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#### **CONESTOGA TILE WINS DISTRIBUTOR AWARD FROM ITALIAN MANUFACTURERS**

After a lengthy selection process, CONESTOGA CERAMIC TILE DISTRIBUTORS has been named the 2008 recipient of the Confindustria Ceramica North American Distributor Award. Presented annually at Coverings, this award recognizes a U.S. or Canadian distributor for their dedication to the promotion and use of Italian ceramic tiles in the marketplace.

As in the past years, a Supervisory Committee, made up of members of the Confindustria Ceramica Board of Directors, compiled a list of criteria based on recommendations from the Italian ceramic tile manufacturers. Number of votes expressed by the companies; competence and skill over the years as an importer and distributor of Italian ceramic tiles; preference for Ceramic Tiles of Italy for their unique aesthetic and technical qualities; fair-trade practices in the commercial relationship undertaken with the Italian manufacturers; and best showroom and corporate image were all taken into consideration during the judging. CONESTOGA TILE exemplified each of the rigorous standards set forth by the Italian ceramic tile industry.

CONESTOGA CERAMIC TILE DISTRIBUTORS, INC. is a major wholesale distributor and importer of ceramic tile and allied products representing approximately 50 domestic and foreign manufacturers. They carry an extensive collection of Italian ceramic tile including Edilgres Sirio, EmilCeramica, Ceramiche Ricchetti, Mediterranea, Cerim, Rex, Rondine, Tagina, Impronta Ceramiche, Dolce Vita and Pastorelli. Now celebrating their 50th anniversary, the family-run company continues to uphold its legacy of integrity, teamwork, enthusiastic professionalism, pride and family values.

CONESTOGA TILE values their special distributor-manufacturer relationship with the Italian ceramic tile industry. The fruitful partnership has led to many successes. "The leading quality that we associate with Italian tile is design," said company president Jim Vogel. "The Italian manufacturers are the leaders in new innovative ceramic tile designs. We also recognize Italian manufacturers' excellence in the development of high quality porcelain tile. CONESTOGA TILE is honored to receive this award. We have had many great years working with the Italian manufacturers and are looking forward to many more."

On April 30th, 2008 members of CONESTOGA TILE were on hand to accept their award. Confindustria Ceramica President Alfonso Panzani presented the award during the Ceramic Tiles of Italy annual party at Coverings.

## 50<sup>th</sup> Anniversary Tile Concepts Show

Once again, **CONESTOGATILE** will be presenting an excellent educational opportunity for you. Mark your calendars for October 16, 2008 for a program of exciting industry demonstrations and business improvement seminars. Over 40 manufacturers will be highlighting their newest products and marketing displays. Please see the enclosed flier for more information.

### Don't Miss this Opportunity?

**CONESTOGA TILE'S** 50<sup>th</sup> Anniversary Tile Concepts Show is full of education and savings!

1. Excellent Educational Opportunities
  - a. Jon Trivers will be giving valuable information on how to position your company to survive an economic downturn and prepare yourself for the future
  - b. T. Scott Gross will provide you tools to make your customers say "WOW" through Positively Outrageous Services.
  - c. Howard Pryor lets you understand the "Green Revolution" and how ceramic tile can help you earn those commercial projects.
  - d. The NTCA/CTEF bring you up to date on the ANSI standards for large format tile installations.
2. Product Installation Opportunities
  - a. Laticrete will be demonstrating their newest grout product, Perma Color Grouts, and a revolutionary waterproofing with Hydroban.
  - b. Schluter will show you how you can reduce the time it takes to put in a shower pan.
  - c. Fin Pan will be introducing a new product that will allow for ceramic tile installations over a wood deck. It is an incredible product to help expand your business.
  - d. Aqua Mix will be on hand to ensure that you are familiar with all of the products available to help care and maintain your natural stone products.
3. Savings Opportunities
  - a. Over 40 manufacturers show casing their newest products.
  - b. Special pricing on many installation, tools, and care and maintenance products
  - c. View over 50 display systems with special programs
4. Door Prizes and Great Food

Take a day or at least a half-day to gain valuable education on the ceramic tile industry. You will find that it will be one of your best opportunities to improve your business and increase your knowledge.

