

DESIGNED IN BRITAIN | MADE IN BRITAIN

Vision Statement

To establish British Ceramic Tile as the premium brand through consistently high product quality, competitively priced product and exemplary customer service delivered by an engaged team of people operating in an environmentally responsible, safe facility.

Designed in Britain

Our tiles are created by some of the UK's leading designers, who keep one step ahead of the latest interior trends and ensure that our ranges offer choice, flexibility and the ability to coordinate with kitchens and bathrooms, whatever your taste.

A World-class British Manufacturer and proud of it!

Sitting on the edge of Dartmoor, where tile manufacturing has taken place for well over a century, British Ceramic Tile is now a market leading manufacturing operation that can legitimately claim to be world-class. Following a multi-million pound investment programme, British Ceramic Tile now combines the very best of British design with quality, value and a serious approach to social and environmental responsibilities.

Environmentally Active

At British Ceramic Tile we are committed to sustainable working and reducing our impact on the environment. We source the majority of our raw materials locally and recycle as much as we can, including rainwater, back into the production process.

Quality you can trust

Our range is manufactured to stringent quality standards, which surpass the latest British and European regulations EN14411. All our tile sizes are modular metric and include provision for a suitable grout gap. We remain committed to continuous innovation in both design and quality and our achievements have gained due recognition by our industry peers.

We hope the following pages will hold something to stir your senses and we're pleased that you are considering buying British. If you have any questions, please don't hesitate to contact our customer services team on 0845 504 6665.





British Ceramic Tile is a leading manufacturer of ceramic wall tiles that it supplies into a variety of market sectors covering both domestic and commercial applications. To ensure customers can obtain their entire tiling needs from a single source, British Ceramic Tile specially selects and distributes complementary products from other overseas third party manufacturers operating to their own exacting standards of quality. These include floor tiles, small format kitchen tiles, natural stone strips & mosaic sheets.



RANGE	SIZE (cm)	PAGE
Ashbourne	15 x 15	38
Brighton	25 x 40	8
Buxton	25 x 40	34
Carrara	25 x 33	47
Country Colours	10 x 10's / 10 x 20's	41
Dartmoor Naturals	25 x 40	26
Dorchester	30 x 60	6
Elgin Marbles	25 x 40	18
Floor	33 x 33	52
Frost	25 x 40	13
Mayfair	25 x 40	12
Modo	10 x 30	40
Piccadilly	20 x 25	49
Reflections	15 x 15 to 25 x 40	42
Riven	20 x 25	36
Salisbury	25 x 40	50
Saturn	25 x 40	14
Turin	15 x 15	39
Vivaldi	20 x 25	48
White & Cream	15 x 15 to 30 x 60	44
Willow	25 x 40	16
Wiltshire	25 x 33	37

Laura Ashley

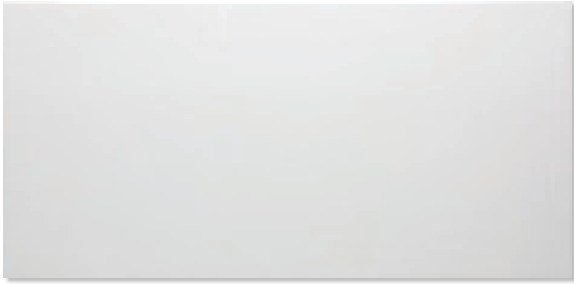
Highgate	25 x 33	68
Hinton	25 x 40	60
Isadore	25 x 40	66
Malvern	25 x 40	70
Marchmont	25 x 40	62
Wintergarden	25 x 40	64
Wiston	20 x 25	72

Studio Conran

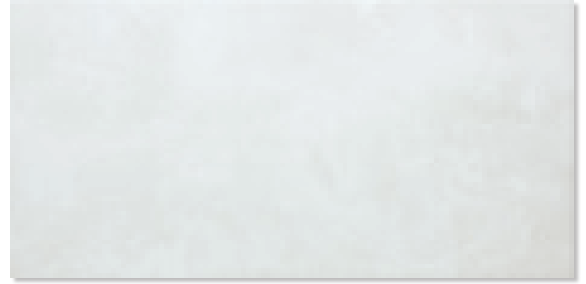
Hartland	25 x 40	76
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Technical

PEI Ratings	54
Technical Section	80



flat gloss white wall tile
300 x 600mm
BCT15499
G



onyx white wall tile
300 x 600mm
BCT15468
G



carrara wall tile
300 x 600mm
BCT15420
G



onyx grey wall tile
300 x 600mm
BCT15475
G



calacatta wall tile
300 x 600mm
BCT15444
G



onyx beige wall tile
300 x 600mm
BCT15482
G



sandstone wall tile
300 x 600mm
BCT15451
S



travertine wall tile
300 x 600mm
BCT15437
G



dorchester

coordinating floor tile



carrara
floor tile
333 x 333mm
BCT17370

G C PEI 3

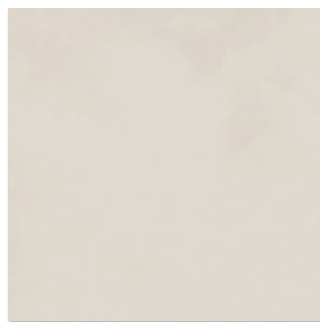
coordinating floor tile



onyx white
floor tile
333 x 333mm
BCT17387

G C PEI 4

coordinating floor tile



calacatta
floor tile
333 x 333mm
BCT17394

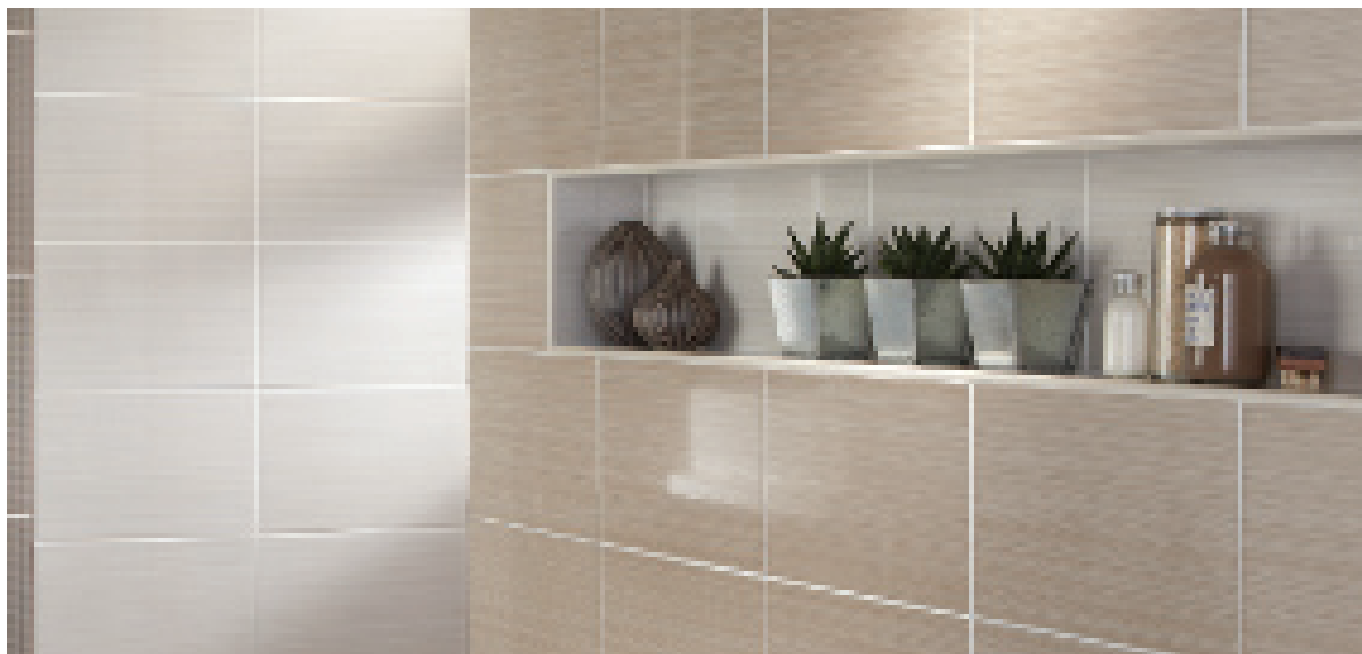
G C PEI 4

coordinating floor tile



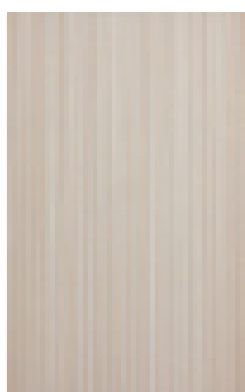
travertine
floor tile
333 x 333mm
BCT17356

