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May 2013
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A Q&A with WFCB CEO Scott Humphrey
The Commodity Side of Hardwood Flooring
Selling the Right Product and Creating Realistic Expectations

2013 FLOORING BUYING GUIDE

products



Crayola Glass Tile Collection

Consists of 99% Recycled Material

The new Crayola Recycled Collection consists of 36 colors in two finishes and nine special blends. Approved for both floor and wall use in commercial as well as residential applications, the new series is produced using SCS-certified 99% recycled glass, which makes all products ideal for any LEED project.

www.surfaces.net



9



10



11



12

9 Promote a soothing, healing environment
nora systems, Inc. is proud to introduce noraplan sericea, the latest high-performance floor covering from nora that offers versatility for healthcare applications. noraplan sericea features a subtle tone-on-tone design and a palette of 38 colors – 32 standard and six accent colors.

www.nora.com/us

10 Armstrong sheet vinyl flooring a lesson in Duality
Smart features and eye-catching designs won Armstrong's Duality sheet vinyl flooring a spot as one of 2012's "30 Most Innovative Products," selected by *Better Homes & Gardens-Kitchen & Bath Ideas*. "This is a great win for Armstrong dealers, as well as Armstrong," said Mara Villanueva-Heras, Vice President-Marketing, Residential Flooring for Armstrong.

www.armstrong.com

11 White Ice puts a new spin on ultra-modern design
White Ice from Surfaces is a unique tile material consisting of a crystallized glass surface on a porcelain body. It creates incredibly clean and ultra-modern vanues with a look of pure Thassos marble. The uniqueness of White Ice may be found in the durable, non-porous glass face that results in a visual depth unlike that found in any other tile material.

www.surfaces.net

12 QT Provides Superior Impact Sound Control
QT Sound Insulation from Ecore International is ideal for multi-family housing, high rises, single family homes, and office buildings. QT Sound Insulation features two products: QT sound control underlayment is a patented, flat, resilient underlayment used directly under floor finishes.

www.ecorintl.com

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The new breakfast area with off-white quartz countertops looks out onto spectacular views of the city.

Kitchen in the sky

Miami designer Fede Terán takes an outdated kitchen high above Brickell Avenue to an even higher level.

TEXT BY ALEXIS CHICOYE | PHOTOGRAPHY BY MICHAEL STAVARIDIS





“It’s a special place. Everyone is happy in it... it’s warm, it’s cozy, and you’re just enjoying family time.”

Three days after buying a 3,000-square-foot condo on the 32nd floor of a Brickell Avenue skyscraper, an energetic South American couple with three daughters hired Fede Terán to overhaul their entire outdated space. Terán, a Venezuelan-born designer with a background in marketing and the music entertainment industry, tapped into his very-Miami core design stance as inspiration: “Why live simply if you can live fantastically?” he says, noting that you need not invest a lot of money in order to do so, rather “just be aware of the possibilities you have.” He practiced precisely these principles as he took the couple’s 500-square-foot kitchen from shabby to chic. “If you turn right, if you turn left, if you look North,” he says. “I wanted the kitchen to look fabulous. Every part.”

Before, the closed-off then-contemporary space was outfitted with light hardwood floors, painted walls and Corian countertops. “It was a sad kitchen, so I needed to bring it to life,” Terán

said. To revive the space, he opened it up by removing the walls and replacing the floors with large, low-maintenance tiles of rectified porcelain he had imported from Italy. Next, he created an island in the center of the kitchen and a breakfast area, appointed with pops of pear-colored barstools, looking out onto stunning panoramic views of the city in the morning.

As avid contemporary art collectors, the owners wanted a certain artistry that reflected their modern style. So Terán breathed a more contemporary air into the kitchen by mixing and matching colors and freshening up the palette. A clean, off-white quartz countertop with espresso cabinets is in the main space; and on the island, luxurious espresso quartz with off-white cabinetry gives the eye some play. The cabinetry, a mix of dark wood and custom-made taupe glass with scraped lines, adds a dash of moxie.

