

ARTECRETE

COLOR BODY PORCELAIN

floridatile



INDUSTRIAL INSPIRATION, MODERN SOPHISTICATION

shown on front: **ATC20D 12x24** Beige Deco

Artecrete by Florida Tile is a tribute to the artistry of urban design and the understated elegance of modern concrete. Drawing inspiration from the industrial revolution and the mid-20th-century Brutalist architecture movement, Artecrete captures the raw beauty of concrete while embodying the precision and innovation of contemporary tile-making.

Designed to replicate the cool, minimalist appeal of poured concrete, Artecrete features soft gradients, delicate imperfections, and a versatile neutral palette that seamlessly integrates into both industrial-chic interiors and refined modern spaces. Its name—Artecrete—symbolizes the fusion of art and concrete, bridging the gap between rugged industrialism and sophisticated design. Whether enhancing a spa-like bathroom or adding contrast to crisp white walls and bold cabinetry, Artecrete offers a refined, contemporary edge with all the benefits of durable porcelain. The collection is available in five refined tones, each carefully curated to enhance a variety of design aesthetics:

White – A clean, crisp hue that brightens spaces with its soft, airy presence.

Beige – A warm, inviting neutral with subtle earthy undertones, ideal for creating a cozy yet modern feel.

Gray – A classic mid-tone gray with a balanced, industrial look that complements contemporary and urban designs.

Greige – A perfect blend of gray and beige, offering a sophisticated, adaptable hue that pairs well with both cool and warm palettes.

Black – A deep, moody shade that adds bold contrast and drama while maintaining a sleek, modern aesthetic.

Artecrete is available in pressed 6x24, 12x24, and a 12x24 deco format, with a 25-piece mosaic and a 3x24 bullnose in all five colors to complete the line.

Blending industrial strength with organic softness, Artecrete delivers the modern, minimalist appeal of concrete with added warmth and versatility. Its neutral tones create the perfect foundation for bold design elements, while the textural depth mimics poured concrete for a sophisticated yet rugged look. With its bold design inspiration and advanced performance features, Artecrete by Florida Tile offers the perfect balance of urban edge and enduring elegance. Once reserved for garages, concrete-inspired tile is now a staple in industrial, farmhouse, mid-century, and bohemian interiors.

Crafted with innovation and sustainability in mind, Artecrete is a color body porcelain tile made in the USA at our Green Squared® certified Advanced Manufacturing Center in Lawrenceburg, KY. It contains pre-consumer recycled content and holds both GREENGUARD® and Porcelain Tile certifications. Additionally, the tile surface is infused with Microban® antimicrobial technology, which continuously works to inhibit bacteria growth, improve visible cleanliness, and reduce odors—ensuring a cleaner, more hygienic surface for everyday living.

shown below: **ATC50/M12** Black 25pc Mosaic



COLORS



ATC10
White



ATC20
Beige



ATC30
Gray



ATC40
Greige



ATC50
Black

FIELD TILE FORMATS

6x24



12x24 &
12x24 (deco)



MOSAICS



ATC20/M12
Beige 25pc
(available in all colors)

DECOS



ATC20D
Beige Deco
(available in all colors)

TRIMS



P43N9 3x24
Bullnose
(available in all colors)

WHITE



ATC10

White

FIELD TILE FORMATS

6x24



12x24 &
12x24 (deco)



MOSAICS



ATC10/M12

White 25pc
(available in all colors)

DECOS



ATC10D

White Deco
(available in all colors)

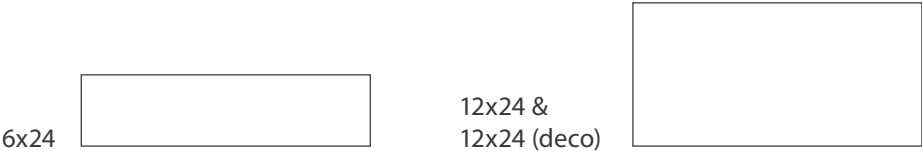


BEIGE



ATC20
Beige

FIELD TILE FORMATS



MOSAICS



ATC20/M12
Beige 25pc
(available in all colors)

DECOS



ATC20D
Beige Deco
(available in all colors)

