

PLASTER 2.0

RESPONSIBLE DESIGN • SUSTAINABLE BEAUTY



ELM SURFACES

PLASTER 2.0

In response to the urgency of the climate crisis, Plaster 2.0 presents a necessary revolution within the industry. Plaster 2.0 is **ELM's** first entirely carbon neutral product.

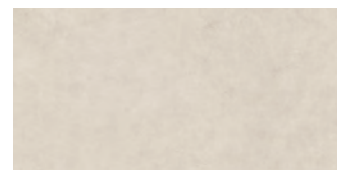
It is a beautiful concrete design paired with six bold hues that replicate the artistic layering of venetian plaster. This collection is available in various sizes, along with coordinating trim pieces that offers you conscious versatility.

It's time to take responsibility with the sustainable beauty of Plaster 2.0.

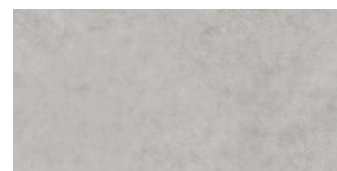


Wall
Venetian Crystal White 6"x24"
Venetian Clover 6"x24"

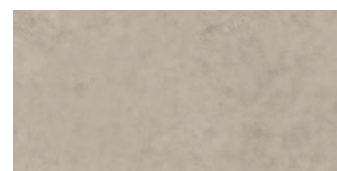
2 | colors



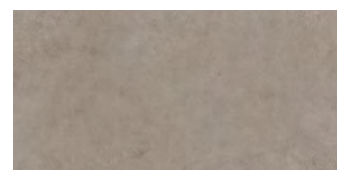
Ivory



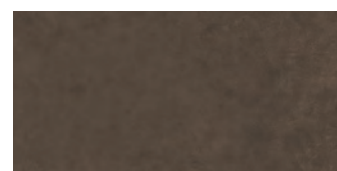
Silver Grey



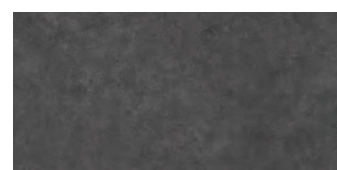
Sand



Tortora



Espresso



Midnight



Venetian
Crystal White



Venetian
Gold



Venetian
Clay



Venetian
Red



Venetian
Bay



Venetian
Clover





It's time to take responsibility.

COLORS & SIZES

(Sizes listed are nominal)

IVORY



Color
Body



Carbon
Neutral

1102930 - 12"x24" Rectified
1102912 - 16"x32" Rectified
1102949 - 32"x32" Rectified
1102955 - 2"x2" Mosaic
1102961 - 3"x12" Bullnose
1102967 - 6"x12" Cove Base

SILVER GREY



Color
Body



Carbon
Neutral

1102931 - 12"x24" Rectified
1102913 - 16"x32" Rectified
1102950 - 32"x32" Rectified
1102956 - 2"x2" Mosaic
1102962 - 3"x12" Bullnose
1102968 - 6"x12" Cove Base

SAND



Color
Body



Carbon
Neutral

1102932 - 12"x24" Rectified
1102914 - 16"x32" Rectified
1102951 - 32"x32" Rectified
1102957 - 2"x2" Mosaic
1102963 - 3"x12" Bullnose
1102969 - 6"x12" Cove Base

TORTORA



Color
Body



Carbon
Neutral

1102933 - 12"x24" Rectified
1102915 - 16"x32" Rectified
1102952 - 32"x32" Rectified
1102958 - 2"x2" Mosaic
1102964 - 3"x12" Bullnose
1102970 - 6"x12" Cove Base

ESPRESSO



Color
Body



Carbon
Neutral

1102934 - 12"x24" Rectified
1102916 - 16"x32" Rectified
1102953 - 32"x32" Rectified
1102959 - 2"x2" Mosaic
1102965 - 3"x12" Bullnose
1102971 - 6"x12" Cove Base

