



Website: www.tileusa.com . Literature: literature@tileusa.com

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Contact: Andrew Whitmire
T: 864-646-8453 ext. 102

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 25 companies participating and 225 product lines qualifying for certification since the start of the program, 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, Ceramica UDA, 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 Tile Council members in PTCA demonstrates the North American tile industry’s concern for accuracy in product labeling,” said Eric Astrachan, TCNA’s executive director. “The participation by numerous foreign manufacturers as well shows international support for the PTCA program. 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.

TILE COUNCIL OF NORTH AMERICA, INC.

100 Clemson Research Boulevard . Anderson, South Carolina 29625 . Phone: 864-646-8453 . Fax: 864-646-2821



Testing Services: testing@tileusa.com . Literature Orders: literature@tileusa.com