Call for papers

QUALICER’14
XIIIth WORLD CONGRESS ON CERAMIC TILE QUALITY

17/18 February 2014,
Castellón (Spain)
QUALICER invites the following stakeholders to participate in the Congress:

Architects and technical architects  
Builders  
Sales representatives  
Designers and interior designers  
Ceramic tile distributors  
Renovation and construction specialists  
Managers, directors and engineers of ceramic companies  
Researchers  
Adhesives manufacturers  
Manufacturers of ceramic tile, glaze, and ceramic colours  
Manufacturers of ceramic machinery  
Manufacturers of emission abatement equipment  
Raw materials suppliers

Would you like to take part in QUALICER 2014 as a speaker?

The call for papers for QUALICER 2014 is now open
Call for Papers

Types of communications

Two types of communications can be presented and debated at the QUALICER Congress:

- PAPERS
- POSTERS

Content

The two types of communications will be grouped into three blocks for presentation and publication:

- BLOCK A: CERAMIC COMPANY AND MARKETS
- BLOCK B: CERAMIC TILE AND CONSTRUCTION
- BLOCK C: CERAMIC TILE MANUFACTURE
BLOCK A:
CERAMIC COMPANY AND MARKETS
A1. Complete management of the ceramic company

- Business strategy.
- Customer relationship management.
- Innovation management.
- Management of persons and knowledge, motivation, internal marketing.
- New technologies applied to ceramic company management.
- Benchmarking with other sectors.
- Raw materials and energy (future, shortage, and price).

Corporate social responsibility and sustainability in the ceramic industry.

A2. Markets. Regional industrial growth through innovation and competitiveness

- Success stories in international trade benefitting industry in both developed and emerging areas.
- Types of disloyal competitive practices and their effects on companies and regions. Is it worthwhile to denounce them?
- Effectiveness, advantages, and disadvantages of international trade regulations. For example, effect of EU antidumping measures.
- Comparison of the evolution of the ceramic tile sector with that of other ceramic industry sectors with different regulations.
- International trade regulation recommendations based on their impact on quality. Are they a means of enhancing quality in products, business management, or socioeconomics?
- Cost-effective and profitable work procedures for the detection, evaluation, and communication to market and legislative authorities, in cases of disloyal practices.
- Cost-effective and profitable work procedures for the protection of innovation and industrial property. Types of protection and registrations in developed and emerging countries.
- Trade regulation abuses. Protection of the right to compete.
- Industrial Policy, public expenditure, growth, inefficiency, and corruption.
- Effects of industrial policy on job creation and growth. For example, studies evaluating the impact of energy taxes.
- Avoiding environmental, labour, or other types of costs by delocalisation. Are there alternatives?
BLOCK B:
CERAMIC TILE AND CONSTRUCTION
B1. **Selection, installation and life cycle of ceramic tile**

- Is it possible to choose the best product? Hidden entrance, regulatory, and tariff barriers.
- Finished product and its specific uses.
- Tile installation design, materials, and technology, vocational training.
- External claddings. For example, ventilated façades and practical effects of ETAG 034.
- Quality controls of facings clad with ceramics.
- Ceramic coverings in acoustic environments.
- Radiant ceramic flooring systems.
- Advantages over alternative materials to ceramic coverings. Sustainability and others.
- Special applications. Prefabricated systems and others.
- New ceramic tile functionalities and uses.
- Dry tile installation: mechanical fasteners. Mixed tile installation.
- Maintenance and cleaning of ceramic surfaces.
- Prevention and diagnostics of tile installation pathologies.
- Pathologies deriving from incomplete or misleading specifications.
- Test methods of installed tiling quality.

![Standards on product quality and environmental certification of ceramic coverings.](www.qualicer.org)

B2. **Industry, architecture and inhabitant**

- The communication between industry and architects.
- Cooperation mechanisms between industry and architecture.
- Products specifically directed to architects.
- Use of ceramic floor and wall tiles in architecture and interior design.
- Organisations and standards for the evaluation and certification of sustainability in building construction.
- Ceramics in the habitat. Accessibility and urban development.

