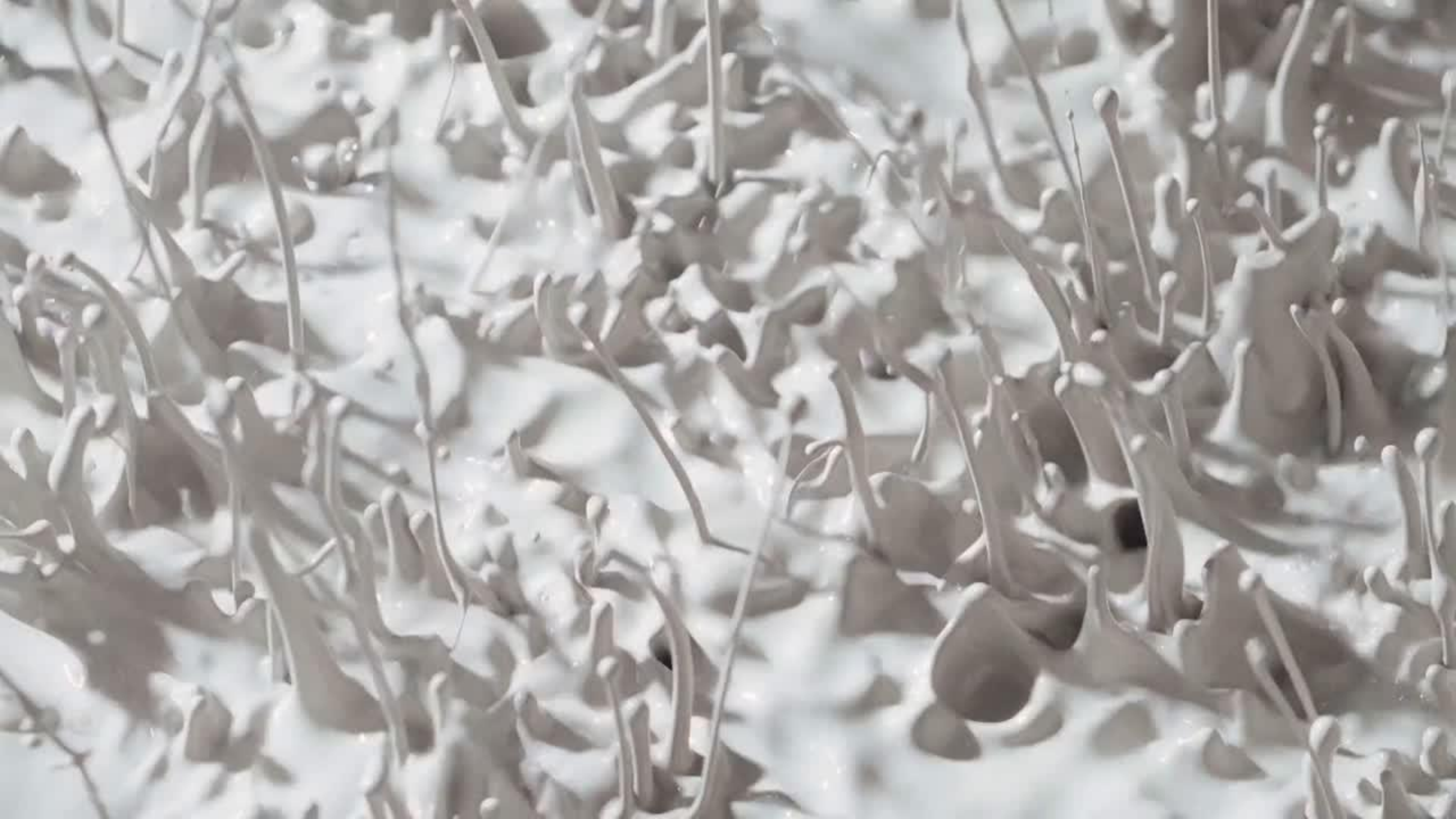
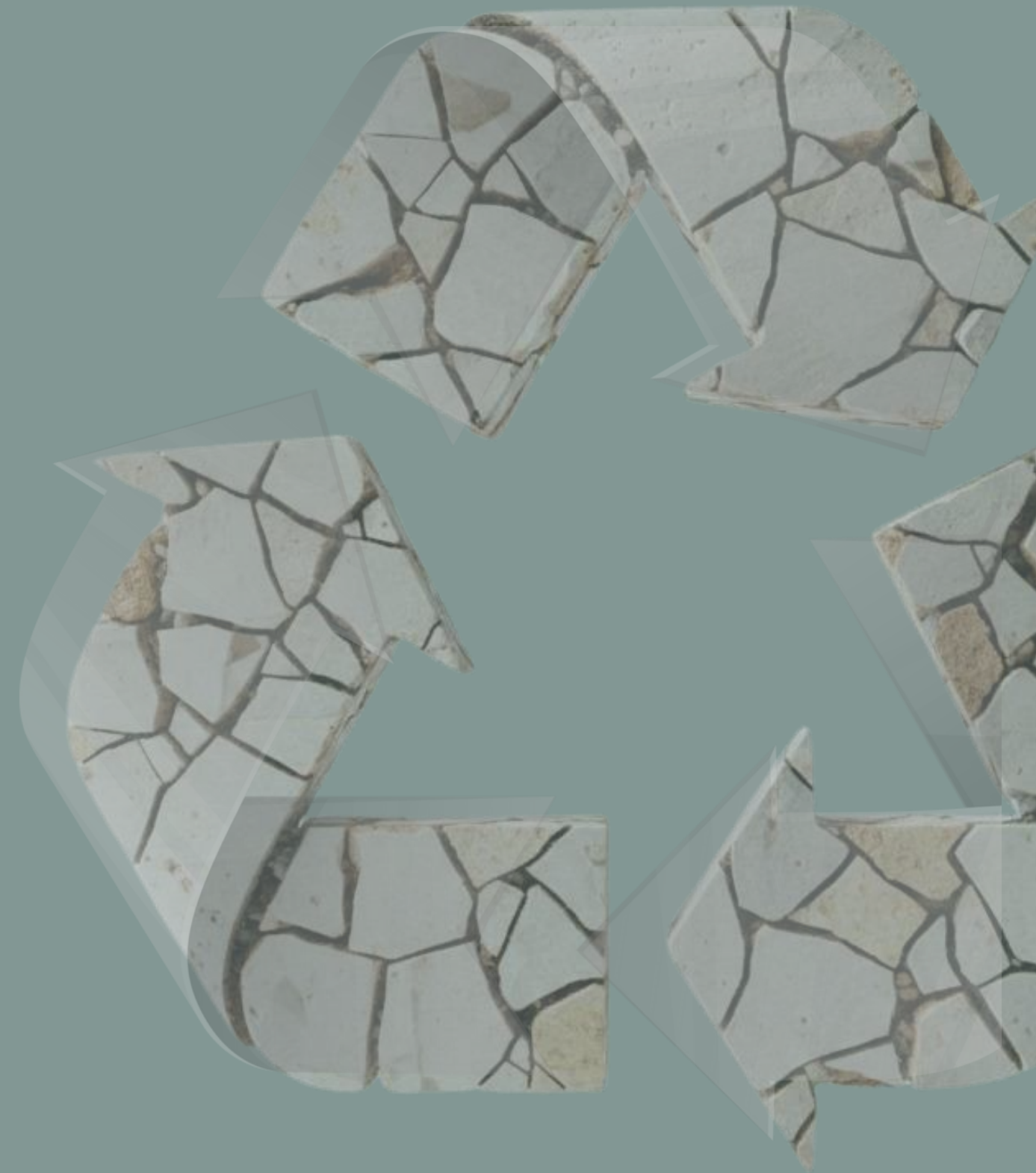


