

STORY

Together with British Ceramic Tile, Laura Ashley presents a range of beautifully designed, carefully crafted tiles and splashbacks, designed to bring your home to life. Created to complement a wide range of Laura Ashley paint, furniture and accessories, the collection incorporates florals, damasks, geometrics and more for a wide variety of styling options.

From statement prints through to sleek finishing touches, the Laura Ashley Tile & Splashback Collections make sophistication and style easy to achieve.

Splashback: Metallics, Pumice $600 \times 750 \text{mm}$



LAURA ASHLEY

TILE & SPLASHBACK COLLECTION

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PRODUCT DETAIL

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ANNECY

Inspired by a vintage French textile in the Laura Ashley Archive, Annecy is an elegant damask print available in three soft colourways with coordinating plains.





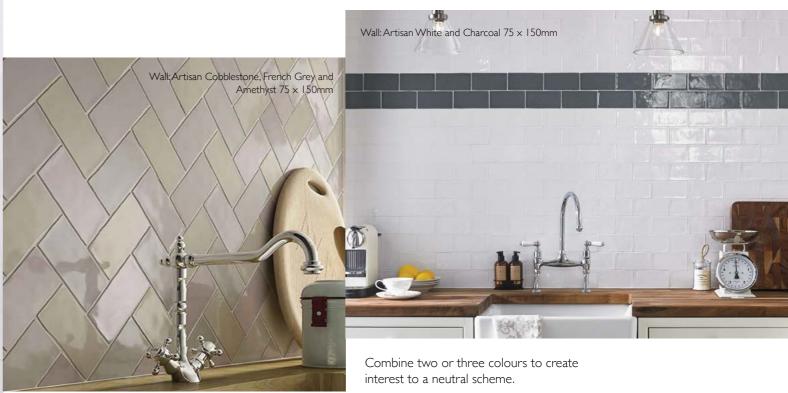


ARTISAN

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With a crafted high gloss finish, Artisan has a traditional handmade feel which is perfect for rustic or vintage-inspired design schemes. Available in a palette of eleven colours in two sizes, it is easy to create a look that's unique to your home.

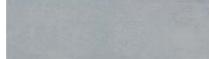




COASTAL

Bring the calming sense of the seaside into your home with these coastal-inspired tiles. The subtle Seaspray shade has a soft, weathered appearance and compliments the pebble design of the Wallace Décor perfectly.











HUSHED HUES

Building on the popularity of the White Collection, Hushed Hues offers a muted colour palette with intricate floral designs and a special lustre effect to help create a calming and restful environment.

WALL TILES







Isodore Seaspray White Powder Grey Plain



Powder Grey Plain

MULTI-USE TILES



Cottonwood Linear Seaspray White

Cottonwood Linear Powder Grey

JOSETTE

The classic damask pattern of Josette expands across a two tile panel, perfect for creating an elegant feature wall. Coordinating plain tile options are also available.





MALHAM

The large format of Malham, with subtle gloss tones brings an element of luxury to your living space, while the swirling effect of oily marble combined with a Natural or Slate White colourway adds the final finishing touch to your floor.









HERITAGE COLLECTION

Inspired by the Laura Ashley Archive, the Heritage Collection will bring timeless style to your home.

MR JONES









Explore coordinating Mr Jones splashbacks from the Splashback Collection, on page 25



Floor: Mr Jones Dove Grey Multi Use 331 x 331mm



HERITAGE COLLECTION

Inspired by the Laura Ashley Archive, the Heritage Collection will bring timeless style to your home.

WICKER







Explore coordinating Wicker splashbacks from the Splashback Collection, on page 25



 $Wall: Artisan \ White \ 75 \times 150 mm$ Floor: Wicker Charcoal Multi Use \ 331 \times 331 mm





the

SPLASHBACK COLLECTION

Core Palette

The subtle tones of the core palette range combine simplicity and elegance. Functional and low maintenance, the collection is a beautiful addition to complement an existing design scheme.

