



# MANISCALCO®

Australian for Mosaics®



## April 2016

### QUARTERLY NEWSLETTER



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Barossa Valley Glass - Mini Trellis Blend Peppermint, Cork & Smoke

#### 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).

## DUKE'S CORNER



### *Hi Everyone!*

For anyone who might have missed our last newsletter where I made my debut, my name is Duke and I'm the official Admin office dog out here in sunny California. My Mom (Customer Service Manager, Leah Willis) has been bringing me to work since I was a little squirt at 10 weeks old.

So much has happened since our last newsletter, but I only have time to share a few things since I'm extremely busy being the official greeter for the mailman and everyone else who visits our office.

Most importantly since the last time I wrote to you all I turned 3! Yes, I know what you are all thinking... I'm now 21 in dog years so I should get my first adult doggie beverage. Well, my parents don't see it that way. As us dogs say,

Ruff life huh?

I also finished up my 3rd waterfowl hunting season which my parents say I did an amazing job. The highlight of the season was my first double retrieve (I went and got one bird, dropped it off with my parents then went back for the second bird and brought that back). I didn't think it was anything out of the ordinary however both my parents did, they made a big deal and embarrassed me in front of my hunting buddies... sheesh!

However the most exciting thing.... my Mom came back from a work trip in Mexico where all the new 2016 products were launched. Even though I missed her tons while she was gone it sounded like it was a good trip and everyone liked the new products. Mom showed me pictures of the new material when she got back and even with me being color blind I think they look great! If you haven't had a chance to order samples I suggest you call up my Mom in Customer Service and get your order in soon!

That's all for now guys I gotta go, I think I hear my co worker calling me for my daily ration of homemade snacks!

## A DAY IN THE LIFE



Duke the Lab

## MANISCALCO BLOG

### News from our Aussie Owner



#### G'day Cobbers (Mates)!

What a bonzer (great) year it has been thus far!

We have been flat out like a lizard drinking (real busy)! So far we have attended several customer events already

as well as our first customer event in Mexico. All in which were crackers (awesome)!

Furthermore, I am so excited to announce what I think is our best product launch yet! This April we have added some ripper (awesome) items to our line. We have added items to our Sydney Harbor Metal series, Botany Bay Pebble series and refreshed the entire look of our Simpson Desert Glass which may I say I am absolutely stoked (happy) about.

If you would like more information about our April launch please contact our beaut (great) customer service team at (650) 363-8233 or email us at [info@maniscalcostone.com](mailto:info@maniscalcostone.com). You can also contact your local representative for more information.

To view our new launch items for April simply visit our website at [www.maniscalcostone.com](http://www.maniscalcostone.com).

I am stoked (pumped) about what 2016 will bring for Maniscalco and its customers! I look forward to travelling this year around the US and visiting our clients. So look out mates, I could be over to your neck of the woods (your way) soon.

Thank you to all Maniscalco customers for your wonderful support. We value and appreciate your business, and my crew and I wish you all the very best for 2016!

**Hooroo (cheers) - Rob**

#### On April 25th in 1915 . . .

the Australian and New Zealand Army Corps (ANZAC) landed at Gallipoli as part of the Allied forces in WWI. Their objective was to capture Constantinople and knock the Ottomans (an ally of Germany) out of the war. What was to be a quick strike, became a stalemate, and dragged on for eight months. Fighting was fierce and both sides suffered heavy casualties.

Sometime during WWI, the Australian soldiers became known as "Diggers." This probably came from the fact that soldiers were required to dig trenches and tunnels between their trenches during the Gallipoli campaign.

**ANZAC Day** is the Aussie National Day of Commemoration honoring the sacrifice made by those Australians and New Zealanders in WWI and military operations since then. A traditional recitation on ANZAC Day is the reading of the Ode. The Ode comes from For the Fallen by the English poet and writer Laurence Binyon.