100%
RECYCLED
CONTENT



VitrA Tiles introduces its 2026 collections produced with 100% recycled content, reflecting a holistic vision of sustainable and circular design.





100% Recycled Porcelain

We produce using 100% recycled porcelain. A more circular and conscious approach to raw materials.

Reuse of Industrial Wastewater

100% of the industrial wastewater in our recycled production is treated and reused on-site, minimizing environmental impact.

Renewable Electricity

100% renewable electricity powers our operations in Türkiye, with **over 60% generated by our own plants** and the rest sourced through certified renewable*. This approach significantly reduces our carbon footprint.

This collection empowers responsible consumption, inviting users to design spaces that honour both personal values and the circular economy.

*I-REC: International Renewable Energy Certificates.



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- High-Value Design Powered by Circular Production

1 Strategic Framework

WE

strengthen our leading position in the industry with sustainable production and sustainable products.

are expanding our sustainable product portfolio.

support the sustainability goals of our business partners and become part of their journey.

place sustainability at the core of our business model.

Rationale for the Circular Production Approach

Why We Adopt a Circular Production Approach



Efficient use
of natural raw
materials



Reducing
environmental
impacts caused by
raw material
consumption



Recovering waste
and reintegrating it
into production
instead of disposal



Supporting and
advancing our long-
term sustainability
goals

What SCS Certification Validates

SCS Global Services verifies that VitrA's recycled-body production model meets internationally recognized recycled-content standards.

The certification covers:

- **Suitability of the production model** for recycled manufacturing
- **Compliance of the final product** with recycled-content criteria
- **Verification of the exact recycled content ratio**
- **Review of process management, documentation and procedures**
- **Assessment of how recycled materials are collected, processed and controlled**

SCS certification confirms that VitrA's recycled-content claim is accurate, traceable and aligned with required technical standards.



