



## CHAPTER 14 – THE PRESS™ OUTLINE

### Introduction

Chapter 14 The Press™ is a simple, yet impactful line rich in historical inspiration that touches every major metropolitan area. To set the scene, think of newsrooms from the first half of the 20<sup>th</sup> century where the environment was chaotic but the architecture and design was simple, clean, and fresh – just like the news coming off the press.

The Press has a two-fold meaning: First, the 5/8” hex which is the baseline facet of this collection is reminiscent of a single dot of ink on a page laid by a printing press. Second, the names of the pattern mosaics found in this collection provide another clue as to their inspiration. Herald, Tribune, Daily, and Union may imply some common themes in the architectural and design elements found in thresholds, entryways, and floors of shops and businesses in most metropolitan areas during the early 1900’s. This inspiration was then translated into a mosaic collection that can easily be adapted to floors, feature walls, and backsplashes.

Unlike the ceramics generally used during the early 1900’s, our 5/8” hex is glass and is made using a pressing and firing technique similar to porcelain. The end result is a full-bodied, colored glass with a frosted effect that adds a remarkably smooth finish to an installation. Its full-body and durable pressed construction makes it suitable for floor or wall installations.

### Key Features

Chapter 14 features four bold colors and is segmented into two general categories: Solid Mosaics and Repeating Patterns.

- **Colors**
  - The color palette of Chapter 14 provides four bold colors: White, Black, Grey and Navy. These colors fall in line with the printing and architectural elements found in buildings that housed the newsrooms of a generation past.
- **Solid Mosaics**
  - These four solid mosaics, serve as a substitution to field tiles. Each solid mosaic sheet covers just over a square foot and is an excellent option for areas desiring solid coverage in any of the four colors offered.
- **Repeating Patterns**
  - Complementing the four available colors in this collection are four repeating mosaic patterns. These patterns were created using pairings of white and the other three colors offered: Grey, Navy and Black. In total there are 12 available pattern and color combinations offered.
    - Herald creates a large circular repeating pattern highlighted by its emboldened, nearly calligraphic outlines.
    - Union, in contrast to Herald, has taken a more geometric approach creating visual interest utilizing outlined hexagons.
    - Daily is a simplified pattern whose focal points are the small floral patterns created by small seven piece groupings of our 5/8” hexagon.
    - Tribune creates a more detailed chained floral pattern. Tribune is great for those still seeking a soft floral pattern but who desire a bit more color.



## Application

Please reference the Application Chart for Chapter 14 on our website, JeffreyCourt.com, for more details on recommended applications.

## Testing

Product specifications are listed on each product specific web page on JeffreyCourt.com. If available, testing results for applicable products: ceramic, glass, and porcelain, can be found on the back of the respective chapter catalog for easy reference.

## Installation Tips

- **Blending and Shade Variation**
  - To achieve your desired look, Jeffrey Court recommends that you inspect and confirm the tile and layout prior to installation. Installation of tile constitutes acceptance.
- **Rating**
  - For specific item-by-item shade variation rating, please reference each product specific web page on JeffreyCourt.com.
- **Setting Materials, Sealers and Grouts**
  - A high-quality white thinset meeting ANSI 118.4 or 118.11 is recommended for best installation results. Always check with setting material manufacturer to ensure suitability of material in setting tiles. A grey mortar, or mastic or adhesives could stain or alter the color of the product.
  - As per the Tile Council of North America (TCNA): "For cementitious grout, joints smaller than 1/8" generally should only be grouted with unsanded grout, and joints of 1/8" and larger should only be grouted with sanded grout."
  - Grout color is part of the design process and considerations must be made. A grout choice closest to the color and hue of the tile being grouted can be considered the safest choice.

\*Urethane grout was used on the touch boards and montage boards for this collection. Pre-sealing any matte/frosted tiles prior to grouting with urethane grout is required. Suggested recommendation: Aqua Mix® Grout Release.
- **Cutting**
  - A professional grade wet saw outfitted with a high-quality diamond blade designed for cutting tiles is recommended. Always cut tiles with the face up.
  - Sanding of cut glass edges is recommended to ease "sharp" edge.

## Merchandising

The marketing and merchandising of this collection is supported by montage boards, touch boards, and A&D sample cards which aid in displaying the full product line. All of these point of purchase materials are accompanied by the Chapter 14 The Press catalog. Showroom installation and loose sample pieces can also be ordered at a discounted price.

Visit the Jeffrey Court website, JeffreyCourt.com, to gain inspiration on the design possibilities offered with Chapter 14 The Press.