

9300 CONTRACTOR

Tile Contractors' Association of America

THE VOICE OF SIGNATORY TILE/STONE CONTRACTORS



FEATURED INSIDE:

***Cincinnati Kenwood Collection
Mixed Use Complex***

TCNA 2017 Handbook Overview

***Tech Corner—Grout Technology
by Laticrete***



WINTER 2016

Lightweight!



A lightweight, high performance tri-purpose mortar designed for large and heavy tile, thin-bed and wall installations.



Snap for more information.



Warranty



- 30 lb (13.6 kg) bag provides coverage of 50 lb (22.7 kg) traditional mortar
- Smooth - creamy consistency
- Exceeds ANSI AT 18.15
- Non-sag

www.laticrete.com | 1.800.243.4788



Globally Proven
Construction Solutions

In this issue ...

President's Message 2
Cincinnati Contractor Puts High Level Finish on Mixed Use Complex . . . 4
TCNA 2017 Handbook Overview 9
Tech Corner—Grout Technology For Today's Tiling Applications 13
Trowel of Excellence™ Certified Contractors 18

9300 Contractor
A quarterly publication of
Tile Contractors' Association of America

10434 Indiana Ave., Kansas City, MO 64137
Ph: 800-655-8453 • Fax: 816-767-0194
Web: www.tcaainc.org

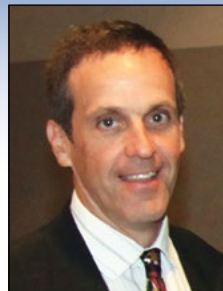
Carole Damon, Executive Director/Editor
caroled@tcaainc.org

Chris Pattavina, Associate Director/Advertising Sales
chrisp@tcaainc.org

TCAA Board of Directors

Brian Castro, DTI of Illinois	President
Brad Trostrud, Trostrud Mosaic & Tile	Treasurer
Ron Schwartz, J. Colavin & Son	Immediate Past President
Michael Kriss, KrisStone, LLC	Director
Lucinda Noel, Commercial Tile & Stone	Director
John Trendell, Trendell Tile, LLC	Director
Christopher Leva, E.G. Sackett Co., Inc.	Director
Tommy Conner, Superior Tile & Stone	Director (ex officio)

9300 Contractor is a free quarterly publication for signatory tile/stone contractors and architects, designers and project managers and published by TCAA for the purpose of sharing information, views and opinions related to the tile/stone industry. TCAA is not responsible for the accuracy of any information, data or views expressed under the bylines of guest authors or in paid advertisements and publication of such information or views does not imply approval by TCAA.



A Message from the President

Well, It's That Time of Year Again—the Holidays!

A time for traveling, road trips and family gatherings. Many of these gatherings might take on a resemblance to “Griswold’s Christmas Vacation” while others might share something of their own “Miracle” on their very own street. While it can be a difficult season for some, for many people it opens the door for a joyous and happy time of reflection and sharing with loved ones.

Speaking of reflection, let me take a moment to look back on *Total Solutions Plus* 2016, albeit from a little different perspective than in years past, as President of the TCAA. The 7th annual all-industry conference was held in Palm Desert, California from Friday, October 21, thru Tuesday, October 25. It was yet another record-breaking year for attendees with over 650 people in attendance.

Each year more and more industry professionals are discovering the power of attending TSP and the Keynote speakers and the content of the breakout sessions continue to reach new levels of excellence. This year there were a total of 86 tabletop exhibitors with their products on display and their key people right there on the front lines to educate and answer any question. This event continues to blend the proper amount of educational content with fun to make TSP a very enjoyable “working vacation”. The golf outing continues to be the premier attraction for most of the participants. Each year the promoters seem to up their game on the level of the other extra-curricular optional activities (think hiking trek, scenic bike trip, etc) that continue to attract many more attendees that make this event as much about fun as work.

This year I had the opportunity and rare privilege to present the Giacomo DeLazzerio Lifetime Achievement Award in front of the entire TSP gathering to Raymond E. Byrne, Vice President of Grazzini Brothers & Company of Minnesota. Ray is only the 4th recipient of this distinguished lifetime achievement in the 100+ years of the TCAA. Let me assure you the gravity of a room filled with nothing but your peers along with the magnitude of presenting this rare award and coupled with the knowledge that you haven't spoken in public since debate class in high school was more pressure than I've faced since I can remember. If not for one of my own mentors in the tile business, Mr. Tom Kotel, I'm not sure I could have made it through Ray's presentation. My sincere thanks to Tom for our little secret. And a much larger community thank you to Ray for being such a great role model to all of us who have committed ourselves to a lifetime in the tile industry. A somewhat unique industry that allows many of us the opportunity to share time with our loved ones each and every day in our own businesses. An industry that so much resembles the family-like world we encounter during the Holidays.

Happy Holidays, Everyone!

Brian Castro
TCAA President
DTI of Illinois





Elevators in the office lobby

Cincinnati Contractor Puts High Level Finish on Mixed Use Complex

The Kenwood Collection is a mixed use office and retail complex. Located in the heart of Cincinnati and adjacent to Kenwood Towne Centre, one of the country's premier retail malls, The Kenwood Collection offers iconic architecture, 260,000sf of lifestyle retail on two levels, an eclectic array of dining and 292,000sf of Class A office space on eight floors.

