The Cliff Tiles are manufactured with deep thoughts to give its clients an overwhelming experience they never had before. A Heavenly delightful experience of living in a peaceful abode ornamented with The Cliff tiles is a must have for all those who wants to give a pampered lifestyle to their loved ones.

Make you feel



Overwhelming

Mirror Gloss



Copper Stone Light Phase - 3



Copper Stone Phase - 3



Coyate Brown Phase - 3



Coyate Brown Light Phase - 3



Caucasion Fury Phase - 3



Coyate Nero Phase - 3



600x600mm
60x60cm | 24"x 24"

random aleatorio wall/floor tiles pavimenti/rivestimenti use 3mm space usare lo spazio 3mm



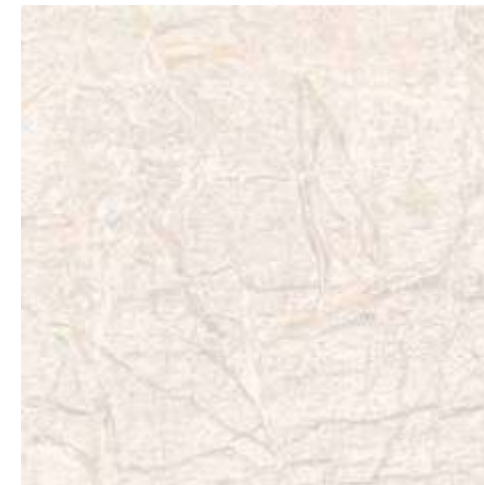
Mirror Gloss



Golden Pothro Phase - 3



Golden Pothro Light Phase - 3



Flattery Earth Light



Flattery Earth

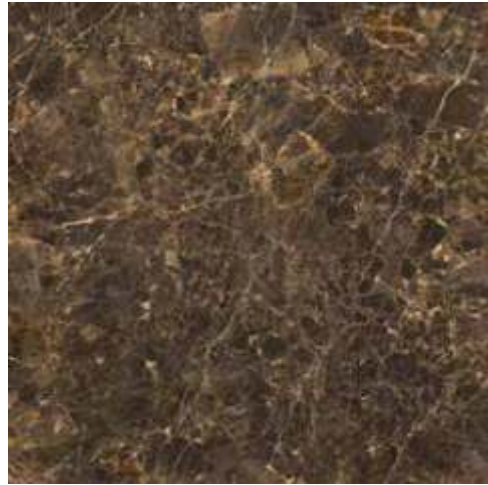


Wood Shard Phase - 3



Mollusc Phase - 3

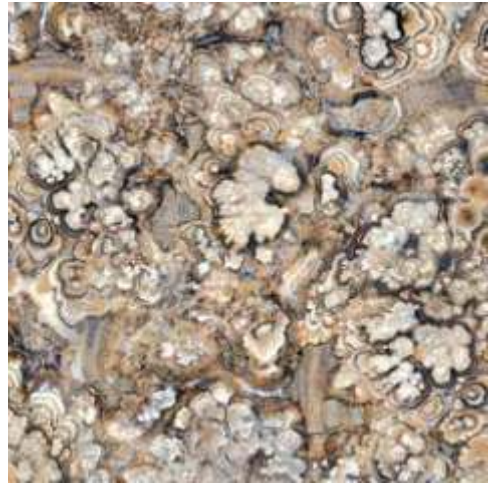
Mirror Gloss



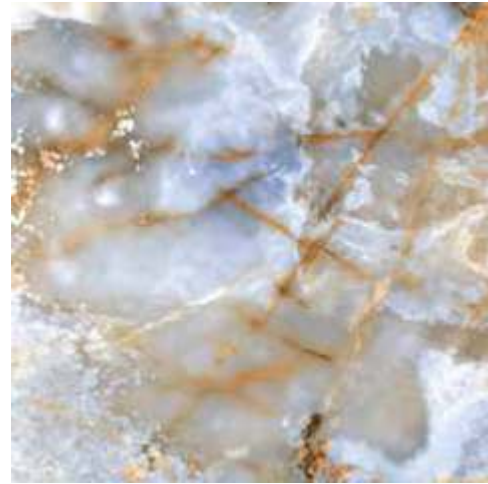
Empra Dark Phase - 5



Skyrim Brown Phase - 4



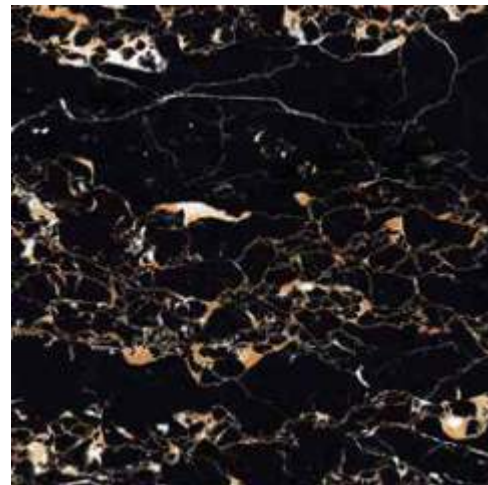
Froth Bronze Phase - 3



Mist Brey Phase - 3



Black Thunder Phase - 3



Carbon Pothro Phase - 4



600x600mm
60x60cm | 24"x 24"



