

9300 CONTRACTOR

Tile Contractors' Association of America

THE VOICE OF SIGNATORY TILE/STONE CONTRACTORS

FEATURED INSIDE:

***Trostrud Installation
Reveals Treasure
From Trash***

***"Right to Know" Bill
Introduced***

***Crossville's
Tile Take Back
Program***



WINTER 2014



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In this issue ...

President's Message	3
Chicago Tile Installation Turns Trash Into Sustainable Treasure...	6
"Right to Know" Bill Introduced in Congress	11
Tech Corner—Crossville's Tile Take Back Program	14
TCAA Labor Report.	16
Why Join TCAA?	20
<i>Trowel of Excellence™</i> Showcase – Corcoran Tile & Marble, Inc.	23
Voucher Program for <i>Trowel of Excellence™</i> Contractors	27
<i>Trowel of Excellence™</i> Contractor Directory	28

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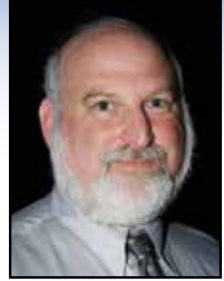
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A Message from the President

A MESSAGE FROM THE PRESIDENT



Welcome, 2014! It's been a very long time since those of us in the tile industry could welcome a new year without wishing the past year away. But with construction increases in much of the country during 2013, we look optimistically ahead to an even more successful new year. Unfortunately, there are still parts of the country where recovery is coming much too slowly. To my fellow contractors and our industry partners in those areas, keep the faith, continue to prepare for success and keep an eye out for positive changes to come your way.

Whether you find yourself still waiting for recovery or working through growing numbers of project proposals, one thing is certain. The industry wide focus on quality tile/stone installations (and qualified installers) isn't just here to stay, it's growing. More and more architects, designers and project managers are following the recommendations of the TCNA Handbook and MasterSpec and specifying the use of certified contractors and installers. And the contractors most likely to capitalize on the spreading economic recovery are those who recognize that investments they make today in *Trowel of Excellence*[™] and ACT certifications will pay dividends tomorrow.

Another way to prepare for success is to make sure you're up to date on new products, new installation practices and standards, smart business strategies and to network, network, network! One place where you can get it all is Total Solutions Plus. A partnership of TCAA, NTCA (National Tile Contractors Association), CTDA (Ceramic Tile Distributors Association) and TCNA (Tile Council of North America), Total Solutions Plus is the industry's "gold standard" conference.

Entering my 30th year in this industry and my first as TCAA President, I look forward to what 2014 will deliver. Our partners at the International Union of Bricklayers and Allied Craftworkers and the International Masonry Institute are rolling out multiple training programs across the country to certify our installers in the five ACT installation areas (large format tile/substrate preparation;

membranes; showers; mud floors and mud walls). Our vendor partners are supporting Trowel certified contractors with thousands of dollars in product vouchers and rebates. And growing numbers of our partners in the design and build communities are specifying qualified contractors and installers to bring their tile and stone projects to life.

Regardless of whether you're a fully-recovered, still-recovering or waiting-for recovery-to-reach-you contractor, here are three things to put on your "must do" list for 2014:

- **Become a *Trowel of Excellence*™ certified contractor.**

You can find the list of requirements and application at www.tcaainc.org/trowel-of-excellence.php.

- **Get your lead installers ACT certified**

(visit www.tilecertifications.com for more information).

- **Attend Total Solutions Plus** (October 25-28, San Antonio, TX).

Until next time,

Ron Schwartz
TCAA President

Photos: David Federati



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Chicago Tile Installation Turns Trash into Sustainable Treasure



Recycled bathroom fixtures became stunning wall and floor tile installed by Trostrud Mosaic & Tile Co.

The John C. Kluczynski Federal Building is a Chicago icon. Located in the heart of the downtown Chicago Loop, the 43-story office tower was designed by Modernist pioneer Mies van der Rohe and completed in 1974.

After almost 40 years of high traffic use, the building was in need of renovation to reposition it for its next 40-50 years. As a GSA (General Services Administration) “Design Excellence” project, a key part of the renovation focused on energy efficiency and sustainability retrofits to conserve energy and water, improve the indoor environment, incorporate green materials and employ renewable energy sources wherever possible.

