

The Coverings Connection

News From the Tile & Stone Industry



Thank you for being a part of the Coverings community. We hope that you, your families and your businesses are weathering the situation with as little impact as possible.

In this ever-changing landscape, we recognize the need for businesses to continue to thrive and we plan to continue to send *The Coverings Connection* newsletter to share industry information and resources to the tile & stone industry.



Coverings Connected a Success

Coverings Connected, held April 20-23, provided live and on-demand content for the tile & stone community. Attendees were able to participate in online sessions, engage in live chats, connect with exhibitors, experience the latest trends, and hear from manufacturers from the Installation

Demonstration Stage. Content is still available on [Coverings.com](https://www.coverings.com) and we encourage you to visit the website and access the many business-building resources today at no cost:

Trends

Learning Opportunities

Installation Demo Stage

Exhibitors



Tile Trends We Saw at Coverings

Instagram lifestyle influencers helped us explore tile trends leading up to Coverings 2020. We explored some impressive trending tile styles: giant gemstones, non-rectangular shapes, mixed geometrics, countertops, wood looks, industrial chic, modern marble, and speckled surfaces. In the wake of COVID-19 precautions, our



Tile Patterns Require Balance and Common Sense

Perhaps it seems self-evident that the tile patterns you select need to be balanced when installed. And, yet, simply based on photos readily available, balance and common sense don't always go hand-in-hand. Especially when your tile choices come in so many more sizes, shapes,

experience with 2020's tile design trends at Coverings was reimagined in an expanded digital format, Coverings Connected.

Trend Setters



The Tile Industry, A Noble Profession

As Forbes reports, the cost of a university education has increased nearly eight times faster than wages in the last few decades while at the same time, student loan debt is so high, that data from the Federal Reserve shows one in every five graduates with debt were behind in their student loan payments. Scott Carothers shares how a tile apprenticeship program combats this issue.

patterns, and colors than in the past. Along with this availability comes creativity with endless possibilities.

Balancing Act



The Spanish Tile Industry Returns to Normal Production Activity

Since Friday April 10, 2020, the Spanish ceramic tile industry is gradually resuming work after stopping their production activity, following the restrictions set by the Spanish Government to tackle the spread of COVID-19. During this period, Spanish ceramic tile manufacturers have continued to meet their customers' needs and the international orders dispatch times.

Now Hiring

Back to Work

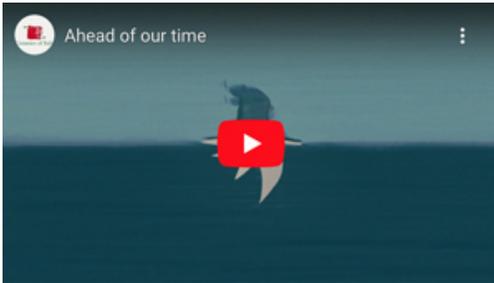


TCNA Laboratory Expands Testing and Research in Response to Global Health Concerns

Tile Council of North America's (TCNA) Product Performance Testing Laboratory has a long history of microbiological testing and research on ceramic tiles and other floor and wall coverings, including ground-breaking research on photocatalytic antimicrobial surfaces and the antimicrobial effects of various metal oxides in glazes. Due to increased testing inquiries during the COVID-19 pandemic, the TCNA lab is expanding its microbiology-based services to meet the industry's growing and ever-changing needs for relevant, up-to-date product testing and analysis.

Put to the Test

"Ceramics of Italy – Ahead of our Time" Tells the Story



of Italian Tile

This video provides a clear and elegant look at Italian ceramic's extraordinary ability to bring together the opposites of past and future, characteristics that are reflected in the country's iconic landscapes, celebrating both historic ceramics and modern tiles used in major works of architecture.

Opposites Attract

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