

Wetwall™  
— A WILSONART COMPANY —

THE WETWALL VS. TILE  
Guidebook





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# Meet the modern alternative to tile.

Wetwall™ is a patented waterproof bathroom panel system that locks water out without the grout. Our innovative material and proven technology transform bathrooms quicker, easier and more affordably than tile. Whether you're transforming a customer's bath or changing your very own shower, Wetwall is both convenient for contractors and DIY-friendly for the modern remodeler.



# A work of art.

**WE’VE DISGUISED  
DURABILITY WITH LUXURY**

Sophisticated style?  
*Without a doubt.*

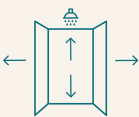
Daring designs?  
*So many to choose from.*

Our 19 design-forward finishes  
recreate stunning, seamless  
looks that mimic high-end tile,  
marble and stone.



# Without the work.

**AVAILABLE IN 2 WAYS, WITH EXCLUSIVE DESIGNS TO MATCH**



*Fully Customizable Panels*

**PRO DESIGNS  
COLLECTION**

Create the look of luxury with panels sized  
to any specification. Available through kitchen  
& bath showrooms and contractors.

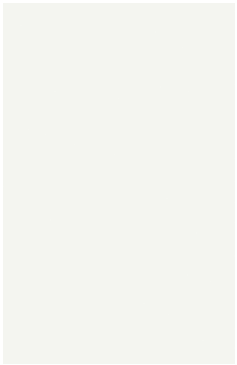


*Bath & Shower Surround Kits*

**MENARDS & LOWE’S  
DESIGNS COLLECTIONS**

Think inside the box, with almost everything  
you need to install. Pre-cut bath & shower  
kits conveniently come in standard sizes.

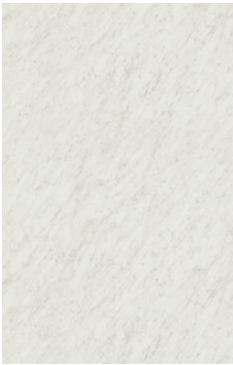
**PRO DESIGNS**



**ARIA WHITE**  
W7001



**STACCATO**  
W7004



**TORRONE MARBLE**  
W7008



**TUSCANY MARBLE**  
W7057



**AUGUSTA CALACATTA**  
W7055



**CALACATTA STATUARIO**  
W7041



**LARISIS MARBLE**  
W7054



**TAHITI SANDS**  
W7027



**DARLINGTON CHERRY**  
W7058



**LEGACY ASH**  
W7042

**MENARDS DESIGNS**



**NESTOS MARBLE**  
W7026



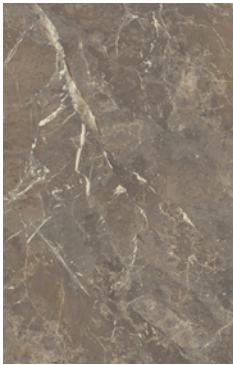
**COSTA GREY**  
W7023



**BIANCO GRANITE**  
W7007



**SOCIETY ELM**  
W7009



**TUSCA MARBLE**  
W7022

**LOWE’S DESIGNS**



**VIENNA MARBLE**  
W7006



**MARMAFINO**  
W7019



**NORWEGIAN ELM**  
W7015



**SPANISH SANDS**  
W7014



*Explore all  
the options*





# Wetwall outperforms tile in every category.



## INSTALLATION

Our patented tongue-and-groove panel system easily snaps into place with little to no demo work required for install.



## PERFORMANCE

Wetwall is waterproof, scratch-resistant, antimicrobial and less likely to break than traditional tile.



## COSTS

While certain material costs may be comparable, the ease of installation and longevity of Wetwall make it consistently more affordable than tile.

Wetwall installation is fast & easy.

