

China Sintered Stone Factory Direct Export vs European Suppliers at CERSAIE: Cost, Quality & Carbon Footprint Compared



Hangzhou, Zhejiang Feb 27, 2026 ([IssueWire.com](https://www.issuewire.com)) - At CERSAIE, the debate surrounding European premium suppliers and [China sintered stone factory direct export](#) models has become the focal point for architects, distributors, and project developers alike. As international construction and interior design markets evolve, buyers no longer merely consider aesthetic qualities when making purchasing decisions; they now consider total cost efficiency, certified sustainability credentials, supply chain reliability as well as innovation capacity when considering materials for purchase. NABEL was established in 1992 and continues to strengthen its global leadership position in sintered stone and porcelain tile manufacturing by offering eco-conscious surface solutions to partners worldwide.

Industry Forecast: Rising global demand for sustainable surface materials

Sintered stone and porcelain tile sales have seen rapid expansion over the last decade due to urbanization, green building mandates, premiumization of interior spaces and premiumization trends. Industry analysts note an uptick in demand across residential, commercial, hospitality and public infrastructure projects specifically those seeking carbon reduction goals.

Key trends that are shaping the competitive landscape include:

- **Sustainability Becoming Mandatory**

Governments and developers have increasingly required Environmental Product Declarations (EPDs), low carbon certifications and indoor air quality compliance from materials previously competed on for design alone; now environmental performance must be demonstrated through metrics. This shift favors manufacturers with vertically integrated production facilities and strong environmental governance structures.

- **Large-Format and Technical Surfaces Gain Market Share**

Architects are increasingly opting for larger slab formats and thinner yet stronger materials such as sintered stone for facades, countertops, ventilated walls and outdoor applications. Sintered stone boasts superior stain resistance, UV stability and durability making it the go-to material in high-end projects.

- **Supply Chain Resilience as a Strategic Focus**

Post-pandemic procurement strategies emphasize diversified sourcing and factory-direct partnerships. Customers increasingly compare European heritage brands with advanced Chinese manufacturers who can offer scale, customization and shorter lead times.

Developers Aiming at LEED, BREEAM and Other Green Building Standards Are Monitoring Embodied Carbon Developers seeking LEED, BREEAM or other green building standards are scrutinizing embodied carbon levels carefully when procuring products; manufacturers who can demonstrate emissions reductions and energy efficiency gains will have an edge.

NABEL has dedicated over three decades to technological development and has aligned its manufacturing strategy with global shifts, offering premium eco-friendly materials that are suitable for both indoor and outdoor environments.

China vs European Suppliers: A Practical Comparison at CERSAIE

CERSAIE continues to serve as a key global platform where buyers directly compare sourcing strategies. While European suppliers maintain strong brand heritage, the China factory-direct model—when supported by advanced manufacturers—has become increasingly competitive. The differences typically center around several critical factors:

Cost Structure

China factory-direct suppliers: Benefit from large-scale automated production, integrated supply chains, and flexible manufacturing, often delivering more competitive total landed costs.

European suppliers: Typically positioned at the premium price tier, with higher labor and energy costs reflected in pricing.

Production Flexibility

China: Greater agility in handling OEM/ODM customization, large project volumes, and fast design iteration cycles.

Europe: Strong in design heritage but often with longer development cycles for custom projects.

Quality Consistency

Advanced Chinese manufacturers like NABEL: Have significantly narrowed the historical perception gap through automation, digital quality control, and international certification compliance.

European brands: Continue to benefit from long-established reputations, particularly in luxury segments.

Carbon and Environmental Transparency

Leading Chinese exporters: Increasingly investing in low-carbon kilns, waste heat recovery, and certified environmental reporting.

European suppliers: Traditionally strong in environmental positioning but now facing growing competition as Asian manufacturers upgrade sustainability systems.

Global Distribution and Service

China factory-direct model: Offers strong scalability for distributors and project buyers seeking volume supply.

European suppliers: Often maintain selective distribution networks focused on brand positioning.

NABEL's presence at CERSAIE reflects how top-tier Chinese manufacturers are redefining global expectations through certified quality, sustainable production, and design innovation.

[Certified Quality and Sustainability: NABEL's Comprehensive Compliance System](#)

In today's specification-driven market, third-party certification is essential. NABEL has built a rigorous, internationally recognized compliance framework that supports architects, developers, and distributors in meeting global project requirements.

Indoor Air Quality & Health Certifications

GREENGUARD Certification

GREENGUARD Gold Certification

These certifications verify that NABEL products meet strict chemical emission limits, making them suitable for sensitive environments such as schools, healthcare facilities, and residential interiors.

Green Building & Environmental Transparency

GREEN BUILDING MATERIALS Certification

Environmental Product Declaration (EPD)

The EPD provides transparent lifecycle data, enabling project teams to accurately calculate embodied carbon and support green building rating systems.

Quality and Management Systems

ISO 9001 — Quality Management System

Ensures consistent product performance through standardized manufacturing and continuous improvement.

ISO 14001 — Environmental Management System

Demonstrates systematic control of environmental impacts across production processes.

ISO 45001 — Occupational Health and Safety Management

Confirms strong worker safety governance within NABEL's manufacturing operations.

Low-Carbon and Market Access Certifications

LOW-CARBON PRODUCT CERTIFICATION

Validates NABEL's ongoing investment in energy-efficient production and emissions reduction.

CE (European Commission) Certification

Confirms compliance with European market requirements, supporting seamless entry into EU projects.

Together, these certifications position NABEL as a reliable partner for projects requiring verified sustainability, regulatory compliance, and long-term performance assurance.

NABEL: Engineering Premium Surfaces for a Sustainable Future

Since its founding in 1992, NABEL has remained dedicated to creating healthy, high-quality living environments through advanced material innovation. The company focuses on developing unique, practical, and sustainable surface solutions that merge the strength of nature with contemporary design aesthetics.

Through continuous technical investment, NABEL has built a global footprint that now includes:

Presence in more than 110 countries

Over 3,000 retail and distribution stores worldwide

Nearly 10,000 global partners

Comprehensive indoor and outdoor application solutions

By integrating artistic design exploration with high-performance engineering, NABEL enables architects and developers to achieve space experiences that go beyond conventional expectations.

Looking Ahead: Convergence Rather Than Competition

The discussion at CERSAIE increasingly shows that the future of sintered stone sourcing is not a simple China-versus-Europe equation. Instead, global buyers are adopting a more nuanced strategy—balancing design heritage, certified sustainability, supply reliability, and total project economics.

Manufacturers that combine:

Advanced automated production

Verified environmental credentials

Global service capability

Continuous design innovation

will define the next phase of industry leadership.

NABEL continues to invest in these core capabilities, positioning itself as a forward-looking partner for distributors, architects, and developers navigating the evolving global materials landscape.

For more information about NABEL's sintered stone and porcelain tile solutions, visit:

<https://en.nabel.cc>



Media Contact

Hangzhou Nabel China Co., Ltd

*****@nabel.cc

86-571-88681270

Source : Hangzhou Nabel China Co., Ltd

[See on IssueWire](#)