



# Dealership Tile Program



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# Introduction



Fiat Chrysler Automobiles has selected Alfalux Tile for its modern, timeless appearance consistent with its expressive and confident brand image. Special attention has been given to the durability and ease of maintenance when choosing materials.

Alfalux has produced custom tile for the CDJR Dealership tile program and is offering these products exclusively through Dwyer Marble & Stone Supply.



Dwyer Marble & Stone's participation in the CDJR Dealership program is being led by an experienced and dedicated team that handles all communications, order activity and logistics to seamlessly serve the CDJR dealership network. Our team is committed to providing you with the highest quality service and expertise available.

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# Why Alfalux Tile?



*Alfalux custom tile provides a refined, modern backdrop that will show your vehicles at their best, while offering proven longevity and performance you can enjoy with confidence.*

**Brand Image:** The clean and inviting custom color and unique finish supports and reinforces the brand image across the CDJR Dealer network.

**Proven Performance:** Alfalux tile is produced with advanced technological innovation, delivering superior strength, durability and timeless appearance.

**Abrasion Resistance:** Passes deep abrasion testing and has superior durability to high traffic.

**Ease of Maintenance:** Special anti-graffiti finish has been incorporated during production to alleviate your maintenance and cleaning concerns.

**Value:** Appearance, durability, and ease of maintenance at an affordable price!

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# Showroom Tile

## PT-1 – CANVAS TITANIUM Showroom Field Tile

Size  
24" x 24"  
(Rectified)

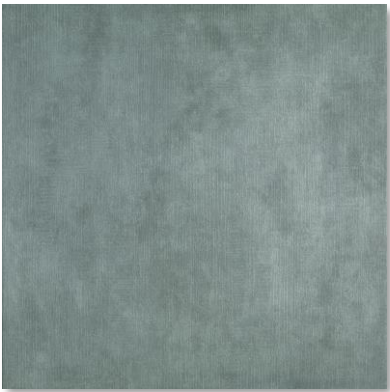
Finish  
Lappato

Grout  
TruColor Pre-Mixed Urethane

Grout Color  
G1

Grout Joint  
1/8"

Tile Pattern  
90° Straight Grid



24" x 24"



close-up view

## PT-2 – CANVAS CARBON Showroom Accent Tile

Size  
24" x 24"  
(Rectified)

Finish  
Lappato

Grout  
TruColor Pre-Mixed Urethane

Grout Color  
G2

Grout Joint  
1/8"

Tile Pattern  
90° Straight Grid



24" x 24"



close-up view

# Customer Restroom

## PT-3 – PEBBLE GREY Customer Restroom Floors



12" x 24"

Size  
12" x 24"

Finish  
Natural

Grout  
TruColor Pre-Mixed Urethane

Grout Color  
G1

Grout Joint  
3/16"

Tile Pattern  
1/3 Offset



close-up view

## PT-4 – PEBBLE CREME Customer Restroom Walls



12" x 24"

Size  
12" x 24"

Finish  
Natural

Grout  
TruColor Pre-Mixed Urethane

Grout Color  
G3

Grout Joint  
3/16"

Tile Pattern  
1/3 Offset



close-up view

# Customer Restroom & Wall Base

*AT-1*– SILVER FROST  
Customer Restroom Accent Tile

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Size	Finish
2x12"	Glass - Frosted
Grout	
TruColor Pre-Mixed Urethane	
Grout Color	
G5	
Tile Pattern	
6" Border – 3 Rows, Staggered	

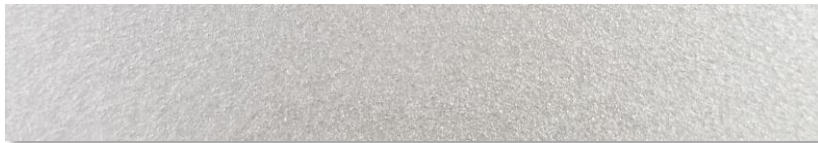
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*B-1*– PORCELAIN WALL BASE  
Alfalux Porcelain Tile Wall Base

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Size	Color & Finish
4" x 24"	Match Floor
Bullnose	
(Showroom)	
3" x 24"	
Bullnose	
(Customer Restroom)	

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2" x 12"

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# Service Drive-Up & Service Bays

## PT-5 – GRANITE TITANIUM Service Area Field Tile

Size  
12" x 12"  
(Rectified)

Finish  
Roc

Grout  
TruColor Pre-Mixed Urethane

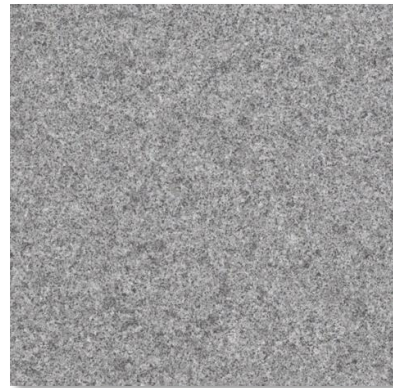
Grout Color  
G4

Grout Joint  
3/16"

