NEWPEARL TILES

GUAN ZHU

PRODUCT CATALOGUE

Dear valued customers, we remain dedicated to impressing you with better product and service, aiming to create a beautiful living environment. Thank you for choosing Guanzhu Ceramics. Whether it's the perfectly fitting sizes or the stunning designs that drew you in, we hope our products continue to bring you delight and inspiration in your daily life.

DEVELOPMENT HISTORY

Rooted and rising, innovating and advancing.

Traverse through time and explore the illustrious journey of Guanzhu.

1993-2005

Brand establishment and image building

In 1993, Nanhai Mingzhu Decorative Tile Factory was established, marking the birth of Guanzhu.

In 2002, the Guanzhu Marketing Center was completed and put into operation.

In 2005, Guanzhu successfully entered the antique tile market with the launch of its porcelain antique tile brand.

2006-2008

Strategic planning and rapid expansion

In 2006, Guanzhu porcelain exterior wall tile was launched.

In 2007, the 'Guangdong Newpearl Ceramic Group' was officially upgraded to 'Newpearl Ceramic Group' by the State Administration for Industry and Commerce. That year also saw the commencement of the new materials production base in Lubu, Zhaoqing, Guangdong, and the foundation laying for the Jiangxi Newpearl Ceramic Production Base in Gao' an.

2009-2015

Pursuit of excellence and demonstration of strength

In 2010, the chairman of the group, Ye Delin, was honored as an Asian Games torchbearer and participated in the torch relay.

In 2011, Guanzhu launched the antique ' In-max inkjet ' series products.

In 2015,Guanzhu was recognized as a preferred supplier for China's top 500 Real Estate Enterprises.







2016-2017

Philanthropy and steadfast progress

In 2016, Guanzhu embarked on its seventh charitable journey to Daliang Mountain.

In 2017, the Zhaoqing Lubu New Building Materials Production Base was built as a green and intelligent manufacturing facility.

In the same year, Guanzhu launched its independently developed 3200x1600x6mm MEGA ART · super large slab series.

2018-2019

Technology-driven innovation

In 2018, Guanzhu showcased at the China Ceramics Expo with the theme of "Green City · Art Plaza", exhibiting nearly a thousand square meters of high-end displays.

In the same year, the China Building Ceramic Industry Large Slab Research Center and Contemporary Ceramic Research Institute were established at Newpearl Ceramic Group's Lubu industrial base, and the Magician series with full body technology was successfully launched. In 2019, Guanzhu presented numerous flagship new products.

In 2019, Guanzhu participated in the Central Asia-Guangdong Commodity Fair.

2020-PRESENT

Brand advancement

In 2020,Guanzhu launched its brand elevation strategy, unveiling a new visual identity and five sensory showroom standard.

In 2021, Dilreba Dilmurat officially became Guanzhu' s brand ambassador, and 'Little red tile' debuted became a brand IP. In the same year, the digital and intelligent demonstration factory was completed, and the 415.8-meter double-layer kiln for large slab was successfully went into production.

From 2022 to 2024, Guanzhu has been invited to join the "Brand Power Plan" of People's Daily for three consecutive years.







PRODUCTION STRENGTH

31 years of brand precipitation

4 modern intensive production bases

200 million square meters of wall and floor tiles annual output

50 automated intelligent production lines

2 provincial-level engineering technology research and development center

7000 mu of production base

Guanzhu has more than 50 automated production lines with high annual capacity and rapid turnaround. For nearly 31 years, Guanzhu has adhered to energy-saving and green manufacturing principles, focusing on strict quality control and advanced intelligent manufacturing to produce high-quality products. Guanzhu is recognized as a leading example of green and intelligent manufacturing in the Chinese building ceramics industry.





▲ Production base in Zhaoqing, Guangdong



▲ Production Base in Foshan, Guangdong



▲ Production Base in Yichun, Jiangxi



▲ Production base in Huanggang, Hubei

PRODUCT STRENGTH

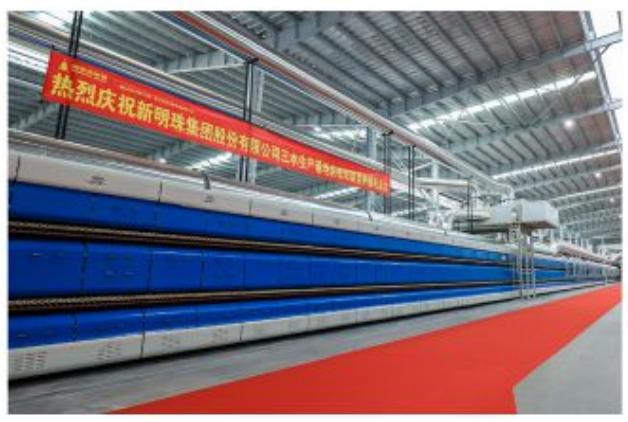




Premium Materials for High-quality Tile

—

Guanzhu partners with renowned groups to source top-quality raw materials. We select excellent mineral deposits from across the country, ensuring the acquisition of first-rate minerals with superior performance.





Advanced Intelligent Production Equipment

—

Our facilities are equipped with heavy-duty presses ranging from 7,200 to 7,300 tons. This technology enhances product strength and density, allowing for unlimited extension of tile specifications from top to bottom.





Innovative technology for Superior Living

—

Significant investment has been made in the Newpearl Contemporary Ceramics Research Institute and China Building Sanitary Ceramics Industry Building Large Slab Research Center. Collaborations with the South China University of Technology drive cutting-edge R & D and design, leading new trends in product innovation.

High-precision Color Matching for Premium Living Space

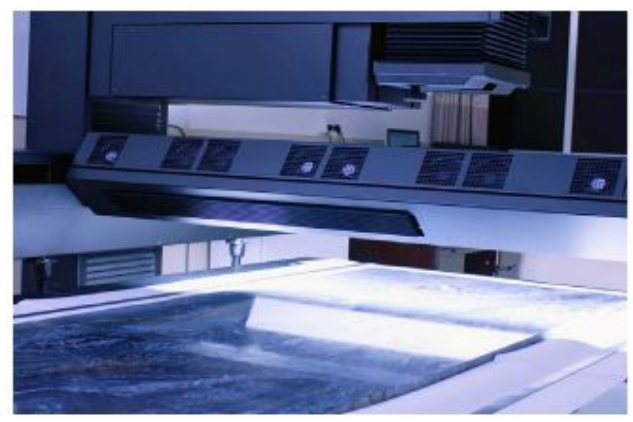
Through long-term strategic partnerships with well-known glaze suppliers and advanced multi-machine inkjet technology, we offer a wide range of glaze combinations including gloss, matt, soft, fine, coarse, and more, for richer textures.

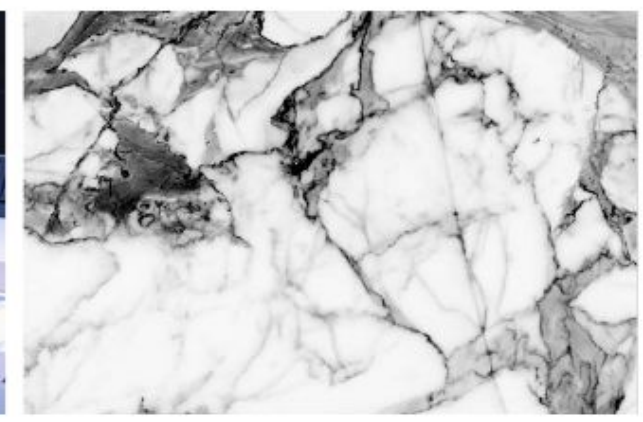




High-definition Natural Texture Replication

Utilizing high-resolution CRUSE scanner with CCD sensors reaching billions of pixels, we meticulously reproduce natural textures, capturing the beauty of rare materials with reverence for nature.





Unique QR code for Anti-Counterfeiting and Traceability

Our anti-counterfeiting and traceability system features a smart app that allows users to scan QR codes for product information, ensuring transparency and building trust through attention to detail.





Brand spokesperson
for Guanzhu ceramic tiles

Dilraba

Great Beauty in Building Homes: Guanzhu

Guanzhu Ceramics remains committed to craftsmanship and relies on intelligent manufacturing as its core strength. We continuously innovate to create beautiful products, using the finest Chinese tiles to build exquisite homes and elevate Chinese beauty to a global standard.

NEWPEARL TILES

GUAN ZHU

1200×600

NEWPEARL
TILES LIMITED



Code

126DJ034P

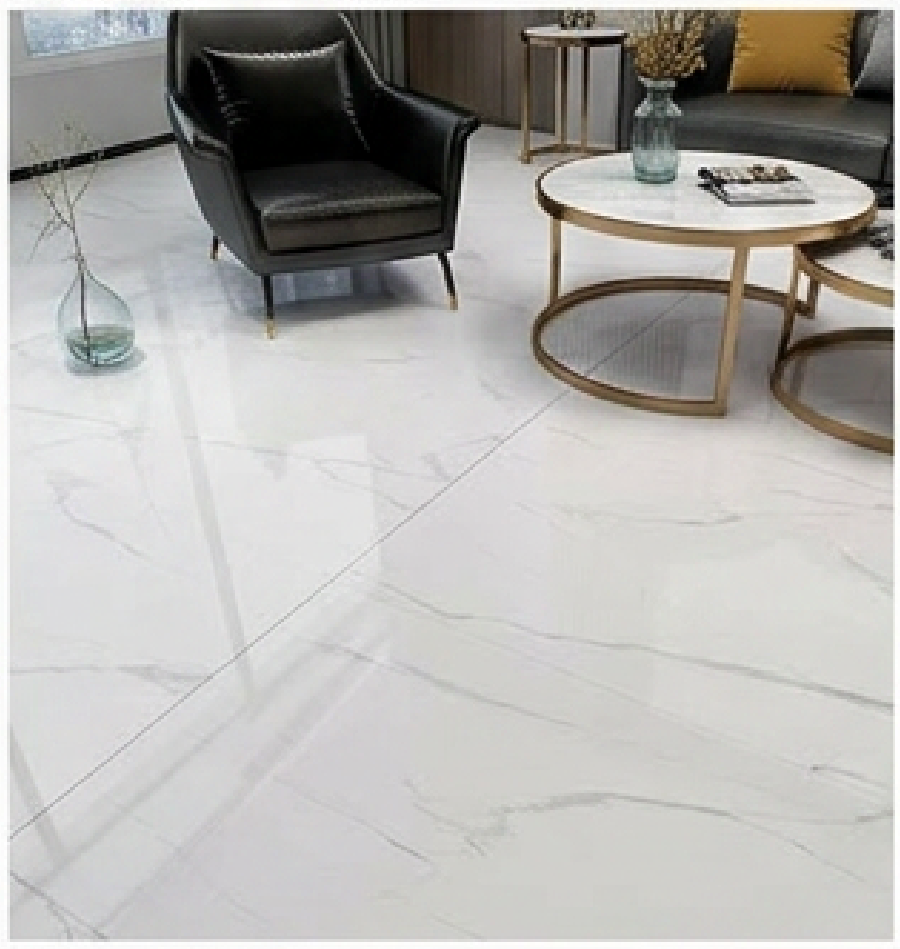
Size

1200×600mm

Finish

Polish

Application



NEWPEARL
TILES LIMITED



Code

126DJ1018P

Size

1200×600mm

Finish

Polish

Application



NEWPEARL
TILES LIMITED



Code

126DJ1569P

Size

1200×600mm

Finish

Polish

Application



NEWPEARL
TILES LIMITED



Code

126RJ006M1

Size

1200×600mm

Finish

Natural Face

NEWPEARL
TILES LIMITED



Code

126RJ008M1

Size

1200×600mm

Finish

Natural Face

NEWPEARL
TILES LIMITED



Code

126RJ018M1

Size

1200×600mm

Finish

Natural Face

NEWPEARL
TILES LIMITED



Code

AHJ61291S

Size

1200×600mm

Finish

Matt

Application



NEWPEARL
TILES LIMITED



Code

FTDR612031

Size

1200×600mm

Finish

Natural Face

Application



NEWPEARL
TILES LIMITED



Code

FTDR612033

Size

1200×600mm

Finish

Natural Face

Application



NEWPEARL
TILES LIMITED



Code

FTDYQ61201M

Size

1200×600mm

Finish

Matt

Application



NEWPEARL
TILES LIMITED



Code

HF-EQ126061Y

Size

1200×600mm

Finish

Natural Face

NEWPEARL
TILES LIMITED



Code

IM612A3-98

Size

1200×600mm

Finish

Natural Face

Application



NEWPEARL
TILES LIMITED



Code

IM612A4-98

Size

1200×600mm

Finish

Natural Face

Application



NEWPEARL
TILES LIMITED



Code:

YQ61203M

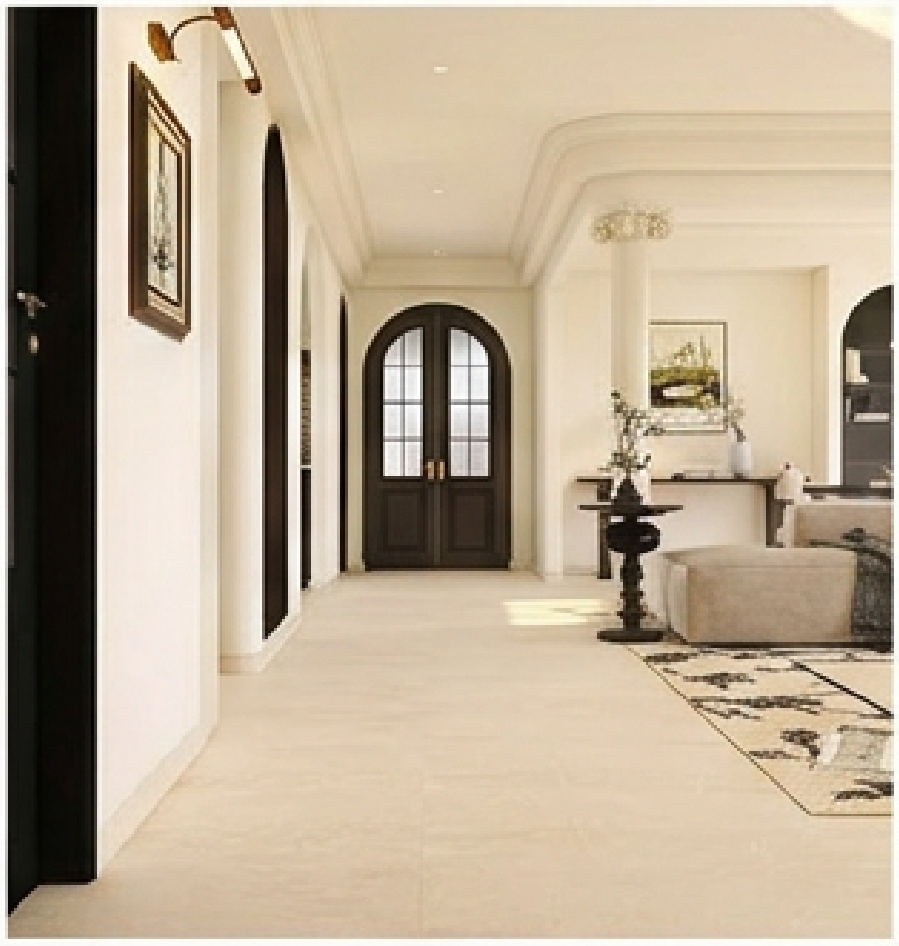
Size

1200×600mm

Finish

Matt

Application



NEWPEARL
TILES LIMITED



Code:

