



A Division of Olympia Tile (USA), Inc.

# KATE-LO

Spring  
2008

# TILE & STONE

## Review

### HELPFUL HINT

For a good way to remove epoxy grout haze, use the Walter Legge Legsolvit cleaner with the Legge Texspar powder. Mix up a slurry with the two products and let it sit on the affected area for 10 minutes, then scrub off with a floor scrubbing pad. This will remove that tough epoxy residue.

Like the real thing...  
Agathae from Campani

Is your showroom  
working for you?

Understanding home  
office deductions

2008 hot color trends  
for home furnishings

Replicating the look  
of honed slate...  
the Ardesia Series

Porcelain tile has  
finally evolved -  
Calacatta Oro

How may we help you?  
The many services  
Kate-Lo provides



### BUILDING BLOX – THE ROBERT A.M. STERN COLLECTION

In the tradition of architects from Frank Lloyd Wright to Alvar Aalto, ROBERT A. M. STERN's design vision from the beginning has included not only buildings, but furnishings for interior spaces. For more than 20 years, his firm has been involved in product design, looking to historical tradition and technological innovation for inspiration.

More recently, ROBERT A. M. STERN™ Design has collaborated with respected manufacturers in the architectural and interior furnishings industry to create a comprehensive design collection of complementary products: carpeting by Bentley Prince Street, furniture by David Edward, wall coverings by Innovations, and now Building Blox Porcelain Stone® tile by Crossville, Inc.

*Spring is nature's  
way to say  
Let's party!*

*-Robin Williams*

### CONGRATULATIONS!

Rick & Gina Hagen are pleased to announce the birth of their first boy, Lane Wesley Hagen born on February 15th, 2008. Gina will be returning in May. Happy wishes to Gina, Rick & Lane!

Designed & edited by  
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# MARKET

## PULSE

### IS YOUR SHOWROOM WORKING FOR YOU?

With the decline of new home-building and the renaissance of remodeling on the horizon, now is a great time to take stock of your showroom's positives and make improvements where needed. The showroom atmosphere of dealers and distributors is what sets 'us' apart from the big box stores, so it is critical to make your customer's experience in your showroom the best that it can be.

#### Who comes to your showroom and why?

Women make the majority of the shopping decisions and in coupled households, 25% of them are making more money than their husbands. Two of the biggest reasons people come to your showroom are Word of Mouth and Referrals, both from friends, family and contractors. Traditional advertising channels are still important, along with Internet marketing, convenient hours and locations as well as being able to buy locally.

#### What do customers expect when they arrive at your showroom?

When a customer comes into the showroom, they often are uncertain as to what they are looking for. Having updated displays of the newest products, trends and ideas is critical to providing an experience they will remember. A wide selection of products that are in-stock and a friendly and knowledgeable staff can ease their frustration of the building process. A showroom that is kid and family friendly and provides activity areas and clean, well-designed bathrooms should not be overlooked. The environment of the showroom should be pleasant – warm, inviting, well-lit, organized and clutter-free are all things that aid in the design process.

#### Building loyalty

In a day when customer loyalty is tantamount to a change in the weather, it is important that we recognize that the customer values interest and emotion in their project. If she does not like you, she will not listen or buy from you. It is important to build a relationship based on trust; salesmanship is less important than consistency and being able to deliver what you say you can. Following up with customers, being sure to thank them and personalizing their experience are fantastic ways to build loyalty through service.

#### Be prepared to make changes

Nothing ever stays the same, even the tile industry. We must be willing and able to make necessary changes quickly to meet the market demands. Do not remain stagnant, as this is a sure-fire way to lose current and future customers.

At Kate-Lo, we take pride in having updated, beautiful showrooms to provide our wholesale customers a place they feel confident to send their clients to for choosing material. We have an array of literature and marketing materials to assist you in your own showrooms and a wide range of sampling packages to help your customer's decision-making process easier. Please contact your sales rep today for any marketing materials you may need.



### AGATHAE BY CAMPANI

*Inspired by precious onyx stones, Campani has achieved one of the most awe-inspiring replications of natural stone in porcelain tile. With a superb, highly honed finish and magnificent coloring, this porcelain tile is suitable for both wall and floor applications. Frost-resistant and with a shade variation of V2, it is the perfect tile to use in all residential settings, from kitchens to bedrooms, bathrooms to family rooms.*

*Available from Kate-Lo in 12" x 12", 3" x 6", 1" x 1" sheet-mount mosaics, coordinating bullnose and gorgeous glass listellos in all five colors including: Masai, Desert, Mountains, Hills and Polar.*

*It can only be seen to be believed.*

### ARDESIA SERIES

**This color-body porcelain tile is available in stock in 13"x13" and by special order in 18"x18" & 13" x24" and 2"x4" mosaics, decorative borders and coordinating trim. With a wide and varied shade difference, this porcelain replicates the look of a honed slate.**



In an ongoing effort to improve our customer service, we are providing the following department contacts for quick answers to your questions.

