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FOR IMMEDIATE RELEASE

## TCNA MEMBERS LEAD THE WAY IN REDUCING CONSUMER CONFUSION ABOUT PORCELAIN TILE

*Orlando, FL (4/30/08)* - Nine Tile Council of North America (TCNA) members are among the first companies to participate in the Porcelain Tile Certification Agency's (PTCA) porcelain certification program.

Porcelain tile is defined as an impervious tile with a water absorption of 0.5% or less as measured by the ASTM C373 test method. There are, however, many instances in the U.S. in which tile not meeting this standard is advertised and sold as porcelain tile. Marketplace confusion, installation problems, and even liability concerns can result when non-porcelain tile is misrepresented in the marketplace.

Under the PTCA certification program, manufacturers who want to prove their tile is porcelain -- meeting the 0.5% water absorption criteria -- can have their product tested to determine compliance with that requirement. With satisfactory results and upon completion of a Program Participation Agreement, they may then use the PTCA certification mark on their product packaging, marketing materials, etc., as confirmation of that compliance.

American Marazzi, Crossville, Dal-Tile, GranitiFiandre, Interceramic, IRIS U.S., Porcelanite/Lamosa, StonePeak Ceramics, and Vitromex have either had tile tested or plan to do so shortly for the PTCA program.

"Because ISO standards do not define the term 'porcelain', and the ISO test method for determining water absorption is less determinative than the ASTM method, tile meeting the ISO criteria for low water absorption may not meet ANSI A137.1 porcelain criteria," according to Eric Astrachan, Executive Director of TCNA.

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