



THE BUILDER'S PERSPECTIVE

Kitchen Backsplash
New Construction

Comet Development
Bermuda Run Apts
Greensboro, NC





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.

Challenges:

- Work with client' designers to create unique, branded look
- Deliver a solution to address specific problems
- Create a templated kit to be installed very easily and quickly
- Durability and ease of cleaning were priority features



“The installation process is as painless as advertised. Six3 Tile, for us, is a good solution to solving a long-standing problem we haven’t been able to figure out for a long time.”

**SIX3
TILE**



From a builder's perspective, what are the benefits you see with a product like Six3 Tile?

"The Six3 Tile product solved a long-running problem for us. For us, we use it in the kitchens, behind the sinks and behind the ranges, where you traditionally have a lot of water spots or grease spills."

In terms of your cost of construction, does Six3 Tile help in that process?

"If you're putting in tile, you have this long and cumbersome process that's very expensive, but [Six3 Tile] is significantly less expensive and less timely to install than going with a full tile solution. Six3 Tile can keep up with our pace of new construction where we're delivering a lot of units and keeping up with the production volume."



How important is that symbiosis between designer and a company like us to come to a common goal?

"One of our designers that we worked with says, 'I'd really like to see something like this [stacked subway design]. 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. 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."

What's the effect on "first impressions" does this product have for people looking to rent?

"It catches the eye – it is a good marketing thing and it goes with the rest of the finishes with the granite or quartz countertops we do and the solid wood cabinets. So it blends right in with all the other high-end finishes. I think it helps sell the property. It was able to installed as advertised, quickly. The price point is palatable for us to be able to use it on a large basis."

SIX3 TILE

an **aleris** company

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RESULTS:

As a builder, Seth was happy with the problem-solving and design flexibility we brought to the table. Not only was he satisfied that, together, we were able to help Comet solve some long-standing problems for their kitchen backsplash applications - namely speed of installation, durability of materials and ease of cleaning tough areas behind the stove.

From a builder viewpoint, with an eye towards marketability and profitability, it is valuable to be able to work with a supplier who can be quick to develop creative solutions, responsive to the needs of the installers and can deliver a product as advertised and fit within their construction schedule.

Take Aways:

- Installation of tile sheets is extremely fast, speeding up workflows exponentially.
- Our PVC-based product is easy to work with, durable and flexible.
- We can work with designers to develop a distinguishable and marketable look to their properties.
- Being responsive to the builder's needs, while offering proactive solutions, is key to problem-solving and fostering a symbiotic relationship.

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.

**Custom colors are available in quantity.*



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