Seminar Program Book NOW!

Full Frontal Tile & Stone Expo 20-22 August

Held in the *Tile & Stone Seminar Room* Hall 4, Sydney Convention and Exhibition Centre

Register to attend online and book seminar seating **www.fullfrontalexpo.com** or call **1300 551 416**

Speaker	Title	Time
Dr Jonas Silvestre Medeiros Senior Partner, Head of Design Inovatec Consulting Ltd. Brazil	**Ceramic Tile Architecture & Engineering in the Tropics: Past, Present & Future** Countless walls and floors have been tiled using techniques based on conventional wisdom and practical knowledge, where installation standards reflect traditional experience of simple tiling systems. Although material testing is performed, very little reliable data and research knowledge has been available to help make decisions that will improve the performance of more demanding installations. Contemporary architectural and engineering challenges require a new approach. A better understanding of the behaviour of installed materials is a prerogative for major building projects. This presentation discusses typical tiling defects, pointing out key features that must be considered and investigated to improve tiling quality and durability.	**Thursday,** **10.00 – 10.45** 20 August 2009 Code: THU-1
Peter Hartog Principal Building Diagnostics Asia Pacific	**BUT WE'VE ALWAYS DONE IT THIS WAY, HAVEN'T WE?** Most tiling installations are successful. A very small number of recurring errors in specification, ill-conceived cost-cutting measures and poor - but often superficially convincing - workmanship cause most tiling failures. Tiling systems can typically tolerate the cumulative effects of many minor and overlapping errors and expedient shortcuts without distress; singular or omnibus causes of failure are rare. The cumulative effects of small inexorable often unnoticed changes in tiling system components, supporting structures and service conditions eventually make traditional and conventional tiling practices obsolete and prone to failure. The truthful answer to the tiler's common plea of "But we've always done it this way, haven't we?" is often "Yes, and that's the problem". Continuing education can enable practitioners to recognise what is required in specific contexts, rather than remaining doomed to outdated problematic practices. This presentation will put some gruesome truths to positive advantage.	**Thursday,** **10.45 – 11.30** 20 August 2009 Code: THU-2
Dale Kempster Technical Manager Schluter, Canada	**The Uncoupling Principal: Ancient Wisdom & Modern Technology** This seminar will focus on the evolution of tile installation methods from the past to present day technology in relation to the uncoupling principal. The manifestation of stresses and the modes of stress that occur in all tile installation will be examined. The 4 functions of the modern uncoupling membrane will be revealed and how these functions pertain to potentially problematic substrates such as green concrete, post-tensioned/pre-stressed concrete and radiant heated floors. Not to be forgotten, the importance and need for the incorporation of proper movement joints will also be considered.	**Thursday,** **11.30 – 12.15** 20 August 2009 Code: THU-3
Richard Bowman Principal Intertile Research	**Starting a continuing tiling specification education?** The process of investigating tiling system failures involves determining what was specified. A consideration of the specifications in such instances generally reveals that few of the specifiers were aware of some of the ways that appropriate referencing of AS 3958.1 and other standards might be more productively used. This seminar will consider a few simple ways of improving tiling specifications.	**Thursday,** **12.15 – 12.45** 20 August 2009 Code: THU-4
Dr Jonas Silvestre Medeiros Senior Partner, Head of Design Inovatec Consulting Ltd. Brazil	**Design and Specification of Functioning Adhered Tiling Facades for High Residential Building** Although defective tiling façades have been a huge issue in Brazil, we have developed a method for understanding how concrete structures perform and interact with adhered tiles, where customized detailing of movement joints and reinforcements is crucial. We have worked on over 200 tiling projects in the last decade, developing the necessary design and detailing and fully specifying all materials and fixing techniques, tailoring building practices to achieve architectural concepts, and thereby ensuring excellent tiling installations. This presentation discusses guidelines and criteria for the detailing and specification of ceramic tiling façades, taking into consideration Brazilian and Australian standards (AS 3958). Actual case studies will be introduced (one shopping centre, two high rise residential building and a complete demonstrate what should be done to prevent failures and achieve outstanding results.	**Thursday,** **12.45 – 13.30** 20 August 2009 Code: THU-5
