TileHolder™

Professional Installation Guide



Preparation & Getting Started

Project Preparation

Electrical Safety: Turn off power at the circuit breaker before working around electrical outlets. Remove outlet covers and switch plates. Follow all local electrical codes and safety procedures.

Surface Preparation: Clean the installation area thoroughly with an appropriate degreasing cleaner if needed. Both the surface and tiles must be completely free of dust, dirt, loose paint, grease, and debris. Ensure that all surfaces and tiles are clean and completely dry before applying TileHolder™, as any moisture or residue may prevent a strong bond.

Wet Tile Limitation: All tiles cut on wet saw need to be dry before application. (If unsure tile is dry enough, press tile to TileHolder to ensure the bond.)

Layout Planning: Plan your tile layout by dry-fitting tiles on your work surface in the desired pattern. This minimizes cuts and ensures the most pleasing visual result. Allow proper spacing for grout lines. For professional results, avoid using cut tiles smaller than one-third of the tile width.

Getting Familiar with TileHolder

Practice Installation: Before beginning your project, practice with a small test piece. Cut a 1-inch (25mm) strip from your TileHolder roll. Apply the adhesive side to an inconspicuous area of your work surface with light pressure, preferably something which can be discarded if damaged, such as cardboard.

Notice that TileHolder can be lifted and repositioned when light pressure is applied. Now, apply firm pressure to activate the permanent bond. The TileHolder should be aggressively adhered to the surface.

Remove the protective liner from the side of the TileHolder which is not bonded to the surface. Practice placing tile onto the exposed adhesive surface. Use light pressure first, then remove the tile. It will lift off easily.

Now place the tile onto the surface with firm pressure. It should be aggressively bonded. You should now have a good understanding of how pressure activates the adhesive and how to reposition tiles.

Tools Required

- Utility Knife
- Grout
- Grout Float
- Sponge
- TileHolder (Full Size or Mini Roll)
- TileHolder Seam Tape
- Bucket for Grout
- Tile Spacers — Optional
- Tape Measure — Optional
- Gloves — Optional
- Level — Optional

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Step 1: PEEL — Apply TileHolder to Wall

Working Around Obstacles: When applying the TileHolder product around outlets and fixtures it is important to not press down over these features as it will cause the adhesive to bond to them. Use a sharp utility knife to carefully trim around outlets and fixtures.

Establish Level Lines (Optional): If your installation surface is not perfectly level, you may want to establish level reference lines. Lightly place a level against the TileHolder adhesive surface (after peeling liner) and mark level lines directly on the adhesive using a felt-tip marker. Start from the lowest point of your installation area and adjust until the bubble is centered.

Trim-in-Place Installation

Position TileHolder's top edge at the highest point of your installation area (top of wall or back edge of countertop) [Fig. A]. Apply light pressure to hold in position. Trim excess material at the bottom using a sharp utility knife, maintaining a straight cutting edge for clean results. [Fig. B]



Installing the First Sheet

Apply TileHolder vertically from top to bottom. Position the leading edge square and plumb at your starting point. Smooth the sheet downward with your hands with light pressure, working out any air bubbles. If repositioning is needed, lift gently and reposition before applying firm pressure. [Fig. C]

Professional Tip: Use a laser to create a straight line, if not applying tile all the way to the bottom of cabinets. Tracing a line with pencil is also helpful.



Installing Additional Sheets

Position the next TileHolder sheet edge-to-edge with the previous installation, creating a tight seam without overlap [Fig. C]. Smooth into place and trim if using the trim-in-place method. Remember that you can use the TileHolder mini roll if you have a tight space to work in.



Final Adhesion

Once satisfied with TileHolder placement, use a grout float or smoothing tool to press the entire surface firmly against the wall [Fig. D]. Apply firm, even pressure for 5 seconds across each section to eliminate air bubbles and ensure complete adhesion. Keep protective liner in place until ready to install tiles, or TileHolder Seam Tape.



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Peel Release Liner When Ready

When ready to begin tile installation, peel off the protective release liner to expose TileHolder's adhesive surface [Fig. E]. This can be done in sections as you work, or all at once, provided the exposed adhesive is protected from dust and debris contamination.



TileHolder Seam Tape Application

If you need to waterproof the seams between each TileHolder sheet, place the adhesive side of the TileHolder Seam Tape roll over the exposed adhesive seams of the TileHolder sheets, and press firmly [Fig. F]. Do this for all seams between each sheet of TileHolder. Remove the liner from the TileHolder seam tape when finished. See the **Wet Area Installations** section on page 5 for more detailed instructions.



Step 2: SET — Install Tiles

Accommodating Mixed Tile Thickness: When using tiles of varying thickness, TileHolder can be layered to bring thinner tiles flush with thicker ones, creating a uniform finished surface.

Establish Bottom Edge Support

Begin installation by supporting the bottom row of tiles with molding, countertop edge, metal trim, tile spacer, or similar rigid edge [Fig. G]. When installing tiles around electrical outlets, ensure outlet covers will properly conceal tile edges.