Cincinnati-based T.H. Winston Company was selected to install the 28,000sf of ceramic, porcelain and mosaic tile and stone required in the complex's office and retail lobbies and restrooms and faced the first of several challenges: poor quality concrete slabs. According to company president Nick Rusche, significant floor preparation was required throughout. "Laticrete's NXT Patch was our preferred product for leveling because of its capability to pour 1-1/2" thick and, yes, some of the elevator lobbies were nearly that far out of level," he said.



The office lobby

In the office lobby, the Winston team installed 18" x 36" x 19/32" thick Crema Marfil honed finish marble on the floor's field with accents of Golden Siena honed finish Travertine in 6" x 24" x 19/32" thick tiles. Floors were set with Laticrete 4XLT mortar, grouted with Laticrete Permacolor and sealed with Aqua Mix Sealers Choice Gold. On the walls, 2cm thick slabs of Alaska White Granite were mechanically fastened and grouted with Laticrete Permacolor grout.

A second challenge arose with work the retail lobby walls involving installation of Crossville's Laminam, Travertino Avorio 1m x 3m thin porcelain tile. According to Rusche, "While we had previous experience installing thin porcelain tile, this was our first large-scale project with over 4,400sf on the project and the thin porcelain tile was being installed in an area critical for a timely completion of the project". Multiple installation crews were required to work in close quarters to finish on time and Rusche credits the training offered by Crossville and Stonepeak at their respective factories as being instrumental in having sufficiently trained manpower for the installation.



Construction of the retail lobby



Office restroom

The thin porcelain tile walls were installed using the Raimondi Leveling system, set with Laticrete 254 Platinum and grouted with Permacolor Select. On the floor of the retail lobby, the Winston team installed 12" x 24" CasalGrande Padana, Meteor, Almond tile in a matte finish, set with Laticrete 4XLT and grouted with Permacolor Select.

Restroom floors received 18" x 36" CasalGrande Padana, Metalwood, Platino, matte finish tile. On the walls, the team installed 9" x 36" EdilCoghi, Stardust Coffee, matte finish tile with accents of Casa Italia, Grigio Mix 1" x 1" mosaic. Floors and walls were set and grouted with Laticrete products.

Tight schedules are not uncommon for tile installation professionals but the schedule presented to the Winston team was even tighter than usual because of high demand for office and retail tenants. Added to a challenging schedule was the high level of finish that required the highest quality installers. "We were fortunate that our local BAC chapter has the ability to supply both the quality and the quantity of highly skilled installation professionals that allowed us to successfully complete a challenging project on time with very few headaches," said Rusche. The project was completed in October.

T.H. Winston traces its roots back to 1894. Originally founded as a tile and marble dealer, the company changed over time to become a sourcing and installation company signatory with the Bricklayers and Allied Craftsman Local 18. Today, Nick Rusche serves as President of T.H. Winston Company and Steve Hartig is the company's Vice President.

Throughout its 130+ years of business, the T.H. Winston Company has completed a number of signature projects that include the 21c Museum Hotel, the Great American Tower (Cincinnati's tallest building), Atrium One and Two office buildings, and the

