

CaesarGreen

VIBE

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CERAMICHE
CAESAR
WHERE MATERIAL BECOMES CULTURE



ADDITIONAL PRODUCT AND/OR TECHNICAL INFORMATION REGARDING CAESAR PRODUCTS IS AVAILABLE BY EMAIL THROUGH INFO@CAESAR.IT. PLEASE NOTE: ANY AND ALL PRODUCT SPECIFICATIONS REFERRED TO ARE AVERAGE VALUES. CERAMICHE CAESAR KEEPS THE RIGHT TO CHANGE TECHNICAL AND ESTETICAL PRODUCT SPECIFICATION AT ANY TIME.





Philosophy

For more than twenty years, Caesar's philosophy of "Where Material Becomes Culture" has become widespread and is undeniably linked to our proud heritage of quality products that are "Made In Italy." Today, thanks to our eco-compatible process, we would like to contribute to the spread of a new "green" style for design and construction that is socially responsible. A style which has eco-sustainability as a starting point and which continues towards the development of discerning consumption, respecting man and the environment.

Certifications and Environmental Awards



ISO 14001: Certificate for Environmental Production Processes (Caesar was the first ceramic tile manufacturer in the world to earn this prestigious certificate in 1998)



ISO 9001: Quality Certification of the Production Process (Caesar was one of the first ceramic tile manufacturers to obtain this production process certification)



OHSAS 18001: (Occupational Health and Safety Assessment Specification) a standard that has been drafted for the purpose of helping companies define targets and policies for achieving the Health and Safety of Workers.

LCA (Life Cycle Assessment): a method that analyses the entire life-cycle of a product, to make sure that nature is respected and protected always, from the moment in which we have an idea to the moment in which the finished ceramic product is manufactured.

EPD (Environmental Product Declaration), a document that communicates transparent information about the life-cycle environmental impact of a product, from extraction of raw materials to shipment of finished items.

PEF (Product Environmental Footprint) a declaration based on various criteria, which measures the performance of our ceramic product throughout its entire life-cycle.

Caesar respects the environment

* 100% recycling of industrial water

Thanks to continual investments made during our ceramic tile production, Caesar has been able to purify and recycle water used in our manufacturing processes and reduce the waste of this precious natural resource.

* 100% recycling of ceramic waste before the firing production phase of our tiles

Caesar recycles its un-fired ceramic tiles which do not meet our quality standards; this practice significantly reduces the need for raw materials and resources extracted from our planet.

* 100% potential recycling of packaging materials

The packaging materials used for our products as well as the majority of our marketing materials can be almost completely recyclable as they are made of paper, cardboard, wood and plastic.

* 100% potential recycling of "fired" ceramic tiles

The "fired" production ceramic tile waste which is not re-introduced into our production process is recycled as gravel for pavements during the construction of public roadways and by-passes.

* Caesar uses "FAO pallets" for freight shipments where required


Our use of this specific type of pallet reduces the risk of contamination in countries importing our ceramic tile products and is in compliance with ISPM-15 FAO.

* Minimum release of polluting substances in the atmosphere

The investments made in the most up-to-date exhaust filtering systems reduce the environmental impact of the productive process to the minimum, thus protecting nature.

* Energy saving

Thanks to a modern co-generation system, Caesar self-produces most of the electric energy it needs for its production processes, hence reducing waste and increasing efficiency. Investments in innovative technology have reduced the energy requirements for firing tiles to a minimum.

OBJECTIVES	REQUISITI	CAESAR PRODUCTS	CREDITI
SUSTAINABLE SITES (SS)			
To reduce the influence of the heat island effect on the microclimate and natural habitats to the absolute minimum.	Heat island effect reduction	The light-colored tiles of the Caesar range, used in outdoor areas, help reduce the heat island effect (the thermal gradient difference between urban and suburban areas) to minimize the impact on the microclimate. All thanks to the high values of solar reflectance coefficient of Caesar products.	1
MATERIALS AND RESOURCES (MR)			
Commit to using products and materials with low environmental, economic and social impact and for which information is available on the entire life cycle.	Certified EPD available. EPD can be thought of as a virtual identity card for products and describes their impact on the environment during all stages of the life cycle: from extraction of raw materials to their disposal.	Caesar has an EPD certified by an independent external body (DNV).	1
	Certified PEF available. PEF (Product Environmental Footprint) is a declaration of environmental sustainability introduced and supported by the European Union.	Ceramiche Caesar is amongst the first companies in Europe to have obtained a PEF declaration certified by the DNV certification body.	1
	Raw materials. Transparency throughout the extraction phase of raw materials.	For all raw materials used for the production of its tiles, Caesar can provide information (certified by the DNV certification body) relating to origin, extraction and commitment to reduction of environmental impact.	1
	Content of recycled material. 	These products contain more than 20% (Cinder) pre-consumer recycled material content and has the goal of reducing its impact on the environment by minimizing the extraction and manufacturing of raw materials.	max 1
INNOVATION IN DESIGN (ID)			
Developing products with innovative features in complete respect of the environment.	Transparency and optimization.	A HPD (Health Product Declaration) is available for Caesar products. This is a complete report drafted in accordance to the HPD Standard. Caesar has mapped the composition of its products, in compliance with the REACH Directive. Compliance with the directive is certified by the DNV certification body. Caesar has also obtained OHSAS 18001 and ISO 14001 certification.	2
INDOOR ENVIRONMENTAL QUALITY (IEQ)			
Reduce the concentration of chemical contaminants that might affect air quality and the environment.	Use of materials with low emissions.	Caesar products do not release any volatile organic substances (VOC) into the environment.	1