MIDNIGHT



Color
Body



Carbon
Neutral

1102935 - 12"x24" Rectified
1102917 - 16"x32" Rectified
1102954 - 32"x32" Rectified
1102960 - 2"x2" Mosaic
1102966 - 3"x12" Bullnose
1102972 - 6"x12" Cove Base



6" x 24"

2" x 2"
mosaic

16" x 32"

32" x 32"

12" x 24"

COLORS & SIZES

(Sizes listed are nominal)

10

VENETIAN CRYSTAL WHITE



1102983 - 6"x24"



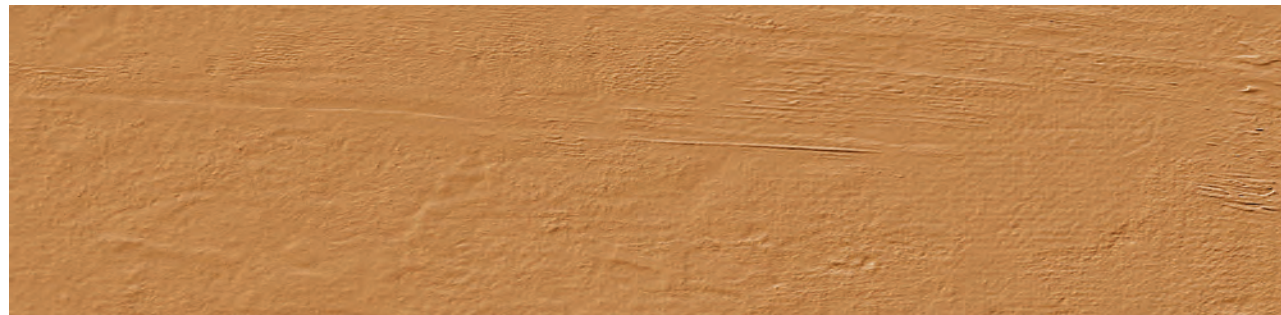
VENETIAN GOLD



1102980 - 6"x24"



VENETIAN CLAY

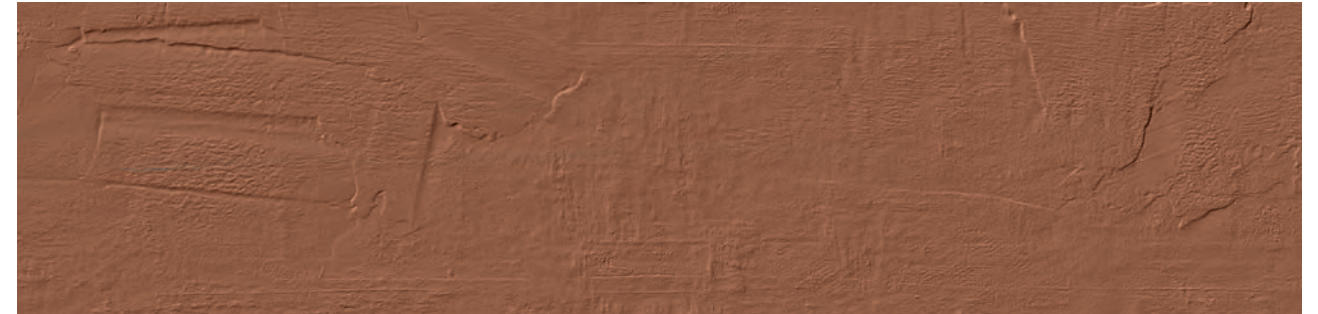


1102981 - 6"x24"



11

VENETIAN RED



1102979 - 6"x24"



