



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



June 2013

**QUARTERLY  
NEWSLETTER**



Victoria Metals Mini Versi from Artistic Stone Gallery, San Carlos, CA

**INSIDE THIS ISSUE:**

<i>News from our Aussie Prez</i>	1
<i>April Launch</i>	1
<i>Coverings 2013</i>	3
<i>Humor for Family/Friends</i>	3
<i>ANZAC Day</i>	4
<i>Bonzar Marketing Tools</i>	4
<i>Winning Photos</i>	4

News from our Aussie Prez  
By Rob Maniscalco



**G'day  
Mates!**

I cannot believe we are in

May already, almost half way through the year, struth (my goodness)!

As most of you know, at the end of April, Maniscalco

*continued page 2*

**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).

**APRIL PRODUCT LAUNCH**

Our biggest launch of the past year was this April - just in time for Coverings. It is hard to say what has generated more excitement, but I will start with our Great Barrier Reef Glass.

**Great Barrier Reef Glass.** This glass is colored all the way thru, not just on the back. It comes in two patterns, a 1x4 Interlock and a pattern we are calling Hexy. Besides the uniqueness of the hexagon shape, we have given it a slightly rounded dimension. These new products come in three colors including one with some iridescent finished tiles. Instead of mesh-mounting, this glass is paper-face mounted, eliminating the problem of seeing the mesh through the glass.



MN7GBRHHAY Hexy  
Hayman Island Blend  
Glossy Finish 10 x 11



MN7GBRHHAM Hexy  
Hamilton Island Blend  
Glossy Finish 10 x 11



MN7GBRHLIN Hexy  
Lindeman Island Blend  
Glossy / Iridescent Finish 10 x 11

News from our Aussie Prez

exhibited at Coverings in Atlanta, Georgia. We had our largest showing at Coverings ever, displaying products; Aussie theme style, in a 20x30 foot island booth. With the launch of some ripper (great) new products, as well as some more new marketing tools, the show was absolutely bonzer (fantastic) for us! Our new Aussie Rack was very well received, and sold out at the show. But don't worry, we have more coming! We also added Koala Kards and Wallaby Wall Art concept boards to show off our new products. And let's not forget our mascots this year, both Leah and Mercy the Bennett Wallabies stole many of our customers hearts! Yes that's right. For those of you that did not know we had two very special Bennett Wallabies as guests at our booth this year, following Ruby the Big Red Kangaroo we had at our Coverings booth in 2012. If you would like to see photos make sure you log onto our website and check it out on our homepage. Just go to [www.maniscalcostone.com](http://www.maniscalcostone.com).

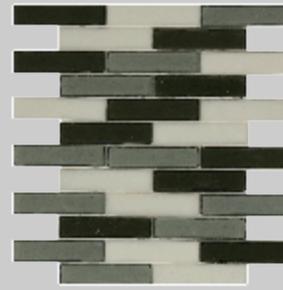
I think Coverings is a beaut (great) excuse to reconnect with customers as well as cobbers (friends), I absolutely love it for that reason! It was good to receive feedback from some of our clients on how well we are doing as a company, and what we can improve on to better our services. For those of you who would like more information regarding our new merchandizing items, please contact your sales representative or contact our customer service at (650) 363-8233 or email at [info@maniscalcostone.com](mailto:info@maniscalcostone.com).

*continued page 3*

# APRIL PRODUCT LAUNCH



MN7GBRIHAY Interlock 1 x 4  
Hayman Island Blend  
Glossy Finish  
10-1/2 x 12-3/4



MN7GBRIHAM Interlock 1 x 4  
Hamilton Island Blend  
Glossy Finish  
10-1/2 x 12-3/4



MN7GBRILIN Interlock 1 x 4  
Lindeman Island Blend  
Glossy/Iridescent Finish  
10-1/2 x 12-3/4

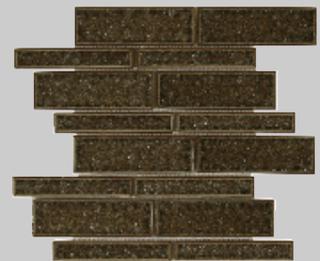
**Barossa Valley Crystal Glass.** We added three new solid color waterfalls to our Barossa Valley Crystal Glass series. Launched initially with blends, customers also wanted the waterfalls in solid colors. We listened to them and came out with Peppermint, Smoke, and Cork. These contemporary colors will blend with many of the popular countertop slabs, and our new line of planks and moldings.



