

WILLIAMSBURG INSTALLATION GUIDE

The Williamsburg tiles are a handmade and hand-finished ceramic tile, that celebrates its variation in dimension, thickness and glazing with the aim of being a truly unique and artisan product.

This irregular format can make the tile a little trickier to install, as tilers are unable to use grout joint spacers to set out the tiles.

Instead the tiles will need to be set by eye, so employing a tiler with some experience of installing handmade and/or irregular tiles will produce the best result.

SUITABILITY

Our Williamsburg can be used on all internal wall areas including wet zones, such as shower walls. However, as a hand-produced product, the tiles must be sealed with LTP Crackle Glaze Protector before being grouted, especially if being used in a wet area.

As with all glazed tiles, we do not recommend these tiles are used for creating external mitres. The tiles can have a coating of clear glaze on one or both of their sides, but the colour is not always carried, so we would recommend using trims to cover any corners/ exposed edges.

The most important factor in achieving a good finish is to use a tiler with proven experience of installing handmade tiles, as the wrong application method can significantly affect the overall appearance

PRE-INSTALLATION PROCESS

When you receive your order, please check that you have received all of your tiles and that they are in good condition. Report any breakages as soon as possible, so that replacements can be swapped before installation. Any installed product will be deemed as accepted condition.

INSTALLATION PROCESS

Your tiler will need to correctly prepare the tiling substrate to ensure it is flat, level, solid and dust-free before they start installing the tiles. In wet areas, the substrate must be suitably water-proofed with tile backer board and/or a waterproof membrane in-line with recent legislation.

We recommend planning the layout of the tiles to avoid cuts of less than 15mm where possible. When the tiler has to cut the tiles, they should use a water-cooled flat-bed tile cutter, or (depending on skill set) a smooth profiled, unslotted and fine-cut hand-held wet cutter. Any slight chipping that occurs from being cut, can be smoothed with a suitable tile rubbing pad/stone/file.

If you require any further assistance regarding the installation of Williamsburg Brick tiles, please contact us at enquiries@claybrookstudio.co.uk or technical@claybrookstudio.co.uk



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SEALING AND GROUTING YOUR WILLIAMSBURG TILES FOR PROTECTION AGAINST WATER INGRESS AND GROUT STAINING

Sealer - LTP Crackle Glaze Protector (2-3 coats)

Grout - Ardex FL flexible grout

Cleaner - EcoProTec Natural Stone & Porcelain Aftercare Cleaner

CUTTING

Where possible, try and arrange the layout to fall on whole tiles especially on vertical cuts, to minimise the number of cuts required. If a thin vertical cut has to be carried out, then the cutter will need to cut wide of the required mark and use a rubbing/sanding block to achieve the required width.

With all cuts, please ensure the tile is cut glaze face up with a clean fine edge, unslotted and untextured diamond blade on a water-cooled flat-bed tile cutter. Any exit chipping can be reduced using a rubbing/sanding block.

FIXING

We recommend the tiler uses Ardex Standard Set Flexible Tile Adhesive OR Ardex Microtec Adhesive to fix these tiles to the wall. This should be applied across the substrate using a 3-5mm notched trowel to ensure good contact, whilst avoiding too much adhesive coming through to the face of the tiles.

The tiles should be selected from different boxes to help blend the variation and laid by lightly twisting and pressing them into the adhesive to ensure a good contact. The tiler should regularly stand back from the wall being tiled, to ensure the vertical and horizontal axis are aligned.

Once any adhesive has been removed from the face and the adhesive allowed to set, the tiler can commence grouting.

SEALING

The Williamsburg tiles surface are crazed and pitted, which can trap grout. The application of 2 or 3 coats of the LTP Crackle Glaze Protector will considerably reduce the amount of grout that becomes trapped, but we still recommend the use of the Ardex FL format as this has larger grains which will be less inclined to enter the crazing/pits. However, even with these precautions, some grout will remain in the larger/deeper pits, so if you are in any doubt about the final finish, please grout a sample before purchasing/installing.

GROUTING

The grout should be applied across the surface, using a rubber faced grout float to avoid scratching the glaze and applied using even pressure at a 45 degree to ensure the grout has reached the back of the joint.

After allowing the grout to partially set, the tiler should be using a clean tile sponge or similarly dense sponge, to remove the excess grout from the tile surface. It is important to regularly change the water to avoid grout haze and

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help highlight the areas where grout may have collected.

Once the grout has set, any remaining residue on the surface can be buffed away with a microfibre (or any lint-free) cloth.

If not using the recommended adhesive and grout method above, then please test your chosen products on the tile prior to installation to check compatibility.

ONGOING MAINTENANCE

For everyday domestic installations, use EcoProTec Natural Stone & Porcelain Aftercare Cleaner or a ph neutral cleaner for everyday cleaning.

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