



CHAPTER 4 - VIA® OUTLINE

Introduction

Chapter 4 Via®, is a re-imagination of Latin inspired traditional hand painted/crafted tiles. The name “Via” is the Latin word for “road,” or “by way of.” In this case, Via came “by way of” merging our previous collections Olde California and Antico Portuguese into a more authentic Latin inspired line. From inception our aim was to create warm and inviting meeting spaces, outdoor lounging areas, and contemporary designs that pay homage to retro craftsmanship. True to that vision Via is an authentically hand-crafted terracotta line with many pieces being made just across the California border in Tecate, Mexico, while our hand painted designs are made by true artisans in Los Angeles. We like to think Via is the “road that has shaped one’s life” and this is certainly true as this line imparts a sentimental feeling of family gatherings and reminiscent fireside conversations.

Key Features

Chapter 4 features four traditional colors and three decorative design patters. The collection is segmented into two general categories: Field Tiles and Decorative Elements.

- **Colors**
 - Chapter 4 Via features several characteristics attributed to handcrafted terracotta tile. We designed each color to have an authentic handmade look. Each field color is applied by hand with a brush and then hand rubbed with a varnish coating for a true to life patina.
 - The following colors are available in this collection: Naturalis (terracotta), Viride (green), Ignus (red), and Brunus (brown).
- **Field Tiles**
 - The fields are offered in four distinct 16.5mm thick floor rated sizes: 8” x 16” bar tile, 10” x 10” square tile, 7 7/8” octagon with corresponding 3” x 3” insert, and our signature Felipe (8 7/8” x 12 1/4”) and Estela (6 3/4” x 7 7/8”) that can be used together or as standalone products. Also offered are 10mm thick, 5” x 5” field tiles for wall applications.
- **Decorative Elements**
 - Via offers a wide variety of hand painted decorative elements. Each design is masterfully and meticulously applied by hand in Los Angeles. Available in a 3” x 3” or 5” x 5” pattern, there are nine designs in three authentic color-ways: Terra, Traditional, and Contempo.
- **Mouldings and Trims**
 - Via includes the following coordinating terracotta trim pieces: dome, crown, base, beak, and quarter round.

Application

Please reference the Application Chart for Chapter 4 on our website, JeffreyCourt.com, for details on recommended applications.

Testing

Product specifications are listed on each product specific web page on JeffreyCourt.com. If available, testing results for applicable products: ceramic, glass, and porcelain, can be found on the back of the respective chapter catalog for easy reference.



Installation Tips

- **Blending and Shade Variation**
 - Chapter 4 Via reflects the shade variations associated with handcrafted terracotta tile. A nominal sizing difference of up to 1/8" can be expected.
 - To achieve your desired look, Jeffrey Court recommends that you inspect and confirm the tile and layout prior to installation. Installation of tile constitutes acceptance.
- **Rating**
 - For specific item-by-item shade variation rating, please reference each product specific web page on JeffreyCourt.com.
- **Setting Materials, Sealers and Grouts**
 - Practices associated with the installation of handcrafted terracotta tile must be adhered to when installing products from Chapter 4 Via.
 - It is recommended that grout joints be no less than 3/16" be used for this collection.
 - Field tiles are pre-sealed with a semi-gloss combination sealer finish. We recommend that they are resealed with a high-quality semi-gloss sealer annually or per the sealer's manufacturer recommendations to maintain look and quality.
 - A high-quality white thinset meeting ANSI 118.4 or 118.11 is recommended for best installation results. Always check with setting material manufacturer to ensure suitability of material in setting tiles. A grey mortar, or mastic or adhesives could stain or alter the color of the product.
 - As per the Tile Council of North America (TCNA): "For cementitious grout, joints smaller than 1/8" generally should only be grouted with unsanded grout, and joints of 1/8" and larger should only be grouted with sanded grout."
 - Grout color is part of the design process and considerations must be made. A grout choice closest to the color and hue of the tile being grouted can be considered the safest choice.
- **Cutting**
 - A professional grade wet saw outfitted with a high-quality diamond blade designed for cutting tiles is recommended. Always cut tiles with the face up.

Merchandising

The marketing and merchandising of this collection is supported by montage boards. All of these point of purchase materials are accompanied by the Chapter 4 Via catalog. Showroom installation and loose sample pieces can also be ordered at a discounted price.

Please note: The assembly of the montage boards does not follow traditional terracotta installation practices and are for representation purposes only. Due to nominal sizing differences additional preparation steps may need to be implemented to ensure a proper even install.

Visit the Jeffrey Court website, JeffreyCourt.com, to gain inspiration on the design possibilities offered with Chapter 4 Via.