

TILE TODAY GLOBAL

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- USE CERAMIC TILE & STONE FOR A HEALTHY BUILDING ENVIRONMENT
- THE CHALLENGES TO GROWTH IN THE U.S. TILE MARKET
- FAÇADE MATERIALS & SYSTEMS: A TECHNOLOGICAL-ECONOMIC STUDY

CERSAIE - THROUGH THE LOOKING GLASS

Figure 5: Tiles treated with EnduroShield: repels water, dirt, grime and oil based stains, with the associated benefit of being substantially easier to clean.

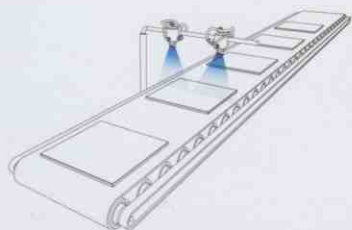


Figure 6: Tiles being coated with EnduroShield: utilising nanotechnology to provide an invisible protective coating for pre-sealing polished porcelain tiles

Many tile retailers seeking to avoid problems with consumers simply state, "This is a polished porcelain product, it should be sealed."

This blanket response is understandable but is it accurate?

Many polished porcelain tiles are coated with paraffin wax to protect the tiles while they are in transit. Manufacturers have been known to use different types of wax,

depending on availability from their supplier some waxes are difficult to remove. Once the wax is eradicated, the product has to be sealed. This whole process can add US\$10 to the whole laying process. The sealer will gradually lose its effectiveness as it begins to etch in response to foot traffic and general wear and tear.

No one can deny that polished porcelain provides a lustrous look that is highly desirable.

Ironically, the polished look is extremely popular in Asia. The latest trend emanating from Italy is a strong return to unglazed porcelain.

The fact remains that sealing polished porcelain products is an issue that requires an effective solution, one which also removes the need to apply protective wax. Research conducted in China reveals that apart from protecting tiles in transit, the paraffin wax also provides a barrier against splatters of sand and cement that occur when the tile layers beat the tiles down into the screed.

NEW SOLUTIONS

Use of the word nanotechnology usually produces blank stares and vague nodding of the head. Apparently nanotechnology is one of the prime keys to our future, which will partially unlock the mysteries of the universe.

A growing number of manufacturers are pre-sealing polished porcelain tiles at the factory. No wax, no need to seal before or after laying. Several Chinese manufacturers refer to this production process 'nanotech'.

Well known Australian wholesaler Brooks Moylan representative, Tony Scotland said, "We have sold substantial quantities of Nanotech treated polished porcelain without any problems. These products leave competitive materials in their wake."

At this point in time Brooks Moylan only recommends these materials for residential use. Many specifiers and consumers assume that once a product is sealed it remains sealed for life.

Aquamix agent A'ngé Kokkalis recently stated, "The truth is that all sealers on the market today will eventually fail. They are not stain proof! Sealers work by providing sufficient reaction time to remove any offending contaminant. Without a sealer a contaminant immediately

begins to work its way into a porous product. A premium sealer offers the longest reaction time, not a stain proof impenetrable barrier!"

Clearly there are a number of revolutionary processes and products available that will protect porcelain, the trick is to understand how the sealer you choose works and when and how it should be replaced.

WHAT IS ENDUROSHIELD?

EnduroShield is a state-of-the-art product utilising nanotechnology to provide an invisible protective coating for pre-sealing polished porcelain tiles. The result is a tile which repels water, dirt, grime and oil based stains, with the associated benefit of being substantially easier to clean.

The nanotechnology employs exceptionally small chemical particles to provide superior sealing of the porosity of the tile surface. The coating's molecules chemically bond to the hills and valleys of the tile's surface, creating an exceptionally durable coating that provides both hydrophobic and oilophobic protection. This means that EnduroShield will help repel both water and oil-based dirt and stains. The simple spray on application not only seals the tiles, but also makes the surface easier to clean by up to 90%, thereby overcoming one of the main problems associated with many polished porcelain tiles. Importantly, while EnduroShield makes the surface easy to clean, it doesn't make the surface slippery. The product is therefore ideal for use on both wall and floor tiles.

Equally importantly, the coating is invisible and does not change the appearance of the tiles.

WHAT ARE THE BENEFITS TO THE CUSTOMER?

There are two main customer benefits associated with using EnduroShield to pre-seal polished porcelain tiles. Firstly, the end user does not have to go to the trouble and expense of removing the protective wax that is traditionally applied at the factory, only to have to seal the tile again after it is laid. The tiles are ready to lay with no additional expense for the sealing process. Secondly, EnduroShield exhibits superior non-stick and easy-to-clean properties, ensuring a much easier ownership experience.

WHAT ARE THE BENEFITS TO THE MANUFACTURER?

Manufacturers who act quickly to adopt this technology will gain a competitive advantage by being able to offer a differentiated product to their customers. By focusing on benefits for the end user, they will create a stronger demand for their products and hence command a premium in the marketplace. Furthermore, the need to apply a wax to protect the tiles during transit is replaced with a total solution which offers protection for tiles both in transit and in usage.

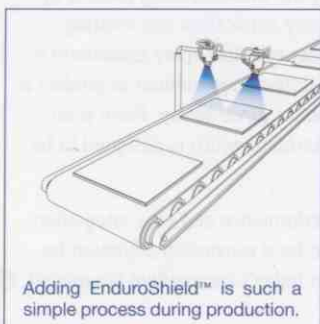
EnduroShield also offers another mechanism for revenue capture- instead of the sealing being conducted by a third party later in the process, the manufacturer can now perform this task in-house and therefore gain an additional income stream which was previously being lost.

EnduroShield is easily applied during the manufacturing process by simply integrating the automated spray application into existing production lines. The compact and cost effective spray equipment is highly precise, ensuring that the predetermined amount of product is added to the tile with virtually no waste. Once set up, there is no need to make adjustments to the machine, which is designed to be low maintenance.

EnduroShield's impressive product performance and easy integration into the manufacturing process make for a convincing argument for manufacturers looking for an edge in today's competitive tile market. **ITC**



Your customers will soon be demanding it.



When *your* customers ask if *your* polished porcelain tiles come pre-sealed with EnduroShield's extremely durable nanotechnology coating, what will you say?

EnduroShield introduces a superior method of pre-sealing polished porcelain tiles. Utilising nanotechnology to achieve an exceptionally durable protective coating, EnduroShield can be easily applied during the manufacturing process – simply integrate the automated spray application into your existing lines. The result is a premium product with excellent stain protection which requires up to 90% less cleaning effort. The product is invisible, non-stick, and ultra long-lasting.

Smart businesses are choosing the smartest technology: EnduroShield.

To ensure your place at the forefront of an increasingly competitive market, contact EnduroShield on sales@enduroshield.com or visit our website.

www.enduroshield.com/tilecoating

SMART TECHNOLOGY IN PRE-SEALING TILES

**Enduro
Shield**