100% RECYCLED CONTENT
PRE-CONSUMER

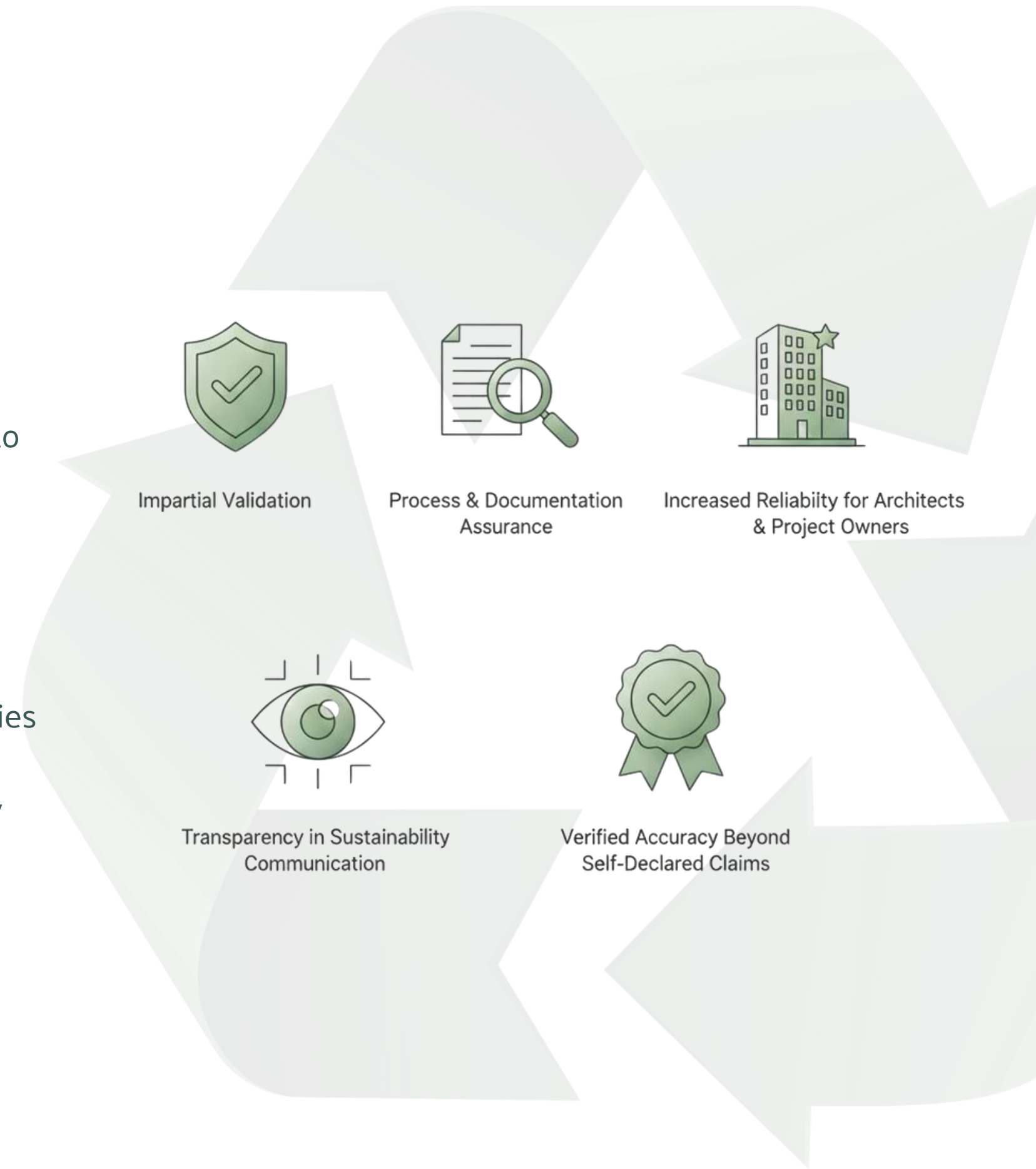
Why Third-Party Verification Matters

Independent experts confirm that recycled-content claims are evaluated according to internationally recognized standards.

This provides:

- **Impartial accuracy validation** of recycled material content
- **Verification of processes, controls and documentation** across production
- **Transparency and reliability** for architects, project owners and certification bodies

Third-party certification ensures that VitrA's recycled production model is objectively assessed and fully compliant.



Waste Categories & Definitions

VitrA utilizes three distinct waste streams in its 100 percent recycled-body production model.

Material 1 – In-Process Raw Waste

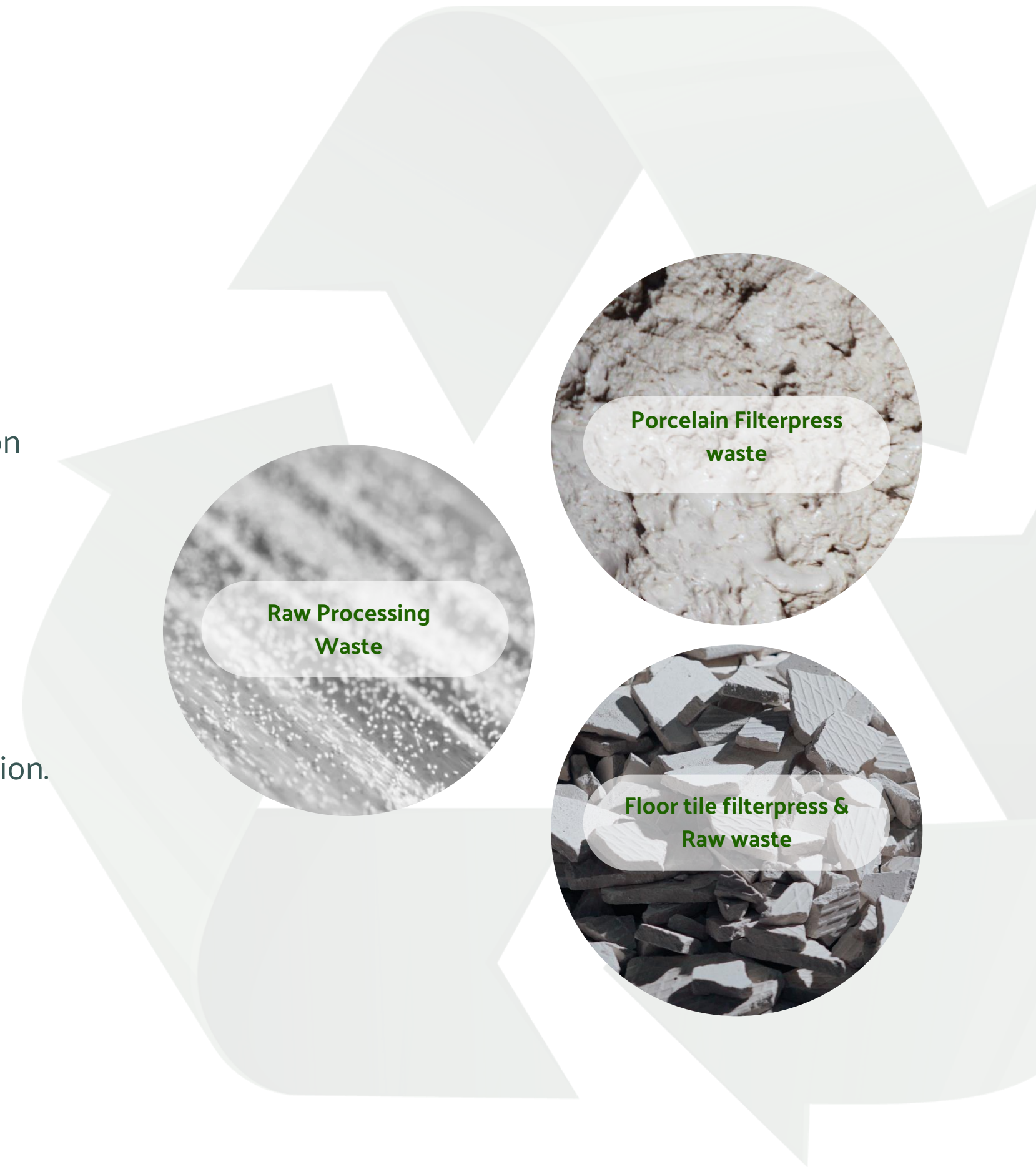
Fine powder waste generated during raw material preparation.

Material 2 – Porcelain Filter Press Waste

Clay-based sludge produced through wastewater treatment and solid-liquid separation.

Material 3 – Floor Tile Filter Press Waste

Clay-based sludge resulting from wastewater treatment and solid-liquid separation.



