

**ATENA**  
**STYLE**

**TRENDING UP YOUR LIFESTYLE**



**ATENA**  
**TILES**

**PRECUT MOSAIC**  
SERIES

**2025**  
COLLECTIONS



VISI  
VISION

Menjadi sebuah perusahaan yang baik, terpercaya dan berkembang.  
*Constantly be a trustworthy, good and growing company in Indonesia.*

MISI  
MISSION

Menerapkan total komitmen dalam kualitas dan inovasi produk, dengan mutu dan desain sesuai perkembangan pasar melalui Sumber Daya Manusia dan Teknologi yang memadai.

*Always committed to improve the quality and the innovation of products design. Consistently perform standard specification control which supported by quality human resources, along with modern Information Technology set.*

***CJFI is one of the largest ceramic tile manufacturers in Indonesia which has the ability to consistently produce up to 13 size variations, and has implemented an ISO 9001: 2015 quality management system and Internationally certified.***





## CHANG JUI FANG INDONESIA

### TENTANG KAMI

Berlokasi di Losarang, Indramayu – Jawa Barat, Indonesia, PT. Chang Jui Fang Indonesia (CJFI) yang berdiri sejak tahun 1996, telah memproduksi beragam variasi koleksi desain motif ubin keramik yang berkualitas tinggi dengan merek ATENA, PICASSO, KITA, HARMONY dan MUSTIKA.

Pabrik CJFI dilengkapi dengan beragam fasilitas produksi terkini di area lebih dari 100 hektar, yang didukung oleh ribuan tenaga kerja ahli yang terampil & berdedikasi.

Dengan mitra kerja lebih dari 29 cabang dan 55 agen, saat ini kami menjadi salah satu produsen ubin keramik yang memiliki jaringan distribusi terluas di Indonesia. Keunggulan dan kualitas produk CJFI telah dipercaya di lebih dari 18 negara dan sudah memiliki sertifikat bertaraf internasional.

CJFI telah senantiasa melayani pelanggan di Indonesia maupun di mancanegara untuk memenuhi kebutuhan akan gaya hidup modern, melalui produk-produk ubin keramik lantai dan dinding yang berkualitas, inovatif, dengan harga yang lebih terjangkau.



## **ABOUT US**

PT. Chang Jui Fang Indonesia (CJFI) was established in 1996, located in Losarang, Indramayu – West Java, Indonesia, and has been producing various collections of quality tiles under ATENA, PICASSO, KITA, HARMONY and MUSTIKA brand.

CJFI Factory is equipped with state of the art production facility in the area more than 100 hectares, with a thousand of skillful & dedicated workforces.

With more than 29 branches and 55 agents as partners, we are currently one of the ceramic tile manufacturers with the widest distribution network in Indonesia. The excellence and quality of CJFI products have been trusted in over 18 countries and have obtained internationally recognized certifications.

CJFI has always been serving its customers both in Indonesia and abroad, with objective to meet the needs of modern lifestyles, through quality, innovative, and affordable ceramic floor and wall tile products.

# JARINGAN DISTRIBUSI

## DISTRIBUTION NETWORK

Dengan cakupan jaringan distribusi CJFI yang luas di seluruh Indonesia, secara nasional dan telah diekspor ke berbagai negara di dunia.

*With an extensive CJFI distribution network coverage across Indonesia, nationwide and has exported to many countries worldwide.*



**29** CABANG  
BRANCHES

**55** AGEN  
AGENTS

**18** REGIONAL  
EXPORT DESTINATIONS

JAKARTA	BANDUNG	SEMARANG	SURABAYA	LAMPUNG	BANJARMASIN	MAKASSAR
KARAWANG	CIREBON	YOGYAKARTA	JEMBER	PALEMBANG	PONTIANAK	KENDARI
BOGOR	TASIKMALAYA	PURWOKERTO	KEDIRI	BENGKULU	SAMARINDA	PALU
SERANG	SUKABUMI	SOLO	MALANG	PADANG		MANADO
			BALI	PEKANBARU		

**“With CJFI ‘s 6 Corporate Values, we believe we will always be able to serve our customers better than today.”**



PT. CHANG JUI FANG INDONESIA

## 6 PRINCIPLES OF ENTERPRISE MANAGEMENT 企業管理六大準則



### 1. INTEGRITY 誠信正直

*Konsisten Menjaga Kredibilitas*



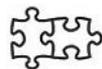
### 2. COMMITMENT 信守承諾

*Tanggung jawab terhadap janji*



### 3. INNOVATION 改革創新

*Pengembangan & Perbaikan terus menerus*



### 4. PARTNERSHIP 合作共贏

*Mitra kerja yang saling menguntungkan*



### 5. ECO FRIENDLY 友善環境

*Ikut membantu kelestarian lingkungan hidup*



### 6. SOCIAL CARE 關懷社會

*Harmonis dengan masyarakat*



## Kelebihan keramik precut

*Advantages of precut tile*

# ATENA



Tampilan desainnya yang sangat mirip dengan mosaik konvensional, setelah diisi nat, (warna nat bisa variasi).

*The design closely resembles conventional mosaic tiles once grouted, (grout color can vary).*



Pemasangan lebih mudah, cepat, rapi, rata, dan hasil lebih indah.

*Installation is easier, faster, seamless and ensures a perfectly flat installation, results in a more beautiful finish.*



Lebih kuat dan tahan lama, tidak mudah lepas.

*Stronger, more durable, and built to remain intact over time.*



Konsisten hanya di 5 seri warna.

*Simplify the color shade variations to 5 codes.*



Anti ngompol, garansi seumur hidup.

*Lifetime guarantee for non-watermark.*



Dirancang untuk pemasangan yang mudah, keramik precut tidak memerlukan bantuan spesialis.

*Designed for hassle-free installation, pre-cut tile doesn't require any specialist help.*



Harga lebih terjangkau.

