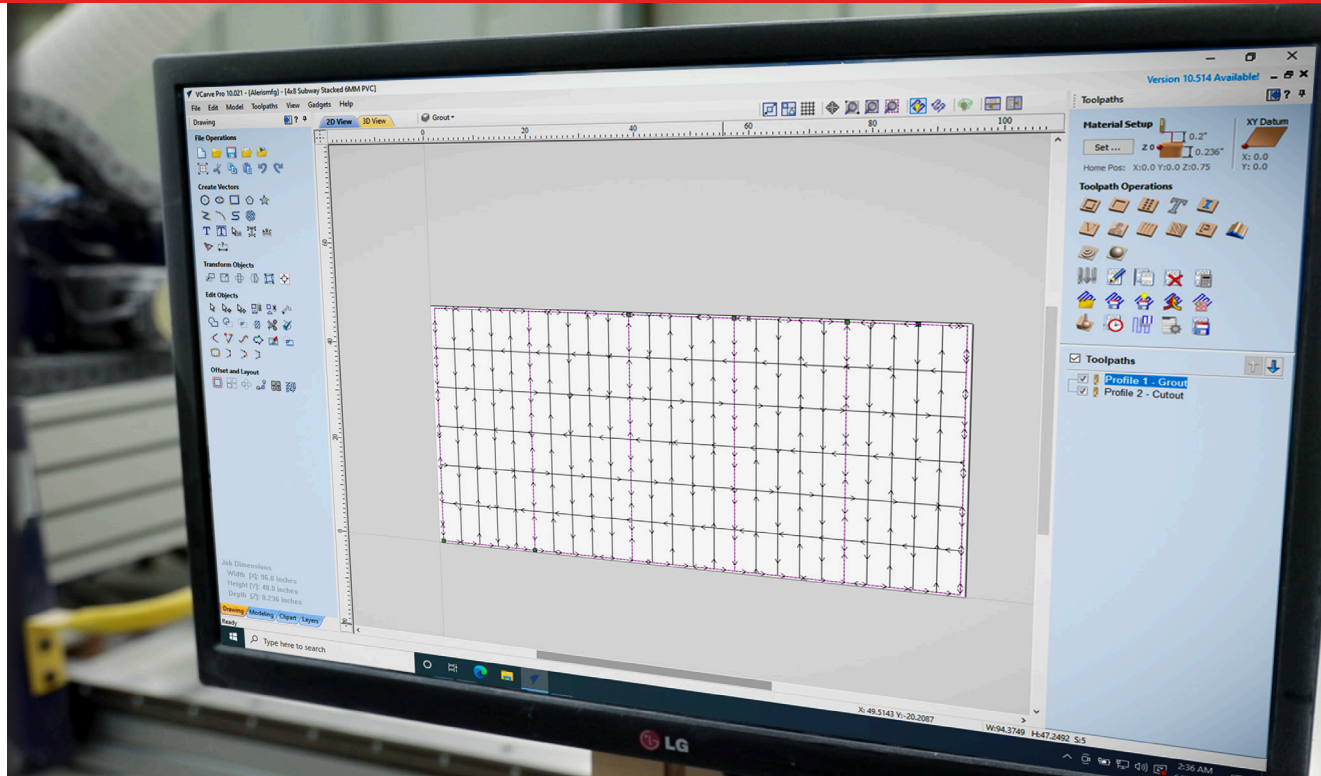




## CUSTOM TILE DESIGN

From initial sketch  
through final  
installation

Comet Development  
Bermuda Run Apts  
Greensboro, NC



CASE STUDY SERIES



**Seth Coker**

**Owner**

Comet Development  
Bermuda Run Apartments  
Greensboro, NC

## THE PROJECT:

Comet Development builds apartment communities throughout North Carolina and South Carolina. Targeting the renter, Comet properties are all-new, Class A suburban construction, delivering 400-500 units per year. The challenge we were given was to work with their designers to create unique, branded look and delivery a templated kit to be installed very easily and quickly.

While the bulk of our tile panel products reflect common industry designs, such as various subway configurations, our design-to-delivery manufacturing processes are especially well-suited for uniquely designed, yet mass produced tile panels that can help increase the intrinsic level of luxury and marketability of any property.



Comet Development is one such client, who after seeing our standard product samples, presented us with a “what-if” scenario. In a very short period of time, we went from brainstorm to delivery with a solution that not only matched their brand standards, but also their installation speed and durability requirements. This Case Study illustrates how our manufacturing process translates into our ability to deliver unique patterns that our customers can specify, but still maintain the installation speed of our standard patterns.