Waste Collection & Preparation Flow

From Waste to Usable Raw Material

Each waste category undergoes a defined preparation sequence before entering the production loop:

- Collection from the production line
- Chemical balancing (pH adjustment, addition of coagulants and flocculants)
- Sedimentation
- Dewatering and sludge densification
- Storage in silos
- Batch preparation according to formulation requirements
- Transfer to the mill

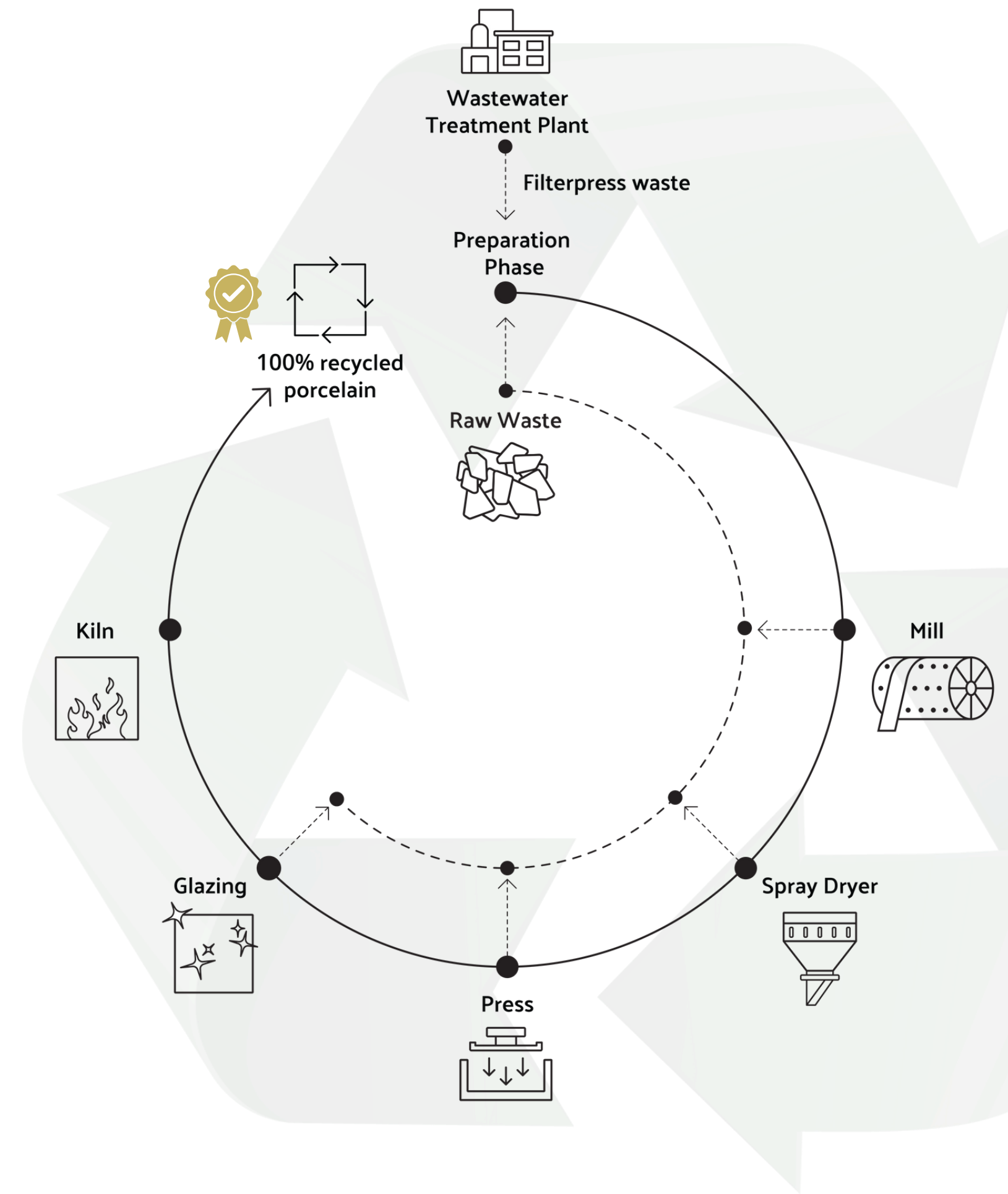
This structured preparation ensures stable granule behavior and consistency during spray drying, pressing and firing.



Waste Streams Enter the Body Composition

- Mill (wet grinding and homogenization)
- R&D control and approval
- Spray dryer (granulation, reaching 5.5–6 percent moisture)
- Pressing (same pressing behavior as conventional production)
- Drying
- Glazing and digital decoration
- Kiln (same firing cycle as conventional production)

Tests show that recycled granules exhibit the same pressability, drying shrinkage and firing behavior as traditional raw materials.



