BRICK WORLD

LANDMARK CERAMICS

LANDMARK
CERAMICS

A new landmark in the ceramic industry

Landmark Ceramics is an American company, based in Tennessee that has set out to research, manufacture and sell top quality porcelain ceramics in North America, taking advantage of the proven experience of the Gruppo Concorde, an international leader in the sector. Technological innovation, market presence, attention to detail, the welfare of people and the environment, efficient service and a thorough product range make Landmark a new benchmark in the North American market for those who are looking for a reliable partner for any building and architecture project using US made top quality porcelain tiles.

BW

BRICK WORLD

FREE TO EXPLORE YOUR STYLE

A SELECTION OF CERAMIC COLLECTIONS ALL DIFFERENT IN TERMS OF STYLE AND CHARACTER THAT EXPRESS THE DECORATIVE CHARM OF THE TRADITIONAL BRICK FORMAT, EXPRESSING THEIR UTMOST PERSONALITY ON WALLS. A METROPOLITAN COLOR PALETTE EXPLORES THE CERAMIC MATERIAL TO DECORATE SPACES WITH A SERIES OF HINTS THAT RECALL THE ALLURE OF TIMELESS PLACES.

LONDON

LONDONBRICKWORLD

RADIANT ELEGANCE.

SOHO IS A BRIGHT COLLECTION OF ELEGANT SURFACES FOR CONTEMPORARY LIVING, COMBINING THE DISTINCTIVE FEEL OF BRICK TO THE RADIANT VIBE OF MODERN DESIGN. A METROPOLITAN COLOR PALETTE FOR A CLEAN, VIVID LOOK THAT EFFORTLESSLY BRINGS URBAN SPACES TO LIFE.

AUTHENTIC APPEAL.

LONDON PROVIDES A STRONG CHARACTER TO ANY ENVIRONMENT, AN AUTHENTIC LOOK CHARACTERIZED BY A ROUGH YET REFINED DESIGN AND THE ALLURE OF TIMELESS TRADITION. DIVERSE SHADE VARIATIONS ACHIEVE A UNIQUE STYLE, BRINGING A SENSE OF RICH HISTORY TO EVEN THE MOST MODERN SETTING.

SOHO

SOHOBRICKWORLD

FEATURES AND BENEFITS.

DOESN'T BEND

Porcelain brick is solid, hard and compact.

LIGHT WEIGHT
APPROX 4 LBS/FT^2

Porcelain brick is a thin and therefore light weight material of approximately 4lbs/sqft. This means both less unnecessary pounds onto walls and cost saving in transportation and installation.

FIRE RESISTANT

Porcelain brick doesn't burn, melt or give off toxic fumes when exposed to fire.

WATERPROOF

Porcelain brick is very compact and impervious therefore doesn't absorb. With tile you'll never have to worry about water.

MOLD RESISTANT

Because it is fired at very high temperatures, porcelain brick is nearly impenetrable. This keeps fine dirt particles from being lodged in its surface, making it resistant to mold and moss growth.

STAIN RESISTANT

Porcelain brick is a very reliable, hygienic, and easy-to-clean material that will never be affected by any permanent type of stain.

FROST RESISTANT

No need to worry during the worst winter conditions of Snow, Ice and Salt. Porcelain brick in fact is made by high density and homogeneous materials, making it resistant to frost, snow, salt and ice.

UV RESISTANT

Porcelain brick is fired at 2500 degrees which allows it to resist to sun light and UV rays without being effected in any way, even when exposed to the worst solar heat conditions.

ACID RESISTANT

Porcelain brick is Inert, hard and because of its imperviousness, it withstands even the most aggressive chemical detergents and acid substances.

SCRATCH RESISTANT

Porcelain brick is strong, hard and resistant to most type of scratches.

ZERO ALLERGENES

Porcelain brick is both hard and impervious therefore inhospitable to dust mites, bacteria, fungi, mold and other irritants.

ZERO VOC & PVC

Porcelain brick is completely PVC and VOC (volatile organic compound) free that means a healthier home for you.

ZERO FORMALDEHYDE

Formaldehyde is known to lead to an increased incidence of asthma. Tile has zero formaldehyde.

ZERO SMOKE DEVELOPMENT

Porcelain brick never gives off toxic fumes, even when exposed to fire.

VERY LONG SERVICE LIFE

Porcelain brick when properly installed and maintained can last for decades.

