

# 9300 CONTRACTOR

**Tile Contractors' Association of America**

THE VOICE OF SIGNATORY TILE/STONE CONTRACTORS

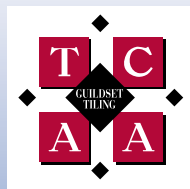


**FEATURED INSIDE:**

***International Apprentices Contest  
Points To Bright Future***

***IMI And TCAA Making "No Little Plans"  
For 2019***

***Project Spotlight: Advanced  
Technology Machine Demands Floor  
Flatness Renovation at BROTIS***



WINTER 2018

# Walkable, flood test and tile-ready as soon as **1 hour** with the Quick Cure System.



**Walkable**



**Rapid setting,  
polymer fortified  
thick bed mortar**



**Flood Test**

**Thin, ready-to-use,  
rapid waterproofing  
membrane**



**The Fastest Mortar Bed Shower System  
on the Market!**

[www.laticrete.com](http://www.laticrete.com) | 1.800.243.4788

A-8610-1018 ©2018 LATICRETE International, Inc. All trademarks shown are the intellectual properties of their respective owners.



# In this issue...

President's Message . . . . .	2
International Apprentice Contest Points to Bright Future . . . . .	4
TCAA Labor Report: Cersaie 2018 – Bologna, Italy . . . . .	8
IMI and TCAA Making “No Little Plans” to Educate in 2019 . . . . .	10
Project Spotlight: Laticrete’s Solution for BROTIS Project. . . . .	14
What Happened at TSP and Why Is It Important? . . . . .	18
History of Tile: Encaustics Abound in the U.S. . . . .	21
Trowel of Excellence™ Certified Contractors. . . . .	26

**9300 Contractor**  
**A quarterly publication of**  
**Tile Contractors’ Association of America**

9153 Tahoe Circle  
Strongsville, OH 44136  
Ph: 800-655-TILE (8453) • Fax: 216-462-0808  
Web: [www.tcaainc.org](http://www.tcaainc.org)

Lucinda Noel, Executive Director/Editor

**TCAA 2018 Board of Directors**

Brad Trostrud, Trostrud Mosaic & Tile	President
John Trendell, Trendell Consulting, LLC	President-Elect
Nick Rusche, T.H. Winston Co.	Treasurer
Brian Castro, DTI of Illinois, Inc	Immediate Past President
Michael Kriss, KrisStone, LLC	Director
Jennifer Panning, Artisan Tile, Inc.	Director
Richard Papapietro, Jr., DeAnza Tile Co., Inc.	Director
Tommy Conner, Superior Tile & Stone	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

## Welcoming Others Has a Ripple Effect That Can Go Far!



During the recent Total Solutions Plus annual conference I had a conversation with someone about how he once went to a meeting that he was excited about attending, only to end up feeling totally ignored. That conversation made me think about an event that I attended some time ago that had the opposite effect on me, simply due to the welcoming attitude of one individual.

I went to a Gauged Porcelain Tile Seminar which was held at Crossville Tile, in Crossville, TN. At this particular event I was the only TCAA Trowel of Excellence contractor among several NTCA Five Star contractors. Chris Walker, of the David Allen Company, came over to me and we ended up having a two-hour conversation. That was the key that opened the door for several friendships that have developed over the last several years, one being a great friendship with James Woelfel who is the chair for several NTCA committees, hence, the ripple effect.

May we all remember to look for the stranger in the room. Give the new guy a chance! You never know when taking an opportunity to make a difference in someone's day may end up making a difference that will last a lifetime and inspire that person to be the difference for someone else.

TCAA is an association of union contractors, and NTCA is primarily affiliated with non-union contractors. In years past there was an unwritten rule that union and non-union could not work together as we were essentially considered each other's enemies. Since we have partnered under the umbrella of Total Solutions Plus, where we work as industry partners, that stigma has faded. TCAA and NTCA have teamed up to promote education, qualified labor, through the ACT installer certifications program, and the ceramic tile industry as a whole.

So, this year at Total Solutions Plus I was sitting in an educational session regarding the latest ACT certification, for installation of gauged porcelain panels, which is available to both union and non-union installers, and I saw two individuals (Lupe Ortiz and Gavin Collier) from the union side of the industry working in harmony alongside two individuals (Scott Carothers and Mark Heinlein) from the non-union side doing a live demonstration for the audience. Ten years ago, you would have never seen this type of collaboration. We have come a long way and it is all good! I think that this was my best take-away from the conference, and I attribute these inroads largely to John Cousins of Daltille who encouraged our associations to join efforts, John Mason of the IUBAC, and John Trendell, labor committee chair for TCAA, who had the foresight to see the benefits.

In the midst of all the political strife in the world I am thankful to be involved with associations that are working for the betterment of the entire industry. By working together, we are "paying it forward" for those who will follow behind us and benefit from our efforts.

**Brad Trostrud**  
Trostrud Mosaic & Tile Co., Inc.  
TCAA President 2018-19

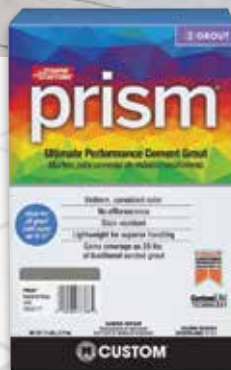




# THE GO-TO GROUT FOR RELIABILITY, VERSATILITY AND PROVEN RESULTS.

The ultimate performance cement grout.

- Uniform consistent color
- No efflorescence
- Stain resistant
- Lightweight for superior handling
- Ideal for all grout joint sizes up to 1/2"



DOWNLOAD CUSTOM'S MOBILE APP



Available at The Home Depot and tile distributors nationwide.

