

WINTER 2021

093000 CONTRACTOR

TILE CONTRACTORS' ASSOCIATION OF AMERICA | THE VOICE OF SIGNATORY TILE/STONE CONTRACTORS



ONE CHICAGO—BOURBON TILE & MARBLE, INC.

FEATURED INSIDE

IMI's Scott Conwell—Recipient Of TCAA's 2021 Carl V. Cesery Award
Total Solutions Plus 2021 Review
Aesthetic Considerations of Tile





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John Trendell
Trendell Consulting LLC
TCAA President

OLD TILE CONTRACTORS NEVER DIE, THEY JUST...

Wait! Wait! Okay, okay, I know. My time as president of the Tile Contractors' Association of America (TCAA), the greatest ceramic tile organization in the world, is almost up. But TCAA has been a part of me, and I have been part of TCAA, for over a quarter of a century. So, please, allow me a little “turn back the clock” time to reflect.


The friends, organizations, and all the people I have met in this great industry during my career are innumerable. All have the same love and passion for what we, together, accomplish in contributing to the manufacturing, distribution, and installation of a building product second to none. But, I really need to give special recognition to four.



First, **Jerry Leva**, of the E. G. Sackett Co. When I first became involved as more than just a member of TCAA, it was as a member of the labor committee. Jerry was also a member. He showed me the tact needed to work with people to accomplish the goals of all sides. Jerry was always a gentleman, always positive, and yes, as tough as nails when needed. I followed Jerry through the different chairs of TCAA's leadership, and he was the best mentor a person could have had.

Second, **John Mason**, retired National Craft Director of Tile/Marble/Terrazzo for the International Union of Bricklayers and Allied Craftworkers (IUBAC). I first met John 35 years ago when he was the business agent of the Detroit IUBAC ceramic tile local. Here I was, a young brash kid of 31 trying to grow a business with even younger employees that, maybe, just maybe, I was trying to hide from John. Well, of course John caught up with me and made sure that everyone who worked for me was a bona fide union member and was getting the proper training to become journeyman craftworkers who would help make my company successful.

But it was John's contributions to the ceramic tile industry—when he and I worked together, nationally, to help put qualified installer language into the Tile Council of North America (TCNA) Handbook and to work with all sides on any issue—that showed me the patience and perseverance required to make things happen no matter how entrenched long-held beliefs might be.



Third is an organization, the **International Masonry Institute (IMI)**. IMI, for me, is the most important organization for the advancement of the ceramic tile industry in the country. TCAA represents the interests of IUBAC signatory tile contractors. IMI represents the interests of IUBAC members. But, it is the overall training, marketing, and education that IMI provides to everyone, both nationally and locally, that puts them at the “head of the class” when it comes to the advancement of our industry. (One person in particular, Scott Conwell, deserves a shout out, but more on Scott in my labor article.) I proudly serve as a trustee on IMI’s board.

Fourth, WOW! (I am actually tearing up as I write this.) **Lucinda Noel**. Of course everyone knows her simply as Lucinda. Lucinda and I started our careers at The Cleveland Marble Mosaic Co., mine in 1975, hers in 1979. I was an estimator, and she was a secretary. But it immediately became apparent that she was in charge. The office manager told me that during her interview she had more questions than he did and that he felt like he was the one being interviewed.

Well, I went off to start my own business, and she became the ceramic tile estimator. Then as our dreams got bigger, Lucinda joined me as we opened a second office, mine in Toledo, hers in Cleveland. I say her office because anything Lucinda does, she takes ownership and responsibility for. As my family grew, I realized I needed to be

more of a father and a husband to my family and not some big time contractor with no time for my family. So Lucinda took on ownership of her own company in Cleveland and for 25 years was a great success. All through the years we have been each other’s sounding boards and confidants when it comes to all things tile.

Of course our paths are once more so interconnected, hers as TCAA’s executive director and mine as president. It has been her hard work and dedication to TCAA that has made this organization a growing and vibrant contributor to the ceramic tile industry.

For all of our trials and tribulations, it has been a great adventure for both of us. Thank you, Lucinda.

Well, here I am, soon to be past president. But, I promise, I will not fade away just yet. As past president, I hope to be a connection to TCAA’s great legacy and a source of information for all TCAA members, past, present, and future. My passion for this industry will also continue as I plan on contributing by continuing as a trustee on the IMI board.

Of course it has always been about the journey. I look forward to as many years as I am allowed, to be a part of this great industry we call ceramic tile, in any way I can. ■

ENJOY THE RIDE!