G C PEI 4



ivory wall tile
248 x 398mm
BCTI4584

G



beige wall tile
248 x 398mm
BCTI4591

G



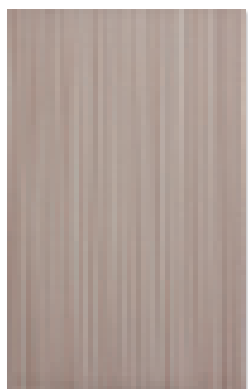
shine cool strip
398mm x 50mm
BCTI4607

G



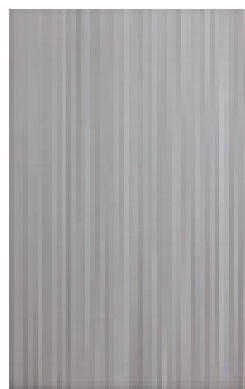
shine warm strip
398mm x 50mm
BCTI4614

G



truffle wall tile
248 x 398mm
BCTI4560

G



grey wall tile
248 x 398mm
BCTI4577

G

coordinating floor tile



white floor tile
333 x 333mm
BCTI7417

G C PEI 4



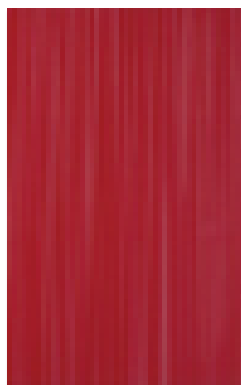
brighton

brighton



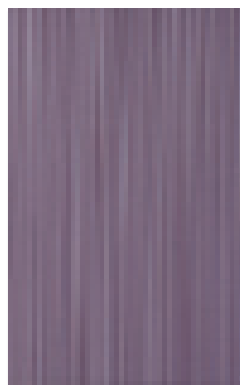
white wall tile
248 x 398mm
BCT12238

G



red wall tile
248 x 398mm
BCT12191

G



lilac wall tile
248 x 398mm
BCT12221

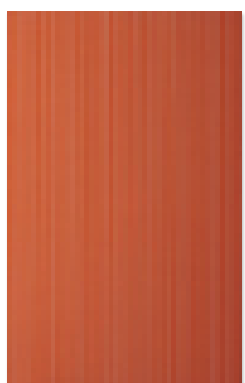
G

coordinating floor tile



white floor tile
333 x 333mm
BCT17417

G C PEI 4



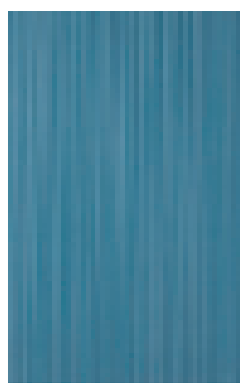
orange wall tile
248 x 398mm
BCT12214

G



black wall tile
248 x 398mm
BCT12207

G



blue wall tile
248 x 398mm
BCT12306

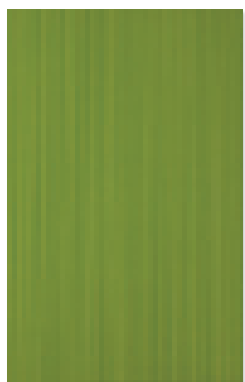
G

complementary floor tile



blackfriars floor tile
333 x 333mm
BCT13778

S P PEI 3



green wall tile
248 x 398mm
BCT12313

G



pavilion red strip
248 x 80mm
BCT12245

G



pavilion lilac strip
248 x 80mm
BCT12276

G



pavilion orange strip
248 x 80mm
BCT12269

G



pavilion black strip
248 x 80mm
BCT12252

G



pavilion blue strip
248 x 80mm
BCT12290

G

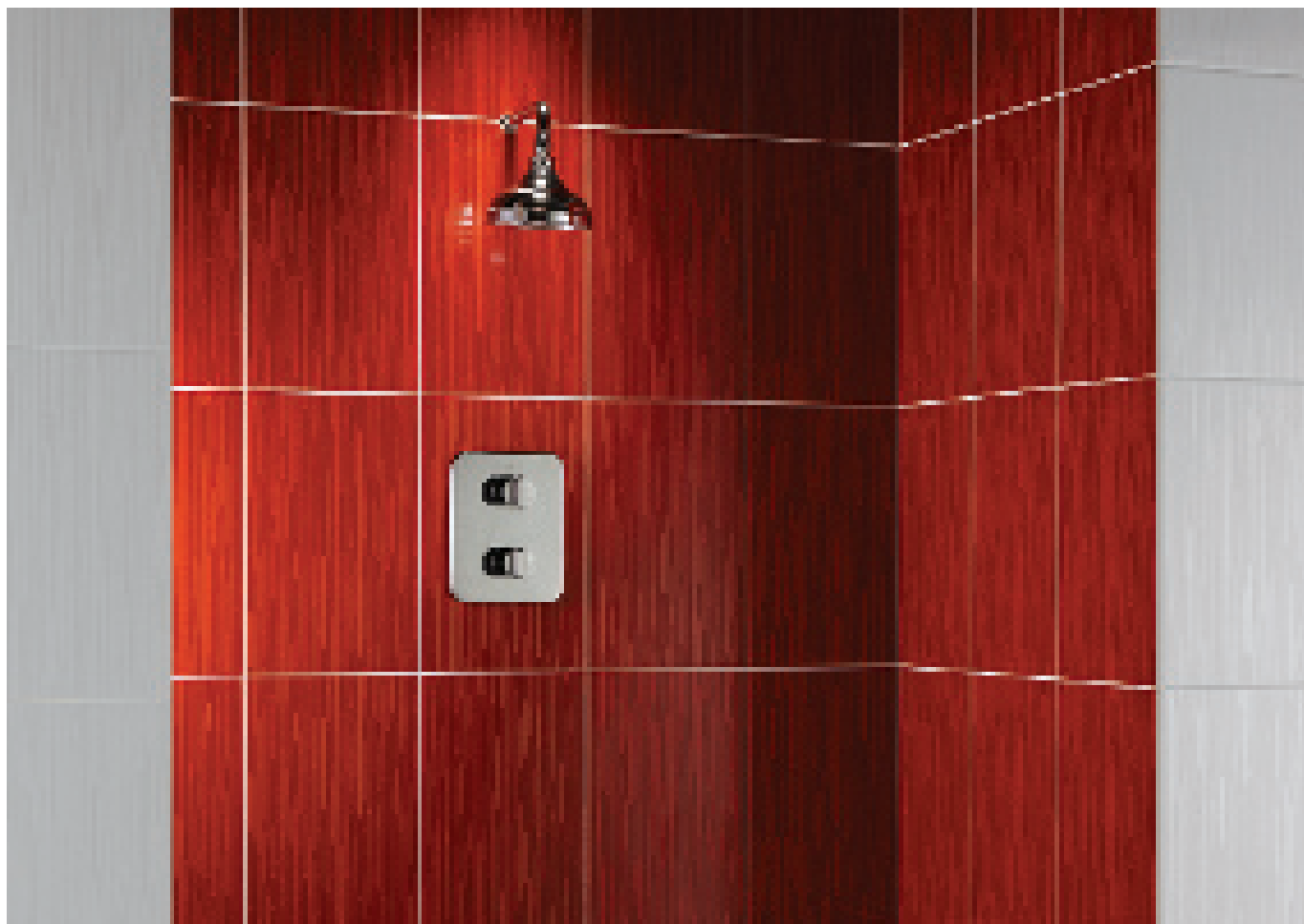


pavilion green strip
248 x 80mm
BCT12283

G



brighton



white
wall tile
248 x 398mm
BCT12337

G



red
wall tile
248 x 398mm
BCT12344

G



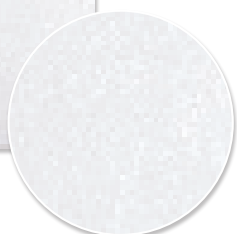
black
wall tile
248 x 398mm
BCT12351

G

frost

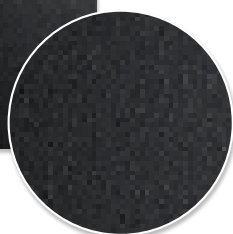
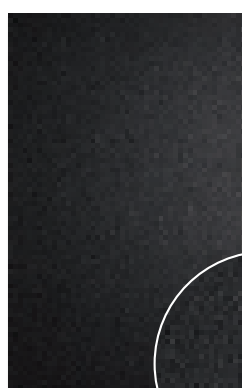


