

TileLetter

www.tileletter.com

ON THE COVER:

LATICRETE International, Inc.

**LATICRETE® MVIS™
fortifies Arizona hotel,
bonds new partnerships**

**Qualified
Labor**

**Education and
certification
help the tile
industry flourish**

Thin Tile

**Thin panels bring
new life to maternity renovation**



FIVE STAR CONTRACTOR SPOTLIGHT

Performance Tile and Marble Co., Inc.

LaPlace, La.

Since: 1989

Specialty: Custom residential, light commercial, high-risk waterproofing projects (i.e. decks, balconies, showers, steam showers), ADA-compliant projects.

Website: www.performancetileandmarble.com

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Performance Tile and Marble Company was founded in 1989, located in LaPlace, La., near New Orleans, and services all of Louisiana and the Gulf Coast. With vast technical knowledge of the tile industry, Performance Tile is sought out by contractors, designers and architects throughout the Southeast as problem solvers. As one of the original NTCA Five Star Contractors – and the only one in the state of Louisiana – it has always been committed to excellence.

Performance Tile supplies and installs all types of tile and stone – using only premium setting materials – and not only meets, but exceeds industry standards.

Todd Duhe is the president of Performance Tile and Marble Company. His wife, Gina, runs the office and the showroom. They are both committed to advance-

ment of the tile trade. Todd is one of the NTCA Recognized Industry Consultants (InspeTile Consulting), and mitigated over \$9,000,000 in damages due to poor installations in one year.

Todd Duhe is certified in mold remediation, mold inspection, and asbestos-abatement projects to manage hazardous work situations that involve mold and existing asbestos floor coverings, and to protect their customers and employees from any health or safety risks.

Other industry involvements include the National Association of Home Builders, American Concrete Institute, Construction Specification Institute, International Code Council, Southeastern Mold Institute, Forensic Expert Witness Association, The Ceramic Tile Institute of America, NTCA

Technical Committee, and the NTCA State Director of Louisiana.

The market in which Performance Tile serves has over the last several years been struck with several hurricanes. Along with the devastation came large numbers of less-knowledgeable contractors. Cheap pricing and unskilled labor have resulted in a large number of projects that needed to be totally torn out and redone. This is where most of Performance Tile's efforts are centered. Unfortunately, it takes a failure and a substantial amount of money for some customers to realize that "cheap" costs plenty. According to Todd, "Price is your initial investment on a project. Cost is the total cash outlay of your original price plus the thousands of additional dollars to correct failures."

Performance Tile is committed to never cutting corners or standards just to get a job. Over 60% of its work load is re-doing water-related damaged tile installations caused by unskilled contractors. The company's motto is "It costs less to do it right, than to do it over."

Dedicated to supporting the industry, Todd is always willing to help anyone who asks. He has an overwhelming drive to educate anyone in the industry, including competitors. "Good competition among skilled labor and friends will eventually drive our industry forward, leaving the less qualified behind," he said.



CUSTOM®

Custom® Building Products' ProLite® Rapid-Setting Tile & Stone Mortar is a lightweight, medium-bed, rapid-setting mortar for a fast, easy and high-strength tile installation. This advanced mortar offers high performance and flexibility designed for the rigors of large-format tile and stone installations.



The product is capable of thin-set or medium-bed application and is formulated to allow excellent open time for adjustments while setting quickly. This permits the grouting process to begin in under three hours and enables light traffic in four hours.

Since ProLite® has a one-part formula, it exceeds ANSI A118.4 and A119.11 standards without a separate additive to improve bond strength, flexibility or performance. The product is also formulated with recycled material and contributes to LEED® certification.

A 30 lb. bag of ProLite® covers the same area as a 50 lb. bag of traditional mortar since ProLite® is 40% lighter than traditional mortars.

ProLite® Rapid-Setting Tile & Stone Mortar is eligible for up to a 15-year system warranty with the use of specific CUSTOM installation products as part of a qualifying full system.

www.custombuildingproducts.com

Featured Project

This 8,000-sq.-ft. home in New Orleans is owned by a large commercial roofing contractor. The homeowner had several custom showers and a flagstone balcony. Since he roofs commercial skyscrapers for a living, he has first-class experiences of the importance of proper waterproofing techniques.

Another obstacle was installing 3,000 sq. ft. of Crossville polished porcelain tile over a post-tensioned slab. Performance Tile and Marble used an uncoupling membrane over the post-tensioned concrete and mudded and waterproofed the showers. The project also included an exterior balcony.



The custom showers were mudded and waterproofed.



3,000 sq. ft. of Crossville polished porcelain tile was installed over a post-tensioned slab.



The project included an exterior flagstone balcony.