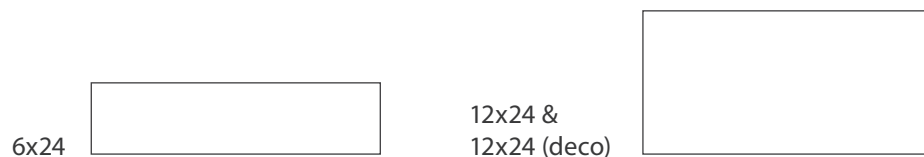


GRAY



ATC30
Gray

FIELD TILE FORMATS



MOSAICS



ATC30/M12
Gray 25pc
(available in all colors)

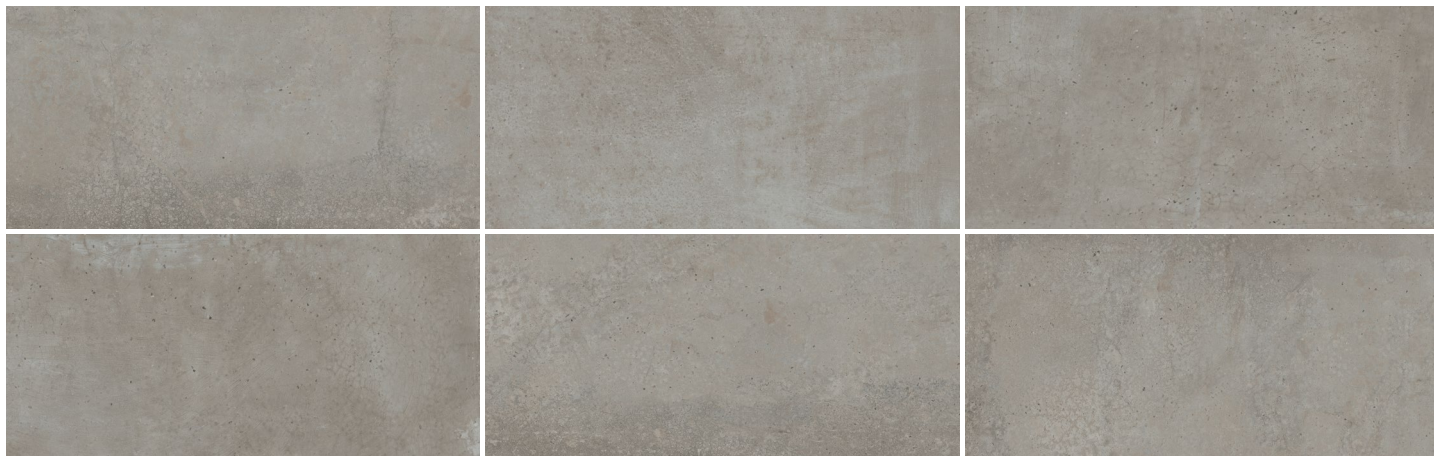
DECOS



ATC30D
Gray Deco
(available in all colors)

