

## WHY SELECT TILE

### *The Multitude of Benefits*

If you have a potential client, architect or specifier that is contemplating using tile, perhaps these positive features can help convince them of making the right choice to use tile.



### Recycling & Reuse

There are many tile options available which are made from recycled materials. Plus, once installed, tile can be reused generation after generation. There's no question: combining incredible durability and responsible manufacturer usage of recycled content, tile is one of the most eco-friendly flooring options available.



### Slip Resistant

There are a variety of slip-resistant finishes and textures available for tile flooring. Whether in the shower or on the pool deck, tile offers a safe option that gives you peace of mind.

### Fire Resistant

Tile is nonflammable, meaning it doesn't produce smoke in a fire, reduces flame spread, and doesn't burn and give off toxic fumes, which can occur with simple kitchen accidents. All of this can be especially meaningful in the event of a fire emergency, especially when considering the importance of maintaining clear exit pathways.

The earliest use of decorative tiles was found in Egypt, dating from about 4000 BC. Tiles were also made by the Assyrians and Babylonians. They've been treasured for centuries due to their durability and stunning beauty.



### Zero Allergens

Concerned about allergies and asthma? Tile is a great choice whether you're remodeling or starting from scratch. Unlike other surfaces, tile is both hard and impervious, meaning it's inhospitable to dust mites, bacteria, fungi, mold and other irritants.

### Energy Efficient

Tile's inherent thermal mass reduces peak heating and cooling, which helps moderate temperature swings in your home. This means less work for your HVAC system and more energy savings for you.





### Zero Formaldehyde

Since tiles are solid, they don't contain the binders common to other surfaces – binders like formaldehyde, often found in products containing medium-density fiber board, plywood and particle board. Why is formaldehyde a problem? It is known to lead to an increased incidence of asthma, particularly in children and the elderly – to the point that it has been federally restricted under the Formaldehyde Standards for Composite Wood Products Act.

### Zero PVC

Tile flooring is also free from PVC, a resin commonly used in other surfaces to improve mechanical flexibility and heat stability. PVC contains phthalates and organotin, both regularly a subject of concern and discussion among health experts.



- **Exo-friendly maintenance:** No harsh chemicals are necessary for cleaning. Wiping with soap and water is all that is needed to clean up most messes.
- **Bacteria-resistant:** Ceramic tile is inhospitable to the growth of bacteria and other microbes such as mold.
- **Antimicrobial:** Ceramic tile options are available that can suppress and even destroy harmful microorganisms, such as mold, fungi, bacteria, and viruses.
- **Allergen-free:** The high firing temperature of ceramic tile, generally more than 2000°F, burns off all organic compounds. Plus, ceramic's nonporous surface doesn't allow allergens in the environment such as dust, dirt, and pollen to penetrate.

**Fire-resistant and nontoxic:** Ceramic tile does not melt, burn or emit any toxic fumes when exposed to fire.

- **Hypoallergenic:** contains no allergens and allergens in the environment such as dust, dirt, and pollen cannot penetrate ceramic tile's nonporous surface.
- **No volatile organic compounds (VOCs):** VOCs are harmful gases that cause various health concerns and are emitted by virtually all nonceramic flooring types.
- **No polyvinyl chloride (PVC):** PVC is a resin found in some vinyl flooring that contains phthalates and organotins, both a concern among health experts.
- **No plastic:** The health and environmental concerns associated with plastic aren't an issue for ceramic tile.
- **Naturally occurring materials:** Ceramic tile is a healthy choice for both you and the environment. The natural clays and other materials used to make ceramic tile are plentiful and are often sourced within 500 miles of manufacturing.