CustomBuildingProducts.com  
800-272-8786



## CUSTOM®

TILE INSTALLATION SYSTEMS



by Gavin Collier, Apprentice Coordinator/Tile - District Council Training Center, Addison, IL  
and Lupe Ortiz, IMTEF Regional Training Director Western Region

## **International Apprentice Contest Points To A Bright Future For Ceramic Tile Industry!**

On Saturday October 6th the Bricklayers and Allied Craftworkers held their International Apprentice Contest at the National Training Center in Bowie Maryland. This contest brings in the best apprentices from around the U.S. and Canada. There were over 75 apprentices who competed in seven main crafts: Bricklaying, Concrete, Stone, PCC, Plaster, Terrazzo, and of course Tile.

The 14 ceramic tile apprentices who were chosen to compete in the tile portion of the contest had to have either won 1st place or placed 2nd or 3rd in both their local and regional contests. To earn a spot in this 2018 International Contest was no easy task, truly an achievement in itself. Some had to place 1st or 2nd in their annual local contest in order to qualify to compete at their regional contest. Then they had to place 1st, 2nd, or 3rd in their Regional Contest, to earn a spot at the International Contest. These apprentices are truly the best of the best.

This year's tile contest was designed by the International Masonry Training and Education Foundation (IMTEF) Regional Training Director Western Region; Lupe Ortiz. When designing this year's contest Ortiz stated that he wanted to emphasize

the importance of surface preparation to the apprentices. For this reason, both the wall and floor portion of the contest were installed using a traditional mortar/mud bed wet set method. Ortiz stressed the importance of continuing to train in these wet set mud bed methods which have for the most part been replaced by thinset methods of installation in modern construction. Ortiz continued; "if we stop training in these methods, we will lose



the art, the craftsmanship, that for decades has labeled tile layers as true artisans. Understanding all aspects of the trade is what sets our tile layers apart from those who don't have all these skills, knowledge and training. It is our responsibility to train and keep all aspects of the trade alive, so that when complex installation methods are specified, our installers are prepared to take on the task at hand."

Planning is a key element that goes into a successful tile installation. This international competition was no different. It all started with the contestants going through a 30-minute orientation on Saturday morning, where they were given the contest rules and project drawings. After the orientation, the apprentices had 15 minutes prior to the start of the competition to walk up to their station, review drawings and mockup, and plan how to complete the installation in 6-hours. What was amazing was that in those 15 minutes, none of them even seemed nervous. They all went about their business in a very confident and professional manor in front of a sizeable audience that consisted of very knowledgeable and experienced judges, instructors, installers and other industry professionals from all over the country and Canada. Hats off to these 14 apprentices and the instructors who trained them.



Another important aspect of any tile installation is attention to detail. These apprentices were scored on 40 specific details including surface preparation, whether their mud work met industry standards, if their tile work was level, plumb & square, grout joint alignment, mortar coverage, grouting, honoring and maintaining all movement joints, and overall appearance. The fact that almost all the apprentices completed their projects in the allotted time, with quality workmanship, points to a bright future for our ceramic tile industry.

Once the hands-on portion of the contest was completed, which accounted for 80% of their final score, there was still one element to go. The following morning the apprentices were required to take a written test which would account for the remaining 20% of their score. This test consisted of 40 questions testing their knowledge on the history of our union, safety, and current industry standards. The two scores were combined to determine the top three apprentices.

The winners were announced at the awards banquet held Sunday evening at the Washington Hilton. In speaking with the apprentices at the banquet, they all said that win or lose this was a great experience. They enjoyed meeting, and getting to know, other apprentices from other parts of the country and seeing our National Training Center. The night concluded with the presentation of the awards. Although, all the tile projects completed were outstanding, three stood out above the rest.

## *Congratulations to:*



**1ST PLACE:**  
**David Perez,**  
Local 3 CA



**2ND PLACE:**  
**Christopher Ellis,**  
Local 2 WA/ID/MT



**3RD PLACE:**  
**Neftali Vargas,**  
Local 4 CA





*Congratulations also go out to all the other tile apprentices who competed:*

**Demetrio Garcia-Alvarado, Local 13 NV**

**Ian Higgins, Local 7 NY/NJ**

**Nick Hudson, Local 3 NY**

**Anthony Melicharek, Local 21 IL**

**Kurtis Moeller, Local 21 IL**

**Roberto Paniagua, Local 3 CA**

**Michael Schwarz, Local 1 PA**

**Jesse Stonehouse, Local 1 MN/ND**

**Joseph Tringali, Local 7 NY/NJ**

**Adrian Velasco, Local 4 CA**

The IMI and IMTEF staffs did a great job organizing such a large event that brought us together from all over the country and Canada to witness, first hand, the quality of training that is taking place in our Training Centers. All the instructors who trained and prepared these apprentices for the contest did a fantastic job. The fact that they were able to complete a project this complex speaks volumes to the type of training they are receiving. This shows how training sets us apart, and why we are truly the best hands in the business!



## TCAA Labor Report

John Trendell, TCAA Labor Committee Chair  
Trendell Consulting LLC

### CERSAIE 2018 - Bologna, Italy

In September, Lupe Ortiz, West Regional Training Director for the International Masonry Institute (IMI) and myself, representing TCAA, were able to attend Cersaie, the largest ceramic tile trade show in Europe, in Bologna, Italy. Our primary purpose was to attend a meeting that included a number of European trade/labor associations to address installation standards and labor qualifications, especially in regard to gauged porcelain tile panels (GPTP). However, much more was accomplished in our 3 days at the show.

Our meeting was attended by representatives from 6 different countries. These included Italy, Germany, the United Kingdom, Canada, the Czech Republic and the U.S. Interestingly, most of the associations from other countries included manufacturers, distributors, contractors, and labor in one common association.

I believe two BIG points came out of our meetings and conversations. Gauged porcelain tile panels (GPTP) are not going away any time soon. The huge number of manufacturers' displays at the show were almost all about GPTP. Second, and this was the shocker, the U.S. is so much further ahead of Europe when it comes to standards! Both standards for manufacturing and for installation.

Lupe Ortiz gave a PowerPoint presentation of the Advanced Certification for Tile Installers (ACT) certification program for Gauged Porcelain Tile Panels (GPTP). He completely blew them away with the quality and detail that has gone into the ACT program! People came up to him afterwards and practically begged him for a copy of his PowerPoint.