IMI'S SCOTT CONWELL

RECIPIENT OF TCAA'S 2021 CARL V. CESERY AWARD

Congratulations goes out to the International Masonry Institute's (IMI) Director of Industry Development and Technical Services, Scott Conwell, FAIA, FCSI, CDT, LEED AP, this year's Cesery Award Winner!

Boy! I know that was a mouthful citing Scott's title and credentials, but it doesn't even come close to describing what Scott and his contributions to the ceramic tile industry mean to all of us who know and work with him.

As I mentioned in my president's message, I consider IMI and the wonderful women and men who work there to be some of the strongest advocates for ceramic tile in the country. And Scott Conwell stands out as a leader of the organization's expertise, education, and marketing of ceramic tile.

TCAA's Cesery Award has been given out since 1964 to recognize those in the



Scott Conwell

Director of Industry Development
International Masonry Institute

**TCAA's 2021
CARL V. CESERY
AWARD RECIPIENT**

ceramic tile industry whose contributions and leadership have advanced the use of ceramic tile and served the industry with distinction. Scott has certainly been all of that! The award itself is a 5-inch embossed bronze medallion and is the work of noted American sculptor, Gilroy Roberts, who also designed the Kennedy half dollar.

Scott has represented the tile and masonry industry for over 25 years through his work for the IMI. His work includes delivering meaningful education on design theory and constructability with an emphasis on ceramic tile and stone. He has delivered over 1,000 seminars across the United States and has presented



internationally in Italy and Spain. He is a frequent contributor to national trade and technical magazines. In fact, he is so well known as an expert of ceramic tile, he has been asked to lecture at architectural and construction management schools.

Scott is nationally known for his contributions to the development of ceramic tile standards and best practices. He is an active member of the Tile Council of

North America (TCNA) Handbook Committee and the American National Standards Institute (ANSI). As a member of ANSI he participated in the development of the first-in-the-world installation standard for gauged porcelain tiles and tile panels.

His expertise in architectural detailing of ceramic tile and masonry is again, nationally known. There isn't an architect in the country who has not benefited from his expertise in the practical aspects of how to design with ceramic tile. His most recent work has been the production of the details and graphics for the newly published ceramic tile curriculum used at IMI training centers nationwide.

Scott has done as much as anyone in our industry to help promote, educate, and train all of us in the benefits of ceramic tile. Again, I want to congratulate a gentleman all of us know and respect and a man I call a true friend, Scott Conwell, this year's recipient of the Carl V. Cesery Memorial Award! ■

John Trendell
TCAA Labor Committee Chair
Trendell Consulting LLC



TOTAL SOLUTIONS PLUS 2021



If you did not attend, you missed a great event—education and fun can cohabit.

Total Solutions Plus (TSP) is presented by four major industry associations—Ceramic Tile Distributors Association (CTDA), National Tile Contractors Association (NTCA), Tile Contractors' Association of America (TCAA), and Tile Council of North America (TCNA).

TSP is an annual conference that brings professionals from across the ceramic

tile & stone industry together to network and learn from each other, as well as the venue where decisions that impact the future of the ceramic tile/stone industry are discussed and made. Attendees understand the value of shared knowledge in an industry where methods, materials, and technology are constantly changing.

TSP 2021 was held at the Hyatt Regency Jacksonville Riverfront Hotel in Jacksonville, FL October 24–26, 2021. It was absolutely wonderful to see friends



and colleagues in person once again. Leading up to the actual conference, interested parties and committee members of the TCNA Handbook committee attended a four-hour meeting Saturday morning to discuss and vote on revisions to the TCNA Handbook. Then on Sunday, TSP's four partnering associations held individual board meetings, followed by area activities and an opening reception that evening, after which the TCAA held their annual contractor dinner, sponsored by the International Masonry Institute (IMI) and International Union of Bricklayers and Allied Craftworkers (IUBAC), under a covered patio at Morton's Steakhouse just off the hotel lobby. It was a beautiful evening with great food and fellowship that was enjoyed by everyone who attended. Another highlight was having TCAA's 2021 architectural scholarship winner, Natalie Pearl, who is enrolled as a full-time student in the Master of Architecture

program at the Massachusetts Institute of Technology, join us for dinner. Engaging architectural/interior design students in the world of ceramic tile through the TCAA scholarship program is a rewarding investment in the future.

Both Monday and Tuesday mornings began as a joint session with attendees networking, enjoying a delicious breakfast, and being motivated by inspiring keynote speakers. Then, there were various breakout sessions to choose from throughout the mornings and afternoons with topics ranging from business issues to technical installation subjects. At lunchtime everyone gathered for the awards luncheon, during which each partnering association recognized an outstanding member of the ceramic tile industry for their exceptional contributions. (Two of the four partnering associations presented their awards at the



luncheon on day one, and the other two associations presented on day two.) The exceptional service and commitment that each recipient has modeled throughout their career is truly commendable.

