

Tile of Spain unveils “Time of Spain”, a promotional initiative for Spanish ceramic tiles

The project aims to cement the last days of February and first days of March as the time for Spanish ceramic tiles

ASCER has the support of ICEX and IVACE in organizing visits to Spain for international distributors and journalists

ASCER, along with the companies of the ceramic tile sector, has launched the “Time of Spain” project, a promotional initiative for the sector that will group several promotional actions at industry and company level celebrated between February and March, all under the same context under the Tile of Spain seal.

“Time of Spain” appears as an umbrella initiative to group collective and individual proposals by the Spanish ceramic tile manufacturers, with the objective of reinforcing and increasing the visibility of the international promotion of the sector, in these key dates of the calendar.

The project will feature different promotional tools, such as a specific website with information on each company, with filters and activity schedules, as well as a communication and broadcast campaign on social media.

This framework will also be the background for the celebration of events like the international Tile of Spain press conference, the Tile of Spain Awards ceremony, and the presentation of ceramic trends and the new releases of the companies.

In the context of Time of Spain there will also be several visits organized to Castellón: an international press visit with the support of ICEX, and two distribution visits from USA (last week of February) and UK (first week of March) with the support of IVACE.

“Time of Spain” seeks to consolidate the last days of February and first days of March in the calendars of distributors, architects, interior designers and journalists as the key dates to know the new releases of the Spanish ceramic tiles sector.

ASCER/Tile of Spain wants “Time of Spain” to be a flexible and ever-evolving framework, able to incorporate sectorial trade fairs as well as other promotional activities developed on the companies’ showrooms and headquarters, strengthening a coordinated promotional strategy and adapted to the new dynamics of the market.

january

february

march

april

may

june

july

august

september

october

november

december

[Time
of Spain]

Feb | Mar 26
Save the date!

A new ceramic
experience is coming
Stay tuned...

