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

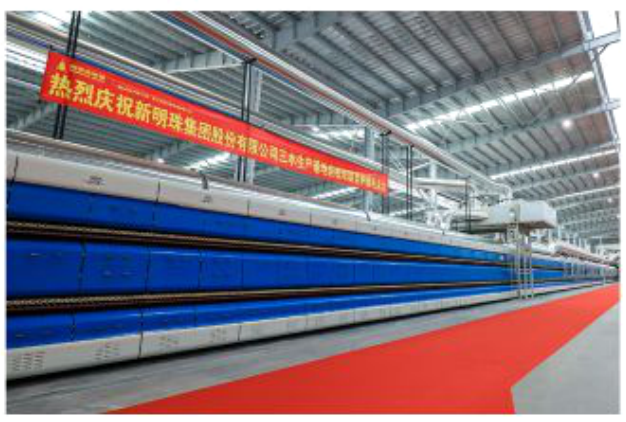




Premium Materials for High-quality Tile

—

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

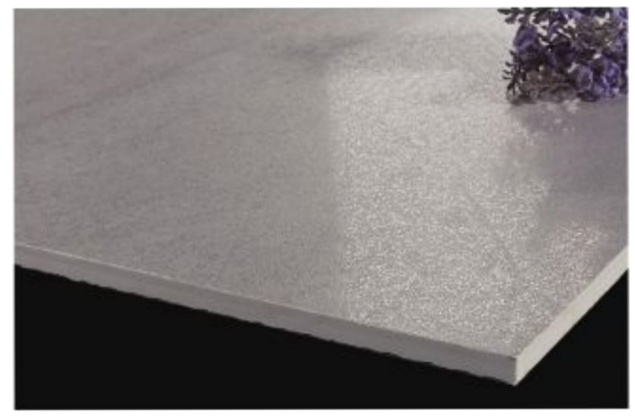
—

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

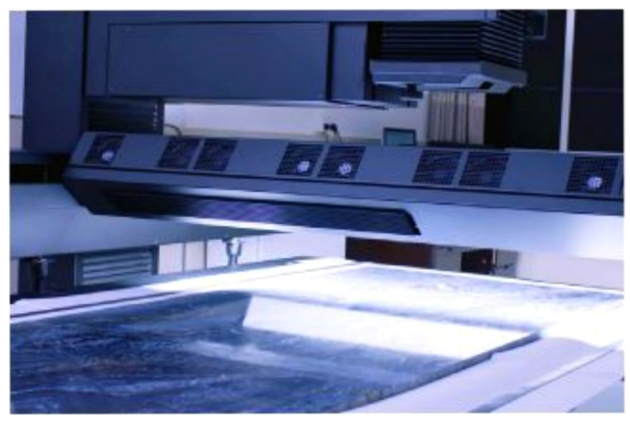
Through long-term strategic partnerships with well-known glaze suppliers and advanced multi-machine inkjet technology, we offer a wide range of glaze combinations including gloss, matt, soft, fine, coarse, and more, for richer textures.

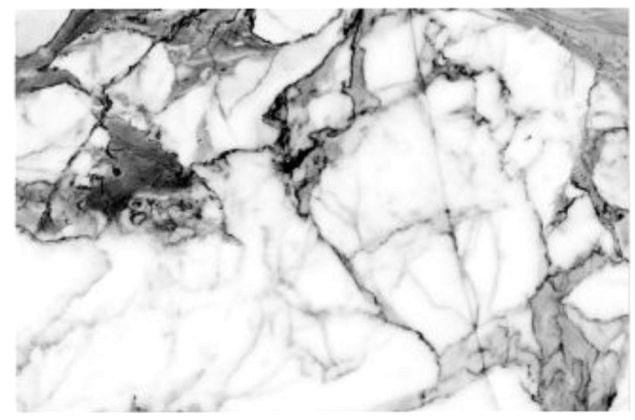




High-definition Natural Texture Replication

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

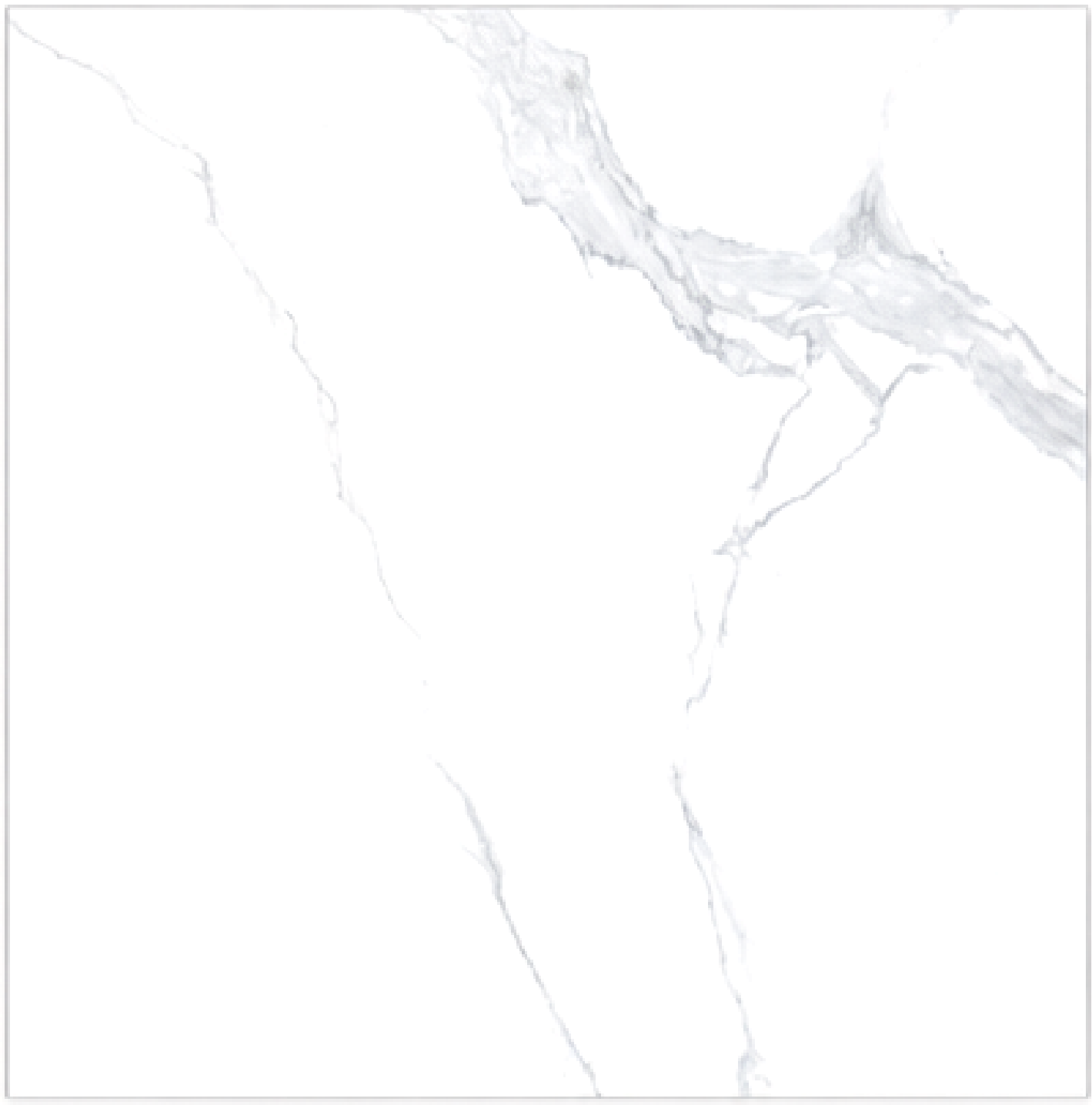
Guanzhu Ceramics remains committed to craftsmanship and relies on intelligent manufacturing as its core strength. We continuously innovate to create beautiful products, using the finest Chinese tiles to build exquisite homes and elevate Chinese beauty to a global standard.

