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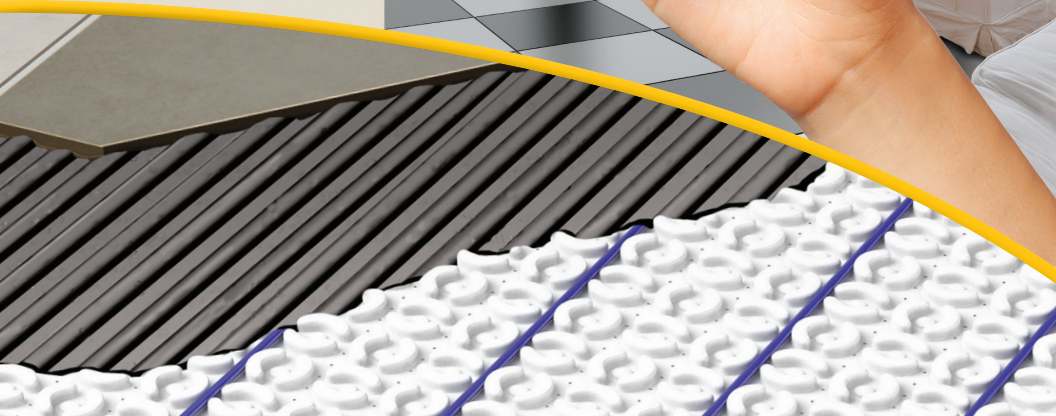


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A Message from the President

Help!



If you caught my previous “Message from the President”, in our Summer issue you may remember my concern regarding availability of installers during the summer months. Things were going quite well; April, May, June all great; until BOOM July. Within a week or two it seemed like every job we had booked from November to June, was ready to start all at once. In a short time, we went from meeting job start expectations to falling behind a week or so. By the end of July, we were starting jobs two to three weeks late. Our shop was certainly not alone. Although the Chicagoland contractors are fierce competitors, many of us loan our core crews to each other when we can. It keeps our crews busy when we are slow, and the return favor helps us when we are busy. The union did what they could but by a week into July all excess capacity was stripped. We could not find any additional labor. This is the fourth year in a row that our industry couldn’t meet summer demand.

As I am sure you can imagine the stress mounts rapidly; nasty phone calls, threats having to do with liquidated damages, firebombing our office and personal homes; you name it we have heard it. Some evenings it’s extremely hard to just fall asleep with the

three-dimensional chess game playing over and over again in your head. Your mind continually runs through the scenarios, and boy the mind can be poison. Last night I had a dream about our annual golf outing. In my dream a union official came to the after-golf dinner and brought a beautifully wrapped box and placed it on the gift table. On the box it stated in heavy black magic marker 2 by 2 by 2. Unfortunately, in my dream I did not win the box but the note inside the box made it far more valuable than the 65" flat screen TV it was placed next to. The prize was two excellent tile setters and two well qualified finishers for two weeks.

As I am writing this on August 16th; a few schools started late this week, and more will begin in the weeks to follow. The logical part of my mind tells me the worst must be over, while the creative part of my brain continues to create doomsday scenarios. In the big picture we need more labor capacity, and we all need to help educate young men and women in understanding that working with your hands and becoming a craftsman is an honorable profession and can most certainly be financially rewarding. A top tier tile setter can earn in excess of \$100,000 per year, plus there are incredible health and retirement benefits.

So help me God, as I finish this message, we just received a call from the union and they have 8 men available for work come Monday. Do you want any of them? I think there may be a bit of light at the end of our tunnel. ◆



TCAA Labor Report

John Trendell, TCAA Labor Committee Chair
Trendell Consulting LLC

CLICHÉS & IRAPS

While a cliché is thought of as being an overworked phrase, in almost all cases it is based on a truism. When it comes to a proposed rule from the Department of Labor (DOL) creating Industry Recognized Apprenticeship Programs (IRAPs), “the devil is in the details” and “beware of the fine print” could not be more true.

Certainly, apprenticeship programs are important in every industry but in fact they are the life blood of the construction industry. It is TCAA’s commitment to the International Union of Bricklayers and Allied Craftworkers (IUBAC) apprenticeship training programs, both locally and nationally, that have allowed our signatory members to prosper, grow, and remain successful for well over 100 years. The IUBAC has a high quality DOL registered apprenticeship program which has been extremely successful in conjunction with the International Masonry Institute (IMI). Now, along come IRAPs.

