



PRESS KIT





SCALING EFFICIENCY IN MODULAR HOME CONSTRUCTION WITH SIX3TILE

FOR IMMEDIATE RELEASE

How Six3Tile's Pre-Finished Tile Panels Help Modular Homebuilders Save Time, Reduce Costs, and Increase Output

Lancaster, SC – February 18, 2025 – As modular and manufactured homebuilders work to meet rising housing demand, efficiency and scalability remain top priorities. Six3Tile, a leader in pre-finished tile panel technology, is helping manufacturers streamline production, reduce labor costs, and maintain high-end aesthetics—all while improving build speed.

A key example of this success is Clayton Homes Appalachia, a division of Clayton Homes, one of the nation's largest builders of offsite housing. Clayton Homes turned to Six3Tile to solve the challenges of traditional tile showers, which were slow to install, expensive, and difficult to transport.

"We used to do one, maybe two ceramic tile showers a week," said Allen Patterson, Sales Manager at Clayton Homes Appalachia. "Now, with Six3Tile, our goal is to reach 20—and we're not going to stop there."

How Six3Tile Delivers Modular Construction Advantages

Six3Tile's pre-finished tile panels eliminate the inefficiencies of traditional ceramic tiling, making them a game-changer for modular home construction.

- **Speed & Labor Reduction** – Six3Tile cuts installation time from days to hours, allowing manufacturers to increase production capacity without adding skilled labor.
- **Durability & Transportation Strength** – Unlike ceramic tile, which can crack during transport, Six3Tile's panels are designed to withstand modular home shipping and installation.
- **Aesthetic Appeal Without Complexity** – Homebuyers still get the premium look of tile, while builders avoid the challenges of grout, adhesives, and breakage.

Clayton Homes Appalachia saw immediate cost savings, improved production output, and fewer post-installation service issues after implementing Six3Tile's solutions.

A Scalable Solution for the Future of Modular Housing

As demand for offsite housing grows, Six3Tile continues to partner with modular, manufactured, and offsite builders looking to improve efficiency without compromising quality.

"Six3Tile was able to conform their product to meet our process, not the other way around," said Patterson. "That flexibility made all the difference."

Manufacturers interested in learning more can visit six3tile.com or schedule a **live demonstration** at IBS 2025.

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ABOUT SIX3TILE

Six3Tile is revolutionizing the home improvement industry with easy-to-install, professional-grade tile panels that deliver the beauty of traditional tile without the complexity of traditional installation. Designed for residential and multifamily applications, Six3Tile products provide a fast, stylish, and durable solution for kitchens, bathrooms, and beyond.

Media Inquiries: For press materials, product samples, or interviews, please contact **Tracy Collins** at Tracy.Collins@six3tile.com



about Six3Tile

Six3Tile is transforming modular and manufactured home construction with pre-finished tile panel technology that enhances efficiency, durability, and aesthetics. By eliminating the complexities of traditional tiling, Six3Tile empowers builders to scale production, reduce labor costs, and deliver high-end finishes faster. Trusted by leading manufacturers like Clayton Homes, Six3Tile is setting a new standard in offsite home construction.

Visit six3tile.com for more information.





PRODUCT FACT SHEET

SIX3TILE FOR MODULAR + MANUFACTURED HOMES

OVERVIEW

Six3Tile provides an innovative alternative to ceramic tile that is specifically engineered for the modular and manufactured housing industry. Designed for fast, durable, and scalable installation, Six3Tile reduces labor time, increases production capacity, and enhances homebuyer satisfaction.

PRODUCT DETAILS

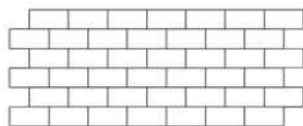
INSTALLATION: Reduces installation from days to hours, significantly improving throughput. Simply, install with construction adhesive, then grout finished panel system for quick and professional results. 2-2x faster than traditional ceramic tile installation.