NEWPEARL TILES

GUAN ZHU

600×600

NEWPEARL
TILES LIMITED



Code

6600M

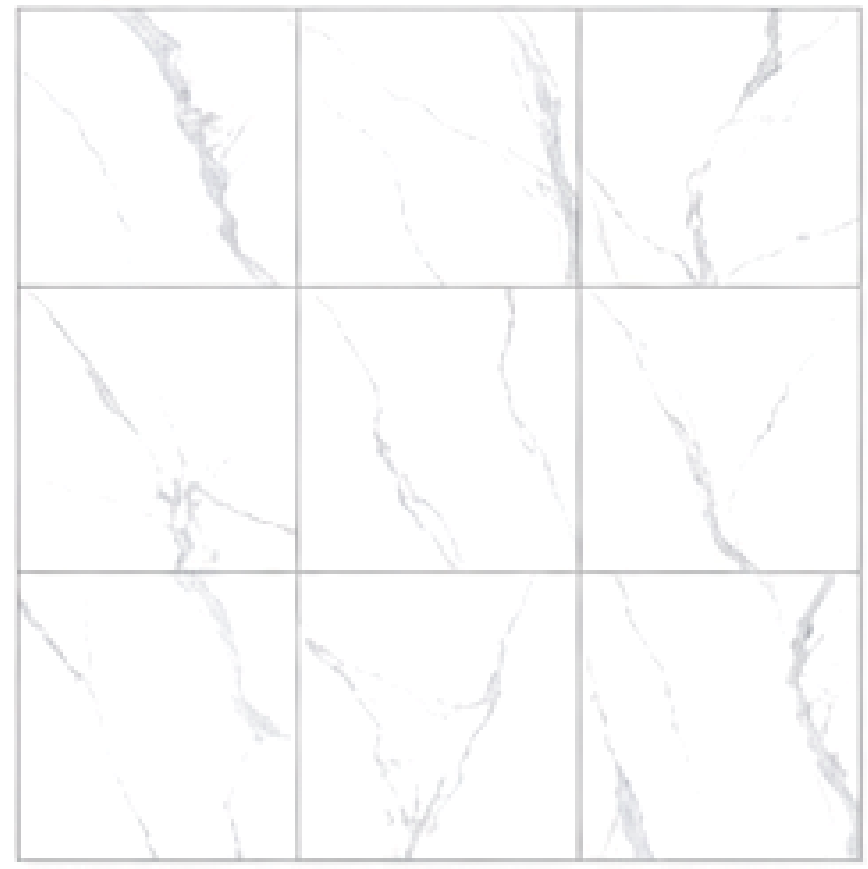
Size

600x600mm

Finish

Matt P4

Face



NEWPEARL
TILES LIMITED



Code

DSM6001CE

Size

600x600mm

Finish

Matt P4

Application



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TILES LIMITED



Code

6600P

Size

600x600mm

Finish

Polished

Application



NEWPEARL
TILES LIMITED



Code

FTD60057M

Size

600x600mm

Finish

Matt P4

Application



NEWPEARL
TILES LIMITED



Code

FTD68013

Size

600x600mm

Finish

Matt

NEWPEARL
TILES LIMITED



Code

FTD68014

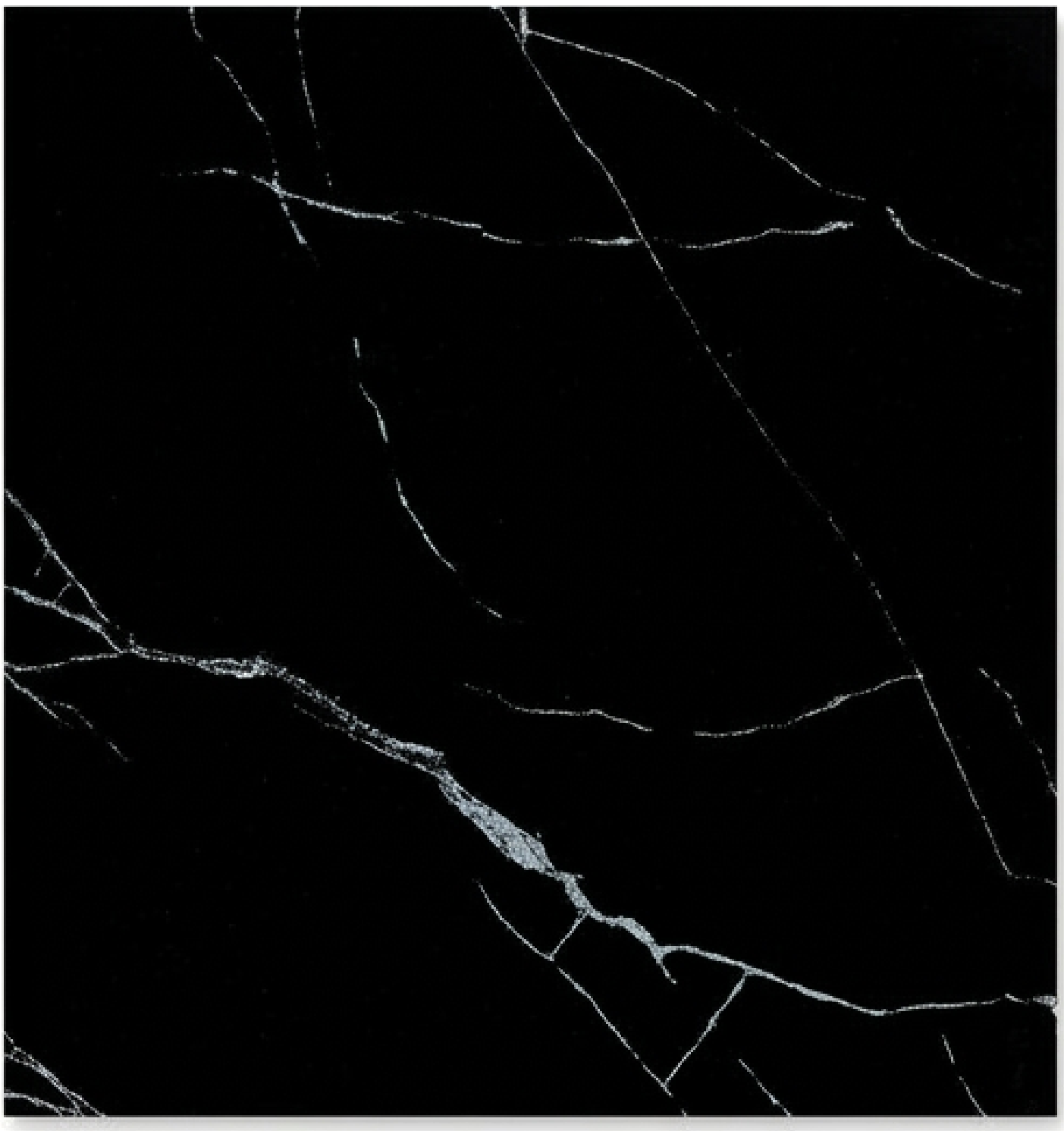
Size

600x600mm

Finish

Matt

NEWPEARL
TILES LIMITED



Code

FTDAA6502

Size

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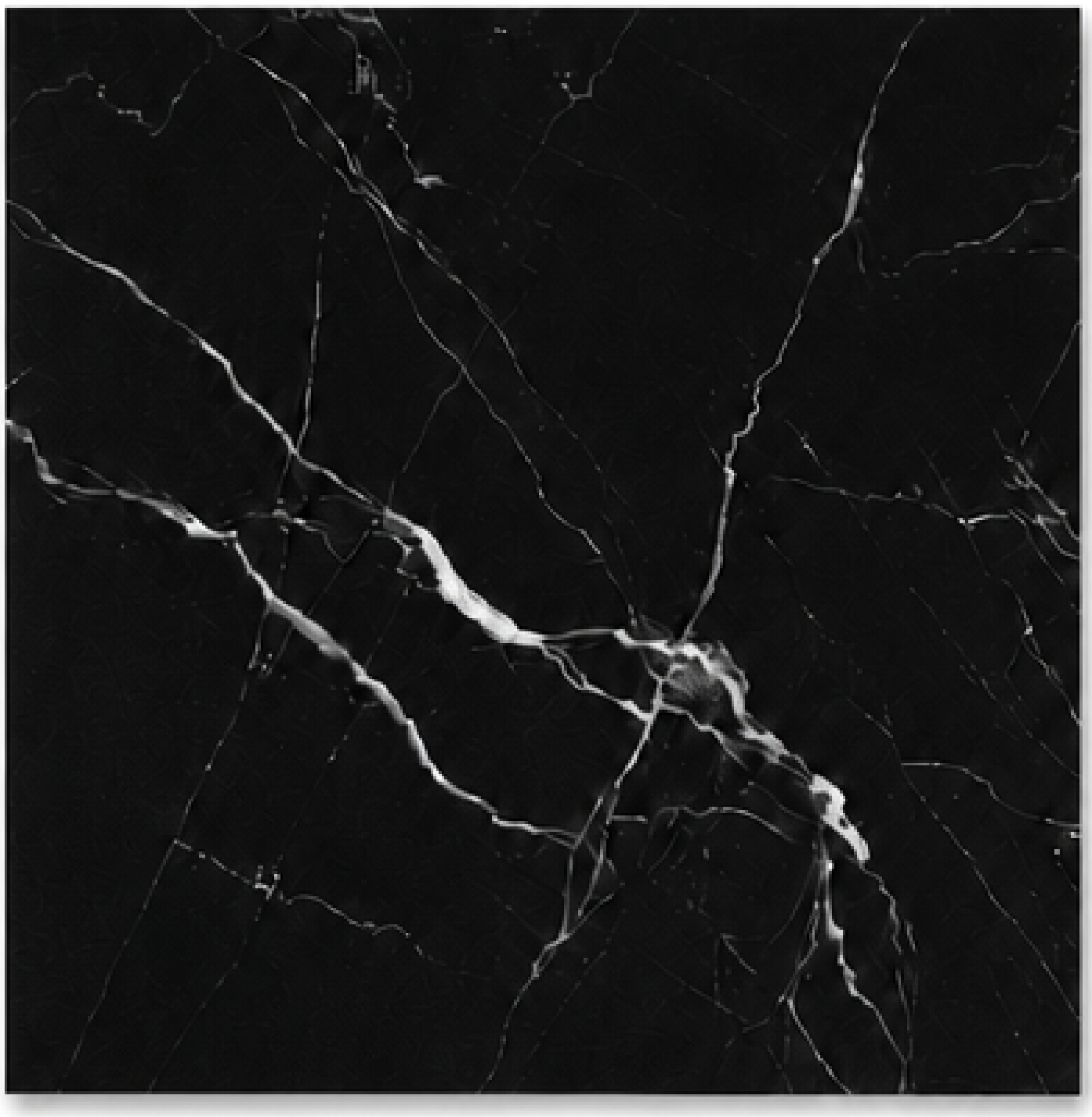
Finish

