

2020

# EMAC MAGAZINE

EMAC® new trends at a glance

## #IT IS TREND

Architecture, Innovation and Materials.

Soluciones para peldaños

Accesibilidad  
y Seguridad Universal

### ECLIPSE® SOLUTIONS

Light as a source of inspiration.

### NEW SOLUTION IN EXCLUSIVE MATERIAL ASTRA®

For indoor, outdoor, submerge and bent.

### UNIVERSAL ACCESSIBILITY AND SAFETY

Live your own ASU Challenge.

### EMAC® APP

New Augmented  
Reality App.

**EMAC**®  
THE FINAL TOUCH  
EMAC® GROUP | SPAIN | USA | ITALY |



## Architecture, Innovation and Materials

Walt Disney said: "Ask yourself if what you're doing today is getting you closer to where you want to be tomorrow!" This constant quest for the positive consequence of our actions is what in marketing we call branding. That is, to make your mark. To promote its brand is perhaps the most significant aim a company can set. Once this goal is achieved, the rest is far simpler and attainable.

**EMAC® products are the solution to combining different materials within any Project.**

**EMAC® Group** was founded over 30 years ago to sell ceramic accessories. It has always adhered to its values of immediate service, quality and a vocation to export – values that form this organisation's backbone today. Our brand has grown and adapted to customers, consultants and markets, setting trends, overcoming the recession and evolving.

Maintaining a strong brand over time alongside careful management sometimes requires risky deci-

sion-making. It means "changes" or brand refinements at times. However successful a strategy has been in the past, that does not guarantee success in the future, especially in a fast-changing environment such as the present. So proposals, positioning or brand messages can lose their relevance over time.

We identify three fundamental pillars on which this progression and assimilation of fresh values are based:

**Architecture.** Creativity and an interest in advancing, renewal and evolution is the basis of current disciplines like design, interior decoration and architecture, intimately linked to EMAC® and its solutions.

**Innovación.** As a culture – applied not merely to the product but also to the processes and tasks developed by the entire group. The EMAC® product range is expanding and growing constantly thanks to keen interest in the quest for new solutions. EMAC® is a brand concerned and occupied with R&D&i on all levels.

**Materialidad.** Every day new materials appear, offering diverse aesthe-

tic and technical features. The study of such materials and their combination is the foundation on which to build any project. Our passion is for the richness and detail in the nuances. EMAC® products are the solution to combining different materials within any project.

EMAC®'s story is about change. It is the history of ceramic accessories which became a meeting point between materials, including ceramics, in any construction process in any corner of the world. It is the tale of that supporting actor who is now the star.

Our story tells of a brand that does not create products but offers its customers immediate, innovative solutions right from the construction project's earliest design phase.



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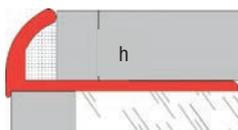
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# 01.1 Decorative Finishes

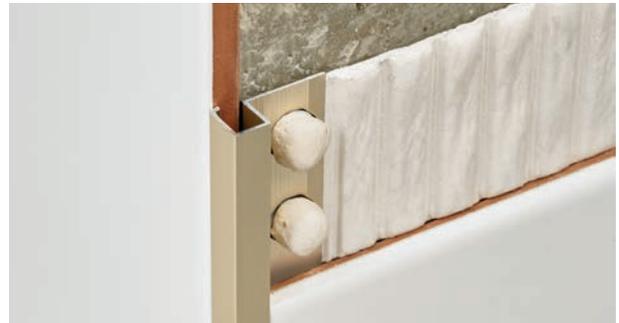


**Novocanto® Aluminum.** Aluminum trim. It protects and decorates, providing the own endurance and lightness of the aluminum material.

Easy placement. Presented in natural material as well as in anodized and several marble and plain powder coated colours.



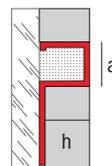
h: 6, 8, 10, 12, 14 mm.  
length: 2,5 m.



**Novolistel® 3 Aluminum.** Original profile of EMAC® that has revolutionized the ceramic tile industry. Its unique design makes of this profile the most versatile one in the market. It is available in more than 20 different finishes - manufactured in Aluminium - to protect and decorate ceramic to any design in any style. Novolistel® 3 is known as the profile 7 in 1. Surf & find its 7 different uses:

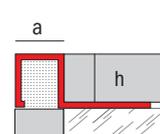
- Border.
- To protect tiled edges.
- Divider.
- Step.
- Framing.
- Finish off.
- Countertop.

Decorative listel



a: 10 mm.  
h: 8, 10, 12 mm.  
length: 2,5 m.

Edge protection



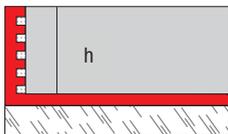


**Novopared® Aluminum.** Profile with simple lines made of aluminium, intended to be installed as an edge protector, flooring separator, countertop finish...

It can be installed with floorings or wall tiles between 3 and 30 mm width. Available in lacquered and anodized trendy finishes or in natural finish.

Novosuelo/Novopared Aluminum is available in bendable option with an increase in the sale Price. A special die cutting on the fixing wing of the profile is made and reduces the amount of material and facilitate it can be bendable.

Novosuelo Aluminum bendable is available in some finishes and models under request.



h: 3-30 mm.  
length: 2,5 m.



WHITE



BRONZE MATT



CHAMPAGNE

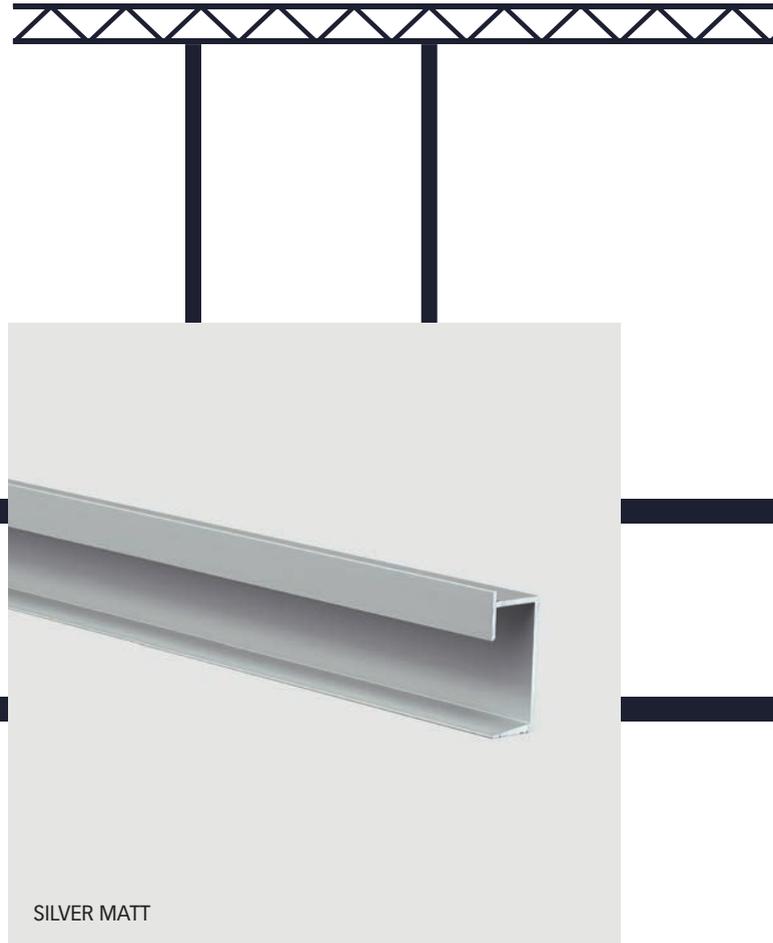


BRUSHED METAL



BLACK MATT

# 01.2 Eclipse® Collection



## 01.2 Novotri Eclipse®



**Novotri Eclipse®** is a polyvalent profile, made of anodized aluminum, which can be placed as a decorative listel, minimalist skirting board or decorative ceiling listel in plasterboard or tiled walls.

