



B E S P O K E

COUNTERTOPS & FLOORING

# New Homeowner Countertops & Flooring Guide

Made from Scratch  
to your Specifications.

## Valued Homeowner,

### Congratulations on your new home!

Please look over the following general product knowledge to familiarize yourself with the new Bespoke products installed in your home. With that in mind, we have provided the following information on how to maintain your countertops and flooring looking as new as when you moved in. We would like to personally thank you for your continued business and trust in all of your countertop and flooring needs.

### Bespoke Countertops

## Know Your Countertops

### Natural Stone

- **Marble** is a metamorphic, calcareous rock formed by internal Earth forces, and is mainly composed of calcium carbonate. Just like any other natural material, this product is quarried, cut to usable sizes, and then fabricated for residential or commercial use. Although marble is quite beautiful, it is a very porous material and for that reason the finish will stain, scratch, and etch.
- **Granite** is an igneous, siliceous rock formed by internal Earth forces and consists mainly of quartz, silica, mica, obsidian, and feldspar with a blend of natural minerals. Therefore, this natural product is quarried, cut to usable sizes, and then fabricated for residential or commercial use. Some inherent qualities of this material can be natural fissures and surface pits. The benefits of granite are uniqueness, easy care, heat resistance, high scratch resistance, solidness, and durability.
- **Quartzite** are metamorphic, siliceous rock formed by internal Earth forces and consists mainly of quartz, silica, mica, and feldspar with a blend of natural minerals. These natural products are also quarried, cut to usable sizes, and then fabricated for residential or commercial use. This option is superb because of its exceptional natural durability, scratch resistance, distinctiveness, and easy care.

Marble



Granite



Quartzite



**Veining** is a customary condition of the material, which can become cracked overtime.

If your material chips or cracks in the future, then contact our professional team at the number provided after the **(P)reventative (M)aintenance (C)hecks and (S)ervices** section of the booklet.

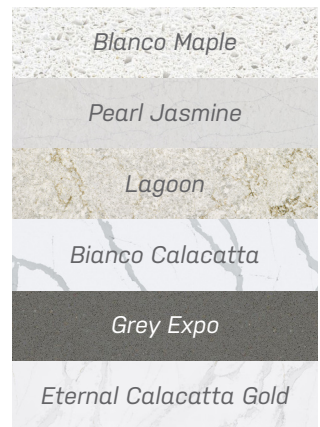
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## Quartz

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**Quartz** is an engineered stone that combines the natural wonder of stone with the wisdom of advanced surfacing techniques.

It is composed of ground or crushed quartz mixed with polymers, resins, and pigment to create a wide array of textures and colors. Because of quartz's extremely dense structure seams will be visible. This material has a non-porous surface, which means it is highly stain-resistant and is easy to maintain. Also, it is quite durable and capable of heavy use with little to no worry of damaging the tops easily within reason.



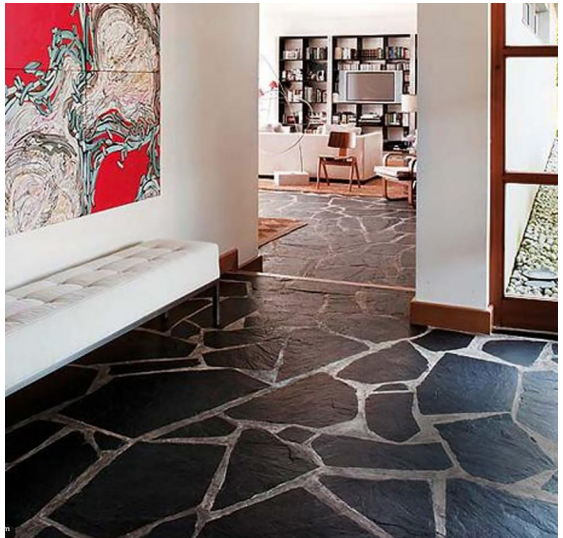
## Ceramic Tile vs. Natural Stone Tile

- **Ceramic tile** is manufactured from clay materials that are quarried, prepared, and then formed into a mold. Once the material is molded, then it is hardened at an extremely high temperature. As with all fired products, there will be some variation in size and shade. This is an intrinsic characteristic of ceramic tile and results in varying color and sizing from tile to tile.