For me, this validates all the collaborative work our industry has put forth to make ceramic tile a high-quality material installed with high quality expertise. Because of



our joint efforts, the Tile Council of North America (TCNA) Handbook now recognizes qualified contractor language, qualified installer language, and ACT certifications. And we have not stopped there! Because of our TCAA contractors' contributions to IMI, efforts by great people such as Scott Conwell, Director of Industry Development

& Technical Service at IMI, have made sure that this same language is now in the architects' hands through MasterSpec. TCAA has, for the last two years in collaboration with IMI, participated in continuing education programming in various cities across the United States to help contractors, architects, and labor gain useful knowledge on the latest and greatest in ceramic tile. That same successful regional programming will be continued in nine cities in 2019.

An additional bonus of our trip were the wonderful conversations we had with suppliers and manufacturers. In fact, a number of suppliers wanted to let us know that they would be happy to participate in the upcoming regional seminar programming. Mr. Ortiz met with several ceramic tile tool companies and was offered any help IMI/IUBAC might need with both training and the supplying of tools for the unions' regional training centers. I believe one reason Lupe and I were treated so well was because, as familiar faces from home, we were able to have one on one conversations without these gentlemen being pulled away to meet with others. All in all, it was a very successful trip! ◆

# IMI and TCAA Making “No Little Plans” to Educate Industry Professionals in 2019



Scott Conwell, FAIA, FCSI, International Masonry Institute

Chicago architect Daniel Burnham said in 1907, “Make no little plans; they have no magic to stir men’s blood and probably themselves will not be realized. Make big plans; aim high in hope and work.” IMI and TCAA are taking those words to heart, making big plans to educate TCAA contractors, architects, and design professionals in 2019.

Our plan for a national educational seminar series builds on the work we did together in 2018, which is the largest series co-presented by IMI and TCAA to date. The 2018 series brought long-format educational programs to six U.S. cities: St. Louis, Seattle, Cleveland, Chicago, Los Angeles, and New York City. Each program included four 1-hour continuing education seminars registered with the American Institute of Architects (AIA) and TCAA Contractor College. Portions of the program satisfied educational requirements of U.S. Green Building Council (USGBC) and the Interior Design Continuing Education Council (IDCEC).

The programs addressed important industry topics and trends, including Challenges and Solutions for Today’s Ceramic Tile and Stone Installations presented by Schluter Systems; Stone Anchoring – Doing it Right the First Time, sponsored by Daltile and presented by Picco Engineering; Terrazzo Floor Systems, presented by National Tile & Mosaic Association (NTMA); and Resinous Flooring, presented by Terrazzo & Marble Supply Company. The programs also included mini-seminars by TCAA, TCNA, and IMI.

In addition to the primary sponsors listed above, Mapei, Laticrete, and NAC Products donated material vouchers totaling over \$5,000 which were awarded to TCAA contractors attending the program in each city.

Top material suppliers in the tile industry also exhibited at the events, offering technical information, samples, and literature.. The Los Angeles program included a tour of Daltile’s slab warehouse facility and gallery. The Chicago program included a



*2018 recap: IMI tile apprentice instructor Dan Cosgrove demonstrated the handling and cutting of a 10-foot panel of thin gauged porcelain tile for a group of architects and contractors at the 2018 Chicago TMT Expo.*



*2018 recap: Brad Meyer and the team from Terrazzo and Marble Supply Co. presented on resinous flooring, a growing market for BAC craftworkers and contractors.*

demonstration of the setting of a Gauged Porcelain Tile (GPT) panel on a wall over a cured mortar bed, installed by tile instructors from the International Masonry Training and Education Foundation (IMTEF). Each venue provided a unique and memorable experience for the attendees, a trend we plan to continue in the 2019 series.

IMI and TCAA's all-new 2019 TMT series will be delivered in nine U.S. cities: Philadelphia, Pittsburgh, Boston, Rochester, San Francisco, Chicago, Miami, Indianapolis, and Las Vegas. Specific locations and dates for the first quarter have been set, with details for the later locations coming soon.

The 2019 series will feature programs on tile and natural stone with a focus on the importance of skilled BAC craftworkers and contractors. One of the featured CEUs "Critical Points of Tile Design and Installation" draws on the evaluation criteria of Advanced Certifications for Tile Installers (ACT), applying ACT's critical points to real case studies in the areas of large format tile, membranes, mud floors and walls, shower receptors, GPT, and grouts.

A highlight of next year's series will be the panel discussions planned for each city, featuring TCAA contractors, tile and setting material manufacturers, and BAC tile setters. The moderated discussion will provide the audience invaluable insights into designing with and installing tile, tackling difficult local and regional issues and challenging panelists to present workable solutions.



*2018 recap: Lynn Mills of Daltilo proudly showed their current product offerings.*

## ...Sponsorships Available for the All-New 2019 IMI Seminar Series In 9 Cities



*2018 recap: During the exhibit breaks throughout the day, design professionals and contractors met with material suppliers, picking up technical and product information and samples.*



*2018 recap: Exhibitors included manufacturers and distributors of tile and stone, setting materials, grouts, membranes, profile strips, terrazzo and resinous materials, and other related products.*

There are various levels of sponsorship open to manufacturer and suppliers of tile, stone, and related materials, from presenting sponsors to panelists and tabletop exhibitors. For a complete listing of sponsorship opportunities, visit <https://goo.gl/tYDqg6> or scan the QR code at the bottom of this article. Sponsorships are limited and are on a first-come basis.

