

AMERICAN MADE IN THE CLAY-RICH REGION OF OHIO

SENECA TILES HANDMOLD

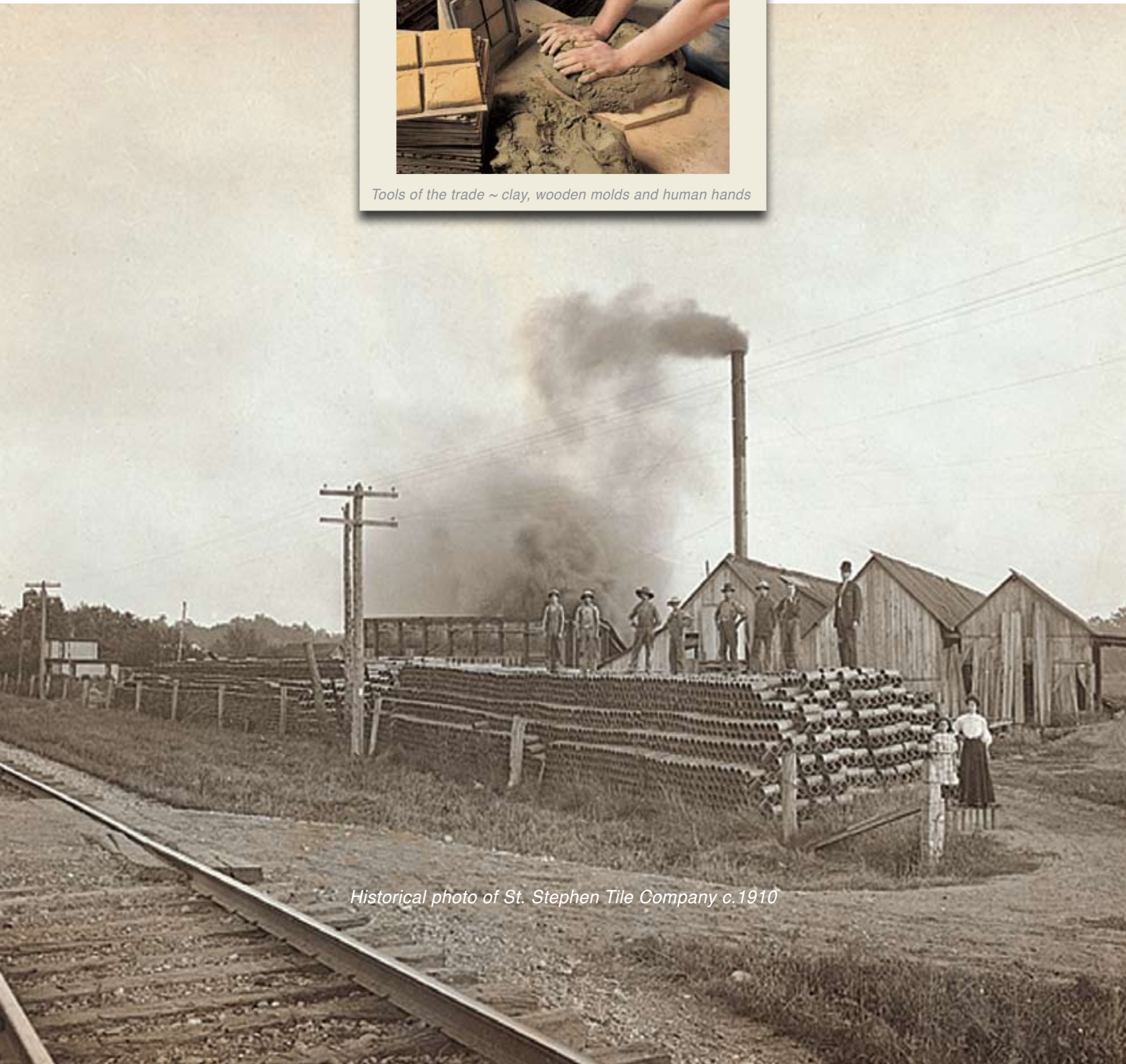
Authentic Handmade Tile
Glazed Handmold
SenecaCotto
Luxury Glass Mosaics
Crackled Glass Stoneware



HANDMOLD



Tools of the trade ~ clay, wooden molds and human hands



Historical photo of St. Stephen Tile Company c. 1910

The St. Stephen Tile Company was founded in 1906 to manufacture clay field tile used to drain the rich farmland in Seneca County, Ohio. For over 100 years, small factories were built near rich clay deposits that dot the Midwest. Their products were the bricks that built the growing towns and the tiles that drained the farmers' fields. Their kilns, as big as houses, were made of brick and shaped like beehives.