One component of the building targeted for renovation was its 78 bathrooms, all of which were slated to receive new porcelain fixtures, along with new tile floors and walls. In weighing the decision on which wall and floor tiles would be the most sustainable for the project, the project architects at Cannon Design embarked on a conversation with the team at Crossville, Inc. that led to an inspired idea: repurpose



the existing porcelain fixtures into recycled tiles for the bathroom walls and floors.

The building's existing toilets were removed and shipped to Crossville's plant in Tennessee. There, the over 200,000 pounds of porcelain material was ground down into a fine powder and manufactured into over 57,000 square feet of clean, modern looking tile to be installed on the bathroom walls and floors. The old toilets returned from Tennessee as 12x24-inch custom tile for the walls and 24x24-inch custom tile for the floors.

Trostrud Mosaic & Tile Co. of Wood Dale, IL was engaged to handle installation of the recycled tile. To keep the building operating, surface preparation and installation work was done at night. According to Trostrud Vice President Brad Trostrud, the installation required a high degree of technical skill, team work and coordination with the other trades to maintain a smooth flow of work. "Our team worked on six bathrooms at a time with some of the men installing the tile while others prepared the walls and subfloors of the next batch of bathrooms ahead." In all, Trostrud employed a team of 18 skilled BAC installers on the project.

The preparation work was a time consuming and challenging process that involved smoothing the wall surface and scarifying the subfloors and grinding down the high spots to ensure maximum performance of the large format floor tiles. But smoothing the subfloors was a challenge surpassed only by ensuring that all measurements taken were precise. The floor finish height had to meet an exact determined height to within approximately 1/8 of an inch. Installers' spots were laser set so accurate height screeds could be built to float the floors and create a finished floor height for the other finish trades to line up with the roughed-in carpentry and steel already installed.

The design of the bathrooms also required a large portion of the build out dimensions to be driven by the tile grid and layout. In terms of accuracy, the Trostrud installation team hit





a bulls eye with the ceiling height, glass panel wall seams, toilet partitions and other miscellaneous points all falling on a full tile grout joint. Trostrud credits project manager Ruben Acevedo, head tile setter Gavin Collier and the Trostrud installation team for this accomplishment. "This degree of accuracy can be achieved only when you have top-quality craftsmen like Gavin and Ruben whose technical expertise and project coordination skills are unsurpassed," he said.

As is the case with most tile installation projects, time was critical in keeping the work moving forward. To avoid curing time delays often encountered with large format tiles installed on a waterproof membrane, the Trostrud team used Ultraflex LFT thin-set mortar and Ultracolor hydraulic grout by Mapei.

At the end of 19 months, the Kluczynski

Building had 78 sleek, modern new bathrooms with sustainability that exceeded all expectations. The project was recognized as "Best in Show for an Institutional Remodel" at the Coverings Project: Green competition and the office tower received LEED-Gold certification.

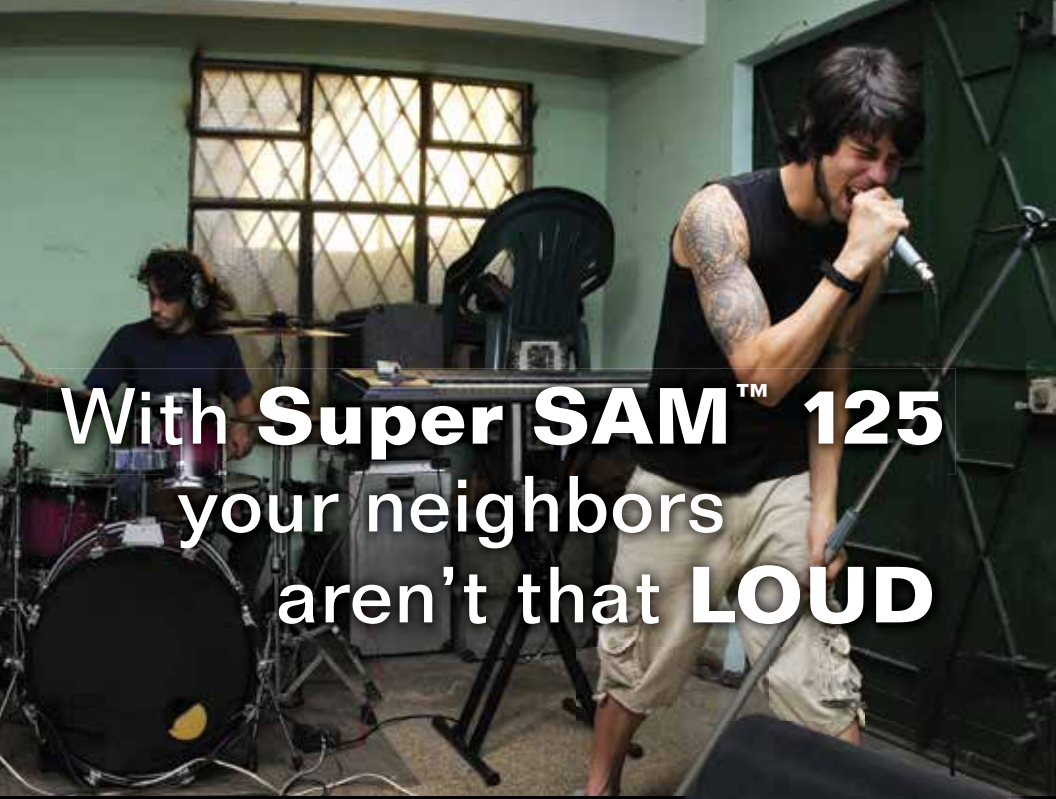
Trostrud Mosaic & Tile Co. was founded in 1929 by Earl J Trostrud. It ceased operations during World War II and started up again in 1946, performing mostly residential and small commercial installations until 1958 when the company's focus shifted to large commercial jobs. Today, it is one of the largest ceramic tile contractors in the metropolitan Chicago area.



