

Company Profile

Constant Creativity Bring us at the next level of Living Edge, Where Creativity makes products of life living.

Crestona is a one of the leading manufacturer of Granito (Vitrified Tiles) in the entire ceramic tiles industry and one of the most important and solid company in worldwide. Company is founded on firm principles, a company that identifies with the values expressed in the ethical code of Ceramic and in the Make in India and Ceramics of India quality marks, the guarantee of transparency, quality and Indian style. Those who choose Crestona have the guarantee to purchase Double charge tiles produced in safe working, manufactured using carefully selected raw materials, and finished with the Indian Expertise and know-how that is renowned across the world.

Its mission is to provide interior designers, architects and the most demanding customers with ceramic solutions suitable for every destination of use, ensuring an aesthetic appeal that is in line with market needs and, at the same time, combine them with excellent technical performance.

Crestona Granito pays particular attention to the working conditions of its staff and puts its personnel through a process of continual personal development, coaching and training, always on the look-out for new talents.

Make in India is the symbol of Style and Quality.

Experience and innovation capability, creativity and design, tradition and culture, a passion for ceramics and environmental awareness are the fortes of Crestona which have been defining living spaces, combining aesthetics and top quality materials.

With an Apollo module and Gold flake Module having Designs available in a range of sizes, colors, thicknesses and surfaces, Crestona is able to respond promptly to the diverse needs relating to living spaces and contemporary architecture.

For decades now, Crestona has been developing and offering the market new areas of application for ceramics, providing architects with products that deliver outstanding technical Characteristics.

Specialized in the production and sale of Double charge Vitrified tiles for horizontal surfaces. Crestona has been the preferred choice of architects and designers when it comes to large scale projects or buildings requiring materials that guarantee outstanding technical performance: hardness, resistance to abrasion and stains, slip-resistance, ease of cleaning, large sizes and understated, essential aesthetics are indeed the key characteristics of Crestona products.

Crestona has always made aesthetic research a strong point of its offering.

The Crestona has always been committed and dedicated appropriate resources to research and development activity. This ongoing commitment has led to the development of significant production know-how, both solely in-house and in cooperation with suppliers of equipment. The Crestona has an internal research and development team, departmentalized divided into separate dedicated person for each Department unit.

Today, Crestona can ensure excellent levels of production, considerably higher than the industry average and above all considerable flexibility which makes it possible to rapidly adjust production to fit trends in various markets.

The conception and design of products is coordinated and directed by the Crestona, in association with the business units' sales and marketing managements, under the coordination of the respective Group managements.

The research process consists of an analysis of the market trends and consumer tastes, intended to pick up consumers' needs and transform them into stylistic designs and product specifications.

Today, Crestona Granito tiles are used not only for the floors and walls of residential buildings; thanks to their outstanding technical and aesthetic characteristics, they are increasingly chosen for use in public spaces and in major architectural projects.