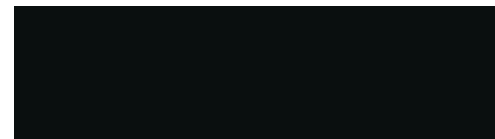
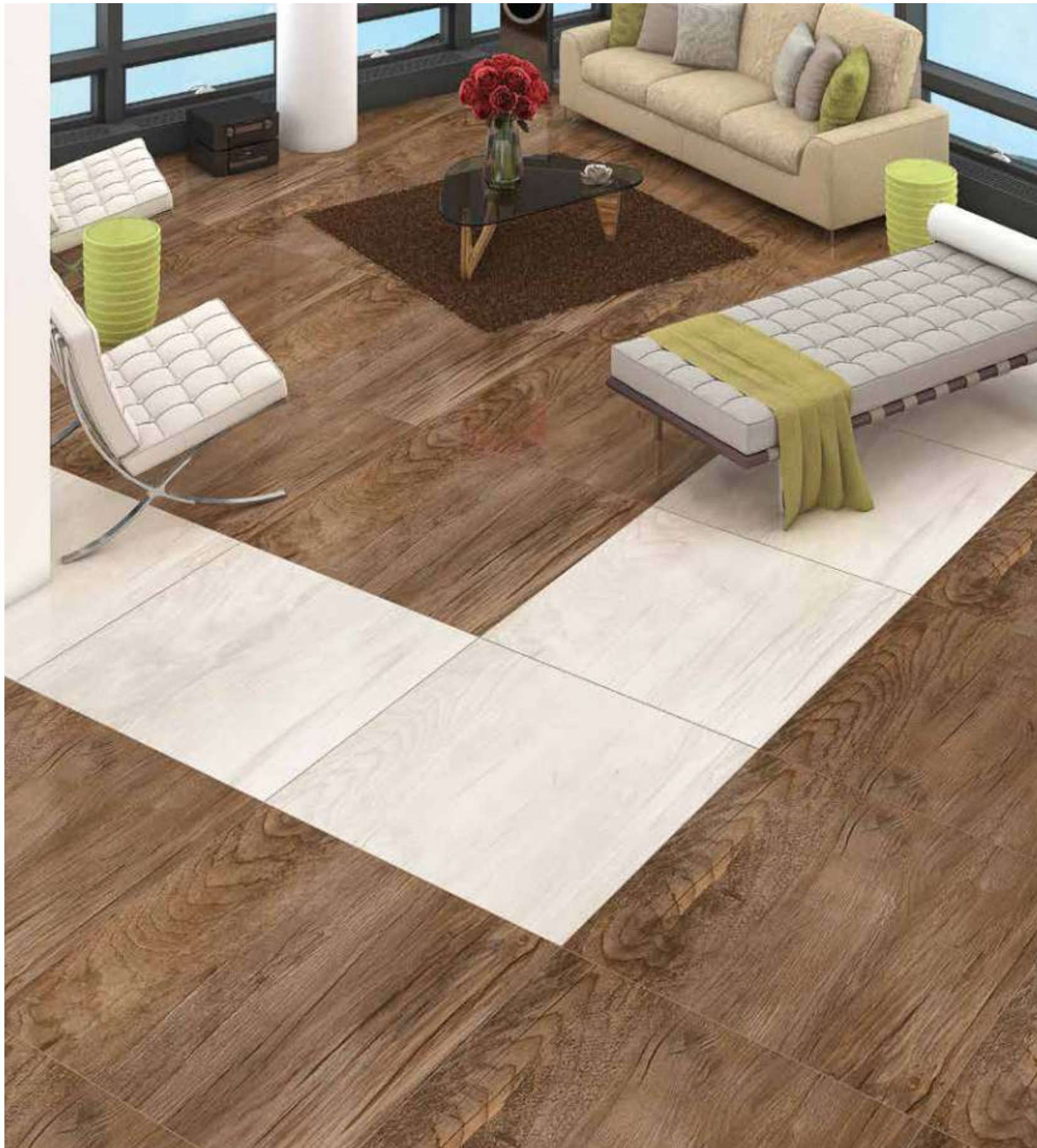
random
aleatorio



wall/floor tiles
pavimenti/rivestimenti



use 3mm space
usare lo spazio 3mm



Sparkle Sugar



Augusta Crema Phase - 5



Augusta Brazier Phase - 4



Carmel Love Phase - 3



Carmel Lust Phase - 3



Titan Provogue Phase - 3



Titan Evoque Phase - 3



Sparkle Sugar



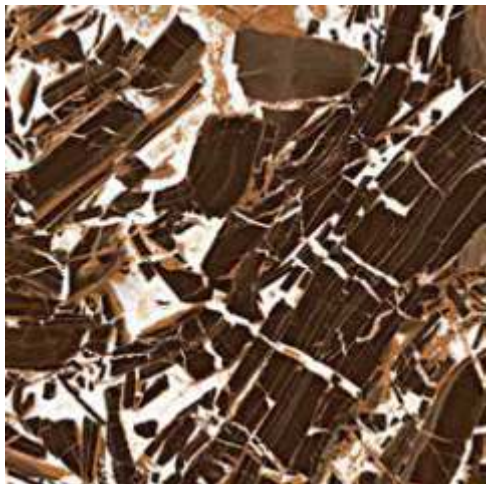
Almond Carrara

Phase - 3



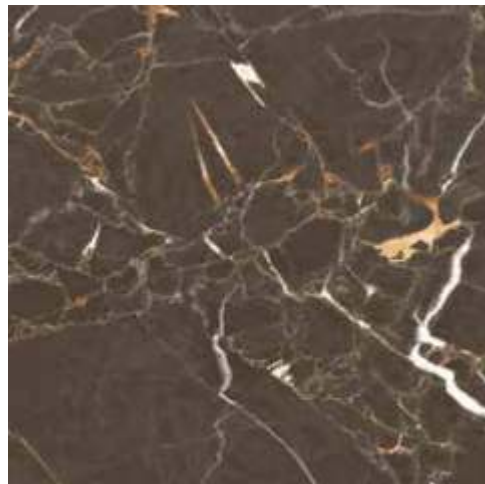
Hibachi Brown

Phase - 3



Bournville

Phase - 4



Invictus Nero

Phase - 3



600x600mm
60x60cm | 24"x 24"