EAU DE NIL

MIDNIGHT















SPLASHBACK COLLECTION

Metallics

The perfect on-trend addition to a kitchen or bathroom, which will stand the test of time. With a high gloss finish, the designs within the metallic range add an extra dimension to any wall.







the

SPLASHBACK COLLECTION

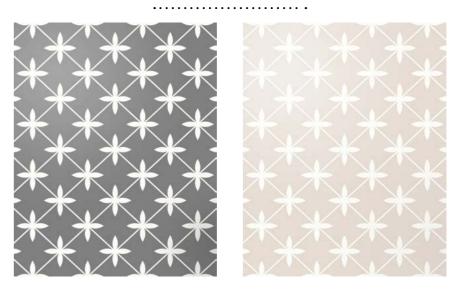
Statement Prints

This collection of timeless patterns takes inspiration from the Laura Ashley Archive and Home Collection, ideal for creating an elegant look that commands attention.

MR JONES



WICKER



the

SPLASHBACK COLLECTION

Statement Prints

This collection of timeless patterns takes inspiration from the Laura Ashley Archive and Home Collection, ideal for creating an elegant look that commands attention.

LISETTE





ORIENTAL GARDEN







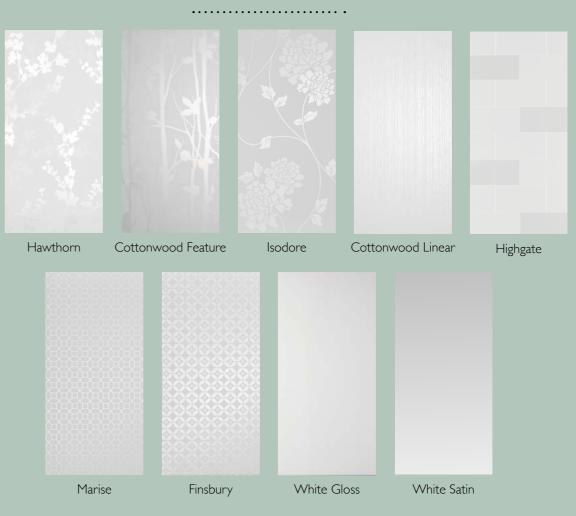
Create the look 28

WHITE COLLECTION

A selection of timeless designs with subtle lustre effects, for a calming feel conveyed through soft floral prints, linear textures and simple geometric patterns.

Complement with plain white gloss or satin tiles.

WALL TILES



Deco White/Silver Strip

FLOOR TILES







Marise

White Satin

Cottonwood Linear



Wall: Isodore 248 x 498mm







WOOD EFFECT

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The Wood Effect tiles combine the beauty of wood with the practical benefits of ceramic tiles. Available in a choice of four wood colours, the tiles can be used on floors and walls throughout the home.





ANNECY





Powder Grey Décor Multi Use

LA52918 298 x 498mm



White Multi Use

LA51713 298 x 498mm - PEI (3)



Dove Grey Décor Multi Use

LA52925



Dove Grey Multi Use

LA51621 298 x 498mm - PEI (3)



Duck Egg Décor Multi Use

LA52932 298 x 498mm



Duck Egg Multi Use

LA51683

298 x 498mm - PEI ③



ARTISAN



White Wall LA51508 75 x 150mm



Pale Biscuit Wall LA51515 75×150 mm



Cobblestone Wall LA51539 75×150 mm

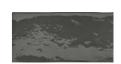


Amethyst Wall

75 x 150mm

LA51553

French Grey Wall LA51546 75×150 mm



Charcoal Wall LA51942 75×150 mm



Seaspray Wall LA51966 75 × 150mm



Duck Egg Wall LA51560 75 x 150mm



Eau de Nil Wall LA51522 75 x 150mm



Creamware Wall

LA51805

75 x 150mm



Willow Wall LA51799 75 x 150mm



White Wall LA51591 75×300 mm



Pale Biscuit Wall LA51577 75 × 300mm



Amethyst Wall LA51836 75×300 mm



French Grey Wall LA51812

75 × 300mm



Charcoal Wall LA51959 75 × 300mm



Seaspray Wall LA51973 75×300 mm



Duck Egg Wall LA51843 75×300 mm



Eau de Nil Wall LA51584 75 × 300mm



Willow Wall LA51850 75×300 mm

COASTAL







Wallace Décor Natural LA51751 148 x 498mm - PEI (4)



