



# WOW. WE TALK.





Installs in a snap?

No grout required?

A no-demo reno?

Goes right in over old tile?

I can do it myself?

Works for new builds too?

It's antimicrobial?

It won't get scratched?

It's easy to clean?

It saves me time and money?

It's lightweight?

It's not real marble?

It ships that fast?

I don't have to wait for backorder?

Still looks amazing years later?

WOW.



RETHINK  
HOW YOU  
RENOVATE







# Table of Contents

01

## INTRO TO WETWALL

pg. 4-11

02

## LIVING WITH WETWALL

pg. 12-21

03

## COMMERCIAL APPLICATIONS

pg. 22-33

04

## DESIGN COLLECTIONS

*All Designs Overview, pg. 36-39*

*Pro Designs, pg. 40-51*

*Pro Plus Designs, pg. 52-65*

*Menards Designs, pg. 66-71*

*Lowe's Designs, pg. 72-75*

05

## SKUS & SPECS

pg. 76-77

06

## ACCESSORIES

pg. 78-79

07

## HOW TO BUY

pg. 80-81

WOW.WETWALL.





# Meet the modern alternative to tile.

Wetwall™ is a patented, waterproof, tongue-and-groove bathroom panel system that locks water out without the grout. It's a revolutionary design material that transforms bathrooms quicker, cheaper and easier than tile. And inspires all kinds of wows.



IT'S KIND OF LIKE DRYWALL. EXCEPT IT'S WETWALL.



**PATENTED  
WATERPROOF  
PANEL SYSTEM**

Installs seamlessly with  
customizable tongue-  
and-groove panels &  
color-matched sealant.



**DARING DESIGNS**

Looks like marble, stone  
or wood—including  
abstract patterns—and  
weighs a lot less.



**SPEEDY DELIVERY  
& INSTALLATION**

In hand in 2 weeks, in the  
bathroom in 2.5 hours.  
Plus, exceptional,  
reliable service.



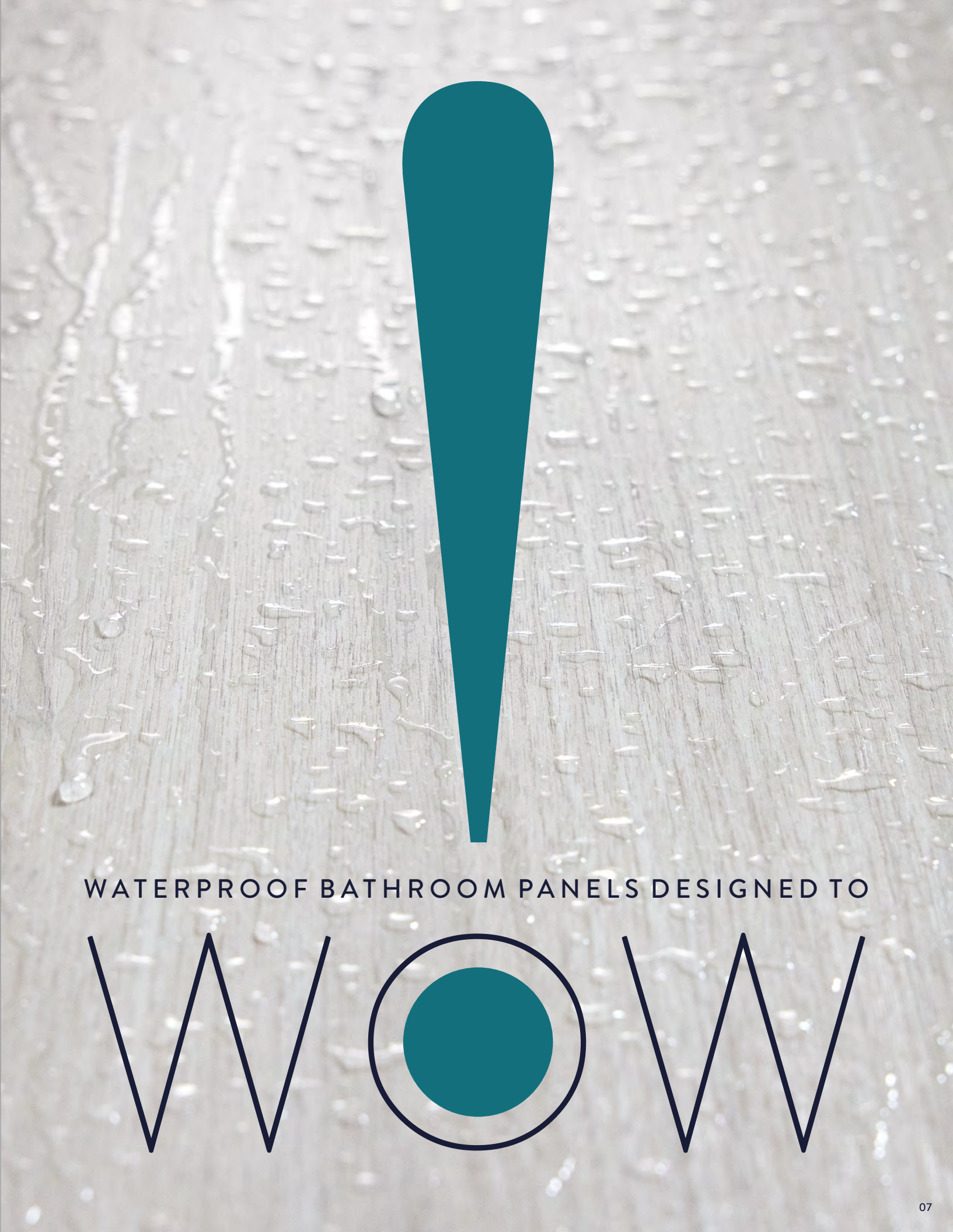
**SCRATCH- & SCUFF-  
RESISTANT AEON™  
TECHNOLOGY**

Does double duty: works  
hard in busy bathrooms  
& looks luxe longer.



**ANTIMICROBIAL  
PROTECTION**

Inhibits the growth  
of bacteria, mold and  
mildew, cleans easily and  
won't wash off.



WATERPROOF BATHROOM PANELS DESIGNED TO

WOW





Discover how  
Wetwall panels  
stack up against  
the competition



WHY WETWALL?  
SEE FOR YOURSELF.