Matt

NEWPEARL
TILES LIMITED



Code

FTDBM6H6010

Size

600x600mm

Finish

Matt

Application



NEWPEARL
TILES LIMITED



Code

FTDCB6Y017

Size

600x600mm

Finish

Polished

NEWPEARL
TILES LIMITED



Code

FTDCB6Y018

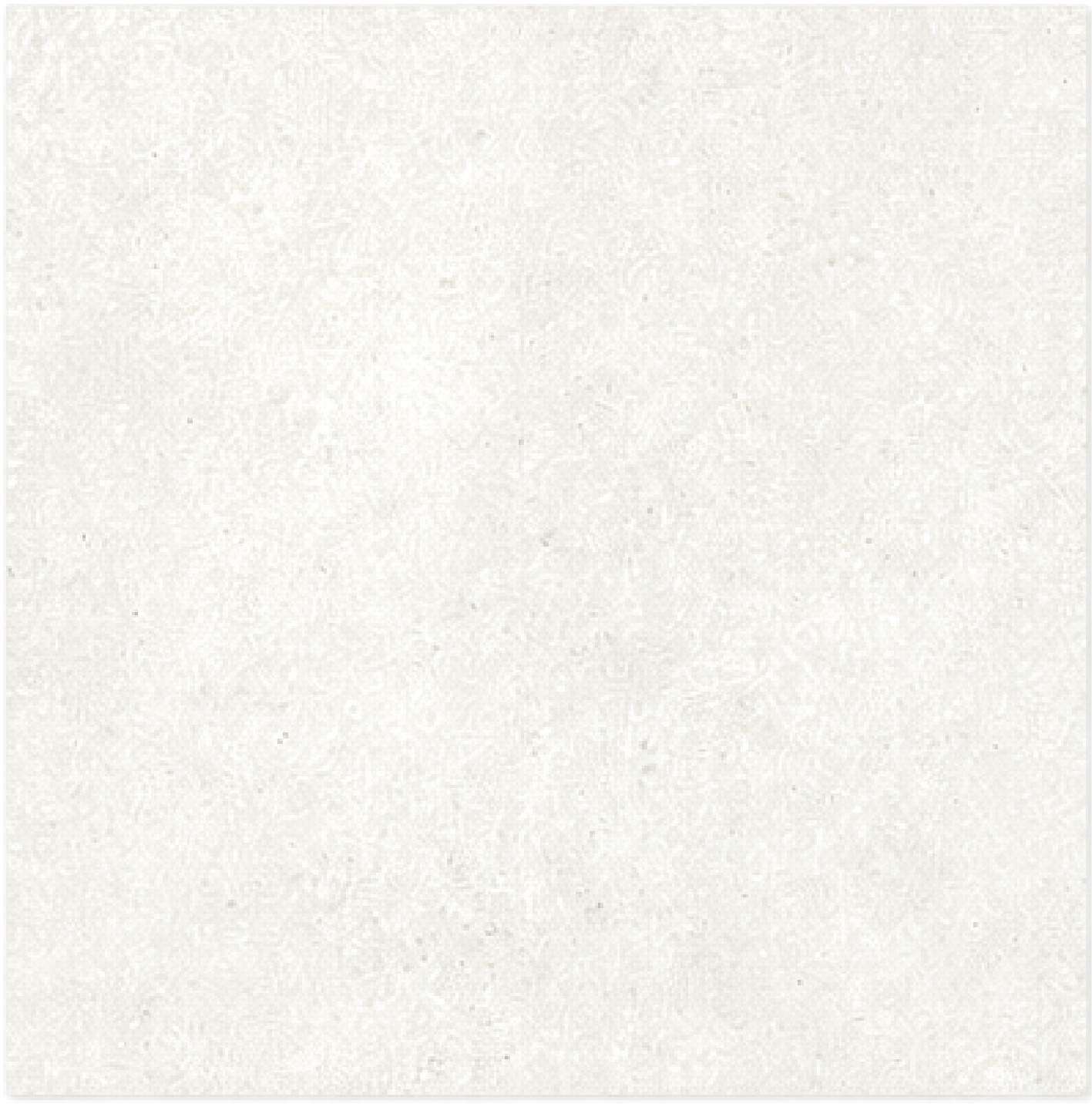
Size

600x600mm

Finish

Polished

NEWPEARL
TILES LIMITED



Code

FTDDL66502M

Size

600x600mm

Finish

Matt P4

Face



NEWPEARL
TILES LIMITED



Code

FTDDL66503M

Size

600x600mm

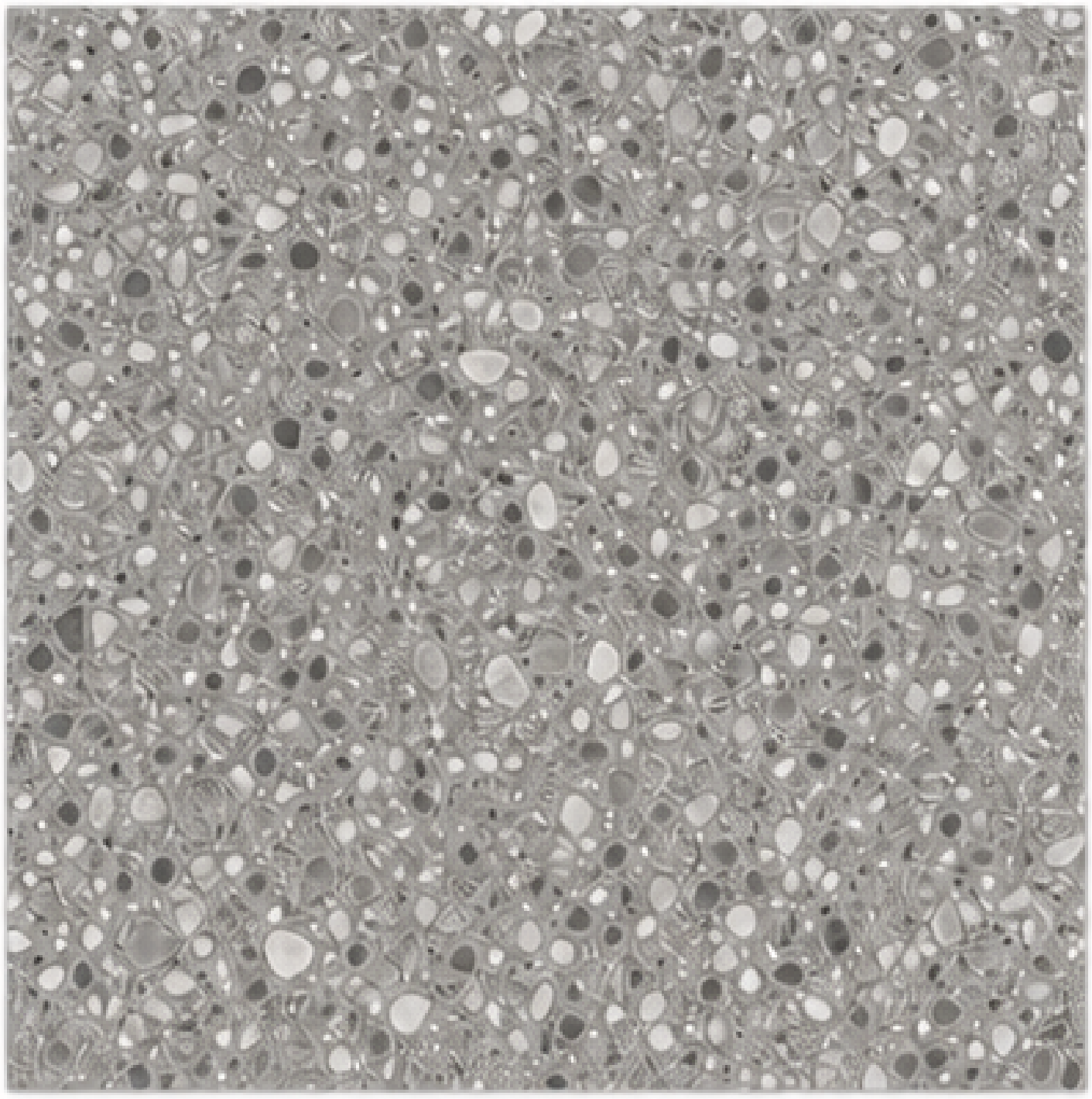
Finish

Matt P4

Face



NEWPEARL
TILES LIMITED



Code

FTDMC6092

Size

600x600mm

Finish

Matt

Application



NEWPEARL
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Code

FTDMT66605M

Size

600x600mm

Finish

Matt P4

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TILES LIMITED



Code

FTDMT66606M

Size

600x600mm

Finish

Matt P4

Face



NEWPEARL
TILES LIMITED

Code

GF-B60401

Size

600x600mm

Finish

Natural Face

Application



NEWPEARL
TILES LIMITED



Code

GF-B60406

Size

600x600mm

Finish

Natural Face

Application



NEWPEARL
TILES LIMITED



Code

GF-B60408

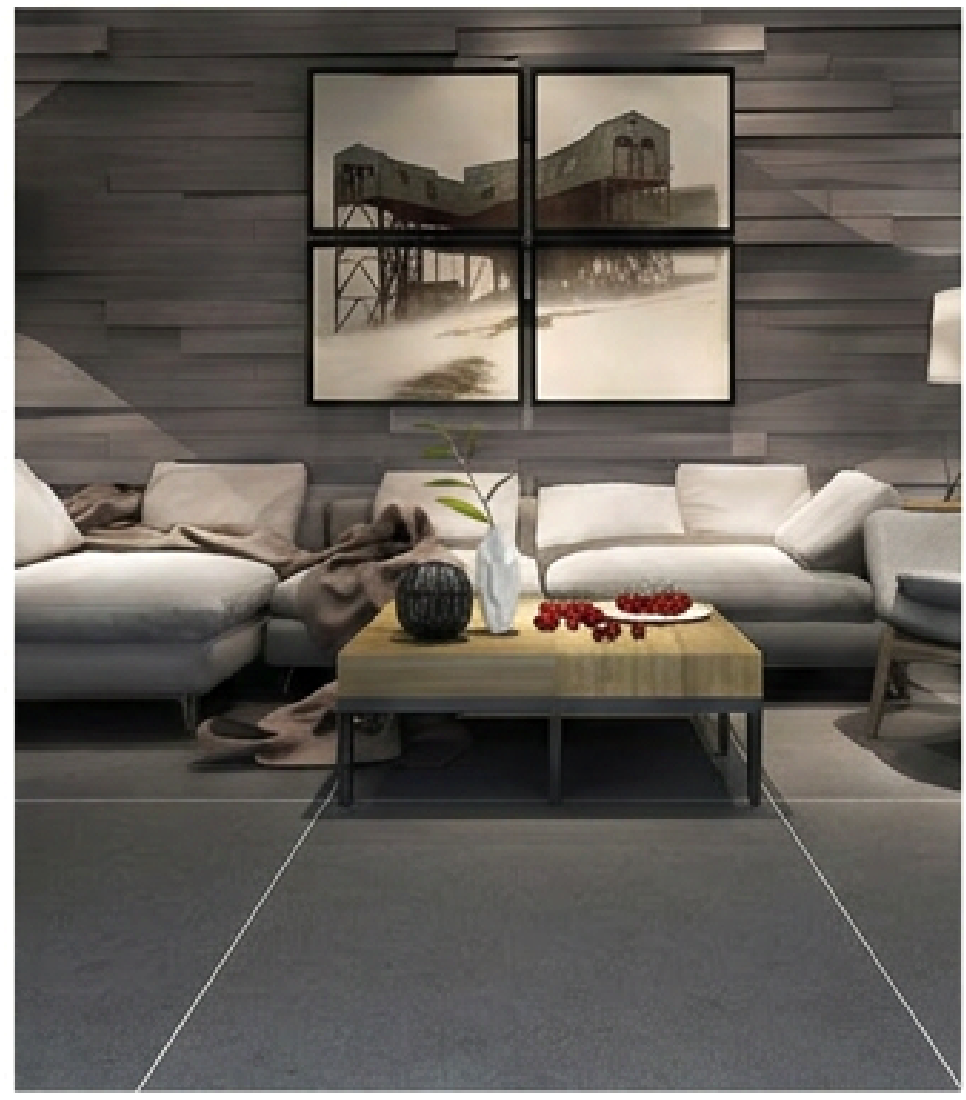
Size

600x600mm

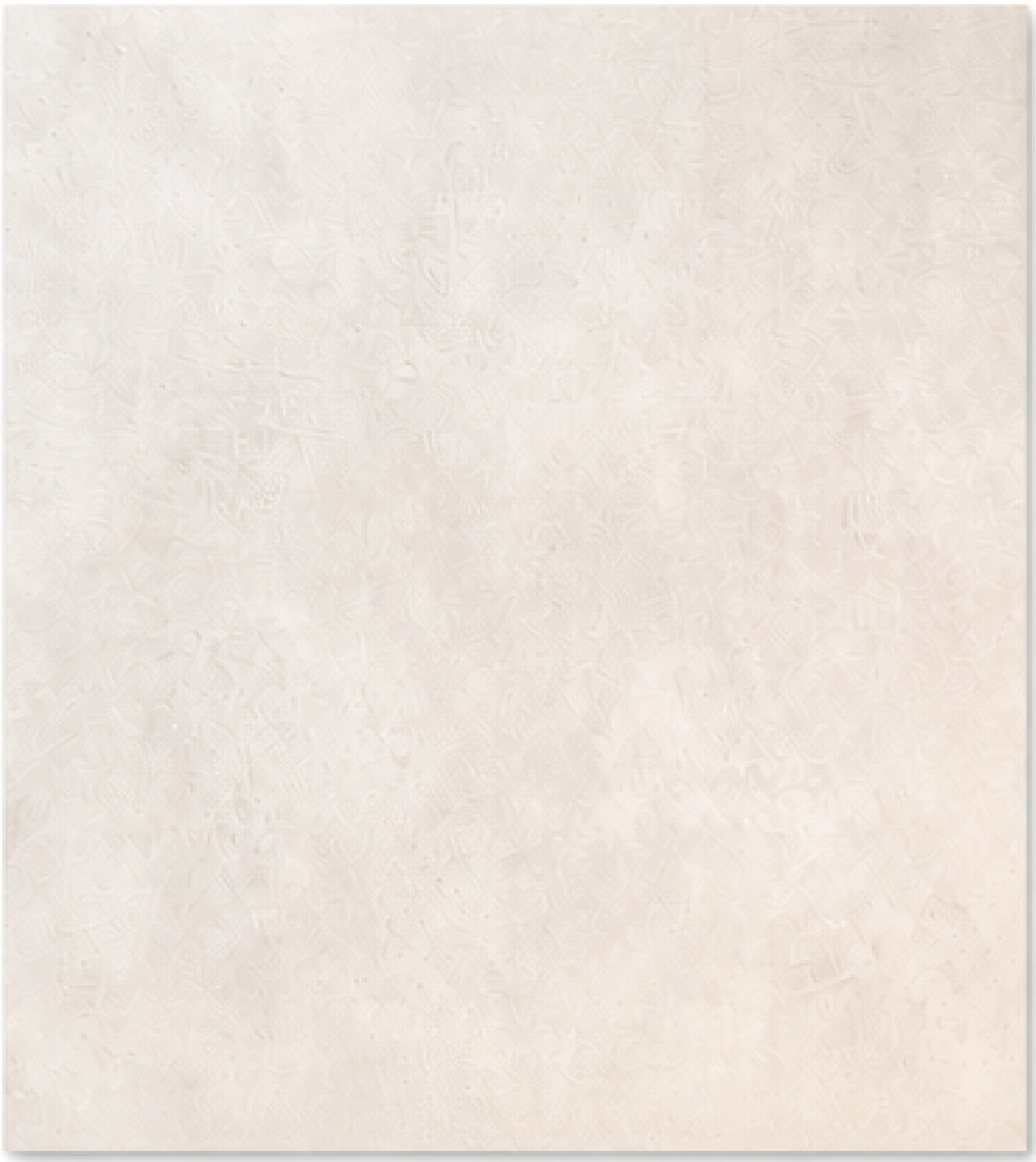
Finish

Natural Face

Application



NEWPEARL
TILES LIMITED



Code

GF-DI1U60101

Size

600x600mm

Finish