The front flap protects the edge of the piece that goes with and acts like a guide for its installation with materials of different thicknesses. Its flat base with a slight slope facilitates the cleaning and allows its installation as a skirting or top ending.

An optional LED light can be installed in its discrete inner hollow, giving the profile a double functionality and a high decorative finish.

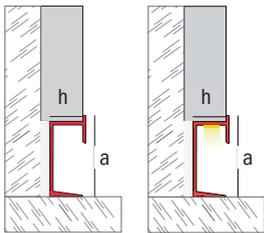
Novotri Eclipse® is born to extend the innovative Eclipse® range of EMAC®. Profiles that allows, easily and without diffusor, the creation of comfortable environments by using the undirect illumination.

**\* NOTICE**

Promotional atmosphere created using Novotri Eclipse® product, showing a suggestion for one possible use of this product. EMAC® does not manufacture, sell or supply any LED strip whatsoever with the Novotri Eclipse® product. The choice of LED strip should be undertaken by the installer, taking into account the circumstances of the installation site.

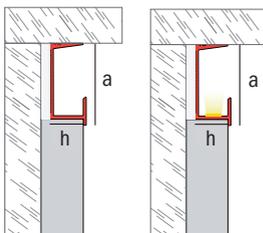


Decorative listel & skirting

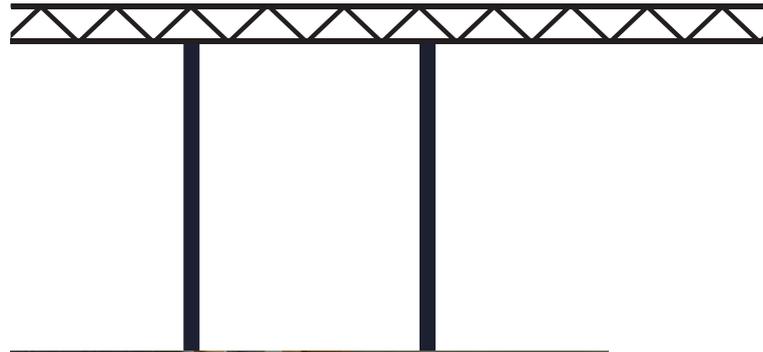


a: 27 mm.  
h: 11 mm.  
length: 2,5 m.

Ceiling decorative listel



# 01.2 Eclipse® Collection



## 01.2 Novopeldaño Eclipse®



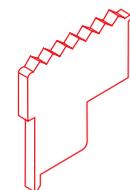
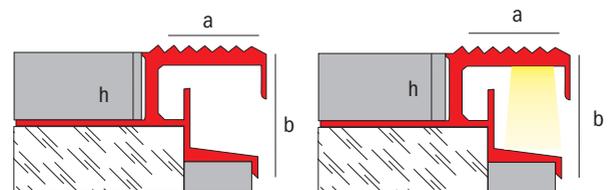
**Novopeldaño Eclipse®** is a stair nosing profile, made of aluminum, designed to protect and decorate tiled stairs.

Its design, with a hidden hollow, allows the installation of any LED strip chosen by the installer without need of difusor, providing the profile with a high decorative value. Its visible side improves the slip resistance value of the stair.

Thanks to its geometry, the slight slope allows the evacuation of water outside, avoids the accumulation of dirt and makes easy the cleaning.



**Novopeldaño Eclipse®** is a LED solution in one piece with easy and fast installation.



Cover.

a: 22 mm.  
h: 10/12 mm.  
b: 23 mm.  
length: 2,5 m.



\* Novopeldaño Eclipse® has been subjected to qualitycontrol tests for impacts and loading capacity for heavy traffic. (21705376\_R-1\*224.I.1712.001.ES.01).



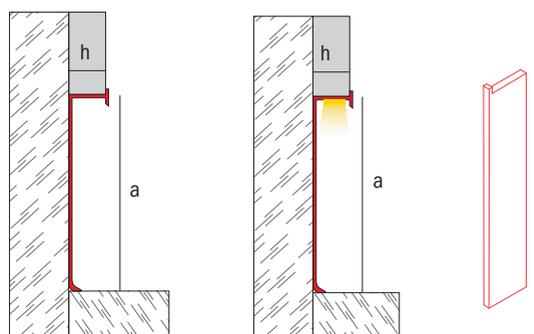
## 01.2 Novorodapié Eclipse®



**Novorodapié Eclipse®** is a profile made of aluminum to be installed as a skirting in plasterboard walls. Thanks to its geometry, the profile protects the bottom edge of the wall, generating an innovative hollow effect like if the wall was suspended in the air. Its simple lines, finished with a small curve, create a smooth surface that avoids the accumulation of dirtiness and makes easy the cleaning. In addition to be a skirting, this profile can also be a finish the top of the wall.



Optionally a LED strip can be installed in the interior hollow, providing the profile with a double functionality and a high decorative value.



a: 70 mm.  
h: 13/15mm.  
length: 2,5 m.

Cover.

### \* NOTICE

Promotional atmosphere created using Eclipse® solution, showing a suggestion for one possible use of this product. EMAC® does not manufacture, sell or supply any LED strip whatsoever with the Eclipse® solution. The choice of LED strip should be undertaken by the installer, taking into account the circumstances of the installation site.