ECO FRIENDLY & RECYCLABLE

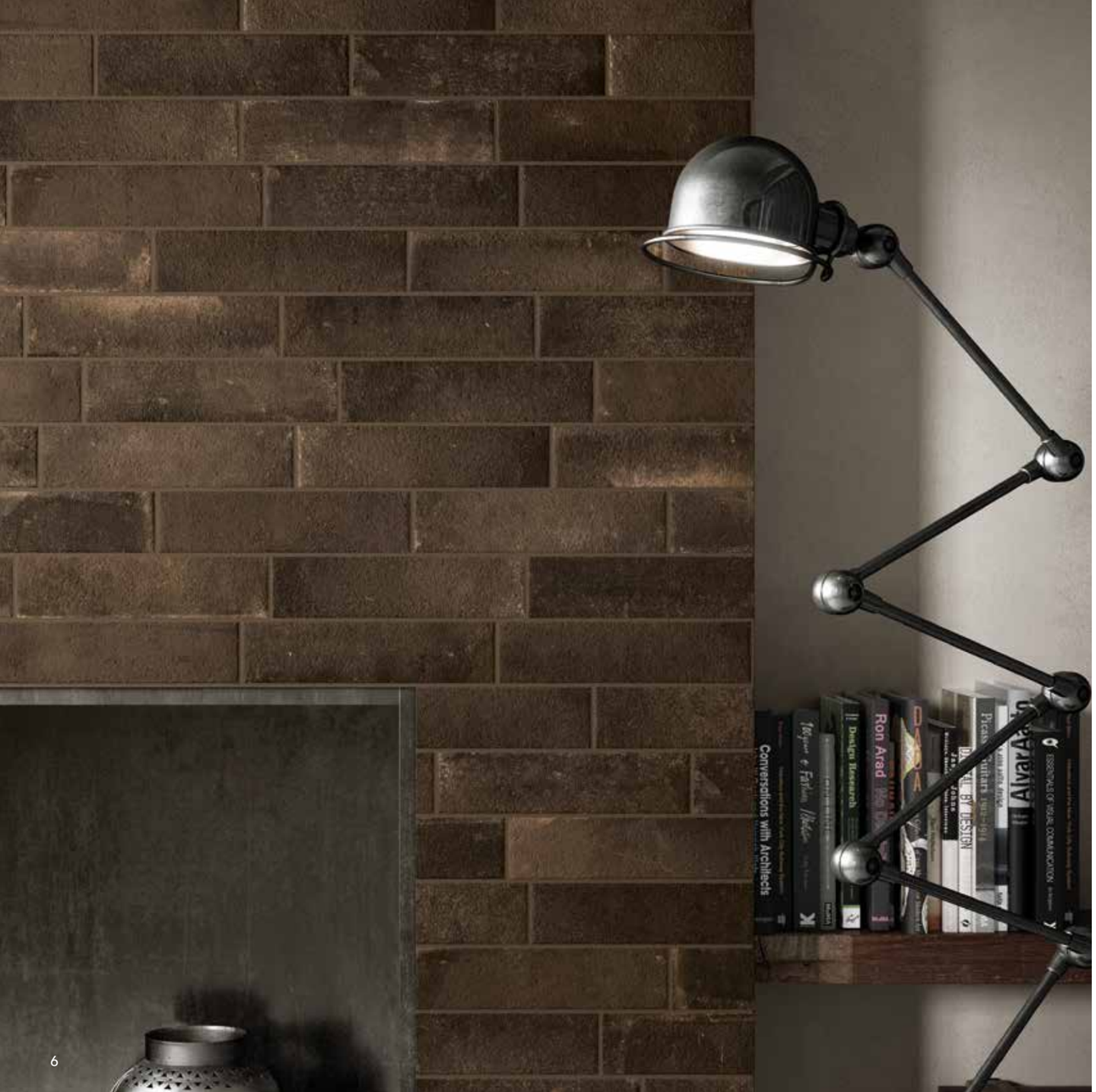
Porcelain brick is one of the most eco-friendly wall covering options available. From the production process to the installed materials, porcelain bricks can in fact be reused generation after generation. In addition, packaging and boxing are both 100% recyclable for a full respect of the environment.

PLASTIC FREE

Being composed of natural ingredients such as clays, quartz and feldspars and then fired up to 2500 F, porcelain brick is 100% plastic free. This means a healthier living environment.

COST SAVING OVER TIME

Thanks to its long service life and easy maintenance, porcelain brick is very cost effective over time when compared to flooring products that need to be replaced more frequently.



PROJECT
WALL DESIGN
Brick World London Dark - 3"x12"

LONDON

LONDONBRICKWORLD

URBAN. BRAVE. WAVY.

THE SURFACE REVEALS A PLEASANT AGE-OLD EFFECT.
EVERY SINGLE DETAIL APPEARS TO TRANSCEND FROM THE FRANTIC CITY LIFESTYLE AND FROM THE PASSING OF TIME. THE ELEGANCE OF BRICK SURFACES IS MARKED BY THE SLIGHTLY ROUNDED BORDERS AND BY A CAPTIVATING GRAPHIC AND COLOR SHADING.

LONDON

LONDONBRICKWORLD

IN & OUT NATURAL FEEL.

PROJECT

FLOOR DESIGN

Frontier20 Thermal Bluestone Full Color - 24"x36"

WALL DESIGN

Brick World London Red - 3"x12"

LONDON

LONDONBRICKWORLD

ROUGH AND COOL.