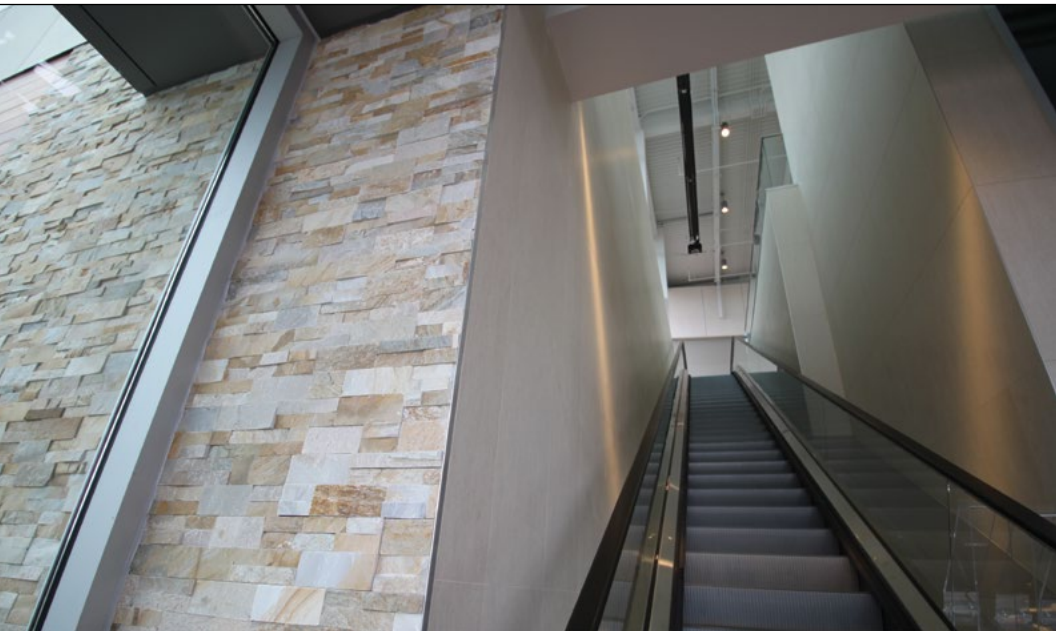


Upward view of the retail lobby

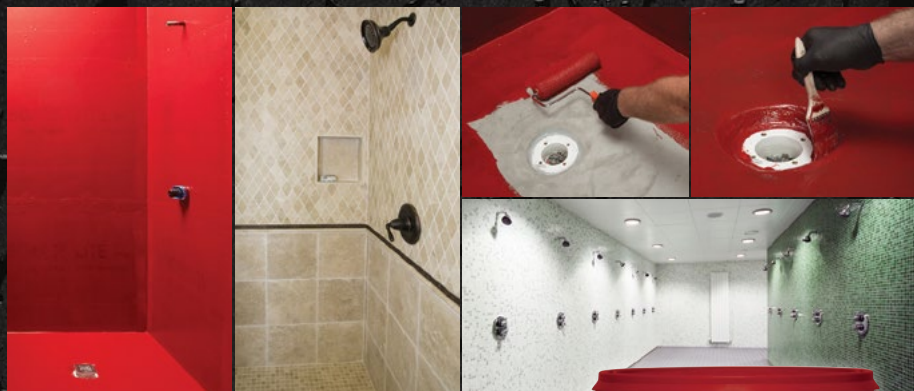
Aronoff Center for the Arts where Winston's skilled craftworkers installed over 12,000 square feet of Italian marble. T.H. Winston Company has also completed multiple projects over the years at Procter & Gamble, Cincinnati/Northern Kentucky International Airport, Great American Ballpark (home to the Cincinnati Reds), Paul Brown Stadium (home to the Cincinnati Bengals) and the University of Cincinnati.

T.H. Winston achieved Trowel of Excellence certification in 2016. For more information on the company or The Kenwood Collection project, call **(513) 271-2123** or email Nick Rusche at nick.rusche@thwinston.com. ◆

Tile wall next to the elevator in the retail lobby



SAVE DAYS, NOT HOURS, ON A SHOWER INSTALLATION.



REDGARD® SPEEDCOAT™

NEW



RedGard® SpeedCoat™ Rapid Curing Waterproofing Membrane

- Exceptionally fast cure time – one coat cures in as little as one hour
- Revolutionary cross-linking moisture cure technology – ideal from hot/humid to cold/damp conditions
- One gallon waterproofs a standard size shower
- Excels on freshly installed mortar beds

For more information, watch the RedGard SpeedCoat video on our website.

NEW



SpeedSlope™

Combine RedGard® SpeedCoat™ with SpeedSlope™ Rapid Setting Sloping Mortar for the ultimate fast-curing shower prep system.

CustomBuildingProducts.com | 800-272-8786



CUSTOM®

TILE INSTALLATION SYSTEMS

TCNA 2017 Handbook to Include Numerous Revisions and Additional Recommendations

Brad Trostrud, Vice President

Trostrud Mosaic & Tile Co., Inc (Chicago, IL)

In June, members of the TCNA Handbook Committee met in Atlanta. Over two days, members of the committee agreed to quite a few revisions and additional recommendations designed to help manufacturers, designers, owners and contractors achieve successful installation of tile products in their projects. As a contractor, one change that I am sure will become my new favorite in the Handbook is the addition of three new sections under “Design considerations when specifying tile”.

How many times do you look at a floor plan hoping to find important information on pattern layout, nominal tile size, grout joint, etc. only to find an open room stating T-1? These three new sections will help educate the design community on what must be considered in tile selection and the information that must be communicated to the installation contractor to complete a successful tile project. They are:

Tile Layout Considerations

- The size and configuration of the room and the size of the tile make it impossible to center the layout in all aspects or avoid cut tiles less than ½ tile.
- The tile layout is continuous, flowing into multiple spaces, making it impossible to enter the layout in all aspects or avoid cut tiles less than ½ tile.
- The overall layout and/or aesthetics are improved by laying out the tiles such that the layout is not centered in all aspects and/or not all cut tiles are at least ½ tile, for example, to place a full (or larger cut tile) or decorative element in a high visibility location.
- Tile waste can be dramatically reduced using a layout that is not centered in all aspects and/or does not have any cut tiles less than ½ tile.
- The layout preferences of the design professional should be well defined for each space prior to bidding. If a layout is not provided by the design professional prior to bidding, the tile contractor may, of necessity, determine the layout based on the space, tiles and pattern specified.