3 Annual Waste Recovery Scale

90%

of production waste is recovered
and reintegrated into the system

25.7 million kg

of material is returned to production
each year

8%

of total waste is transformed into
100% recycled porcelain body

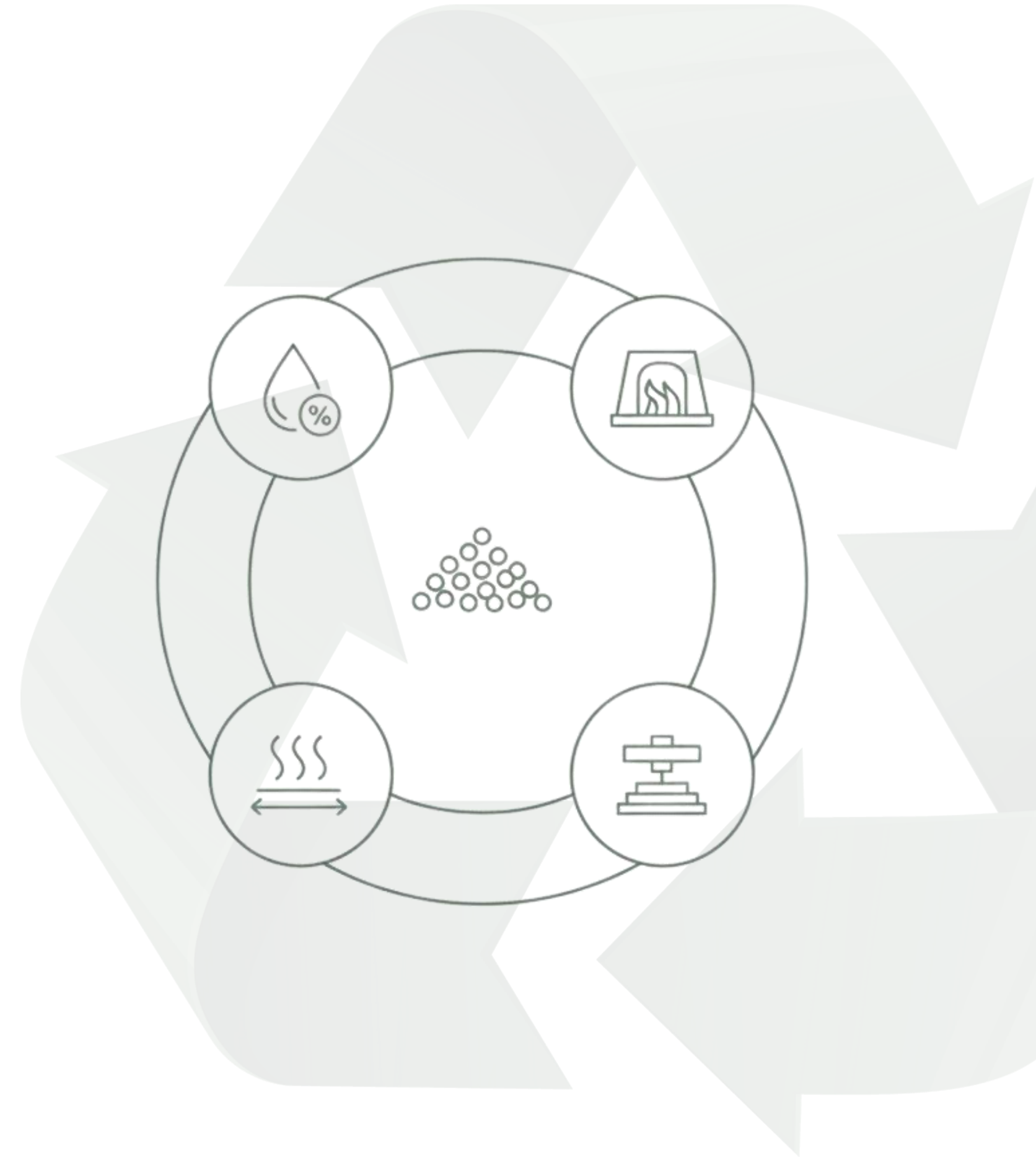
✱ This high-volume recovery demonstrates the efficiency of VitrA's circular production infrastructure, minimizing waste and reducing the need for virgin raw materials.

Technical Behavior of Recycled Granules

Tests confirm that recycled granules show equivalent behavior to traditional raw materials across key production stages:

- Stable moisture level after spray drying (5.5–6%)
- Identical pressability and compaction response
- Comparable drying shrinkage and green strength
- Consistent firing behavior with no deviation in sintering performance

These findings demonstrate that recycled content can be processed under the same operating parameters without requiring adjustments to the production line.