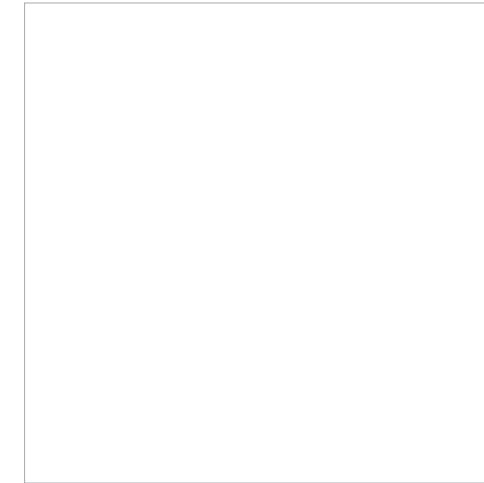


wall/floor tiles
pavimenti/rivestimenti

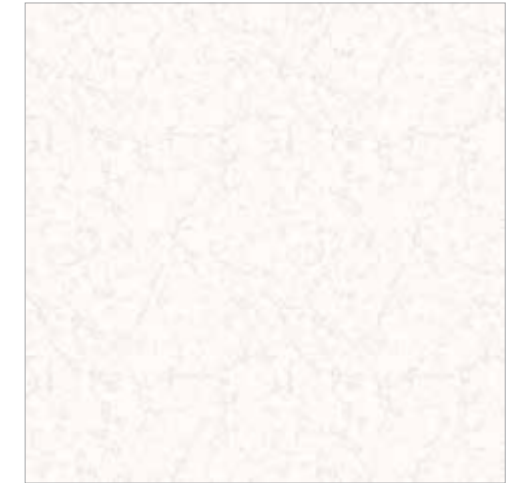




Luxurious Lappato



Diamond White



Luxor Snow

Phase - 3

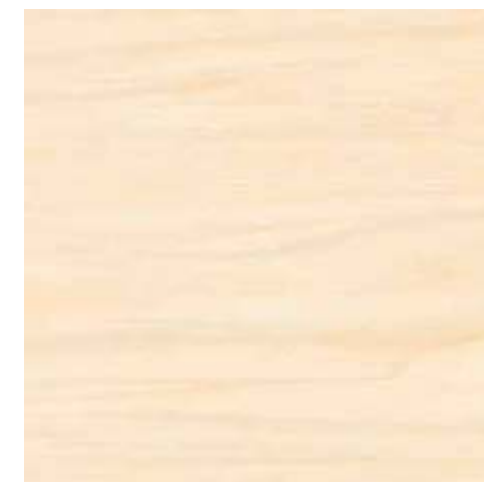


Diamond Travertino

Phase - 3



Luxor Eleventine



Desert Crema



Desert Sand

600x600mm
60x60cm | 24"x 24"

DIGITAL GLAZED
VITRIFIED TILES

Platinum
Polished

Rudraksh
Rustic

Woods
Empire



random
aleatorio



wall/floor tiles
pavimenti/rivestimenti



use 3mm space
usare lo spazio 3mm

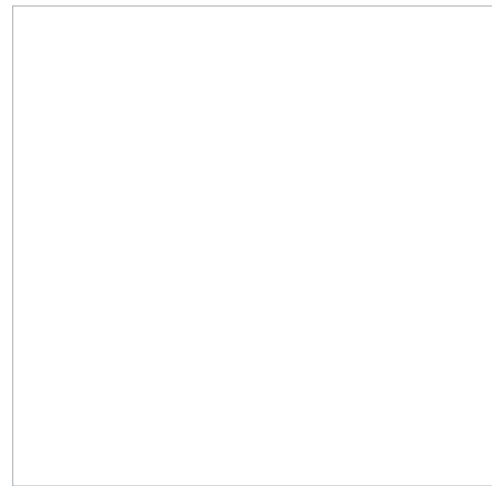
The Cliff Vitrified is a classic collection of tiles that induces life in each and every nook and corner of your space to rejuvenate your senses with positive vibes. It's an optimistic foundation built strong enough to absorb negativity and disperse positivity that refresh your mind, body and soul. Living and working amidst The Cliff world will rejuvenate your lifestyle by making it much more comfortable.

