

AMERICAN MADE IN THE CLAY-RICH REGION OF OHIO

®

# HANDMOLD

Authentic Handmade Tile



^ Coastal Blue and  
< Glaciál Blend



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

All Handmold clay products are created using traditional, time-honored techniques that give each tile a unique and authentic character. While most modern tile manufacturers have abandoned these methods in favor of high-speed mass production - often sacrificing natural beauty and limiting design variety - Handmold Clay Tiles follows a different path.

By reviving traditional craftsmanship, these tiles are handcrafted, handmade, and hand-glazed to express the warmth and individuality of the human touch. Rather than masking natural variations with highly refined, laboratory-produced materials, the Seneca Tiles philosophy embraces and celebrates the organic characteristics that make each tile truly one of a kind.

For over a century, small factories were built near rich clay deposits across the Midwest. Their products shaped communities - producing the bricks that built growing towns and the tiles that supported agricultural development. Large brick kilns, often as big as houses and shaped like beehives, stood at the heart of these factories, representing a proud tradition of craftsmanship and dedication to quality that continues to inspire Handmold Clay Tiles today.



Water Lily

Valise retail shop, Union Station, Toronto

By Kilogram Studio - modeled after design of  
turn-of-the-century luggage and train cars

# Handmold Studio

unique hand glazing reminiscent of a watercolor painting

Handmold Studio is a new collection featuring a unique hand glazing technique that leaves a fluid blending of shades much like a watercolor painting.

Handmold Studio



Blue Lagoon



Coastal Blue



Sea Glass



Water Lily



Amber Waves

Handmold Studio Matte



Blue Lagoon



Coastal Blue



Sea Glass



Water Lily



Water Lily



Sea Glass



Blue Lagoon

# Handmold Studio



Amber Waves



Coastal Blue

# 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



Shadow



Concrete



Sterling



Raven



Periwinkle

# 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



Limestone



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



Forest Green



Cedar

# HandmoldSelect

rustic elegance

Transcend the ordinary with HandmoldSelect, 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



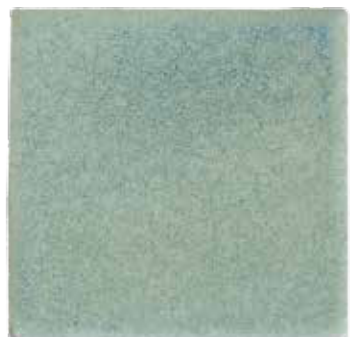
Vanilla



Amethyst



Sawgrass



Bermuda



Smoke



Cappuccino



Mocha



Espresso



Flagstone



Limestone



Bluestone



Castle Blend - Limestone and Bluestone



Villa Blend - Limestone, Bluestone, Flagstone

# Handmold Blends

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 Handmold Blends including New England, Desert, Rainforest, Icelandic, Caribbean & Muir Woods.



