How many products can claim they’re truly born of the South African soil? For over 40 years, we’ve been producing just such a product – one made from locally quarried materials in local factories.
While the technology that makes our products keeps changing, the basic ingredients for great quality tiles remain the same: clay, fire, air and water. Ceramic Industries combines these four natural elements to produce fashionable, resilient, safe, long-lasting products that are a favourite with South Africans.

The company began in 1976 and today over 1,100 people in seven South African factories make up the Ceramic Industries team. We work hard to make Ceramic Industries a great place to work, with ongoing training and a commitment to teamwork across all the factories. There are also many opportunities for our employees to advance their careers in a field that combines science, engineering and design.

It’s always been our aim to be a company that’s aware of our place in our community, and our outreach programmes show we’re rooted in our environment.

Our caring employees do great things in and out of working hours – we upgrade the infrastructure of day-care centres in communities around our factories, offer knowledge-sharing sessions at schools, do neighbourhood clean-ups, host sports days and much more. So much, in fact, that we have to produce a quarterly newsletter, Rainbow Bridge, to cover it all!

We may use some of the most advanced Italian machinery in our factories, but it's local knowledge that has made us the success we are today. By understanding the technical requirements and the tastes of the different segments of our local market, we've been able to make hugely popular South African products – today, one out of every two ceramic tiles bought in the country originated in one of our factories.

Our investment in machinery has also made our factories more earth-friendly, reducing emissions and water use. Heat from the kilns at most factories is now recycled for use in other processes, while water is recycled for use in multiple applications. And what about that South African soil? Even the quarries we use as a source of raw materials are restored to their original state as far as possible.