



WHITE HORSE
C E R A M I C

*Ultimate Quality,
Timeless Design*

PORCELAIN COLLECTION



Factory

H.O.

MALAYSIA **WHITE HORSE CERAMIC INDUSTRIES SDN BHD**

HEAD OFFICE / FACTORY

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81700 Johor, Malaysia.
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F (60 7) 251 8222
E whcisb@whitehorse.com.my

FACTORY 2

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81700 Pasir Gudang, Johor, Malaysia.
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F (60 7) 256 3757

TAIWAN

WHITE HORSE CERAMIC CO., LTD.

OFFICE / FACTORY

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E whitehorse@whitehorse.com.tw

VIETNAM

WHITE HORSE CERAMIC INDUSTRIES (VIETNAM) CO., LTD.

OFFICE / FACTORY

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T (84) 6493 2355
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E whvn@vnn.vn

Overseas Office & Showroom

INDONESIA

PT. WH CERAMIC INDONESIA

JAKARTA OFFICE

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E enquiry@whceramic.co.id

MEDAN OFFICE

Jalan Pulau Nias Utara (simpang Jl. Pulau Sebir),
Kawasan Industri Medan Tahap II Medan,
Sumatera Utara, Indonesia.
T (62 61) 687 1833
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E enquiry_mdn@whceramic.co.id

SURABAYA OFFICE

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Waru, Sidoarjo, Indonesia.
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F (62 31) 853 3797

AUSTRALIA

WHITE HORSE CERAMIC (AUSTRALIA) PTY LTD

Unit 5, 126-130 Compton Road,
Underwood, QLD 4119 Australia.
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F (61 7) 3209 4721
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CAMBODIA

WHITE HORSE CERAMIC (CAMBODIA) LTD

No. 40 ABC - 1st floor, Mao Tse Tong Blvd,
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Khan Chamkar Morn,
Phnom Penh, Cambodia.
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F (855 23) 727 524
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CHINA

WHITE HORSE CERAMIC INDUSTRIES FOSHAN REPRESENTATIVE OFFICE

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Changcheng District, Foshan City,
Guangdong, China Ceramics City, China.
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F (86 757) 8277 5253

PHILIPPINES

WHITE HORSE CERAMIC (PHILIPPINES) INC.

LIETZ Industrial Complex
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SLEX Paranaque City, 1700 Philippines.
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F (63 2) 821 2135
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SINGAPORE

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No.1 Sungei Kadut Way, Ceramic World,
Singapore 728770.
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F (65) 6269 0055
E enquiry@whitehorse.com.sg

THAILAND

WHITE HORSE CERAMIC (THAILAND) LTD

34/9 Moo 13, Bangna-Trad km.12 Rd.,
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Samutprakan 10540, Thailand.
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E enquiry@whitehorse.co.th

India Branch Office

MUMBAI OFFICE

WHITE HORSE CERAMIC

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Company Profile

2010

Gained a growing presence with global office worldwide

A Brand with a Heritage

1947

Manufactured red bricks, clay roof tiles, crockery, mosaic tiles, glazed tiles & homogeneous tiles

1992

White Horse Ceramic Industries Sdn Bhd in Malaysia was established

1999

White Horse Malaysia was listed on the Main Board of the Malaysia Kuala Lumpur Stock Exchange

Over 50 years of experience shows through in every shade of colour and in every Ceramic tile that White Horse has ever created, a testimony of our efforts at bringing quality to the ceramic tile industry. In addition to offices and manufacturing facilities in Malaysia, Taiwan and Vietnam, White Horse has global distributing offices cum warehouses around the world.

