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FOR IMMEDIATE RELEASE

**LIVE INSTALLATION DEMONSTRATIONS
ON NORTH AMERICAN PAVILION STAGE “A”
(Location #4104)**

Tuesday, April 17, 2007

- 10:45 a.m. **Laticrete PermaColor Grout** – Presenter: Laticrete International
- 11:15 a.m. **Adesilex P-10: Bring Out the Brilliance of Glass Tile** – Presenter: MAPEI Corporation
- 11:45 a.m. **The Benefits of Cork Underlayment in Tile Applications** – Presenter: Amorim Industrial Solutions/AcoustiCork
- 12:15 p.m. **Ardex Flex Sanded Grout – 26 New Colors!** – Presenter: Ardex Engineered Cements
- 12:45 p.m. **Laticrete FahrenHEAT Floor Warming** – Presenter: Laticrete International
- 1:15 p.m. **Opticolor: Finally! A Resin-Based Grout That’s Easy to Use** – Presenter: MAPEI Corporation
- 1:45 p.m. **Learn About Nano Technology and How it Will Change the Way You Look at Problem Solving** – Presenter: Aqua Mix, Inc.
- 2:15 p.m. **Fracture-Guard: Crack Isolation; It’s Not Just for Concrete Anymore** – Presenter: Mer-Krete Systems
- 2:45 p.m. **Hardiebacker Cement Backerboard Installation Demo** – Presenter: James Hardie Building Products
- 3:15 p.m. **Noble Niches and Curbs** – Presenter: Noble Company
- 3:45 p.m. **Electrical 101 for Floor Warming – What You Can Do Yourself During Installation** – Presenter: Easy Heat
- 4:15 p.m. **Self-Leveling Made *Ultraplan* Easy: Clean, Prime, Pour!** – Presenter: MAPEI Corporation

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TILE COUNCIL OF NORTH AMERICA, INC.

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



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Wednesday, April 18, 2007

- 10:15 a.m. **Laticrete Permacolor Grout** – Presenter: Laticrete International
- 10:45 a.m. **Adesilex P-10: Bring Out the Brilliance of Glass Tile** – Presenter: MAPEI Corporation
- 11:15 a.m. **Ardex Flex Sanded Grout – 26 New Colors!** – Presenter: Ardex Engineered Cements
- 11:45 a.m. **Hydro-Guard One and Hydro-Guard 2000: Providing Proper Mold Resistant Waterproofing in Today's Fast Track Construction Environment** – Presenter: Mer-Krete Systems
- 12:15 p.m. **Learn About Nano Technology and How it Will Change the Way You Look at Problem Solving** – Presenter: Aqua Mix, Inc.
- 12:45 p.m. **PreFormed Components** – Presenter: Bonsal American
- 1:15 p.m. **Opticolor: Finally! A Resin-Based Grout That's Easy to Use** – Presenter: MAPEI Corporation
- 1:45 p.m. **Hardiebacker Cement Backerboard Installation Demo** – Presenter: James Hardie Building Products
- 2:15 p.m. **The Benefits of Cork Underlayment in Tile Applications** – Presenter: Amorim Industrial Solutions/AcoustiCork
- 2:45 p.m. **Laticrete Hydro Ban Waterproofing Membrane** – Presenter: Laticrete International
- 3:15 p.m. **Noble Niches and Curbs** – Presenter: Noble Company
- 3:45 p.m. **Quartz Lock Grout, Joint the Revolution!** – Presenter: StarQuartz Industries
- 4:15 p.m. **Curves Made Easy** – Presenter: National Gypsum
- 4:45 p.m. **Self-Leveling Made *Ultraplan* Easy: Clean, Prime, Pour!** – Presenter: MAPEI Corporation

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Thursday, April 19, 2007

- 10:15 a.m. **Laticrete Permacolor Grout** – Presenter: Laticrete International
- 10:45 a.m. **Adesilex P-10: Bring Out the Brilliance of Glass Tile** – Presenter: MAPEI Corporation
- 11:15 a.m. **Installing Electric Floor Warming Using Crack Suppression, Anti-Fracture and Waterproofing Membranes** – Presenter: Easy Heat
- 11:45 a.m. **Learn About Nano Technology and How it Will Change the Way You Look at Problem Solving** – Presenter: Aqua Mix, Inc.
- 12:15 p.m. **Hardiebacker Cement Backerboard Installation Demo** – Presenter: James Hardie Building Products
- 12:45 p.m. **Quartz Lock Grout, Joint the Revolution!** – Presenter: StarQuartz Industries
- 1:15 p.m. **Sound Shield Membrane and 801 Self Curing Thinset: A Complete Systems Approach to Sound Reduction on Today's Hard Surfaces** – Presenter: Mer-Krete Systems
- 1:45 p.m. **Curves Made Easy** – Presenter: National Gypsum
- 2:15 p.m. **Opticolor: Finally! A Resin-Based Grout That's Easy to Use** – Presenter: MAPEI Corporation
- 2:45 p.m. **Ardex Flex Sanded Grout – 26 New Colors!** – Presenter: Ardex Engineered Cements
- 3:15 p.m. **Systems Warranties** – Presenter: Bonsal American
- 3:45 p.m. **Laticrete FahrenHEAT Floor Warming** – Presenter: Laticrete International
- 4:15 p.m. **The Benefits of Cork Underlayment in Tile Applications** – Presenter: Amorim Industrial Solutions/AcoustiCork
- 4:45 p.m. **Self-Leveling Made *Ultraplan* Easy: Clean, Prime, Pour!** – Presenter: MAPEI Corporation

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Friday, April 20, 2007

- 10:15 a.m. **Laticrete Permacolor Grout** – Presenter: Laticrete International
- 10:45 a.m. **Adesilex P-10: Bring Out the Brilliance of Glass Tile** – Presenter: MAPEI Corporation
- 11:15 a.m. **The Benefits of Cork Underlayment in Tile Applications** – Presenter: Amorim Industrial Solutions/AcoustiCork
- 11:45 a.m. **Ardex Flex Sanded Grout – 26 New Colors!** – Presenter: Ardex Engineered Cements
- 12:15 p.m. **Opticolor: Finally! A Resin-Based Grout That’s Easy to Use** – Presenter: MAPEI Corporation
- 12:45 p.m. **Laticrete Hydro Ban Waterproofing Membrane** – Presenter: Laticrete International
- 1:15 p.m. **ColorGrout and 801 Self Curing Thinset: Mortars and Grouts Designed to Meet the Increased Challenges Facing Porcelain Tile Installations**– Presenter: Mer-Krete Systems

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

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