



MANISCALCO®

Australian for Mosaics®



FEB. 2014

QUARTERLY
NEWSLETTER



Great Barrier Reef Glass, Hexy, Lindeman Island Blend feature strip bordered by Calacatta Oro Pencil Liners and Calacatta Oro Planks.



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Looking Forward!

By Rob Maniscalco



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

What a year 2013 was! I can't believe how quickly the year went and we are already at the end of

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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 or a box of See's candy 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.

TECHINFO@MANISCALCOSTONE.COM

G/Day mates,

My name is Kieron Wiley; I recently made the move from "down under" to team up with Maniscalco and give my mate, Rob, a hand.

Tile and Stone are in my blood and my background is 30+ years in the Tile and Stone industry during which time I have been involved with retail, import and export, manufacturing and wholesale.

During my short time with Maniscalco I have already noticed that the industry here in the USA faces similar challenges to back in OZ, particularly in the area of product installation issues.

The industry back in OZ has spent substantial time and money lobbying government and major construction industry players to invest in "new contractor training" (apprenticeships) and also "qualified contractor updating" which is necessary as products and techniques evolve.

I do not have the data for the USA market, but back in OZ it has been established that in excess of 95% of all product complaints can be traced back to poor substrate preparation and setting and finishing processes and are not the fault of the actual product being installed.

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Kieron Wiley,
Director of Business Development
8th Hole, Par 3 at Royal St. George's, England

Looking Forward!

February and flat out like a lizard drinking (real busy)!

As most of you know, Maniscalco had a big year last year with the launch of our new Aussie products, then a bonzer trade show at Coverings in Atlanta, Georgia, followed by the huge move of our distribution to Dallas, Texas so that could be more centrally located to Maniscalco's customer base. And as mentioned in our previous newsletter, for those customers on the west coast that we moved 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).

I am pumped about what 2014 will bring for Maniscalco and its customers! I am looking forward to another rippa (awesome) launch of new products this year in May. We will be introducing an exclusive high end boutique series, along with more items to our Barossa Glass series. We have revamped our Gosford Glass line, which I think you will definitely be very stoked (excited) about! Make sure to look for them on our website and in your stores shortly.

Maniscalco is exhibiting once again at Coverings, and this time it is in Las Vegas! I am looking forward to saying G'day and catching up with many of our Maniscalco customers. Our booth number this year is 9110. Please make sure to register for Coverings if you have not already by clicking on the link on our website. Please go to www.maniscalcostone.com.

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TECHINFO@MANISCALCOSTONE.COM

The long-term ramifications for our industry are serious, as when an end users expectation is not met they will look at alternative finishing solutions next time, resulting in lost revenue to our industry. Not to mention the costs in relation to investigating and substantiating the real cause of the issue.

At Maniscalco we continue to strive for a continuity of excellent quality in order to exceed customer expectations and it is disappointing when through no fault of the product, the end result does not reach its potential. I am sure other suppliers from all facets of our industry have similar experiences.

Product knowledge training is critical; the dealer who is at the coalface has to have the tools to properly advise the end user, and Maniscalco will continue to develop more efficient and simplified sales tools for our distributors and dealers.

In order to assist in the correct specification of Maniscalco products we are currently updating and simplifying our usage, installation and maintenance guide. The guide will give general and hopefully simple to understand direction.

As for the architects, specification professionals, distributors and dealers who are in need of more comprehensive information, we are launching a dedicated email address to service these inquiries on a case by case basis.

The address is: Techinfo@maniscalcostone.com

All we need is the product name and intended usage and we will, in conjunction with specialists in the field of setting materials and processes provide a comprehensive specification and maintenance guide specific to the project.

In future Newsletters I will be covering both technical and sales related topics concerning Maniscalco products and services.

This is an exciting time for me, a new home together with new challenges and I am sure some good times along the way as well.

I would be very appreciative if somebody could just get the weather to improve so I can get back on a golf course sometime soon.

Hooroo for now and thanks for reading,

Kieron Wiley

Director of Business Development



There was a nice turnout!

2014 EVENTS

Getting ready to participate at the January BPI show in Dallas.



Looking Forward!

Furthermore, I am very stoked (excited) to tell you that we have another Aussie from Down Under that recently joined our team. Kieron Wiley is the Director of Business Development for Maniscalco and has a wealth of knowledge and experience in the tile game. You will be meeting and hearing more from Kieron in the near future. Welcome on board, mate!!

At the end of 2013, Maniscalco celebrated our holiday / end of year parties. Crickey (Wow) it was great to see the crew come together to celebrate another successful year in Texas and then in California. I have attached some photos of the night.

