



MANISCALCO[®]
Australian for Mosaics[®]



Aug 2015

**QUARTERLY
NEWSLETTER**

COMING SOON

Coming this October - We have been flat out like a lizard drinking (*hard at work*) putting together our next launch in October. This next launch I am super excited about with several new mosaic items that we will be introducing into our Opera Line category. We are also working on new glass mosaic products for our following launch in January, which may I tell you is going to be huge!

All new launch items will be available in the October 2015 price list and merchandising catalog. Stay tuned, all items will be featured on the Maniscalco website.

INSIDE THIS ISSUE:

New Products Coming Soon **1**

Duke's Début **2**

Technical Information **3**
- Kieron Wiley

Maniscalco Blog - Rob Maniscalco **5**

Aussie Fun and Fundraising **6**

Bonzer Marketing Tools **7**

Installation Photos **7**



Barossa Valley Glass - Arabesque in Smoke - BPI Birmingham

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.

DUKE'S CORNER



We would like to give a warm welcome to Duke with his first public appearance in the Maniscalco newsletter!

Hi Everyone! It's me Duke. Some of you already know me, but the big boss (*Rob Maniscalco*) thought it was time for me to formally introduce myself to all of our customers. I have been coming to work every day with my Mom (*Customer Service Manager, Leah Willis*) in the California admin office since I was a wee lad at the age of 10 weeks old. Who knew 2½ years and 100 pounds later I would still get to come and greet everyone who walks in the door along with taking naps wherever and whenever I want. *SHHH* don't tell my mom, but I also get the occasional snack from my beloved UPS man. If you ask me, I think I have the best job in the world!

On weekends when I'm not hard at work with my co-workers, I love to play fetch off the back of my parent's boat, swim in grandma's pool and surf the waves at the doggie beach. However, my all time favorite thing to do... duck hunting!

It's hard, but I manage to sleep most of the day at my mom's feet, while the phones are ringing and printers are printing. Next time you call the office for a stock check or status update on your order, see if the customer service team can wake me up from my deep sleep so I can come to the phone and say hi as I love to make new friends.

Until next time...
- Duke the Lab

A DAY IN THE LIFE



Duke at the Lake



Customer Service - Duke Hard at Work!

TECHINFO@MANISCALCOSTONE.COM

Welcome to the techinfo@maniscalcostone.com newsletter contribution.

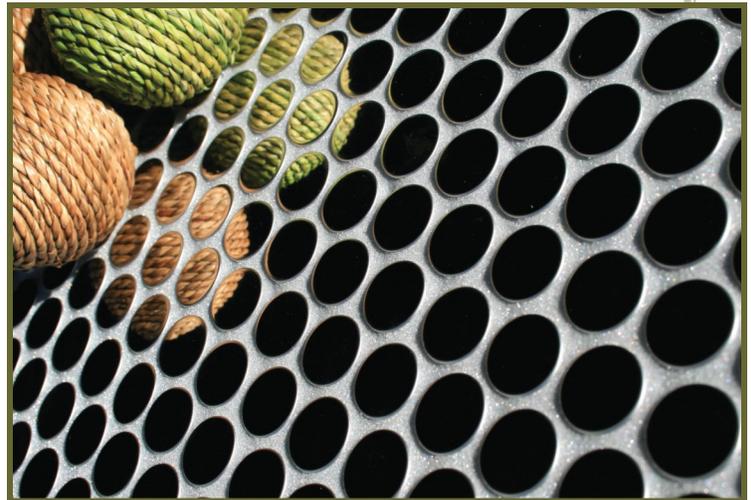
This month we will discuss using pre-mixed Urethane grouts, in particular **Dimension**, from our mates at **Bostik**.

Dimension is a fabulous product and when used correctly can really bring a mosaic installation to life. However like any product, in order to achieve the desired result, an installer must carefully follow the instructions.

So grab a beverage of choice, sit back and check out the following information.

Product Benefits

- Unique reflective appearance
- No sealing required ever!
- No color fading, streaking or shading
- Crack-resistant flexibility
- Pre-mixed and ready to use
- Chemical and Stain resistant*
- Fast, easy installation – installs up to 50% faster than other grouts
- Excess product can be saved and used later *(when stored properly in original container)*
- UV stable – colors will not yellow or darken
- Bostik's Blockade™ antimicrobial protection
- Dust-free mixing
- 3 hour working time
- Easy water clean-up
- Non-sag formula ideal for vertical surfaces
- Does not exhibit efflorescence
- May contribute to USGBC LEED® Credits: MR 4.1 & 4.2 *(Recycled Content)*, and EQ 4.1 *(Low-Emitting Materials)*



Perth Penny Rounds in Polished Stainless Steel & Dimension® Rapid Cure™ - Take your installation to a new Dimension!

