

THE VOICE OF THE TILING INDUSTRY

2022 Newsletter AUTUMN

NEW TTA BRAND UNVEILED AT AWARDS NIGHT



During the course of TTA Awards night, Chairman Paul Luff unveiled TTA's new brand image, which is to take the Association forward into the future. It is part of a complete rebranding exercise, designed to refresh and rejuvenate TTA's brand, bringing the Association into the digital age.

The new logo was revealed, along with a demonstration of how it will work across all marketing materials.

The new brand has been a major project for the Marketing Committee and is the result of a huge amount of work over recent months. It is planned that the new branding will be rolled out over the remainder of this year and will be incorporated into all TTA printed materials from next year.

You will all see and hear a lot more on this over the coming months.

This project itself is part of TTA's ongoing strategic plan which is underpinned by three strategic pillars:

To raise tiling standards and enhance installation expertise

To improve the value of membership and attract, engage and retain more members

To promote the benefit of tiles and provide a unified voice for the industry at government level

See page 3 for futher details

UKCA MARKING RULES SIMPLIFIED

TTA LAUNCHES MASTER TILE FIXER CERTIFICATION SCHEME

Building excellence in tiling and the tiled environment is a core purpose of TTA, according to its new vision, which has been launched this year. In line with one of the three strategic pillars, which support this vision, TTA aims to "raise tile and tiling standards and enhance installation expertise and craftsmanship". To support this, it is introducing a new Master Tile Fixer Certification Scheme this year.

The scheme will certify highly experienced and skilled independent tile fixers with the aim of promoting best tiling practice and encouraging existing tiling professionals to strive for excellence. TTA certified Master Tile Fixers will enjoy a number of added membership benefits once they have satisfied the selection and assessment criteria.

Full information on the scheme will be communicated to members and supported by multi-channel marketing campaigns in the coming months.





Facebook has over 2.700 followers

Twitter has over 5,400 followers







TTA HOLDS SUCCESSFUL GOLF DAY

TTA held its annual Golf Day on 13th October 2022 at Stratford Park Golf Club, and a great time was had by all! The day started off with coffee and bacon rolls at 10am followed shortly after by a shotgun start. The 18-hole par 72 championship golf course hosted TTA's members and non-members excellently.

The main sponsor of the event was Tiles UK and thanks to their generosity some superb prizes were available to be won. Other sponsors for individual holes included: Amber Underfloor Heating, Genesis Global Systems, INTCERAM Ltd, Larsen Building Products, Mapei UK, Palace Chemicals, Schlüter-Systems UK Ltd, TSJ and Ultra Tile.

A variety of great prizes were available to win, and our congratulations go out to Andy Bass with 1st place, Kevin Field in 2nd and Daryl Shaw in 3rd. The winning team included Peter Hughes, Daryl Shaw, Jeff Foster and Roger Walton, who scored a grand total of 94 points. Garry Hollingdale won the Longest Drive while Simon Clough won Nearest the Pin. Congratulations to all our 2022 winners.

To add to the fun, TTA and Children Today hosted a Silent Auction throughout the day, auctioning a set of golf clubs cast in bronze alloy from the original propellers of the greatest ocean liner ever built, Queen Elizabeth 2. The lucky highest bidder was James Diver, who very generously supported our worthy cause. Proceeds were also raised through the sale of Mulligan tickets and TTA is pleased to have raised a grand total of £1,050 for Children Today. Thank you to all those who donated.

To close off the day a 2-course meal and presentation ceremony was hosted with all players.

This is the first time for a number of years that TTA Golf Day has been held as a stand-alone event separate from the annual TTA Awards day. It was viewed as a great success by all who attended



EXCELLENCE IN TILING

Tiles UK Main Sponsor of the Event

TIL 🗄 S 🕸

HOLE SPONSORS MAmber 🔊 MAPEI 🛛 🖓 💦 Genesis TIL 🛛 🕸 👔 🖿 LARSEN OULDA Schlüter Systems

children today

















COLIN STANYARD IS NEW CHAIR OF B/539 STANDARDS COMMITTEE

Colin Stanyard, Group Technical Manager at Domus Tiles, and a member of TTA Technical Committee has been appointed as Chairman of the British Standards Committee B/539 for 'Ceramic Tiles and Other Rigid Tiling'.

