



PRESS RELEASE

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TCA NOW STRONGER AS THE TILE COUNCIL OF NORTH AMERICA

The Tile Council of America now represents American, Canadian, and Mexican tile manufacturers with the addition of four large Mexican tile manufacturers to its membership. Reflecting the expanded membership, the TCA Board of Directors approved changing the organization's name to the Tile Council of North America.

An estimated 80% of the tiles made in North America (Canada, Mexico and the United States) are represented by the Tile Council's membership. With combined tile production in 2003 for North America estimated at 2.2 billion square feet, the Tile Council's membership represents approximately 1.8 billion square feet of ceramic tile production.

"The addition of Mexican manufacturers allows the Tile Council to represent a powerful North American ceramic tile manufacturing industry," remarked Robert E. Daniels, Executive Director of TCA. "Similar interests such as developing standards, publishing installation guidelines, and educating installers, sales staff and everyone in the ceramic tile chain on installation practices bonds our membership."

Four of the largest Mexican manufacturers have since joined the association: Grupo Porcelanite, Internacional De Ceramica (Interceramic), Lamosa Revestimientos and Manufacturas Vitromex.

"Joining the Tile Council is a very exciting opportunity and a historical event where the entire ceramic tile industry of North America comes together under one organization," remarked Victor Almeida, CEO of Internacional De Ceramica.

The Tile Council's new logo graphically reflects the strength of North American tile manufacturers with stylized flags in the familiar four-tile icon.

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