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FOR IMMEDIATE RELEASE

COMPLIMENTARY 2008 TCA HANDBOOK FOR CERAMIC TILE INSTALLATION OFFERED AT COVERINGS

Orlando, FL (4/30/08) - The Tile Council of North America, Inc. (TCNA) is offering a complimentary copy of the *2008 TCA Handbook for Ceramic Tile Installation* at Coverings 2008 in Orlando. This industry guide is referenced in commercial and residential specifications and is used by more than 65,000 tile professionals every year.

“For more than 40 years, the Handbook has had a vital role in clarifying and identifying ceramic tile installation methods. The discussion and review process used by the Handbook Committee creates the industry consensus that the TCA Handbook represents,” remarked Eric Astrachan, TCNA’s Executive Director.

The popular *Floor Coverings Cost Comparison* report, an independent life cycle cost analysis of 17 floor coverings, is included in this year’s edition of the Handbook. “TCNA 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,” explained Mr. Astrachan. The study compared all types of ceramic tile, including quarry, porcelain and mosaic, to 12 other floor coverings such as hardwood, laminates, stained 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 2008 TCA Handbook at TCNA’s booth (#2816) in the North American Pavilion. TCNA is also introducing a CD-ROM version of the 2008 Handbook at a reduced price of \$10 during the show. For more information regarding how you can order a copy of the 2008 TCA Handbook in print or on a CD, visit www.tileusa.com, or call the Tile Council at 864-646-8453.

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