## ASTRA<sup>®</sup> Exclusive Material



INDOOR



OUTDOOR

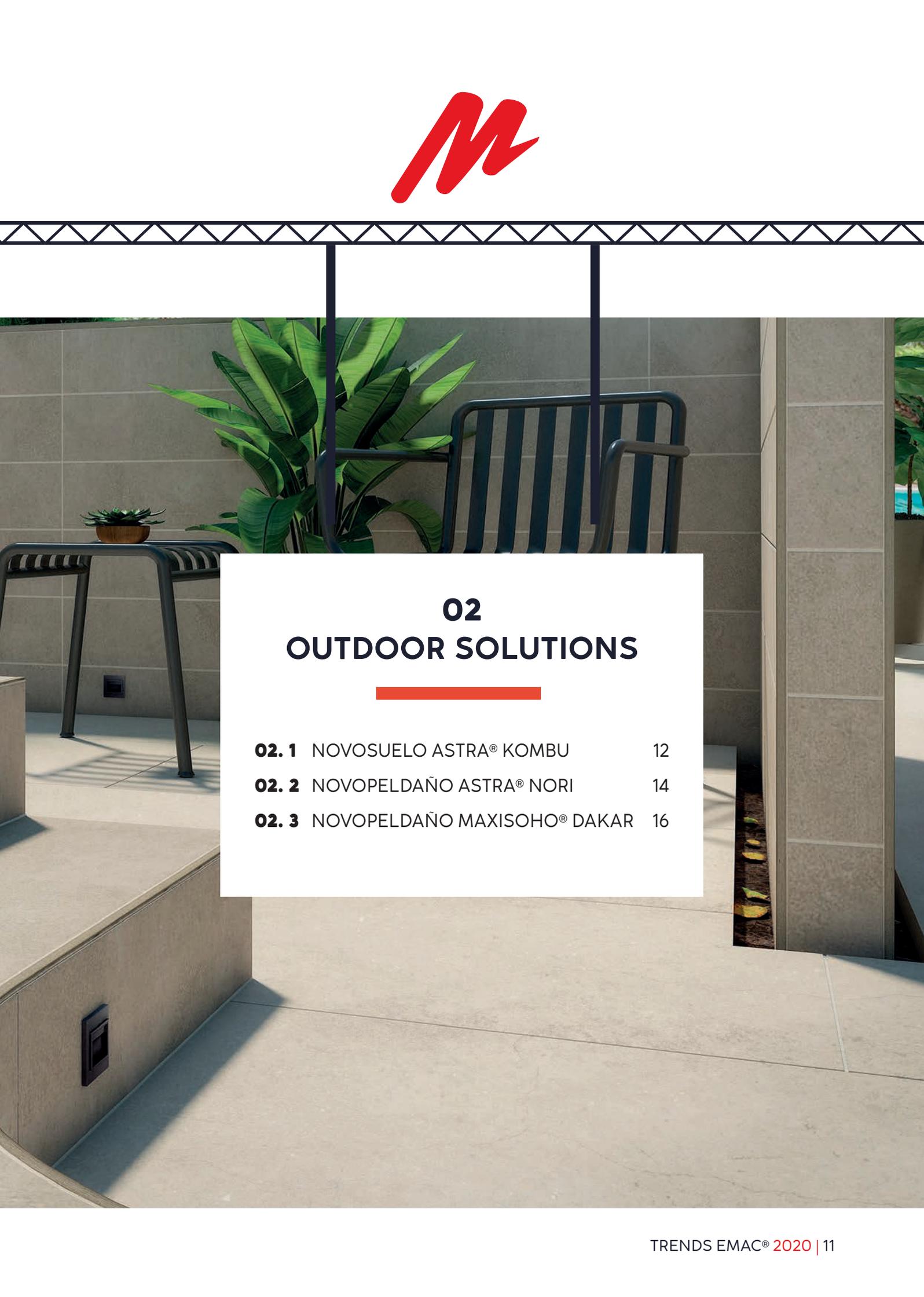


SUBMERGED



BENT

- **Extra resistant polymer.**
- **The best features in every type of setting**, not just interiors but also underwater, in damp environments and outdoors. Thanks to the incorporation of biocides that prevent mould growth.
- **Excellent impact resistance**, its improved formulation and a perfect balance of its mineral reinforcing agent, meaning it can be used in paving with the optimum guarantees.
- **The colours in the range are stable and long-lasting outdoors** thanks to a studied dosage of colourants offering maximum solidity while preserving their appearance over time.
- **Innovative grooved finish, giving it non-slip characteristics** and improving performance in bad weather.
- **Its bending is possible**, which increases the possibilities of placement.

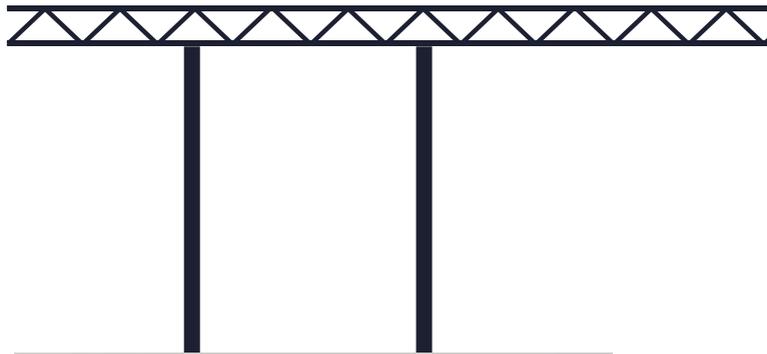


## 02 OUTDOOR SOLUTIONS

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# 02 Outdoor Solutions



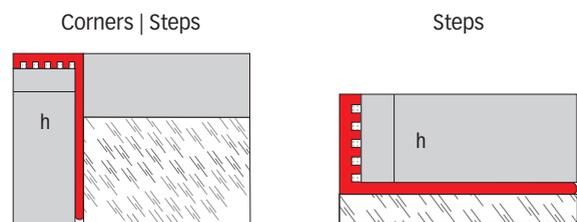
## 02.1 Novosuelo ASTRA® Kombu



**Novosuelo ASTRA® Kombu.** Profile of straight lines manufactured in EMAC®'s **exclusive material: ASTRA®** – an extra-tough polymer.

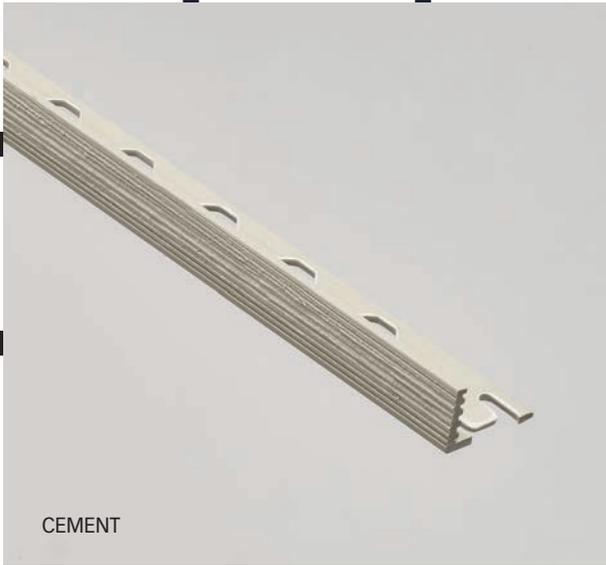
This is a multi-purpose profile, and can be installed as a finish to protect and decorate the borders of ceramic cladding, as a paving separator, or as a counter top finish. And it offers an innovative grooved finish, giving it a rustic aesthetic and improving performance in bad weather. The profile is installed during the tiling work and is integrated into the cladding. Furthermore, the material offers excellent resistance to impact, meaning

it can reliably be used as a profile in paving and borders. It comes in four colours that are stable and long-lasting outdoors.

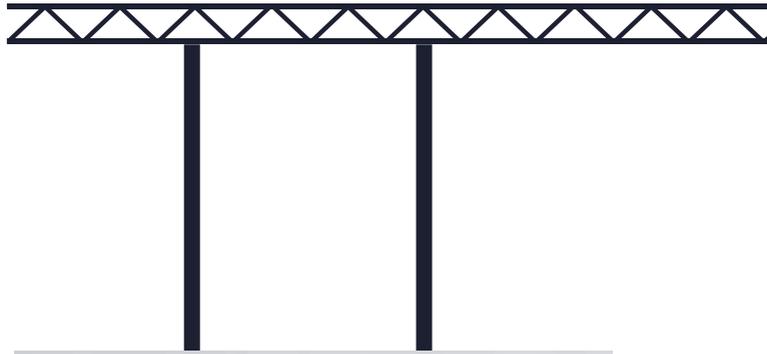


h: 10/12 mm.  
length: 2,5 m.





