



A Division of Olympia Tile (USA), Inc.

Autumn
2007

KATE-LO

TILE & STONE

Review

Helpful Hint

With cold weather fast approaching, be sure to turn off your in-floor heating systems like NuHeat and ThermaRay before installing your tile and for two weeks after installation. The heat from the systems will not only quick-dry your thinset, which will make it brittle, it will also cure your grout too quickly, making it blotchy.

TUSCAN CLAY

With its gently hand crafted appearance and sun-washed colors, Tuscan Clay brings the golden days and tranquil nights of Italy's most romantic region to your home, lending it the charm, casual elegance and soft sophistication of a villa on the Tuscan hillside.

While its sculpted edges and natural shade variation give Tuscan Clay an authentic, centuries-old look, its contemporary sizes and rich color palette provide a modern, yet timeless, appeal.

Four colors to choose from, eight sizes and coordinating trim, makes this tile a perfect choice for floor and wall surfaces where an aged, warm feel is needed.

From Crossville, Inc.



*A friend is someone
who lets you have total
freedom to be yourself.
-Sim Morrisson*

In this issue:

Fun Colors, Serious Design
Color Blox Too

High Tech Meets Old
World Style

Simple, Classic and Comfy...
...Restauri from Castelvetro

The perfect sanitary base...
...for every project

New satellite warehouse
delivery days

Tips for buying or selling
your business

Tile Trends from Cersaie

Glass Blox and Common
Thread; Crossville helps
raise awareness in the
fight against breast cancer

MARKET

PULSE

TILE TRENDS FROM CERSAIE

CERSAIE 2007 – The international exhibition of ceramic tiles and bathroom furnishings.

This exhibition is held annually in Bologna, Italy and features most of the major manufacturers from Italy, Spain, Turkey and other European factories. Kate-Lo Tile & Stone has attended this show for the past 17 years in order to keep abreast of current trends and improvements within our industry. We have listed some of the highlights for your future reference.

NEW TECHNOLOGY

- ♦ State of the art computer technology utilizing ink jet glazed porcelains with six million pixels create 50 separate graphics. This process can replicate the most natural stones so that a common person can not tell the difference.
- ♦ 7200 ton twin presses can create massive 4' x 8' slabs of tile in only 1/4" and 1/2" thicknesses. They can cut every size imaginable to create modular patterns with minimal labor.
- ♦ Many Italian factories are infusing metal into the body of porcelain tiles to create luxurious metallic glazes capable of withstanding high volumes of traffic and wear.

INTERNATIONAL INFLUENCES

- ♦ The largest international influence comes from Russia due to the devaluation of the US dollar, increased oil prices and weak construction economy in the US. They are in a tremendous growth mode resulting in many factories targeting their market through product development. Dark, ominous colors combined with bright red accent colors and shiny metallic glazes were prevalent throughout the exhibition.
- ♦ China continues to copy many moderate priced products diminishing the prevalence of any new items in this category from European suppliers.

STYLE, COLOR & DESIGN

- ♦ Dark browns, grays and black tones with bright reds and metallic accents were the most popular color tones.
- ♦ Polished onyx-like glazed porcelain tile with high gloss finishes and authentic graphics.
- ♦ This season's luxurious commercial products range from linen to silk with textures and weaves matching clothing fabrics perfectly. Many styles resemble tailored tweed suits or wool caps.
- ♦ There was a trend to recreate the carbon-fiber products used in bicycle frames, and other high-tech industries.
- ♦ Wood creations have evolved from refined to quarter sawn log cabin finishes complete with variegated saw marks. Innovative new size formats and fashionable color backgrounds expand the potential for using tile as an alternative to real wood.
- ♦ The metallic trend continues to expand and is now available in commercially rated polished porcelains.

RECAP

Although the US continues to be important for European factories it is obvious our economic downturn has de-emphasized our influence in product design. Similar to the last two construction recessions in '81 and '92, we will rebound and play a larger role in influencing the tile industry in the years to come. In the interim, Kate-Lo Tile & Stone will continue to research and promote the industry's most popular trends and keep you informed of changes that affect us all.

<http://www.cersaie.it>

kult from Panaria



A porcelain stoneware developed through a high-tech process, kult, shows a perfect balance between its body and surface. This is due to through-body colouring randomised at every pressing, together with the combined application of high-definition graphics. Because of its technical and aesthetical features Kult is a truly unique product, as natural and beautiful as ancient stone.

SATELLITE WAREHOUSE DELIVERIES

STARTING THE WEEK OF DECEMBER 10, 2007, WE WILL NO LONGER BE MAKING DAILY DELIVERIES TO OUR SATELLITE WAREHOUSES. OUR NEW DELIVERY SCHEDULE WILL BE MONDAY, WEDNESDAY AND FRIDAY. WE ARE SORRY FOR ANY INCONVENIENCE THIS MAY CAUSE YOU.



WANT TO GROW YOUR BUSINESS IN A SLUGGISH MARKET?