**"They shall grow not old, as we that are left grow old;  
Age shall not weary them, nor the years condemn.  
At the going down of the sun and in the morning  
We will remember them."**



## ABOUT MAXIMUM CHANCES

G/Day mates,

No technical contribution this Newsletter, instead I decided to let you all know about our partnership with the Maximum Chances Foundation.



### About MAXimum Chances

MAXimum Chances seeks to connect families with three exceptional autism service providers in the Dallas/Fort Worth Area.

**The mission and goal for MAXimum Chances is to connect families who have children with Autism Spectrum Disorders gain access to educational services, therapies, and cutting edge bio-medical treatments.**

We all need help at times. It is heartbreaking to see beautiful children who are unable to excel and thrive because they lack available treatments due to the financial cost. Maximum Chances believe a child who isn't given every chance possible to thrive leads to an even greater cost, one that we will never fully realize.



### Why Maximum Chances?

Maximum Chances was founded by two Aussie mates, Greg and Nicole Chalmers. Their gorgeous son Max was diagnosed with Autism at the age of 22 months in 2005.

Today Max is 12 years old and has exceeded all expectations. He is mainstreamed in school with accommodations for his autism. He plays soccer, does martial arts and has even been on a competitive gymnastics team.

Autism is still a daily challenge for Max but the Chalmers were lucky enough to have wonderful resources available to them. Maniscalco is committed to help Greg and Nicole provide similar resources to other, less fortunate families.

The purpose of MAXimum Chances is to help people gain access to therapies and treatments and to be a resource to

help parents navigate the journey. We want to help provide them with the resources and support they need!

Mates, check out the Maximum Chances website; [www.maximumchances.org](http://www.maximumchances.org)

Read their story and be comforted in the knowledge that a part of every dollar you spend on Maniscalco products will be going to help this great cause.

Maniscalco will be donating a % of all sales to Maximum Chances throughout 2016 and beyond. As well for the month of April, which is Autism Awareness month, we invited our customers and suppliers to help. The response was predictably fantastic and will deliver a tidy sum to the foundation.

# MEXICO LAUNCH



**MEXICO**  
**Product**  
**Launch**  
**April 2016**



**Benefiting**  
**The Maximum**  
**Chances**  
**Foundation.**

## TEAM MANISCALCO AND MATES BEFORE THE BEACH BBQ

Well, the first and hopefully not last, Maniscalco Product Launch is in the books and done and dusted.

In lieu of Coverings this year, we decided to try something a little different, take some major clients to Mexico for a pre-launch viewing of our latest release.

So off we went to The Hard Rock Resort in sunny Puerto Vallarta Mexico. The weather was fabulous, warm sunny days followed by pleasant evenings. Plenty of great eating venues as well as the odd bar or two to keep everyone relaxed.

The actual launch was conducted over a four hour period on day two of the trip. As well as having the opportunity to advance purchase new launch items at fair dinkum cheap prices, the attendees were in the draw for some bonzer prizes, including the Grand Prize of a trip for two to Australia, hosted by Rob and Liz Maniscalco.

However the highlight of the trip was the Aussie Themed Dress up Beach Party and BBQ. The effort made by all our mates to get into the spirit and get Aussie was unreal. We had everything from Kangaroo suits to crocodiles and even a couple of Aboriginal dancers complete with body paint and boomerangs.

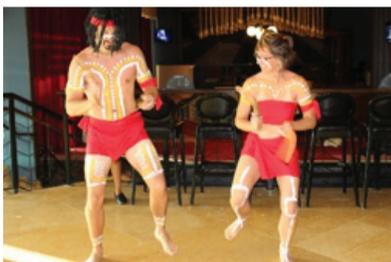
Needless to say the Aussie Music was blasting out loud, guests were greeted by Rob doing his rendition of the Men

at Work hit, Land Down Under. The catering was really great, heaps of tucker and plenty to wash it down if you so desired. The after party went late into the night with even my old mate Kieron kicking on until the small hours. There are many stories that could be told, but what happens in Mexico stays in Mexico.