Trostrud Mosaic & Tile Co. was awarded *Trowel of Excellence*™ certification in 2012. The company's president, Earl J. Trostrud, Jr., was the recipient of the 2013 Carl V. Cesery Award, one of the industry's most prestigious awards.

For more information on this project or to learn how Trostrud Mosaic & Tile Co. can ensure the success of your next tile installation project, call **630-595-3700** or email Brad Trostrud at btrostrud@trostrudtile.com.





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“Right to Know” Bill Introduced in Congress



Employers beware. Efforts by the government to combat the problem of employers misclassifying employees as independent contractors continue to grow. Since 2011:

- The IRS has entered into agreements with 34 state revenue commissioners and workforce agencies to share information and enforcement techniques to root out misclassified workers;
- Twenty-one state legislatures have passed laws targeting misclassification of workers, some with criminal penalties for willful misclassification;
- The Department of Labor hired 350 new investigators in its Wage and Hour Division, specifically to investigate worker misclassification, and New York recently became the 15th state to sign on to DOL's worker misclassification taskforce, an outgrowth of the agency's five-year strategic Misclassification Initiative.

This high degree of attention on how an employer classifies its workers is explained in two words, “tax gap”. The Government Administration Office (GAO) estimates that misclassification of employees drains \$2.72 billion annually from the treasury in unpaid taxes and withholding and estimates put the loss to individual states anywhere from several million to hundreds of millions of dollars in unpaid unemployment insurance premiums. It's a growing problem with studies suggesting that as much as 30% of today's workforce is misclassified – unintentionally or

intentionally – compared to 15% in the 1980's. And the construction industry sits high on a short list of labor-intensive industries for heightened scrutiny.

Intentionally misclassifying an employee as an independent contractor can be mighty attractive to an employer who can save over 30% in payroll costs, avoid the obligations it would otherwise have to an employee and gain an unfair competitive advantage. But even for employers who play by the rules, the standards to determine if a worker should be classified as an employee or independent contractor can be complex and inconsistent and even well-intentioned mistakes put the employer at risk for significant penalties and back taxes.

Misclassification of independent contractors isn't the only area where employers can find themselves on the wrong side of a complaint. The age-old practice of engaging unpaid interns is also under fire.

According to the U.S. Department of Labor, an unpaid internship is only lawful in the context of an educational training program, when the interns do not perform productive work and the employer derives no benefit. "If the employer would have hired additional employees or required existing staff to work additional hours had the interns not performed the work, then the interns will be viewed as employees and entitled to compensation under the FLSA." A federal judge's ruling in July that two unpaid interns who sued Fox Searchlight Pictures were, in fact, employees and entitled to wages has touched off a growing number of lawsuits filed by current or former interns against Hearst Corporation, NBC Universal, Conde Nast, Fox Entertainment Group, Atlantic Records and Gawker.