YQ61205M

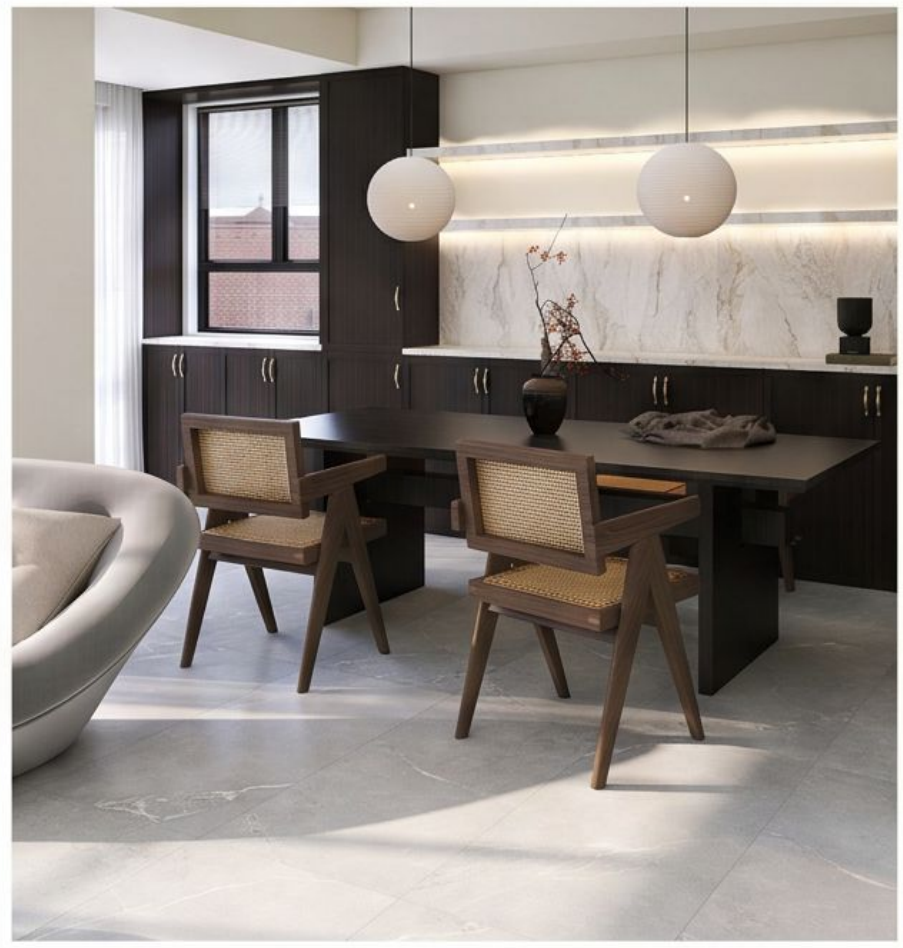
Size

1200×600mm

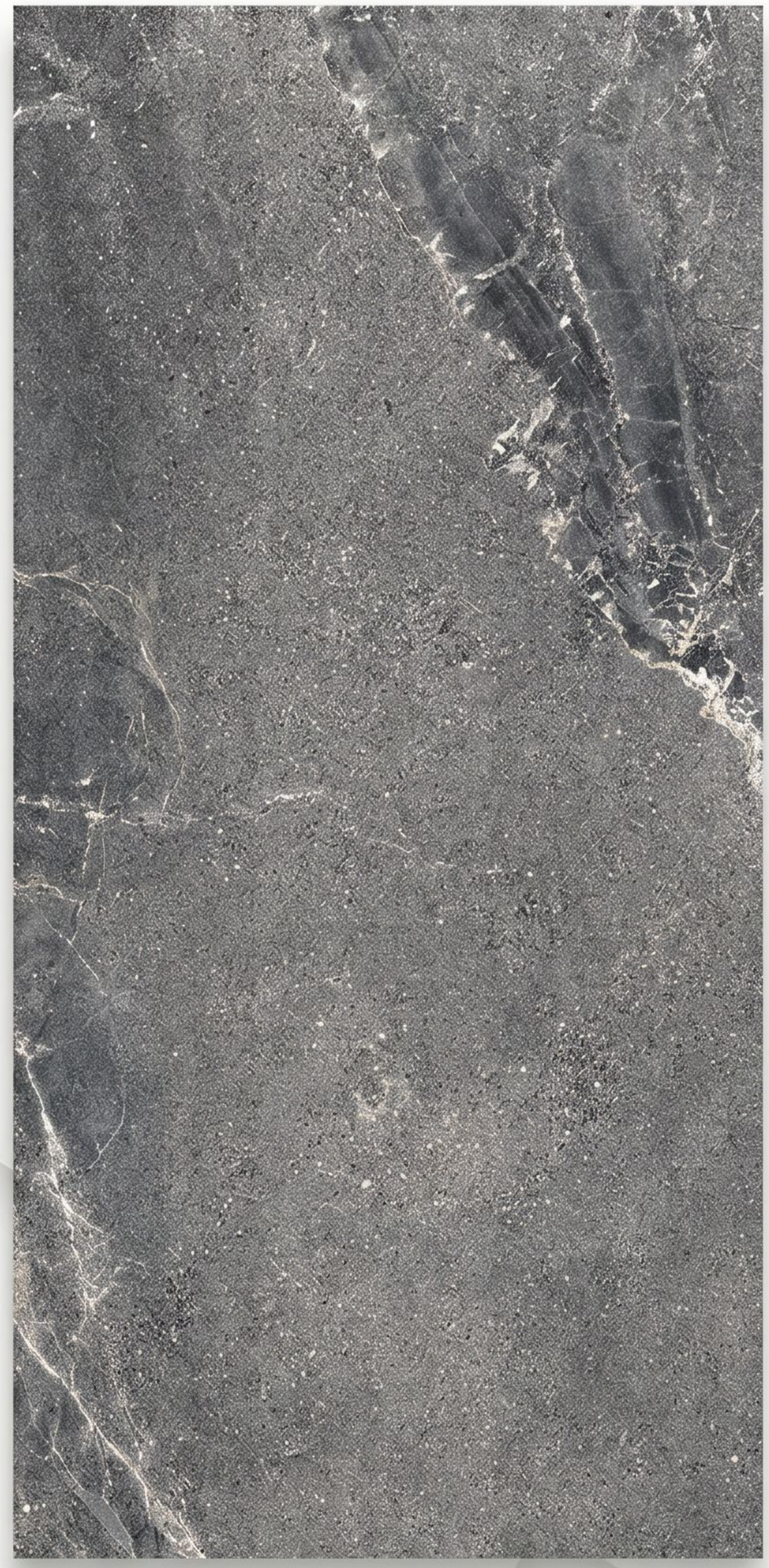
Finish

Matt

Application



NEWPEARL
TILES LIMITED



Code:

YQ61207M

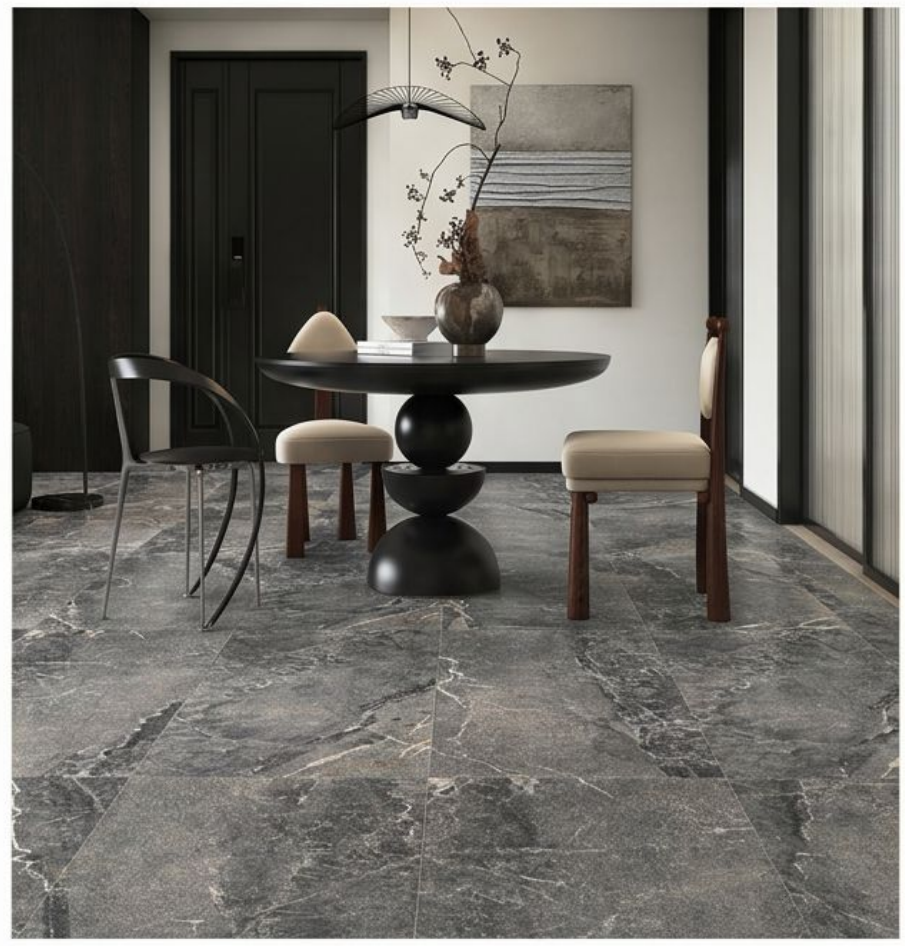
Size

1200×600mm

Finish

Matt

Application



NEWPEARL TILES

GUAN ZHU

1500×750

NEWPEARL
TILES LIMITED



Code

GF1575008

Size

1500×750mm

Finish

Polish

NEWPEARL
TILES LIMITED



Code

GF-EQ157509-010

Size

1500×750mm

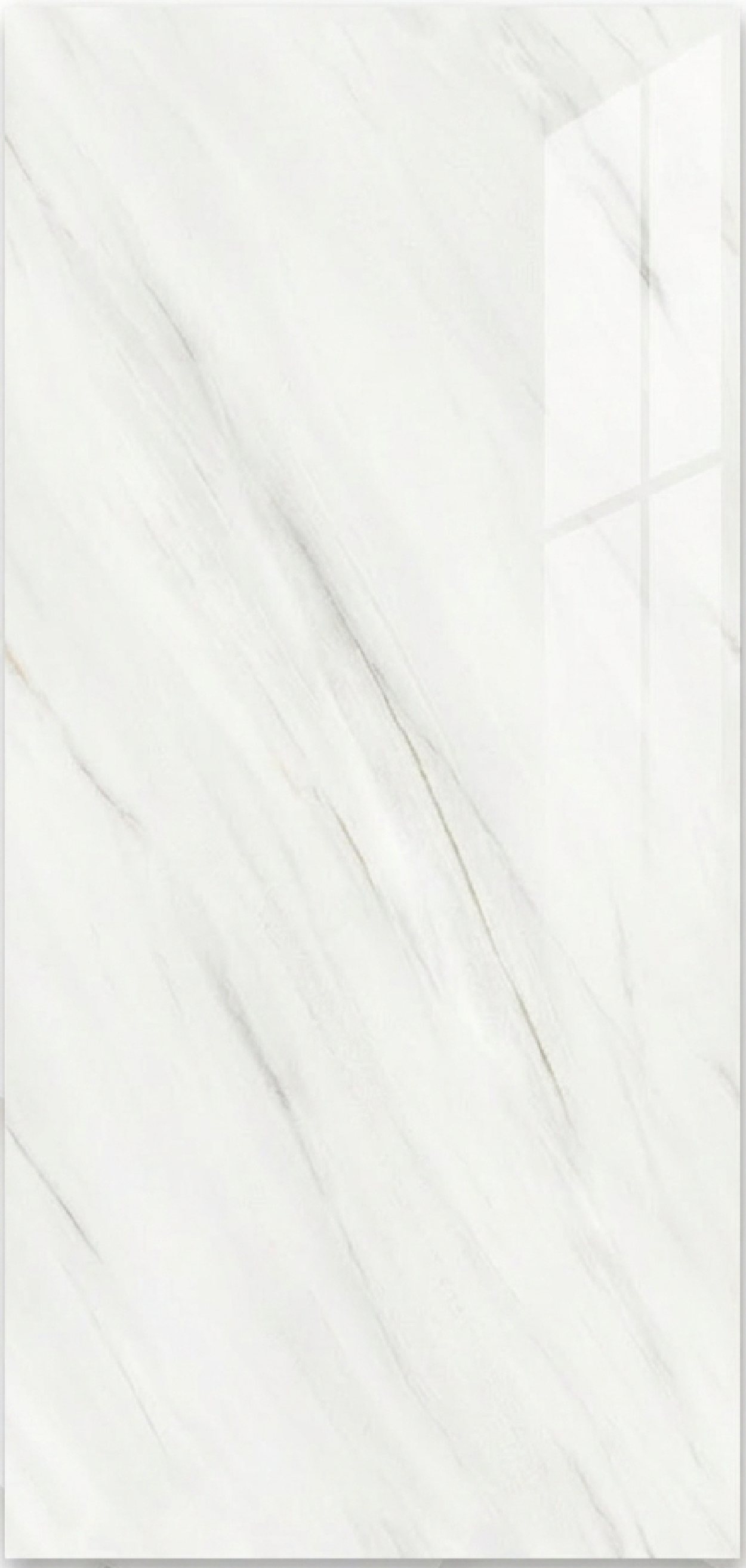
Finish

Polish

Application



NEWPEARL
TILES LIMITED



Code

GF-QS157510-510

Size

1500×750mm

Finish

Polish

Face



Application



NEWPEARL
TILES LIMITED



Code

GF-RQ1575002

Size

1500×750mm

Finish

Polish

Application



NEWPEARL
TILES LIMITED



Code

GF-RQ1575006

Size

1500×750mm

Finish

Polish

Application



NEWPEARL
TILES LIMITED



Code

GF-RQ1575012

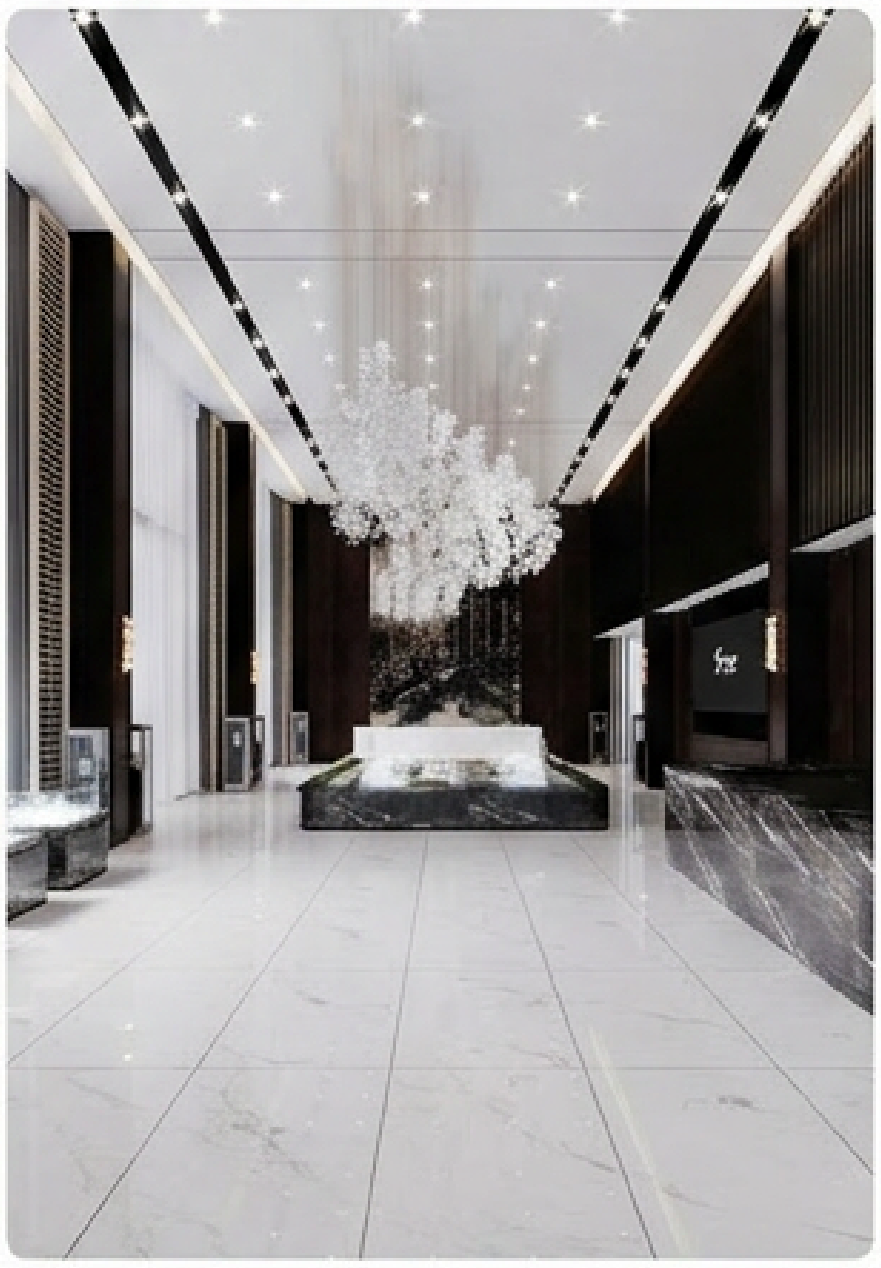
Size

1500×750mm

Finish

Polish

Application



NEWPEARL
TILES LIMITED



Code

JFEQ157509113

Size

1500×750mm

Finish

Polish

Application



NEWPEARL
TILES LIMITED



Code

SFF157510-313

Size

1500×750mm

Finish

Matt

Application



NEWPEARL
TILES LIMITED



Code

SF-JQ157510-153

Size

1500×750mm

Finish

Polish

Application



NEWPEARL
TILES LIMITED



Code

SFL157510-217

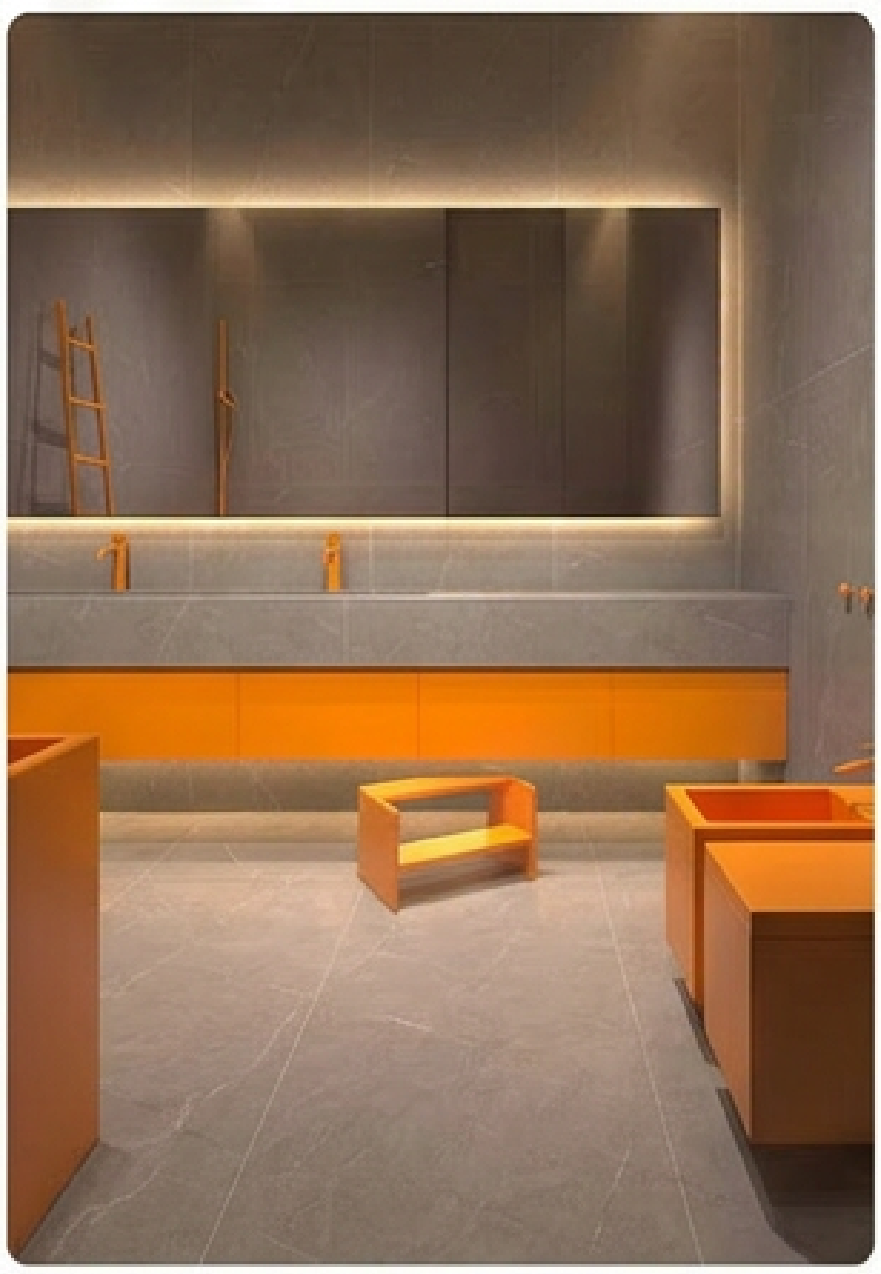
Size

1500 × 750mm

Finish

Matt

Application



NEWPEARL
TILES LIMITED



Code

SFL157510-219

Size

1500×750mm

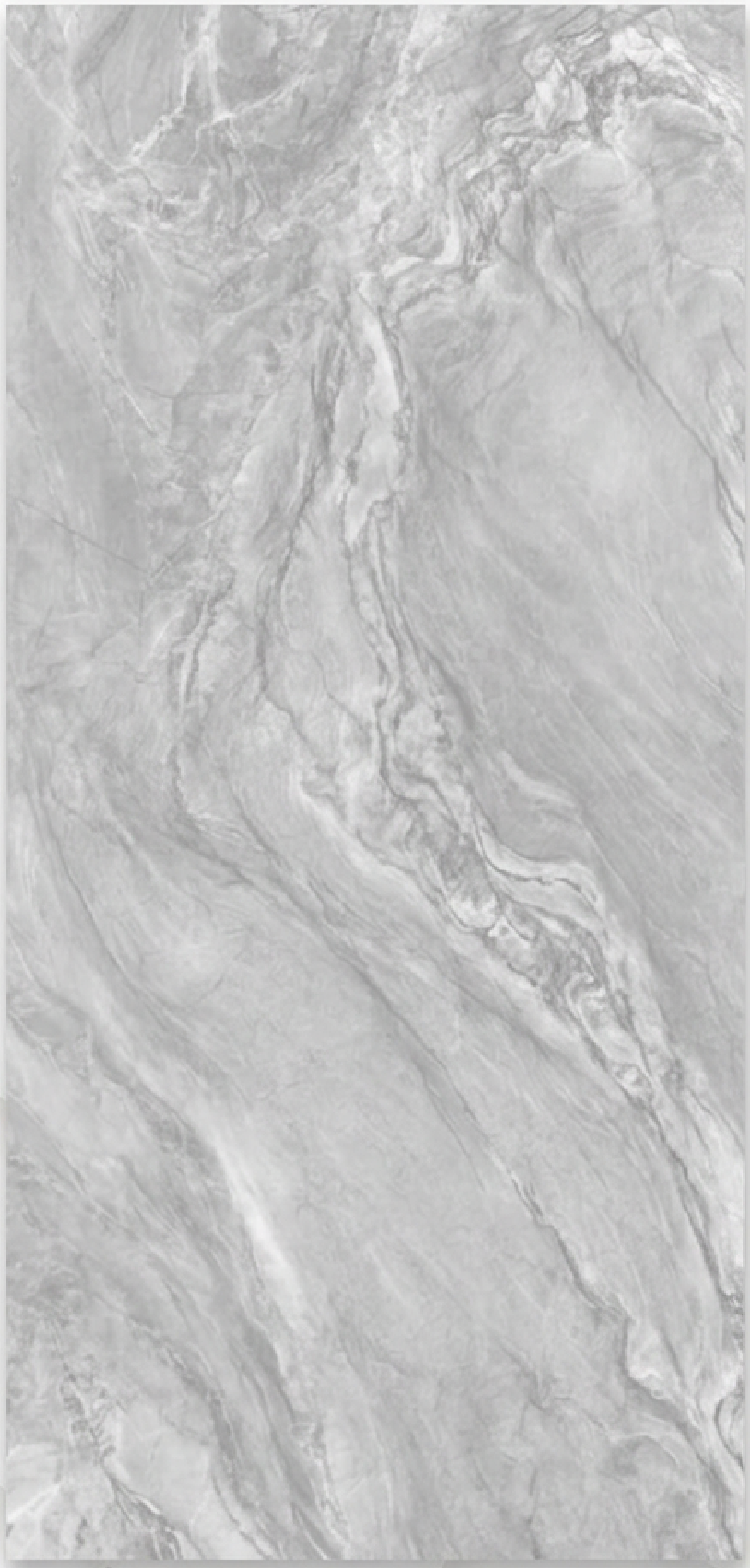
Finish

Matt

Application



NEWPEARL
