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SUNSET STRIP INSTALLATION GUIDE

Long famed for its eye-catching and colourful billboards, decadent bars and restaurants and vibrant visitors, Sunset Strip in West Hollywood inspired the naming of this eye-catching collection. In seven muted matt finish colour varieties for both wall and floor, the porcelain stoneware series is ideal for domestic or commercial settings.

PLANNING

The artisan nature of these tiles means that they will vary in size, finish and colour tone between batches and sometimes even within boxes. If you are carrying out your project in stages and the tiles are going to be adjacent to each other, then we would recommend buying all that you need in one go.

Likewise, if you are planning on using different colours together, then it is worth contacting the showroom team before ordering, so they can check the size of the different colours and if they are compatible.

You will also need to make your tiler aware that there can be size differences, as whilst they will be able to allow for the slight differences with a slight larger grout line and setting the tiles by eye rather than usng spacers, they will need to factor in the additional time this takes.

DELIVERY

We always recommend having the tiles delivered well in advance of the tiler starting work. Upon arrival, the first thing to check is that the tiles are undamaged, you have had the correct product delivered and to open a few boxes to check you are happy with any variation in size, finish and tone. This is especially important with Sunset Strip, as there can be a lot of variation in size between batches.

If for any reason you are not happy with your product, please contact our enquiries team before fitting them, so we can discuss your options as installed product is deemed as accepted.

CHECKS PRE-INSTALLATION

The first thing to consider before installing any tile is to make sure the substrate is strong, solid, stable and there is no movement.

If being installed on a floor, there must be no movement in the substrate and any ‘bounce’ or trampolining effect in the floor, must be corrected before tiling can commence. This might entail the addition of joists/noggins and/or a layer of marine grade plywood or equivalent tile backer board, all of which can be installed by your builder, or in some cases your tiler.

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Even if installing tiles onto a timber construction that has no movement, then de-coupling membranes (such as Flex Bone matting) will need to be installed to prevent the natural expansion and contraction of the wood transferring through to the tiles.

When it comes to walls, the best substrate is tile backer boards as these are specially-made boards that can be fixed directly to studwork or brick/block walls and provide an excellent and secure grip for the tiles to bond to. We do not recommend tiling onto freshly skimmed plaster walls or stud work covered in standard plasterboard, as whilst the tiles may initially bond to the nice clean surface, they could eventually pull the thin plaster skim or the paper-front of the plasterboard off the wall, especially if any water or damp is allowed to get behind the tiles.

We also recommend using a waterproofing system behind tiles in the shower, as even the smallest crack or pinhole in the grout can create a capillary effect that can literally suck water behind the tiles. The system we recommend is the Ardex Waterproof Protection Coat, as it is easily applied by roller/brush and provides a waterproof barrier preventing any water getting past the shower area and into the fabric of your building. Eitherway, all the above should be discussed with the tiler when they come to quote, so you avoid any unforeseen delays and additional costs to your project.

INSTALLING YOUR KROMATIC TILES

For fixing the tiles to walls or floors, we recommend using the Ardex adhesives and grouts. To cut the tiles, we recommend the use of a flat-bed, water-cooled tile cutter, fitted with an unslotted, smooth profile diamond-edged cutting blade. Cut the tile face-side up and where possible avoid cuts of less than 15mm. If this is unavoidable, cut slightly wider and then remove the excess with a tile file, rubbing block and or wet and dry paper. Once the tiles have been initially fixed, remove any excess adhesive from the grout joint/tile surface, using a weak dilution of EcoProTec Stone & Tile Intensive Cleaner if necessary.

GROUTING YOUR SUNSET STRIP TILES

Grout - Ardex FS/FL Flexible Grout

Cleaner - EcoProTec Stone & Tile Aftercare

SEALING

Whilst the Sunset Strip tiles are glazed and therefore require no sealing, due to the matt glaze finish it is advisable to use the EcoProTec Pre-Grout Protector to help reduce the chance of grout haze. Apply two coats in opposite directions, allowing 30 mins between coats and wiping any excess off after 10 mins.

GROUTING

We recommend the Ardex range of grouts, particularly in similar shade to your chosen tile colour. The Ardex FL gives a slightly gritty look, whilst the FS grout is much smoother in finish. If you require any advice on which grout/colour to choose, just contact the showroom team who will be happy to help.

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ONGOING MAINTENANCE

For everyday cleaning, we recommend you use a ph-neutral detergent, such as our EcoProTec Stone & Tile Aftercare, as this cleans both the stone and grout without affecting the finish. For spills, hard-water stains and the occasional deep clean (3-6 months) you can use EcoProTec Stone & Tile Intensive Cleaner.

In summary, we are here to help and want both you and your tiler to get it right first time. Taking time to discuss your expectations with your tiler and for them to establish the best way to achieve that expectation will help you both avoid difficult conversations, costly mistakes and unnecessary delays to your project.

If you or your tiler have any questions regarding our products and their application/installation, then before they start work, please ask them to contact our team at technical@claybrookstudio.co.uk or enquiries@claybrookstudio.co.uk who will be happy to advise accordingly.

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