The one government body missing from the crackdown has been Congress. That changed in November when Sen. Bob Casey (D-PA) introduced the Payroll Fraud Prevention Act of 2013 (S.1687). The Payroll Fraud Prevention Act would make misclassification of employees as independent contractors a new federal labor offense, expand the federal Fair Labor Standards Act to cover a new category of workers (non-employees) and make it a special prohibited act to "wrongly classify an employee as a non-employee".

Casey's bill mirrors S.770, the Payroll Fraud Prevention Act of 2011 which died in committee over claims that it was "job killing" legislation. Casey and the bill's three co-sponsors believe that gradual improvements in the economy since then increase the prospect of passage this time around. He was careful to point out in a hearing of the Senate Subcommittee on Employment and Workplace Safety that

the bill is not an effort “to point fingers at companies that are following the law or law-abiding independent contractors” but legislation intended to focus on what he called the “intentional misclassification” of employees as independent contractors, a practice that he labeled “payroll fraud.” But labor attorneys who have reviewed the bill say that’s not the case and unintentional misclassification would indeed violate the provisions of the proposed new law.

One key provision of the bill is receiving considerable attention, a provision similar to “right to know”, a rule discussed by the DOL in 2010. This provision requires that every employer – regardless of whether the employer uses any non-employees or independent contractors - provide a written classification notice for every worker performing labor or services for the business. This written notice would: (a) advise the worker that he or she has been classified by the business either as an employee or non-employee; (b) direct the worker to a U.S. Department of Labor (DOL) web site for further information about the rights of employees under the law; and (c) inform the worker to contact the DOL if the worker suspects he or she has been misclassified. The bill further requires that such notices be given to all incumbent workers within six months after passage into law and to all new workers at the commencement of their employment, unpaid internship or independent contractor relationship. Heavy fines are proposed in specific amounts for any business that fails to provide the new notice, even if the business uses no independent contractors or other non-employees or its independent contractors have been properly classified. “For each employee or other individual who was the subject of such a violation”, the fine is set at \$1,100 for a first offense and up to \$5,000 for a second offense or a “willful” violation.

It remains to be seen if the Payroll Fraud Prevention Act of 2013 gains traction in Congress. But it further increases the already high level of attention being given to the issue of worker misclassification by state legislatures, federal and state regulators and class action attorneys. Employers who engage independent contractors, unpaid interns or other “non-employees” would be wise to ensure that their worker classifications meet the sniff test.





Crossville's Tile Take Back Program

Heidi Vassalotti, LEED® AP ID+C
Crossville, Inc.

In June of 2010, Crossville, Inc. proudly announced the industry's first Tile Take-Back program. As a leader in sustainable initiatives, Crossville had solved the major environmental problem facing the tile industry today: recycling fired tile.

Prior to that time, pre and post-consumer tile had been considered non-recyclable. While many tile manufacturers, including Crossville, had successfully reused scrap powders and unfired tile, hundreds of millions of pounds of damaged, previously installed or otherwise unsellable fired tile (tile in its finished state), were going to landfills each year as there was no environmentally friendly manner to dispose of the material.

Crossville's proprietary system of processing fired ceramic and porcelain tile back into usable powder for manufacturing new products allows the company to repurpose its own scrap tile from the manufacturing process, as well as samples and previously installed tile that Crossville "takes back."

Chicago's John C. Kluczynski (JCK) Federal Building: Crossville's ability to take back and recycle porcelain tile inspired the team at Cannon Design to investigate taking the process further in the remodel of restroom facilities in the JCK Federal Building. If it was possible to recycle the building's existing tile, would it also be possible to harvest existing sanitaryware (toilets, sinks, urinals and drinking fountains made of fired porcelain) for recycling, as well? Testing proved the answer was "yes," and thus, all previously installed tile and sanitaryware were diverted, crushed and made into new, custom porcelain tile for the project. The following criteria were followed to ensure the project had minimal environmental impact.

DIVERSION: Historically, porcelain construction waste debris would have been landfilled. On this project, 31.08 tons of porcelain waste were diverted from landfills for recycling and reuse.

REGIONAL: Recycling and manufacturing of the new tile were done within a 500-mile radius of the project site.

RECYCLED: The intention was to supplement 50% of the raw materials required to create new tile by diverting the building's existing tile and porcelain sanitaryware to the manufacturer for recycling and reuse. This reduced the impact of raw material mining and resulted in the manufacturing of new porcelain tile containing 50% post-consumer recycled content.