Matt

Application



NEWPEARL
TILES LIMITED



Code

GF-DI1U60104

Size

600x600mm

Finish

Matt

Application



NEWPEARL
TILES LIMITED



Code

GF-DI1U60106

Size

600x600mm

Finish

Matt

Application



NEWPEARL
TILES LIMITED



Code

GF-DIP1T60264

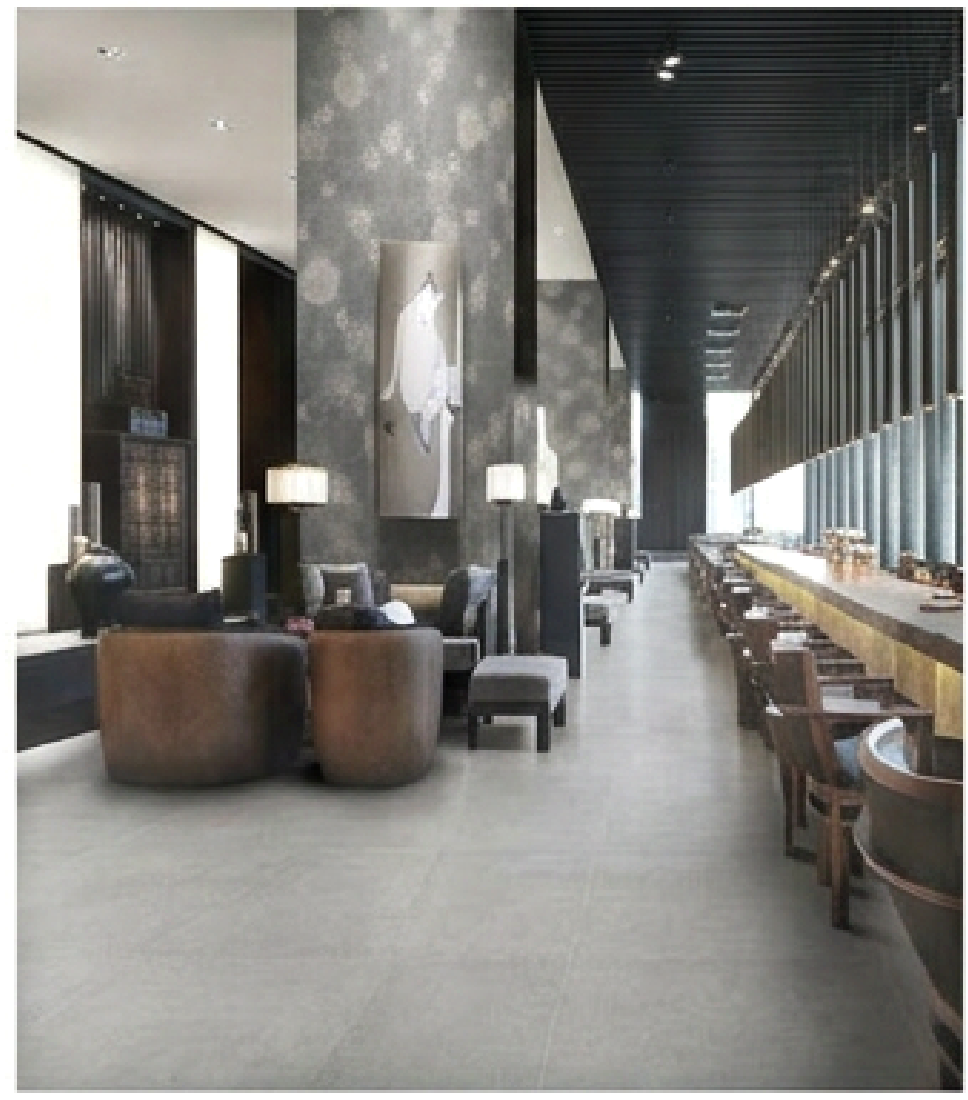
Size

600x600mm

Finish

Natural Face

Application



NEWPEARL
TILES LIMITED



Code

GF-DIP1T60416

Size

600x600mm

Finish

Natural Face

NEWPEARL
TILES LIMITED



Code

GF-L66014

Size

600x600mm

Finish

Natural Face

Application



NEWPEARL
TILES LIMITED



Code

GF-VD66401

Size

600x600mm

Finish

Natural Face

Application



NEWPEARL
TILES LIMITED



Code

GF-Z60301

Size

600x600mm

Finish

Matt

Application



NEWPEARL
TILES LIMITED



Code

GF-Z60302

Size

600x600mm

Finish

Matt

Application



NEWPEARL
TILES LIMITED



Code

GF-L66015

Size

600x600mm

Finish

Natural Face

Application



NEWPEARL
TILES LIMITED



Code

LF-DI1U60038-A

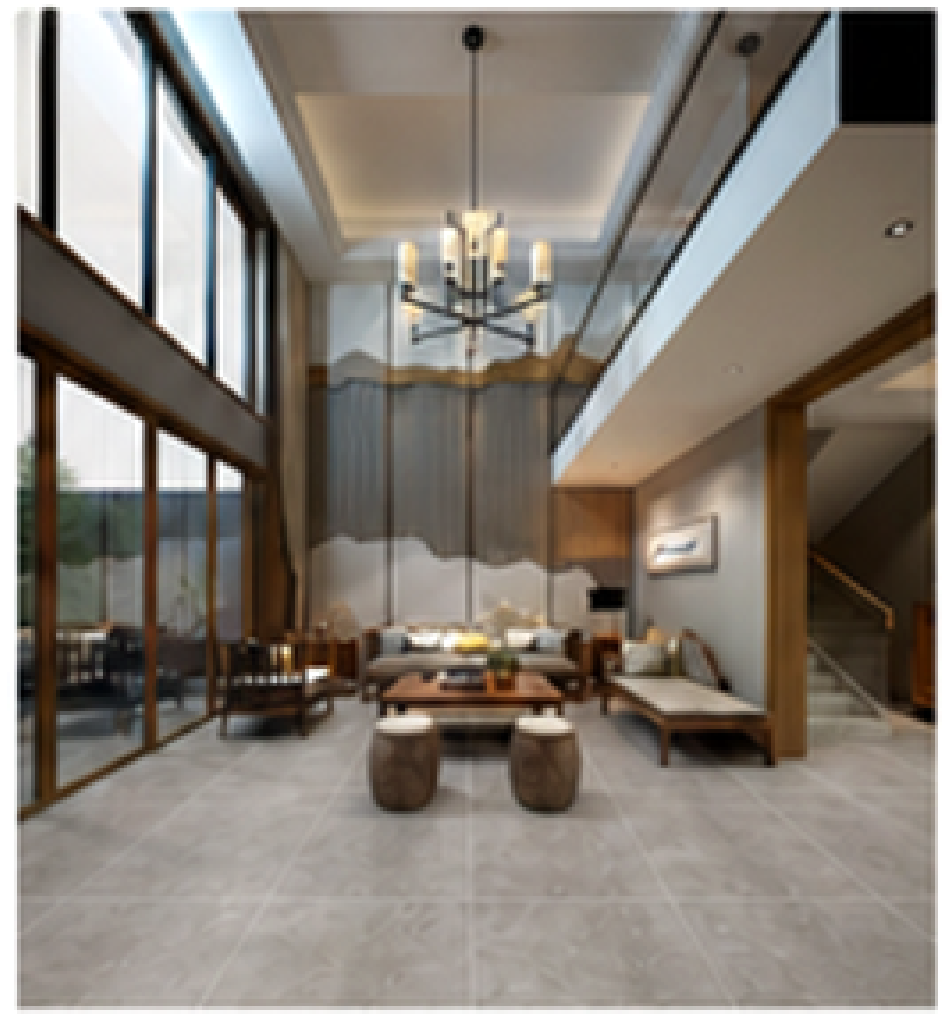
Size

600x600mm

Finish

Natural Face

Application



NEWPEARL
TILES LIMITED

Code

GF-B60405

Size

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Finish

Natural Face

Application



NEWPEARL
TILES LIMITED



Code

GF-DI1T60013

Size

600x600mm

Finish

Natural Face

Application



NEWPEARL
