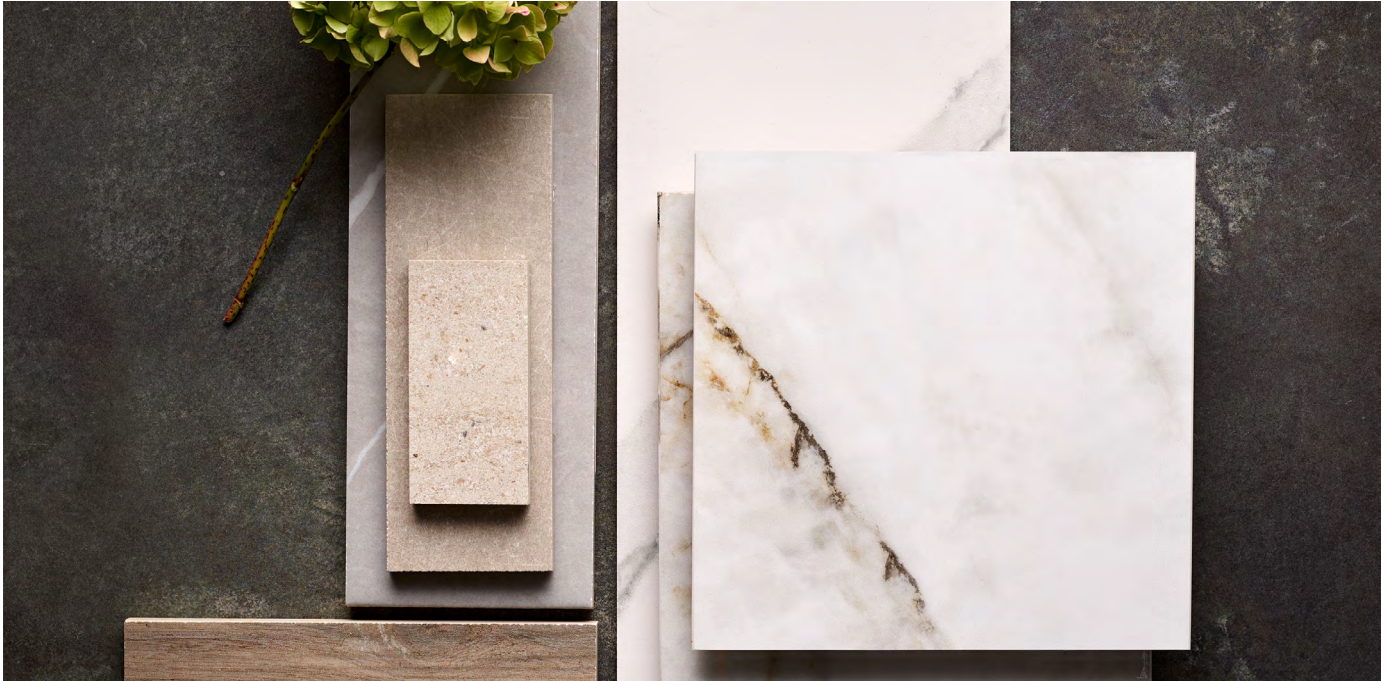


# Tile & Floor

— DESIGN · SOURCE · CREATE —



## *Tips article:*

# Is porcelain the right choice for you?

**M**arble, granite, wood, limestone – modern porcelain tiles can mimic all these and more, often at a fraction of the cost of the real thing. But what are the pros of porcelain? *Mark Hawkins*, one of Tile & Floor's Directors and our resident stone and porcelain specialist, shares his expertise on this sleek, stylish surface.

## What are the characteristics of porcelain tiles?

The clays used to produce porcelain have finer particles than those for ceramics, and are fired at a higher temperature, creating a harder, less porous surface. Porcelain is resistant to most heavy stresses, and so is great for high-traffic areas in the home, and for use in commercial environments such as

restaurants, hotels, shops, contemporary office spaces or new developments.

## *Get the look of high-end materials, without the maintenance*

While ceramic tiles generally have a solid colour and pattern, porcelain tiles offer you huge flexibility and versatility, as manufacturers create ever more believable duplicates for different materials. It's an excellent choice if you want the look of wood in, for example, a kitchen or bathroom, but are worried about the potential for water to damage porous stone or wood. Porcelain's excellent water resistance also makes it easy to clean and maintain – spills can be spot-cleaned and it's nearly impervious to stains.

As they're so hard-wearing, your porcelain tiles should last for 15-20 years.

## The pros of porcelain



-  Available in multiple designs and sizes
-  Durable
-  Water and stain-resistant
-  Low maintenance
-  Heat tolerant
-  Hygienic
-  Suitable for underfloor heating

## Where can you use porcelain tiles?

Porcelain's durability makes it the No. 1 choice for many of our clients throughout their homes, from floors and walls to kitchen worktops. Oversized porcelain slabs that look like granite, marble or wood make for a safe, hygienic option for food prep; they're non-porous, so liquids aren't absorbed and porcelain is almost 100% stain-proof. Plus, it won't be damaged by hot pans.

When you're designing a scheme, consider porcelain for any of these areas:

- Floors – anywhere inside but particularly a high traffic hall or kitchen
- Walls – anywhere, especially a bathroom or wet area
- Outdoor – patios, terraces and pool or pond surrounds
- Worktops - kitchen, utility or workspace
- Splashbacks – hob, sink or other wet areas



## Outdoor use

Whether you're creating a patio or terrace, a footpath or the surround for a swimming pool, porcelain's density makes it more impervious to water than ceramic tiles. This means that excess water won't seep into or build up within the slabs, so you don't have to worry about excessive growth of moss or algae.

As natural stone needs to be re-sealed every 1-2 years and often requires

specialist cleaning products to remove staining, porcelain floor tiles are a great choice for outside – you can just wipe them clean with a damp cloth.

Our stunning range of porcelain wall and floor tiles is sourced from Italian and Spanish producers, and available in a variety of finishes and shades – from cement to stone, book-matched marble to wood – for inside or out.



Mark Hawkins, Director

For expert design, product and installation advice, make an appointment at our Design Centre or speak to a specialist on the phone. We'll advise on options for any scheme, style or budget.



Design Centre 1 Mile End, London Road, Bath, BA1 6PT | T 01225 310561 | [www.tileandfloor.co.uk](http://www.tileandfloor.co.uk)

PORCELAIN | STONE | PATTERNED | WOOD | CARPET | VINYL