### TILE THAT DECK!

The new American obsession with creating outdoor living spaces has received yet another design option with the rollout of **TI-PROBOARD** from Nattco. Conestoga Tile is excited to offer **TI-PROBOARD** as the base of a unique system that forms a solid tiled surface on top of new or existing deck structures. The savvy tile contractor and designer is no longer limited to traditional interior or exterior tile applications. As American home and business owners continue to look for new and unique ways to create outdoor living spaces, be sure to offer the idea of an outdoor deck with the timeless style and ease of maintenance that only tile can bring. For more design ideas and technical specifications, please contact your Conestoga Tile Architectural Representative.

Important Facts:

Supplier – Fin-Pan

Size – 12" x 96" / 6 sheets per bundle / 204 sheets per pallet.

Typical Usage – As the primary underlayment for exterior decking in lieu of plywood/backerboard/membrane.

Mortar Systems – Laticrete 226/3701 to fill the channels and then thin-set with Laticrete 254.

Fasteners – Galvanized 1 1/4" deck screws every 6" on the joists.

Website – [www.nattco.com](http://www.nattco.com)

Key Selling Feature – Even though the material costs maybe slightly higher per square foot than marine grade plywood/cement board/membrane systems, the savings to the contractor is reflected in reduced labor costs and the benefit to the end user is a system that is not affected by weather and will provide long-term performance.

### ROCA TILE

Conestoga Tile is once again expanding its tile offering for both the commercial and residential markets. Roca is new to the Conestoga family only by name. They are the parent company to such well known and long time Conestoga offerings as Laufen and Incepa. In addition, Roca owns U.S. Ceramics and has a number of offerings under the Roca name. The U.S. Ceramics products, available to our southern division, allow Conestoga Tile to offer design professionals an assortment of porcelain mosaics and a wide selection of glazed floor and wall combinations.

The Roca: Rock & Rock products are porcelain. Designed to elicit a comfortable residential feeling of stone, this line offers the physical characteristics required to withstand the rigors of a commercial application. Of the nine series available, all exceed ANSI standards. As the name implies, Rock & Rock is a collection simulating natural stone such as Lavagna (black slate), Sandstone, Shellstone (Limestone), Slate (three colors) and Travertino. Following the styles originating from Europe, the Rock & Rock products are larger format pieces ranging from 12'x12', 18'x24', 12'x48' to as large as 24'x48'. Lines such as Montana, Natural and Quartz include a variety of mosaic accent pieces.

Other products include glazed porcelain, polished porcelain, and a colorful wall series. The Rock Art line offers a natural stone assortment of mosaics and decorative listellos. A glass series, Coral, includes mosaics, listellos and a 4x4 field tile in nine distinctive colors and patterns.

Roca has made a major investment in its domestic supply. By establishing distribution centers in Virginia, Georgia, Illinois, Texas, Florida and California, lead times are reduced dramatically for even large commercial project demands. Pricing on these products is very aggressive and makes them competitive regardless of the size of the projects. For more information and sampling of the Roca products contact your Conestoga Tile architectural representative.

**ITAL GRANITI: A FAVORITE FOR ARCHITECTS IN RICHMOND VA**

When Thomas Hamilton Associates in Richmond, Virginia was looking for an attractive, but very practical hard surface floor for the pool deck and surrounding area's of the Omni Hotel project, they chose Ital Graniti "Stone Gallery" series. BCWH Architecture in Richmond needed porcelain tile to use for the lobby, and public restrooms for their Petersburg, Virginia Library project. They also chose the Ital Graniti "Stone Gallery" along with the New "Pietra Di Vesale" series. SMBW Architects in Richmond, have had a need for an interesting exterior cladding for the entrance walls for a building project at Virginia Tech University. They chose a mounted mosaic from the "Pietra Di Vesale" series as well. Baskervill Architecture was interested in a natural stone look for the lobby floors of the First Market Bank branches being built in the Richmond area over the next several years. They liked the classic looks of Ital Graniti "Compact Ten" series. Compact Ten also offers an excellent value, and is readily available for immediate delivery.