*Affordable price.*



# Find Inside Table of Contents.





Precut 2,5 x 15 cm

30x30 cm

# KIDKED

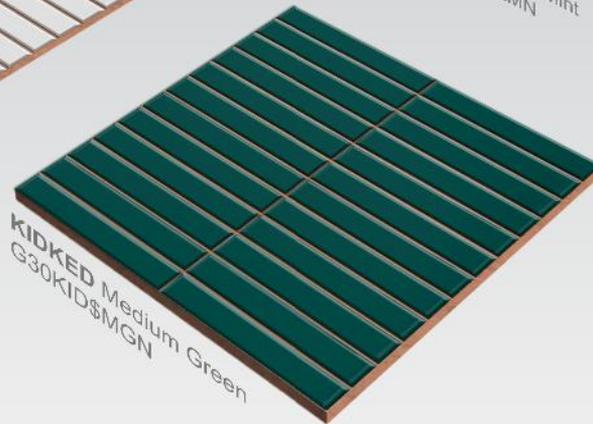
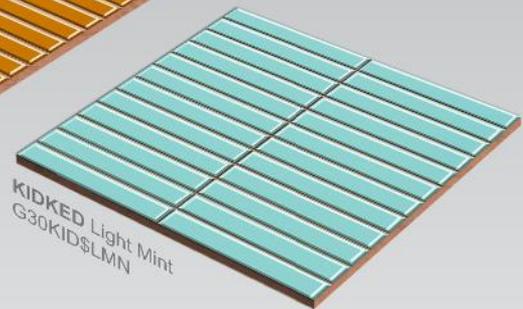
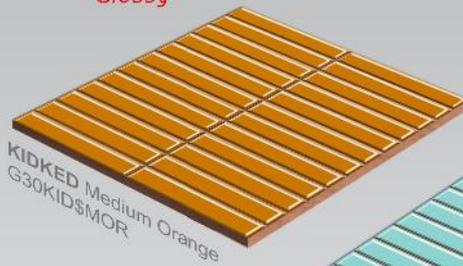
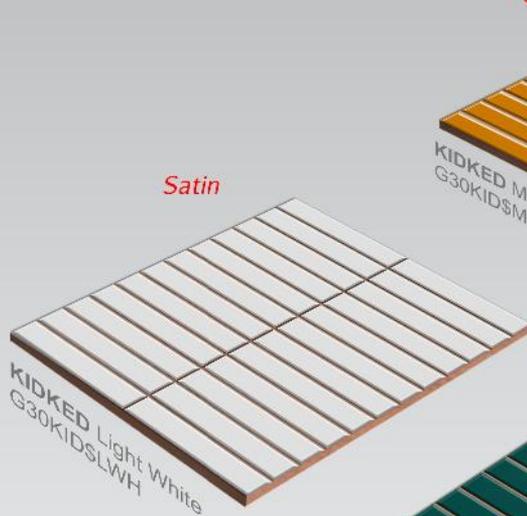
Glossy & Satin Embossed Plain

*Glossy*



*Glossy*

*Satin*







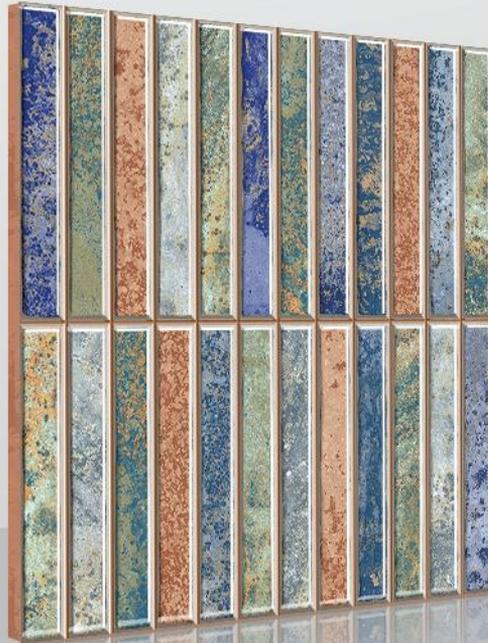
Precut 2,5 x 15 cm

30x30 cm

# MINAHASA

Glossy Embossed Decorative

MINAHASA Compliment Blue  
G30MHA\$CBL



V2 - SLIGHT VARIATION  
6 Faces





When you're making something,  
you're trying to make it better.  
You're trying to make it special.  
You're trying to make it something  
that's different from the rest.  
You're trying to make it something  
that's better than the rest.  
You're trying to make it something  
that's different from the rest.  
You're trying to make it something  
that's better than the rest.

Be kind  
to yourself  
Be kind  
to yourself  
Be kind  
to yourself



Precut 2,5 x 15 cm

30x30 cm

# WOOD LAND

Satin Embossed Wooden

WOOD LAND Satin Crema  
G30W00\$SCR



V2 - SLIGHT VARIATION   
6 Faces 







Precut 2,5 x 15 cm

30x30 cm

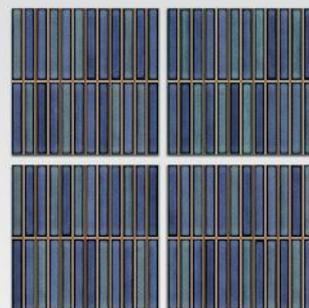
# BALENO

Glossy Embossed Decorative

BALENO Light Blue  
G30BNO\$LBL



V2 - SLIGHT VARIATION   
4 Faces 







Precut 2,5 x 15 cm

30x30 cm

# ESTEEM

Glossy Embossed Decorative

ESTEEM Medium Green  
G30ETE\$MGN



V1 - UNIFORM APPEARANCE   
Single Face







Precut 2,5 x 10 cm

30x30 cm

TRIKED

Glossy & Satin Embossed Plain

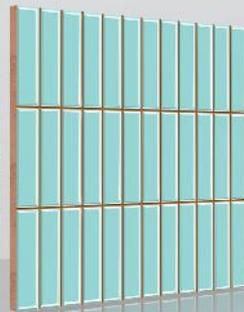
*Glossy*



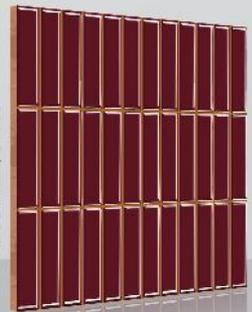
TRIKED Dark Black  
G30TKD\$DBK



TRIKED Light White  
G30TKD\$LWH

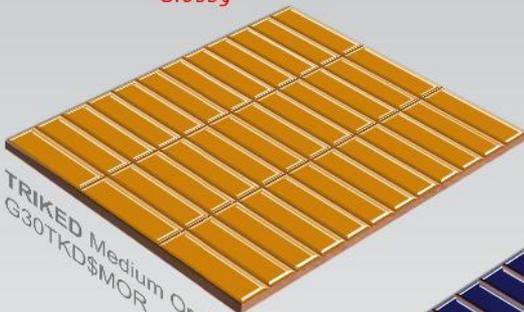


TRIKED Light Mint  
G30TKD\$LMN

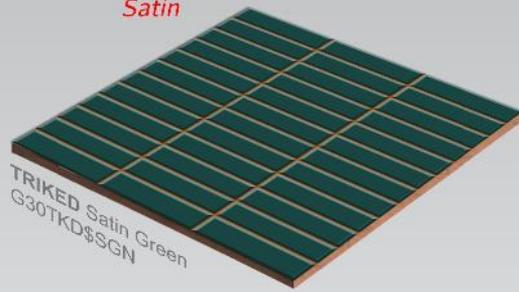


TRIKED Dark Maroon  
G30TKD\$DMR

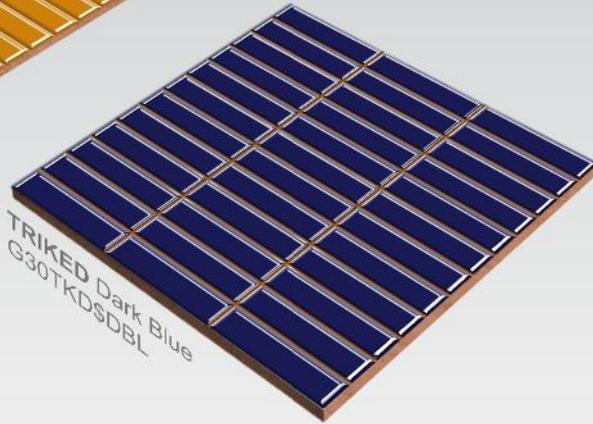
*Satin*



TRIKED Medium Orange  
G30TKD\$MOR



TRIKED Satin Green  
G30TKD\$SGN



TRIKED Dark Blue  
G30TKD\$DBL



**Coffee House**  
FRESH COFFEE AND BAKERY

Coffee	Breakfast	Desserts	
ESPRESSO	CRISSANT	BOUGRAUT	TERAFISH
CAPPUCINO	FRENCH TOAST	CHEESECAKE	ECALAR
FLAT WHITE	SAUMON FRAISE	CARROT CAKE	CLUCKE
MACCHIATO	EGG BENEDICT	MUFFIN	APPLE PIE
AMERICANO			



