



tiling for commercial housing

From affordable to the affluent, functional and inviting tiling solutions are key for any housing project.

You can trust BAL for unmatched product quality, industry-leading specification and on-site support to ensure your projects not only meet your design expectations, but also last the test of time.

YOU + BAL

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Complete Confidence

All housing is different but, whether a public sector nursing home, a prison accommodation block or the finest of private luxury dwellings, they do share common characteristics and specific challenges.

There is an endless palette of tiling for design into housing, to be fixed onto a multitude of backgrounds in a variety of environments. Fixing is key to tile performance and, with so many possible permutations, only a specialist can have the expertise and experience necessary to specify with confidence.

BAL, has more than 50 years' experience of leading in total specifier support, to help you select the right products first time, every time, for complete confidence in your specification.

BAL Case Study: Eco House.

Only BAL enables total specifier confidence

Applied expertise

Overcome the problems of unusual, challenging or innovative situations with tried and tested insight.

Complete support

Bespoke face-to-face briefing, comprehensive site inspection, product training or instant telephone answers: the support you need is always available.

Comprehensive answers

Adhesives, grouts, sealants, waterproofing, drainage and more: every type of product you might need, for exact matching with your specified tiles and environments.

Unrivalled quality

Chosen by professionals through more than five decades for reliable, proven performance.

Real on-site benefits

Products created in partnership with installers for optimum performance, including fast-track and high-yield technologies.

Short-notice visits easily arranged as needed, for real in-person expertise on site.

Guaranteed confidence

Base your confidence on the industry's leading written 25-year guarantee. Every product bearing the BAL name is covered, with no quibbles, subject to normal 'correct use' conditions.

Whatever your housing specification, you can depend upon the quality of products and support that is only available from the market leader.

From design concept to completed project, you can specify BAL products for guaranteed results.

It all combines to allow you to specify for housing with confidence, knowing that your tiling will endure.

Quality Counts

Quality is inherent to any brief, whether it be through formal project standards or a homebuilder's vague request. Quality matters, and this includes your choice of fixing products as well as the quality of tiles themselves. Getting it wrong can have serious consequences.

While the choice of adhesive or grout might seem trivial, and something you can leave up to the tiler or contractor, failure to specify the right fixing solution for your tile type/s, backgrounds and environments can lead to an installation failing.

For example fixing porcelain tiles with a ready-mixed adhesive will lead to a debonding of the tile to the substrate. While ready-mixed products might be easier to use, they are not suitable for all installations.

Most cases of failure can be relatively easy to rectify although not necessarily cheap, but the majority could have been avoided with the correct specification.

BAL is here to help

Tiling for housing, of any type, involves more than selecting durable tiles.

Lasting performance is always required and full compliance with British Standards is the initial responsibility of the specifier.

Specifiers can select from numerous task-specific adhesive types and numerous grouts as well as preparation products such as levelling compounds, waterproofing, drainage, sealing and every necessary ancillary products.

BAL will help. Producing the best professional tile fixing solutions, it has led the market for more than five decades.

BAL experts give free, impartial tiling consultancy to over 50,000 callers annually. It is expert, experienced and specialist: the BAL name will never be seen on non-tiling products. Above all, every BAL product carries a full 25-year written guarantee.

Have full confidence in your housing tiling specification, by calling the BAL Specification Support Team or the BAL Technical Advisory and Specification Service.





Proven quality

BAL's expertise has been proven, time after time, on real housing projects.

When the Grant family planned a home with ecological concerns to the fore, the specification had to minimise the use of concrete. As the primary raw material of most tiling adhesives and a recognised pollutant, this appeared to contradict tiling as the natural choice of décor for three bathrooms and a sauna. BAL was able to advise on the use of both a flexible adhesive manufactured using recycled fillers and an OPC-free grout.

It is not unusual for BAL to assist with advice on the correct products for use in tiling individual homes.

