

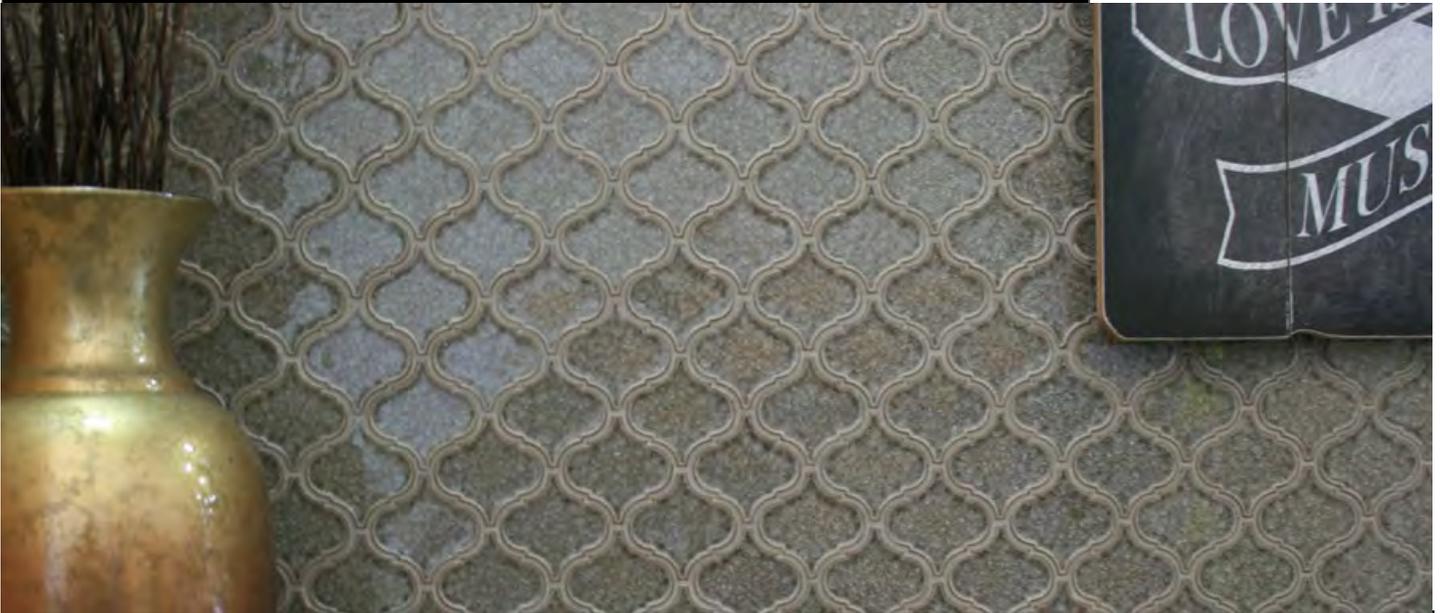


**MANISCALCO**<sup>®</sup>  
Australian for Mosaics<sup>®</sup>



Aug. 2014

**QUARTERLY  
NEWSLETTER**



Barossa Valley Arabesque, Smoke

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News from our Aussie Owner



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

It hard to believe we are already in August! We are shooting on through the year its unbelievable (this year is going so quickly)!

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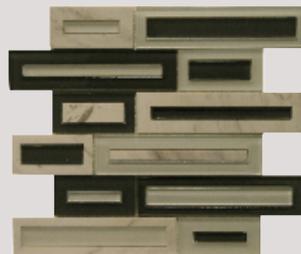
**SHOW US YOUR TALENT!**

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.

**MAY PRODUCT LAUNCH**

Water jet technology dominated our May launch - just in time for Coverings. Take a look at these bonza mosaics our in-house design staff created!

**Gosford Glass & Stone.** Our newest series is composed of contemporary water jet designs that combine both glass and stone elements. The stone has a honed finished and the glass finish is both matte and polished. **Frames**, come in contemporary colors that will coordinate with many design themes.



