

(19)



Europäisches Patentamt

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(11)

EP 1 000 771 A2

(12)

EUROPEAN PATENT APPLICATION

(43) Date of publication:

17.05.2000 Bulletin 2000/20

(51) Int. Cl.⁷: **B44C 5/04**

(21) Application number: **99304473.4**

(22) Date of filing: **08.06.1999**

(84) Designated Contracting States:

**AT BE CH CY DE DK ES FI FR GB GR IE IT LI LU
MC NL PT SE**

Designated Extension States:

AL LT LV MK RO SI

(30) Priority: **09.11.1998 US 188449**

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(54) **Ceramic tiling**

(57) A ceramic tile installation incorporating a combination of individual ceramic tiles (10) presents the appearance of denim fabric of the same or differing colours, in a repetitive pattern or as a field tile display, for use in the installation of the ceramic tiles as a floor or on a wall. The repetitive pattern may include the appearance of fabric stitching (12), fabric pockets (14), belt loops (16), belts (18) and/or shirting materials.

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Description

[0001] This invention relates to ceramic tiles and, more particularly, to an installation of ceramic tiling of unisex attractiveness.

[0002] As is well known and understood, ceramic tile manufacturers are forever modifying their designs, patterns and colours in an attempt to have their product purchased instead of a competitor's. As is also well known and understood, the process of selection is quite daunting, as there exist many manufacturers in this business, as the once range for the individual tiles is quite extensive (even amongst the same manufacturer), and as all tile stores do not carry the same brands to easily allow comparisons to be made - in design, in quality, or in price range. As a result, and as will be appreciated, it is usually to the "woman" that the advertising is primarily directed, and it is left to the "woman" to make the final decision, with the "man-of-the-house" typically not caring less as to the ultimate choice made, except insofar as the final cost is concerned. Because the "man" does not thus generally have any strong preference for one tile versus another, and because the sheer numbers of available choices mitigate almost entirely in falling in love with one pattern, design and colour at first seeing, in most instances the "man" and "woman" leave the tile store first visited, without deciding on what it is to buy. After repeating this process a second time (again, without arriving at a decision), the "man" typically announces that he has no further desire to go "shopping" like this, saying to the "woman", that whatever she selects is fine with him.

[0003] It is an object of the present invention, therefore, to provide some type of ceramic tile that would be acceptable to both sexes alike, and something upon which a decision could be made at the time of first viewing.

[0004] It is also an object of the invention to provide such a ceramic tile which could go with almost any décor, and which is within the present consciousness and memory stream of the prospective purchaser, without the purchaser having to sit back, trying to visualise how a particular pattern, design and/or colour would fit within the decorative scheme being envisioned.

[0005] It is a further object of the invention to provide such a ceramic tile which could be used as a floor tile or as a wall tile, and of a type which would generate almost immediate enthusiasm to both men and women, so as to enable purchases to be made and orders to be given without the frustration that results when having to go shopping from store-to-store in trying to find that one tile which is appropriate for the colour scheme, in both the eyes of the purchasing "woman" and "man" alike.

[0006] As will become clear from the following description, in an installation of ceramic floor tiling, there is provided a combination of individual ones of ceramic tiles which present an appearance of denim fabric of the same or differing colours, in a repetitive pattern or as a

field tile display. This will be understood to follow from the very great public awareness of the appearance presented by denim jeans, shirts and/or jackets, both in the United States and internationally. In fact, almost immediate recognition follows amongst wearers of this type clothing, to the extent that they can tell, almost immediately, which designer manufacturer of the jeans is associated with any given article of wear, what its price range is, and how acceptable to friends and relatives (and to just mere acquaintances), that particular design fosters. Because of the acceptance of such look to both men and women, the appearance of such denim fabric design for the ceramic tile of the invention is attractive.

[0007] Furthermore, in accordance with the invention, such a ceramic tile combination incorporates the presentation of an appearance of denim fabric of such same or differing colours as "light blue", "dark blue", "bone", "white" and "charcoal". Presenting such appearance as a field tile display, a ceramic tile of this type proves particularly attractive when used in a floor installation. Additionally, presenting ceramic tiling with the appearance of "stitching" as a repetitive pattern (e.g. alongside the perimeter of a floor installation) will be appreciated to be equally as attractive, as immediately bringing to the mind and eye of the jeans wearer a comparable stitching which exists on those type articles of clothing.