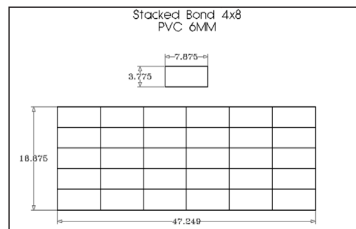
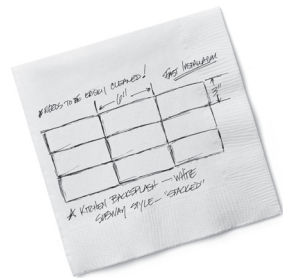
***“One of our designers that we worked with, he was given the standard samples that Six3 Tile does and he says, “well I’d really like to see something like this [stacked subway design], I think it’s more keeping with the style of what we’re trying to do here. It’ll give us a fresher look and help differentiate us from our competitors.” The Six3 Tile team went back and was able to make the samples that we needed and we rolled with them on construction and it’s been great.”***

**SIX3  
TILE**



## Step 1: Brainstorming

The first step in a custom designed tile panel is to reimagine the client's idea into a physical tile panel. In some cases we are provided with an established design and file format (like an EPS file), but we can work with virtually anything - including a cocktail napkin.



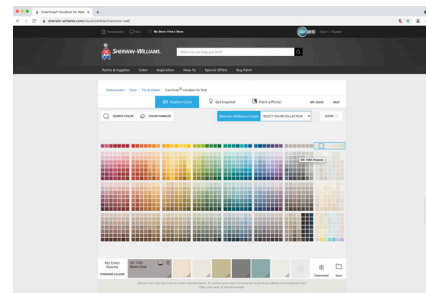
## Step 2: Tile Panel Layout

The next step is to convert the tile design into a format that will be easily installed: the actual tile panel that comes out of the box and up on the wall, in a size and format that best meets the client's installation needs. In some cases, minor adjustments may need to be made to the individual tile size or width of the grout line.

## Step 3: Color Selection

Custom color requests can be a part of the initial design discussion or we can help with the selection. We have worked with our color partner, Sherwin-Williams, to determine the best formulation for our coatings. Designers can specify any SW color swatch from their library of 1500 colors and we can reproduce it.

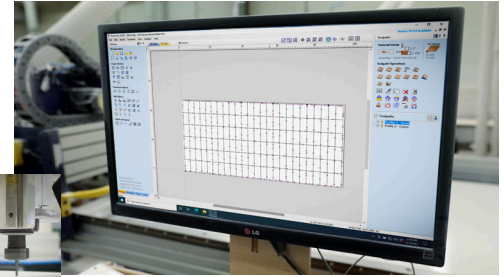
PROUDLY FINISHED WITH  
**SHERWIN-WILLIAMS**  
COATINGS





#### **Step 4: CNC Cut File**

Once the individual panel design is approved, we translate that layout into a “cut file” used by our CNC routers. Several individual installable panels will be cut from large raw material sheets. The cut file is important because it instructs the CNC routers to cut several final panels in the most time-efficient manner.



#### **Step 5: Color Application and Final Coating**

Color and protective coatings are applied through our automated spray systems. Precise application and color mixing is achieved, resulting in fast and accurate work flows.

#### **Step 6: Quality Control**

Our QC processes are built into every step along the tile panel creation process, but a final master check ensures each and every panel meets our strict quality standards before it is packaged and shipped to our customers.





# SIX3 TILE

an **aleris** company

119 Grace Avenue  
Lancaster, SC 29720

[www.SIX3TILE.com](http://www.SIX3TILE.com)  
[www.FACEBOOK.com/six3tile](https://www.FACEBOOK.com/six3tile)  
[www.YOUTUBE.com/six3tile](https://www.YOUTUBE.com/six3tile)  
[www.VIMEO.com/six3tile](https://www.VIMEO.com/six3tile)



PROUDLY MADE IN THE USA

## RESULTS:

Through our symbiotic creative and technical partnership with Comet, we were able to deliver a unique look that is easy to install, catches the eye and helps increase the marketability of their properties. As Seth put it, **“If you can’t get what both will make the designers happy and the actual construction managers happy, you’re just not going to get spec-ed on our jobs. This has really become a great solution for us.”**



While this Case Study demonstrates our ability to deliver a relative simple design, our digital design process and computer-controlled cutting and painting capabilities allow us to create virtually any pattern and layout.

If you can draw it, we can make it!

## FOR MORE INFORMATION and TECHNICAL SUPPORT

Additional information about us can be found on our website. You can also connect with us on our Facebook page. We have a variety of instructional videos on our YouTube and Vimeo channels as well as a Resources section on our website, with downloadable installation and maintenance guides, useful tools and other technical information.



CUSTDSGN\_08012021\_r01  
All Rights Reserved, Aleris LLC