To effortlessly blend this all while maintaining a clean, simple look, Terán hid appliances behind

cabinetry. The refrigerator, for example, sports the same sleek glass paneling as the upper cabinets; and the dishwasher, sitting to the left of the sink, is covered in the dark cabinet panels. But the undisputed star of the kitchen is the beautiful backsplash, handmade Murano glass tiles imported from Italy. A high relief chocolate-colored mosaic that flows across the wall, it brings in texture and, glowing under the LED lights, elegantly ties the other elements together.

Togetherness, Terán says that’s what the kitchen is all about. For his clients, being able to host large family gatherings here was as important as any stylish element. It’s something he can relate to on a most personal level, something he says he constantly thought about while designing the kitchen. “When I was growing up, living with my mom and dad, the best times were in the kitchen,” he reminisces. “It’s a special place. Everyone is happy in it... it’s warm, it’s cozy, and you’re just enjoying family time.”

It’s all in the details



1 Like the rest of the cabinets, these custom drawers were made by Coral Gables-based Yamini Kitchens to efficiently combine form and function. A template is made of each type of knife for full organization when drawers are in use. “They have thought very precisely about luxury in kitchens,” says Terán, who frequently collaborates with Yamini.



Pots and pans are neatly stacked and put away behind espresso-colored cabinets with custom cookware, also from Yamini.

2



3

Pack up your spices and grains with functional containers as well. Each jar has its own area, and can be easily categorized within seconds.



A large, Kohler faucet and sink give the owners means for creative organization as well, featuring movable containers on the basin that can hold a cutting board, towels, and even small bowls for veggies.

4

Better Homes and Gardens®

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Ideas for Thanksgiving

Caramel Apple
Cherry Pie p.166



Eco option
These toothbrushes can be mailed back to worldcentric.org to be composted.

A holder with a lid that grips toothpaste and brushes on a nonslip, weighted base adds order and color to your cabinet or countertop.

Toothbrushing Station, \$9.99; oxo.com



PURE GENIUS
Fill it up

For the ultimate in convenience, this refrigerator automatically fills any pitcher, bottle, or pot with filtered water, then stops. A similar model includes a hot-water dispenser and drawers that allow you to control the temperature electronically. \$3,099; geappliances.com

HOW TO FIX IT
Outlet Rx

Bathroom outlet not working? If pressing the reset button doesn't fix it, try the reset button on an outlet in your garage, basement, or even outside. All should be ground-fault circuit interrupter-protected because they have a chance of coming in contact with moisture, so it's typical for their wiring to be connected. If that doesn't do the trick, check your panel box to see if a breaker has been tripped. Still no luck? It's time to call a pro.

CURB APPEAL
New math

No visible mounting screws and a sleek style make the Avalon House Numbers standouts. Choose Brushed Nickel or Oil Rubbed Bronze. \$18.60 each; atlashomewares.com



DISCOVERY

Backsplash in a snap

Install your own backsplash with a kit that includes tools, premixed grout, and 12x12-inch tile sheets with a self-adhesive backing, *below*. Choose from eight tile combos. \$149-\$299 for 15 square feet; diybacksplashkit.com

Another option For a similarly easy way to install any kind of backsplash tile, use Bondera's tile adhesive on a roll. \$33-\$48/10-square-foot roll; bonderatilematset.com



