



CERAMIC TILE INSTITUTE OF AMERICA, INC.

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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

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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.

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.

INSPECTIONS

JOB PROBLEMS

CTIOA offers job inspections services to help resolve job problems where customers were not satisfied with the results. CTIOA still 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

<u>Monthly Contribution</u>	<u>Category Member</u>
\$50	Member
\$100	Contributor
\$250	Donor
\$500	Patron
\$750	Benefactor
\$1,000	Bronze Circle
\$1,500	Silver Circle
\$2,000	Gold Circle
\$2,500	Platinum Circle

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.
Post Office Box 882552, Los Angeles, CA 90009
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**CERAMIC TILE INSTITUTE OF AMERICA, INC.
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