

CTU Online Anytime Module 4.1 – Sealing Tile, Natural Stone and Grout

Key Takeaways

- When it comes to sealing, understanding and applying a few simple procedures and products will help save time, money and installation challenges. The result will be:
 - Satisfied customers
 - More referrals
 - Reduction in costly callbacks
- Jobs that are not sealed can result in disappointed customers
- Customers appreciate the reduced maintenance and aesthetic benefits of sealers
- Sealer misconceptions:
 - Sealers last forever. A: Sealers do not last forever.
 - They are maintenance free. A: Sealers are not maintenance free.
 - Sealing is permanent. A: Sealers are not permanent.
 - Can withstand any cleaner. A: Neutral pH cleaners are preferred over common harsh cleaners.
- What sealers can do:
 - Provide a given degree of stain resistance and reaction time to clean spills
 - Can change look or not change look, depending on customer preference
 - Reduce ongoing maintenance of tile installation
 - Provide high degree of chemical resistance
- Mock-up and testing of installation materials should be done prior to installation to assess the need and benefit of a pre-sealer or grout release
- Finish look is important to discuss with customer up front. Options are:
 - Natural look – no change in color of tile and grout
 - Enhancer – deep, rich color enhancement
 - Topical sealer – some color enhancement with low to high sheen finish
- For premium protection and performance – Aqua Mix[®] Sealer's Choice[®] Gold
 - Industry's most preferred and lasts up to 15 years
 - No fumes or odors
- Aqua Mix[®] Enrich 'N' Seal[®]
 - Penetrating seal darkens and enriches color
 - Maximum stain protection that lasts up to 15 years
 - 100% solids (not water or solvent based)
 - Requires half the number of coats of comparable product, saving cost and labor
- There are many variables that determine how long a sealer will last

- Type of tile or stone and sealer type
- Service conditions of the installation
- Cleaner type (most everyday cleaners are too harsh; high in acid or alkalinity)
 - Cleaner with neutral pH needed
 - Cleaner can eat away at stone and grout
- Test installation periodically to see if it needs re-sealing
 - If material darkens and wets-out is good indicator that resealing is needed
- The main purpose of sealer is to give reaction time to clean up spill before a stain occurs

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