

clé GUILD NEW CALIFORNIA

USAGE	Y/N
interior floor	Y*
interior wall	Y*
exterior floor	N
exterior wall	Y*
residential light traffic	Y
commercial light traffic	N
radiant heating compatible	Y
fireplace surround	Y
shower	Y*
steam shower	Y*
fountain waterlines	Y*
freeze thaw	Y
pool waterlines	Y*
heat resistant	Y
sink backsplash	Y*
stove backsplash	Y*
grout type	ultracolor plus fa
grout joint size	$\frac{3}{8}$ "
UV resistant	Y



Standard thickness for New California is $\frac{1}{2}$ ". Please note thickness can vary plus or minus $\frac{1}{8}$ ".

* There are specific requirements for this usage, read more information under the installation, sealing, and grout sections of this document.

clé GUILD NEW CALIFORNIA INSTALLATION

What's in our tile: New California is a line of glazed brick tile inspired by the landscapes of the Northern California coast. Locally produced, this artisan tile is created in the kilns of the clé Guild in San Rafael. Minimally processed, this rugged material possesses natural mineral inclusions which when fired, make every tile a truly unique expression of the earth from which it is made. Glazes are formulated of natural minerals and pigments, giving each kiln load a small batch, hand crafted feel.

clé has worked with our in-house guild to provide the finest quality glazed bricks available. However, for the best installation, it is important that you hire a highly qualified tile contractor for your project.

YOUR TILE INSTALLATION IS ONLY AS GOOD AS YOUR INSTALLER.

INSPECTING YOUR SHIPMENT

- clé's glazed brick shades and colors vary from brick to brick, some more than others. These variations are intentional, resulting from clé's artisan production methods and choice of raw materials.
 - 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.
 - **IMPORTANT:** Due to the color and shade variations, it is very 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. Do not install without blending tiles from all boxes.
 - Industry standard suggests adding at least 15% overage due to tile cuts, potential breakage, or future repairs.
 - Dust and residue from shipping should be cleaned prior to installation.
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FOR INSTALLATION GUIDELINES

- clé's guides are only to help direct you in the right path for a proper installation. Each project is unique and therefore requires a professional who can provide the exact specifications for your project.
- Please have your installer 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.
- Tile is merely the surface of your construction. Installation problems will arise from substrate or construction engineering and/or installation issues. Please refer to your project architect, structural engineer and/or installer to have the best results for your tile finish.
- 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. Do not install if you have any doubts about visible issues. Misuse by contractor or end-user including but not limited to negligence, physical and/or chemical abuse is not covered by clé's warranty.
- Exterior walls require vertical weather flashing at the top and application of water-proof, penetrating sealant.

- Pool and fountain waterlines only in non freeze/thaw locations, with application of waterproof penetrating sealant.
- To increase slip resistance in wet area applications (especially shower floors), we recommend broadening the grout joint size on the setting of the pan tiles, vertical staggering of the tile layout or laying out the tile in a herringbone pattern.
- Be sure to have 95% or more adhesive on the back of the tile to ensure the best bond when setting.
- DO NOT USE TAPE during product installation, or otherwise.
- We cannot guarantee our products' safety against various construction tapes—INCLUDING BLUE TAPE.

GROUT GUIDELINES

- clé ONLY recommends [Mapei Ultracolor Plus FA](#) grout for glazed brick installations.
- Use of any other grout types can result in installation issues.
- We recommend applying sealant or a grout release before grouting to minimize risk of grout haze and to allow for easy clean up.
- clé recommends a $\frac{3}{8}$ " grout joint, which yields 6.54 tiles per sqft.
- 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.
- Note that the full Mapei Ultracolor Plus FA color catalogue contains 40 colors to choose from. Visit the [Mapei website](#) to view.
- If your contractor selects brands other than Mapei grout or Miracle sealant, please have them reach out to the respected representatives of those manufactures for advice and support on failures.
- **IMPORTANT:** If clé Guild New California tiles are being grouted with a contrasting grout color vs. a matching one, then you must also apply a penetrating sealant or grout release prior to grouting in order to minimize the possibility of the contrasting grout curing in the inherent hairline cracks.
- If your contractor is having any issues or questions regarding this grout, please reach out to Mapei tech support directly at 1-800-992-6273 as they are the best and fastest line of contact.

MAINTENANCE & SEALING GUIDELINES

- clé only recommends the use of [Miracle 511 Porous Plus](#) for an invisible sealant finish.
- Always test sealers in a small area to ensure it provides the finish you prefer.
- Dry applications do not need to be sealed as the final step of installation.
- In wet areas (backsplashes, showers, steam showers, pool & fountain waterlines) grout lines and areas of visible crazing must be sealed as the final step of installation.
- Sealant will not penetrate the glazed tile surface but it will penetrate and protect grouted areas and any crazing that reaches the clay body.
- Over time, a natural patina will occur on floors as they are maintained and naturally wear.