As I have now settled in Dallas after our large move in 2013, I look forward to travelling this year around the US and meeting with our Maniscalco customers. Having said this, we had a wonderful opportunity and kicked off the year with visiting one of BPI's (Building Plastics, Inc.) facilities in Texas where Maniscalco was invited to one of several open house events. It was bonza (great) to display our products for BPI's customers to see and work with my crew to assist and support our BPI mates to sell and promote Maniscalco. Thanks BPI we appreciate all your support! So look out mates, I could be over your neck of the woods (your way) soon.

Thank you to all Maniscalco customers for your continued support. We appreciate your business, and my crew and I wish you all the very best for 2014!

Hooroo (cheers),
Rob

2013 PRODUCT REVIEW

It takes a little time for launched product to actually make it out to the market and into installations. Our front page installation photo was from product launched last year. To see more of these exciting products we launched last year, click on the photos below.



Great Barrier Reef Glass—Hexy



Barossa Valley Crystal Glass



Great Barrier Reef Glass—Interlock

CHRISTMAS PARTY



HUMOR FOR FRIENDS & FAMILY

Complete or Finished?

No dictionary has ever been able to define the difference between "complete" and "finished". However, in a linguistic conference, held in London, England, and attended by some of the best linguists in the world, Samsundar Belgian, a Guanese, was the clever winner.

His final challenge was this: "Some say there is no difference between 'complete' and 'finished'. Please explain the difference in a way that is easy to understand."

His response was: "When you marry the right woman, you are 'complete'. If you marry the wrong woman, you are 'finished'. And, when the right one catches you with the wrong one, you are 'completely finished'."

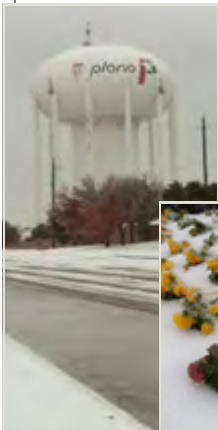
His answer received a standing ovation.

SNOW—IN TEXAS!?!

Sitting here in drought-plagued California, I am reminded of what Rob told me when he decided to move to Texas, "Mate, the weather is more like Sydney." Rob likes it HOT! When I told him that ND had seen wind chill temps of -55°F, he wanted to know, "Do your ears chip off when you go outside? What happens?"

When it snowed on Dec. 6th in Dallas, we had a little trouble shipping product. Truckers aren't really keen on driving in the snow when they aren't

prepared for it! Tree branches broke and plants froze. Can't



complain much as most of the country has had a tough winter.

Two months later, it happened again—except this time Rob was able to get into work.



News flash! It takes more than a little snow to stop an Aussie from

working—and he still has his ears! Can't wait for summer.

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!!



WWA09 Halls Creek



WWA10 Cairns



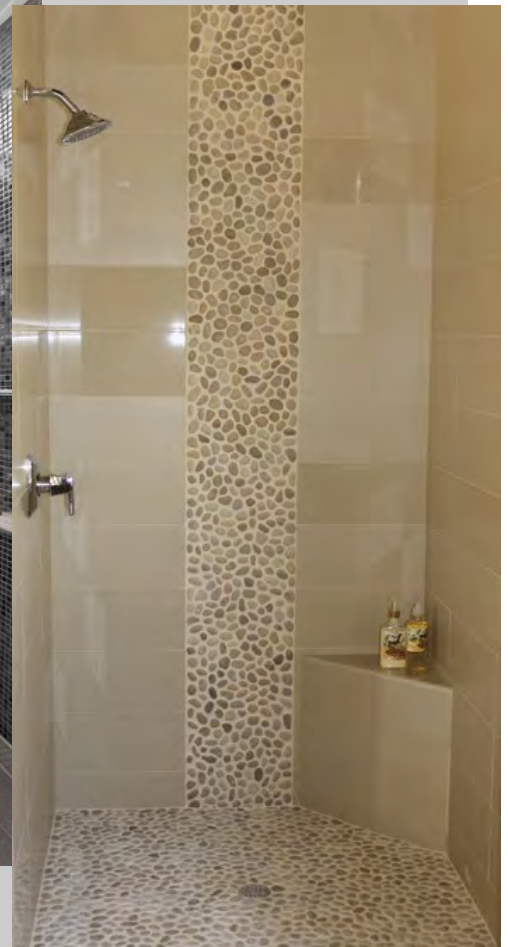
WWA17 Cape Crawford

BATHROOM INSTALLATIONS



Murray River Metals,
Black Stainless Steel, Brushed

Botany Bay, Natural Khaki Pebbles



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