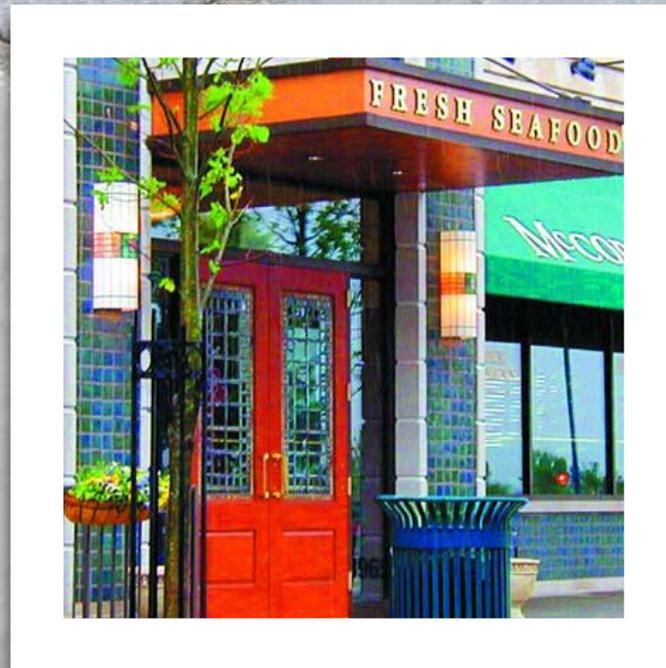


AMERICAN MADE IN THE CLAY-RICH REGION OF OHIO

SENECA TILES HANDMOLD

Authentic Handmade Tile
Glazed Handmold
Seneca Shades of Grey
SenecaCotto





For over 100 years, small factories were built near rich clay deposits that dot the Midwest. Their products were the bricks that built the growing towns and the tiles that drained the farmers' fields. Their kilns, as big as houses, were made of brick and shaped like beehives. Since 1978, Seneca Tiles craftsmen have engaged in the ancient art of tilemaking. Using methods dating back to the turn of the century, their efforts have produced a truly remarkable group of products unlike any other found in the mainstream marketplace today.

All Seneca Tiles products are the result of using generally abandoned techniques that impart a unique character to each and every tile. These valuable techniques were discarded by virtually all tile manufacturers to accommodate the demands of mass production, sacrificing the natural, desirable characteristics of the clays and glazes. This has resulted in a limited

selection within most tile lines.

Seneca Tiles has chosen a different approach – to resurrect the more traditional methods, providing handcrafted, handmade, and handglazed tiles... tiles that express the warmth of the human hand. Instead of masking the natural variations of the tiles with highly refined ingredients made under laboratory-like conditions, the Seneca Tiles philosophy celebrates the inherent characteristics of naturally made tiles.

It is this difference that inspires architects and designers to include Seneca Tiles in some of their finest creations as well as in their own homes.

SENECA SHADES OF GREY

rich, lush palette of grey hues

All new SenecaShadesofGrey colors are available in all Seneca Handmold sizes. Limestone, Bluestone, and Flagstone are included in the SenecaSelect color collection, and Shadow, Concrete, and Sterling are included in the Seneca Old World collection.