Precut 2,5 x 10 cm

30x30 cm

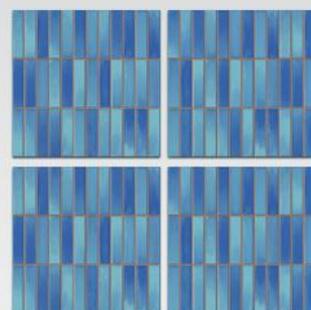
# GRADATIO

Glossy Embossed Decorative

GRADATIO Medium Blue  
G30GDO\$MBL



V2 - SLIGHT VARIATION  
2 Faces







Precut 2,5 x 10 cm

30x30 cm

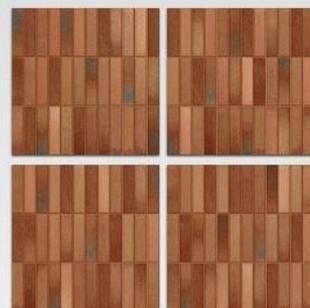
# POTTERY

Matt Embossed Decorative

POTTERY Medium Terracotta  
G30PTY\$MTC



V2 - SLIGHT VARIATION   
4 Faces 







Precut 6 x 30 cm

ASTA

30x30 cm

Glossy Embossed Structured Marble

ASTA Light Green  
G30ATA\$LGN



ASTA Light Blue  
G30ATA\$LBL



ASTA Light Brown  
G30ATA\$LBR



V2 - SLIGHT VARIATION  
6 Faces







Precut 2,5 x 2,5 cm

30x30 cm

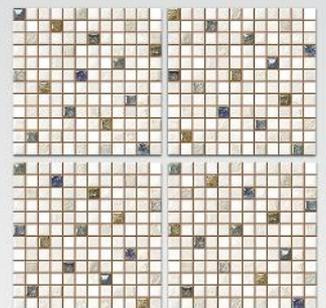
PEARL

Glossy Embossed Decorative

PEARL Light White  
G30PEA\$LWH



V2 - SLIGHT VARIATION  
4 Faces







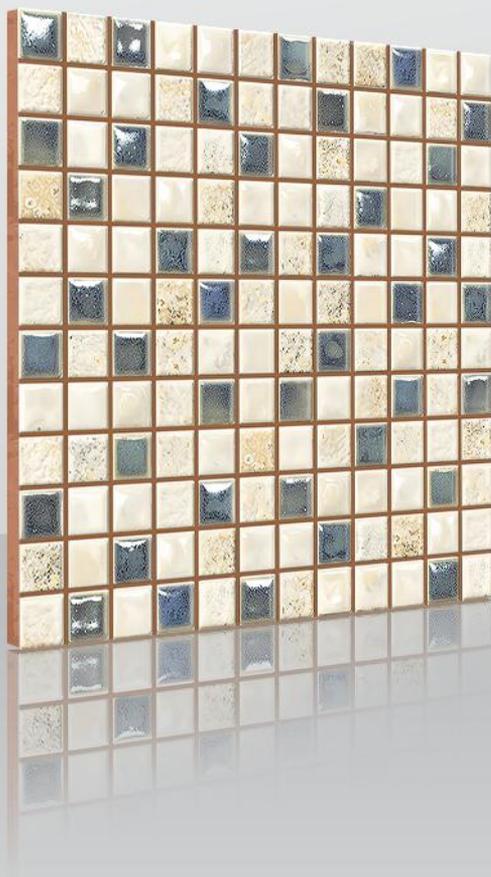
Precut 2,5 x 2,5 cm

30x30 cm

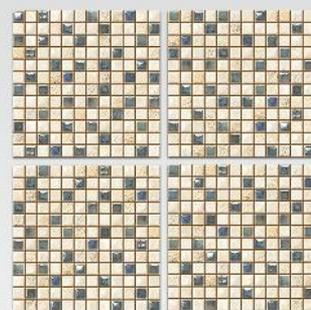
ZAMRUD

Glossy Embossed Decorative

ZAMRUD Light Crema  
G30ZRUS\$LCR



V2 - SLIGHT VARIATION  
4 Faces







Precut 2,5 x 2,5 cm

30x30 cm

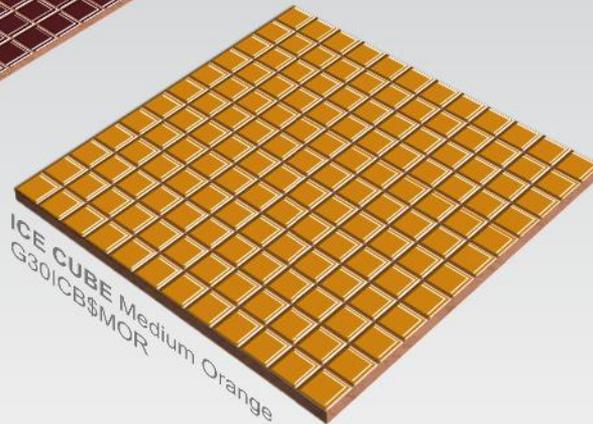
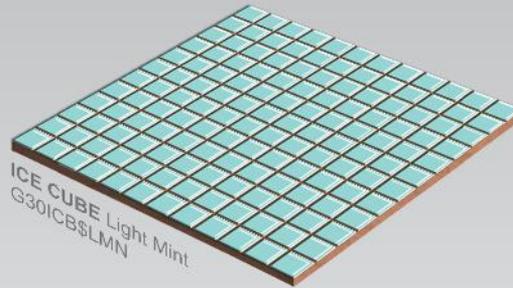
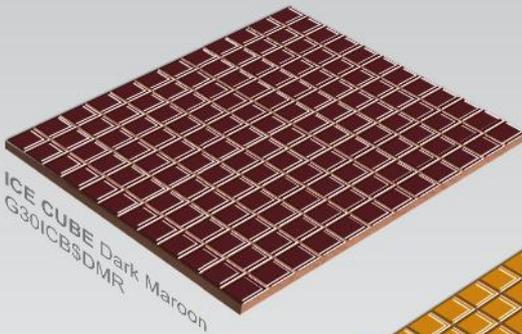
# ICE CUBE

