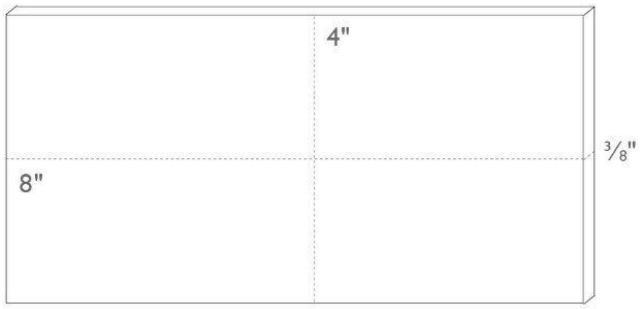
WATERMARK

USAGE	Y / N
interior floor	N
interior wall	Y
exterior floor	N
exterior wall	Y*
light residential traffic	N
heavy residential traffic	N
light commercial traffic	N
heavy commercial traffic	N
Industrial traffic	N
shower	Y*
steam shower	Y*
fountain	N
pool	N
freeze/thaw	N*
UV resistant	Y
radiant heating compatible	n/a
heat resistant	N
fireplace surround	Y*
stove backsplash	Y*
sink backsplash	Y*
grout joint size	¼”



standard thickness for 4" x 8" watermark tiles is ⅜”.
please note all dimensions are nominal and can vary +/- ¼”.
* there are specific installation requirements for this usage. please review the “installation areas”, “sealant” and “grout” sections below, and discuss with your installer.

WATERMARK

you've got something special. the award-winning watermark, inspired by japanese shibori, is a clé original. conceived by clé founder and artist deborah osburn, each unique porcelain tile in the watermark collection is hand dipped, stained or washed in a process as meditative as its result. in addition to the atmospheric, aquatic nature of the original collection, the latest generation of watermark includes new colors and clay bodies for more earthy, artful installations that channel both sky and sea.

expect variation. 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!**

INSPECTING YOUR SHIPMENT

- **WHAT TO EXPECT** - clé watermark tile is carefully handcrafted and hand-painted by our tile artisans to create a decorative pattern on a porcelain surface. ALSO- dust and shipping residue are to be expected and should be cleaned prior to installing.
- **BLEND BLEND BLEND** - 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.
- **ORDER EXTRA! -** industry standard suggests adding at least 15% overage due to tile cuts, potential shipping breakage, or future repairs. watermark's handcrafted and hand-painted production create a wide variation in color and pattern. if these traits do not fit your project's needs, we recommend ordering 20-30% overage. this will allow your contractor to cherry-pick the tiles most desirable for your project.
- **SHIPMENTS ARE SUBJECT TO WEATHER** – during production or shipping, tiles may be exposed to moisture and/or condensation which may affect the color of the tiles once received. setting the tiles out to dry prior to installation will return the color to normal. do not install tiles until fully dried.

INSTALLATION FYIs

- **GENERAL GUIDELINES, NOT INSTRUCTIONS** - 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.

- **INSTALLATION DEEMS ACCEPTANCE OF YOUR ORDER** - if you are not 100% sure of your tiles- DO NOT INSTALL THEM. as is standard in the tile industry and with all construction materials, 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, as well as order shortages ARE NOT a clé responsibility and therefore, not covered by clé's warranty.

- **TILE IS A MATERIAL. INSTALLATION ERRORS ARE NOT THE FAULT OF THE MATERIAL** – clé tile is a material. 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.

- **PLEASE CONFIRM YOUR INSTALLER'S LEVEL OF ARTISAN TILE EXPERIENCE** - your installation will only be as good as your installer. please visit our blog for tips on how to choose an installer (https://www.cletile.com/blogs/cle-notes/how-to-choose-contractor-installer).

- **REQUIRE YOUR INSTALLER PERFORM A "DRY RUN" BEFORE BEGINNING YOUR INSTALLATION** – before installing, make sure to lay out and blend ALL BOXES of your tiles so that your variations in color, and tiles that bear chips and pits are artfully placed as you would like. clé selects our tiles for their hand-hewn variations and their inherent surface and color variations, which include pits, cracks, and chipping. the best placement of these nuances throughout your installation must be guided by you and/or your design professional to realize the best possible blend of your shipment of our limited-availability tiles. your installation is only as good as your DRY RUN.

- **DO NOT USE TAPE, BLUE TAPE, OR OTHER TAPE** - 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.

- **WAIT UNTIL YOUR PROJECT IS COMPLETE BEFORE INSTALLING YOUR TILES** - install the tiles as late as possible in the project to minimize the risk of damaging the tile.