TILES LIMITED



Code

SF-RQ1575202

Size

1500×750mm

Finish

Polish

Application



NEWPEARL
TILES LIMITED



Code

SF-RQ1575203

Size

1500×750mm

Finish

Polish

Application



NEWPEARL
TILES LIMITED



Code

SF-RQ1575205

Size

1500×750mm

Finish

Polish

Application



NEWPEARL TILES

GUAN ZHU

1800×900

NEWPEARL
TILES LIMITED



Code

GF-RQ189019

Size

1800×900mm

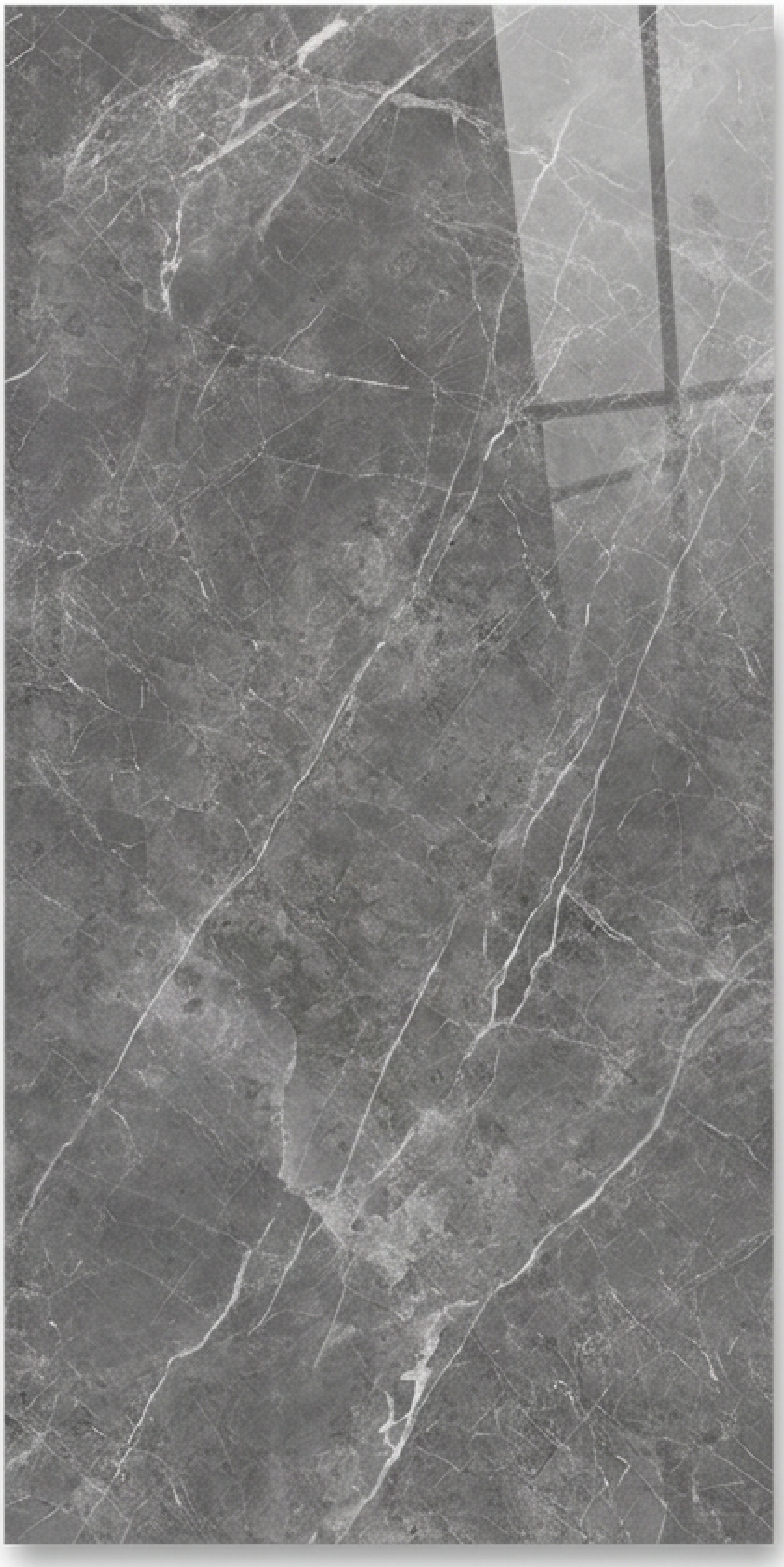
Finish

Polish

Application



NEWPEARL
TILES LIMITED



Code

GF-RQ189058

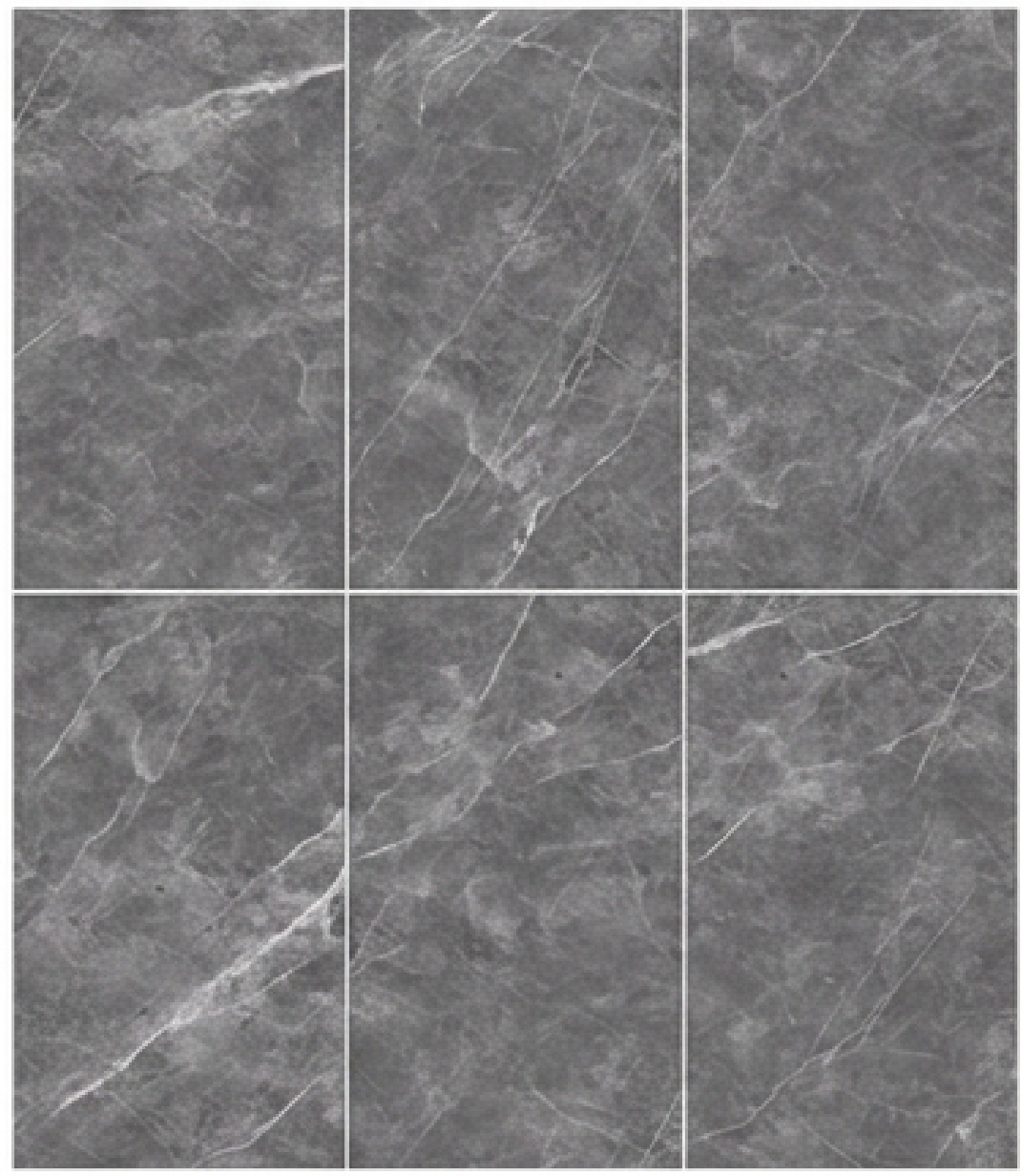
Size

1800×900mm

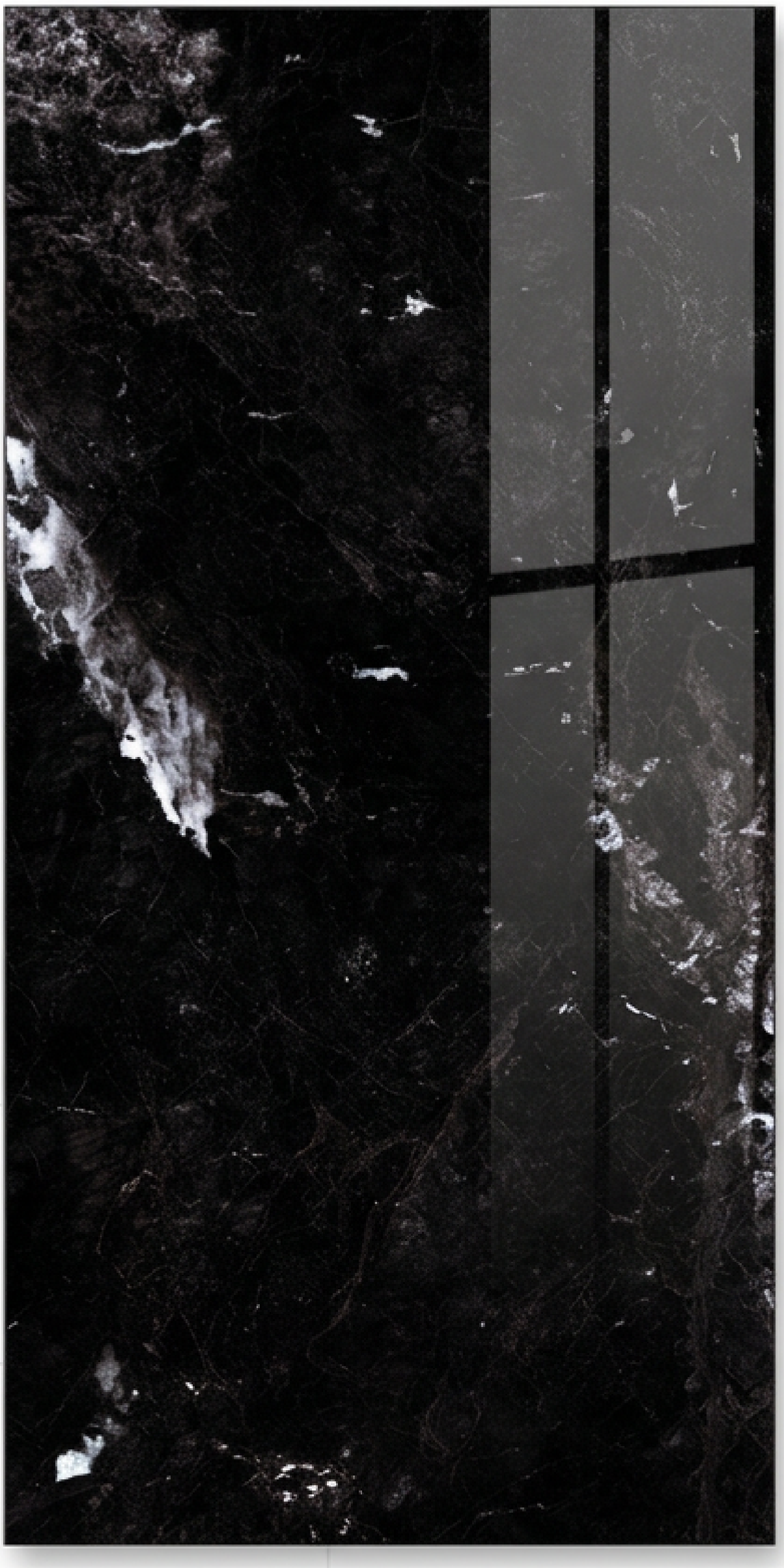
Finish

Polish

Face



NEWPEARL
TILES LIMITED



Code

GF-RQG189071-A

Size

1800×900mm

Finish

Polish

Application



NEWPEARL
TILES LIMITED



Code

GF-YB3B189802

Size

1800×900mm

Finish

Matt

Application



NEWPEARL
TILES LIMITED



Code

GF-YQB189803

Size

1800×900mm

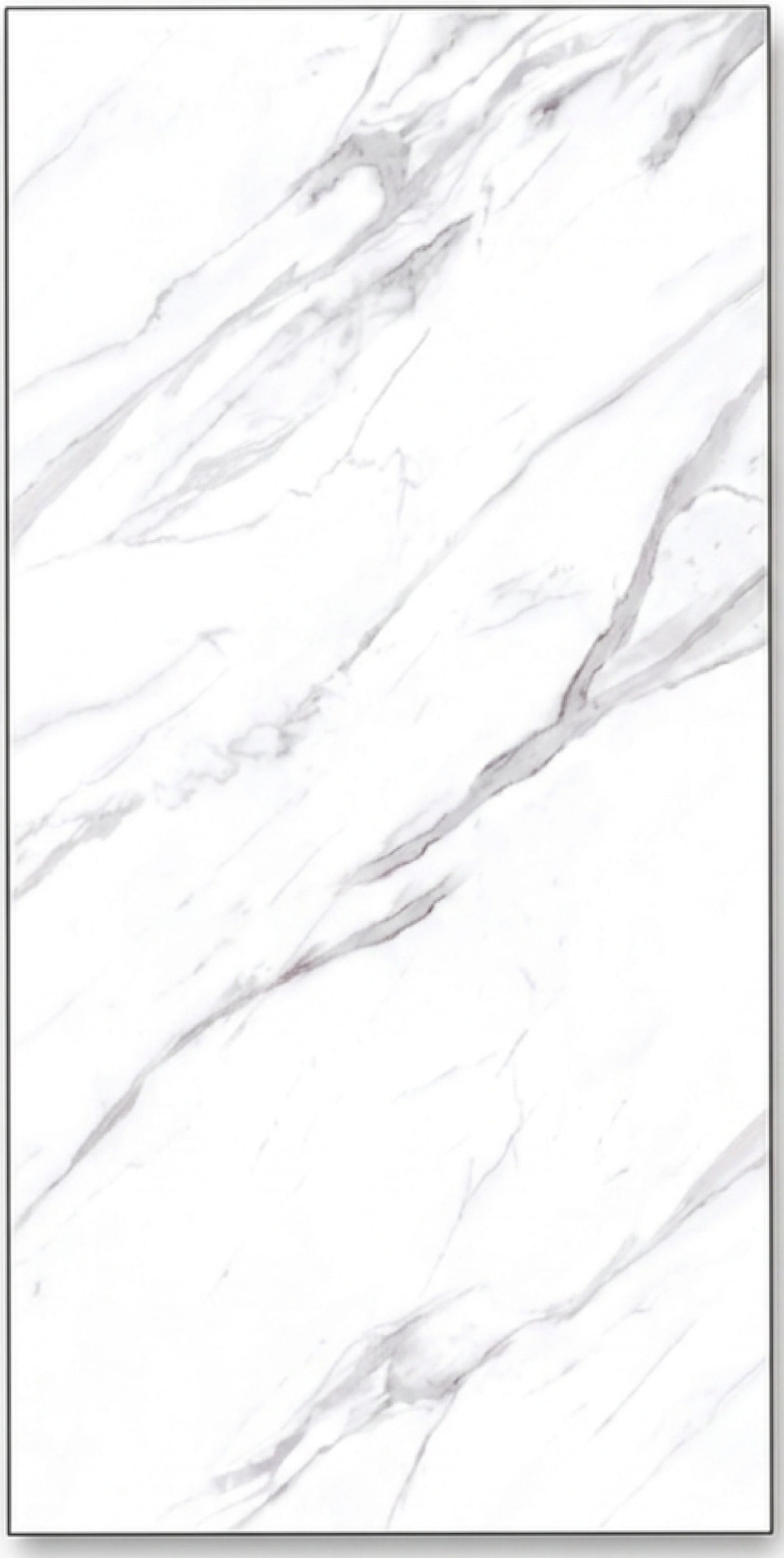
Finish

Polish

Application



NEWPEARL
TILES LIMITED



Code

SF-RQ189001

Size

1800×900mm

Finish

Polish

Application



NEWPEARL
TILES LIMITED



Code

SF-RQ189008

Size

1800×900mm

Finish

Polish

Application



NEWPEARL TILES

GUAN ZHU

2600×800

NEWPEARL
TILES LIMITED



Code

GF-DU260809-827

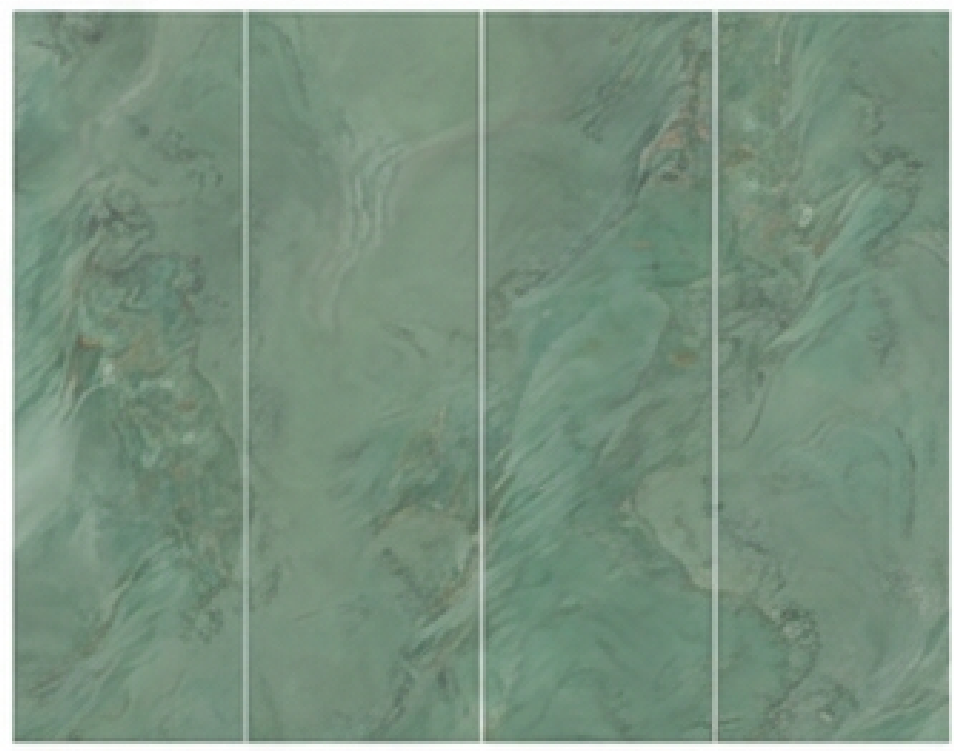
Size

2600×800mm

Finish

Natural Face

Face



Application



NEWPEARL
TILES LIMITED



Code

GF-Q260809-301