![The home of the future and the role of ceramic coverings.](www.qualicer.org)

- The success of good construction. How does the inhabitant ultimately evaluate quality?.
BLOCK C:
CERAMIC TILE MANUFACTURE
**C1. Production**

- Raw and semi-processed materials for substrates and surface treatments, as well as their preparation.
- Production management. Industrial plants, equipment, and processes.
- Integral and time-phased quality management of the production process. Process engineering.
- Quality assurance systems and methods.
- Quality testing and certification.
- Product engineering.
- Selection. Technical marketing.
- Packaging and transport.
- New uses of ceramic tiles.
- Extra-thin or large-sized, lightened ceramic products.
- Advances in digital printing technology.

**C2. Integrated eco-management**

- Environmental responsibility. Environmental corrective measures.
- Best available techniques and equipment.
- The Kyoto protocol and its consequences. Emissions trading.
- Manufacturing life cycle analysis (LCA).
- Eco-labelling and certification.
- Contribution of ceramic tile to sustainable building construction
- Standards on product quality and environmental certification of ceramic coverings

**C3. Integral design management**

- Ceramic industrial design.
- Formal innovation of ceramic floor and wall tiles.
- Creative trends.
- Current aesthetic streams.
- New redecoration systems and their effects.
Selection of submitted works

It will be positively valued that studies lay out a work procedure or standard that can be incorporated into company quality management systems.

It will further be positively valued that authors highlight in their summaries, and subsequently in the complete communications, the innovative contribution that they are making to QUALICER.

The QUALICER Technical Committee will conduct a first selection of the submitted communication summaries. Based on those summaries, authors will be notified in June 2013 of the initial acceptance of their work, together with any relevant observations that might be required. Authors will also receive instructions for appropriate presentation of the complete works.

The Technical Committee will make the second, definitive selection in October 2013, based on the complete versions of the papers and posters.

The QUALICER Organisation reminds authors that the work submitted to the Congress must be unpublished, and that any commercial references, should they be absolutely necessary, shall be kept to a minimum.

The selection by the QUALICER Technical Committee of the submitted works is unappealable.

Deadlines for submission of communications

Summaries:
(about 500 words long)  |  31st May 2013

Complete works:  |  27th September 2013
The papers and posters selected by the QUALICER Technical Committee will be presented by their authors during the meeting, and they will be published and handed out to attendees at the beginning of the Congress.

- **PAPERS.** The presentation time for each oral communication will be 20 minutes, followed by a 5-minute discussion.

- **POSTERS.** The selected posters can be presented during the Congress in a special area. The presentation must be made in accordance with the rules and recommendations for poster presentations laid down by the QUALICER Organisation.

The authors authorise QUALICER to publish and to reproduce the submitted works.
A subject of interest is analysed from every angle with the participation of specialists.

The current situation of the technology will be analysed and compared with the forecasts made in 2012. The goals to be achieved and the existing business opportunities will be discussed.

With contributions by leading players and experts in the field.

- Latest advances.
- Advantages and disadvantages compared with traditional decorating systems.
- Different digital printing systems.
  - Inks.
  - Printheads.
  - Machinery.
In addition to the selected communications (as papers or posters), other types of presentations will also be delivered during the meeting.