Glossy Embossed Plain

ICE CUBE Dark Black  
G30ICB\$DBK



ICE CUBE Light White  
G30ICB\$LWH







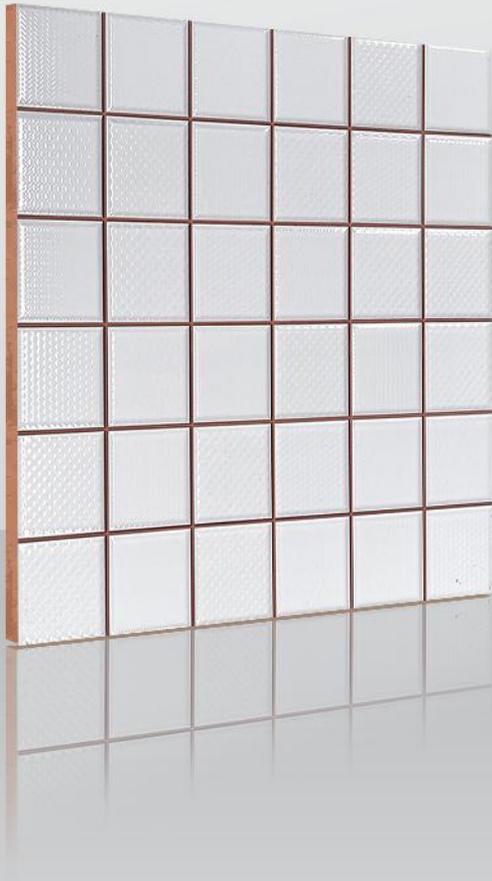
Precut 5 x 5 cm

30x30 cm

SLAVIC

Glossy Embossed Decorative

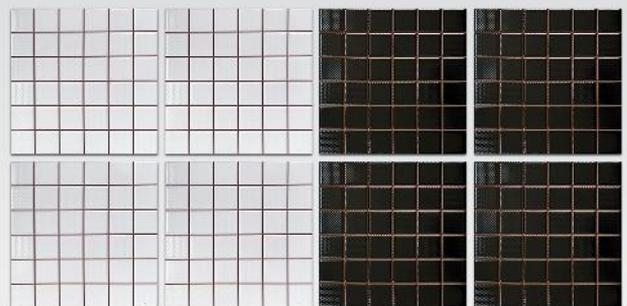
SLAVIC Light White  
G30SVC\$LWH



SLAVIC Dark Nero  
G30SVC\$DNR



V1 - UNIFORM APPEARANCE  
Single Face







Precut 5 x 5 cm

30x30 cm

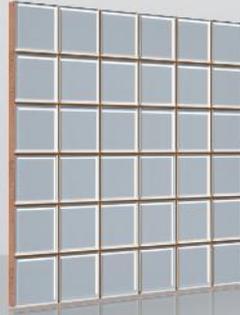
# KUBIKA

Glossy Embossed Plain

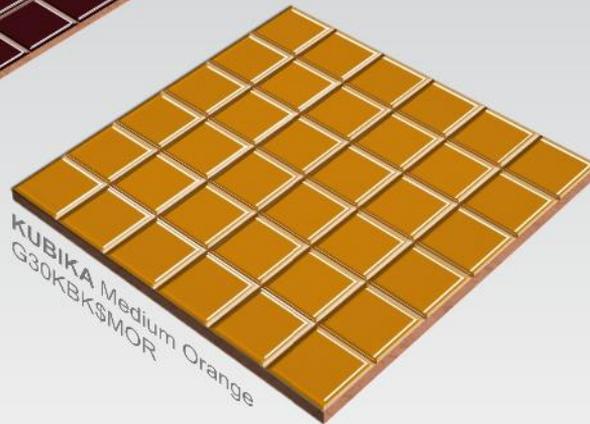
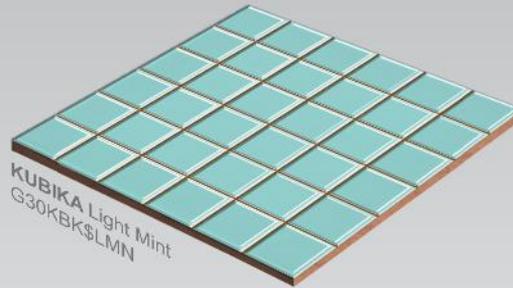
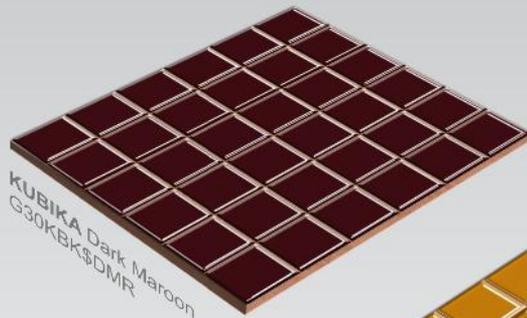
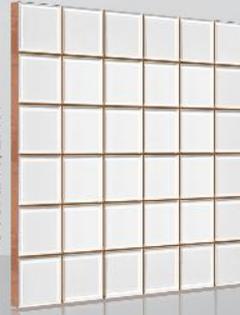
KUBIKA Dark Black  
G30K BK\$DBK



