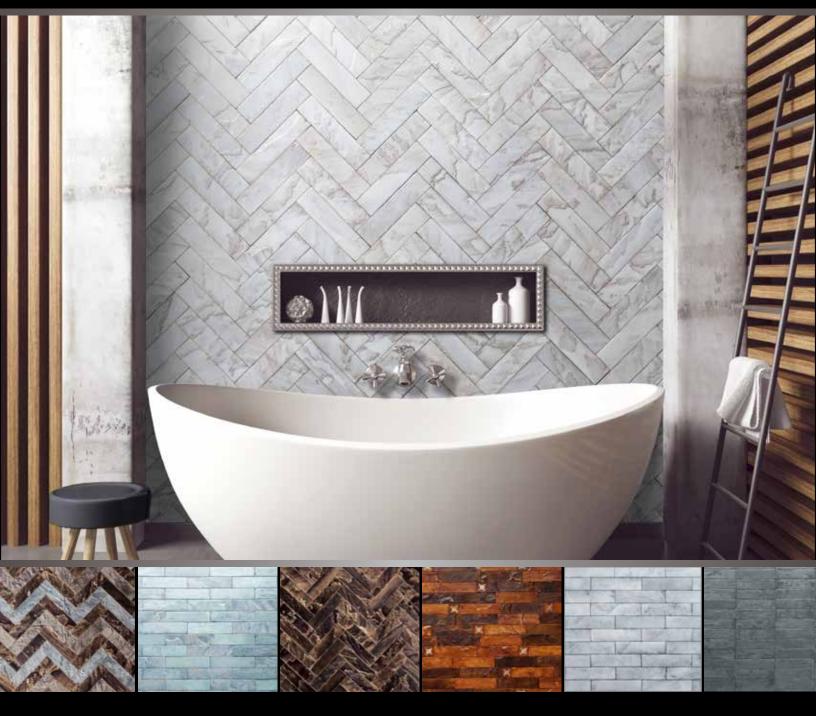
# realstone SYSTEMS Inspiring. Timeless. Enduring.



Het creative with countless color and pattern combinations.

# GLAZED TILE 3"X11.75" | SANDSTONE, SLATE + GLAZE







Realstone introduces a revolution in stone and tile. We've taken our finest natural stone and tempered it to create the uniquely rich, polished look of glazed tile and genuine leather. A distinctive stone cleft on every piece enhances the depth of color and texture, and with fourteen stunning colors to choose from, there are no limits to the beauty that can be created.

### INSTALLATION

Standard tile installation, for best results use white mortar with full coverage. Cutting: non toothed, diamond blade saw.

### **INSTALLATION PRODUCTS:**

Polymer modified mortar preferably in white.

Tested installation products (or equal):

- · Bostik Reflex Ultra-Premium Polymer-modified Thin Set Mortar
- · Bostik Big Tile & Stone polymer-Modified Large & Heavy Tile Mortar
- · Bosti-Set Thin porcelain Tile Panel Adhesive & Sound Reduction membrane
- · Bostik Dimensions Glass filled, pre mixed, urethane grout

### **HOW TO FINISH AN EDGE:**

Installations can be finished off with matching trim pencils, metal tile edge, wood or other framing.

## TEMPERED GLAZE COLLECTION:

**MATERIAL:** Split face slate and sandstone tiles with a layer of colored foil or pigment with a top layer of resin.

**SIZE:** Aprox. 3" x 11.75" x .5" (75x300 x13mm).

WEIGHT: 1.2lbs.

**USAGE:** Indoor, outdoor on vertical surfaces only, acceptable for wet areas\* (non submerged). **INSTALLATION:** Standard tile installation, product can be cut with a standard tile cutter.

CLEAN UP & MAINTENANCE: Soap and water, non acidic, non abrasive cleaner is recommended.

**TESTING:** Water absorption and staining resistance test reports available. Class 5 hardness established for top Resin layer. The products

have been UV tested with no signs of brittleness and yellowing.

**HEAT RESISTANCE:** Tempered tile temperature should not exceed ambient room temperature.

**COLOR:** Products are resistant to fading or discoloring.

VOC: VOC free resin.

PACKAGING: 32 tiles per box.

**ACCESSORIES:** trim pieces (coming soon)

STOCK: Troy MI.

**SAMPLES:** Samples are 1.75"x1.75" and mounted on a card with images and product detail,

• Full size sample pieces are available for purchase.

