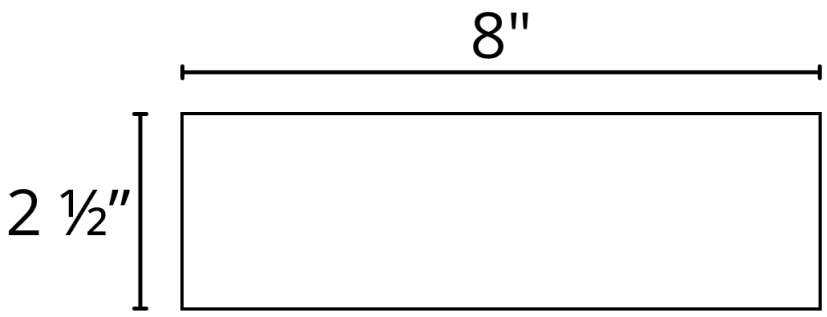
clé guild: denimcraft



standard thickness for denimcraft is ½".
please note all dimensions are nominal and can vary +/- ⅛".

USAGE		walls		floors						traffic rating			
	grout joint	interior	exterior	interior	exterior	entryway	mudroom	bathroom	kitchen	light res.	heavy res.	light comm.	heavy comm.
	⅜"	Y	Y*	Y	N	N	N	N	N	Y	N	N	N

USAGE	shower		steam shower						resistant		fireplace		
	floors	walls	floors	walls	fountain	pool	waterline	freeze thaw	UV	heat	surround + hearth	backsplash	radiant heating
	N	Y*	N	Y*	N	N	N	N	Y	Y	Y	Y*	Y

* there are specific installation requirements for this usage.
please review the "installation areas" section below, and discuss with your installer.

clé guild: denimcraft

you've got something special. denimcraft is a (very) limited-edition tile collection that channels the cultural impact and iconic look of denim and its rich, varied colors. in a progression of shades that range from deeply dyed to well-loved and worn-in, denimcraft is designed to fit your space the same way your best blues fit you: uniquely and with a sense of personal style. like your fave pair of jeans, this timeless palette will never go out of style and will only get better with age.

expect variation. due to the handmade craftsmanship of our tiles and the variety of materials used, there will be degrees of variation in color, shade, size and texture across production lots or batches. 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 guild denimcraft glazed brick shades and colors vary from brick to brick, some more than others. glazed bricks are created by hand, one at a time, from unrefined clay and natural pigments, resulting in intentional variations of color, shade, texture, and size. you can also expect your tiles to be affected by crazing and iron spots, and some tiles might have wire-cut grooves. ALSO - dust and shipping residue are to be expected and should be cleaned prior to installing.
- **BLEND BLEND BLEND** - due to the natural materials and production process of clé guild denimcraft tiles, there will be degrees of variation in color, shade, and size in your order, 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. however, due to the unrefined clay and natural pigments used in creating our guild denimcraft tiles there will be variation in color, shade, and texture, as well as crazing and iron spots and possibly some tiles with wire-cut grooves. if these features 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** – tiles may be exposed to moisture and/or condensation during production or shipping 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, which 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 color variations and tiles that bear chips and pits are artfully placed as you would like. clé selects our tiles for their hand-hewn character 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.

- **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** – 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 allows 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 MIGHT YOUR PROJECT REQUIRE IT?** - if you plan to install your tile prior to the installation of cabinets, fixtures, etc., you'll need to 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. a professional refinisher should be hired for the final refinishing of your tile installation. (*NOTE – another benefit is that refinishing can lessen common shipping imperfections.) make sure to account for this final step in your project timeline and budget.

TCNA and ANSI - 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 specifications.

INSTALLATION AREAS

- **walls**
  - suitable for interior and exterior walls
  - for exterior installations in cold-weather areas, there must be a flashing or roofing overhead and the tiles must be sealed with a water-repellent sealer.
- **floors**
  - suitable for dry interior floors with light residential traffic
  - radiant heating compatible
- **showers**
  - can be installed in shower and steam shower walls with the application of a penetrating sealer.
- **pools, fountains & waterlines**
  - not suitable for installations in pools, fountains or waterlines
- **freeze/thaw rating**
  - not freeze/thaw rated
- **UV resistance**
  - denimcraft tiles are UV resistant
- **fireplace surround and hearth**
  - suitable for installation in these areas
  - heat resistant
- **backsplashes**
  - suitable for stove backsplashes. please consult with your installer to see if a range splash is required for your installation.
  - suitable for sink backsplashes with the application of a penetrating, water-repellent sealer.