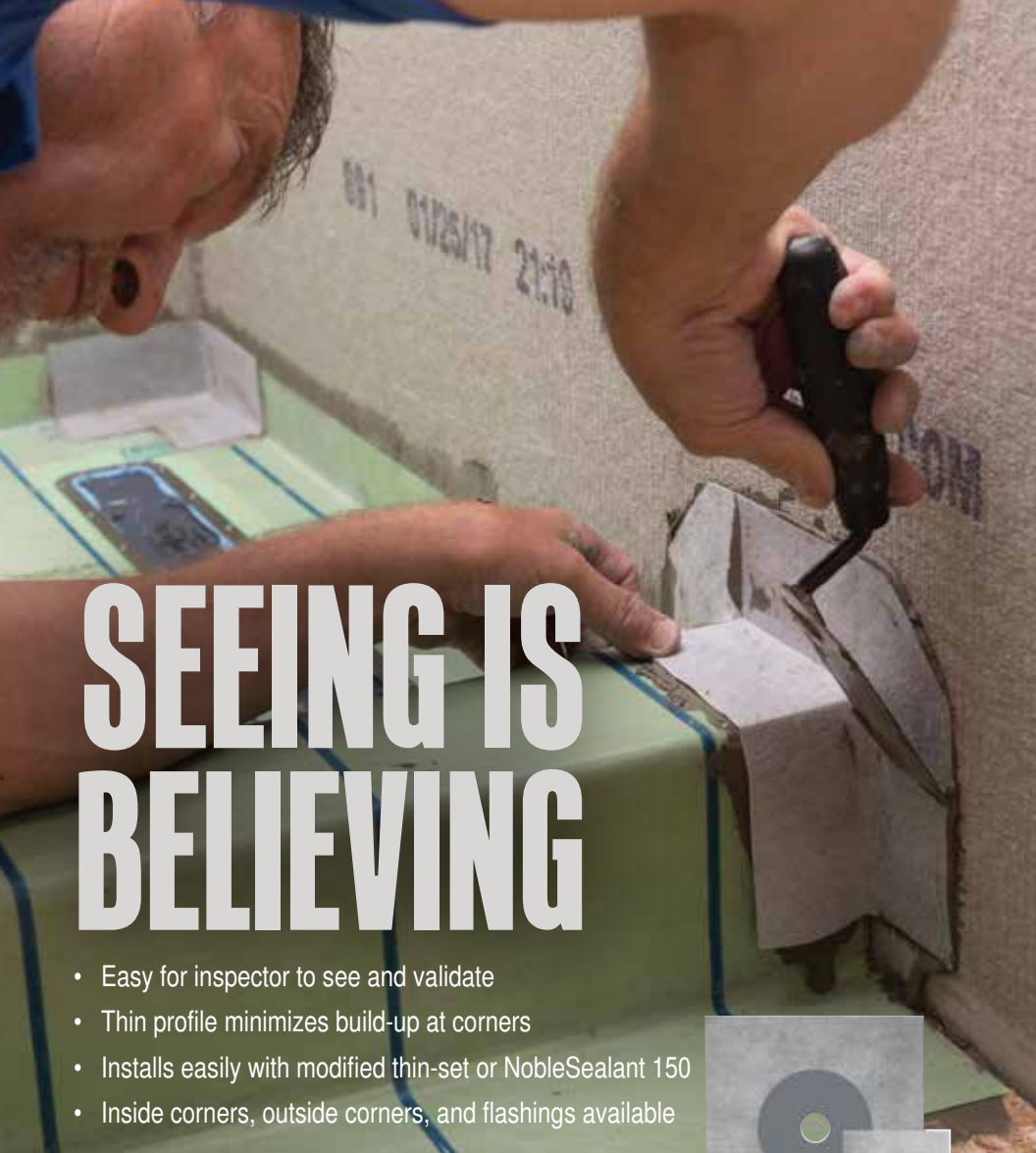
Scott Conwell, IMI Director and the program's organizer said "Design professionals and contractors need to stay on top of the latest updates to building codes, standards, and best practices. The TMT seminar series is designed to deliver that critical information while underscoring the benefits of using skilled, BAC tile contractors and craftworkers. As Daniel Burnham said, we are making 'no small plans.'" ♦



*For a list of sponsorship opportunities at the 2019 Tile & Stone Seminar Series, visit <https://goo.gl/tYDqg6> or scan the QR code with your phone or tablet.*

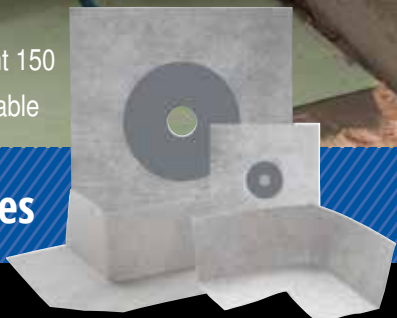


*IMI and TCAA have selected nine U.S. cities to deliver an all-new program in 2019: Philadelphia, Pittsburgh, Boston, Rochester, San Francisco, Chicago, Miami, Indianapolis, and Las Vegas.*



# SEEING IS BELIEVING

- Easy for inspector to see and validate
- Thin profile minimizes build-up at corners
- Installs easily with modified thin-set or NobleSealant 150
- Inside corners, outside corners, and flashings available



## Thin-Line™ Installation Accessories



[www.noblecompany.com](http://www.noblecompany.com)



## Project Spotlight by Laticrete: **Advanced Technology Demands Warehouse Renovation For Full Function**

### **The Situation:**

Located in southeastern Europe, the country of Bosnia and Herzegovina is home to BROTIS, one of the world's leading manufacturers of ceramics, sanitary equipment and related materials.

To meet the demands of its expanding business, BROTIS purchased a 14,000 square foot (1,300 m<sup>2</sup>) warehouse, as well as a state-of-the-art, electronically guided, 6.5 ton (5,900 kg) high rack stacker (forklift) machine to easily and effectively move products throughout the warehouse.



*Initial State of Floor*

Unfortunately, the BROTIS team quickly discovered that cracks and an improperly poured, uneven floor interfered with the machine's advanced technology. It was imperative the warehouse achieve a flatness level under 0.2" (5 mm) per 39 3/8" (1 m) to be able to operate at full capacity.

"With such a large area of cracked, uneven floors to repair in a short period of time, we chose to use the NXT® self-leveling system with a SPARTACOTE™ GUARD™



system for the finish because of its speed of install and durability,” said Bozo Pavlovic, Area Manager and Technical Advisor from Plavi Servis, the SPARTACOTE flooring contractor chosen for the project.