Since 1978, Seneca Tiles craftsmen have engaged in the ancient art of tilemaking. Using methods dating back to the turn of the century, their efforts have produced a truly remarkable group of products unlike any other found in the mainstream marketplace today. All Seneca Tiles products are the result of using generally abandoned techniques that impart a unique character to each and every tile. These valuable techniques were discarded by virtually all tile manufacturers to accommodate the demands of mass production, sacrificing the natural, desirable characteristics of the clays and glazes. This has resulted in a limited selection within most tile lines.

Seneca Tiles has chosen a different approach – to resurrect the more traditional methods, providing handcrafted, intrinsically interesting tiles... tiles that express the warmth of the human hand. Instead of masking the natural variations of the tiles with highly refined ingredients made under laboratory-like conditions, the Seneca Tiles philosophy celebrates the inherent characteristics of

naturally made tiles. It is this difference that inspires architects and designers to include Seneca Tiles in some of their finest creations, as well as in their own homes.

Using a special blend of local clays, wooden molds, and techniques developed hundreds of years ago, Seneca Tiles offers its Handmold series. While soft, moldable clay, individually batched glazes, and natural oxides are the ingredients of the tiles, the "magic" that is Seneca Handmold is in the human hand. Skilled craftsmen vigorously beat handfuls of plastic clay into shallow wooden molds. Excess clay is then scraped from the top of the mold. A wooden drying board is placed over the mold; together they are carefully inverted; the mold is lifted, and a tile falls free. "Handmade."

This is the essence of Seneca Handmold – the labor-intensive, slow, skilled process of forming tiles one at a time that sets this product apart from other tiles. This age-old process is completed by drying the tile, applying one of many glazes and, finally, firing under carefully controlled conditions. Whether it is the rugged beauty and individuality of the field tiles, the subtle charm of the embossed decoratives, or the intricate designs of the hand-mounted mosaics, you can be certain that no product available can match Seneca Handmold for its authentic nature, reasonable cost, and dependable availability.



Authentic beehive kilns are still
an important part of our
firing techniques used to impart
the distinct character that
makes Seneca Tile unique

SENECASELECT

rustic elegance

Transcend the ordinary with SenecaSelect, featuring high relief decorative tiles available in both monochrome and polychrome. A soothing palette of field tile colors complement the decorative concepts of Chateau, Vineyard and Bistro collections, while offering the durability and character of Handmold. Available in a variety of decoratives, trims, moldings & mosaics.



Latte



Vanilla



Amethyst



Sawgrass



Bermuda



Smoke




Cappuccino



Mocha



Espresso



Walls become your canvas
of color and texture
when you combine
SenecaSelect field tiles
with SenecaSelect
decoratives

*“Art washes away from the soul the dust of everyday life”
~ Pablo Picasso*

RENAISSANCE

rich stone-like finish

These highly variegated glazes exhibit a distinctive combination of matte, stone-like finishes with random areas of gloss. Subtle warm hues create a beautiful warmth and rustic quality.



Dune



Bamboo



Adobe



Sierra



Sedona



Celadon



Evergreen



Eggshell



Sapphire



Sierra



Eggshell, Celadon, Evergreen, Sedona tiles

Evergreen

REFLECTIONS

texture & gloss

A series of translucent, gloss glazes that exhibit
random shades of concentrated colors,
accentuated by the varied pressures of hand forming.