LIMESTONE



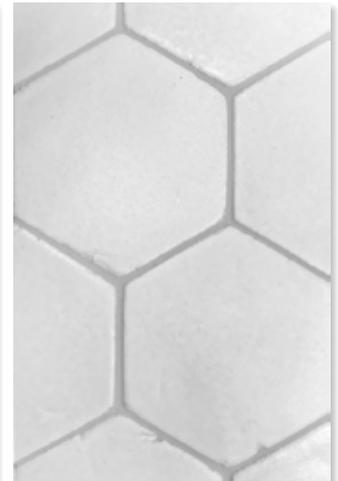
BLUESTONE



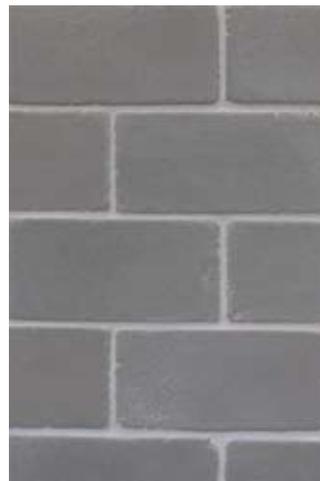
FLAGSTONE



SHADOW



CONCRETE



STERLING





Castle Blend - Limestone and Bluestone

SENECA SHADES OF GREY

Villa Blend - Limestone, Bluestone, Flagstone

SENECASELECT

rustic elegance

Transcend the ordinary with SenecaSelect, featuring high relief decorative tiles available in both monochrome and polychrome. A soothing palette of field tile colors complement the decorative concepts of Chateau, Vineyard and Bistro collections, while offering the durability and character of Handmold.

Available in a variety of decoratives, trims, moldings & mosaics.



Latte



Vanilla



Amethyst



Sawgrass



Bermuda



Smoke



Cappuccino



Mocha



Espresso



*Walls become your canvas
of color and texture
when you combine
SenecaSelect field tiles
with SenecaSelect
decoratives*

*“Art washes away from the soul
the dust of everyday life”*

~ Pablo Picasso

RENAISSANCE

rich stone-like finish

These highly variegated glazes exhibit a distinctive combination of matte, stone-like finishes with random areas of gloss. Subtle warm hues create a beautiful warmth and rustic quality.



