

# WHY CHOOSE CERAMIC TILES

Why should you choose a ceramic or porcelain tile for your new project?

- 1. Low maintenance**  
Ceramic tiles are easy to maintain. Besides cleaning, there is no special maintenance involved.
- 2. Easy to clean**  
Sweep and wash! It doesn't get simpler and cleaner than that. Ceramic floors make excellent floors as they can be easily wiped and disinfected from spills. If the grout gets dirtier than you like, you can use a specially formulated grout cleaner to help get the dirt off.
- 3. Cost**  
Ceramic tiles are cost effective. As with all tiles, the more high end the tile you choose, the higher the cost of the project; the more detailed the design, the more you'll pay.
- 4. Repairable**  
Got a chip or crack? Make sure to keep a few extra tiles around in the event of a crack. You can attempt to replace the tile yourself or find a handyman or tile contractor to do it for you.
- 5. Vast style and design options**  
There are literally thousands of different ceramic tiles around the world. The shapes, colors, styles and designs are vast.
- 6. Scratch resistant**  
PEI 3, 4 & 5 ceramic tiles (tiles which are made for moderate to heavy floor traffic) have a high scratch resistance.
- 7. Reduces household allergens**  
Unlike carpets and rugs, tiles do not attract dust and dust mites. Homes with ceramic floor tiles have less dust in the air, making the air in your home much healthier by reducing the amount of household allergens. This is a fantastic benefit, especially for those who suffer from dust-related allergies.
- 8. Environmentally friendly**  
Ceramic tiles are made from raw materials, including clay, sand and glass. These materials are combined with other recycled materials to form ceramic tile. Many ceramic tiles are made from recyclable content. Ceramic tiles can also help to reduce your energy use by keeping your house cooler in the summer. They also add some insulating qualities to your home for the winter.
- 9. Moisture resistant**  
You won't have to worry about accumulation of moisture in ceramic tiles. You can also wash the floor with lots of water if desired. Unlike timber floors, water will not damage ceramic tiles.
- 10. Fireproof - No more needs be said.**
- 11. Fadeproof**  
Because a tile's colour and pattern is fired in a kiln, the colour is chemically fixed and impervious to UV fading.