Honey



Sandalwood



Driftwood



Cedar



Pewter



Desert Rose



Aquamarine



Forest Green

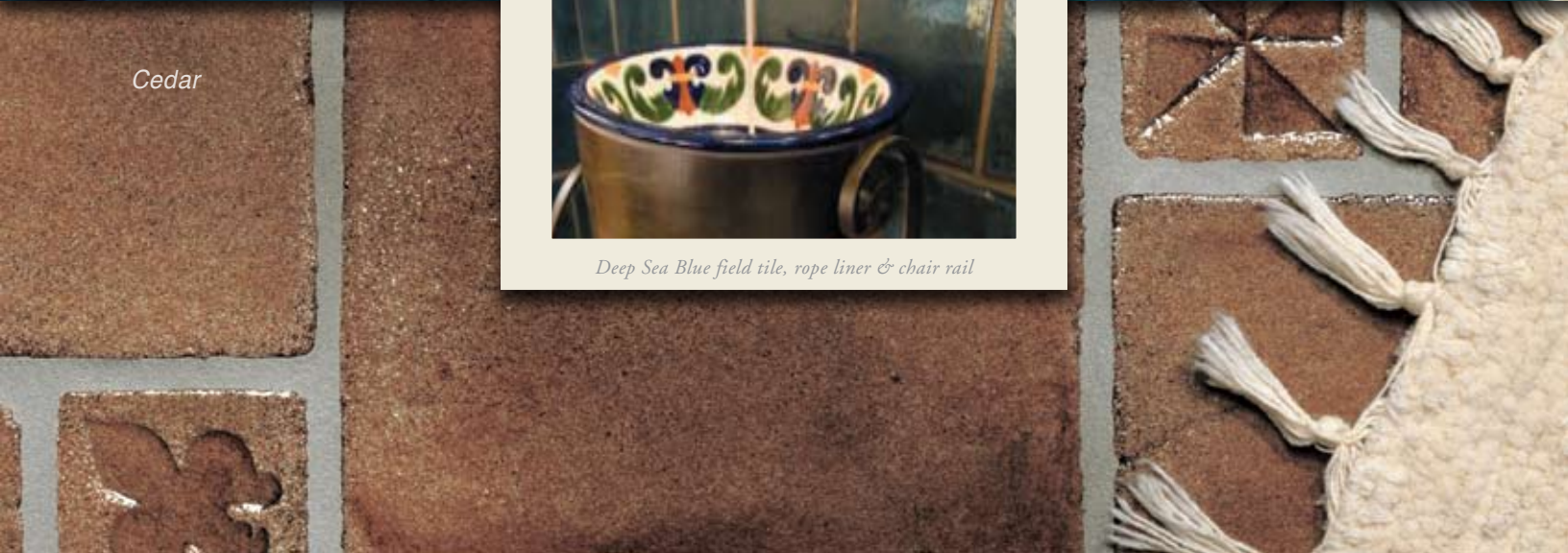


Deep Sea Blue

See back cover for special maintenance instructions



Forest Green



Cedar



Deep Sea Blue field tile, rope liner & chair rail

OLD WORLD

deep, sensuous color & texture

Traditional vibrant opaque glazes
with variations in shading unique to an
authentic, hand-molded, one at a time process of tilemaking.



