

# Chettinad Tiles

Infinite designs

## Design Catalogue

Chettinadu | Chennai

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A place where imagination, skill, and wild creativity combine to form these heritage Athangudi tiles that are quite literally miniature pieces of art





# HISTORY


The handmade Athangudi tiles of Chettinad are a unique and sophisticated expression of culture and trade. They are a testimony to the rich cultural heritage of the Chettiars, who traded extensively in the days of yore. The Chettiars built palatial mansions with wooden pillars, Japanese tiles, Italian marbles and imported stained glass.

But they soon realised that the repairs of these imported tiles were very expensive due to the non-availability of spares. So the enterprising community set up a cottage industry that made replicas of the imported tiles. Thanks to this, the famous Athangudi tiles emerged.

These tiles were named after the Athangudi village, a town in Sivaganga district in Tamil Nadu where tile-making has become a traditional local craft carried out in the same manner even today. Interestingly, these tiles are known to age beautifully and tend to get shinier with use. Now, almost 150 years later, Athangudi still excels in making those beautiful tiles.

As the world moves towards sustainability in every aspect of life, be it solar and wind energy, organic fertilizers, recycling and so on, Athangudi Tiles comes as a fresh breath in designing home interiors due to its sustainable and eco friendly process of manufacturing.





Unlike ceramic, vitrified, granite and marble tiles Athangudi Tiles are not machine made. Each tile is made and finished by hand; hence it is an extremely laborious and time consuming process.

They have a distinct geometric design and come in different sizes and shapes. The standard colours used are red, mustard, green and grey. The manufacturing process is unique and involves the use of local soil.

The artisans believe that the soil of the village is just the right composition needed to make these tiles and create beautiful patterns on them, making each one unique.

Like most handcrafted goods which have to compete with cheap, machine made products, survival is an uphill task for Athangudi tiles too. Renewed interest in the tiles by a group of discerning architects and interior designers has given a fresh lease of life to this legacy art but more needs to be done.

*Floors are an integral part of any home. A well-designed flooring has the power to either make or break the appearance of a house and take it up a notch.*

**Make a difference!**

*Be a part of the sustainability movement!*

**Go for Athangudi tiles!**





# WHY US

We provide a rich palette of handcrafted heritage Athangudi cement tiles created to inspire residential and commercial designs with an emphasis on customer satisfaction from concept to finish.

Shopping for Athangudi tiles in the market can be a very daunting task. General market practice is to lowball the tile price to attract the customers to place an order. Then you pay every time for each instance such as loading, unloading, laying labour, labour food, labour transportation and lodging, cement, sand, lime, a long sub-list of materials for laying, and the list goes on.

We at **Chettinad Tiles** take care of everything from manufacturing to laying without any need for customer intervention.

We believe in quality and customer satisfaction. Hence, we are the only ones to back you up with after-sales support and provide an AMC for the tiles in case of breakages\*, polishing, and periodical maintenance



# MAKING PROCESS



# 1

## BLENDING

The pigment composition is a mixture of high-quality Bayer oxides, locally available sand, and quality cement. The ingredients are blended together carefully over a period of 3-4 hours to produce the final colours

# 2

## MIXING

The blended colours are mixed with accurate proportions of water and thoroughly mixed to ensure better quality to avoid cracks on the tile



# 3

## MOULDING

The colours are filled with hand into a metal mould with brass stencil on a glass. The brass stencil, containing the desired pattern is handmade from specific design drawings

# 4

## COMPRESSING

A layer of finely sieved dry cement and sand mix is spread over the colours to keep the colours in place and a thick layer of mortar is used to fill the mould and hand pressed to form a compact tile.



# 5

## HARDENING

After pressing, the tiles are removed from the mould and placed on a rack until they harden enough to be moved into a tank of water to start the curing process







## HYDROLYSIS

6

The tiles are cured in water for 3 days, and not touched, during which they undergo a hydrolysis process and harden into strong concrete

7

## DRYING

They are then removed from the tank, and allowed to further cure in the air for 8 more days



8

## FINISHED PRODUCT

After the drying process, every tile is separated from the glass and the sides are scraped for even edges, packaged and are ready to be shipped to the customer



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Chettinad Tiles



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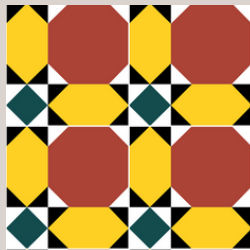
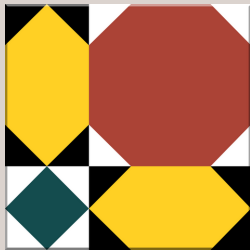




