

MAGNOLIA

HDP
High Definition Porcelain®

Color Body Porcelain Floor & Wall Tile



floridatile

HDP–HIGH DEFINITION PORCELAIN®

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Magnolia^{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– High Definition Porcelain® utilizes the most technically advanced glazing system in the industry today, digital printing. Like the technology that changed the television industry, HDP– 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, HDP– 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, HDP– 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 Magnolia^{HDP} series and you will know immediately that you have never seen anything so real in a manufactured product. HDP– High Definition Porcelain® only from Florida Tile.

M A G N O L I A ^{HDP}

B Y *floridat*ile

Magnolia^{HDP}, a familiar sight in the South, a fragrant tree unmatched in its size and year-round beauty. Much like the new wood-look tile line from Florida Tile that bears the same name. The new Magnolia^{HDP} line from Florida Tile shares both a large format and year-round beauty.

Created in a new 8x36 pressed plank, Magnolia^{HDP} delivers a format consistent with the current trends in natural hardwood flooring, however without all of the maintenance and worries of a real wood. The new line is created with a wide smooth surface that is reserved in its texture, yet still gives the soft supple touches of natural wood surface.

Available in 4 classic wood stain colors (Chestnut, Mahogany, Burl and Cherry), and 2 more contemporary colors (Ash and Fir). The Magnolia^{HDP} line from Florida Tile will no doubt give you year-round beauty. Developed using Florida Tile's HDP- High Definition Porcelain® technology, the combination of a large grain pattern and gentle saw marks with minor imperfections that are inherent in a real wood, Magnolia^{HDP} will transport you to the air and elegance of a southern plantation.



BENEFITS OF PORCELAIN OVER WOOD

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”

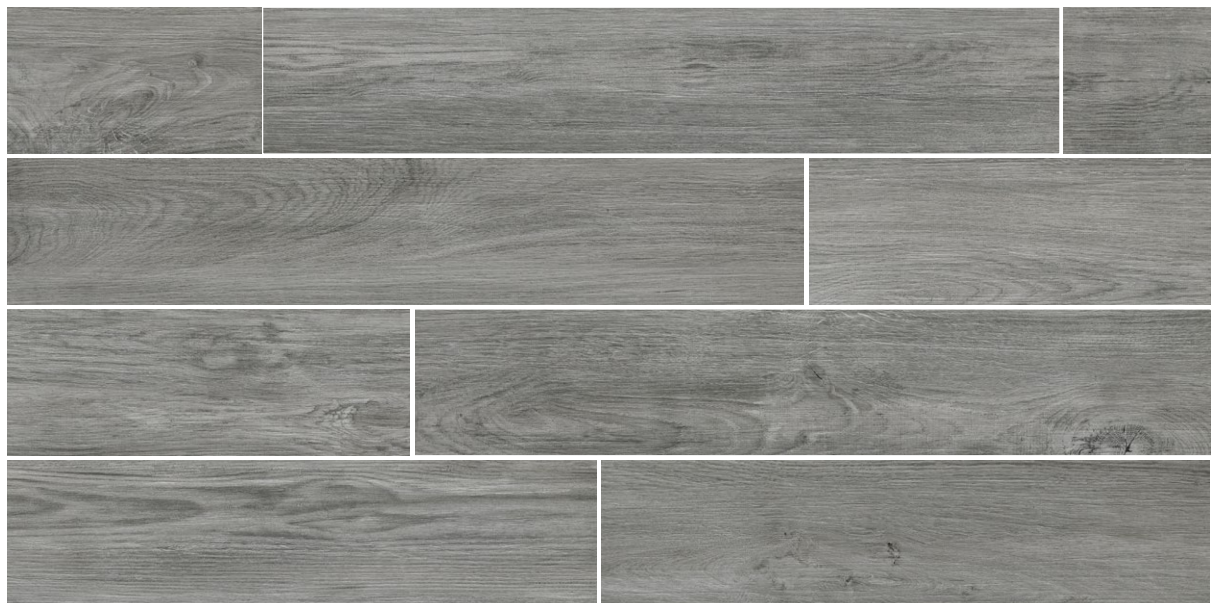
LOOKS AS GOOD AS WOOD

- Each piece is unique, no repetition for 150 pieces
- Minimal grout joint – can be laid as close as 3mm
- 8 x 36 shape like the most popular woods in the market
- Designed after the most elegant and classic natural woods



