



YOUR GUIDE TO

SUCCESSFUL RENOVATIONS

Answers to the 17 Questions
You Should Ask if You're Renovating.





TABLE OF CONTENT

STEP 1: CHOOSING THE RIGHT CERAMIC TILES

What is the difference between ceramic and porcelain?	4
Did you know that the color of tiles in the same collection can vary?	5
There are many ceramic finishes. Which one to choose?	6
Do you know the 12 ways to lay tiles?	7
Did you know there are traffic levels?	8
Need a non-slip tile?	9
How to calculate the necessary tile loss?	10
Is the batch of a tile important?	11

STEP 2: CHOOSING THE RIGHT GROUT AND ADHESIVE

Is it necessary to use grout?	13
What is the difference between different grouts?	14
When to use a sealer?	15
Should porcelain be sealed?	16
What type of adhesive to use?	17

STEP 3: ALL ABOUT TILE INSTALLATION

On which surface to install your tiles?	19
Is it possible to put a glossy tile on a bathroom floor?	20
Which trowel to choose?	21
Which spacer to choose?	22

BONUS – DISCOVER 3 PRODUCTS TO MAKE YOUR LIFE EASIER

Product availability mentioned in this guide is subject to change. Always check with our in-store experts to ensure you have the most suitable product for your project and that the information applies to your situation.

STEP 1:

CHOOSING THE RIGHT CERAMIC TILES



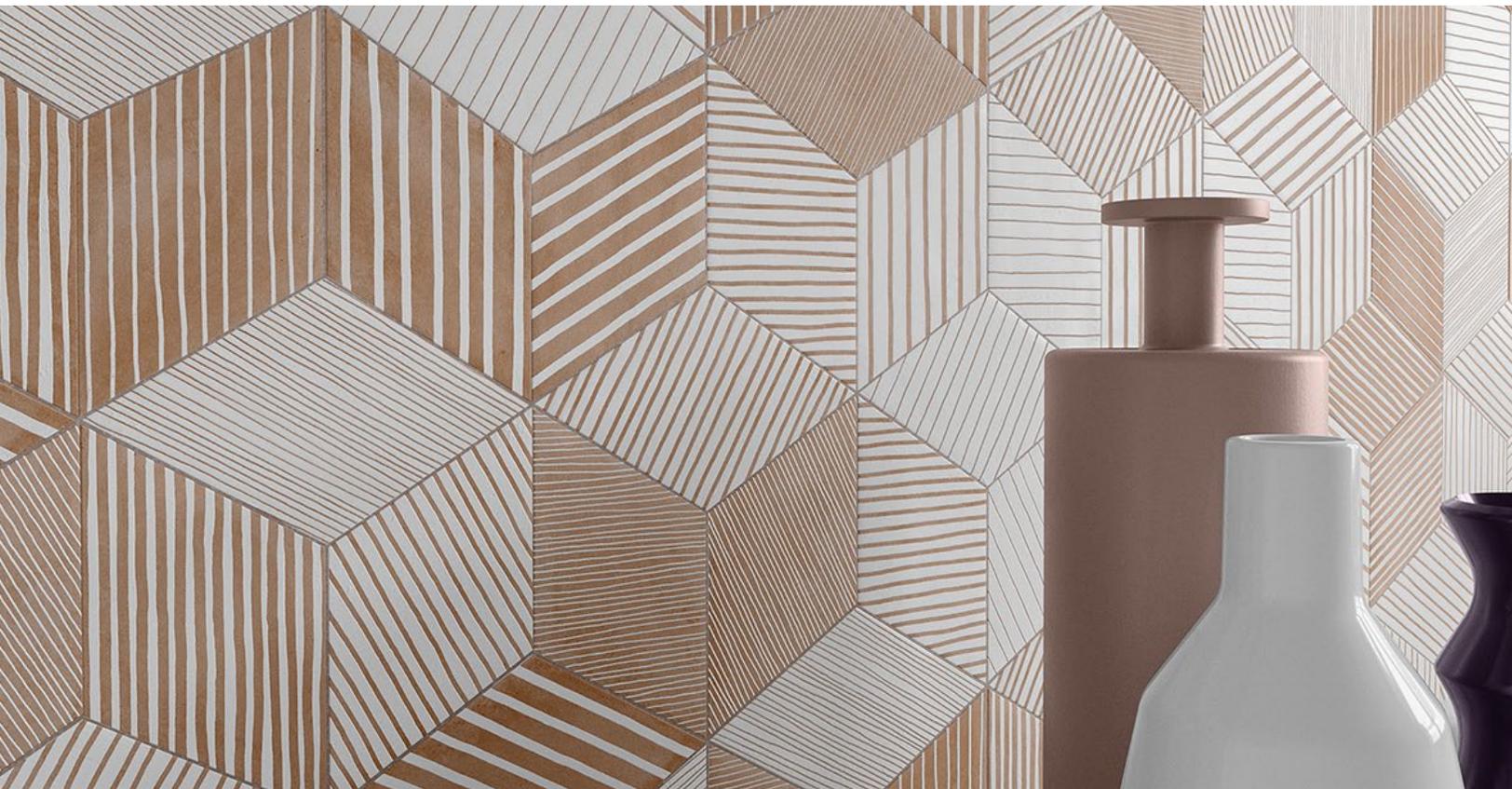
A quick clarification to start:

1 What is the difference between ceramic and porcelain?

Ceramic tiles are recommended for walls, while porcelain tiles can be used for both floors and walls. Porcelain is more durable and can often be installed outdoors.

Ceramic is made from sand, clay, and various minerals of medium to fine grain size.

Porcelain, on the other hand, is mainly composed of minerals, glass, quartz, and recycled materials with very fine grains (like flour!), giving it high density and greater durability.

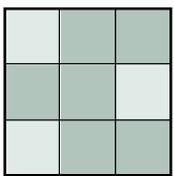


Choosing the Color

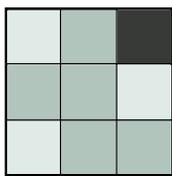
2 Did you know that the color of tiles in the same collection can vary?

Some collections have color variations, with four different degrees ranging from 1 (low variation) to 4 (high variation).

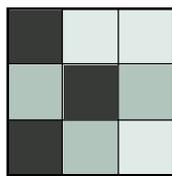
This variation indicates the difference in pattern or color among tiles in the same collection



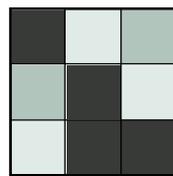
LOW



MEDIUM



STRONG



VERY STRONG

Which one to choose?

It's just a matter of taste! Color variations add an authentic and artisanal touch to the design.



LOW VARIATION



STRONG VARIATION

Choosing the Finish

3. There are many ceramic finishes. Which one to choose?

There are 7 different finishes:

- Matte
- Glossy
- Satin (soft to the touch)
- Textured
- 3D Relief (only for walls)
- Polished & semi-polished (few collections have these)



MATTE FINISH



GLOSSY FINISH



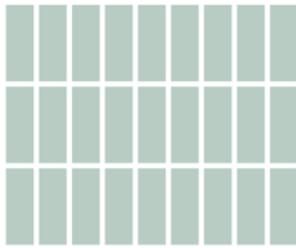
3D RELIEF FINISH

Some tips to help you choose:

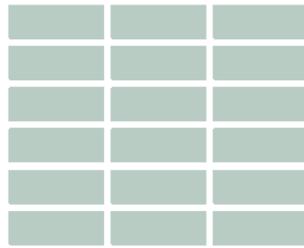
- The glossier a tile, the more it reflects light. Consider this if the room is dark or very bright.
- Matte tiles are less likely to show dirt.
- Matte finishes give a more contemporary look to the decor.

Choosing the Tile Layout

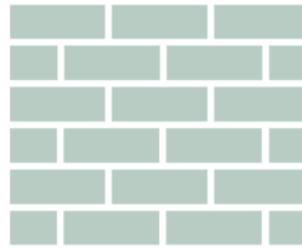
4. Do you know there are 12 ways to lay tiles? Here they are!