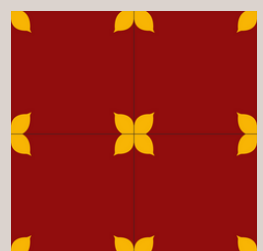
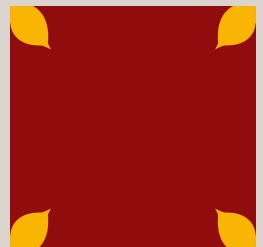
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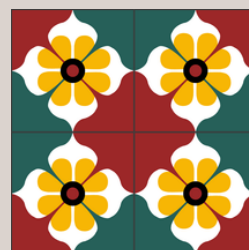
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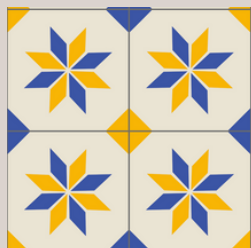
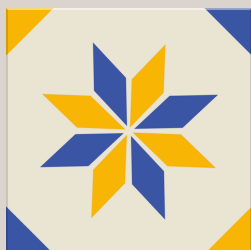




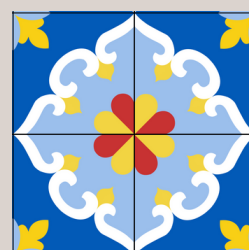
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Venus



Rangoli







Agni



Daffodil



Dahlia



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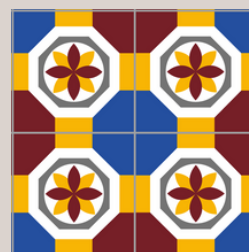
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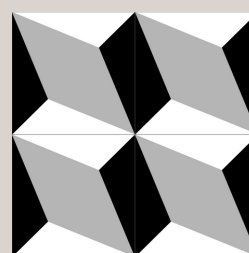
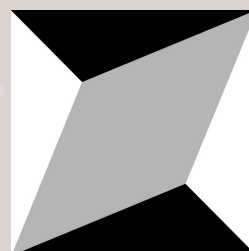
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Fretworks



Qudrefoil



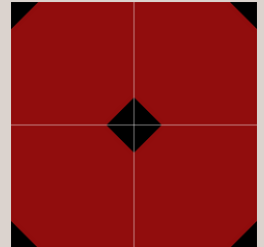
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Diamonds



Chess



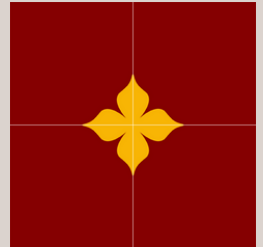
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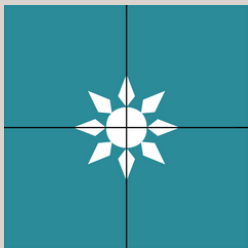




