



**MANISCALCO**<sup>®</sup>  
Australian for Mosaics<sup>®</sup>



OCT. 2013

QUARTERLY  
NEWSLETTER



Oxford Street , Crown Street Blend Waterfall, from Artistic Stone Gallery, San Carlos, CA

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**Aussie Moving to Texas!**  
By Rob Maniscalco



**G'day  
Cobbers  
(friends)!**

Well, well, well, what a year it has been so far mates! I cannot believe we are in October already, crikey (my goodness)!

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**SHOW US YOUR TALENT!**

We are always looking for the best of the best! Send us your best installation photos using our product. If we use your picture in our newsletter, catalog, or on our web site, we will send you a Starbucks gift card as a thank you. Plus your store will be mentioned in the photo credits where possible. Send your photos to either your sales representative or directly to [newsletter@maniscalcostone.com](mailto:newsletter@maniscalcostone.com).

**SETTLIN' IN TEXAS**

By now I hope you have heard the news, we have opened up a distribution warehouse in Dallas, Texas! We have been looking into this for years, and since the lease on our current building ends in October, we decided to pull the trigger and just do it!

Moving 40,000 sq ft of product is no easy task, and Rob wanted to do it without interruption for his customers. We know how hard it is to make that sale, and to disrupt business for a week or more was not acceptable. So he sat down with his purchasing manager, warehouse manager, and Aussie IT guru to come up with a logistical plan that would allow Maniscalco to move with no down time to our customers.



**Maniscalco Distribution Center • Dallas Corporate Center #6**  
2330 Alberta Drive, Ste. 200 • Dallas, TX 75229-2063

Purchasing started to ship products to Dallas, trucks and trains started moving overstock out of Menlo Park, racking went up in Dallas, office space was made, and all of the necessary techie

## Aussie Moving to Texas!

As most of you know, Maniscalco has had a big year starting with the launch of our new catalog, then a bonzer trade show at Coverings in Atlanta, Georgia followed by the launch of our new Great Barrier Reef Glass, new Barossa Crystal Glass colors, as well as our new Olgas planks line. BUT, the really BIG news is that Maniscalco is currently undertaking the relocating of its distribution facility to Dallas.

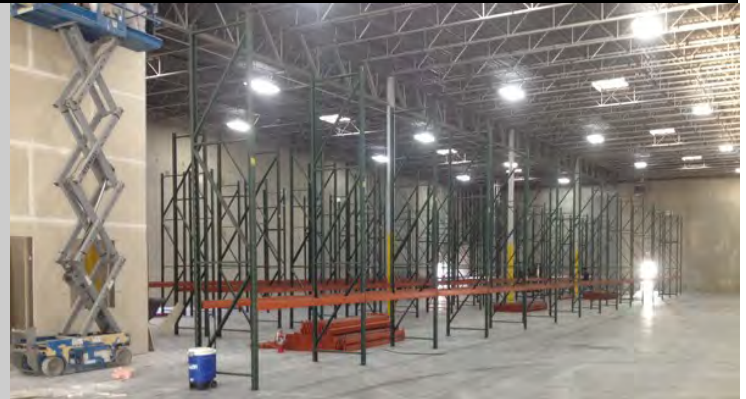
After much consideration, analysis, and much thought, we realized the huge benefits with this change. Not only will we be more centrally located to our entire customer base, but because Dallas is the main logistical hub for America, this will help decrease freight costs in general for most of our customer base as well as reducing the shipping time by one to two days. For those customers on the west coast that we are moving further away from, please don't worry we still want to service the heck out of you, and that is why we are offering freight subsidies when shipping direct to you (when we arrange the freight). For our customers that are use to will calling in The Bay Area/San Francisco, we will still be offering will calls out of one of our other smaller facilities in San Carlos, CA. If you are interested in this, please make sure to contact our customer service at (650) 363-8233 or email us at

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## SETTLIN' IN TEXAS

stuff was set up so that on September 23rd, we could flip a switch and start shipping out of Dallas. The final trucks will be taking the remainder of the inventory out of Menlo Park the second week in October.

