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PORCELAIN TILE CERTIFICATION UPDATE

The Porcelain Tile Certification Agency (PTCA) is pleased to announce that participation in its certification program is at an all-time high, as manufacturers and importers prove to customers their products are genuinely porcelain.

Launched in 2008 by Tile Council of North America (TCNA) and the Ceramic Tile Distributors Association (CTDA), this program directly benefits manufacturers, distributors, and end-users, which are all impacted by the misrepresentation of non-porcelain tile as porcelain. 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.

The PTCA program helps reduce marketplace confusion over what is and what is not porcelain and creates accountability to help prevent tile from being falsely labeled. Products that are certified can display a unique PTCA logo on boxes and in corresponding literature.

Including those that have submitted products pending certification, the following companies are participating: American Marazzi, Crossville, Florida Tile, GranitiFiandre USA (Trans Ceramica), Interceramic, Mannington, Orchid Ceramics, Porcelanite-Lamosa, Royal Mosa, StonePeak Ceramics, and Vitromex.

“We are pleased to see a high-level of participation by TCNA members in this innovative program,” said Eric Astrachan, TCNA’s executive director. “As manufacturers and importers embrace and participate in this program, we expect consumers will become more aware of the requirements for porcelain tile. In turn, we hope this reduces the number of tiles that are falsely identified as porcelain.”

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