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PUSHING THE BOUNDARY WITH VC SHIELD



Somany Ceramics bagged patent rights for its VC Shield technology way back in 2009 and according to **Abhishek Somany, MD, Somany Ceramics**, this is yet another testimony of company's endeavour to be a leader and stay ahead of the competition with advanced product offerings for the consumer...



Somany Ceramics was the first ceramic tiles company to get a patent for VC Shield, what was your thought behind introducing this technology to consumers?

Somany has always pushed the boundaries of contemporary technology. Our focus is on upholding the highest standards which has helped us to fulfil consumer requirements with products that are truly ahead of the competition. Continuing with this tradition, Somany got its patent on VC Shield as a result of its intensive research.

We also received The American Ceramic Society's (AcerS) Corporate Technical Achievement Award 2014 for the development of VC floor tiles. We aim to scale new heights in innovation, design and excellence in performance and durability with the VC Shield tiles.

Floor tiles coated with Veil Craft shield are found to withstand 50,000 revolutions, much higher than that specified by PEI (Porcelain Enamel Institute), and still retain their abrasion resistance.

Tell us a bit more about your patent – VC Shield and the benefits it offers to its

customers.

The VC Shield technology is 'BUILT TO LAST' and solves a very common issue with tiled surfaces, which is abrasion upon long-term use. It shields the tile against weathering– wear & tear, keeping it fresh and new as ever. VC Shield protects the color, design & finish of the tile by detaining it between two unique glazed layers.

Available in both Ceramic and GVT, VC Shield tiles are ideal for both home and commercial spaces, especially for high footfall areas like

hotels, malls, offices, airports etc. Available in a wide array of sizes and designs, these tiles offer plenty of options to the consumer right from neutral colors to complex geometric patterns which were launched recently under – Moroccan Range of tiles.

VC Shield boasts of having a clientele like Pantaloons, HDFC Bank, Amity University, DPS etc. as well as renowned builders like Shapoorji Pallonji, L&W and prominent architects Hafeez Contractor, Edifice Consultant etc.

How do you experiment with different designs and patterns in VC tiles?

We are always in sync with the current market needs and in line with this thought, we have recently launched Moroccan tiles in the VC Range, which are a mix of decorative patterns, geometric designs, and efflorescent motifs and are perfect for bringing floor space to life. These tiles have made a significant comeback over the years, and have hypnotized home and business owners once again with their intricate geometric patterns and vibrant colours. The customers can piece together a captivating patchwork design in true Arabesque style using these tiles.

These tiles can be used in homes, commercial spaces like cafes, malls, hotels etc. for both walls or floors and are available in 600X600mm size.

What more does this VC Shield technology offer to the consumers.

Somany with its strong R&D team has come up with a unique feature in these current - high abrasion resistant VC Shield Tiles – which is Germ Shield Technology, which adds anti-bacterial properties to these tiles. Germ Shield VC is ideal for areas like Bedroom, Drawing room, Kitchen, bathrooms, hospitals etc. especially for the elders and children in your family who will now be protected by the antibacterial property of these newly launched tiles.

These tiles are manufactured with a special Nano chemical coating which inhibits the growth of germs, bacteria, fungus and other microbes that come into its contact.

