

# WATERMARK

| USAGE                      | Y / N |
|----------------------------|-------|
| interior floor             | N     |
| interior wall              | Y*    |
| exterior floor             | N     |
| exterior wall              | Y*    |
| residential light traffic  | N     |
| commercial light traffic   | N     |
| radiant heating compatible | n/a   |
| fireplace surround         | Y     |
| shower wall                | Y*    |
| steam shower walls         | Y*    |
| fountain                   | N     |
| freeze thaw                | Y     |
| pool                       | N     |
| heat resistant             | N     |
| sink backsplash            | Y*    |
| stove backsplash           | Y*    |
| grout joint size           | 1/4"  |
| UV resistant               | N     |



**Standard thickness for 4" x 8" watermark tiles is 3/8".**  
Please note all dimensions are nominal. Additionally, dimensions can vary +/- 1/4".  
\*There are specific installation requirements for this usage. Please discuss with your installer.

# WATERMARK

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**What's in our tile:** The Watermark collection of hand crafted porcelain tile is designed by artist Deborah Osburn and her son, Luca Osburn, also an artist and an avid surfer. Watermark tiles are an ombre-effect tile inspired by Japanese textile dyeing techniques. They begin with an unglazed porcelain tile, the color of paper, then dip, stroke, stain and wash with authentic indigo and gold verdigris pigments. Deborah Osburn takes all of this tile goodness and converts two tactile and mutually enriching materials (porcelain and pigment) into her latest series—Watermark.

Dreamy, meditative, and wildly dissimilar - please expect every one of the hand painted tiles from this series to invoke the unique individuality of its namesake—watermark. This means that your sample may not be a perfect match with your actual order, and that your add-on order may not be a perfect match to either. **This is the beauty of artisanal tile!**

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## INSPECTING YOUR SHIPMENT

- clé Watermark tile is carefully handcrafted and hand painted by our tile artisans to create a decorative pattern on a porcelain surface.
  - Due to the handmade production methods, each and every piece of Watermark tile will exhibit heavy variation in color and pattern. Therefore it is important to blend the tiles from all boxes once they arrive and place them in their installation area to ensure you have the layout you want before installing.
  - Industry standard suggests adding at least 15% overage due to tile cuts, potential breakage, or future repairs.
  - Dust and shipping residue are to be expected and should be cleaned prior to installing.
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## INSTALLATION FYIs

- clé offers general information about our tiles and their unique qualities and usages. Proper installation will only be attained if you have selected a seasoned installer with years of experience with artisan tiles. Any installer without artisan tile experience will not know how to install clé tiles and will likely result in failed installations.
- As is standard in the tile industry, installation deems acceptance of materials. Do not install if there are visible issues. If you have any doubts or are unsure of what qualifies as a visible issue for the tile you are installing, please reach out to us prior to installation. Our tiles are subject to variations in color, texture, size and finish. Misuse by contractor or end-user including but not limited to negligence, physical and/or chemical abuse is not covered by clé's warranty.
- Tile is merely the surface of your construction. Installation problems will arise from inexperienced artisan tile installers, substrate or construction engineering and/or installation issues. Please refer to your project architect, structural engineer and/or installer for best results.
- Install the tiles as late as possible in the project to minimize the risk of damaging the tile.
- Do not use blue tape or other construction tape during product installation. We cannot guarantee that the tape will not erode or damage our products.
- During installation, only soft cloths are recommended for cleaning the tile surface as well as for ongoing maintenance.
- Application of clé top coat can help protect against UV fading.

- Please refer to the current edition of the TCNA Handbook for best installation results and ANSI A137.1 American National Standard Specifications for Ceramic Tile to reference for specifications.
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## INSTALLATION AREAS

- Watermark tiles are intended for interior and exterior walls only.
  - Watermark tiles can be used on fireplace surrounds.
  - Watermark tiles can be installed in wet applications, such as backsplashes, shower and steam shower walls with the application of the clé top coat kit to seal the installation.
  - Watermark tiles can be used as a stove backsplash. Please consult with your installer to see if a range splash is required for your installation.
  - Watermark tiles are freeze/thaw resistant.
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## SEALANT