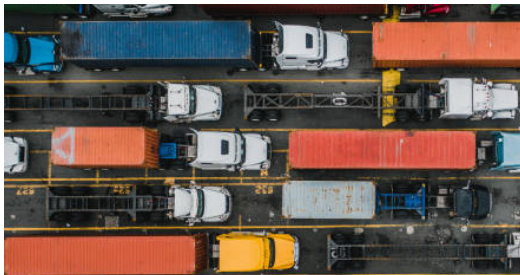
→

Tile? Not so much.



Start your project sooner with reliable inventory.

- ✓ Wetwall offers exceptional and reliable service with on-time delivery. Our panels have a seven-day lead time and can arrive in as little as two weeks. Having product readily available keeps your timeline on track, whether it's a new build, addition or remodel.
- ✗ We can't always say that about tile. Certain specialty or imported tiles require an eight-week lead time (and shipping costs can be shocking). Even locally stocked tiles can run low on inventory, bringing your project to a grinding halt.



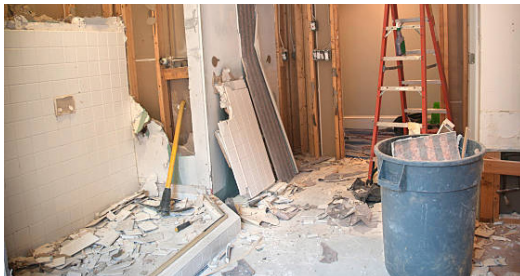
Install is a snap.

- ✓ Wetwall's lightweight, tongue-and-groove panel system snaps together quickly, creating a virtually seamless look. Experienced pros can be in and out in as little as 45 minutes, while the typical DIYer only needs 2.5 hours.
- ✗ Installing tile is a challenging, painstaking process. It's heavy to manage (often coming broken right out of the box). Tile rarely lines up, requires spacers, grout and thinset. Precision cuts often take two or three tries to get right, requiring additional material and cost. And tile can be brittle, which is apparent when you start to cut holes for a showerhead or drill to secure a shower door.



Reno without the demo.

- ✓ With Wetwall, panels can install right over existing tile, greenboard or drywall. That can save days of tedious prep and demo.
- ✗ For tile installation, existing tile needs to be completely demolished before a remodel can begin. This is often labor intensive and time consuming, ballooning project costs and waste. Tile demolition can also be dangerous, as tile installed between 1920-1970 often contains asbestos. If necessary, abatement processes are lengthy, often requiring additional testing, specialty equipment and materials.



Wetwall is error-proof.

- ✓ Simple-to-follow instructions and snap-together panels (down to the shower pan) make for foolproof installation for anyone, from contractors to DIYers. We manufacture our own adhesive for a bond that won't buckle or pop. Our color matched sealant assures you'll get a consistent, flawless look, without trial and error.
- ✗ Tile, on the other hand, is a headache waiting to happen. The issue often starts with what's behind it: Uneven walls? Bad adhesive or bonding? Shifting concrete? It can cause tile to crack, buckle and tent. If it's not the backing, another install problem is the joining. When tiles don't meet the shower pan or are adhered only by the corners, leaking and damage are inevitable.





# Wetwall installation is quick and simple.

4 STEPS. 2.5 HOURS.



01 **PREP**

Inspect your panels carefully for damage and verify they are the correct size. Observe all local plumbing and building codes.

02 **DRY FIT**

Our patented tongue-and-groove panels let you estimate a rough dry fit on the wall. Remember to measure twice and cut once before you trim, place and add adhesive.

03 **ADHERE**

Our high-quality panel adhesive allows you to quickly (and permanently) install panels over any existing subwall, including gypsum, fiberboard, cement, plaster and even tile.

04 **SEAL**

Once all panels are securely in place and set, apply our reliable and antifungal color matched sealant to all corners, seams and gaps.

# Tile installation is tedious and time consuming.

6 STEPS. 4 DAYS.



01 **SURFACE PREP AND DEMO (1 DAY)**

Removing tile can be difficult and time-consuming. It requires extra tools such as a scraper, handheld chisel, masonry hammer and grout removal tool.