Arctic White



Almond



Terra Cotta



Moss Green



Peacock



Periwinkle



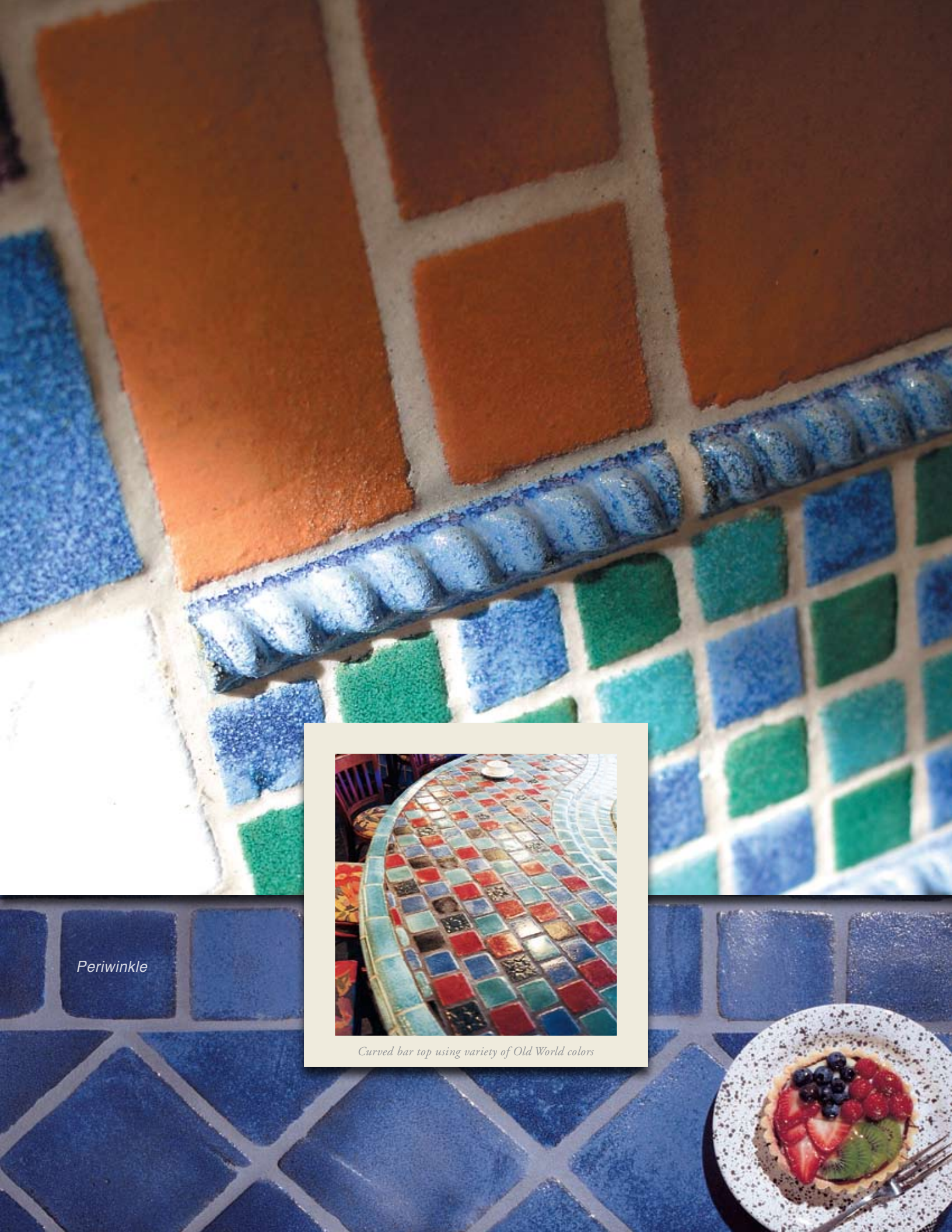
Burgundy



Redwood



Raven



Periwinkle



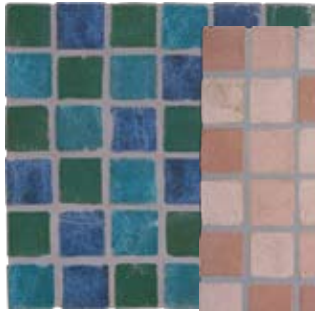
Curved bar top using variety of Old World colors



SenecaBlends

intriguing variation

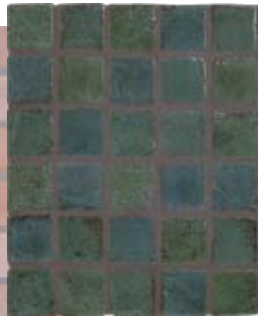
Create a completely unique installation by grouping three or four colors of the rich varied palette of Handmold tile into a Blend. Create your own Blend or choose from Seneca's Blends including New England, Desert, Rainforest, Icelandic, Caribbean & Muir Woods.



Caribbean



Desert



New England



Icelandic



Rainforest



Muir Woods



Glacier Blend



Key Largo Blend



Coconut Blend

Visit SenecaTiles.com for more examples of SenecaBlends



New England Blend

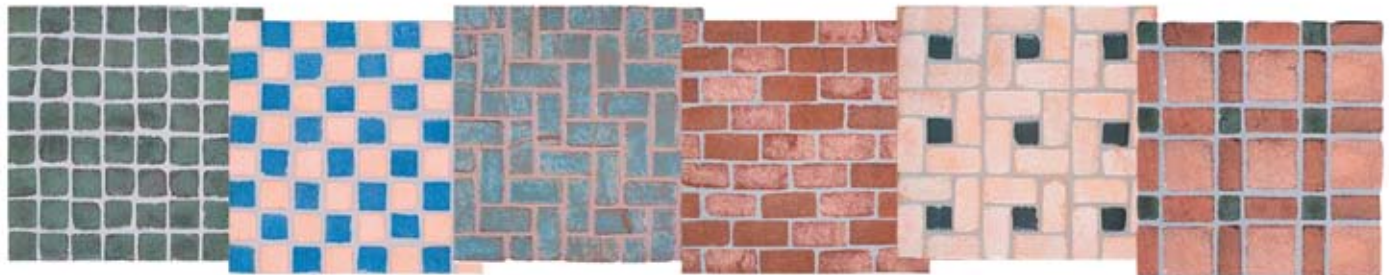
2 x 8 Glacier Blend



Bathroom - Custom Blend

MOSAICS & DECOS

Available in border patterns or in sheets, Molded Mosais are the last word in mounted, authentic handmade tiles. Whether in solid colors, SenecaBlends or your own color preference, Molded Mosais will make any project extraordinary.



