

# THE INDUSTRY SEMINAR PROGRAMME

APRIL 17 - 19 2008

Held in the Dome theatre with the exception of presentation THU-5.

SPEAKER	TITLE	TIME
<b>Cathy Inglis</b> <i>Australia</i> Group Technical, Research and Engineering Manager Austral Bricks/Bristle Roofing/Eureka Tiles/Brickworks	<b>Thermal Comfort of Ventilated Terracotta Façades</b> Designed and manufactured in Australia by an Australian-owned company, this curtain-type rear-ventilated terracotta façade system provides natural ventilation with a chimney effect facilitating the removal of heat, humidity and condensation away from the building structure thereby improving comfort levels for occupants. The façade is colour fast, durable, UV stable, frost resistant and can resist changes in temperature as well as atmospheric damage from pollution, acid rain and smog.	<b>THURSDAY</b> <b>9:30 am</b> code: THU-1
<b>Gerhard Planck</b> <i>Germany</i> Master engineer and façade design and construction specialist, Agrob Buchtal	<b>Environmentally Friendly Facades In The Modern Era</b> Facades come in many forms. In recent times, tiles and glass with patented self-cleaning technologies have emerged, which greatly reduce the use of harsh chemicals and cost of facade maintenance. Self-cleaning tiles are being used to line European road tunnels, where their photocatalytic properties help to actively break down toxic vehicle exhausts. These tiles have other remarkable properties and further uses will be demonstrated during FFTSE.	<b>THURSDAY</b> <b>10:00 am</b> code: THU-2
<b>Arthur Mintie</b> <i>USA</i> Director of Technical Services, Laticrete International	<b>Use Ceramic Tile and Stone for a Healthy Building Environment</b> The Green Building movement is a great opportunity to use the earth's resources wisely while creating healthier buildings that improve human health, build a better environment and provide monetary savings and benefits. An increase in green building is now the trend and sustainable product specifications are becoming the norm. Familiarity with the Green Building movement is becoming a must. Find out about the benefits of using ceramic tile and stone and how these sustainable materials compare to other finishes.	<b>THURSDAY</b> <b>10:45 am</b> code: THU-3
<b>Patti Fasan</b> <i>Canada</i> Director of Professional Attention to Tile Installations, (PATTI)	<b>Environmental Ceramic Tile - Sustainable Facts</b> Ceramic tile is one of the most sustainable building materials available, yet embodied energy associated with overseas transportation and a lack of declared recycled content keeps it from making most green materials' list. Sustainable benefits of tile are decidedly green. Learn more on environmental issues regarding indoor air quality; occupant health & safety; product durability and replacement frequency; affordability; maintenance/cleaning products and the ecosystem, as well as the burden on landfill sites.	<b>THURSDAY</b> <b>11:30 am</b> code: THU-4
<b>Gary Distelhorst</b> <i>USA</i> Executive Vice President and CEO, Marble Institute of America  <b>NOTE: This paper will be presented at the press lunch in the adjacent Southee Complex</b>	<b>Helping an Industry Succeed</b> Over the past decade or so, the natural stone business in the US has been booming, resulting in hundreds of new companies entering the business. Since 2002, the Marble Institute of America (MIA) has been a major force in helping natural stone businesses of every size to cope with the challenging and changing face of the industry. It has nearly 2000 global members. In his address, Gary Distelhorst will explain why and how he and his staff transformed the association, pushed for and developed an industry accreditation program for fabricators, and positioned the association for future growth.  <i>This paper is relevant to the potential for growth of the tile and stone industries in Australia. Appropriate press kits will be available.</i>	<b>THURSDAY</b> <b>12:30 pm</b> code: THU-5
<b>Simon Darcy</b> <i>Australia</i> Research Director, School of Leisure, Sport and Tourism University of Technology, Sydney	<b>Access to Spaces and Places: the Importance of Surfaces</b> In 2007, the United Nations endorsed an International Human Rights Convention on the Rights of Disabled People, and the World Health Organization released its Global Age-friendly Cities Guide. In Australia, under the Building Codes of Australia and the referenced Australian Standards for access and mobility, there are requirements to provide for people with disabilities and those who are ageing. This seminar will provide an introduction to these international and Australian frameworks and focus on the importance of accessing spaces and places. Access will be deconstructed from a disability and ageing perspective to examine the concept of a 'continuous pathway' to include ingress, egress, safety, smart and energy efficient elements that stone and tile offer to indoor and outdoor living.	<b>THURSDAY</b> <b>2:00 pm</b> code: THU-6