KUBIKA Light Gris  
G30K BK\$LGS



KUBIKA Light White  
G30K BK\$LWH







Precut 5 x 5 cm

30x30 cm

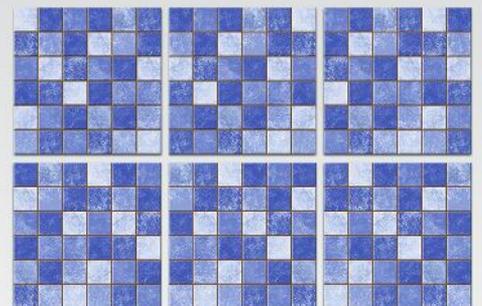
# ATLANTIC

Glossy Embossed Marble

ATLANTIC Medium Blue  
G30ATI\$MBL



V2 - SLIGHT VARIATION  
6 Faces







Precut 5 x 5 cm

30x30 cm

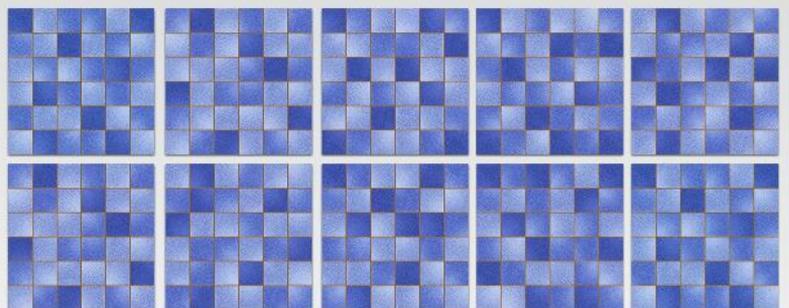
# ANTARTIKA

Glossy Embossed Decorative

ANTARTIKA Medium Blue  
G30ATK\$MBL



V2 - SLIGHT VARIATION   
10 Faces 







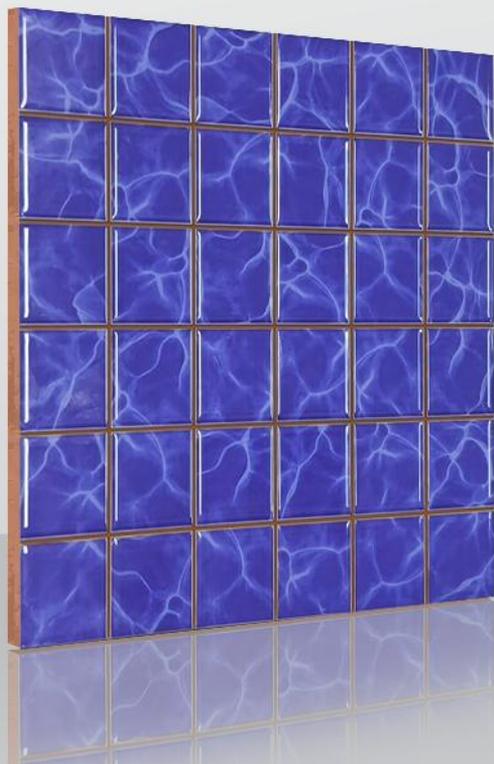
Precut 5 x 5 cm

30x30 cm

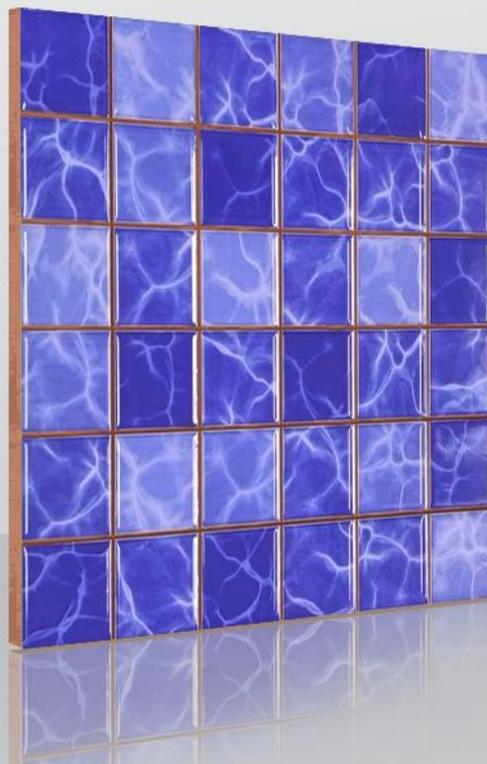
NITRO

Glossy Embossed Decorative

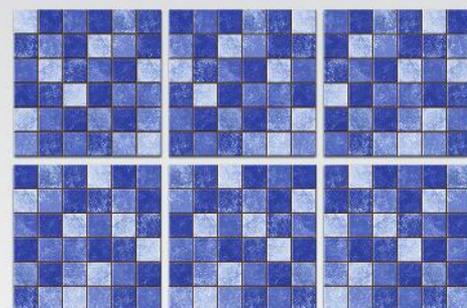
NITRO Dark Blue  
G30NTO\$DBL



NITRO Compliment Blue  
G30NTO\$CBL



V2 - SLIGHT VARIATION  
6 Faces







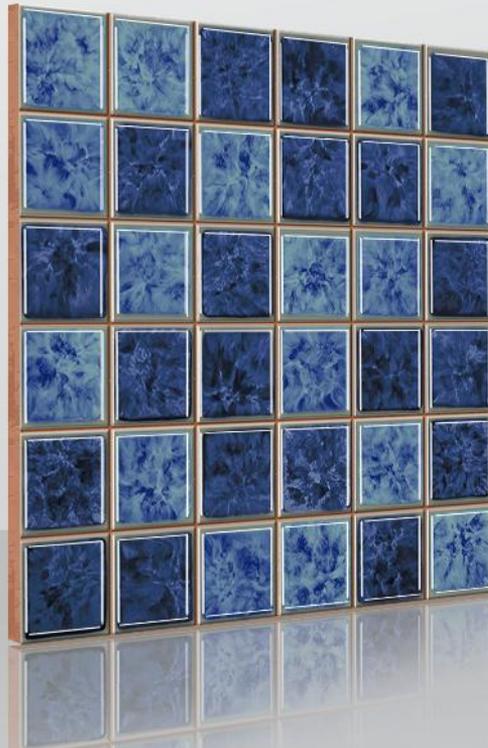
Precut 5 x 5 cm

30x30 cm

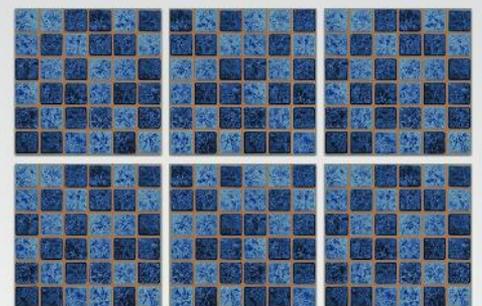
# HALMAHERA

Glossy Embossed Marble

HALMAHERA Medium Blue  
G30HMH\$MBL



V2 - SLIGHT VARIATION  
6 Faces







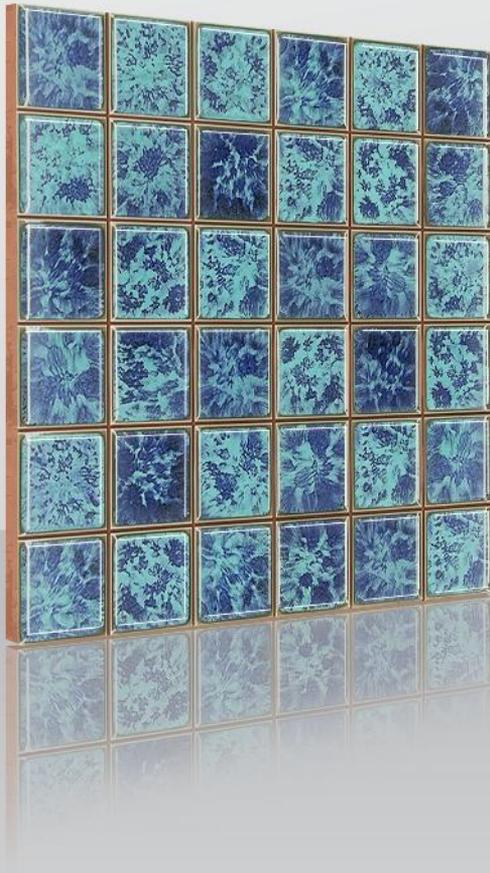
Precut 5 x 5 cm

30x30 cm

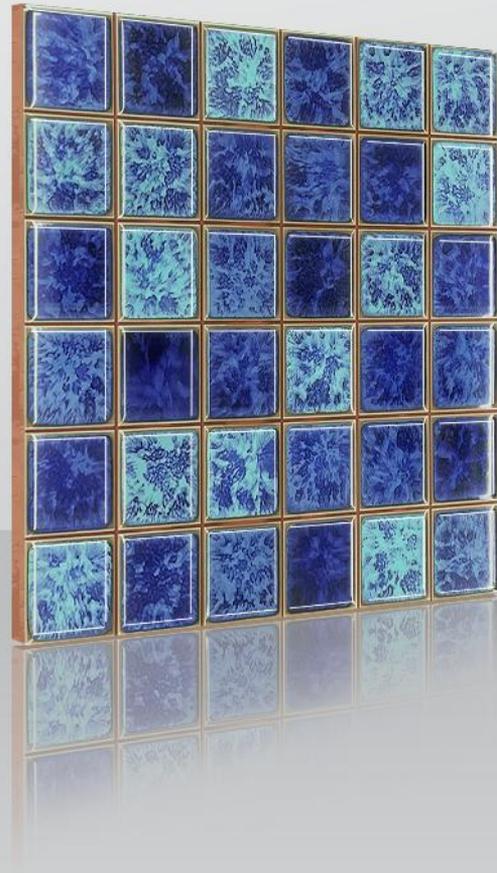
# CASPETA

Glossy Embossed Marble

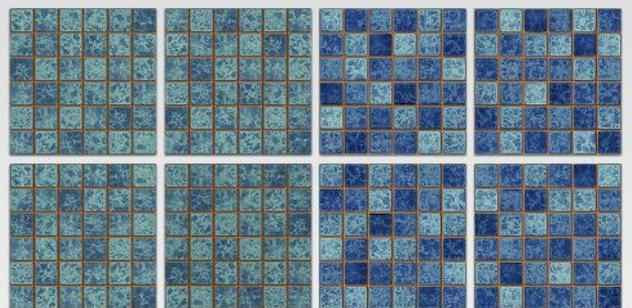
CASPETA Medium Green  
G30CSP\$MGN



CASPETA Compliment Green  
G30CSP\$CGN



V2 - SLIGHT VARIATION  
6 Faces







Precut 10 x 10 cm

BUNAKEN

30x30 cm

Glossy Embossed Marble

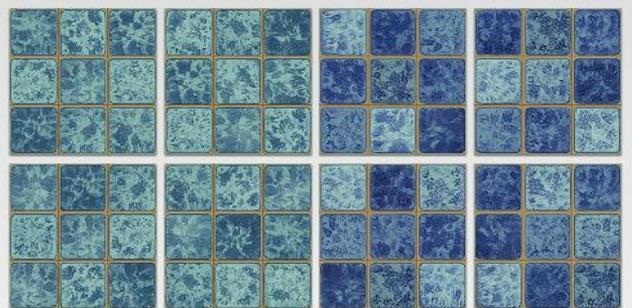
BUNAKEN Medium Green  
G30BNK\$MGN



BUNAKEN Compliment Green  
G30BNK\$CGN



V2 - SLIGHT VARIATION  
6 Faces







Precut 10 x 10 cm

30x30 cm

# SUKABUMI

Matt Embossed Structured Stone - Anti Slip



SUKABUMI Medium Green  
G30SUK\$MGN



V2 - SLIGHT VARIATION  
6 Faces







Precut 10 x 10 cm

CHESTER

30x30 cm

Glossy Embossed Plain

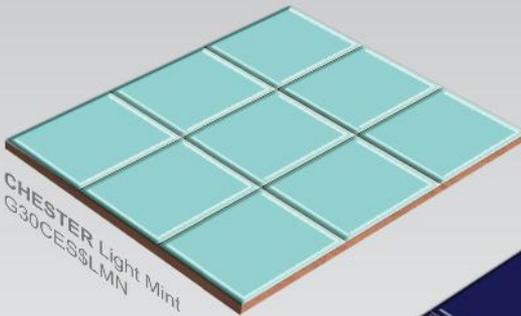
CHESTER Dark Black  
G30CES\$DBK



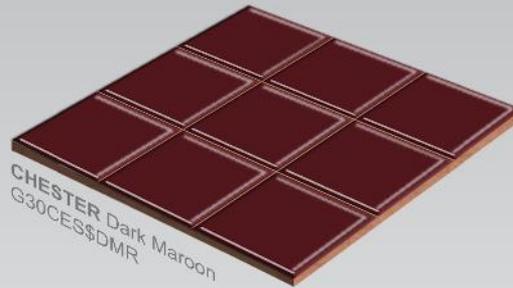
CHESTER Light Gris  
G30CES\$LGS