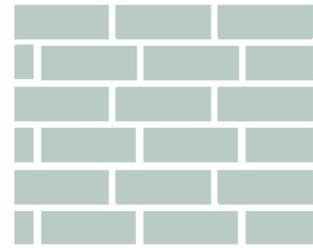
VERTICAL STACK



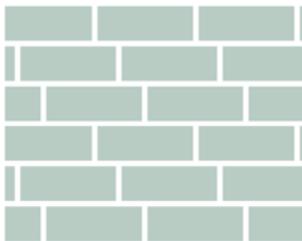
HORIZONTAL STACK



ALTERNATING HALF
(BRICK SET)



ALTERNATING THIRDS
(1/3 OFFSET)



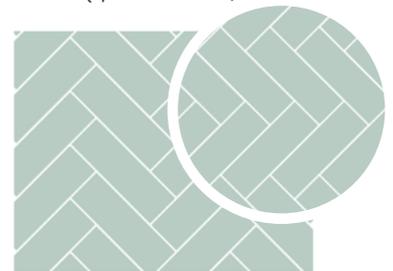
STAIR STEP THIRDS
(BEVELLED INSTALLATION)



DIAGONAL OR
DIAMOND



CHEVRON



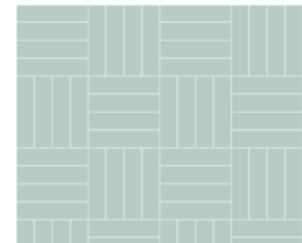
HERRINGBONE



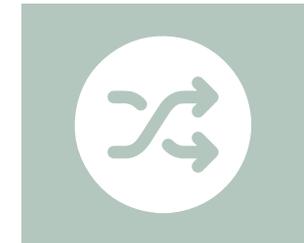
DOUBLE
HERRINGBONE



HEXAGONAL



BASKET WEAVE



RANDOM*

Depending on the chosen layout:

- The quantity of tiles needed may vary (some layouts are more economical).
- The visual effect and look will differ. For example, vertical layouts are minimalist, while herringbone layouts are more audacious.
- Installation products (such as spacers) may vary.

*Random: for patterned or multi-colored tiles.

Choose the right tile for your floor

5. Did you know there are traffic levels? Let us explain!

Traffic levels refer to the recommended wear resistance of a tile.



Light Residential



Residential



Semi-Commercial



Commercial

There are 4 traffic levels:

- Light Residential: for bathrooms.
- Residential: perfect for homes.
- Semi-commercial: suitable for small businesses/restaurants.
- Commercial: ideal for high-traffic areas like shopping malls.



Choose the right tile for your floor

6. Need a Non-Slip Tile? Here are 2 Indicators you can refer yourself to.



R Ratings (R9 – R13):

These are slip resistance ratings for shod feet. Higher numbers indicate better slip resistance.

Class Ratings (Class A, B, C):

These are slip resistance ratings for bare feet, important for bathrooms or interiors.

These indicators are not available for all tiles.

Good to Know (to Avoid Surprises 😊 !)

7. How to Calculate Necessary Tile Loss:

Your installation will require on-site tile cutting. Cut pieces are often unusable, and it's normal to have cutting errors or broken tiles. Typically, 10% loss is expected for square or rectangular tiles.

For shaped or specific layouts (e.g., herringbone or diagonal), plan for 15% to 20% loss.

Depending on the format, you may sometimes need larger quantities. For large format tiles (e.g., 24x48 or 48x48), expect higher losses, especially in small spaces.

TIPS:

- Keep extra tiles for future repairs.
- A precise layout plan helps better estimate cutting losses. You can [download our guide to calculate a surface area right here.](#)



Good to Know (to Avoid Surprises 😊 !)

8. Is the Batch of a Tile Important?

Yes!

Tiles are sorted at the factory after manufacturing. They are scanned for color and measured for size to be grouped into uniform product batches. A tile batch generally guarantees two important elements: caliber (size, thickness, format) and tone (color, shade). It is crucial that all your tiles come from the same batch to ensure a uniform and well-aligned installation.