He takes over in that role from David Talbot, also a member of TTA Technical Committee and TTA Director, who chaired it previously.

This is the most important Standards Committee affecting our industry, as its remit is to "plan, programme and co-ordinate the package of standards for specifications and methods of test for ceramic tiles, codes of practice for non-resilient wall and floor tiling, and to resource and organise the structure and work necessary to produce and maintain the standards". It also provides UK's input into related European and international standardisation carried out by ISO/TC 189 and CEN/TC 67.



The fact that a member of TTA's Technical Committee continues to chair B/539 will help ensure that the interests of TTA members and of everyone working in the UK tiling sector will be fully represented in the drafting of new Standards in the future.

GOVERNMENT SIMPLIFIES RULES ON UKCA MARKING

TTA has tried over many months to provide the most up-to-date and correct information for members on the new regulations regarding UKCA marking, the replacement for the European CE mark.

The Government has announced a new measure to make it easier for businesses to transition to the new UKCA mark, ahead of the intended ending of recognition of CE marking on the 31st December 2022.

The new measures can be viewed on the Government website at www.gov.uk.

For construction products falling under AVCP System 3, which includes tile adhesive, the Government has stated that when they amend the current legislation to cease recognition of CE marking (intended date from 1st January 2023), they intend also to make changes to the requirements for retesting currently required to affix the UKCA mark. These are designed to ensure the continued smooth supply of construction products when recognition of CE marking comes to an end.

The change will allow manufacturers with existing type tests from EU notified bodies under AVCP System 3, where the product was tested by the 31st December 2022, to affix the UKCA mark to their products, and to continue to supply them to the GB market without needing to be retested.

It should be noted that most tiles fall under AVCP System 4, which are the manufacturer's responsibility.

The latest Construction Products Regulations can also be found on the Government website.

TTA welcomes the recent simplification, while supporting the ongoing lobbying activities of the CPA to obtain clarity in a number of areas:

• What is the position of products placed on the market after the deadline, if UK testing and certification does not exist? How can we avoid these being

blocked from the market?

• How will the UK testing and certification capacity be encouraged to fill the gaps in accreditation in time for 1st January 2023 or will specialist product areas be allowed to use facilities outside the UK where they are not accredited for that test? This is also needed to ensure products being brought on to the UK market from outside the UK can be certified and tested without delay.

• In addition, there are still a significant number of blocked standards that were not cited before Brexit and which need to pass through the system, some critical to industry.

• Finally, the position in regard to which UK Technical Assessment Bodies (TABs) have applied for observer status to be able to access European Organisation of Technical Approvals (EOTA) data to issue UK Technical Assessments (UKTA) for voluntary UKCA marking.



KEY DIARY DATES

25th November 2022

TTA Christmas Lunch

Browns Brasserie & Bar, 8-10 Old Jewry, London, EC2R 8DN

12th
May
2023The Tiling Show and TTA Awards
Hilton Birmingham Metropole

TTA WORKING GROUP TO TACKLE SUSTAINABILITY ISSUES IN THE TILING SECTOR

"In the domain of ceramic tiles, sustainability means optimised utilisation of raw materials, including utilities (water and energy), as well as optimised production and optimised transport."

BS ISO 17889-1:2021

Ceramic tiling systems - Sustainability for ceramic tiles and installation materials

TTA has recognised that there are many issues around sustainability which affect the tile industry. This year it has established a Working Group to develop a coordinated industry response to the climate crisis and help member companies on their individual sustainability journeys and provide leadership for the tiling sector.

The Working Group has representation from around a dozen companies extending across the sector, including tile distributors and retailers, importers, adhesive manufacturers, contractors and logistics providers. It meets on a monthly basis and reports directly to TTA board of directors.