Tabletop exhibits were open Monday evening and Tuesday morning, giving opportunities for companies to showcase their products and network with current and potential customers. The room was filled with synergy. The conference closed on Tuesday evening with a Margaritaville themed dinner that included a live band, dancing, various games on the sidelines, and plenty of good conversation and laughs. TSP 2021 was indeed both an enjoyable and educational event. ■



TOTAL SOLUTIONS PLUS 2022



All contractors, manufacturers, and distributors are encouraged to plan on attending **TSP 2022 Sunday November 6, 2022** through Tuesday November 8, 2022 at the **Hyatt Regency Indian Wells Resort, Indian Wells, CA**. Once you attend, you won't want to miss it! (Registration for TSP 2022 will open in the spring.)



TCAA 2022 OFFICERS

Tile Contractors' Association of America (TCAA) installs new officers during the annual contractors' business meeting at Total Solutions Plus.

TCAA Officers as of January 1, 2022:

- **John Trendell** (Trendell Consulting, LLC—East Aurora, NY) completed his second two-year term as TCAA president and assumes the position of past president
- **Michael Kriss** (KrisStone, LLC—Roselle Park, NJ) previously serving as president-elect is the new president of TCAA serving a two-year term
- **Brian Castro** (DTI of Illinois, Inc.—Aurora, IL) previously serving as TCAA treasurer moves to the position of president-elect
- **Andy Kornoski** (Artisan Tile, Inc.—Brighton, MI) previously serving as a director moves to the position of treasurer
- **Ron Schwartz** (J. Colavin & Son, Inc.—Los Angeles, CA) serving a second two-year term as a director
- **Kevin Trevisan** (Roman Mosaic & Tile Co., Inc.—West Chester, PA) serving a second two-year term as a director
- **Scott W. Erath** (Wm. Erath & Son, Inc.—Amityville, NY) has served the TCAA Board in the past and is now serving a new two-year term as a director.
- **Nick Rusche** (T.H. Winston Co., Inc.—Cincinnati, OH) has served the TCAA Board in the past and is now serving a new two-year term as a director.



Bourbon Tile & Marble, Inc. • Buffalo Grove, Illinois

One Chicago—Chicago, IL

A 2.1-Million-Square-Foot Development with 150,000 Square Feet of Ceramic Tile

One Chicago is a two-tower mega-development that sits above a 10-story podium connector occupying nearly the entire block located at 1 West Chicago Avenue, Chicago, IL. The property was purchased from the Archdiocese of Chicago and is directly across from Holy Name Cathedral. One Chicago is a mixed-use, 2.1-million-square-foot complex. The east tower is a 76-story building that is primarily residential, and Chicago's eighth tallest structure at 971 feet. The west tower has 49 stories at a height of 574 feet. Amenity areas are located throughout, with common areas in between. There are three apartment rental types available in a multitude of layouts. Condominium sizes begin at 1,271 square feet for a one-bedroom and scale up to 10,412 square feet for a five-bedroom penthouse duplex

starting at \$1.75 million and maxing out at \$28 million.

JDL Development developed the complex, with Goettsch Partners, Inc. and Hartshorne Plunkard Architecture (HPA) providing the designs. The general contractor, Power Construction, selected Bourbon Tile & Marble, a Chicago area contractor, to furnish and install the ceramic tile finishes. This project involved 150,000 square feet of tile work, which was primarily large format tiles from Fiandre, Roca and Ariostea ranging in size from 12"x24" to 60"x120". Bourbon Tile began the ceramic tile installation in October 2020 and completed in December 2021. Nancy Bourbon (owner) and Christine Bailey (project manager) oversaw all aspects of the project alongside Danny Bourbon (superintendent), Matt Jaicomo (foreman), and their talented crew of craftworkers.

The east tower encompasses 276 apartments on floors 10–42 and 77 condo units on floors 44–66 with a total of 554 bathrooms that were tiled by Bourbon. The apartment baths utilized 24"×48" tiles on the floors, tub walls, shower surrounds, and tub fronts with access panels totaling 72,000 square feet. The condo units utilized 60"×120" tile panels (31,000 square feet), 30"×60" tile panels (28,000 square feet), 2"×2" mosaic tile, and 12"×24" tiles (8,500 square feet). The condo master bath walls, shower surrounds, and shower floors were clad with 60"×120" tile panels. (Yes, that is correct, 5'×10' tiles.) All second and third condo bathrooms received 30"×60" tile floors & shower surrounds, and 2"×2" mosaic tile at the shower floors. Laundry rooms were tiled with 12"×24" tiles. Bourbon coordinated six different color options in the bathrooms and four different color options at the laundry rooms. In addition, 10,500 square feet of various tiles were installed at numerous amenity areas throughout the project.