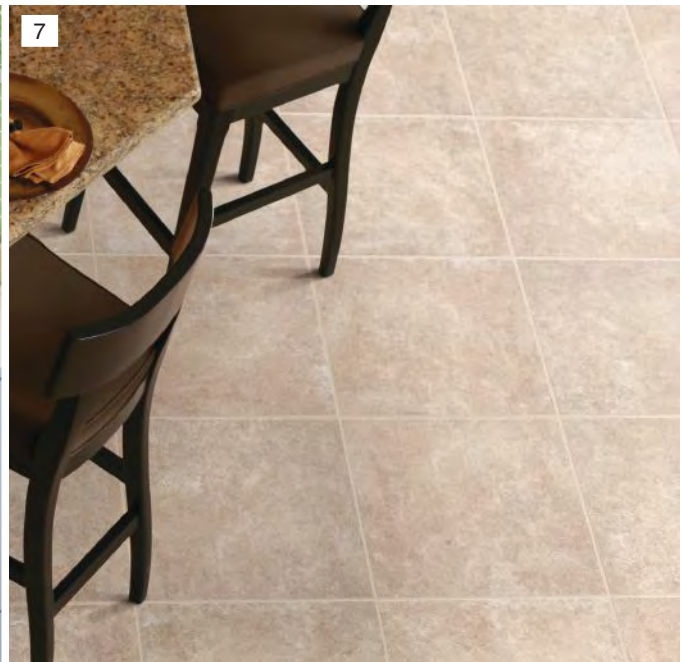
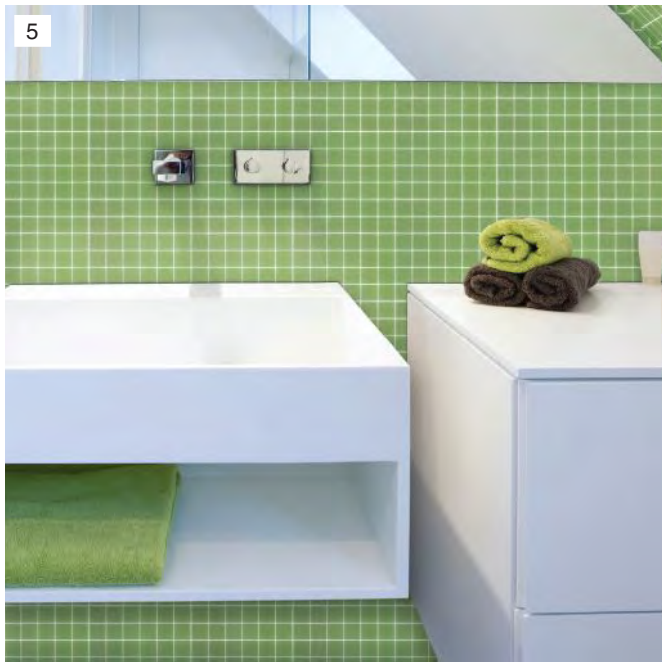
PHOTOS: (TOOTHBRUSH HOLDER, TILE) BLAINE MOATS, (NUMBERS) CAMERON SADEGHPOUR, STYLING: STACEY HESTON

floor trends

December 2012
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The Color Roadmap: Your Palette for Success
Wood and Water Don't Mix: Hardwood Moisture Management
Strength in Numbers: Cooperatives, Networks and You





5 Surfaces launches the Ocean Collection
 Surfaces, Inc., announces the Ocean Collection. Soft to the touch and reminiscent of the white foam atop ocean waves, the Ocean Collection is inspired by sea glass. Available in ten "beach" colors, everything from sand, ocean water and seaweed is reflected in these unique tiles. With sizing choices of 12"x12" sheets of individual 2"x2" chips or single 4"x8" tiles.
www.surfaces.net

6 American Olean reveals new collection
 American Olean is proud to introduce its first manufactured glazed porcelain floor, mosaic and ceramic wall combination featuring Reveal Imaging technology on all formats. Bordeaux was designed to bring durability and aesthetic variety to residential or commercial projects, bringing sophisticated state-of-the-art imaging with unmatched color definition.
www.americanolean.com

7 Marazzi USA introduces Province
 Marazzi USA introduces their newest glazed ceramic, Province. Two mid-size modules in soft grey (Manitoba), ivory (New Brunswick) and rust (Nova Scotia) neutrals create easy blends and backdrops that redefine travertine for either rustic or refined interior settings. Recycled content plus no VOC emissions provides an environmentally-friendly combination.
www.marazzitile.com

