



# maniscalco®

 **australian for mosaics®**

Quarterly Newsletter

November 2017



## Show us your talent!

We are always looking for the best installation pictures. If we use your picture in our newsletter, catalog, or on our website, we will send you a Starbucks gift card as a thank you. Plus your store will also be mentioned in the photo credits!

Send your pictures to your local sales rep or directly to [newsletter@maniscalcostone.com](mailto:newsletter@maniscalcostone.com).

## In This Issue

- New Product Install
- News from Maniscalco
- Employee Feature/  
Marketing Tools
- Meet the Distributor
- Introducing KREM
- Didga Know?

## Maniscalco News

### NEW PARTNERSHIP DELIVERS NEW POSSIBILITIES.



G/day Mates,

Following months of searching and ensuing negotiations, we are delighted to announce that we joined forces with Styles Capital Group, Inc. (SCG) in a strategic alliance to form the new company SCG Maniscalco Stone LLC. Additionally, Daniel Styles is joining the effort as a “strategic consultant” as we all work together to build the company into the future and provide even better customer service to our awesome customers.

Daniel (Danno) brings to the table years of business experience, particularly in the areas of finance, strategic planning, inventory control, administration and capital procurement. We believe this new structure will enable Maniscalco to deliver an even higher standard of products and services to our customers by advancing the business on all levels.

This decision was not taken lightly and we had to be sure that SCG and Daniel had genuine passion for the business and shared our vision for the future growth of the company.

Before we know it 2017 will be done and dusted. The year has been crazy to say the least with finalizing the new business structure, launching our field tile program (slowly but surely) in partnership with Link International/KREM, and commissioning two new representatives.

Speaking of representatives, sadly I have to report that Lorelee Phenis has decided to call it a day and retire at the end of the year. Lorelee has been a fabulous asset and I am sure that our customers in Florida, Georgia, Alabama and Western Tennessee will miss her. I know Maniscalco will.

We are currently talking to a potential replacement and hope to make an announcement early December.

Finally, Happy Holiday Season to all our mates across the USA.

Rob, Kieron and Dan  
On behalf of all at Maniscalco.

## Featured Staff!

Byron has been with the company since October 2014, recently being promoted to Assistant Warehouse Manager. He is a creative and dedicated member of "Team Maniscalco". In his free time, Byron enjoys buildings things and spending time with his family.



Byron Craddock

Halloween 2017



## BONZER MARKETING TOOLS

Take a gander at the new Pilbara Mosaics Habitat handle board and koala card. These are used to help your customers visualize, and they help sell product.



MSKK516136  
Pilbara Mosaics



MB9105  
Pilbara Mosaics



The Kitchen scene has the Pilbara Habitat 3" x 12" and the picture with the potted plants have Pilbara Habitat 2" x 8".





## Distributor Profile



*G/day mates,*

*Check out our first distributor profile.*

*Premier Tile Corporation is one of our favorite customers, we love doing business with Dick, Patty and Bob and their team.*

*We share the same ethical standards and belief that it is our responsibility to ensure that customer expectations are not only met but exceeded.*

*Cheers,*

*Team Maniscalco*

As a distributing partner for retail flooring dealers throughout the Midwest region of Nebraska, Iowa, Kansas, Missouri and parts of Illinois, Premier Tile Corporation provides tile and stone choices that offer style, variety and pricing selected to benefit their customers' success.

The company represents nearly two dozen core tile manufacturers with a mix of both stock and special order items. LVP flooring and brick are also offered. Setting materials and accessory options available include some of the most recognized brands in the industry.

Originally formed in 1997 as Premier Distributing, the company underwent a rebranding early in 2017 to better align their name and presence with the core of their business - tile. "Our new name makes us more recognizable in the marketplace, makes it easier for consumers to understand the industry we serve and positions us for growth..." said Dick Miller, President/CEO.

Along with the new name, a new logo and redesigned website were introduced, and an emphasis has been placed on expanding their marketing outreach with efforts that include an increased social media presence. The company also continues to explore ways to help flooring retailers more easily sell Premier Tile Corporation products.

The company operates distribution warehouses and tile showrooms in Omaha, Nebraska, Overland Park, Kansas, and St. Louis, Missouri. Overland Park has 33,000 sq. ft. of warehouse space with a 5,000 sq. ft. showroom; Omaha has a 23,000 sq. ft. warehouse and 3,000 sq. ft. of showroom space; St. Louis has a 19,000 sq. ft. warehouse and a 4,000 sq. ft. showroom. Each Premier Tile Corporation showroom is staffed by experienced designers available to help customers make their tile selections. While sales are not made to the general public, everyone is welcome to browse the extensive selection available. If a showroom visitor isn't currently working with a designer or retail flooring location, staff happily provides local options for purchase.

"We've been working with Maniscalco since 2005. Our relationship with Rob, Kieron and the Maniscalco team is a true pleasure. They do business the way it should be done – loyal, honest, caring – and they want success for the distributor as well as for Maniscalco," said Dick Miller. You can learn more about Premier Tile Corporation online at [premiertilecorp.com](http://premiertilecorp.com) and on Facebook, Instagram and other popular social media sites.

## KREM / Maniscalco Product Launch

Terrazzo, this centuries old look is being rediscovered by Architects and Designers incorporating modern easy to install options in both commercial and residential applications.

Recent advances in porcelain tile production have delivered the ability for tile design studios to imitate most surfaces, including aged terrazzo.

Maniscalco is proud to announce the introduction of **BETON** a truly remarkable rendition of this ancient crafted floor covering.

**BETON** delivers all the characteristics of the traditional craftsman produced material, right down to the fine aging cracks that appear over the years.

**BETON** provides the opportunity to create a seamless transition from internal to external areas utilizing the different surface treatments available, Matte, Lappato and an external slip resistant finish delivering an excellent R11 coefficient of friction rating.

Standard stocked sizes are 24 x 24 and 12 x 24 available in five colors. Project specifiers may also be interested in the larger format 24 x 48 (special order only, not stocked in the USA)

Interested customers from The Dakotas, Western Minnesota or Eastern Montana should contact Syverson Tiles who support this series with local inventory.

Lisa Dirk / Syverson Tile & Stone  
Corporate Sales Manager  
P 701.277.9745

All other inquiries please contact our customer service team via,  
[info@maniscalcostone.com](mailto:info@maniscalcostone.com)

Grey



Stone



Bone



Charcoal



Cloud



## BETON



Bone



Stone



Cloud

# Didga Know??



A 3.5 ounce serving of fresh strawberries (5 berries) provides 59 milligrams of Vitamin C. An entire orange provides 51.1 milligrams of Vitamin C.

Antarctica is classified as a desert because so little moisture falls from the sky. So you don't need sand to be considered a desert.



Snails have over 14,000 teeth which are arranged in rows on their tongue.



Iguana's have 3 eyes. The third eye is located on top of it's head and can only see light and dark.

## Contact Us

Give us a call for more information about our services and products

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