White Horse *Today* Recognized as one of the leading ceramic tile manufacturers in the Asia-Pacific region
worldwide office in 11 countries & in 30 countries Distributor network



Corporate Headquarters



Malaysia Factory



Vietnam Factory



Taiwan Factory

Our Awards speak for themselves



WORLD RENOWNED FOR QUALITY & STYLE

Production Capacity

55 million square metres per annum combined production capacity of White Horse Malaysia, Taiwan and Vietnam
150,000 square meters per day



OUR VISION

White Horse production capacity will reach

115 million square metres per annum in the near future
300,000 square meters per day

DIGITAL
Inkjet Printing Technology

*advanced digitized
design solutions*

"i-designer"
*innovative 3D
computer technology*



LOOS Series

Matt Finished

600 x 600 mm



HD60001



HD60002



HD60003



HD60004



DIGITAL
Inkjet Printing Technology

SIZE (cm)	CARTONS			PALLETS		
	PCS	M ²	KG	CTNS	M ²	KG
60 x 60	4	1.44	36.16	32	46.08	1,180.12

EBANIS Series

Structure Natural Wood Finished

600 x 600 mm



HD60101



HD60102



HD60102



HD60104



MULTIPLE DESIGNS,
COLOURS AND
STRUCTURES IN EVERY
TILE WHICH REPLICATE
THE BEAUTY OF NATURAL
WOOD AND GIVE IT
AN ELEGANT LOOK.

SIZE (cm)	CARTONS			PALLETS		
	PCS	M ²	KG	CTNS	M ²	KG
60 x 60	4	1.44	36.16	32	46.08	1,180.12



HD95112



HD95113



HD95114



HD95115



HD95116



HD95117



HD93112



HD93113



HD93114



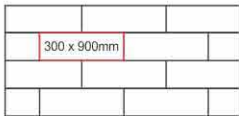
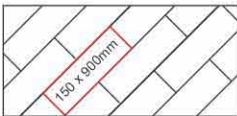
HD93115



