



# COUNTERTOPS AND BEYOND

Exploring design with extra large slab surfaces in  
Quartz, Porcelain and Natural Stone.

 **daltile**<sup>®</sup>  
IMAGINE WHAT'S POSSIBLE™





# ELEVATE

## THE SURFACE.

COMPREHENSIVE GUIDE TO THE WORLD OF QUARTZ, PORCELAIN AND NATURAL STONE SLABS FOR COUNTERTOPS AND BEYOND!

### **GROW YOUR BUSINESS:**

Start where your customer starts. Customers begin their design journey with the countertop selection and then coordinate the rest. By expanding your offering with Daltile®'s extensive assortment of extra-large slab surfaces, you can find profit from start to finish in any new build or remodel project.

The U.S. slab market is estimated to be around \$5 Billion in sales, with half coming from Quartz, Porcelain and Natural Stone Slabs. It's time to capture your part of it!

Working with countertops and extra-large slab surfaces enables you to help your customer create their perfect space by leading them through the design journey.

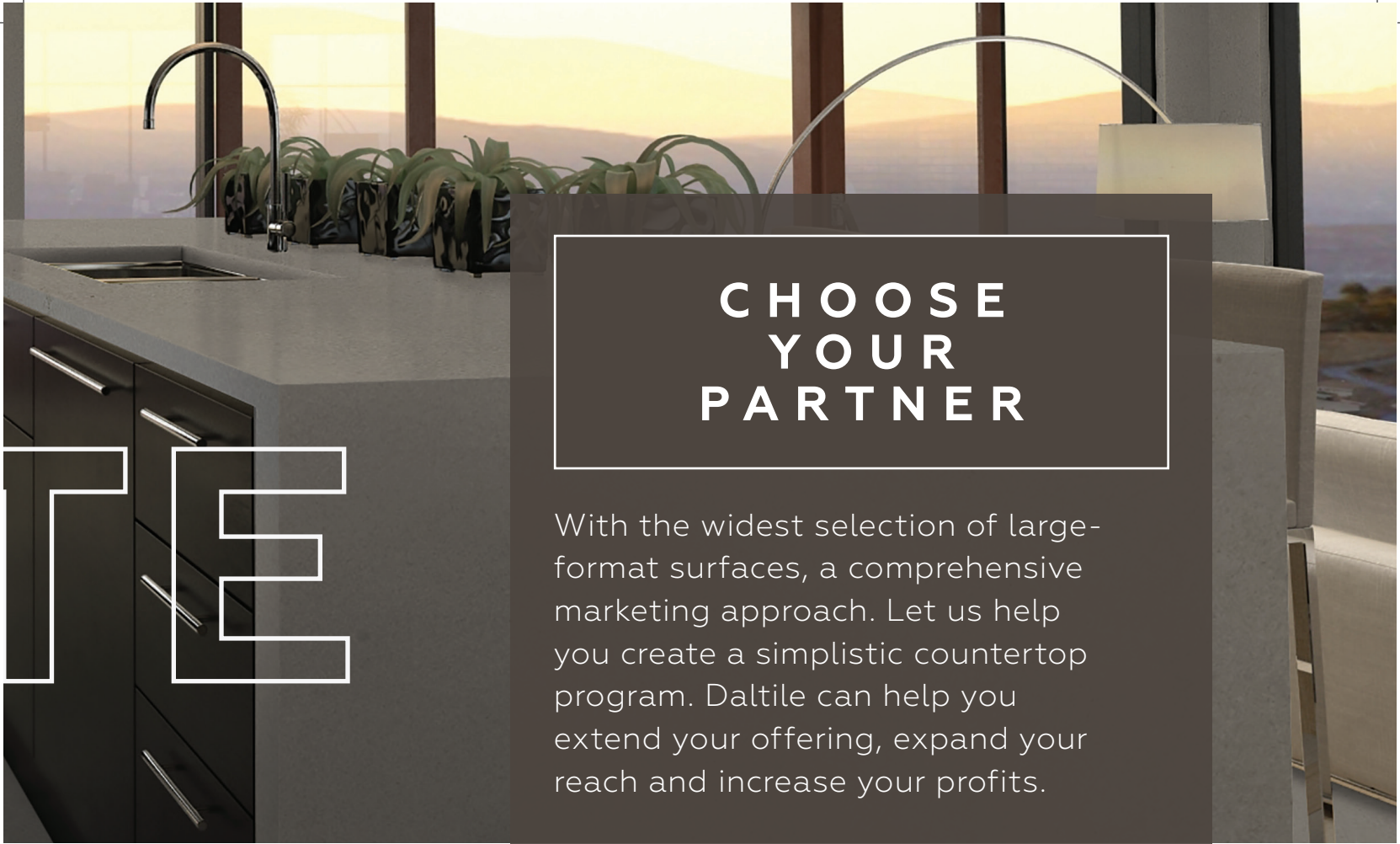
Don't send them away and limit your contribution. Grab the sale yourself.

