



PRESS RELEASE

Website: www.tileusa.com . Literature: literature@tileusa.com

FOR IMMEDIATE RELEASE

Live Demonstrations and Art Tile Village Featured on the North American Pavilion Floor

The Tile Council of North America (TCNA) is proud to announce more than 15 live installation demonstrations and a new Art Tile Village that will be featured in the North American Pavilion at Coverings 2005, May 3rd to 6th, in Orlando, FL.

Just as the fashion industry looks to the hottest designers to forecast the latest trends in fashion, design-savvy architects, retailers, distributors and contractors look to TCNA members to anticipate “what’s next” in North American ceramic tile trends. The North American Pavilion provides a wide selection of new styles, textures, and shapes. Each year thousands of professionals, from every facet of the tile industry find the North American Pavilion to be the fastest, most cost-effective route to finding new products, ideas, and relationships needed to grow their businesses.

This year, TCNA introduces an Art Tile Village featuring handmade, artistic, and specialty tiles from more than 30 of the most creative and talented tile artists in North America. In the Art Tile Village, Coverings’ attendees will step into a world of creativity where art and function coexist.

Another new feature in the North American Pavilion this year is an installation stage with more than 15 live demonstrations. “Education remains our industry’s primary sales tool,” remarked Bart Bettiga, Executive Director of the National Tile Contractors Association (NTCA). NTCA along with Ardex Engineered Cements, Bonsal American, C-Cure, Laticrete International, TEC-Specialty Construction Brands, Texas Cement Products, and Southern Grouts and Mortars (SGM, Inc.) will demonstrate how to tackle a range of floor, shower pan, curb, and wall installations using the latest technology.

The North American Pavilion provides an unequalled opportunity for attendees to network and build relationships with more than 70 Canadian, Mexican, and American tile, equipment, and installation materials manufacturers.

-###-

Contact: Shannon Woodmansee, Director of Membership and Public Relations
864-646-8453, ext. 107
(image available)

TILE COUNCIL OF NORTH AMERICA, INC.

100 Clemson Research Boulevard . Anderson, South Carolina 29625 . Phone: 864-646-8453 . Fax: 864-646-2821



Testing Services: testing@tileusa.com . Literature Orders: literature@tileusa.com