

DuraCeramic by  
Congoleum in  
Earthpath  
Smokey Clay



## INTRODUCING...Engineered ceramic! What an *interesting* concept.

We've published photos and written about it before but wanted to dig deeper into the subject of DuraCeramic, especially given metallic looks (stainless steel, copper and brass) to go with the stone and clay palettes and some very interesting things to do with grout.

Congoleum explained to us that its DuraCeramic is an "engineered ceramic." That means it delivers the look of a high end ceramic tile floor but with features and benefits totally unavailable in conventional ceramic tile. DuraCeramic is constructed of an extra-thick limestone base composite which resists cracking, breaking and chipping. The tough surface glaze incorporates nylon particles and nano-composite (molecule-size) aluminum oxide particles for superior durability and a virtually stain-proof floor.

DuraCeramic can be installed with grout for a traditional look or without for a modern, contemporary look. DuraCeramic grout is acrylic-based (not water-based), so it takes about half the time to dry. That makes it possible to set and grout these tiles all in one day. Acrylic grout is said to provide terrific adhesion and is less likely to crack than traditional sand types. In addition, acrylic grout does not have to be sealed and is virtually stain proof. Together with the fact that DuraCeramic is an engineered product and does not need a special coating or sealing to protect the surface (the product has its own special surface glaze), the finished installation is incredibly tough.

DuraCeramic is available in larger format tile sizes of 15 5/8" x 15 5/8" for very personal and dramatic upscale patterns. Because the product is an engineered composite material, special wet saws and other expensive equipment required for ceramic and porcelain tile are not necessary.

To the people we introduced DuraCeramic to in focus groups, they've been intrigued by the luxury fashion appearance and the fact that it feels softer and warmer under foot than traditional ceramic. They liked the fact it is about the same price as ceramic tile, but the installation is less messy, less specialty tool-dependent and, in the end, far less costly. Congoleum says it won't discolor from mold or mildew and it's got a lifelong warranty against fade stain and wear-out.

DuraCeramic is a residential flooring fashion, but it also works well in light commercial settings. It's ideal for an office (even the one at home!) As for maintenance and cleanup, Congoleum-brand cleaner is all that's needed to keep it looking clean and new. 🍷



Come home to Fired Clay and Copper, a dramatic display of how two of the Congoleum DuraCeramic looks complement one another.

# FALL'S COOL, BUT THE LOOK OF STONE AND CERAMIC IS STILL HOT!



**F**eeling indulgent? Your timing is perfect! Technology is giving us limitless opportunities for true art, attainable in stone, ceramic tile, porcelain, marble and other types of hard materials (including metal!).

Great designs in these materials may NEVER need replacing. It's a matter of quality materials, design, installation and maintenance.

With stone, the basic trend may be toward bringing the outdoors inside. However, architects and designers have discovered the stunning possibilities of waterjet-cut stone (often with other materials like architectural metals) resulting in award winning floors which can be either customized from existing designs or, most popularly, created as a one-of-a-kind by artists and interpreted in delicate piecework by new-age stone crafters. Prices start around \$1,000 and can rise to the price of rare fine art, which is probably fair considering that the technique is really a sculpture for the floor. (See photo above.)

For the tile look, you have two options: a complete re-decor or minimalist makeover with creative touches here and there for an entirely new look at a fraction of the cost. To plan your stone or ceramic decor, start with photos of the area. This is a good time to bring in an interior designer or flooring professional to help with a scale drawing so you have the right proportions and can incorporate your personal flourishes.

In addition to the new looks in tile, from fossil to French limestone, there are literally hundreds of individual ceramic tiles and deco and trim pieces you can use for a custom look. Copper, brass, stainless pewter and combinations of the metals are available in tile, too as are glass, opaque or clear or with metallics embedded. (Nail polish or metallic blush gives you an idea of sparkles available in some tiles.)

For quick-change custom looks, remove a few tiles and add a custom piece — essentially “fired art.” Or, you can simply add either texture, color or a different size tile to change the whole look of the room. How about creating art work on your wall with stone, glass tiles, or bordering a mirror? You may only need a dozen or so pieces to create something absolutely unique. How about your own stone or ceramic artwork bordered in another type of material such as an exotic wood. (Speak with a stone or tile professional about underlayment issues and discuss all the costs and complexities of the job.)

Factor in tile sizes. Most are available in at three or four different sizes including very large formats. Mixing sizes yields elegant, interesting patterns. On a budget? Select the largest format you can find, then have it installed on a diagonal or brick pattern. Look for displays showing the different installations or experiment by laying tile on the floor to see how it looks. Combine different shapes, textures and finishes (matte to shiny). 📸



Embrace the elegance and grace of Villa Antica, shown above, glazed porcelain from Florida Tile. With a chiseled edge and natural fumé this rustic tile can enhance your home, villa or office. Available in both floor and wall in generous sizes with multiple decoratives including a embossed insert and five different mesh-mounted mosaic sheets.

For the look and feel of elegant marbelized stone, there's Basalto from Florida Tile, at right, a glazed porcelain with slightly clefted edges. Soft swirls of tone-on-tone color will enhance any room with richness and flowing movement. Available in two generous sizes of floor tile with matching mesh-mounted sheets of mosaics, including a Multi sheet for mixing and matching that has no limits.





Tile is versatile, as witnessed by these five very different environments. Top left, a delightful herringbone can be created from the unexpected long format of Galeon from Tiles of Spain. Top right, the quality of the job is a direct result of all the materials used in the installation, not just the ones you see, here Laticrete® Waterproofing Membrane, Platinum Multipurpose Thin-Set Mortar, SpectraLOCK PRO Grout and Lataasil Tile and Stone Sealant to install and protect this ceramic tile. At right is Interceramic's Cotto Andalusi in a warm earth tone palette for the look of Spanish Terra Cotta tile. From Elaine Ceramic Tiles, below right, is Neo California from the Neo Collection which explores trendy hues and novel sizes. Bottom left is Edge Flooring's snap-in-place tile in Utopia Grecian Gold available at member-dealers of The Flooring Network.



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