Seaspray Multi Use LA51744 148 x 498mm - PEI (4)



HUSHED HUES



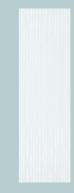
Cottonwood Seaspray White Wall





Plain Wall

LA52871 248 × 498mm - S



Cottonwood Linear Seaspray White Multi Use





Isodore Powder Grey Wall

LA52888 248 × 498mm - (L)



Powder Grey Plain Wall





Cottonwood Linear Powder Grey Multi Use

LA52857 248 x 498mm - 🗋

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JOSETTE





Duck Egg Décor Part A Wall

LA51669 298 × 498mm



White Décor Part A Wall

LA51690 298 × 498mm



Dove Grey Décor Part A Wall

LA51607 298 x 498mm



Pale Linen Décor Part A Wall

LA51638 298 × 498mm



Duck Egg Décor Part B Wall

LA51676 298 x 498mm



White Décor Part B Wall

LA51706 298 × 498mm



Dove Grey Décor Part B Wall

LA51614 298 x 498mm



Pale Linen Décor Part B Wall

LA51645

298 x 498mm



Duck Egg Plain Multi Use

LA51683

298 x 498mm - PEI (3)



White Plain Multi Use

LA51713

298 x 498mm - PEI (3)



Dove Grey Plain Multi Use

LA51621

298 × 498mm - PEI ③



Pale Linen Plain Multi Use

LA51652

298 x 498mm - PEI (3)

MALHAM

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Malham Natural Floor

LA52963 498 x 498mm - PEI (4)



Malham Slate White Floor

LA52956

498 x 498mm - PEI (4)



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the HERITAGE COLLECTION

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WICKER

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Wicker Charcoal Multi Use LA51980 331 x 331mm - PEI ④



LA51997 331 x 331mm - PEI (4)

Wicker Dove Grey Multi Use



Wicker Duck Egg Multi Use LA52987 331 x 331mm - PEI 4

MR JONES

© M



Mr Jones Charcoal Multi Use LA52000

331 x 331mm - PEI 4



LA52017 331 x 331mm - PEI (4)



Mr Jones Dove Grey Multi Use Mr Jones Midnight Multi Use

LA52949 331 x 331mm - PEI (4)

the SPLASHBACK COLLECTION

Core Palette

••••• (GL)



Eau de Nil LA52093 600 x 750mm LA52550

990 × 750mm

LA52253 900 x 750mm

Midnight LA52109 LA52260 600 x 750mm LA52567

900 x 750mm 990 × 750mm



LA52239

900 x 750mm

Mineral Grey LA52079 $600 \times 750 \text{mm}$ LA52574

990 x 750mm



Pale Biscuit LA52086 600 x 750mm LA52581 990 x 750mm

LA52246 900 × 750mm

the

SPLASHBACK COLLECTION

Metallics

..... (GL)



Charcoal



Copper LA52062 600 × 750mm



Pearl White LA52055 LA52215 600 x 750mm 900 × 750mm



LA52031 LA52192 600 × 750mm 900 × 750mm LA52543

990 x 750mm

LA52048 $600 \times 750 \text{mm}$ LA52512 990 x 750mm

LA52208 900 × 750mm

LA52222 900 × 750mm LA52529 990 x 750mm

LA52536 990 x 750mm

the SPLASHBACK COLLECTION

Statement Prints

..... (GL)

LISETTE

......







LA52338 900 x 750mm 600 x 750mm









LA52154



Mr Jones Dove Grey

MR JONES

LA52161 900×750 mm 600×750 mm

WICKER

LA52321 900 x 750mm

ORIENTAL GARDEN



LA52130 LA52291 600 x 750mm 900 x 750mm



Oriental Garden Pale Biscuit LA52147 LA52307 600 x 750mm 900 x 750mm



Wicker Charcoal LA52116

LA52277 600 x 750mm 900 x 750mm 600 x 750mm 900 x 750mm

Wicker Dove Grey LA52123

LA52284

the WHITE COLLECTION

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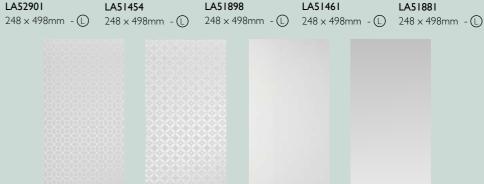
Hawthorn White Wall