IRAPs are not required to be registered with the DOL, IRAPs do not require specific ratios of apprentices to journey workers, IRAPs do not have specific time based and skill-based requirements to prove continued learning and advancement. IRAPs do not require in-classroom training. IRAPs make discrimination or other wrongdoing harder to recognize and report.

So, what do IRAPs really accomplish for our industry? They allow for unscrupulous contractors to cut corners. They allow, in essence, for a permanent class of so-called apprentices, working with substandard training and education. They create unsafe jobsites and working conditions. They allow contractors to pay substandard wages. They allow the construction of buildings and infrastructure to be poorly built and detrimental to the safety and well-being of the people who live and work in those facilities.

So... after reading the “FINE PRINT” and looking at the “DETAILS”...

IRAPS WILL NOT WORK IN OUR INDUSTRY!

Currently the construction industry is temporarily exempted from IRAPs. And while IRAPs are bad for any industry apprenticeship program, this exemption needs to be made permanent for construction.

Apprenticeships and masonry have been the backbone of every civilization starting with the Towers of Babylon, continuing with the Pyramids of Egypt and the Parthenon in Greece. TCAA and the IUBAC are continuing in that great tradition and we will do so for as long as tile and masonry exists! ◆



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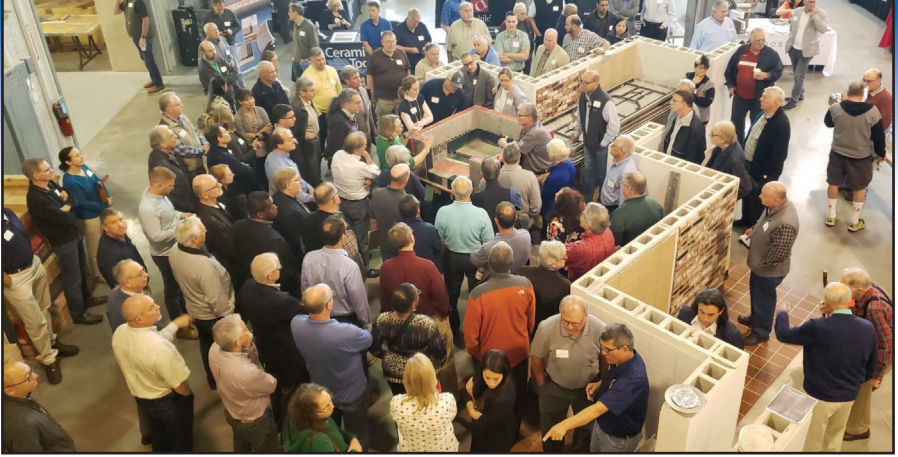
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Gavin Collier, IMTEF Tile Apprentice Coordinator shows the audience the critical points of tile membrane installation

TCAA and IMI are educating design professionals on tile and stone

by Scott Conwell, FAIA, FCSI, International Masonry Institute

IMI's Technical Corner column will return in the Winter issue of 9300 Contractor with a discussion of anticipated code changes to the maximum size and weight of exterior adhered porcelain tile, a development we think will open new opportunities for TCAA contractors. In this Fall issue, we wanted to update readers on the ongoing 2019 Tile & Stone Seminar Series.

2019 is the third successive year TCAA has combined efforts with IMI to deliver a large scale national seminar series for design and construction professionals, and this year's 8-city U.S. tour is the most ambitious series to date. As of this writing, we have delivered the half-day workshop to audiences in Philadelphia, Pittsburgh, Boston, Rochester, San Francisco, and Chicago, with Indianapolis and Las Vegas to be held after the summer break. This article will recap the Chicago event held in June 2019.

If attendance is an indicator, members of Chicago's design and construction community have a keen interest in best-practice design and installation of tile and stone. 150 attendees and 15 exhibiting companies filled IMI's District Council Training Center to capacity. Chicago's top architects, designers, tile contractors,



Apprentice tile setters work on membrane and shower receptor training mockups.