While the incorporation of recycled materials has long been part of the LEED rating system with regards to commercially-produced porcelain tile, post-consumer recycled content had never been achieved prior to Crossville's system. The JCK may be the first and only cradle-to-cradle (C to C) tile project achieved to date.

Through the collaboration with Cannon Design's innovative team, Crossville discovered that porcelain fixtures could be used to create recycled porcelain tile, and the way the company manufactures tile is forever transformed. Today, Crossville uses recycled sanitaryware as material to contribute to production of new products thanks to a partnership with TOTO. Crossville now harvests TOTO's sanitaryware waste that would have otherwise been sent to landfills and processes it back into powder used in manufacturing new tile. This solution has stopped hundreds of thousands of pounds of waste from being landfilled since its inception.

Thanks to this innovative recycling system, Crossville is a net consumer of waste—using more waste than is generated through their manufacturing processes. Through conservation of resources, the volume of finished goods Crossville ships now exceeds the amount of raw material it extracts from the earth for use in manufacturing.

For additional information on Crossville's Tile Take Back Program please visit their website:

www.crossvilleinc.com/contract/sustainability/tile_take_back



TCAA Labor Report

John Trendell, TCAA Labor Committee Chair
Trendell Consulting, LLC

Momentum. The word momentum is quite often used when a sporting event is being talked about. The idea is that one team or the other gains the momentum in the course of a contest to carry them to victory. The same can be said regarding an idea or a process that evolves in an industry. New ideas and processes are introduced. At first, people are reluctant or skeptical to accept them. But after a while, as the benefits of these new ideas and processes are realized, momentum builds and they become a natural and integral part of the success of a business.

Just in the last several weeks, recent tasks and reminders have popped up in my everyday work life to underline the use of such ideas and processes. I was working on closeout documents for a large university project. The LEED documentation was required. Because I have participated in the International Masonry Institute (IMI) Sustainable Masonry Certification Program, I had no problem understanding the requirements or the paperwork needed.

LEED construction has become an integral part of almost all institutional projects that we are involved in. A number of national hotel and restaurant chains are now including LEED. In the last ten years LEED projects have gone from being a miniscule part of our work to the majority of our business. Thanks to IMI and their Ohio director, Tom Nagy, we receive information weekly on LEED projects out for bid. I am currently bidding a project that calls for at least one of our tile setters to be certified in the installation of large format tile. The new Advanced Certifications for Tile Installers (ACT) has just such a certification. You can bet I am going to make sure all the GC bidders and the architect know we have people who have

completed this program and are certified. IUBAC locals in Chicago, Cleveland, Detroit, San Francisco, Las Vegas, and the IMI National Training Center all have programs underway to teach and test our tile setters in the ACT certifications for Large Format Tile, Membranes, Showers, and Mud work, both floors and walls. Other examples of how momentum is building for certified tile contractors and installers:

- McDonalds now requires bidding contractors to be *Trowel of Excellence*™ certified
- A casino project in Ohio required the project superintendent to have completed the IMI Supervisor Certification Program.
- The IUBAC District Council #1 of Illinois is receiving specific requests from contractors for ACT certified tile setters.

All these examples are part of growing demand by building owners, architects, construction managers and general contractors that only the most qualified tile contractors and craftworkers be part of their projects and can prove that, indeed, they are the most qualified. You can be part of this momentum and win your share of the work. TCAA and our IUBAC partners are here to help you with programs that will give you the winning edge.



TEC® Products Help Achieve Ambitious Design at Coba Cocina Restaurant

Power Grout® Ultimate Performance Grout and IsoLight™ Mortar Provide Stunning Aesthetic and Impeccable Performance

Coba Cocina Restaurant in Lexington, KY

contains more than 60,000 square feet of glass, porcelain and ceramic interior and exterior tile, all installed with TEC® Power Grout® and IsoLight™ mortar.

Coba Cocina was completed in Spring 2013.

All Photos Courtesy of Lightshape Studios

The design of Coba Cocina was inspired by cenotes, a natural wonder found most often in the Yucatan Peninsula, where land has eroded over centuries to create a mystical underwater world. The focal point of the restaurant is an aquarium that is home to the largest private collection of moon jellyfish in the world.