Seriously, I would like to thank all Team Maniscalco for their efforts in making this event the success it was. So successful in fact we are already planning 2017.

To our attendees, thanks for joining us. Together we raised a tidy sum for the Maximum Chances Foundation. Maniscalco is truly fortunate to be able to do business with such a great mob of Blokes and Sheila's.

Cheers mates, Rob



### Aussie Theme Dress winners.

Performing a traditional aboriginal dance, our winners Alan and Jennifer Dewberry

## PUERTO VALLARTA MEXICO



### Premier Distributors win the trip for two to Oz.

Our great mates from Premier Distributors, walked away with the Grand Prize, a trip for two to The Land Downunder.



### Team Maniscalco.

A Fair Dinkum Bonzer Mob to work with.

# APRIL 2016 PRODUCT LAUNCH

## ANNOUNCING THE 2016 MANISCALCO APRIL PRODUCT LAUNCH.

The product development team at Maniscalco has done a bonzer job with this launch, in fact I will go on record and say that this may well be our best launch yet.

These new items have been specifically designed to coordinate with other products readily used in the environments where mosaic tiles are installed. We have researched the hot paint colors, countertop trends and other influential materials in order to achieve an awesome range of new products that are both flexible and relevant in today's market.

Maniscalco has made developed additions to two of our most popular series, Sydney Harbor Metals, Barossa Valley Glass and Botany Bay Pebbles as well as totally revamping The Simpson Desert Glass Series. We have also introduced some new shapes, Traditional Subway, Trellis, Bricks and Mini Trellis, details follow.

### Barossa Valley Glass

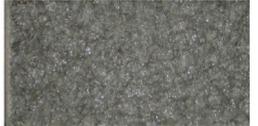
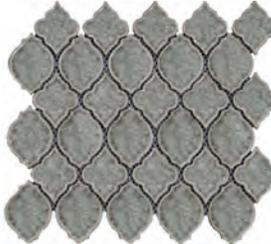
Just about our most popular series, so we have added some bonzer new items. Mini Trellis, Bricks and Subway. All will be available in three bestselling colors, Peppermint, Smoke and Cork. See the top three rows at right. See an installation of the Trellis on page 2.

### Botany Bay Pebbles

Undoubtedly our bestselling series. Customers have asked for additional colors and blends, so Maniscalco delivers, with Shadow Grey and Shadow Grey Blend, both coordinate extremely well with popular internal and external field tiles readily available in the market. Bottom row.



Top:  
Barossa Valley Glass - Bricks Smoke Crackle  
Above: Pebbles - Shadow Blend

		
MNKB0240 Bricks Smoke Crackle Sheet: 12" x 12"	MNKB0241 Bricks Peppermint Crackle Sheet: 12" x 12"	MNKB0243 Bricks Cork Crackle Sheet: 12" x 12"
		
MNKS0241 Subway 3 x 6 Peppermint Crackle	MNKS0240 Subway 3 x 6 Smoke Crackle	MNKS0243 Subway 3 x 6 Cork Crackle
		
MNKTO243 Mini Trellis Cork Sheet: 10" x 12"	MNKTO240 Mini Trellis Smoke Sheet: 10" x 12"	MNKTO241 Mini Trellis Peppermint Sheet: 10" x 12"
		
Q210 Pebbles Shadow Blend Sheet: 12" x 12"	Q211 Pebbles Shadow Sheet: 12" x 12"	

The rest of the launch continues on page 7

# APRIL 2016 PRODUCT LAUNCH

## THE 2016 MANISCALCO APRIL PRODUCT LAUNCH cont.

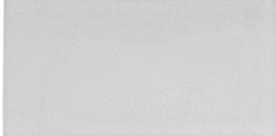
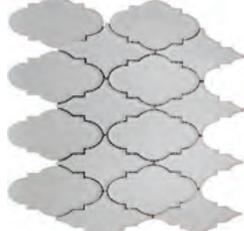
### Simpson Desert Glass

Now this is really exciting. Maniscalco has totally revamped this series, with the inclusion of Trellis, Hexagon and Apex Subway in three new in vogue colors, being Alabastro, Doe Skin and Urban Mist all in a subtle eggshell like matte surface treatment. The Apex Subway has three dimensional properties which delivers a unique look when installed.