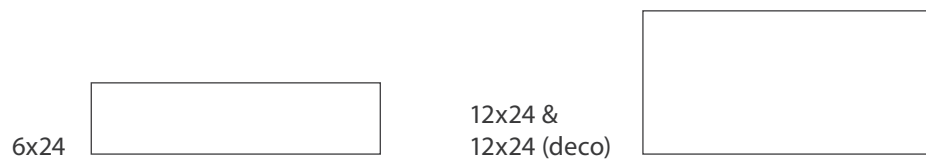


GREIGE



ATC40
Greige

FIELD TILE FORMATS



MOSAICS



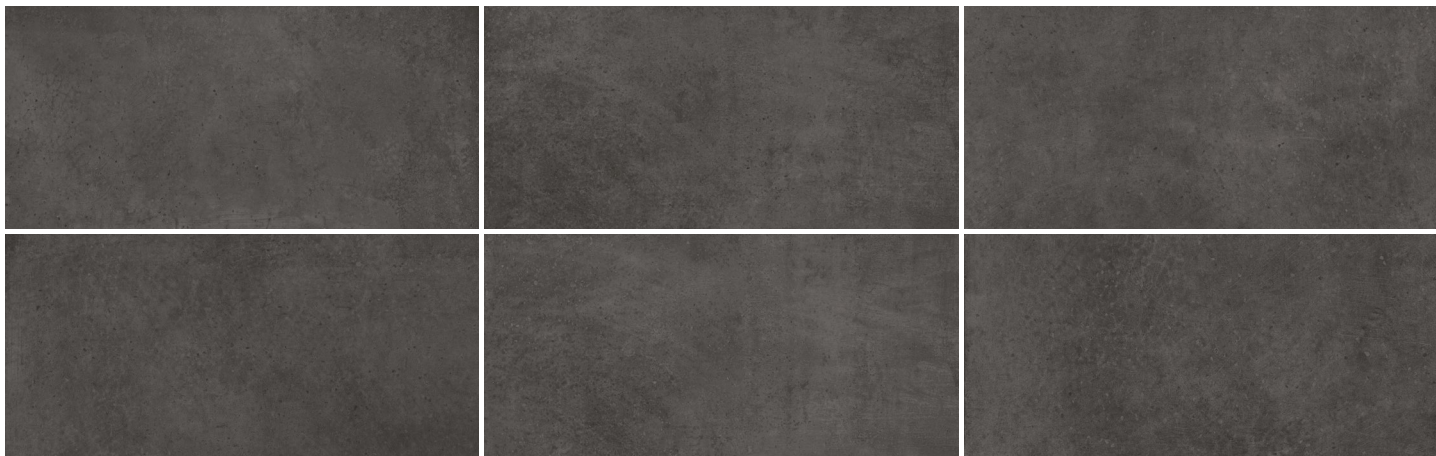
ATC40/M12
Greige 25pc
(available in all colors)

DECOS



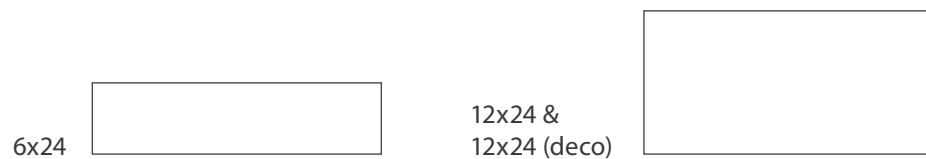
ATC40D
Greige Deco
(available in all colors)

BLACK

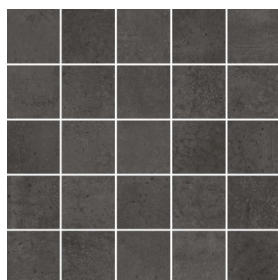


ATC50
Black

FIELD TILE FORMATS



MOSAICS



ATC50/M12
Black 25pc
(available in all colors)

DECOS



ATC50D
Black Deco
(available in all colors)

ARTECRETE

COLOR BODY PORCELAIN



Porcelain Technical Data Properties (Floor)	Results ¹
ANSI® A326.3 ²	Interior, Wet Plus (IW+)
Surface Hardness	7 Mohs
Break Strength	≥ 450 lbf. avg.
Water Absorption	≤ 0.5% ³
Intended Use ⁴	Residential & Light Commercial

¹ 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 For more information, visit floridatile.com/productuseclassifications.

³ Average production value.

⁴ Please visit www.floridatile.com/intended-use for further details.

Typical Uses


Artecrete color body porcelain is appropriate for most residential and commercial wall, countertop, backsplash, and 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 (in) ¹	Metric (cm)	Pcs./Sq Ft ²	Thickness ³	Edge
6x24	15x60	1	8mm	Pressed
12x24	30x60	.5	8mm	Pressed
12x24 (deco)	30x60	.5	8mm	Pressed

Mosaic	Sku	Nominal Sheet Size (in) ¹	Metric (cm)	Thickness ³
25-piece	M12	12x12	30x30	8mm

Trim	Shape	Sku	Nominal Size (in) ¹	Metric (cm)
Bullnose		P43N9	3x24	7.5x60

Notes

Color, texture, and finish variations may occur due to the nature of the product.

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

Country of origin and other product features and characteristics are subject to change due to manufacturing efficiencies and other factors. See retailer or product packaging to verify country of origin and other product characteristics.

Color Variation



V3 Moderate Variation

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 such as mesh mounted mosaics.