[0008] Although additionally attractive as part of a floor display, further ceramic tiles according to the invention which present an appearance of a denim fabric of a repetitive pattern resembling that of a "pocket" as one might see stitched on the jeans, shirt or jacket of a denim article of clothing, could be used. Such a "pocket" design for a ceramic tile presenting the appearance of denim is also attractive, according to the invention, when incorporated as a ceramic wall tile, extending upwardly from the floor where it joins. Intermixed with field tile displays, this presents an added feature in a ceramic tile installation, which, according to the invention, goes even further in using further ceramic tiles presenting the appearance of belt loops of the same or differing colours. With the technology available, also, further individual ceramic tiles of this nature could be incorporated as part of the wall installation, in having the tiles present the appearance of the denim fabric, and with presentations of "belts" traversing these loops, of differing colours, manufactures and designs, such as with platinum, gold, silver, etc. buckles, and of leather, cowhide, pigskin, and other simulations, of whatever style and colour is desired. With the combination of individual tiles according to the invention, in this manner, a floor might be installed of a field tile of selected colour in co-ordinating with the draperies and furniture in the room, with a border pattern presenting the appearance of the jean stitching, followed by an extending wall pattern interspersed with a pocket design, leading up to the belt loop at the wainscoting level of the room. Where additionally desired, individual ceramic tiles could then

be selected even higher, to present the appearance of "shirting" material, in the nature of plaids, flannels, etc., in colour co-ordination, though perhaps of something other than denim fabric design.

[0009] With this understanding of the combination of individual ceramic tiles of the invention presenting this denim fabric appearance, ceramic tile installations have been determined to be far more acceptable to both sexes, particularly in reaching agreement, and in a manner so as to make final selection that much easier. Experience has shown that this then becomes more appealing both to the purchasing public, to the salesperson concerned, and to the manufacturer, as well.

[0010] Preferred embodiments of the present invention will now be described, by way of example only, with reference to the accompanying drawings, in which:

[0011] FIGURES 1-4 are illustrations of various individual ceramic tiles embodying the invention as presenting an appearance of denim fabric which could be of the same or differing colour, and of a repetitive floor and/or wall pattern of installation.

[0012] In FIGURE 1, a ceramic tile is depicted, understood as presenting an appearance of a denim fabric, and which can be manufactured according to any appropriate, and available, process. Such depiction will be understood to be of a field tile display, and which can easily be included as part of a floor installation, or as a wall installation in similar manner. Although such field tiles may be of any selected colour in accordance with the manufacturing process, the field tiles of FIGURE 1 will be understood to be selected of the most popular colour groups, namely, "light blue", "dark blue", "bone", "white" and "charcoal". In FIGURE 1, the field tile display is illustrated by the reference numeral 10.

[0013] In FIGURE 2, a second ceramic tile is shown which presents the appearance of denim fabric providing a pattern of stitching around its periphery edges. Such stitching, shown by the reference numeral 12 can be added through the appropriate tile manufacture of any available fabrication and the tile represented thereby could be interspersed in a repetitive pattern with the field tile display 10 in a selected design, inwardly of the contours of the room being laid, or at the periphery edges thereof. As well as with the ceramic tiles of FIGURES 3 and 4, the ceramic tiles of FIGURES 1 and 2 could each be of a size approximately 10.16 cm x 10.16 cm, 20.32 cm x 20.32 cm, or 30.48 cm x 30.48 cm (4"x4", 8"x8", or 12"x12").