System Modularity Considerations

- Nominal sizes only provide a general idea of tile size and cannot be relied upon as an indicator of size or pattern compatibility with other tiles.
- Grout joint sizing for patterns can only be determined based on actual tiles ready for installation.
- Per ANSI A137.1, System Modularity is defined as: “tiles of various nominal dimensions are sized so that they may be installed together in patterns with a common specified grout joint width”. System modularity is not a required or standardized tile property although various trade names exist for common patterns, e.g., pinwheel, ashlar and hopscotch patterns.
- While tiles manufactured to be installed in a modular pattern will have both the pattern and applicable grout width provided by the manufacturer, the specified grout width may not be appropriate for the site conditions or variation in the tile size. Adjusting the grout width will result in some grout joints being larger than others. This is a necessary fact of the overall modular layout.
- Similarly, when the design professional creates a modular pattern using tiles that are not specifically manufactured for a pattern, some grout joints will, of necessity, be wider than others. Verifying system modularity and specifying the width of the grout joints within the pattern is the responsibility of the design professional.
- NOTE: If grout joint alignment from floor to wall is desired, i.e., carrying grout joints continuously from a floor onto adjoining walls, the design professional must confirm suitability of such based on actual tiles. If grout joint alignment cannot be accommodated with the tile specified, the tile contractor may, by necessity, reasonably adjust the pattern, for example, by “breaking the joint” at the floor/wall interface. Tiles should not be field-cut to size to accomplish modular patterns or to align grout joints as field cut edges will be dissimilar from factory edges and cannot be held to the same squareness tolerance.

Wall Wash Lighting Considerations

- This section defines wall wash lighting and the associated challenges of shadows and undesirable effects, stating that it “highlights and exaggerates normal, acceptable inconsistencies in tile and tile work” including:
 - Die release lines on the edges of tiles
 - Difference in appearance between factory-edge of a tile versus an edge that has been field cut by scoring, grinding or wet cutting
 - Allowable warpage
 - Allowable lippage

- Allowable variation in height between field tile and trim pieces and/or accent tiles, whether such are or are not part of the same tile line, can worsen appearance of tilework that does not meet flatness and lippage tolerances which can occur in a proper installation under certain specified conditions (i.e., tiled floors sloping to drains, when project owner doesn't provide a flat substrate or contract with the installation contractor to correct flatness defects)
- To minimize the undesirable effects of critical lighting:
 - Place lighting to decrease or eliminate low-angle lighting
 - Install permanent lights prior to tile installation
 - Reduce inherent or allowable lippage by ensuring flat substrates
 - Specify a mortar bed, pourable underlayment or other tile substrate that facilitates a flat tile installation
 - Include adequate allowance for substrate preparation
 - Specify trade responsible for required alterations
 - Reduce inherent or allowable lippage by specifying tile with minimal warpage, such as rectified tile
 - Minimize the effect of lippage due to warpage by specifying wider grout joints, cushioned or beveled edge tile and tile sizes and patterns that minimize lippage due to warpage such as brick-joint patterns with 25% or 33% offset.

The TCNA Handbook Committee meets bi-annually and is comprised of representatives from tile manufacturers, setting material manufacturers, installation contractors, labor and independent industry consultants. TCAA is pleased to have two seats on the committee. I currently represent East Coast contractors with Rich Papapietro of DeAnza Tile (San Jose, CA) representing West Coast contractors.

The 2017 TCNA Handbook is scheduled for release in Spring 2017. ◆




EASY AS TILE

A good remodeling job doesn't come with an instruction manual. It's up to you and your experience to see a job through. Daltile's technical specification and installation support enables our contractors to do their jobs easier. To see how we can support you, visit daltile.com

 **daltile**[®]
IMAGINE WHAT'S POSSIBLE™

Photo features Limestone Chenille White
Hexagon field tile (honed) on the floor.

©2016 Dal-Tile Corporation

 A DIVISION OF MOHAWK INDUSTRIES



Grout Technology for Today's Tiling Applications

By Arthur Mintie, Sr.
Director of Technical Services,
LATICRETE International, Inc.

Today's tiling applications continue to evolve as module sizes continue to change and grow in size.

In addition, many of the finishes are getting thinner in profile and specifications continue to call for narrow grout joint widths. These situations and requirements can make grouting even more challenging as grout joints become narrower and shallower. Despite these challenges, the expectation is that the grout still provides the same level of performance and aesthetic appeal when compared to more traditional tiling applications (smaller module size with wider and deeper grout joints). Grouting technology must continue to evolve in order to meet the demands of today's applications and finishes. The grout must be able to be properly installed, cured and perform in these large format applications with narrow and/or thin joints. The grout must be available in relevant colors that last as long as the tiled project does, and this could mean for dozens of years. The grout should be dense, resist staining and be easy to maintain. There are basically three types of grouts specified by leading designers and architects which



SPECTRALOCK PRO Premium Grout is a patented, high performance epoxy grout which offers excellent color uniformity, durability, stain protection, and beautiful, full grout joints in an easy-to-use, non-sag formula. SPECTRALOCK PRO Premium Grout is designed for use on ceramic tile, glass tile and stone applications, both residential and commercial. It can be used both interior and exterior on floors and walls. Ideal for re-grouting applications, SPECTRALOCK PRO Premium Grout is perfect for swimming pools, fountains and other wet area applications.

† Stainproof (residential installations only) to common household cleaners, liquids and other goods. Clean all spills immediately.

** United States Invention Patent No.: 6881768 (and other Patents)*

are used by today's top tile installation contractors: epoxy grout, cement-based grout, and one-step pre-mix grouts.