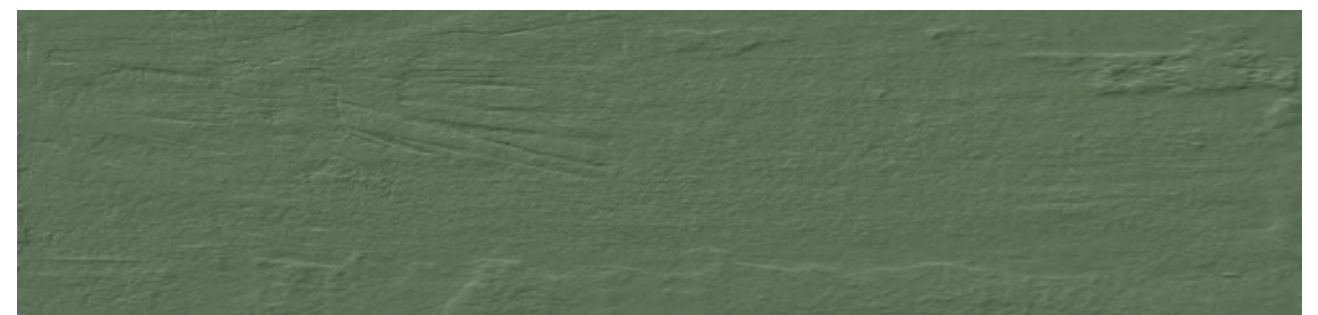
VENETIAN BAY



1102982 - 6"x24"



VENETIAN CLOVER



1102984 - 6"x24"



YOUR SPACE REDEFINED



Wall
Venetian Gold 6"x24"

Floor
Midnight 32"x32"



Wall
Venetian Red 6"x24"

Floor
Tortora 32"x32"



Wall
Venetian Bay 6"x24"

Floor
Silvergrey 32"x32"



Wall
Venetian Clover 6"x24"

Floor
Ivory 32"x32"



Wall
Venetian Red 6"x24"

Floor
Ivory 12"x24"

first entirely
carbon neutral
product to be
offered in the
porcelain
tile industry.





Sand 16"x32" + 32"x32"
Tortora 32"x32"
Espresso 32"x32"



Porcelain tile has the
lowest embodied carbon
of any flooring product.

Tortora 12"x24"





COFFEE

ESPRESSO	2.00	2.40	ESPRESSO	2.00	2.40	SOTTORIVA'S		
AMERICANO	2.00	2.40	MACAO	1.80	2.20	WASSER LAUT 0.3	1.20	
CAPPUCINO	2.00	2.40	MACAO LATTE	2.20		APFELSCHOKLE 0.1	2.20	
ESPRESSO MACCHIATO	2.00	2.40	CHAI LATTE	2.20		LEMONAID 0.3	2.20	
LATTE	2.40		EDOKA SAHNE	1.20		CHARTER 0.3	1.20	
FLAT WHITE	1.80		EDOKA SHOT	1.20		EDOKA COLA 0.2	1.20	
MILCH KAFFEE	1.80		EDOKA (XO) J	1.20		FROZ (COLA) 0.2	1.20	
ESPRESSO	1.00		HOT CHOCOLATE	1.00		PETER PAN 0.3	1.20	

Bar
Venetian Clay 6"x24"

Floor
Espresso 32"x32"

To lower our carbon emissions, over 95% of the raw materials used in the production of *our* tiles are sourced within a 500-mile radius of the Clarksville, TN factory.



Wall
Venetian All Colors 6"x24"

Floor
Tortora 32"x32"



Let's go
TOGETHER



like SALT & PEPPER

Café



•ESPRESSO•

•Latte•

•Cappuccino•

•AMERICANO•

Shopping list

- cheese
- milk
- bread
- yoghurt
- dips
- lemon
- wine
- banana
- olive
- figs



Wall
Venetian Bay 6"x24"

Floor
Ivory 32"x32"



Silver Grey 32"x32"