Mixing

DO NOT add any water, liquid, or other material to Dimension! This will cause grout failure and void all warranties. A translucent, milky liquid may be present on the surface of the grout upon opening the container. This is from normal settling during shipment. Mix grout in its pail with a margin trowel to bring grout to a uniform mixture. This mixing process should be approximately one minute. Use of a drill mixer is not recommended as it will introduce excessive air into the product and cause grout sagging on vertical applications, a reduction of color uniformity, and/or other performance issues such as pinholes. Continue to remix grout with margin trowel throughout the grouting process to ensure proper resin dispersion is maintained.

Installation

Dimension is a new grout technology that allows a simpler application and clean-up process. Pre-treat tile surfaces per Surface Preparation section instructions. Spread grout over the face of the tile using a green, sharp-edged, firm (epoxy/urethane) grout float. Work the grout back and forth at a 45° angle to the face of the tile to ensure that grout joints are fully packed, especially in tight and irregular joints.

TECHINFO@MANISCALCOSTONE.COM

Continued from page 3

Failure to fully pack joints may lead to discoloration, mottling, or may compromise structural integrity. Spread only an area that you can reach (*arm's length*) at any one time, remove excess immediately by holding the rubber float at a 90° angle, working diagonally across the face of the tile to prevent grout removal from joints.

Clean-up

For best results, remove grout haze as you work, particularly in warm or dry climates. If working alone, only grout as far as you can reach comfortably before initial cleaning. If working as a team, one person should grout, with the other(s) cleaning immediately behind the first person. Clean/rinse sponge in water and wring nearly dry.

During installation, urethane grout requires very little water to clean; using too much water during cleanup will dilute the urethane binder and cause curing issues. Clean surface of the tile with a flat sponge, being careful to remove all excess grout and haze. Wipe up spilled water immediately; do not allow water to sit on grout surface or in un-grouted joints. Excessive water used during clean-up can dilute the urethane binder and cause curing issues that may lead to grout failure.

Change water after each 100 square feet, for each new bucket of grout, or when water is dirty or milky in appearance. Check work as you clean. Repair any low spots with additional grout.

Unlike other grouts, DO NOT over wash.

Open Time

Dimension's typical open time is 3 hours. Hot and dry conditions reduce the grout's open time, while cold and humid conditions extend it. Dimension's liquid urethane binder should be wet in appearance.

Do not install grout that has liquid urethane binder that has skinned over or appears dry.

Cure Time

Humidity affects cure to a greater degree than temperature; the lower the humidity, the faster the cure. Under normal conditions, light foot traffic is acceptable after 24 hours; heavy foot traffic after 72 hours. If grouting in ANY wet area wait 7 days before use.

Secondary Cleaning (if necessary)

Allow cleaned tile areas to dry, inspect the surface. If additional haze removal is necessary, use of Bostik Blaze™ Urethane Grout Haze and General Purpose Cleaner.

Thanks to our mates at **Bostik** for helping out with this article.

Now get cracking and take your mosaic installation to a **NEW DIMENSION!**

As always if you have any question regarding product usage or installation, contact us at; techinfo@maniscalcostone.com

Cheers and happy tiling,
Kieron



MANISCALCO BLOG

News from our Aussie Owner



G'day Cobbers (*Mates*)!

I cannot believe we are already in August! It's unbelievable how quickly this year is going!

Looking over the year thus far, Maniscalco has had some rippa (*awesome*) times. We had great success exhibiting at Coverings in Orlando, Florida. We showed off some of our bonzer (*awesome*) new products for 2015 including items in our Victoria Metal Series and Barossa Valley Crackle Glass Series. And of course once again we maintained our Aussie fellowship tradition by having a very special Kangaroo guest come visit us at our booth. We also have been meeting and hanging out with many of our customers this year to get them all dialed in with all our new product launches and process so that they have all the tools to succeed when selling Maniscalco products. Finally, we have been working so hard to make sure all our systems and processes are in place at both our warehouse and admin office so that your experience when working with Maniscalco is one that is easy and one that you can enjoy.

Over the next few months my team and I will be traveling to different parts of the US to visit customers. I will be heading out to the West Coast, the mid west, the south and north east. I am totally pumped and stoked to be heading your way real soon!

A couple of things I need to mention. I know many of our customers have been waiting some time now for our new customer portal to be up and I can tell you now that this is live and ready to go for you to use! This feature, which you can access on our website, allows you to access such things as; inventory, pricing, place orders, track orders, make payments and much more. If you are interested in more information about this, please contact our customer service at 650-363-8233 or info@maniscalcostone.com. Also, please note that we have been working extremely hard with our third party sample company to get up to speed and on top of all of our customers sample orders. I am excited to tell you that we are in the best position we have ever been when it comes to sample order lead time. We are now down to 3 to 4 weeks out if not sooner than this.

Please make sure to look through our Merchandising Brochure that shows all our marketing tools, and if you're missing anything to please let our customer service know and they will be more than happy to help you. Also, make sure to log onto our website and check out the new 2015 launch products on Maniscalco's homepage. Visit us at www.maniscalcostone.com.

On another note, I was fortunate to play catch up with an old mate of mine from Vogue Bay the other day, Scott Johnson. It was bonzer (*great*) to see him and his son Jacob. Thanks for the golf game mate!