Epoxy Based Grouts

The best ANSI A118.3 compliant epoxy grouts (e.g. LATICRETE SPECTRALOCK PRO Premium Grout) are designed for use on ceramic tile, glass tile and stone applications, for both residential and commercial installations. They cure via chemical reaction that negates any issues with narrow / shallow joints. In addition, look for an epoxy grout which has the color fused onto the aggregate. This allows the grout to achieve vibrant color resilience without the worry of color wash out or fade. This grout type can be used for both interior and exterior installations on floors and walls. Ideal for re-grouting applications, these products are perfect for swimming pools, fountains and other wet area applications. These grouts have low porosity rates, which makes them inherently resistant to staining and keeps the color looking vibrant for years.

High Performance Cement-Based Grouts

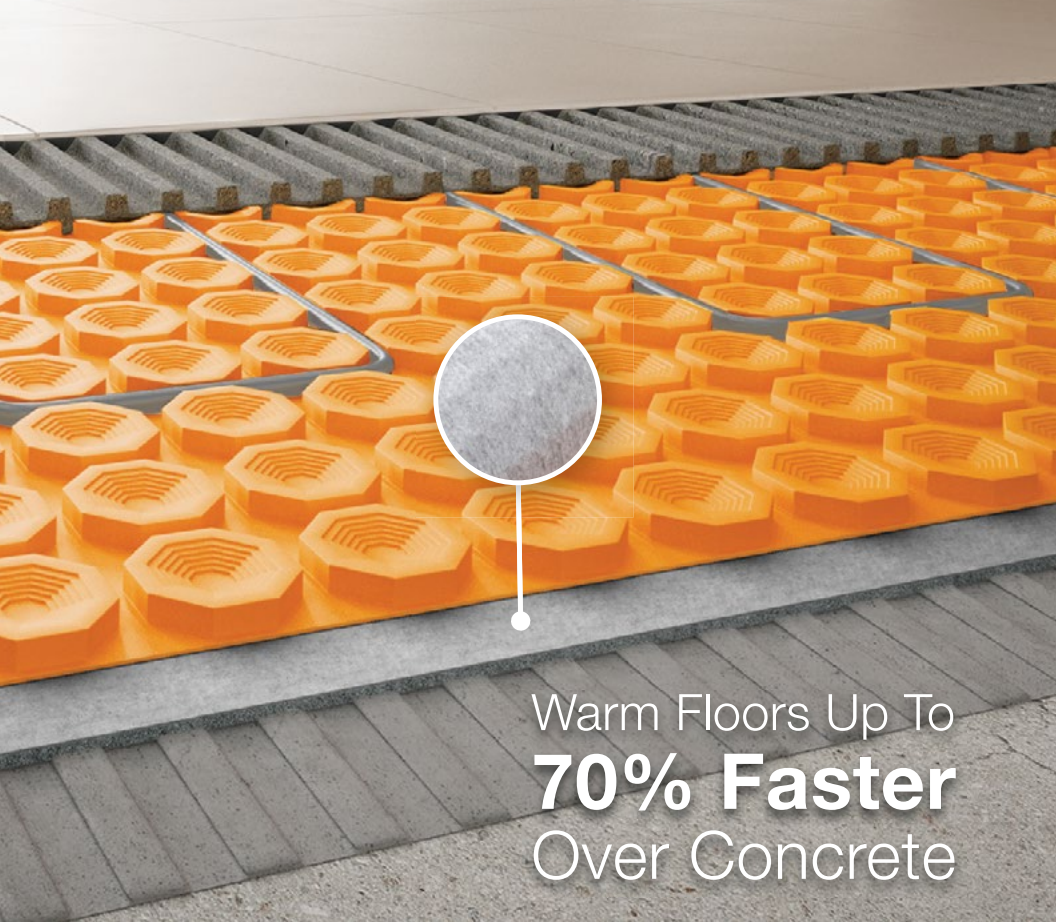
When cement based grout is required, look for grouts that meet the higher performance standard of ANSI A118.7 (e.g. LATICRETE PERMACOLOR Select Grout and LATICRETE PERMACOLOR Select Grout NS). These grouts have the ability to offer the maximum performance available in a cement-based grout. They are designed to cure in both narrow/shallow joints as well as wider/deeper joints. Due to their formulation, they have just the right combination of working time to allow grouting of large modules and then can harden/cure quickly to allow proper joint dressing/cleanup.
(continue page 17)



LATICRETE PERMACOLOR Select Grout is an advanced high performance ANSI A118.7 compliant grout that has STONETECH Sealer Technology and does not require sealing. It also offers the industry's first dispersible dry pigment solution, giving installers the flexibility to supply the requested color on demand.



LATICRETE PERMACOLOR Select Grout base comes as a neutral white color. Much like the paint industry, LATICRETE COLOR KIT packets are then added to the base and match almost any color available to create the exact color desired. These packets allow the grout to achieve and maintain vibrant color consistency and virtually eliminate batch-to-batch variations.



Warm Floors Up To
70% Faster
Over Concrete



Schluter®-DITRA-HEAT-TB

Electric floor warming system with integrated thermal break

Schluter®-DITRA-HEAT-TB is the only electric floor warming system with an integrated thermal break, and is ideal for tiled floors over concrete.