frost



white
wall tile
248 x 398mm
BCT12412

S



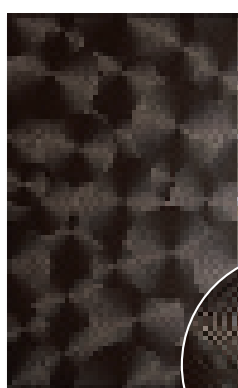
black
wall tile
248 x 398mm
BCT12429

S



lunar white
wall tile
248 x 398mm
BCT11262

S



lunar metallic
wall tile
248 x 398mm
BCT11279

S



lunar black
wall tile
248 x 398mm
BCT11286

S



saturn

willow



white
wall tile
248 x 398mm
BCT09832

S



light grey
wall tile
248 x 398mm
BCT09856

S



dark grey
wall tile
248 x 398mm
BCT09863

S



neutral
wall tile
248 x 398mm
BCT09849

S



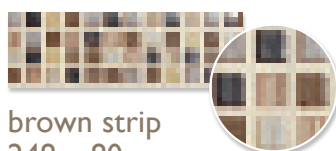
beige
wall tile
248 x 398mm
BCT09870

S



brown
wall tile
248 x 398mm
BCT09887

S



brown strip
248 x 80mm
BCT09894

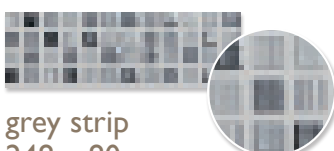
S

coordinating floor tile



grey floor tile
333 x 333mm
BCT11583

S P PEI 4



grey strip
248 x 80mm
BCT09900

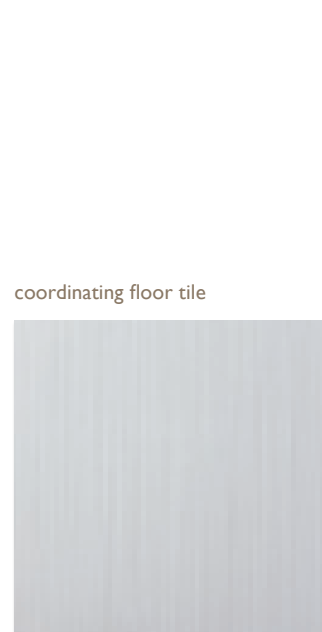
S

coordinating floor tile



neutral floor tile
333 x 333mm
BCT11637

S P PEI 4



coordinating floor tile

light floor tile
333 x 333mm
BCT17424

M C PEI 4



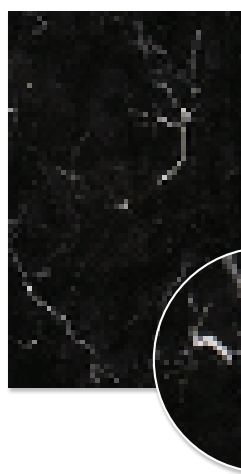
willow

elgin marbles



white
wall tile
248 x 398mm
BCT03625

G



black
wall tile
248 x 398mm
BCT13907

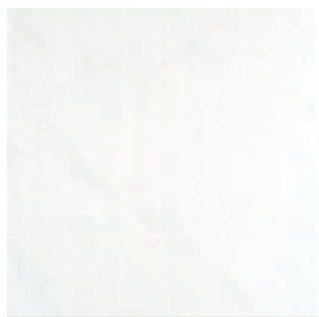
G



white/black strip
248 x 80mm
BCT03755

G

complementary satin floor tile



elgin/dartmoor
white floor tile
333 x 333mm
BCT13808

S P PEI 4

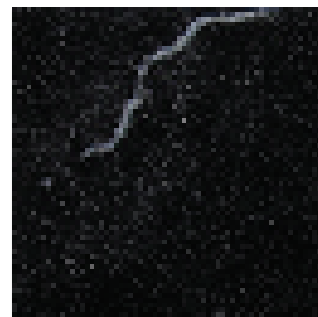
coordinating floor tile



dorchester carrara
floor tile
333 x 333mm
BCT17370

G C PEI 3

coordinating floor tile



nero
floor tile
333 x 333mm
BCT17363

G C PEI 4



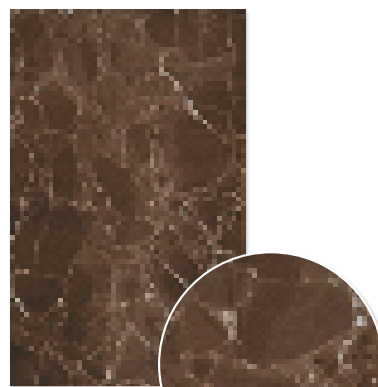
elgin marbles

elgin marbles



travertine
wall tile
248 x 398mm
BCT03663

G



marron
wall tile
248 x 398mm
BCT03670

G

coordinating floor tile



travertine floor tile
333 x 333mm
BCT13785

S P PEI 3



cream/brown
marble strip
305 x 50mm
BCT03731

G



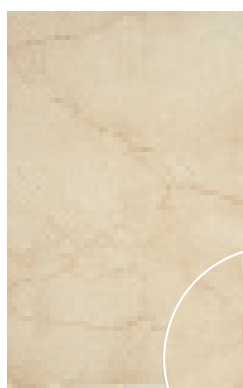
crema marfil/
marron strip
248 x 80mm
BCT03762

G



elgin marbles

elgin marbles



crema marfil
wall tile
248 x 398mm
BCT03649

G



cream/brown
marble strip
305 x 50mm
BCT03731

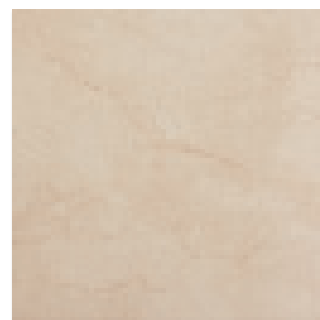
G



crema marfil/
marron strip
248 x 80mm
BCT03762

G

coordinating floor tile



crema marfil floor tile
333 x 333mm
BCT13792

S P PEI 4



elgin marbles

elgin marbles



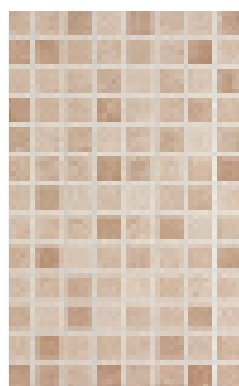
cappuccino cream
wall tile
248 x 398mm
BCT12665

G



cappuccino beige
wall tile
248 x 398mm
BCT12672

G



cappuccino beige
mosaic
248 x 398mm
BCT12696

G

coordinating floor tile



cappuccino cream
floor tile
333 x 333mm
BCT17400

G C PEI 4





limestone wall tile
248 x 398mm
CAN43596

S



beige marble strip
305 x 48mm
CAN43633

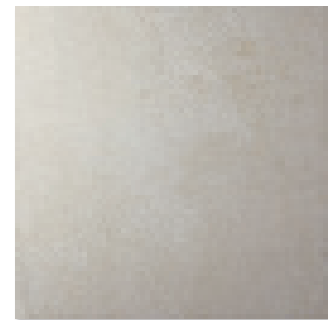
M



beige glass dots strip
312 x 60mm
CAN43640

G

coordinating floor tile



limestone floor tile
333 x 333mm
BCT11705

S P PEI 4



dartmoor naturals



dolomite
wall tile
248 x 398mm
CAN43589

S



slate mosaic
248 x 398mm
CAN43671

S



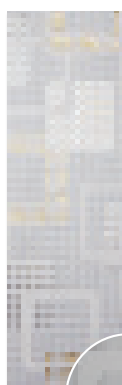
slate pressed
mosaic
248 x 398mm
BCT13150

S



dolomite leaf
strip
123 x 398mm
BCT08637

S



dolomite geo
strip
123 x 398mm
BCT08620

S



black/white marble strip
305 x 48mm
CAN43626

M



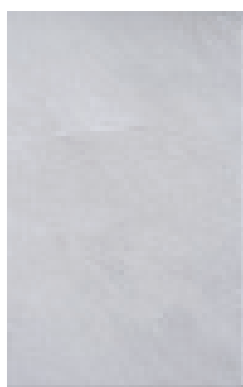
coordinating floor tile



elgin/dartmoor
white floor tile
333 x 333mm
BCT13808

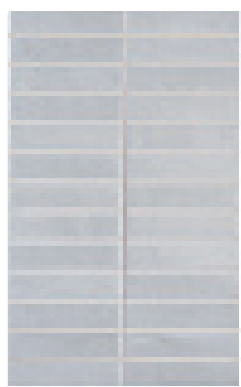
S P PEI 4





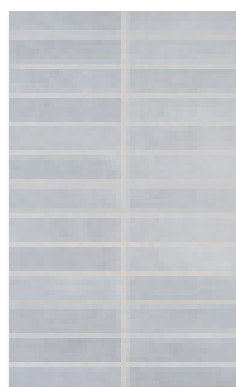
quartz wall tile
248 x 398mm
CAN43572

S



quartz mosaic
248 x 398mm
CAN43688

S



quartz pressed
mosaic
248 x 398mm
BCT13143

S



quartz
mosaic strip
123 x 398mm
BCT14706

S



black/white
marble strip
305 x 48mm
CAN43626

M



dartmoor naturals



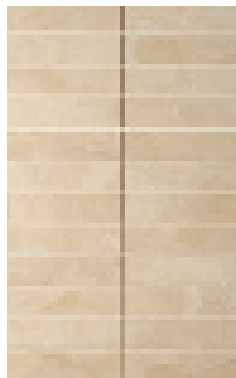
sandstone
wall tile
248 x 398mm
CAN43602

S



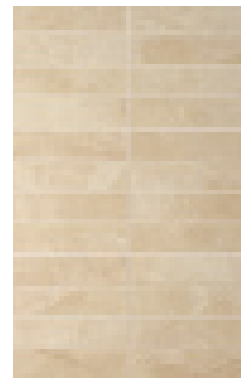
pulpis
wall tile
248 x 398mm
CAN43619

S



sandstone
mosaic
248 x 398mm
CAN43664

S



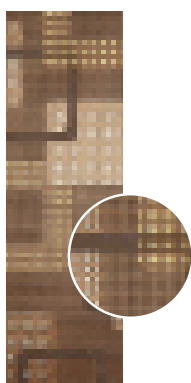
sandstone
pressed mosaic
248 x 398mm
BCT13136

S



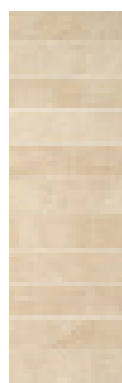
sandstone
leaf strip
123 x 398mm
BCT08613

S



pulpis
geo strip
123 x 398mm
BCT08644

S



sandstone
mosaic strip
123 x 398mm
BCT14690

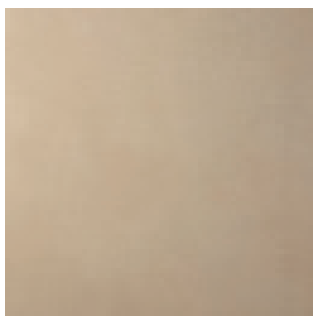
S



beige marble strip
305 x 48mm
CAN43633

M

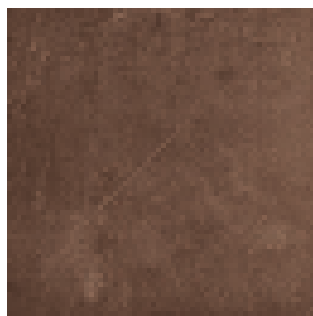
coordinating floor tile



sandstone floor tile
333 x 333mm
BCT13853

S P PEI 4

coordinating floor tile



pulpis floor tile
333 x 333mm
BCT11699

S P PEI 4

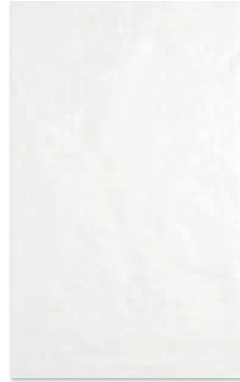


beige glass dots strip
312 x 60mm
CAN43640

G



dartmoor naturals



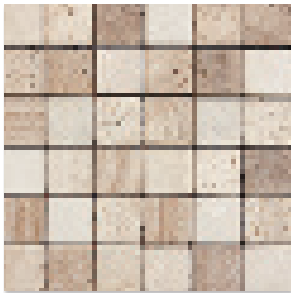
white
wall tile
248 x 398mm
CAN42933

S



light beige
wall tile
248 x 398mm
CAN42940

S



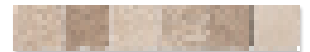
marble beige sheet
302 x 302mm
BCT10340

S



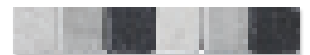
dark beige
wall tile
248 x 398mm
CAN42957

