



tiling for locations of leisure and hospitality

**Practical yet invigorating,
tiling solutions are a
key part of any leisure
and hospitality 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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Beyond Appearances

In any leisure and hospitality environment, whatever its nature, appearance matters. Every product on show has to look right, as well as doing its job.

Tiling is special. In a pool, hotel, stadium, clubhouse, restaurant or elsewhere, users can admire your tilework, but what about the adhesives and grouts holding it in place, or the substrate preparation? They only notice these if they fail. Your product choice is as vital as the tiles themselves – and getting it wrong has serious consequences.

BAL, the market leader, has built its enviable reputation by helping specifiers to ensure that they select the right products first time, every time.

Only BAL can offer unrivalled specifier support

Problem-solving expertise

Informed, intelligent answers to remove any doubts in unusual or challenging situations.

Full technical support

From right-now answers to telephone queries to all-embracing site inspection and reporting. Where appropriate, industry-leading training is readily available.

Complete solutions

Levelling, waterproofing, adhesives, grouts, sealants, drainage and allied products that exactly match the needs of the specific tiles and tiling environment.

Unquestioned quality

Respected by professionals, reflecting decades of consistent, proven performance.

Practical benefits on-site

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 results

Take assurance from the industry's leading written guarantee: 25 years. It covers every adhesive, grout, sealant, preparation, waterproofing or other product bearing the BAL name, subject to the usual 'correct use' conditions.

When you specify tiling for any leisure facility, you can trust the quality that only the market leader can deliver.

Add it all together and you know that, for quality that goes beyond appearances, you should insist on BAL for your leisure facility tiling.

Tiling matters

Excellence is the lowest acceptable standard when specifying tiling for a leisure facility. If problems arise, the impact is rarely trivial.

A closure of a leisure and hospitality facility due to cracked or de-bonding tiles can result in serious loss of revenue as an immediate consequence, with a damaged reputation enduring indefinitely.

With a rise in popularity of internet review sites for hotels, restaurants and leisure facilities, a bad review due to poor tiling can have a significant impact on the establishment's reputation, discouraging potential customers.

Many a poor review has criticised the state of tiling including cracked or stained grout, cracked or lipping tiles due to poor product selection and/or workmanship.

Such problems have more in common than their remedial costs and lasting reputational damage. All were avoidable, at the specification stage.

BAL can help

Leisure and hospitality sector tiling involves more than selecting attractive tiles.

If your tiling is to endure, meeting such standards as BS 5385, BS EN 12004, BS EN 13888 and others, you must specify from numerous task-specific adhesives and numerous grouts as well as preparation products such as levelling compounds, waterproofing, drainage and sealing.

Allowing contractors to choose their own materials is a dereliction of your duty to ensure a project progresses smoothly from design to build; and BAL can help.

Created to produce the best professional tile fixing products, it has led the market for more than five decades. Its experts dispense free, impartial tiling consultancy to over 50,000 callers annually.

For peace of mind, start your tiling specification by calling the BAL Specification Support Team or the BAL Technical Advisory and Specification Service.



BAL Case Study: The Spa at Cameron House.



Proven excellence

BAL's expertise has been proven, time after time, on real leisure and hospitality projects.

The stunning £45 million redevelopment of Tate Britain involved more than 6,000m² of staircases, walkways, entrance halls and exhibition spaces. The project involved complex tiling designs including complicated fleur de lis and geometric tiling patterns with a range of tiles including terrazzo, marble, and sensitive agglomerate stone. A simply stunning transformation, the project won The Tile Association Award for the Best Use of Tile within Leisure or Hospitality.

Huddersfield Leisure Centre required 10,000m² of porcelain and mosaic tiles in varying sizes, types, colours and combinations. In wet and dry environments. On pool floors and surrounds, changing rooms, and walkways. This project was also shortlisted at The Tile Association Awards for Best Use of Tile within Leisure or Hospitality.

Luxury tiling for the new Brimstone Spa at the Langdale Estate Hotel in Cumbria involved a range of tiles including porcelain, mosaic, ceramic and slate in a variety of environments including changing rooms, thermal spas, shower cubicles, restaurants, and reception areas.

With underfloor heating in many of the rooms, flexibility was key, as it was in heavily trafficked areas such as the reception areas. Tiles were also fixed on numerous substrates from existing sand:cement screeds to plasterboard and tile backer boards, requiring a number of fixing solutions.

Due to the luxurious nature of the project, the specified grout and sealant had to be of the highest quality – which BAL could cater for with its range of MICROMAX2 grout and colour-matched sealants.