Dune



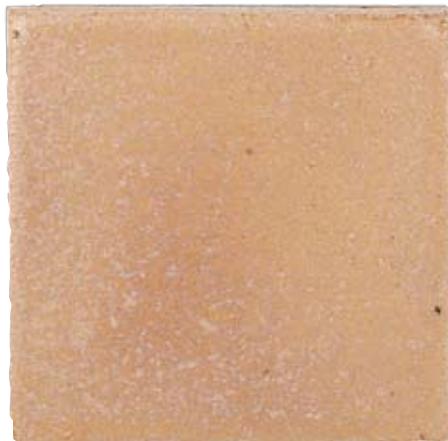
Bamboo



Adobe



Sierra



Sedona



Celadon



Evergreen



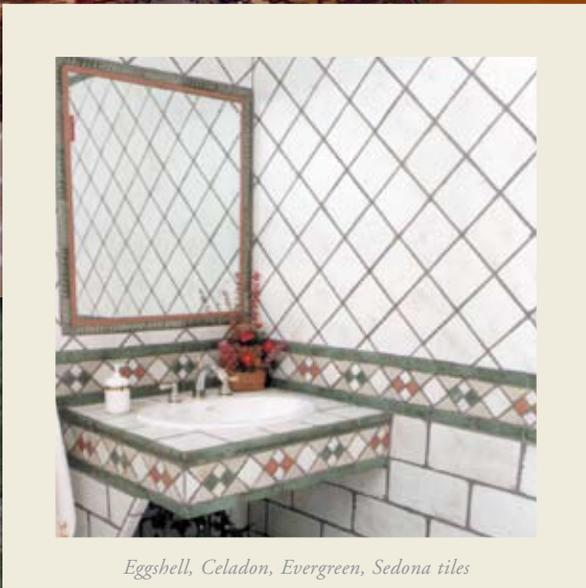
Eggshell



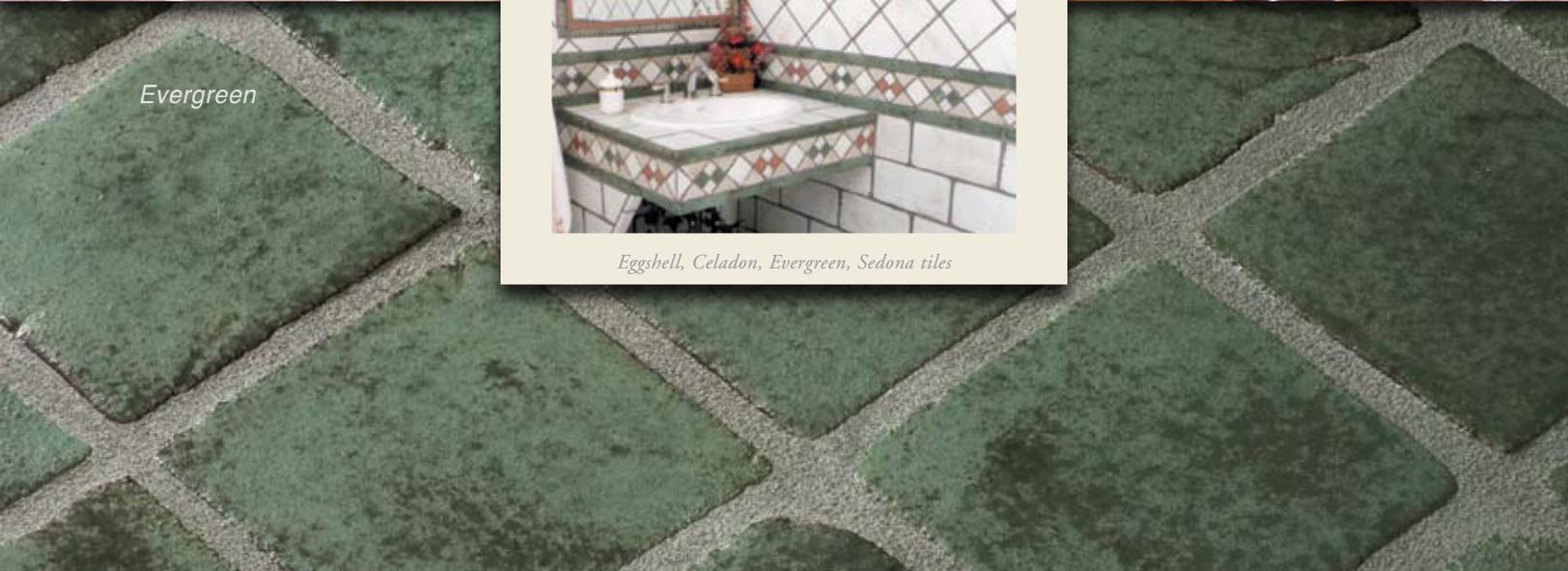
Sapphire



Sierra



Egshell, Celadon, Evergreen, Sedona tiles



Evergreen

REFLECTIONS

texture & gloss

A series of translucent, gloss glazes that exhibit random shades of concentrated colors, accentuated by the varied pressures of hand forming.



Honey



Sandalwood



Driftwood



Cedar



Pewter



Desert Rose



Aquamarine



Forest Green



Deep Sea Blue

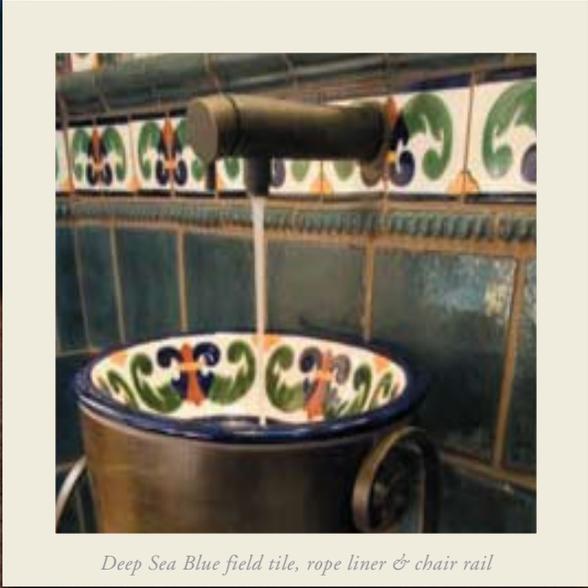
See back cover for special maintenance instructions



Forest Green



Cedar



Deep Sea Blue field tile, rope liner & chair rail

Old World

deep, sensuous color & texture

Traditional vibrant opaque glazes with variations in shading unique to an authentic, hand-molded, one at a time process of tilemaking.



Arctic White



Almond



Terra Cotta



Moss Green



Peacock



Periwinkle



Burgundy



Redwood



Raven

SenecaBlends

intriguing variation

Create a completely unique installation by grouping three or four colors of the rich varied palette of Handmold tile into a Blend. Create your own Blend or choose from Seneca's Blends including New England, Desert, Rainforest, Icelandic, Caribbean & Muir Woods.