[0014] In FIGURE 3, a ceramic tile presenting an appearance of a denim fabric pocket 14 is illustrated. Such a tile could be interspersed in a floor pattern along with individual ones of the tiles of FIGURES 1 and 2 where desired, but also proves attractive as a wall tile in extending upwardly from the floor to the wainscot of the room. Any colour of denim could be selected, with whatever pattern the consumer opts for. One particular attractive arrangement goes further, and as shown in FIGURE 4, could be through the inclusion of individual

ceramic tiles giving an appearance of belt loops, perhaps with a narrower tile, although of the same width. Such belt loops are shown in FIGURE 4 as 16, with the understanding that where desired, the ceramic tile manufacture could go further in incorporating a design of a belt 18, shown of a particular pattern of ornamentation 20, in a webbed configuration 22. Such denim presentation of FIGURE 4, higher off the floor but above the fabric presentation of FIGURE 3, has been found to be particularly attractive to both men and women alike, thinking of decorating with these individual ceramic tiles.

[0015] Where appropriate, additional ceramic tiles can be fabricated of various "shirting" materials (not shown), to extend even further above the ceramic tile of FIGURE 4 (i.e. further up the wall) to give an appearance of the article of clothing being worn. Such shirting materials may be in the nature of "plaids", "flannels", or just a field tile appearance of like, or contrasting colours, in further expanding the use of the denim tiles as floor and/or wall decoration in presenting the overall denim appearance with these ceramic tiles.

[0016] While there have been described what are considered to be preferred embodiments of the present invention, it will be readily appreciated by those skilled in the art that modifications can be made without departing from the scope of the present invention. Thus, whereas five particular colours have been specified for the denim fabric appearance of the invention, others could be employed equally as well, and with other added designs being imparted to the field tile look of FIGURE 1, beyond the stitching and pocket arrangements of FIGURES 2 and 3. In such context, the incorporation of various designer logos or other differentiations, as part of the denim presentation of the invention will also be appreciated to fall within the scope of the present invention as defined in the claims.

Claims

1. In an installation of a ceramic floor, the combination of individual ones of ceramic tile presenting the appearance of denim fabric of the same or differing colours, in a repetitive pattern or as a field tile display (10).
2. The combination of claim 1, wherein individual ones of said ceramic tile present an appearance of denim fabric of the same or differing colours of the class "light blue", "dark blue", "bone", "white", and "charcoal".
3. The combination of claim 1 or 2, wherein individual ones of said ceramic tile are selected of the size substantially 10.16 cm x 10.16 cm, 20.32 cm x 20.32 cm or 30.48 cm x 30.48 cm.
4. The combination in an installation of ceramic floor

and wall tile, wherein individual ones of said ceramic tile present an appearance of said denim fabric of the same or differing colours, in a repetitive pattern or as a field tile display (10).

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5. The combination of claim 4 wherein individual ones of the wall tiles thereof present an appearance of denim fabric belt loops (16) of the same or differing colours.

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6. The combination of claim 4 or 5 wherein individual ones of the wall tiles thereof present an appearance of belts (18) of selected colour, composition and design traversing through said belt loops.

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7. The combination of claim 4, 5 or 6, wherein individual ones of the wall tiles thereof present an appearance of shirting materials.

8. The combination of any preceding claim, wherein individual ones of said ceramic tile present a repetitive pattern of fabric stitching (12) adjacent periphery edges of said ceramic tile.

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9. The combination of any preceding claim, wherein individual ones of said ceramic tile present a repetitive pattern giving the appearance of stitched fabric pockets (14) inwardly of periphery edges of said ceramic tile.