# Tile vs. Wetwall



COMPLICATED  
INSTALLATION  
PROCESS



HARD-TO-  
CLEAN GROUT



LOTS OF  
HEAVY  
MATERIALS



EASILY  
INSTALLS  
IN A SNAP



NO GROUT,  
NO PROBLEM



LARGE YET  
LIGHTWEIGHT  
WALL PANELS





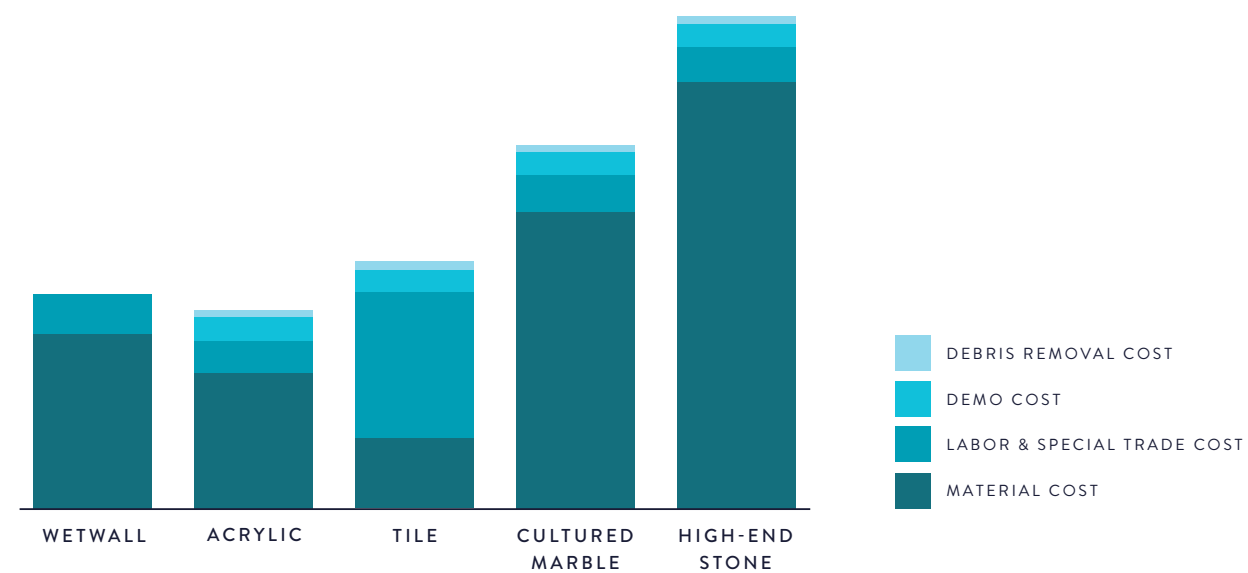
# Washing out the competition

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.



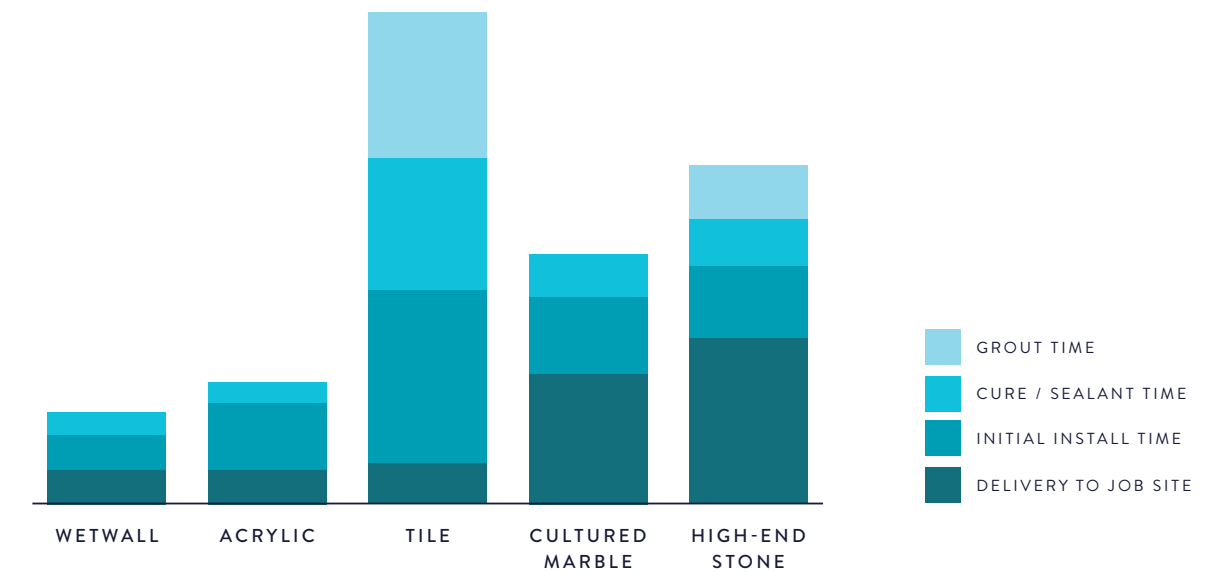
## TOTAL INSTALLED PRICE

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



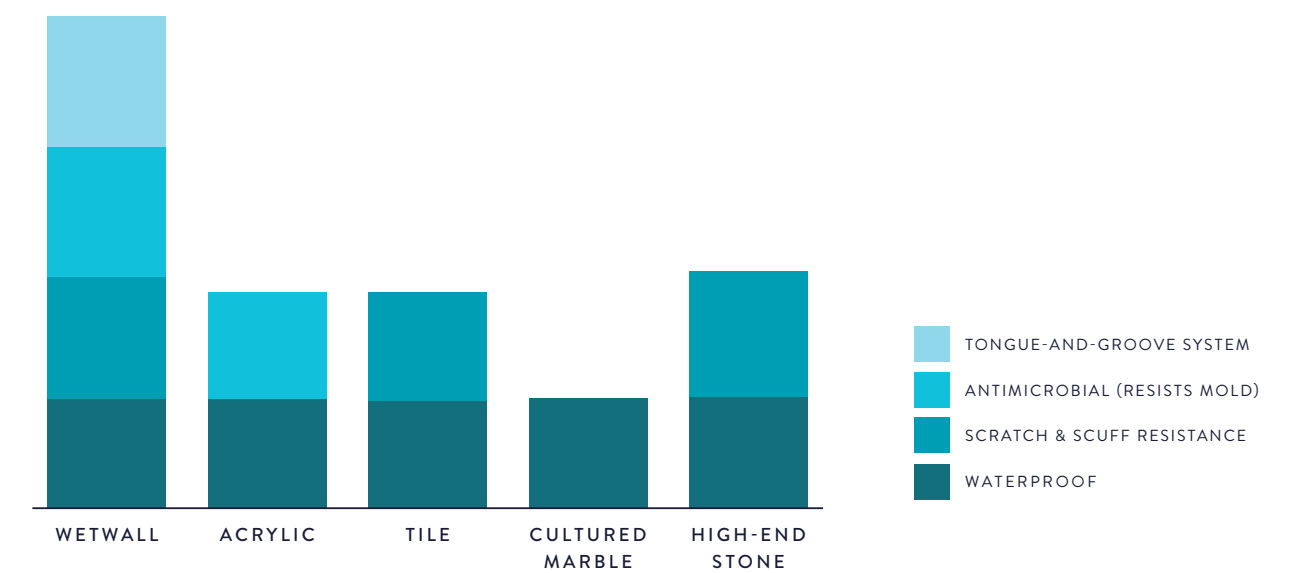
## TIME OF INSTALLATION

Wetwall panels install in 2.5 hours. It's easy to see why tile takes so much longer.



