



The TAU Story

The Beginning – TAUCELL, S.A. was created during the 1960's, 1967 to be precise. An important decade in the middle of the 20th century, and a period in our civilization in which technology was capable of reaching impossible goals such as the conquest of space.

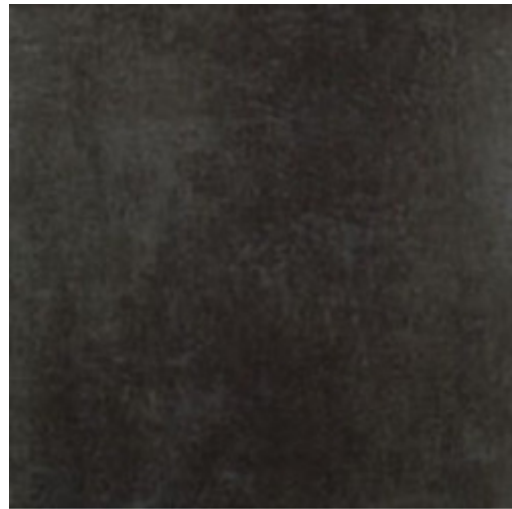
The Place – The province of Castellón, Spain renowned for the quality of its clays and the ceramic tradition of its people, has lived in the past with the cultures of baked clay and glazed ware. TAULELL, S.A. was created here, within the municipality of the capital city of the province, Castellón de la Plana.

The Entrepreneurs - Representatives from five companies that were deeply rooted in the world of ceramics, with a professional managing team.

The Aim - To supply ceramic bisques for the double-firing manufacturing process, this prevailed for glazed ceramic tiles, and to reach an industrial capacity capable of adapting to new technologies and products in the future. The company was created through innovation and by using the first kiln-tunnels in the production process, which replaced the traditional Arabic craft kiln. Industrial development made it possible to reach a ceramic bisque production of 30,000m²/day, and through the seventies the company quickly became one of the leading manufacturers in Europe.

1980/89 - A generalized technological change in global ceramics was taking place. Single firing appeared a decisive process in the conversion of all manufacturing plants in the sector.

The shareholders of TAULELL, S.A., made up of three important families with a background in the ceramic business, decided to begin to manufacture the finished product, without disregarding national and international demand for ceramic bisque. This entrepreneurial challenge was faced by a great professional team.



TAU Ceramic Floor Meyer Negro 45x45cm

In 1984, a plant for manufacturing the single-fired Gres floor tile was built, and our first great glazed ceramic product trademark TAUGRES was created.

Acceptance by the national and international markets generated such a remarkable demand that an increase of one kiln per year ensued, reaching a production capacity of 4 million m² in 1988.

The ceramic wall tile was the next industrial challenge for TAU, which opted for the avant-garde process of porous single firing.

The factory started its activities in 1988, thus completing the ceramic product range of floor and wall tiles. In a kiln investment process that took place year after year, production eventually reached 4 million square metres of ceramic wall tiles.

1990/99 – Saw the continuation of a great development process and in 1994 our Porcelain tile was launched. The company made considerable investments in the most technologically advanced manufacturing plant in Spain. The decision was clear; we had to incorporate into our production ceramic material that was to become a definite milestone in the history of ceramics. The

evolution in the quality of bodies and the infinite possibilities of new techniques was a logical wager for the future of ceramics and the company.



TAU Porcelain Corten Blanco 60x60cm

In 1997, we decided to refurbish the initial bisque manufacturing plant to adapt it to manufacturing floor and wall tiles, by equipping it with the latest technological innovations.

This industrial investment was an important turning point, as we became producers of Gres, porous ceramic, porcelain tiles and complementary pieces, a full range in ceramics. We needed a logo-trademark that covered all our products and we came up with **TAU CERÁMICA**, and embarked on a new and definitive stage in our definition of the company's trademark.

Every aspect of our daily tasks forms part of TAU. To introduce a product with a trademark in a highly competitive market is a challenge and an objective for the change of millennium. We are working on this challenge, and in it we have made our greatest human, technical and economical investments.

2000/08 – TAU acquires the Porcelanatto trademark for its worldwide commercial exploitation.

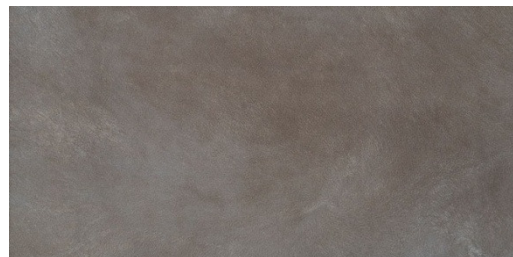
The agreement solely includes the acquisition of the trade name, whose denomination is generically known as porcelain stoneware all over the world.

In this way, TAU has become the sole owner of the Porcelanatto trademark and has consequently added a valuable intangible asset which gives the Company a major competitive advantage due to several reasons: It represents the generic name for the ceramic tile-covering with the greatest added-value and prestige in the international market; its trade name has been registered worldwide,

and it continues to be a trademark which has not lost its market value.

Consequently, TAU will subsequently inaugurate new business channels under the Porcelanatto trademark. This involves a process which is currently underway where the Company is conducting an exhaustive analysis of the specific factors, necessities, and the future potential of each market sector.

The acquisition and use of the Porcelanatto trademark is yet another TAU initiative to maintain its top-ranked leadership in the international Ceramics market; a strategy which will allow the company to improve its commercial positioning in today's global market which is immersed in a process of continual change.



TAU Porcelain Napa Gris 45x90cm

Accordingly, we also highlight that TAU is also making economic investments worth over 4 million euro with the aim to improve and optimize its installations, and thus, in this way increase their competitive edge and precisely adapt its activities to its customers' requirements.

This strategy also encompasses the launch of highly innovative products such as: TAUfine, the finest and most lightweight porcelain tile available in the market; and TAU eco tile, a product range whose composition includes at least 45% recycled materials, which in some cases can represent up to 90% of its content.



2009 - The Company, with the leading trademarks **TAU CERÁMICA** and **Porcelanatto**, has the capacity to produce more than 15 million square metres per year of finished product.

In total, we have a plant area of 350,000 m², 110,000 of which are covered and house the manufacturing processes and office premises.

We rely on a human workforce of 950 people, who are fully integrated at a professional level within the company.

Today, TAU quality, TAU marketing and TAU design are international values in the ceramic industry. Our product range is the widest and most diversified on the market, and we feel very proud to compete all over the world with our Spanish ceramic production.

New Zealand – We are proud to be associated with Global Tile Ltd. This business relationship commenced in 1986 and to our knowledge is the longest single standing relationship between Manufacturer and Importer in the history of the Ceramic Tile Industry in New Zealand.

As our exclusive distributor for New Zealand and the South Pacific, Global Tile has a comprehensive and thorough knowledge on the full range of TAU Ceramica products.