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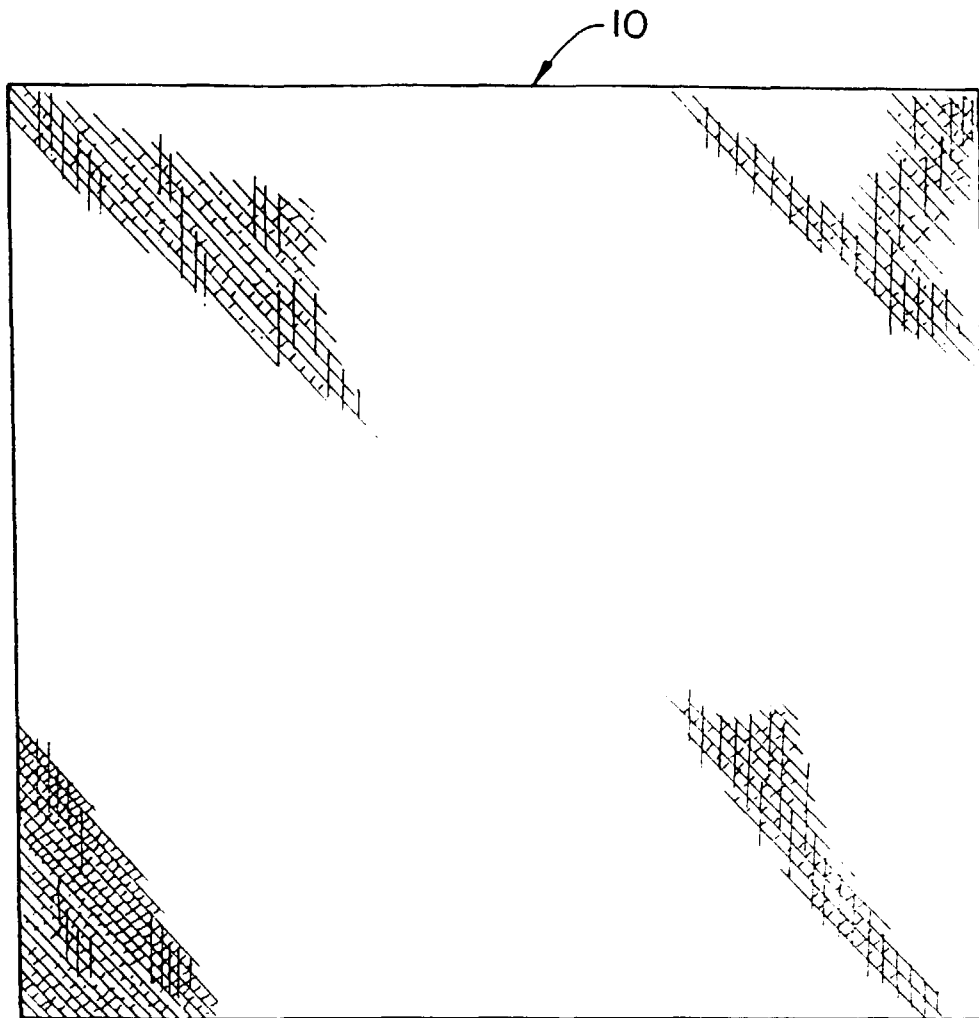


