

NATURA HDP

High Definition Porcelain®

Color Body Porcelain Floor & Wall Tile



NATURA HDP BY floridatile

Natura^{HDP} by Florida Tile is another beautiful series to bear the HDP symbol of High Definition Porcelain. Created to signify a revolutionary new product category, HDP utilizes the most technically advanced glazing system in the industry today, digital printing. Like the technology that changed the television industry, High Definition Porcelain brings you the most realistic image possible, except it is on a tile.

Much like the picture on your television screen, the graphics on tiles are made up of millions of small dots of color. The smaller the dots, the higher the definition. In the 80s, most manufacturers used silk screens to apply glazes. The resolution was low and each set of silk screens produced only a single color pattern. Tile had to be rotated during installation or it was immediately obvious that every piece looked the same. The Roto-color process was a huge step forward in the 1990s and allowed for a pattern that would not be repeated for 20-30 tiles.

Digital technology uses 500 injectors to print with greater variety and less repetition in the overall pattern. This process allows for a production pattern that is not repeated for 180 ft. This is 8 times the variation of a conventional Roto-color machine and a far better resolution. Today, with the advances in glazing technology, High Definition Porcelain utilizes a digital printing process pioneered in inkjet printers. This is a huge leap forward in both resolution and pattern variation, creating a porcelain tile that is virtually indistinguishable from real wood.

Digital printing is done without direct contact with the surface of the tile, the glaze is sprayed on. This removes the unprinted edges known as framing and the unglazed valleys that are often created with the Roto-color process. Digital printing technology also allows for the creation of low relief patterns, hand made effects, fabric looks and mosaics. Trim shapes like the Bullnose can be made with the same process as the floor and wall tile. The digital process can also reproduce the look of rustic stones, marble and even wood without the complexity of filling, honing or double pressing.

While this concept is simple in theory, it has taken decades of painstaking work to bring the technology from the research and development laboratories to the production line. Continuing to be an innovator in the industry, Florida Tile is the first manufacturer to bring this technology to the United States.

Another benefit that Florida Tile always strives for is the continual reduction of waste and reducing the environmental impact of its manufacturing facility. Digital Printing is extremely low maintenance and incorporates an automated self cleaning system. The machine also recycles unused ink and produces no waste, creating a more efficient production process.

While the look is what draws your eye, High Definition Porcelain products from Florida Tile combine the best of both worlds, a rugged and low maintenance tile that looks just like real wood. One look at the Natura^{HDP} series and you will know immediately that you have never seen anything so real in a manufactured product. High Definition Porcelain from Florida Tile.

BENEFITS OF PORCELAIN OVER WOOD



Shown: 28017 6x24 Cape Cod Charcoal, 28004 6x24 Wilmington White 28088 6x24 Cayman Red & 28034 6x24 Hampton Blonde

TECHNICALLY BETTER THAN WOOD

- Never scratches, dents or splinters
- Maintenance free - never needs to be refinished
- Easy to clean with just soap and water
- Can be used indoors and outdoors
- Pet friendly - will resist all kinds of "damage"

LOOKS AS GOOD AS WOOD

- Each piece is unique - no repetition for 150 pieces
- Minimal grout joint - can be laid as close as 3mm
- 6 x 24 shape like the most popular woods in the market
- Designed after the most elegant and classic natural woods

WILMINGTON WHITE



Shown: 28004 6x24 Wilmington White

28004 6x24
Wilmington White





Shown: 28013 6x24 Nantucket Gray



28013 6x24
Nantucket Gray



28017 6x24
Cape Cod Charcoal





HAMPTON BLONDE

Shown: 28034 6x24 Hampton Blonde



28034 6x24
Hampton Blonde



Shown: 28060 6x24 Newport Blue

28060 6x24
Newport Blue





Shown: 28088 6x24 Cayman Red

CAYMAN RED

28088 6x24
Cayman Red



CHARLESTON BROWN



Shown: 28092 6x24 Charleston Brown

28092 6x24
Charleston Brown





Shown: 28017 6x24 Cape Cod Charcoal



Shown: 28004 6x24 Wilmington White



Shown: 28060 6x24 Newport Blue



Shown: 28092 6x24 Charleston Brown

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BY **floridatile**

Typical Uses

Natura^{HDP} porcelain tile is appropriate for all residential and commercial wall and countertop applications, residential & most commercial floor applications.

Made in USA: With the exception of select trim and decorative pieces, this product line is Made in the USA of 40% pre-consumer recycled content, is GREENGUARD Certified and Porcelain Tile Certified, and meets the new DCOF AcuTest requirements to be installed in wet areas.

Notice: Not all flooring products are suitable for wet areas, specialized applications or commercial use. Please refer to the American National Standard Specifications for Ceramic tile (ANSI A137.1) for ceramic, stone and glass installation for specific usage and installation information.

Properties (Floor)	ASTM	ANSI	Results ¹
DCOF AcuTest ²	A137.1	≥0.42	Pass
Visible Abrasion Resistance	C1027	N/A	Class IV
Glaze Hardness	Mohs Scale	N/A	7 Mohs
Break Strength	C-648	250 lbs.	550 lbs. avg.
Water Absorption	C-373	≤0.5%	≤0.5%

¹ These values vary from lot to lot. All test results are from independent laboratory tests.

² ANSI A137.1-2012 standard, ceramic tiles selected for level interior spaces expected to be walked upon when wet must have a minimum wet DCOF AcuTest value of 0.42


³ Class I Light Residential, Class II Residential, Class III Heavy Residential Lt Commercial, Class IV Commercial, Class V Heavy Commercial

Field Tile Nominal Size ¹	Metric (cm)	Pieces /Sq. Ft ²	Thickness ³
6" x 24"	15 x 60	1	11 mm

¹ These values may vary from lot to lot.

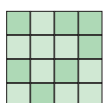
² These values are based on actual sizes including the grout joint.

³ May not apply to textured surfaces or tiles with uneven back patterns.

Trim	Shape	SKU	Nominal Size	Metric (cm)
Bullnose		P43N9	3" x 24"	7.5 x 60

Color Variations

Color reproductions in this printed piece may vary from actual tile colors. Final selection should be made from actual tile samples.



V2 = Slight Variation
Distinguishable differences in texture and/or pattern with similar colors

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