

*A special presentation of FABULOUS FLOORS*

# Tile for Your LIFESTYLE





# The Reach of Sustainability Is Broadening — It's Not Just Recycling Anymore!

Pioneering Tile Industry Initiatives Streamline Sustainability Choices  
Beyond Green ... GreenSquared<sup>SM</sup>

Raising the bar on sustainability, the North American tile industry announced the establishment of GreenSquared<sup>SM</sup>. This is the first multi-attribute building product standard to encompass the full range of products within an industry. GreenSquared<sup>SM</sup> applies a broad set of sustainability criteria, making sure "green" product claims are based on benchmarks rather than marketing hype.

Starting mid-2012, when ceramic tiles, glass tiles, setting materials, grouts, backer boards, and membranes can be certified to these sustainability criteria, a unique logo, easily recognizable by consumers, will be used to identify the conforming products. This means that consumers would be able to easily match Green Squared tiles with Green Squared installation materials for an optimally sustainable system. >>



Background: Catwalk Blue Ballet by Marazzi USA, a random rectangular glass mosaic. Above: Terrain Forest tile, Medium Format, StonePeak Tile.







## Tile Colors — Everything You Can Imagine

Tile colors range from primary basics to contemporary neutrals. Every year, tile manufacturers match the latest in fashion with their take on tile color trends while maintaining a broad palette of standard colors.

The color of tile is tempered by the glaze and finish applied during manufacturing. A high-gloss finish produces crystalline tones, while a crackled glaze with a textured surface plays with shadows over that tile's color.

Polychrome tiles, those having multicolored designs within a single tile, are seeing a resurgence in popularity as accent tiles or when making up a multi-tile mural. The tile artisans at Motawi produce fabulous tiles through the painstaking polychrome process.

To make polychrome tile, the tile artist uses a stylus to etch a groove into a plaster mold. When the mold is later filled with clay, the line will become raised to contain the glaze. Colors are added to this special tile by pooling the glazes with bulb syringes into the areas delineated by the tiny, raised, clay lines. After glazing, the tiles are loaded back into the kilns for their final firing.

The relationship of glass tiles to color and light is complex and part of their charm. Quality glass tiles achieve visual resonance through internal texturing and clear color, permitting light to move within glass's structure and color, providing visual depth and dimension to the transparent glass. >>



*Right: 6" x 6" Left Bank tile in Green, Motawi. Above right: A blend of shapes, textures and finishes make this a standout installation from Oceanside Glasstile.*

*Background: Champs de Pavots tile, Specialty Mural Format, Bon Ton Tile.*