Gavin Collier, IMTEF Tile Apprentice Coordinator discusses installation of tiled shower assemblies

general contractors, CMs, owner/agencies, and national accounts attended the 5-hour event. The program presented a balance of AIA-registered continuing education seminars, material supplier exhibits, tile installation demonstrations, and a panel discussion with audience Q&A.

The classroom seminars covered the subjects of exterior and interior uses of tile and stone, and were presented by technical representatives from Mapei, Daltile, Custom Building Products, and IMI. Among the topics presented were the increased allowable sizes for adhered exterior porcelain tile expected to be adopted in the 2021 IBC, slip resistance criteria for tile floors, categories and properties of stone, tiled shower assemblies, ANSI standards for grouts, qualified labor language for architectural specifications, and countless additional information designers and contractors need to know.

The portion of the program presented by TCAA and the Ceramic Tile Contractors Association of Chicago (CTCAC) addressed the quality of TCAA and BAC-



Exhibits



IMI director Jeff Diqui promotes IMI's Masonry Monday series



Standing room only around the shower receptor mockup

signatory tile contractors, the value of TCAA's Trowel of Excellence certification, and the Advanced Certifications for Tile Installers (ACT), the national industrywide certification recognized by TCNA, ANSI, MasterSpec, and others.

A highlight of the event was the demonstration of several critical jobsite tasks by tile apprentices on the training floor. IMI's apprentice coordinator and instructors provided educational commentary addressing critical points of installation as the apprentices applied different types of membranes, large format tile, and a gauged porcelain tile (GPT) wall panel.

The program culminated with a lively panel discussion which I had the honor of moderating. The panel comprised TCAA president Brad Trostrud, IMI apprentice coordinator and journeyman tile setter Gavin Collier, a tile and stone supplier, and setting materials manufacturers. The audience asked thoughtful questions about



Desiree Martyniuk of Ceramic Tile Contractors Association of Chicago staffs the TCAA exhibit



Howard Jancy of Custom Building Products presents *Spec It and Forget It*.



Jim Whitfield of Mapei and Allison Santarossa of Daltile present *Challenges and Growth Opportunities in Exterior Tile & Stone*



Standing room only at the membrane mockups

floor preparation, about how the contractor bids certain conditions, about the increased use of GPT, about current industry trends, about the comparison of ceramic tile to plastic products like LVT, about the cost-to-benefit ratio of qualified labor, and many other thought-provoking questions.

As each of the preceding conferences in the national series thus far, the Chicago-area Tile & Stone Expo was a wonderful opportunity for the local design and construction community to learn the latest information about best-practice design, as well as a great opportunity for TCAA and IMI to educate and promote the value and quality of skilled union tile setters and contractors.



Panel moderator Scott Conwell of IMI and panelists Scott Chouinard, Daltile; Howard Jancy, Custom Building Products; Gavin Collier, IMTEF; Brad Trostrud, Trostrud Mosaic & Tile Co.; and Jim Whitfield, Mapei



IMI apprentice instructors provide educational commentary for the architects as tile setter apprentices install a full size gauged porcelain tile (GPT) wall panel

John Trendell to Receive Prestigious Lifetime Achievement Award!



The Tile Contractors' Association of America (TCAA) is pleased to announce that John E. Trendell, President of Trendell Consulting, LLC will receive the GIACOMO DELAZZERO LIFETIME ACHIEVEMENT AWARD, which will be presented during the 2019 Total Solutions Plus industry conference, in Nashville, TN on October 28th. This very prestigious award is only given to individuals whose contributions to TCAA and the ceramic tile industry have, indeed, been extraordinary and a lifetime commitment. In fact, only 4 previous industry giants have been recipients; Giacomo DeLazzero (the 1999 award winner for whom the award was later named), Eugene G. Grazzini, Sr., Robert Smyth, and Raymond Byrne.

Trendell has been a part of the tile and stone business for 44 years, having started his career with the Cleveland Marble Mosaic Company in 1975. He started his own ceramic tile installation company in 1981 and has been a leader in our industry ever since.

His most recent industry recognition was as recipient of the 2015 TCAA Carl V. Cesery award for outstanding service to the tile industry, which is a prerequisite of the Lifetime award. Trendell has held every office in TCAA, including president in 2010/2011. His passion for labor is reflected by his 20-year tenure as TCAA Labor Committee Chair. Recognizing the importance of industry standards, Trendell is a TCAA representative on the American National Standards Institute (ANSI) and Tile Council of North America (TCNA) Handbook committees.