GROUT

- clé recommends using a ⅜” grout joint with this collection.
- we recommend applying a sealant or a grout release before grouting. this minimizes grout haze, keeps grout out of the glaze’s sometimes invisible crazing, and allows for easy clean up.
- clé recommends using mortar and a sanded cementitious 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.
- 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. due to the large array of grout colors that are now available, clé would like to offer this general guideline on grout color selection for any of your clé tiles.
    - first, have your 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 their preferred grout manufacturer 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 patterned tiles, 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 pattern that you would like to accentuate.
- we do not generally recommend using grout of a contrasting color. it will highlight the thin hairline cracks/crazing found on the tiles, and fill in any pits, and/or chips. if you choose to use a contrasting grout (i.e. white grout with black tile) please order 20-30% overage in order to cherry-pick the tiles with the imperfections that are standard to our denimcraft tiles. additionally, be sure to apply a grout release or appropriate sealer as a pre-grout treatment to minimize the possibility of the contrasting grout curing in the inherent hairline cracks, pits, and/or chips.
- 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.

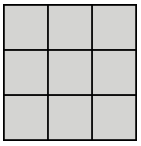
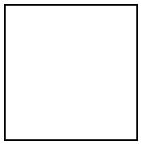
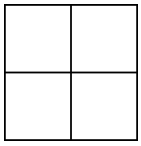
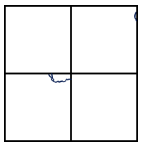
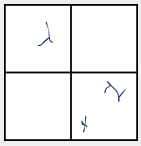
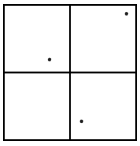
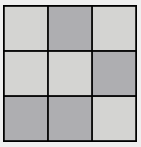
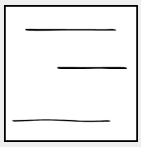
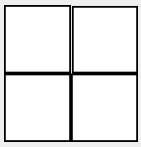
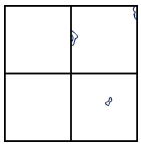
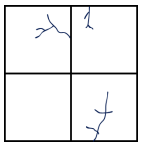
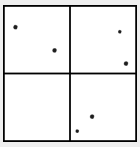
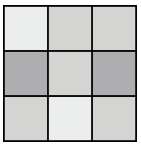
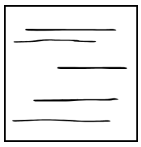
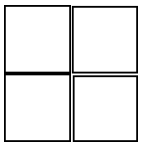
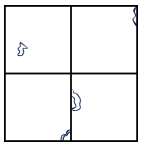
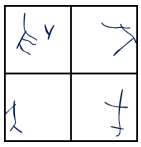
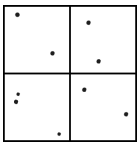
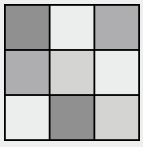
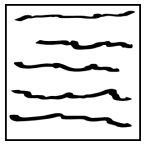
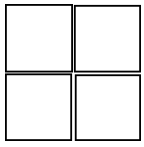
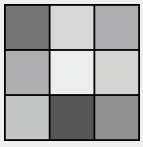
SEALING, MAINTENANCE AND CARE

- guild denimcraft tiles are **very** sensitive to acids. please do not attempt to clean them with vinegar, lemon juice or any common household cleaners other than a gentle pH neutral cleaner.
- please follow laticrete’s sealing, maintenance and care guide for more guidance on cleaning, maintaining, and caring for your tile installation.
- **if you have any questions regarding laticrete products or how to use them, please contact laticrete directly by phone: 1-800-243-4788 x 1235.**

additional specifications

VARIATION & IMPERFECTIONS

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

COLOR VARIATION	TEXTURE VARIATION	SIZE VARIATION	PITS / CHIPS	CRACKS / CRAZING	IRON SPOTS
SLIGHT - EXTREME	**SLIGHT**	**MEDIUM**	**N/A**	**WILL OCCUR**	**PREVALENT**
 low	 smooth	 slight	 will occur	 will occur	 will occur
 slight (button fly, workwear)	 slight	 medium	 prevalent	 prevalent	 prevalent
 medium	 medium	 heavy	 heavy	 heavy	 heavy
 heavy (bootcut)	 heavy	 extreme	n/a	n/a	n/a
 extreme (jean jacket)	n/a	n/a	n/a	n/a	n/a

