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FOR IMMEDIATE RELEASE

## COMPLIMENTARY 2006 TCA HANDBOOK FOR CERAMIC TILE INSTALLATION OFFERED AT COVERINGS

Orlando, FL – 4/6/06 The Tile Council of North America, Inc. (TCNA) is offering a complimentary copy of the “2006 TCA Handbook for Ceramic Tile Installation” at Coverings. This industry guide is referenced in commercial and residential projects and is used by more than 100,000 tile professionals every year.

This year’s version of the TCA Handbook includes the *Floor Coverings Cost Comparison* report – an independent life cycle cost analysis of 17 floor coverings.

“The Tile Council of North America commissioned Scharf-Godfrey to conduct this study because of their expertise in construction costs and the credibility they bring as an independent engineering firm with no vested interest in any flooring option,” said Eric Astrachan, Executive Director of the Tile Council. The study compared all types of ceramic tile, including quarry, porcelain and mosaic, to 12 other floor coverings such as hardwood, laminates, stamped concrete, stone, carpet, terrazzo, vinyl and poured epoxy. The study revealed that over the lifetime of the average floor, tile lasts longer, costs less per year to maintain, and costs less overall than any other type of flooring.

Coverings attendees are encouraged to pick up a complimentary copy of the 2006 TCA Handbook at the TCNA booth (# 2816) in the North American Pavilion. TCNA is also introducing a digital version of the 2006 Handbook at a reduced price of \$7 during the show (after the show, the CD sells for \$15).

For more information regarding how you can order a copy of the 2006 TCA Handbook in print or on a CD, visit [www.tileusa.com](http://www.tileusa.com) or call the TCNA Headquarters at 864-646-8453.

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