Cottonwood Feature Isodore Wall

LA51898



LA51461

Cottonwood Linear Highgate Wall

Marise Wall

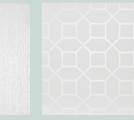
LA51911

Finsbury Wall LA51904

LA51935 248 × 498mm - (L) 248 × 498mm - (L) 248 × 498mm - (G)

White Gloss Wall

LA51478 248 × 498mm - S



Cottonwood Linear Floor Marise Floor

LA51485 331 x 331mm - (L)



LA51928 331 x 331mm - (L)



White Satin Wall

White Satin Floor LA52024 331 x 331mm - (\$)

LA50600 248 x 40mm - G

Deco White/Silver Strip

WOOD EFFECT





Whitewash Multi Use

LA51782

148 x 498mm - PEI (3)



Oak Multi Use

LA51874

148 × 498mm - PEI (3)



Limed Oak Multi Use

LA51775

148 x 498mm - PEI (3)



Walnut Multi Use

LA51768

148 × 498mm - PEI (3)



technical INFORMATION

Technically Perfect

At British Ceramic Tile we strive to be faultless in our approach to meeting the strictest of technical standards. We produce in excess of 20,000m² of tiles every day and we do so within internationally recognised standards.

This is a difficult technical challenge yet we do not compromise on any of these standards. It is only by manufacturing in such volume, with such consistent technical precision, that we can be sure that we are able to pass on the benefits of our modern manufacturing capability downstream to our specifiers and end users in the form of better value for money in our product.

BS EN14411

As with most construction products, the main technical characteristics of ceramic tiles are classified by international standards. For ceramic tiles, the relevant harmonised European standard is BS EN 14411. This standard encompasses the BS EN ISO 10545 suite of ceramic tile test methods. Within EN 14411, ceramic tiles are classified into various groups to reflect the range of production processes and product characteristics. The products manufactured in our factory in Devon are classified as group BIII and are covered by Annex L of the standard. We manufacture to strict levels of quality control throughout the entire production process to ensure all products meet or exceed these requirements. We periodically have the tiles independently assessed by an accredited ceramic test laboratory (LUCIDEON).

CE Marking and Product Directives

The CE mark is a mandatory conformity mark for many products within the European Economic Area (EEA). By affixing the CE mark, the manufacturer asserts that the item meets all the essential requirements of all applicable harmonised European standards as set out in the relevant European Product Directives. For ceramic tiles, the requirements for CE marking are contained within Annex ZA of EN 14411. This standard meets the requirements of the Mandates M/119 (Floorings) and M/121 (Internal and external wall and ceiling finishes) given under the EU Construction Products Directive (89/106/ EEC).

Slip Resistance

There is a duty of care upon stakeholders involved in specifying flooring products (manufacturers, architects, distributors, installers etc.) to ensure that the surfaces are fit for purpose and do not pose a safety risk. One of the key considerations is defining its slip resistance. The latest version of ENI4411 does not define a single test protocol for assessing slip resistance.

Instead several tests have been deemed to be acceptable and it has been left to individual EU member states to determine their favoured test. For the UK, the only slip test recognised by the Health and Safety Laboratory is the pendulum test. Other slip tests e.g. DIN 51130 Ramp or Tortus are not recognised.

For ceramic tiles, the use of the pendulum is covered by BS 7976-2. The test is designed to simulate the action of a slipping foot and uses a weighted swinging arm which contacts the test surface via a standard rubber heel (slider). The slip resistance is calculated by measuring the upswing - the greater the upswing, the lower the slip resistance.

Floor Wear Rating (suitable traffic use) (PEI)

All floor coverings are exposed to wear due to the abrasive action of dirt particles contained on the soles of the user's footwear. Over prolonged periods this causes the appearance of the tile to change. As applied to glazed ceramic floor tiles, surface abrasion is assessed by BS EN ISO 10545-7.

