SUPPORT THE TILE INDUSTRY THROUGH THE NEW CERAMIC TILE INSTITUTE OF AMERICA, INC.

The Ceramic Tile Institute was established in 1992 to promote excellence in tile installation and to encourage greater consumption of tile through education, public relations and liaison with all facets of the Construction Industry as well as the general public.

The opportunity to be involved with the CTIOA Inc. is open to everyone. Through its membership program, CTIOA Inc. is pursuing participation from all levels of the Tile Industry, both individual and corporate.

When CTIOA, Inc. promotes, everyone benefits. Manufacturers increase production, importers order more product, installers hire more people to manage increased installation demands, architects use more tile in new construction and restoration projects, and interior designers and retailers recommend tile for home projects and upgrades. To learn more about the activities your membership supports, please read the rest of this brochure. Then contact us to learn about how you can participate as a CTIOA, Inc. member.

PROMOTING THE BENEFITS OF TILE

The CTIOA Inc. advocates the use of tile by:

* Promoting the use of high quality tile products and allied materials
* Educating the industry on proper installation techniques
• Providing extensive industry support activities and technical services to architects, design professionals, contractors, manufacturers, importers, distributors, retailers and consumers.

CONSULTATIONS

Each year, CTI is called for consultations with architects, specification writers, building code officials, builders, tile contractors, and even the general public. Questions range from requests for
technical consultation, product brochures, specification sheets to color coordination of tiles with a specialized design. The CTIOA has performed complete reviews of plans, specifications, and contract documents to insure that all parties were aware of any non-compliant materials or methods that may be contemplated in the installation (e.g., the identification of any peculiar materials and/or unique method characteristics). Everyone's questions were answered and materials and methods were challenged before incorrect and costly construction errors could occur. This ounce of prevention eliminated immediate and latent failures.

**SPECIFICATIONS REVIEW, EDITING & EMBELLISHMENT**

It was often difficult for the specifications writer to be constantly current on the newest materials, methods and specification changes. CTIOA insures that the methods and materials needed to accomplish the owner's and architect's conception of the project are clearly stated in writing. CTIOA provides unbiased opinions and impartial recommendations so the specifications would concisely state the intent through the contract documents. This insures that the bids from the contractors are consistent with the methods and materials specified, and that the project is utilizing compatible methods and materials.

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**EDUCATION**

**CERAMIC TILE CONSULTANTS PROGRAM**

This unique program is organized to give those individuals working in the Tile Trade a general education on all phases of tile from manufacturing to estimating to installation. The instructors are experts who represent all facets of the Tile Industry. The Tile Industry's support combined with demand for the course has allowed the classes to expand to other cities across the United States and Canada. Over 600 graduates are currently providing specialized expertise to architects, specifiers, and other design professionals.

**TECHNICAL LIBRARY**

CTIOA maintains a complete library of books, specifications, videos, slides and literature on all tile products, materials and installation methods. The staff fields hundreds of requests for this information each year from architects, designers, contractors, specifications writers, inspectors, and even homeowners.

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**INSPECTIONS**

**JOB PROBLEMS**

CTIOA offers job inspections services to help resolve job problems where customers were not satisfied with the results. CTIOA staff provides a neutral investigation of the job problem by visiting
the site and preparing a report, which is disseminated, to the party requesting the inspection. The goal is to find an equitable solution to the problem based on all of the individual elements of each job problem.

**PRE-INSTALLMENT INSPECTIONS**

CTIOA offers this service on site. Qualified inspectors visit a project to determine whether the building conditions and preparatory construction are sufficient to continue additional construction preparations or to initiate tile work.

**LIAISON WITH ALLIED ORGANIZATIONS**

**CTIOA’S LIAISON WITH OTHER ORGANIZATIONS**

CTIOA Inc. participates in or is a member of the American National Standards Institute A-108 Committee, International Conference of Building Officials, American Society of Testing & Materials, Construction Specifications Institute, Western States Ceramic Tile Association, American Institute of Architects, American Society of Interior Decorators, Associated Tile Contractors of So. California, National Tile Contractors Association and many other organizations.

**PUBLICATIONS**

CTIOA Inc. publishes and or distributes hundreds of papers, books, manuals and other technical informational.

**RESEARCH & TESTING**

CTIOA Inc. offers a full regimen of testing services through ICBO accredited laboratories. Systems analysis and creation of testing regimens for development of new technologies is also offered.
### Levels of Support

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Associate or non-voting memberships are also available to individuals or organizations who wish to support the new CTIOA, Inc. at a more moderate level. Associate memberships are also available to employees of members, retired contractors or professionals, and other interested parties for a reduced annual membership fee of $100.

Please complete the enclosed pledge letter as soon as possible and mail or Fax it to the New Ceramic Tile Institute at:

Ceramic Tile Institute of America, Inc.
12061 Jefferson Blvd., Culver City, CA 90230-6219
PHONE: (310) 574-7800 * FAX (310) 821-4655
FAX (310) 946-3462
MANUFACTURER REPRESENTATIVES:

Tom Brady
Cal TileCenter
5108 W 190th St.
Torrance, CA  90503
Ph:  310-698-4586
Fax: 310-698-4587
Cell:  714-501-4840

Thomas Domenici
H.B. Fuller Construction Products Inc.
16421 Phoebe Avenue
La Mirada, CA  90638
Ph:  714-465-2304
Fax:  714-465-2304
Cell:  714-270-9756

Lindell Lummer
Malibu Art Tile & Stone
2761 Triunfo Canyon Rd.
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Cell:  818-642-0369

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Exquisite Tile Corp.
23822 Valencia Blvd. #303
Valencia, CA  91355
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CONTRACTOR REPRESENTATIVES:

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Klaser Tile Co.
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