He was instrumental in creating the industry partnership that led to qualified contractor language becoming part of the TCNA Handbook in 2012. He went on to play a key role in creation of the Advanced Certifications for Tile Installers (ACT) program and continues to serve on the ACT Task Force committee.

Trendell's strong interest in the men and women who are the craftworkers and backbone of the industry has led him to serve on numerous local and national committees, and boards including apprenticeship and training programs. Currently, he serves as a trustee for the International Pension Fund, the International Masonry Institute, the International Council of Employers, and is Co-Chair of the International Union of Bricklayers and Allied Craftworkers Ceramic Tile Labor Management committee.

John has been married to the same wonderful gal, Mary, for 45 years! (Yes, that is even longer than he has been in the tile business). They also have raised 3 beautiful daughters.

TCAA congratulates John Trendell on receiving the Giacomo DeLazzero Lifetime Achievement Award and is grateful for his service to the industry and our association. ◆



Kristin Cavallari
CEO / TV Personality / Author

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Free Resources from WhyTile.com

by Kathy Meyer, Director of Marketing,
Tile Council of North America (TCNA)

When you need to know more about ceramic tile benefits or applications or if you want to better understand the concerns of plastic based materials (PBM), such as LVT, LVP, WPC, SPC, RCB, etc., Whytile.com is a comprehensive resource built just for you.

The ceramic tile industry jointly created a free resource— WhyTile.com—that houses easy-to-access information on the time-honored benefits of ceramic tile, as well as inspirational design options and spaces to use tile.

WhyTile.com's vast information prepares you for your best work; easily share tips and tools with designers, architects, specifiers, distributors, retail sales associates, contractors and installers (tile professionals) for success in specifying and selling ceramic tile.

Design, durability, health, and safety elements are baked right into ceramic tile. Be sure you and your associates know the advantages ceramic tile has as a surface material, especially in light of the questionable claims being made by PBM.

The Why Tile® website offers comprehensive information for two audience paths: residential consumers/ DIYers and commercial tile professionals. The consumer side of Whytile.com allows the tile professional and their customers to discover all the benefits of ceramic tile, grouped into four categories: Healthy Spaces, Style for All, Easy Care, and Heritage. These categories are supported by an extensive searchable Design Gallery, with more than eight hundred inspiring images. A free downloadable "Field Guide to Tile" is also available to help consumers prepare for selecting the right tile for their next project.

There are over thirty WhyTile.com blog articles on the latest ceramic tile trends and industry news. Ceramic tile benefits vs. PBM concerns are common topic threads in most of the Why Tile blogs. For example, the topic of ceramic tile as a healthy choice over other flooring materials can be found in several blog articles. (Tile has no VOC's, no allergens, no formaldehyde, no PVC, no plastic, and inhospitable to bacteria, fungi, mold, and irritants that can contribute to allergies and has none of the health or environmental concerns associated with plastic.)

The commercial side of Whytile.com has resources geared towards the professional audience. The Industry Tool provides ceramic tile information on eight different industries and the advantages designing with ceramic tile brings to each industry. This tool helps the tile professional articulate with confidence ceramic tile benefits for their customer's specific industry.



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The Application Tool assists the professional in demonstrating how ceramic tile is an appropriate material for any space. From office parks, to libraries, breweries and resorts, ceramic tile has proven to be a versatile material for both indoor and outdoor construction.

The case studies on Whytile.com illustrate the advantages of ceramic tile in real-life scenarios—why tile was chosen as the preferred building material, and how design and functionality were improved using ceramic tile. WhyTile.com case studies are curated ceramic tile projects, ideal for tile professionals to share with customers to illustrate what can be achieved when selecting ceramic tile.

The Why Tile team continues to add new blog articles, applications, and case studies, so be sure to check back often to find new and inspiring content on Whytile.com. You can also follow new WhyTile.com additions on social channels: Facebook, Twitter, Instagram, Pinterest, and LinkedIn.

