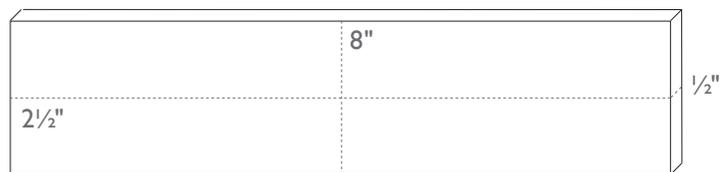


# clé GUILD NEW CALIFORNIA

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

# clé GUILD NEW CALIFORNIA—TRADE

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## 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 particular 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.
- **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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## INSTALLATION

- 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 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 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.**

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## SEALANT

- 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.
  - We recommend applying sealant or using a grout release prior to grouting if the tile has visible crazing.
  - **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.
  - 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.
  - 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.

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## GROUT

- clé ONLY recommends [Mapei Ultracolor Plus FA](#) 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  $\frac{3}{8}$ " 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.

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## STAINING

- Grout staining is only a problem if the guidelines set for Ultracolor Plus FA by Mapei aren't followed properly.
- Please make sure to follow the Mapei Ultracolor Plus FA [application and cleanup instructions](#) to avoid the risk of staining/grout haze and to allow for easy application and cleanability. Read all installation instructions thoroughly before use. Using consistent application procedures will produce consistent results.
- Some of these procedures for Mapei Ultracolor Plus FA include:
  - Spread Ultracolor Plus FA immediately into the joints with a rubber grout float. Make sure that all joints are well-compacted and free of voids and gaps.
  - Remove excess grout from the tile surface, moving the grout float diagonally to the joints while Ultracolor Plus FA is still fresh.
  - After the grout has set (follow proper setting time) use two buckets of cleaning water: One for rinsing the majority of the grout residue from the grout sponge, and one for moistening the sponge in clean water.
  - Change your water buckets frequently to prevent the development of a haze on the tile surface. To prevent discoloration and soft/powdery joints, avoid cleaning with excessive water.
- 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.

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## MAINTENANCE

- 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.
- Check with the Miracle Sealant tech support directly at 1-877-385-8155 for best advice on applying and maintaining sealants.

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## CLEANING

- 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.
- 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.

# clé GUILD NEW CALIFORNIA SPECIFICATIONS

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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.

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## 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

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## 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.)

PRODUCT DESCRIPTION	Glazed thin brick
PRODUCT COMPONENTS	Clay, glaze
DIMENSIONS	<b>New California</b>   6.35 cm x 20.32 cm x .1.27 cm (2.5" X 8" X 1/2") / .39 kg per tile (.85 lb) * Please note all dimensions are nominal and can vary plus or minus 1/8".
AVERAGE COEFFICIENT OF FRICTION (DCOF ACUTEST)	For increased slip resistance, please see more information below under "Wet Area Application".
FREEZE/THAW RESISTANCE (ASTM C1026)	New California bricks are freeze/thaw resistant.
WATER ABSORPTION (ASTM C373)	avg. 10.6%; non-vitreous
ACID RESISTANCE	New California is not resistant to acids and should be cleaned with pH neutral cleaners.

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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.

New California bricks are considered 'inherently non-emitting sources' under the Low-emitting Materials Credit of LEEDv4/v4.1. **\*This is a credit for New California 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 have not established a timeline for completion.

Contribution to MR Credit Material Sourcing under LEEDv4/v4.1, applies as there is pre-consumer recycled content in our bricks. **\*This is a credit for New California that is eligible to be used toward LEED.**

\* New California can contribute to two LEEDv4/v4.1 points under the Low-emitting Materials Credit and under the MR Credit Material Sourcing.

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RECYCLED CONTENT

The clay mix in our New California bricks consists of grog (ground up brick and brick waste). See Material Sourcing disclosure above.

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

There is approximately 8.4% pre-consumer material content (grog) in each of our New California bricks.

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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.

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."

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## WET AREA APPLICATION

New California can be installed as backsplashes, in showers, steam showers and pool and fountain waterlines\* with application of a waterproofing, penetrating sealant.

When installing, make sure these specific waterproofing precautions are taken:

- A waterproof membrane is used under the tile and a waterproof, penetrating sealer is used to seal the grouted areas. clé recommends Miracle Sealants 511 Porous Plus for this sealing.
- 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.
- 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 frequently for steam shower and pool/fountain installations. Please refer to a professional for this.
- For superior water repellency in steam showers, we recommend applying Miracle 511 Impregnator in addition to Miracle 511 Porous Plus.
- For pools and fountains, contact Mapei at 1-800-992-6273 (U.S. and Puerto Rico) or 1-800-361-9309 (Canada) and Miracle Sealant tech support directly at 1-877-385-8155 for best waterproofing application methods and maintenance requirements.

\* We only recommend non-freeze thaw locations for pool and fountain waterlines.