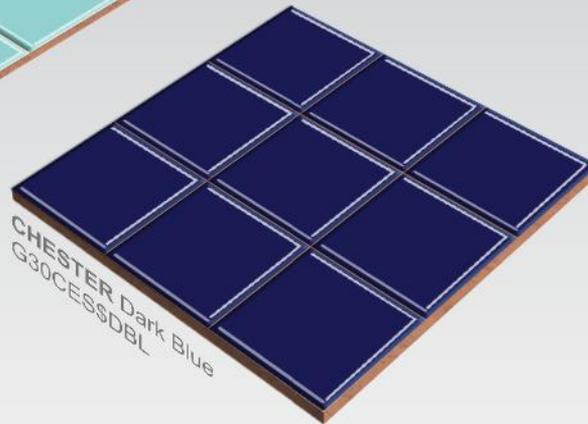
CHESTER Light White  
G30CES\$LWH



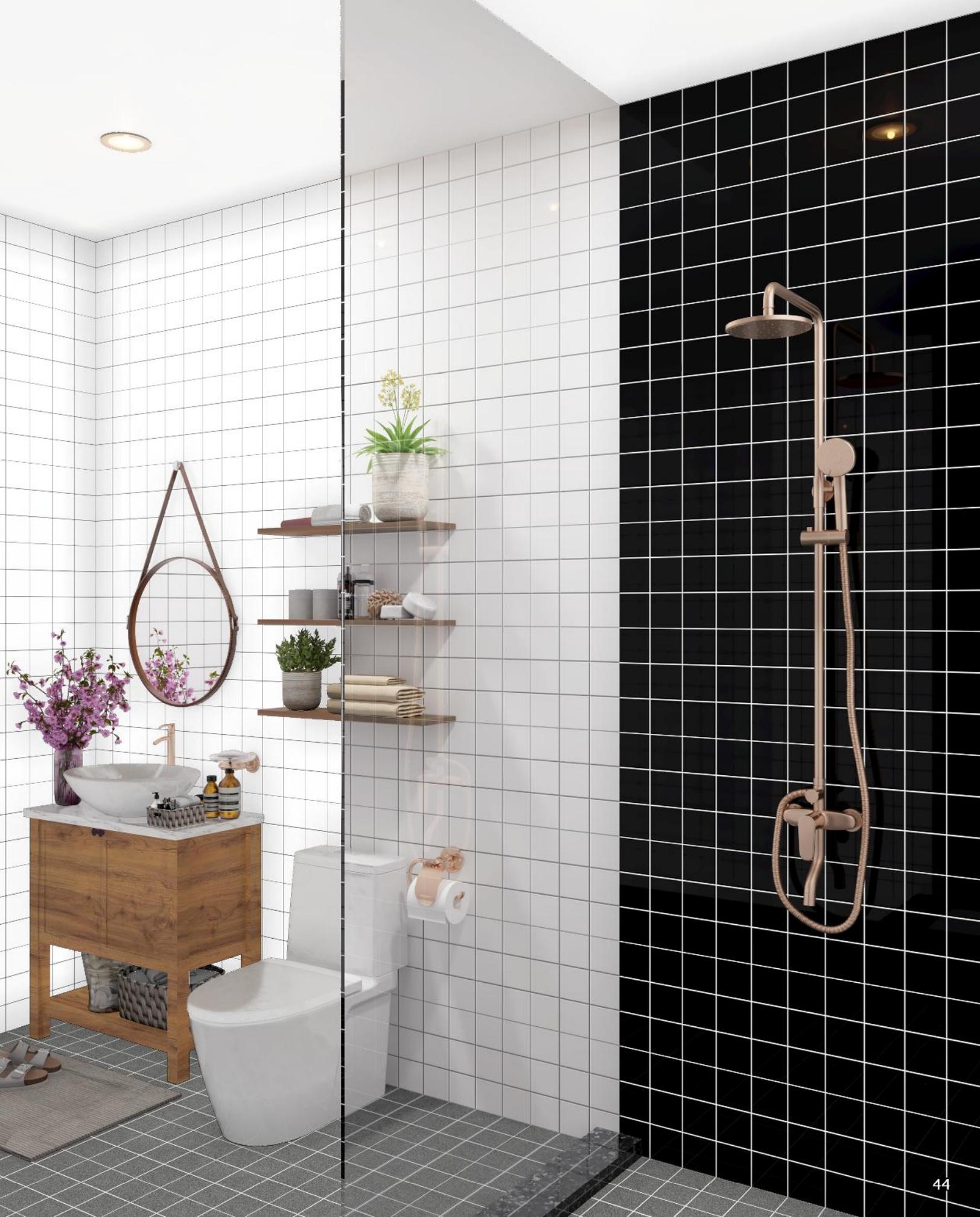
CHESTER Light Mint  
G30CES\$LMN



CHESTER Dark Maroon  
G30CES\$DMR



CHESTER Dark Blue  
G30CES\$DBL





Precut 10 x 10 cm

30x30 cm

# BLAZE

Matt Embossed Graniti - Anti Slip



BLAZE Medium Gris  
G30BZE\$MGS



BLAZE Light Gris  
G3BZE\$LGS



BLAZE Light Brown  
G3BZE\$LBR



V1 - UNIFORM APPEARANCE  
Single Face





# Technical Specifications

Salah satu keunggulan teknologi digital pencetakan pada ubin adalah kemampuannya yang menakjubkan dalam menciptakan variasi warna dan motif yang sengaja dirancang agar menirukan secara realistis berbagai bahan alam yang kaya akan grafis dan rona warna pada beragam permukaan.

*One of the advantages of digital printing technology on tiles is the stunning ability to create variations of colour hue and motif that are deliberately designed to be realistically mimic a variety of natural materials that are rich in graphics and colour tones on many surfaces.*



## V1 UNIFORM APPEARANCE

Perbedaan antara tiap keping ubinnya sangat sedikit bahkan sama  
*Differences between pieces produced during the same run are minimal.*



## V2 SLIGHT VARIATION

Sedikit variasi tekstur, motif dalam nuansa warna yang serupa dan dapat dengan mudah dibedakan antara satu ubin dengan ubin lainnya.  
*Features tiles with slightly varying textures or patterns within similar color hues, which can be easily distinguished from one another.*



## V3 MODERATE VARIATION

Perbedaan warna dan tekstur pada setiap ubin dapat sangat bervariasi dalam waktu proses yang bersamaan, sehingga dalam seri yang sama akan ada perbedaan representasi baik dari warna maupun teksturnya.  
*Exhibits notable differences in color and or texture between individual tiles within the same production run however, the colors and or texture present on any given tile will provide an accurate representation of the colors and or texture found on other tiles from the same series.*