When switching batches, there is a high risk of not having exactly the same tiles, especially in terms of color.

TIPS:

- Ensure you have enough tiles from the same batch for your installation by purchasing a sufficient quantity initially (accounting for the percentage of losses).
- It is much easier and more pleasant to return extra tiles (subject to return conditions, check the return policy) than to run out and not find the correct batch.





STEP 2:

**CHOOSING
THE RIGHT GROUT
AND ADHESIVE**

9. Is It Necessary to Use Grout?

Yes, it is always necessary to use grout when installing tiles. Grout absorbs building movements, aids in cleaning, and prevents dirt from getting between tiles.

Tiles are not always perfectly straight, and grout corrects the effect of non-rectified tiles.

Pssst!

We have a blog article titled "[Everything You Need to Know About Grout](#)" if you want to learn more!

READ THE ARTICLE



10. What Is the Distinction Between Different Grouts?

ULTRACOLOR PLUS FA

- Is an all-in-one fast-setting grout
- Recommended for both floors and walls
- Easy to apply thanks to its smooth and creamy texture
- Eco-friendly: Its formula is environmentally friendly and fully offsets its CO2 emissions
- Available with or without sand



KERAPOXY



- Is an ultra-resistant epoxy-based grout: Perfect for high-traffic areas
- Low maintenance: Cleans with water and requires no sealer
- Versatile: Suitable for walls, floors, and countertops

FLEXCOLOR CQ

- Is a ready-to-use grout that requires no mixing
- Recommended for both floors and walls
- Contains BioBlock technology for resistance to mold and mildew
- Stain and chemical resistant, requiring no sealer



It's just the beginning!

To see all our grout products, [it's right here.](#)

11 ● When should I use a sealer?

It is recommended to use a sealer on installations of natural stones (slate, marble, river stones).

Natural stones are porous. Sealers fill the pores to make the material resistant to stains and water infiltration.

Sealers are generally not recommended for ceramic and porcelain tiles because most of them are glazed (meaning they are already impermeable and stain-resistant), except for unglazed tiles.

Good to know:

Sealer is a stain retardant, not a stain-proof solution. It slows down stain absorption and should ideally be reapplied once a year as it wears off and loses effectiveness.



12. Should porcelain be sealed?



No, in most cases!

It is recommended to use a sealer on installations of natural stones (slate, marble, river stones). Glazed porcelain is non-porous, so sealer won't adhere well.

Some manufacturers suggest sealing certain polished porcelains (mainly from Asia) that are less stain-resistant, but this is rare. Always ask your in-store advisor for specifics.

Additionally, you can apply a glossy or satin sealer to matte porcelain if you want to change its look. We recommend this only for wall and decorative installations, as it wouldn't be durable enough for flooring.

13. What type of adhesive to use?

There are two categories of adhesive:

1-Non-polymer modified: for use on concrete or Schluter membranes.

2-Polymer-modified: for use on plywood.

It's that simple!

TIPS:

- Accessories and installation products are just as important (if not more) than the tiles. To shop for the right installation products for your project (membranes, heated floors, trim, etc.), contact one of our advisors. Since each project is unique, you will receive personalized advice.



STEP 3:

ALL ABOUT TILE INSTALLATION



Pssst!

14. On which surface to install your tiles?

14.1 On existing tiles?

Proper subfloor preparation is crucial for a stable installation. Laying tiles on top of other tiles requires that the existing tiles are in good condition. Cracks in existing tiles may indicate problems which will be transmitted to the new tiles.

It is therefore necessary to:

- Degrease existing tiles.
 - Scarify the surface (a mechanical work with a tool to make openings in the ground so that the adhesive cement has a fairly solid grip)

OR

- Apply a bonding primer and high-quality adhesive.

14.2 On a wooden floor?

Installation on solid wood and framing is **not recommended**.

- Remove it
- OR**
- Cover with two 5/8 inch plywood sheets or one 5/8 inch plywood with a Ditra membrane.
 - Always Follow TTMAC subfloor standards.