## PERFORMANCE

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





PERFECT FOR BUSY FAMILIES

# Reno without the demo.



*Worry-free walls that are ready for whatever*

Our durable panels perform well under pressure—designed to withstand everyday use, no matter what the day brings.



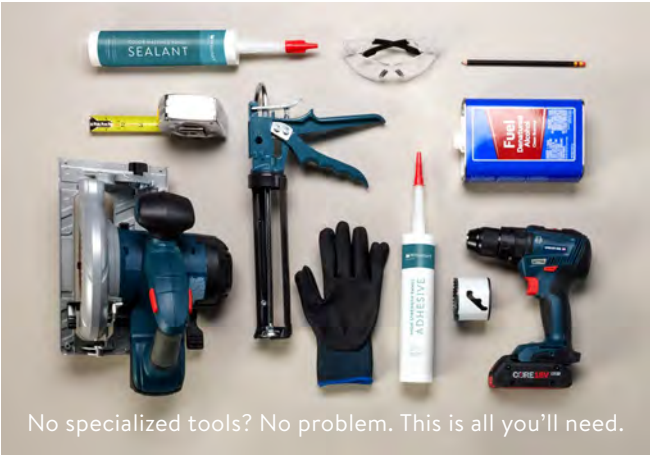
From  
“UH OH”



to  
“OH WOW”



When families need a new bathroom, but can't manage without the old one, they turn to Wetwall. Thanks to the convenience of the tongue-and-groove system, our waterproof panels snap into place, right over worn-out tile.



No specialized tools? No problem. This is all you'll need.



Soap & water keeps it clean.



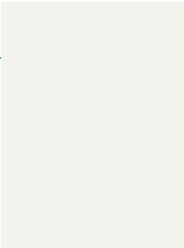
PERFECT FOR BUSY FAMILIES



These walls are

# WATERPROOF. YUCK-PROOF. LIFE-PROOF. YAWN-PROOF.

Made to withstand mildew & mishaps, spills & splatters—Wetwall has it covered.



Pro Design  
ARIA WHITE



Pro Design  
STACCATO

## Can't decide on just one design?

THEN DON'T.

Pro Designs can mix & match and install on every wall, every corner...even the ceiling. Customize and order panels for your bathroom's unique specifications through a Kitchen & Bath Showroom or contractor.



SHOP ALL  
PRO DESIGNS

Augusta Calacatta



PERFECT FOR DIYers

# Dream it. Design it. Do it... *yourself.*



Tired of that tired, old tile? Just cover it up. These lightweight yet large-scale panels mean you can lift with ease and cover up old walls quickly. Use our Wilsonart® Adhesive and Color-Matched Sealant for the best results. Simple, speedy, stylish.

Delivered to your door in 2 weeks.  
In your bathroom in as little as 2.5 hours.



Bullnose edge  
installation  
means no extra  
trim required.



1 PREP → 2 STICK → 3 SNAP →



4 SEAL → 5 SEAMLESS



SCAN FOR  
COMPLETE  
INSTALLATION  
& HOW-TO  
RESOURCES



PERFECT FOR DIYers

# EASY TO LOVE & LIVE WITH.



AEON™ Enhanced Scratch- & Scuff-Resistant Performance Technology keeps walls durable & protected.

Withstands spills & splatters, plus inhibits the growth of stain- & odor-causing mold, mildew and bacteria.





PERFECT FOR PERFECTIONISTS

# Who wants a lukewarm shower?



“Wow...that's not real marble?”

Having guests over? Suddenly no house tour is complete without a stop at your magnificent new bathroom.



From modern to classic, elegant to timeless, Wetwall elevates the aesthetic of any bathroom and coordinates with new or existing fixtures. Our wall panels rival large slabs of stone, creating a seamless finish that looks just as luxurious as the real thing but costs a lot less.







COMMERCIAL-GRADE  
PERFORMANCE FROM  
WALL TO WALL.

EASY TO  
CLEAN.  
TOUGH TO  
DAMAGE.  
INCREDIBLE  
TO SEE.

Wetwall's panel system is waterproof, scratch- and scuff-resistant, antimicrobial and EPA-approved. Our Pro Designs and larger-scale Pro Plus Designs Collections are the perfect fit for commercial applications where durability and cleanliness are a priority. From smaller reno projects to larger spaces like hotels, hospitals and schools, our Pro and Pro Plus options make perfect sense for your commercial space needs.



GET EXPERT  
INSPIRATION



# Office restroom reno works smarter, not harder.

Wetwall offered a no-demo reno solution for this high-traffic space in an historically-preserved building. Panels were easily installed directly over tile to provide a modern look for what would have otherwise been a costly project.



Waterside Business Center  
Rockford, IL  
featuring Tahiti Sands



“When you compare a Wetwall install to a typical tile and grout job where you have to gut and pull the old tile out, the tile work probably costs about three to four times more in labor and materials.”