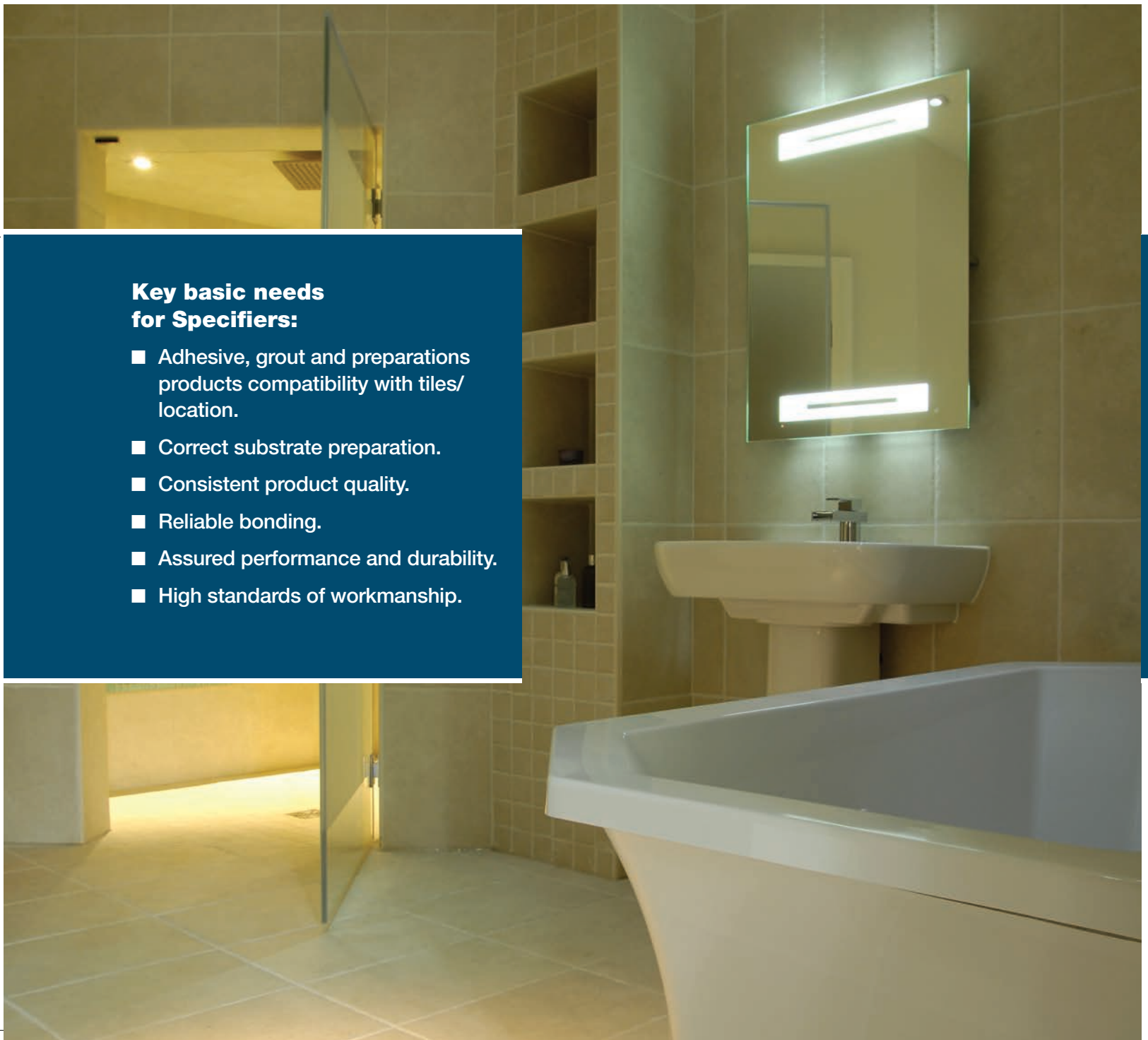
At the other end of the scale, the BAL Specification Support Team regularly visit architects, designers and project sites to advise on larger projects. Even apparently routine developments can throw up non-standard issues, from environmental factors to deadline challenges.

Whatever the type of housing, whatever the tiling application, future problems can be avoided at the outset with correct product specification.

BAL has the answers.

Key basic needs for Specifiers:

- Adhesive, grout and preparations products compatibility with tiles/ location.
- Correct substrate preparation.
- Consistent product quality.
- Reliable bonding.
- Assured performance and durability.
- High standards of workmanship.





Key Differences

Replacing or repairing tiling is rarely cheap and can cost more than the original installation. Simply specifying a good product is not enough: it has to be exactly the correct product for the task. Cracked, lifting, warped or completely de-bonded tiling is invariably due to use of the wrong adhesive, grout or the incorrect preparation of backgrounds using the wrong products or techniques.

The tile fixing products you choose will depend upon the types of tile used. Some natural stones require a white adhesive, while porcelain always needs a polymer-modified cementitious product. Even the size of the tile can influence the specification. The wrong choice can mean anything from discoloured tiles to total bond failure.

Backgrounds are always significant. If floor tiles are to be laid onto a timber background, or used with underfloor heating, you need to be certain of specifying the correct flexible adhesive. You may also need to specify an uncoupling system to protect against extreme movement in the floor.

Otherwise, it is merely a question of time before cracks begin to appear, heralding the need for an expensive, time-consuming replacement of the entire floor. Even the age of the substrate can influence the suitability of adhesives.