Ital Graniti "Stone Gallery" has look of textured stone found in nature. "Stone Gallery" is a series with many different sizes, colors and textures. There are 5 different sizes in 11 colors, and 11 textures. The slip resistance is an added bonus for areas of standing water, like pool decks or exterior and interior entrance's. Ital Graniti "Pietra Di Vesale" is one of the newest looks in porcelain tile, simulating the look of natural limestone's currently found in Europe. Pietra Di Vesale is available in two different finishes. It offers a wide range of colors and sizes, as well as several mounted accessory tile shapes that are stand alones for cladding wall areas.

Why have so many of the prominent architectural firms in Richmond recently chosen Ital Graniti Porcelain's for so many of their diversified project needs? Ital Graniti offers the most diversified number of porcelain lines in the tile industry. They offer the newest look in porcelains with the latest trend's in mind, and at a very competitive price. This alone is very important to today's project budgets. Ital Graniti's production facilities are located in Italy, but their warehouse of most product offerings are located in Springfield, Virginia at Ital Graniti U.S.A. For additional information, please contact your Conestoga Architectural Sales Manager at 1-800-422-6860. For the Richmond Area please contact Mr. Ernie Heimpel at 1-800-422-6860 extension 4403, or e-mail him at [ernieheimpel@cctd.com](mailto:ernieheimpel@cctd.com).

**GREEN TILE*****A PERFECT FIT FOR THE SUSTAINABLE, GREENBUILDING MARKETPLACE***

Published: Tile Dealer Magazine: May-June 2008 By Zoe Voigt

Green - it isn't just forest, Kelley, or lime anymore. This day, green is more likely to refer to environmentally friendly products and buildings that are not only better for the earth, but also healthier for those using the built space. The green movement is very relevant to flooring and is gaining momentum. The tile industry stands to benefit by this shift toward environmental responsibility because tile is inherently greener than many other flooring options. Patti Fasan, of Professional Attention to Tile Installations, says that platitudes on how green your product is, without substance are everywhere and do not distinguish one as being green, honest or believable. Claims must be backed up with actual data and one should never over-state the product or industry's efforts towards sustainability."

As more consumers, designers and architects turn towards the green movement, they are going to be coming into flooring showrooms armed with more and more knowledge on what is and isn't green. The trouble is, even though you and your customers may have good intentions regarding the use of green products, it can be challenging to pin down exactly what that means—which suppliers offer green and which are just "green washing," or slapping a meaningless label on their boxes. Many manufacturers claim that their products are green, but how can one be sure? Fasan suggests that retailers, "Focus on health, safety, air quality, and landfill issues, as ceramic tile achieves an excellent report card in all of these areas."

**WHAT DOES IT MEAN TO BE GREEN?**

Greenness isn't just about recycling. Some of the factors to consider in deciding if a product is green include sustainability, life cycle impact, indoor air quality, emissions, soil erosion, efficient use of water, transportation, and of course, use of recycled materials—of which there are multiple kinds.

**INDOOR AIR QUALITY**

The US Environmental Protection Agency regulates volatile organic compounds (VOCs). VOCs are emitted as gases from certain solids or liquids and include a variety of chemicals, some of which may have short- and long-term adverse health effects. This is a bigger issue for indoor air quality as concentrations of VOCs can be many times higher inside a building. The good news is that tile usually fares better for air quality than carpeting, wood products and resilient flooring. Some areas of concern might be the installation materials and maintenance products. There are multiple agencies certifying air quality for various flooring industries. There is Green Label and Green Label Plus for carpeting, FloorScore for resilient floor coverings and GreenGuard Environmental Institute (GEI) for multiple product categories.

A non-profit organization, GEI oversees the GREENGUARD Certification Program. According to their website, GEI is an American National Standards Institute (ANSI) Authorized Standards Developer, and establishes acceptable indoor air standards for indoor products, environments, and buildings. Currently, Florida Tile is the only ceramic tile manufacturer with certification from GEI, with certification for 36 products. Laticrete has twenty products certified by GEI, including adhesives, mortars and grouts.