Style L* - 11^{5/8} x 11^{5/8}

Style M - 11^{5/8} x 11^{5/8}

Style N* - 11^{5/8} x 11^{5/8}

Style O* - 11^{5/8} x 13

Style P - 13 x 13

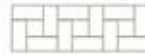
Style Q - 13 x 13



Style F > sold as 6 x 9



Style G > sold as 4^{1/2} x 13



Style H > sold as 6 x 12
(shown with optional bar liner)



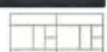
Style I > sold as 5 x 12
(shown with optional bar liner)



Style J > sold as 4 x 8



Style K > sold as 6 x 12
(shown with optional bar liner)



* Available in any individual color or in SenecaBlends. Sizes listed are actual.



Checkerboard
3 x 8, 8 x 8,
6 x 12, 12 x 12



Leaf
3 x 8, 8 x 8,
6 x 12, 12 x 12



Ivy
3 x 8, 8 x 8,
6 x 12, 12 x 12



Impressed Decoratives



Fleur-De-Lis
3 x 3, 4 x 4, 6 x 6



Daisy In Frame

Chateau Collection

wall border 4 x 12

wall decos 4 x 4

MONOCHROME



Stone Border



Stone Corner



Stone Deco

POLYCHROME



Stone Border



Stone Corner



Stone Deco

MONOCHROME



Stone Border



Stone Corner



Stone Deco

MONOCHROME



Grapevine border



corner



Cabernet



Chardonnay



Grape Leaf

POLYCHROME



Grapevine border



corner



Cabernet



Chardonnay



Grape Leaf

Dot - 3 x 3

SENECA COTTO

authentic handcrafted terracotta

From America, Ohio craftsmen have developed the most unique real clay terracotta available - an authentic unglazed tile with a rich centuries-old appearance. Hands-on craftsmanship, combined with the “soaking” and “flashing” of Seneca Tiles turn-of-the-century beehive kilns, produces authenticity, character, charm and unique originality. SenecaCotto has the worn and weathered texture found only in a truly handmade product made centuries ago.



Brick Cotto Unflashed



Brick Cotto Flashed



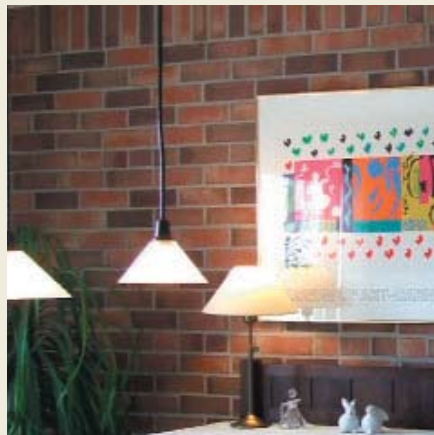
Weathered Cotto Unflashed



Weathered Cotto Flashed

Sizes available:

4" x 8", 2 5/8" x 8", 8" x 8", 12" x 12", 8" x 16",



Weathered Flashed





SENECACotto METALLIC

BEAUTIFULLY HANDCRAFTED , WORN & WEATHERED METALLIC SURFACE

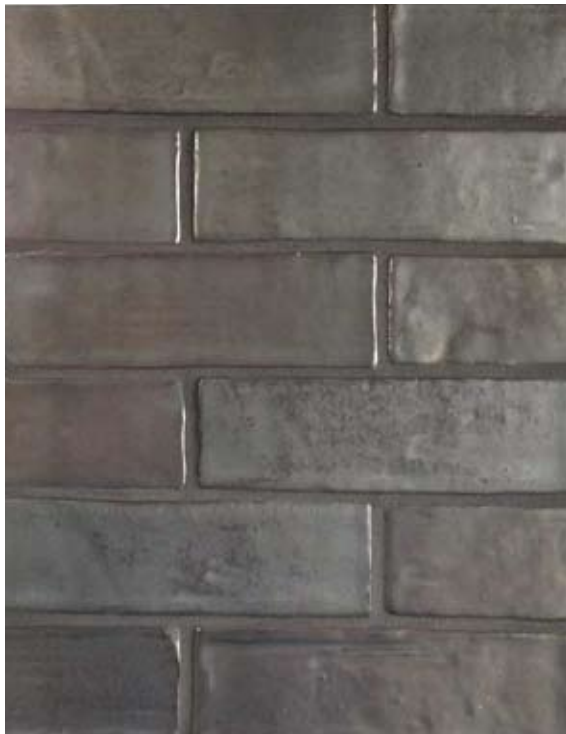
The SenecaCotto Metallic collection consists of four colors in the standard brick sizes of handcrafted, worn and weathered surfaces,