### **TEMPERED LEATHER COLLECTION:**

**MATERIAL:** Split face slate and sandstone tiles with a layer of natural dyed leather. Square accents are also split face slate and sandstone tiles with a layer of natural dyed leather, stamped with a gold foil design.

**SIZE:** Aprox. 3" x 11.75" x .5" (75x300 x13mm).

WEIGHT: 1.2lbs.

**USAGE:** Indoor installation in dry areas on vertical surfaces.

**INSTALLATION:** Standard tile installation, product can be cut with a standard tile cutter. **CLEAN UP & MAINTENANCE:** Leather cleaner and dry cloth or duster for dusting.

**TESTING:** Tensile adhesion strength test report available.

**HEAT RESISTANCE:** NA

**COLOR:** Resistant to fading or discoloring.

PACKAGING: 32 tiles per box.

**ACCESSORIES:** square accent tiles with metallic foil stamp, trim pieces (coming soon)

STOCK: Troy MI.

SAMPLES: Samples are 1.75"x1.75" and mounted on a card with images and product detail,

• Full size sample pieces are available for purchase.

# For additional information, patterns, color blends and project photos visit www.realstone.com

<sup>\*</sup> All claims and technical information is provided by the Tempered manufacturer. Information is subject to change without notice.

Color variations are inherent in all natural stone products. The product colors you see in this document are as accurate as current photography and printing techniques allow. We recommend you look at product samples before you select a color. Bostik installation products have been tested by Bostik for use with Tempered products.



# **SELLING POINTS**

- 1. Our Tempered Tile Collection has the much sought after authenticity that is currently trending with customers seeking **beautiful products**. Each tile has a unique pattern created by nature. The rich colors of the tiles are also inspired by nature and are refreshingly bold and imaginative . Masterfully curated, the collection is designed to work in both mild and exotic projects.
- 2. It's **environmentally friendly**. The base of Tempered tiles is made of natural stone in a simple process requiring little more than cutting. The resin and adhesive are tested to European standards and are VOC compliant.
- 3. Each piece is **100% unique** with one of a kind authentic character acquired through the use of natural materials. Due to the variance in the natural cleft of each stone piece, every tile is completely unique in color and texture making **every installation one of a kind**. The underlying texture of the stone creates a surface where color can lay smooth and solid or gather in the ridges for a rich marbling effect.
- 4. Our Tempered tiles are made with **natural stone, hight quality leather and vibrant pigments and foils.** This unique combination of natural materials and the standard subway tile format will delight customers with both mild and exotic design needs.

STONE TYPE	Slate or Sandstone
FINISH	Metallic + glaze Pigment + glaze Leather wrapped
ACCENTS	Foil stamped leather accents
USAGE	Glazed- vertical Indoor, Outdoor Leather- vertical Indoor
TILE SIZE	3" x 11.75"   .25 sq. ft.
AVG. PANEL THICKNESS	.4"
AVG. TILE WEIGHT	1.16 -1.91 lbs.

-	II.75"
3"	
- 4"—	



# **MARKETING, SAMPLES & POS**

# Showroom vignettes 12"x 12"

For showroom slat walls or presentations.



Branding Sign 12"x 24"



# Hand boards 16"x 16"

One leather and one glazed with images and info on the back.



# Literature

Printed catalogs and sell sheets



# Sample chips 1.75"x 1.75"

Tile chip is adhered to 5.5"x8.5"card showing installation pattern option and full color line.





Full size sample 3"x 12"





# PHASE 2 \$400 **DEALER LAUNCH KIT** -MKT-TDLK SS 2 **Kit** can be ordered in full or a-la-carte

### Showroom kit

- 1 launch document
- set of 12"x12" vignettes, representing each color (total of 14)
- POS sign
- 50 Sell sheets
- 25 catalogs
- 5 1.75"x1.75" samples chips of each color
- 1 sample board set per rep (1 leather, 1 glazed)
- custom marketing email
- 25% off dealer cost on full size samples
- Showroom Slideshow (request CD or Digital File)

# \$40 sales rep kit (1 kit per dealer rep) MKT-TRLK SS 2

- 1 sample board set per sales rep
- 10 catalogs
- 50 sell sheets
- 1 launch document

All full size samples are <u>free</u> to A&D <u>when ordered directly</u> through Realstone.

All full size samples requested by the <u>dealers are 25%</u> off dealer cost.

End user customer samples can be ordered online and are \$5 plus shipping