The project team decided that the best material to simulate the limestone bedrock and underwater atmosphere would be a variety of tile. To achieve this intricate look, the team immediately turned to TEC® products because of their wide variety of options and ultimate performance.

“There was really no other choice when it came to deciding which products to use,” said Todd Ott, AIA, Associate with CMW, Inc., architect for the project. “IsoLight™ and Power Grout® did everything that we needed for all interior and exterior tile applications throughout the project through a single source. The products enabled us to get the look we imagined, with peak performance.”

TEC® Power Grout® Ultimate Performance Grout was used for all tile applications on Coba Cocina. It provides permanent stain resistance, crack resistance, efflorescence resistance and superior color uniformity. Power Grout is available in 32 color options that match the latest design trends – yet another advantage for the Coba Cocina design and project team. “The design of the floor and walls at COBA is a work of art,” said Ott. “The numerous color options of Power Grout® allowed us to choose



Glass, porcelain & ceramic tile was installed with TEC® Power Grout® and IsoLight™ mortar.

from a broad range of grout colors to fit our creative design.”

By using ceramic and glass tile of various sizes and colors, including iridized blacks, greens, golds, silvers and aqua, on the floors and walls, restaurant patrons can experience a sense of underwater movement.

TEC® IsoLight™ Mortar was used to set all of the tile. IsoLight™ is a lightweight mortar that protects tile from up to 1/8” substrate cracking from in-plane horizontal substrate movement. It contains recycled materials that enable superior handling and ease of use. Additionally, IsoLight™ can be applied over many substrates, an extra bonus for the installer of the Coba Cocina project.

“The mortar was applied over various substrate surfaces and used with a variety of tile materials,” said the tile installer at Coba Cocina. “Not having to change products during installation saved us time and allowed us to focus on the intricate details of this installation.”

The exterior of the restaurant is covered in solid porcelain tile that gives it a travertine look. The large-format 12”x24” tile is set using the same TEC® products as the interior. IsoLight™ and Power Grout® are both ideal for outdoor installations.

“I can always turn to TEC® products to achieve the desired outcome of any project,” said the installer. “COBA is another example of the aesthetic and functional results that TEC® products have to offer.”

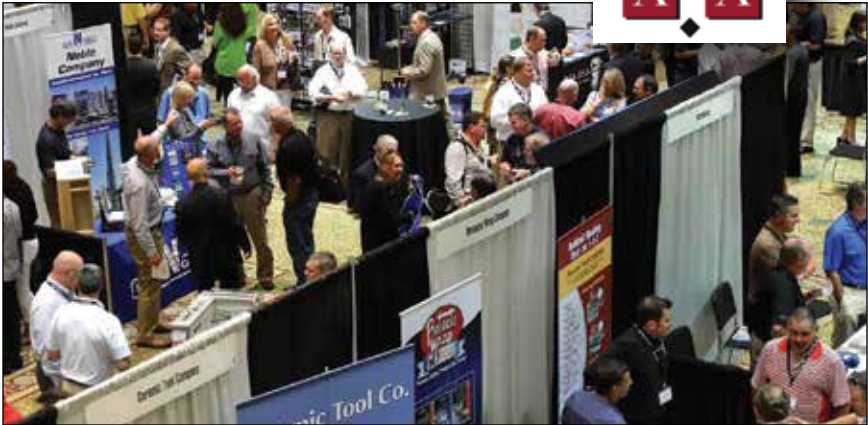
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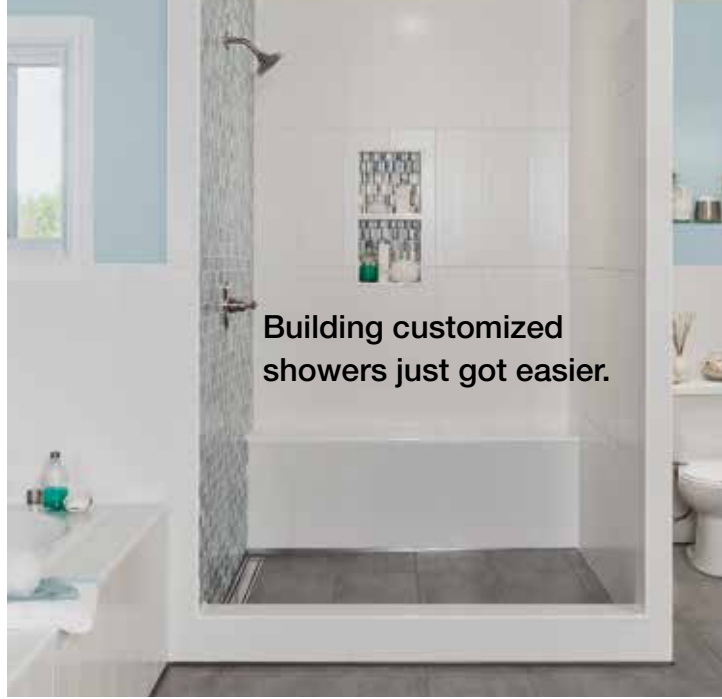