THE CLOUDY LOOK AND THE GRAPHIC DETAILS OF THE SURFACE GIVE A SENSE OF AUTHENTICITY TO THE SPACE.

PROJECT
WALL DESIGN
Brick World London Dark - 3"x12"

THE SECRET OF STYLE.

LONDON
LONDONBRICKWORLD

London Brick is a contemporary accent tile that dresses up the walls, becoming the protagonist of surfaces and spaces.

PROJECT
FLOOR DESIGN
Timeless Almond - 8"x40"
WALL DESIGN
Brick World London Red - 3"x12"

LONDON

LONDONBRICKWORLD

TWIST MOVING.

Delicate contemporary wefts where color, design and ceramic express metropolitan hints with different styles.

PROJECT

FLOOR DESIGN

Natural Design Almond - 8"x40"

WALL DESIGN

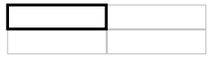
Brick World London Sand - 3"x12"

LONDON

SAND

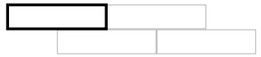
3"x12"
0.35"/ 9 mm

Stack Bond Pattern



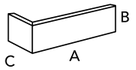
$^1/_3$ Offset Bond Pattern

Running Bond ($^1/_2$ Offset) Pattern



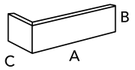
Color shading

Corner



A = 12"
B = 3"
C = 3,67"

Corner



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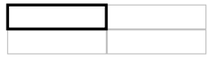
Stack Bond Pattern



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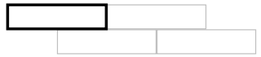


Color shading

LONDON

RED

3"x12"
0.35"/ 9 mm

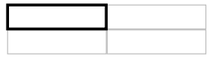
LONDON

DARK

3"x12"
0.35"/ 9 mm

20%

Stack Bond Pattern



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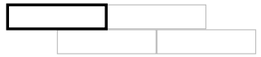
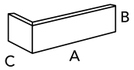


Color shading

Corner



A = 12"
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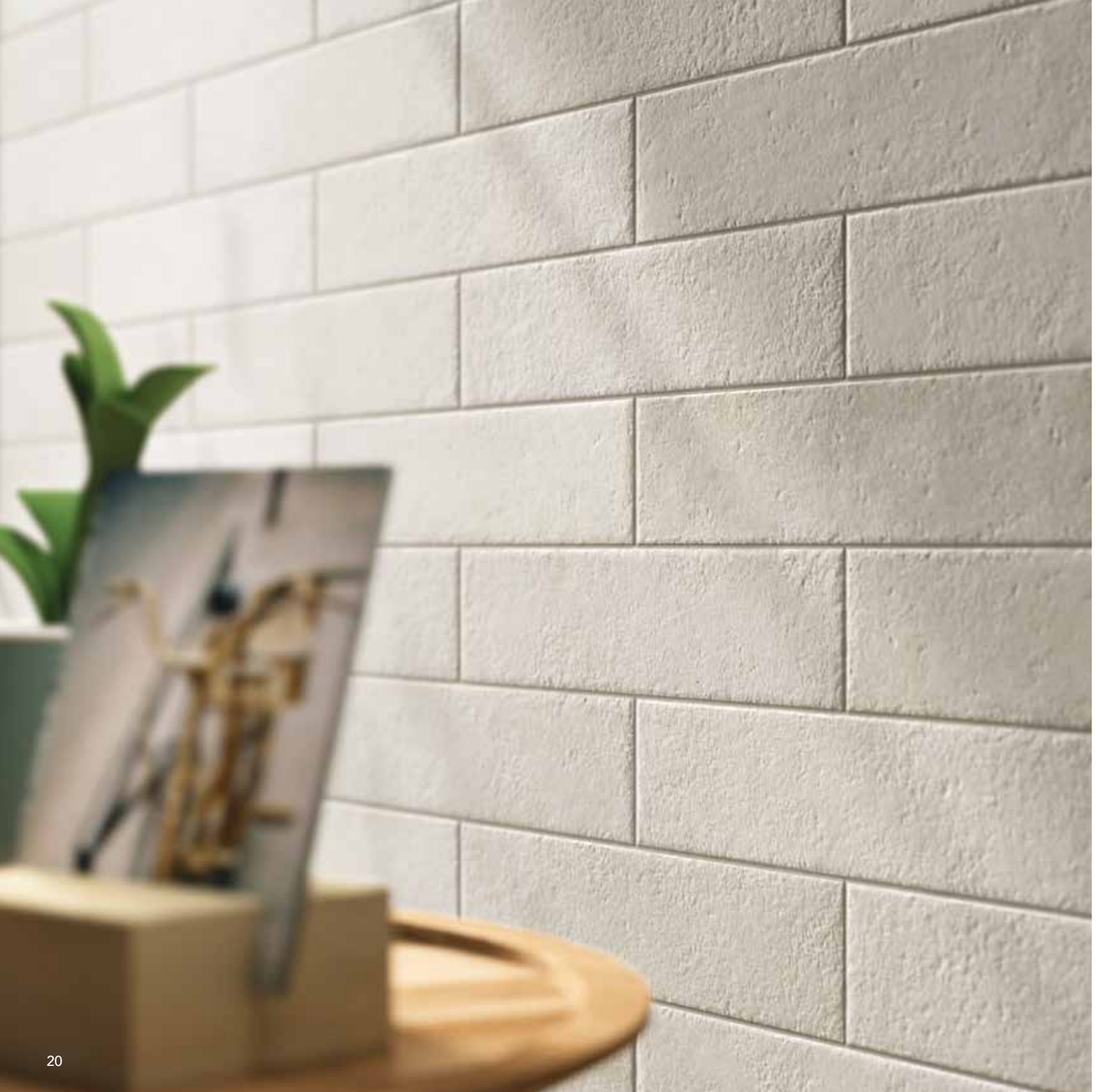


