



Negev (founded as Negev Ceramics Ltd.)

Line of Business

Comprehensive Design Solutions, Marketing, Manufacture, Export and Import of Porcelain Tiles, Import and Marketing of Bathroom Fixtures, Sanitary Ware, Marble, Stone, Parquet, Pool Tiles, Mosaics, Shower Baths and SPA Systems.

Established
1969

Leading Executives

Mr. Avraham Novogrocki
Chairman of the Board

Mr. Avi Motola
Managing Director

Parent Company

Africa Israel Industries directly
& Africa Israel indirectly



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Negev, established in 1969, is the leading provider of comprehensive design solutions for home building and renovation in Israel.

Negev markets a wide range of products, design solutions and ideas and architectural advice.

Global Sales

The international market is a significant growth engine for Negev. Negev quality tiles are marketed in international markets.



Negev exports to North America, South Africa, Russia, Romania, Cyprus and African countries. Negev is commercially active in Florida, Holland, Belgium, Luxemburg, Romania, Angola and many more African countries.

Negev provides a wide range of services for Mega Projects worldwide including planning, accompanying and architectural supervision, supply of a wide range of products, guidance for application and forwarding to any part of the globe.

Current examples: Texaco in Holland, Olympic Residence in Limasol Cyprus, Mall of Russia, Moscow, A hospital in Equatorial Guinea.

NOVO Porcelain Tiles – A Composition of Lifestyle and Quality of Life

Negev led the porcelain trend in Israel, by launching the NOVO brand, high quality, fashionable porcelain tiles, designed for interior and exterior applications by leading design studios in Italy and Israel and manufactured by Negev's plant, refurbished in 2000.

The latest collection of NOVO porcelain tiles brings together the lifestyle you value and the quality of life you seek. The collection includes a wide range of tiles in various designs, textures and finishes that let your imagination run free and full of inspiration. The high quality tiles guarantee that whatever look you desire will retain its beauty for years to come. As a premium brand from Negev Ceramics, The NOVO collection creates a high standard and is known worldwide due to its quality, style and consistency.

In 2009 Negev has internationally launched the technological revolution in the tile field – the NOVO Imagine.

World Leading Most Advanced Porcelain Tiles Plant

Negev Plant, situated at Yeruham, in the Negev Desert manufactures 2.5 million sqm of porcelain tiles annually. Premium Quality products are certified by ISO 2000 standard, certificate 314 of the Israeli Standards Institute and certificate 176 of the

European standard.

As a green plant, Negev plant protects the environment, recycles water and chemicals and meets the strictest environmental requirements. The ever increasing popularity of this unique plant in Israel and abroad stems from the high quality and variety of its products. Products finishing level and quality are attained by the most advanced equipment, raw materials quality and skilled personnel. All these yield long term, durable, qualitative and beautiful porcelain.

Representation and Marketing of Leading Global Brands

Negev acts as the exclusive representative of numerous prestigious global brands, including: Zucchetti and Webert faucets, Villeroy & Boch sanitary ware, Tarkett parquet and high quality imported tiles. These brands are marketed by Negev chain stores deployed nationwide and through other marketing channels and direct marketing to projects. Products are distributed from Negev advanced logistic center, established in 2003.