All specifiers understand the importance of environmental factors, fundamental to correct adhesive specification. Product choice could even be influenced by seasonal factors: the start and completion dates can be of crucial importance.

Specifiers do not need in-depth knowledge of the full technical characteristics of a wide range of different professional tiling products.

They do need to appreciate that the different types are all necessary and that specifying the correct products is critical.

Typical specific needs for Specifiers:

- Fast-track options – for earlier job completion.
- High-yield adhesives – less product, lower costs.
- Anti-mould properties – for extra hygiene.
- Extra flexibility – to accommodate movement or thermal changes.
- High water resistance – for shower areas/pools.



Particular Challenges

A housing development in the south of England may need to be tiled using different products from those for an estate of identically designed homes in the north-east.

In the south, the local water supply will typically be of hard water. In the north-east, it is more likely that the local water will be soft. In that case, an epoxy grout is needed, as dissolved SO₃ sulphates attack cementitious grout. Eventually, they will destroy it. In any area, it may be necessary to consider water chemistry beyond checking a pH value in the 7.2 to 7.6 range.

The solution is not to always specify epoxy grouts throughout for any shower or bathroom. Apart from being a costly and unnecessary over-specification, some areas may require a cementitious grout with anti-mould protection, for health and safety reasons.

Other influences on product choice will depend upon the individual circumstance of each project. Even if a specifier is already familiar with BS 5385:Part 4:2009 Section 7.3.2.9, among others, they should know where to find impartial expert advice.

If circumstances change mid-project, any delay will be only the first challenge for the adhesive specification. The right adhesive may become the wrong product, with significant implications. If project timings change, adhesive choices always need to be re-confirmed.

External tiled areas, such as balconies, roof terraces and patios, also need to be treated differently. Drainage mats, guttering, drain edge profiles, drain grates and drainage mortar should be specified to protect coverings against water damage, frost damage, efflorescence and staining.

BAL support for specifiers goes well beyond the design phase. Our National Specification team or Product Support Technicians are always available for site visits. Free visits can be made prior to the start of tiling works to provide any support or contractor guidance needed, or if mid-project problems arise, solve them with a single call.

Choose BAL for peace of mind

With a heritage stretching back more than half a century, and a history of innovative, market-leading products, when you specify BAL you know you are getting quality backed up with industry-leading technical and project support.

As the market-leader, BAL products are trusted by professional tilers for unmatched performance that help to ensure tiling projects look great and last the test of time.

When you choose BAL's full tiling solutions, you acknowledge the informed preference of professional tilers.

Year after year, specifiers, tilers and others make over 50,000 calls to impartial BAL experts. Seek the advice of the same specialists and you are simply placing your trust where professional tilers place theirs.

Be sure that it's BAL for complete confidence in:

- Housing-specific expertise gained through decades of experience.
- Task-specific product formulations to deliver specified performance.
- Industry-leading support services to advise, guide and confirm your specification.
- An unchallenged reputation, based on over forty years of undisputed leadership.
- The industry's only comprehensive written 25-year guarantee, covering every single BAL product.

For specifiers of housing projects, it makes sense to use the most trusted expertise in tiling solutions. Decades of success mean that the impartial advice is solidly grounded in experience.





Problem-solving for Specifiers:

- Genuinely experienced expertise – on-call.
- Hands-on assistance – on-site when required.
- Proven track record – of help in finding solutions.
- Intelligent answers – that inspire confidence.

On call, on site, on line

Whenever your specification would benefit from precise tiling answers, you can trust BAL's proven expertise and experience.

On call

Get immediate answers from our dedicated Specifier Support Line: **0845 600 1222**

On site

Benefit from expertise in person, by calling in a BAL Product Support Technician. Start by calling the Specifier Support Line: **0845 600 1222**

On line

A wealth of information and support tools are available from the BAL web site: **www.bal-adhesives.com**

- Product details
- Technical data
- Material safety data
- Training information
- BIM objects
- Sample Testing Service
- Grout Swatches
- Fast Track Project Enquiries
- News and events

Send your specific questions to the team by email: **info@building-adhesives.com**

Alternatively, create your own, secure and free M40 specification with our Powerspec on-line tool: **www.powerspeconline.com**

Our free specifier support includes:

- M40/M20 specification writing service
- Fast track project enquiry and market-leading Technical Advisory Service (TAS)
- National Specification Support Team for advice or on-site consultancy
- Sample testing service
- RIBA-accredited CPDs
- BIM objects in NBS National BIM Library
- Full suite of free online tools including specification builder; Powerspec
- Innovative range of products for full tiling systems
- Leading product guarantee

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