<b>Carl Strautins</b> <i>Australia</i> OHS & Property Consultant, Coffey Environments	<b>Sustainable Slip Resistance: A Shift in Paradigms</b> Many building and OHS codes have safety performance requirements; in the case of slip-resistive surfaces, floors must remain safe, even if they do not continue to perform at the level they were originally required to achieve. This has serious implications for the architect when specifying a surface. Australian architects understand the need to specify in terms of slip resistance, obtain test results for proposed floor surfaces, and document that they have mitigated the risk of pedestrian slip incidents during the design stage. This presentation provides an insight into the loss of slip resistance and the development of accelerated wear test methods to assess and predict sustainable aspects of pedestrian slip resistance.	<b>THURSDAY</b> <b>2:45 pm</b> code: THU-7
<b>Tibor Bode &amp; Simon Cudmore</b> <i>Australia</i> Directors, Global Safe Technologies Australia	<b>Surface Remedial Treatments, Suitability, Limitations - from the Applicator's Point of View</b> When a problem of slippery new or existing surfaces is identified, the client requires a practical cost effective multi-faceted solution: durability to ensure long term slip resistant performance; an easy low maintenance regime to provide aesthetic acceptability; and compliance with other standards or regulations, all on a fixed cost basis. This presentation will briefly touch on the issue of slippery floor surfaces, provide some details of available remedial treatment solutions and their suitability, as well as the limitations of each treatment type. It will also consider a holistic approach that might be employed to achieve the desired optimum results.	<b>THURSDAY</b> <b>3:30 pm</b> code: THU-8
<b>Barrie Cooper</b> <i>Australia</i> Managing Director, Westox Building Products	<b>New Generation Desalination Products that Remedy the Centuries Old Problems of Salt Attack and Efflorescence</b> Westox is involved globally in the restoration of historical buildings and iconic structures. The salt-related problems that heritage buildings face also occur in modern buildings, where the rectification and prevention measures are basically the same. This presentation provides examples of problems with salt contamination of masonry from ground salts, airborne salts, and other building construction materials. The causes of efflorescence and other specific problems will be explained, as will the rectification work required when salt contamination is removed using the innovative Cocoon system.	<b>THURSDAY</b> <b>4:00 pm</b> code: THU-9

<b>SPEAKER</b>	<b>TITLE</b>	<b>TIME</b>
<b>Patti Fasan</b> <i>Canada</i> Director of Professional Attention to Tile Installations, (PATTI)	<b>Passion: It's Not What You Know – It's What You Do With What You Know*</b> There are five critical decisions every client must make before they'll buy what you're selling! Discover why much of what you 'know' about selling is inaccurate and likely holding you back from building your business. Would you like to sell more, more often and more quickly? Explore why everything is too expensive, until we want it and how to add enormous profits to the most commodity level ceramic tile program.	<b>FRIDAY</b> <b>8:45 am</b> code: FRI-1
<b>Bob Beaumont</b> <i>Australia</i> Managing Director, Beaumont Tiles	<b>Ceramic Tile Retailing in Australia - an Evolving Market</b> High margins, constant demand, attractive merchandise? Why then do you so rarely come across anyone who does well out of being a tile merchant? Bob Beaumont, MD of Australia's largest tile group, has seen his company grow from a backyard in suburban Adelaide to a business with over 80 outlets and more than \$100 million in sales.	<b>FRIDAY</b> <b>9:30 am</b> code: FRI-2