## LIFE CYCLE ISSUES

"There is good news for those in the tile industry. When compared to other flooring, such as vinyl and carpeting, tile fares very well," says Fasan. Ceramic tile has an excellent environmental story and value." One of the biggest issues in green construction is the life span of materials. Life cycle assessment (LCA), or cradle-to-grave analysis, is the investigation of the environmental impacts caused by a product's existence throughout its usable life. The environmental impact of longevity usually far outweighs the impact of the manufacturing process. Tile's performance, durability, ease of maintenance and longevity make it a greener choice than most other flooring options as it will last much longer before it needs to be replaced. Other products may wind up in a landfill in six to ten years, whereas tile can easily last 50 years, and of course, some types can last much longer.

In 2005, the Tile Council of North America commissioned Scharf-Godfrey, an independent construction cost consulting firm, to compare tile to other flooring such as vinyl, hardwood, carpet, etc. The study concluded that all types of tile were more durable and therefore less expensive over the course of the product's life span. This information also applies to the environmental impact of tile, because if it lasts longer, the overall LCA will be better.

## TRANSPORTATION

"Tile, in general, is a green product because it is of the earth," says Boyd. "But what about the glazes—does the manufacturer recapture them? Do they contain lead? Do they reuse the clay? What do they do with the water after they've used it? You really have to be conscious of all of that. They can make the tile in a conserving way, but then they still have to ship it, which of course uses fossil fuels. Obviously, tile is heavy. Tile manufactured closer to its installation site is going to use less fossil fuel than tile imported from the other side of the world. If the raw materials to create the tile are harvested from within 500 miles of the factory, then the US Green Building Council considers it to be more environmentally friendly and awards points toward LEED certification. American Olean & Laticrete Inc. offers a map showing the 500-mile radius from their manufacturing facilities in allowing builders to see how far their products have to travel to get to the building site.

## RECYCLED MATERIAL

There are different kinds of recycled material. Post-industrial and post-consumer are the recycled materials that are mentioned most often, usually as a percentage by weight. The LEED program awards points toward the final project for use of recycled materials. Many glass manufacturers are using recycled post-consumer content. Some reuse old windshields, bottles and other materials. Other manufacturers are able to recapture clay and glazes to recycle materials within the factory. Although this may not technically count toward recycled credits, it does keep these substances out of landfills and water supplies. Scientific Certification Systems (SCS) awarded certification for the recycled content in ceramic tile. These certifications can help towards LEED credits.

## CERTIFICATIONS

Currently, the US government does not have broad oversight over the green movement. There are multiple agencies and companies that provide labeling programs, standards and certifications for individual products. Others provide certifications for whole building projects but do not specify any products that will help toward this certification. In fact, there are so many that knowing which ones are valid can be overwhelming. International companies have the added burden of meeting standards in multiple countries. One of the most used measurements of environmental responsibility, the LEED certification by the US Green Building Council, is a complex rating system that identifies entire buildings, not individual products. It seeks to be comprehensive in attempting to certify buildings that are truly environmentally friendly.

Until there is consensus about standards for green product certification, manufacturers and distributors are going to have to wade through the multiple options and do the best they can to be responsible and use good sense.

## WHAT IS LEED CERTIFICATION?

One of the terms being bandied about in the press and by many architects is "LEED certification." The LEED (Leadership in Energy and Environmental Design) Green Building Rating System® is a sustainable building program created by the US Green Building Council. The program is a whole building certification program that is setting standards and gaining momentum. This system does not certify individual products, but they can contribute to the project by earning points.

Ashley Katz, communications coordinator for the U.S. Green Building Council says, "The rating system doesn't specifically call out tiles. However, projects can earn a point within the rating system if they choose products with either 10% or 20% recycled content. If a tile contains this amount of recycled content, it can be used in the rating system and can help earn a point towards certification. Additionally, materials that are extracted, processed and manufactured regionally can earn a point in the rating system."

LEED evaluates buildings in the following areas: sustainable sites, water efficiency, energy and atmosphere, materials and resources, and indoor environmental quality. Each of these categories is considered a credit. For each credit, the rating system identifies the intent, requirement, and technologies or strategies to achieve the credit. One or more points are available within each credit, and points are achieved by meeting specified requirements," says Katz. LEED credits can also be awarded for innovation in design.

