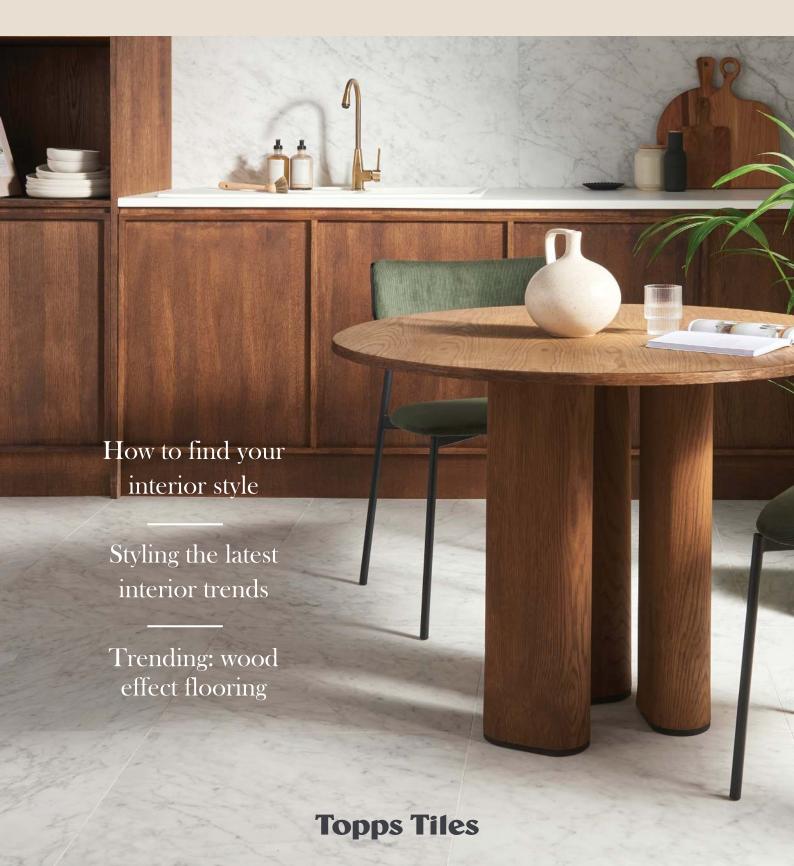
## Lifestile

Falling in love with your home again & again



## bakea with love

Putting the 'art' back into artisan, at Topps Tiles, we don't just create tiles – we pour our passion into every single one. Crafted with precision and love, each tile is the result of meticulous attention to detail and over 60 years of expertise.

Carrying the warmth of our craft, every tile starts with our design team, drawing inspiration from the world around us to create unique patterns, textures and beautiful colours that will bring your home to life. From sleek, modern designs to county chic and period charm, we have a style for every taste.

Working with only the finest materials, each batch of clay, marble and stone is carefully selected for its quality and consistency. Using a blend of traditional methods and advanced technology, our global artisans carefully press, fire and kiln bake to perfection to deliver strength and durability.

Each tile is inspected to meet our rigorous quality standards and our commitment to perfection throughout its journey, from the factory conveyor belts, into our UK warehouse and delivery to your door.

And what underpins it all is our ecominded team striving to innovate the tile creation process to cement our commitment to sustainability, from the

recycling of raw materials and reducing energy consumption throughout the tile's creation to the installation process and ongoing maintenance of the tile.

Our passion doesn't end with the tile, we're here to help with your design needs, helping you to craft your own interior style and fall in love with your home again and again.

This Lifestile magazine is designed to take you on a design inspiration journey that you can apply to any interior project, boosting your confidence and instilling the same passion we have for tiles and design, into your home.

This autumn we're falling hard for wood effects, so follow us on this journey of discovery and get your home ready for the cosy season.

H. Goodawe

Editor: Harriet Goodacre Style Consultant at Topps Tiles



#### How to find your interior style

Find what you love, hone it and then enjoy it. By following these three simple steps, you will be able to create your dream home, just the way you want it.

### Step one

Searching through general interiors imagery is a quick and cheap way to find out what styles you are drawn to.