Laticrete® installation products were used for floor prep (NXT Level and Patch), waterproofing/crack isolation (Hydroban), tile installation (TriLite), grout (Permacolor), and caulk (Latasil & Premium Acrylic). Nuheat floor heat mats were installed beneath the tile at the master bath floors in the condo units. Sand and cement were used to build curbless shower pans in the apartments, the second and third condo bathrooms, and Americans with Disabilities Act (ADA) condo master baths. The non-ADA condo master baths received a full curb, which was also built on site with sand and cement.

The project was not without **challenges** related to utilizing large format 60"×120"×6mm tile panels:

- One of the shower walls in each condo master bath required a very large cut-out for a niche and several smaller cut-outs for a bench. Typically, cut-outs of this sort would compromise the structural integrity of a 60"×120"×6 mm panel and would not be recommended by the manufacturer. To overcome this challenge Bourbon adhered

Schluter's 5/8" Kerdi Board to the back of the tile panels and cut out the required openings with a water jet to provide stability and allow for a seamless panel. Bourbon Tile's experience, creativity, and skill allowed for installation to proceed in accordance with the designer's intent.

- Anywhere from ten to twenty 60"x120" panels were required per condo master bath. The external skip elevator was scheduled to be dismantled before the bathrooms were ready for tile installation, and the internal elevator would not accommodate the number of panels needed on each floor. Bourbon Tile coordinated getting the panels from the vendor to pre-stock the upper floors over a period of three weekends before the skip elevator came down. The panels then had to be secured and fully protected from any damage on site. Since the niche walls had to be field-measured and custom-fabricated, those panels were transported one-by-one when ready to be installed



using the doghouse (raised section in the rear of the cab) in the freight elevator.

- Due to tight corners in the condo units, drywall had to be left off in some areas until after tile installation so the larger 60"x120" panels could be passed through or navigated around.

Nancy Bourbon, owner of Bourbon Tile & Marble, commented, "Larger format tile is becoming more and more popular, and the sizes of the panels that are being manufactured seem to grow each day. Despite the large format dimensions, the thickness is decreasing. The condo bathroom material on this project was all 6mm thick, which is a little less than 1/4". Although we've used large panels in bathrooms before, the quantity used on this project and the detail involved required us to think outside the box to achieve the desired design intent."



About Bourbon Tile & Marble, Inc.

Bourbon Tile & Marble, Inc. is a woman-owned, family business that was established with a vision of providing only the best quality tile & stone installations in the Chicagoland area. For the past 30 years, Bourbon Tile has achieved that goal. They are well-established as a skilled and reliable, WBE certified/Bricklayers & Allied Craftworkers (BAC) signatory union contractor.

Bourbon Tile is a member of the Tile Contractors' Association of America (TCAA), is certified as a TCAA Trowel of Excellence Contractor, and has been awarded the TCAA Project of the Year Award. They maintain memberships with several other industry associations including the Federation of Women Contractors (FWC) and the Natural Stone Institute.

Bourbon's entire team of craftworkers, project managers, and administrative staff, including several family members, work closely with their clients from the beginning of a project to completion. Their expertise and attention to detail is the foundation of keeping their clients consistently satisfied with their service. Most importantly, they deliver superior installations, products, and services with the utmost professionalism. Please visit www.bourbontile.net for additional information about Bourbon Tile & Marble and to view some very impressive completed project photos. ■■

For any questions related to this project please contact Christine Bailey—christineb@bourbontile.net.

For any company-related questions, please contact Nancy Bourbon—nancyb@bourbontile.net.

CERAMIC TILE PROMOTION FUND OF GREATER NY & NJ

DONATES
\$20,000 TO TCAA
SCHOLARSHIP FUND



During the Tile Contractors' Association of America's Annual Contractors' Business Meeting at the Total Solutions Plus 2021 Conference in Jacksonville, Michael Kriss (KrisStone) and Scott W. Erath (Wm. Erath & Son) of the Greater New York & New Jersey Tile Contractors' Association presented TCAA's President, John Trendell, with a check in the amount of \$20,000, payable to TCAA's scholarship fund. TCAA is extremely grateful to the Ceramic Tile Promotion Fund of Greater NY & NJ for their generous donation to this very worthy cause.

TCAA'S SCHOLARSHIP PROGRAM IN ITS 20TH YEAR

Since 2001, 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 ceramic tile and stone. As of 2021 TCAA has awarded a total of \$86,000 in architectural scholarships.