Size

2600×800mm

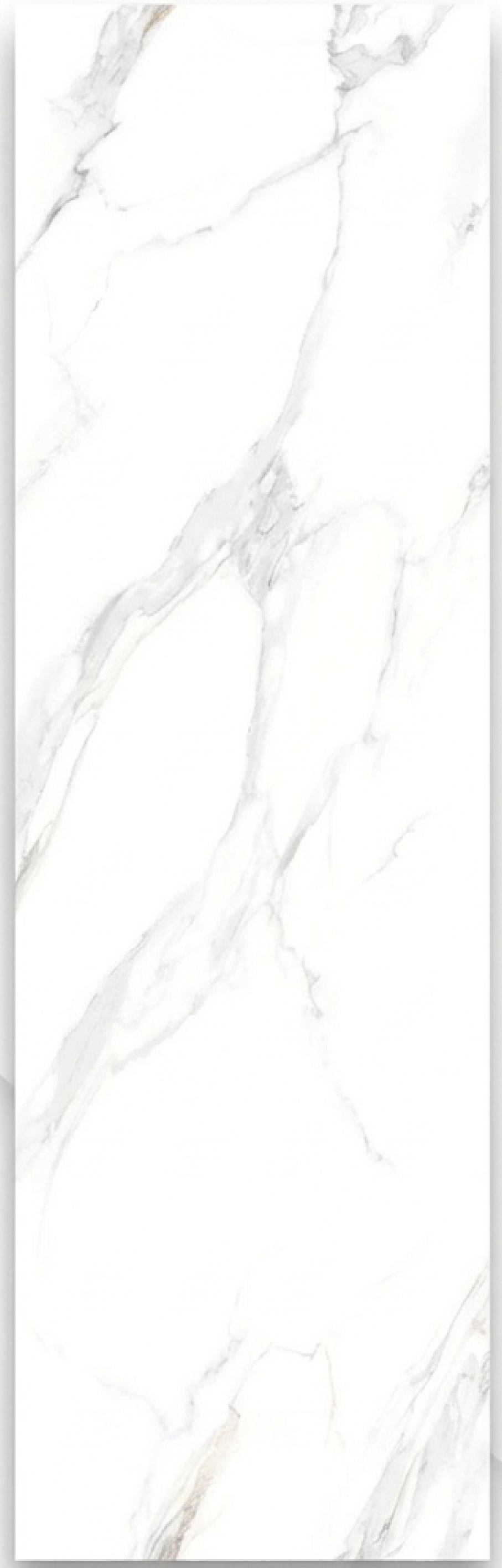
Finish

Matt

Application



NEWPEARL
TILES LIMITED



Code

GF-L260809-272

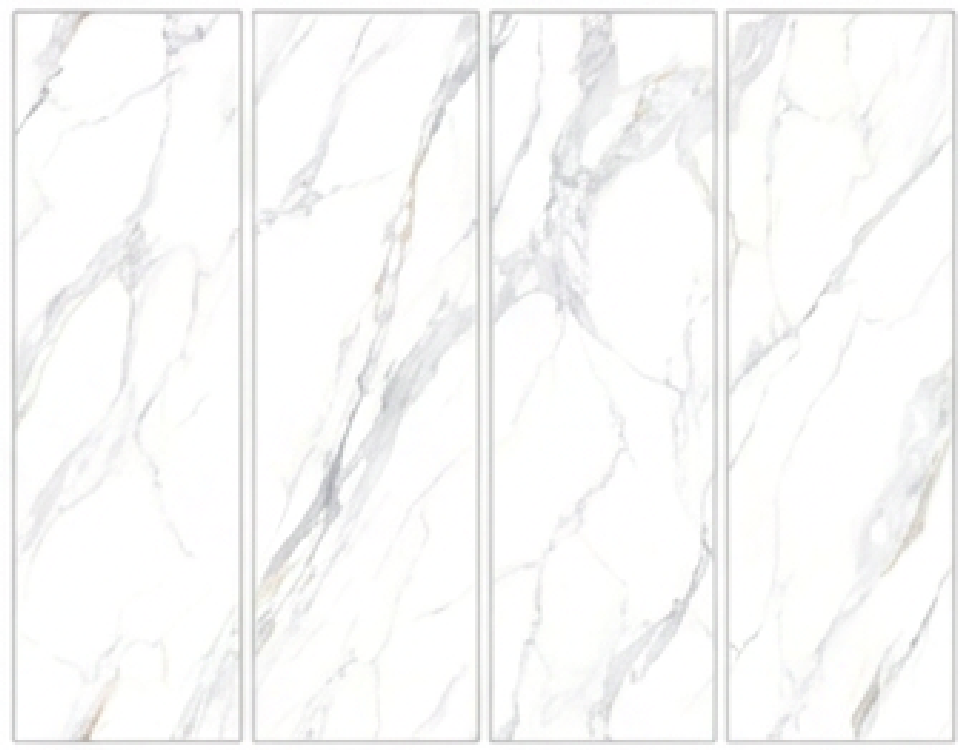
Size

2600×800mm

Finish

Polish

Face



Application



NEWPEARL
TILES LIMITED



Code

GF-Q260809-100

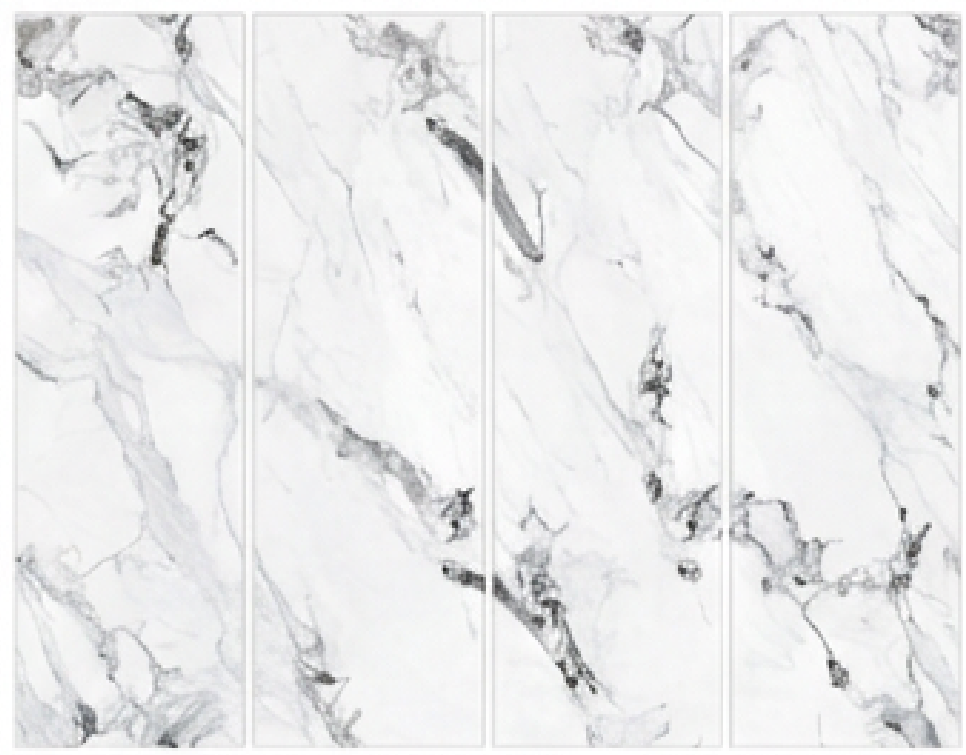
Size

2600×800mm

Finish

Polish

Face



Application



NEWPEARL
TILES LIMITED



Code

GF-Q260809-103

Size

2600×800mm

Finish

Polish

Face



Application



NEWPEARL
TILES LIMITED



Code

GF-Q260809-105

Size

2600×800mm

Finish

Polish

Face



Application



NEWPEARL
TILES LIMITED



Code

GF-Q260809-111

Size

2600×800mm

Finish

Polish

Application



NEWPEARL
TILES LIMITED



Code

GF-Q260809-145

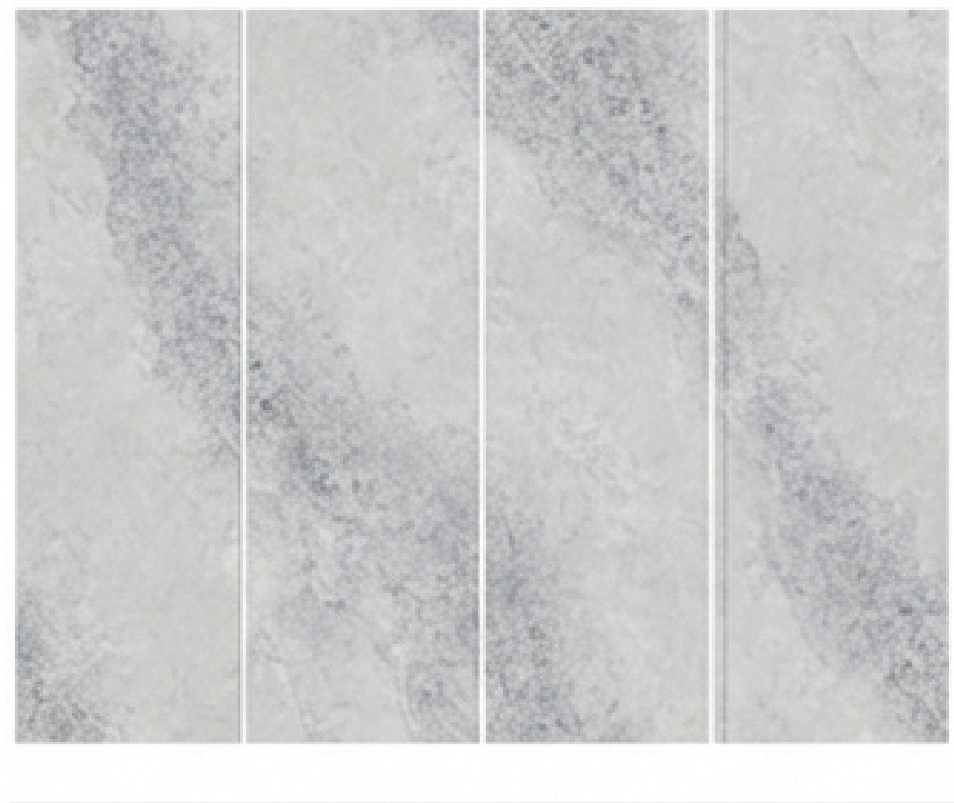
Size

2600×800mm

Finish

Polish

Face



Application



NEWPEARL
TILES LIMITED



Code

GF-Q260809-193

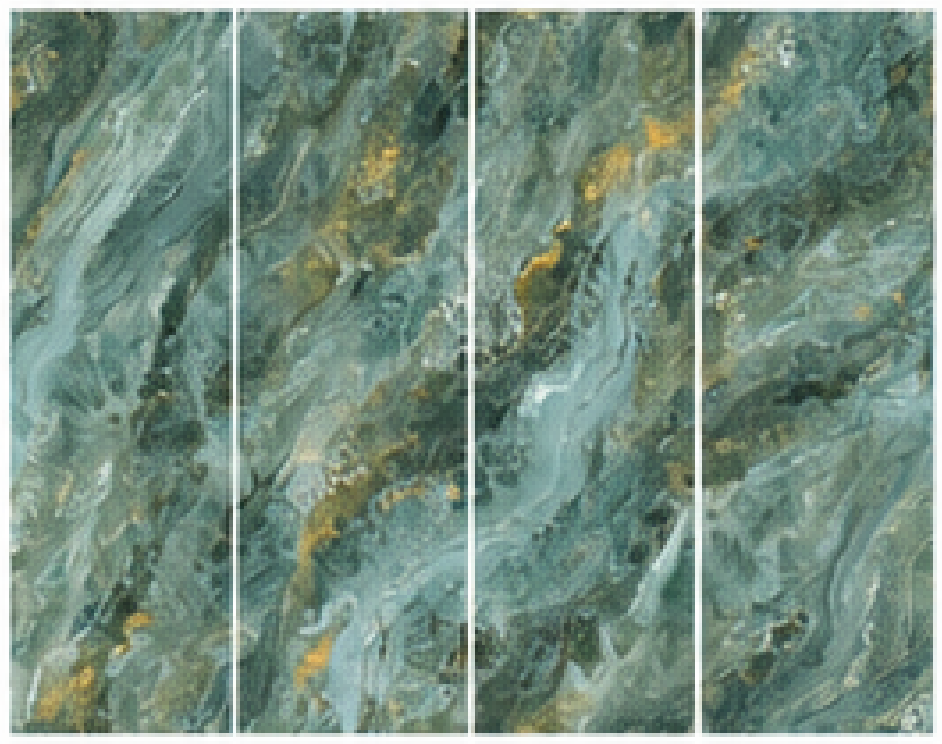
Size

2600×800mm

Finish

Polish

Face



Application



NEWPEARL
TILES LIMITED



Code

GF-Q260809-211

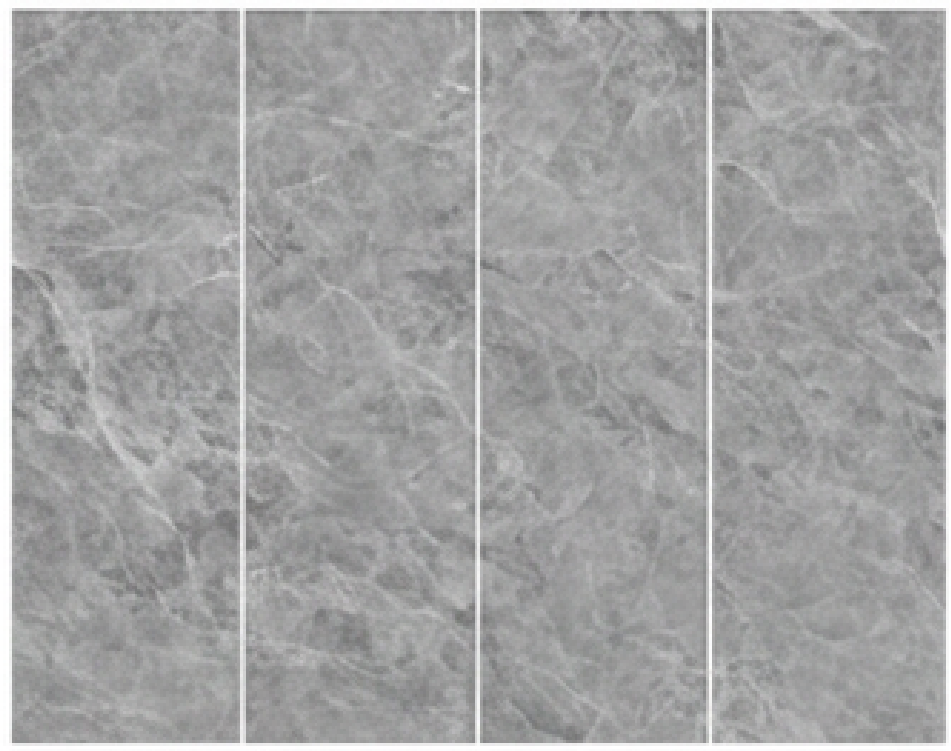
Size

2600×800mm

Finish

Polish

Face



Application



NEWPEARL
TILES LIMITED



Code

GF-YDU260809-452

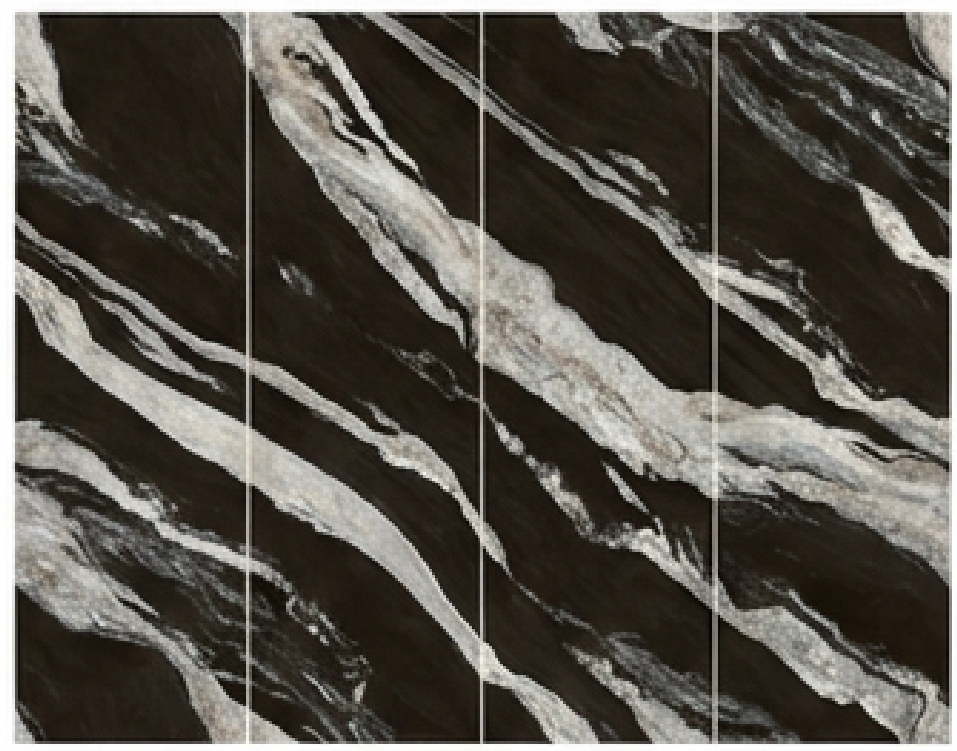
Size

2600×800mm

Finish

Natural Face

Face



Application



NEWPEARL
TILES LIMITED



Code

GF-YL260809-140

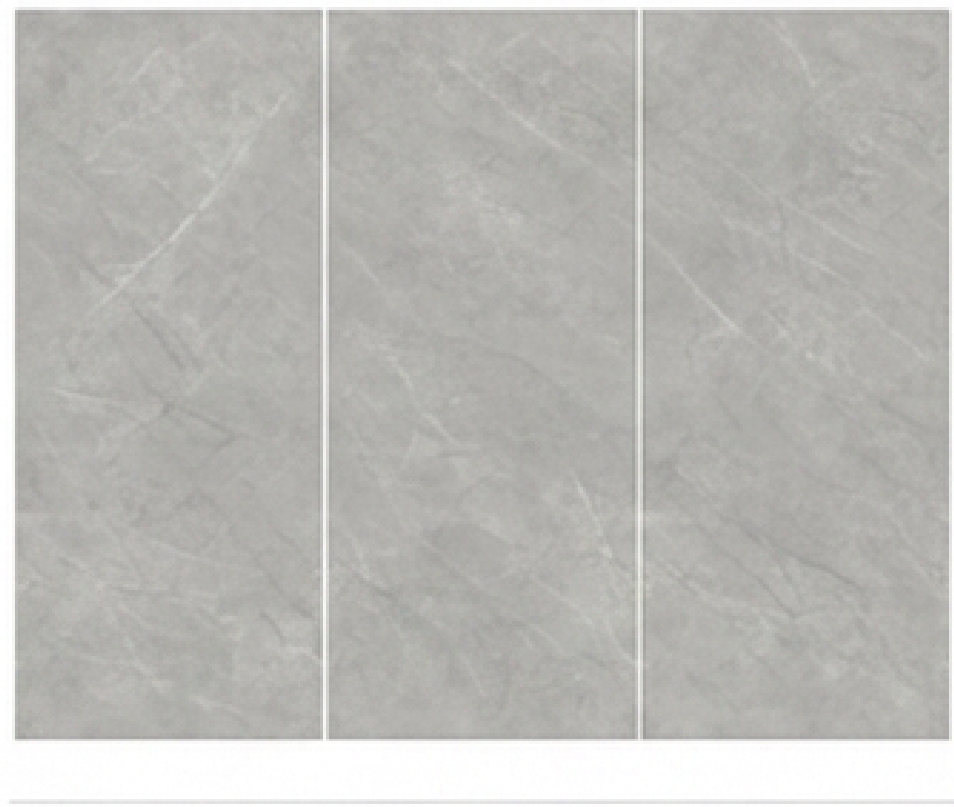