Make use of Instagram and Pinterest to create mood boards as you go. You should be able to identity from afar any common themes, for example, furniture styles, colours and even textures.

Then, take a couple of minutes to dissect each image individually to find what you love about it, helping you to narrow down those reoccuring patterns and turn them into ideas.

### Step two

You can start to identify the patterns of your style to apply them to your interior style. The '3 word method' by Allison Bornstein applies to fashion, however it works for interiors too!

# WORD ONE PRACTICAL Reflecting what feels homely to you. Representing the style you want to cultivate.

WORD THREE EMOTIONAL

Describing how you want to feel in the space.

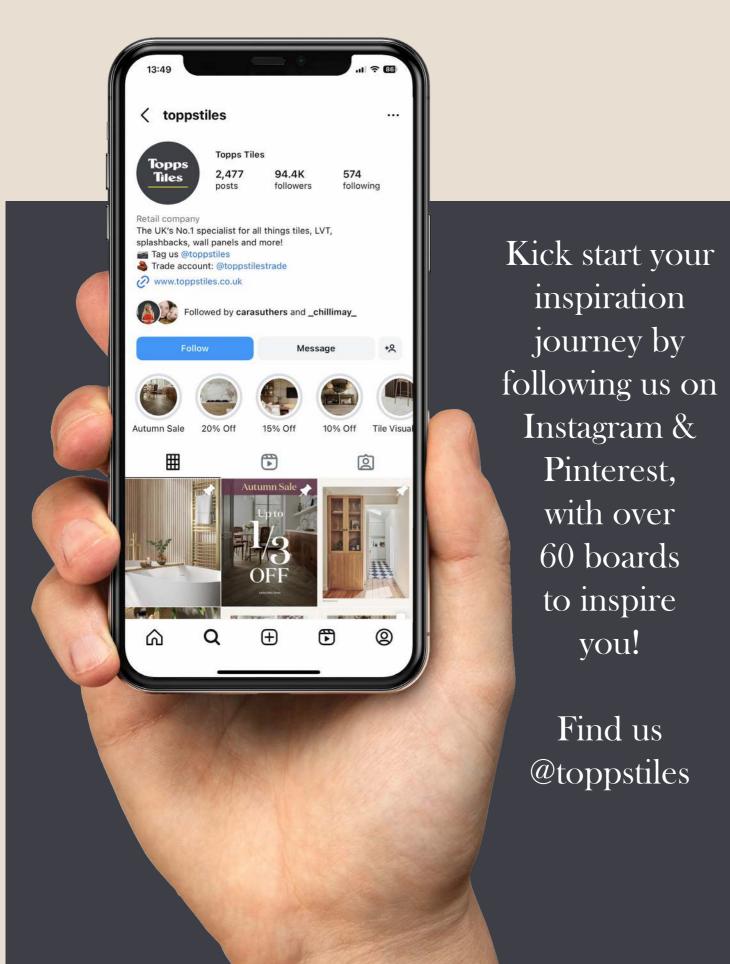
### Step three

Known in interior design as the 'red thread', to create a flow throughout the home you can take certain elements and repeat them in each room for continuity; whether this be an accent colour, a favoured shape or even a type of wood grain.

You can evolve your personal style by adapting it to different uses around the home, applying new textures or colours to change up the look and flex your creative muscle.

For example, if your three words were 'Rustic, French, Warm' and you're drawn to the colour burgundy then one room could be painted in the hue, your bathroom towels could be a similar colour and you could enjoy some burgundy coloured art in your lounge!

#### Inspiration at your finger tips...



## Stylea, by 10000

The beauty of social media is that we get to see (and share!) our customer's completed, and well loved, home projects. And we're feeling all the cosy autumnal vibes with our absolute favourites this season.





#### @1900.house

Katie & Andrew's Victorian renovation in Middlesbrough is full of decadent modernisation with dramatic fixtures and bold colour schemes, all whilst featuring a nod to the house's original beauty.

#### @amycandidly

Dachshund Mabel felt instantly at home in front of the family's new rustic log burner, proving that even the smallest of changes can have a huge impact (on everyone).