- clé recommends the use of the clé top coat kit for sealing all applications of Watermark tiles. Please note that the use of any other sealant may strip the hand painted decoration off the surface of the tile.
  - Please note that Watermark tiles come with a single coat of the top coat already applied. We recommend applying an additional layer of the top coat to the tile surface and grout lines as the final step of installation for interior wall applications.
  - We recommend applying 2 coats of the top coat to the tile surface and grout lines as the final step of installation for commercial wall applications where staining is a concern (restaurants, bars) and for exterior walls.
  - For applications in wet areas, specific waterproofing precautions need to be taken such as using a waterproof membrane under the tile and sealing the grout lines and the tile surface with an additional application of the top coat as the final step of installation.
  - Exterior walls installations require vertical weather flashing at the top and application of the clé top coat kit.
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## GROUT

- clé recommends Mapei Flexcolor CQ grout to reduce the risk of grout haze and staining.
- clé recommends a 1/4" grout joint.
- Do not apply a grout release or sealant prior to grouting as it may damage the hand painted decoration.
- Grout color selection is always up to our client and/or their design professional. However, clé is often asked for our opinion on best grout selections for our tiles. And due to the large array of grout colors that are now available, clé would like to offer this general guideline on a foolproof grout color selection for any of your clé tiles.
  - First, have your professional tile contractor complete your tile installation, except for the grout portion.
  - Next, when ready to grout, ask your contractor to bring ALL grout color charts from his preferred grout manufacturers, for your review.

- Lastly, choose a time of day when you are most pleased with the lighting in your space (either natural lighting, installed lighting or a blend of both). During that lighting and time of day, select the grout color that best matches your tile selection.
- If you are working with highly color-variegated tiles or a combination of tiles, we recommend that you follow the above recommendations—but match your grout to the color in your installation that you would like to accentuate.
- We recommend carefully finger grouting to keep grout in the joints and off the surface of the decorative tiles. Any grout film left of the surface of the tile will damage the tile.
- You may find it easiest to employ this grouting method by using a grout bag for applying the grout into the joint and finalizing the grout finish with your finger or a soft, wet cloth. Any grout film left of the surface of the tile will damage the tile.
- Once a clé tile Watermark installation has been completely grouted, it is required that the installer clean any residual grout off of the surface of the tiles carefully while the grout is still wet. It is important to keep the surface of the tile clean.

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## CLEANING

- As with any finely hand painted tile, clé warns against the use of any surface cleansers or scrubbing pads, for maintenance cleaning or during the installation process.
- Cleaning Watermark tiles only requires the use of mild soap, water and soft cloths in most cases.
- Watermark tiles are chemically sensitive. Do not use any cleaners that are not pH neutral and avoid harsh chemicals and acidic or alkaline cleaning products.
- Showers and baths: soap scum can be minimized by using a squeegee after each use and using liquid as opposed to bar soaps.

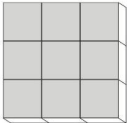
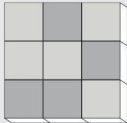
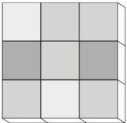
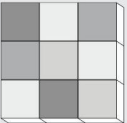
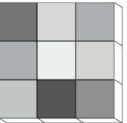
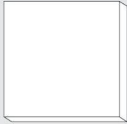
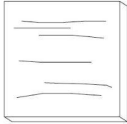
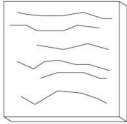
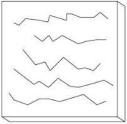
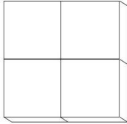
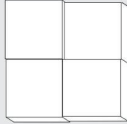
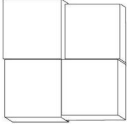
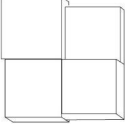
# TRADE SPECIFICATIONS

## COLOR,TEXTURE AND SIZE VARIATION

Due to the handmade craftsmanship of many of our tiles and the variety of materials used, there are degrees of variation in our tiles color, shade and texture. These differences are more pronounced in certain types of tiles than others, especially in tiles from separate production lots, or “batches”. This makes it unlikely that your sample will be a perfect match with your actual order or that your add-on order will be a perfect match to your first order.