- Heating, uncoupling, and a thermal break in a single layer
- Warms tiled floors up to 70% faster over concrete substrates
- Saves energy by directing heat to the tile, not to the subfloor
- All-in-one system means faster and simpler installation
- Only 5/16" -thick to minimize construction height

Membrane



Cables



10 year warranty!

We stand behind our products.

Our comprehensive warranty covers materials and labor.

www.schluter.com | 800-472-4588

Connect with us!



ECB[®] Classic

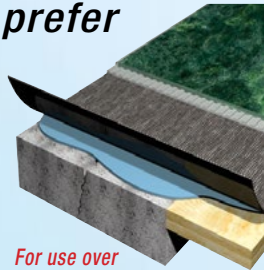
Crack Isolation Membrane



Gain piece of mind... protect your investment.

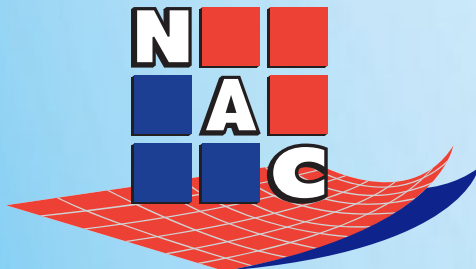
*Consultants, contractors and architects prefer
the membrane that works best, ECB[®]!*

ECB[®] membrane protects hard surface flooring from structural movement. The perfect solution for malls, airports, condominiums, hotels, high-rise office buildings and any commercial or residential installation requiring crack protection.



*For use over
concrete or wood*

Industry leading 3/8" crack protection!



www.nacproducts.com • 1(800)633-4622

These products are suitable for use on floors and walls in both interior and exterior projects, in residential or commercial applications and are available in both sanded and non-sanded versions. These modern cement based grouts are equipped with the ability to provide color consistency, enhanced stain resistance, crack resistance, flexibility and reduced efflorescence – many of the features and benefits that were not available in traditional cement based grouts.

Pre-Mixed Grouts

The third category is the pre-mixed grout type. These grouts are one-step, open the pail and spread type products. They are typically used in dry interior residential and light commercial applications. They are ideally suited for restroom walls, countertops and back splashes. Some of the product features and benefits of this grout category include the elimination of mixing errors (e.g. adding too much water), provides vibrant color consistency, stain and crack resistance while providing a flexible and durable grout joint. As tile module size continues to evolve, grouting technology must keep pace. Therefore, whatever grout category is required and selected, look for additional product features that provide benefits to the end user, such as anti-microbial agents, which inhibit stain-causing mold and mildew in the grout. Also, today's best tile grouts are UL GREENGUARD Gold certified to meet appropriate indoor air quality standards for volatile organic compounds (VOC) emissions. In addition, because customers select tile installations for their long-term lifecycle, they should be informed that today's high quality grouts have strong warranty programs supporting them as part of the entire tile or stone installation materials system. ♦



PERMACOLOR Select is designed for virtually all types of residential and commercial installations and offers optimum performance on the most demanding exterior or interior applications. Easy to mix, grout and clean, PERMACOLOR Select is fast setting and is suitable for joints 1/16" to 1/2" (1.5 mm to 12 mm) wide on floors or walls.

PERMACOLOR Select NS is also available as a non-sanded/ non-scratching version for use in grout joints widths from 1/4" (6mm) and narrower.



PLASMA is a revolutionary, professional grade grout that is ready-to-use. Built on a new, patent pending technology platform, PLASMA provides early strength development, unmatched ease of workability and superior stain resistance. PLASMA is crack and stain resistant and does not require sealing.



Trowel of Excellence[™] **Certified Contractors**

Trowel of Excellence certification designates that a company consistently delivers outstanding skilled craftsmanship and superior management practices. *Trowel of Excellence* contractors employ only the best trained and most knowledgeable installation professionals and demonstrate their commitment to performing at the highest levels of industry standards, ethical business practices and financial responsibility on each and every job. That's why the Tile Council of North America and Arcom both recognize *Trowel of Excellence* certification in contractor qualifications language recently added to the TCNA Handbook and MasterSpec.

CALIFORNIA

California Tile Installers

Larry Bloom
1696 Rogers Ave. ,
San Jose CA 95112
Ph: (408) 436-0600
Website: www.cti-usperma.com

De Anza Tile Co., Inc

Richard A. Papapietro, Jr.
45755 Northport Loop West
Fremont, CA 94538
Ph: (650) 424-0356
Website: www.deanzatile.com

Superior Tile & Stone

Tommy Conner
P.O. Box 2106
Oakland, CA 94621
Ph: (510) 895-2700 ext. 327
Website:
www.superiortilestone.com

ILLINOIS

Bourbon Tile & Marble, Inc.

Nancy Bourbon
270 Lexington Drive
Buffalo Grove, IL 60089
Ph: (847) 229-9694
Website:
www.bourbontile.com

DTI of Illinois, Inc.

Brian Castro
2511 Molitor Road
Aurora, IL 60502-9682
Ph: (630) 978-0400
Website: [www.ctcac.org/
dti_illinois_inc.php](http://www.ctcac.org/dti_illinois_inc.php)

GM Sloan Mosaic & Tile Co.

