

moroccan tiles

Handmade encaustic
cement tiles

clé

getting to know these magical tiles

matte surface + bold patterns + modern colors



so you've started seeing something new underfoot

and on walls, islands, the indoors, and the out. but you can't quite figure out what they are, how they got there and if you might want some yourself??

on the next few pages, clé offers some A-B-C's about the 1-2-3's of handmade encaustic cement tiles.

bold colors

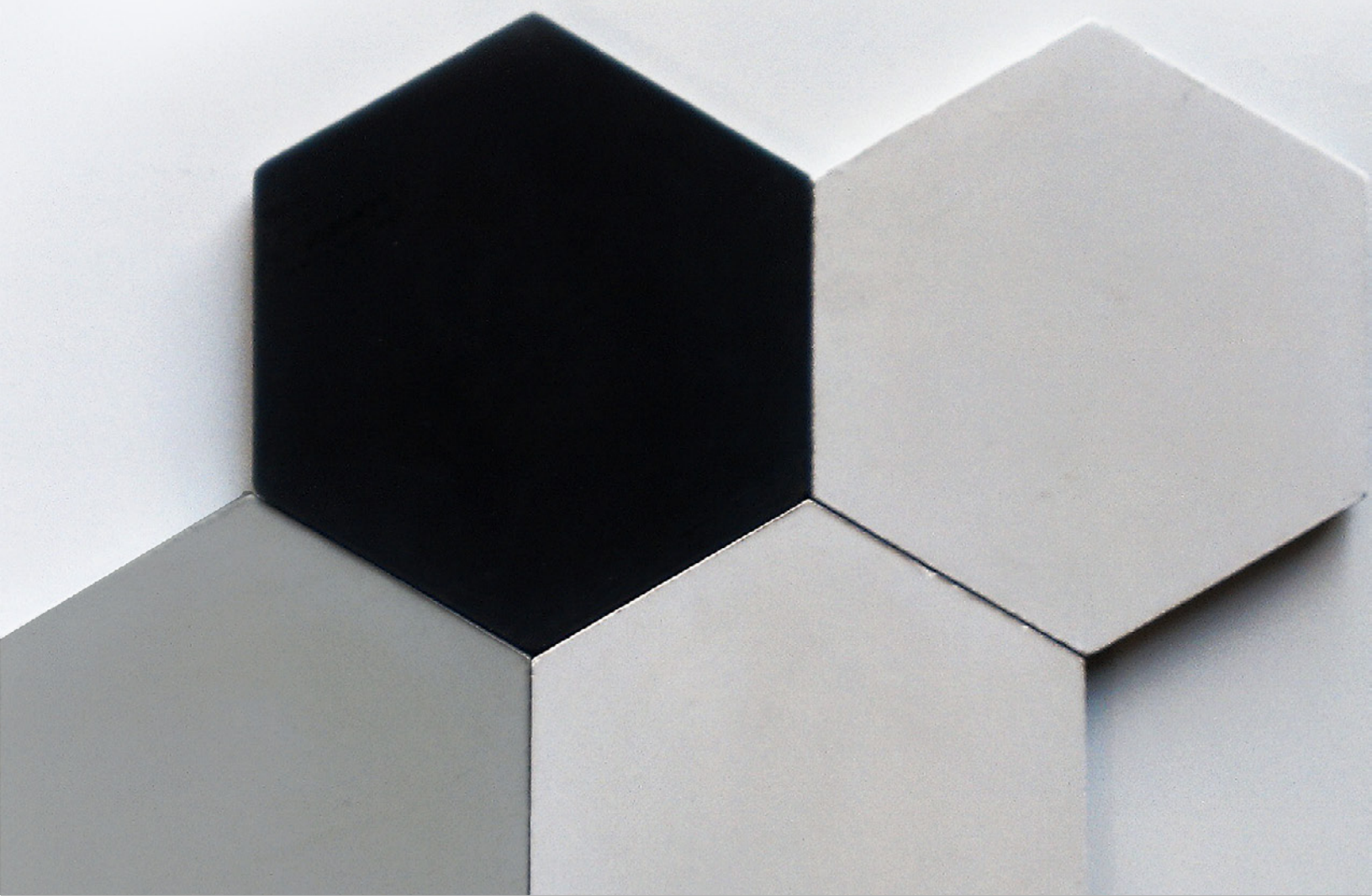
chances are, your first brush with encaustic cement tiles were probably with the most vibrantly colored & patterned versions.



but they can also be subtly elegant tone-on-tone tiles with neutral patterns. it's this incredible ability to morph from style to style and colorway to colorway that has kept these tiles classics for centuries.

elegant neutrals

so here we go . . .