S



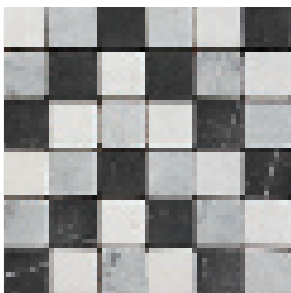
marble beige strip
302 x 48mm
BCT10807

S



marble black/white strip
302 x 48mm
BCT10814

S



marble black/white sheet
302 x 302mm
BCT10357

S

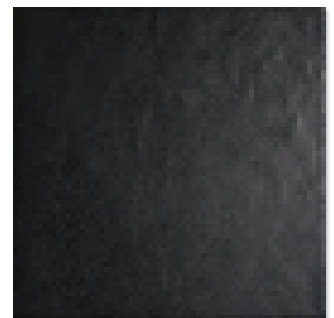
coordinating floor tile



beige floor tile
333 x 333mm
BCT13815

S P PEI 4

coordinating floor tile

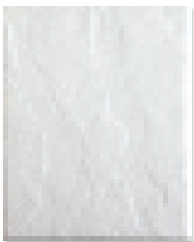


charcoal floor tile
333 x 333mm
BCT13822

S P PEI 3



buxton



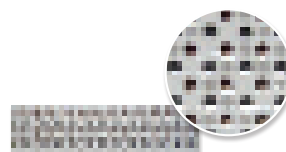
white wall tile
198 x 248mm
BCT08996

S



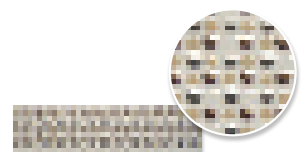
cream wall tile
198 x 248mm
BCT09009

S



droplets white strip
198 x 50mm
BCT09023

S



droplets cream strip
198 x 50mm
BCT09016

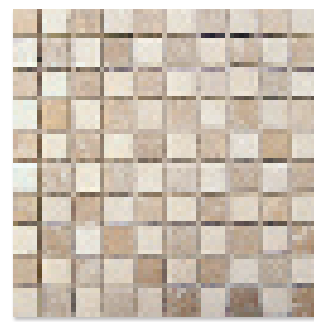
S



light beige wall tile
248 x 331mm
CAN35539



dark beige wall tile
248 x 331mm
CAN35546



marble beige sheet
325 x 325mm
BCT10333





natural
wall tile
148 x 148mm
CAN34136

S



cream
wall tile
148 x 148mm
CAN34112

S



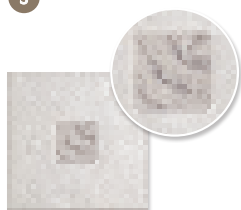
beige
wall tile
148 x 148mm
CAN34143

S



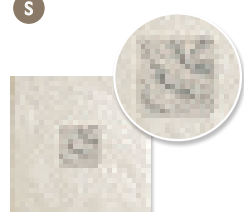
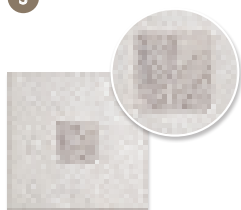
terracotta
wall tile
148 x 148mm
CAN34129

S



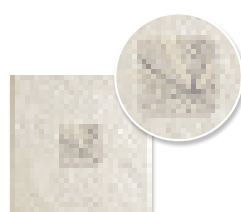
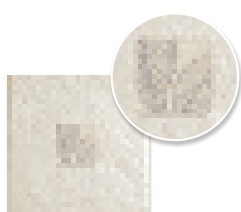
leaf natural insert*
148 x 148mm
CAN43541

S

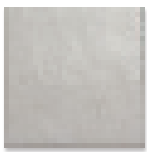


leaf cream insert*
148 x 148mm
CAN43534

S



*Inserts come in a pack of six with three different designs in a single colour



white
148 x 148mm
BCT07623



grey
148 x 148mm
BCT07616



charcoal
148 x 148mm
BCT07609



beige
148 x 148mm
BCT07586



brown
148 x 148mm
BCT07593



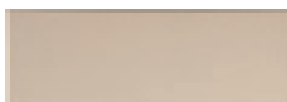
modo

modo



blanco wall tile
100 x 300mm
BCT11965

S



crema wall tile
100 x 300mm
BCT11941

S



black wall tile
100 x 300mm
BCT11958

S



white
wall tile
100 x 100mm
BCT12726

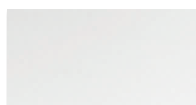


cream
wall tile
100 x 100mm
BCT12733



country colours & 10 x 20's

10 x 20's



gloss white
wall tile
100 x 200mm
BCT12016



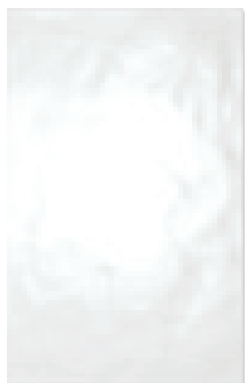
gloss black
wall tile
100 x 200mm
BCT12023



gloss cream
wall tile
100 x 200mm
BCT12030

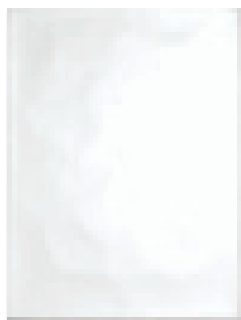


reflections



white
wall tile
248 x 398mm
CAN41806

G



white
wall tile
248 x 331mm
CAN34778

G



white
wall tile
198 x 248mm
CAN30107

G



cream
wall tile
198 x 248mm
CAN30114

G



white
wall tile
198 x 198mm
CAN30084

G



white
wall tile
148 x 148mm
CAN30060

G



cream
wall tile
148 x 148mm
CAN30077

G



twist strip
198 x 50mm
CAN35478

G



greco black/
white strip
198 x 73mm
BCT08576

G



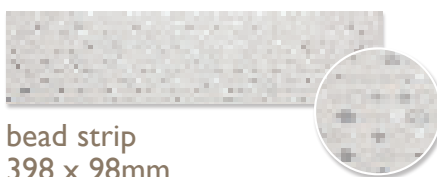
greco black/
white strip
248 x 80mm
BCT08545

G



reflections filigree strip
248 x 80mm
CAN41905

G



bead strip
398 x 98mm
BCT12382

G

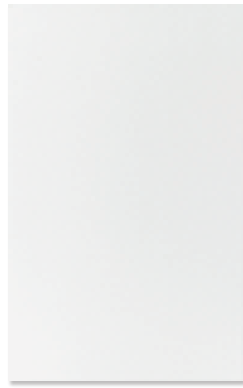


white & cream



flat gloss white
wall tile
300 x 600mm
BCT15499

G



gloss white
wall tile
248 x 398mm
CAN41790

G



gloss white
wall tile
248 x 331mm
CAN33207

G



gloss white
wall tile
198 x 248mm
CAN30046

G



gloss white
wall tile
198 x 198mm
CAN30022

G



gloss white
wall tile
148 x 148mm
BCT11729

G



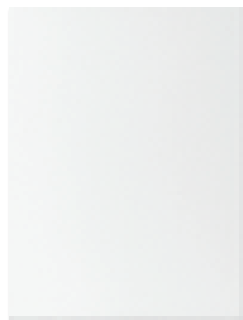
gloss cream
wall tile
148 x 148mm
BCT11736

G



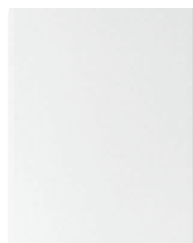
satin white
wall tile
248 x 398mm
CAN41813

S



satin white
wall tile
248 x 331mm
CAN39650

S



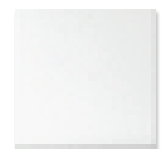
satin white
wall tile
198 x 248mm
CAN33337

S



satin white
wall tile
198 x 198mm
BCT09818

S



satin white
wall tile
148 x 148mm
BCT11743

S

white & cream



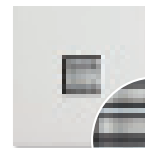
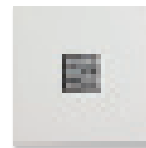
white & cream

white & cream



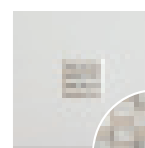
hudson black insert*
148 x 148mm
BCT08484

G



hudson beige insert*
148 x 148mm
BCT08477

G



*Inserts come in a pack of six with three different designs in a single colour



mosaic aqua
insert
148 x 148mm
CAN34075

G



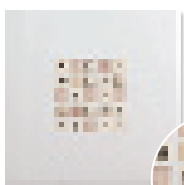
mosaic lilac
insert
148 x 148mm
CAN34082

G



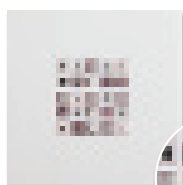
mosaic blue
insert
148 x 148mm
CAN43152

G



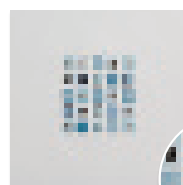
paris beige
insert
198 x 198mm
BCT14843

G



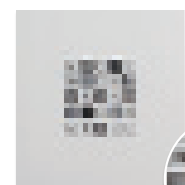
paris purple
insert
198 x 198mm
BCT14904