Size

2600×800mm

Finish

Polish

Face



NEWPEARL
TILES LIMITED



Code

SF-DU260809-172

Size

2600×800mm

Finish

Natural Face

Face



Application



NEWPEARL
TILES LIMITED



Code

SF-Q260809-062

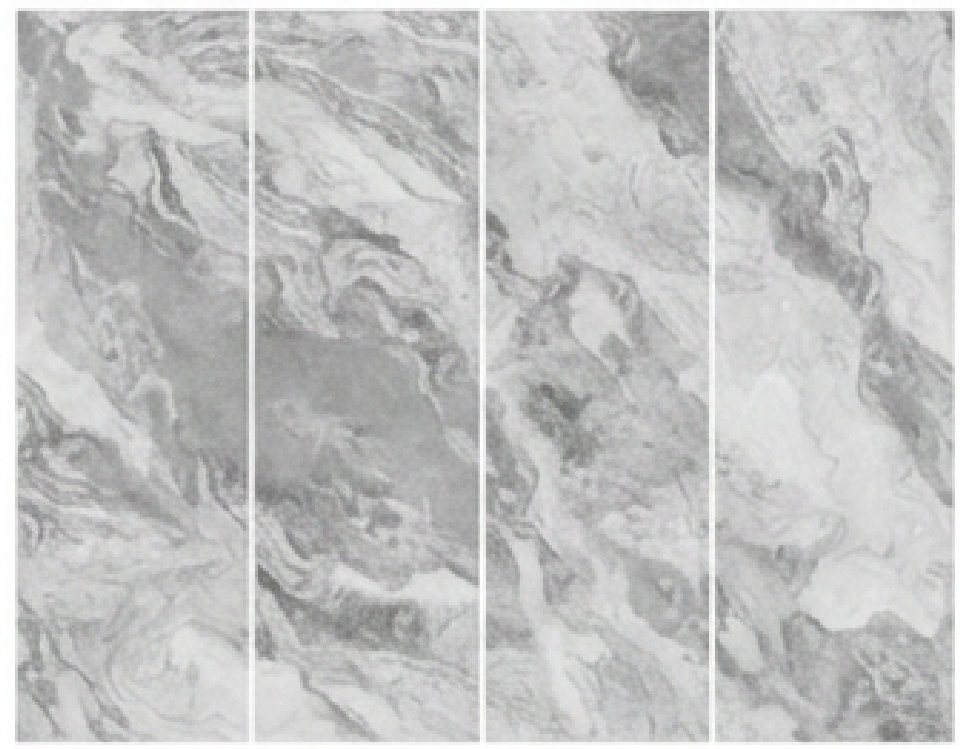
Size

2600×800mm

Finish

Polish

Face



Application



NEWPEARL
TILES LIMITED



Code

SF-Q260809-066

Size

2600×800mm

Finish

Polish

Face



Application



NEWPEARL TILES

GUAN ZHU

2700×1200

NEWPEARL
TILES LIMITED



Code

GF-B271206-167

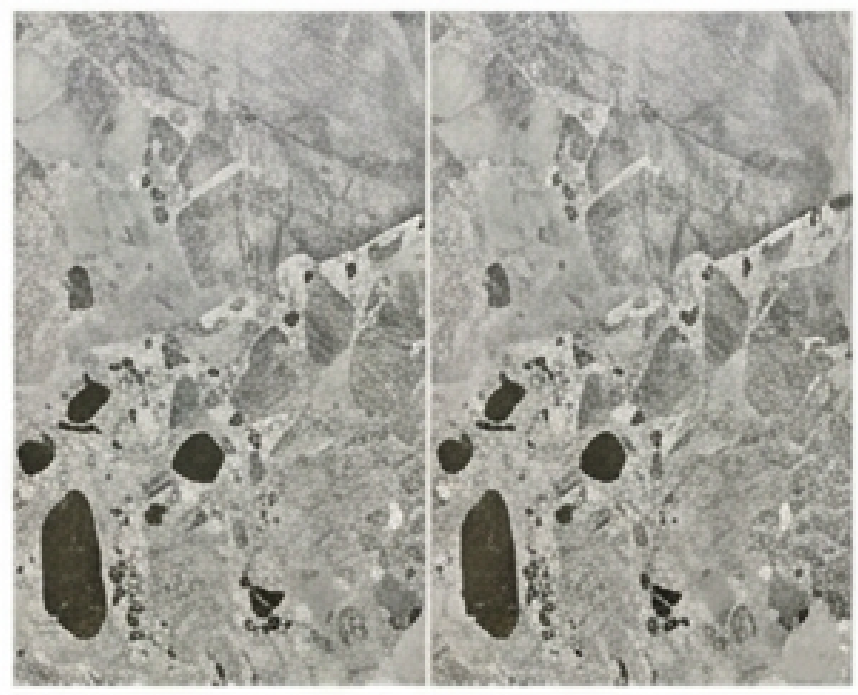
Size

2700×1200mm

Finish

Natural Face

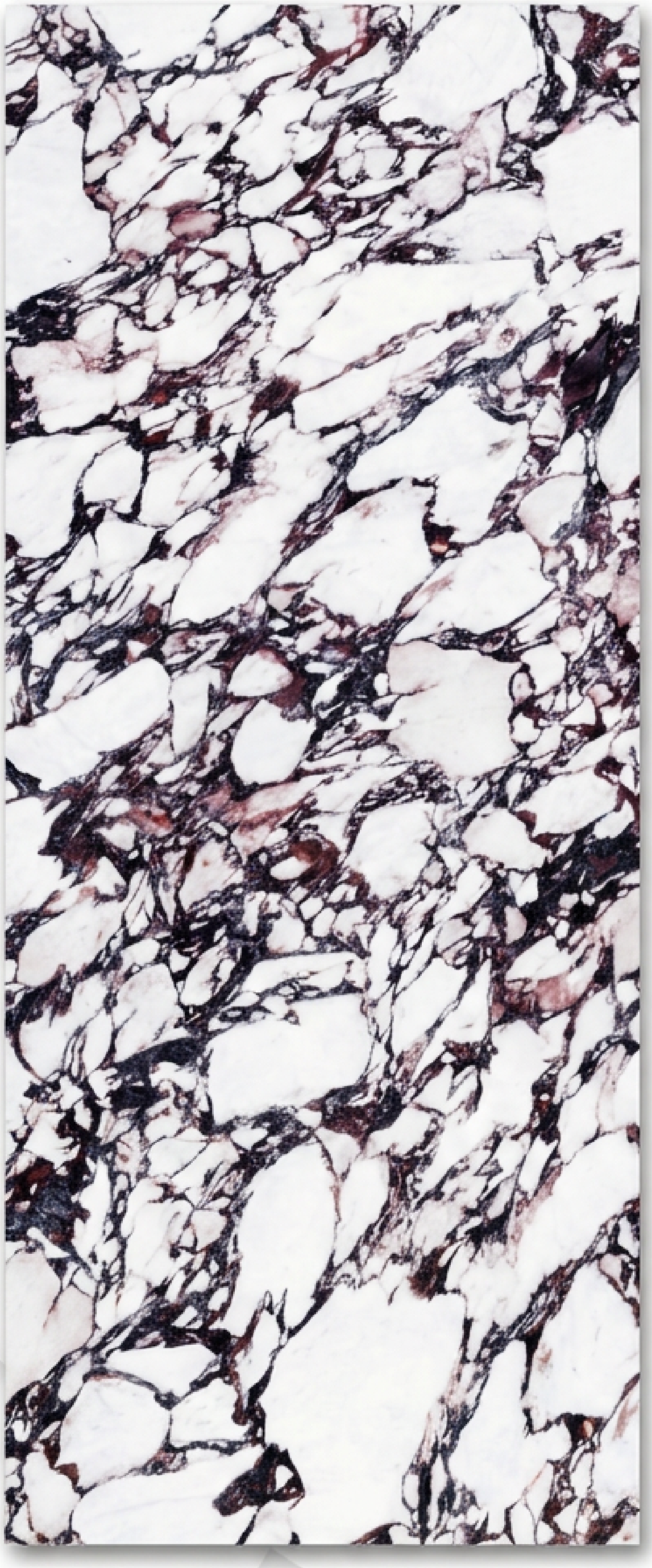
Face



Application



NEWPEARL
TILES LIMITED



Code

GF-YDV271206-407

Size

2700×1200mm

Finish

Polish

Application



NEWPEARL
TILES LIMITED



Code

GF-YQG271206-418

Size

2700×1200mm

Finish

Polish

Face



Application



NEWPEARL
TILES LIMITED



Code

GF-YL271206-068

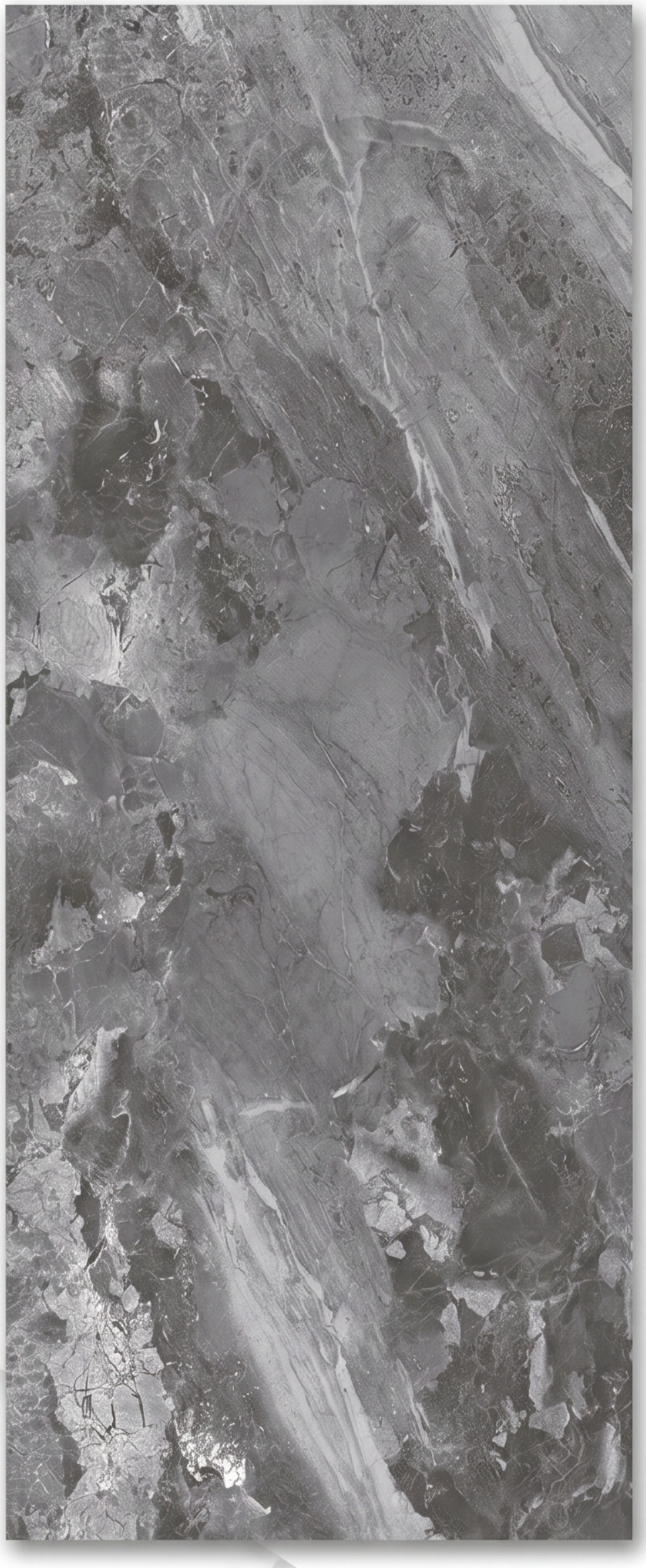
Size

2700×1200mm

Finish

Natural Face

NEWPEARL
TILES LIMITED



Code

GF-YQG271206-019

Size

2700×1200mm

Finish

Polish

NEWPEARL
TILES LIMITED



Code

GF-YQG271206-062

Size

2700×1200mm

Finish

Polish

Application



NEWPEARL
TILES LIMITED



Code

GF-YQG271206-075

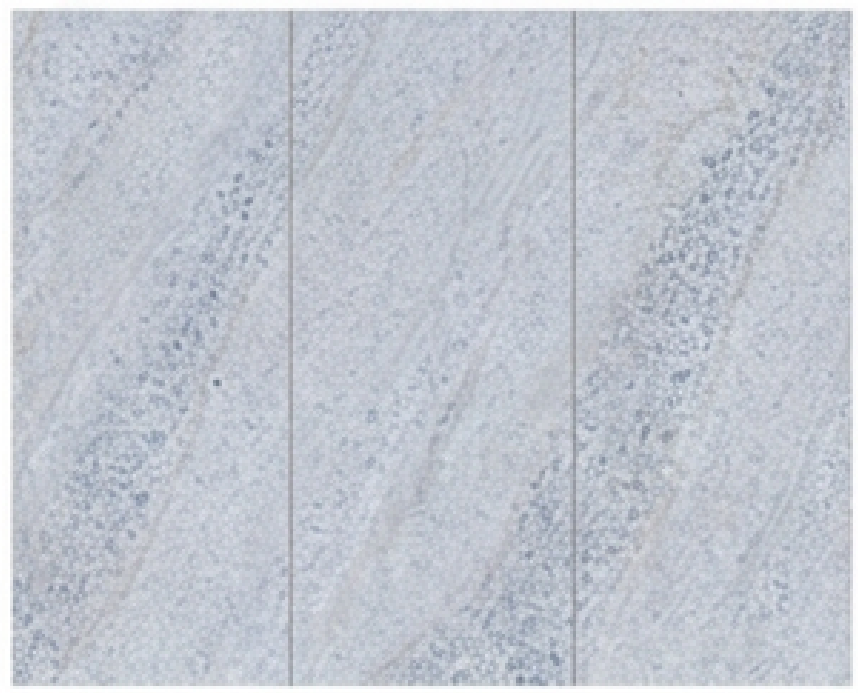
Size

2700×1200mm

Finish

Polish

Face



Application



NEWPEARL
TILES LIMITED



Code