Tile Pattern  
90° Straight Grid



12" x 12"



close-up view

## PT-6 – GRANITE CARBON Service Area Accent Tile

Size  
12" x 12"  
(Rectified)

Finish  
Roc

Grout  
TruColor Pre-Mixed Urethane

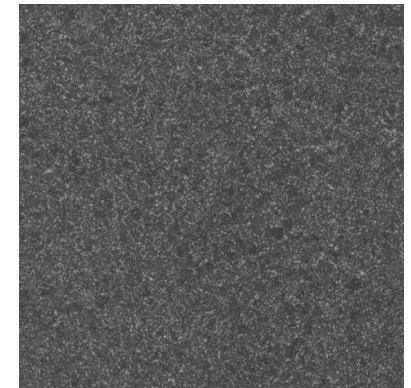
Grout Color  
G4

Grout Joint  
3/16"

Tile Pattern  
90° Straight Grid



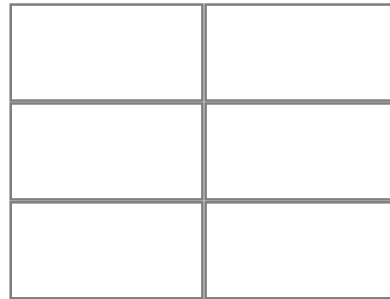
12" x 12"



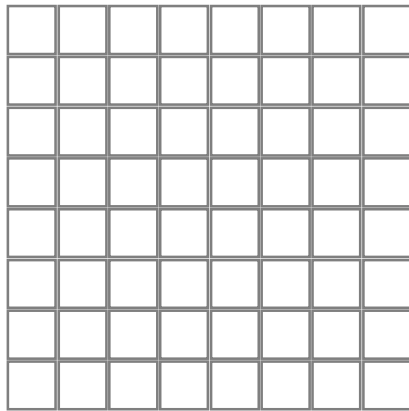
close-up view

# Tile Pattern Reference

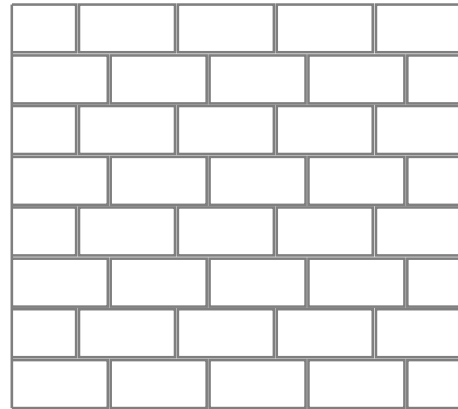
90° Straight Grid  
(Rectangular Tile)



90° Straight Grid  
(Square Tile)



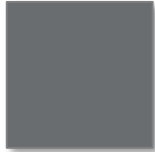
1/3 Offset Standard



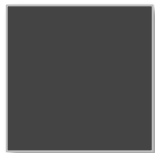
*NOTE: Run floor tile lengthwise – the long edge of the tile parallel to the long side of the room.*



# Pre-Mixed Grouts



G1 - Shadow H195



G2 - French Gray H142



G3 - Misty Gray H144



TruColor

- Pre-mixed and ready to use.
- Consistent color every time.
- Crack resistant flexibility.
- No sealing ever required.
- Resists chemicals & stains.
- Easy clean up with water.
- Doesn't contribute to efflorescence.
- UV stable – Colors won't yellow, darken or fade.
- 3-hour working time.
- Anti-microbial protection.

# Sanded Grout



G4 – Shadow H195 Sanded with 1900 Epoxy Admixture

# Canvas Tile Technical Data

Physical Properties	ASTM Test	Industry Standards	Alfalux ASTM Test Results
Water Absorption	C373	Impervious <0.5%	<0.06%
DCOF Lappato	ANSI A137.1	>0.42	>0.42
Freeze Thaw Cycling	C1028	No Requirements	Shows no evidence of damage
Deep Abrasion	C1243	<175 mm <sup>3</sup>	<130 mm <sup>3</sup> exceeds standards
Hardness Mohs Scale	Industry Scale	No Requirements	Exceeds 8 on Mohs Scale for hardness
Warpage Average Edges	C485	Warpage +/- 0.40% on any edge	<0.40% on any edge
Warpage Average Diagonal	C485	Warpage +/- 0.40% on any diagonal	<0.40% on any diagonal
Wedging Average	C502	Wedging +/- 0.25%	<0.25% wedging
Chemical Resistance	C650	No Requirements	Unaffected
Breaking Strength	C648	250 lbf or greater	> 400 lbf
Aesthetic Class/Shade Rating	NA	No Requirements	<b>Dwyer Marble &amp; Stone</b> manages each location to a single dye lot

## Canvas Titanium & Canvas Carbon

Canvas is a full body porcelain replicating the movement of natural limestone. Contemporary and technical, it is designed for paving large areas where cleaning is a key factor. Designed for great performance, it meets or exceeds ASTM testing standards.