02 **PREPARE THE TILE LAYOUT**

Ensure the wall surface is free of contaminants and tile backer substrate is level. Large format tiles require meticulous attention to spacing to avoid uneven grout lines. Plan and measure appropriately.

03 **CUT TILE**

Some tiles will need to be cut using a wet saw or scoring snap cutter—you must wear safety equipment. Carefully measure tiles to be cut and mark with a pencil or felt-tip pen. Make straight or diagonal cuts with a tile cutter, curved cuts with a nipper (chipping away small pieces for best results) or use a wet saw

04 **APPLY THINSET MORTAR & TILE SPACERS**

Select the right trowel based on the size of the tile. Mix thinset to the proper consistency and apply, then place tiles using spacers in between to get a consistent gap. Once complete, ensure grout lines are clear of thinset.

05 **GROUT (1 DAY)**

Remove spacers and clean off any excess thinset that may have squeezed into the grout joints. Using a grout float at a 45-degree angle, apply grout parallel to the joint.

06 **SEAL (2 DAYS)**

Use chemical-resistant gloves while handling sealer. Once applied, wipe excess sealer off with a dry rag to avoid a filmy residue.



Performance that never fades.



The proof is in the waterproof.

✓ Wetwall’s patented, waterproof wall panels withstand everyday use and feature a grout-free surface that wipes clean with soapy water and a damp cloth—making maintenance easy and stress free.



✗ Tile, on the other hand, is porous allowing moisture to seep in, especially when it’s humid. This not only leaves water marks & discoloration but provides a wet environment where mold & mildew can easily grow. When tile absorbs moisture it leads to damage, like popping, tenting and buckling.



Antimicrobial protection keeps it clean.

✓ The innovative technology of Wetwall inhibits the growth of stain and odor-causing bacteria, mold and mildew. Additionally, Wetwall’s color matched sealant features a PUR-based MS Polymer and antifungal additives that also resist mold and won’t degrade.



✗ Everyone knows grout is difficult to clean. (Toothbrush, anyone?) What they don’t know is that over time, grout will compress and lose its bond, letting water in and causing tiles to crack or dislodge entirely. And different grout manufacturers use different formulations, causing changes in grout coloring. And did we mention, you’ll have to regrout eventually?



Protected with Aeon™ Scratch- & Scuff-Resistant Technology.

✓ Built to last, these durable yet lightweight panels feature AEON™ Enhanced Scratch- & Scuff-Resistant Performance Technology. AEON™ reduces scuffing in transit, on the job site, during fabrication and installation and long afterward. Even glossy surfaces and darker colors stay looking better, longer.



✗ Tile is porous, prone to scratches and easily broken or chipped. Over time, the effects of everyday wear and tear take their toll on tile, and because it’s more tedious to clean, it often loses its luster leading to renovations down the road.





Wetwall gives a luxury look at a fraction of the cost.



### Less materials required

✓ Because the durable, lightweight Wetwall material is less breakable, you need less material to cover your shower. And Wetwall is easily installed with standard woodworking tools.



✗ When you spec out a shower or bathroom project, you usually have to buy 10-15% more tile than you think. That's because breakage, discoloration and cuts increase your cost. And after you purchase the necessary tools, you may be in for more than double your total estimate.



### Less labor intensive

✓ Wetwall is quicker and easier to install than tile or stone, and labor is one of the most expensive costs of bathroom remodeling. With materials readily available and little-to-no prep work or grouting, you save hours (and days) of tedious work. Wetwall is so easy, pros can quote less hourly labor and many DIYers can skip the cost entirely.

✗ Between prepping the space, cutting tiles and doing the grout work, days of tedious tile labor can quickly exceed the cost of your materials.



### Less repairs down the road

✓ Wetwall's innovative design material withstands scratching, cracking, buckling and tenting. So you can enjoy a beautifully durable shower or bath for years and years (and years) to come.