Creating Aura that



Rejuvenates

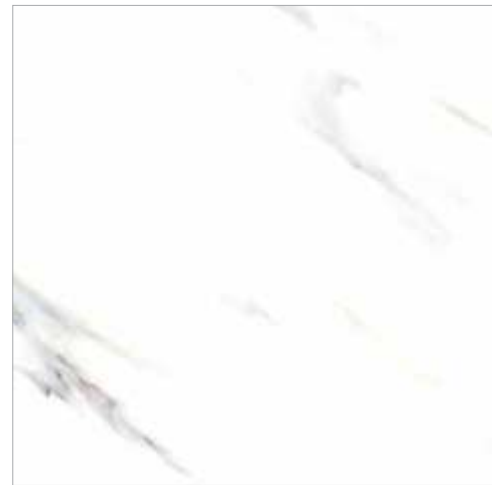
Platinum Polished



Brilliant White

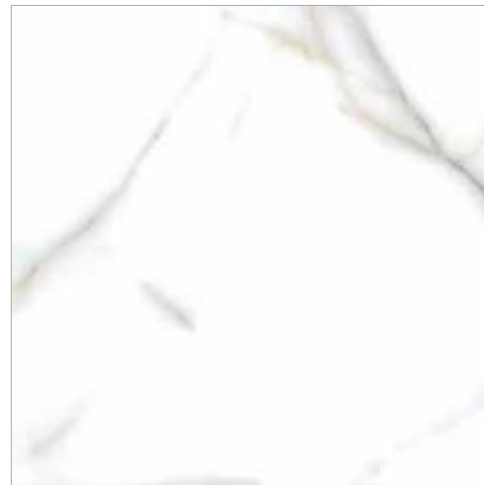


Onyx Blanco



Mysterious White

Phase - 5

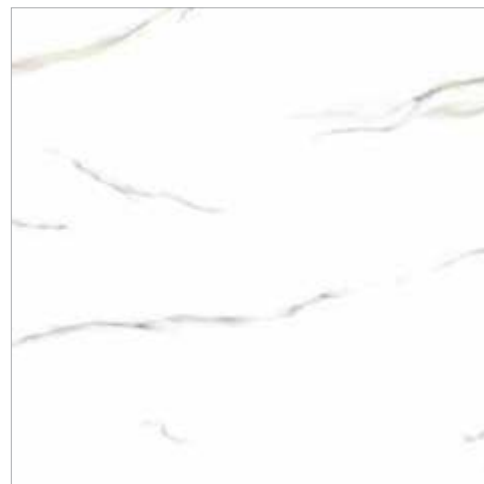


Imperial Onyx

Phase - 3



iSatuario



Crystal Satuario

Phase - 3



600x600mm

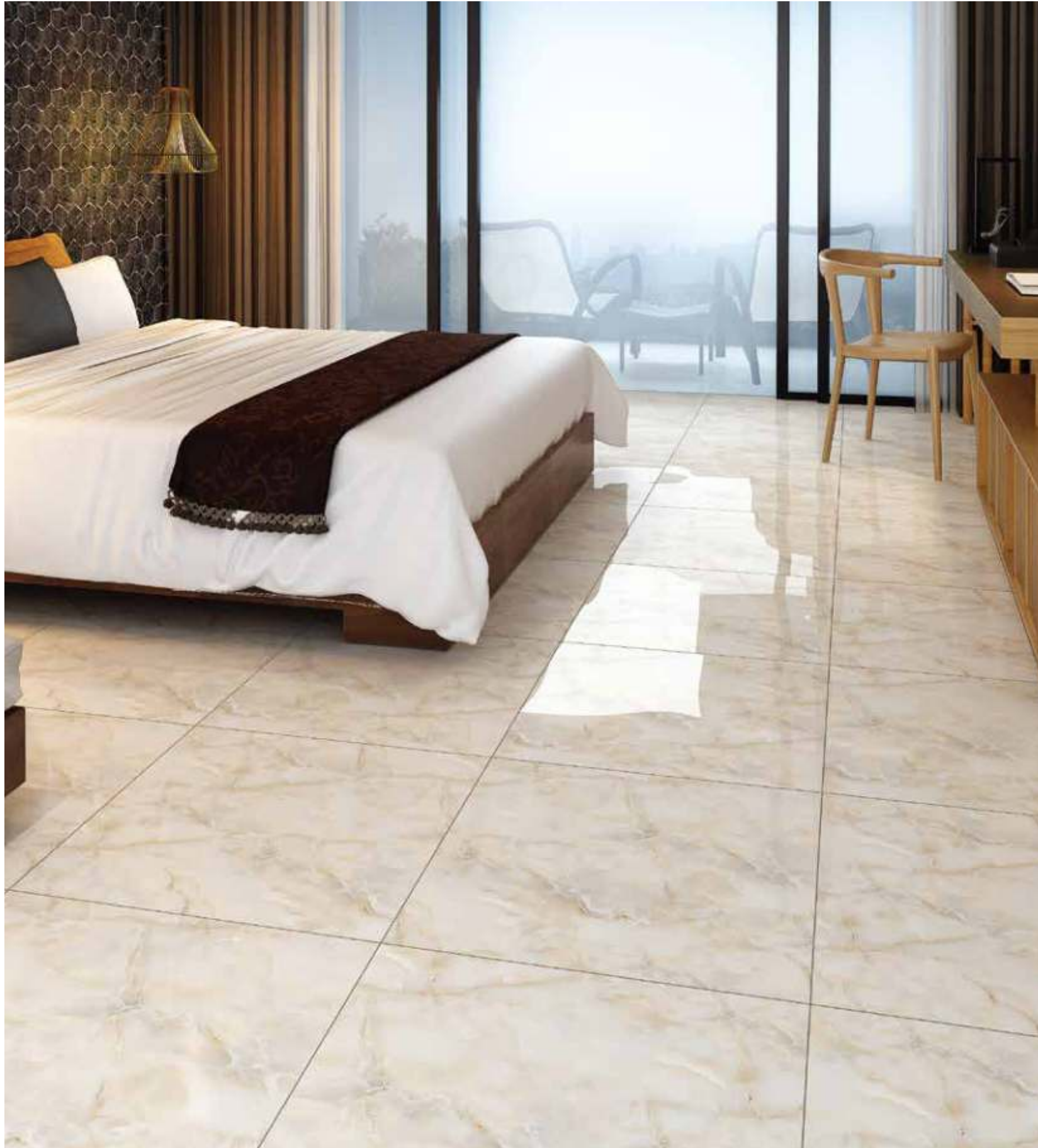
60x60cm | 24"x 24"