Initial Tile Placement

Position tiles in your planned layout using gentle pressure initially [Fig. H]. This allows for repositioning if needed. Remember to only apply full pressure once you are confident of placement as TileHolder requires pressure to fully bond to the tile.



Professional Spacing Techniques: For tiles without built-in spacing lugs, place tile spacers at the upper corners of each tile to maintain consistent grout lines and ensure square, evenly spaced installation for subsequent rows.

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Initial Setting Process

Set tiles into your desired layout using light pressure to maintain repositioning capability. Verify alignment and spacing before proceeding to final bonding.



Repositioning When Needed

If adjustment is required, carefully lift tiles using fingertips or, if necessary, gently pry with a flat-blade putty knife [Fig. I]. TileHolder remains active and will re-bond effectively.

Final Pressure Application

When completely satisfied with tile placement and alignment, apply firm, even pressure to secure tiles permanently [Fig. J]. Follow immediately with a 5-second firm press across the entire tile surface to activate maximum adhesive bond strength.

Professional Tip: The 5-second firm press is critical for achieving maximum bond strength and long-term adhesion.

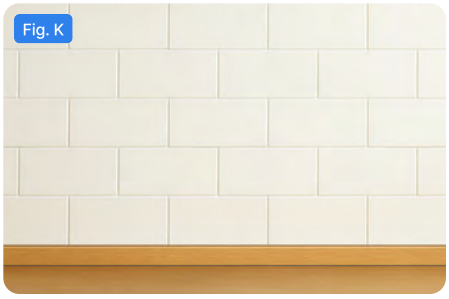


Step 3: GROUT — Complete Installation

Immediate Grouting Capability

TileHolder requires no cure time between tile setting and grouting. Remove tile spacers just before grouting. You may grout immediately or wait up to 24 hours after tile installation. [Fig. K]

Professional Advantage: TileHolder's instant bond technology eliminates traditional waiting periods, allowing complete installations in a single visit.



Wet Area Considerations

For installations in moisture-prone areas, consider applying caulk at the bottom grout line before grouting as an additional moisture barrier. [Fig. L]



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Grout Preparation

Mix grout according to manufacturer's specifications. Ensure grout consistency is appropriate for your tile spacing and installation requirements.



Grout Application

Apply grout using a grout float held firmly at a 45-degree angle. Work diagonally across tiles to pack grout completely into joints. Remove excess grout from tile surfaces promptly to prevent staining.



Cleanup and Finishing

Clean grout residue from tile surfaces using a slightly damp sponge, working diagonally to avoid disturbing grout lines. Allow grout to cure according to manufacturer's recommendations before exposing to moisture.

Wet Area Installations

TileHolder Waterproofing System

TileHolder Waterproofing Seam Tape is required for all wet area installations including shower walls, tub surrounds, and high-moisture backsplash areas. Seam Tape seals TileHolder mat joints to provide complete waterproof protection.



Shower Wall Installation Instructions

Step 1: Timing is Critical

Apply TileHolder Waterproofing Seam Tape ONLY when you are fully ready to begin tile installation. Do not apply tape and wait extended periods before tiling. The TileHolder Adhesion Mat should already be applied to the wall with release liner on. [See Fig. C]

Step 2: Prepare TileHolder Surface

Remove the applied to wall TileHolder Adhesive Mat Roll's protective release liner to expose the adhesive surface where TileHolder seam tape will be applied. [See Fig. E and Fig. F]

Step 3: Apply Seam Tape

Center the seam tape's clear exposed adhesive side over the TileHolder mat seam and apply gently. For corners, pre-fold the tape lengthwise at a 90-degree angle before application. When satisfied with tape position, press firmly into place for complete adhesion. [See Fig. F]

Step 4: Final Preparation

Remove the seam tape's white printed release liner carefully to expose the adhesive surface. Install tiles immediately following standard TileHolder procedures. [See Fig. G]

⚠ **Critical Requirement:** Seam tape MUST be used on all shower wall installations to ensure waterproof protection.

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Technical Specifications & Limitations

Product Specifications	Details
Standard Roll	12" × 15' (15 sq ft coverage)
Mini Roll	3" × 15' (3.75 sq ft coverage)
Seaming Tape	2" × 37.5' (37.5 linear ft)
Maximum Tile Size	8" × 8"
Maximum Tile Weight	3.5 lbs per sq ft
Working Time	Up to 24 hours (adhesive surface exposed)
Grouting Window	Immediate to 24 hours after tile placement

Important Limitations

Not Suitable For

- Outdoor applications
- Ceiling installations
- Floor applications
- Areas constantly exposed to water
- Shower floors or submerged areas
- Tiles larger than 8" × 8"
- Tiles heavier than 3.5 lbs/sq ft

Warranty Information

TileHolder comes with a 1-year warranty against manufacturing defects. Liability is limited to replacement of product to original purchaser. Professional-grade quality assurance with American manufacturing standards.

Contact us for wholesale pricing, technical support, installation questions

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OPTIMUM® TECHNOLOGIES

This installation guide provides general procedures. Always follow local building codes and manufacturer specifications for your specific application.

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