10 THINGS CLÉ

THINKS YOU SHOULD

KNOW ABOUT YOUR

NEW TILE CRUSH



check it out . . .

1 / design history

they've been a design trend for centuries.

2 / what's in a name?

do all tiles come with dozens of names?

3 / what are they made of?

they're colorful, patterned & cement.

4 / how are they made?

"cooking" up some encaustic tiles.

5 / where can you use them?

more like where can't you use them?

6 / how to pick the best:

what's right and what's not?

7 / why handmade encaustics?

'cuz they're good for your tile health.


8 / help! how to pick the perfect color and . . .

pattern for your project.

9 / how long?

you are ready, so when will your tiles arrive?

10 / what if i want my very own color or pattern?



they've been a
design trend for centuries.

the design world is currently enamored of these colorfully patterned cement tiles, but they have actually been fashionable for centuries.

if you're home is any of the following:

- traditional
- moorish
- spanish revival
- santa fe
- minimalist
- contemporary
- mid-century
- LEED

historically hip

this is the perfect tile surface for you. made from fine cement via an age-old process, each of these lively patterned, colored and/or shaped tiles are all hand formed in a small studio by artisans who have been doing so for hundreds of years.

generally, encaustic patterns are formed using 4 tiles. this classic pattern format, made durable by the cement process from which they are produced, has been a designer backdrop in historic homes and architectural masterpieces around the world.



what's in a name?
do all tiles come with dozens
of names?

handmade encaustic cement tiles have been the subject of lots of name calling (seriously), through the years that's because many countries and cultures claim them as their own - using a variety of names influenced mostly by their various languages.

you may also know handmade encaustic cement tiles by:

baldosas de mosaicos
baldosas hydraulicas
barcelona tile
belgian tile
carreau de ciment
carreaux de ciment
carrelage
cement tile
colonial
concrete tile
cuban tile
encaustic tile
french tile
hidraulicos
hydraulic brick
hydraulic mosaic
hydraulic tile
hydraulically pressed tile
Impasta
Incrusted tile

ladrilhos hydraulicos
ladrillo
malaga
mattonelle cementine
mattonelle vittoriane
mexican tile
mission tile
moroccan tile
mosaic
mosaico
mosaicos hydraulicos
piastrelle decorate
piso de pasta
portuguese tegels
potosi
redondo tile
spanish tile
victorian tiles
vietnamese tile

to read more about this tile controversy [click here.](#)