G



paris blue
insert
198 x 198mm
BCT14867

G



paris black
insert
198 x 198mm
BCT14850

G



paris beige strip
198 x 50mm
BCT14874

G



paris purple strip
198 x 50mm
BCT14911

G



paris blue strip
198 x 50mm
BCT14898

G



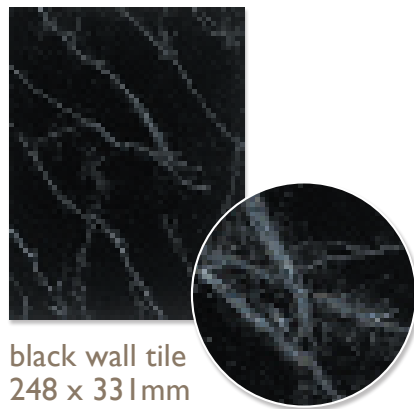
paris black strip
198 x 50mm
BCT14881

G



white wall tile
248 x 331mm
CAN32507

G



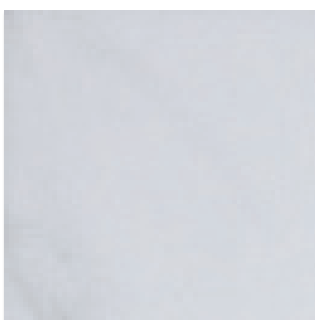
black wall tile
248 x 331mm
CAN33191

G



rhodes white/grey strip
248 x 40mm
CAN40243

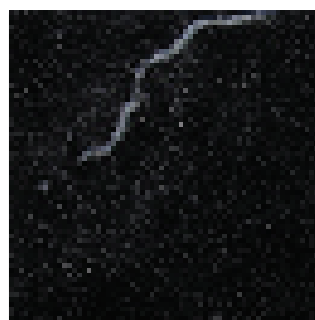
G



complementary
floor tile

dorchester
carrara floor tile
330 x 330mm
BCT17370

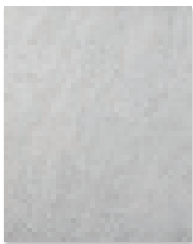
G C PEI 3



complementary
floor tile

nero
floor tile
333 x 333mm
BCT17363

G C PEI 4



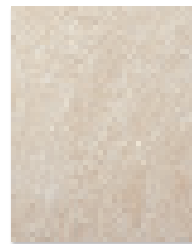
light grey
wall tile
198 x 248mm
BCT07579

G



light beige
wall tile
198 x 248mm
BCT07531

G



dark beige
wall tile
198 x 248mm
BCT07500

G



greek key grey
strip
198 x 73mm
BCT08552

G



greek key beige
strip
198 x 73mm
BCT08569

G



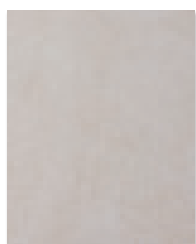
florentine
grey strip
198 x 98mm
BCT08583

G

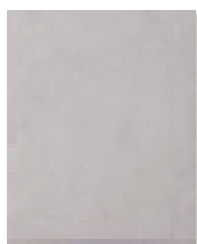


florentine
beige strip
198 x 98mm
BCT08590

G



piccadilly beige
wall tile
198 x 248mm
BCT12511



piccadilly grey
wall tile
198 x 248mm
BCT12528



mosaic scroll
beige strip
198 x 50mm
BCT12498



mosaic scroll
grey strip
198 x 50mm
BCT12504



squares
beige strip
198 x 50mm
BCT12467



squares
grey strip
198 x 50mm
BCT12474



salisbury



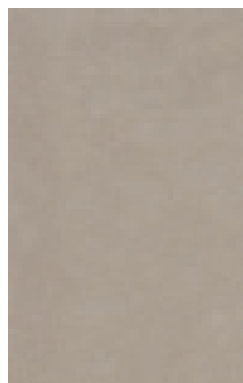
mist wall tile
248 x 398mm
BCT15338

S



barley wall tile
248 x 398mm
BCT15369

S



putty wall tile
248 x 398mm
BCT15352

S



mushroom wall tile
248 x 398mm
BCT15345

S



truffle wall tile
248 x 398mm
BCT15376

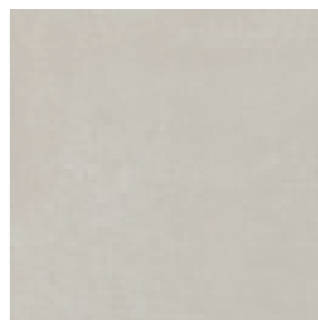
S



mixed mosaic
248 x 398mm
BCT15390

S

coordinating floor tile



mist floor tile
333 x 333mm
BCT17349

S P PEI 4



mixed strip
248 x 40mm
BCT15383

S



salisbury

porcelain floors



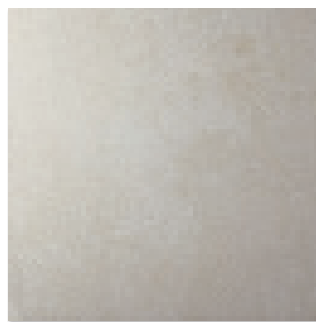
elgin/dartmoor
white floor tile
333 x 333mm
BCTI3808

S P PEI 4



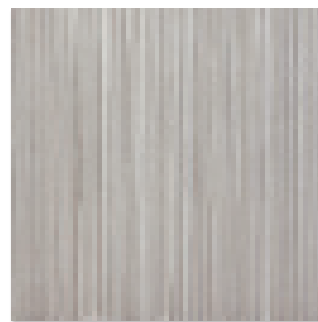
willow neutral
floor tile
333 x 333mm
BCTI1637

S P PEI 4



dartmoor naturals
limestone floor tile
333 x 333mm
BCTI1705

S P PEI 4



willow grey
floor tile
333 x 333mm
BCTI1583

S P PEI 4



buxton beige
floor tile
333 x 333mm
BCTI3815

S P PEI 4



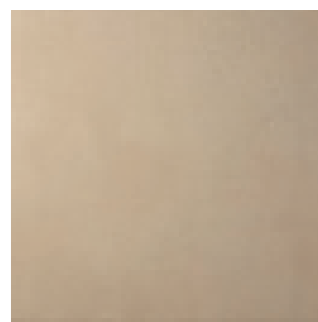
elgin marbles crema
marfil floor tile
333 x 333mm
BCTI3792

S P PEI 4



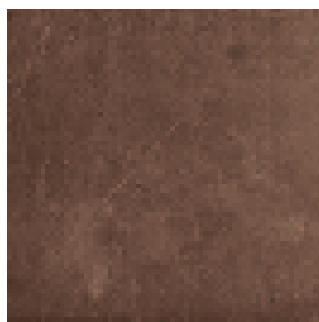
elgin marbles
travertine floor tile
333 x 333mm
BCTI3785

S P PEI 3



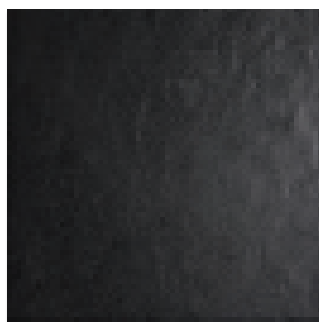
dartmoor naturals
sandstone floor tile
333 x 333mm
BCTI3853

S P PEI 4



dartmoor naturals
pulpis floor tile
333 x 333mm
BCTI1699

S P PEI 4



buxton charcoal
floor tile
333 x 333mm
BCTI3822

S P PEI 3

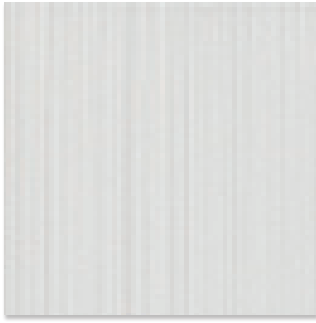


blackfriars
floor tile
333 x 333mm
BCTI3778

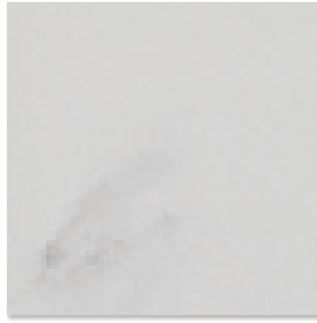
S P PEI 3

ceramic floors

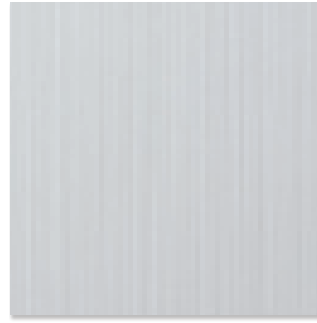
actual tile size: 331 x 331mm, nominal tile size: 333 x 333mm



brighton white
floor tile
333 x 333mm
BCTI7417
G C PEI 4



dorchester carrara
white floor tile
333 x 333mm
BCTI7370
G C PEI 3



willow light
floor tile
333 x 333mm
BCTI7424
M C PEI 4



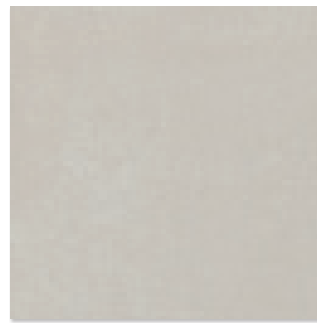
dorchester
calacatta floor tile
333 x 333mm
BCTI7394
G C PEI 4