John Moses Technical Director Bostik Australia Pty Ltd	**Ceramic Tile Adhesives – A View to the Future** The environmental impact of ceramic tile adhesives will influence the technological direction the sector takes. The issues at play are complex and often interrelated, involving all aspects of the supply chain, the manufacturing process, waste management, OHS issues, product performance and tiling system performance. The end user may not notice any difference in handling and application characteristics, but the composition, formulation and manufacture will be at a whole new level. This paper will deal with many and varied environmental issues, their impact on the future development and manufacture of adhesives, and future market opportunities.	**Thursday,** **13.30 – 14.15** 20 August 2009 Code: THU-6
David Sharp CEO Building Products Innovation Council (BPIC)	**Life Cycle Inventory - the foundation stone for sustainable building** The impact of building materials tend to be addressed simplistically within environmental assessment and rating tools. A proper assessment of products needs to use Life Cycle Assessment considering the whole supply chain and use of the products over their full life, including their disposal. The Australian Life Cycle Inventory project is intended to develop a nationally agreed "level playing field" methodology and provide Australian industry with an Australian life cycle database. BPIC has embarked on an ambitious scheme to establish a uniform method in tracing the life cycle of various generic building products, to ultimately inform design and procurement decisions.	**Thursday,** **14.15 – 15.00** 20 August 2009 Code: THU-7

Speaker	Title	Time
Mike Marciniak Technical Manager RLA Polymers	**The challenges of tiling on steel trowelled concrete** Widespread use is made of "helicopter' trowelling machines to finish concrete slabs on residential and commercial buiding projects. The AS 3958.1 tile fixing standard does not support the use of thin bed tile adhesives over steel trowel finishes. This presentation will consider some of the challenges of directly fixing cementitious adhesives to smooth dense concrete finishes, and what to do when faced with such surfaces.	**Thursday,** **15.00 – 15.30** 20 August 2009 Code: THU–8
Thomas Kunze Technical Advisor – Natural Stone ARDEX Germany	**Discoloration-free laying of natural stone** In order to use new exotic types of stone to best aesthetic effect, it is important to know and understand their characteristics, so that an appropriate adhesive can be carefully chosen to ensure that no undesirable discoloration occurs. It is thus extremely important to offer the trade and architect a reliable system for applying natural stone, which not only reduces discoloration, but also prevents it.	**Thursday,** **15.30 – 16.15** 20 August 2009 Code: THU–9
Glenn A. Prince Project Sales Manager China and Korea LATICRETE International, Inc.	**Inside the Dragon – Tile Fixing in China** CHINA – the world's manufacturer, a Powerhouse with over 5000 Years of Civilization and with the highest consumption of tile and stone per capita in the world! So have you ever wondered just how are the Chinese Decoration Companies fixing their tiles or stones, have they adapted to thin-set Portland cement technologies or are they using real fully vitrified Porcelain Tiles or faux Porcelains? Here we will take a look at various installation methods being used in Mainland China and the Tiles and Stones that are being installed in various high and low profile projects.	**Thursday,** **16.15 – 17.00** 20 August 2009 Code: THU–10
Colin Cass Principal Techtile Consulting	**Defining hazing and what constitutes a problem** Optical hazing is a phenomenon when undesired reflections are evident when polished porcelain tiles are viewed at certain angles and under particular light conditions. This presentation will consider aspects of defining what is acceptable and what is not, the polishing process itself, and establishing means of setting out recommendations for retailers to manage perceived problems.	**Thursday,** **17.00 – 17.45** 20 August 2009 Code: THU–11
Moderated by Robert Walker National President Australian Tile Council	**The Good, The Bad & The Ugly - an interactive ATC forum** This interactive forum, brought to you by the Australian Tile Council, will be chaired by National President Robert Walker and will feature guest expert speakers on the topics of the importation of tiles into Australia; the sale of tiles through various distribution channels; and the fixing side of the industry. The forum will culminate in a consideration of the ramifications of each of the topics on one another, and how to responsibly develop the tiling industry, where the audience have an opportunity to contribute to the expert debate.	**Thursday,** **18.00 – 19.00** 20 August 2009 Code: THU–12
Chaired by Tony Stock, CEO of the Australian Stone Advisory Association (ASAA)	**Analysis of Stone Production, Imports and Exports** ASAA will analyse local stone production and review prime stones produced for domestic consumption and export, with a visual review of projects completed at home and abroad. An Austrade representative will provide information about export opportunities and initiatives. Attendees will receive a CD featuring images of the featured stones and information about material characteristics	**Thursday,** **19.00 – 20.00** 20 August 2009 Code: THU–13