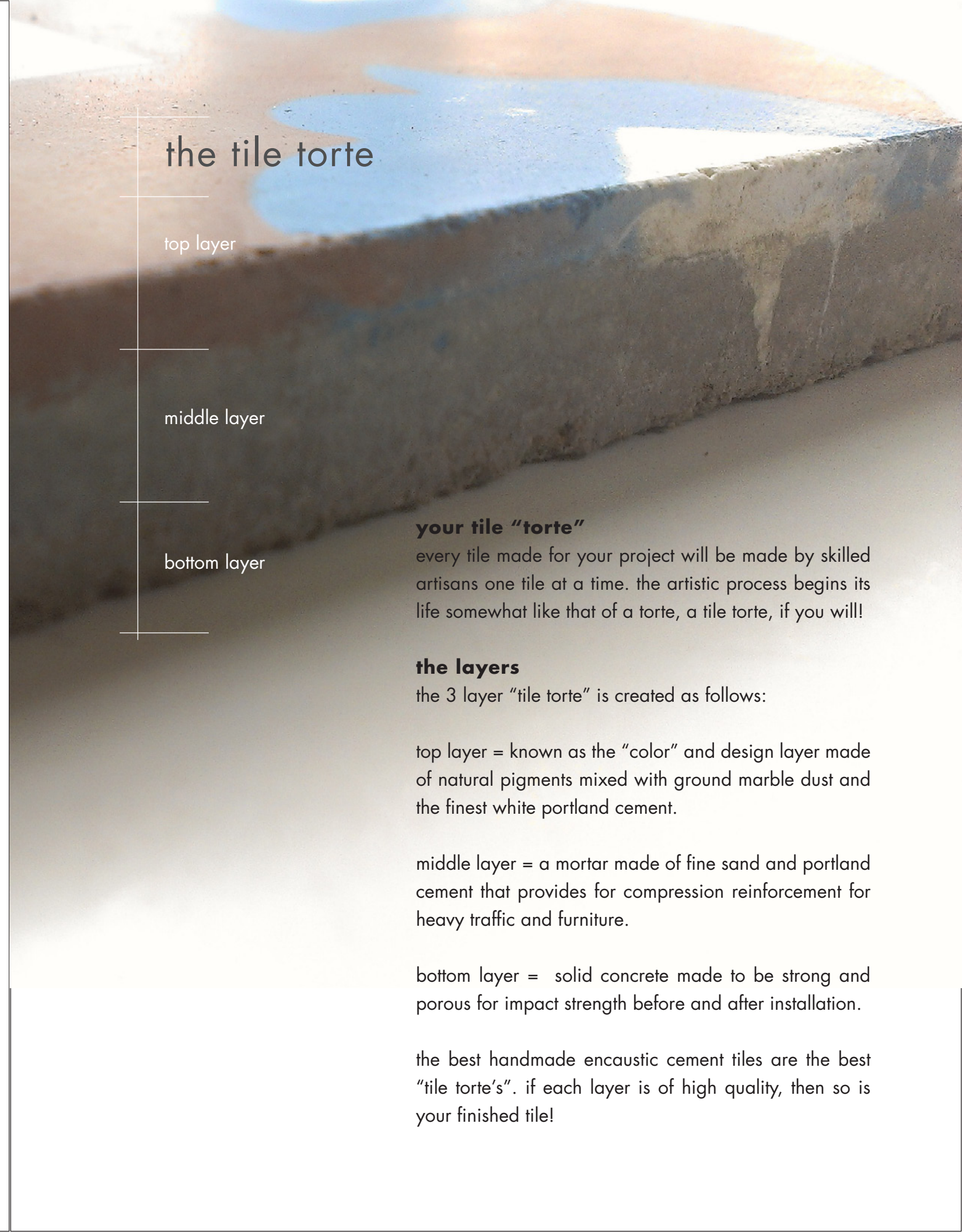


what are they made of? colorful, patterned & cement.

it's one thing to love the look of handmade encaustic cement tiles, and a whole other thing to discover the artisan process that allows for such "magnificent marvels of mosaic." as with any tile making system, equal parts art, science and magic must come together to create a tile of lasting quality.

handmade encaustic cement tiles don't use clay, glazes or kilns- but have their own special ingredients and processes. in order to simplify the technical aspects of this process we are employing the use of several culinary terms -

- ◆ torte
- ◆ cookie cutter
- ◆ panini press



the tile torte

top layer

middle layer

bottom layer

your tile "torte"

every tile made for your project will be made by skilled artisans one tile at a time. the artistic process begins its life somewhat like that of a torte, a tile torte, if you will!

the layers

the 3 layer "tile torte" is created as follows:

top layer = known as the "color" and design layer made of natural pigments mixed with ground marble dust and the finest white portland cement.

middle layer = a mortar made of fine sand and portland cement that provides for compression reinforcement for heavy traffic and furniture.

bottom layer = solid concrete made to be strong and porous for impact strength before and after installation.

the best handmade encaustic cement tiles are the best "tile torte's". if each layer is of high quality, then so is your finished tile!

4

how are they made?
"cooking" up some handmade
encaustic cement tiles.



ok, with the layers, but how does that top layer come together?

your tile cannot be the best tile possible without the best bottom and middle layers. however, the part that is most important to you, will be the top layer. how those gorgeous colors are defined and separated is by using a handmade steel mold of your design (something that looks like an overgrown cookie cutter). this mold is then carefully filled by pouring all of your cement colors into each of the mold's sections. this allows the separate colors to form into your selected pattern, keeping it both defined while simultaneously allowing it to become detailed and unified.

how do the 3 layers become one tile?

now you know about the 3 individual layers, & you know why they are so important to the overall quality of the tile. however, how do the layers come together to make up one solidified tile? that question reveals a process equally as magical as the process of making the 3 layers.



a tile panini press

in the sandwich realm- somehow throwing layers of yummy ingredients between bread becomes highly elevated when all of those layers get weighted between a press. the same melding takes place when the tile layers (or torte) of a handmade encaustic cement tile gets carefully placed into a hydraulic press. pressure is evenly applied (about 1700 psi) until the layers become a single tile.

