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PORCELAIN TILE CERTIFICATION UPDATE

The Porcelain Tile Certification Agency (PTCA) is pleased to announce the growing number of participants in its certification program.

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. With 101 product lines qualifying for certification in 2009 (an increase of 4.1% over 2008), there is clearly a high-demand for this service.

Including those that have submitted products pending certification, the following companies are participating: American Marazzi, Casalgrande Padana, Cedir Ceramiche, Ceramica San Lorenzo, Crossville, Dal Tile, EGE Seramik, Florida Tile, Florim, GBI Tile & Stone, GranitiFiandre USA (Trans Ceramica), Interceramic, Iris, Islatiles, Kim Hin Ceramics, Mannington, Orchid Ceramics, Pamesa Ceramica, Porcelanite-Lamosa, Royal Mosa, Shaw, StonePeak Ceramics, Vitra USA, and Vitromex.

“The strong participation by TCNA members in this program shows the North American tile industry’s concern for accuracy in product labeling,” said Eric Astrachan, TCNA’s executive director. “Participants are demonstrating their commitment to quality by independently verifying to their customers that the tile they sell is genuine 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 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.

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