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GranitiFiandre Launches New TCL Brand

-Glazed Porcelain Products are in Development at the Company's North American Facility-

CHICAGO, April 4, 2006 – Italian stone and tile manufacturer GranitiFiandre will debut a made-in-the-USA brand of products at the 2006 Coverings Tile and Stone Expo (booth #418), to be held April 4-7 in Orlando, Fla. 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, American clients are now offered the hues and patterns they desire in glazed porcelain, along with superior technical capabilities they have come to expect from GranitiFiandre.

"The TCL brand was developed in direct response to our most important clients' needs for an economical flooring solution that is high-quality and innovative," said Jeanne Nichols, vice president of TransCeramica, Ltd., a GranitiFiandre company. "We are pleased to meet the expanding needs of our clients with the Native Stone and Gallery series. Commercial clients, residential distributors, and dealers now have access to an extraordinary glazed porcelain tile product, offering exceptional quality and value to their investment."

The distinctive hues and slate appearance of the Native Stones 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 categories are excellent choices for high-traffic commercial and residential environments. 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 distributors and clients, GranitiFiandre continues to bring new and innovative products to the market. In addition to launching the new TCL brand (which comprises nine products) at Coverings, the company will also launch 17 additional products as part of its GranitiFiandre brand. With a total of twenty-six new products in varying sizes and finishes, this is the largest product introduction in the history of GranitiFiandre. These products will 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 TransCeramica, 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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