HD93116



HD93117





HD60105



HD60106



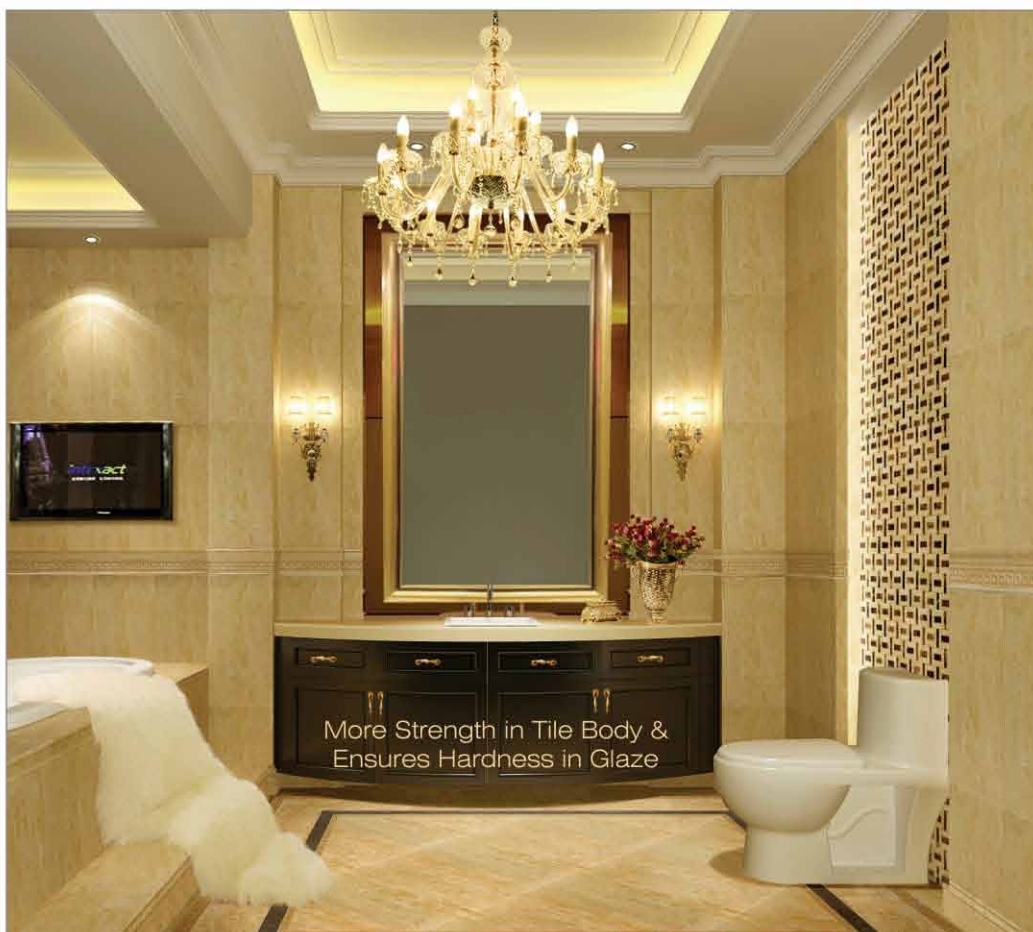
HD60107



HD60108

DIGITAL
Inkjet Printing Technology

MULTIPLE DESIGNS,
COLOURS AND
STRUCTURES IN EVERY
TILE WHICH REPLICATE
THE BEAUTY OF NATURAL
STONE AND GIVE IT
AN ELEGANT LOOK.



HD36105



HD36106

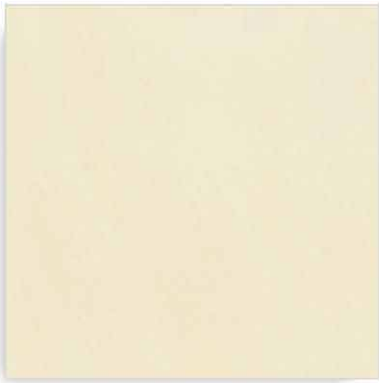


HD36107



HD36108

SIZE (cm)	CARTONS			PALLETS		
	PCS	M ²	KG	CTNS	M ²	KG
60 x 60	4	1.44	36.16	32	46.08	1,180.12
30 x 60	8	1.44	36.16	32	46.08	1,180.12



DCR66610N



DCR66611N