8 No Rules collection expands
 The rules say you have to install your carpet down in a certain pattern. No Rules begs to differ. This high performance cradle-to-cradle collection of carpet tile is designed to give you the flexibility and freedom to do as you please. Four new patterns offer unique color overlay patterning and gradations. The installation configuration changes the depth and color blending of each pattern.
www.shawcontractgroup.com



Surfaces launches the Murano Glass Collection

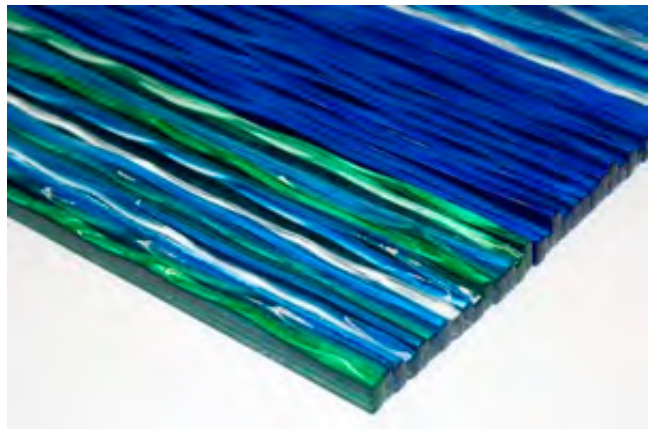
July 24, 2012

Miami-based Surfaces, Inc., one of America's suppliers of glass tile, has announced its new glass wall tile, the Murano Glass Collection. Inspired by the art of Venetian glass blowing, the product is distributed by Elida, (Surfaces Southeast, Inc). This collection is designed by glass artisans; every component is hand-cut and individually fused.

According to Albert Claramonte, Surfaces' president, "The Murano wall tile collection, is a genuine work of art made affordable for everyone to experience. The techniques used to create this product have been honed over centuries; however, we are the first company in the glass tile industry to mass-produce products via this process. Each individual strand of glass is hand-cut and fused together by Elida Glass artisans, creating limitless visual combinations and individuality."

Despite the "one-of-a-kind" production process of a hand-made product, controlling the sizing of each individual piece is not an issue. This is attributable to rigid quality control techniques that also assure ease of use and installation on the jobsite

The line consists of 72 SKUs offered in 9 colors and blends, 4 sizes (2"x2", 4"x4", 2"x6" and 3"x12") and 2 finishes, shine and frosted. The Murano Glass Collection is available in the U.S. through Elida's master distributor (Surfaces Southeast, Inc.) or Elida's retail partners. All 72 SKUs are stocked domestically, with efficient delivery to any part of the U.S. The possibility to combine multiple sizes, colors and finishes on the same project make each installation even more unique. "Design possibilities with Murano are limited only by one's imagination," concluded Clairmonte.

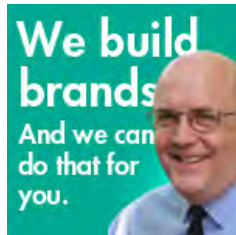




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Peruvian Gingerwood
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Home : Product Intros : Article Detail
Surfaces Introduces "The Feel Collection", Glass Mosaics So Enticing, You Want To Touch Them
 Article Number: 7626

Miami-based Surfaces, Inc., one of the premier producers and suppliers of glass tile to America, has developed an exquisite new collection of glass tile mosaics appropriately named the "Feel Collection."

"The vibrant colors and the smooth, flowing textures are so attractive," stated Paul J. Young, CEO of Surfaces, Inc., "Immediately, it's as if you're actually feeling this product with your eyes. We did our homework and spent many hours developing the Feel Collection; we believe the colors are right in line with today's most fashionable interior and in-demand design palettes."