✗ Tile is not timeless. It's an easily breakable material and even the most-careful shippers will end up chipping corners or shattering pieces. Cracked pieces, discolored grout and the constant bleaching and cleaning are inevitable—and can really add up over the years. And when you buy replacement pieces, they don't always match your existing tile.



# When you do the math, tile doesn't stack up.

When you're just comparing the price of materials alone, Wetwall and tile may seem comparable. But once you factor in the more labor-intensive process and extra materials, the numbers skew in favor of Wetwall.

The average cost of tile, can range from \$20 - \$30 sq/ft once installed, with high-end tile reaching upwards of \$80 sq/ft.



## SHOWER INSTALLATION COSTS

EXPENSE TYPE	WETWALL	MID RANGE TILE
Demolition	None (\$0)	Cost of labor and disposal
Raw Materials	Wetwall, adhesive and sealant	Tile, thinset, grout, sealant, spacers and caulk
Material Overages	0%	10-15%
Labor	45 minutes - 2.5 hours	3 days minimum
Average Cost Per Square Foot (including installation)	\$24.27 sq/ft	\$33.75 sq/ft*
Total Cost (80 sq/ft)	\$1,941.60	\$2,875*

**\$934 TOTAL SAVINGS**

for 80 sq/ft shower

**28% LESS THAN TILE**

for 80 sq/ft shower

\*according to 2022 Fixr.com





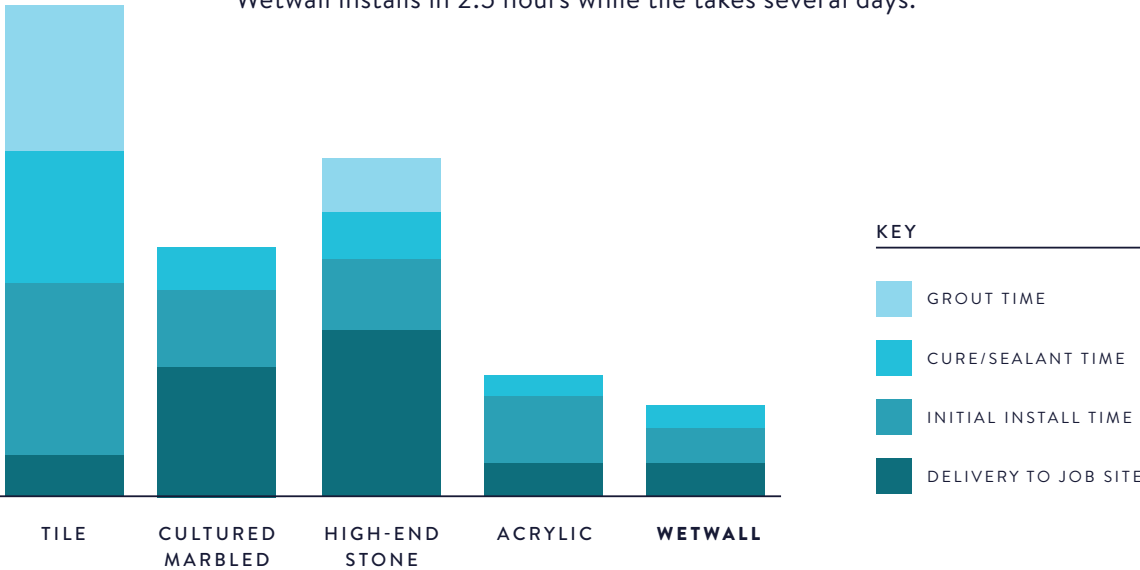
# Washing out the competition

No other surface compares to the revolutionary, waterproof material of Wetwall. It out-beauties stone, outperforms marble and out-simplifies tile—creating luxury looks without the black-tie pricetag.