**JASON SCHWARZ**  
Aetna Building Solutions Salesperson



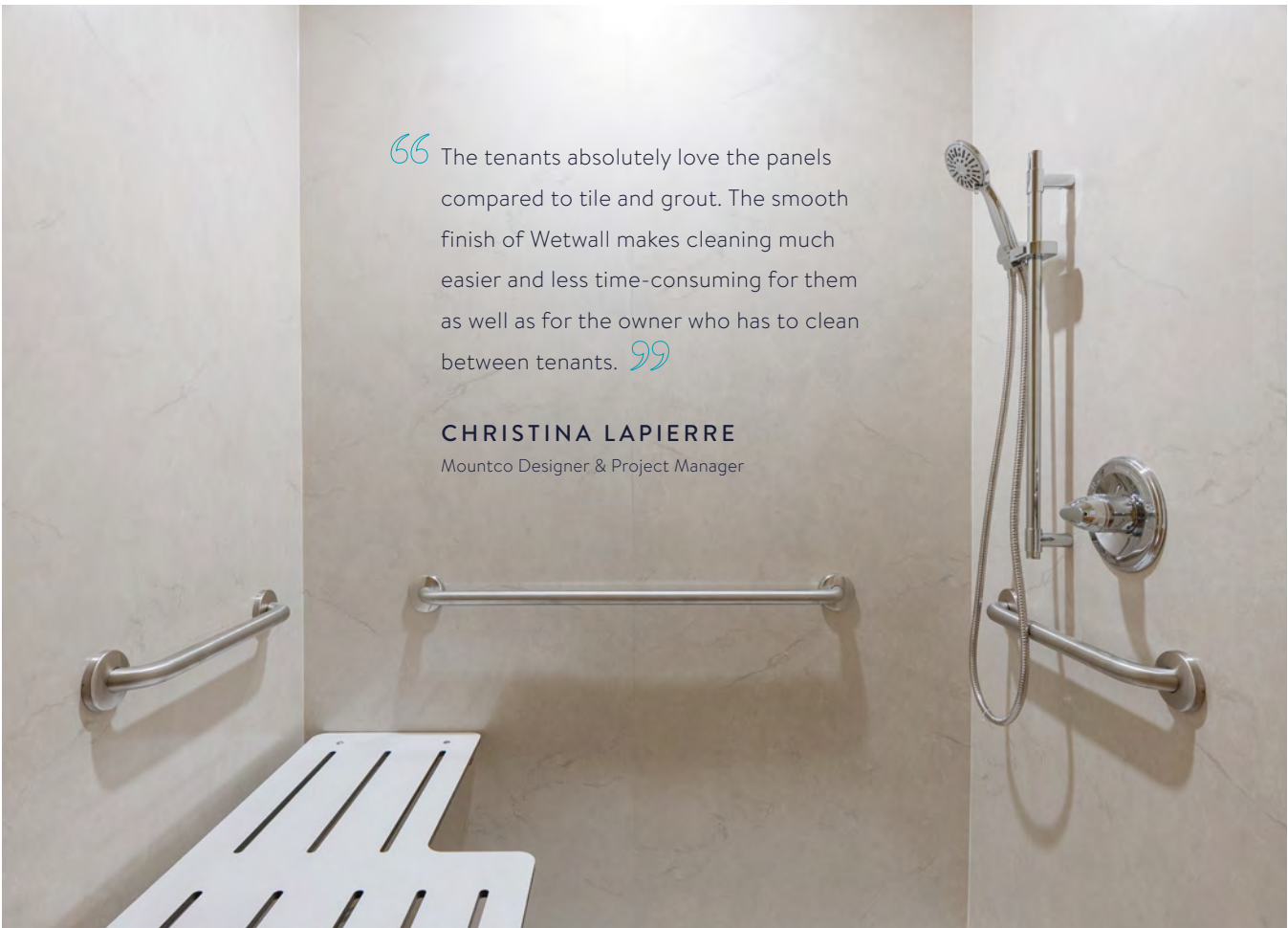
FIND OUT MORE  
ABOUT THIS COST-  
EFFECTIVE RENO





# Solutions in a snap without tile & grout

Wetwall’s panel system features a grout-free finish that takes less time to install and keeps its good looks tenant after tenant. Whether it’s a large residential remodel or a new build, Wetwall has simple solutions that lock out moisture and clean easily for fast unit turnovers.



“The tenants absolutely love the panels compared to tile and grout. The smooth finish of Wetwall makes cleaning much easier and less time-consuming for them as well as for the owner who has to clean between tenants.”

**CHRISTINA LAPIERRE**  
Mountco Designer & Project Manager



Kingston Housing Authority  
Multi-family Housing Complex  
Kingston, NY  
featuring Vienna Marble



DISCOVER MORE  
ABOUT THIS  
COMMERCIAL  
REMODEL



# The playbook for durability in high-traffic spaces

With an antimicrobial, anti-scuff finish, Wetwall was a no-brainer for this school’s tight reno timeline. These durable surfaces will have no trouble staying strong against the antics of young athletes.

Lyman C. Hunt Middle School  
Burlington, VT  
featuring Tahiti Sands



“The finish and looks of the wall system are very nice...it will be a lot easier on my custodial staff to wipe down. I am confident and very happy we remodeled our locker rooms with this type of system.”

**DEAN WILLIAMS**  
Senior Facilities Technician  
for Burlington School District



TAKE A CLOSER  
LOOK AT THE  
TRANSFORMATION





# More tail wags. No scratches.

This small-biz dog groomer decided to go with easy-up Wetwall in lieu of costly tile. Panels are durable against claw marks, sealed tight against splashing and easy to clean between clients.





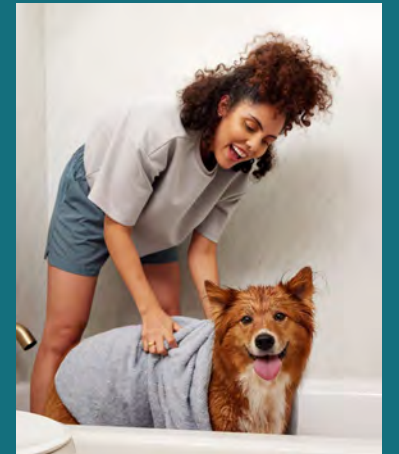


“Since this project was located in Flagler College’s historic Ponce Hall, I needed a product that had a luxurious look but was also durable and easy to maintain. Wetwall met all our needs and has served the students well.”

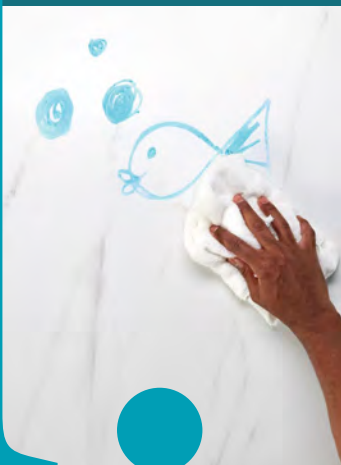
**SUMNER CODDINGTON**  
Director of Interior Design,  
Lane Architecture, P.A.







I can do it myself?  
Installs in a snap?  
Goes right over tile?  
It won't get scratched?  
It's that light?  
No grout?  
That's not real marble?  
It's not on backorder?





# A work of art.

WE'VE DISGUISED  
DURABILITY  
WITH LUXURY

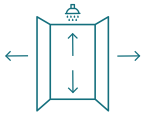
Sophisticated style?  
*Without a doubt.*

Daring designs?  
*So many to choose from.*

Our classic finishes  
recreate stunning,  
seamless looks such as  
marble, stone, wood and  
abstract patterns.



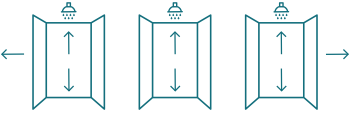
# Without the work.