**MNFTERR Frames**  
Terrigal Blend  
Cloud / Reef / White Marble  
11-3/4" x 11-3/4"



**MNFAVOC Frames**  
Avoca Blend  
Sand / Cliff / White Marble  
11-3/4" x 11-3/4"



**MNFWAMB Frames**  
Wamboral Blend  
Reef /Cliff / White Marble  
11-3/4" x 11-3/4"

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News from our Aussie Owner

Looking over the first half of the year, Maniscalco had bonza (great) success exhibiting at Coverings in Las Vegas. We showed off some of our rippa (awesome) new products for 2014, and of course maintained our Aussie tradition by having a very special guest visit us. For those who could not make it to the show, we had Crickey, the Kookaburra, hang out with us for a few days. He was awesome, an Australian icon that made many heads turn when he opened his mouth to say, "G'day!"

Along with the new products at the show, we also introduced some new marketing merchandising tools such as the new Kookaburra Kage to hold our Koala Kards, and hence why we had the Kookaburra as our special guest. Please make sure to look through our new Merchandising Brochure that shows our new marketing tools, as well as many other items that were mailed to all our customers in May/June. If you did not receive this, please make sure to contact our customer service for more information at (650) 363-8233 or email at

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

Also, make sure to log onto our website and check out the new products on Maniscalco's homepage. Visit us at [www.maniscalcostone.com](http://www.maniscalcostone.com).

Every year Maniscalco has implemented many new systems and processes to better serve our customers, and in 2014 it is no different. Not only do we continue to offer more marketing tools, but within the next few months, all Maniscalco customers will have access to an online portal through our website that will enable our customers to access

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# MAY PRODUCT LAUNCH

**Hexy**, in a similar color pallet with honed Bianco Carrara and matte and polished glass, gives customers a stylish choice at an affordable price.



**MNH4901 Hexy**

3-1/2" x 2-3/4"

Cloud / Carrara Honed Blend

10-3/4" x 10-3/4"



**MNH4853 Hexy**

3-1/2" x 2-3/4"

Sand / Carrara Honed Blend

10-3/4" x 10-3/4"



**MNH4860 Hexy**

3-1/2" x 2-3/4"

Cliff / Carrara Honed Blend

10-3/4" x 10-3/4"

**Barossa Valley Crystal Glass.** We added two new shapes to this very popular series. **Arabesque**, a fusion of ancient Moroccan design and crackle glass manufacturing.



**MNKA0240 Arabesque**

3" x 3"

Smoke

10-1/4" x 12-1/4"



**MNKA0244 Arabesque**

3" x 3"

Blueberry

10-1/4" x 12-1/4"



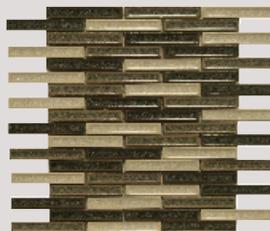
**MNKA0916 Arabesque**

3" x 3"

Clove

10-1/4" x 12-1/4"

Two **Brick** blends for a thin, offset linear pattern in a crackle glass finish.



**MNKBJACO Brick**

5/8" x 4"

Peppermint / Cork / Smoke

11-3/4" x 11-3/4"



**MNKBROSE Brick**

5/8" x 4"

Peppermint / Blueberry / Eucalyptus

11-3/4" x 11-3/4"

**Daintree Exotic Mosaics.** Two beautiful polished marble additions; thin and classic.



**F948P Interlocking Stix**

3/8" x Random

Bianco Carrara / Graystone

11-1/2" x 11-3/4"



**F548P Basketweave**

1-1/4" x 2-5/8"

Bianco Carrara / Graystone Dot

12" x 12"

## News from our Aussie Owner

many features such as entering orders, check status of orders, check inventory, make online payments and much more, which will be beaut (great)! Also please remember our current customer login function. It gives you access to view and download all types of marketing tools and pricing. It is still available on our website. Make sure to register if you have not already.

On another note, I have been very fortunate to travel the first part of 2014 around this bonza (brilliant) country to visit many of our customers. I travelled from California, to Arizona and New Mexico, to Texas, Louisiana, and Tennessee. I had a rippa of a time meeting with our customers and seeing/experiencing what all the markets are like and what Maniscalco can do to serve our customers better.