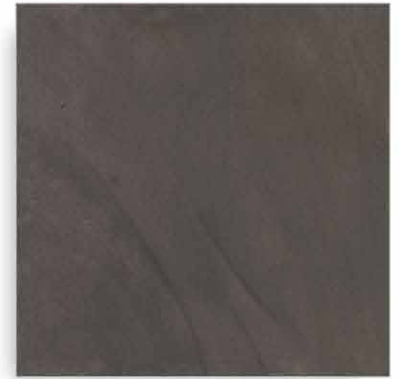
DCR66612N



DCR66617N



DCR66618N



DCR66619N



DCR36610N



DCR36611N



DCR36612N



DCR36617N



DCR36618N



DCR36619N

SIZE (cm)	CARTONS			PALLETS		
	PCS	M ²	KG	CTNS	M ²	KG
60 x 60	4	1.44	36.24	32	46.08	1159.68
30 x 60	5	1.44	36.24	32	46.08	1159.68



H60001



H60002



H60003



H60004



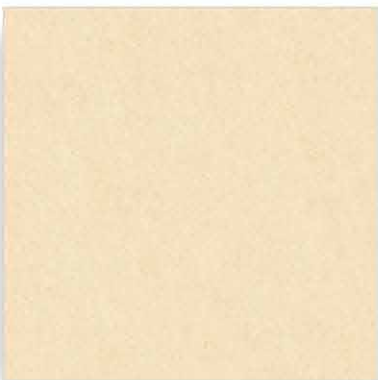
H60005



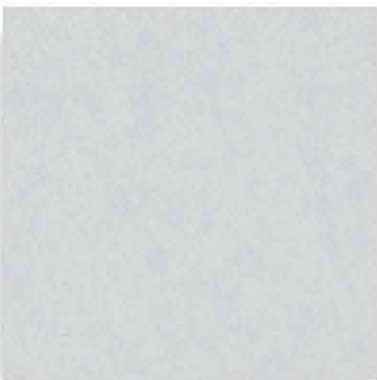
SIZE (cm)	CARTONS			PALLET		
	PCS	M ²	KG	CTNS	M ²	KG
60 x 60	4	1.44	34.59	32	46.08	1,129.88