## V4 VARIOUS VARIATION

Setiap ubin memiliki variasi yang sangat berbeda baik dari segi pola warna yang unik maupun tekstur dalam seri yang sama.  
*Displays varying colors or textures from tile to tile each tile may feature unique color or texture patterns that differ significantly from those found on other tiles within the same series.*

TECHNICAL FEATURES	STANDARD			REQUIREMENTS	
	ISO	EN	SNI		
<b>A. DIMENSION SURFACE QUALITY</b>					
 Side dimension (%)	ISO 10545-2	EN 98	SNI ISO 10545-2 : 2010	$\pm 0.6 / \pm 0.5$	$\pm 0.4 / \pm 0.2$
 Thickness (%)	ISO 10545-2	EN 98	SNI ISO 10545-2 : 2010	$\pm 5.0$	$\pm 2$
 Straightness of side (%)	ISO 10545-2	EN 98	SNI ISO 10545-2 : 2010	$\pm 0.5$	$\pm 0.25$
 Rectangularity (%)	ISO 10545-2	EN 98	SNI ISO 10545-2 : 2010	$\pm 0.8$	$\pm 0.35$
 Surface Flatness (%)	ISO 10545-2	EN 98	SNI ISO 10545-2 : 2010	$\pm 0.5$	$\pm 0.3$
<b>B. PHYSICAL PROPERTIES</b>					
 Water Absorption, percent by mass	ISO 10545-3	EN 98	SNI ISO 10545-3 : 2010	$6\% < E \leq 10$ Individual maximal 11%	6 - 10
 Modulus of rupture, N/mm <sup>2</sup>	ISO 10545-4	EN 100	SNI ISO 10545-4 : 2010	$\leq 8$ Individual minimum 16%	$\geq 25$
 Resistance to crazing - GL only	ISO 10545-11	Required	SNI ISO 10545-2 : 2010	(-)	(-)
<b>C. CHEMICAL PROPERTIES</b>					
 Resistance to staining - GL only	ISO 10545-14	Required	SNI ISO 10545-14 : 2010	Minimum class III	Class 5
 Chemical resistance	ISO 10545-13	EN 106	SNI ISO 10545-13 : 2010	Minimum class Resistant III	Resistant
 Slip resistance, (for anti slip tiles)	AS/NZS 4586 : 2013		(-)	(-)	R11 - R12

System penilaian "R" untuk menilai ketahanan selip melalui "ramp test" untuk menentukan anti-slip pada setiap kemiringan. Nilai "R" pada ubin berkisar antara R9 hingga R13 yang mewakili tingkat ketahanan selip tertinggi.