In addition, WhyTile.com offers exclusive resources for Why Tile Partners. These additional free tools and support are located on the Why Tile Partner site (partners.whytile.com). There is no cost to become a Why Tile partner; by registering as a partner, you receive news and tools as soon as they are published. The Why Tile Partner resources include a Why Tile Partner Activation Kit, Why Tile branding, social media content ready for posting, prepared presentations on many topics, and more.

The Why Tile Partner Activation Kit includes a Why Tile Quick Start Guide, Tips for Social Media, Why Tile Benefits brochure, and a Why Tile poster. Printable files are available with printing instructions for in-house printing or professional printing so you can share Why Tile resources with your colleagues and customers.

The Why Tile team provides prepared monthly social posts for your own customer campaigns and use within your own social channels. The Why Tile social posts are uploaded at the beginning of each month to the Partner site. All we ask is that you use #WhyTile on all your posts. Be sure to follow the Why Tile social channels for even more content that you can like and share each week.

Several presentations are on the Why Tile Partner site that can assist you to convey industry issues and news. The most recent addition is the presentation of Preliminary Research Results on Plastic Based Material (PBM). This presentation covers waterproof, mold, slip resistance, and scratch issues of PBM, along with discrepancies between ads and warranty exclusions. The partner site also houses a comprehensive Why Tile presentation, which covers the benefits of ceramic tile and is broken into three segments:

- 10 Reasons to Select Ceramic Tile for Your Next Project
- Why Specifiers/A&D Should Select Ceramic Tile
- Ceramic Tile Vs. Other Materials

These presentations are for your use, either as education for you and your employees, or to share with customers, to amplify the strengths of ceramic tile.

The advantages of all the free Why Tile resources help yourself and your employees become educated and excited about choosing ceramic tile. Especially for those who already know and love ceramic tile, Whytile.com is a user-friendly resource to share with customers and potential customers. ◆

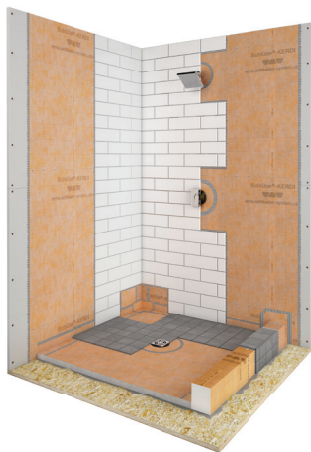


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Spotlight on Outstanding Northern California BAC Local 3 Installer

Andreas Bernal Holds All Seven ACT Certifications and More!

by Darin Compton, Business Representative/Lead Organizer
BAC Local #3-Bricklayers-Tile Layers & Allied Craftworkers

I would like to recognize one of our BAC Local 3 Members Andreas Bernal, who has been outstanding particularly in the areas of journeyman upgrade training and certifications.

A little background about Andreas; Mr. Bernal immigrated from Guadalajara Mexico in 1997 as a young teen and shortly thereafter began working in the predominantly non-union residential construction industry as a tile helper. Andreas moved up quickly and became a tile layer within 18 months where he remained working for four years. Later when Andreas was recruited by BAC Local 3 and hired by one of our signatory tile contractors, in Andreas' words: "I knew everything, I was a journeyman!" When Andreas was evaluated by our then JATC coordinator Lupe Ortiz; Andreas showed promise but was not a journeyman! Andreas said "that evaluation opened my eyes, I could see that there was a lot of knowledge to be gained by staying in the program!" During his apprenticeship Andreas placed second in our local apprentice tile run-off contest and went on to take first place in the Western States Apprentice Contest.



Being a graduate of our state certified training program not only provides the valuable training to become a quality installer, but also helps the employer to comply with the various senate bills and project labor agreements "Skilled and Trained Workforce" requirements, making any graduate a very valuable employee.

After graduating the Northern California Tile Industry Apprentice Training Program Andreas was not finished, he went on to attend and gain certifications in nearly every journeyman upgrade course our training program offers. Andreas holds an



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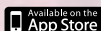
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OSHA 30 card, attended our foreman training class, is certified for: boom lift, scissor lift, attended Blueprint Reading, and is certified for CPR and First Aid.