H60011



H60012



H60013



More Strength in Tile Body & Ensures Hardness in Glaze

SIZE (cm)	CARTONS			PALLET		
	PCS	M ²	KG	CTNS	M ²	KG
60 x 60	4	1.44	34.59	32	46.08	1,129.88

AMARALINA *Series*

Matt Finished Glazed Vitrified Tiles

600 x 600 mm



H60014



H60015



H60016



H60017



H60018



H60019

URBAN *Series*

Matt Finished Glazed Vitrified Tiles

600 x 600 mm



H80002



H80003



H80004



H80005



SIZE (cm)	CARTONS			PALLETS		
	PCS	M²	KG	CTNS	M²	KG
80 x 80	2	1.28	34.56	27	34.56	956.12

CASTANHO *Series*

Matt Finished Glazed Vitrified Tiles

600 x 600 mm



H60020



H60021



H60022



DAMASCO *Series*

Matt Finished Glazed Vitrified Tiles

600 x 600 mm



H60028



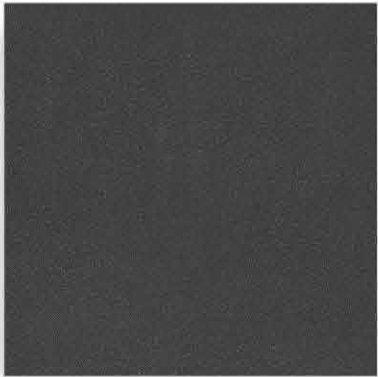
H60030

SIZE (cm)	CARTONS			PALLET		
	PCS	M ²	KG	CTNS	M ²	KG
60 x 60	4	1.44	34.59	32	46.08	1,129.88

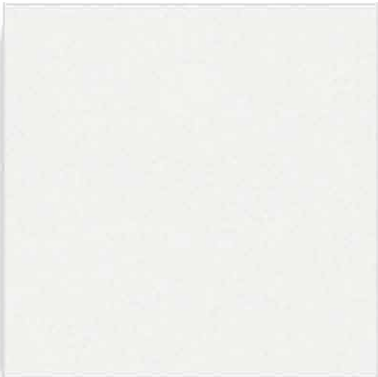
LEATHER Series

Semi Polished Glazed Vitrified Tiles

600 x 600 mm



H60032PG



H60034P

MICA Series

Semi Polished Glazed Vitrified Tiles

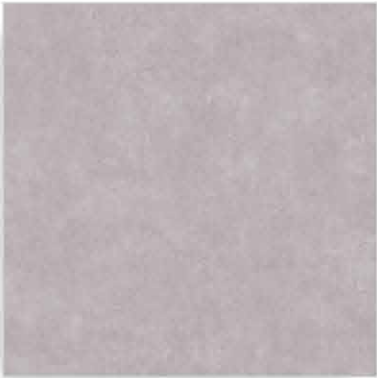
600 x 600 mm



H60035PG



H60036PG



H60037PG



SIZE (cm)	CARTONS			PALLETS		
	PCS	M²	KG	CTNS	M²	KG
60 x 60	4	1.44	34.59	32	46.08	1,129.88

EBENEZER *Series*

Matt Finished Glazed Vitrified Tiles

300 x 600 mm



H63023



H63024



L63500



L63501



L63502



H63022



H63020



H63021



HI63022



HI63021



HI63020



ALSINEA *Series*

Rustic Finished Glazed Vitrified Tiles

300 x 600 mm



H63025



H63026



H63027



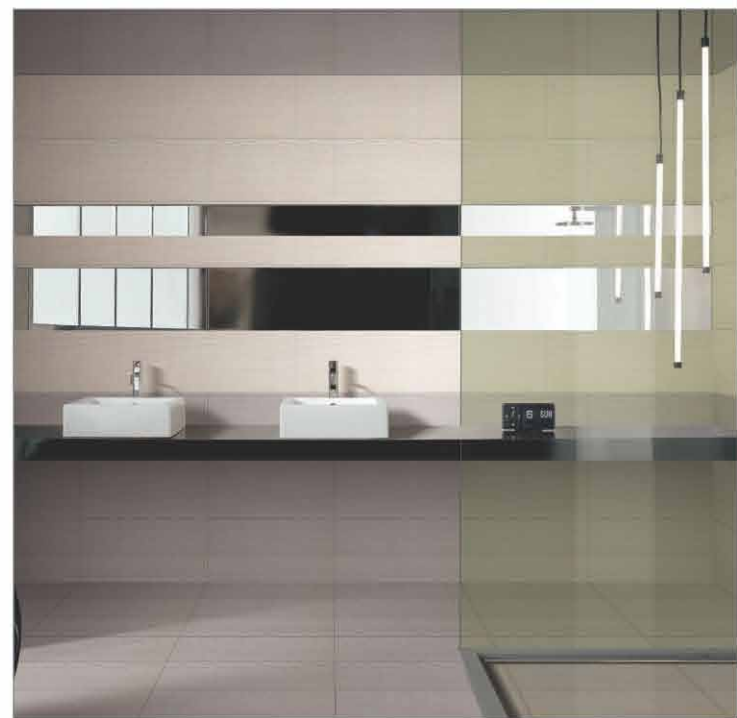
H63028



H63029



H63030



HI63025



HI63026



HI63028

SIZE (cm)	CARTONS			PALLETS		
	PCS	M ²	KG	CTNS	M ²	KG
30 x 60	6	1.08	22.58	84	90.72	1,919.72

GOTTICA *Series*

Rustic Finished Glazed Vitrified Tiles

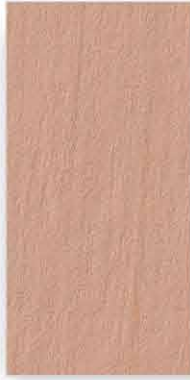
300 x 600 mm



H63031



H63032



H63033



H63034



H63035



H63036



L63500



L63501



L63502



HI63031



HI63032



HI63034



VELVET *Series*

Rustic Finished Glazed Vitrified Tiles

300 x 600 mm



H63037



H63038



H63040



H63041

SIZE (cm)	CARTONS			PALLET		
	PCS	M ²	KG	CTNS	M ²	KG
30 x 60	6	1.08	22.58	84	90.72	1,919.72
15 x 30	20	0.90	14.60	90	81.00	1,337.00
2 x 60	45	0.54	10.73	64	34.56	709.72