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Surya



Thara







Kaleidoscope



Vanamottu



Clover







Venus



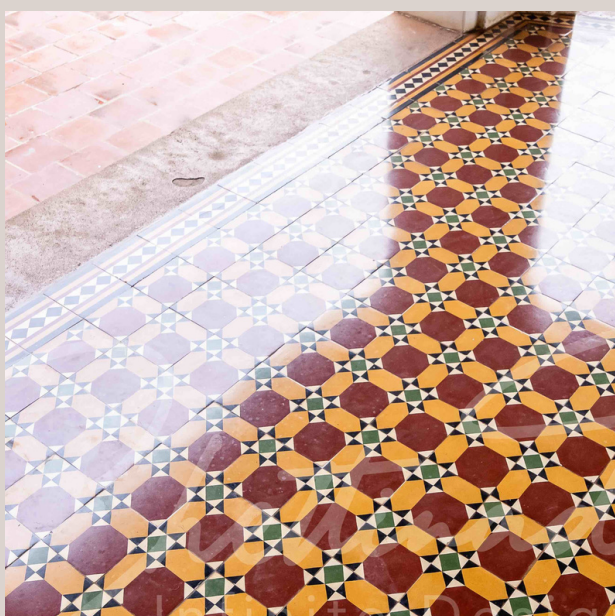
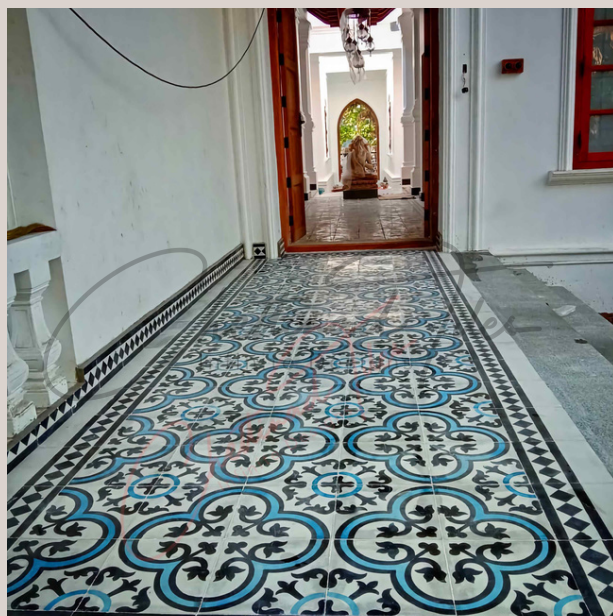
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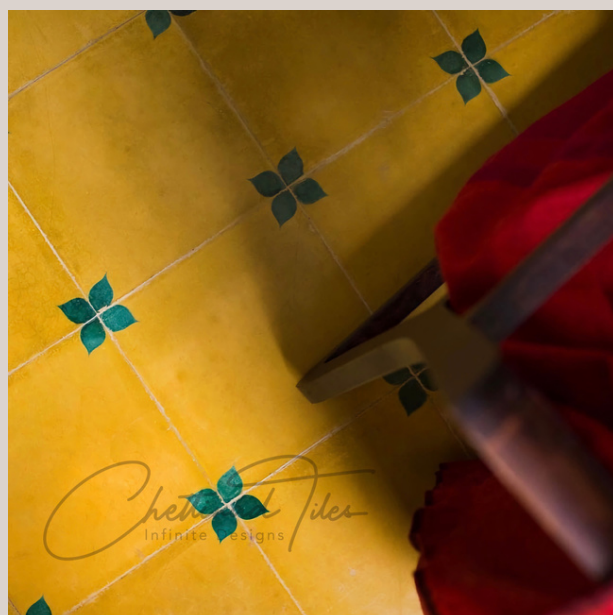
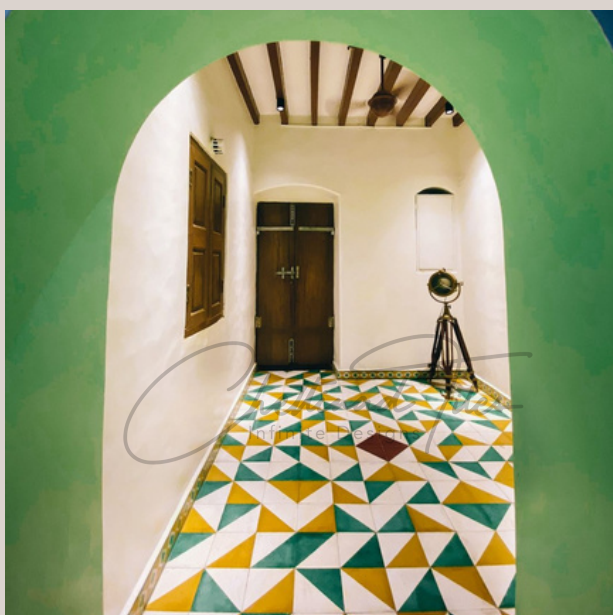
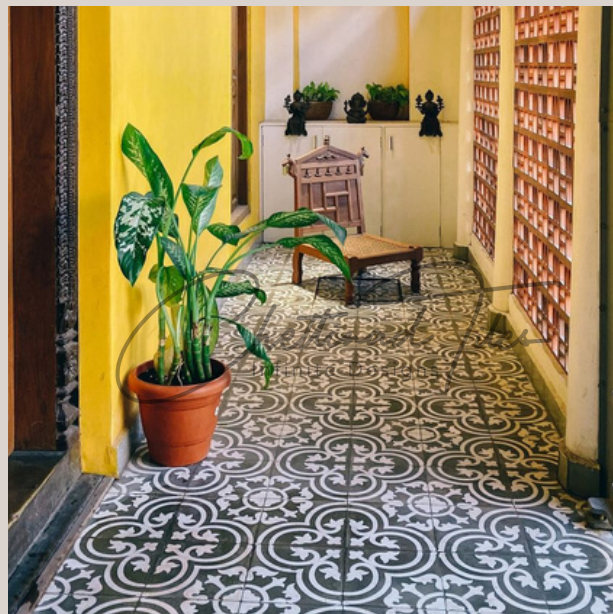
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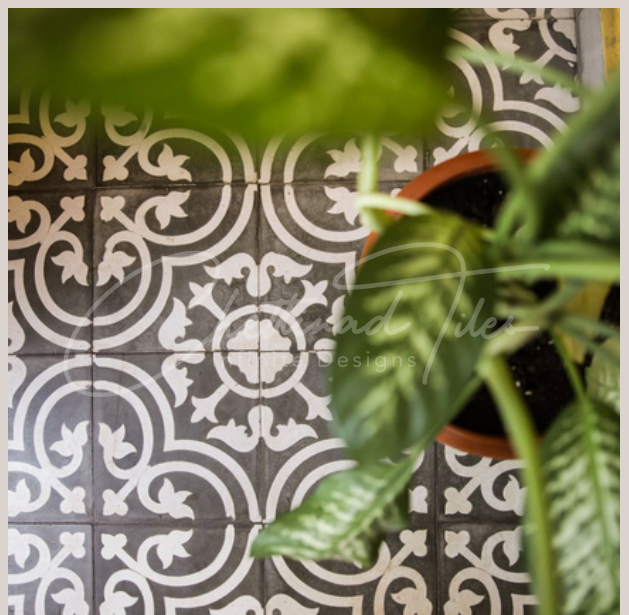
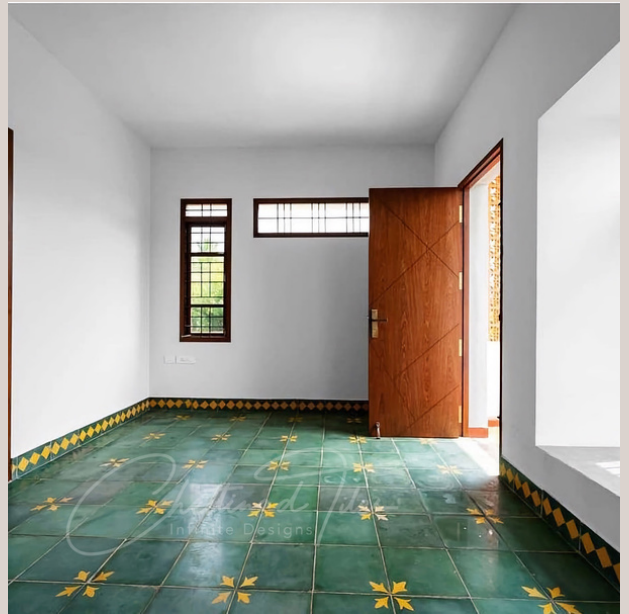