FIG. 1

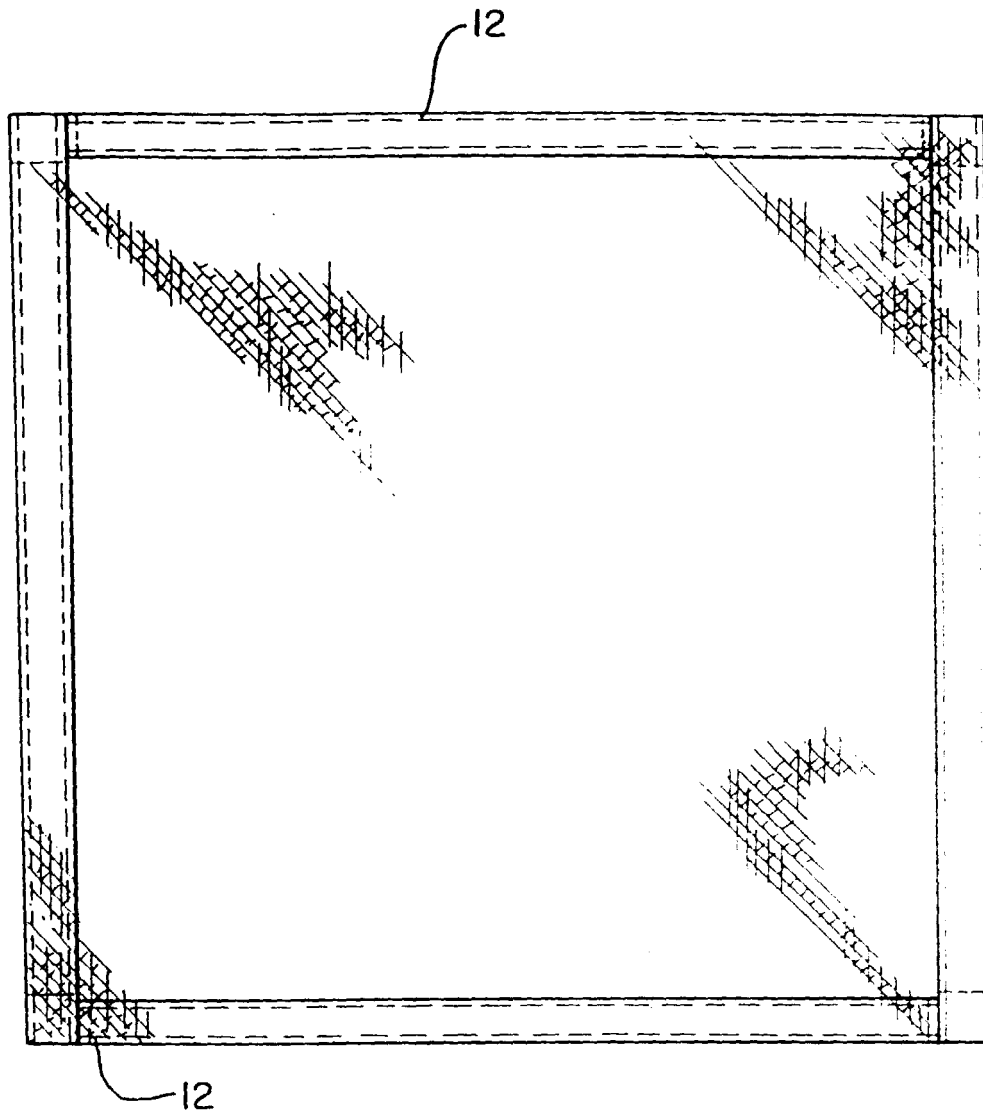


FIG. 2

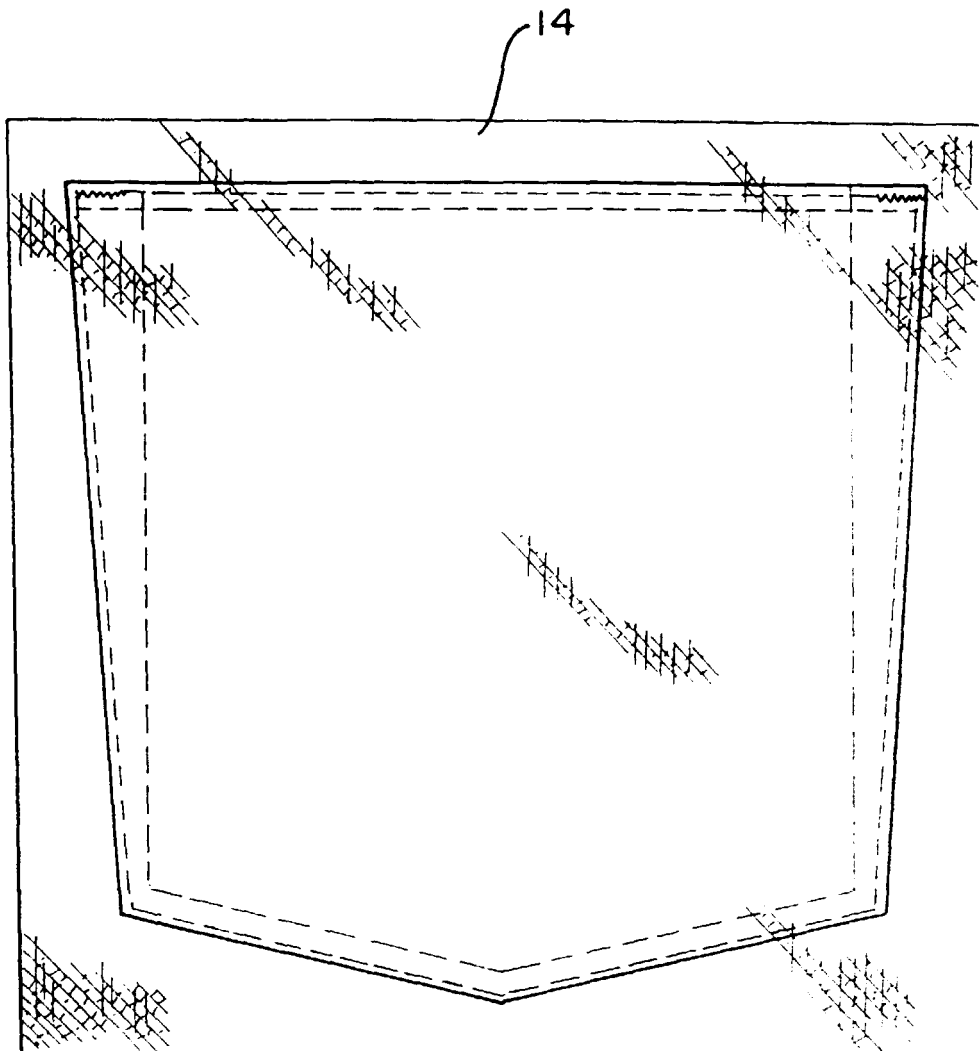