MATERIAL: Pre-finished high-durability polymer composite panels designed for modular applications

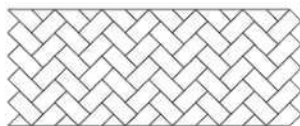
APPLICATIONS: Kitchen Backsplash, Shower and Tub Surrounds

TILE PATTERNS:

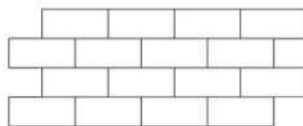
BACKSPLASH PATTERNS



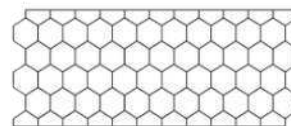
3x6 RUNNING BOND
Classic subway tile look – timeless and versatile for both modern and traditional spaces



3x6 HERRINGBONE
Dynamic and sophisticated – creates movement and texture for a high-end, designer finish

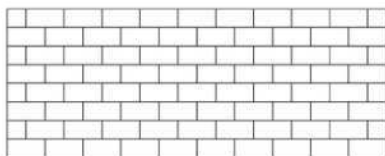


4x10 RUNNING BOND
Sleek, contemporary proportions – ideal for elongating walls and creating a clean, modern feel

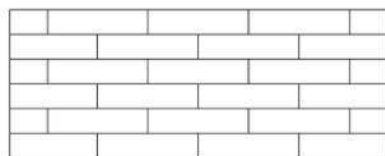


4-INCH HEXAGON
Geometric elegance – adds visual interest with a bold, honeycomb-inspired pattern

SHOWER + TUB SURROUND PATTERNS



3x6 RUNNING BOND
Classic subway tile look



4x16 RUNNING BOND
Contemporary elongated subway style



12x24 RUNNING BOND
Large-format modern aesthetic

COLORS: A variety of popular Sherwin-Williams whites, neutrals and grays. Custom colors available.



FINISHES: Gloss & Matte



KEY FEATURES + BENEFITS



FASTER INSTALLATION

Reduces tile install time from days to hours, increasing production efficiency



LOWER LABOR COSTS

Eliminates the need for highly skilled tile setters, making installation accessible to general labor



TRANSPORTATION-RESILIENT

Panels are designed to withstand movement and vibrations without cracking or damage



PREMIUM AESTHETIC

Provides the high-end look of real tile, satisfying homebuyer expectations



SCALABILITY + REPEATABILITY

Allows manufacturers to standardize installation processes, optimizing factory workflows



THIRD-PARTY VALIDATED

Backed by independent durability and time efficiency studies



INDEPENDENT RESEARCH + PERFORMANCE VALIDATION

Six3Tile's effectiveness and durability have been independently validated through third-party research, further reinforcing our commitment to quality and performance.

TIME STUDY REPORT

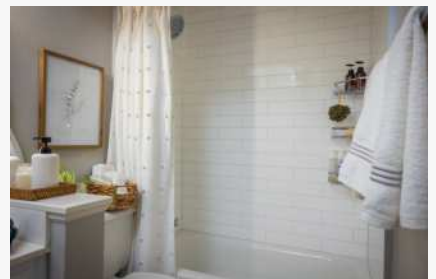
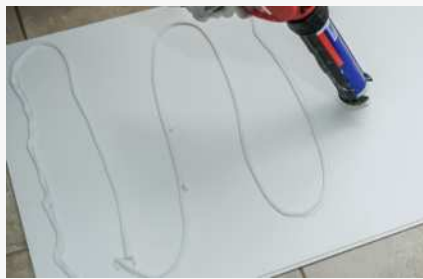
A comprehensive analysis proving that Six3Tile drastically reduces installation time compared to traditional tiling. [Read the full study here.](#)

DURABILITY REPORT

Conducted by the Home Innovation Research Labs, this study confirms the strength, resilience, and long-term durability of Six3Tile panels. [Download the full report here.](#)



HIGH-RESOLUTION IMAGES + MEDIA LINKS



DOWNLOAD ASSETS 



 VIDEO LINK



 VIDEO LINK



contact information



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Would you like customized media assets, additional product details, or an in-depth briefing? We're happy to coordinate! Reach out anytime.