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



Scott & Jacob Johnson, Rob & Kieron 2015

AUSSIE FUN AND FUNDRAISING

Aussie Fun and Fundraising in the Red Center

The **Henley-on-Todd Regatta** (also called the **Todd River Race**) is a "boat" race held annually in the typically dry sandy bed of the Todd River at Alice Spring in Australia's hot center.

It began – and continues – as a typically irreverent Aussie joke at the expense of the original British settlers and the formal atmosphere of the British river races at Henley – on –Thames.

Every year on the third Saturday in August, the town holds a mock regatta which large numbers of locals and tourists attend. Food and drink are sold at stalls, "no fishing" and "no swimming" signs are put up, and the celebration takes all day. It is the only dry river regatta in the world; thus, it is the only regatta ever cancelled because of wet weather and there was actually water in the river. This happened in 1993, when the event was cancelled for the year due to flooding.

"Boats" are made from metal frames and hung with banners and advertisements, and teams of "rowers" run their boats in races through the hot sand. Races are also held in washtubs, human-sized hamster wheels and at the final event, modified trucks decked out as boats are driven by teams armed with flour bombs and water cannon.

Many bystanders end up as casualties of the final battle. Traditional teams include Pirates and Vikings, complete with costumes. Who wins the final battle can be difficult to determine; even the announcers occasionally get a blast.

History

Reg Smith was the creator of the Henley-On-Todd, a unique, mad-cap event, which had its inaugural regatta in December 1962. Earlier that year members of the Rotary Club of Alice Springs met for a picnic at 16 Mile Creek, where over a few beers they discussed ways to raise money for charity. Reg came up with the idea of holding a waterless 'Regatta' on the dry bed of the Todd River.

"Okay, what about the boats – do we tow them or push them?"
"Neither," said Reg. "We cut the bottoms out and carry them!"

Sadly, Reg passed away in 2004. However, we would like to believe that his spirit is resting peacefully in Davy Jones' locker, which is located at the bottom of that mythical inland sea in the Simpson Desert. Let's not forget that the waters that feed that sea flow deep below the surface of the sandy river bed on which we hold our annual regatta!

The Henley-On-Todd was recently officially declared an iconic event by the NT Government, is in its 54th year and continues to be a world famous tourist attraction.

Charity is the real winner

The Fred Hollows Foundation ending Trachoma in Australia by 2020.

Trachoma is the leading cause of the infectious blindness in the world and is also one of the easiest to prevent.

Australia is the only developed high income country where trachoma is endemic. The disease occurs primarily in remote Indigenous communities in the Northern Territory, South Australia and Western Australia.



www.about-australia.com



www.henleyontodd.com.au

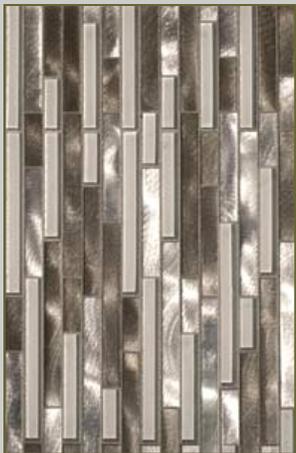


<http://portal.clubrunner.ca>

Wallaby Wall Art



MWWA35 - Jarrahdale



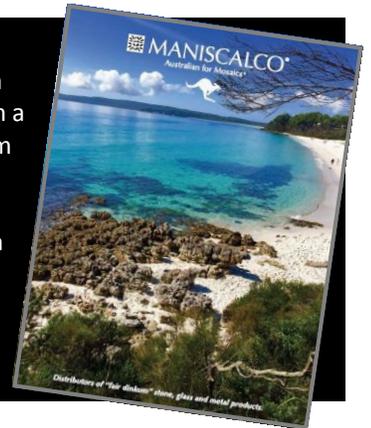
WWA31 Broken Hill



MWWA36 - Marrinup

BONZER MARKETING TOOLS!

All of Maniscalco's great marketing tools are available through our merchandising catalogs. Just give our customer service team a ring and place an order for a variety of *new concept boards* from our *Wallaby Wall Art collection*. We have 21 different concept boards, and they have been selling like crazy. Or our *new Kookaburra Kages* loaded with *Koala Kards* that showcase each product line so your customer can visualize, and helps you sell more product. So get these items up in your showroom, and get ready to ring up some sales!!



INSTALLATION PHOTOS

We are featuring BPI's installation vignettes showcased for the BPI Birmingham location Open House. Below left & bottom right is **Gosford Glass & Stone Mosaics - Water Jet Frames in Avoca Blend**. Pictured top left is **Gosford Glass & Stone Mosaics - Water Jet Frames in Terrigal & Bianco Carrara Plank**.



871 Industrial Road, Unit C - San Carlos, CA 94070
Phone: 650-363-8233 - Fax: 650-363-8283 - Email: info@maniscalcostone.com
or check out our web site at www.maniscalcostone.com