# 02 Outdoor Solutions



## 02.2 Novopeldaño ASTRA® Nori

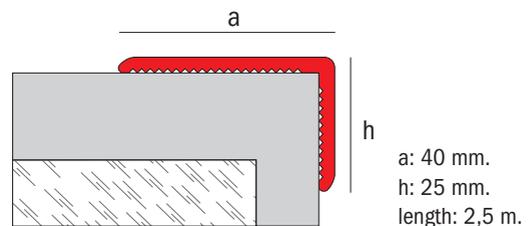


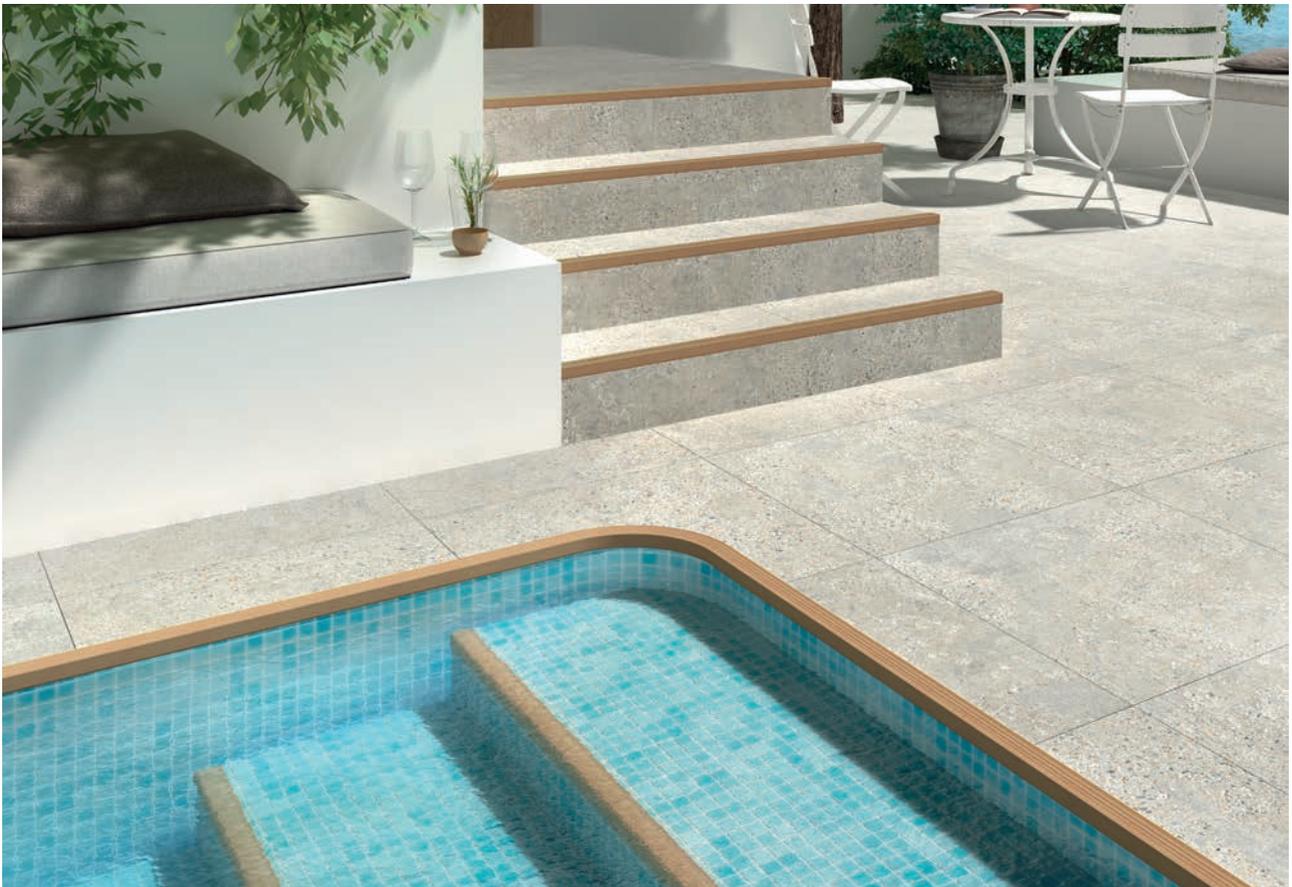
**Novopeldaño ASTRA® Nori** is a stair nosing profile made of the **exclusive ASTRA® material**, an extra resistant polymer specially developed to obtain the best benefits in all kind of environments.

Not only indoors but also in submerged or humid environments or outdoors. Thanks to the addition of biocides, which prevent from mold growing, it stands stable in humid and submerged environments. This material has a great impact resistance, improved in the formulation with several additives and a perfect balance of mineral reinforcer, which allows its use in floorings with guarantees. The colors available are stable and durable, thanks to the studied dosage of maximum solidity dyes, preserving its appearance along the time.

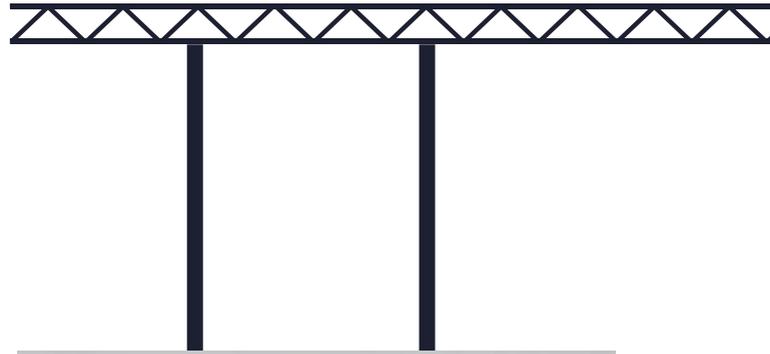
ASTRA® is the result of the constant innovation in EMAC®, always working to offer highly functional and decorative products.

This stair nosing profile is to be installed after the tiling work with adhesive or screws, being the perfect option for new projects or rehabilitation and reform works.





# 02 Outdoor Solutions



## 02.3 Novopeldaño Maxisoho® Dakar

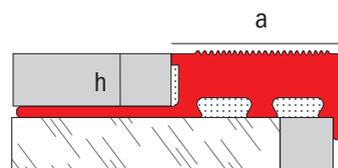


**Novopeldaño Maxisoho® Dakar:** Made of the **exclusive MAXI material** of EMAC®, a WPC composed by PVC and vegetal fibers arising from recycled agricultural waste, together with a complex process of controlled shade variation, the MaxiSoho collection is born. Unique profiles. Not two profiles are the same.

With non-slip surface and suitable for outdoors. Maximum quality to protect and embellish the ceramic tiles.

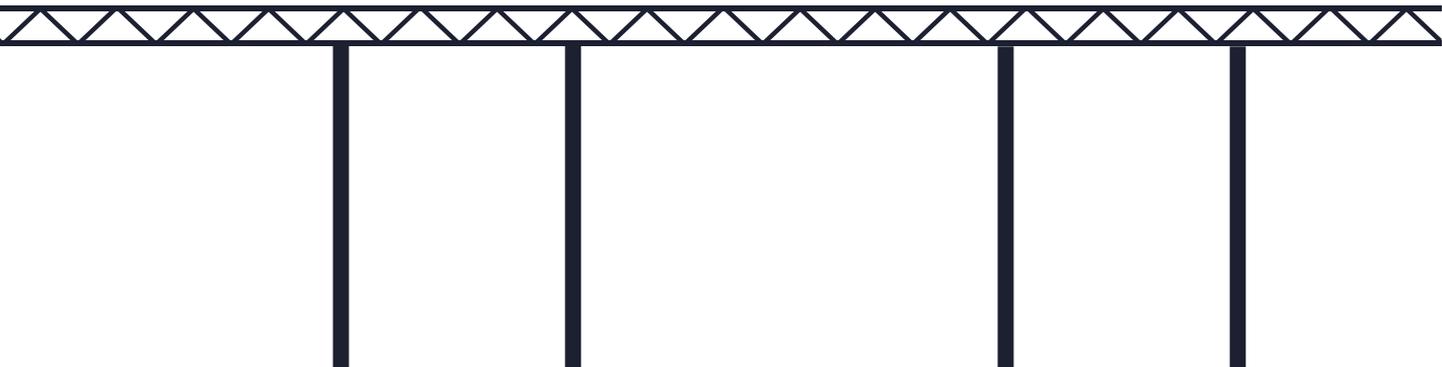
The controlled shade variation process confers a complete spectrum of shades in the same profile that makes it blend with any color of tile and respond to the market new design trends.

Our challenge is to offer the maximum quality to protect and embellish your ceramic tiles.



a: 40 mm.  
h: 10, 12 mm.  
length: 2,5 m.