The Working Group has met a number of times already and has identified some of the main issues which confront the sector. These include, but are certainly not limited to:

• Whether companies operate their own businesses in a sustainable fashion – minimising energy usage, improving energy efficiency of company buildings, minimising travel, encouraging electric vehicle usage, installing green energy systems and minimising and recycling business waste.

 The exploitation of finite raw material sources in tile manufacture and the intensive use of energy in the manufacturing process.

- · The carbon footprint of bringing tiles from overseas.
- Chemicals used in the process of installation especially in adhesives, grouts, sealers and related products.

However TTA also believes it is very important to tell the positive, sustainable story which relates to tiles.

These positive factors include the durability and longevity of tiled surfaces, as well as the inert nature of the product which greatly facilitates fire resistance, water, chemical and stain resistance, recycling and eliminates toxic emissions from end-of-life products.

David Kong, Director of Domus Group, chairs the Working Group. "I am very



heartened by the level of engagement we are seeing in this initiative from TTA member companies. I think everyone recognises that there are big issues we need to confront here and also that now is the time we must do it. Our customers, quite rightly, are increasingly expecting action in this area. So, as well as being the right thing to do in order to ensure a sustainable future for our industry, there is now a strong commercial imperative to get on board with this as well. Sustainability is now at the top of everybody's agenda – and TTA has a leadership role to play."

Following the early meetings of the group, work is now progressing to create a new page on TTA's website about sustainability. This will be a place to highlight some of the key issues, set out TTA's position to confront these and also provide a place to share best practice from within the industry.

There are also longer term goals to work towards the creation of a Sustainability Report for the Tiling Industry at some point and to hold an industry event with speakers around the sustainability theme.

TTA considers itself fortunate that it has considerable resources at its disposal in this area. As members of both the Construction Products Association and Build UK, it can draw on the vast amount of work done by those organisations in the field of sustainability. Meanwhile TTA's increasingly strong links with the leading European tile manufacturing associations will also be very helpful.

TTA TECHNICAL MASTERCLASS SERIES NOW UNDERWAY

TTA's new series of Technical Masterclasses has got underway this summer and is being well-supported by attendees, who have found the content to be valuable.

The first two sessions took place in June and July, covering the topics of Tiling to Heated Floors and Tiling in Wetrooms.

They are aimed at every level of tiler to enhance their understanding and competence regarding the topic. Masterclasses run from 10am - 3pm and are delivered by expert instructors.

Upon completion of any TTA Technical Masterclass, attendees will receive a free copy of the relevant Technical Publication and a certificate.



The confirmed Technical Masterclasses for the remainder of the year include:

Tiling to Calcium Sulfate-Based (Anhydrite) Screeds - 8th November

The Cleaning & Maintenance of Ceramic Tiles - 29th November

Internal Ceramic Tiling to Sheet & Board Substrates - 1st December

Numbers are limited, so places are allocated on a first come first served basis. Prices for TTA Technical Masterclasses are as follows:

Included in this price is refreshments, lunch and free parking on site.

If you'd like to attend any of TTA's Technical Masterclasses, please <u>call 0300 365 84</u>53 or email marketing@tile.org.uk.

TTA Member £70 plus VAT

Non-Member **£150** plus VAT

TTA ORGANISES SECOND SUCCESSFUL TRIP TO VISIT SPANISH TILE MANUFACTURERS

TTA representatives have once again visited Spain on a highly successful trip hosted by ASCER (The Spanish Ceramic Tile Manufacturers' Association) and the Castellón Chamber of Commerce.

The four-day trip in May was based in Castellón, and once again was funded through the generosity of our Spanish hosts. The group of 14-strong members represented a cross-section of the industry, but with a focus this time on retailers and distributors.

The UK is the world's third largest export market for Spanish tile producers. TTA group was invited to the country's most important tile producing region to learn about tile manufacturing and issues affecting the manufacturing sector currently. Participants found the trip to be highly beneficial, as they had the opportunity to hear presentations from a number of leading manufacturers, also with the opportunity for some hands-on experience.

