

TILES: THE LOGICAL CHOICE FOR FLOORING

For most New Zealanders, our home is our most valuable asset which is why it makes sense to choose the right materials to finish it.

As the way in which we live and entertain changes, having a flooring material that is functional, durable and fits our lifestyle becomes crucial.

Have you ever experienced the misfortune of a drink or food spillage on the carpet...or encountered moisture or UV damage on your floors that are permanent and irreversible?

Don't Panic! **Tiles might be the answer**

Modern vitrified Porcelain tiles are not affected by spills or moisture. They are virtually non-absorbent (a less than 0.5% water absorption rate). Food or spillages are easily wiped away, so you can spend more time enjoying life rather than worrying about cleaning up after it!

Tiles are also resistant to scratches, dents and UV damage. They are a perfect surface material for families with children or pets, those who love to entertain or simply those of us who don't want the hassle of damaged flooring.

Furthermore, tiles are extremely hygienic. The easy clean and impenetrable surface means that allergy-causing dust mites and bacteria cannot reside. A home with tiled living areas not only look great, but are also safe and clean.

QUICK FACTS:

Porcelain tiles are highly suitable for all areas because they are:

- **STAIN-RESISTANT**
- **SUPER-HYGIENIC (INHOSPITABLE TO DUST MITES AND BACTERIA)**
- **EASY TO CLEAN AND MAINTAIN**
- **SCRATCH-RESISTANT**
- **FADE-RESISTANT (UV-RESISTANT)**
- **MOISTURE-RESISTANT**
- **FIRE-RESISTANT**
- **ECO-FRIENDLY**
- **COST EFFECTIVE OVER TIME**

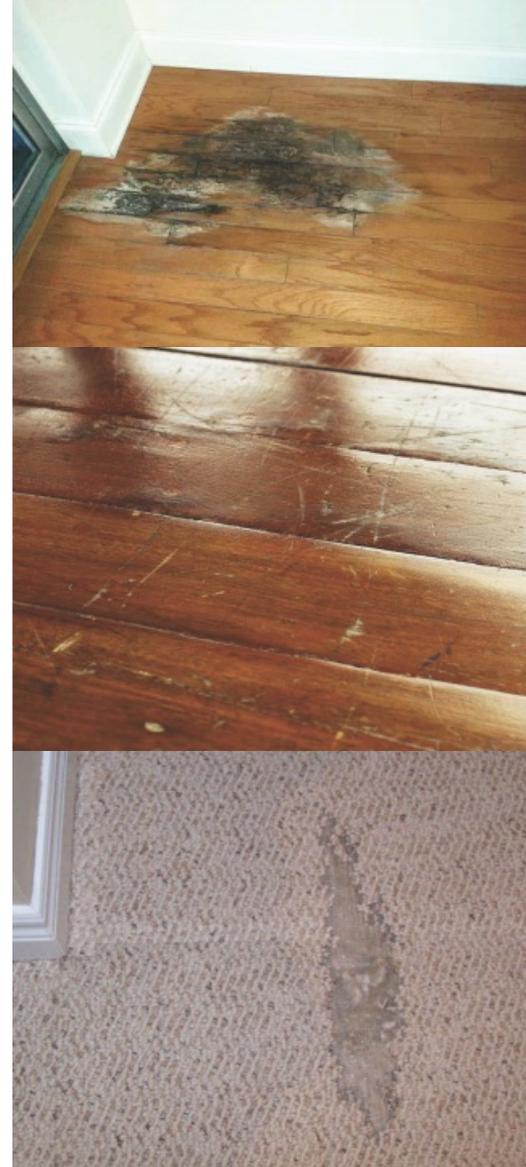
HOW DURABLE SHOULD IT BE?

Living rooms and kitchens are the central hub of any home. Therefore, high performance floor coverings are required to accommodate high foot traffic and lifestyle activities. It makes sense to select a material that will last, not only saving you time, but also money. After all, why live with a flooring material that looks like it requires changing or major maintenance after a relatively short period of time?