If you have been feeling the affects of the slow-down of the new housing market, it's time to get out there and try a different strategy. When the new housing market trends downward, it's time to appeal to customers who are staying in their current homes and taking on remodeling projects. Try advertising in new venues, consumer-based magazines and newspapers as opposed to trade only publications. Call your sales rep at Kate-Lo and let us help you find solutions for your business.



Color Blox Too

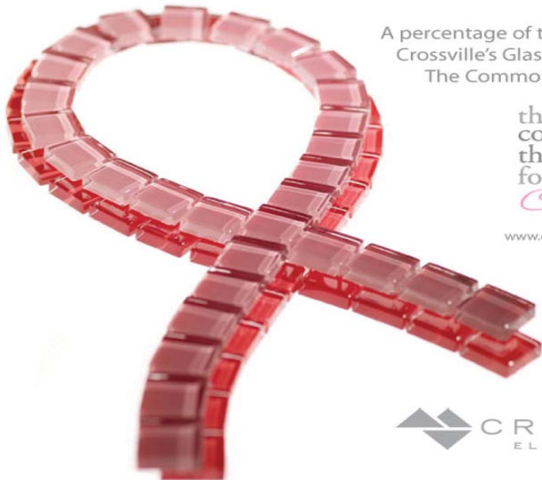
Fun Colors, Serious Design

Color has the power to transform. Whether the design calls for subtle shading or bold brilliance, Color Blox Too has the perfect hue to create just the image you want your space to convey. Hi Ho Silver. I've Got the Blues. Pajama Party and Tabby Cat. Whimsical colors in a class by themselves, but made to mix and match for maximum impact. Solids for blending, stripes that pop, with the durability and performance that make choosing Crossville academic. Made to coordinate with Color Blox and Bentley Prince Street carpet. Available in 6"x6", 12"x12" and 18"x18" with matching trims.



RESTAURI

Stylish, simple and comfortable, Castelvetro presents Restauri. Resembling the look of handmade, aged terra cotta style tile, it features beautiful color depth and warmth, this tile is a perfect solution for any home. Offered in three colors, Indaco, Porpora and Safari in 13"X13" size including matching trim and two coordinating listels suitable for floor use.



A percentage of the profits from the sale of Crossville's Glass Blox will be donated to The Common Thread for the Cure.

the
common
thread
for the
Cure

www.commonthread.info

 **CROSSVILLE**
ELEVATE YOUR SPACE

INTEGRATED SLANT BASE

Ceramic sanitary base creates a hygienic method for treating floor to wall tile transitions. Very few floor tile manufacturers produce a sanitary base to match their product. Many of the pieces that are produced can be costly and may not guarantee a perfect match.

The tile industry has found other methods of keeping the floor to wall transitions sanitary by using coved stainless steel, aluminum or plastic strips. While these products create sanitary conditions, they lack in aesthetic value. Inspired by the industry's need for an affordable base that can match the materials of the room perfectly, Innovative Tile Systems created integral slant base, or ISB.

ISB is an extruded profile which allows for the creation of sanitary base by using field tile. The installed product produces a surface that is easily cleaned, integral, durable and water resistant – all at less cost than stainless cove strips and many ceramic sanitary base pieces.

Made from PVC, it is easy to cut, light-weight, durable and impervious to most chemicals. Any type of ceramic, porcelain or stone tile can be used, making the base as impervious as the field tile. By switching the color and/or texture of the slant tile strips, new and exciting design options can be created, personalizing any installation.

In stock now at Kate-Lo Tile & Stone!

INTEGRATED SLANT BASE

Buying or Selling your Business?

When buying or selling your business, your task of completing all of the necessary paperwork can be overwhelming. One of the details that are often forgotten is notifying your vendors of the change.

Whether buying or selling your business, it is important that you notify us of the change in ownership for several reasons:

- **Protect your Credit:** This is especially important when the business name & address stays the same. Do not leave paperwork on file naming officers of the old company financially responsible for the new company. Please send us a letter making us aware of the change in ownership and exactly when that change will occur.
- **Establish Credit:** As a new company, establishing credit can be difficult to do quickly. Ensure your credit is established based on your performance and not the performance of the old business which may come with a poor credit history & poor credit references.
- **Allow Us to be your Business Partner:** When we are made aware of a business ownership change, your Kate-Lo Sales Rep can meet with you to understand what products will help you grow your business, ensure you are kept informed of current prices and assist in making you more profitable through various marketing tools we may have available.

If you have recently experienced a change in business ownership, please ask for a new account application from any of our staff, so we may continue to offer you the best possible service. There is helpful information in transferring business ownership at the U.S. Small Business Administration website. (www.sba.gov)

- Sara Gaitan, Finance Manager



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Burnsville, MN 55306
(952) 890-4324

Oakdale Showroom
1358 Helmo Avenue North
Oakdale, MN 55128
(651) 730-1975

Iowa Showroom
4251 N.W. Urbandale Drive
Urbandale, Iowa 50322
(515) 270-4920

Omaha Showroom
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Visit <http://www.katetile.com> for showroom hours

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