wall/floor tiles
pavimenti/rivestimenti



use 3mm space
usare lo spazio 3mm



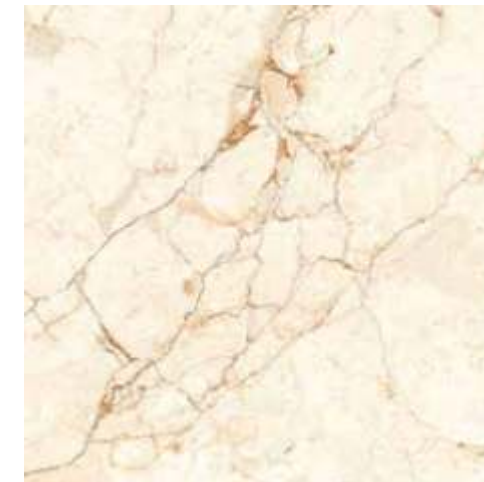
Platinum Polished



Atlantic Ice



Siena Grey



Breccia Crema

Phase - 3



Siena Beige

Phase - 3



Silk Onyx

Phase - 3



Siena Brown

Phase - 4

Platinum Polished



Dyna Beige Phase - 4



Dyna Beige Light Phase - 3



Dyna Crema Phase - 3



iDyna Phase - 3



Dyna Gold Phase - 5



Equinox Crema Phase - 3



600x600mm
60x60cm | 24" x 24"



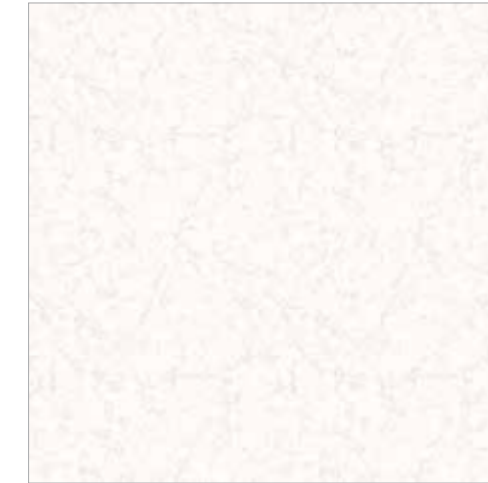
wall/floor tiles
pavimenti/rivestimenti



use 3mm space
usare lo spazio 3mm



Platinum Polished



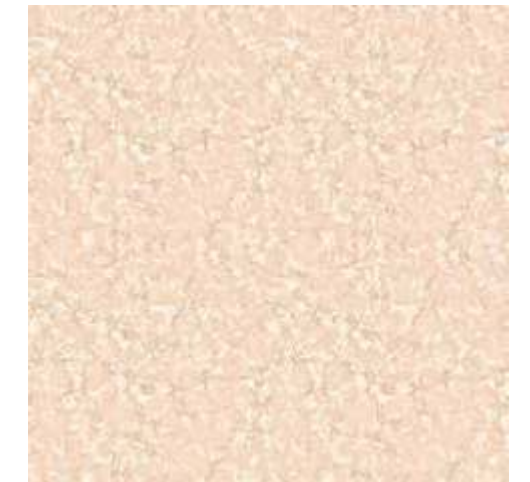
Paper Snow Phase - 3



Paper Gold Phase - 3



Paper Choco Phase - 3



Paper Café Phase - 3



Marbella Grey Phase - 3



Marbella Nero Phase - 3

 random aleatorio
  wall/floor tiles pavimenti/rivestimenti
  use 3mm space usare lo spazio 3mm

600x600mm
60x60cm | 24"x 24"

Platinum Polished



Zebronic Nero Phase - 3



Zebronic Grey Phase - 3



Zebronic Light



Zebronic Gold



Alluvial Fertile Phase - 3



London Crema Phase - 5



600x600mm
60x60cm | 24"x 24"



random
aleatorio



wall/floor tiles
pavimenti/rivestimenti



use 3mm space
usare lo spazio 3mm



Platinum Polished



Travertino Gold Phase - 3



Travertino Grey Phase - 3



Italian Travertino Phase - 3



Travertino Crossa Phase - 3



Eleventine Beige



Botticino Brown Phase - 3

Platinum Polished



Vivid Dreams



Golden Dreams



Harmony Bronze Phase - 3



Harmony Brass Phase - 5



Alpine Bronze Phase - 3



Horizon Phase - 3



600x600mm
60x60cm | 24"x 24"