Ask your in-store expert for advice.

14.3 On painted concrete?

Yes, but scarify the surface first to ensure solid adhesive grip before installation. As mentioned above, scarification allows openings to be made in the concrete so that the mortar has a fairly solid grip before proceeding with installation.

15. Is it possible to use glossy tiles on my bathroom floor?

Yes!

Glossy tiles can be used on a bathroom floor.

However,

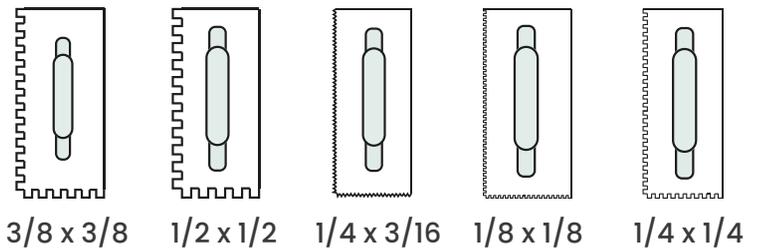
they are not highly recommended as the glossy finish can become slippery. We suggest using matte tiles, ideally with texture, for the bathroom floor to ensure it is non-slip.



16. Which trowel to choose?

To know which trowel to use, two main factors must be taken into consideration:

- 1- The size of the tile
- 2- The gluing obtained using the trowel.

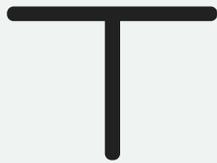


SIZE	TROWEL TYPE	DOUBLE SPREAD
Mosaic (2 x 2 and smaller) 8 x 8 and smaller (gypsum walls and backsplashes):	$1/4 \times 3/16$ v $1/4 \times 1/4$	N/A
Jusqu'à 13 x 13 (Murs)	$1/4 \times 1/4$	NO
Jusqu'à 13 x 13 (Planchers)	$1/4 \times 1/4$	N/A
12 x 24 (Murs)	$1/4 \times 1/4$	NO
12 x 24 (Planchers)	$3/8 \times 3/8$	N/A
Larger than 12 x 24 (Walls):	$3/8 \times 3/8$	NO
Larger than 12 x 24 (Floors):	$1/2 \times 1/2$	YES
Special formats (6 x 32, 8 x 38, etc.) Walls:	$3/8 \times 3/8$	To be determined based on adhesive type
Special formats (6 x 32, 8 x 38, etc.) Floors:	$1/2 \times 1/2$	YES

Informational table only.

17 Which spacer to choose?

The "T" spacer is for brick patterns, while the "X" spacer is for straight patterns.



BONUS

Are you a beginner DIYer?

Discover 3 products to make your work easier.

ULTRACARE GROUT RELEASE

Ultracare Grout Release is a non-stick agent for grout. It protects tiles from grout stains and makes cleaning easier. It can be used on all types of natural stones and tiles, both indoors and outdoors.



[SHOP ULTRACARE GROUT RELEASE](#)

SELF-ADHESIVE MEMBRANES FOR HEATED FLOORS BY SCHLUTER

No more adhesive, fewer tools, and less mess! Just peel and stick for a quick installation of a heated floor membrane.

The "classic" self-adhesive decoupling membrane is the DITRA HEAT PS. The DITRA DUO membrane also offers thermal barrier and sound attenuation.



[SHOP MEMBRANES](#)

RUBI SELF-LEVELING SPACERS

The Delta Level System by Rubi makes tile installation easier. They help achieve the correct angle and level the tiles.



[SHOP SELF-LEVELING SPACERS](#)

To go a bit further:

- For inspiration, follow us on social media: [Instagram](#), [Pinterest](#), [Facebook](#), or [LinkedIn](#).
- To learn more, [check out our blog articles on our website](#).
- If you're ready to take action, discover [how to easily plan your renovations](#).
- And most importantly, [here are the 5 crucial mistakes to avoid during your renovations!](#)

And don't forget, our advisors are here for you.
Feel free to [contact us](#) whenever you need assistance.

Happy renovations! 🙌



latuilerie.com