N A T U R A L : D E S I G N
SURFACE EMOTIONS

L A N D M A R K
CERAMICS
Design porcelain ceramics for floors and walls inspired by American walnut planks are crisscrossed by delicate design traces, so typical of the manufacturing of natural materials such as planing, veining, saw cutting. Every detail enriches the product, giving identity, expression and strength to the four different shades in the range.

“Wood” is a gathering of porcelain tile collections that reflect various natural wood essences. Floor and wall surfaces accurately reproduce the touch and look of the natural material matching different interior decoration styles. The authentic texture and feel of natural wood combines with the excellent technical characteristics of Landmark porcelain tile that guarantees optimal performance in every intended use both residential and commercial.

A new landmark in the ceramic industry

Landmark Ceramics is an American company, based in Tennessee that has set out to research, manufacture and sell top quality porcelain ceramics in North America, taking advantage of the proven experience of the Gruppo Concorde, an international leader in the sector. Technological innovation, market presence, attention to detail, the welfare of people and the environment, efficient service and a thorough product range make Landmark a new benchmark in the North American market for those who are looking for a reliable partner for any building and architecture project using US made top quality porcelain tiles.

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Marked and elegant, the Natural Design collection creates cozy and warm atmospheres in contemporary style venues. The intense and extremely natural color of the wood-look surface pervades the living space giving strong visual emotions and warm tactile feels.

**REFINEMENT**

**INTENSE**

**PROJECT**

**FLOOR DESIGN**
Natural Design Walnut - 8”x40”

**WALL DESIGN**
Charme Calacatta Gold - 12”x24”
The soft surface finish, crisscrossed by micro-textures, emphasize the natural feel of the product.

PROJECT
FLOOR DESIGN
Natural Design Walnut - 8”x40”
WALL DESIGN
Charme Calacatta Gold - 12”x24”
Colors and graphic richness in the 8x40 plank size enrich the design project.

PROJECT

FLOOR DESIGN

Natural Design Almond - 8”x40”
Natural Design Pepper - 8”x40”
Any wood essence is a blend of different shades that make the surface a pleasant mix of hues and nuances. The contemporary venue takes on a strong and bold character thanks to the marked identity of graphic details and knots that are so typical of natural wood manufacturing.

**PROJECT**

**FLOOR DESIGN**
Natural Design Almond - 8"x40"

**WALL DESIGN**
Attitude Light White - 8.5"x10"
In any color of the range, veining and shades express the warmth of wood.
Details of wood manufacturing and delicate graphic hints stress the real natural effect of the surface.

PROJECT
FLOOR DESIGN
Natural Design Pepper - 8"x40"
WALL DESIGN
Brick World Soho Black - 3"x12"
ECO-FRIENDLY AND SAFE
doesn’t burn or smoke

RESISTANT TO ACID

RESISTANT TO FROST

FLOOR HEAT FRIENDLY

EASY TO KEEP CLEAN

NO VOC
volatile organic compound

WATER PROOF
doesn’t absorb

FADE RESISTANT
stable chromatically over time

DOESN’T BEND
hard and compact

PET FRIENDLY
dog and cat scratch proof

RESIDENT TO FROST
snow and ice proof

EASY TO KEEP CLEAN

NO VOC
volatile organic compound

WATER PROOF
doesn’t absorb

FIRE PROOF
doesn’t burn or smoke
This porcelain tile product is manufactured with a V3 shade variation. Remember that the amount of color as well as the texture of each piece may vary from tile to tile. Inspect the product immediately upon delivery and select tiles from many boxes during installation to minimize and blend any possible color difference.

The color of tiles printed in this catalog may differ from actual tiles. Tile color reproductions in the catalog are representative only. Slight tone and shade variations are inherent in porcelain tiles. Before selecting a color, we recommend that you contact your local representative, who will provide you with a sample piece of the requested tile.

Available size

8"x40"
- 0.35" / 9 mm
- 7 ¾" x40" nominal size

24"x24"
FRONTIER20
- 0.8" / 20 mm

Color shading

V3
**Recommended Use**

Natural Design is recommended for indoor floors, walls, countertops, and outdoor walls in commercial and residential application. The use of Natural Design is not recommended for outdoor application or horizontal exterior surfaces. Landmark recommends an offset no greater than 30%. If a staggered pattern is required for tiles of 20” inches or longer, Landmark recommends the use of leveler for a proper installation.

**Care and Maintenance**

Do not apply any wax or sealer to the product after installation. Regular cleaning is the best way to keep Natural Design tiles looking good. Use clean, hot water (add household cleaner for more aggressive cleaning). Rinse thoroughly and dry with a soft cloth to prevent water spots. Please visit lcusa.com for further information regarding the care and maintenance of Landmark products.

**Warranty**

Landmark guarantees that its products will meet or exceed the performance specifications set out in ANSI A137.1-2012 and in the performance specifications section of the Landmark general catalog. For more information, please visit our website at lcusa.com.
<table>
<thead>
<tr>
<th>PHYSICAL PROPERTIES</th>
<th>TEST ASTM</th>
<th>NORTH AMERICAN STANDARD A137.1</th>
<th>RESULTS</th>
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<tbody>
<tr>
<td>Water absorption</td>
<td>C373</td>
<td>≤ 0.5%</td>
<td>COMPLY WITH ANSI A137.1</td>
</tr>
<tr>
<td>DCOF Average dynamic coefficient of friction</td>
<td>BOT 3000 test</td>
<td>≥ 0.42</td>
<td>≥ 0.42</td>
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<tr>
<td>Resistance to freeze/thaw cycling</td>
<td>C1026</td>
<td>As reported</td>
<td>RESISTANT</td>
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<tr>
<td>Warpage (edge)</td>
<td>C485</td>
<td>Warpage ≤ 0.4% or ≤ 0.05 in</td>
<td>COMPLY WITH ANSI A137.1</td>
</tr>
<tr>
<td>Warpage (diagonal)</td>
<td>C485</td>
<td>Warpage ≤ 0.4% or ≤ 0.07 in</td>
<td>COMPLY WITH ANSI A137.1</td>
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<tr>
<td>Wedging</td>
<td>C502</td>
<td>≤ 0.25% or ≤ 0.03 in</td>
<td>COMPLY WITH ANSI A137.1</td>
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<tr>
<td>Chemical resistance</td>
<td>C650</td>
<td>As reported</td>
<td>UNAFFECTED</td>
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<tr>
<td>Breaking strength</td>
<td>C548</td>
<td>250 lbf or greater</td>
<td>COMPLY WITH ANSI A137.1</td>
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<tr>
<td>Thickness</td>
<td>C499</td>
<td>Range: 0.04 in</td>
<td>COMPLY WITH ANSI A137.1</td>
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</tbody>
</table>

* Average values referred to our production and related to the matt finish of the product.  
** As far as values relating to the matt finish of the product and to tests carried out by certified external laboratories whose results are available upon request at Headoffice, we are willing to check the lot you are interested in purchasing.  
- Be sure to use tiles belonging to the same caliber.  
- Test results are available on request.  
- Landmark tiles can be slippery when wet. We recommend to make sure that the surface is always dry.  
- The information provided can be subject to change. Please refer to lcusa.com for the latest, most accurate and up-to-date information.