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CONESTOGA TILE presents Tile Concepts 2008

Once again, Conestoga Tile 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 flyer for more information.

Take Charge: Protect the Present and Invest in the Future

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?

Jon Trivers, a featured columnist for Floor Covering Weekly and a friend of Conestoga Tile and their great customers will show us how we can get through the tough times and get excellent profits when the good times return. After three bad years, the flooring industry will have 10 of the best years. **Be prepared - Jon will show you how.**

Jon has spoken at several of Conestoga Tile's past educational events with great enthusiasm and prospective of the flooring industry. Mark your calendars to plan on attending the 50th anniversary Tile Concepts show on October 16th, 2008 to hear Jon's marketing tips, plus many other exciting educational seminars.

CLOSED

Our offices will be closed on October 16, 2008. We will all be at the Tile Concepts show. See you there!

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.

Enclosures - Price Lists

ACIF - represents a price increase on the popular Capri series.

Dens-Shield - the popular backerboard saw its first price increase in 3 years and fortunately did not affect the 1/4" material.

Impronta/Italgraniti - we stock several lines from them that are sampled throughout the territory, but also showcase a number of lines in our showrooms that are stocked in their Springfield, VA warehouse. This is also one of our key manufacturers promoted by our architectural department.

Nuheat - our leading supplier of in-floor heating has recently introduced a cable system for installations where complete coverage is required and time does not allow for a custom mat production. We will be stocking the various kit sizes in the 120V.

Ricchetti - one of our longest running Italian suppliers continues to bring value-based products to the market.

Tools - we have updated the pricelist to include our most up to date collection of tools from the assortment of suppliers we represent.

Vallelunga - we will soon be introducing our sixth line called Appia Antica. Vallelunga continues to be one of the few Italian suppliers that consistently design new products for the US market. Many suppliers have chose to develop products for other markets as our economy has slowed.

US Ceramics - part of the Roca group which also supplies Laufen, US Ceramics will be marketed in the areas serviced by our Baltimore, Dulles, and Charlottesville service centers. US Ceramics brings a very extensive color offering in wall tile and soon will be introducing a package of unglazed mosaics for the commercial market.

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.

What is POS? It's above-and-beyond service that attracts customers with a touch of creativity and personality. It can take many different forms.

POS is random and unexpected - the element of surprise is part of its power. It's an extravagant gesture that catches attention. POS creates positive word of mouth. More powerful than advertising, POS generates its own buzz.

Through heartfelt and often humorous anecdotes, T. Scott Gross provides examples of POS in action that illustrate how cultivating over-the-top customer service can energize your business. His insights reach beyond gimmicks and giveaways to guide all aspects of business management, including:

- How to beat big discount retailers without blowing your advertising budget.
- How to learn what customers really want and deliver beyond expectation.
- How to turn customer service disasters into public relations triumphs.
- How to recruit, train and retain superstar employees.
- How to build a better brand for a higher profile and great customer response.

Mark your calendars to plan on attending the 50th Anniversary Tile Concepts show on October 16th, 2008 to hear T. Scott Gross and the powers of Positively Outrageous Service, plus many other exciting educational seminars.

Discontinued

Del Sole

Assisi Entire Series
Siena Entire Series

Impronta/Italgraniti

Calacatta Floor 17" x 17" size only
Lights Entire Series

Marmi di Impronta 13-1/2" x 13-1/2" Floor and
11" x 13-1/2" Wall in colors Bardiglio, Botticino
and Crema Marfil

All trim and deco pieces associated with sizes
listed above are also discontinued.

Saxum Entire Series

Florida

Metrofusion Listello G1970B Metalcraft 2-1/2" x 8"

Laticrete

Sound Control/Crack Suppression
18 Sound Control
150 Sound N Crack Isolation Mat
64 oz. Primer

Waterproofing

Watertight
24-Hour HydroProofing