Dan Kotel
101 Terrace Dr.
Mundelein, IL 60060-3826
Ph: (847) 949-1010
Website: [www.ctcac.org/
gm_sloan_mosaic_tile_co.php](http://www.ctcac.org/gm_sloan_mosaic_tile_co.php)

Ready Tile Co., LLC.

John Malizzio
2260 Southwind Blvd.
Bartlett, IL 60103
Ph: (630) 497-9945
Website: [www.readytilecom-
pany.com](http://www.readytilecompany.com)

Trostrud Mosaic & Tile Co., Inc.

Brad Trostrud,
779 N. Dillon St.,
Wood Dale, IL 60191
Ph: (630) 595-3700
Website: [www.ctcac.org/
trostrud_mosaic_tile.php](http://www.ctcac.org/trostrud_mosaic_tile.php)

Venice Terrazzo & Tile Co.

Grace Gebhardt
1219 Orchard Avenue
Rockford, IL 61101-3078
Ph: (815) 964-6824

MASSACHUSETTS

Port Morris Tile & Marble Corp.

Mark Liljegren
66 Von Hillern Street
Boston, MA 02125
Ph: (617) 265-7585
Website:
www.portmorristile.com

MICHIGAN

Artisan Tile Inc.

Jennifer Panning
9864 E. Grand River Ave.,
#110-132
Brighton, MI 48116
Ph: (810) 220-2370
Website:
www.artisantileinc.com

Trendell Tile LLC

Abigail G. Gerber
53984 Sutherland Lane
Shelby Township, MI 48316
Ph: (419) 604-3155
Website: www.trendelltile.com



MINNESOTA

Grazzini Brothers & Company

Al Grazzini
1175 Eagan Industrial Road
St. Paul, MN 55121
Ph: (651) 452-2700
Website: www.grazzini.com

NEW JERSEY

Artisan Tile & Marble Co. of NJ, Inc.

John J. Sekora
468 Elizabeth Avenue
Somerset, NJ 08873-5200
Ph: (732) 764-6700
Website: www.ArtisanNJ.com

BFC, Ltd

Bernadette Baumgardner
207 West Parkway Drive
Egg Harbor Township, NJ 08234
Ph: (609) 645-2808
Website: www.bfc-ltd.com

KrisStone, LLC

Michael Kriss
472 E. Westfield Ave.
Roselle Park, NJ 07204
Ph: (908) 620-9700
Website: www.krisstone.com

V.A.L. Floors, Inc.

Philip Luppino
555 Gotham Pkwy
Carlstadt, NJ 07072
Ph: (201) 672-9320
Website: www.valfloors.com

NEW YORK

Continental Marble

Christopher R. McConnell
1361 Lincoln Ave., Ste 2
Holbrook, NY 11741
Ph: (631) 285-7265
Website: www.continentalmarble.com

Eugene G. Sackett Co., Inc.

Christopher Leva
454 Lee Road, P.O. Box 60976
Rochester, NY 14606
Ph: (585) 647-3250
Website: www.egsackett.com

Miller Druck Specialty Contracting

Kevin Ennis
264 West 40th St., 9th Floor
New York, NY 10018
Ph: (212) 343-3300
Website: www.millerdruck.com

Port Morris Tile & Marble Corp.

Vincent DeLazzero, II
1285 Oak Point Avenue
Bronx, NY 10474
Ph: (718) 378-6100
Website: www.portmorristile.com

William Erath & Son, Inc.

Scott W. Erath
51 Ranick Dr. East
Amityville, NY 11701
Ph: (631) 842-2244
Website: www.erathtile.com

OHIO

Commercial Tile & Stone, Inc.

Lucinda Noel
9153 Tahoe Circle
Strongsville, OH 44136-1412
Ph: (216) 741-8141

Corcoran Tile & Marble, Inc.

Doug Taylor
1250 E. Schaaf Road
Brooklyn Heights, OH 44131
Ph: (216) 898-9920
Website: www.corcorantile.com

T.H. Winston Co.

Nick Rusche
4817 Glenshade Ave.
Cincinnati, OH 45227
Ph: (513) 271-2123





OFFICERS

WM. ERATH & SON, INC.

Scott W. Erath - President
scott@erathtile.com

JANTILE, INC.

Patrick Barrett - Vice President

KRISSTONE LLC.

Michael Kriss - Secretary

SESSO TILE & STONE

Ernie Sesso - Treasurer

EXECUTIVE BOARD

DEL TURCO BROS. INC.

Paul Del Turco

CONTINENT MARBLE INC.

Chris R. McConnell

AC FLOORING INC.

Angelo Carapezza

PREMIER TILE & GRANITE

Mathew Messina

JOSEPH W CURVINO INC

Ed Connors

ATTORNEY

LITTLER MENDELSON P.C.

Bruce Millman - Attorney

MEMBERS

AC FLOORING INC.

Angelo Carapezza
96 5th Avenue, Hawthorne, NJ 07506
973.238.9739 • angpez@aol.com

ARTISAN TILE & MARBLE CO. OF NJ INC.