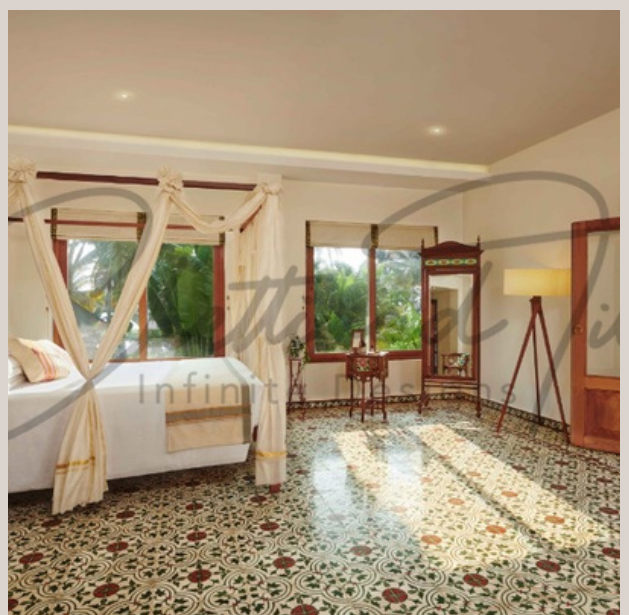






















Check out our Instagram page for more designs





# OUR SERVICES



## ATHANGUDI TILES

We manufacture eco-friendly, vintage Athangudi cement tiles



## MAJOLICA TILES

We have one of the largest collection of antique imported Majolica Tiles from countries such as Japan, England, Belgium, and Germany



Credits: Studio TAB | Justin Seba



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# PACKAGES WE OFFER



## PACKAGE 1

Tiles only package

STANDARD PACKAGE

## PACKAGE 2



Tiles + laying + polishing  
with our very own  
traditional layers  
inclusive of certain  
labour  
and materials