Brushed Bronze



Aged Bronze



Brushed Silver



Aged Silver

TECH NOTES

Continued beauty & performance of your Seneca Tiles is assured by following these simple guidelines:

Ordering: All Handmold tiles are nominally sized - this means a 6" x 6" tile will be 5 5/8" x 5 5/8" design size, all tiles sold assuming a 3/8" grout joint. Because of the handcrafted nature of our tiles, all dimensions given are approximate.

Tiles may exhibit variations from samples and within a shipped lot. Variations may include, but are not limited to, size, color, texture, & shading etc.

For additional slip and/or wear resistance on Handmold glazed tiles, an optional abrasive finish is available.

Most Handmold tiles are packaged 10 square feet to the carton including a 3/8" grout joint. Trim and decorative tiles are packaged per piece.

Installation: Techniques for installing Handmold tiles are much the same as those used in standard practice with quarry tile. Specifications for every situation can be found in the Handbook of Ceramic Tile Installation published by the Tile Council of North America.

Because our tile is handcrafted, it is not possible to install Handmold tile with the precision normally practiced with machine made tile. In fact, your installation's non-uniform appearance and surface variations will contribute to the warmth, charm, and character created exclusively with the use of Handmold.

Not intended for exterior use where freezing temperatures may occur. Glazed tiles are not recommended for exterior horizontal use. Maintenance: Regular cleaning is easy - just sweep regularly and damp mop

as necessary, using warm water and a neutral cleaner. To clean stubborn spots or grout joints, use a stiff, natural bristle brush.

NOTE: The unique nature of the Reflections Collection colors are such that we recommend a minimum of two, thorough coats of Aqua Mix Sealers Choice Gold 15 penetrating sealer, or an equivalent, be applied to the tile and grout joints as soon as possible after grouting. This will help prevent liquids from penetrating the glaze or body of the tile.

Important: In regularly wet areas, such as a shower, it is common for some Reflections tiles to darken and lighten as they become wet and then dry. In cooking areas, around a stove on counters and backsplashes, cooking oil splatters should be cleaned up as soon as possible, as oils may permanently darken some tiles. It is suggested that you reseal these areas of Reflections tiles periodically to help maintain their resistance to liquid penetration. Still, some spotting from liquid penetration may be possible.

LEED & Green Information: We are proud of the way we treat the environment by using clays sourced within 100 miles of our facility that are then minimally processed from their natural state through to the finished product. This fact may aid in LEEDS points awarded for regionally manufactured materials. (LEED

Categories 5.1 &/or 5.2) Ceramic tiles by their very nature are inert, non-combustible, non-toxic and are completely free of any volatile organic compounds.

Further, ceramic tiles allow for the use of low VOC adhesives & grouts that will not reduce indoor environmental air quality. We recycle a waste product of coal-fired electricity production into the body of many of our unglazed tiles.

Additionally, we reclaim our own liquid waste glaze residue and our scrap clay and put it back into our clay body, which makes our already dense clay body all the more durable. Heat captured from our kilns is used to dry our tiles prior to firing, as well as heat much of our plant during cooler months. These measures not only help maintain the environment, but eliminate several items from the waste stream.

Even our off grade tiles are stacked in our yard and picked over endlessly by residential and commercial users alike to create their own individual masterpieces so they never end up in a landfill. The recycled use of post-industrial materials in our tiles, the low impact manufacturing methods we use, products we make with abundant, local raw materials, and the reclamation of much of our own waste help us achieve our goal to help keep our environment clean and safe.

Seneca Handmold conforms to ANSI 137.1 as Special Purpose Tile. Our tiles are produced, graded and packed to our stated specifications. When requested by the purchaser prior to production, a Master Grade Certificate may be issued certifying compliance with properties mutually agreed upon by purchaser and Seneca Tiles Inc.

Seneca also offers Quarry Pavers



Quarry Paver Aquarium Blend

Quarry Pavers Red Ironspot