



An Italian tile made in the USA An Italian tile made in the USA An Italian tile made in the USA An Italian tile made in the USA An Italian tile made in the USA

**FLORIM**  
**USA**  
**LOFT**



# LOFT

An Italian tile **made in the USA**

Loft is a color-body, rectified, porcelain tile inspired by the weighted memories clung to earth by way of home. Loft is a representation of that memory, a clean and happy place, full of creativity and warmth. Available in 6" x 36", 9" x 36", 24" x 24", along with coordinating 3" x 36" bullnose and two variations of mosaic, this tile provides you with the opportunity to express your own ingenuity. The 24" x 24" can be used alone or in a pattern with the other sizes for a unique installation; while the rectified format allows you to achieve tighter grout joints that more closely represent the natural product.





# Multicolor

6"x36" - 9"x36"







Multicolor 6"x36" - Backsplash White Linear Mosaic









Multicolor 24"x24" - Linear Mosaic





Multicolor 9"x36" - wall 6"x36"





Multicolor 24"x24"









# Smoke

9"x36"









Smoke 24"x24" - 6"x36"









Smoke 9"x36" - 6"x36"





Smoke 6"x36" - Strip Mosaic









Smoke 24"x24"





# Ivory

9"x36" - 6"x36"









Ivory Linear Mosaic









Ivory 9"x36"





Ivory 9"x36" - Floor Multicolor Strip Mosaic





Ivory 24"x24" - 9"x36"









Multicolor



Smoke



Ivory

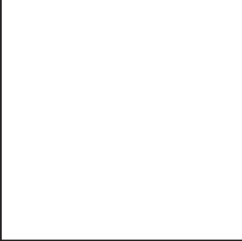






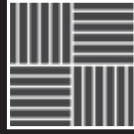
# LOFT

24"x24" Rectified



1100148 Multicolor  
1100149 Ivory  
1100150 Smoke

12"x12" Mosaic Strips



1100151 Multicolor  
1100152 Ivory  
1100153 Smoke

9"x36" Rectified



1100142 Multicolor  
1100143 Ivory  
1100144 Smoke

Linear Mosaic 6"x15"



1100154 Multicolor  
1100155 Ivory  
1100156 Smoke

6"x36" Rectified



1100145 Multicolor  
1100146 Ivory  
1100147 Smoke

3"x36" Bullnose



1100157 Multicolor  
1100158 Ivory  
1100159 Smoke





ALL FLORIM USA PRODUCTS MEET OR EXCEED ALL STANDARDS IN ANSI

## PACKAGING

SIZES	METRIC (CM)	THICKNESS (MM)	PIECES PER BOX	SQ. FT PER BOX	WEIGHT PER BOX	BOXES PER PALLET	WEIGHT PER PALLET*
<b>FIELD TILES</b>							
24"x24"	60x60	10 mm	3	12	51.6	36	1,858
9"x36"	22x90	10 mm	9	13.5	87.1	30	2,612
6"x36"	15x90	10 mm	8	12	52.8	44	2,323
<b>MOSAICS AND COORDINATING TRIMS</b>							
12"x12" mosaic strips	30x30	10 mm	10	10	35	45	1,575
6"x15" linear mosaic	15x38	10 mm	10	6.25	19	80	1,520
3"x36" bullnose	7.5x90	10 mm	8	6	26.4	40	1,056

\* WEIGHT PER PALLET DOES NOT INCLUDE PALLET WEIGHT ITSELF  
 ALL OTHER SIZES WILL BE PACKAGED AS ORDERED.  
 PLEASE CONTACT FLORIM CUSTOMER SERVICE AT 877-FLORIM1 FOR PACKAGING INFORMATION.

MINIMUM GROUT SIZE RECOMMENDED = 5 MM (OR APPROX. 3/16") IF STAGGERED TILE PLACEMENT, WE RECOMMEND USING A 30% OFFSET. IF SPECIFIED BRICK PATTERN WITH 1/2 PATTERN MANDATORY, A BIGGER GROUT IS RECOMMENDED TO HIDE IMPERFECTIONS OF INSTALLATION (MINIMUM 1/4").