Andreas also holds all seven Advanced Certifications for Tile Layers (ACT) which certifies tile installers for both the hands-on skills and specification knowledge in the areas of: Grouts, Large Format Tile & Substrate Preparation, Membranes, Mortar (mud) Floors, Mortar (mud) Walls, Shower Receptors and Gauged Porcelain Tile/Panels. ACT certification for tile layers not only assures employers and developers of quality installations but will help our signatory contractors to meet specifications on upcoming projects. Master Spec has recently updated and added Advanced Certifications for Tile Installers (ACT) to its tile installation qualifications. The Bricklayers and Allied

Craftworkers (BAC) installers currently have more ACT certifications than any other industry organization.

Andreas is a foreman now working for one of BAC's largest signatory contractors and enjoys being one of the industry's most highly trained installers. He has hinted at wanting to attend one of the few courses he has not already completed: our Contractor Development Program (CDP) for members who may be considering becoming a union contractor themselves. With a wife and three children, Andreas is adamant when he tells me: "I am really proud to be in the union, and happy for the opportunities it has provided me and my family!"

"Live proud there is no substitute for skilled labor!"

- Darin Compton



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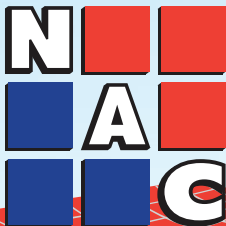
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TCAA Announces 2019 Scholarships

Since 2001, the Tile Contractors' Association of America (TCAA) has had the honor of awarding annual merit-based scholarships to outstanding architectural students. TCAA is committed to rewarding high achieving students who will lead their industry, shape the language of design, and create new ways of utilizing tile and stone for public and private space as art for habitation. As of August 2019, TCAA has awarded a total of \$76,000 in architectural scholarships.

TCAA also offers a scholarship award to relatives of our TCAA Contractor members. This program is designed to recognize the academic achievements of our exceptional college, or college-bound, students with a \$2,000 scholarship. As of August 2019, TCAA has awarded 20 family scholarships.

Congratulations to the TCAA 2019 ARCHITECTURAL SCHOLARSHIP Recipient



MELISSA SMITH

Melissa Smith is in the Master of Architecture 5-year degree program at the University of Kansas, in the School of Architecture & Design. She is ranked in the top 10% and her cumulative GPA is 3.96. Melissa will graduate in 2021.

In a letter of recommendation, Kent Spreckelmeyer, Professor of Architecture, stated "Melissa sets high standards for herself, and she is always pushing to improve her performance and expand her knowledge base. I currently teach Melissa in my "Architecture for Health" seminar, and she brings a dedication and devotion to her work which is exemplary." Melissa said of herself "Simply put, I am in school to learn. I want to learn to design, I want to learn to listen, I want to learn to lead, to think, to write, to communicate. I've had a love for learning my whole life, and all that I've done in my educational career has been geared towards learning. I like to push myself to explore new areas, read unusual books, or take interesting classes. My goals at the University of Kansas (KU) specifically have been to learn as much as I can while honing the skills I'll need in my architectural career. Although architecture is my chosen profession, I do not want to be limited to learning only about architecture. While taking all required architecture courses, I have also taken many outside electives that are not required by my degree or by the university. I think it's very useful to have a broad knowledge of the general world in addition to one's chosen specialty because it can prove - and has for me many times - quite useful. To learn about architecture, I am taking full advantage of the courses offered and am planning to take more than the required amount. For example, I'm currently taking courses to get my Health and Wellness certificate because I am interested in healthcare architecture. To learn leadership, I'm serving as the Vice President for Architecture Student Council. This group recently restarted after being inactive for over ten years, so I have learned much about building something from the ground up and designing it to function long after I'm gone. I joined the swing dancing and the Argentine tango clubs to have a bit of fun and to learn new unfamiliar dance styles. In fall 2019 I will be

studying abroad in Copenhagen for the semester where I hope to learn much more about sustainable architectural practices. Additionally, I hope to learn about differing cultures and gain more personal knowledge about myself along the way.”