Carbon
Neutral

SIZES & COLORS

color body 

Colors	12" x 24" rectified	16" x 32" rectified	32" x 32" rectified	12"X12" mosaic	3"x12" bullnose	6"x12" cove base
IVORY	1102930	1102912	1102949	1102955	1102961	1102967
SILVER GREY	1102931	1102913	1102950	1102956	1102962	1102968
SAND	1102932	1102914	1102951	1102957	1102963	1102969
TORTORA	1102933	1102915	1102952	1102958	1102964	1102970
ESPRESSO	1102934	1102916	1102953	1102959	1102965	1102971
MIDNIGHT	1102935	1102917	1102954	1102960	1102966	1102972



Colors	6" x 24"
VENETIAN WHITE CRYSTAL	1102983
VENETIAN GOLD	1102980
VENETIAN CLAY	1102981
VENETIAN RED	1102979
VENETIAN BAY	1102982
VENETIAN CLOVER	1102984



Colors shown may vary from actual product.
Final selection should be made from actual product samples.
Note: Sizes listed are nominal.

Packaging Specifications













SIZES		THICKNESS (MM)	PIECES PER BOX	UOM PER BOX	WEIGHT PER BOX	BOXES PER PALLET	UOM PER PALLET	WEIGHT PER PALLET*
FIELD TILES								
6"x24" PRESSED	NOMINAL	8 mm	15	15 SF	49.5	48	720 SF	2,376
12"x24" RECTIFIED	NOMINAL	8 mm	8	16 SF	52.8	48	768 SF	2,534
16"x32" RECTIFIED	NOMINAL	10 mm	4	14.22 SF	62.58	24	341.33 SF	1,502
32"x32" RECTIFIED	NOMINAL	10 mm	2	14.22 SF	62.58	40	568.88 SF	2,503
MOSAIC AND COORDINATING TRIMS								
12"x12" MOSAIC (2"x2" - 36 DOT)	NOMINAL	8 mm	10	10 PCS	33	45	450 PCS	1,485
3"x12" BULLNOSE	NOMINAL	8 mm	15	15 PCS	14.55	168	2,520 PCS	2,444
6"x12" COVE BASE	NOMINAL	7 mm	10	10 PCS	17.5	64	640 PCS	1,120

*WEIGHT PER PALLET DOES NOT INCLUDE pallet WEIGHT itself. All other sizes will be packaged as ordered. Please contact MILESTONE Customer Service at 1-877-356-7461 for packaging information.

Minimum grout size recommended = 5 mm (or approx. 3/16") If staggered tile placement, we recommend using a 30% offset. If specified brick pattern with 1/2 pattern mandatory, a bigger grout is recommended to hide imperfections of installation (minimum 1/4").

Technical Specifications

This product meets or exceeds all standards described in ANSI A137.1.

SPECS	TEST METHOD	INDUSTRY STANDARD	PLASTER 2.0 VALUES
 WATER ABSORPTION	ASTM C373	≤0.5%	≤0.4%
 CHEMICAL RESISTANCE	ASTM C650	A tile sample is placed in continuous contact with a variety of chemicals for 24 hours. No sample must show visible defects.	NOT AFFECTED
 D.C.O.F. AcuTest®	ANSI A326.3	≥0.42% WET	≥0.42% WET
 STAIN RESISTANCE	ASTM C1378	Surfaces are exposed to staining agents for 24 hours followed by four cleaning procedures. Results are recorded post cleaning.	NOT AFFECTED
 BREAKING STRENGTH	ASTM C648	≥250 lb/ft²	8mm ≥300 lb/ft² 10mm ≥400 lb/ft²
 RESISTANCE TO FREEZE	ASTM C1026	A tile sample is subjected to repeated processes of freezing and thawing. Sample must show no visible defects.	RESISTANT
 WARPAGE EDGE	ASTM C485	Warpage ± 0.4% or ± 0.05 in	≥± 0.4%
 WARPAGE DIAGONAL	ASTM C485	Warpage ± 0.4% or ± 0.07 in	≥± 0.4%
 WARPAGE EDGE	ASTM C485	Warpage ± 0.5% or ± 0.07 in	≥± 0.5%
 WARPAGE DIAGONAL	ASTM C485	Warpage ± 0.5% or ± 0.07 in	≥± 0.5%
 WEDGING	ASTM C502	± 0.25% or ± 0.03 in	≥± 0.25%
 THICKNESS	ASTM C499	Range: ± 0.04 in	≤0.04 in

• Due to the inherent nature of fired porcelain tile, it is important to note that the coefficient of friction may vary within and between product runs.