*Hose*

### **The Challenges:**

- *Cold Temperatures* - The main jobsite challenge was the low winter temperatures preceding and during the installation. Curing rates for cement-based materials are highly sensitive to both ambient and substrate temperature, with colder temperatures slowing setting times.
- *Tight Timeframe* - The contractors leveling the floors needed to begin the preparation and installation process as fast as possible to allow more time to cure. The team only had four days total to complete their portion of the warehouse renovation.

### **A LATICRETE Solution:**



*Spreading the material*

To begin fixing the nearly 6,458 square feet (600 m<sup>2</sup>) in need of repair, the general contractor, Inzinjering Jelah, prepped the floor for Plavi Servis by shot blasting the floor to a CSP 3. They also saw-cut all joints and cracks, as well as cut 45-degree angle chips at predetermined spots where the self-leveling would terminate, in order to create a deeper fill where the self-leveling would otherwise be at feather edge. This helps prevent future cracking or spalling.

Once on the jobsite, Plavi Servis filled the cracks in the concrete floor with silica sand to reduce the amount of product needed and topped it with fast-drying SPARTACOTE FAST FIX™ material. Movement joints were left open as the team liberally applied NXT Primer to the entire warehouse floor. Once cured, the team followed by installing wooden pour stops with silicone adhesive at the termination points of the self-leveling to prevent any overflow.

NXT Level, a cement-based underlayment, was then mixed and spread continuously across the concrete substrate by multiple team members and finished with a floating tool. This product was selected by Plavi Servis to produce a flat, smooth and hard surface for the finished flooring installation. Once cured, NXT



*Applying the Top Coat*

Level is durable, fire- and heat-resistant, non-sensitive to moisture, non-combustible and maintenance-free.

Using the ribbon and roll technique with one back roll, Plavi Servis applied the first coat of grey pigmented SPARTACOTE FLEX SB™. The prime coat was allowed to dry for 90 minutes and then a second coat was applied using a seal coat broom followed by two back rolls. Thanks to the fast-drying technology of

LATICRETE® products, after another 90 minutes the final coat was applied using the same method. To enhance traction and safety, a 60 grit SPARTACOTE GRIP™ Non-Slip Traction Additive was added to the second and third coats.

Although the cold temperature proved challenging, it also provided a unique opportunity to showcase the distinctive low-temperature curing ability of SPARTACOTE. Where standard epoxy material will not cure below 50°F (10°C), curing at cold temperatures – even below freezing – was easily achieved by SPARTACOTE.

### **Outcome:**

Thanks to the array of solutions provided by LATICRETE products, both the general contractor, Inzinjering Jelah, and the SPARTACOTE flooring contractor, Plavi Servis, were able to repair, level and coat the cracked and uneven floors.

The BROTIS warehouse now meets a floor flatness tolerance of 0.1" (3 mm) per 39 3/8" (1 m) or better, enabling the electronically guided high rack stacker machine to function at its full capability. ◆



*Completed Floor*



INNOVATIVE  
DESIGN

## PERFORMANCE + BEAUTY

With Daltile's StepWise™ technology, Reminiscent™ offers increased safety and slip resistance for floor applications while also delivering elevated design. Visit [daltile.com](http://daltile.com) to find out more about all our products with StepWise™ technology.

 **daltile**<sup>®</sup>  
IMAGINE WHAT'S POSSIBLE™

Photo features Natural Quartzite Cesari Grey on the countertops and Reminiscent™ Memento White 12 x 24 on the floor. Diplomacy™ Light Grey 24 x 24 pavers are featured on the lawn.

©2018 Daltile

# What Is Total Solutions Plus Anyway? What Happened At TSP In Grapevine Texas And Why Does It Matter?

Total Solutions Plus (TSP) is an annual conference that brings together professionals from across the tile/stone industry. These professionals understand the value of shared knowledge in an industry where ever-changing methods, materials and technology are today's norm. Hosted by the four major industry associations (Ceramic Tile Distributors Association, National Tile Contractors Association, Tile Contractors' Association of America and Tile Council of North America), TSP is the venue in which decisions that impact the future of the ceramic tile/stone industry are discussed and made.

Among the many important programs and meetings held at TSP are those of the TCNA Handbook and ANSI committees. Over 100 industry professionals attended these meetings to discuss new and revised installation method recommendations and specifications for tile products that can now reach 5'x10' in size. The decisions made by these committees offer guidelines that help architects better understand the implications of the tile/stone products they specify and assist contractors in ensuring that those products are installed correctly.

But don't think for a minute that TSP is all work and no play! TSP is also a venue for reuniting with old friends, enjoying meals together, catching up, and making new friends.

During TSP 2018, at the beautiful Gaylord Texan Resort in Grapevine Texas, we were entertained and inspired by two wonderful keynote speakers; Roger Staubach inspired us with his winning attitude that carried over from his well-known career in football to his very successful real estate career, and J.P. Pawliw-Fry gave us insight on emotional intelligence and performing under pressure that can be utilized both on a personal and business level in everyday life. We were given tools to become better leaders. Priceless!

After a Saturday and Sunday filled with board meetings, committee meetings, great dinners and plenty of smiles and laughter there were educational breakout sessions and panel discussions throughout the day on both Monday and Tuesday.

Attendees of Total Solutions Plus are kept current on the latest trends and information regarding forecasting for the future, which provides the opportunity to be proactive and at times uncovers new opportunities. The contractor breakout sessions this year included a discussion, organized and facilitated by Dave deBear of Custom Building Products, on avoiding potential jobsite issues by a panel of experts which included an architect, an attorney, and a well-known manufacturer rep. In addition, we heard an extensive presentation on compliance with OSHA silica regulations by presenters that included two OSHA representatives and a very large general contractor who implements a comprehensive safety program on his jobsites; a presentation on workforce



development strategies for recruiting, training and retaining installers; and a session on ACT installer certifications that included a live demonstration of the proper installation method for gauged porcelain tile panels, which is one of ACT certifications that installers can be tested on.