random aleatorio wall/floor tiles pavimenti/rivestimenti



use 3mm space usare lo spazio 3mm



Rudraksh Rustic



Xamarin Grey Phase - 3



Xamarin Gris Phase - 3



Xamarin Gold Phase - 3



Xamarin Crema Phase - 3



Slate Beige

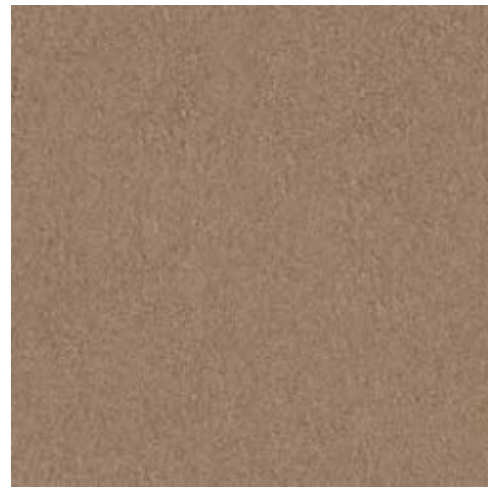


Slate Brown

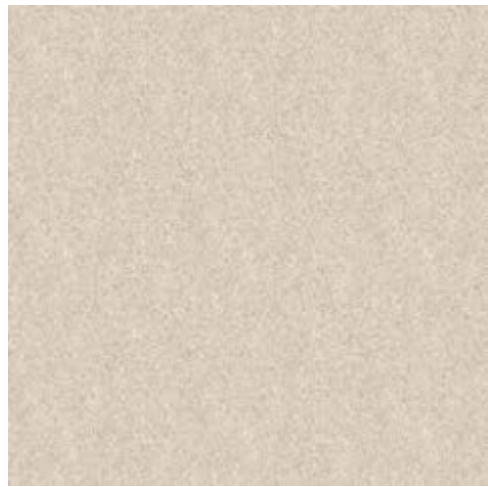
Rudraksh Rustic



Seasand Crema



Sesand Café

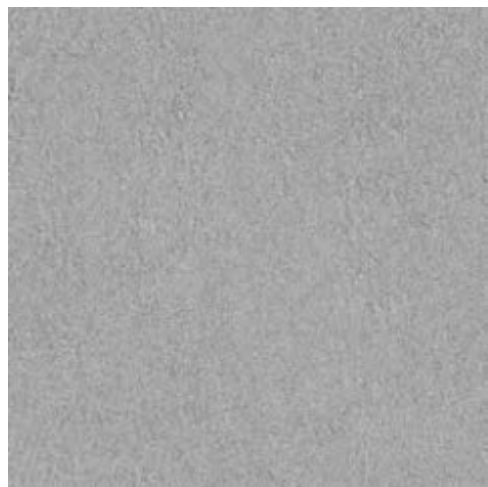


Seasand Ice

Phase - 3



Seasand Ivory



Seasand Gris



Royale Travertino

Phase - 3



600x600mm
60x60cm | 24"x 24"

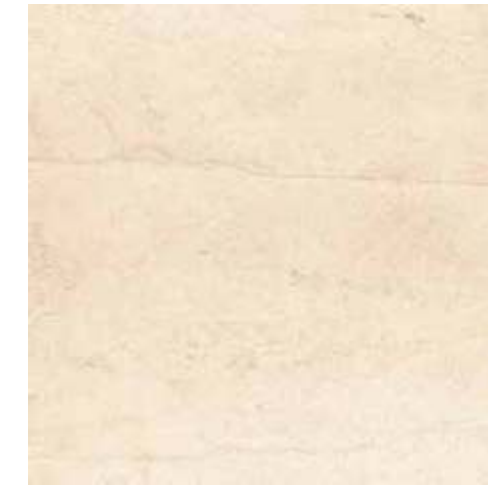


wall/floor tiles
pavimenti/rivestimenti



use 3mm space
usare lo spazio 3mm

Rudraksh Rustic



Riva Beige

Phase - 3



Riva Brown

Phase - 3



Riva Gris

Phase - 3



Riva Grey

Phase - 3

Rudraksh Rustic



Cemento Silver Phase - 3



Cemento Choco Phase - 3



Cemento Copper Phase - 3



Cemento Crema Phase - 3



600x600mm
60x60cm | 24" x 24"