PLASTER 2.0 / MADE IN THE USA.

Green Memberships & Accreditations

DESCRIPTION	
	Defines post-consumer content of as much as 3% recycled glass which reduces landfill impact.
	Defines pre-consumer content of as much as 45% recycled material which reduces our carbon footprint.
	Florim USA sources >95% raw material within a 500 mile radius, which results in a smaller carbon footprint.
	Tile Council of North America and the American National Standards Institute's standard for sustainability and environmental impact.
	A declaration that Florim USA values the environment and works daily to minimize our adverse impact upon it.
	The Health Product Declaration Collaborative transparency declaration for all of Florim USA's naturally occurring materials.
	Certification of plant and product specific Environmental Product Declaration (EPD) which tracks environmental impacts from the production of porcelain tile.
	Underwriter's Laboratories certification of low emitting materials. Florim USA is Green Guard Gold certified.
	Bureau Veritas Standards Program verifies and certifies both pre- and post-consumer recycled content.
	Florim USA actively participates in the Tile Council of North America which allows us to be on the forefront of advances in the tile industry and its standards.
	USGBC is committed to suit a more sustainable life. Florim USA supports this mission by manufacturing products which aid architects in achieving USGBC certification.
	Florim USA's sustainability and social practices support the mission of The International Living Future Institute which strives to create a socially just, culturally rich, and ecologically restorative community.
	The Tennessee Recycling Coalition is dedicated to promoting recycling and sustainable material management practices, and awarded Florim USA the Tennessee Recycler of the Year award for 2020.

CLEANING & MAINTENANCE

Porcelain tiles are low-maintenance, moisture-resistant, scratch-resistant, and stain-resistant. Completely inhospitable to germs and bacteria, porcelain tile is also among the easiest flooring material to clean and maintain.

Routine Care Instructions:

- 1. Sweep or vacuum loose dust and debris from the floor.
- 2. Mop the floor with a mild cleaning solution (wax, oil-based, and abrasive cleaners are not recommended).
- 3. Rinse thoroughly with clean, clear water.
- 4. (Optional) Dry the floor using a clean cloth to increase shine and prevent water spots.

Note: For desired results, it is particularly important to combine the effect of the cleaning solution with a vigorous mechanical cleaning action.

USAGE AND FEATURES



PROGRESS THAT INVESTS IN THE ENTIRE SOCIETY

As an active member of the U.S Green Building Council, *ELM* spreads awareness to the community and encourages the use of building solutions through environmentally friendly practices. Our products positively contribute to the requirements for obtaining the LEED (Leadership in Energy and Environmental Design) and WELL (IWBI) certifications.

A COMMITMENT TO ENVIRONMENTAL SUSTAINABILITY AND RESPONSIBILITY

We are committed to conscious development that minimizes the negative impact of manufacturing production on the environment. Our general approach to sustainability intersects with our business strategy to embrace three areas of responsibility: economic, social, and environmental. Some ways we prove this are:

- Products containing as much as 45% recycled content.
- Post-consumer recycled content levels as much as 3%.
- Zero industrial wastewater discharge.
- A 99% internal process recycling rate.
- Local sourcing of >95% raw materials (within 500-mile radius of factory) resulting in low transportation related carbon emissions.

ELM is taking these and other steps, as well as actively investing to reduce carbon emissions to ensure that we reach full carbon neutrality by 2030.



made in the
USA 

