

Coverings 2018

Day – 1

I started out in hall B early this morning to get a jump on everything and was able to get through a good portion of B. As I moved into the Italian pavilion, things slowed down a little bit as I spent more time with some specific companies. A few quick notes on some Chinese vendors that had some nice looking designs.

Bazara – Some very nice glass designs.

Overland – Some nice large format cement and marble looks.

Colorize Booth 303 – Interesting mix of wood and stone.

Hudson Booth 307 – Chinese trading company with a nice mix of products and a lot of US experience.

Romantic (aka Muzzi) Booth 434 – This specific company has some nice designs along with their other brand Muzzi for the US Market.

Arvex Booth 707 – Always nice glass and stone mosaic vendor.

Gani Booth 803 – Chinese factory focused only on marble looks, some very nice designs.

Dura Ceramic Booth 1011 – They have taken a different approach and are really focusing on the 16”x32” size.

Some of the featured lines were Juno, four different colors in a French lime stone.

Newport – it’s a concrete look with a little bit of a wood mix which is interesting.

Shades – This is a mix of a limestone, marble and cement. I liked it, usually a mix of these different mediums are too contrasting, but they did a nice job with the flow.

Woodie – A wood line 8”x48” pressed four colors and very competitive pricing.

Estima Booth 1145 – The Russian factory continues to evolve with more products focused on the US market.

Textile – A fabric look in 24”x24” and 24”x48”.

Traffic – A cement line with a nice range of four sizes and three structures.

Brigantina – Wood look-nice colors in an 8”x48” rectified. Love the 3D linear mosaic.

Spanish Wood – Another wood look in 8”x48” rectified and 6”x36”.

Anatolia Booth 1019 – They have made a great impact in the US Market with an emphasis on their designs which continue to evolve.

Form – This was interesting where they are taking then encaustic look to a new level with five field tile colors and a myriad of designs. My understanding is what you see in the booth is more of a prototype and the actual production will be more modern and contemporary in shape.

Industria – Great cement line in a myriad of sizes including 12”x24” 24”x24” 32”x32” and 24”x48”. The graphite color is awesome!

Ceraforge – Another wide range of sizes with 24”x24” 16”x32” 12”x24” and 32”x32” with five different colors. Very smooth to the touch. Oxide is another great color, plus Iron is a very nice warm color in a cement look.

Aspen – This wood was launched last year but has a great size package with 4”x24” 6”x36” and 8”x48”. The decorative line separates this one from the others.

Soho – This is a wall tile that has existed previously but the expansion of the sizes including an 8”x16” and 8”x24” in the white was a nice feature.

Coem

I Cocci – This is a cement look with a twist of chips included in the graphics which I found different. Available in a 12”x24” and 24”x24”.

Trastevere – Now with the continuous focus on cement, wood and marble looks in the US Market, it was nice to see somebody refocus on a Travertine both in a cross cut and in a vein cut. It’s very strong however with the technology improvements in ink jet, I think it’s a very interesting look for us to consider and not put in the old Travertine looks that we’re all used to.

Abe Collection – This line they added in a 6”x12” 3”x12” and 6”x6” which make it very versatile and great applications for walls.

Lea

Concreto – This is a nice porcelain slab in three sizes, five colors, and six millimeter field tile but the decorative elements to this added a new twist.

Serenissima/Cercom/Cir

Magistra– Five Colors in a marble look. Utilizing all their various factories they can do a wide range of sizes but also the Antiqued texture used on the Versailles pattern on their floors in their booths is beautiful. With sizes ranging from 8”x8” to 32”x74” it’s a must see.

To be Marble – Portoro and Alpi are colors we just don’t see in the US and are striking.

Revolution – This is an awesome color pallet for a concrete look with real cracks. It’s a little strong and they are going to tone it down but with the various sizes, ranging from 8”x8” to 24”x48” in six colors and a great and encaustic and deco look in the six colors it’s also a must see.

Isla

This is part of Serenissima and they have a very interesting oxide wood look. It is a Holland stone but has a mix of a concrete look in it. The bronze color is awesome. Titanium is beautiful rendition of the grey.