This test is a compulsory requirement for glazed ceramic tiles intended to be used in flooring applications. This test involves subjecting the glazed tile to an abrasive load and establishing the number of revolutions required to cause visible damage to the glazed surface. The test results are classified into one of six wear resistance groups ranging from class 0 (unsuitable for floors) to class 5 (suitable for intensive pedestrian traffic). The test and the associated scale were originally developed by the Porcelain Enamel Institute (PEI) and hence the term PEI is frequently encountered in this field. Annex N of EN14411 provides informative guidance on suitable end uses for each wear class. To avoid the risk of premature wear, tiles with a wear resistance classification that meets (or exceeds) that required for the particular application should be used.

- Not recommended for use on floors.
- Very light traffic. Soft soled footwear or bare feet without direct access from outside (ensuite bathrooms).
- PEI 2 Light traffic. Soft soled or normal footwear with very occasional exposure to scratching dirt (living rooms, main bathroom areas, bedrooms).
- Light to Moderate Traffic. Normal footwear in the presence of small amounts of scratching dirt (any residential area with the possible exception of some entries and kitchens if extremely heavy or abrasive traffic is anticipated).

- Moderate to Heavy Traffic with some scratching dirt (entrances, commercial kitchens, hotels, exhibitions).
- PEI 5 Heavy traffic over sustained periods with some scratching dirt (shopping centres, airport concourses, hotel

BS EN ISO 10545-7 and the associated scale are only applicable to glazed tiles. Unglazed floor tiles, e.g. through body porcelain are subjected to a different wear test, namely BS ENI0545-6 which measures resistance to deep abrasion.

Tile Fixing Recommendation

The fixing of tiles to walls and floors is governed by several British Standards, notably the BS 5385 series and BS 8000-II. A list of the individual standards is given here:

Fixing standards

BS 5385-1 Wall and floor tiling. Design and installation of ceramic, natural stone and mosaic wall tiling in normal internal conditions. Code of practice BS 5385-2 Wall and floor tiling. Design and

installation of external ceramic and mosaic wall tiling in normal conditions. Code of practice BS 5385-3 Wall and floor tiling. Design and installation of internal and external ceramic floor tiles and mosaics in

normal conditions.

Code of practice BS 5385-4 Wall and floor tiling. Design and installation of ceramic and mosaic tiling in special conditions. Code of practice

BS 5385-5 Wall and floor tiling. Design and installation of terrazzo, natural stone and agglomerated stone tile and slab flooring. Code of practice

BS 8000-11.1 Workmanship on building sites. Code of practice for wall and floor tiling. Ceramic tiles, terrazzo tiles and mosaics BS 8000-11.2 Workmanship on building sites. Code of practice for wall and floor tiling.

Natural stone tiles

A list of standards relating to adhesives and grout is listed here:

BS EN 12004 Adhesives for tiles – Requirements. evaluation of conformity, classification and designation.

technical INFORMATION

BS EN 13888 Grout for tiles — Requirements, evaluation of conformity, classification and designation. The nature of the background should always be a primary consideration, since it determines the type of adhesive to be used and whether any intermediate substrate or other preparatory treatment is required before tiling can commence. Factors relating to the background to be considered are numerous and include the type of material, condition, straightness, porosity, presence of soluble salts etc. Early consideration should also be given to the provision of movement joints in order to allow stresses that result from movement of the background, e.g. drying shrinkage, thermal changes and moisture changes to be dissipated. We also recommend that tiles are separated with minimum tile joints of 2mm for wall tiles and 3mm for floor tiles.

Ceramic tiles can be fixed using cementitious, dispersion or reaction resin adhesives that are suitable for the required application and the type of tile type to be fixed (BIII, Bla etc.). The fixing method to be used varies depending on the type of background, the nature of the adhesive and the anticipated service conditions of the installation. Therefore, the recommendations of the relevant British Standard and the specific instructions of the adhesive manufacturers should be followed. The performance requirements of adhesives are specified in BS EN 12004.

The performance requirements of grouts are specified in BS EN 13888. It should be noted that some coloured grouts can cause staining on certain glazed tiles. Following the recommendations given in BS 5385, we recommend that when using coloured grouts, a loose sample should first be tested to ensure the tile does not absorb pigment into its surface.