<b>Barry Schafer</b> <i>Australia</i> Chairman of Standards Australia Committees on waterproofing	<b>How to Overcome the Principal Causes of Internal and External Waterproofing Failures</b> Several factors contribute to waterproofing failures. The principal type of internal waterproofing failure is leaking from showers. Leaks outside the shower area can result from incorrect termination of the waterproofing, poor shower screen design, incorrect shower screen installation, inadequate drainage, or a combination of any of these factors. In external waterproofing the main concerns include incorrect perimeter upstands that are breached by wind driven rain, and differential thermal movements between the substrate and the overlaying tiles. Aspects of these factors will be discussed. Proven designs and installation methods that prevent failures will be emphasised.	<b>FRIDAY</b> <b>10:15 am</b> code: FRI-3
<b>Michael Strine</b> <i>Australia</i> Director, Spirit Marble & Tile Care	<b>Stone Behaviour: Selecting the Correct Supplementary Materials for the Task</b> In order to satisfy customers and avoid legal pitfalls when using stone in sensitive areas, it is necessary to first develop a basic understanding of which natural stone works in what areas. Cement, adhesives, sealants and even adjacent materials may all react with some natural stones. This presentation will focus on understanding the materials in order to avoid the creation of permanent problems with the finish, and to facilitate its effective long-term maintenance.	<b>FRIDAY</b> <b>11:15 am</b> code: FRI-4
<b>Francesco Stronati</b> <i>Italy</i> Mapei	<b>Standards for Innovative Tiling Materials Promote Advances in Tiling System Performance</b> While Australia and Europe have adopted the ISO standards for ceramic tiling adhesives and grouts, and ISO standards are being prepared for waterproof membranes for use within tiling systems, the sustained success of tiling systems depends on using a combination of complementary products that are appropriate to the specific requirements of the project. Use of innovative products, that are in advance of developed standards, requires close consultation with manufacturers.	<b>FRIDAY</b> <b>12:00 pm</b> code: FRI-5
<b>Bill Walters</b> <i>UK</i> Tiling Consultant, Ceram Research	<b>Developing 21st Century Standards to Facilitate Sustainable Tiling Systems</b> Sustainable tiling systems require that acceptable quality tiles be competently installed using appropriate adhesives and other complementary ancillary products in accordance with the best design principles. Unfortunately, modern contemporary tiles have evolved beyond the existing ISO standards. This presentation will consider the 'standards' resources that are available in Europe, global developments that are in progress, and what is ultimately required.	<b>FRIDAY</b> <b>2:00 pm</b> code: FRI-6
<b>Jim Mann</b> <i>Australia</i> Principal, Stone Initiatives & Materials Testing Group Director, Australian Stone Advisory Association	<b>How to Ensure Stone Quality for Prestige Projects</b> Dimension stone is unique as it owes its characteristics and appearance to the forces of nature. Using advanced production processes, this age-old material can now be produced as wafer thin sheets or sculpted into a myriad of abstract shapes. The modern use of dimension stone has tested its tolerance, sometimes regrettably to the point of failure. To ensure the use of quality stone on your prestige project, it is vital to confirm fitness for purpose of the proposed material and implement a practical, systematic and enforceable quality control program throughout the construction phase. Using recent prominent projects as examples, this presentation will introduce four basic keys to determining fitness for purpose with discussions on the why's and how's of developing a suitable quality control test program.	<b>FRIDAY</b> <b>2:45 pm</b> code: FRI-7
<b>Patti Fasan</b> <i>Canada</i> Director of Professional Attention to Tile Installations, (PATTI)	<b>Good, Better, Best – Which Tile Should I Select?</b> Do you have confidence matching a ceramic tile to your customer's performance expectations? How does the absorption level of a tile affect the function? Will the glaze survive the anticipated traffic? How does the colour of clay affect a tile's quality? Can I use this tile on any exterior application? Is there one tile that will work everywhere? Know when and where to use each type correctly. Specification expertise will lead to increased revenues, profits and customer loyalty.	<b>FRIDAY</b> <b>3:30 pm</b> code: FRI-8
