

# NATURA HDP

High Definition Porcelain®

Color Body Porcelain Floor & Wall Tile



floridatile

# HDP HIGH DEFINITION PORCELAIN

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BY [floridatile](#)

Natura<sup>HDP</sup> by Florida Tile is another beautiful series to bear the HDP symbol of High Definition Porcelain. Created to signify a revolutionary new product category, HDP utilizes the most technically advanced glazing system in the industry today, digital printing. Like the technology that changed the television industry, High Definition Porcelain brings you the most realistic image possible, except it is on a tile.

Much like the picture on your television screen, the graphics on tiles are made up of millions of small dots of color. The smaller the dots, the higher the definition. In the 80s, most manufacturers used silk screens to apply glazes. The resolution was low and each set of silk screens produced only a single color pattern. Tile had to be rotated during installation or it was immediately obvious that every piece looked the same. The Roto-color process was a huge step forward in the 1990s and allowed for a pattern that would not be repeated for 20-30 tiles.

Digital technology uses 500 injectors to print with greater variety and less repetition in the overall pattern. This process allows for a production pattern that is not repeated for 180 ft. This is 8 times the variation of a conventional Roto-color machine and a far better resolution. Today, with the advances in glazing technology, High Definition Porcelain utilizes a digital printing process pioneered in inkjet printers. This is a huge leap forward in both resolution and pattern variation, creating a porcelain tile that is virtually indistinguishable from real wood.

Digital printing is done without direct contact with the surface of the tile, the glaze is sprayed on. This removes the unprinted edges known as framing and the unglazed valleys that are often created with the Roto-color process. Digital printing technology also allows for the creation of low relief patterns, hand made effects, fabric looks and mosaics. Trim shapes like the Bullnose can be made with the same process as the floor and wall tile. The digital process can also reproduce the look of rustic stones, marble and even wood without the complexity of filling, honing or double pressing.

While this concept is simple in theory, it has taken decades of painstaking work to bring the technology from the research and development laboratories to the production line. Continuing to be an innovator in the industry, Florida Tile is the first manufacturer to bring this technology to the United States.

Another benefit that Florida Tile always strives for is the continual reduction of waste and reducing the environmental impact of its manufacturing facility. Digital Printing is extremely low maintenance and incorporates an automated self cleaning system. The machine also recycles unused ink and produces no waste, creating a more efficient production process.

While the look is what draws your eye, High Definition Porcelain products from Florida Tile combine the best of both worlds, a rugged and low maintenance tile that looks just like real wood. One look at the Natura<sup>HDP</sup> series and you will know immediately that you have never seen anything so real in a manufactured product. High Definition Porcelain from Florida Tile.

# BENEFITS OF PORCELAIN OVER WOOD



Shown: 28017 6x24 Cape Cod Charcoal, 28004 6x24 Wilmington White 28088 6x24 Cayman Red & 28034 6x24 Hampton Blonde

## **TECHNICALLY BETTER THAN WOOD**

- Never scratches, dents or splinters
- Maintenance free - never needs to be refinished
- Easy to clean with just soap and water
- Can be used indoors and outdoors
- Pet friendly - will resist all kinds of "damage"

## **LOOKS AS GOOD AS WOOD**

- Each piece is unique - no repetition for 150 pieces
- Minimal grout joint - can be laid as close as 3mm
- 6 x 24 shape like the most popular woods in the market
- Designed after the most elegant and classic natural woods

WILMINGTON WHITE



Shown: 28004 6x24 Wilmington White

28004 6x24  
Wilmington White





Shown: 28013 6x24 Nantucket Gray



28013 6x24  
Nantucket Gray



Shown: 28017 6x24 Cape Cod Charcoal

28017 6x24  
Cape Cod Charcoal





HAMPTON BLONDE

Shown: 28034 6x24 Hampton Blonde



28034 6x24  
Hampton Blonde



Shown: 28060 6x24 Newport Blue

28060 6x24  
Newport Blue







CAYMAN RED

Shown: 28088 6x24 Cayman Red

28088 6x24  
Cayman Red



**C H A R L E S T O N B R O W N**



Shown: 28092 6x24 Charleston Brown

28092 6x24  
Charleston Brown





Shown: 28017 6x24 Cape Cod Charcoal



Shown: 28004 6x24 Wilmington White



Shown: 28060 6x24 Newport Blue



Shown: 28092 6x24 Charleston Brown

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## Typical Uses

Natura<sup>HDP</sup> porcelain tile is ADA compliant and appropriate for all residential and commercial wall and countertop applications, residential & most commercial floor applications.

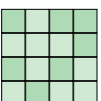
This Florida Tile product will contribute to USGBC LEED points and the ANSI approved NAHB Green Building Points.

Properties <sup>1</sup> (Floor)	ASTM	ANSI	Results
Coefficient of Friction <sup>2</sup>	C-1028	Varies	Dry 0.7 Wet 0.6
Dynamic COF		>0.42	Pass
Durability Classification <sup>3</sup>	C1027	N/A	Class IV
Glaze Hardness	Mohs Scale	N/A	6 Mohs
Break Strength	C-648	250 lbs.	800 lbs. avg.
Water Absorption	C-373	<0.5%	<0.5%
Thickness			11mm

<sup>1</sup>These values vary from lot to lot.

<sup>2</sup>Dry & Wet values from independent test laboratory.

<sup>3</sup>Class I Light Traffic Areas, Class II Light Medium Traffic Areas, Class III Medium Heavy Traffic Areas, Class IV Heavy Traffic Areas, Class IV+ Extra Heavy Traffic Areas (High resistance to scratches and stains)



V2 = Slight Variation  
Distinguishable differences in texture and/or pattern with similar colors



Recycled Content



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Field Tile Nominal Size <sup>1</sup>	Metric (cm)	Pcs./Sq Ft <sup>2</sup>
6" x 24"	15x60	1

<sup>1</sup>These values may vary from lot to lot.

<sup>2</sup>These values are based on actual sizes including the grout joint.

Trim Name	Shape	Field Tile SKU	Field Tile Nominal Size
Bullnose		P43N9	3"x24"

## Color Variations

Color reproductions in this printed piece may vary from actual tile colors. Final selection should be made from actual tile samples.