## GREEN CHOICES MULTIPLY

Green building applies to more than the tile itself. Increasingly, the materials and products used in the surface preparation and installation of tile and stone products have benefited from new technologies that result in the manufacture of greener products.

Cork underlayment's have some environmental benefits that most other products cannot match. It is a truly renewable and sustainable resource. Unlike solid wood, composite wood products, paper and other renewable resources; no trees are cut down to make cork products. In fact, Cork Oak trees in Portugal, Spain and most other producing countries in the Mediterranean area are protected by law. To harvest cork, the bark is stripped from about 1/3 of the tree every 9 to 12 years. This process actually enhances the life span of the tree. The manufacturing process of cork products also produces a near zero waste stream and results in no toxic emissions. The bottom line in green building is that some cork products meet many of the key criteria of the organizations that promote and support green building initiatives.

# CONESTOGATILE presents ... Tile Concepts 2008

## Celebrating 50 years!!

Thursday, October 16, 2008

### HIGHLY ACCLAIMED SPEAKERS TO IMPROVE YOUR BUSINESS

Come, listen and learn from national acclaimed speakers to help enhance your business.

ð **NTCA/CTEF - ANSI Standards – Large Format Tile**

**Installations - LEED Certification with Ceramic Tile 1 Lu**

*Hours & 1 HSW Credit*

Large format tiles have inherent challenges for an installer. Learn from the National Tile Contractors Association and the Ceramic Tile Education Foundation about the special requirements needed to ensure a quality installation of large format tiles.

ð **Howard Pryor - LEED Certification with Ceramic Tile 1 Lu**

*Hours & 1 HSW Credit*

What is LEED Certification and how will ceramic tile installation allow for the accumulation of LEED points? Learn what needs to be specified to take advantage of the "Green Revolution".

ð **Jon Trivers - Take Charge: Protect the Present and Invest in the Future Fully**

The meek and mediocre won't last out this economic downturn. The best retailers and contractors know that for the time being you must act as a split personality – protect the present by reducing unnecessary costs and at the same time invest in the important changes in the future.

Are you taking the proper actions today to put yourself in the best marketing position for the future?

ð **T. Scott Gross – Positively Outrageous Service**

Are Your Customers Saying "WOW"? If not, your business and profits are going elsewhere. T. Scott Gross provides the keys to delivering the WOW that keeps customers coming back for more. His secret formula for success is Positively Outrageous Service, or POS.

### COME AND SEE THE NEWEST INNOVATIVE PRODUCTS IN CERAMIC TILE INSTALLATION

In addition to the business development speakers, several manufacturers will be showcasing their latest and most innovative products.

ð **Laticrete – Hydroban Waterproofing and Perma Color Grouts**

ð **Schluter Systems – Shower Pan Installations**

ð **Fin Pan – TI Board – Installation over Wood Decks**

ð **Aqua Mix – Care and Maintenance**

ð **Plus many others will be on hand giving you valuable information and demonstrating their products**

### SPECTACULAR DESIGNS

Our tile manufacturers will be on hand to showcase their newest products and tools available for the architectural designer to find just the right product for your project.

*FLORIDA TILE*

*IMOLA*

*AMERICAN OLEAN*

*REX*

*LAUFEN*

*QUESTECH*

*CARIBE*

*BENISSIMO*

*VILLI GLASS*

*IMPRONTA/ITALGRANITI*

*VALLELUNGA*

*PASTORELLI*

*EDILGRES*

*STONEPEAK*

*TAGINA*

*SENECA TILE*

*JEFFREY COURT*

*CERIM*

*AMERICAN FLORIM*

*DOLCE VITA*

*ROYAL MOSA*

*RICCHETTI*

*EMIL AMERICA*

*MEDITERRANEA*

*EPRO TILE*

*VITRIUM*

### KNOW WHAT GOES UNDER THE TILE

Our allied product manufacturers will be on-hand to showcase waterproof membranes, crack and sound isolation products, substrate boards, improved thin-set mortars, the latest in grout technology, in-floor heating systems, and care and maintenance products.

