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GranitiFiandre Displays New TCL Brand at HD Expo
-Products Ideal for Hospitality and Design Applications-

CHICAGO, April 27, 2006 – Italian stone and tile manufacturer GranitiFiandre will feature a new made-in-the-USA brand of products at the HD 2006 Expo (booth #3232), to be held April 27-29 in Las Vegas, Nev. In its initial offering, the TCL brand includes the Native Stone and Gallery glazed series, which will be on display along with GranitiFiandre's latest and most innovative products.

Produced at the GranitiFiandre Group's new state-of-the-art facility in Cumberland County, Tenn., the TCL brand is the result of sophisticated production and environmental technology. With the new Native Stone and Gallery series, the hospitality and design industry now has access to glazed porcelain with exquisite hues and patterns, and superior technical capabilities ideal for various environments.

"GranitiFiandre touts a long legacy in the hospitality and design industry, catering to such clients as Hilton, Hampton Inn and Marriott Hotels with innovative, high-quality architectural surfacing solutions," said Jeanne Nichols, vice president of Trans Ceramica, Ltd., a GranitiFiandre company. "With the introduction of the TCL brand, our customers now have access to an even more versatile product selection with this durable, economical flooring solution."

The distinctive hues and slate appearance of the Native Stone series pay homage to the artistic customs and ceremonies of legendary Native American tribes with three glazed porcelain offerings: Navajo Nights, Cherokee Gold and Chickasaw Sand.

Honoring the imaginative interpretation of color and shape realized in modern art, the Gallery series consists of five glazed porcelain products—Zinc White, Buff Titanium, Burnt Sienna, Raw Umber and Hansa Yellow—which possess core pigmentation accented with soft-veining.

Both series are excellent choices for diverse settings within the hospitality and design industry. Availability includes 18"x 18," 12"x 12," and 6"x 6" sizes, with coordinating bullnose and steptread.

Committed to being a total solution provider for its many hospitality and design clients, GranitiFiandre continues to bring new and innovative products to the market. Recently, the company oversaw the largest product introduction in its history, totaling 26 new products in varying sizes and finishes. These products were developed to specifically address the American market's diverse architecture and design needs.

About GranitiFiandre

Founded in 1961 in Castellarano, Italy, GranitiFiandre has for decades supplied global customers with the highest quality selection of fine architectural surfacing solutions. With international facilities in Italy, Germany and the United States, as well as a global distribution network, GranitiFiandre is equipped to address product needs for an array of architectural and design situations. The company's United States operations are managed through Trans Ceramica, Ltd., with headquarters in Itasca, Ill.

Dedication to a healthy and safe environment is an important part of GranitiFiandre's history, and the company proudly continues the tradition of environmental leadership at its new United States facility. Significant investments in materials usage and energy efficiency, air quality protection, water resource management are the hallmarks of GranitiFiandre's corporate stewardship.

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