### TECHNICAL SPECIFICATIONS

	REFERENCE VALUE	DECLARED VALUE	TEST METHOD
Surface Abrasion		PEI IV-V	ASTM C1027
Water Absorption	≤0.5%	MEETS REQUIREMENT	ASTM C373
Chemical Resistance	AS REPORTED	NOT AFFECTED	ASTM 650
Dynamic Coefficient of Friction	≥ 0.42 • WET	MEETS REQUIREMENT	ANSI 137.1
Stain Resistance	AS REPORTED	NOT AFFECTED	ASTM C1378
Breaking Strength	AS REPORTED	≥ 400	ASTM C648
Resistance to Freeze	AS REPORTED	RESISTANT	ASTM C1026



**40% RECYCLED CONTENT (MULTICOLOR)**

• DUE TO THE INHERENT NATURE OF FIRED PORCELAIN TILE, IT IS IMPORTANT TO NOTE THAT THE COEFFICIENT OF FRICTION MAY VARY WITHIN AND BETWEEN PRODUCT RUNS.



## SUGGESTED INSTALLATIONS

PEI Class  
**IV**

### Moderate to heavy foot traffic

Recommended for all residential applications as well as medium commercial and light institutional applications.



CONTRIBUTES TO  
LEED CREDITS



## PROGRESS THAT TOUCHES AND INVESTS IN THE ENTIRE SOCIETY

As a active member of the U.S Green Building Council, Florim spreads awareness to the entire American communities and encourages towards the use of building solutions inspired by environmentally friendly practices. Using Florim products for project implementation, will positively contribute in obtaining scores and points required for earning the LEED certification (Leadership in Energy and Environmental Design).

## A COMMITMENT TO THE DEVELOPMENT OF PRODUCTS FOR A CONSCIOUS BUILDING TRADE

Florim offers products containing recycled material. The adoption of eco-compatible production systems is merit of Italian designs produced in the U.S.

## TECHNICAL DEVELOPMENT THAT CONSIDERS THE NATURAL ENVIRONMENT

Florim commits to the eco-compatible project and translates the same into an avant-guard production process, minimizing the negative impact on the environment.

## WHY PORCELAIN?

There are many reasons to choose impervious porcelain tile over other floor coverings. It offers the largest array of design options and holds its value the longest. In a comparison between the many different flooring options, porcelain tile offers one of the most durable and least expensive options over the lifespan of the building.

### Benefits of Porcelain Tile

- Impervious to water
- Easy to maintain
- Variety of design options
- Environmentally friendly
- Resistant to germs and bacteria
- Fade resistant
- Fire resistant
- Durable - best long-term value vs. other floor coverings



# CLEANING & MAINTENANCE



Routine care instructions:

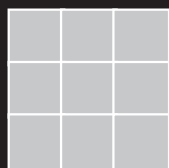
1. Wash with water to remove superficial dirt.
2. Application of Fila Cleaner® Fila (commercial product) diluted to an average of 1:200 to the surface.
3. Let the solution sit 5-7 minutes.
4. Remove the cleaner with a vigorous mechanical cleaning action using common hand cleaning equipment, or a suitable floor-cleaning appliance.
5. Dry the floor completely.

Note: For desired results, it is particularly important to combine the effect of the detergent with a vigorous mechanical cleaning action.

The products mentioned in these instructions do not officiate any official agreements with any floor cleaning product producers.

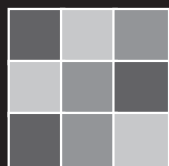
## COLOR SHADE VARIATION

Each FLORIM product is characterized by a degree of color shading that varies from product to product, from color to color. Color shading means chromatic variation from tile to tile in every box. It is not possible to request FLORIM in color shade variations other than those shown per item.



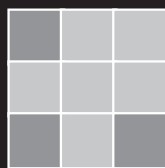
V1

The least amount of shade and texture variation. Attainable in naturally fired clay products.



V3 - Smoke, Ivory

High shade texture variation within each carton.



V2

Light to moderate shade and texture variation within each carton.



V4 - Multicolor

Very high shade and texture variation within each carton.





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