BESTVALUE

## PACKAGE 3

The All-inclusive  
package with free  
AMC\*

COMMERCIAL PACKAGE

*We believe in quality and customer satisfaction. Hence, we are the only ones to back you up with after-sales support and provide an AMC for the tiles in case of breakages\*, polishing, and periodical maintenance.*

*Feel free to reach us at any time by making a call or dropping an email to say hi! We look forward to hearing from you.*

 [www.chettinadtiles.com](http://www.chettinadtiles.com) |  [admin@chettinadtiles.com](mailto:admin@chettinadtiles.com)





# FLOORING MATERIALS AND THEIR IMPACT ON OUR BODY

On average humans walk a distance of roughly 7000 to 7500 feet per day which is a whopping 1,10,000 miles or 1,77,028 km within our lifetime and evidently half of that time is spent in your home.

## Why is this fact necessary?

At any point in time, while standing, walking, we are always in physical contact with the ground through our feet. Thus the part of our body directly affected by external contact is our feet. Most of the natural heat exchange from our body to the environment happens between the land and the feet. The blood vessels and nerve endings on our feet are extremely sensitive and dilapidation occurs depending on the floor temperature.

## Is body heat significant for good health?

Yes, we are warm-blooded beings and all parts of our body operate at the optimum condition at the right body temperature. Exposing ourselves to a constant change in body temperature due to external factors leads to health issues. Most of the generic natural and artificial flooring choices have issues that negatively impact our health. Thus arises the need to walk on floors that are adaptable to weather conditions and that do not disturb our body temperature.

## The luxurious Marble and Granite

The natural stone floors which are very popular and commonly used in India are Granite and Marble. Granite and marble are considered the safer options as they are naturally occurring stones. Shockingly they are not as safe as we expect our lovely homes to be.







### **Why are Granite and Marble bad for health?**

Granite stones are formed many years ago due to volcanic activity beneath the earth's crust. During their lifetime, these stones emit toxic beta, gamma radiation that can be harmful to our health. During our time at home, we might unknowingly breathe in the radioactive emissions that can cause even lung cancer and other health problems. This is why in most areas with little to no ventilation granite is not used.

Marble and granite are cold which is not a problem in hot tropical areas but in other regions, the surface gets cold and painful to walk on. Last but not least, these flooring materials have very low grip strength and become very slippery to walk on which may also cause ankle, sole pain, knee pain, even lead to early arthritis, and are very problematic for older age people. That is why doctors advise against walking on marble and granite floorings barefoot.

### **So Is the ceramic/vitrified tiles a better choice?**

No. The ceramic/vitrified tiles are said to be a cheaper and readymade alternative but are hard, unyielding, and have a cold surface to walk on. Also as per recent surveys, the most common reason for joint stress and pains is walking barefoot on these tiles. These tiles also are very slippery and during winter, it becomes too cold to walk on bare feet. Due to these reasons, people are advised by doctors to always use indoor slippers.

### **So flooring is always bad? And what are my options?**

Generally, walking barefoot on cement or concrete flooring has zero problems for health. If we prefer health over beauty we should go for it. The better options both aesthetically, physically, and economically are our very own Chettinadu Athangudi Tiles.





# Benefits of using Athangudi Tiles

If there is a healthy, sustainable, durable, aesthetically pleasing, fully handmade and environment-friendly flooring option, It is the Athangudi tiles. It is traditionally used in Chettinad palaces for many centuries and has stood the testament of time and shines with beautiful colours even today.

These tiles come in an endless number of patterns and colours and also we can customize our own ideas into designs. Imagination and innovation can bring new decor fashions that are unique and characteristic. They come in sizes mostly of 6x6, 8x8 and 10x10 inches and border tiles that are half the width of the normal tiles.

This tile maintains an optimum temperature during any season that never affects our body temperature. It always gives a smooth surface with a glossy sheen to it that has adequate grip strength. These tiles are made fully by hand and 100% sustainable. The colour oxides used in these tiles are naturally occurring and are harmless to our health. These tiles are made of cement and hence are very durable and long-lasting.

Athangudi tiles have a unique self-healing property due to which it retains sheen after many years. Just add a few drops of coconut oil to your bucket of water whilst cleaning. The oxides that are reactive in nature, absorb the oil and any scratches will slowly heal and become polished with time.





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SETTLE  
FOR  
LESS

BOOK US

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