<b>Gary Distelhorst</b> <i>USA</i> Executive Vice President and CEO, Marble Institute of America	<b>Promoting Natural Stone in the US</b> As in Australia, the market for natural stone in the United States is being challenged by an ever-growing number of companies marketing competing materials, particularly engineered stone. In 2002, several US industry associations, including the Marble Institute of America, formed the Natural Stone Council (NSC). In 2005, after extensive market research, the industry responded by not only promoting the many advantages of the natural product, but also by developing a GenuineStone brand and logo. This presentation covers the results of the market research and the process undertaken to develop a brand name and logo. Samples of advertising and marketing materials promoting natural stone in the US will also be presented.	<b>FRIDAY</b> <b>4:30 pm</b> code: FRI-9
<b>Malcolm Lambert</b> <i>Australia</i> Principal, Intresto	<b>Intelligent Rearrangement of Unprocessed Stone to Create Low Embodied Energy Structures</b> For thousands of years people have been intelligently rearranging stone rubble to build walls, foundations and embankments. With the advent of cheap industrial power the trend has been away from using rubble and towards using dimension stone or processed, reconstituted rock in the form of concrete. The problem is that high use of industrial power also creates high levels of greenhouse gas emissions. This talk presents early research results into the use of computational power to access and use the embodied information in locally sourced stone rubble to enable the building of low embodied energy structures.	<b>FRIDAY</b> <b>5:15 pm</b> code: FRI-10

<b>SPEAKER</b>	<b>TITLE</b>	<b>TIME</b>
<b>Ke Jian Chen</b> <i>China</i> General Manager, Guangdong Dongpeng Ceramics	<b>Passive Ceramic Tiles that Actively Air Condition Indoor Environments</b> This presentation will reveal the fundamental technology that underlies microporous ceramic tiles, which absorb moisture and other vapours. They can therefore deodorise the air, while modifying humidity, which in turn minimises mould growth and has other beneficial effects. The presentation will also consider the limitations of these tiles and any special precautions that need to be taken in order to ensure their sustained performance.	<b>SATURDAY</b> <b>10:00 am</b> code: SAT-1
<b>Liam Devlin</b> <i>Australia</i> Research & Development QC Manager, Davco Construction Materials	<b>An Introduction to Tiling and Waterproofing Technological Trends</b> Waterproofing is increasingly important in a multi-level world. There is a greater variety of substrates and the need for speed is more important than ever. At the same time, there is a global trend towards standardisation with a strong emphasis on performance, safety and the environment. This presentation will discuss the classes and properties of products that are being developed and used.	<b>SATURDAY</b> <b>10:30 am</b> code: SAT-2
<b>Colin Cass</b> <i>Australia</i> Instructor, Wall & Floor Tiling, Sydney Institute of Technology, Technical consultant; Techtile Consulting; Joint author NSW Waterproofing Internal and External Best Practice Guides, Member of Technical Committee Qualicer	<b>How Tile Fixers Can Best Comply with AS 3958.1</b> Insufficient adhesive coverage is the foremost cardinal sin committed by tile fixers. This presentation will explain the rationale behind the new adhesive contact coverage recommendations in AS 3958.1:2007 and will show with diagrams, video, and practical demonstrations how at least 90 per cent adhesive coverage can be attained to the back of tiles through minor alterations to tile fixing practices, along with other tips on how changed fixing practices can ensure the sustainability of tiling systems.	<b>SATURDAY</b> <b>11:15 am</b> code: SAT-3
<b>Rolf Offerhaus</b> <i>Australia</i> Technical Services Manager, Ardex Australia Director, Australian Stone Advisory Association	<b>Performance of Tile and Stone Adhesives as a Function of Climatic Conditions and Substrate Characteristics</b> In AS 4992, tile and stone adhesives must have an open time of at least 20 minutes (or 30 minutes for the extended open time E classification), when tested at 23C and 50 per cent RH. Since these conditions rarely occur on site, a study was conducted to examine the influence of different climatic conditions and substrate characteristics on the performance of different kinds of tile and stone adhesive (C1T, C2TES1, C2FTES1 and C2FE). The study also addressed a unique corporate classification created for the next generation of tile and stone adhesive that achieves 60 minutes open time.	<b>SATURDAY</b> <b>12:00 PM</b> code: SAT-4