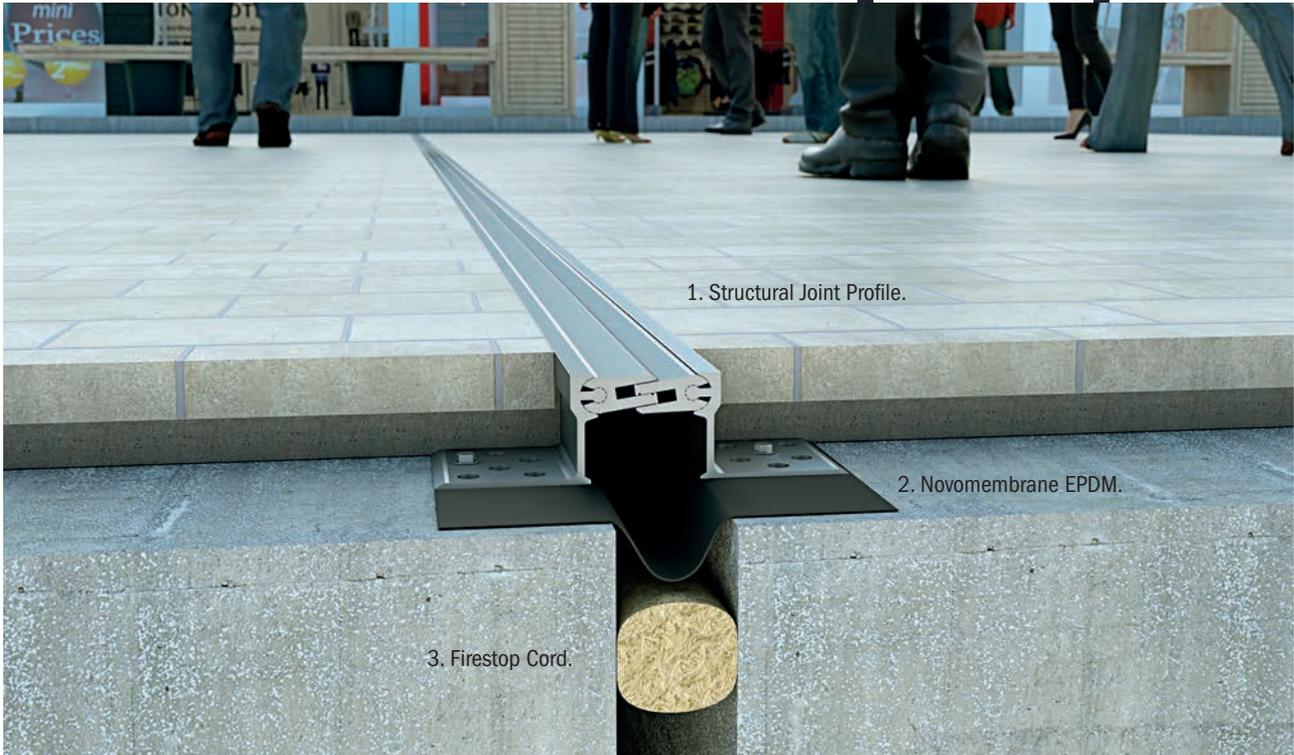




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# 03 Technical Solutions



## 03.1 Structural Joints System



EMAC®, as part of its constant efforts to innovate and provide technical solutions to the market, presents its Structural Joints System, a proposal offering a comprehensive solution in structural expansion joint requirements.

The Structural Joints System is an assembly designed to be installed in structural expansion joints consisting of three independent elements:

1. Structural joint profile (Novojunta® Pro).
2. Novomembrana EPDM.
3. Firestop Cord.

Its function is to resolve the joints in such a way that they are integrated into the building, enabling safe traffic, absorbing movements of the structure safely and protecting the installation against damp and the passage

of flames in the event of fire. Solving the structural joint using a suitable profile is a sound technical solution that will enable the building to move freely, thereby preventing the appearance of pathologies.

Yet the passage of damp and steam, or the passage of flames and smoke in the event of fire can cause serious pathologies and even affect occupants' health. Not to take all such factors into account could mean that the most technical profile does not fulfil its function.

For this reason, it is recommended to install a complete Structural Joints System from the start, thereby helping to comply with safety regulations in the event of fire and preserving the state of the installation, avoiding the high costs of intervention or maintenance once the works have ended.

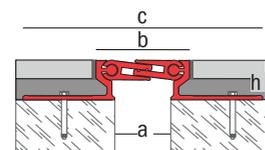
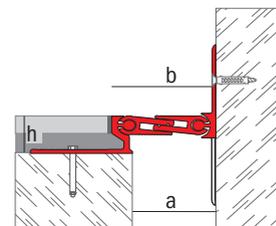


### 03.2 Novojunta® Pro Metal 30



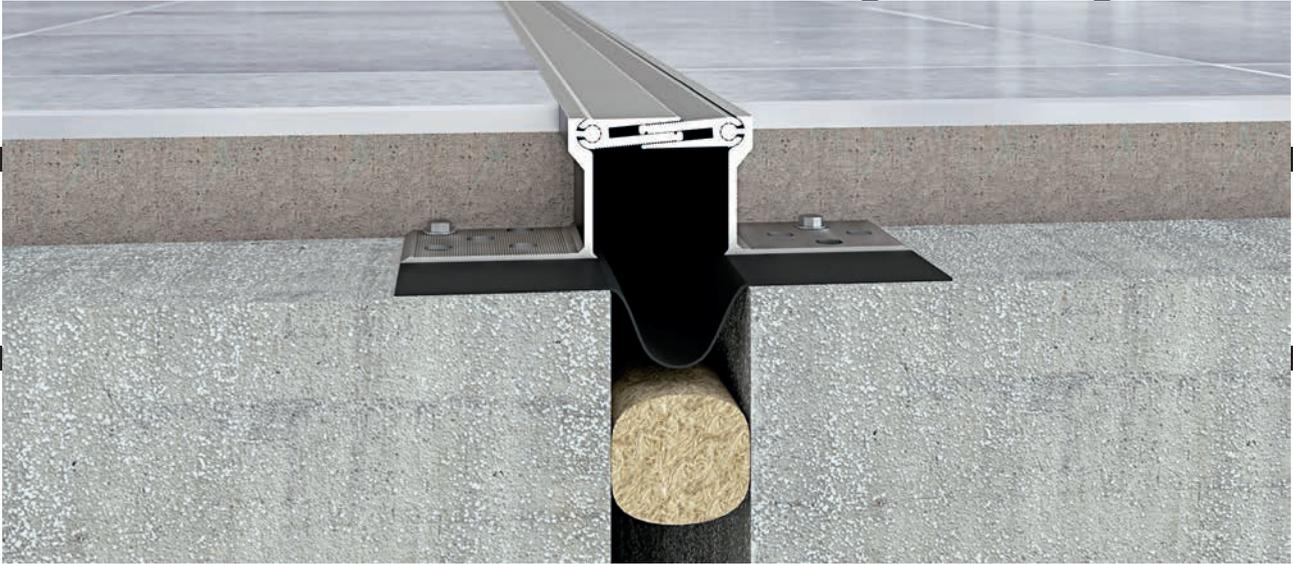
**Novojunta® Pro Metal 30** is a system of profiles made entirely of natural aluminum to be placed in expansion joints up to 30 mm width. Thanks to its ball-and-socket joint system this profile allows multiple movements.

With striated face side, high load capacity (heavy loads) and wear resistance, is a perfect profile to be installed in areas with high traffic (people and vehicles). It is delivered pre-assembled with additional metal pieces that keep fixed the position for the installation.



- a: 30 mm.
- b: 50 mm.
- c: 130, 166 mm.
- h: 22, 50 mm.
- length: 2,5 m.

# 03 Technical Solutions

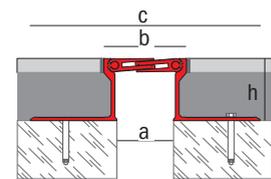
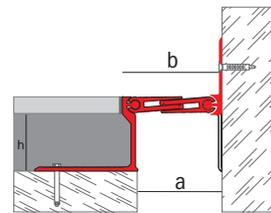


## 03.3 Novojunta® Pro Metal 45



**Novojunta® Pro Metal 45** is a system of profiles made entirely of natural aluminum to be placed in expansion joints up to 45 mm width. Thanks to its ball-and-socket joint system this profile allows multiple movements.