#### Natural beauty, modern practicality

#### Find which wood effect flooring is right for you.

Form over function is the age old conundrum, however when it comes to choosing your flooring, it's probably best to not compromise. Here's a breakdown of common flooring types in a natural wood effect style and whether or not they're suited to your lifestyle.



#### Tiles

The most durable and long lasting option is a porcelain tile. If you invest wisely, you can get the latest printing technology that not only provides an ultra-realistic wood grain effect but also the added benefit of slip resistance. Porcelain can also work with any type of underfloor heating so they can be cosy in the winter and cooling in the summer.



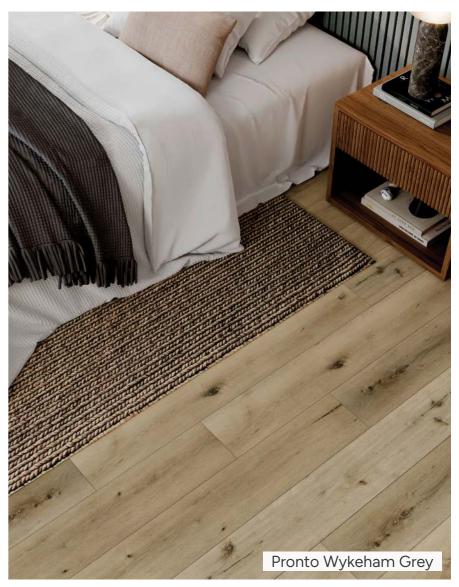
#### Laminate

Laminate is perfect for a quick transformation on a budget. Ideal for light traffic areas, its protective wear layer will provide some resistance to scuffs and stains if you have children and pets. Waterproof laminate can go everywhere but a conservatory, working with water-fed underfloor heating systems.



#### Engineered wood

Ideal for those not looking to compromise on real wood but worried about its longevity, engineered wood features a protective layer to reduce scuffs and scrapes whilst retaining the look and feel of real wood. However, it shouldn't be used in wet areas and only with water-fed underfloor heating.



#### $\Box \nabla \mathsf{T}$

Luxury vinyl tiles are a step up from laminate, with some having a more realistic textured finish, greater protection against water and overall wear. They're easy to lay with a click system and often have an integrated underlay for quick installation and a soft, warm feel underfoot. They're only compatible with water-fed underflooring heating but can be used in the bathroom.

#### Our Style Consultant's top picks

"For me, the ultimate wood flooring is in the form of a porcelain tile, they're the most durable, the easiest to clean and the most versatile when it comes to finish, style and practicality."

When paired with underfloor heating, they feel warm and cosy underfoot and in the summer months they keep your home cool, Mediterranean style, something much needed with the warmer UK summers of late! When casting a sustainable eye over your choice, opt for one with a higher percentage of recycled content for peace of mind, and don't forget, they can be recycled again at the end of their long life! Here's three of my favourites to serve different looks depending on your interior style.



This natural oak coloured block design is inspired by traditional parquet flooring found at the Palace of Versailles. Its decadent finish works in a variety of interior designs whilst its unique glaze boasts a high slip resistance, making it suitable for all rooms around the home. This truly versatile wood effect porcelain tile will stand the test of time. Pair it with luxurious wall panelling, off-whites and sumptuous fabrics for a timeless Parisian look.



Expertly blending tones of oak and walnut, this narrow plank tile features a rectified edge allowing it to be laid with only a 1mm grout line, perfectly designed for a herringbone flooring. Its darker tones sit perfectly alongside colour, making it pop.

#### 3. Skandi

Replicating the beauty of birch wood, this contemporary version of tongue and groove panelling elevates any room. The slatted design is rectified whilst the grooves are colour matched to an oak grout for a truly seamless finish. Fitting perfectly with the Scandi vibe, layer on the texture for a cosy finish.