*LATICRETE INT'L*

*AQUA MIX*

*NOBLE MEMBRANES*

*BARWALT TOOLS*

*MARK E. INDUSTRIES*

*SCHLUTER SYSTEMS*

*SUPIORBUIL TOOLS*

*GEORGIA PACIFIC*

*IMER SAWS*

*RUBI*

*FIN PAN*

*STARQUARTZ GROUTS*

*DEWALT*

*ARMEG*

*EBBE DRAINS*

### AND IF THAT ISN'T ENOUGH...

There will also be a catered breakfast, lunch, and dinner along with snacks, beverages through out the day ... and door prizes including a 42" Digital TV.

**DON'T MISS THIS  
EXCELLENT  
OPPORTUNITY!**

# CONESTOGATILE presents ... Tile Concepts 2008

## Celebrating 50 years!!

### *Schedule of Events - Thursday, October 16, 2008*

#### **Trade Show – over 40 manufacturers:**

9:00 am – 6:00 pm New Product Introductions, Marketing Display Promotions, Product Demonstrations and Special Attendee Product Pricing

#### **Dual Educational Seminars:**

9:30 am – 10:30 am Session 1a – Laticrete Demonstration – Hydroban Waterproofing and Perma Color Grouts

9:30 am – 10:30 am Session 1b – Howard Pryor – LEED Certification with Ceramic Tile

(AIA accredited session - 1 LU & 1 HEW credits)

(Sponsored by American Florim – Sapphire Sponsor)

11:00 am – 12:00 pm Session 2a – Schluter Demonstration – Shower Pan Systems

11:00 am – 12:00 pm Session 2b – T. Scott Gross – Positively Outrageous Service/Microbranding

(Sponsored by Florida Tile – Diamond Sponsor)

12:30 pm – 1:30 pm Session 3a – Fin Pan Demonstration – TI Board for Installation over Wooden Decks 12:30 pm –

1:30 pm Session 3b – Jonathan Trivers – Take Charge: Protect the Present...Invest in the Future

(Sponsored by Conestoga Tile)

2:00 pm – 3:00 pm Session 4a – Laticrete Demonstration – Hydroban Waterproofing and Perma Color Grouts

2:00 pm – 3:00 pm Session 4b – T. Scott Gross – Positively Outrageous Service/Microbranding

(Sponsored by Schluter Systems – Sapphire Sponsor)

3:30 am – 4:30 pm Session 5a – NTCA/CTEF – ANSI Standards – Large Format Tile Installations

3:30 am – 4:30 pm Session 5b – Jonathan Trivers – Take Charge: Protect the Present...Invest in the Future

(Sponsored by Laticrete Int'l – Diamond Sponsor)

4:30 pm Door Prize Drawings

5:00 pm – 6:00 pm Session 6a – Aqua Mix Demonstration – Care and Maintenance of Natural Stone

5:00 pm – 6:00 pm Session 6b – Howard Pryor – LEED Certification with Ceramic Tile

(AIA accredited session - 1 LU & 1 HEW credits)

(Sponsored by Impronta/Italgraniti – Sapphire Sponsor)

#### **Food:**

8:30 am – 10:00 am The Gettysburg Breakfast Buffet

Chilled juice, scrambled eggs, breakfast potatoes, baked ham, warm biscuits and muffins, coffee, tea and milk

11:30 am – 1:00 pm The Italian Lunch Buffet

Garden salad, anti pasta salad, sliced tomatoes and mozzarella cheese, chicken parmesan, baked ziti, lasagna, sausage and onions, Italian vegetables, garlic bread, tiramisu, coffee and iced tea

2:00 pm – 3:30 pm Snacks & Beverages

4:30 pm – 6:30 pm Eisenhower Deluxe Dinner Buffet

Top round of carved beef, oven-roasted chicken, caramel apple pork tenderloin, seafood newburg, garden salad, roasted red potatoes, parsley buttered rice, California blend vegetables, warm rolls, cheese cake, coffee and iced tea