

CONESTOGATILE

Trail Blazer



CONESTOGA CERAMIC TILE DISTRIBUTORS, INC.

HARRISBURG, PA • LINTHICUM, MD
DULLES, VA • HANOVER, PA

www.conestogatile.com

800-422-6860

Volume 33

Issue 1

January, 2012

Happy New Year

The following price lists are included in this edition of the Trailblazer:



Just A Reminder

Hours of Operation

Showroom Hours

Mon / Wed / Fri 8 am - 4 pm
Tues / Thurs 10 am - 8 pm
Saturday 9 am - 2 pm

Customer Service and Warehouse Hours

Monday to Friday 7 am - 4 pm
Closed Saturday and Sunday

Discontinued Products

Fin-Pan

PF-408 15" Round
PF-410 12"x12" Square
Shower Seats

Aqua Mix - We made a few adjustments to remove slow moving items from inventory, but the core of the product line continues to generate steady business for our customers. **Aqua Mix** is the most complete line of care and maintenance products in the industry, often times providing multiple solutions for common applications. For those customers considering a stocking program to enhance sundry sales, **Aqua Mix** products provide great revenue and profit opportunities.



Deutsche Steinzeug - **Deutsche Steinzeug** (German Stoneware) or DSA (the American based company) is a company that ConestogaTile has represented for a number of years primarily focused with the A&D community. The company offers three distinct brands, Agrob Buchtal and Jasba from Germany, and Keope from Italy. Jasba is an extensive offering of mosaics, small format backsplash oriented products and colorful floor tiles. Keope is a provider of high end, technical porcelain targeted at the commercial and high end residential markets. Agrob Buchtal is one of the largest producers in Germany, focusing on a range of products for both commercial and residential projects. The Chroma II collection is a series of highly colorful, multi size components suitable for exterior walls as well as indoor and outdoor swimming pools.

The vast majority of glazed products from DSA incorporate the revolutionary benefits of Hydrotect, a hygienic surface coating fired into the glaze during production that offers a number of advantages to the end user. The effects are based on the principle of photo catalysis: the catalyst titanium dioxide, baked onto the glaze, effects a reaction between light, oxygen and air humidity. In this process, activated oxygen forms, decomposing bacteria, fungi, algae and moss. The net result is a tile surface that has an antibacterial effect, extremely easy to clean and eliminates disagreeable odors.

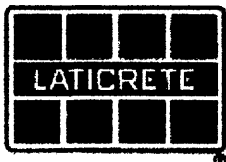
The following price lists are included in this edition of the Trailblazer:

FinPan

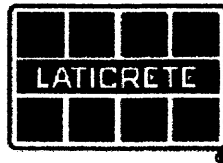
Fin-Pan - Please pay attention to the manila color of the price list, this denotes that the product pricing is NET with no trade discount applicable. The ProPanel foam backer board continues to grow in its market acceptance, the waterproof nature of the product along with the light weight and ease of installation make the product the perfect board for shower wall applications. ProTec and Util-a-crete provide options for the traditional fiberglass coated cement board category and PreFormed components offer a variety of niches and ready to install shower pans.



Imola - Please take note to the size changes identified in the popular Etna series. The product has also been converted to a porcelain body.



Laticrete Floor Heat - You will notice that some of the larger size mats have been converted to non-stock status. This is the perfect time of the year to promote in-floor heating systems and **Laticrete Floor Heat** is one of the most popular systems on the market.



Laticrete - Pricing for 1500 sanded grouts and 1600 non-sanded grouts have been consolidated into one price group, eliminating the multiple color group pricing that previously existed. Two of the more recent product introductions, Glass Tile Adhesive and 125 Sound and Crack Adhesive, have really gained market acceptance. The Glass Tile Adhesive has facilitated the sometimes challenging installations of glass products. 125 Sound and Crack Adhesive is a one-step process, taking the place of time consuming membrane or mat applications by allowing for faster, more effective tile and stone installations.



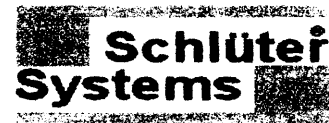
Mediterranea-CONESTOGATILE will shortly be introducing two new products from **Mediterranea**. American Naturals was inspired by the surge in wood-look tiles that are truly gaining momentum in the market. Traditional widths of 4" and 6" in 24" lengths provide the size options in four colors. Mountain Timber has a more unique blend of looks, predominantly inspired by the appeal of fossilized wood that's been petrified or transformed into natural stone after years buried in the earth's sediment. Both of these new products will be introduced during the first quarter of 2012.



Ceramiche Ricchetti

Ricchetti - This update reflects several changes made to inventory items along with removal of certain discontinued products.

**Early Results Indicate Schluter Kerdi Board
A Winner**



Schluter Kerdi Board

Substrate, building panel, bonded waterproofing
Whether you work with mosaics or large-format tiles, an absolutely flat, level plumb, square substrate is essential for creating a perfect tile covering.

- Even, impact-resistant and rigid
- Waterproof and vapor retardant
- Dimensionally stable
- Thermally insulating
- Lightweight (contains no cement or fiberglass)
- Dust-free and easy to cut with a utility knife
- Printed gridlines for precise cutting
- Suitable for use on any kind of substructure

Since its introduction in 2010, Kerdi Board has continued to gain momentum with contractors and Schluter loyalists alike. Available in a number of sizes and thicknesses, Kerdi Board allows for multiple applications and has a number of accessories designed to facilitate installation. If you are looking for a proven product from a proven supplier, try Kerdi Board in your next project and become one of the growing number of users who have experienced the perfect tile backer board.