



BALINEUM

PROCESS & PRICING GUIDE
CUSTOM TILES & MURALS

INITIAL DESIGN DEVELOPMENT

Client Provides or Commissions Artwork
Artwork Admin: Free – £50 per Hour



Balineum has a range of existing artwork that can be used and modified by clients across our many tile collections: Hanley Tube Line, Louis Barthelemy Egyptomania, Lioness & Palms, JP Demeyer Fearless Eyes, Fee Greening Curious Tiles, Wayne Pate, and Series S Italian Decorative tiles. If you choose from within our colour palettes, there is no cost for your custom colourway. Very simple modifications to our existing designs may not incur additional charges — we will confirm if this is the case with your brief.

We do not design or develop custom tile artwork for clients but we can take your references and put them on a tile. We can suggest artists or other pattern sources for inspiration but we don't currently have the graphic design skills in-house to create bespoke tile designs to a client brief. We require artwork as a high resolution file (JPEG, PDF, PNG, etc) or an antique reference that is able to be copied.

We reserve the right to charge clients for our team's time if they require assistance formatting artwork or developing new designs, although it is rare that this is required.

NEW DESIGN: NEW SCREEN OR MURAL ART WORK

New Silk Screen: £180 per Tile Design
Mural 'Artworking' Fee: £60 per SQM



All individual tile designs require a silk screen that will be used to screen print a vegetable dye outline of the pattern on to each tile. This ensures consistent alignment across a wall of tiles. The decorating team use the dye outline as a guide when hand painting or tube lining each tile, which gives them the subtle and pleasing variation you would expect from a handmade product.

For mural designs, a tile grid will be transposed over the artwork. We then print the mural to size with a specialist printer. Each tile is then hand traced to ensure alignment over a large area. Mural artworking is charged per SQM.

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NEW GLAZE COLOURS

Working with Existing Balineum Glazes: Free
New Simple Glazes: £300 per RAL / Pantone match
Complex / Historical Glazes: £800 per match



Across all Balineum tile collections we have existing glazes for clients to choose from. There are more than 35 glazes in Hanley as well as a range of underglaze colours; 8 glazes in Terra Firma bricks; 10 in Mottled tiles; 33 in Series S. We find most clients can work within these palettes.

Clients who require lighter or darker modifications from an existing glaze, or custom colour (to match RAL or Pantone) will need to pay for new glaze development. Allow 6-12 weeks for developing a new custom glaze.

Clients wanting particularly complicated glazes — highly reactive glazes, specialist applications like mottling or an aged effect, or historical tile matches — should expect glaze development charges to start from £800 per glaze and allow 12-18 weeks plus.

NEW SHAPES: TILE CUTTERS OR SLIP CAST MOULDS

Tile Cutter: £300 per Shape
4 – 6 Weeks to Make New Cutter

Slip Cast Mould: £2,500 – £10,000
8 – 12 Weeks for Mould Development



If you require a new shape that we do not already make there will likely be a cutter or mould making charge.

For extruded plain tiles we can make cutters – much like biscuit cutters — which cost £300 per cutter. These tiles are limited to 152 mm wide and must be flat. Please note all our hand cut tiles will have $\pm 2\%$ variation.

Slip casting is a far more elaborate and expensive process. Shapes that are not flat or are wider than 152mm must be slip cast. Size variation on slip cast pieces is $\pm 1\%$. Developing a new slip cast piece requires design time, a 3D print, a master mould and then working moulds. Costs start at £2500. It will take a minimum of 8 weeks to develop a mould, in addition to production time.

TILE SAMPLES

Plain: £5 – £60+ per Tile
Tube Line / Hand Painted £15 – £55+ per Tile
4 – 12 Weeks



Many clients require physical tile samples for sign off prior to final production. Samples can be used to check colours and finishes. Please note: All of our tiles can and will vary across different firings so any tile samples are to be used as good guide only.