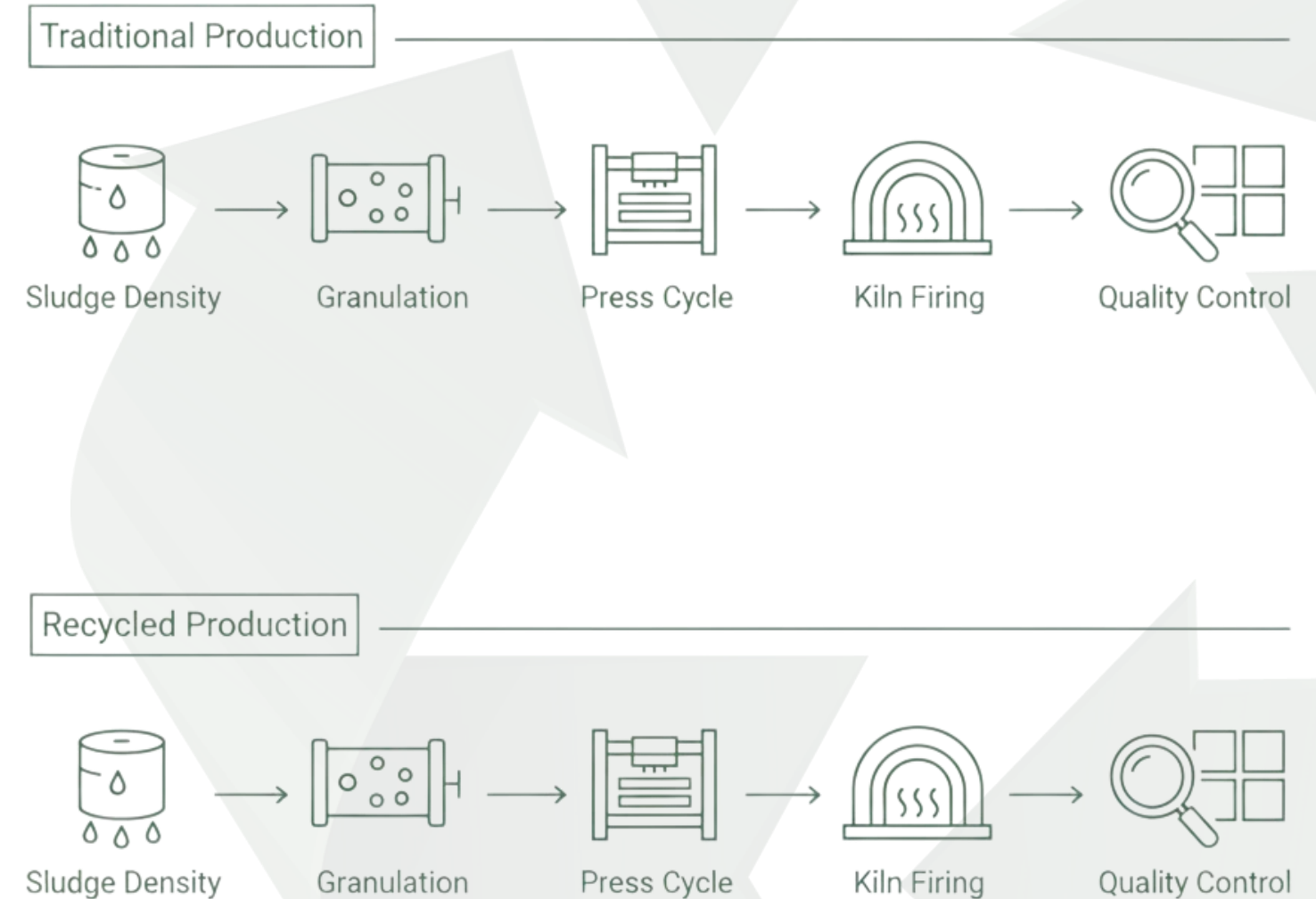


Process Parity with Traditional Production

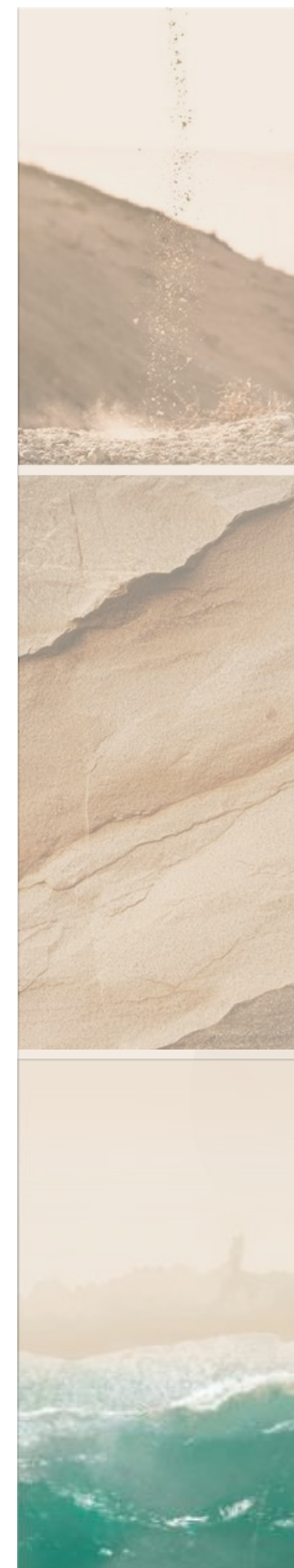
Recycled production follows exactly the same operational sequence as traditional production:

- Sludge density
- Identical granulation curves
- Identical press cycle and tonnage values
- Identical kiln curve and firing temperatures
- Identical quality control steps

This ensures full compatibility between recycled and conventional products within the same production infrastructure.



4 nova vita as a Circular Design Collection



nova vita

the beauty of renewal

A new beginning for materials transforming waste into high-performance design. This embodies VitrA's commitment to sustainability, where in-house expertise and innovation lay the groundwork for responsible tile production. Each nova vita collection expresses this spirit of renewal with distinctive, high-quality solutions tailored to modern architecture. Their harmonized colours and formats are systemically designed for easy mix & match, enabling seamless compatibility and endless creativity.

4 nova vita as a Circular Design Collection

Well-being



Ethical consumption



100% recycled



Bond with nature

VitrA's 2026 empathic design recycle concept builds a meaningful bridge between people, the planet, and the spaces we inhabit. By using 100% recycled porcelain, treating and reusing 100% of industrial wastewater, and operating on electricity entirely sourced from renewables, more than 60% of which is self-generated at our own production facilities, this collection redefines sustainability in practice.

Beyond visual elegance, each tile fosters well-being and conscious living—reflecting a commitment to healthier environments and ethical design choices. The textures and colours promote calm and comfort, while the use of recycled materials deepens our connection to nature.

This collection empowers responsible consumption, inviting users to design spaces that honour both personal values and the circular economy.