Caribbean



Desert



New England



Icelandic



Rainforest



Muir Woods



Glacier Blend



Coconut Blend



Key Largo Blend

SENECACOTTO

authentic handcrafted terracotta

From America, Ohio craftsmen have developed the most unique real clay terracotta available - an authentic unglazed tile with a rich centuries-old appearance. Hands-on craftsmanship, combined with the "soaking" and "flashing" of Seneca Tiles turn-of-the-century beehive kilns, produces authenticity, character, charm and unique originality. SenecaCotto has the worn and weathered texture found only in a truly handmade product made centuries ago.



Brick Cotto Unflashed



Brick Cotto Flashed



Weathered Cotto Unflashed



Weathered Cotto Flashed

Sizes available:

4" x 8", 2 5/8 x 8", 8" x 8", 12" x 12", 8" x 16",



Weathered Flashed



SENECACotto METALLIC

BEAUTIFULLY HANDCRAFTED , WORN & WEATHERED METALLIC SURFACE

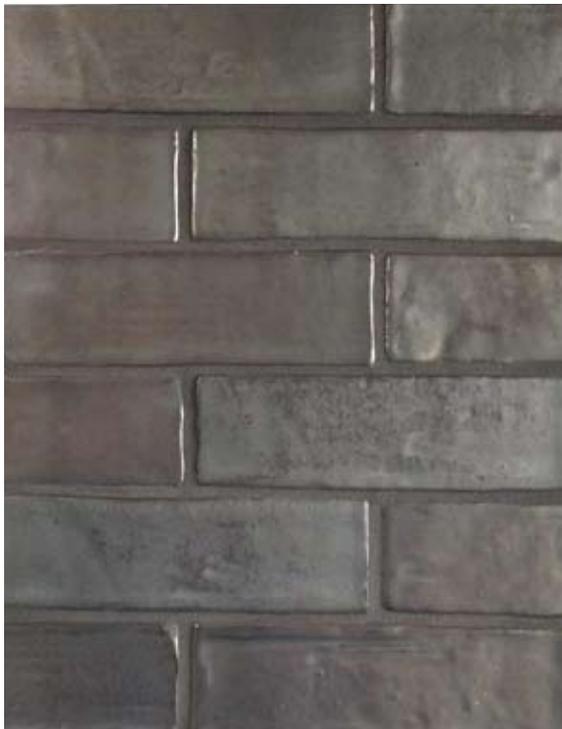
The SenecaCotto Metallic collection consists of four colors in the standard brick sizes of handcrafted, worn and weathered surfaces,