- **REQUIRE MOCK-UP BOARDS** – your next step to ensure your tiles will be organized properly and your grout joint size and color, as well as your sealant, are done to your design professional's specifications- we urge you to require your installer create mock-up boards prior to your installation. this is a STANDARD PRACTICE for seasoned installers as it enables the end-user and their design professional to test all the tile layouts in mock-up form and, also will allow for the mock-up boards to be examined in the space and lighting in which the tiles will be used. before beginning the mock-up boards- make sure to FIRST do your above-recommended DRY RUN and lay out and blend your tiles as described in that section.

- **“FINAL FINISH” – WHAT IT IS AND WHY MAY YOUR PROJECT REQUIRES THIS?** - if you plan install your tile prior to the installation of cabinets, fixtures, etc., you’ll need be refinish the tile after those other features are installed in a step we call the “final finish.” in this step, your contractor should replace any broken or chipped tiles caused by construction damage, scuffing, or any deterioration of the tile surface. they should also hire a professional refinisher for the final refinishing of your tile installation. (*NOTE – another benefit is that shipping refinishing can alleviate common shipping imperfections.). make sure to account for this final step in your project timeline and budget.

  TCNA and ANSI - 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.

INSTALLATION AREAS

- watermark tiles are intended for interior and exterior walls only. for outdoor installations, clé recommends the use of the clé top coat kit for sealing.
- watermark field tiles are freeze/thaw resistant, however, the pigments used on the painted tiles may experience spalling as a result of freeze/thaw cycles.
- watermark tiles can be used on fireplace surrounds but are not heat resistant, and should be kept out of direct heat.
- 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.

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.

GROUT

- clé recommends a ¼" grout joint with this collection.
- clé recommends using mortar and grout that comply with the ANSI A118 or ISO 13007 classifications suitable for your project. please consult with your installation professional to make these determinations.
- clé recommends using a non-pigmented cementitious grout to reduce the chance of grout haze and staining
- 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 careful 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.
- if your contractor is having any issues or questions regarding grout, please reach out to the grout manufacturer directly. they are the best and fastest line of contact.

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 a soft cloth 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.

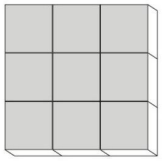
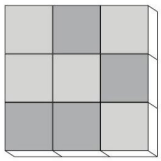
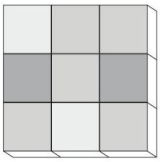
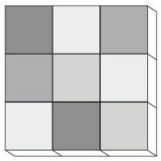
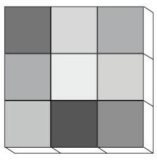
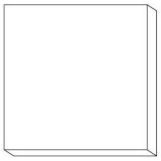
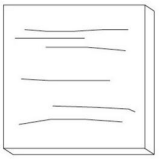
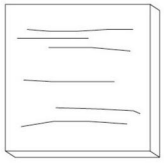
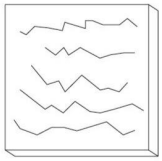
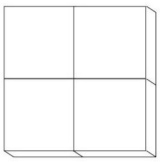
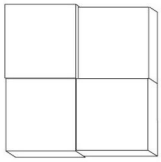
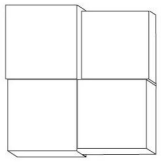
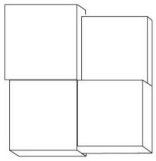
ADDITIONAL SPECIFICATIONS

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	 low	 slight (field tiles)	 medium	 heavy (painted tiles)	 extreme
TEXTURE VARIATION	 smooth	 slight	 medium	 heavy	n/a
SIZE VARIATION	 slight	 medium	 heavy	 extreme	n/a

FLOOR RATING

n/a—watermark tiles are for wall applications only.

PRODUCT DESCRIPTION

handcrafted and hand-painted porcelain tile.

PRODUCT COMPONENTS

porcelain, pigment, acrylic top coat

DIMENSIONS

SHAPE	PIECE DIMENSIONS	WEIGHT
RECTANGLE	10 cm x 20.3 cm x 0.95 cm (4" x 8" x ⅜")	0.31 kgs per tile (0.69 lb)

* please note all dimensions are nominal and can vary +/- ¼”.

AVERAGE COEFFICIENT OF FRICTION (DCOF ACUTEST)

n/a - watermark tiles are for wall applications only.

FREEZE/THAW RESISTANCE (ASTM C1026)

watermark tiles are freeze/thaw resistant, however, the pigments used on the painted tiles may experience spalling as a result of freeze/thaw cycles.

WATER ABSORPTION (ASTM C373)

<3%; vitreous

ACID RESISTANCE

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

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 ceramic tiles can withstand the test of time while remaining timeless.*

RECYCLED CONTENT

there is no recycled content in our watermark tiles at this time. see material sourcing disclosure above.

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.

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.”