TILES LIMITED



Code

GF-DI1T60016

Size

600x600mm

Finish

Matt

Application



NEWPEARL
TILES LIMITED

Code

GF-JB601

Size

600x600mm

Finish

Matt

Application



NEWPEARL
TILES LIMITED



Code

GF-JB603

Size

600x600mm

Finish

Matt

Application



NEWPEARL
TILES LIMITED



Code

GF-JB604

Size

600x600mm

Finish

Matt

Application



NEWPEARL
TILES LIMITED



Code

GF-JB605

Size

600x600mm

Finish

Matt

NEWPEARL
TILES LIMITED



Code

GF-JB606

Size

600x600mm

Finish

Matt

Application



NEWPEARL
TILES LIMITED



Code

LF-DI1U60036-A

Size

600x600mm

Finish

Natural Face

Application



NEWPEARL
TILES LIMITED



Code

LF-DI1U60037-A

Size

600x600mm

Finish

Natural Face

Application



NEWPEARL
TILES LIMITED



Code

LF-DIP1T60007-A

Size

600x600mm

Finish

Natural Face

Application



NEWPEARL
TILES LIMITED



Code

LF-DIP1T60011

Size

600x600mm

Finish

Natural Face

Application



NEWPEARL
TILES LIMITED

Code

NPA-SM-68009

Size

600x600mm

Finish

Matt P4

Face

NEWPEARL
TILES LIMITED



Code

NPA-SM-68009

Size

600x600mm

Finish

Matt P4

Face



NEWPEARL
TILES LIMITED



Code

SF-C60145

Size

600x600mm

Finish

Natural Face

Application



NEWPEARL
TILES LIMITED



Code

SF-C60455

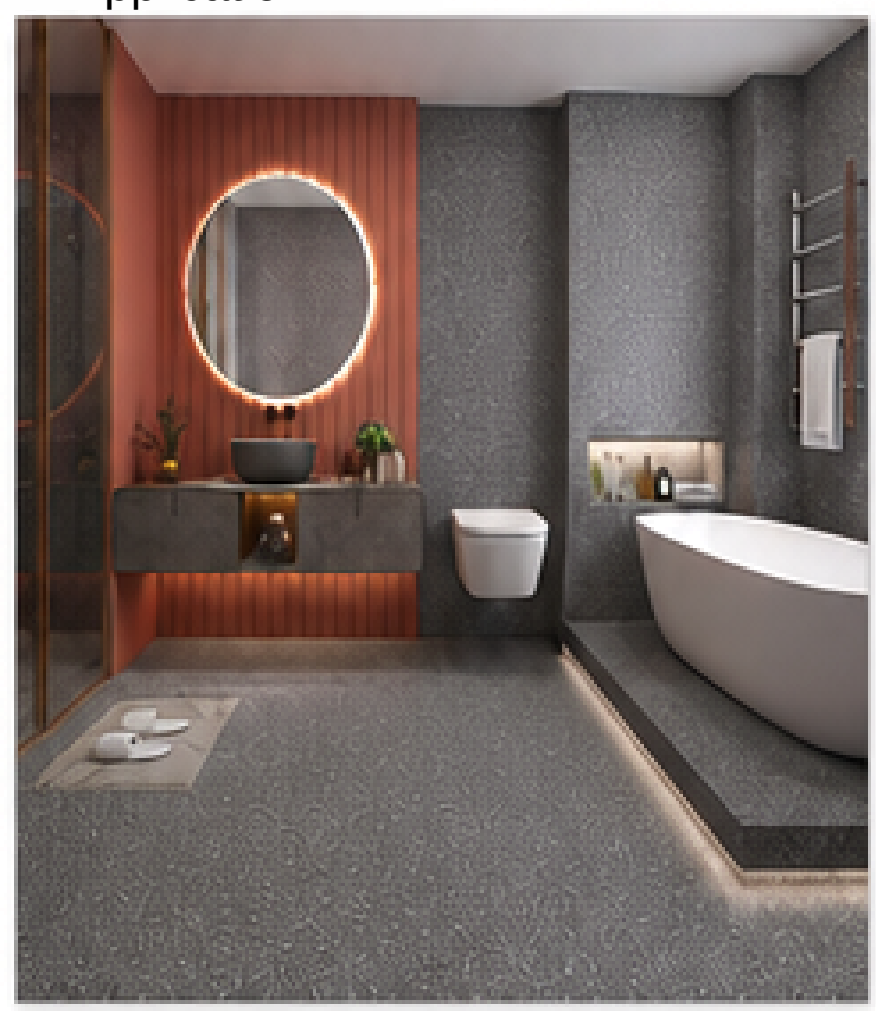
Size

600x600mm