GF-YQG271206-076

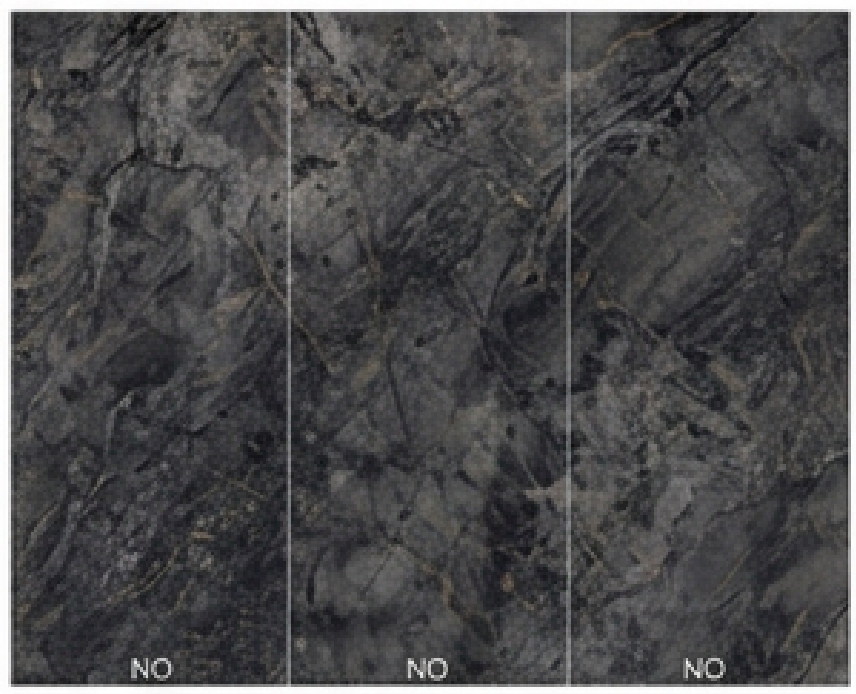
Size

2700×1200mm

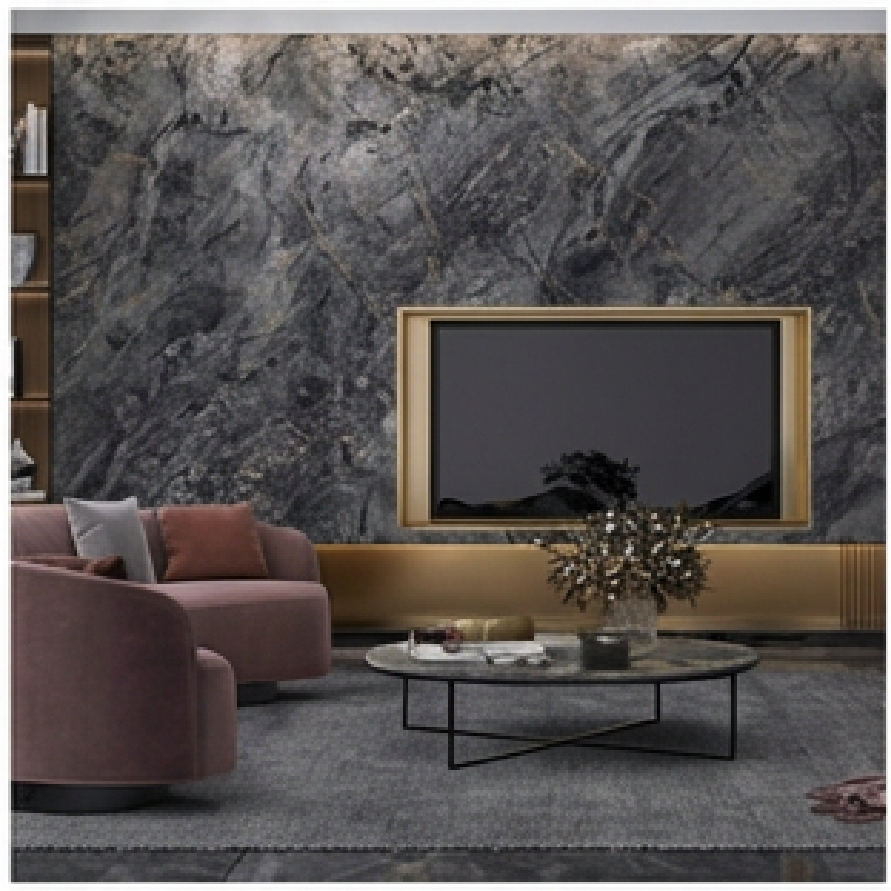
Finish

Polish

Face



Application



NEWPEARL
TILES LIMITED



Code

GF-YQG271206-081

Size

2700×1200mm

Finish

Polish

Face



Application



NEWPEARL
TILES LIMITED



Code

GF-YQG271206-387

Size

2700×1200mm

Finish

Polish

Application



NEWPEARL
TILES LIMITED



Code

GF-YQG271206-396

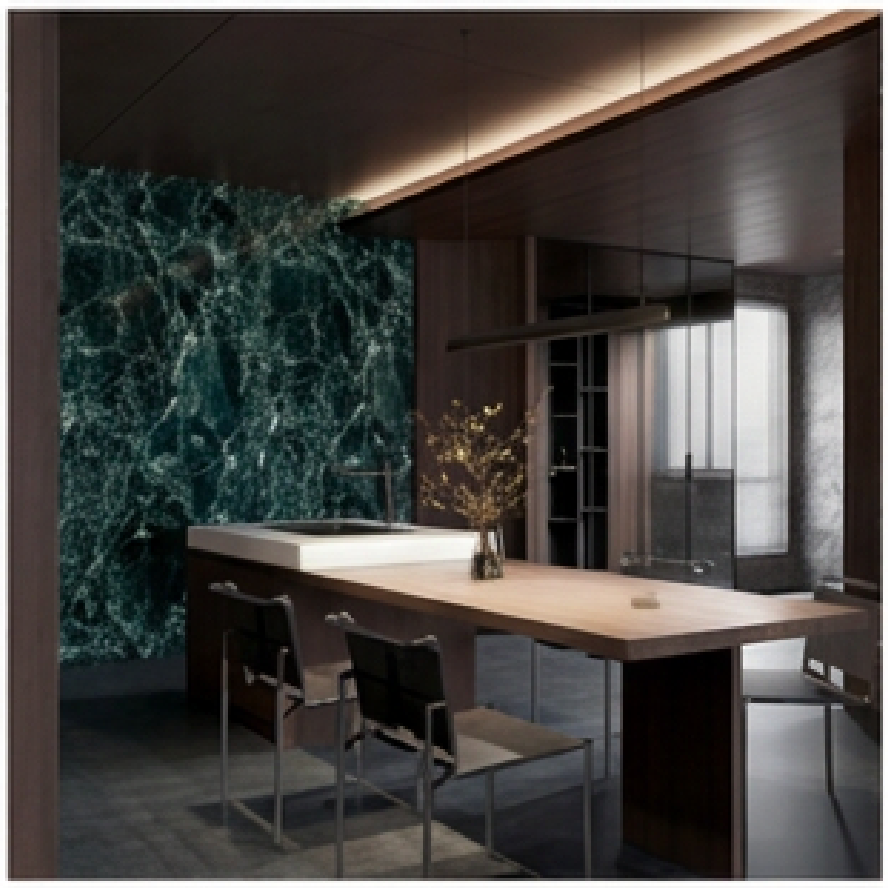
Size

2700×1200mm

Finish

Polish

Application



NEWPEARL
TILES LIMITED



Code

GF-YQG271206-420

Size

2700×1200mm

Finish

Polish

Face



Application



NEWPEARL
TILES LIMITED



Code

GF-YQG271206-425

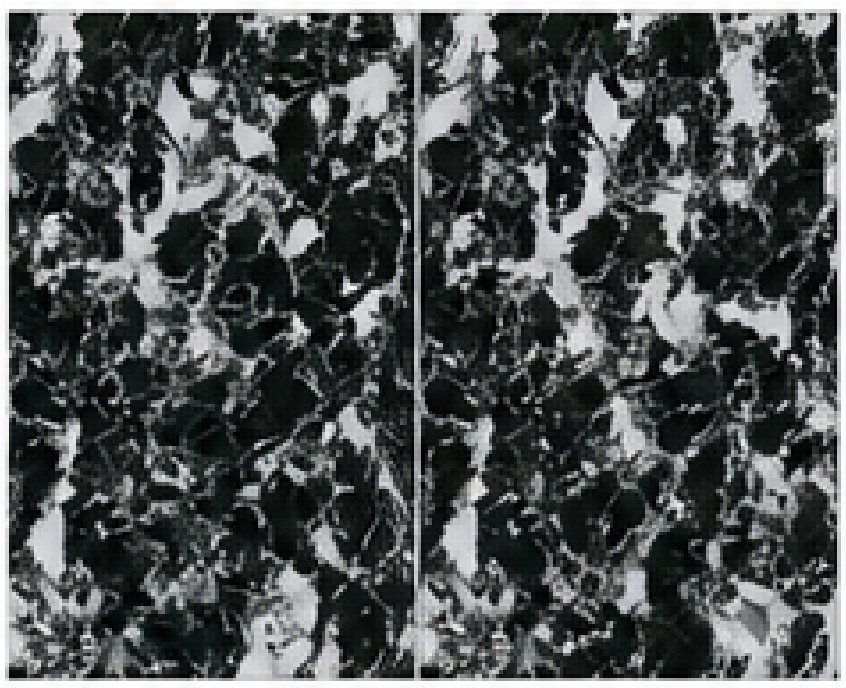
Size

2700×1200mm

Finish

Matt

Face



Application



NEWPEARL
TILES LIMITED



Code

GF-YYG271206-078

Size

2700×1200mm

Finish

Polish

Face



Application



NEWPEARL
TILES LIMITED



Code

SF-QG271206-076

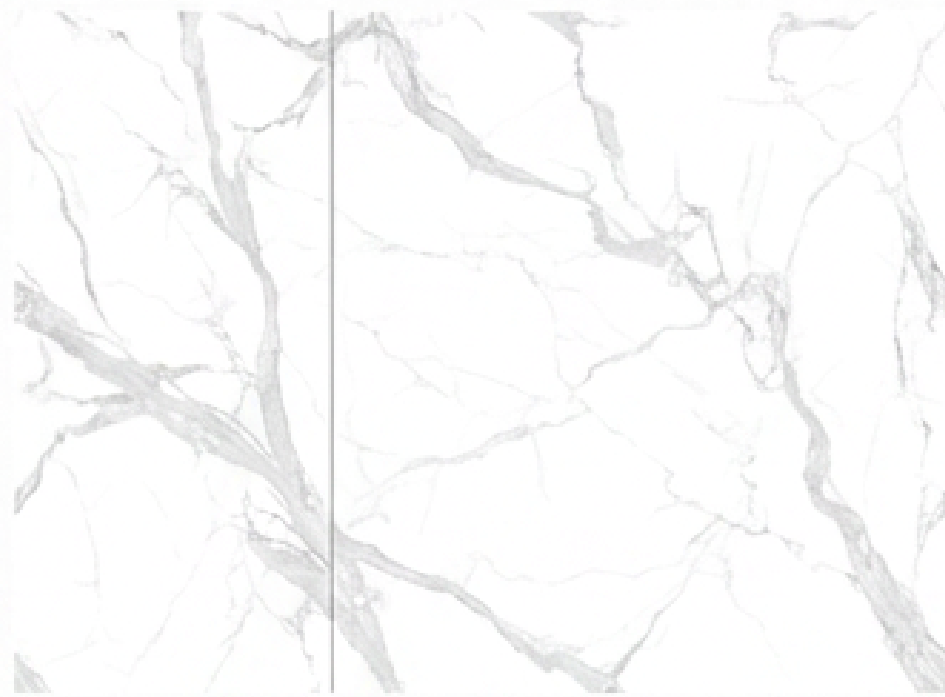
Size

2700×1200mm

Finish

Polish

Face



Application



NEWPEARL
TILES LIMITED



Code

SF-QG271206-077

Size

2700×1200mm

Finish

Polish

Face



Application



NEWPEARL TILES

GUAN ZHU

3200×1600

NEWPEARL
TILES LIMITED



Code

JPA1632CY0016N

Size

3200×1600mm

Finish

Natural Face

Application



NEWPEARL
TILES LIMITED



Code

JPA1632JR0011N

Size

3200 x1600mm

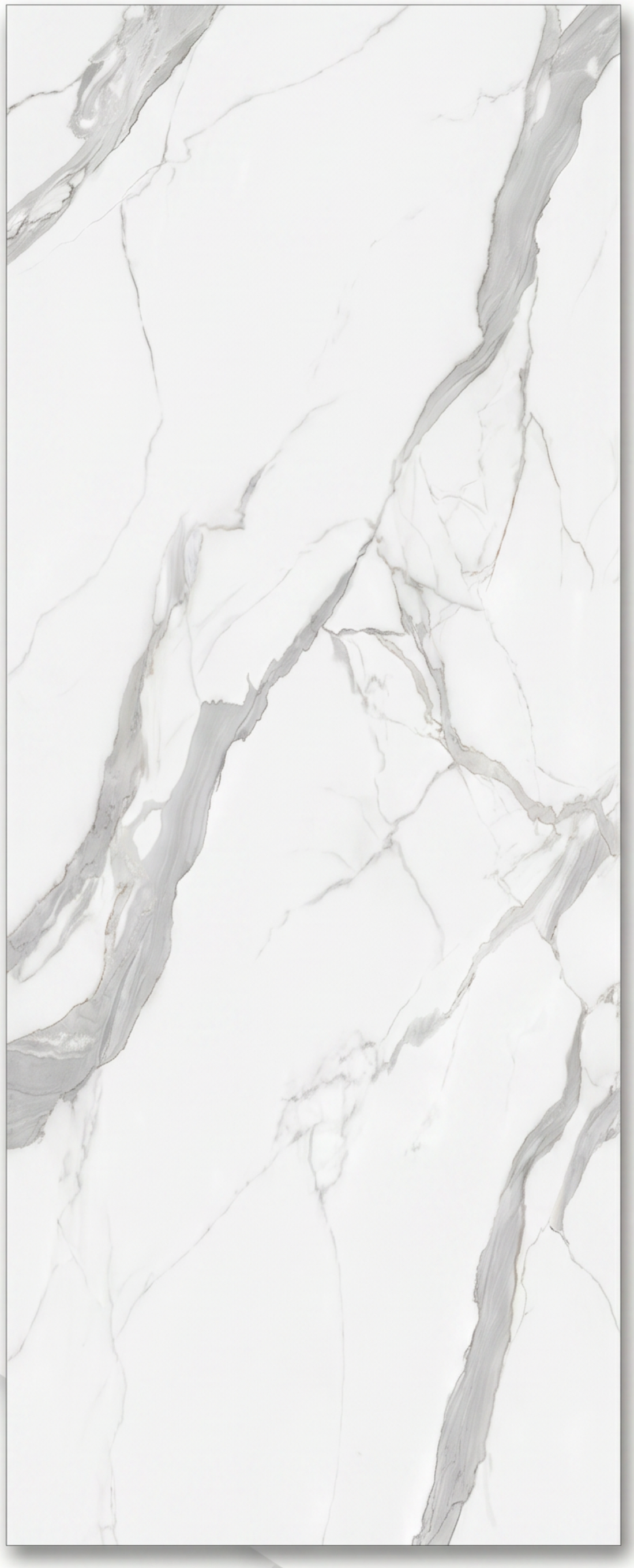