the water bath

once removed from the mold, the pressed tile is now placed in a rack and submerged in water to allow for the correct moisture content that will allow for the necessary chemical reaction in the concrete. once this occurs, the tiles are removed from the water, allowed to dry and stacked for proper curing time. now you can see why we need at least 6-8 weeks to make your timeless tiles. no tile is cured before it's time!!

and there you have it!

your finished tile is now approximately 5/8" thick and quite heavy. The top side is the mosaic type design and backing that layer is its grey concrete layer of strength. with a 1/4" thick layer of design on the top side, your tile now has a great surface life, capable of withstanding weather conditions and traffic for many lifetimes!



5 where can you use them... more like where can't they be used?

handmade encaustic cement tiles may be used to cover nearly any surface either for residential or commercial applications:

- floors
- walls
- stairs
- back splashes
- ceilings
- islands
- decks
- pool & fountain decks
- terraces
- fireplaces

handmade encaustic cement tiles can be used either indoors or outdoors.

for indoor installations, a penetrating sealer is recommended or a process of polishing the tiles to protect them from water, grease and other stains.

for outdoor installations it is highly important to protect your tiles with a penetrating sealer containing UV protection in order to avoid direct sunlight. This will help the tile to preserve its color and natural patina.

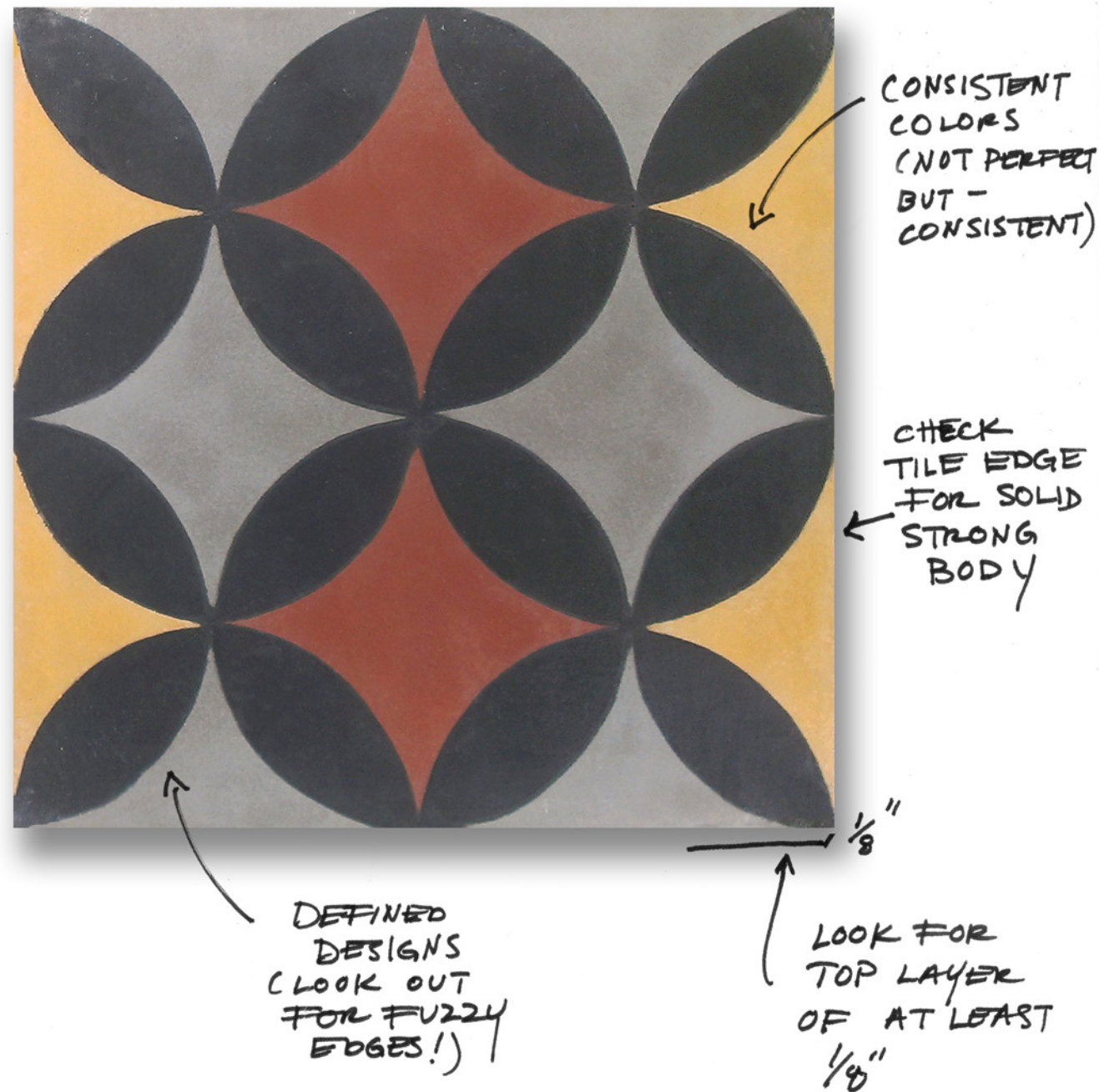
for installations in pools or water areas, use a penetrating sealer to make your tile waterproof and additionally apply an acrylic concrete surface sealer on top.