Armonie

A marble look in 12"x48", 24"x48" and 8"x48".

Art Wood - Five Colors, two warm, and three cool colors. Very nice pallet and the 4"x28" size is definitely something different you have to see.

Piccadilly – Wall tile, in a 4"x20" and available in an 8"x20".

Elkon

Handmade unique designs they are part of Armonie, but definitely at the higher end of the market.

Marazzi

Influence in a metallic look more of a sheet metal look that is sleek in five colors. In a 9"x36" 18"x36" and 12"x24" its color body rectifies it a must see at the show.

Sistemp concrete 12"x12" 24"x24" 24"x48"

Costa Clara – Reminds me of the island of Burano Italy with its vibrant colors.

American Olean

Neospeck - It's a terrazzo look but very minimum and not large chips. The trapezoid mosaic is very nice and it has a glossy and matte finish and in the terrazzo category I'm usually not a fan but this one is simple enough that I think it is sellable.

Timberbrook – It's a wood look in an 8"x40" that is an old-world look. I like it and the color pattern very much.

Union – It's an industrial concrete look in five colors with a metallic splash on it that synchronizes and is impressive.

Impressa – 12"x24" red body and 4"x12" white body for the walls. It's a Breccia graphic that has the standard colors but is a nice rustic graphic that also includes mosaic.

Ragno/Italy

Altamere - In a 9"x35", 18"x36" and 12"x24" in a mosaic almost like a sandstone graphic in four Colors. Liked it very much.

Auro Dolce – 6"x18" wall and deco that is a nice addition to that brand.

They also added some Ragno product to us Inventory including Eden Wall, and Patina and Mount Royale. Five colors of a 6"x36".

Day – 2

I am still in Hall B

Impronta

Shale – Another nice concrete in five colors and a great step from color to color in the palette. Also has a great mosaic.

Loft – Industrial looking wood, five colors with a matte in and outdoor surface. In three sizes 8”x48”, 12”x48”, 8”x63”.

La Fenice

Oridum – They have an interesting look, they have an interesting line of a metallic/concrete with sizes from 3”x6” to 24”x24” and mosaics that are very cool, except they didn’t get the memo on hex....

Del Conca

Vagnoni Wood – Nice size and color palette

Marca Corona

Chalk – 8”x8” light colored, encaustic look also available in 3”x12” and an 8” diamond.

Fap

Brichell – 3”x24” and 3”x12” it’s kind of a fume wood look. In both a matte and a gloss (I don’t like the gloss).

Melano and Floor – The line is flat but “Corten Satin” is a nice color.

Dom

Fresh – “Fresh is Fresh”, but not sure if I like it.

Craftsman Wood – 9”x40”, 6”x40” This is a nice wood, don’t need all the deco’s.

Atlas

Liberty - It is a nice floor/wall marble look with wall in a 3”x12” and a 12”x22” and the floor is a color body in a 12”x24” that actually has a cove and bullnose. Very nice mosaic package.

Fincibec

I think they brought the booth from Cersaie. Sorry, wrong market.

Ascot

Gentle Stone - It has a nice soft slate look that I liked.

Tonalite

Great wall tile colors, sizes and shapes. Lots of color to have fun with. Loved this booth.

Cerdomus

Luxe and Supreme are two what I would call loud wide range marble looks with lots of sizes. Does marble sell in a plank?

Shine – Okay, this one I loved. Nice wood line, five colors and two surfaces.

Made +39

Cool resin mosaics

Cesar

They really need a panel to show this line, but “Revive” looks really nice. Do not forget to pick up a cool phone case while you’re at their booth.

Elios

Stage is unique wood with a cool mid-blue color.

Abex

Always consistent on providing some nice wall packages.

Onix

Spanish mosaic company. Always has some nice recycled glass designs.

Dune

Shapes - A great line if you position it correctly.

Keraben

Marbleous- It’s a nice line of marble looks with a 16x48 wall in three finishes with some nice deco’s with a 30”x30” floor and 14”x30” floor. Interesting size package.

Decocer

Always nice options for the wall.

