



VOLUME 29

NO. 2

March, 2008

50th Year Celebration

Enclosed you will find our 50th Anniversary brochure expressing thanks to our vast customer network, trusted vendors and loyal employees and celebrating half a century in the ceramic tile industry. We hope you enjoy reading it and know that we are committed to continued success, which would not be possible without your valued support.

50th Year Promotion for the Month of March

Purchase any amount of tools including wet saws and blades totaling at least \$50.00 and receive a 10% discount on those items.

Price Lists

Due to the late publication date of this edition of the TrailBlazer, price lists included that are dated 3/1/08 will take effect on Monday, March 17th.

Registration Forms

Please see enclosed registration forms for upcoming CT-101 and Ceramic Tile Consultant (CTC) educational programs.



Laticrete - New acrylic caulks will be stocked in both sanded and non-sanded and we have increased the amount of colors stocked in Latasil as well. Please review the accompanying article to find out more about our efforts with Laticrete.

Change in Mailing Address

Please remember, our Accounts Receivable department moved to our Hanover location. Therefore, when paying your invoices by mail, please send them to:

Conestoga Ceramic Tile
401A Moulstown Rd
Hanover, PA 17331

Additionally, if you pay your invoices by our Chax program, please fax your check copies to our Hanover location at fax number 717-637-2581, Attention Kim Staub.

March, 2008

Laticrete Becomes Prime Setting Material Supplier

CONESTOGATILE has elected to put a larger emphasis on the **Laticrete** brand of products and reduce or eliminate the marketing of several suppliers that had been providing similar products. **Laticrete** has always been our largest supplier of setting materials and this shift in focus should allow our group to further strengthen an already solid market position with the **Laticrete** brand. This will have an impact on current suppliers which are outlined below:

Bonsal - Effective April 1, 2008, **CONESTOGATILE** will no longer represent the **Bonsal** brand of products. Please remove your **Bonsal** grout samples and order any existing grout selection before the end of March. The popular Floor Mud will be replaced by **Laticrete** 209.

Colorfast Caulks - Since we are eliminating the **Bonsal** grout line, sanded and non-sanded acrylic caulks will now be supplied by **Laticrete** who has recently introduced this product to compliment their current grout offering.

Summitville - All cement based setting products will no longer be represented after April 1, 2008. Complimentary products for the two most common **Summitville** modified mortars would be - S-1000 (**Laticrete** 253) and S-1300 (**Laticrete** 252). We will continue to supply epoxy setting and grouting products from **Summitville**,

Conestoga Adhesive - The private label CO-2040 Mastic will be replaced by **Laticrete** 15. We will begin to inventory the **Laticrete** 15 in 1-gal units for those customers who stock that particular size.

Enclosures - Price Lists

Benissimo - This alternative to slab granite countertop material has generated a tremendous amount of interest nationally through a comprehensive marketing effort aimed at a variety of publications and syndicated television programs. Granite Solutions counter top system is the easy and affordable way to achieve the elegant and customized look of slab granite. Using a system of granite tiles with a patent-pending bullnose edge, the sophisticated look of slab granite is easily achieved with significant cost savings. The system requires little cutting and can be installed by most high skilled tile installers. Contact your **CONESTOGATILE** representative to review the entire merchandising offering available from **Benissimo** Granite Solutions. Capture space that traditionally has been provided by other trades.

Florida Tile - **Florida Tile** has completely revamped their entire line including the conversion of many of their domestic produced products into a porcelain body. The new porcelain factory in Lawrenceburg, KY began producing products in the summer of 2007 and is now fully operational. In addition to the tile change over, **Florida Tile** has compiled one of the largest offerings of natural stone of any domestic manufacturer. New 2008 catalogs are expected in the early part of spring.

Floor HEAT - **Floor HEAT** was initially introduced by **Laticrete** as Fahrenheit and was subsequently renamed in 2007. Please notice the manila colored price list as this represents "net" pricing, not subject to any trade discounts. Floor HEAT is a versatile floor warming mat equipped with a self-adhesive backing allowing for ease of installation. Conestoga Tile stocks all 120 VAC mats along with the accompanying thermostat and Wire Eye electric fault indicator.

Discontinued

- Caribe**
 - Accessories - Soap Dish 4-7/8" x 6-5/8"
- Cerim**
 - Ancient Stone - Color Green Only
All Sizes and bullnose/outcorner
 - Greca Relief - 6-1/2" x 6-1/2"
709521 Sand and 709723 White
 - Provenzale - Field 8" x 8
38004 Grigio Only
- Emil**
 - Brera - Field Natural sizes 6" x 18" and 12" x 18" only, All Colors
 - Liegi - Field size 6" x 18" only, all colors
 - Porfirites - Field 12" x 12", Fascia Cubetti 6" x 12", Bullnose 3-1/2" x 12', colors Bronzo Altavilla and Verde Gandino Only
 - Toscana - Field size 6" x 18" only, all colors
- Laufen**
 - Atlas - Entire Series
 - Illusion - Entire Series
 - Petra - Entire Series
- Paschal**
 - Metalscapes - 2" x 6" Liner Hammered does not exist
 - Spectrum - Entire Series
 - Veranda - Entire Series
- Standard**
 - Savoia Carrara - Entire Series

Price List Corrections

- American Olean** Sandy Ridge Mosaics
2" x 2" S886 Bullnose should be LF not EA
- Edilgres** Himalaya
Field 17" x 17" is not a stock item
- Impronta/Italggraniti** Pietra De Vesale
4" x 4" Tozetto Vesale Fusione Arancio, Nero, Sabbia and Turchese are sold full carton only, 1 each of 6 designs for 127.50

General

- Florida**
 - Metal and Cast Décor
 - Floral Dot all colors 1" x 1" and 2" x 2" are not available for sale until further notice due to copyright problems