The response of John Brown, Director of Stratford Tile, was typical. Writing to Kay Porter, TTA's CEO and Paul Luff, TTA Chairman, after the trip, he said:

"It was a very well organised trip which I enjoyed immensely. The showroom visits have given me some great ideas which I can introduce into my own business, which I am sure will be beneficial. I am sure that all of the attendees had a similar experience to my own.

"I believe that having seen the investments being made in Spain, which I am sure will be being made across all European countries of supply, our industry is in a lot stronger position than perhaps I thought prior to the visit.

"In both of you, our industry has two exceptional professionals acting as the face of the UK Tile Industry and it is evident from discussions I had with the other attendees, representatives of ASCER and the manufacturers we visited, how highly you are regarded and you should be extremely proud of your achievements in promoting TTA and our industry as a whole at home and abroad."

The visitors enjoyed a number of visits to factories and showrooms

belonging to some of the major players in the tile manufacturing sector in the Castellón area, including Grespania, Gayafores, Peronda, Halcón Cerámicas, Bestile, Azteca, Dune and Apavisa. The programme also included an afternoon of training.

As well as being a great learning opportunity for TTA group, the visit further strengthened the relationship that TTA now has with ASCER. These relations are already highly productive, following the marketing collaboration started in 2020 between the two associations, and cemented with a highly successful TTA visit to Spain last Autumn.

Two representatives of ASCER attended this years' TTA Awards. Meanwhile TTA is also hoping to strengthen its international links with other tile manufacturing nations, in particular Italy.

The recent trip also included the opportunity to visit a TTA member company based nearby.



CPA WARNS OF SLOWING CONSTRUCTION SECTOR GROWTH

Construction output is forecast to rise by 2.5% in 2022 and 1.6% in 2023, says the Construction Products Association (CPA) in its latest forecast. Activity in the private housing sector and in the private housing repair, maintenance and improvement (RM&I) is set to fall from its previous historic high levels, offset by strong growth in the warehouse and infrastructure areas.

The industrial sector, which covers activity on warehouses and factories, is forecast to be the fastest growing sector in the next two years. Output is forecast to rise by 15.0% in 2022 and 9.8% in 2023, as activity continues to be boosted by the strength of online retailing as well as manufacturers' need for increased stocks given the persistence of supply chain issues over the last two years.

Infrastructure, the second largest construction sector, will also be a key driver of growth with output expected to rise by 8.5% this year and 3.8% in 2023. Long-term pipelines of work in regulated sectors such as roads, rail, water and electricity will drive growth. This is boosted further by major projects such as HS2, Thames Tideway Tunnel, and Hinkley Point C despite ongoing delays and cost overruns. However, medium-term, local infrastructure is likely to suffer from councils being financially constrained. Central government projects will also be affected as there will be no further finance beyond November 2021's Spending Review. This is despite an ambitious infrastructure pipeline and strong cost inflation.

Private housing remains cautiously optimistic as annual house price growth continues at double-digit rates and

CPC | construction products association

major house builders continue to stress the strength of the market. However, with the UK economy expected to contract in 2022 Q4, there remains uncertainty regarding how long housing can remain buoyant. The CPA anticipates that UK annual house price inflation will slow to 6.0% later this year and 2.5% in 2023 - as lower housing demand is partially offset by a lower supply of homes on to the market unless unemployment rises significantly and increases the number of forced sellers on to the market, supressing house prices.

Private housing RM&I - the third largest construction sector - has been a key driver of activity over the last two years due to the 'race for space'. Output is currently 20% higher than pre-pandemic but firms report that smaller, discretionary spending on improvements activity is already falling away, albeit, from a historically high level. Private housing RM&I is the sector most exposed to changes in consumer confidence and real incomes. It is also the sector that is most exposed to materials and products cost inflation, as small contractors are less able to plan and purchase in advance for projects. Overall, output is expected to fall by 3.0% this year and a further 4.0% next year. However, given that activity in the sector reached historic highs in early 2022, the sector has the potential for falling even harder than forecast. This is dependent on the extent to which falling consumer confidence translates into households' reduced investment in their own homes and the risks are to the downside.