### **THINK BEYOND COUNTERTOPS:**

Many extra-large slabs are ideal for more than just countertops, enabling you and your customers to coordinate their floors, walls, interiors, exteriors and beyond, for a truly seamless experience.

### **EXPAND YOUR STYLE AND DESIGN:**

Using slab surfaces will open up many new design options, and as you'll see on the following pages, the possibilities are virtually endless.



## CHOOSE YOUR PARTNER

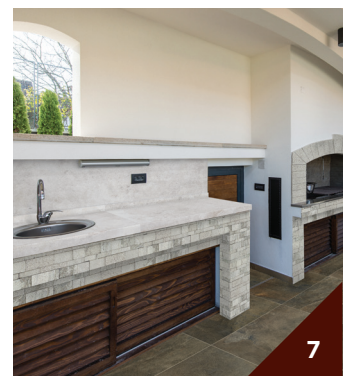
With the widest selection of large-format surfaces, a comprehensive marketing approach. Let us help you create a simplistic countertop program. Daltille can help you extend your offering, expand your reach and increase your profits.

10.5 FT →

5.4 FT →









# THE LOW-DOWN ON TODAY'S HIGH STYLE.

Many home owners and specifiers are looking for dramatic, high-style installations in which large format slabs provide. Stunning choices whatever your style.

When it comes to matching your style for countertops, wall or floors. Daltile has you covered – ***Amazing choices in todays hottest extra large surfacing materials including Quartz, Porcelain and Natural Stone.***

**1** When it comes to choosing colors for countertops and walls, neutral is noticeable. Given that countertops and cabinets must have staying power, standing out is on the way out.

**2** Thin is in. Big, thick architectural countertops were trendy a few years back, but especially with flush-front cabinets in modern kitchen, thinner is the current design winner.

**3** People are seeking backsplashes with less flash. The mosaic band and the traditional 4" backsplash are fading out. Today some countertops are running right to the wall without backsplash. In some homes, the countertop material is being taken up to the cabinets or all the way up the wall.

**4** Islands are trending, and mixed material is leading the charge. Where the prep side might have quartz, the eat-in side might be marble, granite, or some other material.

**5** While the farmhouse sink stays in the forefront, undermount sinks are still on top. For practicality and design sake, more and more kitchens are trending back to a divided or deep stainless sink.

**6** The dream is seamless. For health and aesthetic reasons, seamless options like quartz and large-format porcelain surfaces are coming on strong in renovations and new home construction.

**7** The outdoors are in. Homeowners are installing more and more custom outdoor kitchens, bringing the warmth of the inside of the home to countertops and cabinetry outside.

**8** Showers go serene. To add a little Zen to the shower, homeowners are opting for neutral large-format tile for its fewer grout lines and uninterrupted vistas.

**9** Convenience is king. Retail environments need high style with low maintenance, so porcelain tile in marble looks delivers the perfect combo for busy and beautiful commercial spaces.



# FROM NATURE TO CITIES

## ONE QUARTZ SURFACES® COUNTERTOPS

Delivering an upscale look with down-to-earth durability, **ONE Quartz** is a popular choice for stunning spaces that see a lot of activity. Solid, nonporous and harder than any natural substance barring diamonds, these engineered quartz countertops can stand up to everyday life. This incredible product is resistant to stains, heat and scratches-it doesn't even require a sealer. Not only is ONE Quartz durable, it is also incredibly easy to maintain and there are no worries about bacterial growth on your counter. The perfect solution for any aspiring chef.