Ker

Their booth is LIT! For you older folks, here is the definition of lit from urban dictionary:

“When something is turned up or popping ...
John: did you go to that party last night
Daquan: yes, that party was lit”

Lungarno

Silk Origins – Four colors in a 12”x36” wall tile that are nice.

Retrospective – Three colors in a 3”x6” wall and 8”x8” floor that has a size antique look to it.

Organic Strands – 12”x24” in four colors fabric look. Actually, very nice look, it is very subtle and the addition of the mosaic is cool.

STN

Biron - It is a nice sand stone look but look at this factory for price points.

MSI

Interesting way they approached the setup of their booth was by design style versus product. This made it a little bit unique compared to everyone else and easy to pick out looks regardless of the actual products make up whether porcelain or stone. I love their ledger panels where they have three lines of different styles including rock mount and rock mount mini. They even have Decora collection of ledger panels that are porcelain.

Sande Collection – a cool pulpus stone look in a porcelain that I have not seen before.

Praia Collection – This line comes in a 12”x24” and 24”x48” mosaic and yes a 2cm that totally takes the package from inside the house to the outside. Their colors of the grey, cream and Carrara hit it right on.

Highland Park – Expanded line and the Porticle Pearl is awesome.

Bianco Dolomite – Check out the patterns I dig them.

Kenzi Encaustics Collection - has expanded and is doing very well.

Kale-Italia

Edilges (Kale-Italia)

I’m Italian Marble – Full range of colors and sizes in this line. Over 120 SKU’s with 4”x12”, 12”x12”, 12”x24”, 24”x24”, 24”x48”, 48”x96” and a full range of mosaics and everything in two finishes. Yes they even have a 4”x12” bullnose.

Meet All – I would call this a metallic and cement look in four sizes with some nice mosaics.

Edilcoughi (Kale-Italia)

Mapierre – This is a mix of four different stones from concrete to marble. Very interesting mix of graphics. Three finishes, including polished, matte and an outdoor with sizes including 4”x12”, 4”x24”, 8”x24”, 12”x24”, 24”x24” and 24”x48”.

Campani (Kale-Italia)

Progetto Legno-Cemento – This is a project that includes both a wood and concrete look (which includes some nice encaustic designs). The colors are consistent between the two lines so you can actually use them together. You’ll have to see the cool border they did with wood around one of the cement tiles in their booth.

Kale

Artbeton – I usually don’t like other graphics in a plank size other than wood however this cement mix where they can blend all the colors in a range of greys really caught my eye. Its three colors with a fourth being a blend of all of the other three colors in one SKU in a 6”x36” price. Very sharp price point.

Kale Interflex – The cement line with the hand troweled graphics is very cool and you must see the full piece to appreciate it.

Bellavita

Parkway – One color, absolutely awesome unglazed brick in a 2”x9” with a chevron mosaic.

Forno – The winner from last year is back with the glazed brick and three new colors.

Patchwork – Mix of cement plaster wood and the kitchen sink. It’s very cool in a 4”x16” wall even has a jolly and a quarter round.

Pickets – 4x8 picket shape in a glazed wall that maxes rainfall.

Tapestry and Trinity – 6”x6” field 2”x8” field and a triangle with 3D designs pressed into the field which are not overwhelming.

Lamosa

Cardinal Collection – Very nice marble line you’ll see it on the exterior of their booth. Four surfaces 4”x12”, 12”x24”, 24”x24” and 24”x48” very nice.

Old Fashioned – Three colors in an 8”x48”.

Auburn – 7”x22” and 8”x36” wood look in three colors with a very nice price point.

Carbone – It’s a sandstone look in an 18”x36” with a white and grey matte that are very nice.

Studio S / Tile District / Vera

This group of companies hit the mark. The incorporation of the ink jet set them up to hit designs on a traditional hand molded tile that set them apart from others. In this tradition we usually see just a waterfall glaze over and extruded body and hence this is the birth of the tribal design. Too many to reference so you have to swing by and see them. Look under Tile District on the map.