Richard Bowman Principal Intertile Research	**Slip resistance: Sustainable design and specification practices** Slip resistance design practices are set for further incremental advances. This seminar will consider how, why and when some important developments will occur, and the ensuing benefits that will result from a better appreciation of the reality of some inherently complex simple problems.	**Friday,** **9.15 – 9.45** 21 August 2009 Code: FRI–1
Simon Cudmore, Tibor Bode Global Safe Technologies Australia	**Socially responsible surface remedial treatments** Problematic slippery pedestrian surfaces require a practical cost effective multi-faceted solution. The selection of socially responsible surface remedial treatments requires identification of practical treatments that will provide the most cost effective, long-term, slip-resistant, low maintenance solution for specific operating environments, considering the characteristics of the existing floor and all associated environmental impacts, as well as minimal premises downtime and compliance with standards and regulations. The presentation will consider some available remedial treatment solutions, as well as the suitability and limitations of each treatment type. It will also consider a holistic approach that might be employed to achieve the desired optimum results.	**Friday,** **9.45 – 10.30** 21 August 2009 Code: FRI–2
Garry Phillips Managing Director Slique Pty Ltd New Zealand	**Best practices in stone and tile maintenance** This presentation will provide the basic background information necessary to understand how to limit stains and improve the maintainability of tiling systems. It will assist in selecting products and in minimising the maintenance required to realise aesthetically satisfying installations.	**Friday,** **10.30 – 11.30** 21 August 2009 Code: FRI–3
Barry Schafer Principal BLS Consulting	**How to waterproof tiled roof decks and balconies** Most waterproofing failures of tiled decks and balconies relate to poor understanding of the complex detailing requirements. AS 4654, a new standard for waterproofing external areas above ground level, should soon be published. Part 1 will enable the selection of membranes based on the anticipated exposure conditions. Part 2 will cover design and installation requirements. The seminar will discuss the required up-stands; correct edge drainage termination requirements; and the different membrane requirements for various exposure conditions..	**Friday,** **11.30 – 12.00** 21 August 2009 Code: FRI–4
Scott Worthington Technical Director – Asia Pacific Aqua Mix Inc	**Sealing all six sides of porous stone or tile - what is the purpose, will it work, and if so, when is it appropriate?** This seminar considers the two seemingly opposing views of the sealer and adhesive communities regarding the application of sealers on the back or bonded side of the stone/tile - the former advocating the advantages, the latter recommending against the practice.	**Friday,** **12.00 – 12.45** 21 August 2009 Code: FRI–5

Speaker	Title	Time
Jim Mann Principal Stone Initiatives & Materials Testing Group Pty Ltd	**Developing Australian Standards for fixing stone tiles** While most internal natural and agglomerated stone wall and floor tiles are fixed using adhesives, there is no Australian Standard for their installation. Although AS 3958 has often been used as a de facto standard, some stone tiles have unique characteristics that must be respected when designing and installing tiling systems. A new draft standard is being prepared based on an amalgamation of AS 3958, BS 5385.4 and pertinent American guidance. This presentation will consider some key aspects and should enable the preparation of more relevant specifications.	**Friday,** **12.45 – 13.30** 21 August 2009 Code: FRI–6
Jasper Swann Heritage & Masonry Consultant Jasper Swann Pty Ltd	**Understanding Yellowblock - An Essential Conservation Requirement** Yellowbock sandstone was first quarried 150 years ago in the Sydney suburb of Pyrmont. Its use was instrumental in defining the architectural character of Sydney. Today the need to procure good supplies of yellowblock is driven by the the need to conserve our sandstone heritage. But there are limited supplies of the material, and it has some unique behavioural characteristics. The need to understand these fully, and the methods through which they can be controlled, is fundamental to achieving successful conservation outcomes.	**Friday,** **13.30 – 14.00** 21 August 2009 Code: FRI–7
Hans-Dieter Hensel Principal Hensel Geosciences	**How to design sustainable rigid-fix external stone paving** Although many cultural treasures give evidence of the effectiveness of mortarless paving, successful installations are dependant on the selection of appropriate stone. In more demanding physical and environmental applications, there must be a rigorous analysis of several factors in order to ensure ongoing functional and high aesthetic performance.	**Friday,** **14.00 – 14.45** 21 August 2009 Code: FRI–8