*(pictured above from left to right) ONE Quartz Surfaces West Village Series in Mercer Grey, ONE Quartz Surfaces in Calacatta & Sandstorm, ONE Quartz Surfaces West Village Series in Cabrini Grey, ONE Quartz Surfaces Micro Flecks Series in Morning Frost, and ONE Quartz Surfaces Nature Series in Calacatta*





# CHIC BLEEK

## DESIGN FREEDOM

With trendy neutrals among its over 40 colors and styles, the design options are endless with ONE Quartz. No matter what style of space you're creating, there's bound to be a perfect match for you.

The Nature and West Village Series in particular, offer designers the most flexibility in creating the trendiest looks.

	PRICE	STYLE	RESISTANCE				SEALING REQUIRED	MAINTENANCE	PROS	CONS
			CHIPS	HEAT	STAIN	SCRATCHES				
ONE QUARTZ SURFACES®	\$\$\$	...	...	...	...	...	NO	NO	Highly stain resistant Excellent for undermount sinks Engineered, so has consistent look Tons of colors to choose from	Not as heat-resistant as natural stone Can be discolored by direct sunlight

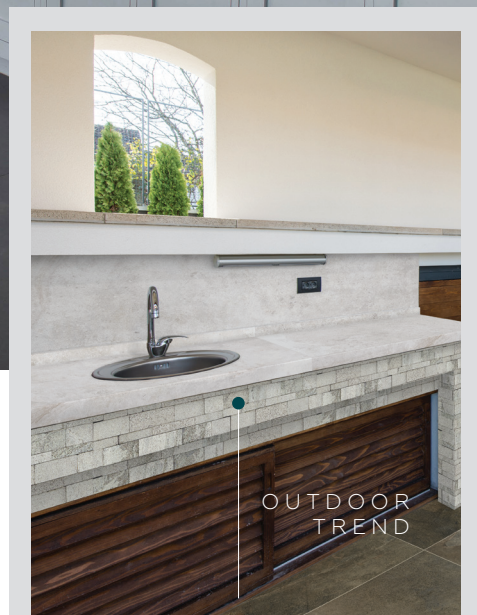
... EXCELLENT  
.. GOOD  
• FAIR



# BRE



COORDINATING WALL & FLOOR  
FOR SEAMLESS DESIGN



(pictured above from left to right, top to bottom) Panoramic Porcelain  
Surfaces Elemental Selection in Statuario, Panoramic Porcelain  
Surfaces Elemental Selection in Calacatta, Panoramic Porcelain  
Surfaces Industrial Selection in Hearth Smoke, Panoramic Porcelain  
Surfaces Elemental Selection in Blanc.



# EARTH TAKING VIEWS



## ENDLESS POSSIBILITIES.™

Offering the scale and style of natural stone slab with the benefits of porcelain tile, the **Panoramic Porcelain Surfaces™** line of 6mm and 12mm porcelain slabs is available in sizes up to 10.5' by 5.3'. Already a popular concept in the European market, large-format porcelain is fairly new to the US market but is rapidly taking over commercial and residential design. Given that it offers designers, architects and builders the stunning look of natural stone without the cost and maintenance concern, it's certain to stake its claim on design globally.

### VERSATILITY BUILT IN

Panoramic Porcelain Surfaces is a powerful new tool that allows designers to unleash creativity that was previously cost-or installation-prohibitive. Plus, porcelain slab offers the ability to bring the same look to walls and floors for seamless coordination with the countertops – without installation limitations.

Daltile offers Panoramic Porcelain Surfaces in two series, the Elemental Selection, with several marble-slab looks, and the Industrial Selection, with styles that evoke the impression of concretes and granite.

### DEALER SUPPORT

Because large-format porcelain is still a new concept to many fabricators and installers – and because the thin, large panels do require special care from transport through installation – Daltile offers training on proper handling, installation and fabrication of Panoramic Porcelain Surfaces. This ensures successful sellers and happy homeowners.