*The "R" rating system, which assesses slip resistance through a "ramp test" is utilized to determine the anti-slip properties of a tile at varying inclines. The "R" value of a tile can be range from R9 to R13, with R13 representing the highest level of slip resistance.*

Nilai Resistansi Slip Slip Resistance Value (std DIN 511530 R = EN 13036-4, P = AS 4586)	Sudut Kemiringan Slip Corrected Mean Acceptance Angle	Resiko Tergelincir Pada Saat Basah Wet Slip Risk	Rekomendasi Area Pemasangan Area Of Use Recommendation
R9	6 - 10°	Sangat Tinggi / Very High	Area Kering / Dry Area
R10 / P3	10 - 19°	Tinggi / High	Area Yang Terkadang Terkena Basah Occasional Spills and Wetness
R11 / P4	19 - 27°	Sedang / Moderate	Area Terbuka Yang Sering Terkena basah Wet / Outdoor Environment
R12 / P5	27 - 35°	Rendah / Low	Area Terbuka Yang Sering Terkena basah Wet / Outdoor Environment
R13	> 35°	Sangat Rendah / Very Low	Area Komersil Yang Sangat Sering Terkena Basah Very Wet Commercial Area

# Installation Recommendations

UKURAN / Size : 30 x 30 cm

JUMLAH / Quantity : 9 Keping (Pieces)

KUALITAS / Grade : A

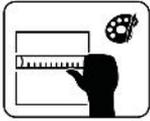
## 25/01/25 11:10F G30KID=MGN 5M1

In the carton box, please check size, quality and shading code before installation.

### Example :

06/01/17 11:10F	:	Production Date (Batch No.)	5	:	Shade Code
G30	:	Code Brand & tile size	M	:	Size Code
KID=MGN	:	Design Name	1	:	Grade

1



Periksa ukuran, warna dan mutu secara seksama untuk mendapatkan hasil pemasangan yang optimal.

*Check the size, color and grade of the tiles carefully to ensure optimum laying.*

2



Ubin harus direndam air waktu minimum 5 menit sebelum di pasang.

*Soak the tile in the water for at least 5 minutes before installation.*

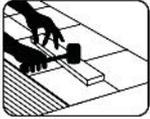
3



Ratakan adukan semen pasir sebelum pemasangan ubin. Buat alur adukan semen pada permukaan yang sudah rata.

*Prior to installation, spread the mixing of the cement. Make cement grooves on the smoothed surface.*

6



Gunakan kayu panjang dan rata serta palu karet untuk meratakan pemasangan ubin.

*Use a long flat wood and rubber hammer to leveling the tiles to each.*

4



Pasanglah ubin pertama sebagai garis patokan.

*Place the first tile as a guide line.*

5



Letakan spacer plastik untuk mengatur jarak antara ubin. Rekomendasi besar nat minimal 2-3 mm.

*Put the plastic spacer to adjust the space between the tiles. Minimum 2-3 mm is recommended.*

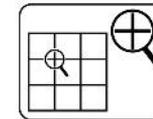
7



Untuk pembersihan, hindari penggunaan alat yang bisa mengakibatkan kerusakan dan meninggalkan noda.

*For cleaning, avoid the use of equipment which leave marks and stains.*

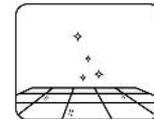
8



Sebaiknya nat berwarna kontras dengan keramik Precut.

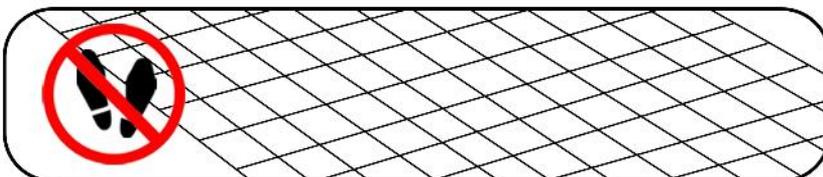
*It is recommended to use grout in a contrasting color to highlight the tiles.*

9



Sisa pemasangan nat harus dihilangkan sepenuhnya dari lantai.

*All residues of grout must be completely removed from the floor.*



Setelah pemasangan selesai, diamkan minimal 24 jam atau sampai semennya mengering

*After the installation process finished, avoid any disruption for at least 24 hours or until the adhesive dried*

# Advantages



Lebih Kuat Menahan  
Beban Hingga 310 kg/cm<sup>2</sup>(\*)

*Superior Strength  
Resist up to 310 kg/cm<sup>2</sup>.*



Lebih Siku  
Memudahkan Pemasangan.

*High Precision for Easy &  
Precise Installation.*



Bisa dipakai  
di Lantai & Dinding.

*Versatile as Applicable  
for Floor and Wall Area.*



Konsisten  
Hanya di 5 Seri Warna.

*Simplify the Color Shade  
Variations to 5 Codes.*



Ukuran Precut Bervariasi  
Dengan Beragam Motif.

*Complete Range of  
Precut Collection.*



Lebih Kilap.

*Superb Glossiness.*



Anti "Ngompol"  
Garansi Seumur Hidup.

*Lifetime Guarantee  
for Non-Watermark.*



Kualitas  
Permukaan Lebih Bagus.

*Excellent Surface Quality.*



Konsisten  
Hanya di 3 Ukuran Kaliber.

*Simplify the Caliber Size  
Variations to 3 Codes.*



Beragam Variasi Motif Untuk  
Semua Area Hunian Anda.

*Aesthetically Works  
for Your Living Space.*

# Standard Packing

## Detail Pengemasan Keramik ( Lokal )

*Packing Details Ceramics ( Local )*

SIZE (CM)	PCS / BOX	M <sup>2</sup> / BOX	APPROX. WEIGHT / BOX (KG)	BOX / PALLET	M <sup>2</sup> / PALLET	PER CONTAINER 23,5 TONS		
						PALLETS	BOXES	PIECES
30 x 30 Precut	9	0.81	16.00	99	80.19	15	1,485	13,365

## Detail Pengemasan Keramik ( Internasional )

*Packing Details Ceramics ( International )*

SIZE (CM)	PCS / BOX	M <sup>2</sup> / BOX	APPROX. WEIGHT / BOX (KG)	BOX / PALLET	M <sup>2</sup> / PALLET	PER CONTAINER 27 TONS		
						PALLETS	BOXES	PIECES
30 x 30 Precut	9	0.81	16.00	99	80.19	17	1,683	15,147



**PERHATIAN** : Gambar - gambar di katalog ini hanya menunjukkan motif (seri warna pada tile dapat berbeda).  
**ATTENTION** : Picture shows in the catalog, only show the design (in the actual tile color series can be different).



# We Care

## Save the Environment

**PT. Chang Jui Fang Indonesia (CJFI)** always ensure all the natural energy and human resources are wisely used. Reduce, Reuse, and Recycle are one of our daily routines when we produce high quality floor and wall tiles.

We use a reasonable amount of recycle material in our quality ceramic tile, as our responsibility to lessen new material from mother earth.

From the process of selecting a unrenewable with renewable materials, the effectiveness of natural gas usage, to the reuse of materials that can be recycle, with key point to keep CJFI excellent quality product under ATENA, PICASSO, KITA, HARMONY And MUSTIKA

Mess CJFI - Indramayu

Manufacturer :



Distributor :



Office & Showroom :

Jl. Raya Jembatan III, Komplek Pluit  
Mas Blok AA no.1 Jakarta Utara 14450.  
Telp. 62 21 6685700  
Fax. 62 21 66603052

Factory :

Jl. Raya Losarang Km. 71, Losarang,  
Indramayu, Jawa Barat.  
Telp. 62 234 505701  
Fax. 62 234 505259

Scan the QR Code  
for more information



# "INTEGRITAS"