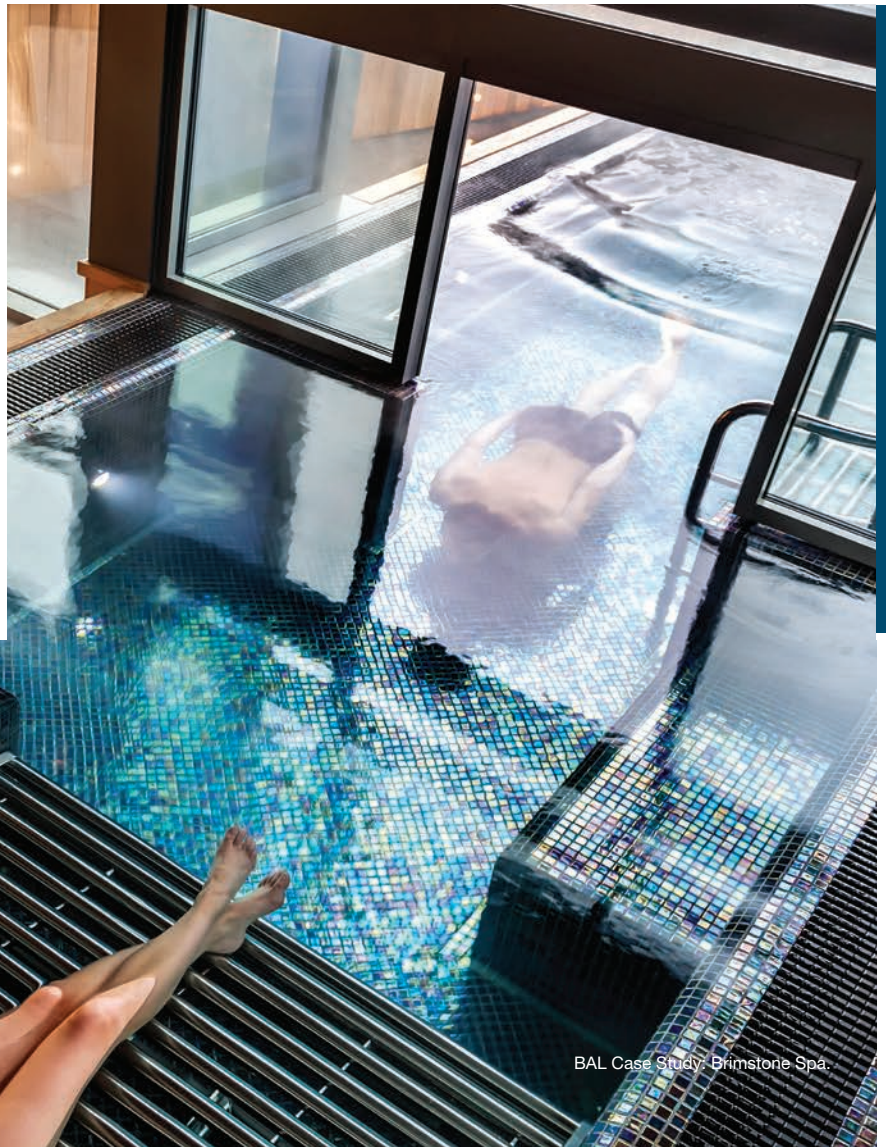
BAL support was constant, before and during the project, on- and off-site.

One refurbishment, two new builds: each time, future problems were prevented at the outset, through the correct specification of tile fixing solutions.

BAL provided the answers.

Key basic needs for Specifiers:

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



BAL Case Study: Brimstone Spa.

Vital differences

Replacing or repairing tiling can cost more than the initial installation. When tiling cracks, lifts, warps or completely de-bonds, it is usually due to use of the wrong adhesive or incorrect preparation of the substrate or background. Specifying a good product is not enough: it has to be the right, task-specific, product.

The type of tile used can dictate or constrain the choice of adhesive, grout and sealant.

Certain types of natural stone demand a white adhesive. Porcelain tiles must always be fixed with a polymer-modified cementitious adhesive for example.



BAL Case Study: Huddersfield Leisure Centre.

Mosaics and glass tiles have special requirements. Get it wrong and you risk anything from discoloured tiles to complete bond failure.

The substrate matters. If your floor tiling is on a timber background, you had better specify the correct flexible adhesive and grout. You may also need to specify an uncoupling system to protect against extreme movement in the floor. Otherwise, it is just a matter of time before the first cracks herald the need for a time-consuming and costly replacement of the whole floor. Even the age of the substrate can affect the suitability of adhesives. Environmental factors, a complex topic, are fundamental to specification of the tiling products. Sometimes, project timescales must influence your choices. Even the start and completion dates can matter.

You do not have to know all about our many different tile adhesives, grouts, sealants and ancillary products. You should know that the different types are all necessary and that specifying the right one is vital.

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 wet rooms/pools.



BAL Case Study: Huddersfield Leisure Centre.



BAL Case Study: Huddersfield Leisure Centre.

Special challenges

A swimming pool in Richmond, Surrey will need to be tiled using different products to those for an identical pool in Richmond, North Yorkshire. Only the more experienced tiling specifiers would know that.

In Surrey, the water is hard. In North Yorkshire, the water is soft. That means using an epoxy grout, as dissolved SO_3 sulphates will attack a cementitious grout. Sooner or later, they will destroy it. Even in hard water areas, pool chemistry will need consideration beyond checking a pH value in the 7.2 to 7.6 range.

There will be other influences on product choice, with such pool features as wave machines affecting requirements. A specifier will need either to fully understand BS5385:Part4:2009 Section 7.3.2.9, among others, or to seek expert advice.

The answer is not to always specify epoxy grouts throughout for any pool complex. Apart from this being an expensive and unnecessary over-specification, some areas of the facility will require a cementitious grout with anti-mould protection, for health and safety reasons.

As for adhesives, circumstances can change mid-project, with delay being only the start of the difficulties.

The right adhesive could become the wrong product, with significant implications. When project timings change, adhesive choices always need to be re-confirmed.

External tiled areas also need to be treated differently, as 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 quality and total support

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 on BAL, you acknowledge the expert choice of professional tilers and take the first step towards getting it right.

The next step, the most important step, is to place your trust where the professionals place theirs. Each year, tilers and contractors make more than 50,000 calls seeking advice from BAL experts. Follow their lead.

By insisting on BAL, you know that you can rely upon:

- Product formulations to fit specific tasks and deliver specified performance.
- Unrivalled support services to advise, guide and confirm your specification.
- An unmatched reputation, derived from five decades of leadership.
- The industry's only comprehensive written 25-year guarantee, covering every single product bearing the BAL name.

Your own reputation could rest upon the successful creation of a leisure facility. It makes sense to call upon the most trusted expertise in full tiling solutions, with decades of leisure sector success.





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.

BAL Case Study: Tate Britain.

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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