Lead time: Please allow 4–6 weeks for pre-production samples to be made, after client artwork has been provided and glazes have been selected. More complicated projects may require longer for sampling.

PRODUCTION ORDER: REPEAT PATTERN TILES

Plain: £5 – £60+ per Tile
Tube Line / Hand Painted £15 – £55+ per Tile
6 – 12 Weeks



The final price of your tile will depend on the design complexity (ie the time it takes to make). Our standard tile collections are a good indication of final tile costs.

Most client orders (less than 15 SQM) can be produced within 8–12 weeks. Our production capacity and lead times vary throughout the year and your sales contact can confirm lead times once the final design and order size is known.

PRODUCTION ORDER: MURAL DESIGN

Plain: £25 per Tile
Tube Line / Hand Painted: £40 / £55 per Tile
10 - 20 Weeks



Mural projects will take longer than single repeat tiles. The preparation and creation process is more complex as is the firing process. Although most tiles will be unique, colours and alignment will still need to match across the installation. A mural commission will not take less than 10 weeks once the final design has been agreed.

Decorated tiles are the most time consuming, and therefore, expensive tile to produce in a mural. Plain mural tiles are more affordable by comparison. They must still be hand painted in a single colour to ensure they match back to the decorated tiles in the mural. As they cannot be produced on a dip line (a conveyor belt we use to apply glaze to plain tiles), they are more expensive than our standard solid colour tiles.

OTHER CHARGES

Tile Cutting: £50 per Hour or per Cut
Low Volume Setup Fee: Project Dependant



The most common and typical charges are listed in the preceding sections.

Low volumes:

If you only require one or two tiles, there may be an order setup fee. We only give trade discounts on orders with 20 tiles or more. Every production order has setup time regardless of whether we make 1 tile or 100 tiles.

There is a cutting charge if we trim a small number of tiles to size or hand cut a shape. This is charged at £50 per hour or per cut depending on the project. For larger volumes, a cutter or mould is required.

CUSTOM TILE PROJECTS: SUMMARY & EXAMPLES

			NEW TILE DESIGN	NEW GLAZE: SIMPLE	NEW GLAZE: COMPLEX	NEW SHAPE	CUSTOM MURAL PROJECT	NEW EVERYTHING!
STEP	TIMINGS (WEEKS)	Select From Existing Designs and Glaze Colours	New Tube Lined Tile Design	Patone or RAL Match	Historical Glaze Match or Complex Glaze	New Tile Shape	Hand Painted or Tube Lined Mural	New Design, New Glaze and New Shape
SCOPING & QUOTING	1-2	-	Client to provide artwork file, a sample or good quality photos	Client provides RAL or Pantone reference, or other colour sample	Client provides tile sample or other reference	Client provides dimensions / shape drawing	Client provides their own or commissioned artwork file	Client provides their own or commissioned artwork file
NEW DESIGN SETUP: SCREENS OR ARTWORKING	2-4	-	£180 per design	-	-	£300 per shape	£60 per sqm (11 sqf)	£300 per shape £180 per design
NEW GLAZE DEVELOPMENT	Simple Colour: 4-10 Complex or Historical: 6-18	-	-	£300 per colour	Starts from £800 per match	-	-	£300 - 800 per colour
NEW SHAPE SETUP	Hand Cutting: 0 New Tile Cutter: 4-6 New Tile Mould: 8-12	-	-	-	-	Hand Cutting: £50+ surcharge (small quantities only) New Tile Cutter: £300 New Tile Moulds: ~£5000	-	Hand Cutting: £50+ surcharge (small quantities only) New Tile Cutter: £300 New Tile Moulds: ~£5000
SAMPLES FOR REVIEW	4-8	£15-30 per tile*	£15-30 per tile*	Plain: £5-£25* Tube Line: £15-30* per tile	£10-50 per tile **	Plain: £5-60 per tile*	Painted Plain: £25 Tube Line: £40 Hand Painted: £55 per tile	Painted Plain: £5-60+ Tube Line: £15-40+ Hand Painted: £20-55+ per tile
PRODUCTION	8-20	£15-30 per tile*	£15-30 per tile*	Plain: £5-£25* Tube Line: £15-30* per tile	*Plain: £10-25** Tube Line: £20-40** per tile*	Plain: £5-60 per tile*	Painted Plain: £25 Tube Line: £40 Hand Painted: £55 per tile	Painted Plain: £5-60+ Tube Line: £15-40+ Hand Painted: £20-55+ per tile