ELEGANT. ECLECTIC. DIFFERENT.

PORCELAIN TILES IN SMALL FORMAT WITH A GREAT VISUAL IMPACT.
FOR ELEGANT, REFINED, DECORATIVE WALLS.

PROJECT
WALL DESIGN
Brick World Soho White - 3"x12"

SOHO

SOHOBRICKWORLD

SOHO

SOHOBRICKWORLD

BRIGHT MOVEMENTS.

SOHO RUNS ON THE WALLS IN A PLAY OF LINES AND SURFACES. ALL AROUND, THE VIBES OF METROPOLITAN LIFE.

PROJECT

FLOOR DESIGN

Attitude Fabric - 8.5"x10"

Timeless White - 8"x40"

WALL DESIGN

Brick World Soho White - 3"x12"

DECORATIVE SPIRIT.

SOHO BRICKWORLD

The decorative spirit is second nature to the brick format, creating alluring combinations on the walls.

PROJECT
FLOOR DESIGN
Timeless Gray - 8"x40"
WALL DESIGN
Brick World Soho Cotto - 3"x12"

SOHO BRICKWORLD

COSMOPOLITAN TOUCH.

The chromatic versatility shows the marked character of the small size, the key strength of the collection.

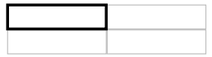
PROJECT
FLOOR DESIGN
Natural Design Pepper - 8"x40"
WALL DESIGN
Brick World Soho Black - 3"x12"

SOHO

WHITE

3″x12″
≠ 0.35″/ 9 mm

Stack Bond Pattern



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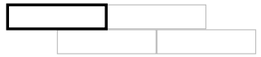
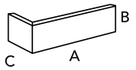


Color shading

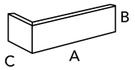
V1

Corner



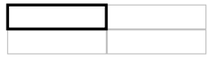
A = 12″
B = 3″
C = 3,67″

Corner



A = 12″
B = 3″
C = 3,67″

Stack Bond Pattern



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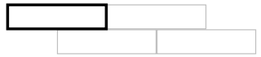
Running Bond ($^1/_2$ Offset) Pattern



Color shading

V1

SOHO

COTTO

3″x12″
≠ 0.35″/ 9 mm

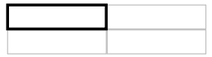
SOHO

BLACK

3″×12″
0.35″/ 9 mm

$20%

Stack Bond Pattern



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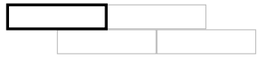
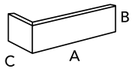
Running Bond ($^1/_2$ Offset) Pattern