- Depending on specific site conditions, glazed thin bricks are subject to wear over time.
 - To minimize sizable traffic damage, a means for people to clean abrasive materials off their shoes before walking on a glazed brick floor should be provided.
 - Single coat reapplication of the penetrating sealant is required once a year on all grout lines in shower applications due to the continuous exposure to water.
 - Reapplication is needed more often if installation is in a steam shower or pool/fountain. Please refer to a professional for this.
 - For steam showers, opening windows/doors to help some of the moisture dissipate faster after use will help rid extra moisture.
 - For superior water repellency in steam showers we recommend applying Miracle 511 Impregnator sealant in addition to 511 Porous Plus.
 - Exterior walls need to be sealed with a waterproof, penetrating sealant.
 - If your contractor is having any issues or questions regarding this sealant, please have them reach out to Miracle tech support directly at 1-877-385-8155, as they are the best and fastest line of resolution.
 - PLEASE FOLLOW ALL MIRACLE SEALANT INSTRUCTIONS FOR BEST RESULTS as well as MAINTENANCE UPKEEP RECOMMENDATIONS.*
- * HINT: if water and oil do not bead up on the grout lines then the sealant was not applied properly.

CLEANING GUIDELINES

- Glazed bricks require minimal maintenance. Mild, pH neutral soaps should be sufficient for most cleaning—test before general use.
- Clean using soft materials, like a cloth, instead of coarse materials.
- Always avoid harsh chemicals and acidic or alkaline cleaning products.
- Immediately clean up spills - do not allow liquids to sit on the tile surface. Excess liquid and moisture can stain, pit and crack tile—even when properly sealed.
- Vacuum or sweep regularly—abrasive dirt and materials can scratch the surface.
- Non-slip mats or area rugs should be placed inside and outside entrance ways to remove abrasive materials that can scratch and dirty the tile surface.
- Mop floors when necessary with warm, clean water and pH neutral cleaner.
- Interior wall installations can be cleaned with warm water and damp microfiber cloth.
- Shower installations should be squeegeed after each use to prevent hard water stains, soap scum and mildew.
- Grout lines can be cleaned with warm water and a soft bristled cleaning brush.
- clé recommends the use of Miracle Porcelain & Ceramic Tile Cleaner to remove stubborn stains, grease build up, soap scum, hard water deposits and everyday grime.
- Miracle Tile & Stone Cleaner is effective as an ongoing maintenance cleaner and is gentle for everyday use.

COLOR AND TEXTURE
VARIATION

New California glazed bricks are rated V2 – V4, T2

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. You can also expect your tiles to be affected by crazing and iron spots. These differences are more pronounced in certain types of tiles than others, especially in tiles from separate production lots, or “batches”.

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

COLOR VARIATION

- V1** low variation
- V2** slight variation
- V3** medium variation
- V4** heavy variation
- V5** extreme variation

TEXTURE VARIATION

- T1** smooth
- T2** light texture
- T3** medium texture
- T4** heavy texture

FLOOR RATING

New California is rated I (can be used for light residential foot traffic)

- I** light residential
for residential areas with light foot traffic. examples can include bathroom, bedroom, formal dining and living rooms. please note the following:
 - not suitable for shoes with hard sole profiles (cleats, stilettos, etc.)
 - the floor must be kept clean from abrasive debris (gravel, mud, salt, etc.)
 - immediately clean all stains (food, personal and household care products, oils, paints, chemicals etc.)
- II** heavy residential
for residential areas with continuous foot traffic. examples can include entry, hallway, kitchen, foyer, laundry and mud rooms. please note the following:
 - the floor must be kept clean from abrasive debris (sand, gravel, mud, salt, etc.)
 - immediately clean all stains (food, personal and household care products, oils, paints, chemicals etc.)
- III** light commercial
for commercial areas with light foot traffic. examples can include commercial office, doctor’s office and boutique. please note the following:
 - the floor must be kept clean from abrasive debris (sand, gravel, mud, salt, etc.)
 - immediately clean all stains (food, personal and household care products, oils, paints, chemicals etc.)

IV heavy commercial

for commercial areas with continuous foot traffic. examples can include hotel lobby, retail, corridors in an office building, shopping mall and restaurant. please note the following:

- the floor must be kept clean from abrasive debris (sand, gravel, mud, salt, etc.)
- immediately clean all stains (food, personal and household care products, oils, paints, chemicals etc.)

V industrial

standard industrial floor use with no extreme, heavy breakage or spillage. examples can include restaurant kitchen, bar work area, winery production, exterior hotel entry, airport, car showroom, driveway. please note the following:

- the floor must be kept clean from abrasive debris (sand, gravel, mud, salt, etc.)
- immediately clean all stains (food, personal and household care products, oils, paints, chemicals etc.)