"Feel" is an ideal choice for residential kitchen backsplashes and bathroom walls; it offers limitless creative opportunities for application within commercial design arenas such as hospitality and retail construction.

Mesh-mounted "Feel" is available in 16 stunning mosaic color blends and is recommended for wall installation in both residential and commercial interiors. The 12" x 12" mosaic sheet contains chips which are 1" x 1" with 144 chips per sheet. The 13" x 12" mosaic sheet contains chips in various rectangular sizes with 25 chips per sheet.

All products of this series are stocked in the US, ready for timely distribution.

About Surfaces

Miami-based Surfaces is constantly creating new products. The firm created the first iPhone App for the tile industry. Additionally, Surfaces created a brand new nationwide program at Lowe's to sell 100% recycled glass produced with discarded automobile windshields. Surfaces, in the past has also successfully created the exclusive Britto Glass Collection in partnership with world-renowned pop artist Romero Britto, as well as backsplash kits under the DIY Network brand. And, Surfaces recently forged an agreement to market a line of glass mosaics in conjunction with Crayola, LLC, the Easton, Pa.- based brand known for its iconic art tools that inspire kids' creative expression, which has 99% name recognition in U.S. consumer households. For more information, please contact Nauro Rezende at Surfaces, Inc. nrezende@surfaces.net 305-372-9787 or visit the Surfaces website: www.surfaces.net.

For More Information
<http://www.surfaces.net>



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posted on: march 27, 2012 2:08:00 pm | from: CUSTOM HOME 2012

writing on the wall

the crayola collection of colorful glass wall tiles by surfaces will be introduced at 2012 coverings in orlando.

by: shelley d. hutchins

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For years kids have been scolded about coloring on walls and floors, but now your inner child can be satisfied with the Crayola Collection of glass tiles from Surfaces. Working in conjunction with the Easton, Pa.-based company, Surfaces has translated Crayola's iconic bright colors into equally vivid glass mosaic tiles in either solid or variegated hues. There are 60 crayon-inspired colors available—42 solids and 18 blends—in this initial tile collection. (Surfaces has several series of Crayola lines planned.) Fire engine red, taxi cab yellow, deep sea blue, and North Pole white are just a few cheerful options.

The glass tiles come in 1-inch-by-1-inch squares mounted on a 12-inch-square mesh for installation on walls, countertops, and most residential floor areas such as bathrooms. In addition, tiles shaped like puzzle pieces add a whimsical note to the series. The Crayola Collection officially will be introduced April 17-20 at the Coverings show in Orlando, but the entire line currently is available for purchase by architects and builders.

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This learning unit will address the health benefits of hydrotherapy and also the importance of correctly selecting a home hydrotherapy system to match the needs of the occupant. When selecting a hydrotherapy system it is important to understand the various types available today, and how different systems will offer unique benefits to the occupants.

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Concerned about resale value on your home? Thinking about upgrading your deck? Learn about transforming your deck from its original wood to a high performance, low maintenance PVC deck. This course on the Evolution of Decking will provide you with the tools to creating a more enjoyable and beautiful leisure space.

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water management and exterior door frames for builders

This learning unit was developed for builders and re-modelers and will describe how a complete and well-sealed building envelope helps make the home more durable, sustainable, and healthy for the occupants. We will also continue to discuss how moisture enters the home and the significant issues this moisture can cause, such as poor

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From: [CUSTOM HOME 2012](#) | Posted on: July 17, 2012 12:00:00 PM

Design Studio

Looking Smooth

Mosaic backsplash tiles are an attention-getter

By [Hallie Busta](#)

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Surfaces Feel Collection

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Surfaces Inc. added a mosaic backsplash collection with a visual texture that makes them hard not to touch. The aptly named Feel Collection is designed for use on residential or commercial kitchen backsplashes, bathroom walls, and exterior applications such as around pools and fountains. The mesh-mounted mosaics come in eight color palettes with square or rectangular tiles in 12-inch-by-12-inch or 13-inch-by-12-inch sheets, respectively. Surfaces Inc., 305.372.9787; [www.surfaces.net](#).