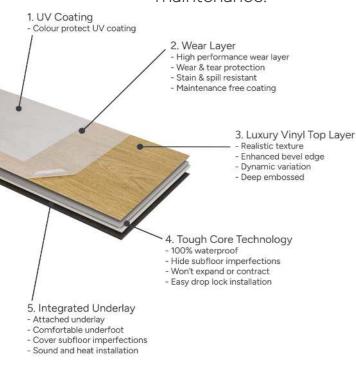


#### Luxury vinyl tile features & benefits

Luxury Vinyl Tile, also known as LVT, is a flooring product that looks like real wood or stone but is actually made up of a series of layers, flexible and thin enough to cut through with a knife.

Without sacrificing on style, this highly durable product is a great way to add warmth to your home, like carpet, but with the practicalities of a tile.

Because of LVT's waterproof wear layer, LVT can be placed in bathrooms and kitchens without the fear of it spoiling. It's a great way to add the beauty and texture of natural stone or wood grain without the associated maintenance.





#### Behind the campaign

Our latest marketing campaign looks at the ultimate distraction, a great floor. Trying to have a meaningful conversation with a friend? Not likely with the outstanding quality and finish of our Pronto LVT flooring! Get ready for the compliments, because whatever is going on in your life, your floor will elevate your game and be the envy of all your friends. You can see more of the campaign on our Instagram feed @toppstiles.

Aww they're so cute...

## but your new floor?? Now that's gorgeous!



#### Luxury Vinyl Tiles

available at

**Topps Tiles** 

#### Why Pronto LVT?



Its hardwearing protective wear layer provides scuff & stain resistance.



A 100% waterproof PVC core makes it suitable for installation around the home.



Feels comfy underfoot with added sound insulation thanks to an integrated underlay.



For added warmth, it's compatible with water-fed underfloor heating up to 27°C.



Keep it looking fresh with a simple cleaning routine.



It has a quick & easy to use click system installation method.



With no specialist fitting tools required, it's DIY friendly.



Providing quality that lasts, with a minimum 15-year warranty.





#### Learn how to style a room

Now you've found you interior style, let's explore how to build that into an interior scheme, including styling your new space. When creating your interior scheme there are five helpful guidelines to keep in mind when dressing the space, each one is designed to create a harmonious flowing interior so the scheme appears put together and not jarring to the eye.

#### Lighting

Use both natural and artificial lighting to your advantage, using it to highlight your favourite parts of the room or creating drama. Spotlights are often included in ceilings but instead of opting for the basic track in the centre of the room, why not push them to the outer edges to create a more atmospheric environment.

#### Layering

Another way to create visual intrigue is to layer your space. Working from the foundations up, you can incorporate different surfaces finishes, textures and materials to create layers within your design.



#### 'Rule of 3'

When adding accessories into your space, always consider the rule of three, this means three objects grouped together, whether it be cushions or ornaments on a shelf.

The human brain favours odd numbers and patterns so will find this more visually appealing.

#### Levels

Exploring different levels or heights within a room creates interest but for it to be appealing, they need to sweep gently for the eye to be drawn in and follow. For example, if you've got a small shower room, then the shower cubicle is likely to be the highest point so try and create a downward flow from the highest point.

#### **Texture**

Texture is incredibly important in a scheme as it stops the space looking flat and lifeless. Achieved through layering, the idea is to create a sensorial experience by adding texture through sight, touch and even smell. Utilise different finishes and materials to create layers within your design.



#### Our sample service is designed to make your tiling project easier.

Nearly all of our tiles are available as a 10x10cm cut tile sample, allowing you to receive your favourite tiles through your letterbox to view at home. We've omitted some tiles purely because we want you to see the full effect. For more variegated tile designs, like marble, we think a full tile sample is the only way to view its unique beauty.

Each of our tiles are baked with love but they still need a little something extra, which is why we also include coloured grout sticks with your sample order. Pick which colours you think work best with your interior design and take a look at them alongside your tiles, at no extra cost.

Head to our website to add your preferred tile and grout samples to your basket and get those creative ideas flowing!



They work by distributing the heat uniformly and gently at a low temperature, this means that the room's heat source comes from the whole floor's surface, concentrating the heat in the lower half of the room. And, as heat rises, there is neither heat loss or a

Elevate your tiling project this winter and welcome the cosy season for years to come, you can find out more about underfloor heating systems on our **website**.

wastage of energy, you can heat which room you want, when you want.



in compact rooms.

