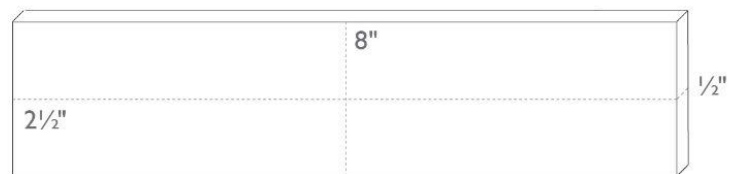


clé GUILD NEW CALIFORNIA

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 joint size	3/8"
UV resistant	Y



Standard thickness for New California is 1/2".

Please note all dimensions are nominal. Additionally, dimensions can vary +/- 1/8".

* There are specific installation requirements for this usage. Please discuss with your installer.

clé GUILD NEW CALIFORNIA

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.

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's New California tiles are handmade glazed bricks created one at a time from unrefined clay and natural pigments, resulting in intentional variations of color, shade, texture, and size. You can 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.
 - Manzanita, Bracken, Salvia, and Willow feature a satin matte finish.
 - Cardoon, Fennel, and Yarrow feature an overall matte finish.
 - Dogwood and Mallow feature an overall gloss finish.

- **BLEND BLEND BLEND** - due to the natural materials and production process of clé Guild New California 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 New California 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 and 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) (<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 your variations in color, and tiles that bear chips and pits are artfully placed as you would like. clé selects our tiles for their hand-hewn variations 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** – your next step 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 will allow for 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 MAY YOUR PROJECT REQUIRES THIS?** - if you plan install your tile prior to the installation of cabinets, fixtures, etc., you’ll need be 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. They should also hire a professional refinisher for the final refinishing of your tile installation. (*NOTE – Another benefit is that shipping refinishing can alleviate common shipping imperfections.). Make sure to account for this final step in your project timeline and budget.
- **TCNA and ANSI** - 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 specifications.

INSTALLATION AREAS

- clé Guild New California tiles can be used on interior floors with light residential traffic.
- clé Guild New California tiles can be used on fireplace surrounds.
- clé Guild New California tiles are radiant heating compatible.
- clé Guild New California tiles can be installed on backsplashes, in bathrooms, showers and steam showers with the application of a penetrating sealer.
- clé Guild New California tiles can be used on shower and steam shower floors, where the natural variation on the surface of the tile can provide additional protection against slipping. Additionally, using a thicker grout line, an off-center placement and/or using smaller 2” x 2” tiles, can also provide protection because there are more grout lines.
- clé Guild New California tiles can be used as a stove backsplash, please consult with your installer to see if a range splash is required for your installation.
- clé Guild New California tiles can be used on interior and exterior walls. Please refer to the “Sealing, Maintenance, and Care” section below for exterior sealing recommendations.

- clé Guild New California tiles can be installed on pool and fountain water lines, however we only recommend this usage in non-freeze/thaw locations.
 - clé Guild New California tiles are freeze/thaw resistant.
-

GROUT

- clé recommends sanded cementitious grout for glazed brick installations.
 - clé recommends using a $\frac{3}{8}$ " grout joint with this collection.
 - 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 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 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.
 - 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.
 - It is recommended that if your Guild New California tiles have visible crazing, that a grout release or penetrating sealant be applied prior to grouting.
 - Additionally, it is recommended that if your Guild New California tiles are being grouted with a contrasting grout color vs. a matching one, then a penetrating sealant or grout release should be applied prior to grouting in order to minimize the possibility of the contrasting grout curing in the inherent hairline cracks. Please use a grout bag or finger grout and avoid getting grout on glazed surfaces. It is very important that if you are taping off surfaces for grouting, please do not leave the tape for more than 24 hours as it will damage the tile.
-

MAINTENANCE AND CARE

- 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.**

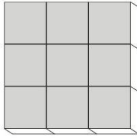
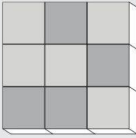
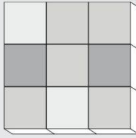
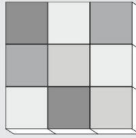
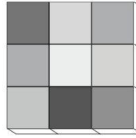
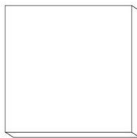
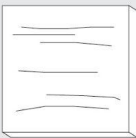
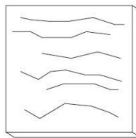
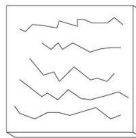
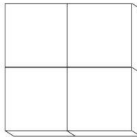
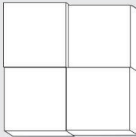
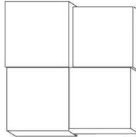
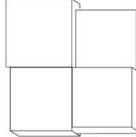
ADDITIONAL SPECIFICATIONS

COLOR, TEXTURE AND SIZE VARIATION

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, size and texture. These differences are more pronounced in certain types of tiles than others, especially in tiles from separate production lots, or “batches”. This makes it unlikely that your sample will be a perfect match with your actual order or that your add-on order will be a perfect match to either!

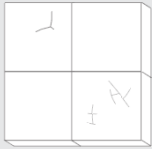
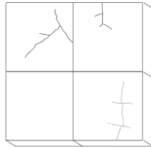
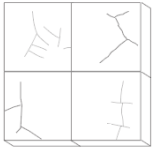
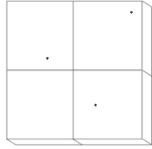
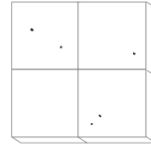
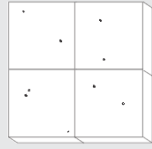
The following is a guide for the different degrees of variation that we have assigned our tiles:

clé Guild New California glazed thin bricks are rated ‘level 2 slight’ for texture variation and ‘level 2 medium’ for size variation. Color variation varies between tiles, please visit the clé Guild New California product pages on www.cletile.com for individual tile ratings.

CATEGORY	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4	LEVEL 5
COLOR VARIATION	 <p>low</p>	 <p>slight</p>	 <p>medium</p>	 <p>heavy</p>	 <p>extreme</p>
TEXTURE VARIATION	 <p>smooth</p>	 <p>slight</p>	 <p>medium</p>	 <p>heavy</p>	n/a
SIZE VARIATION	 <p>slight</p>	 <p>medium</p>	 <p>heavy</p>	 <p>extreme</p>	n/a

IMPERFECTIONS

clé Guild New California glazed thin bricks Fennel, Yarrow, Cardoon are rated 'level 1: will occur' for crazing. All clé Guild New California tiles are rated 'level 3 heavy' for iron spots, except for Manzanita that is 'level 1: will occur'.

	LEVEL 1	LEVEL 2	LEVEL 3
CRAZING	 <p>will occur (for fennel, yarrow, cardoon only)</p>	 <p>medium</p>	 <p>heavy</p>
IRON SPOTS	 <p>will occur</p>	 <p>medium</p>	 <p>heavy (but manzanita is level 1)</p>

FLOOR RATING

clé Guild New California tiles are 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 offices, doctor's offices and boutiques. 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

New California | 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. Additionally, dimensions can vary +/- 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

clé Guild New California is 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.

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.

RECYCLED CONTENT

The clay mix in our clé Guild New California 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 clé Guild New California 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."