DL66661



Polished
80 x 80cm, 60 x 60cm, 30 x 60cm, 30 x 30cm

Natural
60 x 60cm, 30 x 60cm, 30 x 30cm

Rustic
30 x 60cm

DL66664



Polished
80 x 80cm, 60 x 60cm, 30 x 60cm, 30 x 30cm

Natural
60 x 60cm, 30 x 60cm, 30 x 30cm

Rustic
30 x 60cm



DL66667



Polished
60 x 60cm, 30 x 60cm, 30 x 30cm

Natural
30 x 60cm, 30 x 30cm

Rustic
30 x 60cm

DL66662



Polished
80 x 80cm, 60 x 60cm, 30 x 60cm, 30 x 30cm

Natural
60 x 60cm, 30 x 60cm, 30 x 30cm

Rustic
30 x 60cm



DL66666



Polished
80 x 80cm, 60 x 60cm, 30 x 60cm, 30 x 30cm

Natural
60 x 60cm, 30 x 60cm, 30 x 30cm

Rustic
30 x 60cm

DL66670



Polished
80 x 80cm, 60 x 60cm, 30 x 60cm, 30 x 30cm

Natural
60 x 60cm, 30 x 60cm, 30 x 30cm

Rustic
30 x 60cm

SIZE (cm)	CARTONS			PALLETS		
	PCS	M ²	KG	CTNS	M ²	KG
30 x 30 (POLISHED)	11	0.99	16.21	72	71.28	1,190.12
30 x 30 (NATURAL)	15	1.35	27.46	72	97.20	2,000.12
30 x 60 (POLISHED)	6	1.08	21.20	56	60.48	1,210.12
30 x 60 (NATURAL)	6	1.08	22.46	84	90.72	1,909.64
30 x 60 (RUSTIC)	6	1.08	21.63	84	90.72	1,839.92
60 x 60 (POLISHED)	3	1.08	23.18	40	43.20	950.20
60 x 60 (NATURAL)	3	1.08	27.00	40	43.20	1,103.00
80 x 80 (POLISHED)	2	1.28	31.52	31	39.68	1,000.12



60000PL



60001PL



HMP60003



HMP60004



HMP60013G



HMP60014G



HMP60016G



HMP60017G



HMP60020G



HMP60022G



HMP60100



HMP60101



HMP60102



HMP60600



HMP60601



HMP60602

COLOUR CHART *Series*

Matt Finished Homogenous Tiles

200x200 mm/ 300 x 300 mm



7



8



9



11



12



13



15



16



20



27



28



30



33



36



37



40



50



51



52



53



55

More Strength in Tile Body &
Ensures Hardness in Glaze

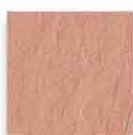
PARADOX *Series*

Matt Finished Homogenous Tiles

200x200 mm/ 300 x 300 mm



H30139



H30140



H30141



H30142



H30143



H30144



H30146



H30147



H30148



H30149



H30150

BELA *Series*

Matt Finished Homogenous Tiles

200x200 mm/ 300 x 300 mm



H30018



H30019



H30020



H30021



TILE STANDARGS

PORCELAIN TILES

PHYSICAL PROPERTIES	ISO 13006 Standard	White Horse Tiles (Test Result by Singapore PSB/ Malaysia SIRIM)
Dimension		
• Length and Width	±0.6%	Passed
• Thickness	±5%	Passed
Straightness of Sides	±0.5%	Passed
Rectangularity	±0.5%	Passed
Flatness of Surface		
• Centre Curvature	±0.5%	Passed
• Edge Curvature	±0.5%	Passed
• Warpage	±0.5%	Passed
Scratch Hardness of Surface	Not less than 6 on moh's scale	≥ 7 (passed)
Resistance to Deep Abrasion	<u>Grade Classification</u> Extra Heavy Duty : Maximum 130mm ³	117mm ³
Modulus of Rupture	<u>Grade Classification</u> Extra Heavy Duty : Minimum 35N/mm ²	Average 63N/mm ² Individual Minimum 56N/mm ²
Water Absorption	<u>Grade Classification</u> Extra Heavy Duty : Maximum 0.5%	Average 0.07% Individual Maximum 0.10%
Chemical Resistance • 70% v/v Sulphuric Acid Solution • 20% m/v Potassium Hydroxide Solution	Macroscopic surface examination shall not reveal any visible changes	Passed Passed
Colour Fastness	No colour change shall be detectable after exposure to Ultra Violet radiation for 28 days	Passed
Breaking Strength	Not less than 1300N	Average 2000N
Resistance to Deep Abrasion of Unglazed Tiles	Maximum 175mm ³	126mm ³
Resistance to Surface Abrasion of Glazed Tiles	Class 3 : For Normal Footwear Class 4 : For Regular Traffic with Some Scratching Dirt	Class 4
Crazing Resistance	No Crazing Observed	Passed

CHEMICAL PROPERTIES	ISO 13006 Standard	White Horse Tiles (Test Result by Singapore PSB/ Malaysia SIRIM)
Chemical Resistance to Household Chemical of Glazed Tiles	Minimum GB	No Visible Effect (GA)
Chemical Resistance to Swimming Pool Salts of Glazed Tiles	Minimum GB	No Visible Effect (GA)
Chemical Resistance to Hydrochloric Acid (3%) of Glazed Tiles	GLA :No Visible Effect	GLA
Chemical Resistance to Citric Acid (100g/l) of Glazed Tiles	GLB :Definite Change in Appearance	GLA
Chemical Resistance to Potassium Hydroxide (30g/l) of Glazed Tiles	GLC : Partial or Complete Loss of the Original Surface	GLA
Staining Resistance Test of Glazed Tiles	Minimum Class 3	Class 5 (Stain Can be Easily Removed with Running Hot Water)