### Sydney Harbor Metals

Trellis, available in three exciting new colors, being Wrought Iron, Gold Leaf and Iron Pyrite. This new pattern has traditional feel with an almost wood grain finish, made using new technology with a body formu-lation that is made predominately of crushed travertine (and secret herbs and spices). We have also included matching 12 inch Hyde Park Liners as an accessory.



		
MNCH901 Hexagon 3 x 3 Alabastro Matte Sheet: 9" x 11"	MNCH105 Hexagon 3 x 3 Urban Mist Matte Sheet: 9" x 11"	MNCH073 Hexagon 3 x 3 Doe Skin Matte Sheet: 9" x 11"
		
MNCS901 Apex Subway 3 x 6 Alabastro Matte	MNCS105 Apex Subway 3 x 6 Urban Mist Matte	MNCS073 Apex Subway 3 x 6 Doe Skin Matte
		
MNCT901 Trellis Matte Alabastro Sheet: 13" x 11-1/4"	MNCT105 Trellis Matte Urban Mist Sheet: 13" x 11-1/4"	MNCT073 Trellis Matte Doe Skin Sheet: 13" x 11-1/4"
		
A8167 Trellis Gold Leaf Sheet: 13" x 11-1/4"	A8168 Trellis Wrought Iron Sheet: 13" x 11-1/4"	A8169 Trellis Iron Pyrite Sheet: 13" x 11-1/4"
		A8159 Hyde Park Liner Iron Pyrite 1/2" x 12"
		A8158 Hyde Park Liner Wrought Iron 1/2" x 12"
		A8157 Hyde Park Liner Gold Leaf 1/2" x 12"

Top: Simpson Desert Glass Trellis Matte  
Above: Sydney Harbor Metals Trellis

## Employee Spotlight



Dennis and his wife Cory'

G'day, I'm Dennis.

I started working at Maniscalco Stone in California in 2006 pulling and packing orders. In 2007 I became the Warehouse Manager.

So in 2013, when we moved our warehouse to Dallas, Texas my wife and I packed up our stuff, including our 10lb terrier Josie, and headed down to The Lone Star State.

I love our company and the people that work for our company.

Our Maniscalco warehouse group here in Texas has developed into a team of highly trained, responsive, flexible and productive individuals.

Along with the support of our California based Customer Service and Administration team the daily goal is to deliver our customers the highest level of service in the industry.

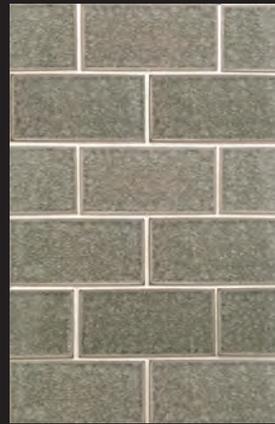
I'm proud to say that I'm part of the Maniscalco family here in Dallas, Texas.

## BONZER MARKETING TOOLS

Here are some concept boards from our Wallaby Wall Art collection. 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!!



MNKB0243  
Barossa Valley Brick  
Pattern Cork Crackle



MNKS0240  
Barossa Subway  
Smoke Crackle



Q210  
Botany Bay  
Sliced Pebbles Shadow

## MORE PRODUCT SHOTS



Above Right: Simpson Desert Glass - Apex Subway  
Above left: Pebbles - Sliced Shadow Blend



# MANISCALCO®



Australian for Mosaics®

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