Another highlight for TCAA was having our architectural scholarship winner, Max Fineblum who is attending Morgan State University, join us for a portion of the conference. He enjoyed learning about the ceramic tile industry and we enjoyed his company! Our scholarship program is a great investment in the future of our industry.

Monday evening offered attendees the opportunity to visit close to 100 tabletop exhibits to view the latest products on the market from manufacturers who are consistent supporters at these events and newcomers as well. There was so much to see and learn all under one roof!

After a very informative day on Tuesday, it was time for the closing reception and Industry Awards Dinner & Dance. After a great dinner, we were given a glimpse into the lives of four exceptional industry leaders who were honored for their contributions to the ceramic tile industry and presented with awards by their respective association. Then the dancing began and there was “a whole lot of shakin going on”!

Attending TSP is well worth your time and will benefit you in numerous ways. I encourage every contractor to plan on joining us at TSP 2019 (October 26-29 at the Gaylord Opryland Resort & Convention Center in Nashville, TN). You will be glad that you did! ◆

# Protect your finished flooring!

*Have you found cracks in your ceramic or porcelain tile floors? Do you hear the footsteps and voices from the floor above? Do you need waterproofing or protection from moisture vapor transmission on the floor?*

**Choose the membrane systems preferred by architects, contractors and consultants.**

*NAC membrane systems are installed prior to the finished flooring, and provide crack isolation, sound reduction and waterproofing protection.*



*Milwaukee Art Museum, Milwaukee, WI*



*Ted Stevens International Airport, Anchorage, AK*



*The Ritz Carlton Hotel at LA Live, Los Angeles, CA*



## CRACK ISOLATION

*For surfaces that require protection from structural movement*



## SOUND CONTROL

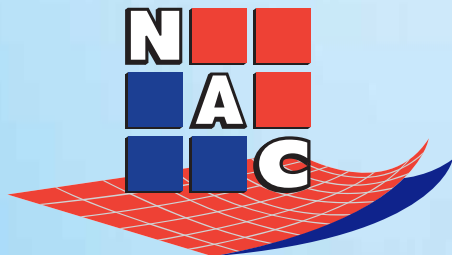
*For surfaces that require impact and audible sound reduction*



## WATERPROOFING

*For surfaces that require waterproof protection*

**Membrane Systems  
That Protect Your Flooring Investment**



**1(800)633-4622**

**[www.nacproducts.com](http://www.nacproducts.com)**

# HISTORY OF TILE

## Encaustics Abound in the U.S.

Driven by the emergence of encaustic tiles in England during the mid-19th century, most notably for the renovation of medieval abbeys and churches, tile manufacturers there experienced a surge in encaustic production for both commercial and public installations as well as for the ever-increasing export market. Minton Hollins and Maw & Co. were among the most proficient.



Samuel Keys. Photo from William J. Furnival, *Leadless Decorative Tiles, Faience and Mosaic (Staffordshire: Stone, 1904) Plate XXVIII*. Tile Heritage Archives.

Tile markets in the U.S. were curtailed by the Civil War and its aftermath, but by the 1870s English encaustics moved readily across the Atlantic, ultimately decorating the floors of public buildings in the East and Midwest. Many tile artisans followed suit, seeking more promising futures for themselves in America. Samuel Keys is a prime example as he was the first to produce a viable dust-pressed encaustic product in the States. (*The Encyclopedia of American Art Tiles* by Norman Karlson, vol. 1.)



Star Encaustic Tile Co. (4 ¼ x 4 ¼), buff body with chocolate inlays. Photo courtesy Michael Sims. Tile Heritage Archives.

As a 30-year-old, Keys immigrated with his family to the U.S. from England settling in Pittsburgh, Pennsylvania in 1862. Initially experimenting with local clays to find compatible varieties, those that could sustain both the heating and cooling cycles during the firing process, he found success by 1871. He formed the Pittsburgh Encaustic Tile Company in 1876, which reorganized as the Star Encaustic Tile Company in 1882, eventually closing in 1914. Keys' successes included tiles in the U.S. Capitol in Washington, DC, but most notably 42,000 square feet

of tile for the Allegheny County Courthouse in Pittsburgh, reputed to be the largest floor installation in the State of Pennsylvania at that time. (For details see "The Bluff Street Boys: Tile Manufacturing in Pittsburgh, Pennsylvania" by Michael Sims in *Tile Heritage: A Review of American Tile History*, vol. 6, no. 1 available by emailing [foundation@tileheritage.org](mailto:foundation@tileheritage.org).)

The Centennial Exposition held in Philadelphia in 1876 cannot be overestimated as a major stimulus for the production of encaustic and decorative tiles in the United States. The tile displays presented by major manufacturers from England and the Continent served as inspiration for American artists and artisans as well as their financial backers. During the five years that followed the expo, the tile industry secured a firm foothold on American soil.



*American Encaustic Tiling Co. floor. Muskingum County Courthouse, Zanesville, Ohio. Photo: Tile Heritage Digital Library.*

The American Encaustic Tiling Company in Zanesville, Ohio provided its first encaustic tile floor in January 1877 for the Muskingum County Courthouse in Zanesville, outbidding its English competitor by 25 cents with its own bid of \$1.25 a square foot! This installation may well be the oldest surviving American-made tile installation in the United States.

And there were others. The United States Encaustic Tile Company got underway in Indianapolis, Indiana in 1877. Its history is described in detail by Michael Sims in “Hard Luck Company: The Vicissitudes of Business” (*Tile Heritage: A Review of American Tile History*, vol. 9, no. 2). The short-lived International Tile & Trim in Brooklyn, New York (1882-1888) employed an experienced crew from England to produce both encaustic and decorative wall tiles; and the Columbia Encaustic Tile Co. in Anderson, Indiana (1889-1903) found that by the 1890s the demand for encaustic floor tiles had considerably diminished.