- In addition to the monetary award, the architectural/interior design scholarship winner receives an all-expense-paid trip to the Total Solutions Plus conference to experience firsthand the versatility, beauty, and sustainability of ceramic tile and stone, and the added value that comes when these permanent finishes are placed in the hands of qualified contractors and installers. In this way, TCAA promotes both the use of tile/stone products and the engagement of union tile contractors & installers to the industry's future specifiers.

TCAA also offers a family scholarship to a sibling, child, or grandchild of a TCAA contractor member company employee. This award is designed to recognize the academic achievements of exceptional college or college-bound students. This scholarship is available to high school seniors, and/or full-time matriculated college or university students at any accredited two- or four-year school. To date, TCAA has awarded a total of \$50,000 in family scholarships.



This year TCAA was excited to have Natalie Pearl, the 2021 architectural scholarship winner, join us at Total Solutions Plus as our guest. Natalie is enrolled as a full-time student in the Master of Architecture program at the Massachusetts Institute of Technology with a cumulative-grade-point average of 5.0 on a scale of 1.0 to 5.0. Natalie is not only an outstanding student, she is a delightful young woman. Meeting our scholarship recipients in person is truly rewarding and further emphasizes the importance of TCAA's scholarship program. ■■



By Scott Conwell, **FAIA, FCSI, CDT, LEED AP**
Director of Industry Development
International Masonry Institute

aesthetic

CONSIDERATIONS OF TILE

.....

PART I

One reason ceramic tile is a desirable material is its superior aesthetic qualities. When manufactured to U.S. standards, tile provides an appearance that is not only beautiful, but visually predictable. The appearance of a tile installation is partly dependent on the visual qualities of the tiles themselves, which are established by American National Standards Institute (ANSI) A137.1, American National Standard Specification for Ceramic Tile. Tile's physical characteristics are quantifiable and measurable by the standard, which helps to set a benchmark expectation for the visual quality of the completed tile installation. Aesthetic criteria established by A137.1 include limitations for facial defects, uniformity of color, shade, and texture. Part 1 of this article will analyze these criteria through the lens of how they are tested and measured, and the impact they have on the finished tile assembly. In next quarter's issue of *093000 Contractor*, we will continue the discussion of aesthetics by examining what ANSI A137.1 has to say about tile's dimensional stability and limitations for warpage and wedging. Both parts of this article cover the aesthetic criteria for mosaic, quarry, pressed floor, glazed wall, and porcelain tiles.

VISUAL INSPECTION

Standard grade tiles, also known as first grade tiles, are tiles that meet all the inspection and testing criteria set forth in ANSI A137.1. Before any other testing, tile manufacturers visually inspect a sample of the lot size for facial and structural defects. Facial defects are portions of the tile's surface observed to detract from the appearance or serviceability of the installed tile. Examples include pinholes, contaminants, chips, cracks, scratches, and glaze application errors. Structural defects are cracks or laminations visually observed in the body of the tile that detract from the appearance and/or the structural soundness of the tile. For a tile to be sold as standard grade, typically 97.5% of the sample must be free of facial and structural defects per the sampling plan specified.

The procedure for evaluating tiles for facial defects requires a sample array of tiles to be mounted to a light gray viewing board at least 36 in. high x 48 in. long supported by an easel or framework holding the board 70 degrees from horizontal, with the top edge of the tile array at or below the evaluator's eye level. A white fluorescent lamp emitting 250–300 footcandles shall be positioned

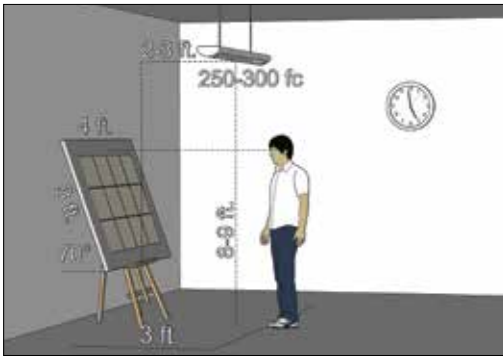


Fig. 1.
To determine the grade and aesthetic classes, a sample array of tiles is displayed at 70 degrees from horizontal, a white fluorescent lamp is positioned 8–9 feet above the floor and 2–3 feet from the front edge of the viewing board, and an evaluator examines the tiles for 6 seconds per square foot.