But wait, what about the employees?? Rob wanted to keep as many of his employees as possible, so he offered every current employee a relocation package. Obviously because of jobs held by spouses, family obligations, etc., not everyone could take him up on this offer, but many did. And some of those that didn't are going to go to Dallas to help train new employees in their jobs.



Racking the new warehouse.



First truck in the dock in Dallas.

On September 1, we moved into our new digs in San Carlos. Not everything goes as smoothly as one plans, and there are a few stories about overcoming challenges, but these things do eventually get worked out. One day, we lost our new high-tech digital phones for about three hours—and I still don't understand the problem. But once we knew calls weren't getting thru, we had the phone people direct calls thru our Customer Service Manager's cell phone! Hey, whatever it takes to make it work— there is no stopping an Aussie with a mission!!

The best part of the move is being more centrally located to Maniscalco's customer base, and this in turn, will help decrease the cost of freight. For those customers on the West Coast, we have a special freight program. Please contact Customer Service for more information.

Most importantly, this move helps us to stay very competitive in the marketplace. We appreciate everyone's patience during this transition—which is almost over as the last trucks are leaving Menlo Park this week.

So time's a changin' - I wonder what a Texas—Aussie accent will sound like in a couple years?!?

Your first contact with Maniscalco is our *BONZER* Customer Service team. Because they were some of the employees that couldn't move, along with Accounting and Marketing, Rob is keeping an admin office open here in San Carlos, California.



**Maniscalco Administration Office**  
871 Industrial Road, Unit C  
San Carlos, CA 94070-3389  
Ph. 650-363-8233 • Fax 650-363-8283  
Email: [info@maniscalcostone.com](mailto:info@maniscalcostone.com)

**Aussie Moving to Texas!**

[info@maniscalcostone.com](mailto:info@maniscalcostone.com) for more information.

Furthermore, Maniscalco has recently teamed up with a third party sampling company in Dallas which we believe will not only enable Maniscalco to get caught up with samples but we believe by November Maniscalco will be carrying inventory of all marketing merchandize! So no more waiting for samples mates, you order them we will ship them!

Please note that because Maniscalco has a ripper (fantastic) team that I personally did not want to change even with the whole move to Dallas, so I decided to open an administration office in CA to house our Customer Service, Marketing and Accounting. All processes are staying exactly the same when it comes to shipping out products with the exception of us changing our same day shipping from 11:00 a.m. PST to 10:00 a.m. PST. If you have any questions at all about anything to do with Maniscalco's move, please feel free to call our customer service, hell even I would be more than happy to take your call mates!

Thank you cobbers (mates) for continuing to believe in Maniscalco, and I personally want to thank you for all for your support over the years. We could not have done it without our customers.

Hooroo (cheers),  
Rob

# ROADTRIP AUSSIE STYLE



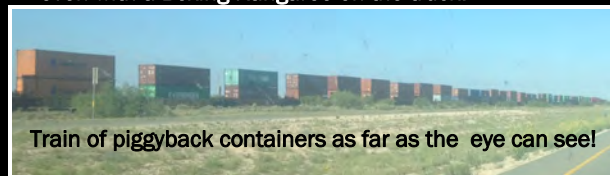
Ah, Elmir, that would be the wrong jacket for TX, even with a Boxing Kangaroo on the truck!



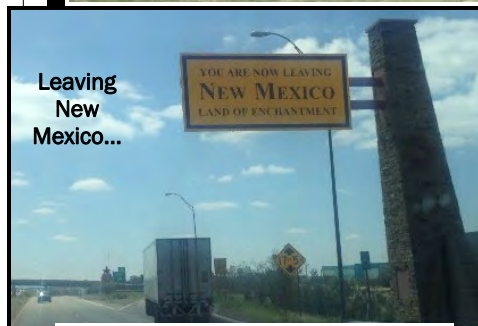
There be oil!



