

PURE | ASHBURY

market-collection.com

APPLICATIONS

- Interior walls
- Showers
- Light duty floors and countertops (matte only)

These product lines are made with a semi-absorbent talc clay body. With this body particular attention must be paid to the following:

- **installation of an absorbent clay body**
- **use of dark grouts**
- **extra care required for crackles**

INSTALLATION & MAINTENANCE

- Select installers for our products with great consideration and care as proper installation is critical. Make sure the installer understands the blending requirements given the variation in color, size and texture. For this reason, all tiles should be unpacked, inspected and **BLENDED** prior to installation
- Install ceramic tile per industry standards and always refer to the most current Tile Council of North America (TCNA) "Handbook for Ceramic Tile Installation"
- Movement joints are essential for the success of tile installations. Follow recommendations on movement joints EJ 171 in the most current TCNA "Handbook for Ceramic Tile Installation"
- We recommend the use of pre-formed waterproof shower systems (such as Schluter Kerdi-Shower-Kit, Laticrete Hydo Ban or similar products), or one of the TCNA methods that require a gap and flexible sealant between the mortar bed and shower wall substrate.
- **Note on Ashbury tiles:** Ashbury is handcrafted and field tile will vary slightly in size and thickness, particularly with the large format sizes such as 4x12 and 6x12. Grout lines may not always be perfectly straight and square. Once properly installed and grouted, the beauty of Ashbury handcrafted tile is enhanced by such variation.
- **ALL CRACKLE GLAZES SHOULD BE SEALED USING A PENETRATING SEALER TO HELP PREVENT WATER PENETRATION AND TILE DISCOLORATION.** To create crackle glazes, the glaze surface develops the cracks, not the tile body. As a result, **unsealed tile will stain**. If unsealed crackle glaze tiles get wet, they will temporarily darken from the moisture. Allow tile to dry before resealing the area. Periodic resealing is highly recommended based on usage and application.

- **Dark grouts may stain tiles.** If a dark grout is desired, sealer and grout must be tested on tile prior to installation. **Sealers such as Miracle Sealants 511 Porous Plus or Aquamix gold may prevent staining**, but must be tested prior to using a grout color and always follow sealer manufacturer's instructions.
- **Due to the manufacturing process ceramic tiles are not perfectly flat.** Therefore patterns that have the center of one tile near the end of another may sometimes create slight lippage.
- **Pure 12x24 Brick joint patterns to be set with a maximum offset of 33% and minimum grout joint of 1/8"** unless otherwise approved by homeowner. A critical issue when installing this large format tile is a flat substrate. The effects of an uneven substrate on the installation are magnified with large format tile, making it harder to avoid lippage or misalignment.

CLEANING

- Normal household products are fine to use for cleaning, making sure to avoid any acidic cleaners or abrasive products.
- For any cleaning products, test a small section to make sure it doesn't affect the tile's glaze.
- Clean up any spills or stains immediately.

IMPORTANT!

We recommend wet cutting or the score and snap method during the installation process. Do not dry cut using power tools during the installation process. Improper installation techniques could expose installer to harmful dust.