I had my marketing team add a few photos of Coverings as well as my trips visiting customers.

On behalf of the Maniscalco Team, I would like to thank all our customers for your continued support. We will continue to work hard so that you will have a beaut (awesome) experience when working with us. Thank you very much, and we wish you all the best in the tile biz.

Hooroo (cheers),  
Rob Maniscalco



Jeremy—Rob—Kieron at  
B.B. King's Blues Bar

## PHOTOS FROM THE ROAD



## TECHINFO@MANISCALCOSTONE.COM

Welcome to the [techinfo@maniscalcostone.com](mailto:techinfo@maniscalcostone.com) newsletter contribution.

Unfortunately we have had to deal with far too many installation issues since the last newsletter. Improper installation procedures, and in particular, adhesive and grout selection practices are often the chief offenders.

In order to assist contractors and dealer sales staff, **Maniscalco** has joined with **Bostik** to develop an adhesive and grout selection guide specific to Maniscalco products.

The guide will be a simple, easy to navigate, user friendly tool that will quickly provide the solution to **"adhesive and grout selection dilemmas."** The guide will cover most common substrates and typical installations. Be assured, if the guide does not satisfy your particular requirement, send an email to [techinfo@maniscalcostone.com](mailto:techinfo@maniscalcostone.com) and together, with Bostik, we will provide a tailored specification for your installation.

We trust that this proactive effort will minimize unfortunate circumstances like the one depicted in the accompanying photo.

Homeowners who spend their hard earned money on home improvement products deserve a finished installation that they can be proud of, not an expensive fix that may require removal and replacement.

On another subject, I recently had the opportunity to visit some of our distributors in the NYC area, as well as, the Midwest and Memphis areas. I really enjoyed the time visiting their facilities and their customers, who provided invaluable feedback regarding Maniscalco products and services.

Travelling again shortly with one of the destinations being Fargo, North Dakota. The only thing this Aussie knows about the area is from the movie of the same name by the Coen brothers, which was a little different to say the least and had nothing do with the city anyway!

How cold could it be in October?!? Thanks, Kieron Wiley



The severe scratching shown is typical of the damage caused by improper grout selection and grouting procedures.

## CUSTOMS INSPECTIONS

Our Shipping Agent has informed us that US Customs are inspecting an unusually high number of containers entering US ports.

The Shipping Agent also stated that this is the first stage of a premeditated campaign that will eventually result in the inspection of all containers arriving into US ports.

Maniscalco has no control over this process, and it is virtually impossible for us to give accurate ETAs on incoming shipments.

Maniscalco has to pay a substantial fee to Customs for each inspection. These costs will be absorbed by Maniscalco and not passed onto you.

Purchasing and Customer Service will do their best to monitor the situation, and will faithfully pass on any information; however, recent experiences tell us that this information is not very reliable.

Maniscalco apologizes for any inconvenience that these inspections cause. These inspections are supposed to be random, but seem to be occurring on a regular basis.

## HUMOR

A woman walked into the kitchen to find her husband stalking around with a fly swatter.

"What are you doing?" she asked.

"Hunting flies," he responded.

"Oh! Killing any?" she asked.

"Yep, 3 males and 2 females," he replied.

Intrigued, she asked, "How can you tell them apart?"

He responded, "3 were on a beer can, 2 were on the phone."

## BONZER MARKETING TOOLS!

Here are some *new* concept boards from our Wallaby Wall Art collection. We now have 34 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!!



WWA28 Wagga Wagga



WWA29 Albury



WWA31 Broken Hill

## NEW PRODUCT PHOTOS

Instead of featuring a customer's photo this quarter, we wanted to show off our new products. Below left is the Terrigal Blend from our newest series, Gosford Glass & Stone, Frames, and on the bottom right is the Frames, Wamberal Blend. Top right is the Hexy Cliff / Carrara Honed Blend, and in the middle is our Barossa Brick Rosedale Blend.



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