dorchester onyx
white floor tile
333 x 333mm
BCTI7387
G C PEI 4



elgin cappuccino
cream floor tile
333 x 333mm
BCTI7400
G C PEI 4



salisbury mist
floor tile
333 x 333mm
BCTI7349
S C PEI 4

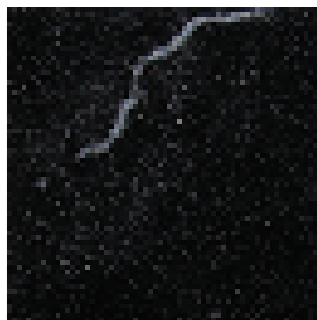


dorchester
travertine floor tile
333 x 333mm
BCTI7356
G C PEI 4

floors



terracotta
floor tile
333 x 333mm
BCTI7431
M C PEI 3



nero
floor tile
333 x 333mm
BCTI7363
G C PEI 4

Willow light floor tiles



PEI ratings

PRODUCT CODE	PRODUCT DESCRIPTION	PENDULUM TEST RESULT		SURFACE ROUGHNESS TEST	PEI RATINGS
		Dry	Wet		
BCTI3778	Blackfriars Black Floor Tile 333 x 333mm	50	21	6.8	3
BCTI7417	Brighton White Floor Tile 333 x 333mm	51	15	4.1	4
BCTI3815	Buxton Beige Floor Tile 333 x 333mm	53	17	9.6	4
BCTI3822	Buxton Charcoal Floor Tile 333 x 333mm	54	28	10.9	3
BCTI1705	Dartmoor Naturals Limestone Floor Tile 333 x 333mm	50	21	8.5	4
BCTI1699	Dartmoor Naturals Pulpis Floor Tile 333 x 333mm	56	30	10.0	4
BCTI3853	Dartmoor Naturals Sandstone Floor Tile 333 x 333mm	51	20	8.3	4
BCTI7394	Dorchester Calacatta White Floor Tile 333 x 333mm	50	16	5.0	4
BCTI7370	Dorchester Carrara White Floor Tile 333 x 333mm	53	14	3.8	3
BCTI7387	Dorchester Onyx White Floor Tile 333 x 333mm	51	16	3.8	4
BCTI7356	Dorchester Travertine Floor Tile 333 x 333mm	53	13	3.3	4
BCTI7400	Elgin Marbles Cappuccino Cream Floor Tile 333 x 333mm	53	25	5.1	4
BCTI3792	Elgin Marbles Crema Marfil Floor Tile 333 x 333mm	51	19	7.3	4
BCTI3785	Elgin Marbles Travertine Floor Tile 333 x 333mm	48	20	6.7	3
BCTI3808	Elgin/Dartmoor White Floor Tile 333 x 333mm	50	17	6.4	4
BCTI7363	Nero Black Floor Tile 333 x 333mm	54	36	7.2	4
BCTI7349	Salisbury Mist Floor Tile 333 x 333mm	49	19	6.8	4
BCTI7431	Terracotta Floor Tile 333 x 333mm	51	28	7.7	3
BCTI1583	Willow Grey Floor Tile 333 x 333mm	49	18	9.1	4
BCTI7424	Willow Light Floor Tile 333 x 333mm	47	17	7.2	4
BCTI1637	Willow Neutral Floor Tile 333 x 333mm	50	16	7.9	4

KEY TO SLIP POTENTIAL (IN TABLE ABOVE)

POTENTIAL FOR SLIP	PENDULUM TEST VALUE (PTV)	RE SURFACE ROUGHNESS
HIGH	0-24	Below 10
MODERATE	25-36	10-20
LOW	36+	20+

PEI RATINGS

PEI Class 1
Ceramic tile suggested for interior residential and commercial wall applications only.

PEI Class 2
Ceramic tile suggested for interior residential and commercial wall applications and for residential bathroom floor applications only.

PEI Class 3
Ceramic tile suggested for residential floor; countertop, and wall applications.

PEI Class 4
Ceramic tile suggested for residential, medium commercial and light institutional floor and wall applications.

PEI Class 5
Ceramic tile suggested for residential, medium commercial and institutional floor and wall applications subjected to heavy to extra heavy traffic.



floors





LAURA ASHLEY

The Laura Ashley tile collection from British Ceramic Tile offers the perfect way to add that understated finish to any bathroom, kitchen or other tiled area.

The tiles have been designed as the ideal complement to a wide range of furniture and other home furnishings from the Laura Ashley ranges.

Now one of the world's best-loved fashion and home furnishings companies, Laura Ashley came from humble beginnings when Laura and her husband Bernard Ashley started printing fabric on their kitchen table in London in 1953, following a Women's Institute exhibition at the Victoria and Albert Museum on traditional handicrafts.

In 1960 the first Laura Ashley shop opened in Macchynlleth, Wales where Laura and Bernard sold locally produced honey, walking sticks and their own hand made products.

By the end of the 1970's the company had expanded significantly and there were over 70 Laura Ashley shops worldwide. In 1979, Laura and Bernard moved from Wales to northern France, the relocation proved to be great source of inspiration for Laura, and her new style of products evolved on a grander scale, with a distinctive country farmhouse aesthetic.

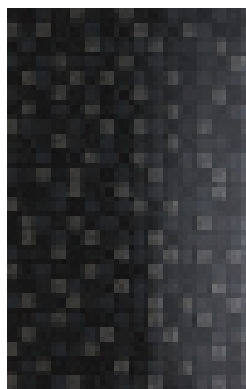
Inspired by her new surroundings, Laura began to shift her attention from fashion to the home furnishings side of the business, and the first full home furnishings catalogue appeared in 1981 with the 'Decorator Collection' launched in 1982, with more radical designs and prints aimed at the interior design market.

In 2005 the company moved its production operations on to one site in Newtown, Powys, Wales where it currently produces paint, wallpaper and made to measure curtains.

The business has continued to grow with the addition of licensee ranges such as tiles, carpets, eyewear and towels.

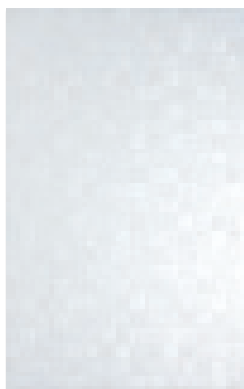






black wall tile
248 x 398mm
LA51072

G



white wall tile
248 x 398mm
LA51065

G



mosaic strip
398 x 98mm
LA51089

G



hinton



white
wall tile
248 x 398mm
LA51294



french blue
wall tile
248 x 398mm
LA51300



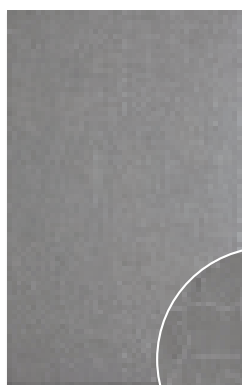


marchmont



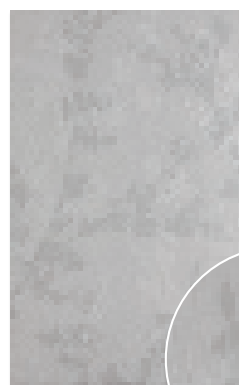
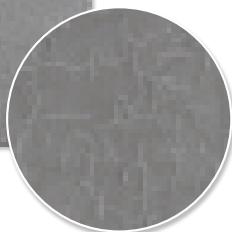
light grey
wall tile
248 x 398mm
LA51003

G



dark grey
wall tile
248 x 398mm
LA51010

G



floral grey
wall tile
248 x 398mm
LA51027

G



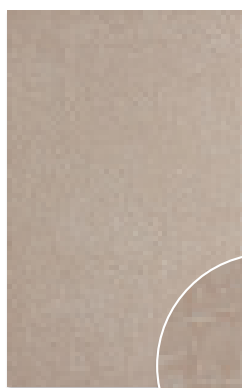
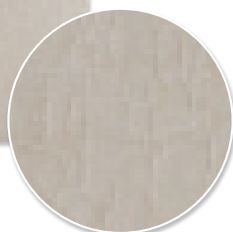
grey strip
248 x 80mm
LA51034

G



light beige
wall tile
248 x 398mm
LA51126

G



dark beige
wall tile
248 x 398mm
LA51133

G



floral beige
wall tile
248 x 398mm
LA51140

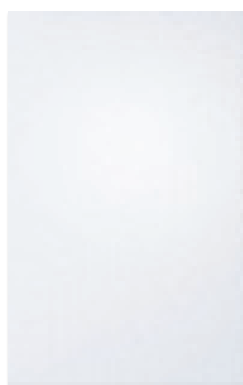
G



beige strip
248 x 80mm
LA51157

G





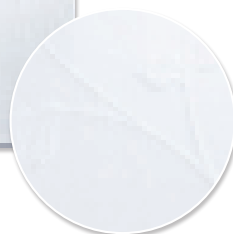
plain white
wall tile
248 x 398mm
LA50792

G



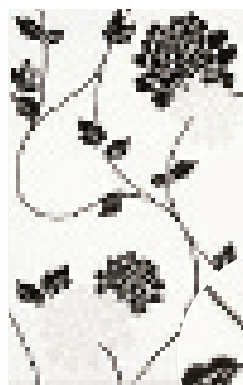
floral white
wall tile
248 x 398mm
LA50808

G



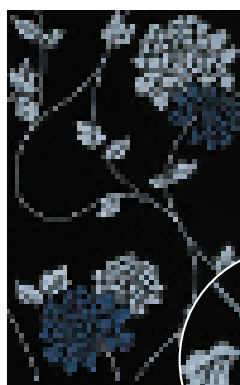
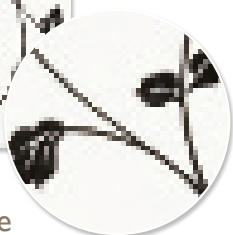
glass black
strip
248 x 30mm
LA50822

G



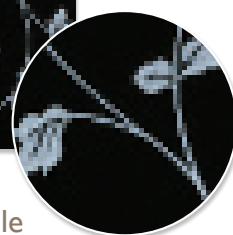
floral white/
black wall tile
248 x 398mm
LA50815

