

# PRESS RELEASE

## Make the Move to Low Carbon Tiles with Mas

*Alusid Mas is the first mass-produced floor and wall tile made from 98.5% pre-consumer recycled content.*

With the European Commission estimating that the ceramic tile industry generates up to 3,000,000 tonnes of waste<sup>1</sup> and emits 19,000,000 CO<sub>2</sub>e<sup>2</sup> per year, there is a need to find alternative materials and production processes that provide the same long-life and low maintenance products, but that divert waste from landfill and reduce the energy needed for production.

Mas, a new sustainable tile form Alusid®, has achieved exactly this. Made from between 95% and 98.5% recycled materials (depending on the colour), Mas transforms an abundant volume of material that would otherwise likely end up in a landfill using a unique low-energy dry granulation process. Taking waste products aggregated from industries, and from various parts of the production process (both pre and post-fired) and by only adding a small amount of water to the raw materials that have already been processed, Alusid is able to reduce the use of natural gas and electricity.

In a comparative study of Mas' third-party verified cradle to gate emissions against the Spanish ceramic tile industry EPD compiled using data from 55% of the Spanish ceramic industry, Mas recorded 51% less carbon emissions and uses 44% less water. It has a total GWP of 6.09kg CO<sub>2</sub>e per m<sup>2</sup><sup>3</sup>.

For Mas, Alusid has unlocked a unique low impact manufacturing process to create a vitrified tile that has the performance for commercial use as a wall or floor surface. Mas is available in two size formats – 19.8 x 19.8cm and 19.8 x 9.7cm – and four colours. In Grey, Ochre, Red and Charcoal, Mas is a contemporary take on a quarry tile with an unusual shape that stands out and provides greater design flexibility.

The dry granulation process used for production also gives Mas its unique aesthetic. The coarser grain size and unique combination of recycled materials gives its surface a more variable and natural look, reflecting the source of the materials used to make it.

The innovation in Mas is recognised in Mix Awards North, where it's a finalist in the Product of the Year, Surfaces category. Dr Alasdair Bremner, Alusid, says, "We are delighted that Mas has been nominated for this award, as our first floor tile and one of the lowest carbon tiles in the world, I'm very proud of this innovation from the team and their hard work to make it happen."

Mas is manufactured in Spain and is held in UK stock by Parkside, so is readily available for quick delivery to projects. It conforms to CE and UKCA tests and can be cut and installed using standard ceramic tile equipment and adhesives, meaning a path of least resistance to its use.

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<sup>1</sup> <https://webgate.ec.europa.eu/life/publicWebsite/project/LIFE12-ENV-ES-000230/zero-waste-in-ceramic-tile-manufacture#background>

<sup>2</sup> <https://www.sciencedirect.com/science/article/pii/S1364032122000119#sec4>

<sup>3</sup> In accordance with ISO 14025:2006 and EN 15804:2012+A2:2019/AC:2021 for 'EPD of multiple colours (Grey, Ochre, Red and Charcoal), based on the average results of the product group'. Weighted Average – 6.09 kg CO<sub>2</sub>-eq per m<sup>2</sup> (18kg). EPD third-party verified by International EPD® system, [EPD-IES-0016213](#)

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## **About Parkside Architectural Tiles**

With an offering of over 20,000 commercial tiles, including the exclusive Strata Technical Tiles product brand, Parkside Architectural Tiles is a trusted tile specification company. From a position of influence with a philosophy of developing sustainable responses to the unique demands of projects, Parkside is leading the environmental agenda within the architectural and technical tile specification market. In partnership with the World Land Trust, it also provides the 40 for 40 programme which protects biodiverse habitats every time you purchase high recycled content tiles. Alongside studios in Clerkenwell and Leicester, a team of knowledgeable consultants develop tile specifications with the architecture and design communities.

**[parkside.co.uk](http://parkside.co.uk)**

## **ABOUT ALUSID**

Alusid creates beautiful, premium-quality tiles and architectural surfaces by recycling industrial waste ceramics, glass and other materials much of which would otherwise end up in landfill.

The company's Sustainable Tile ranges are distributed in the UK by Topps Tiles and Parkside Architectural Tiles. Its products have garnered widespread industry acclaim and have won multiple awards over the years. Their Principle range was named wall tile of the year at The Tile Association's Awards in 2024. The Mas floor tile range, launched last year, has been shortlisted for Interior Surface of the Year at the Surface Design Awards 2025 to be announced in February 2025.

As well as Topps Tiles plc and Starbucks EMEA, Alusid's customers also include Amazon, Nando's, Pret A Manger, Selfridges, Harrods and the BBC.

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