#### The big clean

Thinking about getting your home guest-ready and those quick jobs to tick off the to-do list? Cleaning usually comes up top, but have you remembered to clean your tile grout recently?

Often a job overlooked, cleaning your grout can bring it back to life and keep your tiles looking fresher for longer. And it's not just your grout, we've got a whole host of cleaning tips on our

**Knowledge Base** to get your home spick and span.

## Conscious designs

Sustainability is a huge topic, and rightly so, and at Topps Tiles we're on a mission to be the best we can be. First on the list was setting our goal of becoming carbon neutral by 2030. Since then, not only have we heavily invested in our central office, stores and warehouses installing solar panels, energy efficient LED lighting and heating systems, we've also created our first eco-minded store in Guildford and begun updating our delivery fleet.

But the part we're most excited about... the tiles themselves. We're working with global suppliers to ensure they're investing in the right technology to not only enhance our tile offering but make it more eco-conscious too, from the way it's created to the material it's made from. So, here's three very different tile ranges and why they're making a huge difference, not only to the look of your home, but the way we innovate too. Welcome to our Conscious Designs.







As the construction and interior design industries work hard to reduce carbon emissions, the need for truly circular and low-impact materials is at an all-time high.

British tile innovator, Alusid, created a solution that combines scientific precision with artistic design. The tonnes of ceramic and glass waste generated by foundation industry factories was the spark for them to develop a pioneering material that repurposes industrial waste streams, capturing their embodied energy to create new, low-carbon architectural surfaces. Alusid's unique dry granulation process, which eliminates water use during a key stage of tile production, combined with a low-temperature sintering method, cuts energy consumption and approximately 51% in carbon emissions.

The beauty of their product comes from the (up to 98%) recycled material informing the tile's design. From different sized particles and leftover glaze to coloured glass, each tile features a unique texture, colour and finish that feels enriched, organic and special.

The Principle wall tiles were inspired by the character of traditional Victorian tiles, with variations in tone and texture to artfully capture the light and provide natural depth to the bold colour palette favoured in Victorian design. It diverts hundreds of tonnes of material from landfill, being made up of 91% recycled content. They have a pre-mass production feel with no two tiles being the same.

Mas, meaning 'more' in Spanish is all around doing more with less. Made from up to 98% recycled content, the ceramics and clays in this tile are fired at lower temperatures, reducing energy and cutting carbon emissions, even the water in production is recycled letting almost nothing go to waste. Its handmade quality and earthy colour palette is calming and contemporary yet beautifully rustic.

