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## Tile Council Launches Green Website

Tile Council of North America (TCNA) is pleased to announce the launch of its green website, [TileTheNaturalChoice.com](http://TileTheNaturalChoice.com), which describes the North American tile industry's environmental efforts and provides a wealth of green resources and educational material.

According to Mr. Bill Griese, TCNA standards development and green initiative manager, the website can be credited to the hard work of the TCNA Green Initiative Committee, a group of more than 70 participants representing more than 40 tile and installation material organizations. “The launching of this website is an important milestone in our industry’s environmental endeavors,” stated Mr. Griese. “There is an abundance of green information out there, and the website harmonizes the many environmental messages of TCNA’s tile and installation material producers.”

[TileTheNaturalChoice.com](http://TileTheNaturalChoice.com) features

- information on the environmental attributes of tile and related installation materials
- informative articles and presentations that address green building
- technical information on the pertinence of tile to green building standards and rating systems
- the latest green news from USGBC and ICC
- a product locator to discover “green” tile and installation material products in North America

As displayed on the website's home page, the tile industry's environmental messages can be grouped into four fundamental categories: durable, ecological, healthy, and economical. The website also showcases a fifth component - the positive effects of incorporating tiled surfaces into projects designed to meet LEED and other green building specifications and rating systems.

“We aim for [TileTheNaturalChoice.com](http://TileTheNaturalChoice.com) to serve as the destination for those wanting to find out more about tile products and environmental sustainability,” Griese added.

TCNA's new website can be accessed via a link on its main page at [www.tileusa.com](http://www.tileusa.com) or directly by visiting [www.TileTheNaturalChoice.com](http://www.TileTheNaturalChoice.com).

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