To put it simply, TCAA gets it. We understand your challenges in today's economy. We recognize that you face an uphill climb in selling the proposition of quality tile craftsmanship over price. And we know there's a gap between the reality of what's involved to ensure that craftsmanship and the public's perception of it.

But even more importantly, TCAA has the resources to do something about the challenges you face. Our educational programs keep you up-to-date on new products and technologies. Our technical resources can save you time and money by avoiding costly mistakes. Our networking opportunities help members share best practices and solve common business problems. Our certification programs set you apart from the competition. And when it comes to being heard on setting industry standards or addressing labor issues, we speak with one voice – that of the union tile contractor.

TCAA stands for the future. We also stand with your peers. Will you stand with us—and your industry—today?

For more information on why TCAA membership is right for your company, call us at 800-655-8453 or visit www.tcaainc.org.



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Trowel of Excellence™ Showcase



*Doug Taylor, President
Corcoran Tile & Marble, Inc.*

Corcoran Tile & Marble, Inc
Brookpark, Ohio
Doug Taylor, President
Trowel of Excellence™ Certified 2012

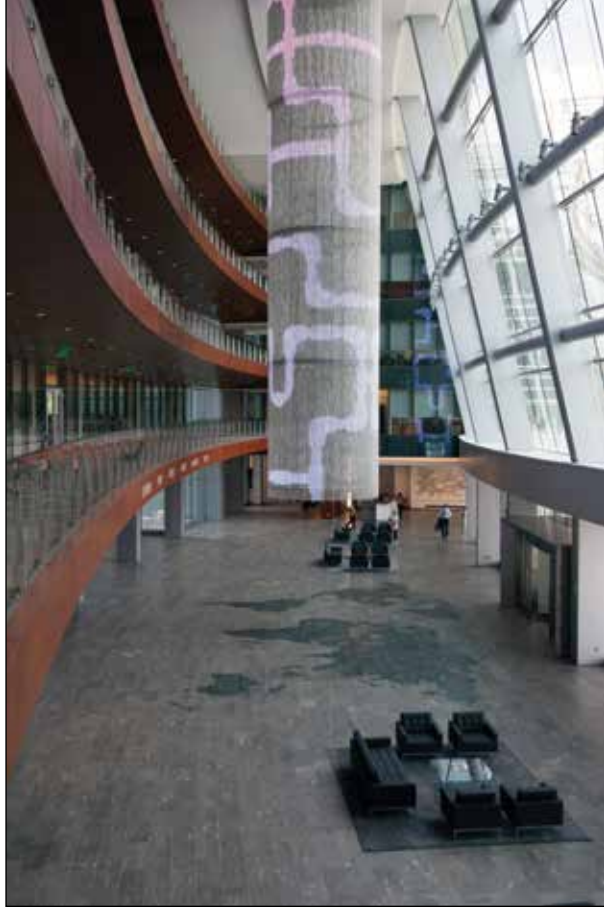
Founded in 1946, Corcoran Tile & Marble, Inc. is one of the oldest and most respected sub-contractors in northern Ohio. Corcoran's scope of work includes ceramic tile, stone and brick paver installations for commercial, institutional and industrial facilities. Their reputation for unparalleled service and craftsmanship is the reason they have successfully completed over 2500 projects in the last decade alone and 10,000+ to date! 85% of these projects have been completed by repeat customers.

Corcoran Tile's craftsmen collectively have in excess of 400 years of installation experience. They have performed virtually every type of application imaginable with tile, stone and pavers. For both interior and exterior projects, Corcoran has installed floors, walls, ceilings, facades, storefronts, stairways, streetscapes, countertops, curbs, murals, etc. with ceramic tile, porcelain tile, quarry tile, glass tile, acid brick, granite, travertine, limestone, onyx, marble, slate, brick pavers, pre-cast terrazzo, concrete pavers, and more.