Fully Customizable Panels  
**PRO DESIGNS COLLECTION**

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

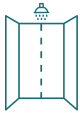
*Perfect for residential and commercial projects of any size*



Larger-Scale Bulk Orders  
**NEW PRO PLUS COLLECTION**

Commercial architects, designers and builders working on larger-scale projects can cut back on labor, time and cost. Get luxe looks for jobs over ~10K sqft with 1/2 truckload minimum order sizes.

*Best for larger-scale projects, bulk order, multi-unit renos and new builds*



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.

*Best for smaller at-home projects, DIY, house flips and weekend renos with complete-in-kit convenience*



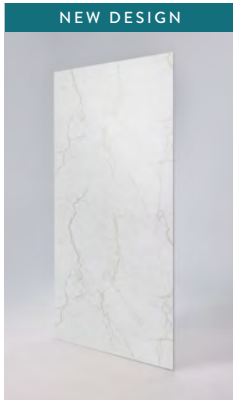


WETWALL DESIGN COLLECTIONS

TRY BEFORE  
YOU BUY  
*Order a Sample*



PRO DESIGNS



TUSCANY MARBLE  
W7057



DARLINGTON CHERRY  
W7058



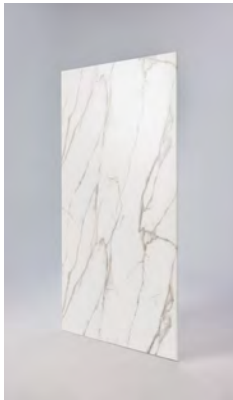
ARIA WHITE  
W7001



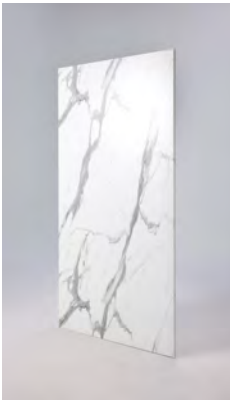
STACCATO  
W7004



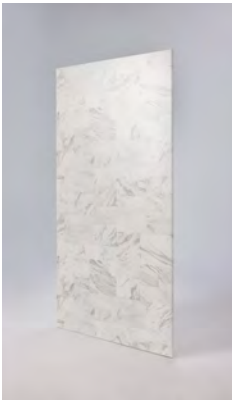
TORRONE MARBLE  
W7008



AUGUSTA CALACATTA  
W7055



CALACATTA STATUARIO  
W7036



LARISIS MARBLE  
W7054



TAHITI SANDS  
W7027



LEGACY ASH  
W7042

PRO PLUS DESIGNS



SILKEN WEAVE  
W7071



BIRCH BRANCHES  
W7049



TRANQUIL LINES  
W7074



GRACEFUL LINES  
W7075



SERENITY WEAVE  
W7072



CLASSIC WEAVE  
W7073



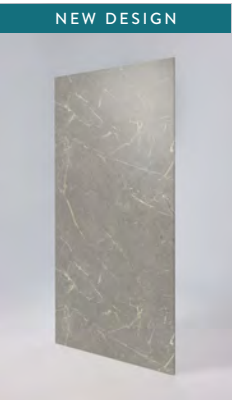
ASHEN WALNUT  
W7070



CHAMPAGNE WHISPER  
W7069



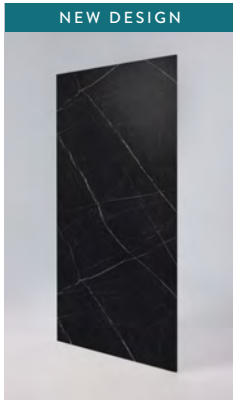
HARMONY MIST  
W7066



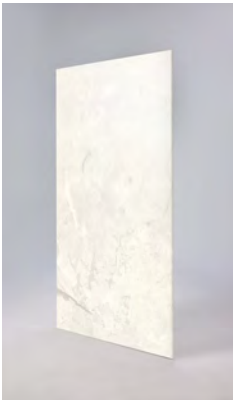
URBAN SOAPSTONE  
W7067

PRO PLUS DESIGNS  
(CONTINUED)

LOWE'S DESIGNS



MIDNIGHT ELEGANCE  
W7068



VIENNA MARBLE  
W7006



MARMAFINO  
W7019

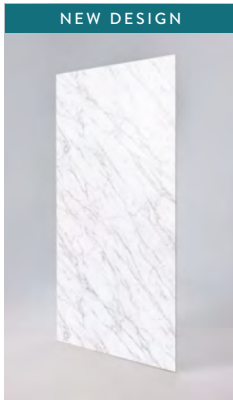


NORWEGIAN ELM  
W7015

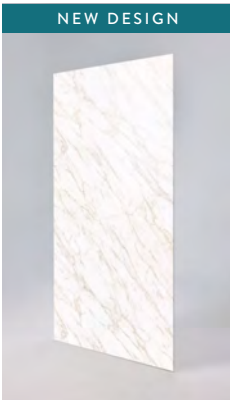


SPANISH SANDS  
W7014

MENARDS DESIGNS



CHATHAM CARRARA  
W7062



ASHLAND CARRARA  
W7061



WHITE SANDS  
W7060



TAHOMA ASH  
W7059



NESTOS MARBLE  
W7026



# Apparently we do our best thinking in the shower.

## PRO DESIGNS COLLECTION

Our 10 luxe designs can be fully customized to fit unique specifications. Surround a bathroom in seamless luxury by covering all the walls. Or keep it simple in a standard shower stall.



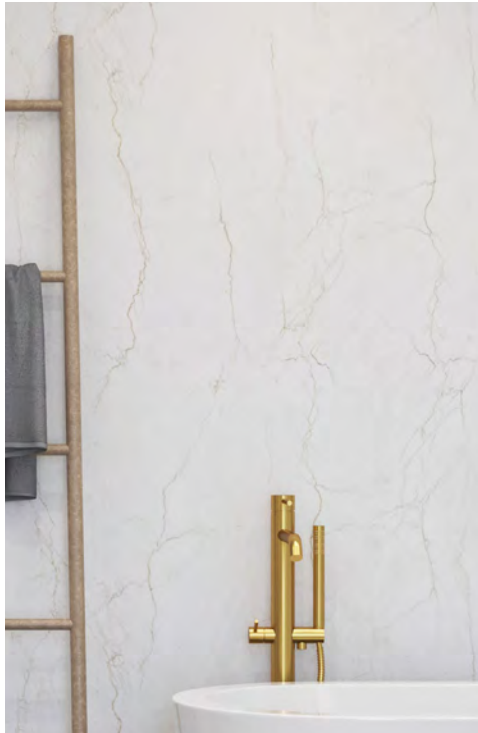
SHOP THE  
PRO DESIGNS  
COLLECTION

# WOW

SEE FULL PANEL  
CONFIGURATIONS &  
SIZES ON PG. 76-77







NEW DESIGN

# Tuscany Marble

W7057

Subtle bronze veining warms up this white textured marble, creating a look that's both crisp and rich.