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JAN-FEB 2013

Achieving **LEED**

WATSONVILLE WATER RESOURCE CENTER

Water reclamation is the mission, but one can't build a structure from H₂O. Designers of the project concentrated on efficient building envelope systems to create a complex sensitive to the consumption of other limited resources. [PAGE 70]

WINDOWS: KAWNEER
MODEL: ECOTECT ANALYSIS
LEED CREDIT: EQ 8.1, EQ 2 & EQ 6

ROOFING: METAL SALES
MODEL: VERTICAL SEAM METAL ROOF
LEED CREDIT: SS 7.2 HEAT ISLAND EFFECT

CLADDING: TRESPA
MODEL: METEON RAIN SCREEN
LEED CREDIT: MR 4.1 & MR 4.2





Lighting on the Edge

Acrylite LED acrylic sheet for edge lighting (formerly End-Lighten T) is a new material for powerful ambient lighting that is specially adjusted to transparent applications illuminated with LEDs. Unlike the familiar grade of Acrylite EndLighten, the new material shows no clouding and emits light at a much more vertical angle to the surface. In addition to its optimized frontal light output, it is highly transparent, even if no light is fed into the material. When viewed from the front, Acrylite LED is 250% brighter. Embedded with colorless light-diffusing particles that cause light to diffuse forward, the sheet accepts light through its edge and redirects it to the surface for bright, uniform illumination. **Circle 481**

Acrylite LED

www.acrylite.net

Category: **Illuminated Partitions**



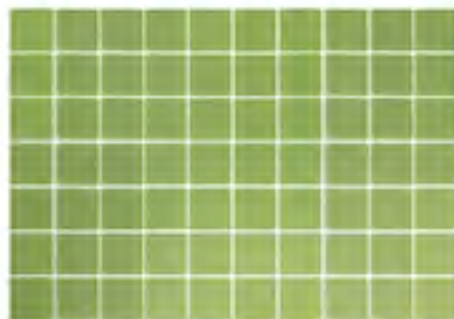
Life's a Beach

The Ocean Collection is soft to the touch and reminiscent of the white foam atop ocean waves, inspired by sea glass. Available in 10 beach colors, from Sand to Ocean Water and Seaweed, the tiles come in 12-in. x 12-in. sheets of individual 2-in. x 2-in. chips or single 4-in. x 8-in. tiles. **Circle 480**

Surfaces Inc.

www.surfaces.net

Category: **Tile**



Ocean Collection



Custom Openings

Custom Engineered Commercial Specialty Door line by Clopay Doors is ideal for industrial, manufacturing, mass transit, security and public works applications. With the line including fourfold, hanger, crane, fire and swing doors, each door is designed to meet specific opening size and operating specifications and is available with both manual and power operation. **Circle 479**

Clopay Doors

www.clopaydoor.com

Category: **Doors**

Grate Expectations

Redesigned fall-protection grating systems from Bilco are designed to work with the company's line of single- and double-leaf floor access doors. The lightweight aluminum grating and stainless steel hardware is built for corrosion resistance, including the stainless-steel hold-open device that secures the grating panels at a full 90 degrees to maximize each door's usable access area. Retrofit kits for existing doors also are available. **Circle 478**

Bilco

www.bilco.com

Category: **Access Ways**



[Home](#) » [DIY Backsplash Kit by Surfaces Southeast, Inc](#)

PRODUCTS

Product Showcase

DIY Backsplash Kit by Surfaces Southeast, Inc

September 4, 2012 [No Comments](#)KEYWORDS [glass mosaics](#) / [backsplash](#) [EMAIL](#) / [PRINT](#) /
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With colorful glass mosaics being the material of choice for today's kitchen backsplashes, savvy retailers now have the option to offer the "DIY Backsplash Kit" from Surfaces Southeast, Inc. The kit offers the opportunity to install a new 15-square-foot backsplash in roughly two hours.