8–9 feet above the floor and 2–3 feet from the front edge of the viewing board. The evaluator stands erect, 3 feet from the bottom of the viewing board, aligned with the center of the viewing board. The evaluator must not be color blind and must have 20/20 to 20/40 vision. Viewing time is 6 seconds per square foot of tile array evaluated. If the sample passes visual inspection, it may move on to subsequent testing and be sold as standard grade tile. If the sample is found to contain excessive facial defects, the inspection may be repeated from a distance of 10 feet instead of 3 feet, and if accepted from ten feet, it may be sold as second grade tile outside the scope of ANSI A137.1.





UNIFORMITY OF COLOR, SHADE, AND TEXTURE

Once established as standard grade, tiles undergo additional testing, including evaluation for aesthetic classification. Consistency in a tile’s appearance varies among individual product lines. Some tiles are manufactured to have a uniform appearance in color, shade, and texture, while other tiles are manufactured to intentionally display a slight or even drastic variation of appearance. Color can vary in intensity, brightness, hue, and saturation, and texture can vary to resemble natural stone, wood, or a variety of other products.

To help design professionals specify tile that meets their expectations of visual uniformity, ANSI A137.1 defines five distinct aesthetic classes: V0, V1, V2, V3, and V4. The letter “V” indicates “variation,” with the numbers quantifying the degree of variation of appearance. The higher the number, the more variation.

ANSI A137.1 provides descriptions for each aesthetic class. Tiles meeting V0 show a “very uniform appearance,” indicating that pieces of the same shade value are very uniform and smooth in texture. Tiles meeting V1 show a “uniform appearance,” meaning differences among pieces from the same production run are minimal. Tiles meeting V2 show “slight variation,” indicating clearly distinguishable differences in texture and/or pattern within similar colors. Tiles meeting V3 show “moderate variation,” so while the colors and/or texture present on a single piece of tile will be indicative of the colors and/or texture expected on other tiles, the degree of colors and/or texture on each piece may vary significantly. Tiles meeting V4 show “substantial variation,” so one can expect random color and/or texture differences from tile to tile, even to the extent that one tile may have totally different colors and/or texture than other tiles.

Fig. 2.
Table 3 from ANSI
A137.1 describes
the aesthetic
classes of tile.

Shade & Texture Index			
			
V1 = Uniform Appearance	Differences among pieces from the same production run are minimal.		
V2 = Slight Variation	Clearly distinguishable texture and/or pattern within similar colors.		
V3 = Moderate Variation	While the colors and/or textures present on a single piece of tile will be indicative of the colors and/or textures to be expected on the other tiles, the amount of colors and/or texture on each piece may vary significantly. It is recommended that the range be viewed before selection.		
V4 = Substantial Variation	Random color and/or texture differences from tile to tile, so that one tile may have totally different colors and/or textures from that on other tiles. Thus, the final installation will be unique. It is recommended that the range be viewed before selection.		
Inspect products upon delivery and for best results, blend tile from several cartons during installation.			

Because of this allowable variation, particularly among tiles in the V3 and V4 classes, a number of preemptive measures are recommended in order to manage expectations of the design professional and the end user. Tile should be selected based on evaluation of physical samples rather than from images. Several pieces

of full-sized tile should be examined to understand the range of colors and textures. In some cases, a dry-laid mockup is helpful to evaluate the layout and blend prior to installation. For tiles with moderate and substantial variation, installers should blend tile from several cartons during installation.

CONCLUSION

When it comes to appearance, not all tile is created equal. ANSI A137.1 establishes straightforward criteria for the visual inspection of tile, a process that ultimately defines a tile's grade and its aesthetic classification. Tile suppliers and contractors familiar with the ANSI standards would do well to communicate these variations to design professionals, specifiers, and end users of tile so all parties know what to expect on the project. Next quarter's technical column will continue our discussion of aesthetic considerations of tile, looking at calibrated vs. rectified tile and the requirements for caliber range, warpage, and wedging for the various sizing categories. ■



Fig. 3.
To manage expectations, the tile supplier or contractor should inform and educate the design professional or end user about variation in the tile, advise them to not select tile from an image, to examine several pieces to understand the range, and to view a dry-laid mockup prior to installation.

Would you like to read more about Aesthetic Considerations of Tile? Look out for Part II in the Spring 2022 edition of the 093000 Contractor Magazine.

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BATCHELDER:

Dignity of the Mind and Heart

PART FOUR

For all of the laurels that have been heaped upon him as a master of design and craft, Ernest Batchelder was also a magnificent marketer, second to none in the tile industry at that time. In January of 1924 *The Clay-Worker* announced:

“The Batchelder-Wilson Company of Los Angeles... has sent out to the trade one of the most handsome catalogs it is well possible to put up, whether from the standpoint of paper, printing or contents. Besides its long list of quotations of every style of tile and terra cotta product, its sixty-eight pages contain a rich mine of pattern and color... to leave little room to the imagination.”