Peter Mitchelhill Husqvarna Construction Products	**A CNC Revolution in the Stone Industry** CNC Automation combined with a rapid growth in engineered stone has enabled a small revolution in the Stone industry.Engineered stone is characterised by uniform colour, consistency, thickness and dimension. These features have opened up the way for automated processes not previously applied to natural stone. Combined with on site digital measuring systems and automatic conversion to CAD drawings, CNC machines enable higher production, less down time and faster delivery at a lower cost. These developments have made stone products more available to the general public rather than a select few.	**Friday,** **14.45 – 15.30** 21 August 2009 Code: FRI–9
Eric Astrachan Executive Director Tile Council of North America, Inc	**Large Format Tile Specifications & Installation Challenges** Large format tiles are in style, and continue to increase in popularity. This seminar will provide a background behind large format tiles, and discuss the science behind the "trendy" and increasingly popular use of such products. It will also discuss the extra precautions necessary when considering and installing large format tiles.	**Friday,** **15.30 – 16.15** 21 August 2009 Code: FRI–10
Bill Griese Standards Development and Green Initiative Manager Tile Council of North America, Inc	**Tile Research in the United States** To help the architect, designer, tile fixer, and consumer better understand what to expect from a tile installation, research is being conducted at the Tile Council of North America in four areas: tile durability, colour and shade variation, slip resistance, and glass tile standards. This seminar will focus on the new methodologies and standards being developed in the U.S. and elsewhere and how such may affect tile consumers the world over.	**Friday,** **16.15 – 17.00** 21 August 2009 Code: FRI–11
Vittorio Riunno Mapei Italy	**Efflorescence and the new grout standards** Crack formation, abrasion wear, poor colour control are examples of problems that can often show up using inappropriate products for tile grouting. The presentation will demonstrate by practical examples how the ISO Standards and efflorescence control can represent substantial guarantee in avoiding such problems in cementitious grout products.	**Saturday,** **10.00 – 10.45** 22 August 2009 Code: SAT–1
Luciano Galassini Deputy Managing Director Confindustria Ceramica, Italy	**Communicating sustainability** The word sustainability inevitably arises in public discussions of climate change, globalization, loss of bio-diversity, and economic crisis. Are the wide and confusing claims of "sustainable", ecological, eco-compatible, and green building products just greenwashing or misleading advertising? Not always. Very often we are dealing with truly sustainable products. The ceramic industry has had considerable success in reducing its environmental impact and developing eco-products. Confindustria Ceramica has launched the "S_TILES: italian tile towards sustainability" project, to clearly and simply communicate the Italian ceramic tile industry's commitment towards sustainability. The scope, the goals and initiatives are explained in this seminar.	**Saturday,** **10.45 – 11.30** 22 August 2009 Code: SAT–2
Alessandro Tenaglia Deputy Director Centro Ceramico Bologna, Italy	**Ceramic tiles for LEED: old products for new trends** Sustainability is the new frontier of the building industry in a scenario increasingly oriented to the respect the environment. After EMAS, ISO 14001 and ECOLABEL the ceramic community is facing a new challenge: how can ceramic tiles contribute to the environmental design of a building? The principle is different: from the product itself to the product as a part of a "whole", that has an impact on the global environment since its creation/design. For this new trend there is again a challenge for products that are old, only because their history, but new because of their capability for innovation.	**Saturday,** **11.30 – 12.15** 22 August 2009 Code: SAT–3
Giorgio Timellini Director Centro Ceramico Bologna, Italy	**Ceramic tiles innovation for sustainability: beyond the traditional functionalities** Ceramic tiles are involved in continuous product and process innovations. These traditionally focused on improved technical and aesthetical properties. Present innovations aim to provide ceramic tiles with different new functionalities, which establish ceramic tiles as sustainable building materials with functionalized photocatalytic, photovoltaic, antibacterial, and photochromic surfaces. Such new engineered tile surfaces are important for environmental protection, user safety and security, as well as the energy balance of buildings, and are in different stages of evolution and market development. Some main results of the Centro Ceramico Bologna research and development investigations will be presented and discussed.	**Saturday,** **12.15 – 13.00** 22 August 2009 Code: SAT–4