The following is a guide for the different degrees of variation that we have assigned our tiles:

Watermark tiles are rated ‘level 4 heavy’ for color variation, with the exception of the field tile that is rated ‘level 2 slight’. For texture variation they are rated ‘level 1 smooth’, and ‘level 2 medium’ for size variation.

| CATEGORY          | LEVEL 1                                                                                       | LEVEL 2                                                                                                          | LEVEL 3                                                                                       | LEVEL 4                                                                                         | LEVEL 5                                                                                         |
|-------------------|-----------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| COLOR VARIATION   | <br>low     | <br>slight<br>(for field tile) | <br>medium  | <br>heavy    | <br>extreme |
| TEXTURE VARIATION | <br>smooth | <br>slight                    | <br>medium | <br>heavy   | n/a                                                                                             |
| SIZE VARIATION    | <br>slight | <br>medium                    | <br>heavy  | <br>extreme | n/a                                                                                             |

## FLOOR RATING

N/A—Watermark tiles are for wall applications only.

## PRODUCT DESCRIPTION

Hand crafted and hand painted porcelain tile.

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## PRODUCT COMPONENTS

Porcelain, pigment, acrylic top coat

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## DIMENSIONS

Rectangle | 10 cm x 20.3 cm x .95 cm (4" x 8" x  $\frac{3}{8}$ ") / .31 kgs per tile (.69 lb)

\* Please note all dimensions are nominal. Additionally, dimensions can vary +/-  $\frac{1}{4}$ ".

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## AVERAGE COEFFICIENT OF FRICTION (DCOF ACUTEST)

N/A—Watermark tiles are for wall installations only.

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## FREEZE/THAW RESISTANCE (ASTM C1026)

Watermark tiles are freeze/thaw resistant.

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## WATER ABSORPTION (ASTM C373)

<3%; vitreous

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## ACID RESISTANCE

Watermark tiles are not resistant to acids and should only be cleaned with water and a soft cloth.

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## LEED CREDITS

The product is an inherently non-emitting source of VOCs (stone, ceramic, metals, powder-coated metals, plated or anodized metal, glass, cement, clay brick, and unfinished or untreated solid wood) and has no integral organic -based surface coatings, binders, or sealants.

Watermark tiles are considered 'inherently non-emitting sources' under the Low-emitting Materials Credit of LEEDv4/v4.1. This is currently the only credit for our Watermark tile that is eligible to be used toward LEED.

'Inherently non-emitting' means that these tile types have been shown to not contribute emissions to indoor environments and are therefore exempt from demonstrating compliance with CDPH v1.1-2010 or CDPH v1.2-2017.

Use of these tiles as Wall or Flooring materials should be entered in the LEED v4.1 low-emitting materials Calculator and identified as 'inherently non-emitting' in the Products Tab (Column L).

Disclosures for MR Credit Material Ingredient Disclosures under LEEDv4/v4.1, are not available at this time. We are exploring our disclosure options and hope to have these available Q1/Q2 of 2020.

Disclosures for MR Credit Environmental Product Declarations under LEEDv4/4.1, are not available at this time. We are exploring our disclosure options and have not established a timeline for completion.

Contribution to MR Credit Material Sourcing under LEEDv4/v4.1, does not apply as there is no recycled content, no bio-based materials, no wood, no reused products included in our tile at this time. Extended producer responsibility programs are highly difficult to manage given the nature of end-of-use tile removal methods. *Tile can last hundreds of years but fashions often change, which is the dominant reason for its removal. We work hard to ensure our porcelain tiles can withstand the test of time while remaining timeless.*

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## RECYCLED CONTENT

There is no recycled content in our Watermark tiles at this time. See Material Sourcing disclosure above.

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## PERCENTAGE OF PRE-CONSUMER AND/OR POST-CONSUMER MATERIALS

There is no pre-consumer or post-consumer material content in our tiles at this time. See material sourcing disclosure above.

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## FIRE RATING

Typically, ceramic tile does not need to have fire rating testing performed. It is our understanding from TCNA that the explanation that ceramic is inorganic, inert, and typically free of materials that could burn or produce smoke is generally enough to satisfy a specifier and that testing is not necessary. Also, the temperatures observed in the testing are typically lower than the temperatures at which ceramic tiles are fired.

Watermark is a ceramic tile and falls under the description, "because ceramic tile is non-flammable and does not produce smoke in a fire, it inherently meets the flame spread and smoke development requirements of Section 803 of the International Building Code (IBC) for interior wall and ceiling materials." Please follow the link for a TCNA document supporting this and many other positive attributes to using ceramic tiles.

TCNA Bulletin: Ceramic Tile for a Safe & Healthy Home