State-of-the-art "peel-and-stick" technology specifically formulated for glass mosaics makes affixing each mesh-mounted mosaic tile section extremely easy and eliminates the messiness of having to apply adhesive directly to one's wall. Each kit comes with pre-mixed, ready-to-use grout, extra "loose" mosaics and glass trim pieces.

www.surfaces.net

TileDealer

A PUBLICATION OF THE CERAMIC TILE DISTRIBUTORS ASSOCIATION

SEPTEMBER/OCTOBER 2012

Putting the *show* in your showroom

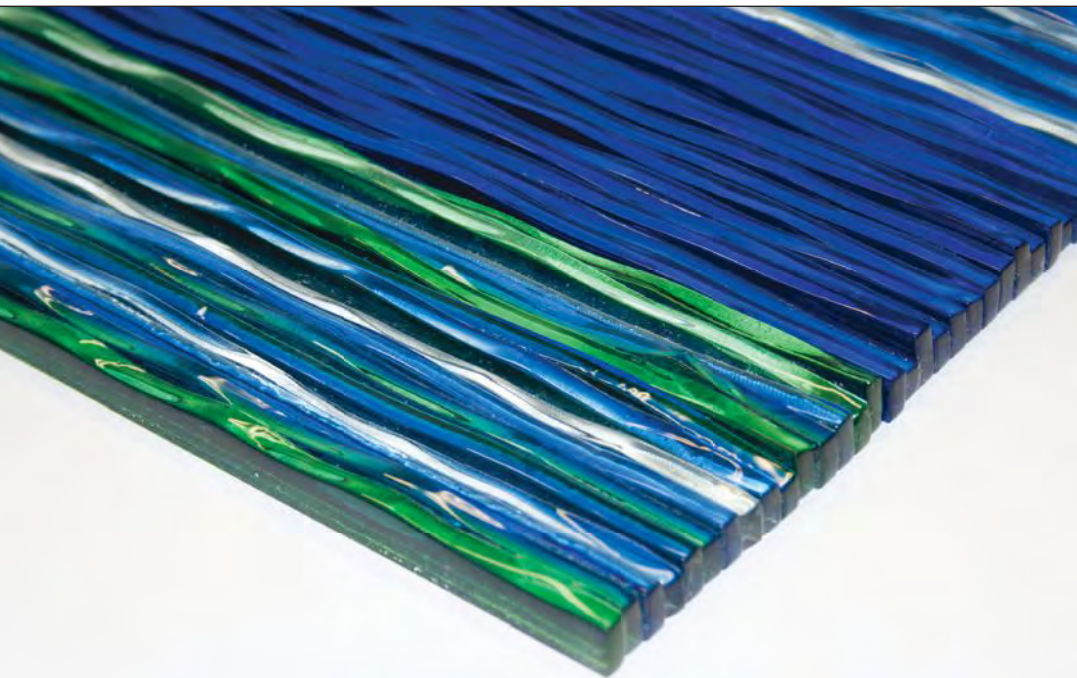
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MURANO GLASS COLLECTION

