



MAPEI applauds industries for Design Installation Showcase efforts

May 21, 2010

During the recently held Coverings show in Orlando, FL, designers and contractors came together with members of the manufacturing community to develop, erect and install five luxury bathrooms during the course of the week-long trade show. MAPEI Corp. supplied the tile and stone installation materials as well as the waterproofing product for surface preparation, while USG Corp. provided the backer board for constructing the substrates, Kohler Co. donated the plumbing fixtures, and Rubi Tools USA gave installers the tools to work with.

"The National Tile Contractors Association has brought the design and installation sectors of the construction industry together in a very creative way, and we are happy to be a part of this project," said Jeff Leone, MAPEI's Director of Strategic Marketing.

Installers used MAPEI's Keracolor™ S sanded grout to grout much of the floor surface, and Keracolor U unsanded grout was used to fill small joints in wall tiles. Ultraflex™ LFT mortar provided an excellent medium-bed mortar to set large-format tiles, and the bright white hue of Adesilex™ P10 mortar enhanced the colors of glass tile installed throughout the projects.

The MAPEI Technical Services team also demonstrated many of the company's newest products in the MAPEI booth in the exhibition hall and on the Tile Council of North America's Demonstration Stage. "These were all great opportunities to interact with our customers," Leone added, "and we think the Design Installation Showcase gave all Coverings attendees the chance to see that MAPEI is 'Technology You Can Build On.'"



Powder Room/Guest

Designer: Jaime Blomquist, Expressive Designs, Inc, Ft. Lauderdale

Installer: Cox Tile, San Antonio, TX

Tile/Stone Sponsor: D & B Tile and Stone Distributors