

H & R Johnson (India)



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What do floor and roof mean in terms of business opportunity for H & R Johnson in India?

To be precise, flooring (tiles) is our core business and a recent innovative offering called Johnson Endura Cool-Roof Tile is an emerging potential opportunity.

Tiles, a part of Lifestyle

At HRJ, with four verticals in tiles—Johnson, Marbonite, Porselano and Endura, we have created the widest variety of tiles having distinct value propositions and design themes and have feature-laden tiles in over 25 different formats and price brackets; right from the unique 8”x8” pavement tiles to 8’x4’ large slabs, from STAIN-FREE® & GERM-FREE® tiles for interior flooring to 20mm thick, robust, acid-alkali resistant flooring for exteriors and industrial applications. We treat ‘flooring’ as a subject of research where durability, functionality and aesthetics have to be in equilibrium.

Flooring is a serious business for us supported by very strong in-house research and development.

Coming to a solution for roofs, our R&D team recently created ‘Endura Cool-Roof tiles’ with a unique value proposition of ‘heat insulation’ and the response from the market is very encouraging.

Talking about roofing, cement asbestos and galvanised iron sheets are extensively used in India; where do you see your tiles in this segment?

In the majority of cases, cement and GI sheet are used in low cost and/or high speed constructions and out of scope for



Germ Free and Stain Free Large Formats Slabs



Endura Cool Roof SRI Tiles

flat surface ceramic tiles which need a strong suitable subsurface like a concrete slab.

Our focus is on roofs that are open to the sun and rains in concrete constructions which are often ignored. In hot tropical climate during summer, heat is absorbed through rooftops, making the rooms below quite uncomfortable. Endura Cool Roof tile addresses this issue and improves heat insulation. The huge potential and initial good response has encouraged us to produce Endura Cool Roof tiles in our two manufacturing facilities and the pricing strategy also makes these tiles quite affordable with just a little premium over other Endura tiles available without this value addition.

How exactly does the Cool Roof tile works? Are you saying it reduces the need for air-conditioning?

Our R&D objective was to design a product which has high solar reflectance

and emittance to keep the roof surface temperature low, as this lowers the temperature below the rooms resulting in lesser consumption of energy in cooling during peak summer. The US Green Building Council's LEED 2.2 mentions SRI index of > 78 to qualify for LEED accreditation. Endura Cool Roof tile (in white shade) has an SRI value of > 90 and



gives excellent results.

Tiled roof with these tiles also provides waterproofing, ease to keep the roof clean and opportunity to use this open space for recreation. Just imagine an evening in a house with a well done up roof, and some planters around with a few solar panels to generate electricity to light the roof and an interesting open sit-out area! Cooler rooms below during the day and so much joy in the evening!

How is the awareness and response of Endura Cool Roof tiles?

The added benefit of Endura Cool Roof tiles is not just the saving from lower consumption of air-conditioning but care for the environment in many proven ways. At the moment, awareness is not high. But the initial response is excellent. When we combine both statements, it means huge potential for this innovative product from Johnson's Endura vertical.



Indian Tile Industry is quite big today with 100s of manufacturers making millions of square meter flooring tiles. What is that differentiates Johnson from others?

Present in the World since 1901 and making tiles in India for 60 years, Brand Johnson earned its reputation as one of the most trusted brand not on the basis of ad campaigns but – innovative, best in class products that delivered value over long term.

Right from the flooring of the bedroom to the shop floor of an industrial unit, the flooring challenges are different. Not every tile is equally suitable for all usage environments. The difference lies in creating the right product to meet varied challenges; the difference lies in investing resources in R&D to come out with an aesthetically appealing product with

technical superiority for specific applications. Ceramic is a wonderfully versatile material that can be modified for different usage with extensive research and combining technologies; this is what we do and this is what differentiates Johnson and motivates us to launch innovative products at regular intervals.

Italian Marble is still top of the mind when it comes to Lifestyle in flooring while tile is considered 'commodity'. How do you justify your positioning statement – 'Not just tiles, Lifestyles'?

I cannot agree any less with you on this point; indeed, costly Italian marble has its own perceived value which does not consider technical suitability and overall impact on the environment associated with mining, transportation, wastage and maintaining this beautiful, softer natural stone.

At the same time, the thinking communities today challenge the conventional connotation of 'lifestyle' which was tilted towards a show of wealth by using costly (read – not affordable by many) alternatives. The emerging wisdom on lifestyle cares for health, hygiene, cleanliness, safety and freedom to choose from wide choices and make informed decisions. It is this consciousness of modern day lifestyle that motivates us to design tiles which qualify as a Lifestyle product. Anti-Microbial (Germ-Free®), Stain-Resistant (Stain-Free®) tiles for floors and walls of residence, hospitals and schools; Anti-Static and Skid-Resistant tiles for safety, thinner composition but high strength tiles and just launched Endura Cool-Roof tiles as concern for the environment are some of the examples related to lifestyle.

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