Stocked Size (Rectified):  
24"x24" (60cm x 60cm)

Thickness  
10.5 mm

Finish:  
Lappato

Layout Pattern:  
90° Straight Grid

Grout Joint:  
1/8"

Grout Color:  
*Canvas Titanium:*  
G1 - Shadow H195

*Canvas Carbon:*  
G2 - French Gray H142

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# Pebble Tile Technical Data

Physical Properties	ASTM Test	Industry Standards	Alfalux ASTM Test Results
Water Absorption	C373	Impervious <0.5%	<0.06%
DCOF Natural / Matte	ANSI A137.1	>0.42	>0.42
Freeze Thaw Cycling	C1028	No Requirements	Shows no evidence of damage
Deep Abrasion	C1243	<175 mm <sup>3</sup>	<130 mm <sup>3</sup> exceeds standards
Hardness Mohs Scale	Industry Scale	No Requirements	Exceeds 8 on Mohs Scale for hardness
Warpage Average Edges	C485	Warpage +/- 0.40% on any edge	<0.40% on any edge
Warpage Average Diagonal	C485	Warpage +/- 0.40% on any diagonal	<0.40% on any diagonal
Wedging Average	C502	Wedging +/- 0.25%	<0.25% wedging
Chemical Resistance	C650	No Requirements	Unaffected
Breaking Strength	C648	250 lbf or greater	> 400 lbf
Aesthetic Class/Shade Rating	NA	No Requirements	<b>Dwyer Marble &amp; Stone</b> manages each location to a single dye lot

## Pebble Grey & Pebble Creme

Pebble is a full body porcelain replicating the movement of natural stone, with neutral tones and a hint of sparkle running through subtle veins of oxidized metals. Warm and inviting, it is designed for paving large areas where cleaning is a key factor. Designed for great performance, it meets or exceed ASTM testing standards.

Stocked Size (Rectified):  
12" x 24" (30cm x 60cm)

Thickness  
9 mm

Finish:  
Natural

Layout Pattern:  
1/3 Offset

Grout Joint:  
3/16"

Grout Color:  
*Pebble Grey:*  
G1 - Shadow H195

*Pebble Creme:*  
G3 - Misty Gray H144

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# Granite-Look Tile Technical Data

Physical Properties	ASTM Test	Industry Standards	ASTM Test Results
Water Absorption	C373	Impervious <0.5%	<0.06%
DCOF Roc Finish	ANSI A137.1	>0.42	>0.60
Freeze Thaw Cycling	C1028	No Requirements	Shows no evidence of damage
Deep Abrasion	C1243	<175 mm <sup>3</sup>	<130 mm <sup>3</sup> exceeds standards
Hardness Mohs Scale	Industry Scale	No Requirements	Exceeds 8 on Mohs Scale for hardness
Warpage Average Edges	C485	Warpage +/- 0.40% on any edge	<0.40% on any edge
Warpage Average Diagonal	C485	Warpage +/- 0.40% on any diagonal	<0.40% on any diagonal
Wedging Average	C502	Wedging +/- 0.25%	<0.25% wedging
Chemical Resistance	C650	No Requirements	Unaffected
Breaking Strength	C648	250 lbf or greater	> 400 lbf
Aesthetic Class/Shade Rating	NA	No Requirements	<b>Dwyer Marble &amp; Stone</b> manages each location to a single dye lot

## Granite-Look Tile – Titanium & Carbon

Granite-Look is a through-body, heavy-duty porcelain designed for very heavy traffic areas. Its Roc finish makes it suitable for applications like dealership service bay areas and anywhere that requires a slip-resistant tile.

Stocked Size (Rectified):  
12"x12" (30cm x 30cm)

Thickness  
10.5 mm

Finish:  
Roc

Layout Pattern:  
90° Straight Grid

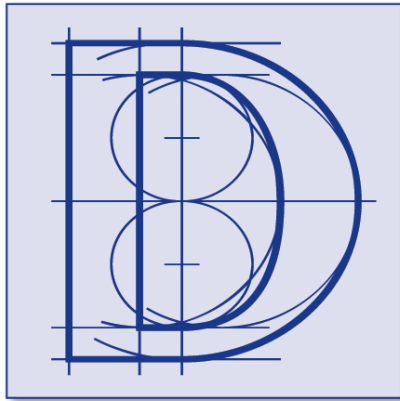
Grout Joint:  
3/16"

Grout Color:  
G4 -  
Shadow Sanded Grout with  
1900 Epoxy Admixture

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# The Dwyer Marble & Stone Team



**DWYER**  
**MARBLE & STONE**

Our team is committed to providing you with the best service possible. We take great pride in our professional knowledge and experience in the tile and stone industry. Our long history and extensive background allow us to provide you with extraordinary service and attention to detail that is critical to the success of your project. Dwyer Marble & Stone has specialized in dealership tile programs, including CDJR and Jeep programs, and has earned a preferred vendor status by offering single-transaction convenience for your tile needs.

Please contact us directly for more information about tile pricing and availability.

Contacts:

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