Delegates will be able to attend outstanding Invited Lectures which will feature leading speakers on the subjects at issue in the Congress.
ASSOCIATES

- **AEC.** Asociación Española para la Calidad. (SPAIN)
- **AENOR.** Asociación Española de Normalización y Certificación. (SPAIN)
- **ALICER.** Área de Diseño y Arquitectura. (Instituto de Tecnología Cerámica). (SPAIN)
- **ANFACER.** Associação Nacional dos Fabricantes de Cerâmica para Revestimento. (BRAZIL)
- **ANFFECC.** Asociación Nacional de Fabricantes de Fritas, Esmaltes y Colores Cerámicos. (SPAIN)
- **ASCER.** Asociación Española de Fabricantes de Azulejos, Pavimentos Y Baldosas Cerámicas. (SPAIN)
- **ASEBEC.** Asociación Española de Fabricantes de Maquinaria, y Bienes de Equipo para la Industria Cerámica. (SPAIN)
- **Associação Brasileira de Cerâmica.** (BRAZIL)
- **ATC.** Asociación Española de Técnicos Cerámicos. (SPAIN)
- **Australian Ceramic Society.** (AUSTRALIA)
- **Australian Tile Council.** (AUSTRALIA)
- **British Ceramic Research Limited.** (UNITED KINGDOM)
- **British Standards Institution.** (UNITED KINGDOM)
- **Centro Ceramico di Bologna.** (ITALY)
- **Centro para la Promoción de la Calidad Comunidad Valenciana.** (SPAIN)
- **Ceramic Industry Certification Scheme Ltd.** (UNITED KINGDOM)
- **Cevisama.** (SPAIN)
- **Club para la Calidad Cerámica.** (SPAIN)
- **Col·legi d’Aparelladors i Arquitectes Tècnics de Barcelona.** (SPAIN)
- **COAC. Col·legi d’Arquitectes de Catalunya.** (SPAIN)
- **Col·legi d’Enginyers Industrials de Catalunya.** (SPAIN)
- **Colegio Oficial de Aparejadores y Arquitectos Técnicos de Castellón.** (SPAIN)
- **Colegio Oficial de Aparejadores y Arquitectos Técnicos de Valencia.** (SPAIN)
- **Colegio Oficial de Arquitectos de la Comunidad Valenciana.** (SPAIN)
- **Colegio Oficial de Arquitectos de la Comunidad Valenciana. Demarcación de Castellón.** (SPAIN)
- **Colegio Oficial de Peritos e Ingenieros Técnicos Industriales de Valencia. Delegación de**
**Castellón.** (SPAIN)
- **CSIR.** Division of Materials Science and Technology. (SUDÁFRICA)
- **CSIRO.** Division of Building, Construction and Engineering. (AUSTRALIA)
- **CTDA.** Ceramic Tile Distributors Association. (EEUU)
- **ESCM.** Escola Superior de Ceràmica. MANISES. (SPAIN)
- **Escola Tècnica Superior d’Arquitectura.** Universitat Politècnica de Catalunya. (SPAIN)
- **Escuela Universitaria de Arquitectura Técnica.** Universidad Politècnica Valencia. (SPAIN)
- **Fachverband Des Deutschen Fliesengewerbes.** (GERMANY)
- **Federation of European Tile Fixers Associations.** (Europäische Union der Fliesenfachverbände). (EUROPA)
- **FEUP.** Faculdade de Engenharia da Universidade do Porto- Dec-Departamento de Engenharia Civil. (PORTUGAL)
- **Full Frontal Tile & Stone Expo.** (AUSTRALIA)
- **Industrieverband Keramische Fliesen + Platten E.V.** (GERMANY)
- **Institut de Promoció Ceràmica-IPC.** Diputació de Castelló. (SPAIN)
- **Instituto se Ciencias de la Construcción E. Torroja, CSIC.** (SPAIN)
- **ITC.** Instituto de Técnología Cerámica. (SPAIN)
- **ITEC.** Institut de Tecnologia de la Construcció de Catalunya. (SPAIN)
- **ICF.** International Ceramic Federation. (EEUU)
- **Laboratorio Cerámico Sebastian Carpi.** (SPAIN)
- **NTCA.** National Tile Contractors Association. (EEUU)
- **PROALSO.** (ESPAÑA)
- **Sociedad Española de Cerámica y Vidrio.** (SPAIN)
- **Société Française de Céramique.** (FRANCE)
- **TCNA.** Tile Council of North America. (EEUU)