



THE NEW LOOK OF TOUGHNESS

30x30cm size
20mm thickness

STRENGTHENING INDUSTRIAL SPACES FOR DECADES

Since 1958, H & R Johnson (India), a division of Prism Johnson Limited, has led innovation in tiling. With Endura, we bring together unmatched strength for industrial flooring. Our 20mm vitrified tiles are Anti-skid, Scratch-resistant, and built to bear heavy machinery and harsh chemical exposure.

Now available in new colour variants, they're perfect for a wide range of demanding floors.

CERTIFIED EXCELLENCE



NEW COLORS, SAME TOUGHNESS

WHO SAYS JOB SITES CAN'T LOOK GOOD?


Our ultra-tough 20mm vitrified tiles now come in new shades, built for industrial factories, auto garages, service workshops, and anywhere work gets real.



Light Blue Plus

SIZED FOR STRENGTH.

Designed for efficiency
and endurance in every
square inch.



Light Green Plus

AVAILABLE IN:

**30x30cm in
20mm thickness**



Silver Grey Plus

EXTENDED PALETTE

Available in 30x30cm & 20x10cm sizes.



Grey



Ivory



Terracotta

TOUGH FLOORS FOR TOUGH JOBS



20MM THICKNESS

Built to withstand >8000 N - ideal for forklifts, machinery, and heavy vehicles.

SCRATCH & ABRASION RESISTANT
Mohs hardness ≥ 7 ensures a long-lasting surface even under heavy use.



ACID & ALKALI RESISTANT

Withstands chemical corrosion from acids & alkalis.

ANTI-SKID FINISH
Matt surfaces offer a strong grip (>0.42 CoF) even on wet floors.



STAIN RESISTANT

Resists tough stains to keep floors looking clean and professional.

LOW WATER ABSORPTION
Prevents seepage and moisture damage in industrial environments.



WEATHER & UV STABLE

Handles extreme temperatures, frost, and sun exposure with ease.

FIRE RESISTANT
High fire resistance for enhanced on-site safety.



LOW MAINTENANCE, LONG LIFE

High durability with minimal upkeep and low lifecycle costs.

EASY TO INSTALL
Uniform edges enable quick and hassle-free installation.



WHERE ENDURA FITS RIGHT IN

CHEMICAL PLANTS | POWER PLANTS | AIR HANGERS
 FOOD PROCESSING UNITS | BREWERIES | FACTORY FLOORS
 AUTOMOBILE WORKSHOPS | PHARMA UNITS | STEEL PLANTS
 TEXTILE UNITS | CEMENT PLANTS | SHOWROOM FLOORS
 PARKING AREAS | DEPOTS & WAREHOUSES
 FORKLIFT MOVEMENT AREAS | MATERIAL HANDLING AREAS
 PROCESSING UNITS | GALAS | STORAGE UNITS
 LOADING & UNLOADING AREAS

OUR BENEFITS

ENDURA INDUSTRIAL TILES	AR BRICKS
Endura Industrial Tiles conform to IS 4457 : 2007. These are stringent specifications.	AR Bricks conform to IS 4860 specification.
Lowest water absorption (<0.5%). Acids cannot percolate through tile body, thereby leaving the bedding underneath intact for years.	Water absorption 3% to 5%. High porosity and hence acid or chemical percolation possible resulting in corrosion of the bedding material underneath.
Endura is a vitrified tile body with a compact mass that provides high strength. Thus with the recommended 1.2, 1.5 and 2cm thick tiles, overall structural load can be reduced.	AR bricks are ceramic tiles in nature with high porosity and low strength, requiring the need for a high thickness of 38mm that results in increased structural load.
Mohs hardness of Endura is ≥ 7 making the surface virtually scratch proof. Even metals like hardened steel used in trolley, etc. cannot scratch the tile.	Mohs hardness scale of AR brick is 5 to 6 making it prone to scratches and flaking.
Endura Industrial Tiles are available in a variety of sizes and thicknesses such as 30x30 - 2cm, 20x10 - 2cm.	AR bricks are typically available in a single fixed size of 9"x4" - 3.8cm.
ENDURA INDUSTRIAL TILES	EPOXY FLOORINGS
High traction resistance. Excellent performance under continuous vehicular traffic without any erosion.	Poor traction resistance. Gets scratched and wears off on continuous vehicular traffic movement.
Very high breaking strength. Suitable for heavy loads with hard-wheel trolley movements.	High wear and tear on use of hard-wheel heavy load trolley movements.
Very high scratch resistance. Mohs scale ≥ 7 . Even metals cannot create scratch on tiles.	Prone to scratches. Mohs hardness 4-5.
Highest abrasion resistance amongst all flooring options with abrasion value of $<120 \text{ mm}^3$ (ISO 13006/EN 176). Retains aesthetics for a long term.	Low abrasion resistance. Leads to high wear & tear on continuous use.
Can withstand point loads.	Cannot take point loads.
Ease of repair and maintenance. Even a single damaged tile can be replaced quickly without affecting surrounding tiles.	Repair and maintenance is difficult. Repairing the affected area gives the floor a patchy incongruent look.
Endura is maintenance free and is a very durable floor covering.	Epoxy floors have a huge recurring cost for maintenance besides workshop shut down costs and inconvenience.
Endura Industrial Tiles are highly durable, maintenance free, scratch proof, economical and an aesthetic flooring option for industrial shop floors.	Epoxies are aesthetic, but delicate and expensive in the long run.



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Sample kit/Endura/Light color
tiles-Industrial, July'25



**SCAN
FOR
MORE**