Finish

Natural Face

Application



NEWPEARL
TILES LIMITED



Code

SF-C60815

Size

600x600mm

Finish

Natural Face

Application



NEWPEARL
TILES LIMITED



Code

SF-DI1T60452

Size

600x600mm

Finish

Natural Face

Application



NEWPEARL
TILES LIMITED



Code

SF-DI1U60775

Size

600x600mm

Finish

Matt

Application



NEWPEARL
TILES LIMITED



Code

SF-JC60432

Size

600x600mm

Finish

Matt

Application



NEWPEARL
TILES LIMITED



Code

VF-DI1T60111

Size

600x600mm

Finish

Matt

Application



NEWPEARL TILES

GUAN ZHU

OUTDOOR



NEWPEARL
TILES LIMITED



Code

K0606528DAZ

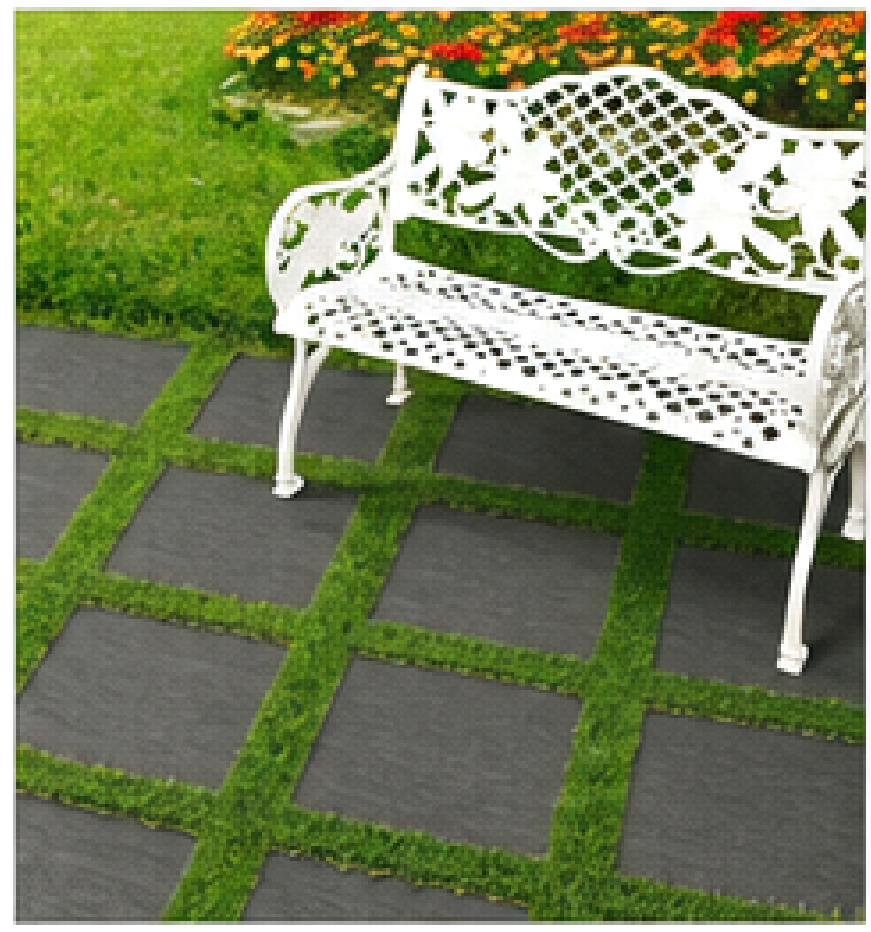
Size

600x600mm

Finish

Matt P4

Application



NEWPEARL
TILES LIMITED



Code

K0606538DAZ

Size

600x600mm

Finish

Matt P4

Application



NEWPEARL TILES

GUAN ZHU

WOOD-LOOK TILES

NEWPEARL
TILES LIMITED



Code

915578

Size

900x150mm

Finish

Matt

NEWPEARL
TILES LIMITED



Code

915595

Size

900x150mm

Finish

Matt

NEWPEARL
TILES LIMITED



Code

GFWI1U122101

Size

1200x200mm

Finish

Matt

Application



NEWPEARL
TILES LIMITED



Code

GFWI1U122102

Size

1200x200mm

Finish

Matt

Application



NEWPEARL
TILES LIMITED



Code

GFWI1U122104

Size

1200x200mm

Finish

Matt

Application



NEWPEARL TILES

GUAN ZHU

300×800

NEWPEARL