Finish

Natural Face

Application



NEWPEARL
TILES LIMITED



Code

JPA1632JR0012

Size

3200×1600mm

Finish

Natural Face

Application



NEWPEARL
TILES LIMITED



Code

JPA1632JR0013N

Size

3200×1600mm

Finish

Natural Face

Application



NEWPEARL
TILES LIMITED



Code

JPA1632JR0014N

Size

3200×1600mm

Finish

Natural Face

Application



NEWPEARL
TILES LIMITED



Code

JPA1632JR0024N

Size

3200×1600mm

Finish

Natural Face

Application



NEWPEARL
TILES LIMITED



Code

JPA1632JR0026N

Size

3200×1600mm

Finish

Natural Face

Application



NEWPEARL
TILES LIMITED



Code

JPA1632JR0028N

Size

3200×1600mm

Finish

Natural Face

Application



NEWPEARL
TILES LIMITED



Code

JPA1632XYG0075

Size

3200×1600mm

Finish

Natural Face

Application



NEWPEARL
TILES LIMITED



Code

JPA1632XYW0034

Size

3200×1600mm

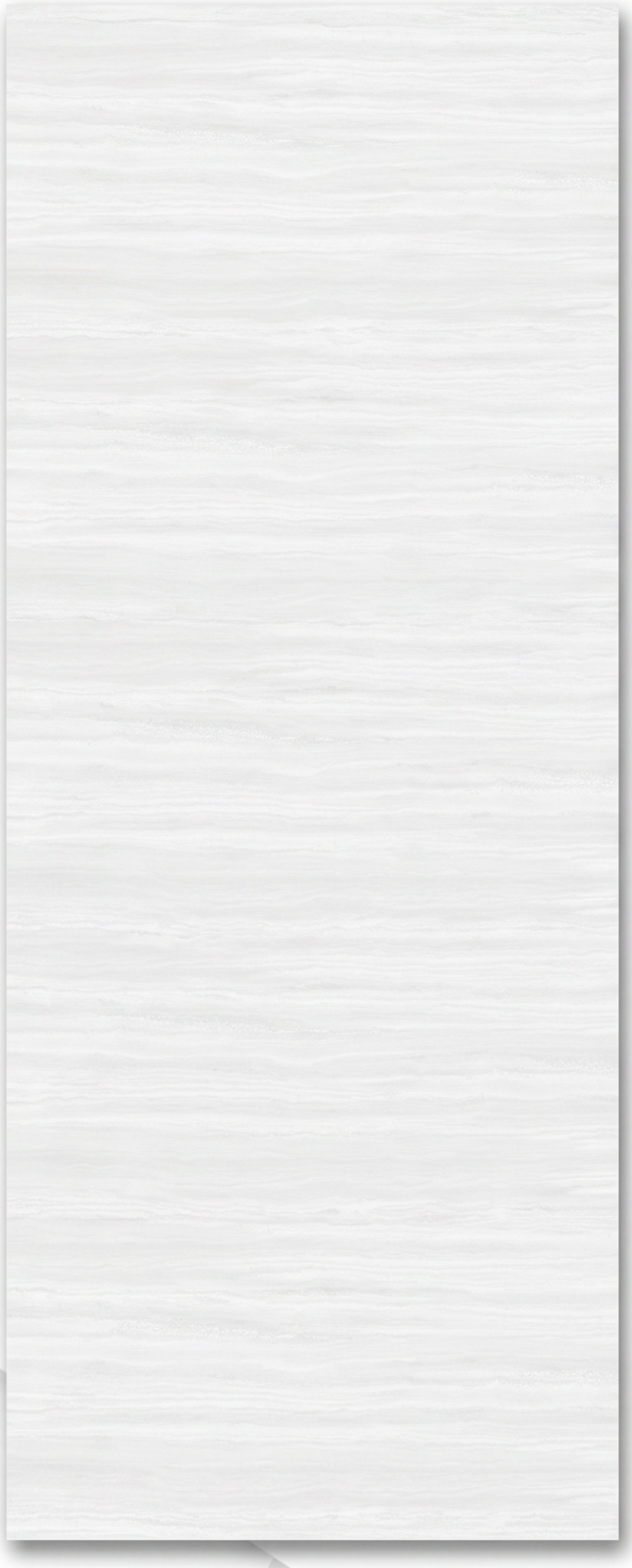
Finish

Natural Face

Application



NEWPEARL
TILES LIMITED



Code

JPA1632XYW0035

Size

3200×1600mm

Finish

Natural Face

Application



NEWPEARL
TILES LIMITED



Code

JPA1632XYW060

Size

3200×1600mm

Finish

Natural Face

Application



NEWPEARL
TILES LIMITED



Code

JPA1632XYY0050

Size

3200×1600mm

Finish

Natural Face

Application



NEWPEARL TILES

GUAN ZHU

CONTACT US

123 Pilkington Road,
Panmure, Auckland 1072

walter@laperla.co.nz

https://newpearl.co.nz/