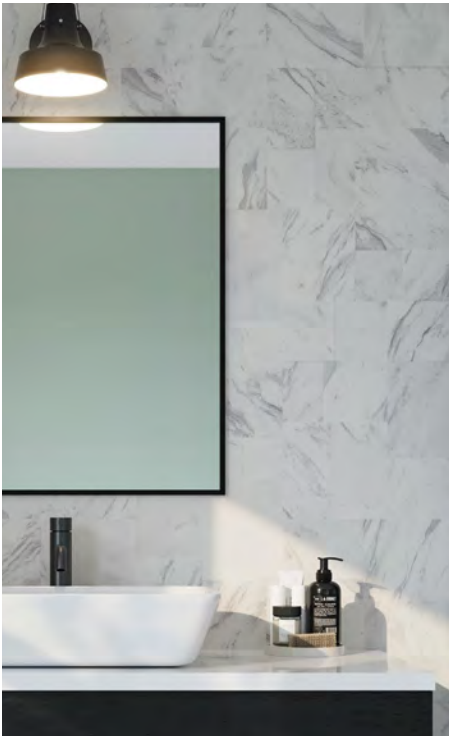
# Augusta Calacatta

W7055

Bold, large-scale grey charcoal striations and warm shadows offset a milky white background to create classic elegance with a bit of playfulness. It's luxury and personality, all at once.







# Larisis Marble

W7054

Cool-tinged greys and wispy streaks throughout this ultra-modern pattern add a graceful, tiled look for a clean and casual space.



# Calacatta Statuario

W7036

This bright-white marble design boasts varying sizes of light grey, grey and black veining for a bold look brimming with grandeur.







# Tahiti Sands

W7027

Warm and cool neutral tones are blended into an off-white limestone texture, helping this stone-like surface create a lively, yet relaxing look with an earthy flair.



# Torrone Marble

W7008

Surround yourself in classic elegance with a bit of play. Subtle grey veining on a crisp white backdrop gives this marble-like surface a timeless, uncluttered look.







NEW DESIGN

# Darlington Cherry

W7058

Our planked, off-white cherry design creates a warm, inviting space while the straight grain refines the look.



# Legacy Ash

W7042

This taupe wood grain pattern mimics a planked design, offering welcoming & light serenity. Pair it with neutral grain finishes for a classic look.



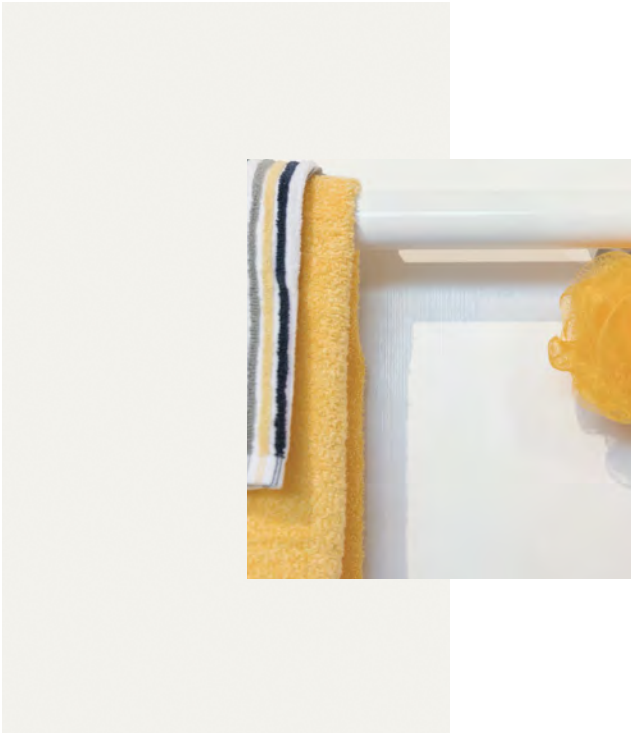




# Staccato

W7004

With light grey converging lines on a plane of white, wood-like Staccato's relaxed streaking coats a space in calm and comfort.



# Aria White

W7001

Solid white through and through, this stone-like surface delivers a crisp, clean style that can feel classic, modern and anything in between.





# Simple Solutions for Complex Jobs

INTRODUCING THE  
**NEW PRO PLUS**  
COLLECTION

Explore our collection of waterproof wall panel designs made with commercial architects, designers and builders in mind. Intended for larger-scale projects with 1/2 truckload order minimums, you can add luxury to any space while relying on the patented waterproof system for long-lasting, easy-to-maintain looks.



**Ideal for:**  
Residential Complexes • Campus Housing • Senior Living • Hospitality • Other High-Traffic Spaces



**LARGER-SCALE SOLUTIONS**

Ideal for jobs requiring at least 9,700 sq ft of material with a 1/2 truckload order minimum.



**BEATS THE COST OF TILE**

Total start-to-finish price for materials, time and labor is less than tile.



**DEPENDABLE TIMELINES**

Quick installation & reliable lead times help manage deadlines with clear expectations.



SHOP THE  
**PRO PLUS**  
COLLECTION





NEW PRO PLUS DESIGN

# Silken Weave

W7071

A white neutral linen in a soft cross-weave pattern offering overall color and extraordinary dimension.



NEW PRO PLUS DESIGN

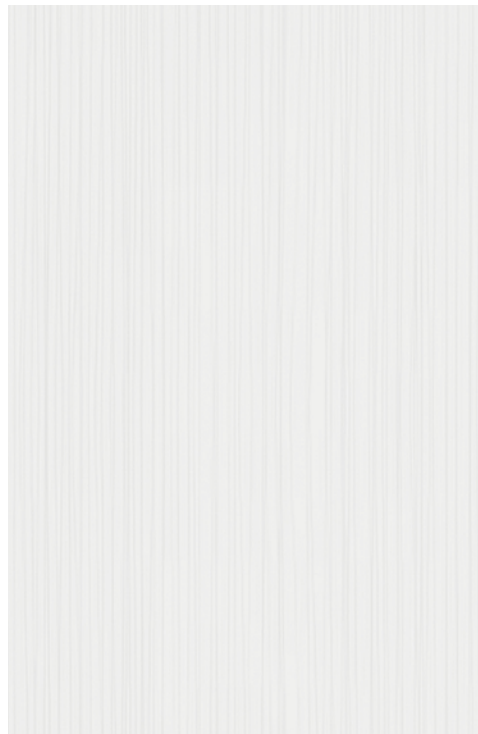
# Birch Branches

W7049

Grey and cream curves that bring subtle liveliness and depth.