random
aleatorio



wall/floor tiles
pavimenti/rivestimenti



use 3mm space
usare lo spazio 3mm



Woods Empire



Arni Wood Phase - 3



Emerald Gold Phase - 3



Sal Wood Phase - 3



Tulip Brown Phase - 3



Florance Brown Phase - 3



Oak Wood Phase - 3

Woods Empire



Cedar Wood Brown

Phase - 3



Babul Wood

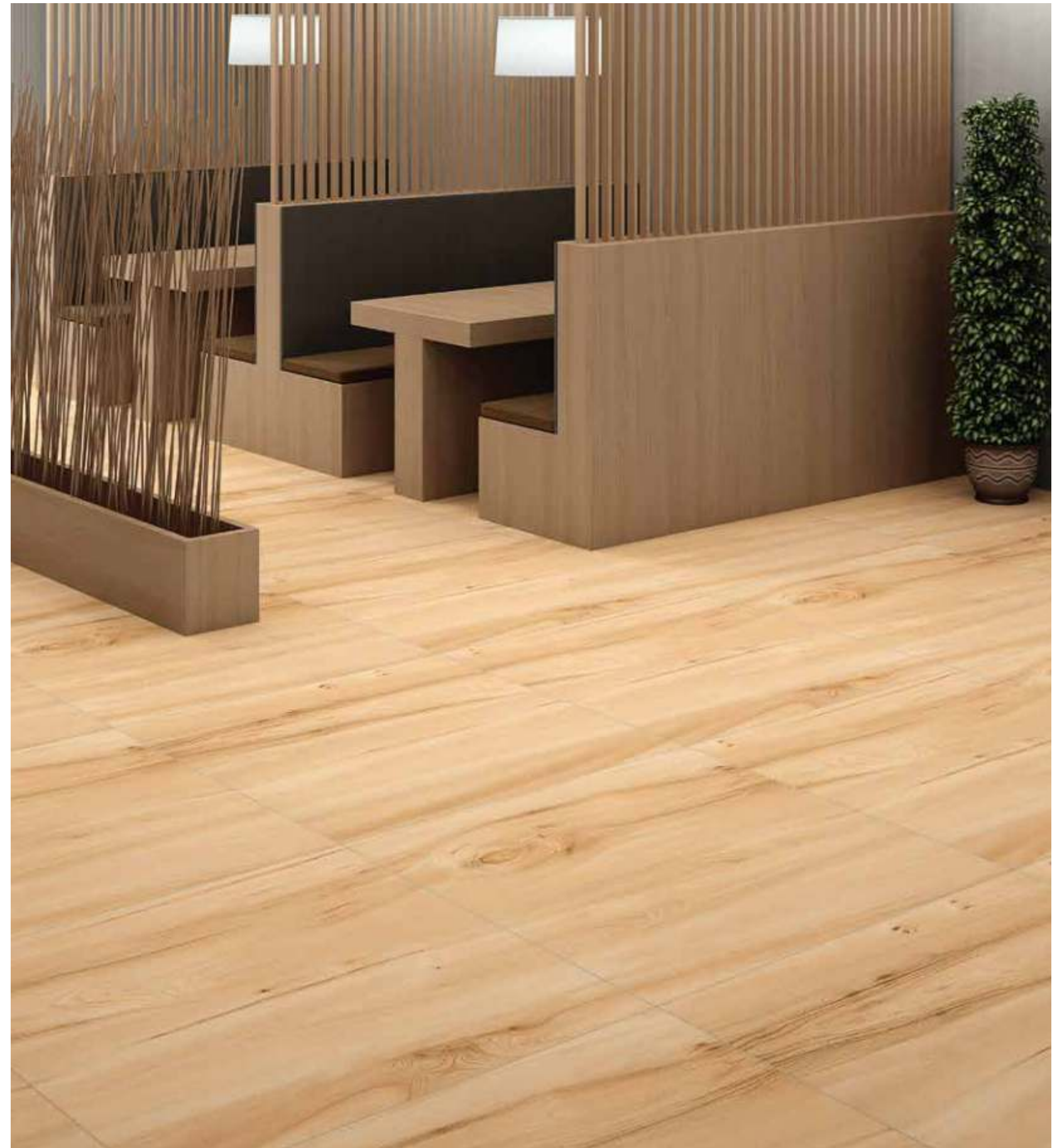
Phase - 3



Kalpvruksh Gold



Kalpvruksh Choco



600x600mm
60x60cm | 24" x 24"



random
aleatorio



wall/floor tiles
pavimenti/rivestimenti



use 3mm space
usare lo spazio 3mm

145x600mm

14.5x60cm | 6"x 24"

DIGITAL GLAZED
VITRIFIED TILES

Stripe
Wood

The Cliff Tiles disperse beauty, peace and grace in your space that often make you feel amazed. The artistic patterns captured in its variety of designer tiles justifies the creative sensibility of our team. A home made with The Cliff vitrified tiles will no doubt give you an awesome experience and an office build with it is enough to impress its clients and other stake holders.



random
aleatorio



wall/floor tiles
pavimenti/rivestimenti



use 3mm space
usare lo spazio 3mm

Building Place that Leave you



Amazed

Stripe Wood



Arni Wood Phase - 12



Emerald Gold Phase - 12



Sal Wood Phase - 12



Tulip Brown Phase - 12



Florance Brown Phase - 12



145x600mm

14.5x60cm | 5.4" x 24"