G

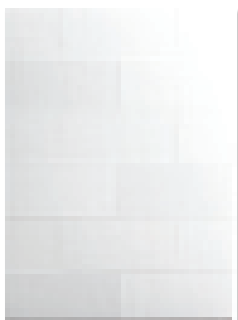


floral black/
white wall tile
248 x 398mm
LA50907

G







white wall tile
248 x 331mm
LA50563

G



leaf white/silver
strip
248 x 40mm
LA50587

G



deco white/silver
strip
248 x 40mm
LA50600

G



highgate



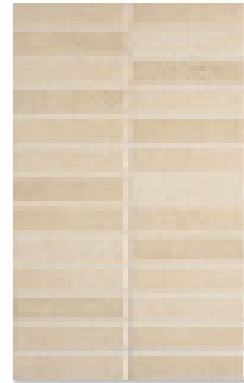
beige wall tile
248 x 398mm
LA50839

S



beige mosaic
248 x 398mm
LA50846

S



beige pressed mosaic
248 x 398mm
LA51270

S



charcoal pebble strip
300 x 70mm
LA50945

S



beige pebble strip
300 x 70mm
LA50952

S



malvern



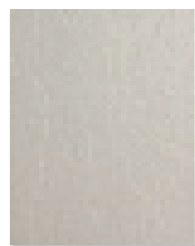
white wall tile
198 x 248mm
LA50389

S



cream wall tile
198 x 248mm
LA50396

S



grey wall tile
198 x 248mm
LA51317

S



mosaic strip
280 x 40mm
LA50372

S



osaka cream
strip
198 x 50mm
LA51324

S



irving stripe
cream strip
198 x 50mm
LA51348

S



osaka grey
strip
198 x 50mm
LA51331

S



irving stripe
grey strip
198 x 50mm
LA51355

S



wiston

introduction

Designed in London by Studio Conran, and manufactured in Devon by British Ceramic Tile, the collaboration brings together British Ceramic Tile's experience as a leader in the field of glazing and textural finishes and Studio Conran's design expertise.

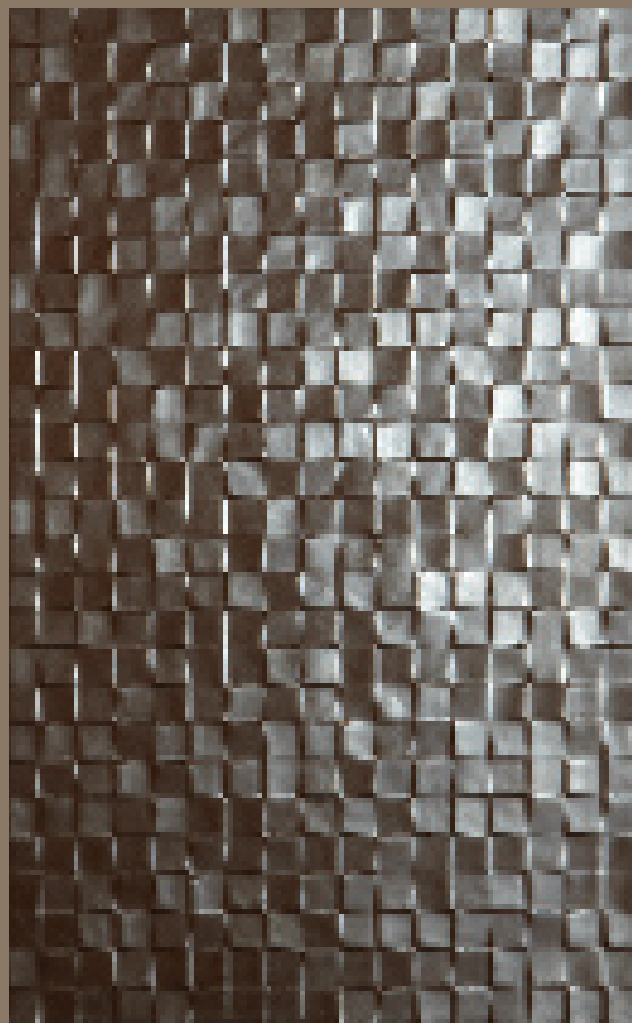
Studio Conran, founded by Sir Terence and Sebastian Conran, has a heritage of experience and success spanning over 50 years developing design solutions for modern living.

This collection of tiles has been inspired by the beautiful textures of nature from the West Country and captures the regions dramatic contrasts.

“During the creative journey of design we absorb inspiration from almost everywhere, especially the natural environment around us. A stroll along the beach admiring the cliffs, the sea, the sky and even the pebbles at our feet is an experience in visual texture. These rugged coastal environments have been an important influence in conceiving this range, and we have endeavoured to enoke the spirit of these textures in the collection so they may be brought into your own environment.”

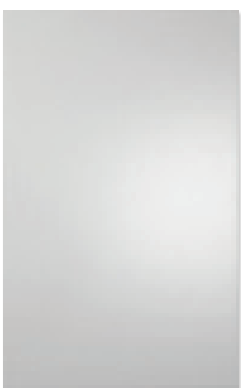
Sebastian Conran





Studio
Conran.

studio conran



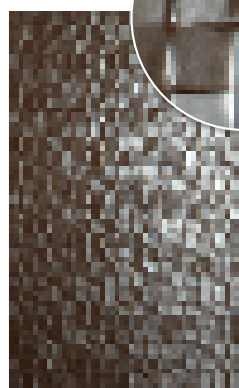
white wall tile
248 x 398mm
RAN00408

G



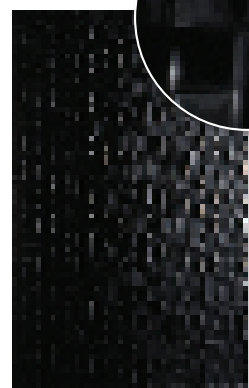
white mosaic
248 x 398mm
RAN00439

G



metallic mosaic
248 x 398mm
RAN00453

G



black mosaic
248 x 398mm
RAN00446

G



hartland





At British Ceramic Tile we strive to be faultless in our approach to meeting the strictest of technical standards. We produce in excess of 20,000m² of tiles every day and we do so within internationally recognised standards. This is a difficult technical challenge yet we do not compromise on any of these standards.

It is only by manufacturing in such volume, with such consistent technical precision, that we can be sure that we are able to pass on the benefits of our modern manufacturing capability downstream to our specifiers and end users in the form of better value for money in our product.

BS EN14411

As with most construction products, the main technical characteristics of ceramic tiles are classified by international standards. For ceramic tiles, the relevant harmonised European standard is BS EN 14411. This standard encompasses the BS EN ISO 10545 suite of ceramic tile test methods.

Within EN 14411, ceramic tiles are classified into various groups to reflect the range of production processes and product characteristics. The products manufactured in our factory in Devon are classified as group BIII and are covered by Annex L of the standard. We manufacture to strict levels of quality control throughout the entire production process to ensure all products meet or exceed these requirements. We periodically have the tiles independently assessed by an accredited ceramic test laboratory (CERAM).

CE Marking and Product Directives

The CE mark is a mandatory conformity mark for many products within the European Economic Area (EEA). By affixing the CE mark, the manufacturer asserts that the item meets all the essential requirements of all applicable harmonised European standards as set out in the relevant European Product Directives. For ceramic tiles, the requirements for CE marking are contained within Annex ZA of EN 14411. This standard meets the requirements of the Mandates M/119 (Floorings) and M/121 (Internal and external wall and ceiling finishes) given under the EU Construction Products Directive (89/106/EEC). Further information may be found at www.britishceramictile.com/technical

Slip Resistance

There is a duty of care upon stakeholders involved in specifying flooring products (manufacturers, architects, distributors, installers etc.) to ensure that the surfaces are fit for purpose and do not pose a safety risk. One of the key considerations is defining its slip resistance. The latest version of EN14411 does not define a single test protocol for assessing slip resistance. Instead several tests have been deemed to be acceptable and it has been left to individual EU member states to determine their favoured test. For the UK, the only slip test recognised by the Health and Safety Laboratory is the pendulum test. Other slip tests e.g. DIN 51130 Ramp or Tortus are not recognised.

For ceramic tiles, the use of the pendulum is covered by BS 7976-2. The test is designed to simulate the action of a slipping foot and uses a weighted swinging arm which contacts the test surface via a standard rubber heel (slider). The slip resistance is calculated by measuring the upswing - the greater the upswing, the lower the slip resistance.

Further details on measuring slip resistance can be found in the following link www.hse.gov.uk/pubns/web/slips01.pdf

The HSE has also developed a freely downloadable software package (Slip Assessment Tool – SAT) that allows users to assess the slip potential of pedestrian walkway surfaces using surface microroughness data and other relevant information. The SAT software can be downloaded free from the following link

www.hsesat.info

Abrasion Resistance of Glazed Floor Tiles (PEI)

All floor coverings are exposed to wear due to the abrasive action of dirt particles contained on the soles of the user's footwear. Over prolonged periods this causes the appearance of the tile to change. As applied to glazed ceramic floor tiles, surface abrasion is assessed by BS EN ISO 10545-7.

This test is a compulsory requirement for glazed ceramic tiles intended to be used in flooring applications. This test involves subjecting the glazed tile to an abrasive load and establishing the number of revolutions required to cause visible damage to the glazed surface. The test results are classified into one of six wear resistance groups ranging from class 0 (unsuitable for floors) to class 5 (suitable for intensive pedestrian traffic). The test and the associated scale were originally developed by the Porcelain Enamel Institute (PEI) and hence the term PEI is frequently encountered in this field. Annex N of EN14411 provides informative guidance on suitable end uses for each wear class. To avoid the risk of premature wear, tiles with a wear resistance classification that meets (or exceeds) that required for the particular application should be used.