Shown: 28315 8x36 Ash

28315 8x36
Ash





Shown: 28338 8x36 Fir



28338 8x36
Fir



CHESTNUT

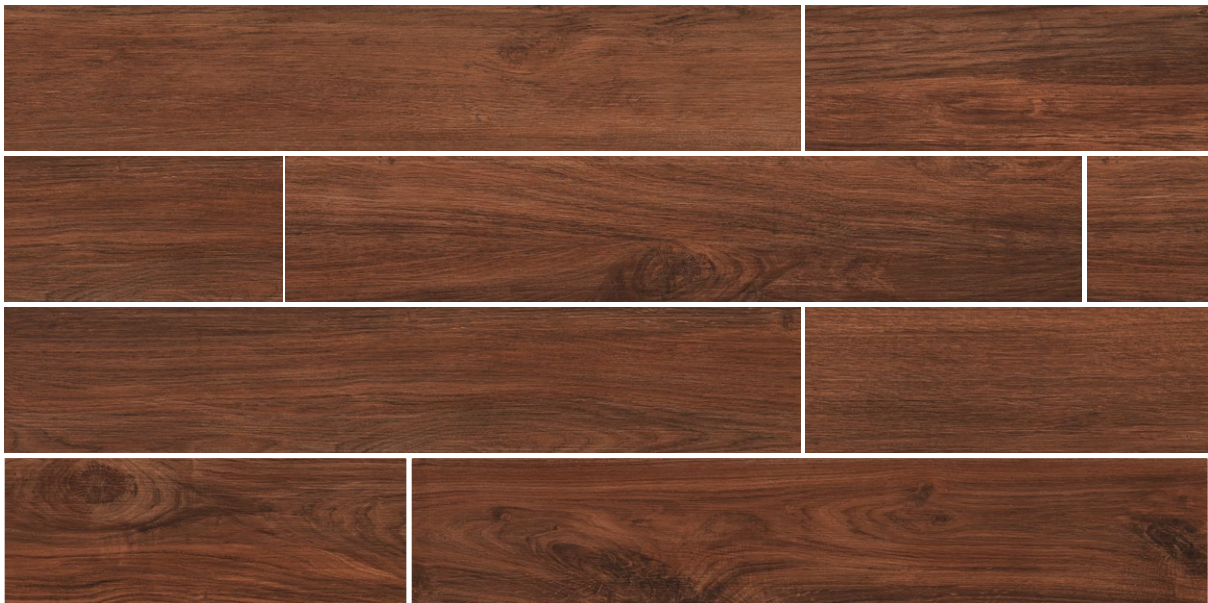
Shown: 28327 8x36 Chestnut

28327 8x36
Chestnut





Shown: 28325 8x36 Burl

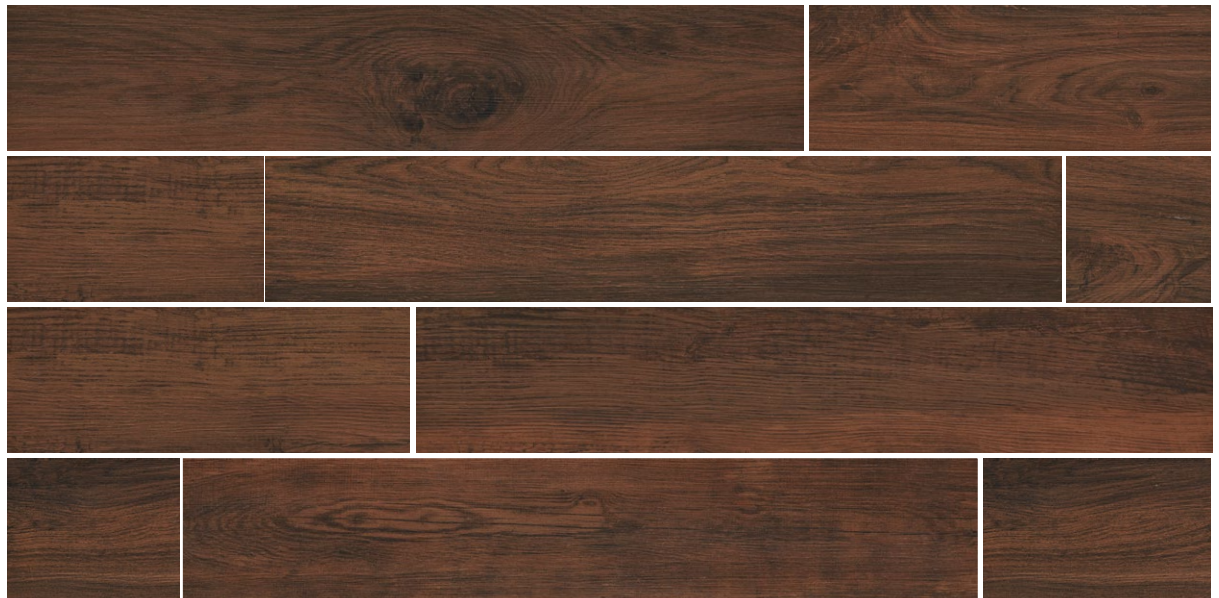


28325 8x36
Burl



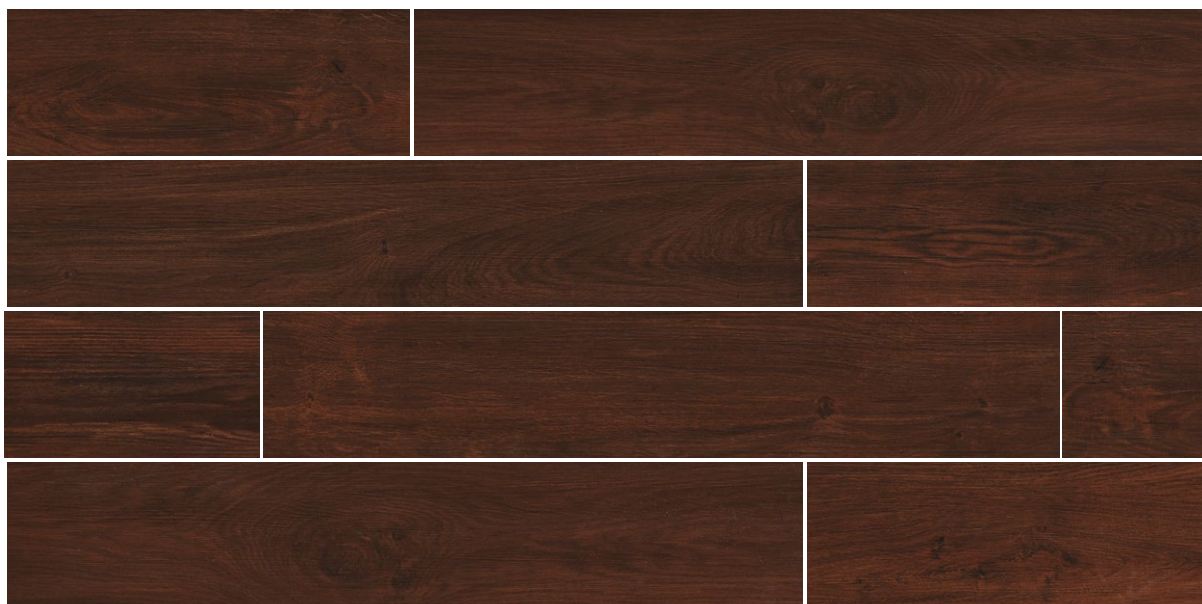
Shown: 28395 8x36 Mahogany

28395 8x36
Mahogany





Shown: 28378 8x36 Cherry



28378 8x36
Cherry







Shown: 28327 8x36 Chestnut

MAGNOLIA HDP

High Definition Porcelain

BY floridatile

Typical Uses

Magnolia^{HDP} color body porcelain floor and wall tile is appropriate for all residential and commercial wall, countertop and backsplash applications, all residential and most commercial floor applications.

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.


This Florida Tile product will contribute to USGBC LEED points and the ANSI approved NAHB Green Building Points.

Field Tile Nominal Size ¹	Metric (cm)	Pcs./Sq Ft ²	Thickness ³
8" x 36"	20 x 90	.5	11mm

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		P44N9	4" x 24"	10 x 60

Properties (Floor)	ASTM	ANSI	Results ¹
DCOF AcuTest ²	A137.1	≥0.42	Pass
Visible Abrasion Resistance	C-1027	As Reported ³	Class IV
Glaze Hardness	Mohs Scale	N/A	7 Mohs
Break Strength	C-648	250 lbs.	800 lbf. avg.
Water Absorption	C-373	<0.5%	<0.5%

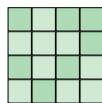
¹ These tests are performed by a 3rd party testing lab using industry standard equipment and techniques. Values are offered in good faith as being accurate and typical of normal production. Due to the natural variation of raw materials and manufacturing processes, the values of the purchased product for any particular installation may vary.

² ANSI A137.1 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 0 Not recommended for floors, Class I Light Residential, Class II Residential, Class III Heavy Residential or Light Commercial, Class IV Commercial, Class V Heavy Commercial.

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

Clearly distinguishable differences in texture and/or pattern with similar colors.



40%
Recycled
Content



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