Caribbean



Desert



New England



Icelandic



Rainforest



Muir Woods



Glacier Blend



Coconut Blend

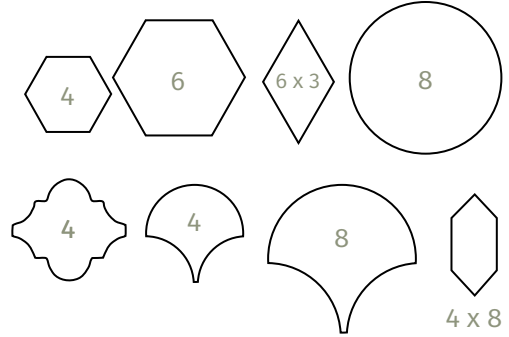
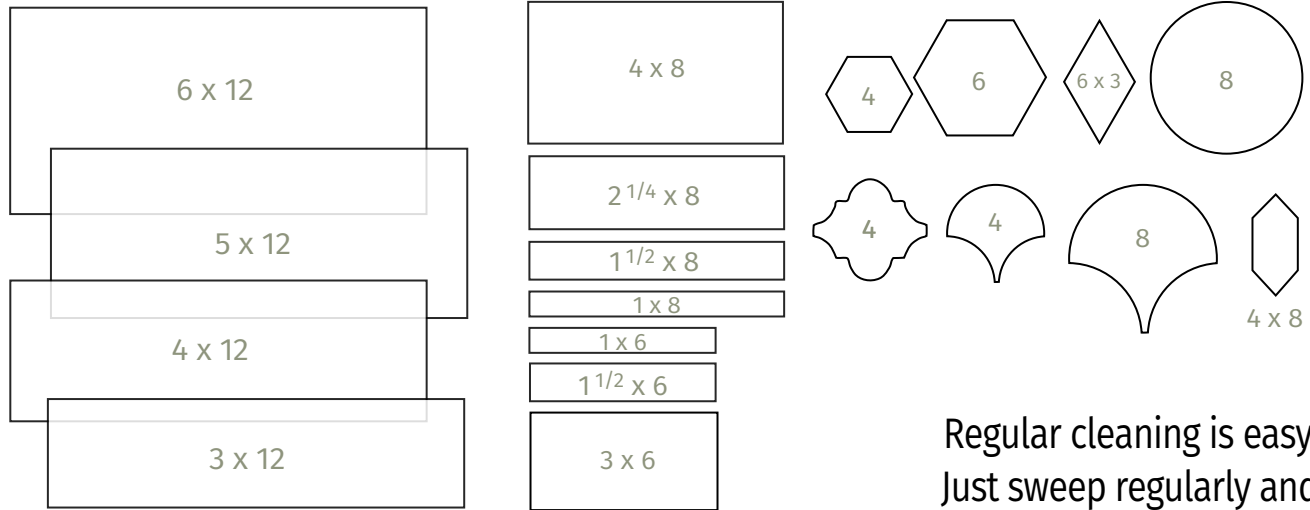


Key Largo Blend

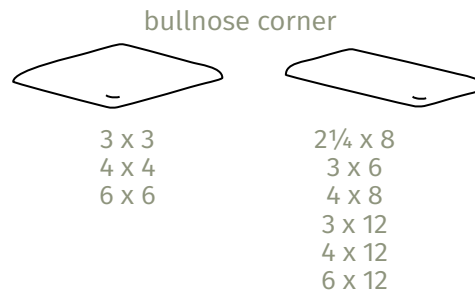
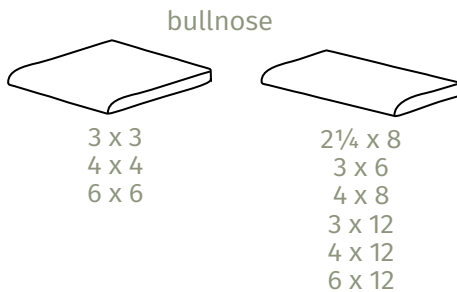
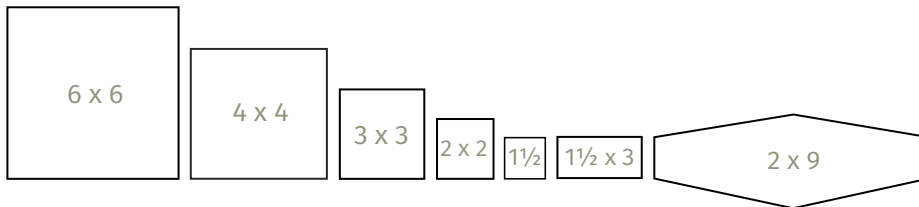


Rainforest Blend

# HANDMOLD TILE & TRIM



Regular cleaning is easy. Just sweep regularly and damp mop as necessary, using warm water and a neutral cleaner.



**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.

**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. 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.

# TECH NOTES

Continued beauty & performance of your Handmold 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.

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 Handmold tiles.





Bluestone



Forest Green

Source @johnmclaindesign



Blue Lagoon

Sea Glass, Picket

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SENECA TILES®