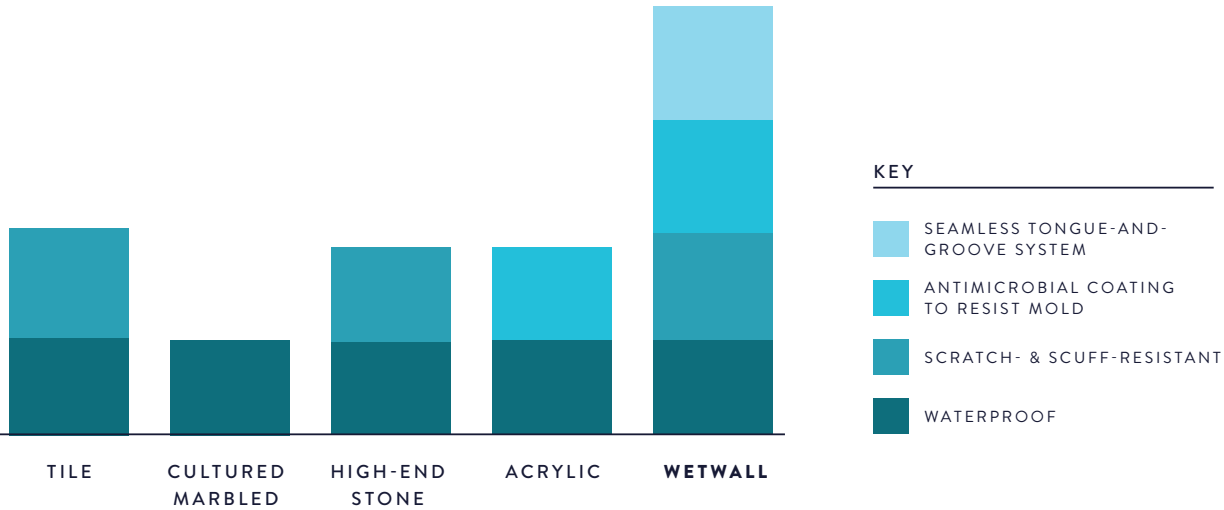
## INSTALLATION TIME

Wetwall installs in 2.5 hours while tile takes several days.



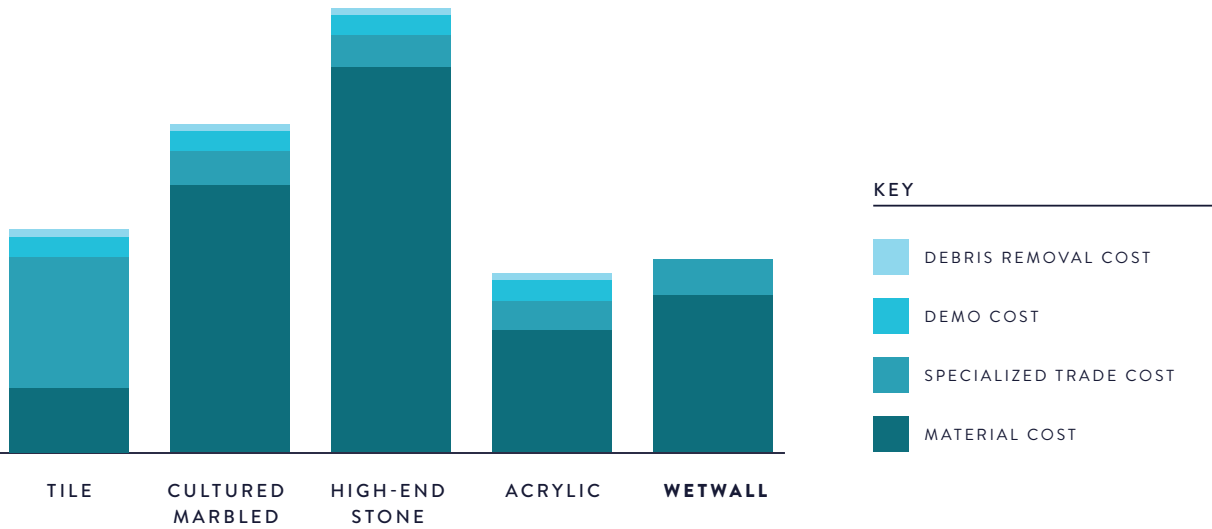
## PERFORMANCE

Wetwall is engineered to last through wear, tear, traffic and more.