A few bugs in Mr. Raptor's front grill!



Train of piggyback containers as far as the eye can see!



Leaving New Mexico...

Leaving at 6:30 p.m. Friday with a truck filled with computers for the Monday opening; Rob looking very happy and a little fuzzy.



...and entering Texas,

but where are you in between??

12 more hours to North Dallas!



Rob & Elmir team driving, non-stop, total time = 28 hrs.

## HUMOR FOR FRIENDS & FAMILY

How children perceive their Grandparents ...

1. My young grandson called the other day to wish me a Happy Birthday. He asked me how old I was, and I told him, 80. My grandson was quiet for a moment, and then asked, "Did you start at 1?"
2. When my grandson Billy and I entered our vacation cabin, we kept the lights off until we were inside to keep from attracting pesky insects. Still, a few fireflies followed us in. Noticing them before I did, Billy whispered, "It's no use Grandpa. Now the mosquitoes are coming after us with flashlights."
3. A 6-year-old was asked where his grandma lived. "Oh," he said, "she lives at the airport, and when we want her, we just go get her. Then, when we're done having her visit, we take her back to the airport."
4. A grandfather was delivering his grandchildren to their home one day when a fire truck zoomed past. Sitting in the front seat of the fire truck was a Dalmatian dog. The children started discussing the dog's duties. "They use him to keep crowds back," said one child. "No," said another. "He's just for good luck." A third child brought the argument to a close. "They use the dogs," she said firmly, "to find the fire hydrants."

(A thank you to all the firefighters out there on the lines keeping people, pets, homes, and businesses safe.)

## THIRD PARTY SAMPLING

Sometimes you need to know what you can do, and do it well, and what you can't do.

It has become clear that Maniscalco can no longer keep up with the sampling demands of our customers. This is not an uncommon problem in the tile industry, but that doesn't make it okay. It is similar to working in a restaurant. There are times when there are only a handful of customers, and other times where you have a long wait to get a table.

Long waits don't work when selling tile because the customer is just going to go somewhere else. And Rob is nothing, if not a problem solver. So with the move to Dallas, we have also located a couple of companies that will make all of our handle boards, Koala Kards, and Wallaby Wall Art concept boards. That is what these companies do for a living, they are more efficient at it, and have the capacity to handle fluctuations in demand.

What does this mean to our customers?? By the end of November, there will be no more waiting for boards or cards. *We will have inventory sitting on our shelves in Dallas!* When we launch new products in the spring, the boards and sample cards will be ready to ship out at your request. You will be able to have fabulous new products to show your customers as soon as we launch them.

That is our goal, and we believe the changes we are making will allow us to meet it.

## BONZER MARKETING TOOLS!

Here are some more concept boards from our Wallaby Wall Art collection. We now have 26 different concept boards, and they have been selling like crazy. Anything that helps your customer visualize, helps sell more product. So get these boards up in your showroom, and get ready to ring up some sales!!



WWA22 Coober Pedy



WWA06 Wyndham



WWA04 Drysdale

## NEW ADDRESSES

Please note the new distribution warehouse address is:

**Maniscalco**  
Dallas Corporate Center #6  
2330 Alberta Drive, Ste. 200  
Dallas, TX 75229-2063

Hours of operation: 7 a.m. – 5 p.m. CST

Our billing address will remain in California, but as of September 1, our address has changed to:

**Maniscalco**  
871 Industrial Road, Unit C  
San Carlos, CA 94070-3389  
Same phone: 650-363-8233  
Same fax: 650-363-8283

Same Email: [info@maniscalcostone.com](mailto:info@maniscalcostone.com)

Hours of operation: 7 a.m. – 4 p.m. PST

Same day order cutoff time is 10:00 a.m., expedited for \$10.00 until 11 a.m.

Any orders or changes after 11 a.m. will be processed the next day.



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or check out our web site at [www.maniscalcostone.com](http://www.maniscalcostone.com)