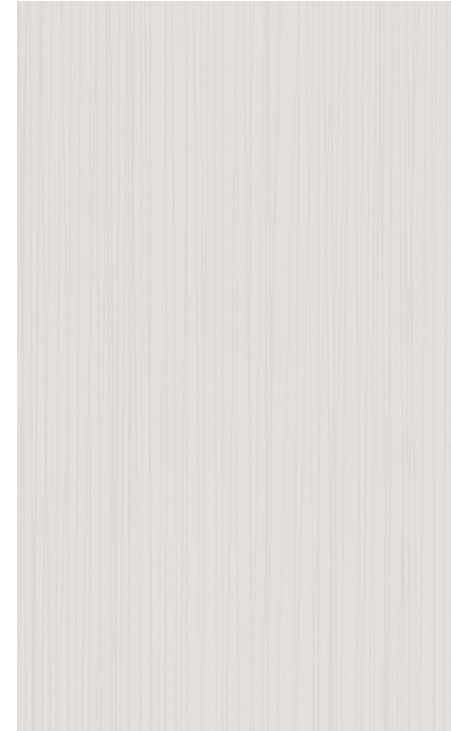


NEW PRO PLUS DESIGN

# Tranquil Lines

W7074

A cool, neutral backdrop that soothes the senses and pairs easily with bolder colors and design elements.



NEW PRO PLUS DESIGN

# Graceful Lines

W7075

A warm, sandy grey that adds subtlety and blends effortlessly with textures, patterns and colors.







NEW PRO PLUS DESIGN

# Champagne Whisper

W7069

A soft gold color with a subtle reconstituted woodgrain effect.



NEW PRO PLUS DESIGN

# Ashen Walnut

W7070

A sophisticated Walnut balanced with a mix of partial cathedrals and straight grain. A light grey with subtle contrast.







NEW PRO PLUS DESIGN

# Serenity Weave

W7072

A soft, sophisticated linen weave of cream and grey tones that offers broad coordination with other colors and materials.



NEW PRO PLUS DESIGN

# Classic Weave

W7073

Warm grey and cool grey tones mesh in a classic and subtle linen blend that offers broad coordination with other colors and materials.







NEW PRO PLUS DESIGN

# Harmony Mist

W7066

A neutral warm grey textured marble stone with multi-directional thin intersecting white veins.



NEW PRO PLUS DESIGN

# Urban Soapstone

W7067

A large-scale, smooth-veined grey soapstone abounding in rich detail and natural features.







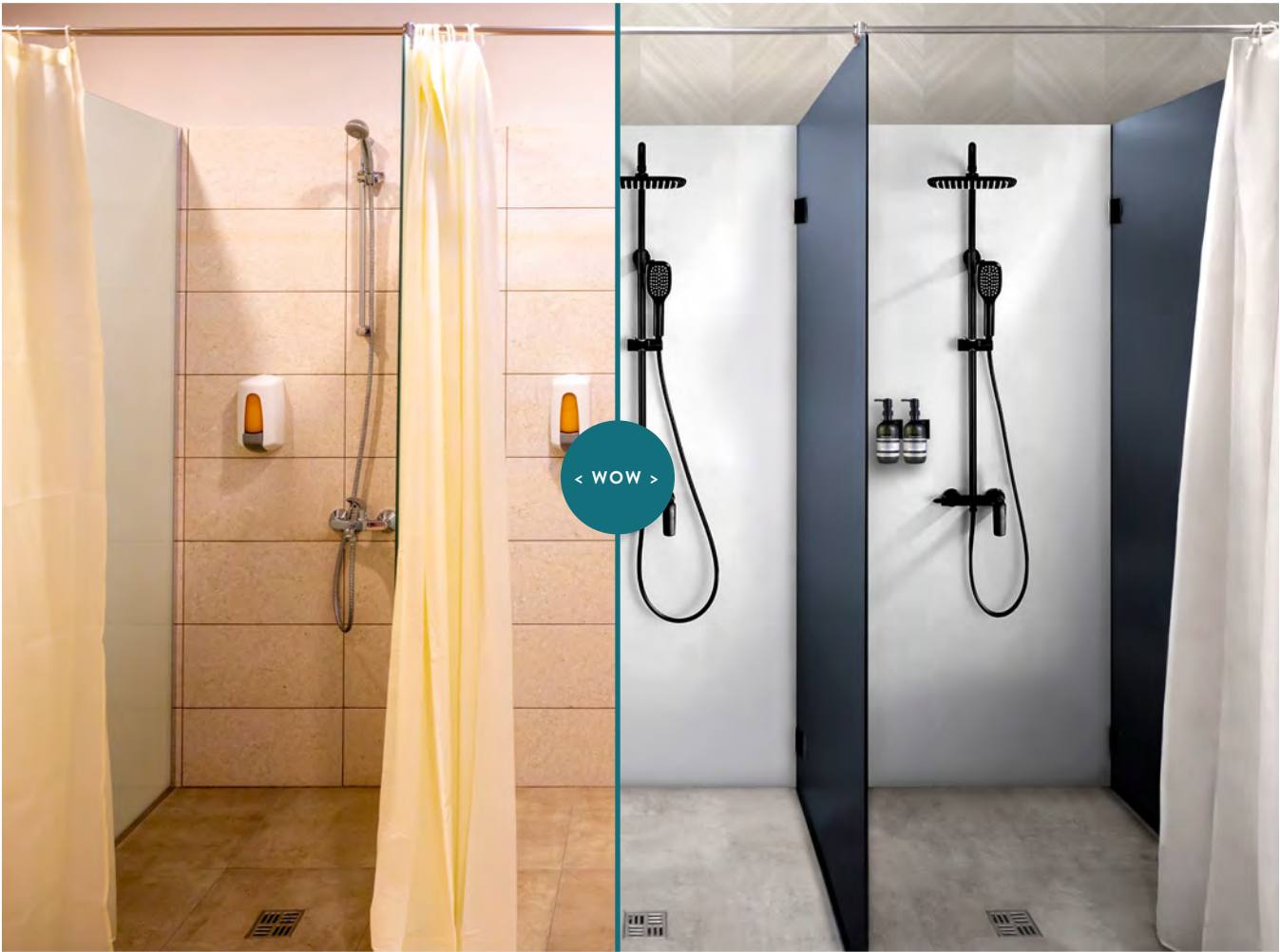
NEW PRO PLUS DESIGN

# Midnight Elegance

W7068

A jet black marble with elegant cross-directional white veins.

From “oh no” —————> to “oh, wow!”



