

Byrd Tile  
Distributors

# NEWSLETTER

March 2010

## OUR WAREHOUSE IS OPEN ON SATURDAYS!

Beginning March 6, 2010  
our warehouse will be open on Saturdays.

Hours will be 9 am to 2 pm.

Your Customers will be able to come in and choose from over **250 In Stock Tiles** in many colors and Styles!

There will be staff available to help in selection and purchase of **In Stock Tiles and Setting Materials.**

The special order section of our showroom will be open for browsing, but we will not be able to accept designer appointments on Saturday.



WHEN YOU SAID THAT SOME CERAMIC TILES  
CAN SHOW TRAFFIC PATTERNS I DIDN'T THINK...

## NEW WEBSITE

We have improved our website.

There are more design ideas for your customers to see. We have a Installer/Dealer page to keep you informed of the newest products out there. Plus for your customer's convenience, they can set up an appointment with one of our designers on line. Check it out at

[www.byrdtile.com](http://www.byrdtile.com)

## WE NEED YOUR EMAIL ADDRESS!

We will be sending out email blasts on special offers and new products. This will be available only our email contacts. So if you want to get in on the special offers, email Allyce at [byrdtile@byrdtile.com](mailto:byrdtile@byrdtile.com) so she can put you on the list!

## CLOSEOUT SPECIALS

7 X 7 Ilva Patagonica \$.99 / sf  
Porcelain stone look - 3 colors  
Bullnose 3 X 14 \$.99 / ea

Great for Tubhops and small floors

12 X 12 Ivory Medium Limestone \$3.95 / sf

## DON'T FORGET THE DONKEY!

We can deliver your  
order to the jobsite for  
you.

Only \$85.00 for a local  
delivery.

**It's worth it!**

## THE EVOLUTION OF INSTALLATION METHODS

### The Sand Strata Method

Have you ever visited a centuries-old cathedral and wondered how tile floors that were installed hundreds of years ago are still intact today? The secret is a layer of tampered sand which was placed between the structural substrate and tile assembly. Since sand has very little cohesive strength, the tile covering could move independently from the substrate. This “uncoupling of the two layers prevented movement in the substrate from producing damaging stresses in the tile. In addition, the sand strata effectively distributed heavy loads to support the tile covering. The combination of uncoupling and support ensured lasting installations. A more recent installation method that functioned on the same principles was the wire-reinforced mortar bed over a slip-sheet or cleavage membrane. In these applications the cleavage membrane allowed for independent movement between the tile and the substrate, while the mortar bed provided the necessary support.