Corner



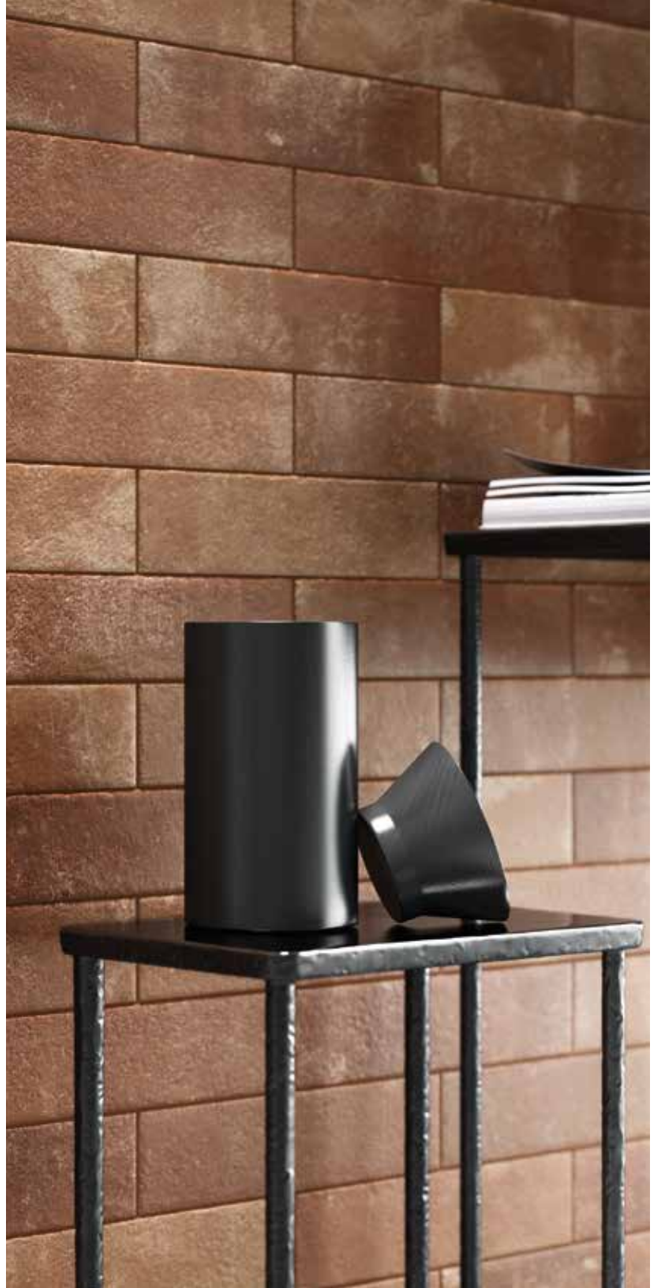
A = 12″
B = 3″
C = 3,67″

Color shading

V1

BRICK WORLD

PORCELAIN BRICKS INSTALLATION INSTRUCTIONS



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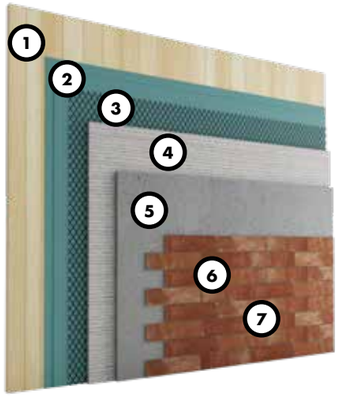
INSTALLATION SYSTEM

Landmark's porcelain bricks can be installed on the most utilized backup systems, such as wood and steel framing, cement or concrete masonry unit (CMU) and rigid insulation foam. Although this guide focuses on the installation of Landmark's porcelain bricks on these most traditional backup systems, any properly designed and prepared backup system could be used to receive Landmark's porcelain bricks. Please verify with your architect, structural and civil engineer that the backup system and installation methods comply with Federal, State and Local building codes as well as other rules and regulations that might apply to the project by the law and common sense.

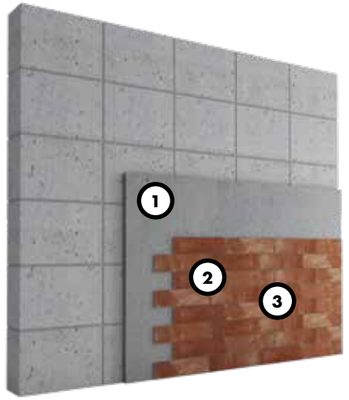
The most traditional backup systems are:

WOOD FRAME



1. Sheating
2. Two layers of Water Resistive Barrier (WRB)
3. Metal lath
4. Scratch coat
5. Mortar setting bed
6. Landmark's porcelain bricks
7. Grout joint

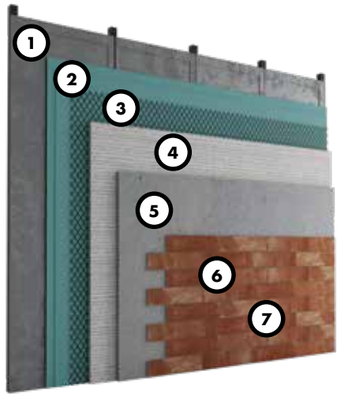
CONCRETE MASONRY UNIT



1. Mortar applied directly to untreated unpainted masonry, concrete or stucco
2. Landmark's porcelain bricks
3. Grout joints

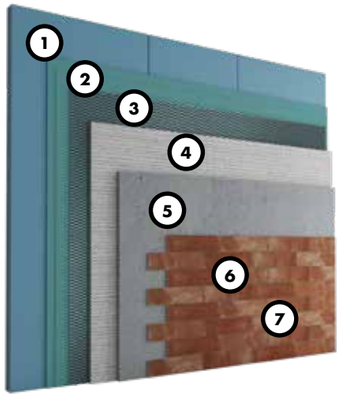
Note
Concrete Masonry Unit must be free from paint, sealer and dirt. Dirty, painted, sealed and smooth surfaces/walls will require additional preparation to address these condition.