CORE ISSUES OF FLOORING SURFACES IN NEW ZEALAND

Problems associated with a home's flooring usually relate to longevity and durability. For example timber, engineered planks and vinyl are prone to scratching, dents or UV fading. They may look great when newly installed, but over time inevitably scratching and dents occur due to normal wear and tear. Re-sanding and re-coating is necessary at an additional cost that home owners don't often factor in. Similarly, coverings such as carpet, over a period of time, changes in appearance. The fabric loses its pile thickness and eventually appears worn out due to foot traffic or furniture. It pays to be aware that most manufacturers consider this to be normal wear and tear without warranty coverage, along with a list of exclusions to "stain-proof" the said warranty.

An interesting study conducted by the *Tile Council of America* shows that tiles are not only one of the most durable materials for flooring but, unlike many soft-flooring surfaces, retain their appearance for a far longer period of time. **Modern porcelains are fired at 1200°C, making them extremely resistant to wear and tear. Just how durable and long lasting are porcelain tiles? Check out the comparison chart below!**



TILES: THE PERFECT FIT

FLOOR COVERINGS: LIFE SPAN (IN YEARS)



Source: Information gathered from market research and industry professionals. Actual life span may vary due to different grades within product categories.



WHAT ABOUT THE COSTS? WHY SHOULD I CONSIDER TILES?

On top of advantages in functionality and durability, tiles are extremely cost-effective over the life span on your home.

Whether you are renovating or building, it is critical to think about how long materials will last and the cost of maintenance for your flooring, as well as initial raw material and installation costs. Certain floor coverings may have lower initial costs but the maintenance involved costs more over time until full replacement is needed.

Along with our own market research, and an independent cost analysis by the *Tile Council of North America*, we believe tiles are the most cost-effective flooring material available. See below comparison.

FLOORING COMPARISON: Cost/m² per year



Actual costs may vary by location and by grades within each product category.

Note: unlike many flooring surface suppliers who only cover wear & tear, Tile Warehouse guarantees their tiles for a period of 10 years from date of purchase when installed in accordance with good tiling practice.



Phone the Tile Experts on **0800 289 845** or visit **tilewarehouse.co.nz**

FLOORING FINISH CHARACTERISTICS, FEATURES & BENEFITS

FLOORING FINISHES	TILES	VINYL	CARPET	TIMBER OR TIMBER LAMINATE	NATURAL STONE	POLISHED CONCRETE
Available in a wide range of design options	Yes	Yes	No	No	Yes	No
Longevity and performance	Excellent (expected service life of at least 30 years)	Average	Poor (high traffic areas experience crushing & matting of carpet tiles).	Average (open to denting, scratching & non-compliant in wet areas).	Excellent	Excellent although not always recommended for areas of direct water, eg: showers.
Ease of maintenance	Excellent (surface does not stain or trap dirt & is easier to clean).	Fair (may need occasional waxing)	Poor (needs frequent vacuuming & stains easily. Annual professional clean recommended).	Good (may require re-sanding & re-coating).	Good (may require initial sealing)	Good (may require re-polishing. Staining may still occur due to porosity).
Vulnerable to humidity and moisture damage	No, not affected	Yes	Yes	Yes (moisture can cause significant damage).	No	Yes, in wet areas.
Can harbour mould, mildew, dust mites & other allergens	No (finished surface does not harbour mites or allow mould to grow).	No	Yes (allergens can get trapped between the carpet pile. Vacuuming may not be 100% effective).	Yes (mould & mildew if the flooring becomes wet).	No	No
Is a sustainable flooring alternative	Yes (natural raw materials have extremely low waste during production cycles).	Sometimes with natural material options.	No	Yes and no. Subject to being milled by a renewable resource.	Yes	Yes
Average lifecycle cost	Extremely Low (appearance doesn't change with time).	Intermediate	High (non-permanent finish. Change of appearance inevitable).	Intermediate - High (due to re-sanding and re-coating costs).	Low	Low

* Source: Industry experts & Concrete Network

* The above information is for comparisons only. Actual factors may vary.



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