



THE DESIGNER'S PERSPECTIVE

Kitchen Backsplash
Renovation

Private Residence
Charlotte, NC





Brooke McGinley

Architect
Robert Johnson Architects
Charlotte, NC

THE PROJECT:

Installation of a kitchen backsplash in an owner-occupied home. The residence was about to go on the market. The backsplash was the last enhancement to be completed. Brooke, the owner, is an experienced architect and designer - she wanted a non-standard pattern in a color that complemented the established modern renovation palette.

Challenges:

- Limited time to install - had to be in/out in less than 2 hours
- Minimize construction mess because reno was complete
- Herringbone pattern had to be exact
- Odd corners and angles, including a stacked area



“They come in and – bam, bam, bam – they pop it up with some glue in your space, and they just grout it and you’re done. So it’s a lot faster – it’s a lot more technically correct.”



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

"I think the benefits here are going to be in a renovation project or a project that's on a tight deadline. We've had projects where we had to get the product done quickly and efficiently. You don't have to think about it. And I think this is definitely the product for that."



From a unique design standpoint, how does Six3 Tile work for you?

"As a designer, we come up with different types of design... different patterns, different textures, different colors, everything as we're putting together these different spaces. We need a product that's going to be as fluid and flexible as our designs might be. And I think Six3 Tile really accomplishes that because they are using the [CNC] machines in a way that we design."

Talk about the design process: what we can see in the computer can be seen on the wall.

"We're always talking to our clients trying to get them to imagine the bigger space, how the space is going to be when it's completed. I think that's a huge struggle that every designer faces because we are definitely "space-thinking" and our clients aren't always space-thinking. It's helpful to have the ability to put together a presentation for them to see [the] space. With our technology, with Six3 Tile's technology, we can pair the two... and they're going to understand that, "hey this really does look good - let's go this direction."

How long did it take to make the transformation?

"It only took a couple of hours. That's what everyone is looking for - time and efficiency and Six3 Tile definitely has that."



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an  aleris company

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PROUDLY MADE IN THE USA

RESULTS:

As a homeowner, Brooke was extremely happy with the result. When she first saw the tile sheets, she was skeptical that they would be a convincing substitute for ceramic tile. However, once installed and grouted, she was sold. She was also very impressed with the incredible speed of installation and with the perfect alignment of the herringbone pattern, a notoriously difficult pattern to install with traditional ceramic tile.

From a designer/architect viewpoint, it is valuable to her to have the ability to present various tile designs to a client that can be replicated by Six3 Tile in exact detail, including the color. This is due to our implementation of digital design and CNC technologies.

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.
- Final installed product, no matter the pattern or color, is indistinguishable from ceramic tile.
- If you can draw it, we can make it. We can work with your architects to take their clients' vision and put it on their walls - including customer colors.*

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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