*Ceramic Tile*

- **Natural stone tile** is produced from natural materials that are quarried, finished, and cut to size. The common types of stone used as flooring tile include granite, marble, limestone, and slate. Among these types of natural stone are thousands of varieties with characteristics that depend on where and when the stone was quarried.



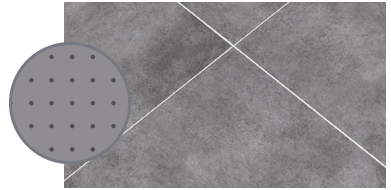
*Natural Stone Tile*

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## Porcelain (Ceramic) vs. Non-Porcelain (Ceramic)

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■ **Traditional ceramic tile** is non-porcelain, and is made from white, red and/or brown clay, and other minerals. It is exceptionally durable; although, it's structure is known to be less compact compared to porcelain. This also makes non-porcelain ceramic more porous.



■ **Porcelain** is made from kaolinite clay and minerals as well, but it also contains 50% of a white sand called feldspar. This type of tile offers greater durability, natural stain resistance, minimal water absorption, and through-bodied color.



- » Whether ceramic tile is **non-porcelain or porcelain**, it can be **glazed or unglazed**. Corollary, it can be finished in either **matte, semi-gloss, or high gloss**.
- » **Glazed tile** has increased stain resistance, scratch resistance, and traction, as well as decreased water absorption in comparison to an unglazed tile.

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## Natural Wood Flooring

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**Wood flooring** of many different species has become increasingly popular in our market. The natural beauty and unique graining of each wood floor makes it a little different and personal. **Patina**, which is the natural color changing during the aging process, will occur and enriches its compelling features. **Light wood floors** will show all natural imperfections and wood markings.

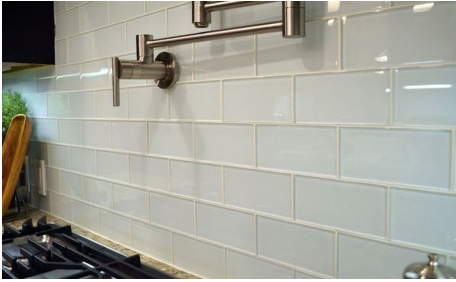


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## Deco Accents

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For deco accents made from **Ceramic and Natural Stone**, please refer to previous sections.



**Glass accents** are manufactured from natural materials, molded, and fired up at exceptionally high temperatures, and then allowed to harden. They offer high resistance to spills and stains.

» **Lipping**, which is tile noticeably sticking out of a wall or floor compared to another tile, is caused by the difference of thickness of each type of material and is only a natural occurrence.

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## Grout vs. Caulking

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- **Grout** is a cementitious product. The very nature of this product causes colors to vary, allows for expansion and contraction of grout joints (which could result in cracking), is extremely porous, and means that it will stain. It takes approximately 28 days after application for grout to cure.
- **Caulking** has two different variations that are both not porous. It can either be latex-based or silicone-based. These are the areas that you will find caulking to be prevalent: bathroom where tile meets tile, tile meets tub, tile meets granite, tile meets floor; and kitchen where granite meets sink, and where granite meets wall.



Grout



Caulking

There is some tolerance per industry standards, but if you have any concerns, then do not hesitate to contact our professional team at the number provided after the **(P)reventative (M)aintenance (C)hecks and (S)ervices** section.

# Countertops Routine Care & Maintenance

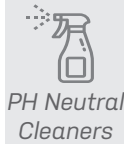
## Natural Stone

To ensure that no staining will occur, it is highly recommended to seal the top. All natural stones should be resealed every 8 months to a year. **Oil is natural stone's enemy; it will permanently seep through the material.** Yet, another reason we recommend to seal the countertops. To maintain cleanliness and sheen, use a stone or granite cleaner and a soft rag. **Marble** is best cleaned with a mild, non-abrasive soap solution or a stone cleaner because of the calcium carbonate, which is sensitive to acidic solutions, that is prominent in this natural stone. It is recommended to re-polish as needed to maintain the sheen of your material.

## Quartz

Quartz can be easily cleaned with common non-ammonia based household cleaner such as a glass cleaner. Avoid your tops coming in contact with paint strippers or products containing hydrofluoric acid, methylene chloride, trichlorethylene, or any product with very high or very low PH. These type of chemicals may etch or discolor the surface of quartz.