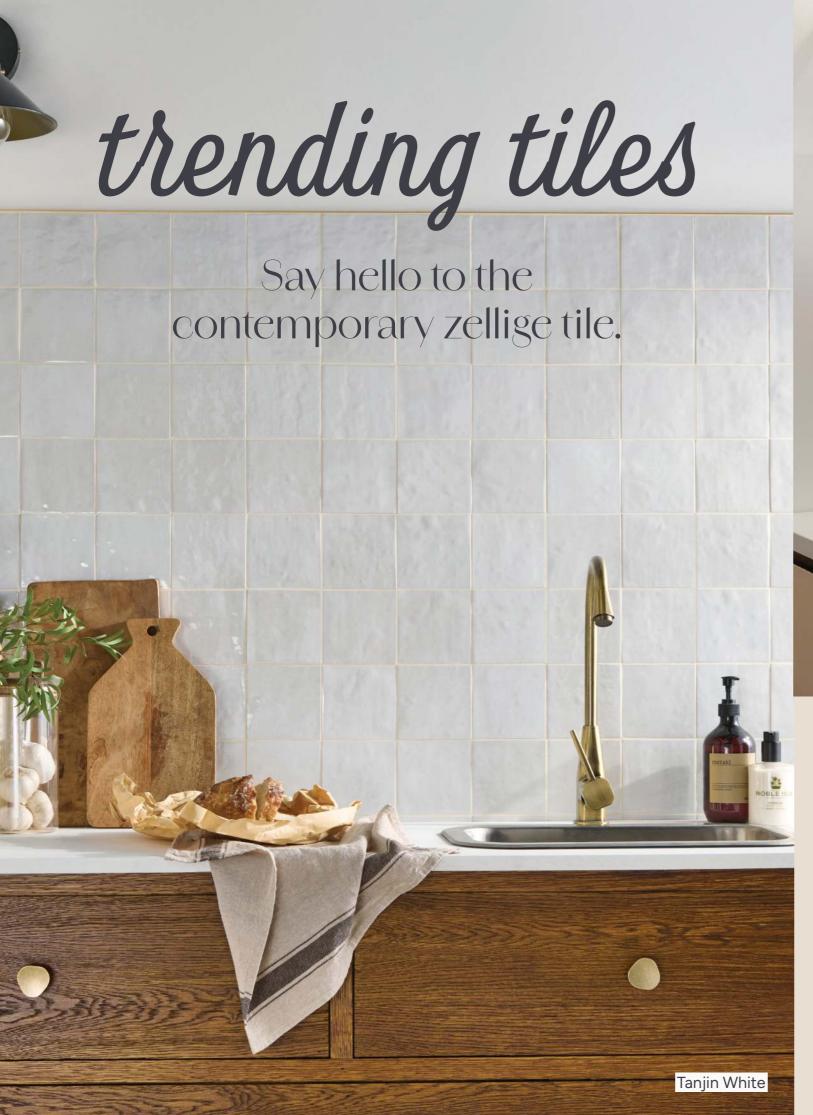
Moving out of Europe and over to the U.A.E, RAK Ceramics have engineered the world's first 100% recycled porcelain tile with Renew. Offering premium performance and timeless style, the Renew range is the outcome of the manufacturer's commitment to sustainable innovation. The range is solely crafted from recycled waste generated by their inhouse tile production process, closing the loop to reduce resource consumption.

The soft grey and beige colourways reflect a timeless modernity whilst the tile's matt, rustic surface finish alludes to its eco-credentials.

Whether you love smaller, bolder tiles, bigger, contemporary styles or a little Mediterranean magic, our Conscious Designs hold everything you need to transform your home, with the peace of mind that it hasn't cost the earth, literally.

Look out in-store and online for the percentage of recycled content available in our other tile ranges too.







Authentic zellige tiles have an extensive history, dating as far back as the 10th century with origins in Tunisia and most notably Morocco. These elaborate tile designs created decorative surfaces with an abundance of colour and pattern.

First created by hand, each piece was created using a special blend of clay, typically cut into 10cm squares before glazing. Once fired, the tiles were then cut to form amazing geometric patterns. As this style of tile was popularised in Spain during the 16th century, the product became mass produced using wooden or metal moulds over the unbaked tiles.

As the original tiles were cut, glazed and then fired, they're known for their surface irregularities with variation in depth, flatness and shading, lending a rustic handcrafted aesthetic. The tile patterns used to take inspiration from traditional Islamic motifs with European influences, like Gothic or Italian Renaissance, but the simple 'raw' coloured tiles are what we commonly see in western homes today.



L-R: Zellica Flute Antique White (main image), Zellica Antique White, Tanjin White, Principle White

If you're a neutral lover then it's all about building on the texture of these tiles. As the typical zellige style tile has a high gloss, rustic finish, the rest of the space looks best when contrasted against a sleek, minimal space.

Stick to a tonal colour palette and let the tile do the talking. Pearlescent tones work particularly well with matt surface finishes, soft marbles and brass or gold fixtures. To lean into a more natural, rustic aesthetic, include some woodgrain too.



L-R: Cadence Sage (main image), Cadence Smoke, Tanjin Olive, Acton Pink, Ribbon Blue/Grey

Offering a stepping stone into colour, pastel tones work brilliantly in smaller and more contemporary feeling spaces.

Although typically cooler in tone, the heavily textured finish provides a bit more warmth than a flatter tile so you can style it with plainer, lighter wood grains like birch or ply and more decadent fixtures like brass, nickel or copper.