With striated face side, high load capacity (heavy loads) and wear resistance, is a perfect profile to be installed in areas with high traffic (people and vehicles). It is delivered pre-assembled with additional metal pieces that keep fixed the position for the installation.



- a: 45 mm.
- b: 65 mm.
- c: 145, 181 mm.
- h: 22, 50 mm.
- length: 2,5 m.

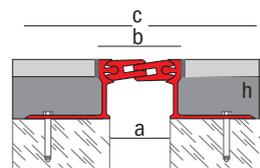
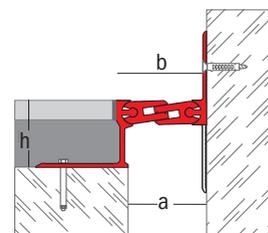


### 03.4 Novojunta® Pro Metal 50



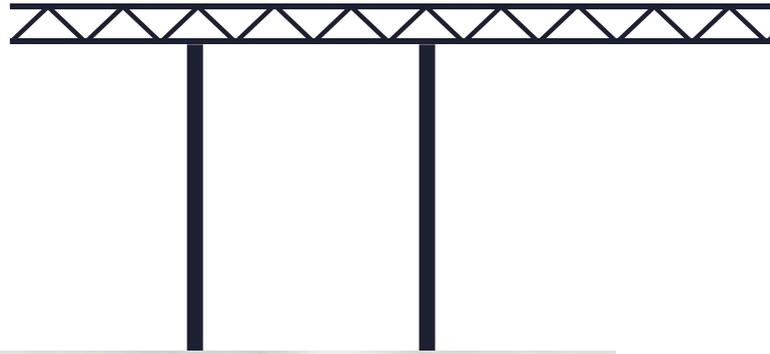
**Novojunta® Pro Metal 50** is a system of profiles entirely made of aluminum to be installed in expansion joints up to 50 mm width. Thanks to its design, with ball-and-socket joint system, allows multidirectional movements.

With striated face side, high load capacity (heavy loads) and wear resistance, is a perfect profile to be installed in areas with high traffic (people and vehicles). It is delivered pre-assembled with additional metal pieces that keep fixed the position of installation.



- a: 50 mm.
- b: 69 mm.
- c: 190 mm.
- h: 22, 35, 50, 80 mm.
- length: 2,5 m.

# 03 Technical Solutions

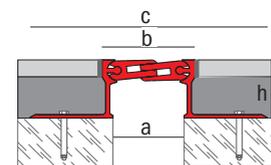
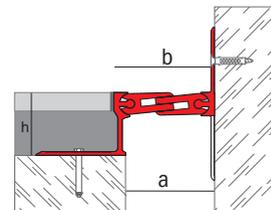


## 03.3 Novojunta® Pro Metal 60

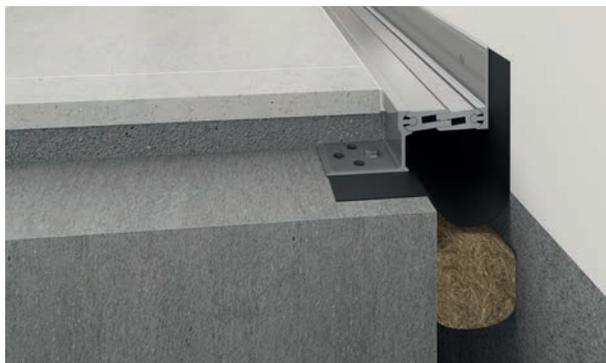


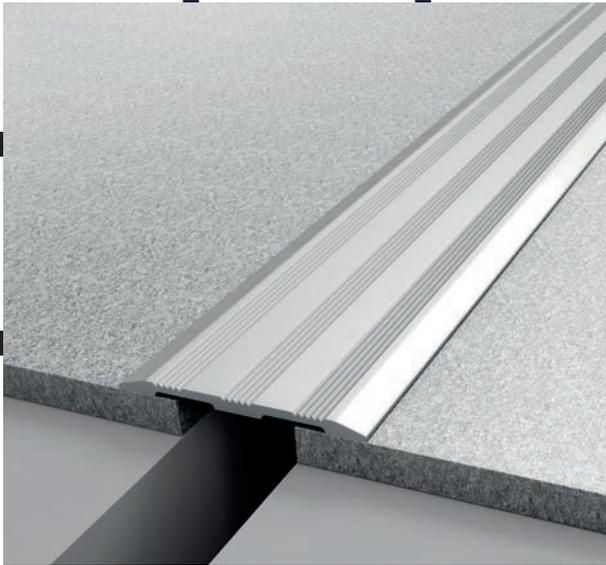
La **Novojunta® Pro Metal 60** is a system of profiles entirely made of aluminum to be installed in expansion joints up to 60 mm width. Thanks to its design, with ball-and-socket joint system, allows multidirectional movements.

With striated face side, high load capacity (heavy loads) and wear resistance, is a perfect profile to be installed in areas with high traffic (people and vehicles). It is delivered pre-assembled with additional metal pieces that keep fixed the position of installation.



- a: 60 mm.
- b: 78 mm.
- c: 200 mm.
- h: 22, 35, 50, 80 mm.
- length: 2,5 m.



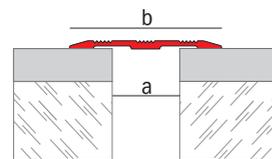


### 03.4 Novotapajuntas GTA

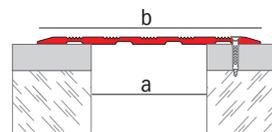


Joint cover profile made of anodized aluminum and designed to cover joints up to 100 mm in width. It is the ideal profile for places with high traffic such as hospitals and shopping centers because of its broad visible side and a non slip surface.

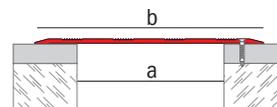
Also available with countersunk holes for immediate placement.