how to pick the best: what's right and what's not?

what to look for:

with all handmade products, it is important to expect quality, but not perfection. with handmade encaustic cement tiles, there are especially important reasons to embrace the variations. however, if you do not select tiles from a reputable studio, you can have issues in the long run. so here's what you want to look for during your search:



why handmade encaustic cement tiles? - they're good for your tile health

why?

besides their bold design presence, there are a few more reasons why handmade encaustic tiles are perfect for your tile project.

they are 100% handmade

they are not a pollutant, with ingredients made from 100% natural pigments and materials

they are not flammable

they are 100% recyclable

are perfect underfoot in warm weather

wonderfully durable

can be made into nearly any design, size, shape and color

have numerous colors as well as elegant neutrals



now that you've got to have 'em, how to pick the perfect color and pattern for your project.

It's easy to be drawn to these lovable tiles. but -

- ◆ with an available assortment of shapes and sizes,
- ◆ a plentiful color palette and
- ◆ a vast variety of patterns

how can you ensure you've settled on the right handmade encaustic cement tile for your project?

with their legendary classic design sensibility it's difficult to go wrong with any selection. but if you want a bit of guidance,

how about we start with the basics?

- 1 shopping for squares or shapes?
- 2 in search of vibrant color or neutrals?
- 3 looking for formal, traditional or modern patterns?

for more detailed support be sure to check out our bonus handbook- "selection guide for handmade encaustic cement tiles"



what if i want my very own pattern or design? really?? not a problem.

if you can imagine it, chances are we can make a version of your very own design, color & shape. just contact clé & we will help you with your custom handmade encaustic cement tile creation - contact@cletile.com



last tips before you place your order.

one of the things that has changed since the new modern awareness for this historic material is **how** it's being used.