4 nova vita as a Circular Design Collection

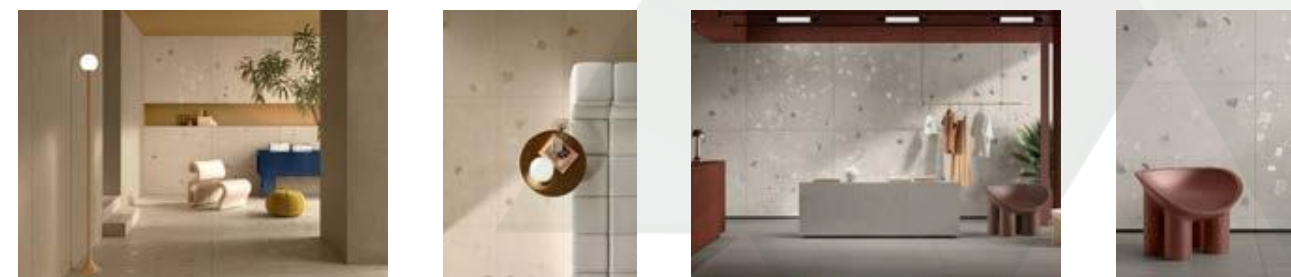
NovaDust



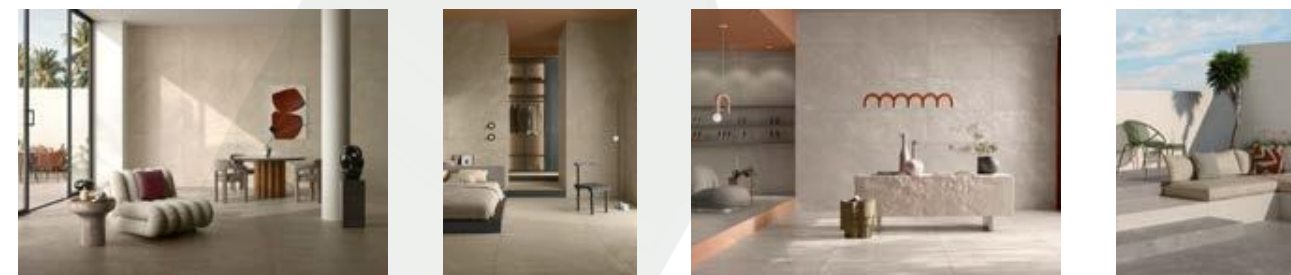
NovaDot



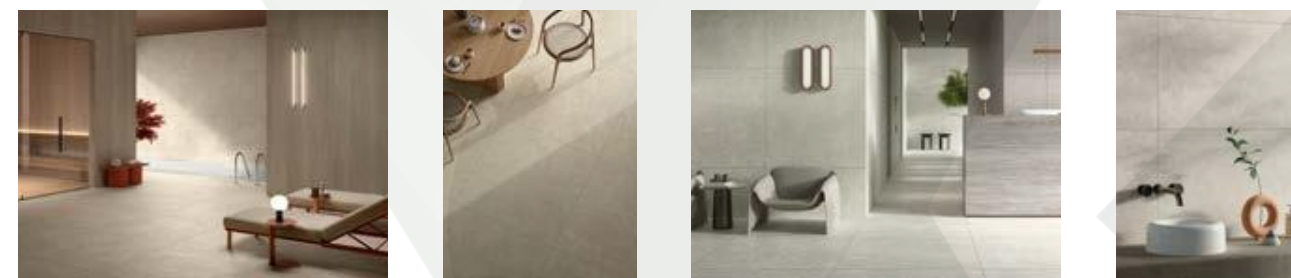
NovaFlake



NovaPetra



NovaMarmo

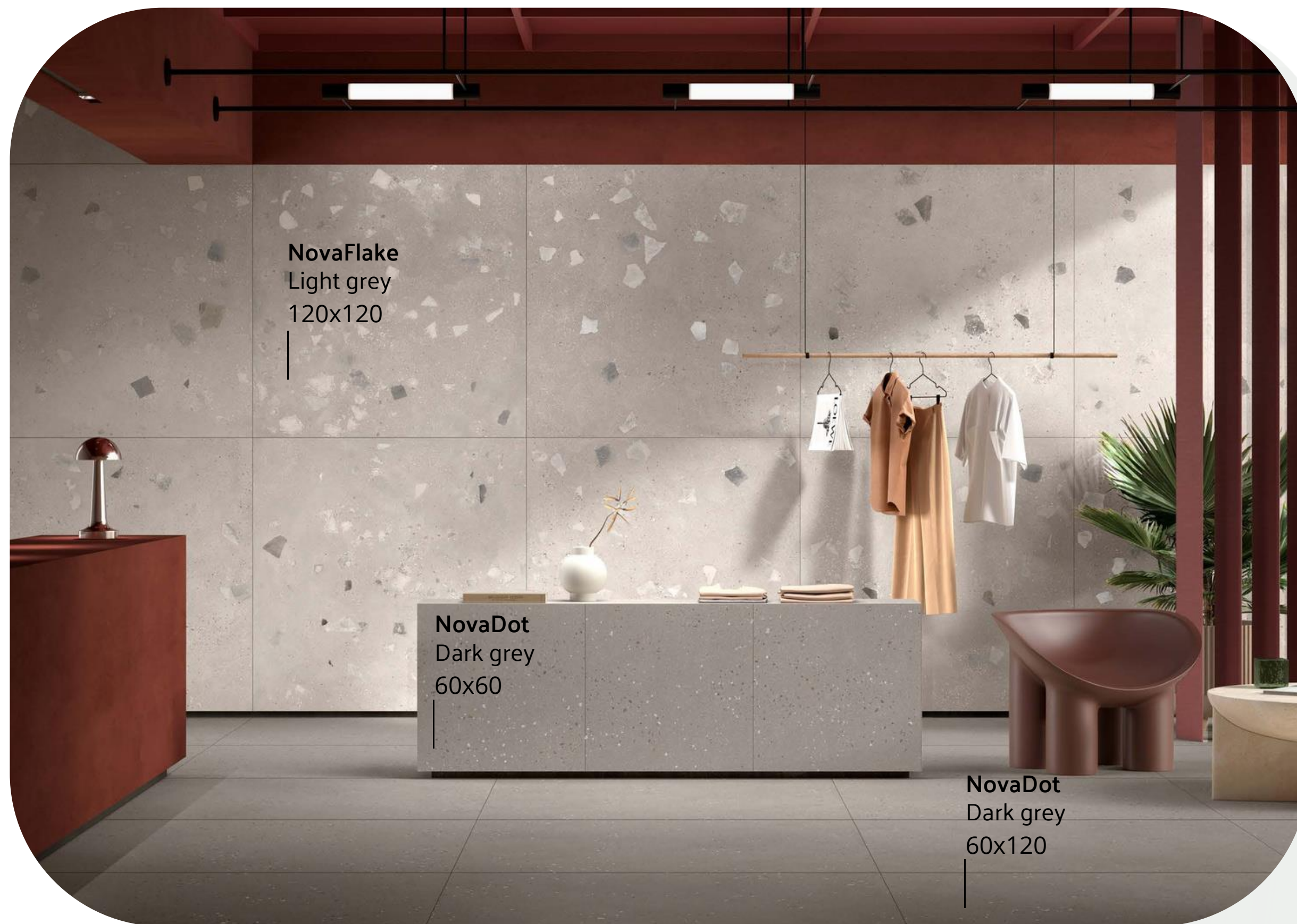


4 nova vita as a Circular Design Collection



4

nova vita as a Circular Design Collection



4

NovaDust collection

Light Greige



Light Grey



Dark Greige



Dark Grey

Colorbody Porselen

EN 14411 Group B1a

Sizes: 120x120 -60x120-60x60

Surface Alternatives : Soft R10B

Technology: V-Shape & Glossy ink

Available in a versatile palette of warm and cold tones, NovaDust comes in practical formats including 120x120 cm, 60x120 cm, and 60x60 cm. Every tile in this collection is a conscious composition, allowing elegance to be quietly reflected in every detail. NovaDust offers a serene and balanced surface for both residential and commercial spaces, grounding designs in quiet harmony.

4

NovaDot collection

Light Greige



Light Grey



Dark Greige



Dark Grey



Colorbody Porselen

EN 14411 Group Bla

Sizes: 120x120 -60x120-60x60

Surface Alternatives : Soft R10B

Technology: V-Shape & Glossy ink

With a balanced palette of two warm tones and two cold tones, it is available in different formats such as 120x120 cm, 60x120 cm, and 60x60 cm. With its versatile character, NovaDot brings aesthetic balance to living spaces where modern design meets environmental awareness.