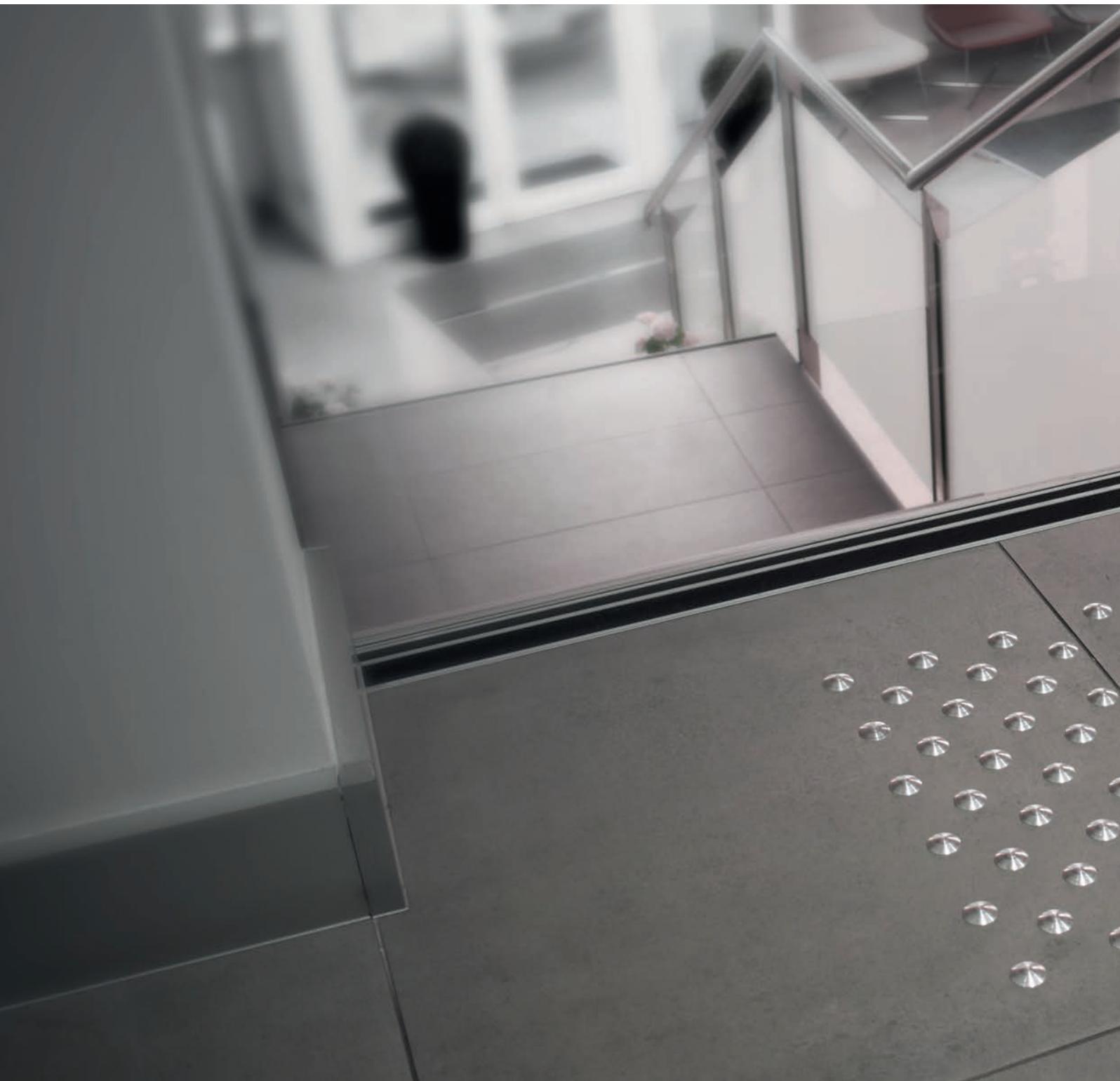
a: until 30 mm.  
b: 80 mm.  
length: 2,5 m.



a: until 55 mm.  
b: 135 mm.  
length: 2,5 m.



a: until 100 mm.  
b: 180 mm.  
length: 2,5 m.





## 04 ASU SOLUTIONS

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- |             |                        |    |
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# 04 ASU Solutions



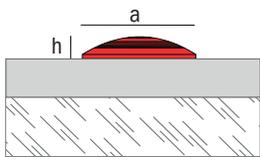
## 4.1 Podotactile System

The EMAC®'s podotactile system for **UNIVERSAL** accessibility and security was born to facilitate the easy transit for people with temporal visual disability, low vision or blindness.

The **Novotop Access Zinc plated** tactile nails provide a warning solution to identify areas with obstacles, or areas where there is a change of level or an unprotected gap, such as staircases and open platforms. According to its tactile texture, and its anti-slip design, they are easily identified by users. With the fitting template, the nails layout is adjusted optimally for the tactile function and the installation is simplified.

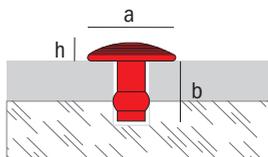
**Novoband Access** is a profile made of natural aluminum designed to be installed as an element of guidance for people with visual disabilities within the EMAC® Universal Accessibility and Safety System.

This profile is easy to install on finished floorings. Highly resistant, allows intense traffic and serves not only as an element of guidance for the disabled but also to warn of potential dangers.



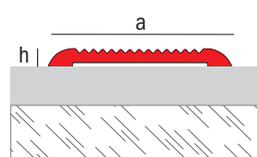
a: 25 mm.  
h: 3 y 5 mm.

Aluminium.

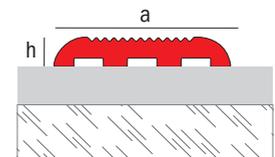


a: 25 mm.  
b: 17,5 mm.  
h: 5 mm.

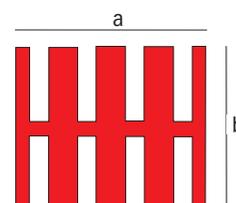
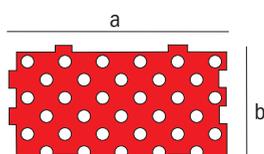
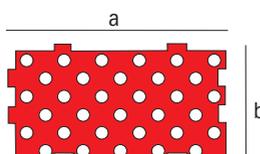
Zinc-plated steel.



a: 25 mm.  
h: 3 mm.  
length: 2,5 m.



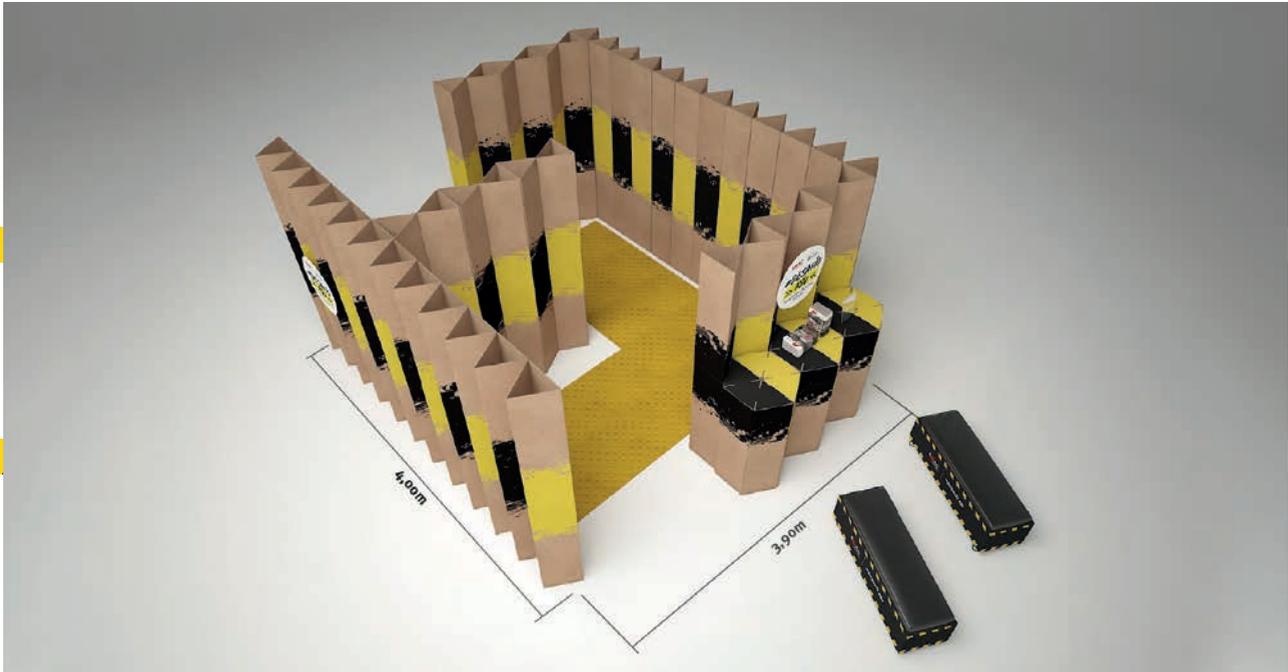
a: 25 mm.  
h: 5 mm.  
length: 2,5 m.



a: 295 mm.  
b: 285 mm.