FIG. 3

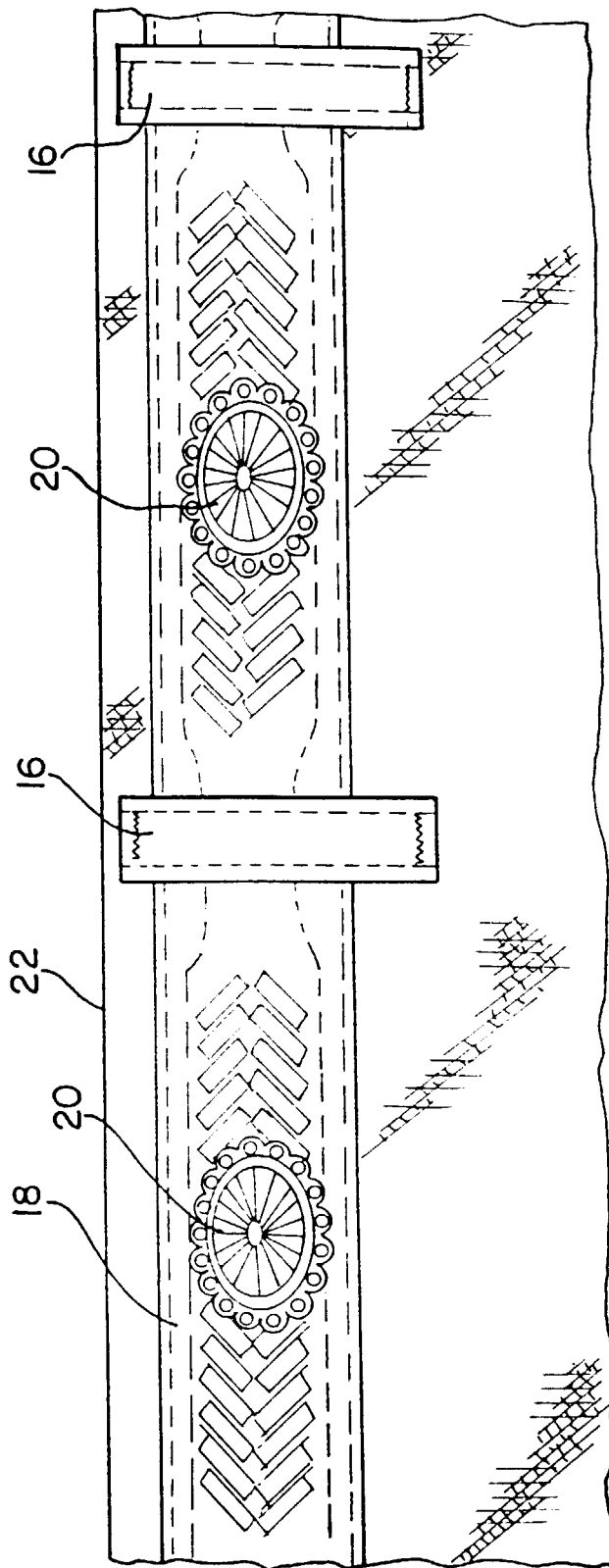


FIG. 4