The pervasive influence of British tile manufacturers continued through the end of the 19th century leaving this country with variety of beautiful, American-made encaustic tile floors, most of which, sadly, have since disappeared. However, many decorative wall tiles produced in American factories during this same period and reflecting British traditions remain intact primarily in private homes as well as in private collections. More about these tiles upcoming.

**Joseph A. Taylor**  
**President, Tile Heritage Foundation**  
**Cesery Award recipient in 2003**

[www.tileheritage.org](http://www.tileheritage.org)



**NEW!**



Strong

Waterproof

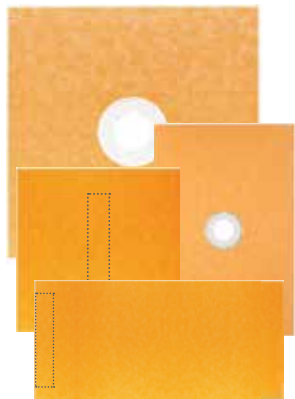
Thin

Light



## Schluter®-KERDI-SHOWER Trays

For KERDI-DRAIN point drain and KERDI-LINE linear drain



- Integrated KERDI waterproofing for premium protection against leaks and mold, and a faster, easier installation
- Thin formats to simplify curbless shower designs
- Improved compressive strength for superior support, even with small format tile
- Easy handling and installation courtesy of lightweight expanded polystyrene
- More size options to fit even more shower configurations

For product details and available sizes, visit  
[Schluter.com/ShowerTrays](https://www.schluter.com/ShowerTrays)





# Prism® Ultimate Performance Cement Grout from Custom Building Products

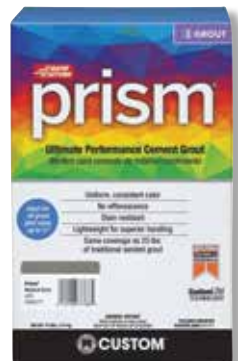
## Outperforms Competitors

Prism® Ultimate Performance Cement Grout from Custom Building Products is designed to deliver attractive, high-quality tile and stone surfaces while helping architects, designers, specifiers and contractors avoid costly and time-consuming call-backs.

A high performance cement grout that meets ANSI A118.7, Prism® is polymer-modified and formulated for higher strength, more resistance to cracking and less water absorption to reduce the likelihood of staining. As a result, installers enjoy improved performance without the cost of an epoxy or premixed grout.

Now available in an eye-catching, multi-colored 17-pound box, Prism® outperforms competing products in every way.

- Uniform, consistent color
- No efflorescence
- Stain resistant
- Lightweight for superior handling
- Same coverage area as 25-pounds of traditional sanded grout
- Ideal for all grout joint sizes up to 1/2" including submerged applications



A proven, go-to option for a wide variety of tile installation projects, Prism® will not mottle or shade in the grout joint regardless of tile type, temperature or humidity, and does not contribute to efflorescence. The density of Prism® also provides greater stain resistance while its rapid-setting formula speeds project completion.

A lightweight material giving installers unmatched handling and workability, Prism® is more than 30 percent lighter than standard grouts and made of 15 percent postconsumer recycled content (by weight), so it contributes to LEED certification credits. Prism® is available in a comprehensive palette of 40 colors to accommodate the look of any floor, wall, shower, fountain, pool or other tile project.

## What Contractors Say

***“Prism is more colorfast than other cement grouts and we do not see any mottling, which makes everyone happy,”***

said Mark McCandless from Charles McCandless Tile of Santa Ana, Calif.

***“We love Prism’s color consistency and it is super easy to use,”***

said Jeff Blanchard of American Tile and Marble of Shreveport, La.

***“Prism has great colorfastness, which is huge, and it has excellent handling, making it very easy to work with,”***

said Dan Harrison from J. Colavin and Son of Los Angeles.



For more information on  
Prism Ultimate Performance Cement  
Grout or other  
CUSTOM grouts, visit  
[www.custombuildingproducts.com](http://www.custombuildingproducts.com)  
or call (800) 272-8786.



## ***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.caltile.com](http://www.caltile.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](http://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](http://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](http://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)

#### **Ready Tile Co., LLC.**

John Malizzio  
2260 Southwind Blvd.  
Bartlett, IL 60103  
Ph: (630) 497-9945  
Website:  
[www.readytilecompany.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)

### **MASSACHUSETTS**

#### **Port Morris Tile & Marble Boston LP**

David Corriveault  
63 Hicks Avenue  
Medford, MA 02155  
Ph: (617) 265-7585  
Website:  
[www.portmorristile.com](http://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](http://www.artisantileinc.com)



## MINNESOTA

### Grazzini Brothers & Company

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

### KrisStone, LLC

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

## NEW YORK

### Continental Marble

Christopher R. McConnell  
1591 Smithtown Avenue  
Bohemia, NY, 11716  
Ph: (631) 285-7265  
Website:  
[www.continentalmarble.com](http://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](http://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](http://www.millerdruck.com)

### Port Morris Tile & Marble LP

Colin Addley  
460 West 34th Street,  
17th Floor  
New York, NY 10001  
Ph: (718) 378-6100  
Website: [www.portmorristile.com](http://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](http://www.erathtile.com)

## OHIO

### Corcoran Tile & Marble, Inc.

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

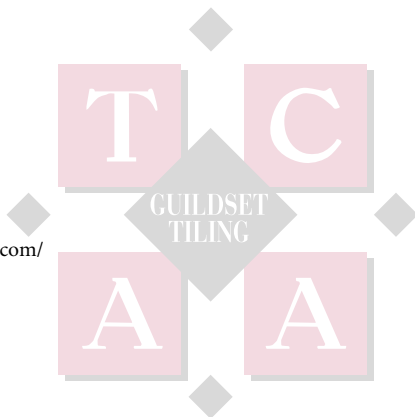
### T.H. Winston Co.