MNKW0241 Waterfall  
Peppermint  
11-3/4 x 12-1/4

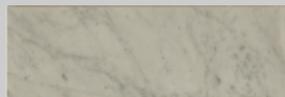


MNKW0240 Waterfall  
Smoke  
11-3/4 x 12-1/4



MNKW0243 Waterfall  
Cork  
11-3/4 x 12-1/4

**Olgas' Planks with matching Minnamurra Stone Moldings.** The new Olgas' Planks come in three marbles, Calacatta Oro, Bianco Carrara, and Dark Graystone. These planks are 4" x 11-3/4" with a honed finish. Matching 5/8" x 11-3/4" honed pencil liners can be found in our Minnamurra Stone Molding series.



H8401H  
Bianco Carrara Honed  
4 x 11-3/4



H8801H  
Dark Graystone Honed  
4 x 11-3/4



H8901H  
Calacatta Oro Honed  
4 x 11-3/4



L1524H  
Bianco Carrara Honed  
5/8 x 11-3/4



L1528H  
Dark Graystone Honed  
5/8 x 11-3/4



L1529H  
Calacatta Oro Honed  
5/8 x 11-3/4

News from our Aussie Prez

Maniscalco has implemented many new systems and processes to better serve our customers. We have implemented a new system to get your sample orders out in a more timely manner. So, soon you will see a much quicker turnaround when it comes to this. Furthermore, we are constantly upgrading our website with new information, photos of new products and product installs as well as functions, so make sure to watch out for these things on our website. Also remember our customer login function which gives you access to view all types of marketing tools and pricing more quickly.

Please remember that our crickey (wow!) Maniscalco 'Sale Tile' sales are still continuing. We have sold off almost everything, but we still have some stocks left. You can see what items are left online at [www.maniscalcostone.com](http://www.maniscalcostone.com).

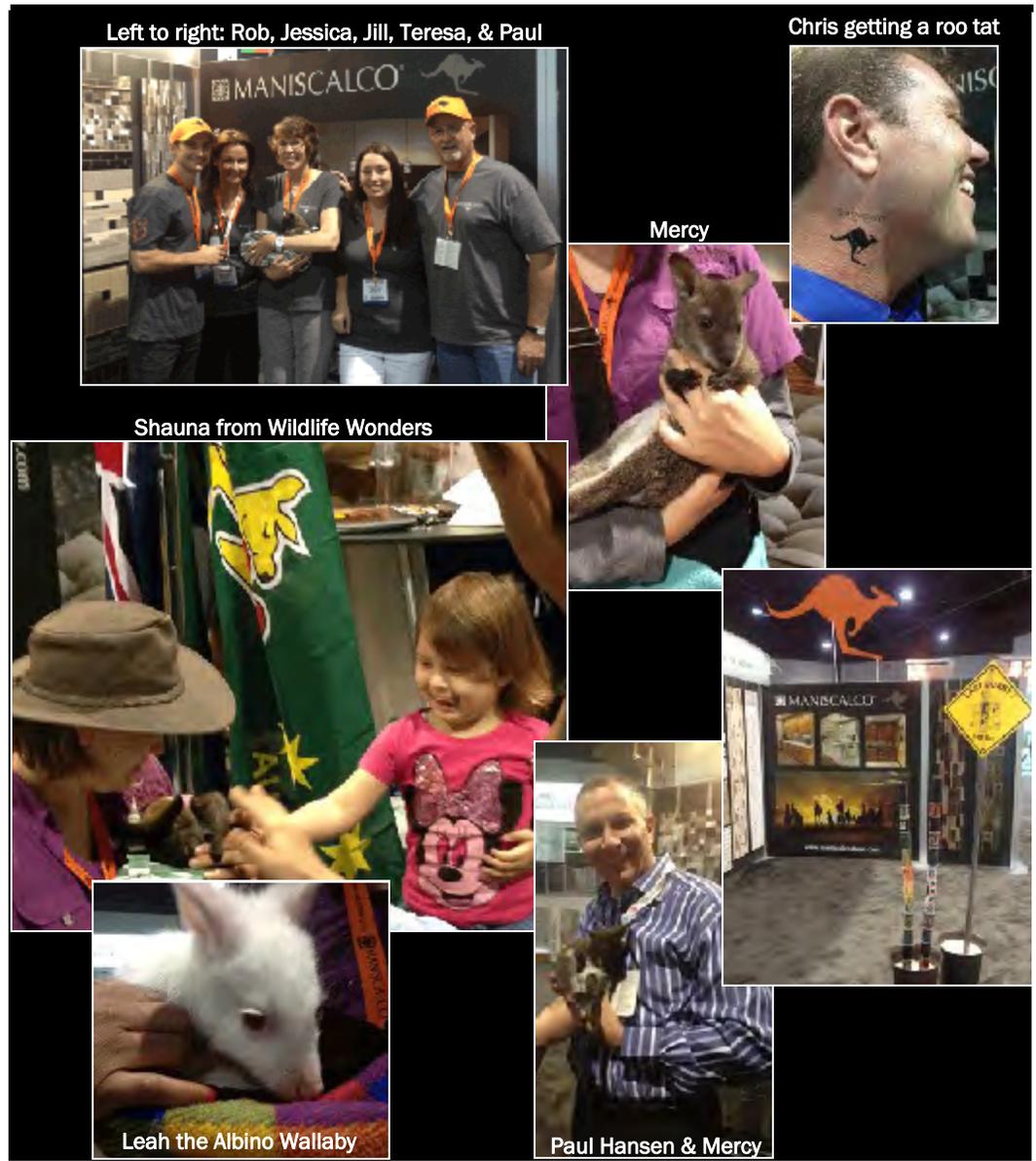
I would like to cheers (thank) all Maniscalco customers for giving us the opportunity to serve you. I am looking forward to heading over your way for a visit in the very near future. We at Maniscalco appreciate your continued support and business and wish you every success in the tile game.