Corcoran Tile & Marble, Inc. received elite status with *Trowel of Excellence™* certification in 2012. Corcoran has been the recipient of more than 30 craftsmanship awards including the prestigious Spectrum International grand prize for mosaic murals at the Cleveland Public Library. They have also received awards from the Tile Contractors Association of America's (TCAA) Project of the Year, International Masonry Institute's (IMI) Golden Trowel Award and the Cleveland Builders' Exchange (BX).

Eaton Center

The Eaton Center in Beachwood, Ohio chose Vals 'Controlled Grey' quartzite floor tile to adorn their 1st floor Atrium and surrounding common areas. The 40,000 SF stone floor assembly installed by Local 36 Ohio Tile Setters/Finishers incorporates a 2" polymer modified mortar setting bed over cleavage membrane with a 16 gauge 1" x 2" wire reinforcement. The installers took extra precaution to ensure the wire reinforcement was located within the center of the mortar bed. Rosin paper was installed over the mortar bed to retard dehydration and provide adequate cure time. Noble's ECB anti-fracture membrane was then installed over 100% of the mortar bed. However, due to relatively high moisture content in the cured mortar bed and schedule requirements, a coat of NAC Moisture Lock 101 was installed over the mortar bed to increase the bond strength of the membrane to the mortar bed substrate.



World Lobby

Immediately upon completion of the membrane, the installers proceeded with installation of the quartzite floor tiles. A medium bed bond coat of Mapei Granirapid was used to adhere the floor tiles. Granirapid provides a superior bond but also cures very quickly. This does not allow for an adjustment period that a typical mortar would provide. During a typical installation, the adjustment period may not be consequential, but Eaton Center was not a typical job. As noted in the photographs, the installation is set on a radius (approximately 680'). This was achieved by creative design and custom fabrication of essentially three different sizes of trapezoid tiles (15"x25", 15"x32", and 15"x36") that were then set in a specific pattern over a radius grid that was created from surveyed points. The arch is created with the installation of straight segmented tiles. The mitered edges where the tiles butt each other are a consistent 1/8", but the



Conservatory

arch joints vary from 1/8" to 3/16". To further complicate the installation, the tiles are fabricated with square edges and sharp corners. Tile lippage becomes easily apparent when the installer is not carefully maintaining a flat floor with a straight edge. The tight tolerances required seasoned skills from exceptional craftsmen.

Upon completion of the tile and grout, sealant was installed in a movement grid of about 12'-15' and the entire floor system received two coats of sealer.

Of final note is the crown jewel in the floor, a 1,400 SF water-jet fabricated map of the world. The land mass quartzite tile is 'AFG Dark' also quarried in Vals. The entire map was dry laid for inspection prior to installation. The land mass is separated from the field tile with a 1/4" custom fabricated stainless steel strip. The space between the steel and stone are so tight that only an un-sanded grout could be applied in the joint. The water-jet fabricated tiles were joined with epoxy that had coated the bottoms of the tiles so the installers also applied Mapei ECO Prim Grip to the backs of the tile to ensure a superior bond.



World Map

Corcoran Tile and Marble, Inc. and Local 36

Ohio Tile Setters/Finishers are proud to have succeeded in an installation that tested their skills and provided the Eaton Center with a remarkable flooring surface that will last for decades.

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“Loved every minute of it!”

*“Excellent sessions and the keynote and closing speakers
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*“This was our first event and it was great to talk with my
peers in the business.”*

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It Pays to be a *Trowel of Excellence*™ Contractor



Leading industry manufacturers know that putting their materials in the hands of *Trowel of Excellence*™ certified contractors ensures the highest quality installation of those materials. To reward these elite contractors for the investments they make in the education and training necessary to become Trowel-certified, these manufacturers offer vouchers and rebates worth thousands of dollars in savings every year. It's one more reason to consider becoming a TCAA *Trowel of Excellence*™ certified contractor.

To learn more about the requirements for *Trowel of Excellence*™ certification and the vouchers and rebates available only to Trowel-certified contractors, visit www.tcaainc.org/trowel-of-excellence.php or call TCAA at **800-655-8453**.



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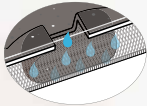
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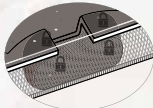


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