TILES LIMITED



Code

83011

Size

300x800mm

Finish

Natural Face

Application



NEWPEARL
TILES LIMITED



Code

SF-U83500A

Size

300x800mm

Finish

Polished

Application



NEWPEARL TILES

GUAN ZHU

300×900

NEWPEARL
TILES LIMITED



Code

FTD93050T

Size

300x900mm

Finish

Polished

Face



Application



NEWPEARL TILES

GUAN ZHU

400×800

NEWPEARL
TILES LIMITED



Code

80014

Size

400x800mm

Finish

Polished

Application



NEWPEARL
TILES LIMITED



Code

80107

Size

400x800mm

Finish

Polished

Application



NEWPEARL
TILES LIMITED



Code

80113

Size

400x800mm

Finish

Polished

Application



NEWPEARL
TILES LIMITED



Code

80733

Size

400x800mm

Finish

Polished

Application



NEWPEARL
TILES LIMITED



Code

88007

Size

400x800mm

Finish

Polished

Application



NEWPEARL
TILES LIMITED

Code

88014

Size

400x800mm

Finish

Polished

Application



NEWPEARL
TILES LIMITED



Code

88015

Size

400x800mm

Finish

Polished

Application

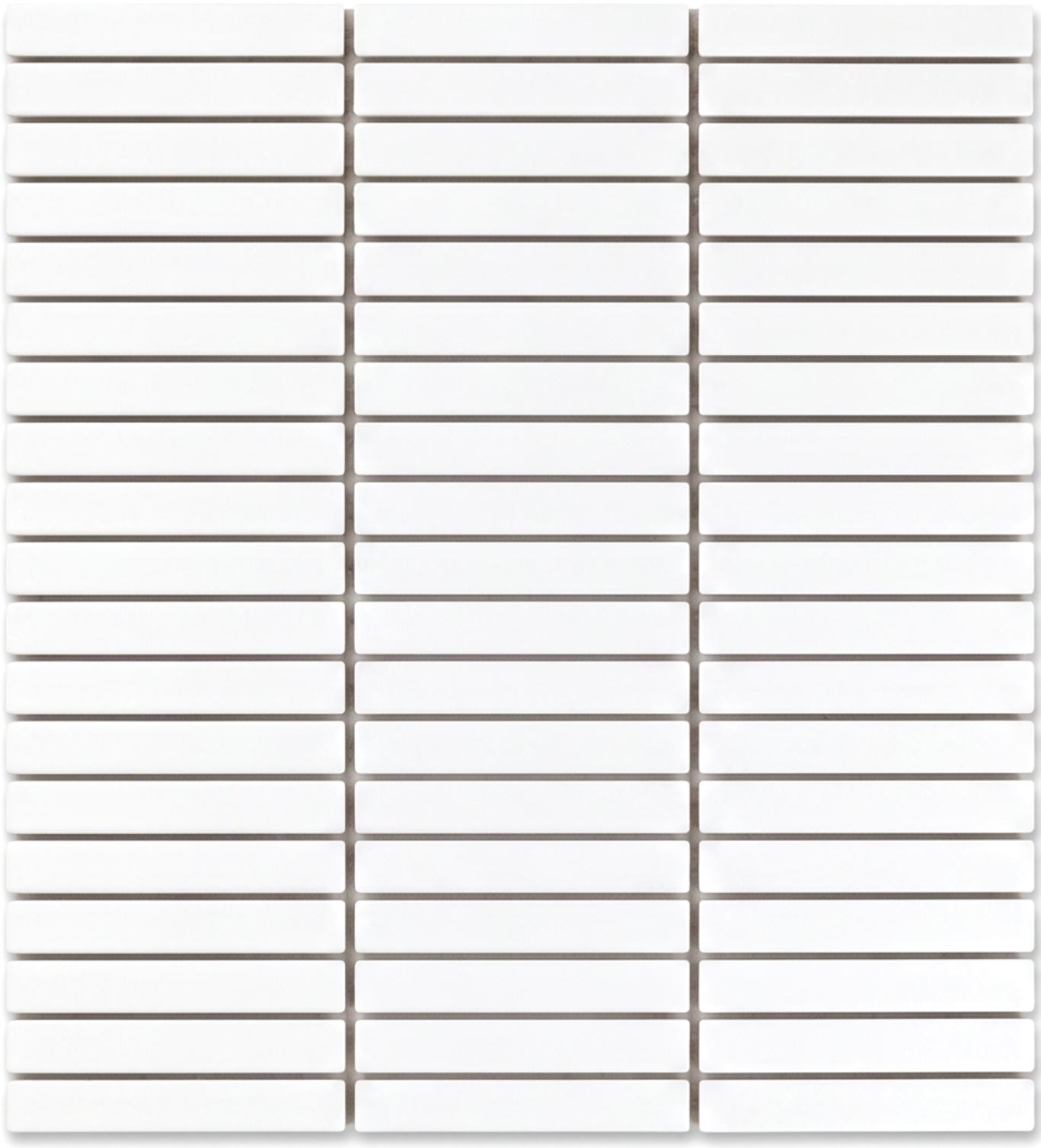


NEWPEARL TILES

GUAN ZHU

MOSAIC

NEWPEARL
TILES LIMITED



Code

FTDF12-0

Size

-

Finish

Matt

Application



NEWPEARL
TILES LIMITED



Code

FTDF12-1

Size

-

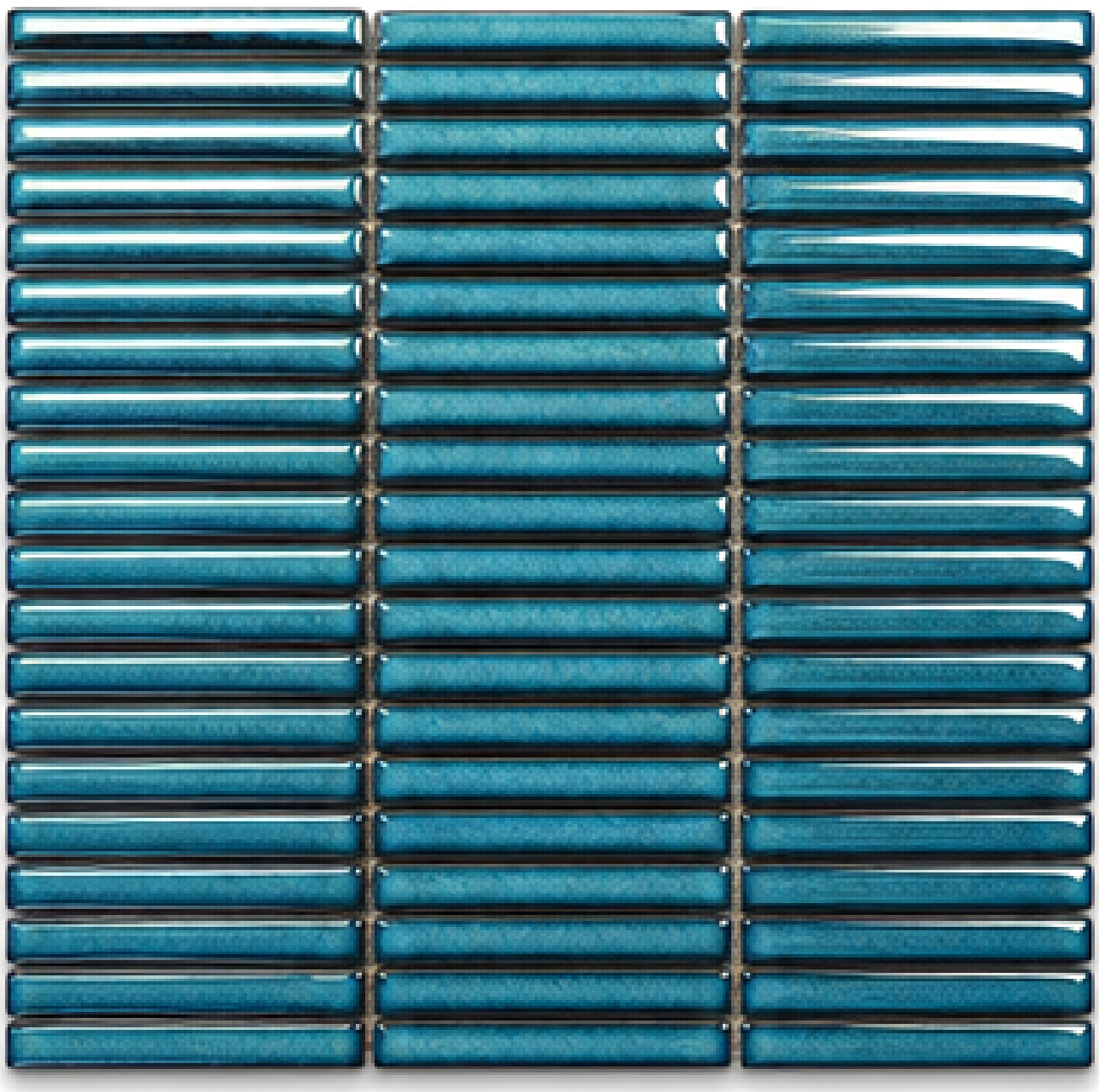
Finish

Polished

Application



NEWPEARL
TILES LIMITED



Code

FTDF12-8

