

beton *n*

/'beton/

a type of concrete

betona

translations: **accent** *n*

/'æksənt/

A higher or stronger articulation in order to distinguish it from others.

conversation *n*

/'kənvə'seɪʃən/

An exchange between people.

emphasis *n*

/'emfəɪsɪs/

Special attention or prominence given to something.

A new type of concrete that creates emphasis,
excites conversation and adds an original accent.



embrace corporate responsibility
and environmental stewardship

we

... foster an exceptional work environment



support & enhance our local
and global communities



... provide world-class products and services to our customers

welcome

to the world of betona.

PROUDLY
made in west
MICHIGAN
U.S.A.

ALL TILE

40% - 60%



innovation

Our product allows unlimited creativity.
Imagine the possibilities. . .

betona combines the proven performance of concrete with patented innovation. Every project is tailored specifically to meet the needs, wants & ideas of each client, allowing a personal touch to the design of any space. These attributes are matched with exceptional price points allowing each project's scope to be met.

some of the highlights . . .

- Full spectrum color range
- Minimum order quantities as small as 200 ft
- Short lead times
- Custom sizes, shapes & textures
- Color matching
- Advanced surface imaging
- Ease of installation
- Sound-dampening performance
- Ease of fitting/cutting

thoughts on if

At betona,

Our process is strategically created with the designer in mind, allowing the imagination for what "if" . . .

what if . . .
I was only limited by my own
imagination?



turning the
possibility...

into reality



client solutions

We are not just another tile company.

At betona, we have tossed out the cookie-cutter approach to client solutions. Our focus is to provide everything a designer needs to turn possibilities into realities.

We are committed to following a project through from initial inquiry to installation and beyond, ensuring seamless coverage of every detail. This personal service and communication are the foundation for the betona experience.

extraordinary product
betona team of creative types
+ stellar communication

= the betona experience

Personalized Services:

Creative Group › fine art, graphic design, color specialists
Single point of contact › conscientious correspondence
› consistent communication
Online sample ordering › samples shipped within 24 hours
Order tracking

leave the sand on the beach

We are located on the beautiful shores of Lake Michigan and our beaches are a wonderful gift. All betona products utilize recycled glass as a 100% replacement of sand, leaving the sand on our beach...



corporate responsibility / environmental stewardship

At betona, all our products contain 40-60% recycled content. Further, we continue to research and implement new ways to both increase our recycled content, and leave the smallest footprint on the environment as possible. It is more than just good business practice, it is the right thing to do.

our footprint...

- Zero solid manufacturing waste to landfill
- Zero hazardous waste and zero VOC Air Emissions
- Team members - Environmental Impact Projects : 30 hrs/yr
- Product reclamation : return betona products for recycling

Please visit betona.com for details about our continued stewardship.



specifications



6 x 6 inch



6 x 12 inch



12 x 12 inch



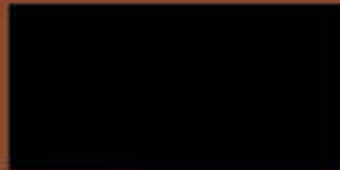
6 x 18 inch



18 x 18 inch



6 x 24 inch



12 x 24 inch

bullnose



3 x 6 inch

cove base



4 x 6 inch

inside cove



4 x 1 inch

outside cove



4 x 1 inch

product description

- Concrete composite tiles are produced with a unique blend of polymers, recycled content and concrete materials, providing the durability of concrete and the flexibility of polymers, giving them superior strength characteristics over ceramic tile and the flexibility of other polymer-based flooring.
- Clear, protective coating on tiles provides a low-maintenance, abrasion-resistant surface that distinguishes them from the more common glazed-type tiles.
- Tiles are installed with adhesive in a manner similar to ceramic tiles.
- Tiles are installed with grouted joints.
- Tile weight per square foot is less than traditional concrete and ceramic tiles while providing the strength characteristics typically associated with thicker materials.

applicable standards, related references

- ANSI A137 Standards for Ceramic Tile
- ANSI A108.1 Standards for Ceramic Tile
- ANSI A108.6 Standards for Ceramic tile
- ASTM C97 Standard Test Methods for Absorption and Bulk Specific Gravity of Dimension Stone
- ASTM C1027 Standard Test Method for determining Visible Abrasion Resistance of Glazed Ceramic Tile
- ASTM C1028 Standard Test Methods for Coefficient of Friction of Ceramic Tile & Other Like Surfaces by the Horizontal Dynamometer Pull-Meter Method
- ASTM E648 Standard Test Method for Critical Radiant Flux of Floor-Covering Systems Using a Radiant Heat Energy Source
- ASTM E662 Standard Test Method for Specific Optical Density of Smoke Generated by Solid Materials
- ASTM F970 Standard Test Method for Static Load Limit
- ASTM F1869 Standard Test Method for Measuring Moisture Vapor Emission Rate of Concrete Subfloor Using Anhydrous Calcium Chloride
- ASTM F2055 Standard Test Methods for Size and Squareness of Resilient Floor Tile by Dial Gauge Method
- Tile Council of America (TCA) – Handbook for Ceramic Tile Installation

classification and filing

- MasterFormat 2004 / 09 30 00 - Tiling
- MasterFormat 1995 / 09300 - Tile
- OmniClass 2006 / 23-35 10 14 31 – Other Wall Tiles
- 23-35 50 14 14 – Tile Flooring
- UniFormat 1998
- C3010 – Tile Wall Finishes
- C3020 – Tile Floor Finishes

maintenance instructions and procedures

- Under normal usage situations, clean tile with clear water and a low PH tile cleaner.
- For full cleaning and maintenance specifications, please visit us at betond.com

installation

- For current installation instructions, please visit us at betond.com

notes: _____