Class 0	Not recommended for use on floors.
Class 1	Very light traffic. Soft soled footwear or bare feet without direct access from outside (ensuite bathrooms).
Class 2	Light traffic. Soft soled or normal footwear with very occasional exposure to scratching dirt (living rooms, main bathroom areas, bedrooms).
Class 3	Light to Moderate Traffic. Normal footwear in the presence of small amounts of scratching dirt (any residential area with the possible exception of some entries and kitchens if extremely heavy or abrasive traffic is anticipated).
Class 4	Moderate to Heavy Traffic with some scratching dirt (entrances, commercial kitchens, hotels, exhibitions).
Class 5	Heavy traffic over sustained periods with some scratching dirt (shopping centres, airport concourses, hotel foyers).

BS EN ISO 10545-7 and the associated scale are only applicable to glazed tiles. Unglazed floor tiles, e.g. through body porcelain are subjected to a different wear test, namely BS EN10545-6 which measures resistance to deep abrasion.

Tile Fixing Recommendation

The fixing of tiles to walls and floors is governed by several British Standards, notably the BS 5385 series and BS 8000-11. A list of the individual standards is given here:

Fixing standards

- BS 5385-1:2009 Wall and floor tiling. Design and installation of ceramic, natural stone and mosaic wall tiling in normal internal conditions. Code of practice
- BS 5385-2:2006 Wall and floor tiling. Design and installation of external ceramic and mosaic wall tiling in normal conditions. Code of practice
- BS 5385-3:2007 Wall and floor tiling. Design and installation of internal and external ceramic floor tiles and mosaics in normal conditions. Code of practice
- BS 5385-4:2009 Wall and floor tiling. Design and installation of ceramic and mosaic tiling in special conditions. Code of practice
- BS 5385-5:2009 Wall and floor tiling. Design and installation of terrazzo, natural stone and agglomerated stone tile and slab flooring. Code of practice
- BS 8000-11.1:1989 Workmanship on building sites. Code of practice for wall and floor tiling. Ceramic tiles, terrazzo tiles and mosaics
- BS 8000-11.2:1990 Workmanship on building sites. Code of practice for wall and floor tiling. Natural stone tiles

A list of standards relating to adhesives and grout is listed here:

- BS EN 12004:2007 Adhesives for tiles – Requirements, evaluation of conformity, classification and designation
- BS EN 13888:2009 Grout for tiles — Requirements, evaluation of conformity, classification and designation

The nature of the background should always be a primary consideration, since it determines the type of adhesive to be used and whether any intermediate substrate or other preparatory treatment is required before tiling can commence. Factors relating to the background to be considered are numerous and include the type of material, condition, straightness, porosity, presence of soluble salts etc. Early consideration should also be given to the provision of movement joints in order to allow stresses that result from movement of the background, e.g. drying shrinkage, thermal changes and moisture changes to be dissipated.

We also recommend that tiles are separated with minimum tile joints of 2mm for wall tiles and 3mm for floor tiles.

Ceramic tiles can be fixed using cementitious, dispersion or reaction resin adhesives that are suitable for the required application and the type of tile type to be fixed (BIII, Bla etc.). The fixing method to be used varies depending on the type of background, the nature of the adhesive and the anticipated service conditions of the installation. Therefore, the recommendations of the relevant British Standard and the specific instructions of the adhesive manufacturers should be followed. The performance requirements of adhesives are specified in BS EN 12004:2007.

The performance requirements of grouts are specified in BS EN 13888:2009. It should be noted that some coloured grouts can cause staining on certain glazed tiles. Following the recommendations given in BS 5385, we recommend that when using coloured grouts, a loose sample should first be tested to ensure the tile does not absorb pigment into its surface.

Cleaning & Maintenance

With proper care and attention, a correctly installed, good quality ceramic tile should give many years of trouble-free service.

The Tile Association "Cleaning & Maintenance of Ceramic Tiles" publication recommends:

Hard water deposits, soap, scum and body oils build up and, therefore thorough and frequent cleaning is essential.

The best way to prevent build up of soap, scum and body oil deposits is to use a plastic scouring pad with the appropriate cleaner when cleaning. Acidic based proprietary cleaning materials should not be used with ceramics, porcelain or natural stone.

Wet rooms with inadequate ventilation to remove excess moisture may have fungal growth on the tiles or grout. This can be controlled by wiping with a dilute solution of bleach and leaving it for five minutes before cleaning off. If the fungal growth is not completely removed the bleach may be re-applied and scrubbed with a brush to loosen. The surface should always be rinsed thoroughly with clean water. Bleach should always be used with caution and never mixed with other chemicals. Adequate ventilation should be provided when using these materials.

DDA Requirements

When specifying ceramic wall and floor tiles, the main consideration relating to the Disability Discrimination Act 2005 is colour contrast. Having visual contrast between adjacent elements of a building (e.g. doors, walls, stair edging) allows partially sighted people to differentiate between these elements.

Packing Matrix

PRODUCT TYPE	TILE DIMENSIONS		PACK DETAILS			PALLET	
	Length mm	Height mm	Quantity Per Pack	Metres Per Pack	Weights kg	Box Quantity	Weight kg
Wall Tiles	148	148	44	1.0	8.90	100	913
	198	198	25	1.0	10.30	80	847
	198	248	20	1.0	10.80	89	984
	248	331	12	1.0	12.90	72	952
	248	398	10	1.0	13.40	72	988
	300	600	9	1.2	16.05	40	986
Strips	148	50	6	0.04	0.40	940	399
	198	50	6	0.06	0.81	700	590
	198	73	5	0.07	1.08	550	617
	198	73	6	0.09	1.13	550	645
	198	98	6	0.12	1.62	380	639
	248	40	6	0.06	1.15	550	656
	248	80	6	0.12	2.01	390	807
	398	98	6	0.23	3.15	186	609
	398	50	6	0.12	3.15	186	609
	398	98	6	0.23	3.15	186	609
Floor Tile (P)	333	333	9	1.0	18.70	52	995
Floor Tile (C)	333	333	9	1.0	16.50	48	815

Compliance with this Act can be achieved by following the guidance in either the Building Regulations 2004 Part M or BS 8300.

Both of these documents refer to Light Reflectance Values (LRV) to denote colour contrast. LRV is a measure of the total quantity of visible light reflected by a surface. It is measured on a scale of 0 to 100, with 0 being a perfect absorbing black and 100 being a perfect reflecting white.

In practice a typical black matt tile would have a score of around 5, while a pure white gloss tile would typically score around 90. All other tile colours fit in between these two extremes. The larger the difference between the LRVs of adjacent surfaces the greater the visual contrast is and the easier it is for someone with impaired vision to perceive the difference.

In order to ensure buildings meet the DDA requirements, Part M: 2004 requires an LRV difference between adjacent surfaces of at least 30 points. The latest BS 8300 guidance (incorporating Amendment 1 June 2005) states that there is research-based evidence that a difference of about 20 points may be an acceptable minimum for large areas. For wall and floors tiles, we recommend an LRV difference of 20 points (minimum) and where possible at least 30 points.

Shading

Tiles from British Ceramic Tile are manufactured to the highest British and European standards. During the manufacturing of ALL ceramic tiles, some variations in shade and pattern can occur; however we are confident that the tone will be consistent. We recommend that sufficient tiles are purchased at one time to complete the jobs. Do not fix tiles if you cannot obtain an acceptable blend for any reason.

Modular Metric

Our tiles are modular metric. This means that the tile Size (mm)s have been designed to accommodate the grout gap in the module Size (mm). This makes it easy to calculate the area that will be covered by the tiles after they have been fixed. Following the recommendations given in BS 5385, our wall and floor tiles have been designed for 2mm and 3mm grout joints respectively. As an example, our equivalent of a 20 × 25cm wall tile actually measures 198 × 248 mm and one box of twenty tiles will produce 1 m² of tiled wall when fixed using 2mm spacers.

General

The product images shown in this catalogue are as accurate as the limitations of the printing process will allow. Please refer to actual product samples before purchasing.

Every effort has been made to ensure the accuracy of the information given in this literature. In the interests of progress, however, British Ceramic Tile reserves the right to change specifications and availability without prior notice.

Dimensional properties

	TEST NORM	NORM STANDARD VALUE	BRITISH CERAMIC TILE VALUE
Length and Width	EN ISO 10545-2	+/- 0.5%	Complies with standard
Thickness	EN ISO 10545-2	+/- 10%	Complies with standard
Side Straightness	EN ISO 10545-2	+/- 0.3%	Complies with standard
Rectangularity	EN ISO 10545-2	+/- 0.5%	Complies with standard
Surface Flatness	EN ISO 10545-2	Centre & Edge Warpage + 0.5%, -0.3% +/- 0.5%	Complies with standard

Physical properties

	TEST NORM	NORM STANDARD VALUE	BRITISH CERAMIC TILE VALUE
Slip Resistance	BS7976	Not applicable	-
Breakage Charge	EN ISO 10545-2	Thickness \geq 7.5mm, 600 Thickness < 7.5mm, >200	Complies with standard
Modulus of Rupture	EN ISO 10545-4	Thickness \geq 7.5mm, 12N/mm ² Thickness < 7.5mm, 15N/mm ²	Complies with standard
Water Absorption	EN ISO 10545-3	>10%	Complies with standard
Resistance to Abrasion	EN ISO 10545-7	Not applicable	-
Resistance to Thermal Shock	EN ISO 10545-9	Manufacturer's Declaration	Resists
Crazing Resistance	EN ISO 10545-11	Required	Resists
Frost Resistance	EN ISO 10545-12	Not applicable	-

Chemical properties

	TEST NORM	NORM STANDARD VALUE	BRITISH CERAMIC TILE VALUE
Resistance to Acids	EN ISO 10545-13	Manufacturer's Declaration	Complies with standard
Resistance to Household Cleaning Products	EN ISO 10545-13	Minimum Class GB	Complies with standard
Resistance to Staining	EN ISO 10545-14	Minimum Class 3	Complies with standard
Release of Lead and Cadmium	EN ISO 10545-15 SI2006 No.1179: The Ceramic Articles In Contact With Food (England) Regulations 2006	Manufacturer's Declaration	Complies with standard