Brushed Bronze



Aged Bronze



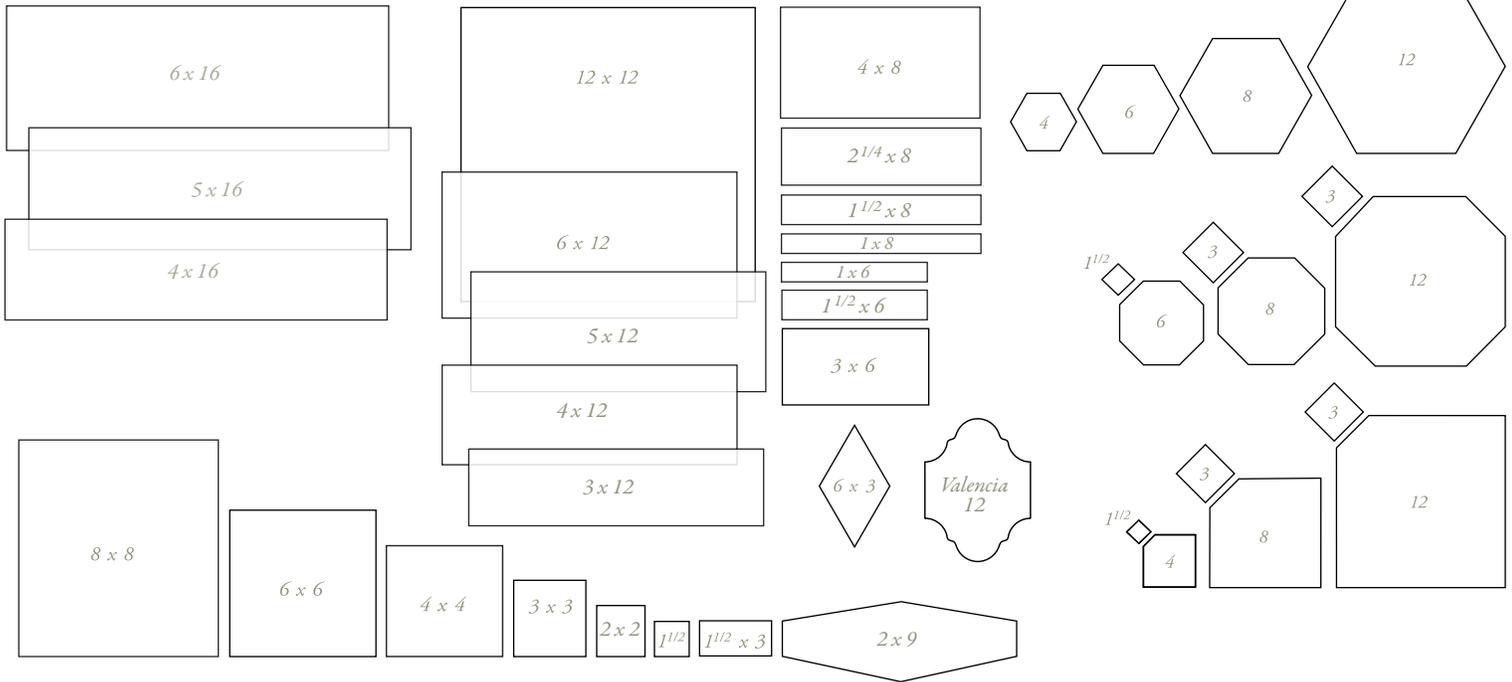
Brushed Silver



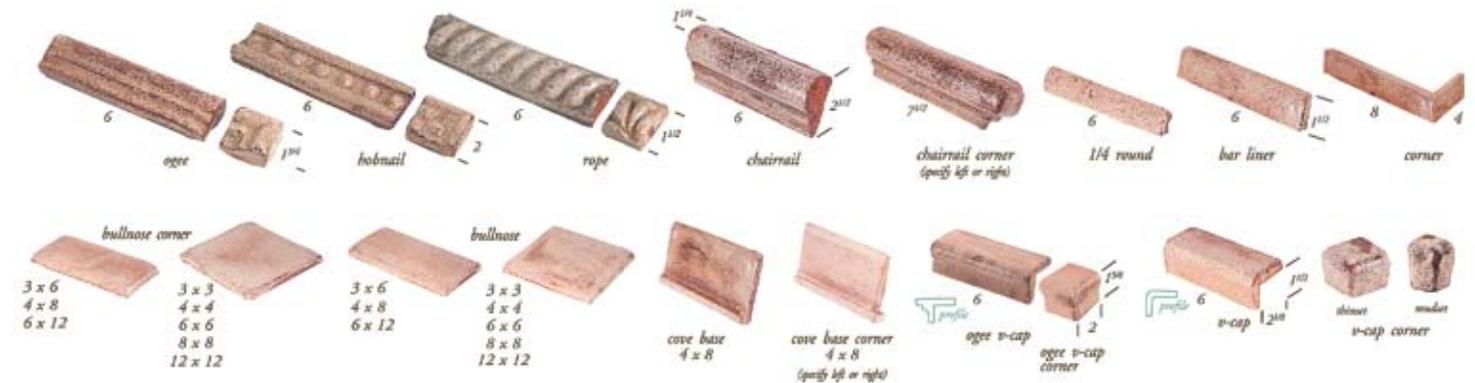
Aged Silver

HANDMOLD TILE & TRIM

Tile Sizes

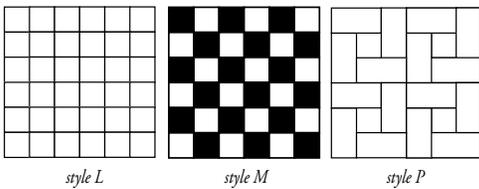


Trim, Moldings, and Liner Sizes

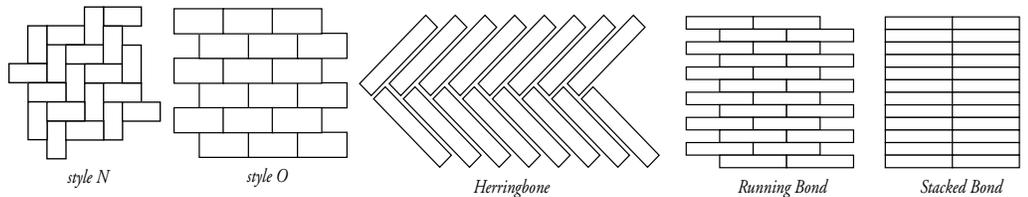


Mosaics

Available in $1\frac{1}{2} \times 1\frac{1}{2}$ and $1\frac{1}{2} \times 3$



Available in $1\frac{1}{2} \times 3$, 1×6 , $1\frac{1}{2} \times 6$, 1×8 , $1\frac{1}{2} \times 8$



MAINTENANCE: Regular cleaning is easy. Just sweep regularly and damp mop as necessary, using warm water and a neutral cleaner. To clean stubborn spots or grout joints use a stiff natural bristle brush.

ORDERING: Most tile is shipped in cartons containing 10 square feet. Trim & decorative tiles are sold per piece. See sales representative for details. For environmental impact information, contact Seneca Tiles.

AVAILABLE: Considerable inventories are maintained allowing timely deliveries, however due to the broad offering of shapes and sizes, some orders may have to be made. Call for specifics.

INSTALLATION: Refer to the Tile Council of North America's publication, Handbook for Ceramic Tile Installation, and follow instructions for your specific type of application. Seneca Quarry Pavers conform to ANSI 137.1 as Special Purpose Tile.

- Made in such a way as to assure their originality