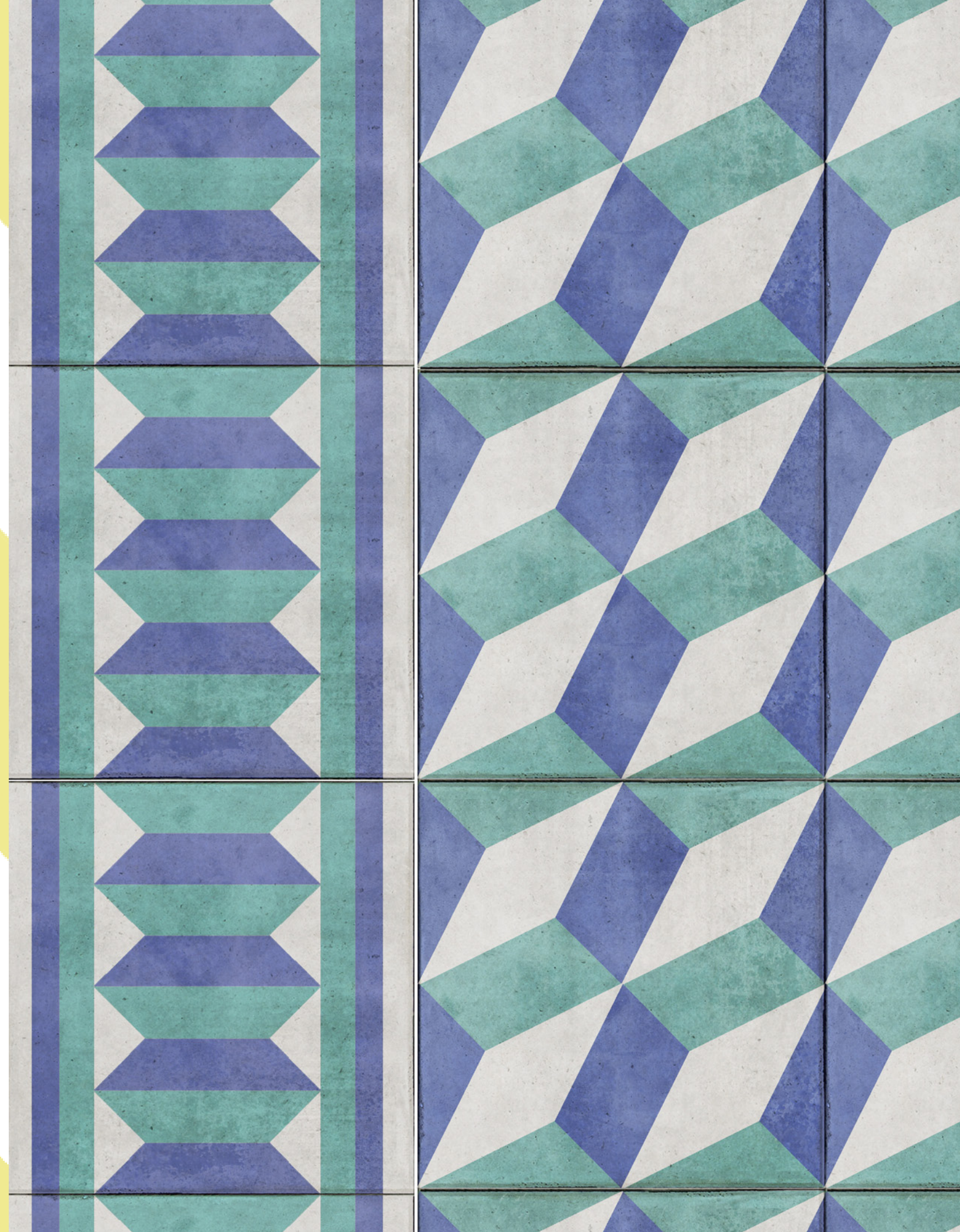
typical encaustic cement tile was mostly used for floors with a central "carpet" of pattern surrounded by a coordinating border. this vibrant, rich and bold use of pattern is still a design tradition when using handmade encaustic cement tiles. we love it, too!

however, now when installing this statement tile, let your heart do the talking:

- ◆ with border, or without.
- ◆ on floors, but also on walls.
- ◆ grand entries, as well as laundry rooms.
- ◆ traditional, but also modern.
- ◆ large spaces and small.

we suggest you just follow your tile impulse when using handmade encaustic cement tiles and we can assist you with all the rest. and if you're looking for the perfect solid colored wall tile to coordinate with a floor of handmade encaustic cement tiles - please be sure to read all about our zellige tiles here:

www.cletile.com/moroccan/moroccan-zelliges-tiles



product specifications

product description: handmade encaustic cement tiles

product components:

(a) wear colored layer: 3 to 4 mm +/- thickness affixed to the tile body by 1,700 psi mechanical pressure, composed of white portland cement, marble dust and mineral pigments for color (oxides and organic)

(b) tile body: 12 mm +/- in thickness, composed of gray portland cement & sand

dimensions: 20 cm x 20 cm x 1.60 cm +/- (8" x 8" x 5/8")

1.3 kg / tile (3.00 lbs) +/-

32.5 kg/m² (6.53 lbs/sqft) +/-

average coefficient of friction:

unpolished / dry: 0.88 – polished / dry: 0.83

unpolished / wet: 0.92 – polished / wet: 0.68

abrasiveness: (scratch-resistance): 3 to 4 mohs - approximately same as black marble

freeze/thaw resistance: like concrete, untreated cement tiles are not resistant to freeze/thaw cycles and should be protected with penetrating sealer and a second coat of a sealer based in acrylic.

acid resistance: cement tiles are not resistant to acids and should be cleaned with ph-neutral cleaners.

use in wet areas: a high quality effective sealant must be used for shower, spa, or pool use. water absorption test: 9.5 to 10.5%

The logo for 'clé' is displayed in white lowercase letters on a dark teal square background.