	PRICE	STYLE	RESISTANCE				SEALING REQUIRED	MAINTENANCE	PROS	CONS
			CHIPS	HEAT	STAIN	SCRATCHES				
PANORAMIC PORCELAIN SURFACES™	\$\$	...	..	...	...	...	NO	NO	Large size for fewer seams; lighter than other slab materials Great for indoor or outdoor installation Virtually maintenance-free Works on walls, floors & countertops – even outdoors	Thin slabs require extreme care when transporting & handling Veining does not go all the way through the slab

... EXCELLENT  
.. GOOD  
• FAIR



(pictured above from left to right, top to bottom)  
 Natural Quartzite in Mercury, Marble in Calacatta Gold, Natural  
 Quartzite in Bianco Fontaine, and Granite in Volga Blue



# A NATURAL MASTERPIECE, NATURAL STONE.

When it comes to countertops, there are many natural stone surfaces. Natural Stone can give any room a high-end, contemporary, luxe feel. The right stone solution for a particular project depends on the performance and maintenance the space permits.

## NATURAL QUARTZITE

One of the easiest ways to give kitchens and baths a customized and elegant style is with natural quartzite. It has the look of marble with the long-lasting characteristics and durability of granite. Natural quartzite's hardness protects it from scratching and etching, but it does require sealing to help it resist stains. Natural quartzite care is simple. All it takes is wiping frequently with a damp cloth and mild soaps or stone cleaners – while avoiding abrasives.

## MARBLE

The signature swirls and pristine surface of this stone mesh with any contemporary kitchen design. Marble is more prone to staining and etching than granite, but the look of this elegant stone is relatively easy to maintain once it's sealed.

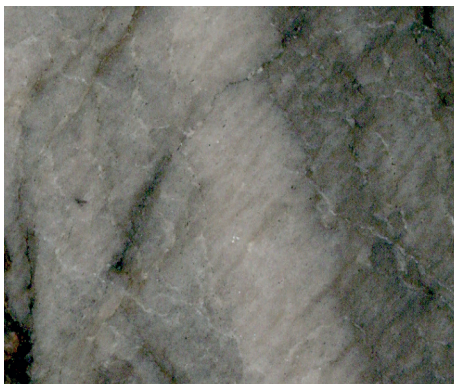
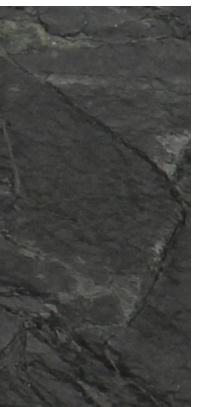
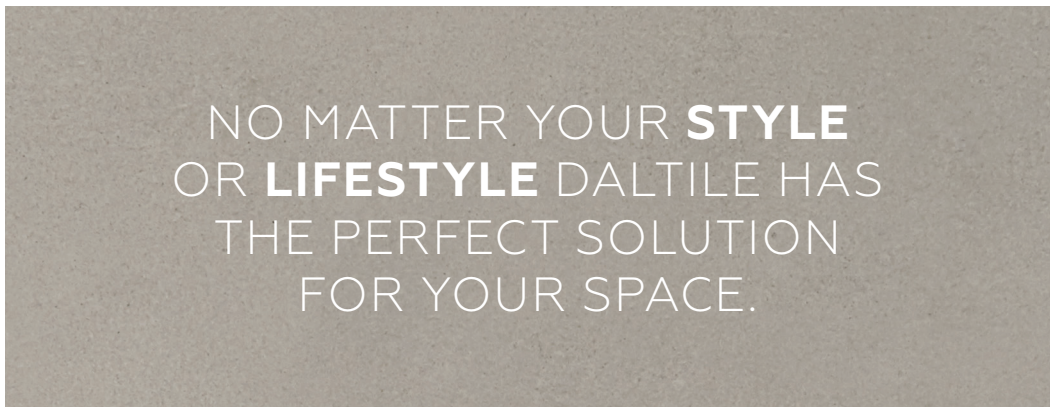
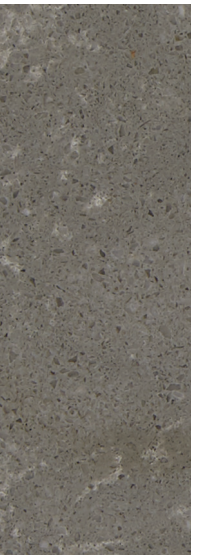
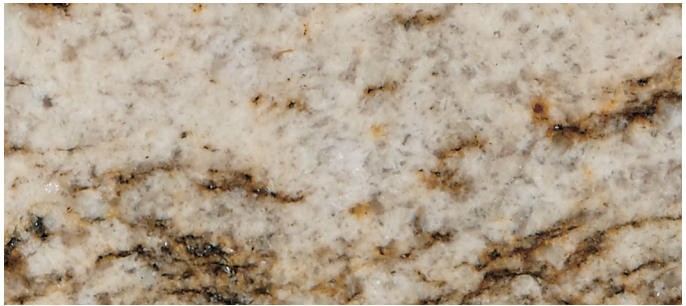
## GRANITE

For its style and scratch-resistance, granite has long been the countertop of choice for those creating a high-end space.