Size

-

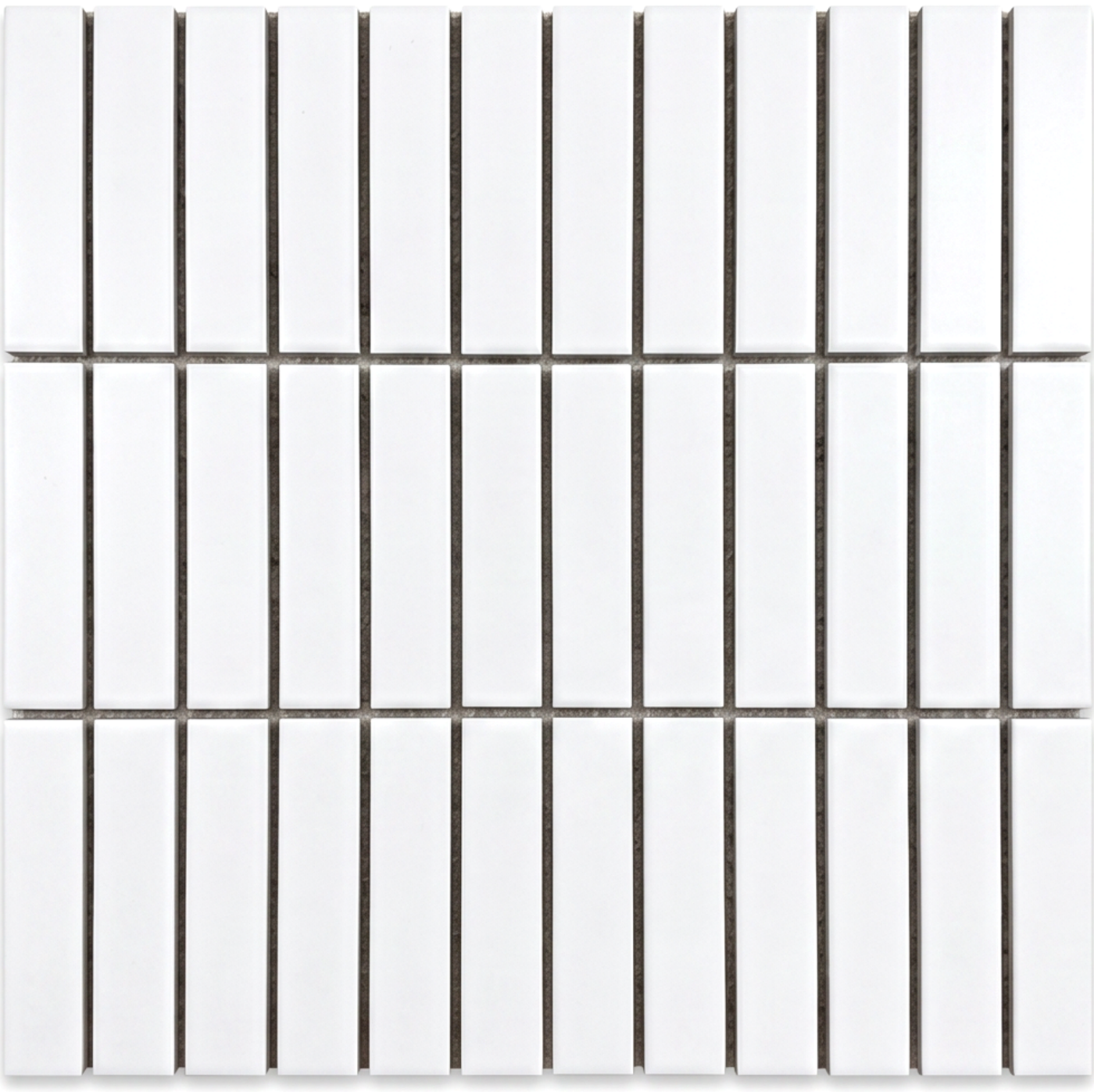
Finish

Polished

Application



NEWPEARL
TILES LIMITED



Code

FTDF2201

Size

-

Finish

Matt

Application

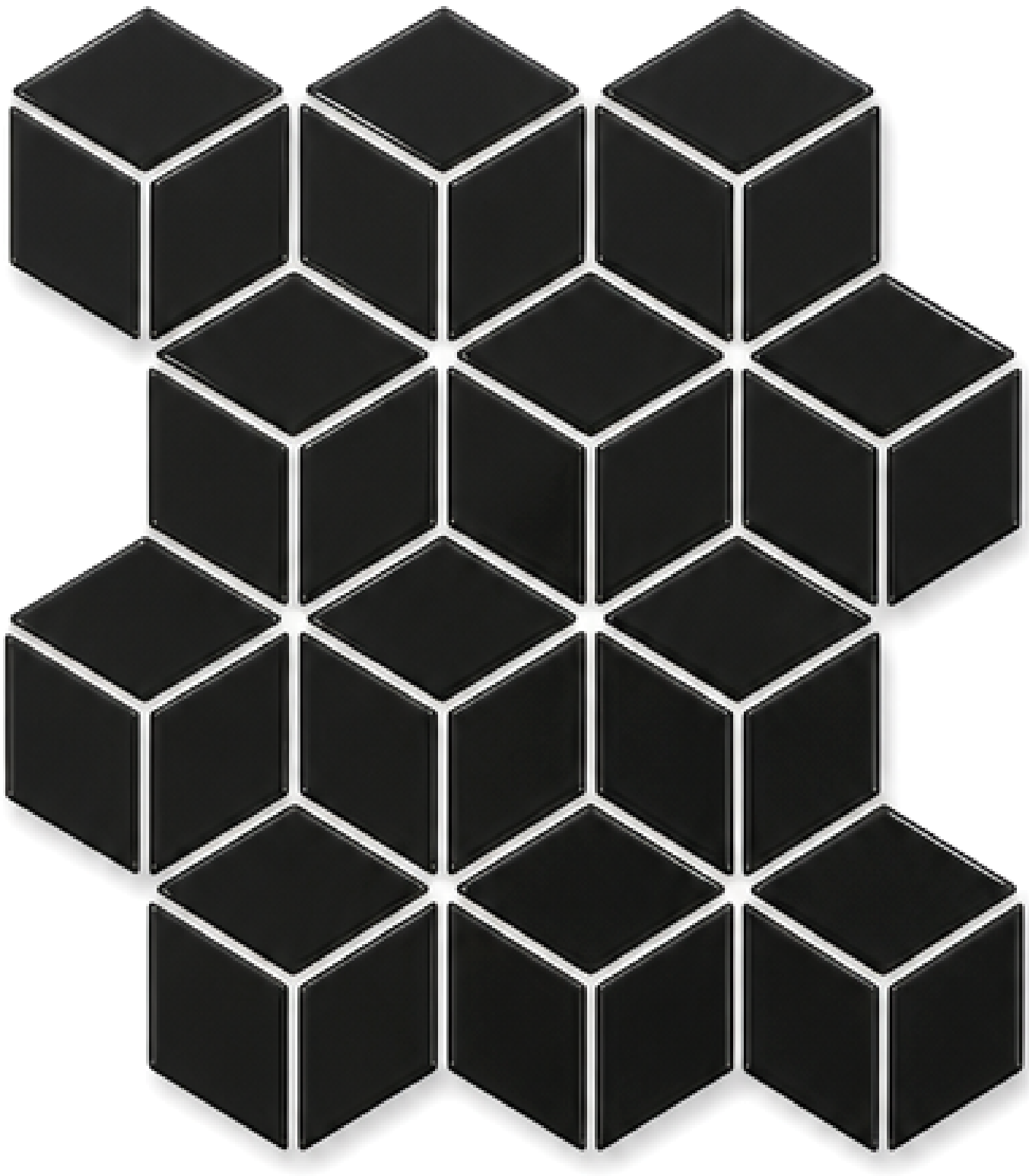


NEWPEARL TILES

GUAN ZHU

HEXAGON

NEWPEARL
TILES LIMITED



Code

FTDLD4810

Size

313x270mm

Finish

Matt

Application



NEWPEARL
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Code

GF-LHT2-2

Size

175x200mm

Finish

Matt

NEWPEARL
TILES LIMITED



Code

GF-LHT3-1

Size

175x200mm

Finish

Matt

NEWPEARL
TILES LIMITED



Code

GF-LHT3-2

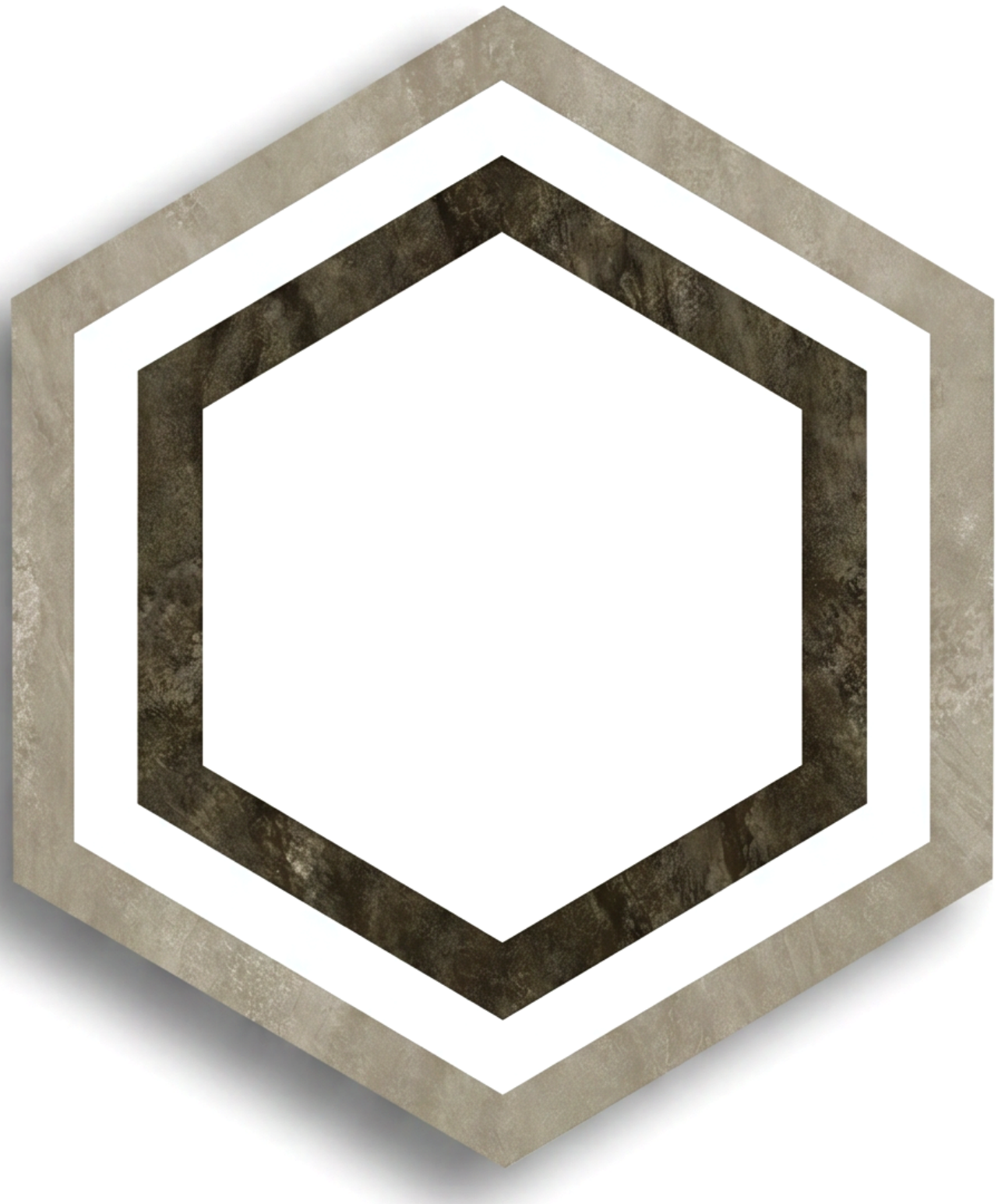
Size

175x200mm

Finish

Matt

NEWPEARL
TILES LIMITED



Code

GF-LHT3-3

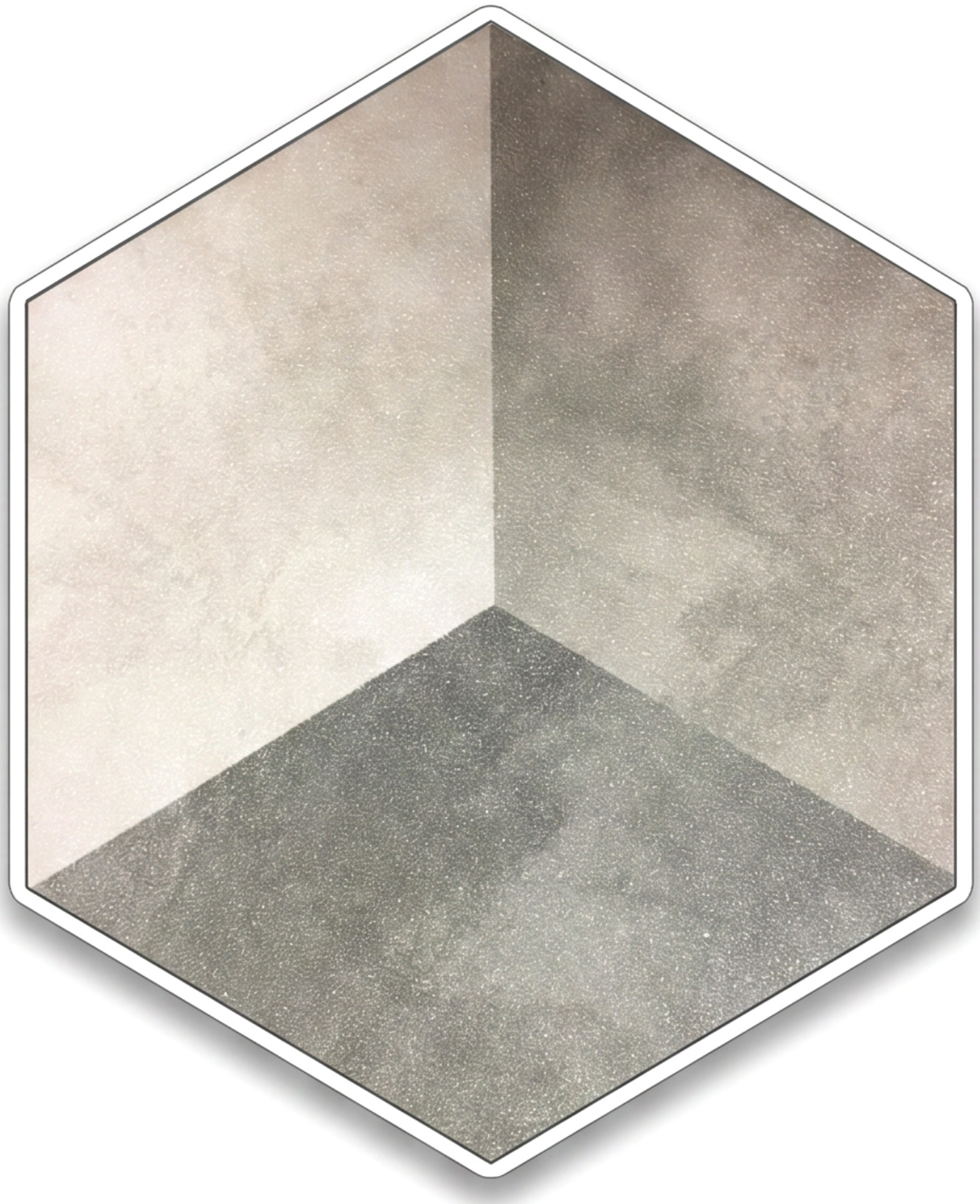
Size

175x200mm

Finish

Matt

NEWPEARL
TILES LIMITED



Code

SF-LHT1013

Size

175x200mm

Finish

Matt

NEWPEARL TILES

GUAN ZHU

STRAIGHT SIDE

NEWPEARL
TILES LIMITED



Code

FTD12GAW1

Size

100x200mm

Finish

Polished

Application



NEWPEARL
TILES LIMITED



Code

FTD730UAW1M

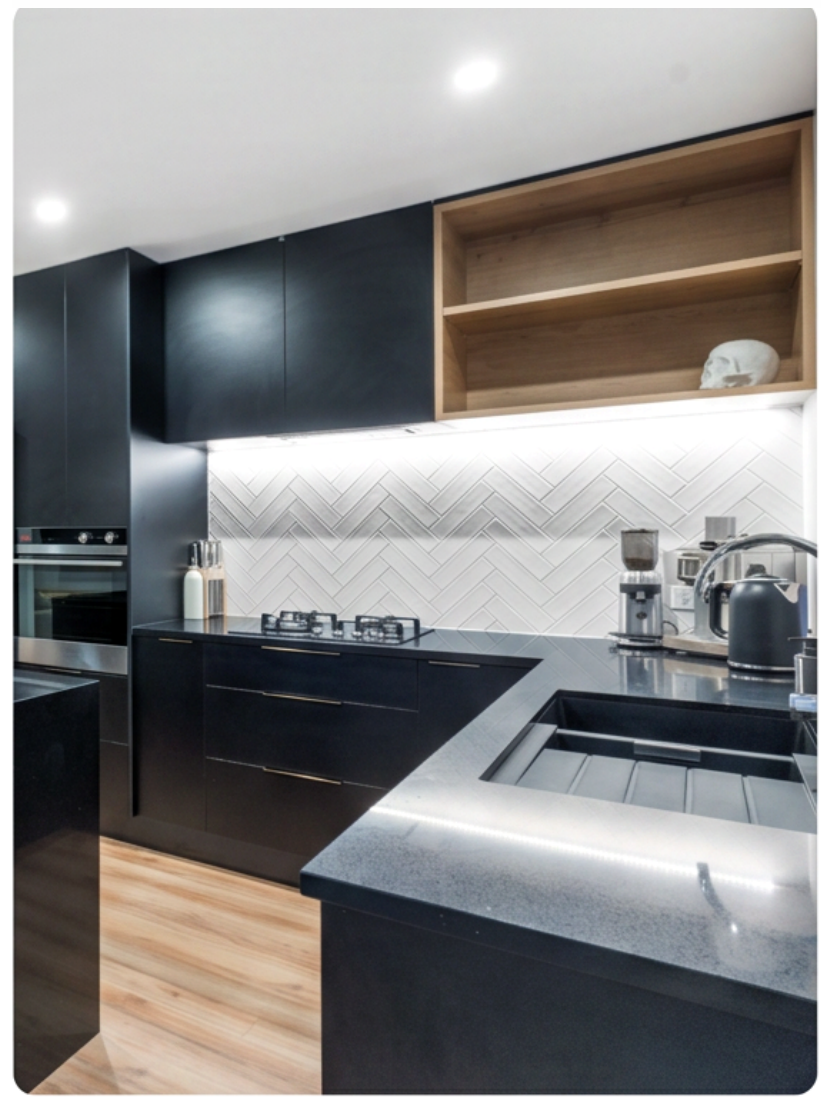
Size

75x300mm

Finish

Matt

Application



NEWPEARL
TILES LIMITED



Code

OF011

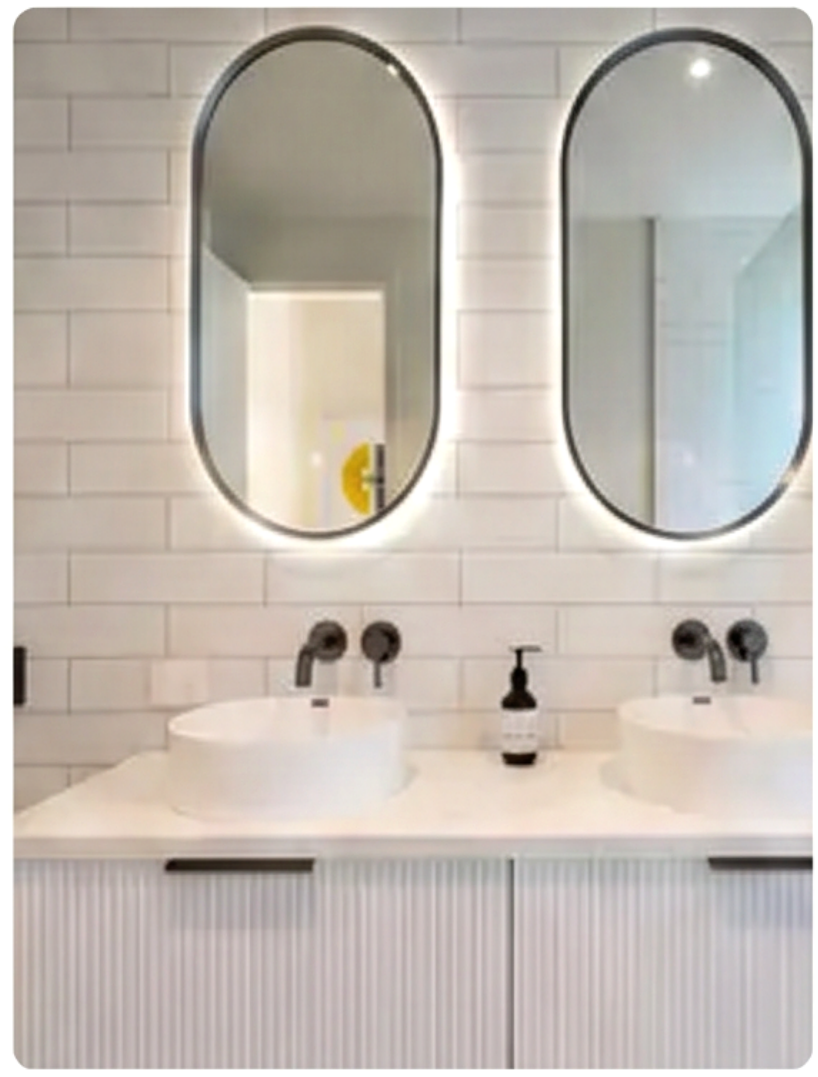
Size

100x300mm

Finish

Polished

Application



NEWPEARL TILES

GUAN ZHU

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