FLOOR RATING

clé guild denimcraft tiles are rated I (can be used for light residential foot traffic). to help maximize your floor's beauty and longevity, aside from not exposing tiles to traffic beyond their capacity, floors should be kept clean of abrasive debris and stains should be cleaned as quickly as possible.

I **light residential**

for residential areas with light foot traffic. for example: bathroom, bedroom, formal dining and living
please note the following:
not suitable for shoes with hard sole profiles (cleats, stilettos, etc.)

II **heavy residential**

for residential areas with continuous foot traffic. for example: entry, hallway, kitchen, foyer, laundry, and mud rooms.

III **light commercial**

for commercial areas with light foot traffic. for example: commercial offices, doctor's offices, and boutiques

IV **heavy commercial**

for commercial areas with continuous foot traffic. for example: hotel lobby, retail, corridors in an office building, shopping malls and restaurants.

V **industrial**

standard industrial floor use with no extreme, heavy breakage or spillage. for example: restaurant kitchens, bar work areas, winery production, exterior hotel entry, airport, car showroom, driveway.

PRODUCT FINISH

our guild denimcraft tiles feature a satin finish.

MATTE	EGGSHELL	SATIN	SEMI-GLOSS	GLOSS
non-reflective, subtle texture	soft sheen, subtle texture	luminous, smooth texture	moderate reflectiveness	reflective, high sheen

PRODUCT DESCRIPTION

glazed thin brick.

PRODUCT COMPONENTS

clay, glaze.

DIMENSIONS

SHAPE	PIECE DIMENSIONS	WEIGHT
RECTANGLE	6.35 cm x 20.3 cm x 1.27 cm (2½" x 8" x ½")	0.39 kg per tile (0.85 lb)

* please note all dimensions are nominal and can vary +/- ⅛".

AVERAGE COEFFICIENT OF FRICTION (DCOF ACUTEST)

WET DCOF	DRY DCOF
0.22 (no wet floors)	0.62 (interior floors, dry)

*application of an anti-slip sealer or treatment can help increase slip resistance.

*DCOF is only one factor and should be considered together with levelness of surface to be tiled, type of use, expected traffic, contaminants, maintenance, and wear when choosing a tile for your project.
per ANSI A326.3 standards:

- interior floors intended to be walked on *when dry* should have a *dry* DCOF of at least 0.42.
- interior floors intended to be walked on *when wet* should have a *wet* DCOF of at least 0.42.
- exterior floors intended to be walked on *when wet* should have a *wet* DCOF of at least 0.55.

FREEZE/THAW RESISTANCE (ASTM C1026)

guild denimcraft bricks are not freeze/thaw resistant.

WATER ABSORPTION TEST (ASTM C373)

avg. 10.6%; non-vitreous.

ACID RESISTANCE

guild denimcraft tiles are not resistant to acids and should be cleaned with pH neutral cleaners.

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.

denimcraft bricks are considered ‘inherently non-emitting sources’ under the low-emitting materials credit of LEED v4/v4.1. ***this is a credit for denimcraft 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 LEED v4/v4.1 are not available at this time. we are exploring our disclosure options and have not established a timeline for completion.

disclosures for MR credit environmental product declarations under LEED v4/v4.1 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 LEED v4/v4.1 applies as there is pre-consumer recycled content in our bricks. ***this is a credit for denimcraft that is eligible to be used toward LEED.**

* denimcraft can contribute to two LEED v4/v4.1 points under the low-emitting materials credit and under the MR credit material sourcing.

RECYCLED CONTENT

the clay mix in our clé guild denimcraft bricks consists of grog (ground up brick and brick waste). see material sourcing disclosure above.

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

there is approximately 8.4% pre-consumer material content (grog) in each of our denimcraft bricks.

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.

ceramic tile 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.”