Each year, TCAA extends an invitation to the architectural scholarship recipient to attend the Total Solutions Plus conference. This provides them the opportunity to experience the wonderful people and products within our industry, and to learn why ceramic tile is a wise and sustainable choice with an endless amount of design possibilities. Unfortunately, Melissa will not be able to attend since she will be studying abroad this Fall. We wish her well! □

Congratulations to the 2018 TCAA FAMILY SCHOLARSHIP Recipient

ARIANA BONDI



Ariana Bondi is the stepdaughter of Chris Leva, president of the E. G. Sackett Co. She is a 2019 high-school graduate of Our Lady of Mercy School for Young Women in Rochester, NY and will be attending Niagara University, a premier private university in the Buffalo-Niagara region of New York this fall.

Ariana’s Business Teacher, Julie Arena, stated “while many students elect an easier schedule during their senior year, Ariana’s schedule included three college level business courses

in addition to an advanced Microsoft applications course, which required a lot of lab work”. Arena said “I found Ariana to be very responsible and capable. She has demonstrated the skills necessary for success in college and in the workforce”.

Ariana’s career interests are in education and social work. While attending Our Lady of Mercy High School, Ariana became interested in educating and helping others. She sees herself as a woman who will teach children to use their voice, to show their strength, be mentors to others, and help their communities blossom.

Ariana’s senior project focused on poverty in Rochester New York. She collected many items for the Open Door Mission’s Transitional Housing Unit for Women and Children, which opened her eyes even more to the opportunity to help others, and made her realize what she wanted her career focus to be. Ariana said *“I want to use the gifts that I have gained from my family, friends and high school to help communities in any way I can; specifically, in my future profession. I will continue to volunteer at homeless shelters, donate, and give back to my community as I continue my journey in education. Our Lady of Mercy High School has not only led me to where I am today but has strengthened my relationship with God. As the Lord Jesus said, “it is more blessed to give than to receive” (Acts 20:35). Those words drive my inspiration to focus my career on helping people.”*

Please Consider Donating to the TCAA Scholarship Fund!

TCAA Scholarships are 100% funded by donations. If you would like to help us support tomorrow’s outstanding leaders, you may wish to consider making a tax-deductible donation to the scholarship fund. Contributions should be made payable to Truman Heartland Community Foundation and can be mailed to:

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History of Tile

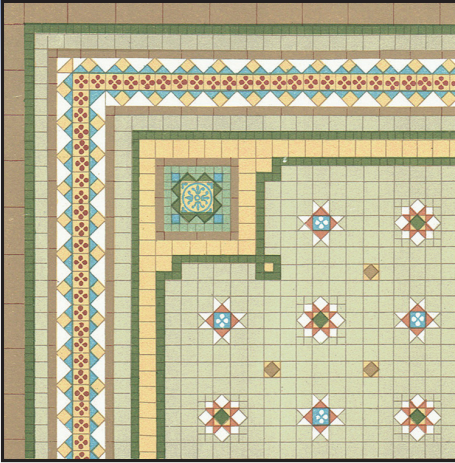


Fig. 1. Star Encaustic floor tile illustration, circa 1900. Source noted in text.

Ceramic Mosaics – Itty-bitty Tiles with Tales to Tell

Musing from time to time over the years I've wondered about the origin of these little tiles we call ceramic mosaics. Of course, we know that archeologists have unearthed beautiful mosaic murals in Great Britain and Europe as well as the Near and Middle East dating into pre-Roman times. But what about the manufactured tiles that seemed to “magically” appear in the United States just prior to the turn of the last century? Where and why, when their predecessors, encaustic tiles, had dominated the floor tile market for over two decades?

In search of an answer I was paging through William Furnival's 850-page tome published in 1904 *Leadless Decorative Tiles, Faience and Mosaic* (the first book purchased for the Tile Heritage Library back in 1987), and I came upon a picture of an encaustic tile floor produced by the Star Encaustic Tile Co. in Pittsburgh, PA that struck me at first glance as ceramic mosaic (Fig. 1). History tells us how this company, credited with producing the first commercially viable encaustic tiles in the U.S., had struggled to develop this inlaid tile with its medieval roots. In what was then the late 19th century, encaustic tiles were problematic (read “expensive”) to produce! Here lies, I think, at least a part of the answer.