TTA AWARDS 2023 OFF TO A GREAT START!

As the 'bounce' from this year's highly successful Awards continues, the sponsorship campaign for the 2023 Awards is off to a great start. The first Gold sponsor for next year, JACKOBOARD®, came on board within a week of the 2022 Awards event. They have now been joined (at the time of going to press) by thirteen others – Amber Underfloor Heating, Banks & Loyd, Genesis, Mapei, Palace, PCS, Shackerley, Tile Mountain, Topps Tiles, Ultra Tile, Verona, W.B. Simpson & Sons and Weber. TTA is very grateful to all Awards sponsors. You are the brands who make the Awards possible and your support makes a massive contribution to the work of TTA throughout the year. This has also got to be the top sponsorship opportunity available anywhere in the tiling industry, with maximum exposure before, during and after the Awards.

If you are interested in finding out more about being a TTA Awards sponsor, please email awards@tile.org.uk or phone 0300 365 845.





TILING SHOW HAD THE 'BEST BUZZ' YET



The most commonly heard comment at The Tiling Show was that it had a really good vibe or buzz. Held on the same day and in the same venue as the evening Awards, The Tiling Show hosted 35 exhibitors, who saw an impressive number of visitors during the day. The Show was busy from the start and, unusually for a trade show, there was no let-up in the afternoon, with visitors still coming in less than half an hour before the Show was due to close. Visitors also comprised a good cross-section of the industry, including tile fixers, contractors, retailers and distributors.

Lithofin UK were the sponsor of the Show, and TTA is very grateful for their support. The company's Technical Manager, Bob Sewell, said they had a great show, which justified their involvement. "I've been really busy – all good!" he said.

This was echoed by Simon Whittaker of Amber Underfloor Heating, an Awards Gold sponsor. "We have only joined TTA recently, and it's great to be involved. We've had a good Show and it's been busy all day."

This was echoed by Michael Hailwood of JACKOBOARD®, also a Gold sponsor. "The great thing about it for me has been the opportunity to reconnect with



people, whom we might not have had as much contact with over the past couple of years as we would have liked. It's been really good."

STS, another Gold sponsor, were trialling something new at the Show. They were one of several companies who were presenting live product demonstrations – and they put theirs online via a livestream to LinkedIn, Facebook and YouTube. As Vince Marsh, Head of Marketing, says: "We've had lots of leads today and the great thing about our livestreams is that they will remain indefinitely on the social media channels, to act as a useful resource for people."

This year's Tiling Show definitely saw it established as a 'must attend' event for everyone in the tiling sector. Do not miss next year's Show, which will be held on 12th May 2023. Book your stand now at show@tile.org.uk.





The Tiling Show is the UK's only trade show devoted solely to tiles and related products and is set to be next year's leading 'must attend' industry event.



Friday 12th May 2023, Hilton Birmingham Metropole



TTA HONOURS THE 2022 AWARD WINNERS

TTA has held a highly successful annual Awards night, at which the winners in 17 categories were unveiled and honoured.

This year's Awards marked a return to the Hilton Birmingham Metropole for the first time since 2019 and they proved to be a great opportunity for the whole industry to get together once again – to network, to celebrate and to pay tribute to this year's winners.

The evening was hosted by Dominic Holland, who carried off the role efficiently and with considerable sardonic wit.

For the record number of 15 Gold sponsors this year, the Awards night was the culmination of their support package, and they all received major exposure during the evening. The full list of Gold sponsors was: Amber Underfloor Heating, Banks & Lloyd, Genesis Global Systems, JACKOBOARD®, Mapei, N&C, Palace Chemicals, PCS, Shackerley (Holdings) Group Ltd., STS, Topps Tiles, UltraTile, Verona, Warmup and Weber.

The Awards brochure, which was distributed at the event, contains details of all the shortlisted entries to this year's Awards, as well as the Chairman's introduction and other information. This is available to view or download from the Tile & Stone Journal website at www.tileandstonejournal.com.

