

SPECIALTY COLLECTION

MERCANTILE

CHAPTER OUTLINE

Mercantile draws inspiration from the honest materials and hardworking spaces that have shaped everyday design for generations. Brick-lined storefronts, stockroom shelves, and well-worn interiors inform the look of this collection, where character is built through texture rather than ornament. Crafted in ceramic, Mercantile offers a warm, approachable surface that feels familiar, durable, and easy to live with.

Defined by a single rectangular shape and a concise palette of four versatile colors, Mercantile is intentionally focused. This measured design approach allows the subtle variation and texture of each tile to take center stage, creating depth and visual interest through simplicity. Whether used on a kitchen backsplash, bathroom wall, or accent feature, Mercantile delivers dependable design that feels grounded, inviting, and timeless.

**KEY FEATURES**

**1. Colors**

- Mercantile features four earth-toned colors that fit a variety of designs. Colors available include White, Green, Brown, and Grey - all with a shimmery, satin finish and unfilled texture. These tiles have substantial variation that accentuate the tiles' handmade look.

**2. Field Tiles**

- Each field tile in this collection measures 2.5" x 10", perfect for creating subway, offset, or stacked patterns.

**APPLICATION**

Please reference the Application Chart for Mercantile on our website, JeffreyCourt.com, for more 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 can also be found on our website, JeffreyCourt.com.

**INSTALLATION TIPS**

**1. Blending and Shade Variation**

- To achieve your desired look, Jeffrey Court recommends that you inspect and confirm the tile and layout before installation. Installation of tile constitutes acceptance.

**2. Rating**

- For specific item-by-item shade variation rating, please reference each product-specific web page on JeffreyCourt.com.

**3. Setting Materials, Sealers and Grouts**

- A high-quality white thinset meeting ANSI 118.4 or 118.11 is recommended for best installation results. Always check with the setting material manufacturer to ensure suitability of material in setting tiles. A grey mortar, mastic, or adhesive can 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.

#### 4. 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.

#### **IMPORTANT: Installation Instructions**

We recommend wet cutting or the score and snap method during the installation process. Improper installation techniques could expose installer to inhalation of harmful silica dust.

Do not dry cut product using power tools during the installation process. Using dry cutting methods could present a risk of acute lung injury. If adequate ventilation cannot be achieved, wear a mask or respirator. For more information, see the SDS at [www.JeffreyCourt.com](http://www.JeffreyCourt.com).

#### **MERCHANDISING**

The marketing and merchandising of this collection is supported by a montage board, touch boards, and A&D sample cards which aid in displaying the full product line. All of these point-of-purchase materials are accompanied by the Mercantile catalog. Showroom installation and loose sample pieces are also available to order.

Visit the Jeffrey Court website, [JeffreyCourt.com](http://JeffreyCourt.com), to gain inspiration on the design possibilities offered with **Mercantile**.