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

## WISCONSIN

### Lippert Flooring & Tile

Les Lippert  
N89 W14260 Patrita Dr.  
Menomonee, WI 53051  
Ph: (262) 437-9300  
Website: <http://lipperttile.com/>



## OFFICERS

---

### President

*Paul Del Turco*  
**DEL TURCO BROS, INC.**  
 pauldt@delturcobros.com

### Vice President

*Patrick Barrett*  
**JANTILE, INC.**  
 pbarrett@jantile.com

### Secretary

*Michael Kriss*  
**KRISSTONE LLC.**  
 mkriss@krisstone.com

### Treasurer

*Scott W. Erath*  
**WM. ERATH & SON, INC.**  
 Scott@erathtile.com

## EXECUTIVE BOARD

---

*Angelo Carapezza*  
**AC FLOORING INC.**

*Chris R. McConnell*  
**CONTINENTAL MARBLE INC.**

*Ernie Sesso*  
**SESSO TILE & STONE**

## ATTORNEY

---

*Bruce Millman*  
**LITTLER MENDELSON P.C.**

## MEMBERS

---

### AC Flooring Inc.

Angelo Carapezza  
 973-238-9739 • Angepez@aol.com

### Artisan Tile & Marble Co of NJ Inc.

Nancy Czarkowski  
 732-764-6700 • info@artisannj.com  
 www.ArtisanNJ.com

### Baybrent Tile Corp

Richard Hoshino  
 631-563-4500 • Richard@baybrent.com  
 www.baybrent.com

### BK Tile & Stone Inc.

Brandon Darmstadler  
 845-210-3535 • Brandon@bktile-stone.com  
 www.bktile-stone.com

### BRB Ceramic Tile, Marble, & Stone

William Lardieri  
 732-295-4793 • Wjbrb@gmail.com

### Coastal Tile & Marble Inc.

Andre Segatti  
 914-946-7971 • Andre@coastaltiley.com  
 www.coastaltiley.com

### Continental Marble Inc.

Christopher R. McConnell  
 631-285-7265  
 ChrisR@continentalmarble.com  
 www.continentalmarble.com

### Del Turco Bros Inc.

Paul Del Turco  
 973-483-5770 • PaulDT@delturcobros.com  
 www.delturcobros.com

### Fromkin Brothers Inc.

Jerry Piscopo • 732-225-5300  
 jpiscopo@fromkinbrothers.com  
 www.Fromkinbrothers.com

### Garcia Marble & Tile, Inc.

Juan C. Garcia  
 718-932-5141  
 Juan@garciamarbleandtile.com  
 www.garciamarbleandtile.com

### Goal Enterprises Inc.

Mary Zimland  
 718-335-4625  
 Goalentinc@aol.com

### JanTile Inc.

Anthony Casola  
 718-655-5450 • Anthony@jantile.com  
 www.jantile.com

### Joseph W Curvino Inc.

Tim Gorman  
 201-944-9262 • Tim@Curvino.com  
 www.curvino.com

### KrisStone, LLC

Michael Kriss  
 908-620-9700 • Mkriss@krisstone.com  
 www.KrisStone.com

### L & L Stone & Tile

Lenny Safftchick  
 516-349-1900 • LSafftchick@llstonetile.com  
 www.LLstonetile.com

### Marcello Tile

Vincent DeAngelis  
 518-482-4371 • Thea@marcelлотile.com  
 www.marcelлотile.com

### Miller Druck Specialty Contracting

Kevin Ennis  
 212-343-3300 • Kevin.Ennis@millerdruck.com  
 www.millerdruck.com

### VAL Floors Inc.

Philip Luppino  
 201-617-7900 • pluppino@valfloors.com  
 www.valfloors.com

### Marcello Tile

Vincent DeAngelis  
 518-482-4371 • thea@marcelлотile.com  
 www.marcelлотile.com

### Port Morris Tile & Marble Corp.

John O'Connor  
 718-378-6100 • Joconnor@portmorrilstile.com  
 www.PortMorrisTile.com

### Premier Tile & Granite Inc.

Mathew A. Messina  
 516-903-0460  
 Mmessina@premiertileandgranite.com

### Sesso Tile & Stone Contractors Inc.

Ernie Sesso 973-709-0184  
 Erniesesso@aol.com  
 www.sessotileandstone.com



# **Ceramic Tile Promotion Fund**

of Greater New York and New Jersey

---

## **Trustees**

**Scott W. Erath**

Trustee Chair

*Wm. Erath & Son, Inc.*

*Scott@erathtile.com*

**Fred Stein**

*Baybrent Tile*

*Fred@Baybrent.com*

**Christopher R McConnell**

*Continental Marble*

*ChrisR@Continentalmarble.com*

**Michael Kriss**

*KrisStone*

*MKriss@Krisstone.com*

*Learn more at [www.tilepromotion.org](http://www.tilepromotion.org)*



YOU CAN  
RELAX  
when SPECTRALOCK®  
is on the job.

November TV and  
Bose® Wave System



Don't forget about the  
Grand Prize



NEW 2019 SILVERADO 1500

To celebrate the SPECTRALOCK® Anniversary, we are giving away prizes each month!

\*NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. The "SPECTRALOCK® 15th Year Anniversary" Giveaway is open to fifty (50) United States, DC, and Canada (excluding Quebec) who are the age of majority in his or her state or province of residence at the time of entry. In addition, entrants must be a verifiable tile and stone installation contractor at time of entry. Sweepstakes is not open to the general public. Sweepstakes begins 7/1/18 ends at 12/31/18. Odds of winning depend on total number of eligible entries received. Prize images are for representation only. Actual color, model, size may vary. For entry and official rules with complete eligibility, prize descriptions, odds disclosure and other details, view [www.spectralock.com](http://www.spectralock.com). Sponsors LATICRETE International, Inc. Void Where Prohibited. \*We will award one lucky winner on the 10th day after each month. All entries for the month are eligible for that month's prize. Monthly drawings are determined by those entries only received within that month. Each entry is also eligible to win the Grand Prize, a Chevrolet Silverado 1500.

Each purchase of SPECTRALOCK® product gets you entered into our drawings.

Visit [www.spectralock.com](http://www.spectralock.com) for more information

A-8611-1018 ©2018 LATICRETE International, Inc. All trademarks shown are the intellectual properties of their respective owners.