"It was certainly a night to remember," says TTA Chairman Paul Luff, "capping off a great day at The Tiling Show, which I am delighted that so many from our industry found to be useful and enjoyable. I would once again like to add my congratulations to all the Award winners, as well as those who got 'Highly Commended', and all our Gold sponsors, our judges and everyone else who worked so hard to make the evening a success once again".





"I was particularly delighted to be able to welcome to our Awards night Alberto Echavarría and Mireia Llinares of the Spanish trade association ASCER. In my view our developing relations with the trade associations in the tile producing countries is one of the most exciting things TTA is involved in at present, so the fact that they were able to attend our Awards was excellent. It was also great to see larger numbers of independent fixers and independent retailers coming along."

TTA would once again like to congratulate all the Award winners this year. The full roll of honour is as follows:



Best Commercial Project Large (over 250m²) Great Northern Tiling Company Centre Parcs, Nottinghamshire



Tile Fixer of the Year Adrian O'Clements A&L Tiling Ltd



Excellence in Marketing Schlüter-Systems Ltd











Floor Tile of the Year Nicholls & Clarke The Lavish Collection

Best Innovation

Kilma

RAK Ceramics

Excellence in Supply & Services

Pro Tiler Tools



Excellence in Marketing Verona **Highly Commended**



ercial Project Large (over 250m²) WB Simpson & Sons (Midlands) Ltd Highly Comme Three Snow Hill



Best Environmental Initative UltraTile





Excellence in Retail Creative Stone & Tile Ltd



Tile Fixer of the Year Shane Collins Highly Commended bour Designs Interiors Ltd Har



Best Heritage Project **Edwardian Tile Restoration** Penylan, Cardiff Victorian Tiling Wales



Best E-Commerce Website/ App **Topps Tiles Ltd**



Wall Tile of the Year **Craven Dunhill Group Burleigh Calico Collection**



Lifetime Achievement David Wilson **Building Adhesives Ltd**



Best Domestic Project UK Wall & Floor Ltd se, Wakerly Hous Meadow Pro-Tilers





ic Projec)ome ADREX UK Ltd Highly Commended Dream Pool Project, Staffordshire



Excellence in Tile Contracting Stortford Tiling and Marble



Alfie Hill WB Simpson & Sons (Midlands) Ltd

TTA's nominated charity, Children Today, had a presence at the Awards this year, in addition to a stand at the Tiling Show. During the evening participants were encouraged to donate generously, and the total figure raised was £1,525.

Emma Prescott, Charity Director at Children Today, said: "We're incredibly grateful to TTA and all its members for their continued support."

"We've seen a significant increase in the number of people who need our support in recent times, and events like these, raising much-needed funds mean so much to the children and families we support. Your donations directly improve the lives of those living with disability and life-limiting conditions - reducing social isolation, giving comfort, providing greater independence and freedom, and so much more. These things, that we can take often for granted, are so often truly life-changing, so thank you once again from everyone at Children Today."

DO YOU FOLLOW TTA'S SOCIAL MEDIA CHANNELS?

Do you know where to find all the latest info from TTA? Our social media platforms are the best place to start.









Facebook

Twitter

Instagram

LinkedIn

Look for The Tile Association on Facebook, Twitter, Instagram and LinkedIn. You'll also find TTA Awards on Twitter.

Tilezine has its own Facebook page and Twitter feed.

The Tiling Show is on Facebook and Twitter.

Please follow and like all our social media channels to keep up with the latest news.

TTA IS DELIGHTED TO WELCOME OUR NEW MEMBERS In this issue we welcome the following businesses into membership of TTA:







If we may be of assistance in any way, please do not hesitate to contact us at the address below or email membership@tile.org.uk

in

የ The Mount, 43 Stafford Road, Stone, Staffordshire, ST15 0HG 🛛 🕻 0300 365 8453 🛛 @ info@tile.org.uk 🛛 🔽 www.tiles.org.uk