## TOTAL INSTALLED PRICE

With Wetwall you only pay for Wetwall. With tile & other materials you pay for so much more.



# FAQs

## 1. WHAT ARE WETWALL PANELS MADE OF?

Our patented panel system consists of a decorative high-performance top sheet, bonded to a solid composite core and a non-decorative high-performance bottom sheet. This makes Wetwall both waterproof and lightweight.

## 2. WHAT TUB/SHOWER CONFIGURATIONS CAN WETWALL BE USED FOR?

- Single wall, corner, and alcove baths/showers
- Innovative tongue/groove and postformed panels can extend beyond bath/shower surrounds.

## 3. CAN WETWALL BE USED ON THE FLOOR?

No, Wetwall is designed for wall applications.

## 4. WHAT KINDS OF BACKER BOARD MATERIALS CAN BE USED WITH WETWALL?

Gypsum board (sheetrock), moisture-resistant gypsum board (“greenboard”), cement or concrete board or tile. Warning: Do not attach directly to studs.

## 5. CAN WETWALL PANELS BE INSTALLED OVER TILE?

Yes! When installing over old tile, make sure the tile is solidly adhered to walls. Any loose tiles must be removed, filled with mastic and sanded smooth. Rough up glossy tile surfaces using belt sander with 60-grit sandpaper. The surface must be dry, smooth and free of any dust or any other contaminants. Wipe wall surfaces with a damp cloth and allow to dry.

## 6. HOW LONG DOES IT TAKE TO INSTALL WETWALL?

Installing a new Wetwall tub or Shower Surround system takes approximately 45 minutes - 2.5 hours, depending on the expertise.

## 7. WHAT TOOLS ARE NEEDED TO INSTALL WETWALL?

You’ll need a pencil, tape measure, drill, heavy-duty caulking gun, hole saw, level circular saw with a fine tooth blade, square chalk-line, heavy-duty suction cups, router, denatured alcohol and 1/8” wooden shims.

## 8. CAN WETWALL PANELS BE CUT?

Yes, Wetwall can be cut with standard wood-working tools including a circular saw with a fine tooth saw blade (60 teeth or more). Any cuts made to the panels must be made with the decorative side facing up to prevent damage or chatter to it.

## 9. WHAT TYPE OF ADHESIVE DO I USE TO INSTALL WETWALL?

Wilsonart™ panel adhesive is provided in kits and for sale in quantities by the case.


## 10. WHAT SHOULD I USE TO CLEAN WETWALL?

Often, warm soapy water and a sponge will be adequate for regular maintenance. Common household, non-abrasive cleaners like Tilex®, Fantastik® or Windex® can be used with a soft sponge or cloth, then rinsed immediately.


## 11. WHAT ARE THE PANEL DIMENSIONS?

WIDTH	8” – 60”
HEIGHT	72” & 96”
DEPTH	Approx. 0.43” thick or 11mm
WEIGHT	1.65 lb / sq.ft.


## 12. WHAT ARE THE COMMON PANEL CONFIGURATIONS?



— Bullnose edge eliminates the need for additional hardware or extruded metal edge treatments.



} Tongue-and-groove panels allow for virtually seamless joining of back (soap dish) walls.

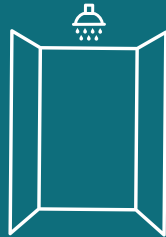


} Additional configurations of panel extend beyond bath/shower surround.





WOW.



WETWALL.

GET INSPIRED AT [WETWALL.COM](http://WETWALL.COM)