METAL FRAME



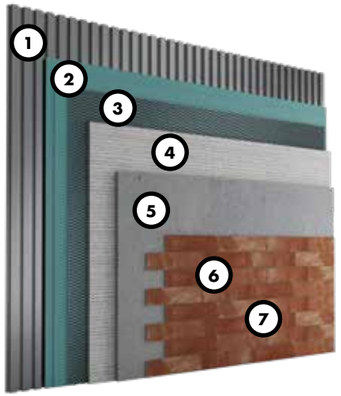
1. Sheating
2. Two layers of water resistive barrier (WRB)
3. Metal lath
4. Scratch coat
5. Mortar setting bed
6. Landmark's porcelain bricks
7. Grout joint

RIGID FOAM INSULATION



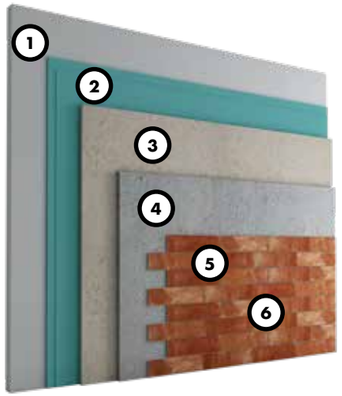
1. Rigid foam insulation
2. Two layers of water resisitve barrier (WRB)
3. Galvanized metal lath
4. Scratch coat
5. Mortar setting bed
6. Landmark's porcelain bricks
7. Grout joint

METAL BUILDING



1. Sheating
2. Two layers of water resistive barrier (WRB)
3. Galvanized metal lath
4. Scratch coat
5. Mortar setting bed
6. Landmark's porcelain bricks
7. Grout joint

CEMENT BOARD



1. Sheating
2. Two layers of water resistent barrier (WRB)
3. Cement board
4. Mortar setting bed
5. Landmark's porcelain bricks
6. Grout joint

STEP 1
PREPARING THE SURFACE

Verify that the surface on which Landmark's porcelain bricks will be installed is solid and free of any materials that would prevent the porcelain brick from bonding. Check also that the backup system is capable of supporting the weight of Landmark's porcelain bricks.

The surfaces on which Landmark's porcelain brick will be applied must have a rough texture to ensure a good mortar bond. If necessary, attaching a lath and applying a scratch coat can bring the surface to a desirable level of roughness. Please note that, whenever a lath is utilized, a scratch coat is needed.

A scratch coat may not be needed over Cement Masonry Unit (CMU) and cement board. If the lath is installed, apply a ½ inch thick layer of mortar ensuring that the mortar completely covers the lath. Scratch the mortar horizontally to create a scratch coat that will help the porcelain brick to adhere, not only chemically but also mechanically, to the surface.

Before starting the installation, ensure that the Water-Resistant Barrier (WRB) and flashing are correctly installed. It is worth noting that different elements and materials within a structure can react differently in response to temperature and moisture fluctuations or to different loads pressure. In cases where differential movements are expected, such as at the transition between a framed backup system to a concrete masonry unit system, movement joints (control joints and expansion joints) may be needed.

Movement joints must be specified by the architect or the engineer according to ASTM C 1063 control joints requirements. Do not cover the movement joints with Landmark's porcelain bricks as this might lead to cracking.

STEP 2
ESTIMATING THE PORCELAIN BRICKS REQUIRED

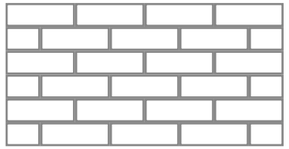
Determine the amount of Landmark's porcelain bricks products needed by calculating the area to be covered. Multiply the length by the height, the result will be the area of the surface to be covered. Subtract square footage for any space that will not be covered such as windows and doors. Measure the height of the corner walls and compute the linear feet of corners to determine the amount of corner pieces needed. One linear foot of corner pieces covers approximately 1.3 square foot of surface. Subtract the area covered by the linear feet of corner pieces from the area required. It is suggested to order extra porcelain bricks to allow cutting, trimming and waste.

FORMULAS
Wall Area = Length × Height
Windows and doors areas = Windows and doors Width × Windows and doors Height
Wall Area Covered by Corners = Lineal Feet of Corners Required × 1.3
Square feet required = Wall Area – Windows and doors Area – Wall Area Covered by Corners
It is recommended to request extra square feet.

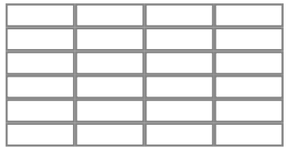
STEP 3
PLANNING THE LAYOUT

Choose the type of wall pattern desired. Calculate and mark off the number of lines required. Adjust joint size to minimize horizontal cutting. Run level guide lines to ensure proper placements of the bricks.