Miami-based Surfaces, Inc. has announced its new glass wall tile, the Murano Glass Collection. Inspired by the time-honored art of Venetian glass blowing, the product is distributed by Elida, (Surfaces Southeast, Inc). This unique range is designed by master glass artisans; every component is hand-cut and individually fused, creating an exclusive look. According to Albert Claramonte, Surfaces' president, "The Murano wall tile collection, is a genuine work of art made affordable for everyone to experience. The techniques used to create this product have been honed over centuries; however, we are the first company in the glass tile industry to mass-produce products via this process. Each individual strand of glass is hand-cut and fused together by Elida Glass artisans, creating limitless visual combinations and individuality." Despite the "one-of-a-kind" production process of a hand-made product, controlling the sizing of each individual piece is not an issue. This is attributable to rigid quality control techniques that also assure ease of use and installation on the jobsite. The line consists of 72 SKUs offered in 9 colors and blends, 4 sizes (2"x2", 4"x4", 2"x6" and 3"x12") and 2 finishes, shine and frosted. The Murano Glass Collection is available in the U.S. through Elida's master distributor (Surfaces Southeast, Inc.) or Elida's retail partners. All 72 SKUs are stocked domestically, with efficient delivery to any part of the U.S. The possibility to combine multiple sizes, colors and finishes on the same project make each installation even more unique.

www.surfaces.net

CROSSVILLE HONORED WITH INTERNATIONAL GREEN GOOD DESIGN™ AWARD

Crossville's Bluestone and Mixology tile collections have been named winners of 2012 Green GOOD DESIGN™ Awards bestowed by The European Centre for Architecture Art Design and Urban Studies and The Chicago Athenaeum: Museum of Architecture and Design. The annual awards recognize 120 products from across the globe that are leading examples of sustainable design. The European Center's International Advisory Committee selects products based on design processes that emphasize overall environmental responsibility. The GOOD DESIGN awards date to 1950; this is the fourth year for the sustainable design award category. Bluestone is a popular porcelain tile collection manufactured at Crossville's U.S. manufacturing facilities through processes certified by Scientific Certification Systems (SCS). The line holds Green Squared certification and contains a minimum of 20% recycled content. Mixology, designed by Mikeal Jensen, Residential Design Director for Crossville, replicates cast metal with 50% SCS-certified, post-consumer recycled content. Jury members of The European Center's International Advisory Committee are design industry leaders from across the globe who review products, programs, people, government, environmental planning and architecture to determine the outstanding achievers. The European Centre and Chicago Athenaeum's environmental conference will exhibit the 2012 Green GOOD DESIGN products throughout the U.S. for a year, beginning at the University of Illinois, Campaign/Urbana in September 2012.

www.crossvilleinc.com

Home : Product Intros : Article Detail

Surfaces Introduces White Ice, an Ultra-Modern Porcelain Tile for the Floors of Tomorrow

Article Number: 7544

White Ice is an extremely unique tile material consisting of a crystallized glass surface on a porcelain body. It creates incredibly clean and ultra-modern venues with a look of pure Thassos marble, one of the world's most time-honored natural stones. The uniqueness of White Ice may be found in the durable, non-porous glass face that results in a visual depth unlike that found in any other tile material.

White Ice is offered in four large format sizes: 32" x 32," 24"x 24," 12" x 24" and 12x12." Additionally, three different mesh-mounted mosaic versions available. "When customers are considering a very sleek looking, highly contemporary tiled interior, White Ice is going to be the best choice. It's unique "look" combined with the very large formats offered, make it a both a professional or an amateur designer's dream," stated Paul Young, CEO of Miami-based Surfaces. "And White Ice is just as durable as it is strikingly beautiful."

Surface's White Ice porcelain tile was experienced firsthand at Coverings 2012 in Orlando, April 16-20 at the firm's exhibit # 1763. To view please log on to www.whiteicetile.com.

About Surfaces

Miami-based Surfaces is constantly creating new products. The firm created the first iPhone App for the tile industry. Additionally, Surfaces created a brand new nationwide program at Lowe's to sell 100% recycled glass produced with discarded automobile windshields. Surfaces in the past has also successfully created the exclusive Britto Glass Collection in partnership with world-renowned pop artist Romero Britto, as well as backsplash kits under the DIY Network brand. For more information, please contact Nauro Rezende at Surfaces, Inc. nrezende@surfaces.net 305-372-9787 or visit the Surfaces website: www.surfaces.net.



For More Information

<http://www.whiteicetile.com>

<http://www.surfaces.net>