EXAMPLE TIMINGS & COSTS: 5 SQM of 152mm/6inch Tiles								
INDICATIVE TIMING	Calculation uses 5 sqm (55 sqf) of 152mm (6" Square) Tile.	8-12 weeks	15-34 weeks	17-40 weeks	19-48 weeks	Adds 8-16 weeks to any order	16-34 weeks	24-64 weeks
INDICATIVE PRICING	Total: 232 Tiles - 12 samples + 220 production	Tube Line: £7,000	Tube Line: £7,300	Plain: £2,400 Tube Line: £7,400	Plain: £2,800 Tube Line: £7,800	NA - will be custom price depending on size	Hand Painted: £12,500	NA - will be custom price depending on size


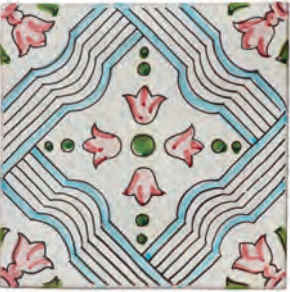
*Price varies depending on tile size and format

**Price varies depending on complexity of the decorating technique (sprayed, dipped, mottled, Tube Lined or hand painted). For example, hand sponging in multiple layers is more expensive than painting with 1 colour.

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UK TILES VS ITALIAN TILES

Our tiles are made by hand in the UK and Italy. The key difference between the ranges is the final appearance or style and whether tiles are intended for the floor. There is little difference in the price or lead times. We will work with a client to suggest which maker is best for their project and it is possible to create samples with both makers.

	KEY DIFFERENCES	SIZES	GROUT LINES	SUITABLE USAGE
UK TILES 	<p>More precise details and raised texture with the tube line technique. Intricate detail can be achieved by painting with underglazes.</p> <p>35 glazes. Glazes are glossy and richly coloured, many have a natural crackle texture.</p>	<p>Most popular field tile sizes: 102 mm square (4 inch) 126 mm square (5 inch) 152 mm square (6 inch)</p> <p>There are 36 shapes in the hand cut tile collection including corners and trims.</p> <p>We can also use dust-pressed* bases (only in above sizes) for clients wanting crisper installation and minimal grout lines.</p>	<p>For hand cut tiles, grout lines may be 3 – 10mm depending on the tile size.</p> <p>Hand cut tiles can vary by $\pm 2\%$</p> <p>On our dust-pressed bases (3 sizes only) sizing is more consistent and edges are straighter so grout lines can be 1-2 mm.</p>	<p>Not suitable for floors or exteriors.</p> <p>Interior walls only and surfaces that will have light use (the glazes can scratch on work surfaces)</p>
ITALIAN TILES 	<p>Painterly technique with prominent brush strokes. Can be loose and flowing or geometric using stencils.</p> <p>33 glaze colours. Glazes are softer. The plain terracotta base can be used on its own as a design element. A crackle finish can be added upon request.</p>	<p>Most popular field tile sizes: 10 cm square (± 4 inch) 13 cm square (± 5 inch) 15 cm square (± 6 inch) 20 cm square (± 8 inch)</p> <p>There are 76 standard shapes in this collection including corners and trims.</p>	<p>5 –10 mm depending on tile size.</p> <p>Series S tiles are made by hand and can vary by $\pm 2\%$</p>	<p>Can be used on floors and work surfaces.</p>

*Finely ground clay powder (dust) is compressed into a mold using high pressure. A popular Victorian technique, which produces uniform tiles with little to no variation.