Among the many Batchelder catalogs from the late 1920s. Gift of A. N. Woodbury.



Ernest Batchelder examines a typical sample tile display. Photo courtesy of the Batchelder family.

These catalogs, of which there were many by the end of the decade, served as a key to both architects and tile installers to become acquainted with Batchelder's products. All figure tiles, floor patterns, fountain designs, door frames and fireplace surrounds and hearths were pieced out and conveniently numbered. Every conceivable piece of tile trim was handled similarly. The company produced literally hundreds of scale-drawings to make it utterly simple for the specifier, and each and every piece was listed with its piece number, page number, description, size and price, all of which accompanied detailed instructions on how to install the material.

By 1925 Batchelder-Wilson was warehousing tile in New York. There was a display room, complete with drafting service, at 101 Park Avenue, what Batchelder termed “a comprehensive exhibition.” By the end of the decade the company had representation and permanent installations in most of the major cities in the U.S. The company's advertising was prolific with full-page ads every month in *The American Architect*, *Architecture*, *Architectural*



Image courtesy of Ron Endlich.

Record, Architectural Forum and every other month in Pacific Coast Architect. The tiles were described as “eloquently expressive,” “remarkably versatile,” “primarily artistic in their conception,” “the medium through which beauty may be a thing of permanence.”



Batchelder 3" x 3" tile showing the protrusions, patent number and date. Gift of Kirby Brown.

Batchelder-Wilson was also innovative in its product offering. The company received a patent on December 11, 1928 for the use of what was called “spacers” or “lugs,” protrusions on the sides of each tile to assist tile setters in obtaining even grout joints throughout an installation.

Many of the figure tiles were conveniently produced in different sizes, a few from as large as 18" x 18" down to as small as 2" x 2". And although old patterns were never eliminated from the product line, more contemporary



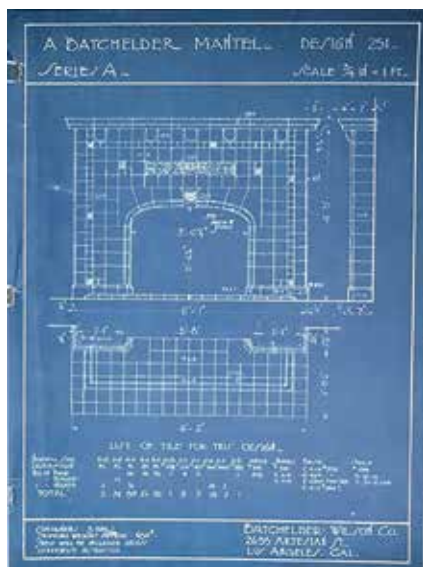
Image courtesy of Ron Endlich.

tile designs were added to keep current with what the market demanded.

In “A Little [sic] Journey through the Batchelder Factory” written in 1925, Batchelder asserted, “We have a reasonable pride in our plant as it



stands today. It is a wholesome place in which to work—clean and well lighted.” He noted that for inspiration, a garden was planted outside, adjacent to the modeling room “where California flowers bloom the year through.” Despite the size of the facilities and the many complexities that a large ceramic business must endure, Batchelder seemed to maintain a genuine appreciation for his workers and enough of a distance from the mundane daily routine at the factory to sustain his sense of humor. He referred to his modeling room, for example, as a “veritable hatchery of ideas” and to his drying rooms as “Turkish baths.” In his description of the facility, a tour



Above: Sample blueprint of a mantel for tile contractors detailing the specifications for ordering.

Left: Select tile contractors received personalized reprints of catalog pages for customer distribution, even signature tiles with which they could “autograph” their installations.

to familiarize architects and installers with the production process, he chose a number of jocular headings: “The Die is Cast” to describe the casting room; “A Pressing Engagement” for the press room; “A Few Dry Remarks” for the dry room; and, appropriately, “A Burning Subject” for the kilns.

There is no doubt that as his business grew and became more prosperous, even before his move to Los Angeles in 1920, Ernest Batchelder had little if any contact with the clay itself. The “dignity to hand labor,” about which he wrote so eloquently, was left to others; his was “a dignity of the mind and heart.” He was, after all, trained as a teacher and designer, a master of the craft turned entrepreneur.

Like so many other tile potteries, Batchelder-Wilson was a victim of the Great Depression, losing its founder in 1932, but the factory continued making tiles until 1939. One thing is certain: Ernest Batchelder’s ceramic aesthetic with its medieval roots was emulated by many competitors at the time, blending with the imaginations of architects and designers for over two decades and remaining today as revered as any tile of the period.