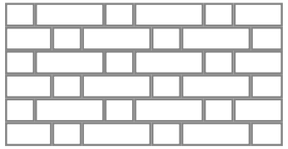
RUNNING BOND



STACK BOND



FLEMISH BOND



STEP 4
CHOOSING THE CORRECT MORTAR

Choosing the proper mortar is critical to ensure that Landmark's porcelain bricks do not come off and that the bonding agent will not comprise the other essential functions for an exterior coating system (soundproofing, steam barrier, resistance to water, etc.).

For this reason, it is crucial to contact one of the mortar manufacturing companies (Laticrete or Mapei to mention a couple) to find out what solutions they might have available (and consequently guarantees).

Between all the products suggested from the mortar manufacturers for the bonding of the material, it is critical to choose a product that is suited for porcelain tiles for exterior application.

In some cases, the construction norms provide constrains, mandatory precautions and/or limitations on the bonding of construction materials (whether they are tiles, natural stones, manufactured stones, thin brick or other masonry product). Moreover, it is important to remember that the Building Code in the United States poses, for commercial use, a limit on the maximum dimension and weight for the glue bonding (without the assistance of mechanical hooks) of tiles, stone slabs or other materials used for exterior wall covering.

Because of this, it is important that the contractor verifies upfront these constraints keeping in consideration the characteristics of the building and its location.

In any case it is very important to contact the representative of the company manufacturing the mortar up-front to verify that the solution identified by reading the literature is correct, keeping in mind:

- The type of wall that the user is trying to cover (how it is made and what characteristics it presents)
- The type of material that the user wants to utilize (porcelain in this particular case)

ATTENTION

When contacting the representative of the company manufacturing the mortar, it is important to communicate him or her the thickness, dimension and weight of every piece of porcelain material to be installed (the information is available in the Landmark Ceramic's price list or can be requested directly to Landmark). This way, the glue representative can suggest the best bonding material to the contractor/customer keeping in consideration the characteristics of the material to be installed.

STEP 5 - METHOD 1
USING MORTAR SPECIFIC FOR PORCELAIN

After the scratch coat mortar, if present, has cured sufficiently, dampen the wall before starting with the application. No residue of standing water should be left.

Note: Landmark's porcelain brick applications should be protected from temperature below 40°F during and immediately following the installation. The use of anti-freeze admixtures to lower the freezing point of the mortar is not recommended.

Spread a layer of mortar (above the scratch coat if present) on an area about 3 square feet to create the thinset.
Use the notched trowel at a 45-degree angle to create an even ridged bed. Then, the porcelain brick should be firmly pushed into the setting bed mortar, wiggling it a bit as you push to help it adhere.

Mortar should be slightly weeping out from the entire perimeter of each piece after they are installed.
Clean excess mortar off of surrounding joints during the installation process.
With the right mortar mix, moisture content and scratch coat preparation, the porcelain brick will be stable within a few seconds of the setting movement process.

Continue to spread mortar and lay the porcelain bricks onto the rest of the wall in sections, checking with a level that each line of porcelain bricks is leveled. Place spacers between porcelain bricks to ensure even spacing. Tap each porcelain brick with the mallet to firmly set them.

In exterior application, to guarantee even a more bonding of the unit to the surface, it is possible to back butter the Landmark's porcelain brick. The back-buttering process consists of covering the entire back, not only the perimeter, of the porcelain brick with mortar using the flat-end of the trowel. This will ensure a proper adhesion of the porcelain brick to the surface. Note that, since Landmark' porcelain bricks are non-absorbent material, it is not necessary to wet the piece before the back-buttering process.

It is critical to verify, when creating the mortar bed and back buttering the unit that the mortar is spread evenly on the surfaces to prevent the creation of air bubbles and water infiltration that may lead to cracking.

Once all the porcelain bricks are lay down and the wall is covered let dry the wall for 24 hours.

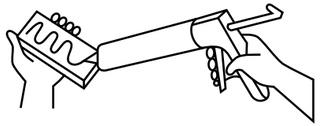
STEP 5 - METHOD 2
USING MASONRY ADHESIVE (INTERIOR ONLY)

Using a masonry adhesive could be a faster and easier alternative to the installation performed with mortar.
This kind of application, with masonry adhesive, can be used over clean and structurally solid interior surfaces such as plywood, concrete block, concrete or plywood sheeting fastened to the wall over existing or removed materials. It is important that this kind of application is performed over rough surfaces and not over smooth surfaces such as polished tiles, metal, wallpaper, drywall or surfaces that are often wet.

Also, in this case, as highlighted in step 4 of this guide, it is critical to choose a masonry adhesive that is suited for porcelain tiles for interior applications.

Setting porcelain brick with masonry adhesive.
When applying the masonry adhesive to the porcelain brick follow the manufacturer's instructions.
Place the adhesive on the back of Landmark's porcelain brick. Press and wiggle Landmark's porcelain brick into place on the wall unit it is set. Always start from the corner or an edge and complete one row at the time, ensuring that the width of the joints is consistent between lines.
As in STEP 6, once the bricks are all installed, complete the process with grouting and let it dry.