Cleaning & Maintenance

With proper care and attention, a correctly installed, good quality ceramic tile should give many years of trouble-free service.

The Tile Association "Cleaning & Maintenance of Ceramic Tiles" publication recommends: Hard water deposits, soap, scum and body oils build up and, therefore thorough and frequent cleaning is essential.

The best way to prevent build up of soap, scum and body oil deposits is to use a plastic scouring

pad with the appropriate cleaner when cleaning. Acidic based proprietary cleaning materials should not be used with ceramics, porcelain or natural stone.

Wet rooms with inadequate ventilation to remove excess moisture may have fungal growth on the tiles or grout. This can be controlled by wiping with a dilute solution of bleach and leaving it for five minutes before cleaning off. If the fungal growth is not completely removed the bleach may be re-applied and scrubbed with a brush to loosen. The surface should always be rinsed thoroughly with clean water. Bleach should always be used with caution and never mixed with other chemicals. Adequate ventilation should be provided when using these materials.

DDA Requirements

When specifying ceramic wall and floor tiles, the main consideration relating to the Disability Discrimination Act 2005 is colour contrast. Having visual contrast between adjacent elements of a building (e.g. doors, walls, stair edging) allows partially sighted people to differentiate between these elements.

Compliance with this Act can be achieved by following the guidance in either the Building Regulations 2004 Part M or BS 8300.

Both of these documents refer to Light Reflectance Values (LRV) to denote colour contrast. LRV is a measure of the total quantity of visible light reflected by a surface. It is measured on a scale of 0 to 100, with 0 being a perfect absorbing black and 100 being a perfect reflecting white.

In practice a typical black matt tile would have a score of around 5, while a pure white gloss tile would typically score around 90. All other tile colours fit in between these two extremes. The larger the difference between the LRVs of adjacent surfaces the greater the visual contrast is and the easier it is for someone with impaired vision to perceive the difference.

In order to ensure buildings meet the DDA requirements, Part M: 2004 requires an LRV difference between adjacent surfaces of at least 30 points. The latest BS 8300 guidance (incorporating Amendment I June 2005) states that there is research-based evidence that a difference of about 20 points may be an

acceptable minimum for large areas. For wall and floors tiles, we recommend an LRV difference of 20 points (minimum) and where possible at least 30 points.

Shading

Tiles from British Ceramic Tile are manufactured to the highest British and European standards. During the manufacturing of ALL ceramic tiles, some variations in shade and pattern can occur, however we are confident that the tone will be consistent. We recommend that sufficient tiles are purchased at one time to complete the jobs. Do not fix tiles if you cannot obtain an acceptable blend for any reason.

Modular Metric

Our tiles are modular metric. This means that the tile Size (mm)s have been designed to accommodate the grout gap in the module Size (mm). This makes it easy to calculate the area that will be covered by the tiles after they have been fixed. Following the recommendations given in BS 5385, our wall and floor tiles have been designed for 2mm and 3mm grout joints respectively. As an example, our equivalent of a 200 \times 250mm wall tile actually measures 198 \times 248 mm and one box of twenty tiles will produce 1 m² of tiled wall when fixed using 2mm spacers.

General

The product images shown in this catalogue are as accurate as the limitations of the printing process will allow. Please refer to actual product samples before purchasing.

Every effort has been made to ensure the accuracy of the information given in this literature. In the interests of progress, however, British Ceramic Tile reserves the right to change specifications and availability without prior notice.



british ceramic tile

British Ceramic Tile has taken every care to ensure that the product description, images, dimensions and technical information are accurate at the time of printing. We reserve the right to amend any product feature or characteristic at any time. Actual colours or décor may vary from product to product. It is recommended that the actual product is viewed prior to purchasing to ensure accuracy. Standard British Ceramic Tile terms & conditions apply, please see britishceramictile.com for more information.

Acknowledgements

Kitchens featured are from the Laura Ashley Kitchen Collection, www.lauraashleykitchencollection.co.uk Bathrooms featured are from the Laura Ashley Bathroom Collection, www.lauraashleybathroomcollection.com Other furniture and props are sourced mainly from Laura Ashley, www.lauraashley.com

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