



**Ceramic Tile and Stone Consultants, Inc.**

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## **PRESS RELEASE**

### **For Immediate Release**

## **Ceramic Tile And Stone Consultants (CTaSC) Announces**

### **Fuse Alliance retains CTaSC to provide**

### **Fuse Alliance Members with Tile and Stone Technical Services and Training Services**

**SAN DIEGO (March 18, 2014) - Ceramic Tile And Stone Consultants, Inc. (CTaSC)**, a North American company providing forensic and quality control services to the tile and stone industries, announced today that it has been retained by **Fuse Alliance** to provide **Fuse members** with technical and training services for ceramic tile, glass tile, stone, and other masonry products.

**Fuse Alliance** is a member owned network of professional commercial flooring contractors located throughout the United States and Canada that supplies and installs all types of floor covering products. The organization's goal is to increase the flooring contractor's value in the supply chain, and ensure that these values are continually enhanced to support member's customers and suppliers. Retaining **CTaSC** for tile and stone related technical issues, training needs, and other opportunities is another added value feature that **Fuse Alliance** brings to their Commercial Flooring Contractor members.

**Fuse Alliance** executive director Ron Lee stated, "Fuse Alliance is thrilled to have the opportunity to have tile and stone industry expert Donato Pompo provide technical services and training to our commercial floor covering contract members. More of our members are now selling and installing ceramic tile, glass tile and stone, and they want the



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resources to help ensure they achieve successful and quality installations consistent with the Fuse Alliance commitment to quality floor covering installations."

**CTaSC**, under the leadership of industry expert Donato Pompo, will monitor the Fuse Alliance online Forum located on the Fuse Alliance website at [www.FuseAlliance.com](http://www.FuseAlliance.com). Forum questions from Fuse members regarding tile and stone will be answered by Donato Pompo and his staff. As necessary, **CTaSC** will provide additional services to **Fuse members** who need or can benefit from their expertise. Some of the potential services can include investigating or resolving problems, reviewing or writing installation specifications, evaluating and testing products to determine if they are suitable for their intended use, job site quality control inspections, and training services. Pompo recently gave a presentation to Fuse members on "How to Avoid Tile and Stone Installation Problems" at the Fuse 2014 Annual Conference at the Ritz Carlton Hotel on Amelia Island in Florida.

**Fuse members** will also have access to the **University of Ceramic Tile and Stone (UofCTS)** online training campus at [www.UofCTS.org](http://www.UofCTS.org). UofCTS is the premier online university for the tile and stone industries, and is currently endorsed and utilized by key industry associations and companies. **UofCTS** produces self-paced interactive online training courses covering ceramic tile, glass tile, and stone.

**Fuse members** will have access to the **UofCTS Tile Installer Thin-set Standards (ITS) Verification** course, which teaches tile installers industry standards and practices for properly installing adhered tile and stone. **Fuse member** tile installers can earn an **ITS Verification certificate** by completing this course. They will also have access to the **Understanding the Basics of Ceramic Tile** and the **Understanding the Basics of Natural Stone** courses that teach key industry terminology and concepts. The courses teach everything from how the products are produced, used, and installed, and teach how these products should be selected, sold, and maintained. The courses provide technical



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information as well as sales tips on how to professionally assist the client with a consultative sales approach. Visit [www.UofCTS.org](http://www.UofCTS.org) for more information.

Donato Pompo, president of CTaSC and founder of UofCTS, underscored the importance of providing technical information and training to Fuse Alliance members stating, *"Following industry standards is key to avoiding costly tile and stone installation failures and delays. Standards are created to avoid recurring problems, so it's important for distributors and installation companies to have easy access to them. CTaSC will guide Fuse members to relevant standards, and at the same time give them the benefit of CTaSC's experience and insight on how to avoid problems. UofCTS will be able to provide Fuse members with easy and affordable access to critical online training courses."*

Ceramic Tile and Stone Consultants (CTaSC) is a professional company of expert consultants comprised of accomplished ceramic tile and stone installers, construction scientists and other industry specialists conveniently located throughout the USA and Canada. CTaSC provides Expert Witness and Forensic Failure Investigation Services, using inspectors that are local to clients throughout the USA and Canada. CTaSC provides Quality Control Services for Product and Installation Methods, Testing Services, Training Programs, Market Research and Outsourcing Services, and Business Planning Consulting to the Ceramic Tile and Stone Industry.

For more information on CTaSC visit [www.CTaSC.com](http://www.CTaSC.com) or for information on UofCTS visit [www.UofCTS.org](http://www.UofCTS.org).

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