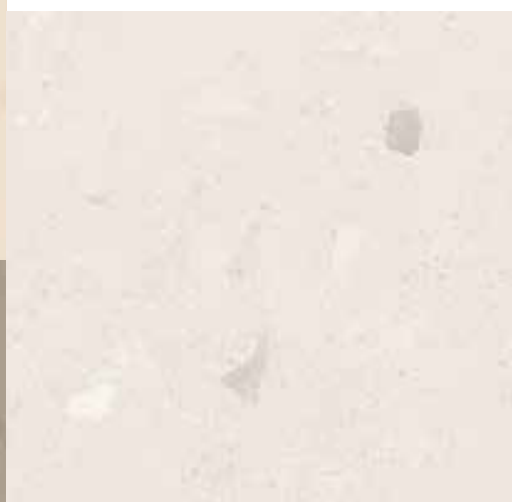
4

NovaFlake collection

Light Greige



Light Grey



Dark Greige



Dark Grey



Colorbody Porselen

EN 14411 Group B1a

Sizes: 120x120 -60x120

Surface Alternatives : Soft R10B

Technology: V-Shape & Matt Granul

This collection is a testament to where innovative material science meets implacable quality, defining spaces with a clear statement of a circular future. NovaFlake provides flexibility with formats and colors, it is available in four distinct colors and 2 different sizes options including 60x120 cm and 120x120 cm, inviting expressive compositions and adding a dynamic visual flow to spaces.

4 NovaPetra collection

Light Greige



Light Grey



Dark Greige



Dark Grey



Colorbody Porselen

EN 14411 Group Bla

Sizes: 120x120 -60x120 - 60x60 - 60x60 (outdoor 20mm)

Surface Alternatives : Soft R10B

Technology: V-Shape & Glossy ink

Its versatile palette of warm and cold tones provides a sophisticated and durable foundation for both residential and commercial spaces, offering extensive formats including the, 120x120 cm, 60x120 cm, 60x60 cm, and even a robust 60x60 cm 20mm thickness for outdoor spaces. NovaPetra is a testament to how innovative material science meets uncompromising quality, allowing earth's timeless character to grace contemporary.

4 NovaMarmo collection

Emperador cream



Emperador white

Colorbody Porselen

EN 14411 Group Bla

Sizes: 120x120 -60x120

Surface Alternatives : Soft R10A

Technology: V-Shape & Glossy ink

Its distinguished palette, featuring Emperador Cream and Emperador White, provides a luxurious and durable foundation for both residential and commercial spaces. Offered in 120x120 cm and 60x120 cm sizes, NovaMarmo enables ideal design combinations. This collection represents enduring elegance complementing the grace in contemporary design with a conscious footprint.

High-Value Design Powered by Circular Production

A next-generation
porcelain body created
from recycled
industrial materials –
without compromising
performance.

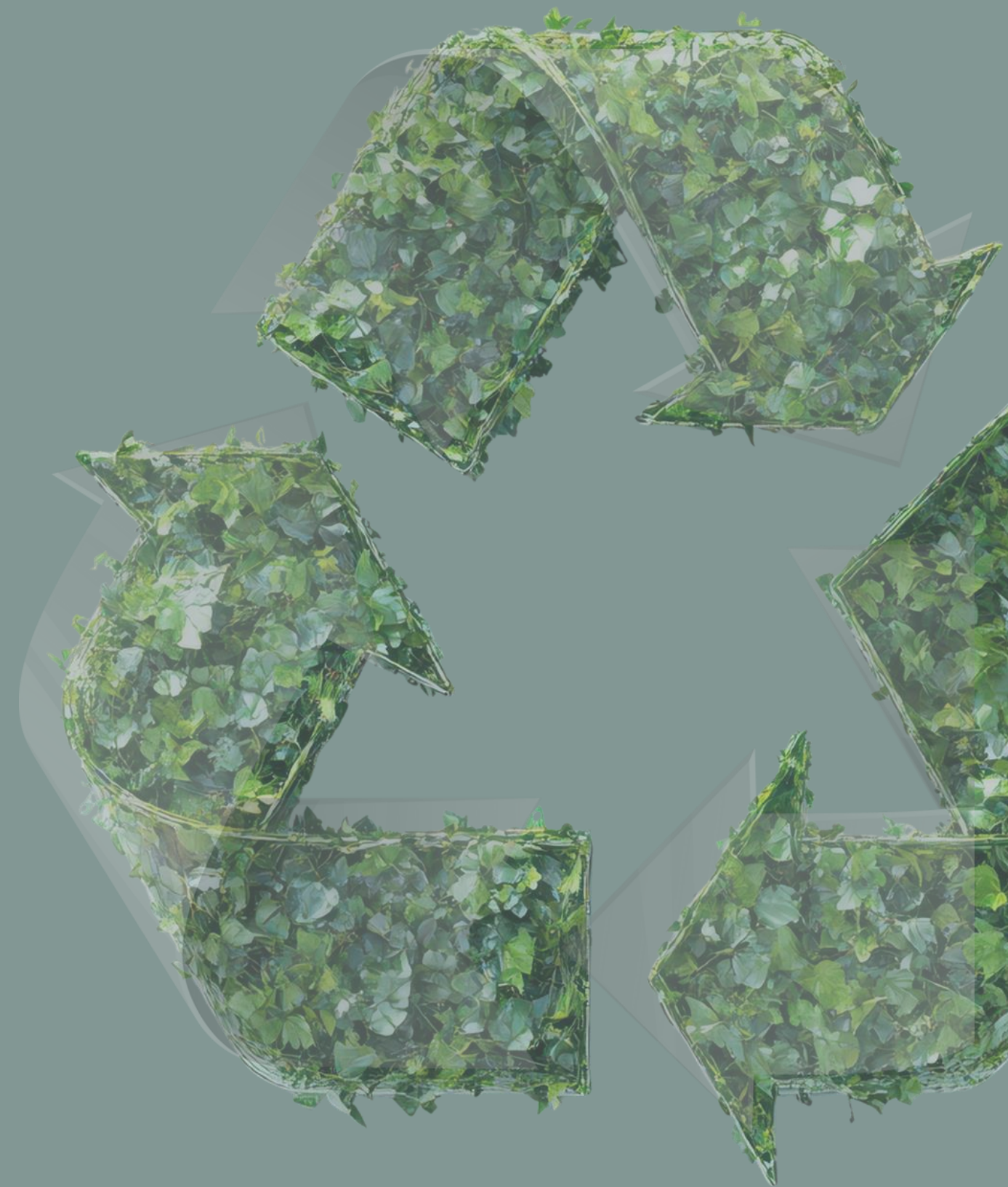
- Up to 100% recycled porcelain body in selected products

- Engineered for durability, stability and consistent production quality

- Performs like traditional porcelain while reducing raw material use

- Industrial-scale circular production with verified waste recovery

ENERGY
PLANET
DESIGN FOR LIFE
NATURE
FUTURE





Vitra

Design for life.