International List of Projects

Project Name

Location

M On Mary Apartment	Brisbane, Australia
Waterfront Villa, Whisper Bay	Brisbane, Australia
ASA Tower	Dhaka, Bangladesh
Chittagong International Airport	Chittagong, Bangladesh
Hall of Residence for University Brunei Darussalam	Bandar Seri Begawan, Brunei Darussalam
Habiaco Socail na Ilha Verde - Residential Apartment	Macau, China
Batam View Beach Resort	Batam Island, Indonesia
Jusco	Saitama City, Japan
Al Wadha Hospital	Tripoli, Libya
Greenview Condominium	Kuala Lumpur, Malaysia
LCCT Terminal, KLIA	Kuala Lumpur, Malaysia
Damascus International Airport	Damascus, Syria
Reem Island Residential Apartment	Abu Dhabi, UAE
Silicon Oasis Villa	Dubai, UAE

Project Name

Location

Shangri-la Hotel & Resort	Maldives
Traders Hotel	Yangon, Myanmar
Burger King	Auckland, New Zealand
Ford-Mazda Showroom	Auckland, New Zealand
NESPAK House	Islamabad, Pakistan
Habib Bank Plaza	Karachi, Pakistan
School of Fashion Design	Lahore, Pakistan
Qreic Office Building	Old Salata, Qatar
Le Shop Boutique	Seoul, South Korea
Lotteria Shopping Mall	Seoul, South Korea
Petronas Sudan Headquarters	Khartoum, Sudan
Intercontinental Hotel	Colombo, Sri Lanka

India List of Projects

IMPERIAL HEIGHTS - WADHWA GROUP - MUMBAI

MAHINDRA GARDEN - MAHINDRA LIFE SPACES - MUMBAI

RNA IMPERIAL - MUMBAI

GREEN CITY - PUNE - MAHARASHTRA

THE PRIDE BIZNOTEL AURES - AURANGABAD

SHELTON HOSPITAL - HYDERABAD

BEST WESTERN JUBILEE RIDGE - HYDERABAD

HOTEL VAISHNAOI - HYDERABAD

MANASA HOTEL - HYDERABAD

KONCEPT AMBIENCE - HYDERABAD

LEONIA RESORT - HYDERABAD

ESTANCIA TOWNSHIP - CHENNAI

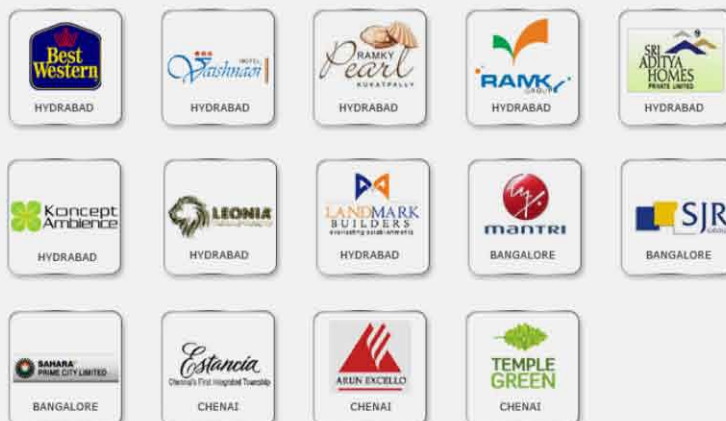
TEMPLE GREEN - CHENNAI

SURYA PALACE HOTEL - BARODA - GUJRAT

REEBOK - DLF PLACE - NEW DELHI

India Prestigious Client List

SOUTH INDIA



WEST INDIA





WHITE HORSE
C E R A M I C

INDIA BRANCH

WHITE HORSE CERAMIC

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