❖ **On Call Sales Reps**

♦ Kate-Lo provides an outside sales rep available from 8:00 am-4:30 pm, Monday - Friday for commercial project quotations, technical installation issues and product inquiries. Call (763) 545-5455 and ask for the on-call sales rep or email [oncallsales@katelotile.com](mailto:oncallsales@katelotile.com).

❖ **Customer Service**

♦ For placing new orders, checking existing orders, status on special orders or stock availability please contact: Lori, Jenna, Carrie or Gina at (763) 545-5455 or by email at: [customerservice@katelotile.com](mailto:customerservice@katelotile.com).

All customers are assigned an outside sales rep to answer any other questions, issues and concerns. If you are uncertain who your assigned rep is, feel free to call our on-call rep and they will be able to help you.

## 'HOW MAY WE HELP YOU?'

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**CALACATTA ORO**



**COMING SOON**

## HOT COLOR TRENDS FOR 2008

Each year, Color Marketing Group and Pantone develop palettes of color they will predict will be popular in fashion, print and home interiors.

Here is a quick run down of eight of the home fashion color trends we will be seeing in 2008.

**Recollection** - Tradition mixed with contemporary elements. The main color themes you will see in this collection are tapestry blues and muted blue greens, elegant champagne and warm peachy tones are pivotal to this pallet.

**High Profile** - Highly iconic, this collection combines techno with retro or mystical with modern. The designs are sleek, trim and forever contemporary. Classic shades of white, ebony black, rich browns and silvery greys are accented by glamorous impact of fuschia, royal purple and glimmering gold and silver.

**Ethnic Chic** - Sophisticated colors which appeal to 'urban nomads' who wander the world (virtually or digitally) seeking color and styling from other cultures that speak to them. Rich hues of purple paired with misted yellows and stone greys, while burnt oranges are juxtaposed against vibrant blues and brunette browns.

**Chinoiserie** - Steeped in the ornate decorative style of Chinese traditional art. Colors are artfully combined tones of quiet violet with muted limes, cameo pink and hushed greens with a touch of an antiqued Chinese red.

**Agrestic** - Contemporary country that is more upscale than down-home. It combines texturized and smooth surfaces in bruschetta browns, tender greens and warming yellow tones accented with an unexpected vibrant pink.

**Wellspring** - Water, the earth's most precious commodity, inspires this palette. Blues and aquas lay a cooling base which is highlighted by a glimmer of undersea green, violet and indigo. Undulating tones of mother of pearl and sandy shades are a warm balance to this otherwise cool palette.

**Savories** - Youthful, exuberant and whimsical, this palette is a reminder of simpler times. There are tasty blends of decadent chocolate and daiquiri green with dollops of delicious brights.

**Nuances** - In the world of home furnishings there is always a need for neutrals. These 'nuanced' neutrals provide a visual pathway to unexpected and intriguing accents of rose paired with earthy browns, and reddish browns highlighted with green-tinged bronze tones.

## 5 Tips on Understanding Home-Office Deductions

(Excerpt from [www.SCORE.org](http://www.SCORE.org))

- Take advantage of every legal opportunity to reduce your taxes. Recent changes in the law benefit business owners who use their homes as an administrative and management base but work at other locations – such as plumbers, general contractors and health-care professionals.
- Ask your tax professional to analyze your business regularly so you don't miss important deductions.
- Document deductible items. These usually include such costs as computers and other equipment, telephone charges, furnishings, and pro-rated portions of rent, utilities, home insurance and homeowner association fees.
- If you are a homeowner, discuss with your tax advisor whether or not to take a depreciation deduction for the office space. Sometimes it pays; sometimes it doesn't.
- For detailed information, go to the Internal Revenue Service Web Site, [www.irs.ustreas.gov](http://www.irs.ustreas.gov), and download IRS Publication 587, Business Use of your Home.

Visit the SCORE website now for more helpful tax information including Top 10 Tax Tips for Small and Growing Businesses at [www.SCORE.org](http://www.SCORE.org).



**KATE-LO TILE & STONE**  
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### SHOWROOM LOCATIONS

Plymouth Showroom  
171 Cheshire Lane North  
Plymouth, MN 55441  
(763) 450-3636

Burnsville Showroom  
3201 West County Road 42, Suite 110  
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  
13211 Chandler Road, Suite 400  
La Vista, NE 68138-3703  
(402) 709-6684

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