From an undated catalog (No. 108) of The Mosaic Tile Company in Zanesville, Ohio: “Un glazed ceramic mosaics are a machine-made, dust-

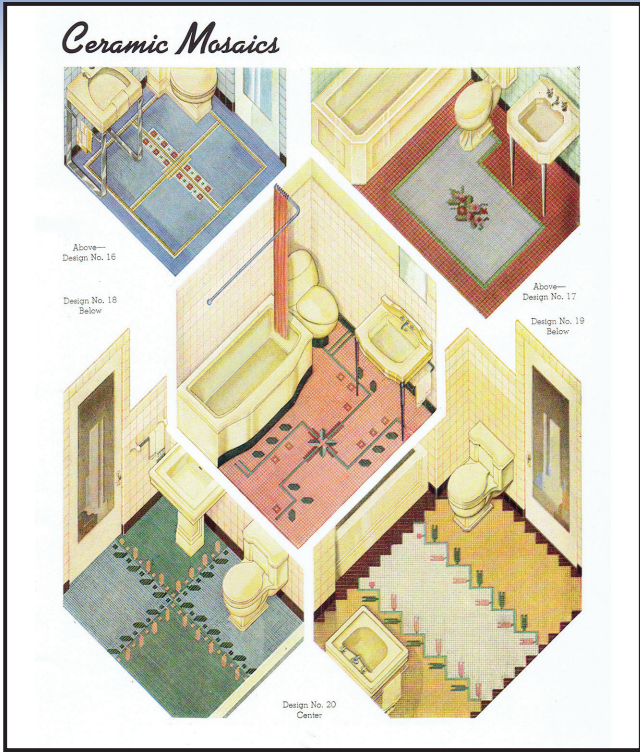


Fig. 2. Bird's eye view of five bathrooms with ceramic mosaic "feature designs" on the floors, circa 1930. Mosaic Tile Company. Catalog Collection, Tile Heritage Foundation.

pressed tile available in a selection of colors. They are manufactured in all standard square, oblong and hexagonal shapes... including pentagons and octagons in all colors. Square edge units only. The various colors are achieved by the addition of mineral oxide stains to different blends of clay; the surface color prevails throughout the thickness of the tile and is permanent. All ceramic mosaics are extremely durable and can be recommended for floors and wainscots either for interior or exterior installations."

Ceramic mosaics were ideally suited for design elements to jazz up virtually any space. Every manufacturer offered a wide assortment of standard designs, which were illustrated in product catalogs (Fig. 2), and custom designs were encouraged.

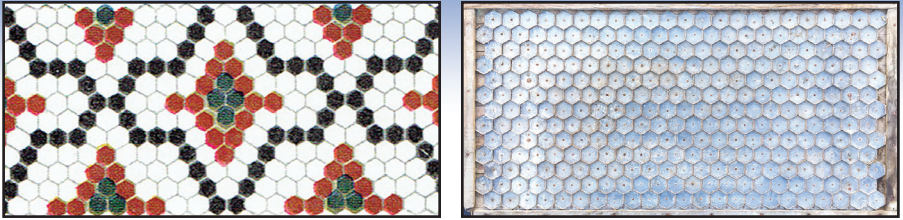


Fig. 3. Mosaic Tile Company Design C 3035, 1-inch hexagon with its accompanying 2 sq. ft. assembly tray. Tile Heritage Foundation Collection.

But just imagine the “nightmare” for the workers, almost exclusively women, at these tile factories who were responsible for putting together these feature designs made up of hundreds of itty-bitty ceramic tiles! Adjacent to each worker’s station would be piles of tiles, each pile a different color, from which she had to pick the right color and the right position on the two square foot assembly tray (Figs. 3 & 4).

By the mid-1920s competition in Zanesville was fierce with Mosaic Tile Co. competing with its neighbor, American Encaustic Tiling Co., for prominence in the tile world. According to Norman Karlson in *The Encyclopedia of American Art Tiles*, Mosaic employed roughly 1250 people at that time! And although American Encaustic was the larger firm, its Zanesville plant closed in 1935 after 60 years of production, while its competitor, Mosaic, spanned 78 years closing in 1972.

As for the ceramic mosaic with its durability, versatility, color and design options, and comparatively low cost of both production and installation, this itty-bitty tile remains one of the most popular tile choices throughout the world today.

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

www.tileheritage.org



Fig. 4. Mosaic Tile Company Design C 1011, ¼ Square Straight Joint with its accompanying 2 sq. ft. assembly tray. Tile Heritage Foundation Collection.



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