Nancy Czarkowski
468 Elizabeth Avenue, Somerset, NJ 08873
732.764.6700 • nancy@ArtisanNJ.com
www.artisannj.com

BAYBRENT TILE CORP.

Richard Hoshino
1637 Sycamore Avenue
Bohemia, NY 11716
631.563.4500
richard@baybrenttile.com

COASTAL TILE AND MARBLE INC

Andre Segatti
102 Fairview Park Dr.
Elmsford, NY 10523
914.946.7971 • Andre@coastaltiley.com

CONTINENTAL MARBLE INC.

Christopher R. McConnell
1361 Lincoln Ave. Suite #2
Holbrook, New York 11741
631.285.7265 • chrissr@continentalmarble.com

DEL TURCO BROS. INC.

Paul Del Turco
25 Verona Avenue, Newark NJ 07104
973.483.5770 • paultd@delturbros.com

FROMKIN BROTHERS INC

Jerry Piscopo
125 Clearview Rd., Edison, NJ 08837
732.225.5300 • jpiscopo@fromkinbrothers.com
www.fromkinbrothers.com

GOAL ENTERPRISES INC.

Mary Zimand
361 Eastern Parkway, PO Box 590
Farmingdale, NY 11735
718.335.4625 • goalentinc@aol.com

JANTILE, INC.

Anthony Casola
Pat Barrett
3960 Merritt Avenue, Bronx, NY 10466
718.655.5450 • anthony@jantile.com
www.jantile.com

JOSEPH W CURVINO INC.

Ed Connors
163 Liberty St., Hackensack, NJ 07601-3106
201.944.9262 • Ed@curvino.com
www.curvino.com

KRISSTONE, LLC

Michael Kriss
472 E. Westfield Avenue, Roselle Park, NJ 07204
908.620.9700 • mkriss@krisstone.com

MILLER DRUCK SPECIALTY CONTRACTING

Kevin Ennis
264 W. 40th St.-9th FL, New York, NY 10018
212.343.3300 • Kevin.Ennis@millerdruck.com
www.millerdruck.com

PORT MORRIS TILE & MARBLE CORP.

Vinnie DeLazzaro
1285 Oak Point Avenue, Bronx, NY 10474
718.378.6100 • vdelazzero@aol.com

PREMIER TILE & GRANITE, INC.

Mathew Messina
31 Bishop Lane, Holbrook, NY 11741
516.903.0460
mmessina@premiertileandgranite.com

SESSO TILE & STONE CONTRACTORS, INC.

Ernie Sesso
35 Wilson Avenue, Woodland Park, NJ 07424
973.709.0184 • esesso@sessotileandstone.com
www.sessotileandstone.com

VAL FLOORS, INC.

Phillip Luppino
555 Gotham Pkwy, Carlstadt, NJ 07072
201.617.7900 • pluppino@valfloors.com

WM. ERATH & SON, INC.

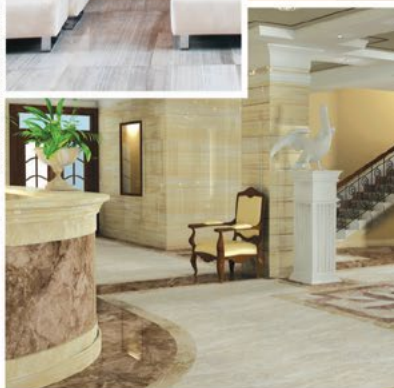
Scott W. Erath
51 Ranick Drive, Amityville, NY 11701
631.842.2244 • scott@erathtile.com
www.erathtile.com

A BETTER CHOICE

CERAMIC TILE PROMOTION FUND

*Quality Ceramic Tile and Natural Stone,
Installed by Experienced Union Craftsman.*

- infinite styles & designs
- diverse functions
- endless creativity
- timeless beauty & elegance
- durability & longevity
- skilled union craftsmanship
- reliability
- pride in work



WWW.TILEPROMOTIONS.ORG

Promoting the benefits of specifying ceramic tile and natural stone installed by union craftsmen in the New York and New Jersey area.



Ceramic Tile Promotion Fund

of Greater New York and New Jersey

51 RANICK DRIVE, AMITYVILLE, NY 11701

BOARD OF TRUSTEES

Scott W. Erath— chairman
Wm. Erath & Son, Inc.
scott@erathtile.com

Mathew Messina
Premier Tile & Granite, Inc.

Fred Stein
Baybrent Tile Corp.

Patrick Barrett
Jantile, Inc.

The Next Generation Uncoupling Mat Meets Hardwood Flooring

NEW

Ceramic tile

Mortar

STRATA_MAT™ XT

Plywood

Hardwood Flooring

Even transition between tile and hardwood flooring



Snap for more information

STRATA_MAT™ XT

- 5/16" (8 mm) height enables the installer to match the height of adjacent hard wood flooring
- Mortar hydration vents enhance the mechanical bond of adhesive mortar for faster drying and shorter wait times for grouting
- Vapor management allows for use of the appropriate mortar per industry standards



www.laticrete.com | 1.800.243.4788



**Globally Proven
Construction Solutions**