- Designed to use a $1/4"$ to $3/8"$ grout joint, larger sizes and mixed colors may use a larger grout joint
- Abrasive finish is available for Glazed tiles for additional slip and/or wear resistance
- Test data available upon request
- May exhibit variation from samples and within a shipped lot - variations include, but not limited to size, color texture and shading
- Current production runs may vary from older samples. Pre-shipment samples are available.

MOSAICS

Available in 1 sq. ft. sheets, Molded Mosaics are the last word in mounted, authentic handmade tiles. Whether in solid colors, SenecaBlends or your own color preference. Molded Mosaics will make any project extraordinary.



1 sq ft - stacked bond



1 sq ft - herringbone

Mosaic sheets available in

1 1/2 x 1 1/2

1 1/2 x 3

1 x 6

1 1/2 x 6

1 x 8

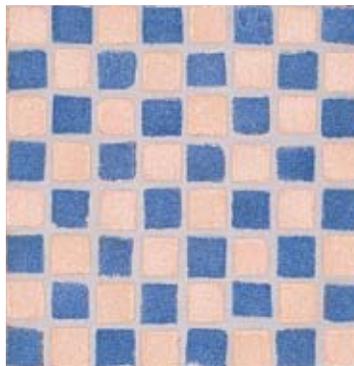
1 1/2 x 8



1 sq ft - running bond



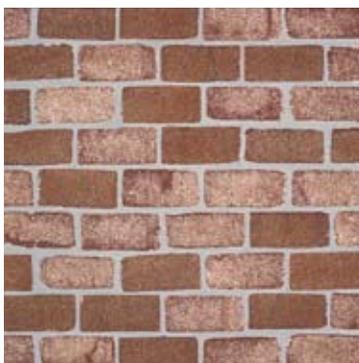
Style L



Style M



Style N



Style O



Style P



Style Q

TECH NOTES

Continued beauty & performance of your Seneca Tiles is assured by following these simple guidelines:

Ordering: All Handmold tiles are nominally sized - this means a 6" x 6" tile will be 5 5/8" x 5 5/8" design size, all tiles sold assuming a 3/8" grout joint. Because of the handcrafted nature of our tiles, all dimensions given are approximate.