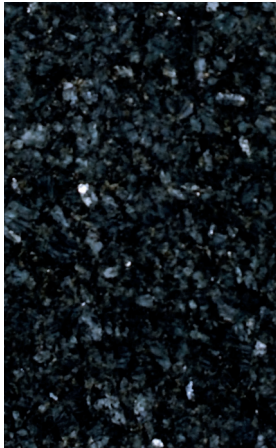
			RESISTANCE							
	PRICE	STYLE	CHIPS	HEAT	STAIN	SCRATCHES	SEALING REQUIRED	MAINTENANCE	PROS	CONS
NATURAL QUARTZITE	\$\$\$\$	...	..	...	..	...	YES	YES	Look of marble Durability of granite Lower maintenance than marble Colors and patterns not found in other natural stones	Typically more expensive than granite  Cannot withstand prolonged high heat
MARBLE	\$\$\$\$	..	.	..	..	.	YES	YES	Stunning veining details  Widely available	Prone to scratching, etching & staining  Requires annual sealing
GRANITE	\$\$\$	..	..	...	..	...	YES	YES	Affordable luxury Wide range of colors and patterns  Durable and long lasting Easy care	Lacks uniformity for those who desire consistency  May stain if not properly sealed and cleaned regularly

... EXCELLENT  
 .. GOOD  
 • FAIR

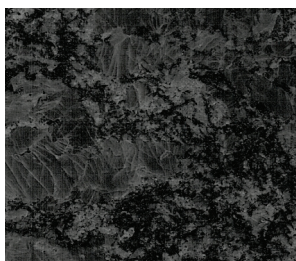
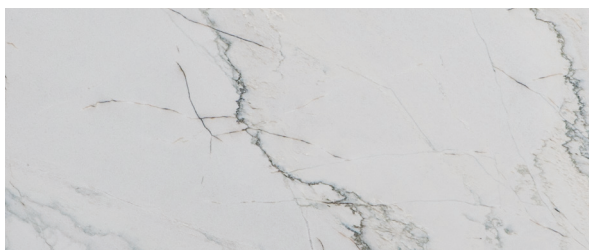
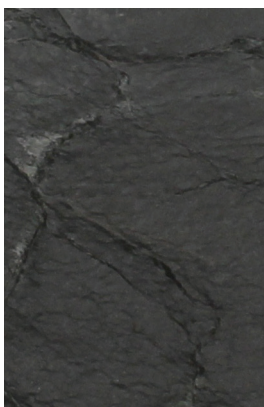








IMAGINE  
*WHAT'S POSSIBLE*














## DESIGNING WITH DALTILE



From floor to ceiling, Daltile is the nation's expert in tile and slab surfaces. It's a natural byproduct of more than 70 years at the forefront of the surfaces industry. No other company can match the product assortment, reach and service that Daltile brings to market each and every day. Whatever the project, whatever the style, Daltile offers the design, dedication and drive to help create a distinctive, unforgettable space.

### MORE WAYS TO WOW

Daltile makes it easy to bring high style to any project. With over 200 sales service center locations and 13 design galleries and design studios, you'll find that inspiration is never very far away. But it's our 40 stone centers and slab yards that offer the greatest availability of large-format porcelain, quartz, and natural stone slabs. No matter where you visit, with a variety of sample tools and resources, we make it easy to choose the look that's right for any project. Contact a Daltile representative to show you how extra large slab / countertops can work; visit "Our Locations" at [Daltil.com](http://Daltil.com).







To take your space to new heights with extra-large slab surfaces, visit us online at: [www.daltile.com](http://www.daltile.com)



[WWW.DALTILE.COM](http://WWW.DALTILE.COM)