wall/floor tiles
pavimenti/rivestimenti



use 3mm space
usare lo spazio 3mm



Stripe Wood



Oak Wood

Phase - 12



Cedar Wood Brown

Phase - 12



Babul Wood

Phase - 12



Kalpvruksh Gold

Phase - 4



Kalpvruksh Choco

Phase - 4

Technical Specification

| CHARACTERISTIC | STANDARD AS PER ISO-13006/EN14411 GROUP BIa | MEAN VALUE OF THE GLIFF GVT | TEST METHOD |
|--|---|-----------------------------|--------------|
| REGULATORY PROPERTIES | | | |
| Deviation in length & width | ±0.5 % | ±0.1 % | ISO-10545-2 |
| Deviation in thickness | ±5.0 % | ±4.0 % | ISO-10545-2 |
| Straightness in side | ±0.5 % | ±0.1 % | ISO-10545-2 |
| Rectangularity | ±0.5 % | ±0.1 % | ISO-10545-2 |
| Surface flatness | ±0.5 % | ±0.2 % | ISO-10545-2 |
| Color difference | Unaltered | No change | ISO-10545-16 |
| Glossiness (ONLY FOR PGVT) | As per mfg | Min 90% | GLOSSOMETER |
| STRUCTURAL PROPERTIES | | | |
| Water absorption | < 0.50 % | < 0.05 % | ISO-10545-3 |
| Apparent density | > 2.0 g/cc | > 2.10 g/cc | DIN 51082 |
| MASSIVE MECHANICAL PROPERTIES | | | |
| Modulus of rupture | Min. 35 N/mm ² | Min. 40 N/mm ² | ISO-10545-4 |
| Breaking strength | Min. 1300 N | Min. 2000 N | ISO-10545-4 |
| Impact resistance | As per mfg. | Min. 0.55 | ISO-10545-5 |
| SURFACE MECHANICAL PROPERTIES | | | |
| Surface abrasion resistance | As per mfg | Min. Class-3 | ISO-10545-7 |
| MOH's hardness | As per mfg | Min. 4 | EN 101 |
| THERMO HYGROMETRIC PROPERTIES | | | |
| Frost resistance | No damage | No damage | ISO-10545-12 |
| Thermal shock resistance | No damage | No damage | ISO-10545-9 |
| Moisture expansion | Nil | Nil | ISO-10545-10 |
| Thermal expansion (COE) | Max. 9.0 x 10 ⁻⁶ | Max. 6.5 x 10 ⁻⁶ | ISO-10545-8 |
| Crazing resistance | As per mfg | Min. 10 Cycle | ISO-10545-11 |
| CHEMICAL PROPERTIES | | | |
| Chemical resistance | No damage | No damage | ISO-10545-13 |
| Stain resistance | Resistant | Resistant | ISO-10545-14 |
| SAFETY PROPERTIES | | | |
| Slip resistance | As per mfg | > 0.40 | ISO-10545-17 |
| Fire resistance | As per mfg | Fireproof | N. A. |
| Lead & Cadmium given off by glazed tiles | As per mfg | Does not yield Pb & Cd | ISO-10545-15 |

Packaging Detail

| Size | Thickness (approx.) | Tiles Per Box | Coverage Area (approx.) | Wt. Kgs. (approx.) |
|-------------|---------------------|---------------|-------------------------|--------------------|
| 600x1200 mm | 7.5 mm | 3 Pcs. | 2.16 Sq. Mtr. | 37.00 |
| 600x1200 mm | 11 mm | 2 Pcs. | 1.44 Sq. Mtr. | 35.00 |
| 195x1200 mm | 11mm | 6 Pcs. | 1.40 Sq. Mtr. | 35.00 |
| 600x600 mm | 9 mm | 4 Pcs. | 1.44 Sq. Mtr. | 30.00 |
| 145x600 mm | 9 mm | 16 Pcs. | 1.40 Sq. Mtr. | 30.00 |

Tile Fixing Instruction

- Plaster the surface of the floor where the tiles will be laid with smooth finish and complete the plastering and curing at least two weeks prior to laying.
- Before fixing THE CLIFF tiles, lay them out in the desired pattern and make sure that they give an acceptable blend of colour. Please note that certain amount of shade variation is inherent in the manufacture of fully vitrified ceramic tiles. THE COMPANY WILL BEAR NO LIABILITY AFTER THE TILES ARE FIXED.
- The company bears no responsibility towards the tiles exposed to any outside process like transfers, printing, firing, etc.
- For fixing THE CLIFF, we recommend the use of tile fixing adhesives for best results. Also follow the fixing instructions provided along with the adhesives.
- For fixing THE CLIFF tiles on the floor, using sand and cement, follow the instructions given below:
 - Use cement and sand mortar in the ratio of 1:4. Add Some water to create a consistent paste.
 - Once the mixing has completed do not add any further water and use the same within one hour.
 - Apply a 20-30 mm, layer of bedding material over an area of 1 square meter at a time on the surface of the area. Apply a fine slurry to the back of the tile to ensure proper and full bedding. Press gently for even adherence at the back of the tile. DO NOT USE AN IRON HAMMER OR SOME HEAVY MATERIAL TO PRESS THE TILE.
- For fixing THE CLIFF tiles on Dado, we recommend the use of tile fixing adhesive with proper troweling method for 100 percent coverage behind the tiles and for peerless bonding. Please follow the manufacturer's instructions for the same. We do not recommend the use of sand and cement for fixing on Dado.
- Make and lay out tiles from the center of the area to be laid so that cut tiles, if any, will be on the outer edges towards the walls.
- The work size which we try to maintain for better technical performance is 800mm x 800mm on average. it is advisable to maintain a gap of 1 mm to 2 mm between every two tiles to allow possible expansion as per BIS/EN tolerance norms.
- Complete the laying process by pressing the cut THE CLIFF tiles firmly into place along the walls /floors.
- Allow 3-4 days for bed curing after this period fill the joints with grouts. Usage of grout sealant is recommended for keeping the grout free of dust.
- Fifteen minutes after finishing the grouting process, wipe off excess grout with a damp sponge and polish the tiles with a soft and dry cloth for a cleaned surface. The tiles can also be cleaned with a mild acid (However, Hydrofluoric acid and its derivatives should not be used).
- Please note that the company does not accept any liability in case of problems arising out of non-adherence to these fixing instructions.

Kindly look for the arrow (➡) on the back of the tile and follow the laying pattern as shown in Pic-1:-



Nothing in these instructions is a Substitute for Good Workmanship and Supervision

Application



Note: Colour Shown are as accurate as the limitations of the printing process will allow. Prospective customers are advised to inspect a sample of the tile before ordering. Every effort has been made to ensure the accuracy of the information given. However, the company reserve the right to change the specifications without prior notice. Sometime variations in shade or size being inherent to ceramic industry may occur. Before fixing, we advise you to follow the fixing instructions on the cartons of the tiles as no responsibility can be accepted by the company once the tiles have been fixed.