L-R: Zellica Bronze (main image), Zellica Licquorice, Cadence Teal, Principle Amber, Zellica Flute Forest Green

Darker shades, although dominant, don't feel as heavy due to a zellige tile's high gloss shine. This stronger foundation to your interior scheme allows for a play on typical zellige dimensions, for example an elongated brick like tile instead of the traditional square. Different laying patterns, like herringbone or basketweave, really show the tiles off.

Ensure to brighten the look with a lighter floor tile and even a lighter grout line. Lots of natural greenery will also be a hit, adding in further texture as well as colour without overwhelming the space.





#### Discover your ideal laying pattern

Don't forget, it's not all about colour and texture but about dimension too, so when you're looking at a tile, make sure you consider its size and proportions and how a laying pattern could change the overall look and feel.

If you're renovating an awkward shaped room, or want to play with its proportions, researching different tile laying patterns and how they can change the look of your room is a great place to start. Here's a closer look at three of the most common laying patterns but you can find more patterns and inspiration on how to use them via our

Knowledge Base.



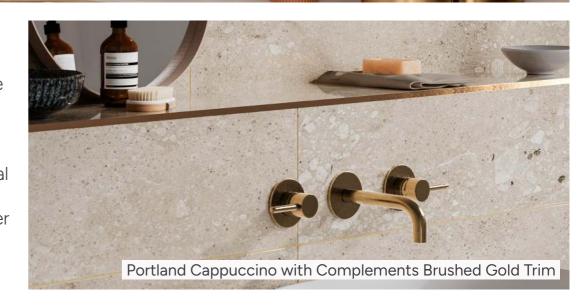




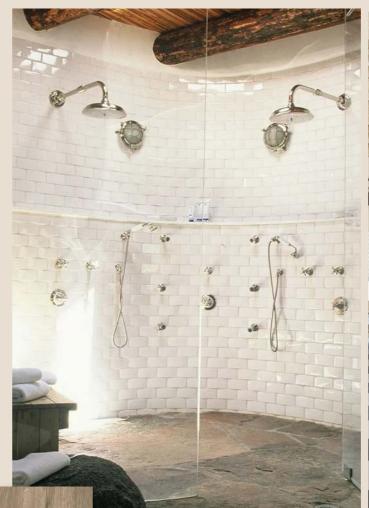


#### Finishing Touches

Transform your tiling project with your choice of grout and trim. The colour, profile or width can completely change the look and feel of your tiled space. Choosing a complementary grout tone to your tile can feel more traditional whereas a contrasting shade will make it feel more graphic and modern. Similarly, a narrower grout joint feels rustic and classic whereas a smaller joint feels contemporary.













#### TREND COLOUR PALETTE







#### The future of tiling







Tiles are growing into extra large formats to showcase beautiful pattern, texture and design whilst new technology enables them to become thinner and lighter, making them easier to fix, whilst maintaining their durability.

These larger tiles, known as XL tiles, are anything over 60 centimetres in width or length. As a single tile covers more of the wall or floor, fewer grout lines are needed overall, providing a more seamless and authentic finish for porcelain replicas of marble, stone and even wood. Fewer grout lines also make cleaning and long-term maintenance easier.

From speckled concrete effects to colourful terrazzo chips and heavenly rustic flagstones, XL tiles offer similar styling capabilities as smaller tiles whilst allowing you to explore a pattern over a larger canvas, creating a more cocooning aesthetic. Because of this effect they offer great versatility, in larger spaces they make a room feel connected whilst in a more compact space they feel more open as you see less joints. And, because of that enveloping feeling, they work particularly well in bathrooms, offering a serene and calming finish to the space.

We're seeing the continuation of warming neutrals across the home so choosing a beige or warm off-white tone as your room's foundation is a great way to add longevity as well as warmth to your interior scheme.



#### Shopping with us

With over 60 year's experience we'll help bring your dream project to life. You can browse our full collection online or get specialist advice, tailored to your project, at one of our showrooms nationwide.



**Rated Excellent with** over 5000 trusted 5\* reviews







