



PRESS RELEASE

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PRESIDENT'S NOTE

By Svend Hovmand

The Tile Council of North America (TCA) was established with the purpose of expanding the tile market in the U.S. TCA acts as a general spokesman for the industry and represents the TCA members' interests before federal and state government agencies, including development of product standards and improved installation methods.

In general, as President of TCA, I hope to be able to guide and support the TCA organization as it continues to grow, specifically in the following areas:

- 1) Supporting the further development of the many valuable services that TCA is providing to the tile industry, such as the TCA Handbook, product standards, testing lab, education of tile installers through the Ceramic Tile Education Foundation, and consulting services through the TCA Team.
- 2) Ensuring that TCA will continue to be financed adequately as it is growing its activities.
- 4) Participating in the development of the Coverings Show together with our partners and National Trade Productions to make this show even stronger for all participants, including specifiers from the architect and design community, dealers, and tile contractors.
- 5) Strengthening the cooperation between TCA and various other trade organizations in the tile industry, such as the Ceramic Tile Distributors Association and the National Tile Contractors Association.
- 6) The TCA has recently included Mexican tile manufacturers in its membership. The mode of operation between Mexican and American members will be established over the next year with due regard for the special needs of the Mexican producers.

The tile industry has been, and still is, a very fragmented industry, and the chaotic tile market is presently under great pressure from a number of new players. TCA is one of the few organizations trying to coordinate the actions of traditional manufacturers, develop standards from products and installation methods, and support education of tile installers.

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