

# Floors Etc

The Easy Guide to Flooring

July 2020

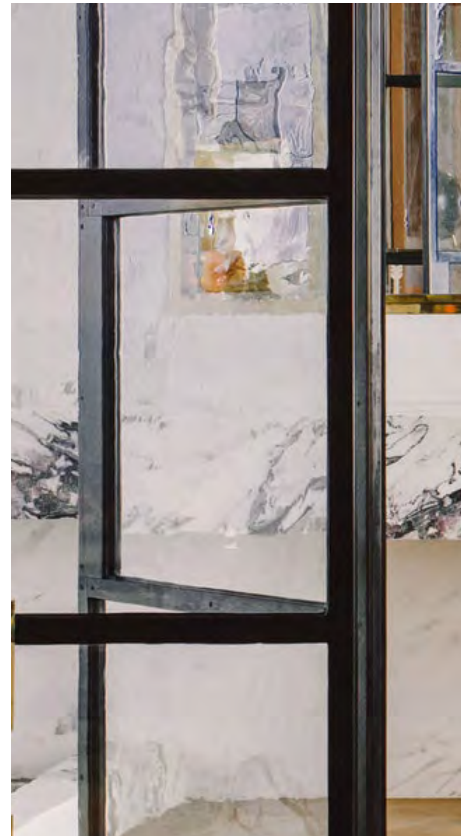
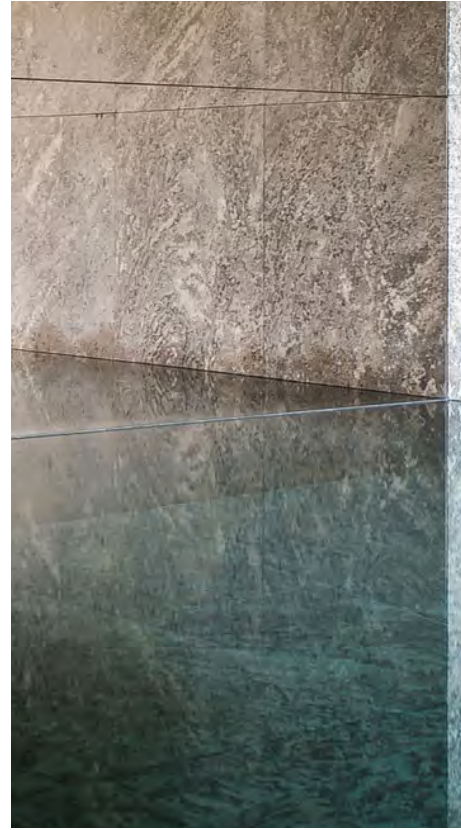
Issue 01

Flooring 101



Floors Etc™  
[www.floors-etc.com](http://www.floors-etc.com)





## TILE & STONE

Classic, versatile, and indestructible—tile is a beautiful choice for any area of your home. Consider tile and stone for much more than your bathroom floor and kitchen backsplash, because the design options are endless.

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[READ OUR GUIDE](#)





# THE EASY GUIDE TO TILE & STONE

Tile and stone add natural beauty and timeless elegance to any space. They offer endless options which enable you to create a room that shouts, this is my style, and this is my home. We've broken down the specifics:

## TILE OPTIONS

### CERAMIC

#### BEST FOR:

*Walls*

Suitable mainly for wall applications, such as bathrooms, kitchens and other spaces, ceramic can be the most cost-effective option and it offers a wide variety of colors, textures and shapes. It's easy to install, clean and maintain.

Offered in **glazed** and **unglazed** options where glaze allows to achieve more vivid colors.



### PORCELAIN

#### BEST FOR:

*Floors, Walls, Backsplashes,  
Bath and Kitchen Tile*

Fabricated using natural clay to emulate the look of natural stone, brick or wood but without the maintenance or cost. Porcelain is highly durable, versatile and easy to care for. It comes in a wide range of colors, textures and sizes. It performs well in high-traffic areas and can even be used outdoors because of its minimum absorption of moisture.



### GLASS

#### BEST FOR:

*Walls, Backsplashes*

Glass tile effortlessly creates a clean minimalist effect in your bathroom, kitchen, laundry room or wherever you choose to install it. Recognized for its great stain resistance and known durability, glass tile is best installed in small quantities as a compliment to any room's aesthetic in your home.





STONE OPTIONS

## NATURAL STONE



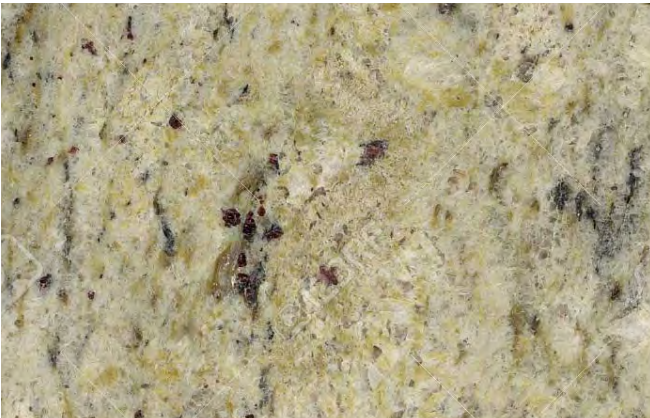
**MARBLE**  
*Old World Elegance*

The most familiar natural stone, marble adds elegance and refinement to any space. No piece is the same and every cut delivers a precisely unique texture. It is costly and relatively soft compared with other stones so can stain easily and must be looked after.



**TRAVERTINE**  
*Natural Beauty*

A form of limestone, Travertine forms unique patterns and textures no other stone can offer. Commonly found in earth tones ranging from almost white and pale ivory to deep shades of red and brown, this natural mineral embodies distinct design.



**GRANITE**  
*Rich Durability*

Perfect for hard surface applications, Granite's durability and low maintenance makes it a great choice for high-traffic areas and kitchen countertops. It has smaller flecks in the surface but it can vary in color richness and visual depth, every stone is naturally unique.

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## CEMENT TILE

**BEST FOR:**

*Floors, Walls*

A versatile option that can provide unique colors and designs. Cement tiles are made by hand, one at a time, using mineral pigments, cement, a mold, and a hydraulic press. With that process tile is expected to have slight imperfections, which give them character and depth. Cement floors need to be sealed and are best for low traffic areas.

