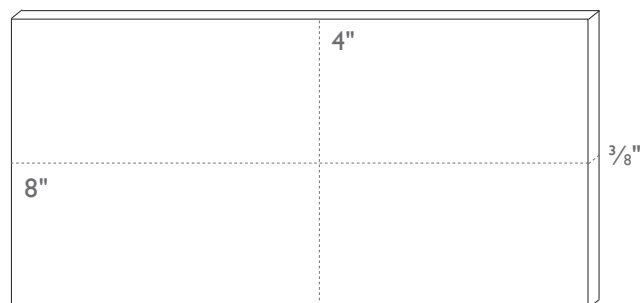


# WATERMARK

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	Y
fireplace surround	Y
shower	Y*
steam shower	Y*
fountain	N
freeze thaw	Y
pool	N
heat resistant	N
sink backsplash	Y*
stove backsplash	Y*
grout type	flexcolor cq
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 and can vary plus or minus 1/4".

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

# WATERMARK INSTALLATION

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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.

clé has worked with our tile artisans to provide the finest quality hand painted tiles 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.**

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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.
- Each and every hand painted Watermark tile is different and unique, with heavy variation in color and pattern to be expected.
- **IMPORTANT:** 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 installing. This can be done with a damp sponge or microfiber cloth.

## 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 tile installer who can provide the exact specifications for your project.
- 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.
- 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.
- To ensure proper bonding when setting, we recommend lightly wiping the back of each tile if there is excessive dust.

- **IMPORTANT: DO NOT USE ANY TYPE OF TAPE** during product installation, or otherwise. We cannot guarantee our products safety against various construction tapes—INCLUDING BLUE TAPE OR ANY OTHER ADHESIVE/MASKING TAPE.
- During installation, only soft cloths are recommended for cleaning the tile surface as well as for ongoing maintenance.
- Walls only, not suitable for floors.
- Can only be installed on exterior walls and requires vertical weather flashing at the top and application of clé top coat kit.
- If installing near something very hot like a pizza oven (on a wall or backsplash) there must be at least a 6" space between the tile and oven.

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## GROUT GUIDELINES

- clé ONLY recommends [Mapei Flexcolor CQ](#) grout to reduce the risk of grout haze and staining. Make sure to always follow the manufacturer's instructions.
- Letting the grout sit for even a short period of time can be problematic.
- 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.
- Note that the full Mapei Flexcolor CQ color catalogue contains 40 colors to choose from. Visit the [Mapei website](#) to view.
- If you are working with a highly color-variegated tile or a combination of tiles, we recommend that you follow the above recommendations—but match your grout to the color in your varied tile or tile combination that you would most like to accentuate.
- We recommend carefully finger grouting to keep grout in the joints and off the surface of the decorative tiles.
- 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.
- 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. KEEP YOUR SURFACE CLEAN.
- Most installation issues arise when the installer has not properly cleaned the surface of the tiles after the grouting process. If the installer uses a typical grout scrub, they will damage the decoration.
- If the installer leaves a significant grout film on the surface of the tiles, it will mask the decoration. A grout film will not occur if the tile installer has finger grouted, as recommended.

- Clients using any of the latest permacolor grouts should take note that permacolor grout dries more quickly than common grouts. Therefore, extra care should be taken to ensure that the grout is NOT applied to the surface of the tile before it begins its immediate drying. Additionally, the working consistency of permacolor grout makes it more difficult to finger grout.
- 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 resolution.

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#### MAINTENANCE & SEALING GUIDELINES

- clé ONLY recommends the use of the [clé top coat kit](#) for sealing all applications of Watermark tiles.
  - **IMPORTANT:** 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 1-2 coats of the top coat to the tile surface and grout lines as the final step of installation for busy kitchen backsplashes where staining is a concern 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.
  - Single coat reapplication of clé top coat kit is required once a year on grout lines and the tile surface in shower applications due to the continuous exposure to water.
  - Reapplication is needed more often if installation is in a steam shower.
  - For showers, opening windows/doors to help some of the moisture dissipate faster after use will help rid extra moisture.
  - Exterior wall installations require vertical weather flashing at the top and application of clé top coat kit.
  - Application of clé top coat can help protect against UV fading.
- \* **HINT:** if water or oil does not bead up on the grout lines then the top coat was not applied properly.

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#### CLEANING GUIDELINES

- As with any finely hand-painted tile, clé warns against the use of any surface cleansers or scrubbing pads, especially during the installation process.
- Cleaning Watermark 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. This includes vinegar, and Simple Green brand products.
- Always 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.

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COLOR AND TEXTURE  
VARIATION

All Watermark tiles are rated V4 / T1, with the exception of the field tile that is rated V2 / T1.

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”.

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

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FLOOR RATING

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

- 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.)