In 1936, at the age of 61, Batchelder was back into clay, this time literally making pots, a line of slip-cast bowls and vases called Kinneloa, which were sold successfully through department store chains. He prided himself in

personally signing most of the ware; and he intentionally kept the operation small to maintain a personal touch. When questioned by the Pasadena State News in 1948 regarding his plans, Batchelder said, “That’s the way I like it. I don’t want to expand. I’ve been there before.”

Ernest Batchelder died in Pasadena in 1957 at the age of 82. His legacy lives on. ■



Photo courtesy of the Batchelder family.

Joseph A. Taylor
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BRAND EVOLUTION

By David Hanna, Director of Marketing,
NAC Products, Inc.

■ New Look, Same Quality Products

National Applied Construction (NAC) Products, Inc., NAC Products, Inc., the company that introduced the flooring industry to ECB® and crack isolation membrane technology, has unveiled a refreshed brand image with an updated logo and new website at the same domain www.nacproducts.com.

The refreshed brand identity reflects the evolution of the organization, founded in 1983 by Tom Duve. The original logo featured a dual-purpose acronym: known industry wide as “National Applied Construction,” NAC also stands for the names of Tom’s children: Nick, Andy and Christie. These family principles continue under the leadership of Tom’s son-in-law and current president of NAC Brian Petit.

“We decided to execute a complete brand overhaul that would slightly alter the logo, transform our red and blue color scheme to a warmer black and green design that will stand out from our competitors and improve our website to be more intuitive and customer friendly,” says NAC President, Brian Petit. “We’ve preserved the traditions of family values and American manufacturing,



which are alive and present in everything we produce, and it’s very exciting to bring this new and fresh look to everything we are doing at NAC.”

With pride and a commitment to quality, NAC has always manufactured its membranes in the United States, utilizing domestically sourced raw materials. For nearly 40 years, NAC has delivered exceptional value in high performance products for customers and the flooring industry throughout the world.

■ The Original Crack Membrane

As the developer of ECB, the first crack isolation membrane in 1986, NAC revolutionized the way decorative floors were installed by providing architects, designers and contractors greater flexibility in tile layout and flooring design.

Fast forward to 2005 and the American National Standards Institute (ANSI) Committee approved the A118.12 Crack Isolation Standard, and in 2006, the method was added to the Tile Council of North America Handbook, solidifying crack isolation membranes as a proven solution.

That innovation was the beginning of an extraordinary line of NAC membrane solutions that expanded into waterproofing and sound abatement and has provided flooring distributors another product offering to protect their customers' flooring investment.

"The manufacturing and quality of our membrane products remains unchanged," says Petit. "The transformation of our packaging design was a big undertaking, and we want to present a warmer color scheme that will stand out from our competitors."

■ Crack Isolation, Waterproofing and Sound Control

The NAC line of membranes has been rigorously tested over the years and has continued to meet and exceed industry standards, A118.10 for waterproofing, A118.12 for crack isolation and A118.13 for sound abatement membranes.

In addition, all NAC sheet membranes, NAC TAC II primer and SubSeal® liquid waterproofing membranes, have been tested and certified Clean Air GOLD by the independent laboratory, Intertek, and conform to California Department of Public Health (CDPH) Standard Method v1.2.

The "Pass" disposition indicates the products did not exceed the Volatile Organic Compound (VOC) limit for the private office, school classroom and single-family residence scenarios. The emissions testing was performed over a period of 14 days and based on the most stringent modeling scenario.

"This is an important achievement for NAC and our product offerings as more and more projects are being specified with

products that contain no VOCs," said Petit. "Making products that are environmentally friendly has always been our goal, and we are proud that our products hold up under rigorous testing and provide peace of mind for the flooring investment."

■ The Future

The redesigned nacproducts.com website features improved functionality and e-commerce capabilities to provide a more customer friendly experience. The website is still the destination for educational materials and support documents for all NAC products.

Growing our distribution network is of continued importance as we look to provide more coverage and access to our products on a local level.

"We know the success of NAC is directly tied to the success of our distributors," adds Petit. "We have introduced new starter options as we look to expand our distribution network, including a simplified onboarding process to get our products on distributors shelves quickly."

Add in the exceptional customer service and timely technical support provided by NAC, and the opportunity to become a distributor is a clear win-win.

NAC membranes have exhibited exceptional performance over the years and stood the test of time protecting millions of square feet of flooring installations. Our membrane systems, backed by a lifetime fracture-free performance warranty, are available for commercial and residential installations.

For more information and to learn more about NAC, visit www.nacproducts.com. ■



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