BEFORE

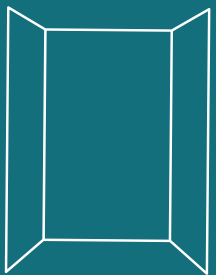
AFTER

Seeing is believing. Pro Plus Designs are easy on the eyes, and on the timeline. With Wetwall, you can transform high-traffic spaces in a fraction of the time it would take to install tile.



We thought  
*outside the box*  
to deliver a shower  
*inside a box.*

RETAIL KITS INCLUDE:



Pre-sized Panels



Panel Adhesive



Color-matched Sealant

Both Menards & Lowe’s exclusive retail kits include our patented panels, adhesive and color-matched sealant for a grout-free application in as quick as 2.5 hours. With panels already pre-cut and available at standard shower & bath surround sizes, installation is simple—making for a thrilling transformation.



# Nestos Marble

W7026

This large-scale Sequoia marble design shines in a warm white with light hues and a compelling linear movement.





NEW MENARDS DESIGN

# White Sands

W7060

The warm tonal colors move across the surface mimicking wind-swept sands.



NEW MENARDS DESIGN

# Tahoma Ash

W7059

This warm toned, straight grain design paired with partial cathedral peaks offers a natural, elevated look to any space.







NEW MENARDS DESIGN

# Chatham Carrara

W7062

A cool-toned, white marble interlaid with grey, diagonal veining.



NEW MENARDS DESIGN

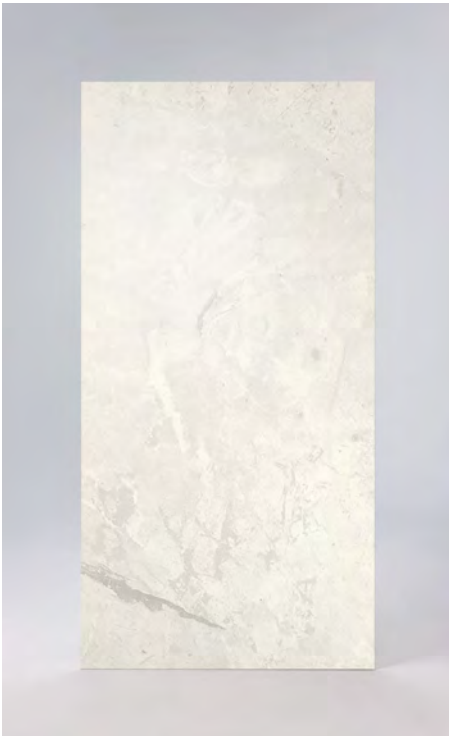
# Ashland Carrara

W7061

A white marble base that exudes warmth through diagonal veins of caramel and taupe.







# Vienna Marble

W7006

Scattered grey and beige veining across a toasted white background creates a space of welcoming luxury.



# Marmafino

W7019

Granite-inspired shower walls with coordinating neutral surfaces turn traditional into timeless, ushering you into a calm, inviting oasis.







# Spanish Sands

W7014

This limestone lookalike comes in a warm grey interfused with linear directional features in shades of grey with hints of caramel.



# Norwegian Elm

W7015

Modern with clean lines, this straight grain is intermingled with subtle cathedrals in an overall light neutral color. This is the definition of calm.





It's easy to create a modern and soothing sanctuary with Wetwall™ Waterproof Panels. We can help bring your vision to life with additional technical resources, specification guides, videos and more.

# SKUs & Specs



TONGUE EDGE

GROOVE EDGE

BULLNOSE EDGE

FLAT EDGE



EXPLORE  
MORE  
HELPFUL  
RESOURCES

## Back Wall Configurations



### TONGUE EDGE + FLAT EDGE

The easy-to-handle TE/FE panels are ideal for a seamed back wall.



### GROOVE EDGE + FLAT EDGE

The easy-to-handle GE/FE panels are ideal for a seamed back wall.



### FLAT EDGE + FLAT EDGE

The FE/FE panels are best for a one piece wall.

## Wing Wall Configurations



### BULLNOSE EDGE + FLAT EDGE

The Bullnose Edge is perfect for wing wall or terminating walls.

## Utility Wall Configurations



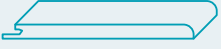
### TONGUE EDGE + GROOVE EDGE

This most flexible panel is used when you want to continue the design beyond the single-panel widths.



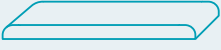
### TONGUE EDGE + BULLNOSE EDGE

Use this Bullnose Edge combined with a TE to cap the end of the TE/GE panels.



### GROOVE EDGE + BULLNOSE EDGE

Use this Bullnose Edge combined with a GE to cap the end of the TE/GE panels.



### BULLNOSE EDGE + BULLNOSE EDGE

With two Bullnose Edges, this is the ideal panel to feature behind a free-standing bathtub or a stand-alone wall.

## Pro Panel Sizes

### WIDTH

8" (in 96" height only),  
30", 32", 36", 48", 60"

### HEIGHT

72" & 96"

## Pro Plus Panel Sizes

### WIDTH

36", 48", 60"

### HEIGHT

96"





Wow...  
luxé finishing  
touches, too?



*Shop Accessories*  
COMPLETE  
YOUR BATHROOM  
TRANSFORMATION

## STORAGE SOLUTIONS

Complete your bathroom transformation with coordinating, prefabricated niches & shelves. Available in Designer White (as shown) & Antique White.



DOUBLE SHELF  
RECESSED NICHE



SINGLE SHELF  
RECESSED NICHE



CORNER  
SHELF

## STICK & SEAL



Hold your project together with high performance Wilsonart® Adhesive. Its outstanding bond strength and high heat resistance make it the ideal adhesive for Wetwall installation.

Wilsonart® high-quality sealant comes in 6 colors—specially formulated to match the colors of all Wetwall panel designs. Plus, it's antifungal, providing a lasting water-resistant seal.







*Want to try before you buy?*

# WE COME IN A SAMPLE SIZE

Seeing it in real life is the best way to experience the beauty of the design. Discover how lightweight yet sturdy, durable and scratch-resistant Wetwall bathroom panels really are.



ORDER A  
SAMPLE  
(OR A FEW)

*Looking for where to buy?*

# GET A SHOWER WITHOUT TAKING A BATH

From customizable designs to fit your unique spec to our patented locking panels that arrive in an all-in-one DIY kit, you'll find Wetwall at kitchen & bath showrooms, through a contractor or exclusively at Lowe's and Menards.



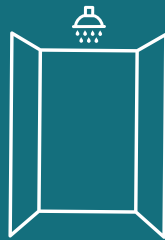
FIND  
WHERE  
TO BUY







WOW.



WETWALL.

GET INSPIRED AT [WETWALL.COM](https://www.wetwall.com)