Tiles may exhibit variations from samples and within a shipped lot. Variations may include, but are not limited to, size, color, texture, & shading etc.

For additional slip and/or wear resistance on Handmold glazed tiles, an optional abrasive finish is available.

Most Handmold tiles are packaged 10 square feet to the carton including a 3/8" grout joint. Trim and decorative tiles are packaged per piece.

Installation: Techniques for installing Handmold tiles are much the same as those used in standard practice with quarry tile. Specifications for every situation can be found in the Handbook of Ceramic Tile Installation published by the Tile Council of North America.

Because our tile is handcrafted, it is not possible to install Handmold tile with the precision normally practiced with machine made tile. In fact, your installation's non-uniform appearance and surface variations will contribute to the warmth, charm, and character created exclusively with the use of Handmold.

Not intended for exterior use where freezing temperatures may occur. Glazed tiles are not recommended for exterior horizontal use. Maintenance: Regular cleaning is easy - just sweep regularly and damp mop as

necessary, using warm water and a neutral cleaner. To clean stubborn spots or grout joints, use a stiff, natural bristle brush.

NOTE: The unique nature of the Reflections Collection colors are such that we recommend a minimum of two, thorough coats of Aqua Mix Sealers Choice Gold 15 penetrating sealer, or an equivalent, be applied to the tile and grout joints as soon as possible after grouting. This will help prevent liquids from penetrating the glaze or body of the tile.

Important: In regularly wet areas, such as a shower, it is common for some Reflections tiles to darken and lighten as they become wet and then dry. In cooking areas, around a stove on counters and backsplashes, cooking oil splatters should be cleaned up as soon as possible, as oils may permanently darken some tiles. It is suggested that you reseal these areas of Reflections tiles periodically to help maintain their resistance to liquid penetration. Still, some spotting from liquid penetration may be possible.

LEED & Green Information: We are proud of the way we treat the environment by using clays sourced within 100 miles of our facility that are then minimally processed from their natural state through to the finished product. This fact may aid in LEEDS points awarded for regionally manufactured materials. (LEED

Categories 5.1 &/or 5.2) Ceramic tiles by their very nature are inert, non-combustible, non-toxic and are completely free of any volatile organic compounds.

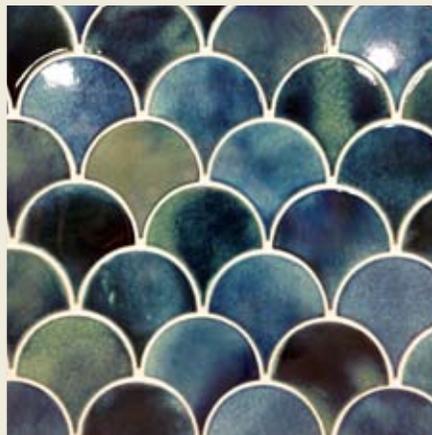
Further, ceramic tiles allow for the use of low VOC adhesives & grouts that will not reduce indoor environmental air quality. We recycle a waste product of coal-fired electricity production into the body of many of our unglazed tiles.

Additionally, we reclaim our own liquid waste glaze residue and our scrap clay and put it back into our clay body, which makes our already dense clay body all the more durable. Heat captured from our kilns is used to dry our tiles prior to firing, as well as heat much of our plant during cooler months. These measures not only help maintain the environment, but eliminate several items from the waste stream.

Even our off grade tiles are stacked in our yard and picked over endlessly by residential and commercial users alike to create their own individual masterpieces so they never end up in a landfill. The recycled use of post-industrial materials in our tiles, the low impact manufacturing methods we use, products we make with abundant, local raw materials, and the reclamation of much of our own waste help us achieve our goal to help keep our environment clean and safe.

Seneca Handmold conforms to ANSI 137.1 as Special Purpose Tile. Our tiles are produced, graded and packed to our stated specifications. When requested by the purchaser prior to production, a Master Grade Certificate may be issued certifying compliance with properties mutually agreed upon by purchaser and Seneca Tiles Inc.

Seneca also offers Quarry Pavers



Quarry Paver Aquarium Blend

Quarry Pavers Red Ironspot