Hooroo (cheers),  
Rob Maniscalco

(below, Jessica & Rob taking a break at the Coverings booth)



# COVERINGS 2013



Left to right: Rob, Jessica, Jill, Teresa, & Paul

Chris getting a roo tat

Mercy

Shauna from Wildlife Wonders

Leah the Albino Wallaby

Paul Hansen & Mercy

## HUMOR FOR FRIENDS & FAMILY

Several days ago, as I left a meeting at a hotel, I desperately gave myself a personal TSA pat down. I was looking for my car keys. They were not in my pockets. A quick search in the meeting room revealed nothing. Suddenly, I realized I must have left them in the car. Frantically, I headed for the parking lot.

My wife has scolded me many times for leaving the keys in the ignition. My theory is the ignition is the best place not to lose them. Her theory is that the car will be stolen. As I burst through the door, I came to a terrifying conclusion—her theory was right! The parking lot was empty.

I immediately called the police. I gave them my location, confessed that I had left my keys in the car, and that it had been stolen. Then after a little time passed, I made the most difficult call of all, "Honey, I stammered; I always call her "honey" in times like these, "I left my keys in the car, and it has been stolen."

There was a period of silence. I thought the call had been dropped, but then I heard her voice. "Idiot," she barked, "I dropped you off!"

Now it was my time to be silent. Embarrassed, I said, "Well, please come get me."

She retorted, "I will, as soon as I convince this policeman I have not stolen your car!"

Yup, it's the golden years.

# ANZAC DAY

Since we have just celebrated our own Memorial Day, I thought it would be nice to review some Aussie history.

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."

## Remember our Diggers



### 25th April

## 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!!



WWA18 Daly Waters



WWA19 Ellenbrae



WWA21 Ceduna

## THIS QUARTER'S PHOTO WINNERS

The photo on the right comes to us from Sincere Hardware in Oakland, CA. This showroom installation is a nice use of natural and sliced cream pebbles from our Botany Bay Pebbles series.



The photo on the left is the bottom of a spectacular indoor fountain at The Masonry Center in Boise, ID. It is another example using sliced cream pebbles from our Botany Bay Pebbles series.



3575 Haven Avenue - Menlo Park, CA 94025  
Phone: 650-363-8233 - Fax: 650-363-8283 - Email: [info@maniscalcostone.com](mailto:info@maniscalcostone.com)  
or check out our web site at [www.maniscalcostone.com](http://www.maniscalcostone.com)