APPLY ADHESIVE TO THE BACK OF EACH BRICK



STEP 6
GROUTING THE JOINTS

Once the wall is cured, grout the joints. It is critical to use an exterior-grade grout and mixing it with according to the manufacturer instruction.

Use a grout float at a 45-degree angle to spread the grout over the wall. After the grout is dried, wipe the excess grout with a sponge.

AS ALTERNATIVE, USE A GROUT BAG TO FILL ANY UNMORTARED SPACES BETWEEN BRICKS.

CLEANING AFTER INSTALLATION

After grouting the joints, it is important to remove the excess grout with a sponge and clear water. After 12/48 hours, the grout in the joints will have "set up"/hardened significantly. There will be a noticeable residual "haze". Typically, a diluted acid cleaner ideal for removing "Grout Haze", combined with a soft scrubbing pad will remove the majority if not all the "Haze".

Change your acid/water solution frequently for best results. It is also recommended to keep a bucket of clean water to remove the acid/water solution. It is recommended to keep and use clean dry towels to help remove as much residual water and keep the wall as dry as possible.

Please refer to the cleaning chemical company's suggested methods and dilution rates. For areas with excess grout or grout that becomes adhered to the face of the porcelain brick, further cleaning with an Acid/ Water Solution may be necessary.

Please refer to the Cleaning Chemical Company's instructions as not all acids or chemicals are the same. The excess grout residue must be removed so that it does not dry and stick on the surface. It is necessary to change the cleaning water frequently and rinse well. If such cleaning procedure is not carried out, or if such cleaning is carried out too late, the grout residue could create an absorbent film, which could hold dirt, making the surface difficult to clean: in this case, Landmark Ceramics will not be liable for any damage caused to the surface.

ORDINARY CLEANING

Ordinary maintenance must be carried out using specialized detergents to remove stains but these detergents must not leave a wax, film or membrane residue. Rinsing well with plenty of clean water is a fundamental part of the cleaning procedure, therefore we advise against the use of products which state that they "do not need rinsing".

BRICK WORLD

COLORED BODY PORCELAIN TILE

RECOMMENDED USE

Brick World is recommended for indoor floors, walls, countertops, and outdoor walls in commercial and residential application. The use of Brick World is not recommended for outdoor flooring application. Landmark recommends an offset no greater than 30%, If a staggered pattern is required for tiles of 20" inches or longer.

CARE AND MAINTENANCE

Do not apply any wax or sealer to the product after installation. Regular cleaning is the best way to keep Brick World tiles looking good. Use clean, hot water (add household cleaner for more aggressive cleaning). Rinse thoroughly and dry with a soft cloth to prevent water spots. Please visit **https://outdoor.landmarkceramics.com**. For further information regarding the care and maintenance of Landmark products.

WARRANTY

Landmark guarantees that its products will meet or exceed the performance specifications set out in ANSI A137.1- 2012 and in the performance specifications section of the Landmark general catalog. For more information, please visit our website at **https://outdoor.landmarkceramics.com**.

PHYSICAL PROPERTIES	TEST ASTM	NORTH AMERICAN STANDARD A137.1*	RESULTS
Water absorption *	C373	≤ 0.5%	COMPLY WITH ANSI A137.1
DCOF Average dynamic coefficient of friction **	BOT 3000 test	≥ 0.42	≥ 0.42
Resistance to freeze/thaw cycling *	C1026	As reported	RESISTANT
Warpage (edge)	C485	Warpage ± 0.4% or ± 0.05 in	COMPLY WITH ANSI A137.1
Warpage (diagonal)	C485	Warpage ± 0.4% or ± 0.07 in	COMPLY WITH ANSI A137.1
Wedging	C502	± 0.25% or ± 0.03 in	COMPLY WITH ANSI A137.1
Chemical resistance	C650	As reported	UNAFFECTED
Breaking strength	C648	250 lbf or greater	COMPLY WITH ANSI A137.1
Thickness	C499	Range: 0.04 in	COMPLY WITH ANSI A137.1

* Average values referred to our production and related to the matt finish of the product.
** As far as values relating to the matt finish of the product and to tests carried out by certified external laboratories whose results are avaible upon request at Headoffice, we are willing to check the lot you are interested in purchasing.
- Be sure to use tiles belonging to the same caliber.
- Test results are available on request.
- Landmark tiles can be slippery when wet. We recommend to make sure that the surface is always dry.
- The information provided can be subject to change. Please refer to **https://outdoor.landmarkceramics.com** for the latest, most accurate and up-to-date information.

VOC FREE · MADE IN ITALY · U.S. GREEN BUILDING COUNCIL MEMBER · Member of TCNA · 20% MIN.20% PRECONSUMER RECYCLED MATERIAL · BLACK DARK

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