Mediterranea

Okay Michael once again has hit the mark and so far, I think is best in show in terms of product especially with their Forge line which is a mix of a cement, wood and metallic in five colors in an 8"x48", 12"x48" and 24"x48" that is exceptional. Also check out waterfall and pearlway which is a floor/wall combo which makes it very easy to pull out of Tennessee with the wall made in Italy and the floor made in Tennessee. They're both winners.

Portobello

Keep an eye on Portobello, they have revamped their line to focus on the US market. They are opening a warehouse in Florida to assist distributors with backup inventory and a range of products distributors may not want to spend their inventory dollars (i.e. large formats!)

Wizard Enterprises

Nice mix of handmade wall tile.

Quemere Design

Another array of handmade tile colors and shapes.

Iris USA

Wheat – 4"x12" in a mix of wood concrete and metallic. Very cool.

Florida Tile

Divinity Stone – Go check it out. They made a winner in four colors and array of sizes. This one will do very well. Way to go Florida!

Check out enchant on the entry to the booth which is very cool and local. Love the blue, kind of an old school look for wood.

Day 3

41 Zero 42

What can I say awesome as usual.

Emil Group

Viva

No Code – Not sure about the gloss finish but I like the rest of it.

Ergon

Stone Talk – Its nice

Emil

Karmen and Regoli are nice. I really liked Vulkania, awesome colors.

Florim Group

Casa Dolce Casa

Artwork – Yes, it is a terrazzo but it is nice.

Rex

Worn – Concrete and limestone, six colors

Prexaus – Six nice colors with sizes 12”x24” to 63”x126”. Loved the silk color

Ceram

The marble look is nice, specifically the Oyster color.

Hi Wood – Five colors, two sizes, liked it very much

Milestone

This is a new brand which we will see going forward in the United States.

Mood Wood – 6”x36”, 8”x48” herring bone mosaic in a 24”x24” wood deco. Loved this line.

Epic – Nice marble and a color body. The imperial marble was awesome.

Materia – A limestone look with five colors. Interesting idea on the prestored deco’s.

+ one – Concrete matte and polished it’s a must see. The two Kansas colors are a cool twist but this was one of my favorites in terms of a concrete at the show.

Lunada Bay – The array of glass is one of the industry leaders as usual.

Ornamenta

Operae – This I said I wouldn't talk about, however it is a different gaged panel/slab than anything I have seen at the show. It starts with a 48"x96" panel in 9 mm. The decorative elements and monochromatic colors and even more so the merchandising for this product is a first and made me think about some interesting applications with these "lit" colored panels. Definitely check it out.

Terramia – This is an 8"x8" decorative with a relief of granita. With deco's that follow a Moroccan theme. I love the blue color versus what we've all seen in greys around the show.

Manufatto – This is a 3"x12" wall in both a straight and bevel. Loved the pastel colors.

Maiolacata – This is one field tile colors of 24"x48" which honestly didn't get me very excited. However, if you look at the six accent colors in 4"x24" and the potential of 12 deco's in 6"x48" in all of the colors it gives you 84 different deco possibilities. You can have fun with this one.

Terracotta – Another one I wouldn't get excited about. 12"x12", unglazed, four colors, except the deco's that make all the difference. You have to check this out.

Nue Tile – This is a new product that I think could literally change the industry, however there are some stubborn thinkers in the industry, like me, that sometimes don't like change. I suggest you take a swing by and look at how this product could help us sell more tile in the future and stop peoples thinking that tile is a terrible demo experience! Coverings Booth #7204

Day 4

Voguebay

<http://www.voguebay.com/>

Coming back around on the last day I have to mention VB and some simple yet cool mosaics. Checkout, Leaf, Delta 3D, Chevron Arrow & Courtyard. **However, I still love their 3D marble mosaics Arrow & Sailing.** Also, checkout Industry this is a nice niche product. Their addition of Chic Modular is a nice fit for them.

Here are the final copy of my notes, hope you had a great show! I do this as a service to the industry and do not charge, but going forward ask that you would consider a donation to The Tile Heritage Foundation. See link below and click on donate.

<http://www.tileheritage.org/>