# # THE >> ASU << CHALLENGE

Universal Accessibility and Safety



## 4.2 The ASU Challenge - Installation de circuit temporaire ASU

EMAC® Group has begun an awareness campaign in the area of Universal Accessibility and Safety (UAS). As part of this campaign, we make available to you, as an EMAC® collaborator, the temporary installation of a unique circuit on your premises designed so as to experience first-hand the importance and need to create spaces that are accessible to all people. We'll help you organise a UAS CHALLENGE as part of your promoter and consultant role.

This is a highly attractive contact for consultants. We receive collaboration and support from Fundación ONCE (Spanish National Blind People's Organisation) in an ongoing, intensive programme of training in Universal Accessibility and Safety throughout Spain. The testimonies received from hundreds of sales reps who have attended these training sessions speak for the UAS CHALLENGE as an effective learning method in the awareness and application of solutions to all project types.

As our collaborator, we'll help you organise a UAS CHALLENGE as part of your promoter and consultant role. **If you are interested in receiving training and Experience Our Universal Accessibility and Safety Challenge on your premises, get in touch with us for more information.**



Alcoy



Denia



Málaga

Collaboration with:  Fundación ONCE

# 04 ASU Solutions



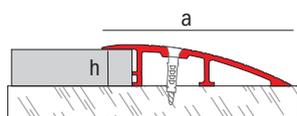
## 4.1 Novonivel® Access XT20

**Novonivel® Access XT20.** Transition profile made of aluminum and designed to avoid discontinuities in the pavement. The profile has a wide and smoothed visible side with small grooved that favor the slide resistance.

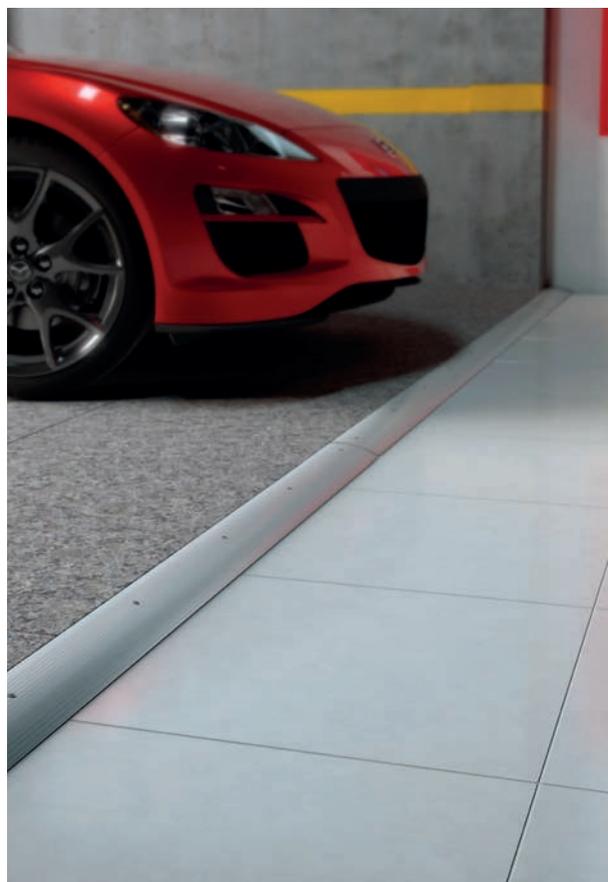
Delivered with countersunk holes to improve its fixing by using screws (not included). The inner part is reinforced to improve its load support.

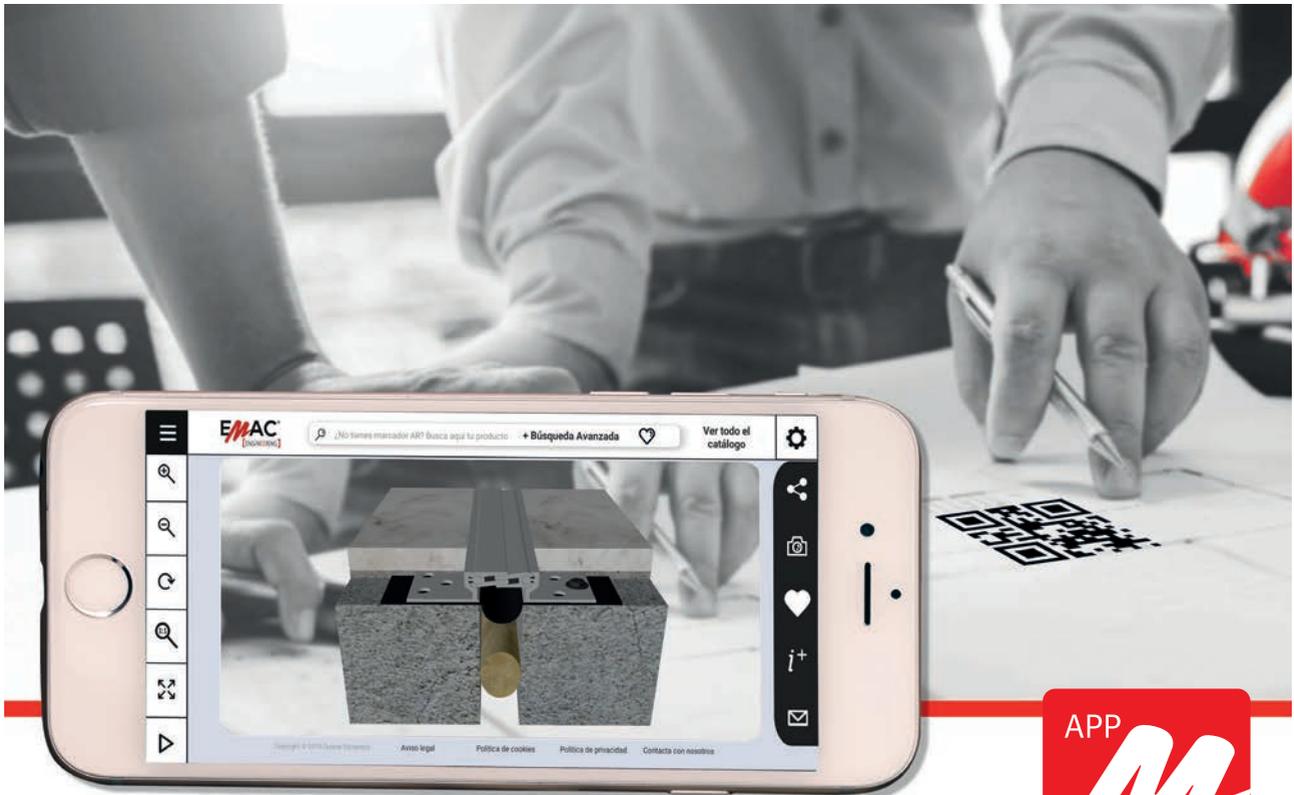
**Novonivel® Access XT20** enlarges the wide range of EMAC®'s ramp profiles. All of them have been designed to promote accesibility without losing the aesthetic appearance.

Available in anodized aluminum silver mat color with protective film.



a: 100 mm.  
h: 20 mm.  
length: 2,5 m.





**EMAC® APP** 



**EMAC® Group** offers the construction sector a useful, efficient, augmented reality tool for selecting and prescribing its Structural Joints System before saving to its memory.

The app is a simple solution enabling users to discover models, finishes, function and the best combination

option of the Structural Joint, EPDM Novomembrana and Firestop Cord for each project.

It is an essential tool for architects, project managers and site forepeople. The application is available in Spanish, English, French and Italian.

The features of the new **EMAC® APP** are:

View the models in augmented reality so as to view them on any site, position and size.

Screen capture in any perspective.

Viewer for different finishes and models.

Product configurator to select the most suitable system for the project.

Exploded view of the solution so as to see each component in detail.

Video of system operation.

Share relevant technical information from the app.

Access to extra documentation: technical file, images, product page, sketches, etc.

List of favourites.



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