### Do's:



### Don'ts: Low pH (Acids) & High pH (Bases)

#### Acids

- Paint strippers
- Hydrofluoric acids

#### Bases

- Baking soda
- Ammonia based products
- Chlorine based products



# Flooring & Deco Accents Routine Care & Maintenance

## Ceramic and Natural Stone Flooring

All types of **ceramic flooring** should be maintained on a regular and frequent basis to prevent buildup of soil, grease, residue, soap detergents, sealers, dampness, liquids, etcetera to keep the surface clean and lessen slippery conditions. To clean ceramic flooring, you can use clear water and/or a PH neutral liquid cleaner (soapless). Follow with a clear water rinse and wipe dry to prevent film formation. For porcelain-type flooring, spilled liquids may stain the light-colored products if not removed promptly; specifically avoid acidic liquids such as beer, wine, citric acids, tomatoes, vinegar, and pet urine.

All **natural stone flooring** should be cleaned with neutral cleaners specifically designed for stone. These cleaners are concentrated PH neutral cleaners that will not affect existing or other types of coatings. Moreover, it is best to use a sponge or soft bristle brush, and buff dry. **Stone cleaners should never contain acid or bleach.** Acids, even a light solution of vinegar and water, will etch and eventually damage many varieties of natural stone.

### Do's:



PH Neutral  
Cleaners



Sponge



Buff Dry

### Don'ts: Low pH (Acids) & High pH (Bases)

#### Acids

- Vinegar
- Citric acids

#### Bases

- Baking soda
- Ammonia based products
- Chlorine based products



## Natural Wood Flooring

As far as natural wood flooring, there should be a clear understanding that it can and will scratch and indent. With that being said, carefully consider having indoor pets, which will scratch the wood. High heels will cause severe indentations on your floor.

**Do not use Murphy's Oil Soap or any wax-based products as they might cloud or cause build-up on your polyurethane-sealed floor.** Per industry recommendations, you can clean your wood flooring by sweeping, dry mopping, and vacuuming.

If you have any concerns regarding the wear and tear of the products in your home, then do not hesitate to contact our professional team at **713-861-6121**.



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## Deco Accents

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For all **ceramic and natural stone deco accents**, you should clean regularly with clear water and/or neutral (soapless) cleaner and wipe dry with a soft cloth. Do not use sandpaper, steel wool, scouring pads, or any other abrasive materials. For all **deco accents that utilize glass pieces**, use a glass cleaner and a soft lint-free cloth for frequent maintenance. To remove soap scum or water deposits, a minimally abrasive cleaner and soft bristle can be used.



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## Grout

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**Grout** needs to be cleaned on a periodic basis to remove any surface buildup. Routine grout cleaning can be done with a daily concentrated household or commercial cleaner depending on the application. When heavy-duty grout cleaning is required, you will need to use a professional strength tile and grout cleaner that is capable of removing grease, soap scum, oils, mildew stains, algae, and synthetic or acrylic waxes from the grout joints.



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## Caulking

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Caulking & silicone should be replaced immediately when needed. If silicone placed in wet areas is not maintained, then leaking can occur.

In order to avoid leaking, it is best advised to contact our professional team for maintenance and service.

# Preventative Maintenance Checks and Services

With 50+ years of combined experience in servicing the new home industry,

**Bespoke Custom Products & Services** is now offering a wide variety of services and products. Additionally, our **(P)reventative (M)aintenance (C)hecks & (S)ervices** packages will ensure the long-term value and appearance of your material.

## General

- Inspection of flooring, grout, caulking, & countertops
- Checking wet areas
- Touching up silicone as needed
- Reinstalling silicone as needed

## Countertops

- Repairing joints where needed at countertops
- Repairing chips where needed at countertops
- Re-caulking problem areas
- Removing stains on countertops
- Disinfecting countertops
- Polishing countertops
- Sealing countertops (ask about our warranty sealers)

## Flooring

- Touching up grout as needed
- Reinstalling grout as needed
- Staining grout
- Replacing damaged tiles
- Acid washing ceramic flooring
- Hardwood and engineered wood floors
  - » *Re-surfacing*
  - » *Re-finishing*
  - » *Re-polishing*

**Ask about our PMCS Packages!**  
Call 713-861-6121 for more information

# Products



Cutting Boards



Customized Cutting Boards



Coasters



Personalized Stone Products



Stone Walkways/Pavers



Stone Memorabilia

For a full list of products call 713-861-6121



Contact our Administrative Office number to schedule an estimation appointment at:

713-861-6121



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