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FOR IMMEDIATE RELEASE

TCA TEAM HIRES DIRECTOR

The Tile Council of North America, Inc. (TCNA) reports hiring Philip J. (Jeff) Micalizzi to be the new director of its wholly owned subsidiary, TCA Team, LLC. Mr. Micalizzi's responsibilities include managing operations and recruiting additional consultants.

“Since the launch of TCA Team, we have experienced a growing demand for pre-construction consulting and on-site inspection across the United States. Jeff brings more than 27 years of experience to TCA Team,” remarked Eric Astrachan, TCNA's Executive Director.

Mr. Micalizzi gained insight into the causes of installation failures while at Laticrete International and previously as a foreman for Local #1 in New Haven, Connecticut. Prior to working for Local #1, Mr. Micalizzi set ceramic tile in California and Connecticut for 16 years.

“The purpose of the TCA Team is to solve problems—before, during and, if necessary, after a tile and stone installation,” said Mr. Micalizzi. “Bringing a ceramic tile and stone specialist into a project during the design phase will often save money.”

There are now so many choices available in the ceramic tile industry, architects and other specifiers are often not familiar with the new technology and choices available. Because tile is both utilitarian and decorative, it is important that a full range of choices are considered. Because it is expected to last the life of the building, it must be installed correctly, which requires knowledge of the ever-broadening choices of installation materials.

In the building industry, whenever materials can be decorative, functional, expensive, and long-lasting, specialists are needed to help make the right choices. A ceramic tile design specialist can help select tiles that are functional and decorative and an installation specialist can help make sure the installation system is properly specified and executed.

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“Our objective is to become a resource for the entire construction chain from the specification writer to the installer,” said Mr. Micalizzi.

“Often when an installation crew knows an inspector will be checking the tile installation, performance goes up,” said Mr. Astrachan. “As consultants become more readily available, we believe customers will receive better installations. Not just because of better workmanship but also because of better design choices, better installation systems, and better competition in the marketplace. In the long term, we expect this will result in more training and education for the industry – which makes everyone a winner,” said Mr. Astrachan.

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